



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, September 18, 2025 | 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, August 21, 2025	David Stackrow
<b>Administrative Discussion Items</b>	
• Town Hall Update	Emily DeVito
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, October 23, 2025, at 1 pm via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

## **Capital District Transportation Authority Community and Stakeholder Relations Committee**

### **Meeting Minutes – August 21, 2025, at 11:17am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Mike Criscione; Frank Annicaro, Amanda Avery, Lance Zarcone, Chris Desany, Jaime Kazlo, Emily DeVito, Jon Scherzer, Rich Cordero, Kelli Schreivogl, Mike Williams, Thomas Guggisberg, Elide Oyanedel, Stacy Sansky, Dave Williams, Jeremy Smith, Jack Grogan, Sarah Matrose, Jeremy Smith, Keosha Miles

#### **Meeting Purpose**

Regular monthly meeting of the Community and Stakeholder Relations Committee. Minutes from June 18, 2025, meeting were reviewed and approved.

#### **Administrative Discussion Items**

Staff provided reports on our recent customer focus groups and the monthly earned media and community engagement report.

- Jon Scherzer provided an update on our recent customer focus groups that were conducted by our partners at TransPro.
- We held two focus groups, one on June 12th and another on the 14th, to hear what customers value most, where they encounter challenges, and how CDTA can improve their experience. Each group featured a diverse set of customers including seniors, individuals with disabilities, students, working professionals, and long-time customers.
- Customers were asked about several key areas, including overall experience, cleanliness, safety and personal security, Navigator app use and Operators.
- Some of the most important areas for customers include buses arriving at their scheduled time, bus cleanliness, safety and travel time.
- There are several action items that we are moving forward on including cleanliness of bus seats, safety and personal security, communications and marketing and organizational processes.
- Jaime Kazlo provided the Earned Media and Community Relations report. Over the last two months we sent 6 press releases and earned 12 placements from television, newspapers, and radio with an estimated value of \$11,000.
- Stories included – the start of the Saratoga Trolley, August service changes, and our recent visit with FTA Administrator Marc Molinaro.
- We participated in community events including OGS Kids Day at the Plaza and provided extended service for the 4<sup>th</sup> of July holiday.
- Internally, we held nine Town Hall meetings to give employees a chance to hear what our organizational priorities are and how they are contributing to the success of CDTA. They also had the opportunity to give honest feedback and provide suggestions and flag areas of concern.
- Our social media channels continue to increase in followers. Our largest increase was on Linked In. The top posts for this reporting period were about our recent job fair and the announcement of our new 7-13 route connecting Glens Falls to Saratoga.
- Looking ahead, we will participate in the APTA TransForm conference where Community and Stakeholder Relations Committee Chair David Stackrow will receive the Board Member of the year award and we will celebrate the 10<sup>th</sup> anniversary of the

American Cancer Society's Men Wear Pink campaign where we will unveil a new bus design to commemorate the milestone.

Next Meeting

Thursday, September 18, 2025, at 11:15am via Microsoft Teams and 110 Watervliet Avenue

# Employee Town Halls

Community & Stakeholder Relations **09.18.2025**



# Town Hall Details

- Albany, Schenectady, and Troy Divisions
- 6 AM, 2 PM, & 8 PM
- Promoted on Blink, Monthly Employee Newsletter, Screens, and through leadership
- CEO Leadership Team & Directors in attendance





# Message From CEO

- Service Rebalancing
- CDTA Priorities
  - Employee Recognition
  - Maintenance Morale
  - Fare Compliance
  - Bus Shelter Cleanliness





# Employee Feedback

- Fare Evasion & Payment Issues
- Operator Safety & Support
- Maintenance Staffing & Career Development
- Service Suggestions
- Clear Communication from Leadership



# Key Takeaways & Action Items

- Follow-up Meeting to Discuss Action Items
- Spreadsheet for Completed, In-progress, or Nonactionable Items
- Communicating Action to the Workforce





