



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, November 21, 2024 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Dave Stackrow
Approve Minutes of Thursday, October 24, 2024	Dave Stackrow
Administrative Discussion Items	
• Universal Access Update	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, December 12, 2024, via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Dave Stackrow

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – October 24, 2024, at 11:15 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Jayme Lahut, Mike Criscione, Pat Lance, Jackie McDonough, Jackie Falotico; Carm Basile, Amanda Avery, Mike Collins, Lance Zarcone, Jaime Kazlo, Emily DeVito, Mike Williams, Jon Scherzer, Rich Cordero, Jack Grogan, Trish Cooper, Gary Guy, Ethan Warren, Jeremy Smith, Stacy Sansky, Dave Williams, Elide Oyanedel

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Member Pat Lance noted that a quorum was present. Minutes from the September 19, 2024, meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided an update on our electric car share program DRIVE. The pilot program which began in January 2023, features 7 cars available at various locations across Albany, Schenectady and Rensselaer Counties.
- Since the program began, more than 12-hundred people have downloaded the DRIVE app, with nearly 500 registered members.
- Growth of the program supports expansion, and we will look to double the number of cars we will offer in 2025. We will also add another vehicle to Schenectady County and look at the viability of adding Saratoga, Montgomery and Warren Counties to the service area.
- Jon also provided an update on the conclusion of our summer services. This season we ran the Saratoga Summer Trolley, service to Grafton Lakes State Park, Lake George Trolleys and our Nature Buses. Overall, we saw an increase in ridership across all services for the 2024 season.
- This was our first year operating the Lake George Trolleys as CDTA. We ran two routes that connect Glens Falls, Queensbury and Lake George Village. Ridership was very healthy with nearly 92,000 rides taken and our most popular service this summer. The second most popular summer service was the Saratoga Trolley with nearly 24,000 rides taken, an increase of 5,000 rides from 2023.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, we earned 17 placements in television, newspaper, and radio with an estimated value of \$20,000. CDTA sent out 8 press releases.
- Stories included – the kickoff of breast cancer awareness month and the return of our two pink buses, the pilot of digital mirrors on our buses and the roll out of our scooter pilot program, SCOOT.
- We participated and hosted several community events including our annual Fall festival where we welcomed nearly 400 kids to our property, provided transportation for the Leatherstocking Honor Flight and accepted the American Cancer Society Pillar of Hope Award during the Making Strides Walk in Washington Park on October 20.

- We continue to see increases in followers across our social media channels. Top posts included information on our pilot scooter program SCOOT. The top post was our Mobility Minute segment that featured information on how to use SCOOT.
- Looking ahead, we will hold our annual Veterans Luncheon on November 8 and host local students at the Joseph L. Bruno Rail station to perform holiday music throughout December.

Next Meeting

Thursday, November 21, 2024, at 11:15am via Microsoft Teams and 110 Watervliet Avenue

Universal Access

Inside Look

Community & Stakeholder Relations 11.21.2024



Universal Access 101

- Offers unlimited access to our network and mobility solutions
- Partners ride by swiping a *Navigator* smart card/mobile ticket
 - *Legacy partners use their own IDs*
- “Free” access is a great incentive for customers to ride regularly
- Discount program paid for through an agreement with capped annual fee

2. Universal Access: Inside Look





Partner Benefits

- Reduced fuel costs, wear and tear on personal vehicles
- Eliminate stressful commutes with more down time to connect
- Offer dependable transportation during inclement weather
- Customers able to use the route network for errands, daycare pick up, medical appts – it goes beyond commuting



“Incentives like this allow us to offer impactful benefits that go beyond the workday. Dependable, free transportation for all employees is good for everyone.”



**Frank O’Connor, IV,
owner of Loch & Quay**



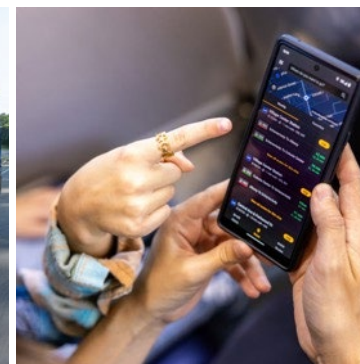
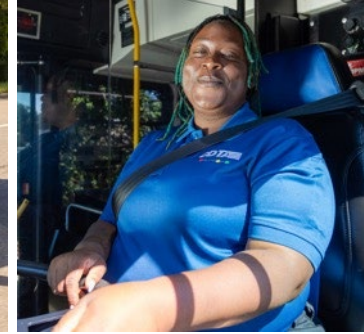
AN INSIDE LOOK... PARTNERS, RIDERSHIP & REVENUE



Meet the UA Family

Regional Partners

- Colleges/Universities: 17
- Hospital/Medical: 8
- School Districts: 7
- Retail: 8
- Hospitality: 6
- Municipal: 5
- Developers: 4



