



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, September 19, 2024 | 11:15 AM**  
**Microsoft Teams & at 110 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	David Stackrow
Approve Minutes of Thursday, June 20, 2024	David Stackrow
<b>Administrative Discussion Items</b>	
• Community Value Survey	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, October 24, 2024 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – June 20, 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, Emily DeVito

**Meeting Purpose**

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Stackrow noted that a quorum was present. Minutes from the May 23, 2024, meeting were reviewed and approved.

**Administrative Discussion Items**

- Jon Scherzer gave an update on a summer social media campaign called, "Explore & Win: Your Summer Passport with CDTA." The campaign will help drive social media engagement, brand awareness, and grow our customer email contact list. It will also encourage the community to explore the region using CDTA's mobility options and then share their experiences on social media.
- The campaign details will be housed on a Summer Mobility Landing Page on C-D-T-A-dot-org. The program will also feature an engagement campaign with the Times Union, FLY 92 and 5-1-8 foodies.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, we earned 31 placements in television, newspaper, and radio with an estimated value of \$31,000. CDTA sent out 9 press releases. Stories included – trolley service for the Belmont Stakes festival, construction on the Liberty Square Mobility Hub in Troy, Lake George trolley service and outreach efforts for our Transit Development plan.
- We participated in community events including transportation for United Way 5.18 Day, various Memorial Day parades, transportation for the Juneteenth festival in Albany, and the Capital Region Pride Parade.
- We continue to see increases in followers across our social media channels. Top posts included the Liberty Square Mobility and the new transportation display at the Joseph L. Bruno Rail Station.
- Looking ahead, we will bring seasonal services back for the summer to Grafton Lakes State Park, Saratoga Trolley, and Schenectady Nature Bus.

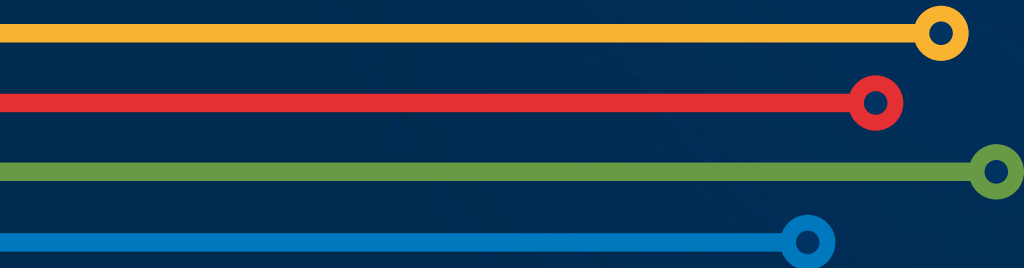
**Next Meeting**

Thursday, September 19, 2024 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



# Community Survey Wave 2 Results

Community & Stakeholder Relations 9.19.2024





# Community Value Results Overview

**94%** of community members feel CDTA is valuable to the community.

Community members believe CDTA brings the **MOST** value with...

- ▶ Providing access to jobs (92%)
- ▶ Providing a safe transportation alternative (90%)

Community members believe CDTA brings the **LEAST** value with...

- ▶ Providing opportunities for locating affordable housing (39%)
- ▶ Making roads safer for all users (60%)

