



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, May 25, 2023 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, April 20, 2023	David Stackrow
Administrative Discussion Items	
• CDTA Website Update	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, June 22, 2023 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

Capital District Transportation Authority Community and Stakeholder Relations Committee

Meeting Minutes – April 20, 2023 at 11:16 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jaclyn Falotico, Jayme Lahut, Mike Criscione, Dan Lynch, Pat Lance, Georgie Nugent; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Emily DeVito, Jon Scherzer, Sarah Matrose, David Williams, Thomas Guggisberg, Ross Farrel, Lindsey Bradt, Kelli Schreivogl, 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 March 23, 2023 meeting were reviewed and approved.

Administrative Discussion Items

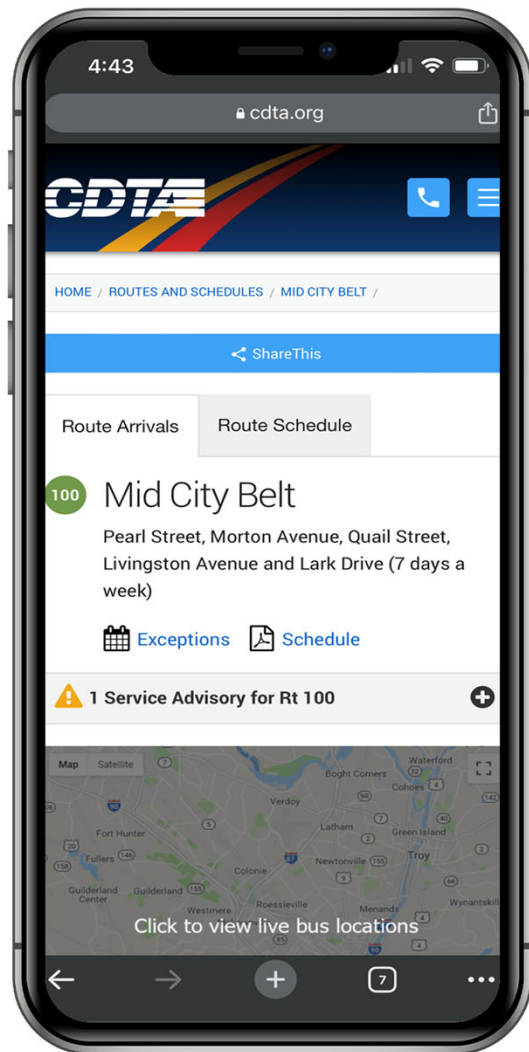
- Carm Basile provided a summary of advocacy efforts for the 2023 legislative season. Meetings with legislators at both the local and state level are ongoing. Our message of growth and expansion is a central theme of our conversations as we await the State Budget.
- Jonathan Scherzer provided an update on CDTA Mobility offerings. Jonathan provided statistics on our all electric carshare program DRIVE and changes for season 7 of CDPHP Cycle!
- To date, DRIVE has more than 300 people registered for the program. St. Vincent de Paul has the most rentals, with Thursday being the most popular day for rentals followed by Friday.
- CDPHP Cycle! season 7 will kick off with all new vehicles, improved hardware and software systems and more than 200 electronic bikes will be added to the fleet. CDTA is also working with a new partner to support operations and expansion.
- Jaime Kazlo provided the monthly earned media and community engagement report. Last month, CDTA earned 25 media placements in television, newspaper, and radio. Stories focused on the start of construction on the Schenectady Mobility Center, the BRT Purple Line Roundabout at Crossgates Mall and the adoption of our annual budget.
- CDTA participated in a number of local events to showcase its work in the community including, the Schenectady County Community College Food for Thought and all that Jazz event, the Dr. Martin Luther King Job Fair and emergency transportation to assist with a couple of fire in Albany.
- Looking ahead CDTA will participate in the United Way 5.18 Day assisting with two beautification projects in the community and the CDPHP Workforce challenge also on May 18.

