

**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Friday, December 7, 2018 at 11:30 AM**  
**110 Watervliet Avenue, Albany, NY 12206**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of October 29, 2018	Jackie Falotico
<b>Consent Agenda Items</b>	
• No Items Scheduled	
<b>Administrative Discussion Items</b>	
• Stakeholders Inventory	Jaime Watson/ Jon Scherzer
• Community Engagement/ * Media Relations Report	Jaime Watson
<b>Executive Session</b>	
• No Items Scheduled	
Next Meeting Date: Friday, January 25, 2019 at 11:30am	
Adjourn	Jackie Falotico

*\* Indicates Material (Or Additional Material) Will Be Provided at Meeting*



**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – October 29, 2018 at 11:00am; 110 Watervliet Avenue**

In Attendance: Jackie Falotico (Chair), Jayme Lahut, Dave Stackrow, Mike Criscione, Mark Schaeffer, Denise Figueroa, Carm Basile, Jaime Watson, Amanda Avery, Mike Collins, Chris Desany, Fred Gilliam, Lance Zarcone, Bob Sears, Stacy Sansky, Jon Scherzer, Ross Farrell, Thomas Guggisberg, Vanessa Salamy, Lisa Marrello

**Meeting Purpose**

This was the first meeting of the Community and Stakeholder Relations Committee. Committee Chair Jackie Falotico noted that a quorum was present. There were no previous minutes to approve.

**Consent Agenda Items**

None.

**Administrative Discussion Items**

**Objectives of the CSR Committee –**

- Discussion began with reflection on CDTA’s existing partnerships and community outreach and focused on how to strengthen and deepen relationships within our four-county service area.
- Jaime Watson, gave a report on Community Engagement and Media Relations efforts and what the Committee can expect for future meetings.
- An update was provided on *New Yorkers for Better Public Transit* initiative led by the New York Public Transportation Association. New Yorkers for Better Public Transit is a grassroots coalition, which focuses attention on the need for more investment in public transit services throughout New York State.
- The Coalition is intended to educate elected officials, community leaders, customers, and supporters about transit in New York State.

**Government Relations Update –**

- Lisa Marrello from Jackson Lewis provided an update on advocacy efforts and an overview of the current legislative landscape.

**CDTA Branding Guidelines –**

- Jon Scherzer provided an overview of the branding guidelines that will be implemented company-wide.
- Over the last several years, CDTA has positioned itself as the region’s mobility leader, providing transportation services and operational support throughout the area.
- Branding is critical to the evolution of CDTA from bus company to regional economic driver. Company assets including business cards, advertisements, supervisor reports will be updated to give a more cohesive look and feel.

- The re-fresh will roll out over the coming months. Marketing will work with each department to update internal and external documents, forms and marketing assets. This will be accompanied by a system for branding verification that allows consistency that CDTA is represented in a coordinated fashion from employee work areas to mass market advertising.

**Executive Session**

No items scheduled.

**Next Meeting**

Friday, December 7, 2018 at 11:30am at 110 Watervliet Avenue

## **Memorandum**

November 30, 2018

To: Chairwoman, Community and Stakeholder Relations Committee  
Members, Community and Stakeholder Relations Committee

From: Jaime Watson  
Jon Scherzer

Subject: Stakeholder Inventory

Attached is an inventory of our stakeholders. This is a first draft and will be a good discussion piece with the committee. We broke the inventory into broad categories and have a section for notes to explain the nature of our relationship.

The intent of the inventory is to illustrate our deep connections in the community and give us an idea of where we are strong and where we may need to focus time and energy. It plays into our positioning work and efforts to make our company more active throughout the community. I think we are a step ahead of other systems in New York and the length and depth of our relations is indicative of our work in this regard.

Staff will provide a more detailed narrative at the December committee meeting and engage the members in a discussion about the inventory and required efforts to deepen our scope in the region.

Copy: Chief Executive Officer

## Community and Stakeholder Relations Relationships - Categorization

### Category - Educational Institutions

#### Colleges:

Albany College of Pharmacy	UA partner
Albany Law School	UA partner
Albany Medical College	UA partner
College of St. Rose	UA partner
Hudson Valley Community College	UA partner
Educational Opportunity Center	UA partner
Maria College	UA partner
Rensselaer (RPI)	UA partner
Sage Colleges	UA partner
Schenectady County Community College	UA partner
Siena College	UA partner
Skidmore College	UA partner
University at Albany	UA partner
Union College	UA partner

#### Notes

#### School Districts:

Albany City Schools	UA/Service partner
Troy City Schools	Purchase Passes
Schenectady City Schools	
Capital Region BOCES	Purchase Passes
Catholic High School	
Cohoes School District	UA Partner
CBA	Purchase passes
Green Tech High School	Purchase Passes
LaSalle	Purchase passes

