CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, February 18, 2021 | 11:30 AM | Microsoft Teams Meeting

<table>
<thead>
<tr>
<th>Committee Item</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>Call to Order</td>
<td>Patrick Lance</td>
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<tr>
<td>Ascertain Quorum</td>
<td>Patrick Lance</td>
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<td>Agenda Approval</td>
<td>Patrick Lance</td>
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<td>Approve Minutes of Thursday, January 21, 2021</td>
<td>Patrick Lance</td>
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**Administrative Discussion Items**
- Saratoga County FLEX Update                                  Jon Scherzer
- Monthly Media/Community Engagement Report                    Jaime Watson

Next Meeting: Thursday, March 25, 2021 at 11:30am via Microsoft Teams and 110 Watervliet Ave.

Adjourn                                                        Patrick Lance

*Indicates Material (Or Additional Material) Will Be Provided Via Email or at Meeting*
Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – January 21, 2021 at 11:30am; Microsoft Teams

In Attendance: via MT – Denise Figueroa, Jayme Lahut, Mark Schaeffer; at 110 – Pat Lance, Mike Criscione, Carm Basile, Amanda Avery, Jaime Watson, Lance Zarcone, Jon Scherzer, Allie Schreffler, Vanessa Salamy; via MT – Mike Collins, Chris Desany, Stacy Sansky, Jeremy Smith, Rich Cordero, Chad Heid

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 December 17, 2020 meeting were reviewed and approved.

Administrative Discussion Items
- Jaime Watson summarized the monthly Media Relations/Community Engagement report and provided a 2020 year-in-review report. Throughout the year, CDTA had 247 earned media placements in television, newspaper, and radio. Many of the stories focused on CDTA’s response to COVID-19, our new services (like River BRT) and community partnerships. Jaime talked about goals for CDTA’s communication and community engagement activities over the next year.

- Jon Scherzer provided a look back at marketing initiatives in 2020. These efforts support corporate communications internally and externally and keep employees and the community up to date on CDTA initiatives.

- Allie Schreffler provided a look at what we are doing in Social Media. In 2020, CDTA’s social media outreach played a big role in helping to keep the community connected with COVID-related service changes, new services, and community outreach. In 2020 CDTA’s social media channels continued to grow with emphasis placed on providing COVID-related information, service updates, and new mobility options. We expect social media platforms to be a growing and important part of our marketing and communication work.

Next Meeting

Thursday, February 18, 2021 at 11:30am via Microsoft Teams and 110 Watervliet Avenue
WHAT IS FLEX?

- CDTA ride sharing service started January 2020
- Customers request a ride through mobile app *
- Curb-to-curb travel, includes connections to transit
- Expand system; reduce fixed route where appropriate
**Flex so far...**

- **Colone, Guilderland and Latham**
  - Averaging 85 trips per day
  - Institution of fares in October 2020

- **UAlbany Uptown Campus**
  - Pilot program for Spring 2021
  - Identified stops for shared rides

- **Universal Access Inclusion**
  - Albany Medical Center
  - Albany International Airport
  - University at Albany

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**Reconnaissance**

- Coordination with City of Mechanicville leadership, Saratoga Chamber of Commerce

- Survey of more than 400 area residents
  - *Hours, Key Locations, Customer Demos*

- Work with TransLoc on mapping and design
So. Saratoga County Pilot

- Provide connection for Mechanicville to employment, services, and recreation
- In-city travel for Mechanicville residents
- Connection with Clifton Park commercial center
- Pin Drops: Sysco, US Foods, County Waste, Walmart
- Preparing for Summer 2021 rollout

Looking Ahead

Low Ridership Transit Corridors
- Continue examining as we move forward

RRS service
- Might be answer for Downtown Albany, etc.

Downtown Saratoga Springs
- May be better fit than fixed route service

Long Term Planning
- Vendor options, vehicles, operators
Earned Media

<table>
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<tr>
<th>News Channel 13</th>
<th>Times Union</th>
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<td>News 10 abc</td>
<td>Spectrum News</td>
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Media Relations Metrics 2021

Total Stories: 15

Estimated Value: $15,000
Media Highlights

NFTA eyes Bailey for enhanced 'bus rapid transit' along critical route

Biden order reinforces existing mask requirements for travel

Community Engagement

• Vaccine Transportation

• State of CDTA, virtual format

• Northeast Kidney Foundation
Looking Ahead

- COVID Messaging
- NYPTA Transit Awareness Month
- Transit Worker Appreciation Day, March 18