Next Meeting

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***Website Overview and Refresh
Community & Stakeholder Relations
May 25, 2023***



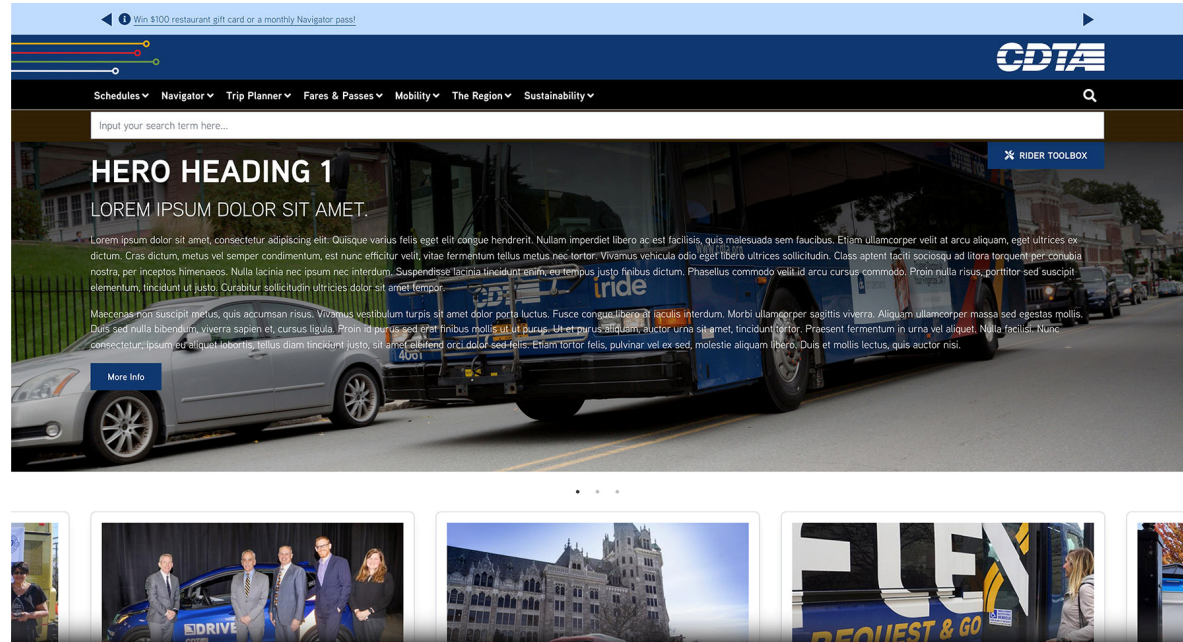
April 2023 Stats

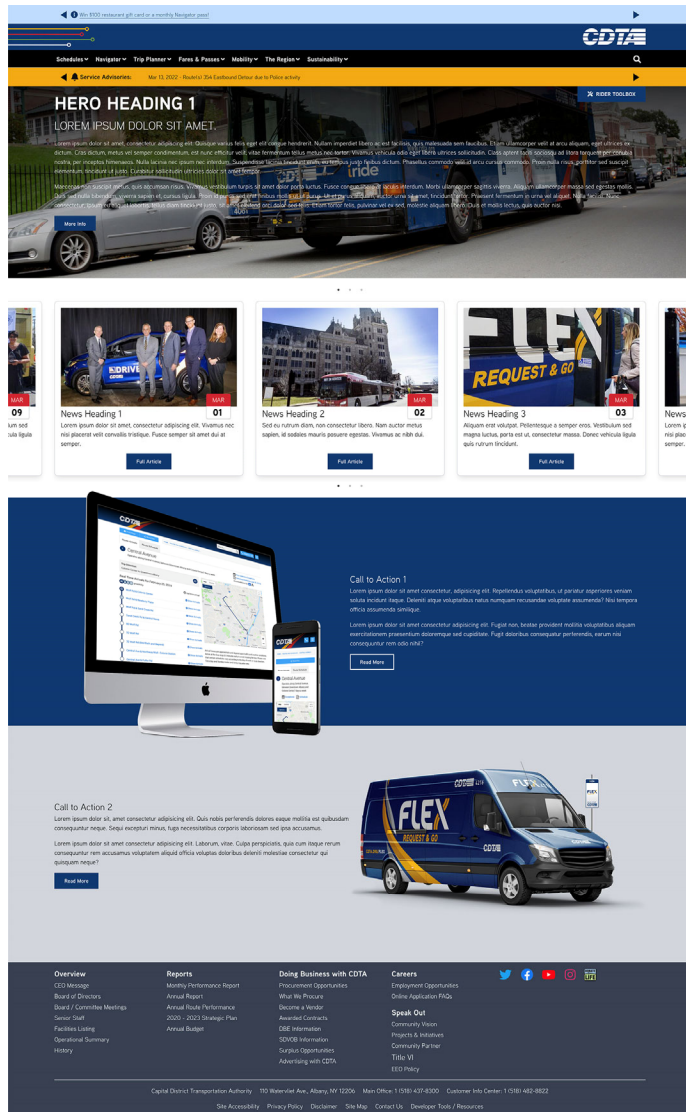
- Top Pages:
 - Route #100
 - Route #85
 - Route #905
 - Route #106
- Customers spend an average of 5:00 on the site, looking at between 2-3 pages during visits
- More than 90% of visits come via mobile device (tablets included)
- Roughly 750,000 page views per month seen by 90-100k visitors



