



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, January 22, 2026 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item

Responsibility

Call to Order

Jackie McDonough

Approve Minutes of Thursday, November 20, 2025

Jackie McDonough

Administrative Discussion Items

- Overview of Values and Vision Work
- Earned Media/Community Engagement Report

Emily DeVito
Jaime Kazlo

Next Meeting: Thursday, February 19, 2026, at 11:15am via Microsoft Teams and 110 Watervliet Ave.

Adjourn

Jackie McDonough

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

Meeting Minutes – November 20, 2025, at 11:15am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jayme Lahut, Mike Criscione, Patrick Lance; Frank Annicaro, Amanda Avery, Lance Zarcone, Jaime Kazlo, Chris Desany, Emily DeVito, Jon Scherzer, Gary Guy, Rich Cordero, Kelli Schreivogl, Elide Oyanedel, Stacy Sansky, Dave Williams, Jeremy Smith, Jack Grogan, Emily Loughlin, Sarah Matrose, Keosha Miles, Sarah Seymour, Calvin Young, Mike Williams

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Jackie McDonough noted that a quorum was present. Minutes from October 23, 2025, meeting were reviewed and approved.

Administrative Discussion Items

- Jonathan Scherzer provided results from Wave 5 and 6 of the customer satisfaction surveys conducted by TransPro for both fixed route and paratransit service from October 2025.
- TransPro surveyed 451 fixed route bus customers over a six-day period in October. Overall, 75% of those surveyed are satisfied with CDTA's bus service. They are most satisfied with on board security, how safely buses are operated and operator helpfulness and courtesy. They are least satisfied with bus shelter cleanliness, personal security at bus stops, access to information about unexpected delays and access to information about planned service changes.
- TransPro surveyed 436 paratransit customers over an eight-day period in October. Overall, 94% of those surveyed are satisfied with CDTA's paratransit service. They are most satisfied with securement of mobility devices and the amount they pay for STAR service. They are least satisfied with travel time, on time performance and availability of service on desired date and time.
- Moving forward, CDTA will continue to focus on shelter cleanliness, safety and security as well as enhancing communication and marketing strategies to keep customers aware of new ways to report issues at shelters.
- Jaime Kazlo gave the earned media and community engagement report. Over the last month we sent three press releases, resulting in 12 stories across multiple media channels. We promoted our November service changes, new Flex service in Saratoga and Veterans Day service.
- Our social media channels have seen an uptick of followers across all platforms. Top posts include new Flex service coming to Saratoga and the announcement of this year's Pink Bus Pull winners. Congratulations to the Albany Fire Department for keeping their championship title!

- We held several internal events for employees including our inaugural Trunk or Treat and annual Veterans Luncheon. Our Schenectady Division hosted a fundraiser for the American Cancer Society to support our participation the Men Wear Pink campaign. We raised a record \$26,000 this year thanks to the generosity of our employees and community.
- We also participated in a number of community events over the last month including providing trolley service for Gold Star Families for the annual Albany Veterans Day parade and hosting an educational Flex service meeting in Saratoga.
- Looking ahead, we will prepare for the holiday season by unveiling a brand-new gingerbread house design and welcoming students from local schools to provide holiday music at the Joseph L. Bruno Rail Station in partnership with Questar III BOCES.

Next Meeting

Thursday, January 22, 2026, at 11:15am via Microsoft Teams and 110 Watervliet Avenue

CDTA Vision and Values Refreshed

Strategic & Operational Planning 1.22.2026



CDTA D.R.I.V.E.S Success

Dedication: We are committed to providing mobility solutions and going the extra mile for our teams, mission, and customers.

Respect: We value every person we serve and work with, ensuring a fair, and collaborative environment that acknowledges various skills and backgrounds. We take accountability for our actions and deliver on our goals.

Innovation: We are committed to constantly improving the work we do. We will foster creativity and new ideas to enhance our services and the lives of everyone we serve.

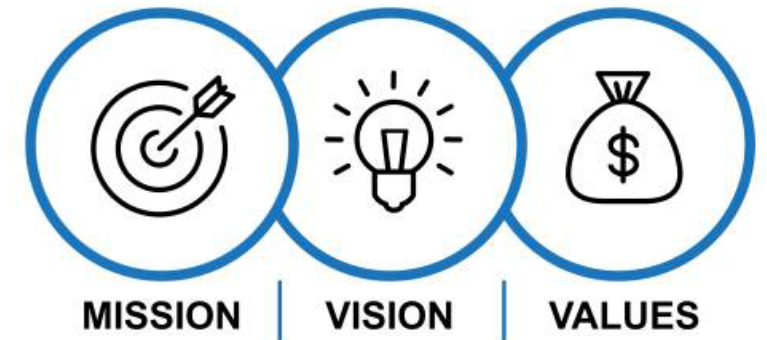
Versatility: We strive to be able to adapt to the changing needs of our employees and the community, offering flexible solutions, dependable service, and clear communication.

Excellence: We hold ourselves to the highest professional, ethical, and financial standards to ensure optimized performance while pursuing continuous improvement and growth for our employees.

Safety: We put the well-being of our riders, employees and the communities we serve at the heart of every decision. By fostering a culture of vigilance and proactive safety measures, we ensure that every journey is safe for everyone on board.