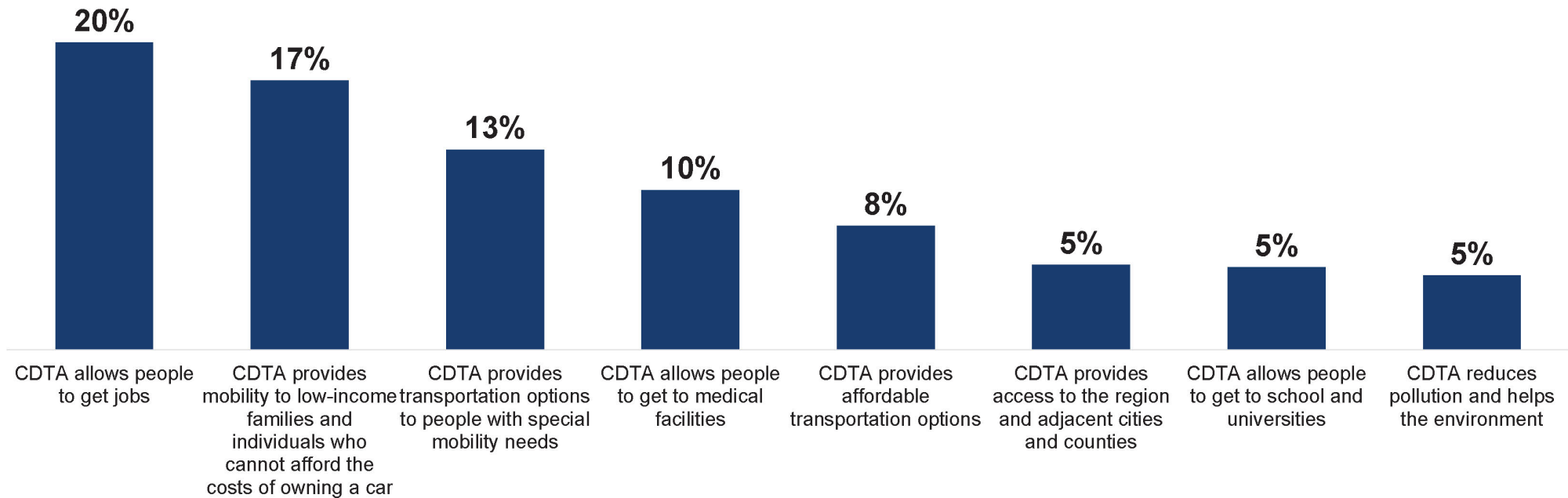
## Top Most Important Areas of Service

1. Providing access to jobs
2. Providing mobility to low-income families and individuals
3. Providing transportation options to people with special mobility needs

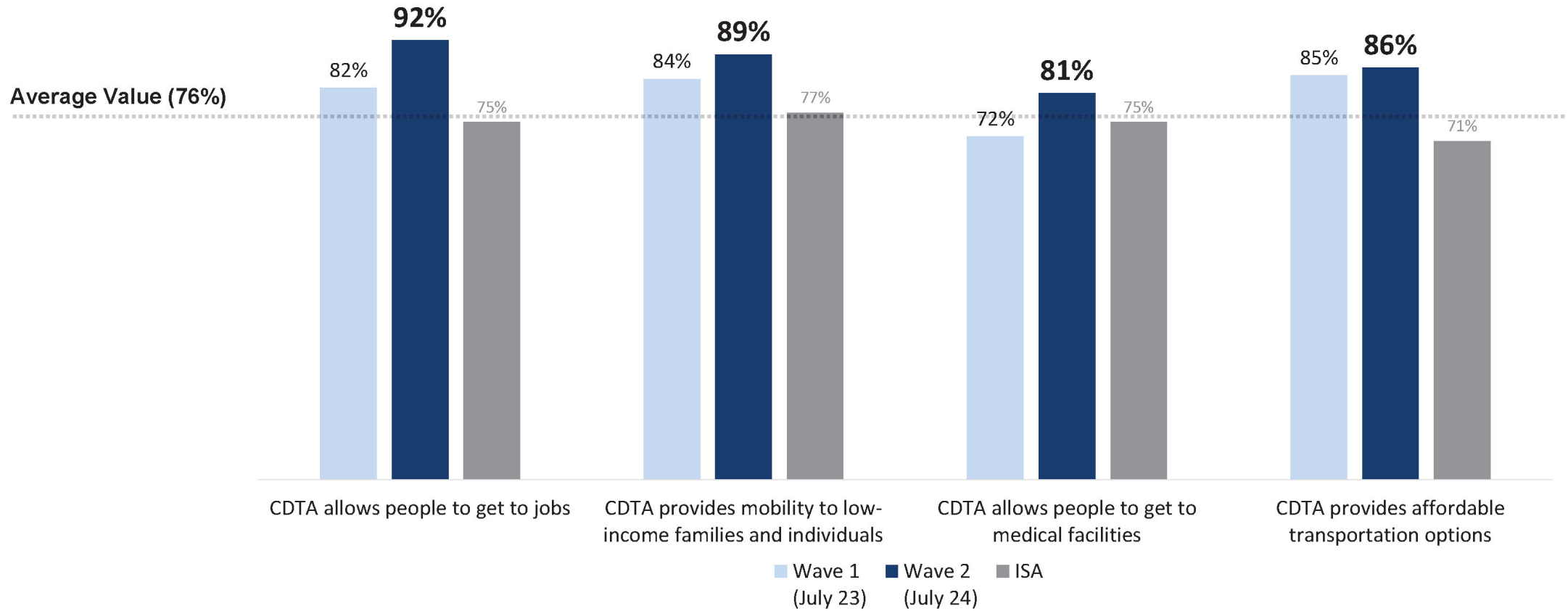


# Importance Factors

What are the top 3 most important areas for CDTA to focus on to provide the most value for the community?

