



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, May 21, 2026 | 10:00 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jackie McDonough
Approve minutes of Thursday, April 23, 2026	Jackie McDonough
Administrative Discussion Items	
• 2026 Seasonal Services	Jonathan Scherzer
• Monthly Earned Media and Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, June 18, 2026, at 10:00am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Jackie McDonough

Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – April 23, 2026, at 10:01 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jackie McDonough, Jayme Lahut, Pat Lance, Jaclyn Falotico, Denise Figueroa, Peter Wohl; Frank Annicaro, Amanda Avery, Chris Desany, Lance Zarcone, Jaime Kazlo, Emily DeVito, Jon Scherzer, Rich Cordero, Kelli Schreivogl, Mike Williams, Thomas Guggisberg, Jack Grogan, Stacy Sansky, Sarah Matrose, Trish Cooper, Dave Williams, Gary Guy, Sarah Seymour, Keosha Miles

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Chair Jackie McDonough noted that a quorum was present. Minutes from March 19, 2026, meeting were reviewed and approved.

Administrative Discussion Items

- Jonathan Scherzer gave a presentation on the branding for our refreshed company core values.
- The committee received an update on the organization's refreshed DRIVES branding initiative.
- Jonathan Scherzer reviewed the evolution of the branding framework, including visual identity updates, messaging alignment, and plans for continued integration across employee communications, community outreach, and stakeholder engagement efforts.
- Discussion included the importance of reinforcing the DRIVES principles internally while strengthening public recognition of the brand.
- Kelli Schreivogl gave a presentation on the development of our new employee rewards and recognition program, *Values in Motion*.
- The program is intended to align employee recognition with organizational values and performance objectives while creating more consistent opportunities to celebrate employee contributions across departments.
- Staff reviewed rollout plans, recognition categories, and engagement strategies designed to support employee morale and organizational culture.
- Jaime Kazlo presented the earned media and community engagement report.
- In the past month, CDTA issued four press releases, generating 14 media stories across multiple outlets both local and nationally. Coverage highlights included the return of CDPHP *Cycle!*, enhanced real time information for customers and our advocacy work to call for increased state operating assistance.
- Social media engagement continues to grow across all platforms. High-performing content featured employee focused stories and our recently adopted operating and capital plan.
- We held a number of internal events and participated in several community engagement events including our annual CDTA Chili cookoff and transportation for a recent Patriot Flight.
- Upcoming events and activities include our annual Retiree Luncheon on Thursday, June 4 and our Bus and Maintenance Roadeo with a new family fun day added for all employees to enjoy on Saturday, June 6.

Next Meeting

Thursday, May 21, 2026, at 10:00am via Microsoft Teams and 110 Watervliet Avenue



2026

Summer Service Preview

Community & Stakeholder Relations Committee 5.21.2026





Lake George Trolley

- Connects Glens Falls, Queensbury, and Lake George Village
- Two spurs:
 - Route #876 provides service between the above locations, while Route #877 makes deviations to Bolton Landing
- Operates Memorial Day weekend through mid-October
 - Weekends only until June 28, 2026
 - Daily service through Labor Day
 - Weekends from Labor Day to mid-October





Nature Bus

- Sixth year of operation connecting City of Albany to green spaces
 - (Five Rivers & Thatcher State Park key drivers)
- Two wildlife-named routes that run every other week
 - Beaver – Six Mile Waterworks
 - Warbler – Thacher State Park
- Operates on Saturdays (9am-5pm) between Memorial Day and early October
- Program subsidized by Mohawk Land Conservancy





Saratoga Summer Trolley

- Operate in support of Belmont Stakes (June 4-7)
 - Nearly 5,000 boardings for 2025 festival
- Presented by Saratoga Casino Hotel and NYRA
- Traditional service from July 3 - September 7
- Two trolleys, 30-minute frequency from 12pm to 10pm, Wednesday through Sunday





Grafton State Park

- Operates from late June through Labor Day, with four round trips daily.
 - Three trips in and out of the Park starting at 10:30am
 - Last return to City of Troy after 7pm
- 2025 Ridership was more than 2,000 trips

Operational Overview



Seasonal Growth & Service Expansion

- We scale up the team and fleet, deploying 22 Operators and 8–9 trolleys, ensuring reliable service to residents and visitors

Workforce Management

- Planning allows for proper staffing during peak months while in off-season, we efficiently utilize resources to help Northern county services

Maximizing Facility Capabilities

- Limited Glens Falls garage space requires strategic plans including vehicle rotation, space optimization, and other seasonal adjustments

Optimizing Trolley Operations

- While certain trolley models are better suited for specific routes, we have options for more targeted, efficient service delivery based on multiple vehicle types

Commitment to Continuous Improvement

- We're actively exploring long-term operational strategies to enhance scheduling and service during high-demand periods in addition to rebalancing efforts

THANK YOU!