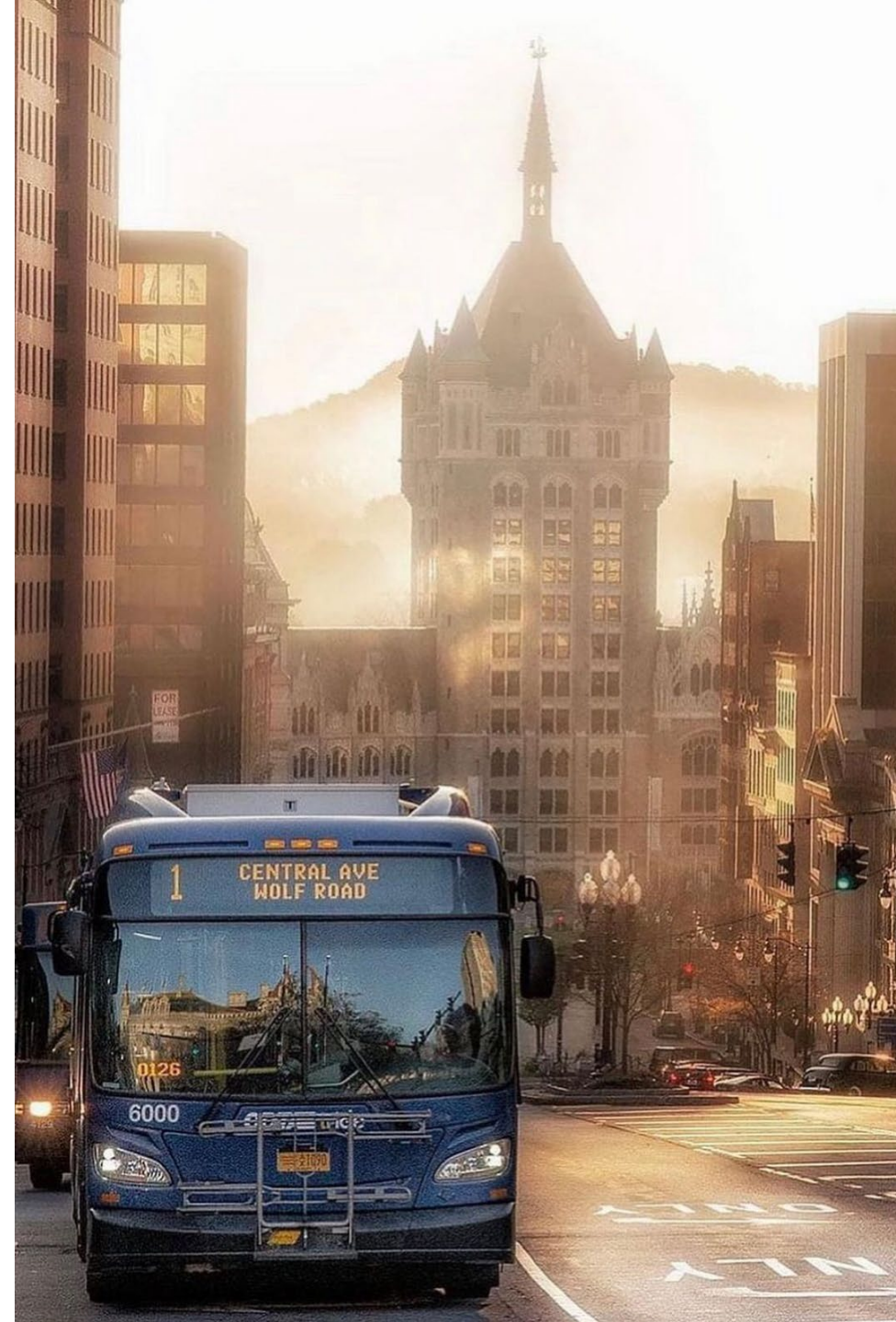


Pacing Revenue with Ridership...

Universal Access Revenue continues to grow steadily, while making up 30% of total ridership in FY2024

	UA Revenue	Total Revenue
FY24	\$7,694,202	\$19,539,192
FY23	\$7,413,334	\$18,285,971
FY22	\$3,313,024	\$12,623,670
** FY19	\$4,831,326	\$18,554,451

* UA Revenue is \$4M through the first six months of FY25





The road ahead...

- Monitor regional development opportunities
- Service to enhance new areas and drive ridership
- Ensure agreements have adjustable revenue targets
- Focus areas:
 - Banks/Credit Unions
 - Multiple regional retail locations
 - Industrial Parks/Distribution Centers

Join The Club!

2025 Outreach Campaign:

- Introductory package to area HR Directors
 - Top 20 Prospects
- Digital business development program
- Current partner program branding rollout

THANK YOU!

