



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, April 23, 2020 | 12:00 PM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, March 19, 2020	Jackie Falotico
Consent Agenda Items	
<ul style="list-style-type: none">No Items Scheduled	
Administrative Discussion Items	
<ul style="list-style-type: none">Media/COVID Communications Report*	Jaime Watson
Executive Session	
<ul style="list-style-type: none">No Items Scheduled	
Next Meeting: Thursday, May 21, 2020, 10:45am at 110 Watervliet Ave, Albany	
Adjourn	Jackie Falotico

** Indicates Material (Or Additional Material) Will Be Provided at Meeting*

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – March 19, 2020 at 10:45am; 110 Watervliet Avenue, Albany**

In Attendance: Pat Lance, Jayme Lahut, Mike Criscione, Mark Shaeffer, Dave Stackrow, Georgie Nugent (phone), Carm Basile, Amanda Avery, Jaime Watson, Jon Scherzer, Vanessa Salamy; Via Phone - Sarah Matrose, Jeremy Smith

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Pat Lance noted that a quorum was present. Minutes from the February 20, 2020 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jonathan Scherzer provided a report on CDPHP *Cycle!* and what season 4 will look like. The program has transferred back to our original operators under a new company name, Mobility Cloud, Inc. which will not alter how we run the program since we have worked with them before, it will be the same technology and operations. There will be a slow increase in new bikes, and we are working to solidify storage for all bikes as we move forward.
- Jaime Watson summarized the monthly Community Engagement report. In total there were 15 media stories, spread across television, newspaper, radio and online. Many of the stories highlighted our cleaning and safety efforts in response to COVID-19.
- Jaime Watson also discussed the plan to communicate with employees, retirees and the public about our efforts surrounding COVID-19. It has been a multi-pronged approach working with several key departments to keep everyone informed and engaged. The work continues and plans are continually getting updated and revised based on guidance coming from the Governor's office.

Executive Session

No items scheduled.

Next Meeting

Thursday, April 23, 2020 at 10:45am via teleconference

Community & Stakeholder Relations Committee Meeting

Communicating COVID

April 23, 2020



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 	 	<h3>Media Relations Metrics</h3> <ul style="list-style-type: none">• Total Stories: 30• Television:• Newspaper:• Radio: • Estimated Value: 40K
	<p>THE DAILY GAZETTE</p>	

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Media Highlights



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Communicating COVID

- Employees
- Customers
- Media



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Marketing Efforts



albanygirl518

WE ARE
HERE FOR YOU

*Please use public transit for essential trips only

#CDTASTRONG



CDTA 50



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Looking Ahead

- Continued Communications
- Marketing Campaign
- Employee Engagement
- Being Flexible is key

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