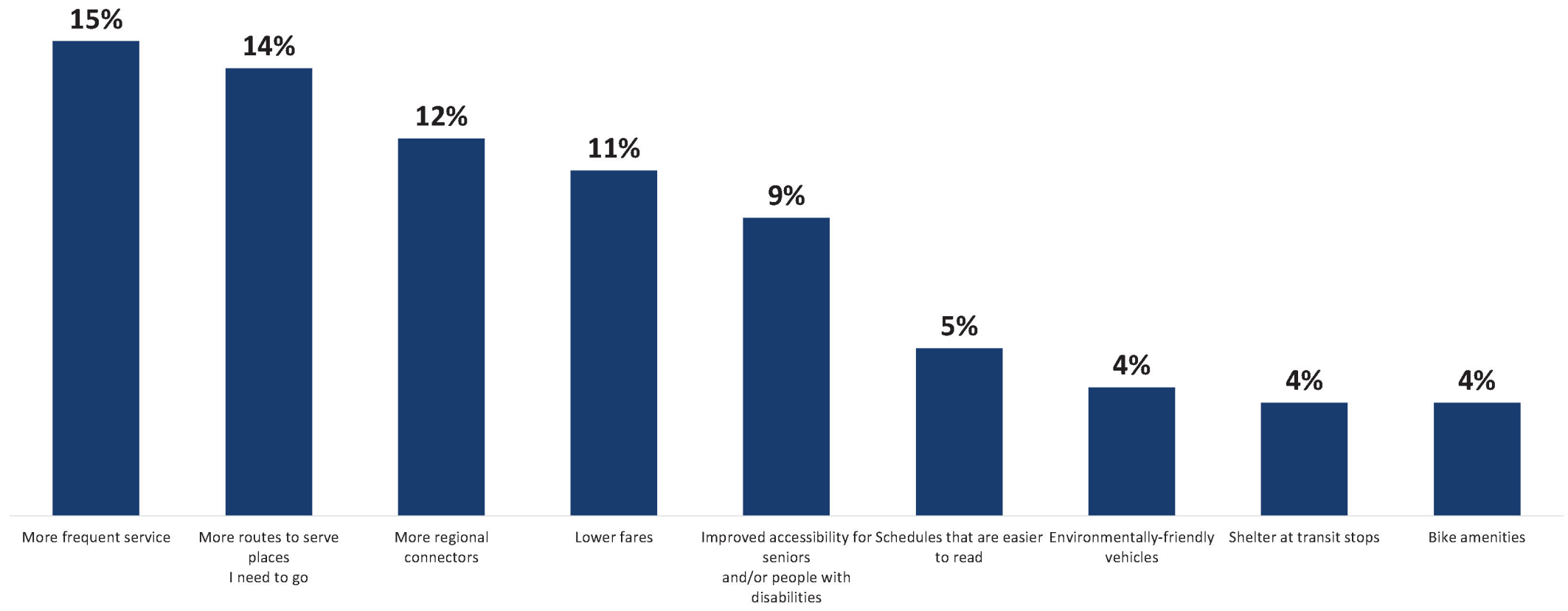


# Strengths to Maintain



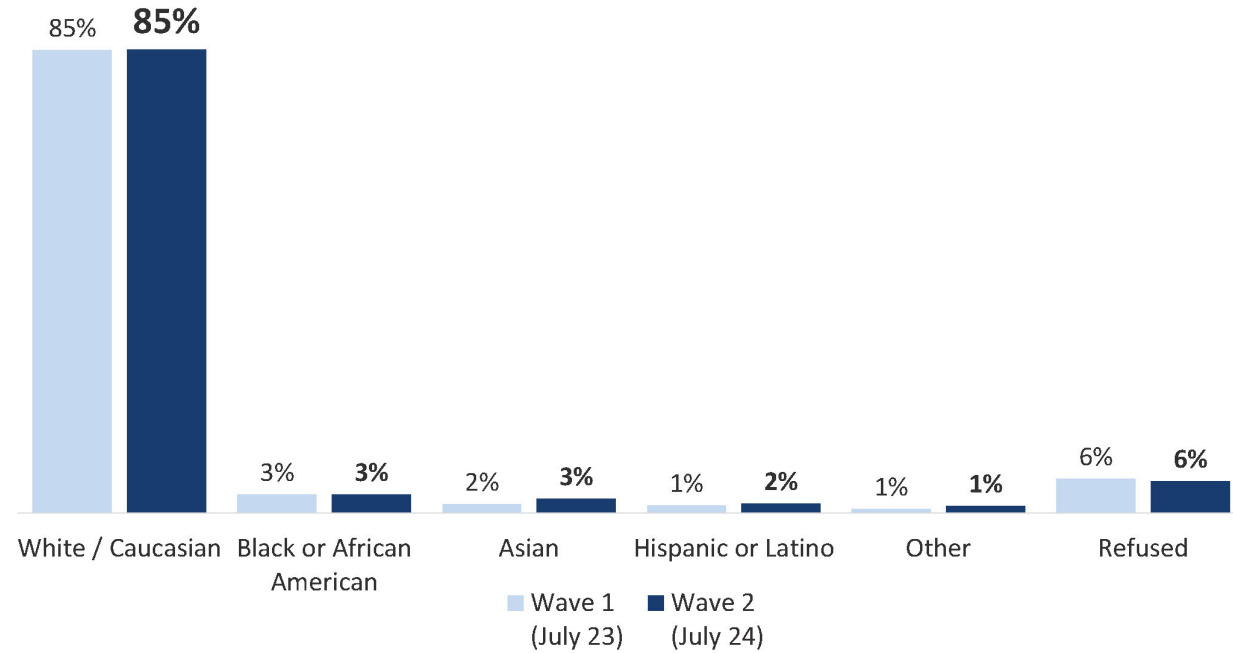


