



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, April 23, 2026 | 10:00 AM**  
**Microsoft Teams & at 110 Watervliet Avenue**

**Committee Item**

**Responsibility**

Call to Order

Jacqueline McDonough

Approve minutes of Thursday, March 19, 2026

Jacqueline McDonough

**Administrative Discussion Items**

- CDTA DRIVES Branding
- Updated Rewards and Recognition Program
- Monthly Earned Media and Community Engagement Report

Jonathan Scherzer

Kelli Schreivogl

Jaime Kazlo

*Next Meeting: Thursday, May 21, 2026, at 10:00am via Microsoft Teams and 110 Watervliet Ave.*

Adjourn

Jacqueline McDonough

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

**Meeting Minutes – March 25, 2026, 2026, at 9:55am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Jayme Lahut, Jackie McDonough, Mike Criscione, Denise Figueroa, Peter Wohl; Frank Annicaro, Amanda Avery, Chris Desany, Jaime Kazlo, Patricia Cooper, Emily DeVito, Jon Scherzer, Mike Williams, Gary Guy, Rich Cordero, Jack Grogan, Thomas Guggisberg, Stacy Sansky, Sarah Matrose, Sarah Seymour, Dave Williams, Calvin Young, Keosha Miles

**Meeting Purpose**

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

**Administrative Discussion Items**

Staff provided updates on our CDPHP *Cycle!* Season 10 roll out and the monthly Earned Media and Community Engagement report.

**Jonathan Scherzer** gave a presentation on CDPHP *Cycle!* season 10 roll out.

- CDPHP *Cycle!* will be celebrating 10 years in operation and we are planning a big year ahead to celebrate a decade in service.
- In 2025, the program set a ridership record for the second straight year, surpassing 100,000 trips for the first time. The highest ridership partner was UAlbany, with the City of Albany yielding the highest ridership total.
- To mark the milestone anniversary, CDTA in partnership with CDPHP will be producing special anniversary branding, hosting a kick-off event, running special promotions and contests throughout the year.
- The program will add 100 new pedal bicycles and 50 new electric-assist bicycles to the fleet. The 2026 season is set to begin in early April.

**Jaime Kazlo** presented the earned media and community engagement report.

- In the past month, CDTA issued three press releases, generating nine media stories across multiple outlets both local and nationally. Coverage highlighted our revamped Transit Ambassador program and our annual State of CDTA address.
- Social media engagement continues to grow across all platforms. High-performing content featured a number of employees for Transit Employee Appreciation Day, celebrated on March 18 and a post for International Women’s Day featuring many of the great women who make CDTA go!

- CDTA hosted the first State of CDTA specifically focused on employees. The event highlighted all of the new initiatives and activities that have been rolled out, including a first look at the newly updated core values and vision statement.
- CDTA participated in multiple community events this month, including the Albany St. Patrick's Day parade, where we carried a group of seniors from Menands who participate in the parade each year.
- Upcoming events and activities include providing transportation for the NYS Department of Labor Dr. King career fair in April and our annual Bus and Maintenance Roadeo with a new family fun day added for all employees to enjoy on May 30.

**Next Meeting**

Thursday, April 23, 2026, at 10:00am via Microsoft Teams and 110 Watervliet Avenue.

