



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, February 19, 2026 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jacqueline McDonough
Approve Minutes of Thursday, January 22, 2026	Jacqueline McDonough
Administrative Discussion Items	
• Ambassador Program	Jack Grogan
• Refreshed Vision Statement	Emily DeVito
• Earned Media/Community Engagement Report	Jaime Kazlo
• Bus Wrap Discussion	Jonathan Scherzer

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

Adjourn Jacqueline McDonough

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – January 22, 2026, at 11:18am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Jayme Lahut, Jackie McDonough, Mike Criscione, Patrick Lance; Frank Annicaro, Amanda Avery, Lance Zarcone, Chris Desany, Jaime Kazlo, Patricia Cooper Emily DeVito, Jon Scherzer, Mike Williams, Gary Guy, Thomas Guggisberg, Stacy Sansky, Dave Williams, Sarah Matrose, Jeremy Smith, Keosha Miles, Katarina Mozes, Elide Oyanedel, Calvin Young

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee member Patrick Lance noted that a quorum was present. Minutes from November 20, 2025, meeting were reviewed and approved.

Administrative Discussion Items

Staff provided updates on the refreshed vision and values initiative, along with the monthly Earned Media and Community Engagement report.

- Emily DeVito outlined the approach for updating CDTA’s vision statement, building on the ongoing refresh of our organizational values. Over the next two months, we will develop a revised vision that clearly articulates CDTA’s identity and long-term aspirations for the Capital Region.
- Emily will engage both the Board and employees throughout this process to ensure broad alignment. The updated vision will be introduced in coordination with the rollout of our refreshed values on April 1, 2026, across internal and external audiences.
- Jaime Kazlo presented the earned media and community engagement report. In the past month, CDTA issued six press releases, generating nine media stories across multiple outlets. Coverage highlighted the stroller pilot program, new QR codes on shelters for reporting issues, and holiday activities at the Joseph L. Bruno Rail Station in partnership with Questar BOCES 3.
- Social media engagement continues to grow across all platforms. High-performing content featured two CDTA operators as part of a broader campaign to elevate and recognize our workforce.
- CDTA hosted several internal events, including a maintenance breakfast and luncheon. We also welcomed the NYPTA Leadership Class for its January session, hosted Goff Middle School students for a career day, and celebrated the retirement of long-time Rail Station Manager John Rich.
- CDTA participated in multiple community events this month. Highlights included the annual Morning of Kindness with the Mohawk Hudson Humane Society and providing transportation for the inauguration of incoming Albany Mayor Dorcey Appllys.

- Upcoming engagements include Transit Equity Day, the Capital Region Glows Red campaign with the American Heart Association, and Transit Worker Appreciation Day in March.

Next Meeting

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

CDTA Ambassador Program

Community and Stakeholder Relations **02.19.2026**

Jack Grogan, Director of Safety and Training



Purpose of Program

The community Ambassador program is designed to complement existing CDTA operations and reinforce a customer-first approach to safety, fairness, and reliability across the system.

Ambassadors are not police officers and do not perform enforcement functions.



Objectives of Program

- Provide route, fare and CDTA customer service information
- Fare evasion issues
- Reduce disruptive behaviors on buses or at stops
- Supporting Operators with on-board issues
- Improving connections between riders and community resources
- Assist with de-escalation of conflicts on board buses
- Serving as a connection to community resources and, when necessary, coordinating with law enforcement and awareness



Ambassador Outreach

- Data developed by CDTA management to determine deployment location
- Daily reports completed by CDTA operators
- Trends in disruptive behaviors
- Community assistance regarding bus and shelter conditions
- CDTA Supervisor observations



Training and Development

- Tech Valley, a partner with CDTA has security personal that are seasoned employees along with new hires
- They have been given training on rules and regulations that are required by CDTA
- Ambassadors have been given de-escalation training by CDTA security employees
- Human trafficking awareness and how to report homelessness and mental health to receive assistance for these parties
- Ambassadors have been given training on how to report and who to contact for incidents on board a CDTA bus.



