



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, September 24, 2020 | 11:30 AM | Microsoft Teams Meeting**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, August 20, 2020	Jackie Falotico
<b>Consent Agenda Items</b>	
• No Items Scheduled	
<b>Administrative Discussion Items</b>	
• Branding Update	Jon Scherzer
• Monthly Community Engagement/Media Report	Jaime Watson
<b>Executive Session</b>	
• No Items Scheduled	
Next Meeting: Thursday, October 22, 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 – August 20, 2020 at 11:30am; Microsoft Teams**

In Attendance: via MT - Jackie Falotico; at 110 - Pat Lance, Jayme Lahut, Mike Criscione, Carm Basile, Amanda Avery, Mike Collins, Lance Zarcone, Jaime Watson, Jon Scherzer, Vanessa Salamy, Steve Wacksman, Rich Nasso, Dean Biancaniello, Floyd Brooks, Ed Coalts, Chris Rowe, Lorenzo Triblet, Joe Moscatello; via MT - Sarah Matrose, Jeremy Smith, Chris Desany, Stacy Sansky

**Meeting Purpose**

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Member Pat Lance noted that a quorum was present. Minutes from the June 18, 2020 meeting were reviewed and approved.

**Consent Agenda Items**

No items scheduled.

**Administrative Discussion Items**

- After several months of not hosting our Service Award presentations due to COVID limitations we started them back up this month and held it during Community and Stakeholder relations.
- We awarded 6 employees with a combined 155 years of service. We will continue to hold our service award ceremonies each month from here on out.
- Jaime Watson and Jonathan Scherzer outlined plans for awarding our Community Champions contest winners. The contest will award 25 CDTA employees and 25 Community Heroes that have gone above the call of duty during the height of the COVID-19 pandemic. Awards for internal and external winners will be held over the next two weeks.
- Jaime Watson summarized the monthly Media/Community Engagement report. There were 27 media stories on television, in newspaper and online. Stories were related to our new River Corridor BRT line and related construction efforts, COVID service updates and the state's Pedal and Paddle program that CDPHP *Cycle!* is part of.
- Jaime also discussed the changing landscape of community engagement updated communications to keep employees, customers and the public informed about CDTA efforts surrounding COVID-19.

**Executive Session**

No items scheduled.

**Next Meeting**

Thursday, September 24, 2020 at 10:30am via Microsoft Teams

# Brand Development Going Sonic



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## Branding Review

- Key to evolution from bus company to regional economic driver
- CDTA is looked to as “Go To” source for connecting region
- CDTA conveys leadership & approachableness
- CDTA takes pride in working with others to make the region stronger



# Voice of the brand

**AUTHORITATIVE**, *but not boastful.*

**BOLD**, *but not attention-seeking.*

**WARM**, *but not informal or too soft.*

**HELPFUL**, *but not overbearing.*

**CLEVER**, *but not silly.*

**LOCAL**, *but not small town.*



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# What is Sonic Branding?

- Everything from a ringtone to company hold music to a full theme
- Audio that serves as the signature sound to reinforce our brand
- Creates an association between brand and audio that customer is unable to separate

## Put simply:

When they *hear* the audio, they *think* of the brand

When they *think* of the brand, they *hear* the audio



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# Benefits

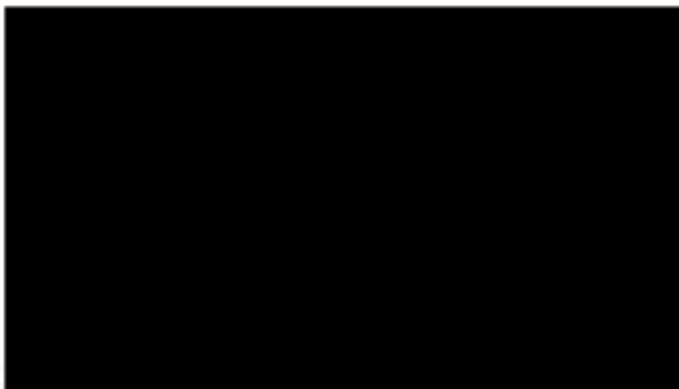
- Shows innovation, forward-thinking, continued growth and provides content for future needs
- Greater attention for the CDTA brand
  - Stronger brand recall
  - Complement brand personality
  - Enhance engagement
  - Design new experiences



# Finished Product

## What makes up the sonic brand?

- We paired historic 'transit' sounds (door open/closing, horn, air brake, our famous swoosh) and created a mark to marry the feeling of motion and recognizable sounds of transit
- Care was taken to ground the mark in the visual of the four dots already part of CDTA branding



# Looking Ahead

## CDTA's audio brand opens additional opportunities:

- Earcons for specific actions on app & website
- Rewards for customer milestones
- Unique earcons tunes for stops
- 'What Does Your Stop Sound Like' Contest
- Audio Guides/Tours for transit & bikes
- Special Events, Holidays, etc.
- Playlists with personalized customer avatars



# Community & Stakeholder Relations Committee Meeting

Media/Communications Monthly Report

September 24, 2020



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## Media Relations

- Total Stories: 11
- Newspaper: 8
- Television: 3
  
- **Estimated Value: \$15,000**



# Media Highlights



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# Community Engagement

- *Make-a-Wish Parade*
- *Community Champion Awards*
- *Albany Business Review EmPower Women Event*
- *Carrot Festival*





# Looking Ahead

- *Real Men Wear Pink Kick-Off*
- *CDTA Health Center Opening and Media Event*
- *River Corridor BRT Media Event*

