



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, December 17, 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, November 12, 2020	Jackie Falotico
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 Zarccone, 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

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Community & Stakeholder Relations Committee Meeting

Media/Communications Monthly Report

December 17, 2020



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Media Relations

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

• **Estimated Value: \$ 20,000**



Media Highlights



JUNE 1 8:55

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.

View — [CDTA's River Corridor BRT service connecting the region to opportunity](#)

View — [CDTA's River Corridor BRT service connecting the region to opportunity](#)



CDTA officially launches Bus Rapid Transit Blue Line

Get Report: [View 10,000+ Comments](#)



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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?*

