



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

Committee Item

Responsibility

Call to Order

Jackie McDonough

Approve Minutes of Thursday, June 18, 2026

Jackie McDonough

Administrative Discussion Items

- Update on Core Values Rollout
- Earned Media/Community Engagement Report

Jaime Kazlo

Jaime Kazlo

Next Meeting: Thursday, September 24, 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 – June 18, 2026, at 10:17am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jayme Lahut, Jackie McDonough, Pat Lance, Denise Figueroa; Frank Annicaro, Amanda Avery, Jaime Kazlo, Lance Zarcone, Jon Scherzer, Mike Williams, Gary Guy, Rich Cordero, Jack Grogan, Steve Wacksman, Stacy Sansky, Sarah Matrose, Dave Williams, Kelli Schreivogl, Patricia Cooper

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee chair Jackie McDonough noted that a quorum was present. Minutes from May 21, 2026, meeting were reviewed and approved.

Administrative Discussion Items

Staff provided reports on seasonal services and the monthly earned media and community engagement report.

- Jon Scherzer provided an update on our recent customer satisfaction survey that was conducted this spring by our partners at TransPro.
- Over a six-day period in April, TransPro surveyed 459 customers on our top five routes, based on ridership who were riding or waiting for the bus. They surveyed every fourth customer to ensure random sampling.
- 75% of customers said they are satisfied with CDTA fixed-route bus service. They are most satisfied with cleanliness on board buses and least satisfied with the overall cleanliness of bus stops and shelters. But it's important to note that cleanliness at bus shelters/bus stops increased significantly from the last survey, up more than 20 percentage points.
- The most important features for customers riding our system are personal safety at bus stops, cleanliness onboard buses and cleanliness at bus stops and or shelters.
- The overall results from this wave are on par with our last survey conducted in the fall and still hovering above the industry standard. The next customer survey will be conducted this fall.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, we sent four press releases and earned four placements in television, newspapers, and radio with an estimated value of \$5,000.
- Stories included – the start of our Nature Bus, Belmont Trolley Service and our annual Operator and Maintenance Roadeo.
- We participated in several community events including, the Capital Region Pride Parade and the American Heart Association Heart Walk. We also hosted a community birthday party to mark 10 years of CDPHP *Cycle!*

- Internally, we hosted our annual retiree luncheon where we welcomed more than 100 retirees and employees and our annual Operator and Maintenance Roadeo with a new family fun day this year.
- Looking ahead, service will begin to Grafton Lakes State Park on June 28, and the Saratoga Trolley season will begin on July 3.

Next Meeting

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

Core Values and Values In Motion Awards Update

Community and Stakeholder Relations Committee 7.23.2026

Living Our Values

- Initiative launched in May
- Building a culture centered on shared values
- Recognition reinforces the behaviors that define CDTA



Progress Since May



- Introduced the six refreshed Core Values to all employees
- CEO and leadership communications launched the initiative
- Core Values featured in internal communications
- Values integrated into meetings and employee messaging
- Values posters and digital signage displayed throughout facilities
- Managers encouraged to reinforce values during team meetings



Values in Motion Awards

Program Highlights:

- Peer and supervisor nominations
- Monthly recognition
- Employee spotlight in internal communications
- Leadership recognition and award presentation



What's Next

- Continue monthly Values in Motion Award presentations
- Share employee success stories across internal channels
- Feature each Core Value throughout the year
- Integrate Core Values into onboarding and leadership development
- Expand opportunities for employee nominations and participation



Measuring Success

Indicators of Success:

- Increased employee awareness and understanding of our Core Values
- Growing participation in Values in Motion nominations
- Positive employee feedback and engagement
- Stronger collaboration across departments
- Core Values reflected in customer service and daily operations



A vertical poster titled "CDTA" at the top right. It features six rows, each representing a core value with a corresponding icon, the value name in large letters, and a tagline. The values are: 01 DEDICATION (red 'D' icon, tagline "WE GO THE EXTRA MILE"), 02 RESPECT (purple 'R' icon, tagline "EVERY PERSON MATTERS"), 03 INNOVATION (blue 'I' icon, tagline "WE CONTINUOUSLY IMPROVE"), 04 VERSATILITY (green 'V' icon, tagline "WE ADAPT WHEN IT COUNTS"), 05 EXCELLENCE (grey 'E' icon, tagline "WE UPHOLD HIGH STANDARDS"), and 06 SAFETY (yellow 'S' icon, tagline "WE PROTECT EVERY JOURNEY"). At the bottom, there is a QR code, the text "D.R.I.V.E.S. AT WORK", a nomination instruction, and the "CDTA D.R.I.V.E.S." logo.

Icon	Value	Tagline
	DEDICATION	WE GO THE EXTRA MILE
	RESPECT	EVERY PERSON MATTERS
	INNOVATION	WE CONTINUOUSLY IMPROVE
	VERSATILITY	WE ADAPT WHEN IT COUNTS
	EXCELLENCE	WE UPHOLD HIGH STANDARDS
	SAFETY	WE PROTECT EVERY JOURNEY

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

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

Questions?

