



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, November 12, 2020 | 11:00 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, October 22, 2020	Jackie Falotico
Consent Agenda Items	
• No Items Scheduled	
Administrative Discussion Items	
• Community Engagement/Media Report	Jaime Watson
Executive Session	
• No Items Scheduled	
Next Meeting: Thursday, December 17, 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 – October 22, 2020 at 11:30am; Microsoft Teams**

In Attendance: via MT - Jackie Falotico, Mark Shaeffer; at 110 – Jayme Lahut, Pat Lance, Dave Stackrow, Mike Criscione, Carm Basile, Mike Collins, Jaime Watson, Jon Scherzer, Vanessa Salamy; via MT – Chris Desany, Sarah Matrose, Jeremy Smith, Thomas Guggisberg, Lance Zarcone,

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 September 24, 2020 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jonathan Scherzer presented an update on how we will roll out the new Strategic Plan using a hands-on approach to ensure that the plan is a CDTA product, driven by employees and adopted by our Board of Directors.
- This rollout will involve a new suite of marketing assets containing the printed plan and targeted collateral such as bus ads, posters, etc. Other components will be employee road shows to solicit feedback and branding the plan.
- The committee will report quarterly updates on the progress of the plan, its initiatives, and work plans. The organization is also being realistic and will focus on a few key initiatives for each pillar in year one. This allows for tangible progress to keep company-wide momentum.
- Jaime Watson summarized the monthly Media/Community Engagement report. There were 20 media stories on television and newspaper. Highlights included the success of the CDTA *Cycle!* Program, the opening of the CDTA Health Center, and our partnership with APTA's national safety efforts.
- Jaime also discussed the dedication and commitment CDTA's employees have to giving back to the community. Despite COVID, CDTA participated in the PRIDE Center's 50th Anniversary, the Tri-City Valley Cats Fall Festival, and the Real Men Wear Pink campaign. CDTA will hold its Annual Pink Bus Pull this Friday, October 30th, at 1:00PM featuring teams of essential workers throughout the Capital Region. The public can follow along on CDTA's Facebook page live.

Executive Session

No items scheduled.

Next Meeting

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Community & Stakeholder Relations Committee Meeting

Media/Communications Monthly Report

November 12, 2020



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Media Relations

- Total Stories: 28
- Newspaper: 13
- Television: 7
- Radio: 7

• **Estimated Value: \$35,000**



Media Highlights

CDTA launches newest premium service
Blue Line along Hudson River debuts Sunday
Eric Anderson
Nov. 4, 2020 | Updated Nov. 4, 2020 10:46pm

Schenectady County Board of Elections, CDTA partnering to get early voters to the polls

CDTA ready to roll out new mobility option in Capital Region

SPOTTED: Albany PD defends bus pull title

Your Best Shot

CDTA

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Community Engagement

- *Real Men Wear Pink Bus Pull and Wrap Up*
- *River Corridor BRT Roll Out*
- *American Heart Association, Go Red For Women*

CDTA

Looking Ahead

- *River Corridor BRT Media Event, November 19*
- *Strategic Plan Roll Out to Employees*

