



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, August 25, 2022 | 12:15 PM**  
**Microsoft Teams & at 110 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
-----------------------	-----------------------

Call to Order	Jackie Falotico
---------------	-----------------

Approve Minutes of Thursday, June 23, 2022	Jackie Falotico
--	-----------------

**Administrative Discussion Items**

- |   |             |
|---|-------------|
| <ul style="list-style-type: none"><li>• Advocacy and Outreach</li></ul>                     | Carm Basile |
| <ul style="list-style-type: none"><li>• Monthly Community Engagement Media Report</li></ul> | Jaime Kazlo |

Next Meeting: Thursday, September 22, 2022 at 11:15 am via Microsoft Teams and 110 Watervliet Ave

Adjourn	Jackie Falotico
---------	-----------------

**Capital District Transportation Authority  
Community and Stakeholder Relations Committee  
Meeting Minutes – June 23, 2022 at 11:15am; Microsoft Teams & 85 Watervliet Ave**

In Attendance: Jackie Falotico, Peter Wohl, Pat Lance, Georgie Nugent, Mike Criscione; Carm Basile, Amanda Avery, Chris Desany, Jaime Kazlo, Vanessa Salamy, Patricia Cooper, Gary Guy, Emily DeVito, Ross Farrell, Dave Williams, Jack Grogan, Jeremy Smith, Thomas Guggisberg, Jon Scherzer

**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 20, 2022 meeting were reviewed and approved.

**Administrative Discussion Items**

- Jaime Kazlo presented on the newly launched employee communications app, Blink. Blink is a mobile and desktop app that allows employees to securely and easily access HR resources, company news, information and communicate with their team.
- Blink was chosen after employee focus groups identified communications as one area they would like to see improvements in. Blink will allow more regular communications with non-desked employees, like operators and maintenance employees. In the first week, more than 300 employees downloaded the app.
- Jon Scherzer presented the Montgomery County service community outreach and marketing plan. The plan focuses on education with stakeholders including employees and the community leading up to the launch of the service in August.
- Over the next several weeks a combination of training, public events and recruitment activities in Amsterdam will highlight outreach efforts. The marketing and outreach efforts will continue after the service is rolled out on August 28.
- Jaime Kazlo summarized the monthly Media Relations/Community Engagement report. CDTA earned 15 media placements in television, newspaper, and radio. Stories focused on our expansion into Montgomery County, BRT purple line expansion, merger talks with Greater Glens Falls Transit and our partnership with the Alzheimer’s Association for the “Drive out Alzheimer’s” campaign.
- Jaime outlined community engagement activities and events which included, the PRIDE parade, Juneteenth event transportation, Patriot Flight transportation and access for area youth from Kipp Charter School to attend swimming lessons.
- Jaime also outlined upcoming events which include a formal opening of the new Garage at 110 Watervliet Avenue and the Montgomery County service expansion.

**Next Meeting**

Thursday, August 25, 2022 at 11:15am via Microsoft Teams and 110 Watervliet Avenue



1

# Earned Media

**Media Relations Metrics  
July-August 2022**

- Total Stories: 25
- Estimated Value: 25-30k

2

# Media Highlights

**Churchill: CDTA pulls shelters after storm**  
The planned Purple Line will still travel along an upside section of Western Avenue. But due to neighborhood opposition, its buses won't stop there



**DON'T MISS CHRIS CHURCHILL'S NEWSLETTER**  
Get the story behind Chris Churchill's latest headlines.



**CDTA rolling further into electric era, adding chargers and buses**



Check out our **DIGITAL ARC**  
**Play Our Puzzles On Line**

**Downtown Albany businesses band together to pay for employee transportation**



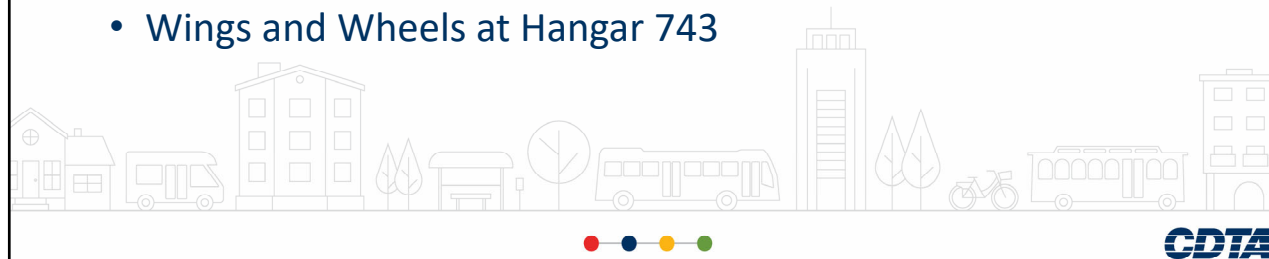
**RECOMMENDED**  
CDTA's new electric buses...  
CDTA's new electric buses...



3

# Community Engagement

- Schenectady Early Election Trolley
- Patrons Championship Bus
- Amtrak Transportation
- Wings and Wheels at Hangar 743



4

# Looking Ahead

- Launch of Montgomery County Service media event (*August 28*)
- Mid-Season CDPHP Cycle! (*early September*)
- Update RRS 20<sup>th</sup> Anniversary Event (*September 23*)
- United Way UA Announcement (*end of September*)
- Real Men Wear Pink Bus Pull (*October 21*)