#### Notes

### Category - Membership and Business Organizations

#### Chambers and Tourism:

Capital Region Chamber	Member
Rensselaer County Chamber of Commerce	Member
Colonie Chamber	Member
Guilderland Chamber	
Saratoga County Chamber	
Southern Saratoga County Chamber	
Discover Albany (Convention/Visitors Bureau)	Member
Discover Saratoga (Convention/Tourism Bureau)	
Discover Schenectady (Tourism Bureau)	

#### Notes

#### Business Improvement Districts:

Downtown Albany BID	Service Partner
Lark Street BID	Service Partner
Central Avenue BID	Cooperative Outreach

#### Notes

Downtown Troy BID  
Saratoga Small Business Administration  
Schenectady Downtown Improvement District

Service Partner

**Category - Government**

**Public Authorities:**

Albany Port District Commission  
Schenectady Metroplex  
Albany Convention Center Authority  
Albany Parking Authority  
Albany County Airport Authority  
Albany Port District Commission

**Notes**

Service Partner

Service Partner  
UA Partner

**Agencies:**

NYSDOT  
NYSOGS  
NYSDEC  
NYSERDA  
NYSTA (Thruway)  
Empire State Development  
CDTC  
CDRPC

**Notes**

Funding/Project Partner

Funding/Project Partner  
Funding/Project Partner

Funding/Project Partner  
Funding/Project Partner  
Project Partner

**Public Safety**

Albany County Sheriff  
Albany Police  
Albany Fire  
Colonie Police  
Cohoes Police  
Rensselaer County Sheriff  
Saratoga Police  
Saratoga County Sheriff  
Schenectady Police  
Schenectady Fire  
Troy Police  
New York State Police

**Notes**

Cooperative Outreach  
Various

**Category - Economic Development**

**Builders and Developers:**

BBL  
First Columbia  
Galesi Group  
Judge Development  
Onmi Development  
Rosenblum Companies  
Capitalize Albany  
Saratoga Partnership  
Center for Economic Growth

**Notes**

Project Partner  
Project Partner  
Project Partner

Project Partner  
Funding/Project Partner

**Major Employers (UA):**

Albany Medical Center  
Ellis Medicine  
Golub Corporation/PC/ Market 32  
Hannaford Supermarkets  
St. Peter's Health Partners  
Saratoga Hospital  
CDPHP  
MVP Health Care  
B. Lodge and Son  
BBL Hospitality  
Rivers Casino/Mohawk Harbor  
SEFCU  
Shop Rite Supermarkets  
Stewart's Shops  
TransFinder

**Notes**

UA Partner  
Purchase Passes  
Sales Outlet  
Sales Outlet  
Purchase Passes  
  
Title Sponsor/Bikes  
Service Partner  
Purchase Passes  
Purchase Passes  
UA Partner  
  
UA Partner  
  
Service/Project Partner

**Category - Not for Profits**

Albany Police Athletic League  
Albany Boys and Girls Club  
Albany Pine Bush Conservatory  
Troy Boys and Girls Club  
Lansingburgh Boys and Girls Club  
American Cancer Society  
American Red Cross  
Big Brothers Big Sisters  
Capital District Center for Independence  
Catholic Charities  
Colonie Senior Citizens Center  
Equinox  
Independent Living Center of Hudson Valley  
Northeastern Association of the Blind  
Palace Theater  
Proctor's Theater  
Ronald McDonald House  
Northeast Kidney Foundation  
Senior Services of Albany  
SPAC  
United Way of the Greater Capital Region

**Notes**

Cooperative Outreach  
  
Cooperative Outreach  
Service Partner  
  
Fundraising/Project Partner  
  
Service Partner  
Purchase Passes  
Cooperative Outreach  
Purchase Passes  
Sales Outlet/Service Partner  
Sales Outlet  
Cooperative Outreach  
Cooperative Outreach  
Program Partner  
Cooperative Outreach  
Fundraising/Project Partner

**Category - Advocacy Groups**

APTA  
NYPTA  
NYS Association of Counties  
NYS Business Council  
NYS Economic Development Council  
Association Development Group

**Notes**

Jackson Lewis

**Category - Customers and Rider Groups**

Citizens for Public Transit

**Notes**

Cooperative Outreach

**Category - Utilities/Other**

Amtrak

National Grid

**Notes**

Project Partner

Project Partner

**Category - Labor Organizations**

ATU

CSEA

PEF

**Notes**

**Municipalities**

Albany County

Rensselaer County

Schenectady County

Saratoga County

City of Albany

City of Troy

City of Saratoga Springs

City of Schenectady

**Notes**

Purchase Passes

Purchase Passes

Purchase Passes

Purchase Passes

Project Partner

Project Partner

Project Partner

Project Partner

Updated: November 28, 2018