



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, January 23, 2025 | 11:15 AM**  
**Microsoft Teams & at 110 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Dave Stackrow
Approve Minutes of Thursday, December 12, 2024	Dave Stackrow
<b>Administrative Discussion Items</b>	
• CDPHP <i>Cycle!</i> Season 8 Review	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, February 20, 2025, via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Dave Stackrow

**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – December 12, 2024, at 11:16 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Jayme Lahut, Pat Lance, Jackie McDonough, Michael Criscione, David Stackrow; Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Emily DeVito, Jon Scherzer, Rich Cordero, Jack Grogan, Trish Cooper, Jeremy Smith, Thomas Guggisberg, Calvin Young, Kelli Schreivogl, Dave Williams, Sarah Matrose

**Meeting Purpose**

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Member David Stackrow noted that a quorum was present. Minutes from November 21, 2024, meeting were reviewed and approved.

**Administrative Discussion Items**

- Jon Scherzer provided an update on our latest customer satisfaction survey conducted by TransPro. The survey was conducted October 24-28.
- TransPro surveyors captured data from customers riding or waiting for buses from a wide variety of routes based on ridership data. For STAR, surveyors called customers who have taken at least one trip in the previous six months.
- Overall, customers are satisfied with our fixed route service. The most important aspects of service to customers are on-time performance, bus cleanliness, and frequency of service. Customers are most satisfied with the fares and the safe operation of our buses, while they are least satisfied with cleanliness at stops and information about unexpected service changes.
- The most important aspects of service for STAR customers are on-time performance, travel time, and availability. STAR customers are most satisfied with our ability to secure mobility devices, and that lifts and ramps work properly. They are least satisfied with travel time onboard vehicles.
- We conduct onboard surveys at different frequencies throughout the year with the next one expected in mid-2025.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, CDTA issued 4 press releases, and we earned 10 placements in television, newspaper, and radio with an estimated value of \$8,000.
- Stories included – a feature story on a bike mechanic who works for CDTA through a program with the Northeastern Association for the Blind in Albany, CDPHP *Cycle!* hitting record ridership this season and our holiday musical performances by local students at the Joseph L. Bruno Rail Station.
- We participated in several community activities and events, including a blood drive at CDTA through the American Red Cross, the Schenectady Holiday Parade and the American Heart Association Leaders of Impact campaign.
- We continue to see increases in followers across our social media channels. Top posts included our Mobility Minute online series and the announcement of our Universal Access agreement with Price Chopper Supermarkets.
- Looking ahead, we will wrap up our holiday music concert series at the Joseph L. Bruno Rail Station, announce the opening of the Manning Boulevard Mobility Hub in Albany and participate in the Morning of Kindness at the Mohawk Hudson Humane Society on Christmas Eve.

**Next Meeting**

Thursday, January 23, 2025, at 11:15am via Microsoft Teams and 110 Watervliet Avenue



# CDPHP *Cycle!* Season 8 Review

Community & Stakeholder Relations **1.23.2025**





## More, More, More!

- CDPHP *Cycle!* launched earlier than ever with the first rides being offered on March 29.
- Program operated with its largest fleet featuring more than 600 bikes in regular rotation.
- New areas included expansion to Town of Bethlehem with strong connections to the Albany County Rail Trail.
- All the above led to record ridership of nearly 83,000 trips taken.



# SEASON 8

## Starts TODAY!

**MORE BIKES  
MORE LOCATIONS  
MORE ADVENTURES**

[www.cdphpcycle.org](http://www.cdphpcycle.org)





A Deeper Look

# Ridership Superlatives

## By Municipality:

Albany	50,404
Saratoga	14,450
Troy	6,956
Schenectady	6,233
Warren County	2,408

## By Cycle! Access Partner:

UAlbany	22,408
RPI	3,523
Skidmore	6,958
Union	2,202
AMC	1,943

Innovation

## Charging Station Pilot

- CDTA and re:Charge, a NY-based company, rolled out the first universal wireless charging solution for electric bikes and scooters in the US.
- CDPHP *Cycle!* e-bikes were equipped with a new basket that incorporated a wireless receiver.
- The charging stations were funded by grants from the NYSERDA, NY accelerator, Innovate 518, and private investors.





Regional Effect

## Health, Wellness & More

- CDPHP *Cycle!* offers congestion relief, a healthier lifestyle and the ability to get people moving away from automobile use for shorter, recreational and commute trips that save money.

	<u>2024</u>	<u>All-time</u>
Carbon Reduced	62,475 lbs	565,545 lbs
Calories Burned	11.75 Mill	37,21 Mill
Miles	173,719	771,669
Money Saved	\$116,392	\$467,697
Rides	82,898	373,018

# Looking Ahead

- CDPHP *Cycle!* continues to grow with new partners, locations and interest across the Capital Region.
- We are investigating expansion of the charging station program, upgrading bicycle features with new vendor options and coordinating a discount pilot program for low-income residents with the Albany Housing Authority.





# THANK YOU!

Questions? | Comments? | Next Steps.

# Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **1.23.2024**



# Earned Media

Press Releases Sent: 6

Total Stories: 18

Total Value: \$30,000



# Highlights



BUSINESS

## CDTA taps new interim CEO

CDTA's vice president of finance and administration will move into interim CEO role following current CEO's retirement

By **Elizabeth Izzo**, News editor  
Dec 19, 2024



## CDTA offering free rides New Year's Eve

By WNYT  
December 31, 2024 - 2:16 PM



CDTA offering free rides on New Year's Eve

CDTA is helping people celebrate the New Year.



Home > albany

## CDTA Opens Manning Boulevard Mobility Hub on SPH Campus

by Spotlight Newsroom — January 3, 2025 in albany Reading Time: 2 mins read



ALBANY – The Capital District Transportation Authority, in partnership with St. Peter's Health Partners and the City of Albany, cut the ribbon on the region's third mobility hub on Thursday, December 19, on South Manning Boulevard, located on the St. Peter's Hospital campus.



# Community Engagement

- *Morning of Kindness at MHHS*
- *Local school visits*
- *Emergency service*

# Social Media Stats

## Follower Count-

- Facebook: 8,249 followers
- Instagram: 5,854 followers
- X (Twitter): 4,000 followers

## Top Posts (Primary Channel: Facebook)

### “Driving You into a Cheerful Holiday Season”

- 7,561 views
- 333 engagements
- 225 reactions

### “Congratulations Carm Retirement Video”

- 4,854 views
- 616 engagements
- 169 reactions

**Capital District Transportation Authority - CDTA**  
Posted by Hootsuite  
Dec 20, 2024 · 🌐

As the holidays approach, we would like to send our warmest wishes to you and your loved ones! May this time be filled with joy, comfort, and peace. From all of us to you, we wish you a wonderful holiday season! ❄️

**See insights and ads** **Boost again**

👍 Like    💬 Comment    📧 Send    ➦ Share

👍❤️ 213

9 shares

**Capital District Transportation Authority - CDTA**  
Posted by Jaime Kazlo  
Dec 31, 2024 · 🌐

Congratulations to our CEO Carm Basile on his retirement after 43 years of service at CDTA. We are thrilled to celebrate his remarkable career and achievements. Carm, thank you for all you have done for the transportation industry and the Capital Region!

youtube.com  
**CDTA CEO Carm Basile's Retirement Video**

**See insights and ads** **Boost post**

👍 Like    💬 Comment    📧 Send    ➦ Share

👍❤️ 115

6 shares



# Looking Ahead

- ***Glens Falls Fare Hearing, January 30***
- ***Transit Equity Day, February 4***
- ***Glow Red News Conference, February 6***

# Questions?