



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, June 18, 2020 | 11:30 AM | Microsoft Teams Meeting

Committee Item	Responsibility
Call to Order	Jackie Falotico
Ascertain Quorum	Jackie Falotico
Agenda Approval	Jackie Falotico
Approve Minutes of Thursday, May 21, 2020	Jackie Falotico
Consent Agenda Items	
• No Items Scheduled	
Administrative Discussion Items	
• 50 th Anniversary Updates	Jaime Watson/ Jon Scherzer
• Media/COVID/Protest Communications Report	Jaime Watson
Executive Session	
• No Items Scheduled	
Next Meeting: Thursday, August 20, 2020, 11:30am via Microsoft Teams	
Adjourn	Jackie Falotico

** Indicates Material (Or Additional Material) Will Be Provided at Meeting*

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – May 21, 2020 at 12:00pm; Microsoft Teams**

In Attendance: via MT - Jackie Falotico, Pat Lance, Jayme Lahut, Mike Criscione, Dave Stackrow, Mark Schaeffer; at 110 - Carm Basile, Amanda Avery, Chris Desany, Lance Zarccone, Jaime Watson, Ross Farrell, Vanessa Salamy; via MT - Sarah Matrose, Jeremy Smith, Thomas Guggisberg

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 April 23, 2020 meeting were reviewed and approved.

Consent Agenda Items

No items scheduled.

Administrative Discussion Items

- Jon Scherzer presented a plan to roll out Season 4 of CDPHP *Cycle!* at the beginning of June. Bicycles will be rolled out in phases, giving customers the opportunity to use the program in a safe and efficient manner.
- To do this, we have revised the way we operate, maintain, and promote the program. Safety and sanitary measures will be in place to protect customers.
- Jaime Watson summarized the monthly Community Engagement report. There were 13 media stories on television, newspaper and online. Stories were all related to our efforts in response to COVID-19. Many of them highlighted the work being done by the Operators and Maintenance team out on the front lines.
- Jaime also discussed the updated communications plan to keep employees, customers and the public informed about CDTA efforts surrounding COVID-19. Over the next few weeks there will be updated messaging, corporate videos, commercials, and social media content to keep the public updated on CDTA services and its commitment to the community.

Executive Session

No items scheduled.

Next Meeting

Thursday, June 18, 2020 at 11:30am via Microsoft Teams

Memorandum

June 18, 2020

To: Community and Stakeholder Relations Chairwoman
Community and Stakeholder Committee

From: Jaime Kazlo Watson, Director of Corporate Communications

Subject: CDTA Celebrates 50 Community Heroes for 50th Anniversary

Background:

To celebrate the role that CDTA has played in the Capital Region over the past 50 years, we propose honoring 50 community heroes. This will further cement CDTA's role as a cornerstone of the Capital Region community, highlight heroes who have stepped up and “give back” during this Golden Anniversary.

Through the pandemic and economic pause, CDTA has continued serving the Capital Region and providing transportation to those who truly need it. CDTA has reduced risks and enhanced safety measures for passengers and drivers. CDTA has been a lifeline for many during these past few months, providing transportation and ensuring the safety and job status of many employees.

Now is a terrific opportunity to recognize 50 community heroes and CDTA employees who have either helped CDTA get to where it is today or helped the community in the face of recent adversity. Whether it's a frontline health care worker or someone who assists an elderly neighbor get groceries each week, we want to honor them. This is a fitting celebration for us. Our 50th anniversary is not just about celebrating our anniversary but the community who has supported us over five decades.

Details of Awards:

- A nomination-style award given to 50 Community Heroes. We will highlight 25 CDTA employees and 25 community members outside the CDTA family.
- The nomination period would be open from June 29 until July 26, with winners announced at the beginning of August, coinciding with the actual 50th anniversary.
 - Nominations for both employees and community members should include a short narrative about how their good deeds benefited the region. The nominations will be accepted using a landing page on the CDTA website, through social media channels and internal nominations at CDTA.
- Once the nomination period has closed, a small selection committee will choose the honorees, and the winners would be highlighted.
 - We need to finalize process for winner acknowledgement whether in a short video or post recognizing their contributions to CDTA and/or to the community.
 - All winners will be included in a press release to provide recognition of their award selection and community contributions. There will also be social media promotion of the winners.