## What Would You Like to See?

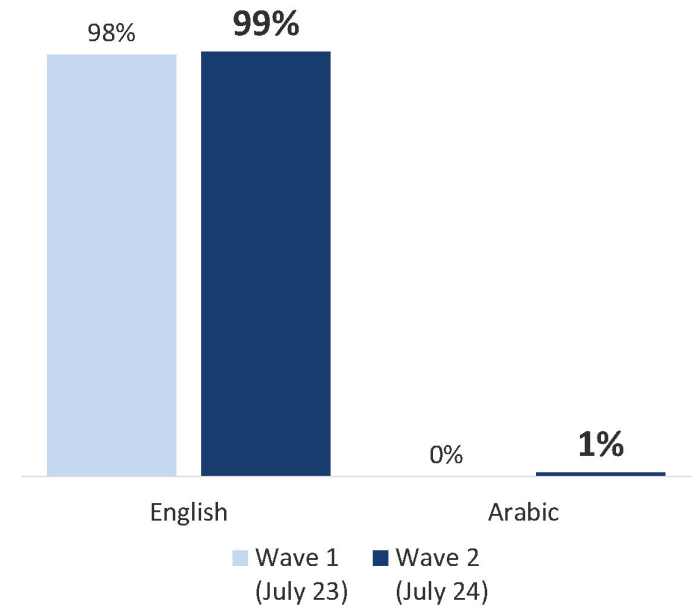


# Demographics

What is your race/ethnicity?



