



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, June 22, 2023 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, May 25, 2023	David Stackrow
Administrative Discussion Items	
• Community Value Survey	Jonathan Scherzer
• Summer Services	Jonathan Scherzer
• Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, September 14, 2023 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

** Additional Materials will be attached separately and/or emailed before the meeting.*

Capital District Transportation Authority

Strategic and Operational Planning Committee

Meeting Minutes – May 25, 2023 at 12:00 pm; via Microsoft Teams and 110 Watervliet Ave.

In Attendance: Pat Lance, Peter Wohl, Georgie Nugent; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Vanessa Fox, Jon Scherzer, Emily DeVito, Thomas Guggisberg, Sarah Matrose, Kelli Schreivogl, Patricia Cooper

Meeting Purpose

Regular monthly meeting of the Strategic and Operational Planning Committee. Committee Member Jayme Lahut noted that a quorum was present. Minutes from the April 20, 2023 meeting were reviewed and approved.

Administrative Discussion Items

Transit Quick Takes: Operator Work

- Over the last several months we have had extensive discussions about balancing the challenges involved with operator recruitment, retention, and attendance, with meeting our service commitments to our customers. Many of these topics involve the inherent nature of work that operators must perform on a day-to-day basis. Gary Guy, Director of Transportation, facilitated a discussion around several of the considerations that go into creating operator schedules and assigning work.
- There are several categories of schedules, including working days, nights, splits, weekdays, partial weekends, and entire weekends. The ability to choose these schedules is based on seniority and the rules in the collective bargaining agreement.
- NYA (No Run Available) schedules are more non-traditional pieces of work that cover runs left after senior operators make their choices.
- Extra list operators have no designated schedule for the duration of the pick and must sign up for work daily. This is due to changes in daily absenteeism, special events, training relief, etc.
- Hold down assignments also have no formal, designated schedule, but will allow a person to sign up for work on a weekly or monthly basis.
- Vacation floaters work the weeks that other operators take off as vacations.
- Balancing these considerations, coupled with operator shortages is complex. What one employee may consider “good”, another may consider “bad”. With quality, experienced staff and supervision, we can minimize the negative impacts on our employees and our customers.

Next Meeting

Thursday, June 22, 2023, at 12:00 pm via Microsoft Teams and at 110 Watervliet Ave.



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Earned Media

May/June 2023

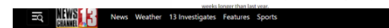
- Total Stories: 15
- Estimated Value: \$16,000

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CDTA

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Media Highlights



CDTA begins annual campaign to raise Alzheimer's Awareness



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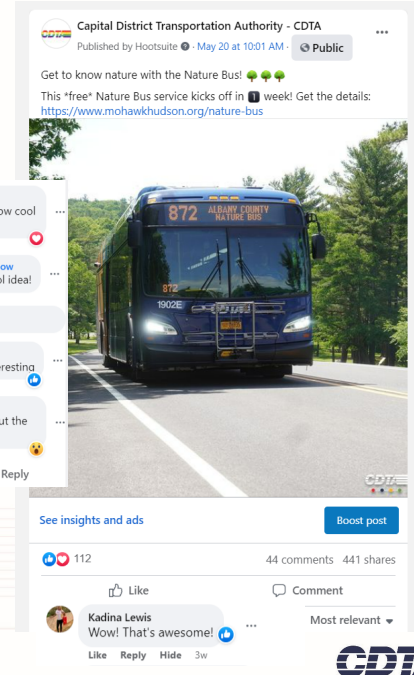
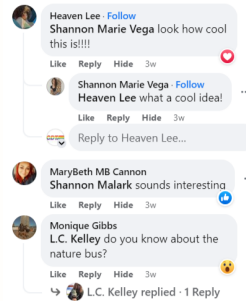
Community Engagement

- Memorial Day Parades
- PRIDE Parade
- Juneteenth Celebrations
- Schenectady Early Voting Trolley

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May 2023 Social Media Stats

- **Follower Count**
 - Facebook: 6,849 followers (+449 this month)
 - Instagram: 4,600 followers
 - Twitter: 4,000 followers
- **Top Posts (Primary Channel: Facebook)**
 - "Get to Know Nature Bus" 5/20
 - Shares: **441**
 - Reach: **50,400**
 - Reactions: **112**
 - "Nature Bus Info" 5/27
 - "Welcome Warren County" 5/12
- **Strategy**
 - 34 unique posts on Facebook in May
 - Engaging, visual, and community-focused content



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Looking Ahead

- Schenectady Nature Bus, June 24
- Service Changes, June 25
- Summer Services Return, June 28



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