



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, January 19, 2023 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jackie Falotico
Approve Minutes of Thursday, December 15, 2022	Jackie Falotico
Administrative Discussion Items	
• Advocacy and Outreach	Carm Basile
• Year In Review Community Engagement/Media Report	Jaime Kazlo
Next Meeting: Thursday, February 16, 2023 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	Jackie Falotico

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

Meeting Minutes – December 15, 2022 at 11:16 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Patrick Lance, Mike Criscione, Georgie Nugent, Dan Lynch, Peter Wohl; Carm Basile, Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Emily DeVito, Sarah Seymour, Jon Scherzer, Trish Cooper, David Williams, Gary Guy, Nick Chenard, 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 October 20, 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.
- Jaime Kazlo summarized the Media Relations/Community Engagement report. CDTA earned 25 media placements in television, newspaper, and radio throughout the last two months.
- Stories focused on the public announcement with Senator Kirsten Gillibrand and Biden Administration Infrastructure Coordinator Mitch Landrieu on the federal investment made to CDTA, CDPHP Cycle! expanding to Amsterdam and CDTA partnering with the Blake Annex to offer free rides to those who work there.
- Some of our community engagement activities have included Coats for Kids in Amsterdam, Food Pantries of the Capital Region Stuff-a-Bus, Schenectady Parade and Troy Glow Art Event.
- Looking ahead, we are planning Transit Awareness Month activities for February, the annual State of CDTA event in March and Transit Worker Appreciation Day on March 18.

Next Meeting




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Earned Media

- 2022 Total Stories: 177
(Estimated Value: 200k +)
- 2021 Total Stories: 205
- 2020 Total Stories: 247
- 2019 Total Stories: 174

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Top Earning Months

- May/August/December:
(25 stories each month)

The collage includes several news snippets:

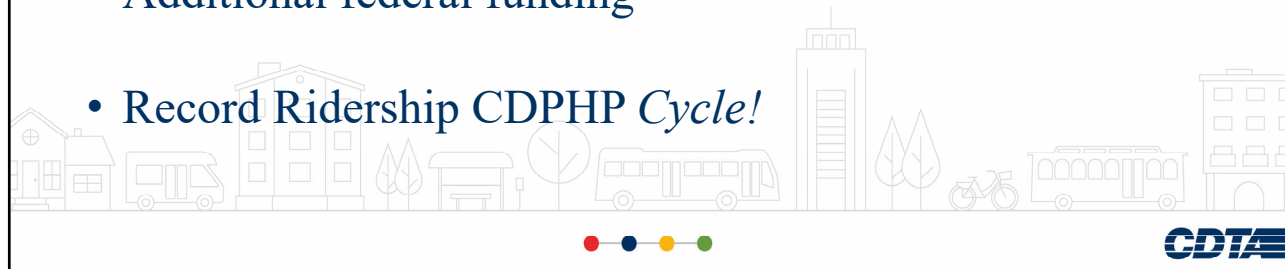
- CDTA expanding service into Montgomery County**: News Transportation options will cost \$6.5 million to run annually.
- Free 'Nature Bus' returns for the 2022 season in Albany**: Albany County.
- CDTA rolling further into electric era, adding chargers and buses**: CDTA Director of Maintenance Dave Williams (left) the rear panel on one of the regional market.
- CDTA transportation hub coming to downtown Schenectady**: CDTA.
- Downtown Albany businesses band together to pay for employee transportation**: Downtown Albany.
- Gillibrand, Biden administration highlight big CDTA investment**: Gillibrand, Biden administration.
- CDPHP Cycle! expands to Amsterdam near end of record-breaking season**: CDPHP Cycle!.

At the bottom of the collage is a decorative line with four colored dots (red, blue, yellow, green) and the CDTA logo.

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Major Story Lines in 2022

- Expansion into Montgomery County
- Increased Universal Access
- Additional federal funding
- Record Ridership CDPHP *Cycle!*



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Community Engagement

- United Way 5.18 Day
- Patriot Flights
- Pink Bus Pull
- Emergency Transportation



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Looking Forward

- New Mobility Options
- Highlight New Partnerships
- Look for new and creative ways to continue to “tell our story”



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