Refresh Overview

- Updated look and feel (2020 last)
- Design will be responsive (proper display on different devices)
- Updated homepage establishes baseline look and feel
- Update subsections and content types across the site





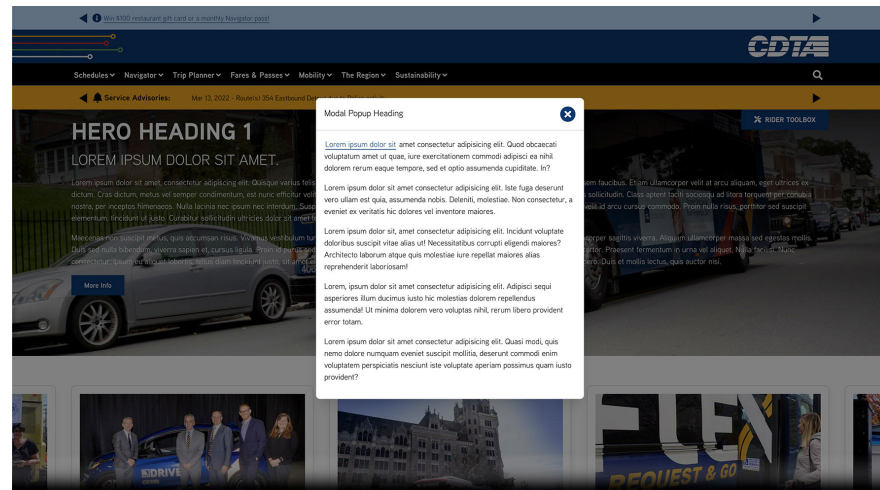
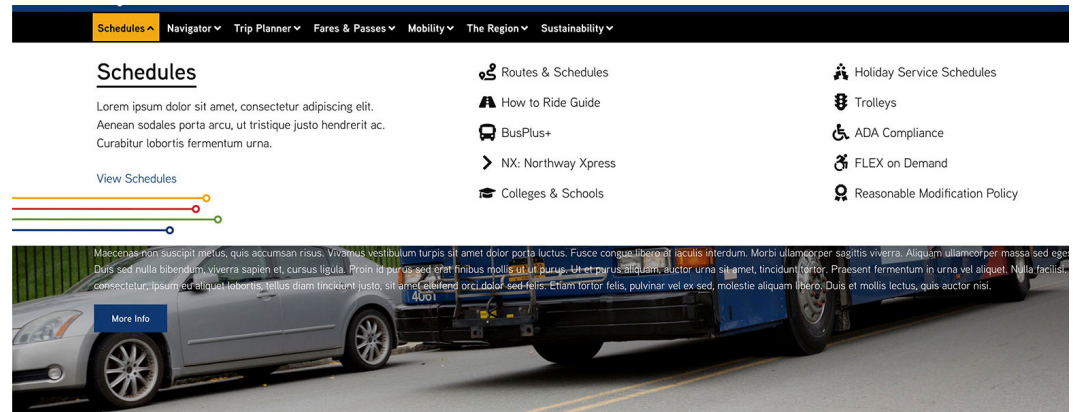
Conversion Notes

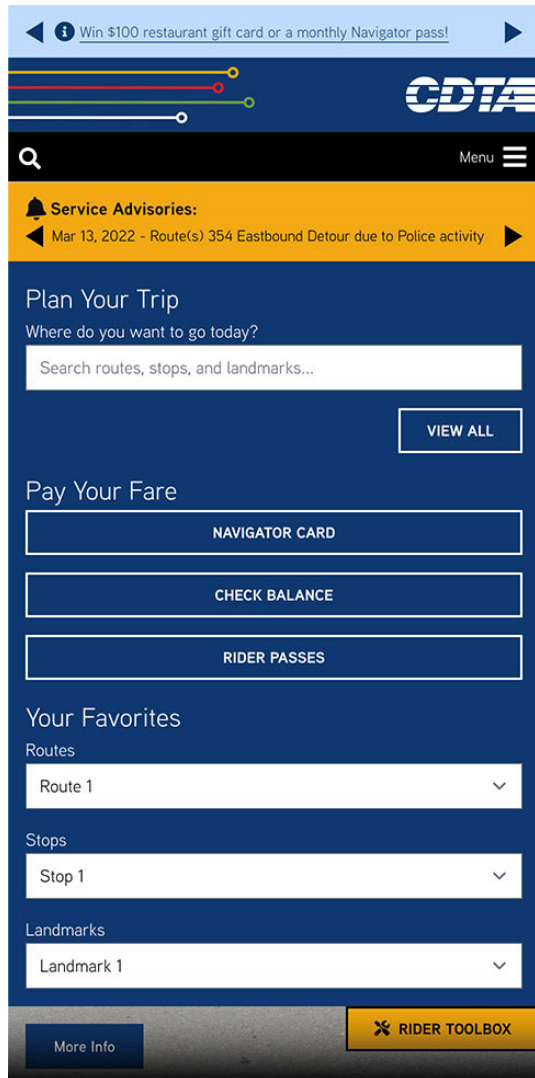
- Marry new theme with enhanced functionality
- This includes testing for 508/ADA compliance
- 11 different pages types for content differentiation
- New homepage callout sections