Next Steps

- Communicate program to employees
- Roll out program to the community on February 25, 2026
- Monitor and track the program with Tech Valley Security

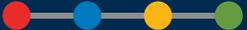
THANK YOU!



CDTA's Vision Refreshed

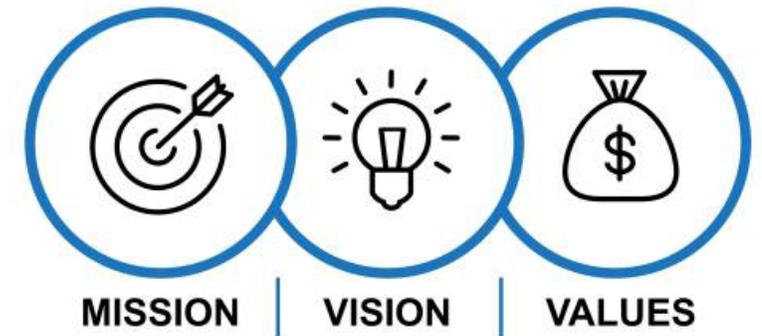
Community & Stakeholder Relations 02.19.2026



 CDTA.ORG

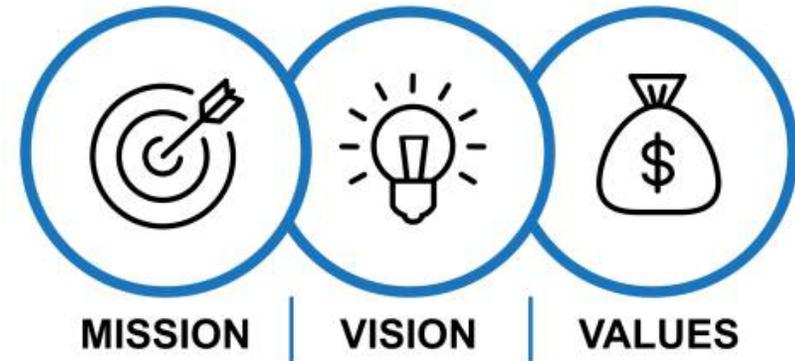
What is a Vision Statement?

- 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





The Process

- Board Retreat work with Transpro
 - Vision themes: community, trust, integrity, unified region, improve quality of life, conduit for regional transportation, growth.
- Created 3 vision statements
- Several board members and employees reviewed those 3 statements and gave feedback



Vision Statements

Option 1

Unify the region through sustainable mobility – strengthening communities and positioning CDTA as a vital driver of growth by connecting people, places, and opportunity.

Option 2

CDTA envisions a fully connected region where mobility services are integral to decision-making, reliably links people to opportunity, support healthy communities, and powers a sustainable economy.

Next Steps

- Decide on a vision statement
- Present vision statement to entire Board of Directors
- Roll out new vision statement with core values



THANK YOU!



Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **2.19.2026**



Earned Media

Press Releases Sent: 5

Total Stories: 5

Total Value: \$6,000





Highlights

3.



OPINION

Letters: CDTA's growth shows the value of strong state support

Other writers discuss the state management workforce salaries, various aspects of health care and health insurance and more

By **Our readers**
Jan 12, 2026



A writer argues, 'State leaders have long supported CDTA, and now is the moment to build on that commitment.'
Jim Franco/Times Union