# CDTA D.R.I.V.E.S. Branding Overview

Community & Stakeholder Relations 4.23.2026



# Overview

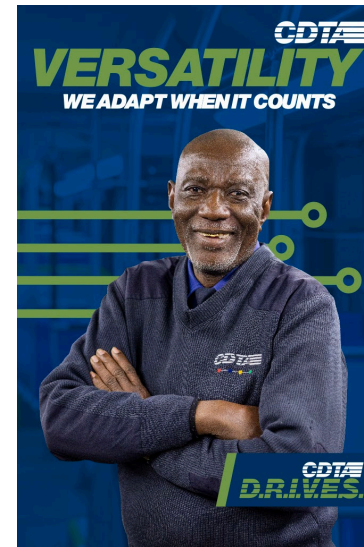
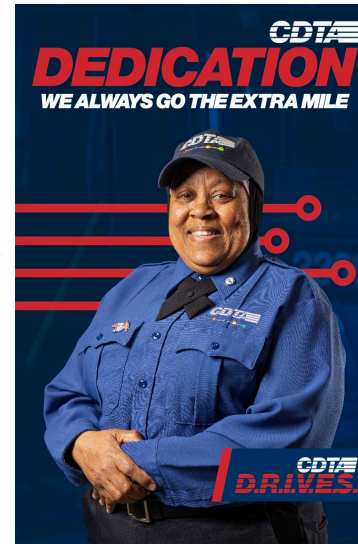
- D.R.I.V.E.S. is an internal brand initiative built around six core values that are foundational to our culture
- The D.R.I.V.E.S. logo system lives across internal communications, employee engagement materials, and workplace environments
- This direction builds a structured color system that assigns each of the six values its own identity while maintaining cohesion under the CDTA D.R.I.V.E.S. mark



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

# Creative Messaging

- Campaign will live under CDTA brand umbrella featuring employees as well as unique program logo
- Signage in breakrooms and hallways, vinyl banners in garages, graphics for BLINK & digital screens with new swag
- Values Posters with simplified language and relatable examples
- D.R.I.V.E.S. poster with all values and QR Code to drive Value nominations & foster engagement





## Value Specific Branding

**CDTA**  
**D.R.I.V.E.S. DEDICATION**

**CDTA**  
**D.R.I.V.E.S. VERSATILITY**

**CDTA**  
**D.R.I.V.E.S. RESPECT**

**CDTA**  
**D.R.I.V.E.S. EXCELLENCE**

**CDTA**  
**D.R.I.V.E.S. INNOVATION**

**CDTA**  
**D.R.I.V.E.S. SAFETY**

- Highlight each value with CDTA brand color palette
- High promotional value and giveaway potential

# Marketing D.R.I.V.E.S.

- Campaign makes the values understandable, relevant, and actionable
- We will bring the values to life with team stories, group conversations, awards, and tools designed to support every role
- Highlight everyday moments that show what it means to live the values and build our culture through daily actions
- Vinyl decals for mirrors so employees can see themselves living values
- Introduce value ‘challenges’ to encourage engagement and ownership

***“Values aren’t just words, they’re how we keep our riders safe, support each other, and deliver great service.”***



	<b>DEDICATION</b> WE GO THE <b>EXTRA MILE</b>	01
	<b>RESPECT</b> EVERY PERSON <b>MATTERS</b>	02
	<b>INNOVATION</b> WE <b>CONTINUOUSLY IMPROVE</b>	03
	<b>VERSATILITY</b> WE <b>ADAPT WHEN IT COUNTS</b>	04
	<b>EXCELLENCE</b> WE <b>UPHOLD HIGH STANDARDS</b>	05
	<b>SAFETY</b> WE <b>PROTECT EVERY JOURNEY</b>	06

 **D.R.I.V.E.S. AT WORK**  
Recognize a colleague who brings our values to life. Scan to nominate!

**CDTA DRIVES.**



## D.R.I.V.E.S. Awards

- **New Values In Motion** for living D.R.I.V.E.S.
  - **Bronze** - Monthly
  - **Silver** - Quarterly
  - **Gold** – Annually
- **Service Awards** updated to incorporate new Awardco platform for prize redemption
- **Safety Awards** now offered 2x each year with rewards and opportunity to compete at Roadeo
- **Safety Champion Award** winners earn rewards and a presentation at the Roadeo
- Employees register at AwardCo to redeem tokens for gift cards, event tickets, hotels and more



# THANK YOU!

Questions? | Comments? | Next Steps.

# Rewards & Recognition

# Agenda

- Team
- Introduction
- System
- Current Awards
- Proposed Awards
- Next Steps
- Questions

# INTRODUCTION

The purpose of this workgroup is to identify the gaps that exist within our current award structure. We hope to address those gaps by introducing new programs that reward employees for doing extraordinary work, and for living our core values.





