



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, October 22, 2020 | 11:30 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, September 24, 2020	Jackie Falotico
Consent Agenda Items	
• No Items Scheduled	
Administrative Discussion Items	
• Strategic Plan – Outreach Plan	Jon Scherzer
• Community Engagement/Media Report	Jaime Watson
Executive Session	
• No Items Scheduled	
Next Meeting: Thursday, November 12, 2020, 11:30 am via Microsoft Teams and 110 Watervliet Ave.	
Adjourn	Jackie Falotico

** Indicates Material (Or Additional Material) Will Be Provided Via Email or at Meeting*

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – September 24, 2020 at 11:30am; Microsoft Teams**

In Attendance: via MT - Jackie Falotico, Georgie Nugent, Mark Shaeffer; at 110 - Pat Lance, Dave Stackrow, Mike Criscione, Carm Basile, Mike Collins, Lance Zarcone, Jaime Watson, Jon Scherzer, Vanessa Salamy; via MT - Sarah Matrose, Jeremy Smith, Stacy Sansky, Rich Cordero, Phil Parella, Ross Farrell

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Chair Jackie Falotico noted that a quorum was present. Minutes from the August 20, 2020 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jonathan Scherzer presented an update on CDTA Branding efforts. A new “Sonic” branding element was introduced to update and enhance our current branding guidelines. A sonic brand is audio that serves as the signature sound to reinforce our brand.
- The addition of this branding element shows innovation, forward-thinking, continued growth and provides content for future needs.
- Jaime Watson summarized the monthly Media/Community Engagement report. There were 11 media stories on television and newspaper.
- Stories were related to our upcoming River Corridor BRT line, ridership, Community Champions awards and community engagement activities.
- Jaime also highlighted an article published in the Albany Business Review about “Community Heroes” written by President and CEO of CDPHP, Dr. John Bennett. Dr. Bennett called out the good work being done by CDTA and all employees over the last six months in response to COVID-19.
- Jaime also discussed the changing landscape of community engagement and updated communications to keep employees, customers and the public informed about CDTA efforts surrounding COVID-19.

Executive Session

No items scheduled.

Next Meeting

Thursday, October 22, 2020 at 11:30am via Microsoft Teams and 110 Watervliet Avenue

Strategic Plan Rollout



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Overview

- We spent nearly a year developing the Strategic Plan, a roadmap for our work over the next 3-5 years.
- Acknowledges the dedication of our employees, the efforts of our board of directors, and our relationships in the community
- We provided the board with appropriate information and they provided suggestions that were incorporated into the plan
- This led to the board adopting a new mission statement and concepts for the plan framework



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How We Got Here

- We conducted research, held focus groups, and organized surveys to get perspective from employees, customers, and stakeholders
- Launching point for development of strategic pillars – the plan’s foundation
- The pillars speak to CDTA’s priorities and the direction we want to go
- They will be engrained in company activities and will drive efforts to widen and deepen regional mobility choices.



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Key Takeaways

- Used a hands-on approach to ensure that the plan is a CDTA product, driven by employees, and adopted by our Board of Directors
- The Strategic Plan helps ensure that initiatives are embraced and keep us on the path towards success companywide
- We will integrate this work and formalize how initiatives fit under the strategic pillars
- Plan provides a great reason for focus group-type follow up and check in at employee level



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Promotion

- ***New Suite of Marketing Assets***
 - Printed Plan – Distribution to stakeholders, employees, and partners
 - Targeted collaterals – posters, bus ads, incorporate into advertising
 - Help garner support from Employees and customers
- ***Employee Road shows***
 - Solicit feedback and make it everyone’s plan
 - Find something for everyone in diverse workforce
- ***Branding The Plan***
 - Stakeholder outreach – Chambers, Agencies, News Media
 - Tell story of key projects, initiatives, and programs



Next Steps

- We will hold quarterly updates on the progress of the initiatives and work plans by Pillar/Group (Employee, Stakeholder, Customer) driving thought on:
 - ❖ “What is my role in pushing this (initiative, work product, pillar) along?”
 - ❖ Why did we make this plan and what does it mean?
- Answers the question: “How is it all connected?” from high level to daily activities
- **Be realistic:** Focus on a few key initiatives for each pillar/goal in year one. This allows for tangible progress to keep company-wide momentum



Community & Stakeholder Relations Committee Meeting

Media/Communications Monthly Report

October 22, 2020



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Media Relations

- Total Stories: 20
- Newspaper: 7
- Television: 13

- **Estimated Value: \$ 25,000**



Media Highlights



CDTA's bike share program is partnering with more businesses



CDTA rolls out pink bus to raise breast cancer awareness



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A 2020 October is Breast Cancer Awareness Month. CDTA and the American Cancer Society will roll out the pink bus on Thursday morning.

The launch celebrates the Real Men Wear Pink, Real Men Wear Pink and Making Men Wear Pink Breast Cancer campaigns.

CDTA opens employee health center



Photo: Ken G. Smith for The Business Journal. Photo: Ken G. Smith for The Business Journal.

ALBANY, N.Y. (The Capital Region Transportation Authority) has made it easier than ever for its employees to have access to health care at the job.



Community Engagement

- *Real Men Wear Pink Kick-Off*
- *CDTA Health Center Opening Media Event*
- *Tri-City Valley Cats Fall Festival*
- *PRIDE Center 50th Anniversary Event*



Looking Ahead

- *Virtual BRT Town Hall, October 27*
- *Strategic Plan; A Path Forward, October 29*
- *Real Men Wear Pink Bus Pull, October 30*
- *River Corridor BRT Media Event, November 10*