Copy: Jon Scherzer

50th Anniversary Assets

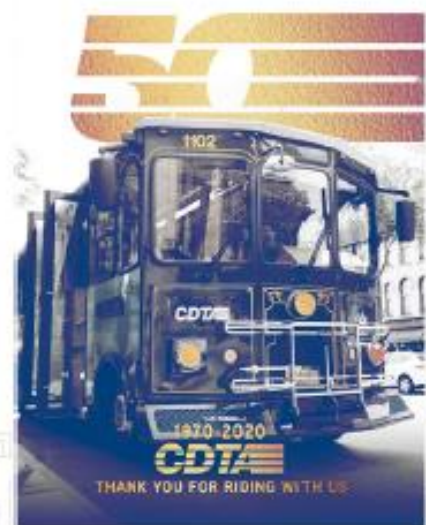
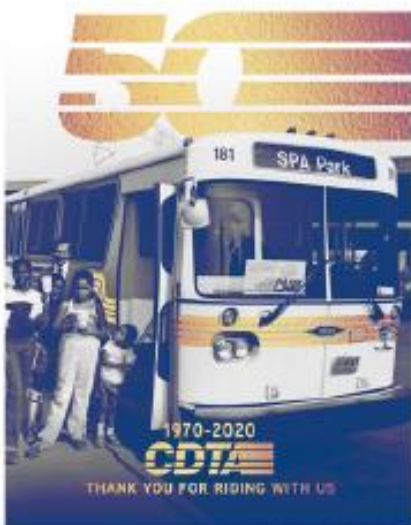
Jonathan Scherzer
Director of Marketing

June 18, 2020



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Shelters



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Billboard

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DRIVEN BY PROGRESS**

CDTA.ORG



Community & Stakeholder Relations Committee Meeting

Communications/Media Report

June 18, 2020

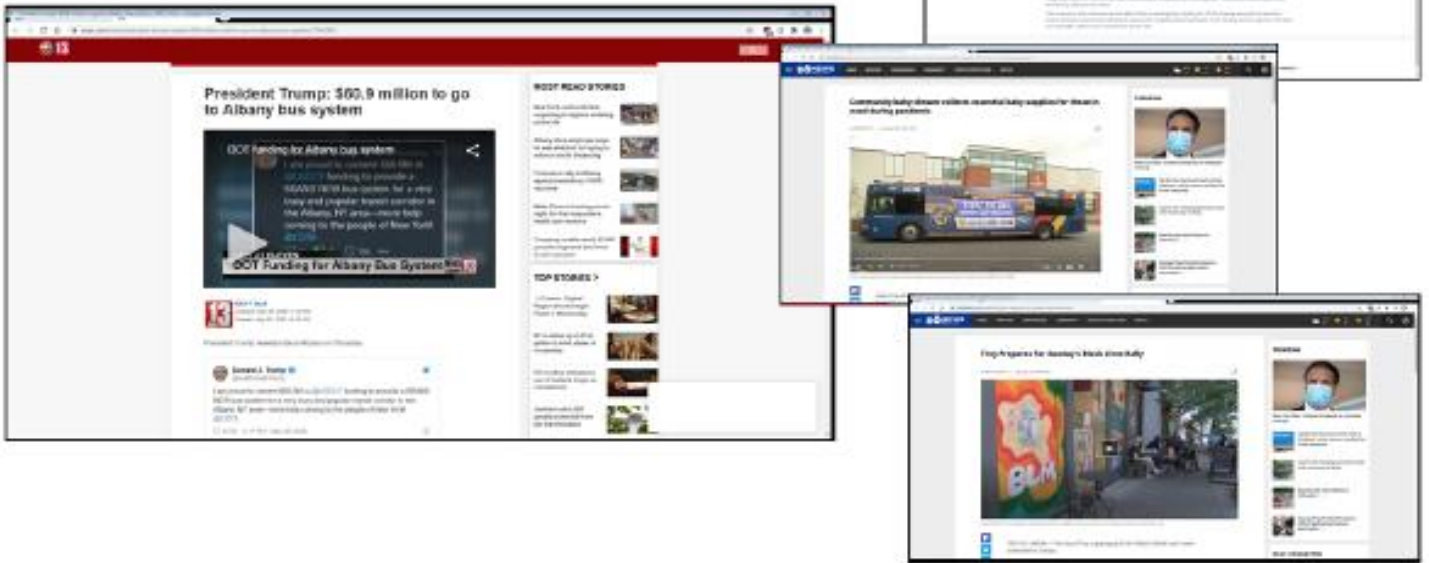


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 	 	<h3>Media Relations Metrics</h3> <ul style="list-style-type: none">• Total Stories: 20• Newspaper: 4• Television: 14• Radio: 2 • Estimated Value: 20k
	<p>THE DAILY GAZETTE</p>	

2

Media Highlights



3

Communicating COVID

- Employees
- Customers
- Community



4



Looking Ahead

- Updated Messaging
- Employee Engagement
- 50th Anniversary Celebrations