

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





- 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 HOUSE

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









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

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.cdta.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

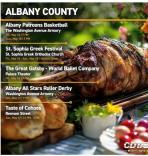
Posted by Hootsuite

Happy Friday Eve! We're #HereToGetYouThere all weekend long. Swipe \bigsize 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.cdta.org/tripplanners/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?