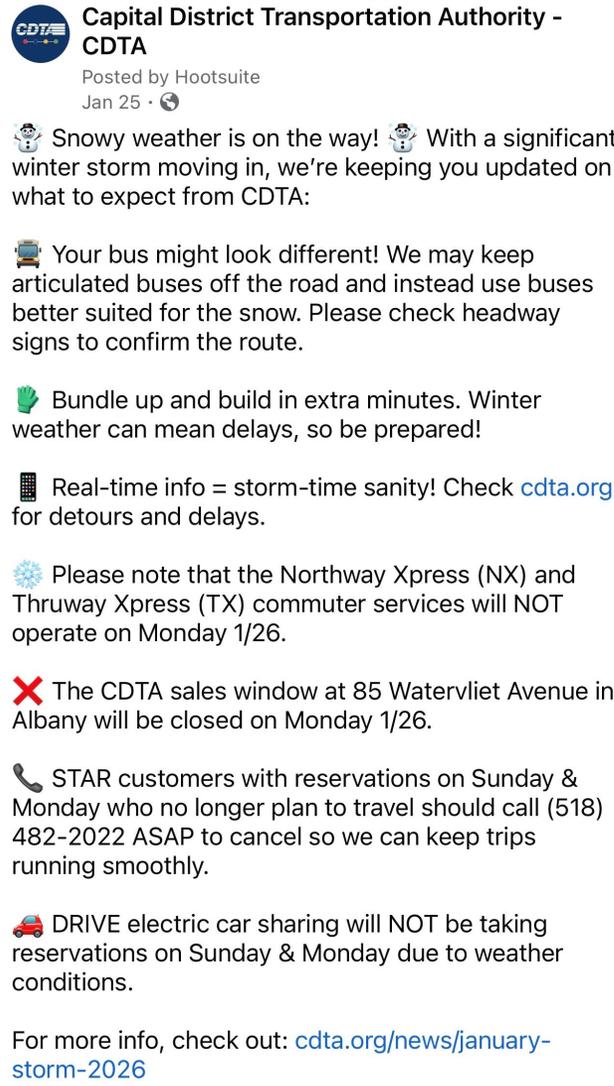
The screenshot shows the FOX 23 News website. At the top, there is a navigation bar with 'Weather', 'Traffic', 'Watch', 'Sports', 'Marketplace', 'Community', 'Video Center', 'About Us', and 'FOX 23'. A 'SIGN UP' button is in the top right. The main content area features a 'TOP STORIES' section with the headline 'Winter storm disturbs travel from Sunday into Monday' by Bianca Caputo, posted on Jan 26, 2026. To the right is a video player for the same story, showing a reporter in a blue CDTA shirt. The video player has a progress bar at 1:49 / 2:40 and various control icons.



Social Media Stats

Follower Count- All platforms up

- Facebook: 9,573 followers
- Instagram: 6,847 followers
- Linked In: 2,362 followers
- X: 3,900 followers



Capital District Transportation Authority - CDTA
Posted by Hootsuite
Jan 25 · 🌐

🌨️ Snowy weather is on the way! 🌨️ With a significant winter storm moving in, we're keeping you updated on what to expect from CDTA:

🚌 Your bus might look different! We may keep articulated buses off the road and instead use buses better suited for the snow. Please check headway signs to confirm the route.

🧤 Bundle up and build in extra minutes. Winter weather can mean delays, so be prepared!

📱 Real-time info = storm-time sanity! Check cdta.org for detours and delays.

