



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

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	Jackie Falotico
Approve Minutes of Thursday, October 20, 2022	Jackie Falotico
<b>Administrative Discussion Items</b>	
• Advocacy and Outreach	Carm Basile
• Monthly Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, January 19, 2023 at 11:15 AM via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Jackie Falotico

*\*Additional Material will be provided via e-mail prior to or at the meeting*

## **Capital District Transportation Authority Community and Stakeholder Relations Committee**

**Meeting Minutes – October 20, 2022 at 11:17 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Jackie Falotico, Patrick Lance, Jayme Lahut, Peter Wohl, Dan Lynch; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Emily DeVito, Sarah Seymour, Jeremy Smith, Jon Scherzer, Trish Cooper, David Williams, Gary Guy, Stacy Sansky, Vanessa Fox

### **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 September 22, 2022 meeting were reviewed and approved.

### **Administrative Discussion Items**

- On advocacy, Carm Basile discussed the start of advocacy season and the development of messaging at the state and local levels.
- Jonathan Scherzer outlined CDTA's quarterly social media activity and strategy for the next quarter. Key metrics that are used to track the company's social media growth are audience, brand awareness and engagement rates.
- Over the last quarter, Facebook and Instagram have seen the biggest increases in followers, with Instagram gaining nearly 2,000 followers in just the last month. Success in engagement is attributed to more interactive content and ad campaigns. Engagement rates have increased 3-5% above business account industry standards.
- Looking ahead social media content and strategy will focus on recruitment, our car share program DRIVE, the wrap up of the CDPHP *Cycle!* season and more emphasis on video and interactive content.
- Jaime Kazlo summarized the Media Relations/Community Engagement report. CDTA earned 10 media placements in television, newspaper, and radio throughout the last month. Stories focused on the 20<sup>th</sup> anniversary of the Rensselaer Rail Station and the CDTA pink buses hitting the streets for Breast Cancer Awareness Month.
- Some of our community engagement activities have included the Capital Region Chamber DEI Summit, Black Nurses Coalition Breast Cancer Walk and Patriot Flight Transportation for veterans.

### **Next Meeting**

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

# Community & Stakeholder Relations Committee Meeting

## Monthly Community Engagement Media Report

December 15, 2022



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## Earned Media

### Media Relations Metrics October 2022

- Total Stories: 25
- Estimated Value: 30,000+



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# Media Highlights



## Gillibrand, Biden administration highlight big CDTA investment

By WNYT  
Updated: October 18, 2022 - 9:29 PM  
Published: October 17, 2022 - 7:25 PM



Federal investment into CDTA

TIMES UNION

## CDPHP Cycle! expands to Amsterdam near end of record-breaking season

Melissa Manno  
Oct. 30, 2022



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# Community Engagement

- Coats for Kids in Amsterdam, November 5
- Albany Veterans Day Parade, November 11
- Food Pantry Stuff-a-Bus, November 16
- Schenectady Parade, November 19
- Troy Glow Event, Throughout December



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# Looking Ahead

- Transit Awareness Month, February
- State of CDTA, March 2
- Transit Worker Appreciation Day, March 18

