



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, June 20, 2024 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, May 23, 2024	David Stackrow
Administrative Discussion Items	
• Summer Passport Program	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, September 19, 2024 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – May 23, 2024 at 11:15 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: David Stackrow, Mike Criscione, Pat Lance, Pete Wohl, Denise Figueroa, Jackie McDonough; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Mike Williams, Thomas Guggisberg, Jon Scherzer, Gary Guy, Jeremy Smith, Dave Williams, Kelli Schreivogl, Stacy Sansky, Calvin Young, Rich Cordero, Jack Grogan, Trish Cooper, Vanessa Fox

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Stackrow noted that a quorum was present. Minutes from the April 18, 2024 meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer gave an update on our Flex on demand service. The service which began in January 2020, currently operates 20 vehicles in Colonie, Guilderland, Latham and Southern Saratoga County.
- Over the last 4 years, ridership has increased to 100,000 trips annually. We have made several adjustments to make the Flex service more accessible and convenient for customers.
- In September of 2023, Flex expanded to Stillwater, increasing the service area in Saratoga County. And customers now enjoy the ease of booking trips directly through our Navigator app. In January 2024, Flex Plus debuted, connecting people from the Joseph L. Bruno Rail station to downtown Albany.
- Looking ahead, as part of our work to update our Transit Development Plan, we will look to expand Flex into other areas that make sense and help to connect customers to our existing route network.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, we earned 20 placements in television, newspaper, and radio with an estimated value of \$20,000.
- Stories included – the announcement of our two new mobility hubs that will be built in Troy and near St. Peter’s Hospital, an interview during national Infrastructure week to talk about some of our capital projects and the impacts they have on our region, a new bus stop at Wellness Way in Latham and service for the annual Tulip Festival weekend.
- We participated in a number of community events including the Cohoes High School Earth Day event, the 70th anniversary of the Watervliet Little League, Saratoga Children’s Museum Big Truck Day and we were proud to win “Most Humorous” t-shirt for the CDPHP Workforce Challenge.

- We continue to see increases in followers across our social media channels. We talked about what people find interesting – a top post was a hiring ad that we created to attract people to work at CDTA and where you can take CDTA on the weekends if you're looking for something fun to do.
- Looking ahead, we will hold a groundbreaking ceremony for our Liberty Square Mobility Hub in Troy, kick off trolley service in Saratoga to help move people during the Belmont Stakes and welcome the Nature Bus back to Schenectady on July 6.

Next Meeting

Thursday, June 20, 2024 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

Social Summer

Community & Stakeholder Relations 6.20.2024



Summer Mobility Program

- Build customer information database with the "Explore & Win: Your Summer Passport with CDTA" social media campaign
- Drive engagement, brand awareness, and email signups for our growing lists
 - 10k for general information
 - 60k *Navigator* customer database
- We'll encouraging the community to explore the region using CDTA's mobility options and then sharing their experience on social media





CDTA
Summer rides
WARM-WEATHER
Vibes



Choose
YOUR RIDE!

CDTA
CDTA.ORG

How It Works

- **Digital Passport:** Create a digital passport featuring regional destinations, categorized by County
- **Capture Memories with CDTA:** Organic and paid social, and email marketing to encourage exploration with CDTA
- **Share Summer Moments & Win:** Participants to share photos & videos on Facebook and Instagram showing how CDTA created their favorite summer moment

Using #CDTASummerSnaps, they will tag CDTA in their posts for the chance to win summer-themed prize packages

CDTA
CDTA.ORG

Digital & Printed Passport

Creative Components

- Listing of services and support squad
- Curated activity list by County
- Two sets of creative for A/B testing

Summer Mobility Landing Page: All relevant details compiled for easy access and customer information capture. www.cdta.org/summer



How will you RIDE TODAY?

Whether you're traveling on two wheels with CDPHP Cycle!, riding through nature on our Albany & Schenectady Nature Buses, or exploring via trolley, we're here to connect all your summer moments.

- CDPHP CYCLE!**
Your two-wheeled summer sidekick. Featuring pedal and pedal-assist electric bikes to take you further.
- NATURE BUS**
Make a free escape to natural green spaces in Albany and Schenectady.
- HISTORIC TROLLEYS**
Get to the track, shopping, or community events with ease on one of our trolleys.

Where do you want TO GO TODAY?

Did you know you can access some of the region's hottest summer attractions via CDTA!