## Awardco

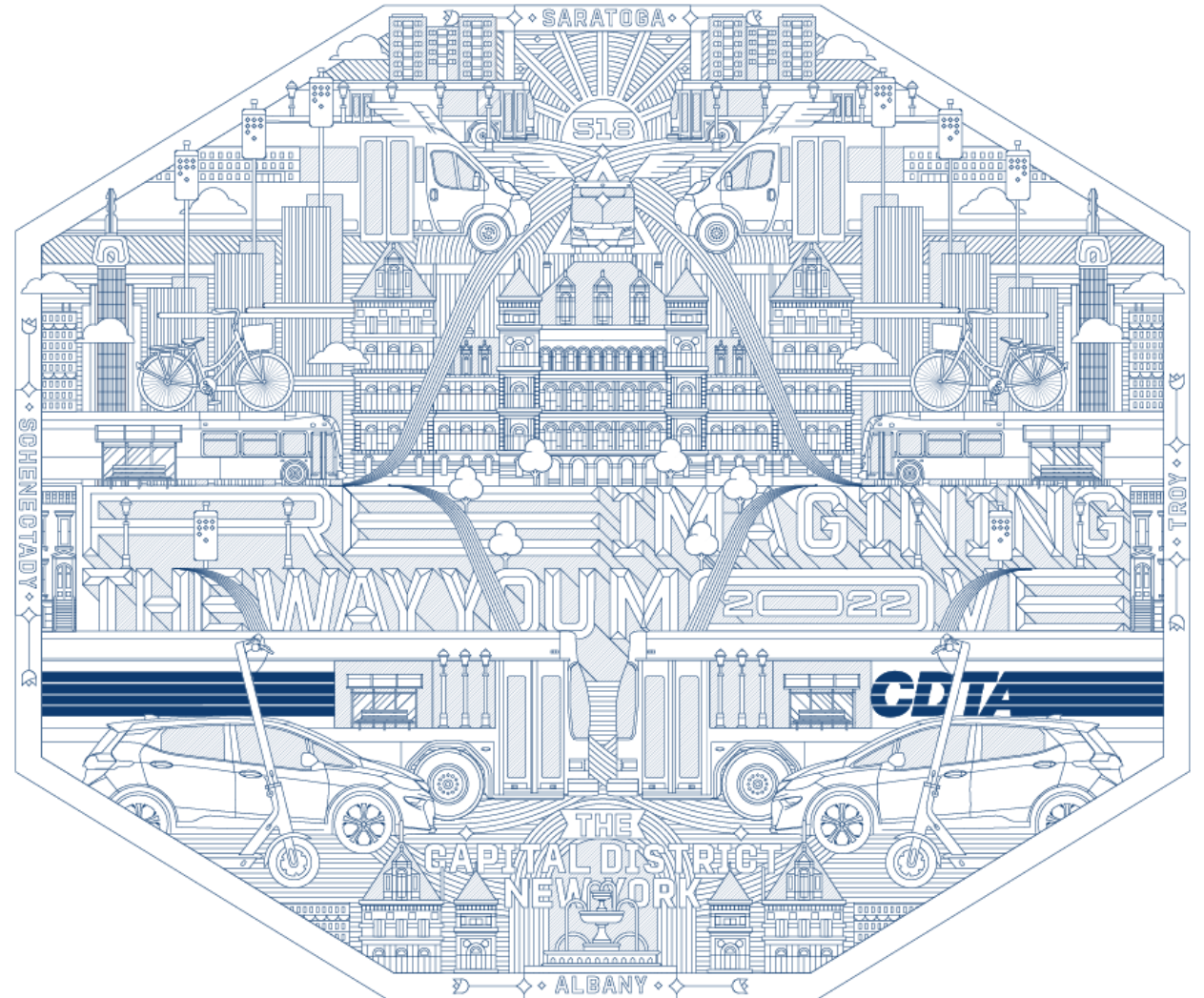
- With partners like Amazon and Priceline, employees get access to hundreds of millions of reward options—delivered anywhere in the world.
- Provide recognition to offline and frontline employees on the spot to ensure no good work goes unrecognized
- Rewards (contests, on the spot)





## Current Programs

1. Safety Awards
2. Gold Awards
3. Service Awards



## Proposed Programs

1. Service Awards
2. Safety Awards
3. Safety Champion
4. Values in Motion



# Service Awards



All Employees



1 year/ than 5-year increments



Points value based on number  
of years

# Safety Awards



Operators, Mechanics, Service Techs,  
Facilities, Treasury



Twice per year



Points value and a day off

# Safety Champion Award



Safety Award winners who also  
Achieve Exemplary Attendance (4 qtrs.)



