



# CDTA COMMITTEE AGENDA

## Community and Stakeholder Relations Committee

Thursday, September 05, 2019 | 10:45 AM | 110 Watervliet Avenue, Albany

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, June 20, 2019	Jackie Falotico
<b>Consent Agenda Items</b>	
<ul style="list-style-type: none"><li>No Items Scheduled</li></ul>	
<b>Administrative Discussion Items</b>	
<ul style="list-style-type: none"><li>Customer Survey Results</li><li>50<sup>th</sup> Anniversary Planning Conversation</li><li>Internal Communications Plan Roll Out Update</li><li>Community Engagement/ Media Relations Report</li></ul>	Jon Scherzer Jaime Watson Jaime Watson Jaime Watson
<b>Executive Session</b>	
<ul style="list-style-type: none"><li>No Items Scheduled</li></ul>	
Next Meeting: Thursday, October 24, 2019, 10:45 am at 110 Watervliet Ave, Albany	
Adjourn	Jackie Falotico

**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – June 20, 2019 at 11:30am; 110 Watervliet Avenue, Albany**

In Attendance: Jackie Falotico (Chair), Dave Stackrow, Denise Figueroa, Jayme Lahut, Mike Criscione, Georgie Nugent, Carm Basile, Jaime Watson, Mike Collins, Lance, Zarcone, Jon Scherzer, Thomas Guggisberg, Vanessa Salamy

**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 May 24, 2019 meeting were reviewed and approved.

**Consent Agenda Items**

No items scheduled.

**Administrative Discussion Items**

- Jonathan Scherzer updated the Committee on a price change for the *Navigator* smartcard. In 2014, the Board approved the *Navigator* fare structure including the cost for replacement cards once the system was fully deployed. More than 80,000 *Navigator* smart cards are in the marketplace, and over 8,000 cards have been replaced for a variety of reasons, including lost cards, theft, and changed addresses. Staff will begin the process of educating partners, customers and the community at large that there will be a \$2 charge for all replacement cards beginning November 1, 2019.
- Jaime Watson presented a draft of a new Internal Communications Plan. As CDTA grows as an employer of choice, efforts to maximize internal communications has become a top priority for the organization. A plan for communicating internally will help to position organization goals and business priorities to internal audiences. It will create a sense of community, trust, and shared commitment among employees, and provide opportunities for employee engagement and job satisfaction. The plan will be rolled out over the next several weeks.
- Jaime Watson gave the monthly Community Engagement/Media Relations report. Her report highlighted media outreach and community engagement outcomes over the last month. She highlighted several larger stories that further drive CDTA's mission and highlight our role as a community and regional partner.

**Executive Session**

No items scheduled.

**Next Meeting**

Thursday, September 5, 2019 at 10:45am at 110 Watervliet Avenue, Albany



## Memorandum

September 5, 2019

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

From: Jaime Watson, Director of Corporate Communications

Subject: CDTA 50<sup>th</sup> Anniversary Overview

### Background:

CDTA will celebrate its 50<sup>th</sup> Anniversary on August 1, 2020. To commemorate this milestone, we are planning a marketing and communications campaign to celebrate our contributions and accomplishments over the last five decades.

### Campaign Summary:

The authority-wide commemoration will be a collaborative effort that will result in all CDTA departments being involved, celebrated and acting as brand ambassadors to weave our story to the community. A central theme will be developed and used throughout the campaign when it launches in early 2020.

The campaign will focus on how CDTA has impacted the region since its inception in 1970. We will feature our community impact, the people we serve and the businesses we help. We will call on stakeholders and groups to help tell our story and raise awareness of this milestone.

### Goals of the Campaign:

- Celebrate CDTA's achievements and impacts with a comprehensive campaign.
- Appreciate CDTA customers across all our mobility options
- Highlight CDTA's positive impacts on the lives of our employees, riders and community
- Position CDTA as an employer of choice and integral business partner

### Secondary Goals:

- Increase awareness and interest in employment at CDTA to help with ongoing recruitment efforts in both union and non-union employment opportunities.
- Humanize CDTA in a manner that will resonate with internal and external stakeholders

### Target Audiences:

- All CDTA employees and retirees
- Customers (Fixed route, STAR, NX, Trolleys and CDPHP *Cycle!*)
- Stakeholders and supporters (elected officials, business and community leaders)
- Universal Access Partners
- Community members within our four-county service area
- Media outlets (television, newspaper, radio, blogs and social media influencers)

**Activities:**

**1<sup>st</sup> Quarter: (April-June 2020)**

- Internal messaging to employees
- Employee Engagement Activities
- Unveil 50<sup>th</sup> Anniversary theme

**2<sup>nd</sup> Quarter: (July-September 2020)**

- Community Celebration Marking 50 years (Media event)
- Anniversary Messages from community leaders and partners on social media
- 50<sup>th</sup> Anniversary video; 50<sup>th</sup> Anniversary selfie stations
- Customer Appreciation Pop Ups

**3<sup>rd</sup> Quarter: (October-December 2020)**

- Customer Appreciation Pop Ups
- Tell the stories of CDTA history (people and events)

**4<sup>th</sup> Quarter: (January-March 2021)**

- Employee Awards Dinner/Hall of Fame Induction

**Total Budget:** TBD

**Campaign timeline:** April 2020-March 2021