**CDTA COMMITTEE AGENDA**  
Community and Stakeholder Relations Committee  
**Thursday, December 17, 2020 | 11:30 AM | Microsoft Teams Meeting**

<table>
<thead>
<tr>
<th>Committee Item</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>Call to Order</td>
<td>Jackie Falotico</td>
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<tr>
<td>Ascertain Quorum</td>
<td>Jackie Falotico</td>
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<tr>
<td>Agenda Approval</td>
<td>Jackie Falotico</td>
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<tr>
<td>Approve Minutes of Thursday, November 12, 2020</td>
<td>Jackie Falotico</td>
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**Administrative Discussion Items**

- MORE Report*                                        Jon Scherzer
- Community Engagement/Media Report                   Jaime Watson

Next Meeting: Thursday, January 21, 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 – November 12, 2020 at 11:00am; Microsoft Teams

In Attendance: via MT - Jackie Falotico, Mark Schaeffer; at 110 – Jayme Lahut, Pat Lance, Mike Criscione, Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Jaime Watson, Phil Parella, Michael Williams, Vanessa Salamy; via MT – Sarah Matrose, Stacy Sansky, Ross Farrell, Jeremy Smith, Thomas Guggisberg, Lance Zarcone, Jon Scherzer

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 October 22, 2020 meeting were reviewed and approved.

Administrative Discussion Items
- Jaime Watson summarized the monthly Media/Community Engagement report. There were 28 media stories on television, newspaper, and radio this month.

- Highlights included the anticipated launch of the new River Corridor BRT service as well as success surrounding the Real Men Wear Pink CDTA Bus Pull. CDTA was honored to once again contribute to the top fundraising campaign in the nation. There was also a unique opportunity when we partnered with Schenectady County Board of Elections to get early voters to the polls.

- Jaime recapped plans for the River Corridor BRT roll out and media event which the public can follow on our Facebook page as we go live on November 19, 2020 at 10:00am.

- We also participated in the American Heart Association’s Go Red for Women virtual event on November 10 and 12. The event is designed to increase women’s heart health awareness and to help improve the lives of women globally. AHA is a new partnership for us and we will continue working with them in the future.

- Jaime also elaborated on the plan to unveil our Strategic Plan to employees, customers and to our stakeholders. This effort will be tailored to the different groups so that they understand the importance of our strategic pillars and the roadmap that the plan sets for CDTA.

Next Meeting

Thursday, December 17, 2020 at 11:30am via Microsoft Teams and 110 Watervliet Avenue
Media Relations

- Total Stories: 15
- Newspaper: 5
- Magazine: 2
- Television: 6
- Radio: 2

Estimated Value: $20,000
Media Highlights

CDTA’s River Corridor BRT service connecting the region to opportunity
The new service connects Hudson River communities with a limited stop schedule and better amenities.

CDTA officially launches Bus Rapid Transit Blue Line

Community Engagement

- The Chamber Non-Profit Awards, November 20

- COVID Impact on Community Engagement
Looking Ahead

• Communicating COVID

• Strategic Plan Roll out to Employees

• State of CDTA-Virtual Platform?