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 7.23.2026



Earned Media

Press Releases Sent: 6

Total Stories: 5

Total Value: \$5,000



Highlights

ALBANY COUNTY

CDTA Summer Fun Pass to connect customers with outdoors

by: [Caton Deuso](#)

Posted: Jun 29, 2026 / 11:15 AM EDT

Updated: Jun 29, 2026 / 04:18 PM EDT

CDTA Summer Fun Pass to connect customers with outdoors

TOP STORY

CDTA KICKS OFF SUMMER TEEN PASS PROGRAM

SHARE

DOWNLOAD OUR NEWS APP

Download on the App Store

GET IT ON Google Play

TRENDING ON NEWS10

ALBANY, N.Y. ([NEWS10](#)) — The Capital District Transportation Authority (CDTA) is offering younger customers the chance to make the most of summer with a program that connects them to local parks, attractions, and more. [CDTA's Summer Fun Pass](#) is offering teens an affordable transportation option during July and August.

NEW AT NOON

CDTA UNVEILS 250TH ANNIVERSARY BUS

ALBANY

CDTA unveils 250th anniversary bus

ALBANY, N.Y. (WNYT)- CDTA has unveiled a bus wrapped to mark America's 250th anniversary that will travel across the Capital Region through at least Labor Day.

Albany shooting: Man boards CDTA bus with gunshot wounds

Lauren Holdmeyer WNYT

Updated: July 12, 2026 - 9:52 PM

Published: July 12, 2026 - 10:09 AM

07-11-2026 08:55:45PM

ONLY ON 13

NEW VIDEO OF MOMENTS FOLLOWING SHOOTING

QUAIL ST. AND CENTRAL AVE. | ALBANY

Man boards CDTA bus after shooting

ALBANY, N.Y. (WNYT) — A man was shot Saturday night and later found wounded on a CDTA bus near Central Avenue according to Albany Police.

3.

CDTA

CDTA.ORG

Social Media Stats

Follower Count- All platforms up

- Facebook: 9,793 followers
- Instagram: 7,070 followers
- Linked In: 2,513 followers

 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
Jun 24 · 🌐

It's time for [#SummerAtThePlaza](#) hosted by our friends at the [New York State Office of General Services \(OGS\)](#)! Here is the lineup for the 2026 Summer Concert Series, with four Wednesday night shows starting tonight.

🎵 June 24 - Classic Rock Night
🎵 July 8 - Reggae Night
🎵 July 15 - Pop Night
🎵 July 22 - Hip-Hop Night

We're a proud sponsor of Hip-Hop Night! Don't worry about parking around the Plaza because we're [#HereToGetYouThere](#). Plan your trip with us using Navigator or online at [CDTA.org](#). [#rideCDTA](#) [#DiscoverAlbany](#)



Comment as Capital District Transport... 📷 +

 **Capital District Transportation Authority**
2,513 followers
3w · 🌐

This morning, we proudly unveiled our specially wrapped [#America250](#) commemorative bus, celebrating the upcoming 250th anniversary of the United States!

The bus will travel throughout the [#CapitalRegion](#) all summer long, making appearances at community events and celebrations. We're excited to bring this rolling tribute across the region, connecting people to the stories, places, and spirit that have helped shape both our region and our nation. Thank you to our operators for making this happen and to Assemblymember John McDonald for joining us today! [#rideCDTA](#) [#HeresWhoGetsYouThere](#) [#CDTACnectsUs](#) See less



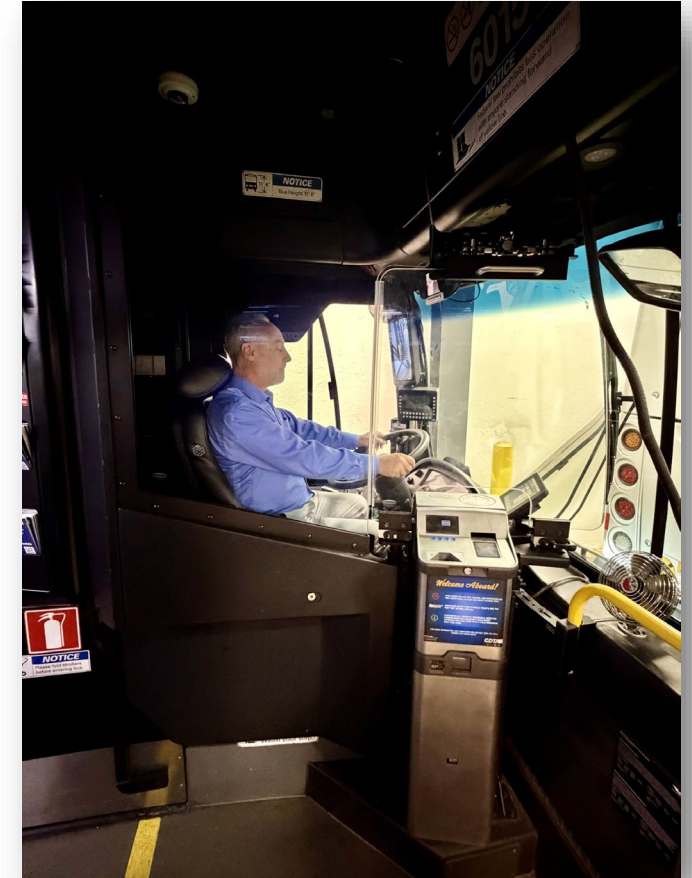
👍❤️🌱 147 8 comments · 5 reposts

 Responding as Capital District Transportation Authority @

Internal Events



Daily Performance Tracking



Safety Barriers Installed

Community Engagement



Port of Albany
USS Marinette Tours





Looking Ahead

- ***Valley Cats Community Heroes Night***
- ***Service Award Quarterly Luncheon***

Questions?