Yearly



Points value and a day off



All Employees

 Bronze

 Silver

 Gold

# THANK YOU!

Questions? | Comments? | Next Steps.

# Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **4.23.2026**



# Earned Media

Press Releases Sent: 4

Total Stories: 14

Total Value: 15,000




# Highlights

**MASS TRANSIT**

## CDTA launches enhanced real-time arrival system within Navigator app, website in partnership with Moovit

Navigator is powered by Moovit and enables riders to plan trips, track vehicles in real time, pay fares and book on-demand services.

Related To: [moovit](#) • April 16, 2026 • 2 min read



A graphic of the Moovit and Capital District Transportation Authority partnership.


**WGY NEWS RADIO 103.1 & 810**

Local News

## CDTA Hosts Public Meeting in Glens Falls Tonight

By iHeartRadio

Apr 6, 2026



**TIMES UNION**

New York Capital Region Hudson Valley Business Opinion Entertainment Food Sports Obituaries Puzzle


TRENDING: Trooper crash | Possible tornado | Airport upgrades | County speeding tickets

NEWS

## Amid budget deficit and calls for state aid, CDTA plans more bus line changes

Planned cuts to run times and first and last trips are third of four-phase plan, CDTA says

By [M.R. Schneider](#), Staff Writer  
March 25, 2026



CDTA, CDPHP bicycle program returns for 10th season



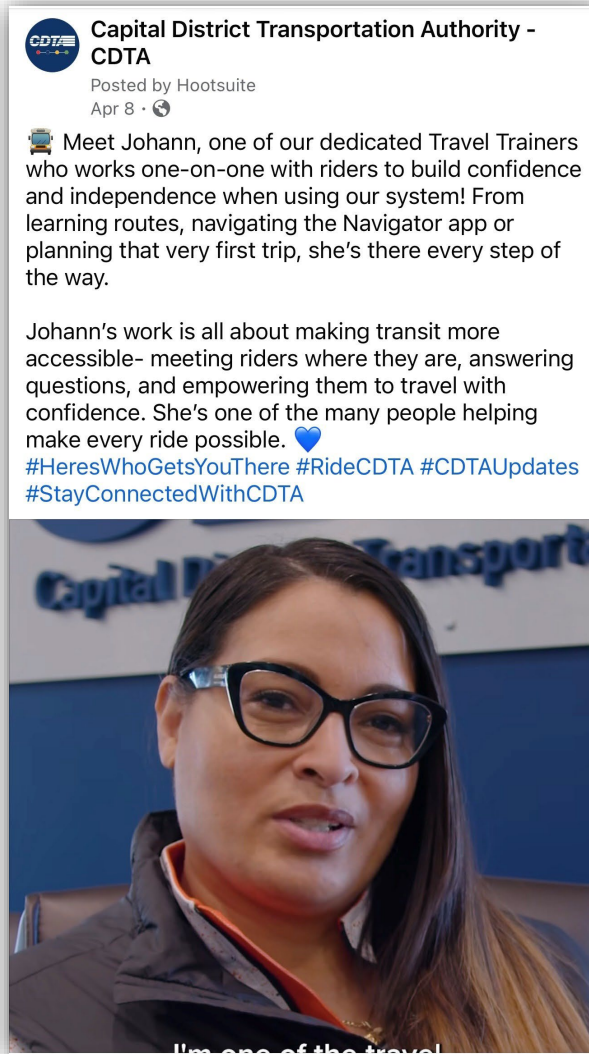
## CDTA, CDPHP BICYCLE PROGRAM RETURNS FOR 10TH SEASON

