



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, May 22, 2025 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

| Committee Item | Responsibility |
|---|---------------------------------|
| Call to Order | David Stackrow |
| Approve Minutes of Thursday, April 24, 2025 | David Stackrow |
| Administrative Discussion Items | |
| • Seasonal Services | Lance Zarcone/Jonathan Scherzer |
| • Earned Media/Community Engagement Report | Jaime Kazlo |
| Next Meeting: Wednesday, June 18, 2025, at 12 pm via Microsoft Teams and 110 Watervliet Ave | |
| Adjourn | David Stackrow |

Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – April 24, 2025, at 11:17 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Dave Stackrow, Pat Lance, Jaclyn Falotico, Michael Criscione, Jackie McDonough; Amanda Avery, Mike Collins, Lance Zarcone, Jaime Kazlo, Emily DeVito, Jon Scherzer, Rich Cordero, Kelli Schreivogl, Mike Williams, Thomas Guggisberg, Elide Oyanedel, Stacy Sansky, Trish Cooper, Dave Williams, Gary Guy, Jeremy Smith

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Member Dave Stackrow noted that a quorum was present. Minutes from March 20, 2025, meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer reviewed our Marketing Plan for 2025. The plan looks to highlight our transition to a new CEO, increase ridership, enhance the CDTA brand, and workforce development.
- Our message remains rooted in the pillars of Innovation, Connection, & Community. Core messaging will focus on telling the CDTA story, what we do, who we serve, and why we matter. We will look for ways to highlight how CDTA connects people to what matters; and how our brand is woven into the lives of the people who live and work in the Capital Region.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, CDTA issued 4 press releases, and we earned 11 placements in television, newspaper, and radio both locally and nationally with an estimated value of \$12,000.
- Stories included –the announcement of our new CEO, CDPHP Cycle! Season 9 kick off and a donation of buses to Tompkins Consolidated Area Transit (TCAT) in Tomkins County to help them out with a bus shortage they are experiencing.
- Jaime outlined several community engagement activities that we participated in over the last month, some of those include providing transportation for the New York State Dr. King Career Fair and the first Patriot Flight of the season to Washington, DC as well as hosting students from Questar 3 BOCES in our maintenance department.
- Looking ahead, we will participate in the CDPHP Workforce Challenge and United Way 5-1-8 Day.

Next Meeting

Thursday, May 22, 2025, at 11:15am via Microsoft Teams and 110 Watervliet Avenue



2025

Summer Service Preview

Community & Stakeholder Relations Committee 5.22.2025



Lake George Trolley

- Connects Glens Falls, Queensbury, and Lake George Village
- Operates Memorial Day through mid-October
 - Weekends only through late June
 - Daily service through Labor Day
 - Weekends Labor Day to mid-October
- 2024 Ridership totals for two spurs: 91,628
 - Route #876 – 73,205
 - Route #877 – 18,423 (Bolton Landing)



Nature Bus

- Fifth year of operation for service that connects City of Albany to green spaces
 - (Five Rivers & Thatcher State Park)
- Two wildlife-named routes that run every other week
 - Beaver – Six Mile Waterworks
 - Warbler – Thacher State Park
- Operates on Saturdays (9a-5p) between Memorial Day and early October
- 2024 Ridership – 1,346



Saratoga Summer Trolley

- Operate in support of Belmont Stakes (June 5-8)
 - Nearly 4,000 boardings for 2024 festival
- Presented by Saratoga Casino Hotel and NYRA
- Traditional service from July 10 - September 1
- Two trolleys, 30-minute frequency from 12pm to 10pm, Wednesday through Sunday
 - 2024 Ridership – 23,572





Grafton State Park

- Operates from late June through Labor Day, with four round trips daily.
- 2024 Ridership – 1,391 (+11%)

Operational Overview



Seasonal Growth & Service Expansion

- We scale up the team and fleet, deploying 22 Operators and 8–9 trolleys, ensuring we provide reliable service to residents and tourists

Workforce Management

- Planning allows for proper staffing during peak months while in off-season, we efficiently utilize resources to help in Saratoga and other areas

Maximizing Facility Capabilities

- Limited Glens Falls garage space has prompted innovative thinking around vehicle rotation, space optimization, and future enhancements

Optimizing Trolley Operations

- While certain trolley models are better suited for specific routes, we have options for more targeted, efficient service delivery

Commitment to Continuous Improvement

- We're actively exploring long-term operational strategies to enhance scheduling and service during high-demand periods



THANK YOU!



