



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, March 23, 2023 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jackie Falotico
Approve Minutes of Thursday, February 16, 2023	Jackie Falotico
Administrative Discussion Items	
• Advocacy and Outreach	Carm Basile
• Blink - Employee Communications Update	Jaime Kazlo
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, April 20, 2023 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Jackie Falotico

**Capital District Transportation Authority
Community and Stakeholder Relations Committee**

Meeting Minutes – February , 2023 at 11:15 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Mike Criscione, Jayme Lahut, Dan Lynch, Georgie Nugent, Dave Stackrow, Pat Lance; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Emily DeVito, Sarah Seymour, Jon Scherzer, Sarah Matrose, David Williams, Thomas Guggisberg, Nick Chenard, Gary Guy, Vanessa Fox

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Member Patrick Lance noted that a quorum was present. Minutes from the January 19, 2023 meeting were reviewed and approved.

Administrative Discussion Items

- Carm Basile provided a summary of advocacy efforts for the 2023 legislative season. Meetings with legislators at both the local and state level are underway. Our message of growth and expansion is a central theme of our conversations.
- Jon Scherzer provided an update on our customer research work that is being done by our consulting firm TransPro. Our first customer survey was conducted in June 2022. The second phase of research was done in January with more than 400 surveys completed by customers. Customers ranked on-time performance, travel time, frequency and fare pricing as most important to them.
- A new performance dashboard will be rolled out by the company to measure more than just ridership and on time performance. The dashboard will incorporate overall impact on communities served.
- Looking ahead four additional surveys will be conducted with a focus on community value, workforce, customer experience and paratransit services.
- Jaime Kazlo provided the monthly community engagement and media report. Last month, CDTA earned 15 media placements in television, newspaper, and radio. Stories focused on CDTA's new car share program, DRIVE, new service into Voorheesville, progress on the Purple Line BRT, and possible expansion into Warren County.
- Looking ahead CDTA will hold its annual State of CDTA on Thursday, March 2 and celebrate Transit Worker Appreciation Day on March 18.

Next Meeting

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Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement
Media Report

March 23, 2023



Earned Media

Media Relations Metrics February/March 2023

- Total Stories: 20
- Estimated Value: 20,000+



Media Highlights



SUBSCRIBE

NEWS

Here's where to catch shuttle buses for Friday's NCAA games in Albany

CDTA buses will run from lots at the University at Albany and the Harriman state office campus to MVP Arena



Mike Goodwin

March 13, 2023 | Updated: March 13, 2023 2:05 p.m.



SUBSCRIBE



BUSINESS

CDTA unveils electric bikes, new transit hubs for 2023

CDTA bus ridership has reached 90 percent of pre-pandemic levels and is up 20 percent since last February



Melissa Manno

March 3, 2023



News Weather 13 Investigates Features Sports

Watch Live:
NewsChannel 13 Live at 11

Mildred Elley, CDTA partner together in universal access program

By WNYT

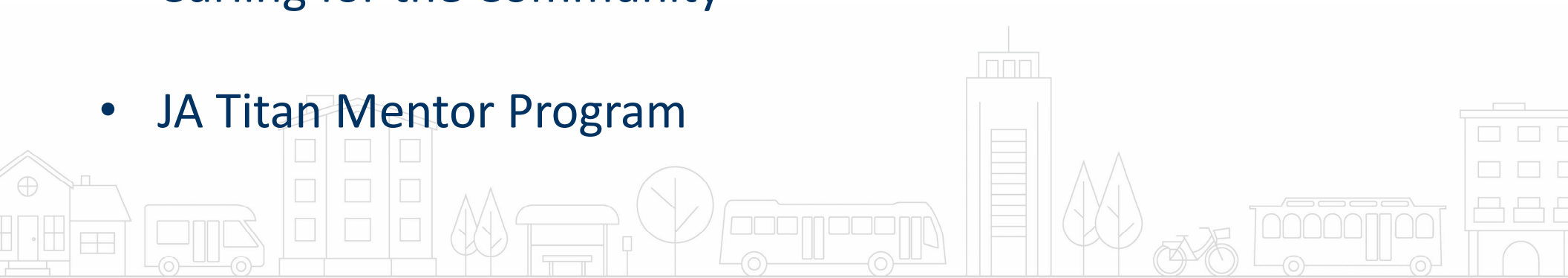
March 16, 2023 - 8:01 PM

Mildred Elley has joined CDTA's Universal Access Program, as the partnerships continue.



Community Engagement

- NYPTA Transit Awareness Month
- Transit Worker Appreciation Day
- Curling for the Community
- JA Titan Mentor Program



Looking Ahead

- Crossgates Mall Roundabout Construction to begin
- Earth Day, April 22
- Employee Awards Dinner, May 13
- CDPHP *Cycle!* Season 7 Kick Off, May