Questions? | Comments? | Next Steps.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **11.21.2024**



Earned Media

Press Releases Sent: 3

Total Stories: 8

Total Value: \$10,000





Highlights

3. October CSR Committee

MASS TRANSIT SUBSCRIBE MAGAZINE 40 UNDER 40 SUPPLIER'S DIRECTORY ADVERTISE CONTACT US
BUS RAIL TECHNOLOGY SAFETY & SECURITY ALT. MOBILITY MANAGEMENT TRANSIT BIDS

TECHNOLOGY > FACILITIES > SHELTERS, STATIONS, FIXTURES, PARKING & LIGHTING

CDTA cuts ribbon on second mobility hub

The mobility hub, located in Troy, N.Y., will encourage public transit use and make it easier for customers to travel throughout the city.

Oct. 29, 2024
Related To: Capital District Transportation Authority (CDTA)

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6 NEWS NEWS WEATHER BUFFALO PLUS COMMUNITY GAME CENTER WATCH LIVE

The Capital Region honors its veterans

by Stephanie Ryan | Fri, November 8th 2024 at 3:23 PM
Updated Sun, November 10th 2024 at 3:53 PM

The Capital Region honors its veterans (WRGB File)

THE DAILY GAZETTE WHEN CREDIBILITY MATTERS
Trivia Contest Wedding Show U PICK 'EM

NEWS LOCAL FOOD SPORTS NIPPERTOWN LIFE&ARTS GALLERIES OPINION OBITUARIES CI

FEATURED

CAPITAL REGION CDTA offering free rides to the polls on Election Day

By Chad Arnold Nov 2, 2024 Updated Nov 5, 2024

REV

MOST VIEWED L

1. News Schenectady bu optimistic amid landscape
2. News Skilled product Schenectady Civ of 'A Moon for tl
3. News Samantha Humy increases as tw teen's disappea



Community Engagement

- *Real Kids Wear Pink Day*
- *Code Blue Initiative*
- *Veterans Day Parades*

Social Media Stats

- **Follower Count – increased over past month**
 - Facebook: 8,208 followers
 - Instagram: 5,685 followers
 - X (Twitter): 4,000 followers

- **Top Posts (Primary Channel: Facebook)**
 “SCOOT Making its Final Appearance”
 Reach: 11,000
 Engagement: 16
 Total clicks: 138

“Hello Weekend”
 Reach: 4,349
 Engagements: 10
 Total Clicks: 149

Capital District Transportation Authority - CDTA
 Posted by Hootsuite
 Oct 23 · 🌐

🛴 SCOOT will make its final appearance for the season in Saratoga Springs this weekend! 🛴

From October 25 - October 27, #SCOOT will be available in Saratoga Springs from 11AM - 10PM on Friday, 9AM - 10PM on Saturday, and 9AM - 6PM on Sunday. Scooters are only \$2 to unlock and \$0.25 per minute to ride. Learn more about SCOOT by visiting <https://scootcdta.com>.

Download the SCOOT app (CDTA SCOOT) to get started. Thank you to all that supported this pilot! #SCOOTCDTA #rideCDTA #AroundSaratoga #DiscoverSaratoga



See insights and ads

Boost again

👍 Like 💬 Comment 📧 Send ➦ Share

Capital District Transportation Authority - CDTA
 Posted by Hootsuite
 Nov 7 · 🌐

👋 Hello weekend! There's plenty to do across Albany, Montgomery, Rensselaer, Saratoga, Schenectady, and Warren Counties. Plus, you can take CDTA to get there! Plan your trip using your Navigator app or online: <https://www.cdta.org/trip-planner> #CDTAConnectsUs

Do you have an event you'd like to share or promote? Drop it in the comments!

#rideCDTA #AroundAlbany #DiscoverAlbany #AroundSchenectady #DiscoverSchenectady #AroundTroy #EnjoyTroy #AroundSaratoga #DiscoverSaratoga #SoMuchToDoInAmsterdamNY #AroundAdirondacks #WarrenCountyNY

TAKE CDTA THIS WEEKEND
 November 8 - 10, 2024

MONTGOMERY COUNTY

- Yoga at the Brewery
- Mohawk Valley Erie Canal Symposium
- Veterans Day Ceremony
- Capital Region Farmers Market
- City of Amsterdam Veterans Day Parade

RENSSELAER COUNTY

- Non-Nights Bar Crawl (Troy Glow)
- The Magic of Motown
- Troy Waterfront Farmer's Market
- Capital Region Wings Walk
- Troyfall Glow Downtown Stroll

SCHENECTADY COUNTY

- Union College Men's Hockey vs. Alaska Fairbanks
- Moan Girls
- Starkweather 196 Road Race
- Schenectady Greenmarket

ALBANY COUNTY

- Ringling Bros. MVP Arena
- City of Albany's 2024 Cash for Coats Drive
- Albany Women's Basketball
- Delmar Farmer's Market
- Art for All
- Albany Institute of History and Art
- Albany Men's Basketball



Looking Ahead

- ***St. Peter's Mobility Hub***
- ***Holiday Festivities at the Joseph L. Bruno Rail Station, December***
- ***State of CDTA***

Questions?