



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, March 24, 2022 | 11:15 AM | Microsoft Teams Meeting & at**  
**110 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Approve Minutes of Thursday, February 17, 2022	Jackie Falotico
<b>Administrative Discussion Items</b>	
• <i>Cycle!</i> Season 6	Jon Scherzer
• Advocacy and Outreach	Carm Basile
• Monthly Community Engagement Media Report	Jaime Kazlo
Next Meeting: Thursday, April 21, 2022 at 11:15am via Microsoft Teams and 85 Watervliet Ave.	
Adjourn	Jackie Falotico

**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – February 17, 2022 at 11:15am; Microsoft Teams**

In Attendance: 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, Thomas Guggisberg, Stacy Sansky, Ross Farrell, Sarah Matrose, Lindsey Bradt, David Williams, Jeremy Smith, Jack Grogan

**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 January 20, 2022 meeting were reviewed and approved.

**Administrative Discussion Items**

- Jon Scherzer presented on our new care share service, DRIVE that will serve the Capital Region beginning this summer. The pilot program will feature nearly 10 hybrid and electric vehicles as part of the DRIVE program. DRIVE will compliment CDTA's current menu of alternative mobility options, CDPHP *Cycle!*, FLEX and Scoot.
- Jon outlined the details of the program and service area which will be rolled out in a phased approach. Phase 1 will include several areas within Albany. Once the program matures, it will be rolled out into other areas within the Capital Region. Jon also reviewed pricing, branding and promotion of the program.
- Jaime Kazlo summarized the monthly Media Relations/Community Engagement report. CDTA earned 20 media placements in television, newspaper, and radio. Stories focused on installation of air purification systems across the entire fleet, expansion into Montgomery County, our partnership with the American Heart Association's Glow Red event, and several other community partnerships.
- Looking ahead, Jaime outlined upcoming events which include State of CDTA, Transit Worker Appreciation Day and the return of CDPHP *Cycle!* season 6.

**Next Meeting**

Thursday, March 24, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Avenue

# Community & Stakeholder Relations Committee Meeting

## Monthly Community Engagement Media Report

March 24, 2022



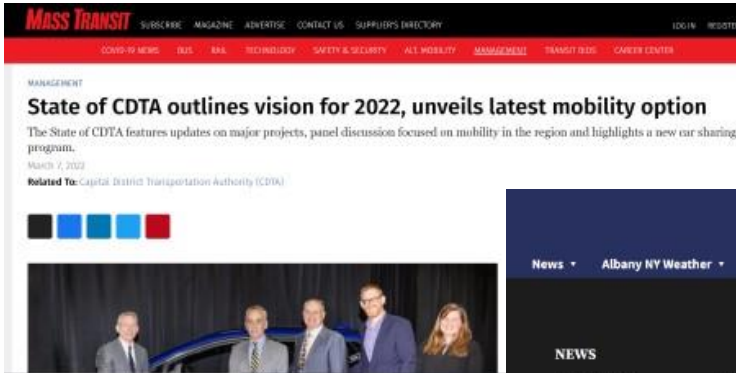
## Earned Media

### Media Relations Metrics 2022

- Total Stories: 12
- Estimated Value: \$12-15k



# Media Highlights



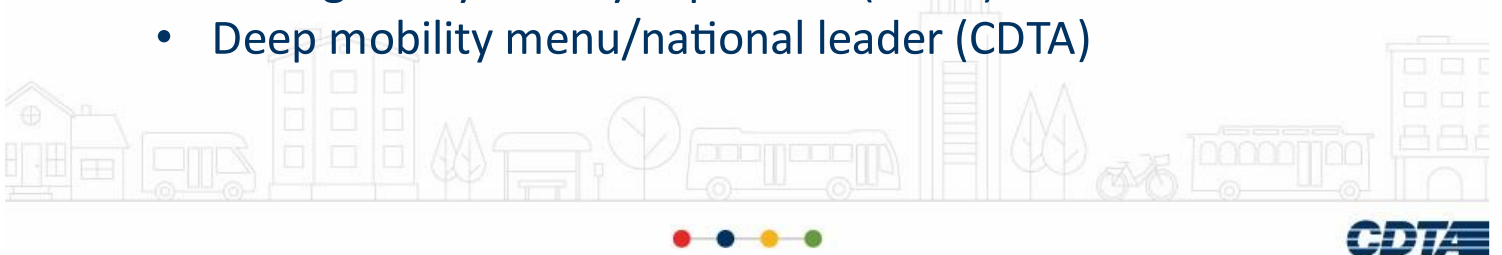
# Community Engagement

- Rensselaer County Chamber Meet the Legislators
- Albany County Winter Festival
- NYSEDC Economic Developers Conference
- Transit Worker Appreciation Day



# Advocacy and Outreach

- Coordinated effort
  - Statewide messaging (NYPTA)
  - CDTA Specific (Park Strategies)
- Increase State Operating Assistance
- 5 Year Capital Plan
- Montgomery County Expansion (CDTA)
- Deep mobility menu/national leader (CDTA)



# Looking Ahead

- Return of CDPHP *Cycle!* Season 6
- Launch of DRIVE
- Montgomery County Expansion Announcement

