



CDTA COMMITTEE AGENDA
Strategic and Operational Planning Committee
Thursday, September 24, 2020 | 12:00 PM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Mike Criscione
Ascertain Quorum	Mike Criscione
Agenda Approval	Mike Criscione
Approve Minutes of Thursday, August 20, 2020	Mike Criscione
Consent Agenda Items	
• River BRT Title VI Equity Analysis*	Chris Desany
Administrative Discussion Items	
• River BRT Outreach and Promotion Plan	Jon Scherzer/Jaime Watson
Executive Session	
• No Items Scheduled	
Next Meeting: Thursday, October 22, 2020 at 12:00pm via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	

** Indicates Material (Or Additional Material) Will Be Provided Via Email Or At Meeting*

Capital District Transportation Authority
Strategic and Operational Planning Committee
Meeting Minutes – August 20, 2020 at 12:00pm; via Microsoft Teams

In Attendance: via MT- Denise Figueroa, Mark Schaeffer; at 110 – Jayme Lahut, Mike Criscione, Pat Lance, Carm Basile, Amanda Avery, Chris Desany, Lance Zarcone, Ross Farrell, Jaime Watson, Jon Scherzer, Jeremy Smith, Vanessa Salamy; via MT –Sarah Matrose, Chad Heid, Rich Cordero, Ethan Warren, Lindsey Garney, Thomas Guggisberg, Stacy Sansky, Mike Collins

Meeting Purpose

Regular monthly meeting of the Strategic and Operational Planning. Committee Chair Mike Criscione noted that a quorum was present. Minutes from the June 18, 2020 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

Electric Bus Pilot

- Chris Desany gave a presentation and facilitated discussion on the electric bus pilot. We acquired four New Flyer electric buses last fall, and after partnering with the Center for Transportation and the Environment, we started to assess the viability of transitioning to this equipment. We reviewed the technology including the configuration of the vehicles, the chargers, and the data collection methodology.
- The buses have been in service since January and early indicators are positive. Maintenance costs per mile and availability are commensurate with like-aged diesel vehicles. Range performance is as advertised. Major variables that impact range (hourly and mileage-based) include ambient temperature and the nature of the route on which the vehicle is running. Urban core routes are among the most efficient.
- We discussed how this pilot relates to the broader rollout of additional vehicles, and the concerns relating to the infrastructure required to support them. We will continue to have follow-up conversations on these topics.

September 2020 Service Changes

- Ross Farrell gave a presentation and facilitated discussion on the September 2020 service changes. Much of the system will remain unchanged except for the resumption of school/university services, schedule adjustments to select routes, and the possible rollout of services for State employees.
- Resumption of school services include support for the University at Albany, RPI, Skidmore, Albany School District, and other private schools.

- Due to their slow return, it is unknown when the access (and corresponding service) will begin for State workers. Other changes include adjusting select routes to better match service levels with demand, including #190, #1, and #7. Details were provided.

River BRT Update

- Ross Farrell and Jeremy Smith gave a presentation and facilitated discussion on the November 2020 River BRT rollout. We reviewed the goals of the project including faster service/reduced travel times, eliminating transfers, and higher frequencies.
- The blue line will have limited stop service featuring branches at the north and south ends, with 7-12-minute weekday frequencies during most of the day, and 15-30 minutes in the early morning and late evening. Capital and operating costs were reviewed.
- Construction activities are primarily on schedule, with eight locations left to be completed before November. Amenities include improved pedestrian access, TSP, benches, rails, bike racks and garbage receptacles. We will also have a green shelter, and heated sidewalks, solar panels, and USB chargers at select locations. Due to late additions to the stop locations, there are a few sites that will be completed next year. Availability of pylons is being monitored.
- The Troy garage is also progressing well and is scheduled to be complete in October. Commissioning of buses and non-revenue vehicles are also on schedule.

FLEX Fare Pilot

- Jon Scherzer gave a presentation and facilitated discussion on the FLEX pilot. Our FLEX microtransit pilot program has been operating since January, providing service in a zone covering Colonie, Guilderland, and Latham. It has served more than 10,000 customers since inception.
- The next step in the pilot is to install fareboxes to evaluate fare collection and integrate it into our CAD/AVL system. The suggested price point is targeted between the cost of ride hailing and fixed route service. We are recommending a \$3.00 ride within a zone, with a 10-trip product. During this phase of the pilot we will assess how the fares affect demand. Next steps include integrating FLEX into our fare structure, developing an education and marketing plan, and developing a strategy for expanding the program.

Executive Session

No items scheduled.