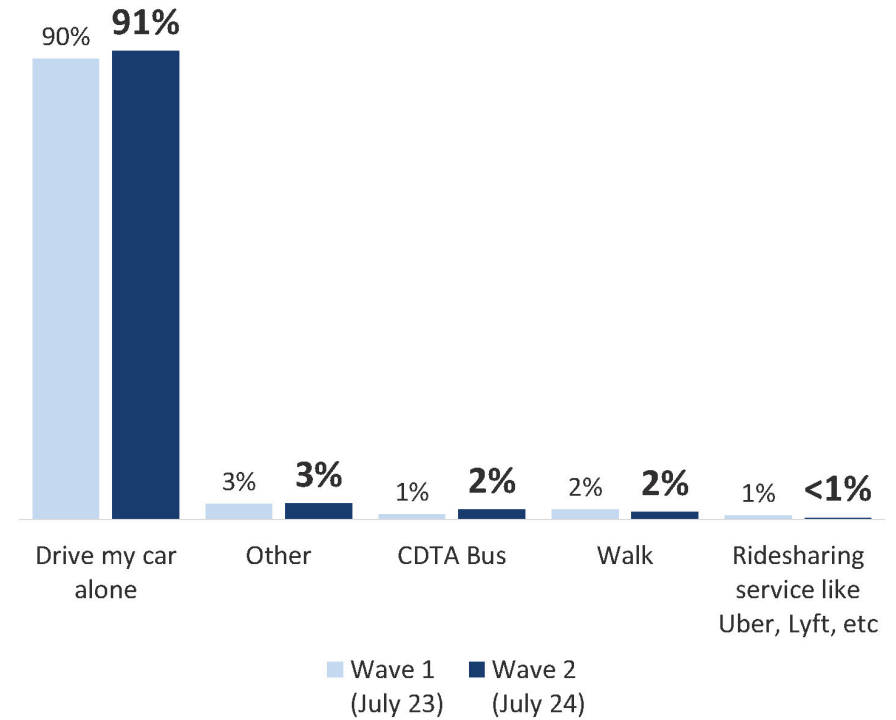
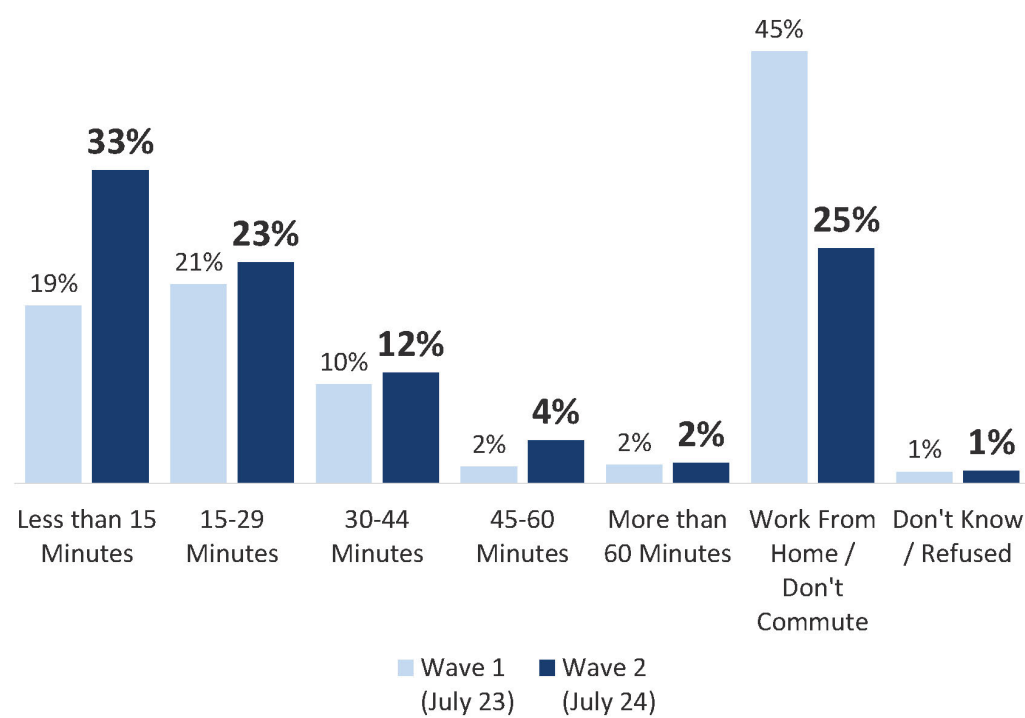
What is the main language you speak at home?