Questions? | Comments? | Next Steps.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **5.21.2026**

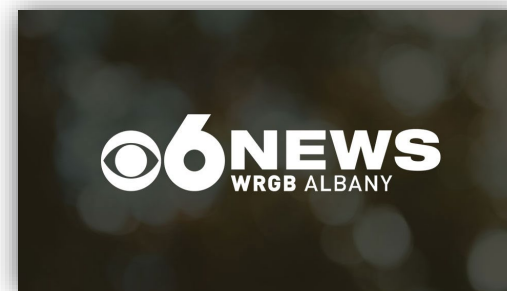


Earned Media

Press Releases Sent: 3

Total Stories: 5

Total Value: \$6,000





Highlights

TIMES UNION e-Edition Account

Scott: CDPHP Cycle! bikeshare program thriving in its 10th season

CDTA program has a fleet of 397 e-bikes and 67 pedal bikes currently on the road

By Gillian Scott, Columnist
May 7, 2026



Albany Tulip Festival returns to Washington Park this weekend

By WNYT
Updated: May 8, 2026 - 8:48 AM
Published: May 8, 2026 - 8:41 AM



WHAT TO KNOW BEFORE HEADING TO TULIP FEST
SATURDAY AND SUNDAY FROM 11 A.M. TO 6 P.M.

NEWS CHANNEL 13

WHAT TO KNOW FOR TULIP FEST

ALBANY, N.Y. (WNYT) – One of the Capital Region's signature spring traditions returns this weekend as the **78th annual Albany Tulip Festival** takes over Washington Park.

NEWS CHANNEL 13 News Weather 13 Investigates Features Sports

Emily DeVito's race against time for kidney match

Subrina Dhammi WNYT
Updated: May 14, 2026 - 11:07 AM
Published: May 13, 2026 - 5:40 PM



Update on Emily DeVito's search for kidney donor

Social Media Stats

Follower Count- All platforms up

- Facebook: 9,698 followers
- Instagram: 7,057 followers
- Linked In: 2,458 followers
- X: 3,900 followers

- Elk Street Parking Lot
- Eagle Street Parking Lot
- Albany Medical Center Parking Lot (accessible shuttle service available)

Shuttles will run approximately every 20–25 minutes depending on traffic. Skip the parking stress and enjoy the festival! Learn more: <https://www.cdt.org/news/tulip-fest-shuttle-2026> #HereToGetYouThere #CDTACnectsUs #TulipFestival #rideCDTA



Capital District Transportation Authority
2,458 followers
4d · 🌐

Happy Anniversary to our CEO, Frank Annicaro!

Frank Annicaro · 1st
Chief Executive Officer at Capital District Transporta...
4d · Edited · 🌐

Today marks one year since I joined the **Capital District Transportation Authority**, and I couldn't let the day pass without reflecting on what an ...more

Capital District Transportation Authority - CDTA
Posted by Hootsuite
4d · 🌐

This #MobilityAwarenessMonth, we're celebrating the dedicated people behind STAR, CDTA's paratransit service that helps connect riders to the places and people that matter most. 🚗💙

Meet Allison, our STAR Supervisor who works behind the scenes each day coordinating schedules, managing dispatching, and helping ensure riders receive safe, reliable, and accessible transportation. Her work helps keep our community moving and supports greater independence for customers across the Capital Region.

Learn more about the STAR program at <https://www.cdt.org/star-program>. #rideCDTA #AccessibleTransit #HereToGetYouThere





Internal Events

APRIL 2026 BRONZE WINNERS

- Michele Orvasky
- Tony Hazzard
- Gary Guy
- Brian Green
- Shanaya Stewart
- Anand Cecil
- Ken Stager Jr.
- Jason Gariepy
- Sherri Bender
- Mace Phillips
- Randy Atwarnarine
- Swetha Chalapathy



INTERNATIONAL BUS ROADEO SALT LAKE CITY



GOOD LUCK!

John Gonzalez, Omesh Satdeo, Victor Singh & Antonio Dente





Community Engagement





Looking Ahead

- ***CDPHP Cycle! 10 Year Kick Off***
- ***Annual Retiree Luncheon***
- ***Annual Rodeo/Family Fun Day***

Questions?