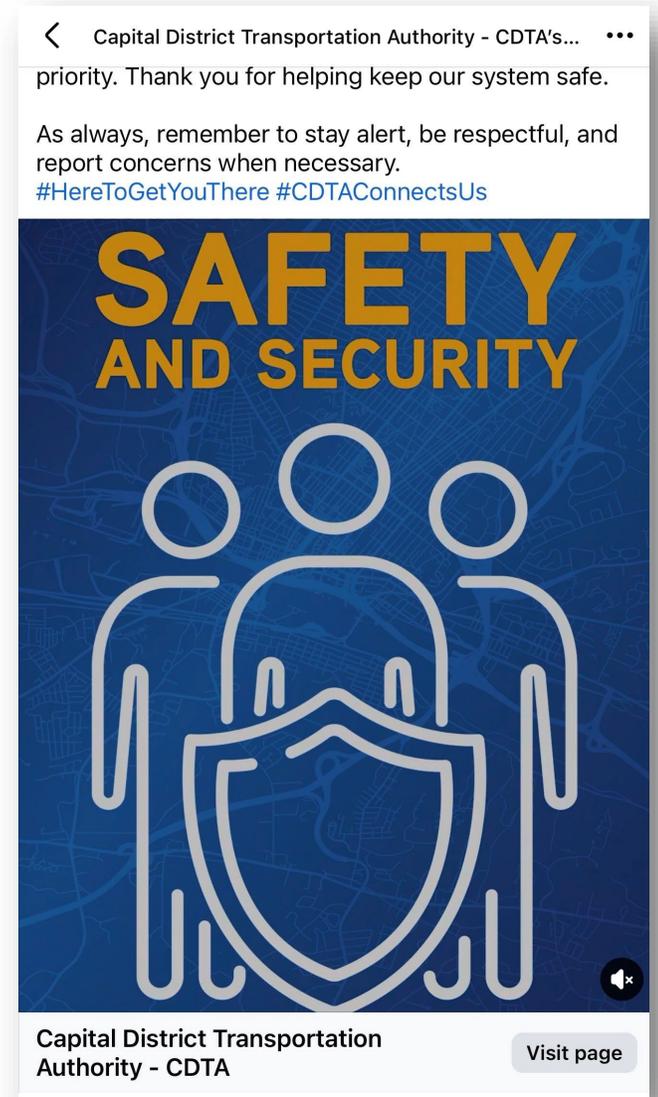
❄️ Please note that the Northway Xpress (NX) and Thruway Xpress (TX) commuter services will NOT operate on Monday 1/26.

❌ The CDTA sales window at 85 Watervliet Avenue in Albany will be closed on Monday 1/26.

☎️ STAR customers with reservations on Sunday & Monday who no longer plan to travel should call (518) 482-2022 ASAP to cancel so we can keep trips running smoothly.

🚗 DRIVE electric car sharing will NOT be taking reservations on Sunday & Monday due to weather conditions.

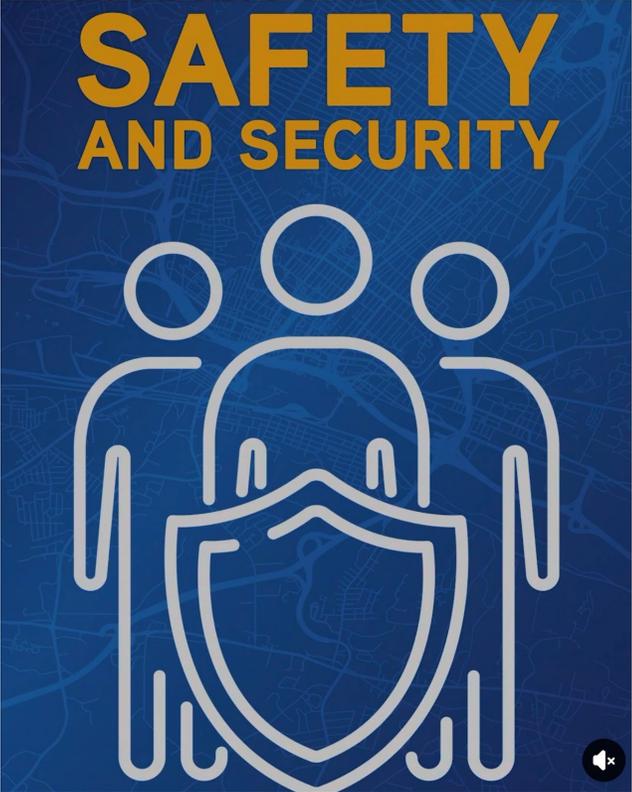
For more info, check out: cdta.org/news/january-storm-2026



< Capital District Transportation Authority - CDTA's... ⋮

priority. Thank you for helping keep our system safe.