What is a Vision Statement?

- A brief, clear description of what a company aims to become in the future.
- It explains the company's long-term goals and the impact it wants to have on customers, employees, and its region.



Why is it Important?

- Provides direction
- Aligns employees
- Strengthen company culture
- Enhance clarity for leadership
- Supports long-term success





CDTA's Current Vision

CDTA is a growing and vibrant company that seeks to continually increase ridership and the use of its facilities by providing services that people want and need.

CDTA delivers lifeline services to those who need them and provides a full range of transit options for the choice rider in the Capital Region.

CDTA plans for the mobility needs of the Capital Region with a predictable and reliable stream of funding sources to meet those needs.

CDTA is a multi-modal transportation provider, delivering comprehensive transit services, as well as a transportation demand management program that includes vanpool, carpool and incentive-based ride sharing, with a particular focus on city and suburban locations that have a demonstrated need.

CDTA is responsive to the environment and operates equipment that features the most efficient propulsion systems available. In addition, CDTA undertakes continual outreach to enroll the region's travelers in efforts to move toward an environmentally-responsible approach to travel.

CDTA works in partnership with state, regional and local agencies to advocate for transit-oriented development in the Capital Region and is advancing infrastructure that will meet current and future mobility needs.

CDTA undertakes frequent assessments of the region and seeks community input to effectively position the organization to anticipate and meet market changes and expansions.



Board Retreat Work

- Vision Themes
 - Employees (serve & connect communities)
 - Community
 - Trust
 - Engagement around solutions that improve quality of life
 - Integrity
 - Unified region – opportunity to close gaps around regions identity crisis
 - Conduit for regional transportation
 - Growth

Next Steps

- Get CSR Committee input for vision statement development
- Get Boards approval on what vision statement aligns best with CDTA
- Roll out new vision statement with core values on April 1, 2026



THANK YOU!

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 1.22.2026



Earned Media

Press Releases Sent: 6

Total Stories: 9

Total Value: \$10,000




Highlights

LOCAL

CDTA adds stroller-only areas to select bus routes

by: [Kristina Handy](#)
Posted: Dec 15, 2025 / 03:01 PM EST
Updated: Dec 15, 2025 / 03:07 PM EST



0:11 / 0:29

LOCAL NEWS

SNAPSHOT: CDTA celebrates the holiday season at the Joseph L. Bruno Rail Station



The Capital District Transportation Authority (CDTA) recently welcomed back local students for holiday concerts at the Joseph L. Bruno Rail Station. A large gingerbread display, featuring a 5-foot house and train, was also unveiled. Questar III BOCES Career and Technical Education students from Robert H. Gibson Technical School in Troy constructed the gingerbread display. (Photo provided)



VOTED THE SARATOGIAN 2025 Readers' Choice Awards BEST See who won!

MOST POPULAR




- 1 Winter warmth: Inaugural 'Saratoga Snow Day' to take place on Jan. 17
- 2 MLK Saratoga to host 11th annual Dr. King weekend
- 3 What Americans think about Trump's first year back in office, according to AP-NORC polling
- 4 National Museum of Racing and Hall of Fame commemorative blanket giveaway on Monday, Jan. 19

Saratoga County launches Health

LOCAL

CDTA rolls out new QR code stickers at bus shelters

by: [Kristina Handy](#)
Posted: Nov 30, 2025 / 03:02 PM EST
Updated: Nov 30, 2025 / 03:05 PM EST


SHARE     

ALBANY, N.Y. ([NEWS10](#)) — The Capital District Transportation Authority (CDTA) is implementing new QR code-enabled stickers at bus shelters throughout its service area. The stickers will reportedly give riders a quick and direct way to report shelter-related concerns.

Social Media Stats


Follower Count- All platforms up

- Facebook: 9,521 followers
- Instagram: 6,816 followers
- Linked In: 2,334 followers
- X: 3,900 followers

 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
Jan 8 · 🌐

Meet Wayne- One of the many dedicated CDTA bus operators who help keep the Capital Region moving every single day. From early morning routes to busy city streets, Wayne shows up with professionalism, care, and commitment to our riders. 🚌

Our community depends on operators like Wayne to stay connected—and we're proud to have him behind the wheel. Interested in working at CDTA? Apply today at cdta.org/apply. #rideCDTA #HereToGetYouThere #CDTAConnectsUs



and their families.

 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
Dec 23, 2025 · 🌐

🎄 A Holiday Hero on Wheels! 🚌

Meet Daya, one of the amazing bus operators keeping our community connected this holiday season! While many are cozy at home, Daya is out on the road making sure you get to family gatherings, shopping trips, and holiday events safely and on time. Let's give a big THANK YOU to Daya and to all our dedicated operators for spreading cheer and helping to get you there this season.

#HolidayHeroes #HereToGetYouThere #rideCDTA



I love my coworkers,



Internal Happenings



Community Engagement



Morning of Kindness



Incoming Albany Mayor Inauguration Transportation



JLB Holiday Cheer



Looking Ahead

- **Advancing Vision/Values Work**
- **Transit Equity Day**
- **Capital Region Glows Red**
- **State of CDTA**
- **Transit Worker Appreciation Day**

Questions?