

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

• No Items Scheduled

Administrative Discussion Items

Media/COVID Communications Report*

Jaime Watson

Executive Session

• 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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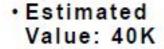






Media Relations Metrics

- Total Stories: 30
- Television:
- Newspaper:
- · Radio:







Communicating COVID

- Employees
- Customers
- Media

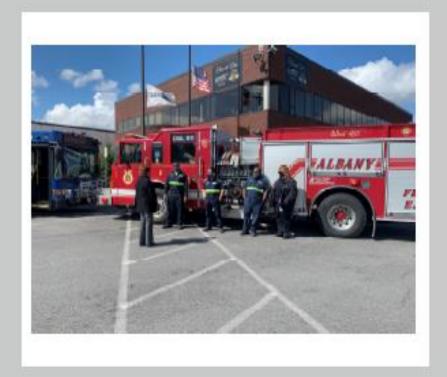


Marketing Efforts WE ARE HERE FOR YOU Pate uts pale try at the standard tray and #CDTA STRONG #CDTA STRONG CDTACK

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Looking Ahead

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