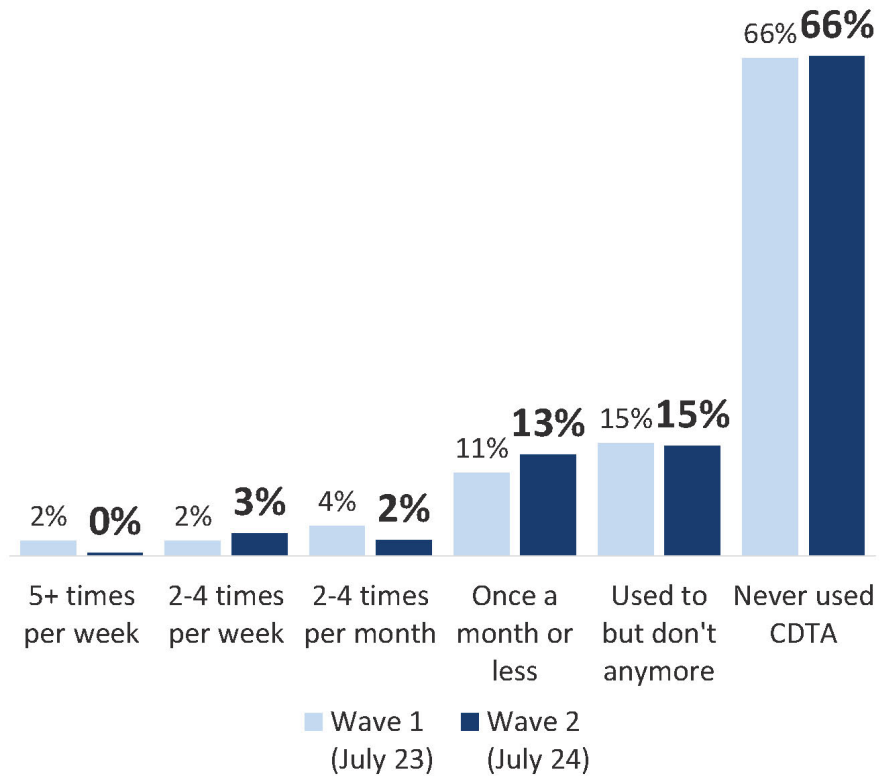
# Commute Time and Transportation Mode

How long is your daily commute?

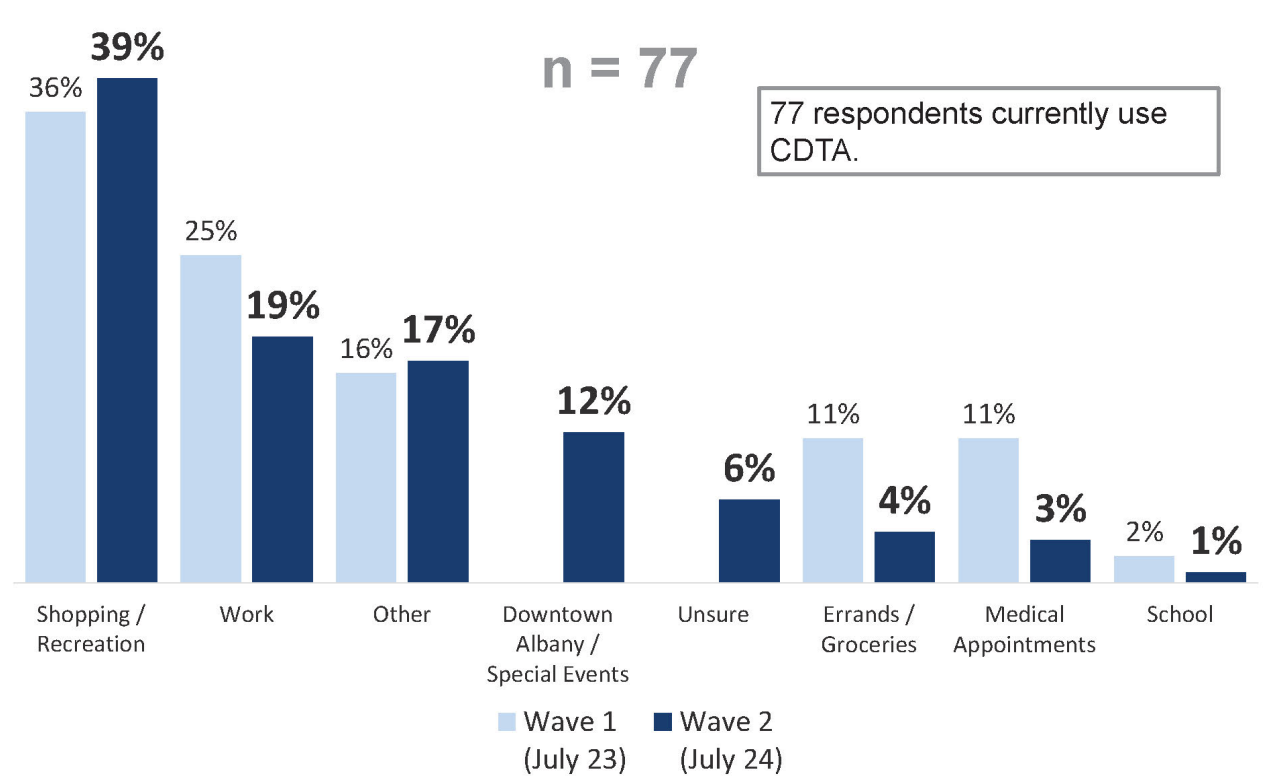


# Ridership Trends

On average, how often do you ride CDTA? This includes CDTA buses, STAR and FLEX On Demand.