New Look

- Easier to read dropdown menu
- CDTA will be able to push popup notifications
- Text overlay on homepage hero image
- Better multimodal callouts

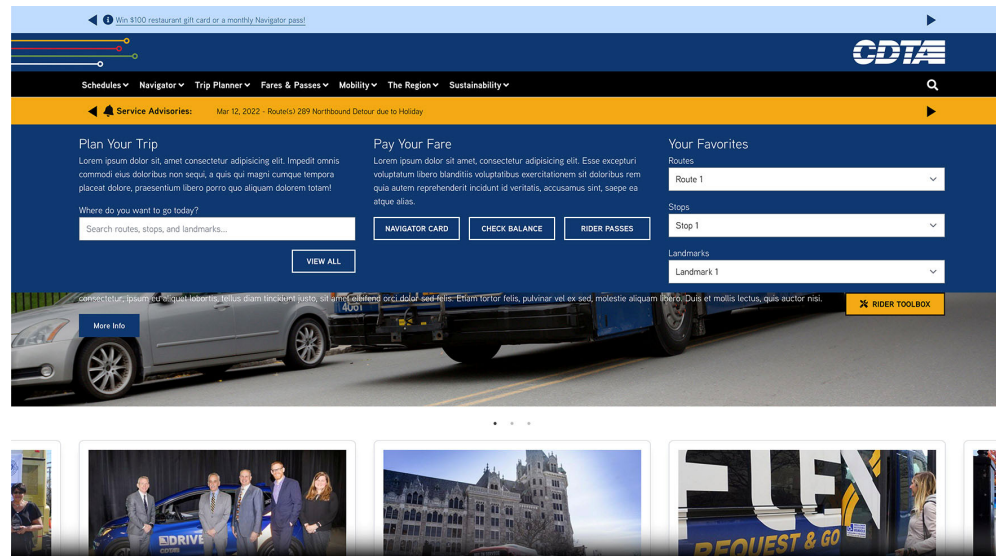




Rider Toolbox

New feature houses key categories

- Service advisories
- Trip Planning
- Navigator information
- Favorited Routes & Stops



Rollout Schedule

- **Week of June 5**
 - Content Training
 - Home Page Content
- **Thursday-Friday – June 9/10**
 - Last Data Migration
 - Verify website in staging
- **Sunday June 11**
 - DNS Change
- **Monday June 12**
 - Website Official Launch