CDTA, CDPHP bicycle program returns for 10th season

# Social Media Stats

## Follower Count- All platforms up

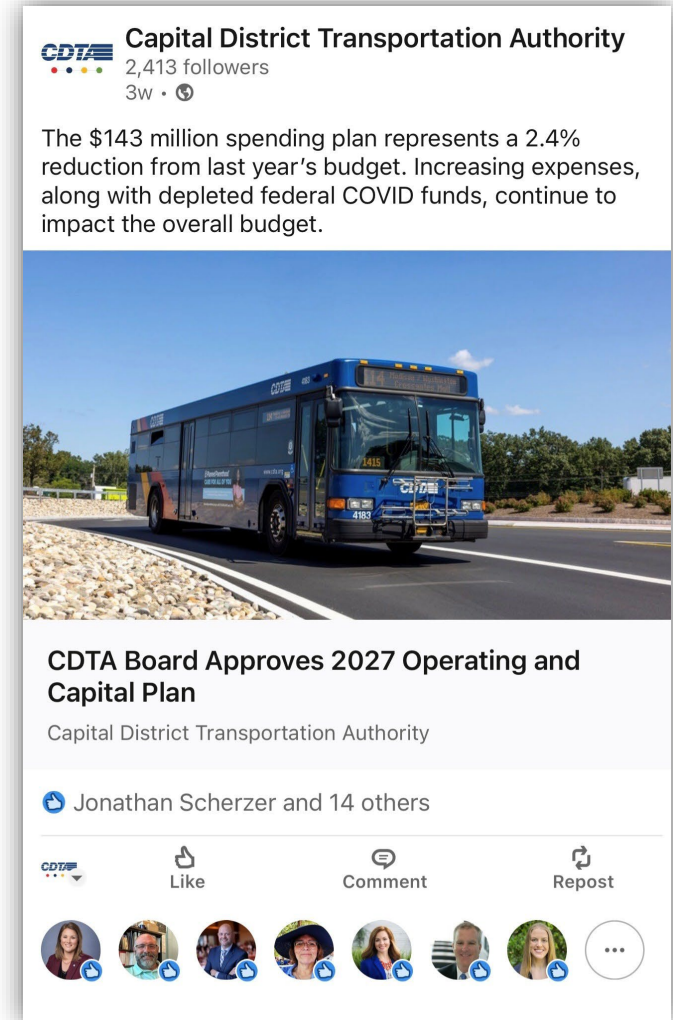
- Facebook: 9,621 followers
- Instagram: 6,893 followers
- Linked In: 2,413 followers
- X: 3,900 followers



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


👤 Meet Johann, one of our dedicated Travel Trainers who works one-on-one with riders to build confidence and independence when using our system! From learning routes, navigating the Navigator app or planning that very first trip, she's there every step of the way.

Johann's work is all about making transit more accessible- meeting riders where they are, answering questions, and empowering them to travel with confidence. She's one of the many people helping make every ride possible. ❤️  
[#HeresWhoGetsYouThere](#) [#RideCDTA](#) [#CDTAUpdates](#) [#StayConnectedWithCDTA](#)



**Capital District Transportation Authority**  
2,413 followers  
3w · 🌐

The \$143 million spending plan represents a 2.4% reduction from last year's budget. Increasing expenses, along with depleted federal COVID funds, continue to impact the overall budget.



**CDTA Board Approves 2027 Operating and Capital Plan**  
Capital District Transportation Authority

👤 Jonathan Scherzer and 14 others

👍 Like    💬 Comment    🔄 Repost

👤 👤 👤 👤 👤 👤 👤 👤 ...

# Internal Events



Chili Cook-Off 2026

*Finale Winners!*

Thank you to all who participated in this years Chili Cook-Off and congratulations to the winners of the 2026 Chili Cook-Off!

CDTA



# Community Engagement





# Looking Ahead

- ***Vision/Values Roll Out***
- ***CDPHP Cycle! 10 Year Kick Off***
- ***Annual Rodeo/Family Fun Day***

# Questions?