Next Meeting

Thursday, September 24, 2020 at 12:00pm via Microsoft Teams and at 110 Watervliet Ave.

Memorandum

September 24, 2020

To: Strategic and Operational Planning Committee

From: Christopher Desany, Vice President of Planning and Infrastructure

Subject: Approval of River BRT Title VI Equity Analysis

Overview

The Title VI statute is an FTA regulation that ensures equity when transit systems make major service and operational decisions. As a federal funding recipient, CDTA must comply with Title VI rules. The intent of Title VI is consistent with CDTA's goals that service and fare decisions take into consideration the impact to our customers of all demographics. The requirement to comply with Title VI has existed for years, and we fully support its goals and objectives.

As per CDTA's Title VI Program, CDTA must conduct a Service Equity Analysis when a major service change is proposed. A Service Equity Analysis examines the effects of the service change against regional demographic data to ensure that minority and low-income populations do not bear a disproportionate share of its adverse effects, and that non-minority and non-low-income populations do not receive a disproportionate share of its benefits.

A major service change is defined as a change that satisfies any of the following criteria:

- Adds or eliminates more than 15% of CDTA system revenue hours.
- Adds or eliminates more than 50% of the revenue hours of a trunk route, BusPlus route, or any other route that exceeds 10,000 annual revenue hours.

As the BusPlus Blue Line (River Corridor BRT) project satisfies the second criterion, staff performed and prepared the *River Corridor Bus Rapid Transit Title VI Service Equity Analysis* as required.

Justification

Through a geographic data analysis of each individual service change as well as the total collective changes, we have determined that there will be no disparate impact upon minority populations, nor a disproportionate burden upon low-income populations. Accordingly, no further changes must be made to the Blue Line service plan going forward.

In summary, the provided Equity Analysis document contains:

- A description of the Federal Title VI statute.
- An excerpt from FTA’s Title VI guidance requiring Service Equity Analyses.
- Summary of proposed service changes, including the Blue Line and all local routes on the corridor (#6, #7, #22, #80, #85, #522, and #716)
- A description of CDTA’s procedure for conducting a Service Equity Analysis.
- CDTA’s definitions of “adverse effect”, “disparate impact”, and “disproportionate burden”.
- An analysis of proposed individual service changes, confirming that no disparate impact nor disproportionate burden was found.
- An analysis of proposed cumulative service changes, confirming that no disparate impact nor disproportionate burden was found.
- Maps of proposed service changes with minority and low-income census tracts.

Recommendation

I am requesting approval of the *River Corridor Bus Rapid Transit Title VI Service Equity Analysis*.

Copy: Chief Executive Officer

**Please see separate attachment for the
River Corridor Bus Rapid Transit Title VI Service Equity Analysis**

BRT Blue Line Outreach Overview



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Key Audiences

- 1) CDTA Employees
- 2) Stakeholders
- 3) Media
- 4) Customers

Tactics

Newsletters, on-site branding, Q & A sessions Posters

Phone calls, service overview letters

Launch event designed to educate and create excitement

Updated marketing/advertising materials

Promotional items, Social Media content



Kick-Off – Late Sept/Early Oct

- Focus on CDTA employees:
 - *Break room posters, Information distribution by audience*
 - *Q & A with Supervisors/Operators*
- Begin distribution of marketing assets
 - *Shelter posters, updated brochure, mass market pieces (Print/Radio/TV)*
- Letters to elected officials, stakeholders & business leaders
 - *Outline improvements and focus on changes that affect customers*
- Media Outreach
 - *Outline benefits and details of new service*
- Promotion of new park-n-rides and other new features



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Building Momentum – October

- Stronger advertising push of BRT benefits
 - *More detail information on local and BRT service coordination*
- Finalize Service/Business Outreach
 - *(Route businesses, BIDs, Service Partners)*
- Virtual Town Hall Meetings
 - *High level overview of program and route changes*
- Rensco Chamber (or Troy BID) event detailing service benefits
- Begin on-street customer outreach at key locations/stops
- Second Employee Q & A opportunity
- Generate buzz with buses on the street /infrastructure finalized



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Rollout – Early November

- Tweak marketing messages to highlight launch timing
- Hold ribbon cutting event
 - *Employees, stakeholders, electeds, business leaders*
- Final Customer Notices on changes
 - *New local service and explaining Route #'s 922/923*
- Ramp up Community Outreach as needed
 - *Ambassadors, Sampling, Publicity*
- Promotional period opportunity
 - *Discount or complimentary service*
- Conduct surveys on service rollout and changes