Thank You



Community & Stakeholder Relations Committee Meeting

Monthly Community Engagement
Media Report

May 25, 2023



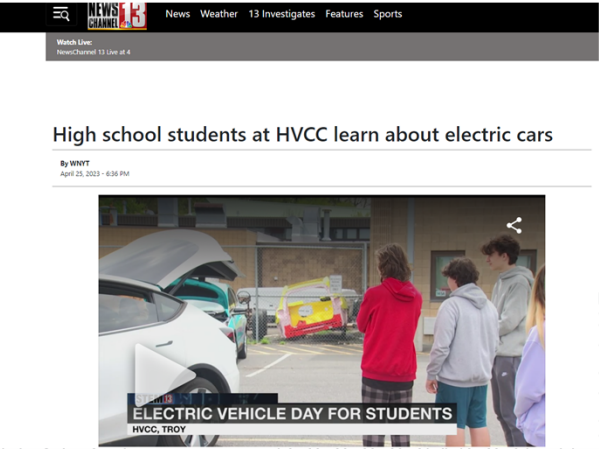
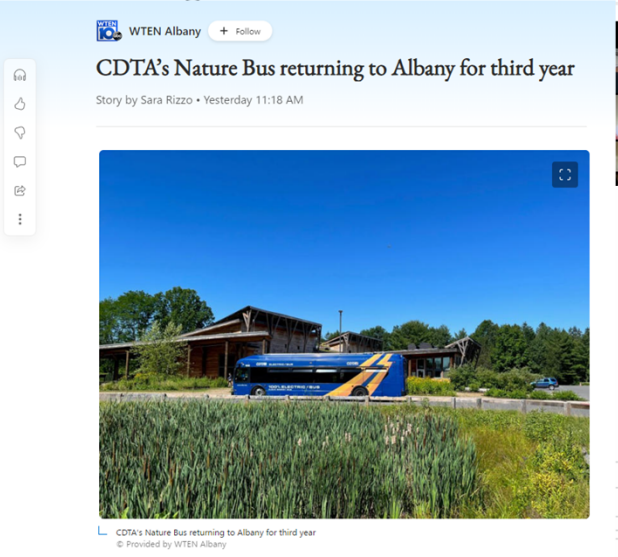
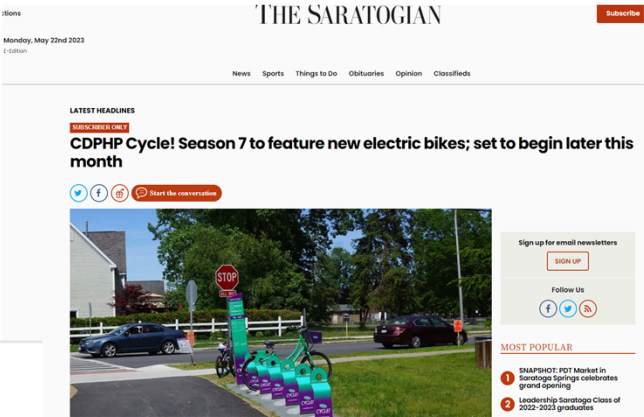
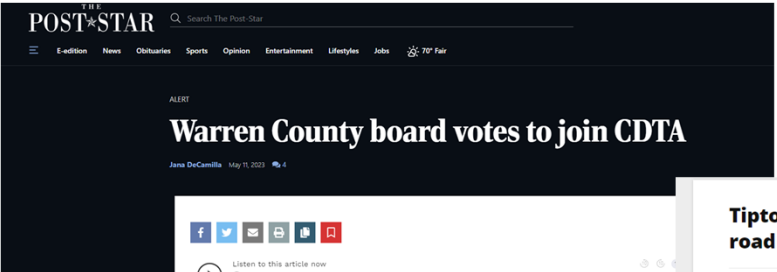
Earned Media

April/May 2023

- Total Stories: 16
- Estimated Value: \$17,000



Media Highlights



Community Engagement

- Patriot Flight Transportation
- Saratoga Children's Museum Big Truck Day
- Emergency Training with CDTA Vehicles
- Japanese/Taiwanese Delegation Visit



Social Media Engagement

- **Post Engagement Rate**

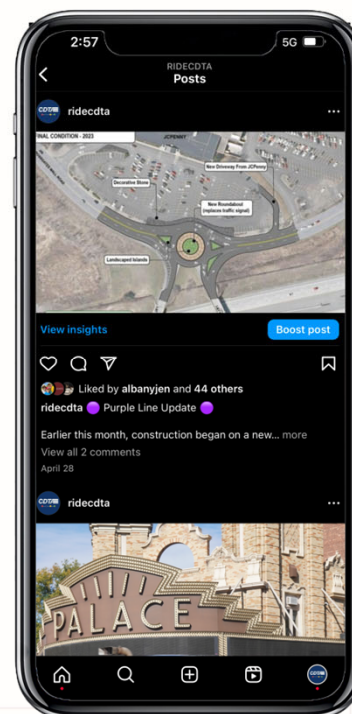
- Facebook: 3.45% (avg: 0.15%)
- Instagram: 4.96% (avg: 0.60%)
- Twitter: 0.91% (avg: 0.05%)

- **Follower Count**

- Facebook: 6,400 followers (107 new this month)
- Instagram: 4,600 followers (127 new this month)
- Twitter: 4,000 followers

- **Top Posts**

- “Purple Line Update” 4/28
- “Recruitment” 4/8
- “DRIVE” 4/25



Looking Ahead

- Nature Bus Returns, May 27
- Retiree Luncheon, June 9
- PRIDE Parade, June 11
- Summer Services Return, June 28
- NYRA Farm Tours, July 14