Questions? | Comments? | Next Steps.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 5.22.2025



Earned Media

Press Releases Sent: 5

Total Stories: 15

Total Value: \$ 17,000



Highlights

NEWSabc

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LOCAL

CDTA's new CEO focuses on boosting mobility, employee support

by: Courtney Ward
Posted: May 15, 2025 / 10:11 PM EDT
Updated: May 15, 2025 / 10:25 PM EDT

0:00 / 0:46

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MANAGEMENT

CDTA sets agency ridership record

The Capital District Transportation Authority ended its 2025 fiscal year with over 18.4 million boardings throughout the system.
May 2, 2025

Related To:
Capital District Transportation Authority (CDTA)

CDTA saw a 12 percent ridership increase compared to the same period last year.

LATEST IN MANAGEMENT

Management

APTA's new report reveals U.S. transit ridership increasing to 85 percent of pre-pandemic levels
American Public Transportation Association
May 15, 2025

Management

OR: Key Oregon Democrats pledge to push through a transportation plan by end of June
May 15, 2025

Management

Santa Clara VTA, Hunterdon County helping veterans have better access to transit
Brandon Lewis
May 14, 2025



Community Engagement

- *NABA annual spring gala*
- *Life Path Third Age Awards*
- *CDPHP Workforce Challenge*
- *ABR 40 Under 40 awards*

Social Media Stats

Follower Count-

- Facebook: 8,319 followers
- Instagram: 6,016 followers
- Linked In: 2,083 followers

Top Posts (Primary Channel: Facebook)

“Flex Point to Point Service”

- 1,790 views
- 22 reactions
- 1,112 reach

“Weekend Plans-Here to Get You There”

- 5,480views
- 41 reactions
- 393 reach



Capital District Transportation Authority - CDTA

Posted by Hootsuite
3d · 🌐

🚐 Starting May 25, FLEX service in Albany County is getting faster and more convenient!

We're reducing the Guilderland/Colonie FLEX zone to speed up trips and improve connections to Crossgates Mall. Plus, Route #117 is getting more frequent service, extended hours, and a faster route via I-87 between Colonie Station and Crossgates. Learn more: <https://www.cdfa.org/news/flex-demand-changes>

Thanks to everyone who shared feedback with us in last month's Public Meetings. #rideCDTA #CDTAUpdates #HereToGetYouThere #StayConnectedWithCDTA



Capital District Transportation Authority - CDTA

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Happy Friday Eve! We're #HereToGetYouThere all weekend long. Swipe ➡️ to check out events happening across Albany, Montgomery, Rensselaer, Saratoga, Schenectady, and Warren Counties. Plan your trip with ease using the Navigator app or online: <https://www.cdfa.org/trip-planners/1276>

Did we miss your event? Share it with us in the comments to promote it 📌

#rideCDTA #HereToGetYouThere
#StayConnectedWithCDTA #AroundAlbany
#DiscoverAlbany #AroundTroy #EnjoyTroy
#AroundSaratoga #DiscoverSaratoga #AroundADK
#VisitGlensFalls #AroundSchenectady
#DiscoverSchenectady #SoMuchToDoinAmsterdamNY





Internal Communications

- ***Blink highlights***
- ***Reached 87% adoption***
- ***694 registered uses***
- ***Team effort to reach 90%***



Looking Ahead

- *Memorial Day Parades*
- *Nature Bus begins*
- *Career Jam*

Questions?