1 ALBANY COUNTY

- Take the Albany Nature Bus to the Albany Pine Bush, Tivoli Lake Preserve Farm, Fisher Trail, or DEC's Five Rivers Environmental Education Center.
- Bike the Albany Heritage Trail or spend the afternoon at Washington Park. CDPHP Cycle! can help you get there.
- Visit the Albany Institute of History and Art and immerse yourself in regional culture, art, and history.
- Head down to MVP Arena early for an Albany Firebirds game and enjoy one of the pregame block parties.
- CDPHP Cycle! has arrived in Bethlehem. Rent a bike, hop on the Albany County Helderberg-Hudson Rail Trail (ACHRT), and explore the town's scenic routes.





Gaining Visibility

Explore & Win Tactics

We're taking the Region on an adventure with the "Explore & Win: Your Summer Passport with CDTA"

- Drive social engagement and brand awareness
- Get in front of new audiences via paid advertising
- Collect email addresses for future marketing efforts
- Position CDTA as the summer transportation choice



2024 CAMPAIGN

SUMMER SUPPORT





Supporting Social Cast

- Engagement Campaign with Times Union, typically generates 2.5k new emails & 200 followers
- Scavenger Hunt with FLY 92 to promote various CDTA locations and services to support Program
- 518 Foodies Monthly Video Kickoff (92k members)
 - July – Saratoga Springs
 - August – Lake George
 - September – Glens Falls
 - October – Uptown Albany (Wolf Rd)
 - November – Downtown Schenectady
- Each video and post will highlight 3-4 local restaurants and feature different CDTA services in each video





THANK YOU!



Questions? | Comments? | Next Steps.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 6.20.2024





Earned Media

Press Releases Sent: 9

Total Stories: 31

Total Value: \$31,000



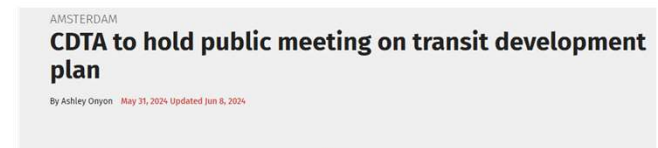
Highlights

3. June CSR Committee



CDTA to provide free trolley service during Belmont Stakes in Saratoga

By WNYT
June 4, 2024 - 12:25 PM



MOST READ

1. News Large unlicensed c operation found in Amsterdam, sheriff
2. Life & Arts Albany Gay Men's C Glen Conservancy I
3. News Amsterdam awards: demolish, haul awi

LOCAL EVENTS





Community Engagement

- ***5.18 Day Transportation***
- ***Memorial Day Parades***
- ***Port of Albany Transportation***
- ***Pride Festival and Parade***

4. June CSR Committee

Social Media Stats

- **Follower Count – increased over past month**
 - Facebook: 7,900 followers
 - Instagram: 5,315 followers
 - X (Twitter): 4,000 followers
 - **Top Posts (Primary Channel: Facebook)**
 - “Coming Soon: Liberty Square”
Reach: 15,367
Engagement: 124
 - “JLB Riding the Rails Historic Display”
Reach: 12,709
Engagements: 376
 - **Marketing Strategy**
 - Focus on Summer Passport program to help drive followers and gain customer analytics
5. June CSR Committee

CDTA and the City of Troy are teaming up to enhance the area, including expanding Liberty Square and creating a new mobility hub. Plus, intersections on Hill Street, Liberty Street, and 4th Street are getting safer for everyone! Construction will last until Fall of 2024. Learn more: <https://projects.cdta.org/other-projects/liberty-square-mobility-hub>

#rideCDTA #CDTAConnectsUs



See insights and ads

Boost post

Like Comment Send Share

Capital Region Transportation Council - formerly...

Capital District Transportation Authority - CDTA
Posted by Hootsuite
2d · 🌐

Today, we gathered alongside the Hart Cluett Museum to announce the launch of a captivating new mini exhibit at the Joseph L. Bruno Rail Station! 🎉

The project was art-directed by RPI professor Sara Tack and designed by Joey Morse, an Architecture Major from the RPI Class of 2024. The exhibit showcases the rich history of rail transportation in Rensselaer County and features 16 informative panels mounted on two columns in the station's waiting area. Be sure to check it out during your next trip! #rideCDTA #AroundRensselaer



See insights and ads

Boost post

Comment as Capital District... 📷 GIF 😊



Looking Ahead

- ***Juneteenth Festival***
- ***Schenectady Film Shoot***
- ***Transportation to Lawsons Lake***

Questions?