# Questions?

# Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 9.18.2025



# Earned Media

Press Releases Sent: 4

Total Stories: 15

Total Value: \$15,000



# Highlights

## CDTA to launch new bus route connecting Glens Falls and Saratoga Springs

Jana DeCamilla | Mon, August 25th 2025 at 6:19 AM  
Updated Mon, August 25th 2025 at 8:00 AM



CDTA launches new bus route connecting Glens Falls and Saratoga Springs



TOPICS: [CDTA](#) [BUS ROUTE](#) [GLEN FALLS](#) [SARATOGA SPRINGS](#) [COMMUTER SERVICE](#) [REGIONAL MOB](#)

## Fleet of 75 scooters coming to Albany for CDTA 'Scootember'

Story by Caton Deuso • 1w • 2 min read



Transportation • 10 Minutes With

## Frank Annicaro's priorities as the new CEO of CDTA

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# Fare Compliance Campaign

4.

LOCAL

## CDTA launches new campaign amid reported rise in fare evasion

by: Kristina Handy

Posted: Sep 10, 2025 / 12:53 PM EDT

Updated: Sep 10, 2025 / 06:41 PM EDT



Emily DeVito  
Communications Manager, Corporate Communications

### Fare Compliance Campaign 🇮🇷 🚌

We have heard from many employees through our town halls that fare evasion is an issue and support is needed. We are excited to be launching a campaign to the public to encourage fare compliance. The campaign is **"Respect the Ride. Pay your Fare."** It's a reminder to customers that paying the bus fare isn't just a requirement, it's a way to respect your bus operator, fellow customers, the ride, and the community.

This campaign will be released to the public tomorrow. Key elements of the campaign include "Fare Required" messaging on headway signs, public awareness through educational signage on buses, shelters, and social media, and announcements on buses reminding riders to pay the fare. Contact the Communications Department with any questions. We look forward to educating riders and tackling this issue together.

[see less](#)

MAINTAIN FARE COMPLIANCE & KEEP OUR SERVICE STRONG!

# RESPECT THE RIDE. PAY YOUR FARE.

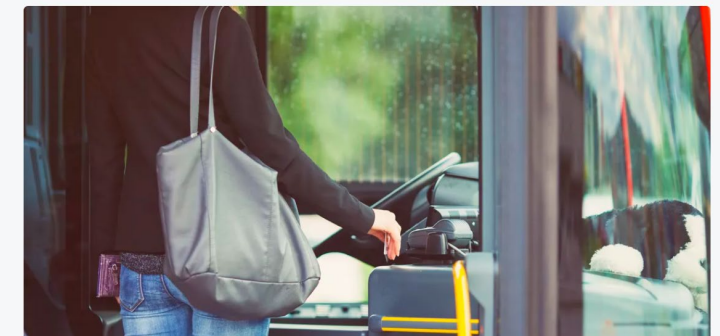


Local News

## Albany Launches Campaign to Curb Fare Evasion

By iHeartRadio

Sep 11, 2025



# Social Media Stats

## Follower Count- all platforms up

- Facebook: 9,312 followers
- Instagram: 6,583 followers
- Linked In: 2,259 followers

