



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

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Patrick Lance
Ascertain Quorum	Patrick Lance
Agenda Approval	Patrick Lance
Approve Minutes of Thursday, January 21, 2021	Patrick Lance
<b>Administrative Discussion Items</b>	
• 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 updated and new mobility options. We expect social media platforms be a growing and important part of our marketing and communication work.

**Next Meeting**

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# ***FLEX* On Demand** **Southern Saratoga County**



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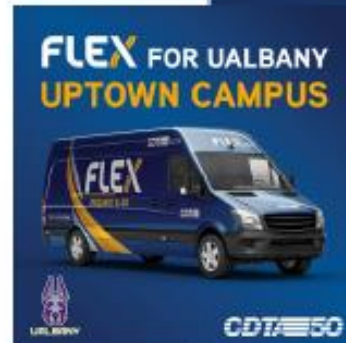
## **WHAT IS *FLEX*?**

- 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



# 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



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# 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



# Community & Stakeholder Relations Committee Meeting

## Monthly Community Engagement/Media Report

February 18, 2021



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### Earned Media



### Media Relations Metrics 2021

Total Stories: 15

Estimated Value:  
\$15,000



# Media Highlights

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

**Albany County legislator wants CDTA to offer free bus rides**

**Biden order reinforces existing mask requirements for travel**

**CDTA to glow red in support of Heart Health Month**



# 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

