



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, April 20, 2023 | 11:15 AM**  
**Microsoft Teams & at 110 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Approve Minutes of Thursday, March 23, 2023	Jackie Falotico
<b>Administrative Discussion Items</b>	
• Advocacy and Outreach	Carm Basile
• Mobility Updates	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, May 25, 2023 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Jackie Falotico

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

**Meeting Minutes – March 23 , 2023 at 11:16 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Jaclyn Falotico, Mike Criscione, Jayme Lahut, Dan Lynch, Georgie Nugent, 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, Ross Farrel, Rich Cordero, Jack Grogan, Vanessa Fox

### **Meeting Purpose**

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Falotico noted that a quorum was present. Minutes from the February 15, 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 continue. Our message of growth and expansion is a central theme of our conversations as we await the State Budget.
- Jaime Kazlo updated the Committee on the employee app BLINK that was rolled out 8 months ago. Blink was rolled out as a way to keep the entire workforce connected and updated on company news, operations and employee engagement opportunities. To date, nearly 70% of the workforce has downloaded the app.
- Jaime Kazlo provided the monthly earned media and community engagement report. Last month, CDTA earned 20 media placements in television, newspaper, and radio. Stories focused on the annual State of CDTA event, progress on the Purple Line BRT, NCAA shuttle service and a new Universal Access partnership.
- CDTA participated in a number of local and national events to showcase its workforce to the community. One of those events, Transit Worker Appreciation Day. The day was celebrated on March 18. Each year CDTA marks the occasion by saying thank you to its workforce in several ways.
- Looking ahead CDTA will celebrate Earth Day on April 22 and gear up to kick off season 7 of CDPHP *Cycle!* this spring.

### **Next Meeting**

Thursday, April 20, 2023 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

# Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement  
Media Report

April 20, 2023



# Earned Media

## Media Relations Metrics March/April 2023

- Total Stories: 25
- Estimated Value: 25,000+



# Media Highlights

syracuse.com

## Centro has millions of dollars and a new idea. Will anyone ride it?

Updated: Apr. 06, 2023, 2:55 p.m. | Published: Apr. 05, 2023, 6:00 a.m.



Passengers wait to board a bus at the Centro Transit Hub on South Salina Street in downtown Syracuse in this 2021 photo. (Megan Craig | The Post-Standard)

A screenshot of a news article from syracuse.com. The article is titled "23rd Annual Dr. Martin Luther King, Jr. Career Fair happening Thursday" and is by Jamie DelLine. It includes a sub-headline "NEW YORK NEWS" and a "WEATHER ALERT" banner at the top. The main image shows people sitting at a table in a career fair setting.

NEWS CHANNEL 13 News Weather 13 Investigates Features Sports

## Construction begins on first of its kind transit center for Capital Region

By WNYT  
Updated: April 10, 2023 - 7:43 PM  
Published: April 10, 2023 - 6:03 PM



Construction is now underway on the region's first mobility center.

A screenshot of a news article from Times Union. The article is titled "A roundabout is coming to Crossgates Mall. What to know about road closures, the timeline and traffic." and is by Matt Schneider. It includes a sub-headline "NEWS" and a "TIMES UNION" logo. The main image shows an aerial view of a roundabout with a bridge over a road.



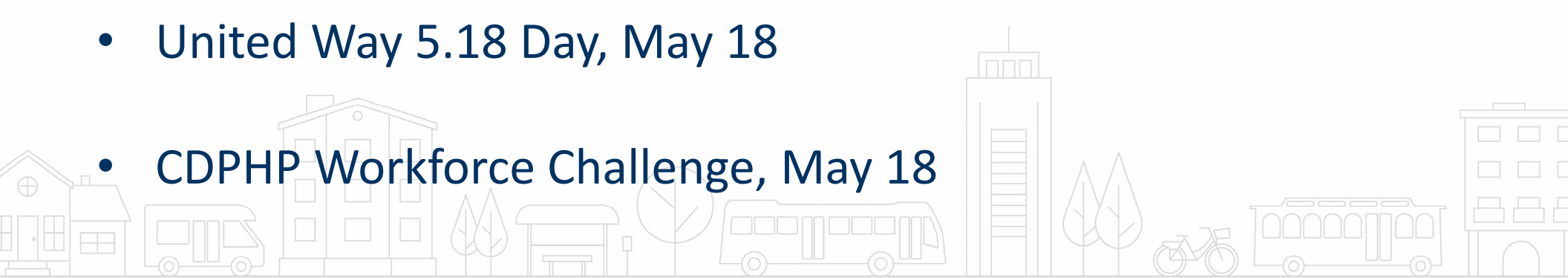
# Community Engagement

- American Red Cross Fire and Ice Gala
- SCCC Food for Thought and All that Jazz
- Dr. Martin Luther King Job Fair
- Emergency Transportation



# Looking Ahead

- NYLCV Annual Awards Event, April 17
- Earth Day, April 22
- Employee Awards Dinner, May 13
- United Way 5.18 Day, May 18
- CDPHP Workforce Challenge, May 18





*Community & Stakeholder  
Relations Committee  
April 20, 2023*



# Mobility Update



ELECTRIC BUS

ELECTRIC BUS  
CLEAN ENERGY BUS





## Off to the Races

- Growth across all key KPI categories
- CDTA branding and platform helpful
- Reviewing best expansion options
- Enhance regional charging network



# DRIVE Stats

	JANUARY	FEBRUARY	MARCH	TOTALS
Trips	73	150	195	<b>418</b>
Registrations	144	98	75	<b>317</b>
Active Members	38	75	92	<b>205</b>
Total Hours	284	715	1,297	<b>2,296</b>
Hours Per Day	9	25.5	42	<b>76.5</b>
Miles Driven	2,042	6,460	11,250	<b>19,752</b>

LOCATION	JANUARY	FEBRUARY	MARCH	TOTALS
St. Vincent de Paul	20	41	43	<b>104</b>
143 Washington Avenue	13	37	33	<b>83</b>
Dept. Mental Health	9	21	44	<b>74</b>
Maria College	9	17	28	<b>54</b>
Delaware Branch – APL	8	20	22	<b>50</b>
Cohoes	5	15	26	<b>46</b>

**Insights:**

***Thursday is the most popular day for rentals, followed by Friday***

***St. Vincent de Paul location has most rentals***

***Albany County doubled rental totals from February to March***





# DRIVE Forward

- NYSERDA Partnership Kickoff
- Livingston Energy Collaboration
- Gateway Mobility Center
- Business Development
- UA Integration



# Cycle! Changes

- New partners to support operation, grow the fleet, and oversee expansion
- New vehicles, improved hardware, and software systems
- Fleet will consist of existing pedal and new electronic-assist bikes
- Continue hubless system with new app, website, and updated branding
- Secure photo end of trip verification, and support for equity programming





# Cycling Ahead

- Pedal bikes to be outfitted with conversion kits for connectivity to new software system
- We are expecting delivery of 200 pedal-assist e-bikes before Summer
- Investing in charging/storage cabinets designed for micro mobility
- Expanding space at Albany Public Library and CDTA facilities where appropriate



*Thank You*