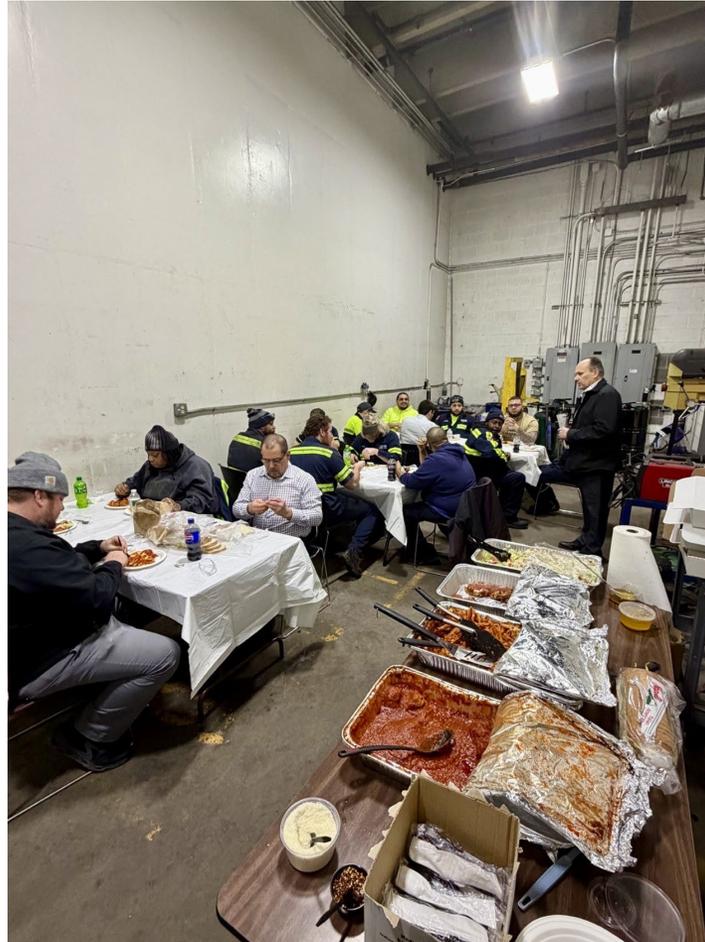
As always, remember to stay alert, be respectful, and report concerns when necessary.
[#HereToGetYouThere](#) [#CDTAConnectsUs](#)



Capital District Transportation Authority - CDTA [Visit page](#)



Internal Events



- ***Maintenance appreciation***
- ***Go Red for Women Day***
- ***Retirement Celebration***
- ***Puppy Bowl Fundraiser***

Community Engagement

6.

THE RECORD Local News | SNAPSHOT: CDTA opens the doors to Capital...

LOCAL NEWS

SNAPSHOT: CDTA opens the doors to Capital Region BOCES students



MOST POPULAR

- 1 Entertainment calendar
- 2 Patriots star wide receiver Stefon Diggs pleads not guilty to assault charges
- 3 Mayor's message: Mantello delivers State of the City address
- 4 Epstein Files contradict Giants co-owner Steve Tisch claim of 'brief' association with sex offender
- 5 Knicks to sign ex-Spurs playmaker Jeremy Sochan: sources
- 6 Keeler delivers State of the City in Cohoes
- 7 Trevor Story makes preference clear as Red Sox evaluate 2B and 3B
- 8 New Red Sox infielder Caleb Durbin models his game after franchise legend
- 9 Red Sox announces spring training broadcast schedule
- 10 Troy flower shop prepares for Valentine's Day

Capital Region BOCES students met with officials from the Capital District Transportation Authority (CDTA) recently as they learned about that opportunities that exist for people with their skill set. CDTA Superintendent of Technical Training Steven Micelli spoke with Career and Technical Education (CTE) students enrolled in the Automotive Services program about career opportunities. CDTA offers 29 programs offered by Capital Region.





Looking Ahead

- ***State of CDTA***
- ***Transit Worker Appreciation Day***

Questions?