



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, January 20, 2022 | 11:15 AM | Microsoft Teams Meeting & at**  
**110 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
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Call to Order	Patrick Lance
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Approve Minutes of Thursday, December 16, 2021	Patrick Lance
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**Administrative Discussion Items**

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• 2021 Communications Year in Review</li><li>• COVID 19 Messaging – Updates</li></ul> | Jaime Kazlo<br>Jaime Kazlo/<br>Jon Scherzer |
|---|---|

Next Meeting: Thursday, February 17, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Ave.

Adjourn	Patrick Lance
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**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – December 16, 2021 at 11:15am; Microsoft Teams**

In Attendance: Mark Schaeffer, Jackie Falotico, Jayme Lahut, Mike Criscione, Pat Lance; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Jon Scherzer, Vanessa Salamy, Gary Guy, Allie Schreffler, Thomas Guggisberg, Stacy Sansky, Ross Farrell, Sarah Matrose, Lindsey Bradt, Sarah Seymour, Aladin Mahmutovic

**Meeting Purpose**

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee Member Patrick Lance noted that a quorum was present. Minutes from the October 21, 2021 meeting were reviewed and approved.

**Administrative Discussion Items**

- Jon Scherzer gave a report on season 5 of CDPHP *Cycle!*. The season was highlighted by record ridership of 70,718 rides and more than 25,000 members. Contributing to *Cycle!*'s growth, expansion to Warren County this season. 20 bikes were distributed across four locations in Lake George, Glens Falls, and SUNY Adirondack.
- The program also welcomed new CDPHP *Cycle!* access members, Gideon Putnam and Fort William Henry. New for 2022 the program will expand to Watervliet, Menands and Green Island, E-bikes will be introduced and upgraded technology will be installed on the fleet of bikes.
- Jaime Kazlo gave the month Media and Community Engagement report. During the last month, CDTA earned 5 media placements across television, radio, and online platforms. The stories focused on CDPHP *Cycle!* wrapping up for season 5 with record breaking ridership and CDTA's participation in the Winter Hangarland event at The Hangar at 743, where CDTA donated a bus to collect toys for Toys for Tots and a trolley to move people to and from the event parking site.
- Jaime also highlighted upcoming events in 2022, including the annual State of CDTA which will be held on February 3, 2022 at CDTA.

**Next Meeting**

Thursday, January 20, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

# Community & Stakeholder Relations Committee Meeting

2021 Communications  
Year in Review

January 20, 2022



# Earned Media

- 2021 Total Stories: 205
- Estimated Value: \$210,000
- 2020 Total Stories: 247
- 2019 Total Stories: 174



# Top Earning Months

- June: 35 stories
- July: 20 stories
- April: 20 stories



# Major Story Lines

- Essential Workers Get Us Through
- CDPHP *Cycle!* Returns for Season 5
- Albany Med and CDTA Honor Essential Workers
- Schenectady Greenmarket Announcement
- CDPHP *Cycle!* Expands to Warren County
- Nature Bus Launches
- Rensselaer County Vax Bus
- Scoot Introduced
- CDTA Holds First On-Site Job Fair
- FLEX Expands to Saratoga County
- Real Men Wear Pink Bus Pull

## CEREMONY



Photos by Lori Van Buren / Times Union

### Essential workers applauded for their efforts

Dr. Rafiq Saifdar speaks as the Capital District Transportation Authority and Albany Medical Center honor essential workers for their efforts during the pandemic on Tuesday in Albany. At right, Carm Basile, Capital District Transportation Authority CEO, speaks at the event.





# Looking Forward

- Communicating COVID
- New Mobility Options
- Highlight New Partnerships