## Top Posts (Facebook)

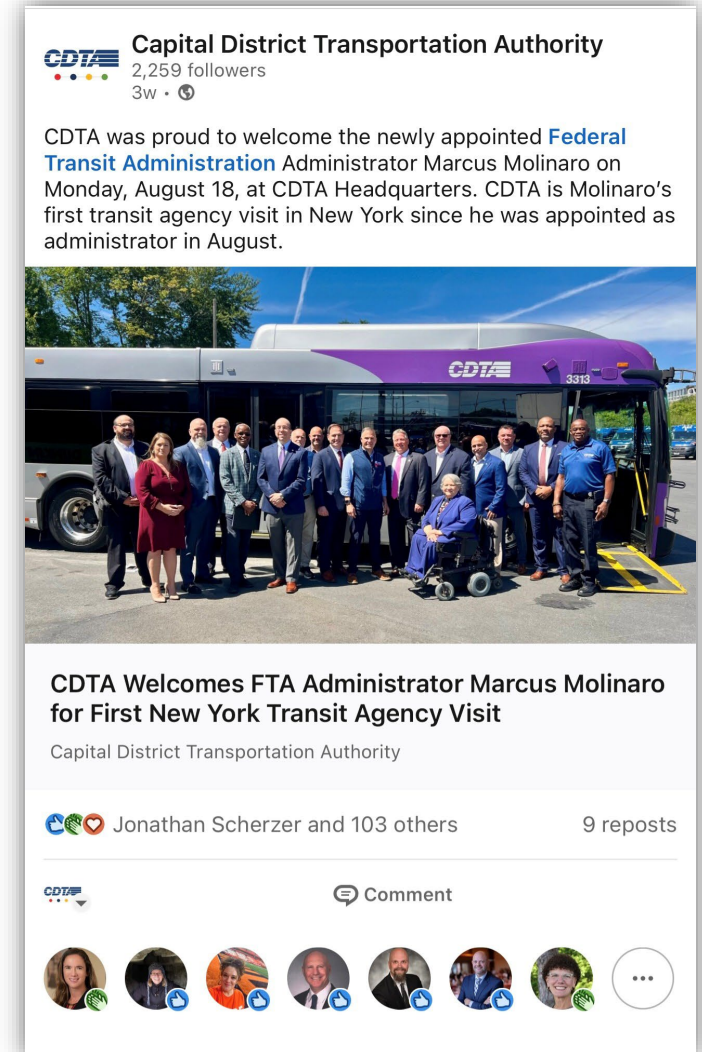
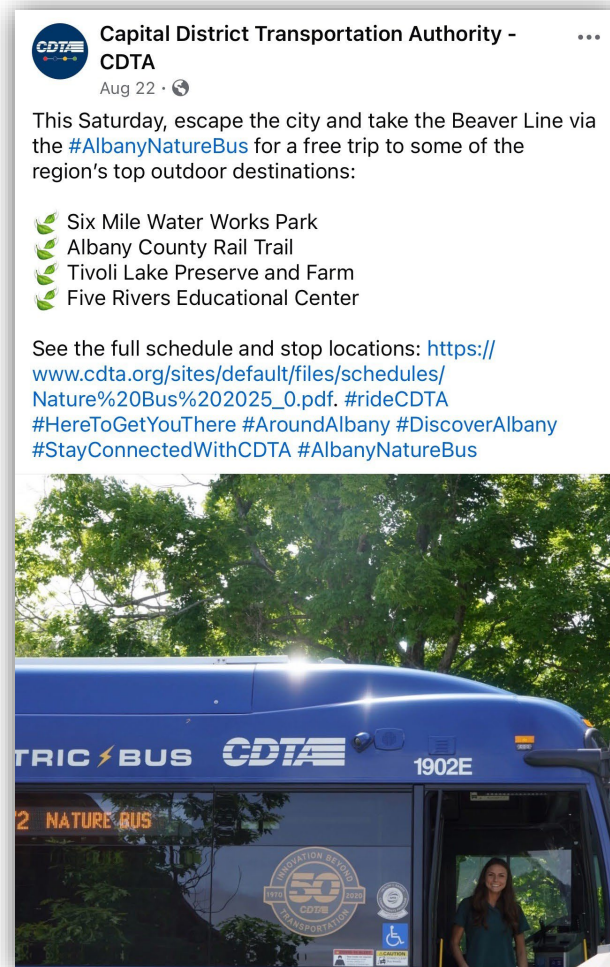
### “Escape the City and take the Nature Bus”

- 44,027 views
- 213 reactions
- 16 comments/59 shares

## (LinkedIn)

### “CDTA Welcomes FTA Administrator”

- 103 reactions
- 9 reposts







# Internal Events





# Community Engagement

- *Life Path Travers Soiree*
- *DOT staff outing/BRT tour*
- *ADK Nationals Car Show*





# Looking Ahead

- *Men Wear Pink Campaign Kick Off*
- *Pink Bus Pull*
- *NYPTA Conference*

# Questions?