What is your main trip purpose when you use CDTA?



# THANK YOU!

Questions? | Comments? | Next Steps.

# Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 9.19.2024



# Earned Media

Press Releases Sent: 10

Total Stories: 25

Total Value: 30,000 +



# Highlights

**MASS TRANSIT** SUBSCRIBE MAGAZINE ADVERTISE CONTACT US SUPPLIER'S DIRECTORY LOGIN

APTA EXPO 2023 COVID-19 NEWS BUS RAIL TECHNOLOGY SAFETY & SECURITY ALT. MOBILITY MANAGEMENT TRANSIT BIDS CAREER CENTER

TECHNOLOGY > FACILITIES

## CDTA begins construction on new mobility hub on South Manning Boulevard

Construction on the Manning Boulevard Mobility Hub, which will be CDTA's third mobility hub, is expected to last through the end of August.

July 15, 2024

Related To: Capital District Transportation Authority (CDTA)

**THE RECORD** SNAPSHOT: Ellis Medicine joins CDTA's...

LATEST HEADLINES

### SNAPSHOT: Ellis Medicine joins CDTA's Universal Access Program

**MOST POPULAR**

- 1 Saratoga Baker res spray inci
- 2 LOCAL SP cancels fr other ath series of f
- 3 NCAA FOI Week 2, t from ope
- 4 Entertain
- 5 La Salle c
- 6 Mantello Sweep to public saf
- 7 A positiv launches College
- 8 Columbia police-inv Saratoga
- 9 Troy PD a to art the
- 10 United W grants to

**TIMES UNION**

BUSINESS

## E-bike charging comes to Amsterdam

Charging stations developed at University at Albany incubator

By **Rick Karlin**, Staff Writer  
July 2, 2024





# Community Engagement

- *Lawson's Lake Transportation*
- *Schenectady Summer Send Off*
- *Amsterdam Italia Fest*
- *Wings and Wheels*

# Social Media Stats

- **Follower Count – increased over past month**
  - Facebook: 8,100 followers
  - Instagram: 5,623 followers
  - X (Twitter): 4,000 followers
  
- **Top Posts (Primary Channel: Facebook)**
  - “Hop on the Lake George Trolley”
    - Reach: 16,518
    - Engagement: 86
    - Total clicks: 305
  
  - “Make an Impact and Join Our Team”
    - Reach: 15,412
    - Engagements: 91
    - Total Clicks: 1,275

Capital District Transportation Authority - CDTA'...

## Capital District Transportation Authority - CDTA

Posted by Hootsuite  
Jul 27 · 🌐

Hop on the Lake George Trolley for a convenient and fun weekend service! Running from 8 a.m. to 11 p.m. every 20-30 minutes, CDTA has you covered seven days a week through Indigenous Peoples' Day weekend.

### Routes:

- Glens Falls-Lake George Trolley (#876): Explore Glens Falls, Lake George RV Park, Lake George Village, the shopping outlets, and the Great Escape!
- Lake George-Bolton Trolley (#877): Discover Lake George Village, Hearthstone Campground, Bolton Landing, and Diamond Point!

🎫 Fare: Just \$1 per ride! Kids 5 and under ride free.

For more info and schedules, visit <https://www.cdta.org/Trolleys>. #rideCDTA #CDTASummer #VisitLakeGeorge



See insights and ads

Boost post

📷 Comment as Capital District... 🗨️ GIF 😊

## Capital District Transportation Authority - CDTA

Posted by Hootsuite  
Jul 15 · 🌐

Make an impact and join our team! Tour our facilities, have an on-site interview, and learn more about our benefits and opportunities. Details for our hiring event below:

📅 Thursday, July 25, 2024  
🕒 2 PM - 6 PM  
📍 2401 Maxon Road, Schenectady

See what positions are available: <https://cdta.org/apply>. #rideCDTA #DriveCDTA



cdta.org  
Apply | [www.cdta.org](http://www.cdta.org)

Learn more

📷 Comment as Capital District... 🗨️ GIF 😊





# Looking Ahead

- ***Roadeo Return***
- ***Men Wear Pink campaign***
- ***Fall Festival***
- ***Making Strides Pillar of Hope***

# Questions?