CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, October 22, 2026 | 10:00 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item	Responsibility
Call to Order	Jackie McDonough
Approve Minutes of Thursday, September 24, 2026	Jackie McDonough
Administrative Discussion Items	
• Marketing Plan	Jonathan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo

Next Meeting: Thursday, December 10, 2026, at 10:00am via Microsoft Teams and 110 Watervliet Ave

Adjourn	Jackie McDonough

Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – September 24, 2026, at 9:46 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Jayme Lahut, Jackie McDonough, Pat Lance, Denise Figueroa, Peter Wohl, Jaclyn Falotico Michael Criscione; Frank Annicaro, Chris Desany, Trish Cooper, Jaime Kazlo, Amanda Avery, Lance Zarcone, Sarah Matrose, Emily DeVito, David Williams, Jack Grogan, Mike Williams, Rich Cordero, Stacy Sansky, Kelli Schreivogl, Steve Wacksman, Meghan Gonyo, Sarah Seymour

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee chair Jackie McDonough noted that a quorum was present. Minutes from July 23, 2026, meeting were reviewed and approved.

Administrative Discussion Items

- Emily DeVito provided an update on employee town halls, including feedback from the 10 town halls held in August 2025. Employee feedback focused on fare evasion and payment issues, operator safety and support, maintenance morale, employee engagement and clear communication from leadership.

- Staff reviewed actions taken in response to employee feedback, including the fare evasion campaign, CDTA Ambassador Program, maintenance morale initiatives, the new Core Values and Values in Motion employee recognition program, expanded employee communications and vehicle updates.

- An employee survey conducted through Blink in August received nearly 150 responses. Employees identified company updates from leadership, the opportunity to ask questions and information about upcoming projects as key factors that would encourage participation in future town halls.

- The next round of employee town halls will be held in all divisions throughout the month of October. Information will be provided to employees on town halls through Blink, the monthly employee newsletter, facility screens, email, postcards and leadership communications.

- Jaime Kazlo provided the monthly Earned Media and Community Engagement Report. During the reporting period, CDTA issued six press releases and generated six earned media stories with an estimated value of $6,000.

- Some of the highlights included CDTA's Board Member Denise Figueroa being named Board Member of the year by the American Public Transportation Association, CDTA's annual Route Performance Report being featured in a national trade publication and our recent job fair being highlighted CBS 6's "Trade Up" segment that features jobs in the trades.

- CDTA marked the 25th anniversary of the September 11th attacks by holding a wreath laying ceremony outside of its Headquarters. The ceremony included the Albany Fire Chief and CDTA Superintendent Joe Landy who responded to the aftermath of the 9/11

attacks.

- Upcoming community and employee engagement activities include the Breast Cancer Awareness Month Kick-Off on October 1, Pink Bus Pull on October 16, Trunk or Treat on October 25 and Veterans Luncheon on November 9.

Next Meeting

Thursday, October 22, 2026, at 10:00am via Microsoft Teams and 110 Watervliet Avenue.

FY2027 Marketing Campaign

The Story Continues with Open Doors

Community & Stakeholder Relations 10.22.2026

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Introduction

CDTA took customers on a journey into an animated storybook of the Capital Region, where we emphasized *“It’s your story. We’re here to get you there.”*

Now we’re turning the page into real life.

Every open door, every decision, every journey has meaning. The camera lives inside the bus, looking out. When the doors open, riders don't step onto a street corner. **They step directly into the moment that matters: a hospital ward, a lecture hall, a job interview handshake. The bus isn't the journey, it's their first step to the next great thing.**

Opens Doors is designed from the ground up as an integrated campaign. It’s full of new characters, life stages and new stories. From broadcast tv spots, to shelter posters and social content**: CDTA opens doors for the Capital Region**

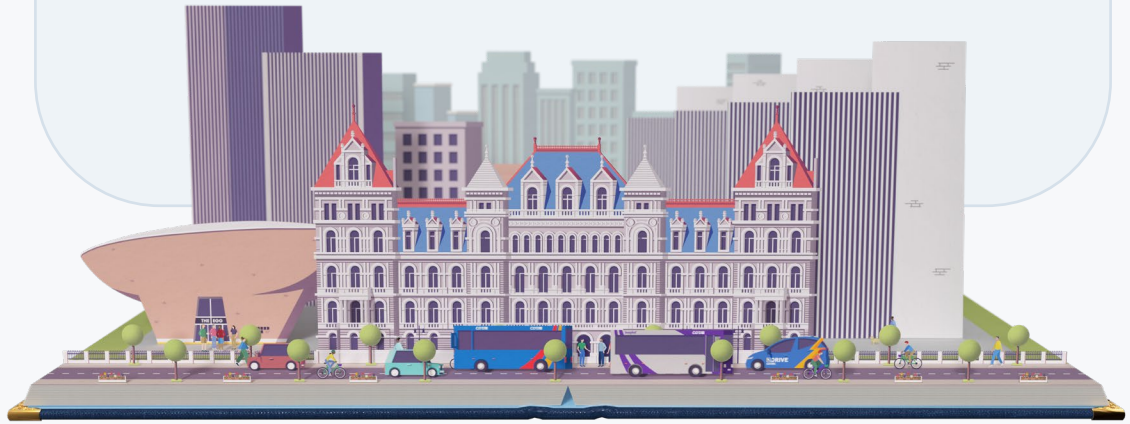
The Shift….

Move from aspirational storytelling to real-life marketing demonstrating the opportunities that transit makes possible

FROM

“It’s your story. We’re here to get you there.”

A strong service promise focused on connection, innovation, and community.



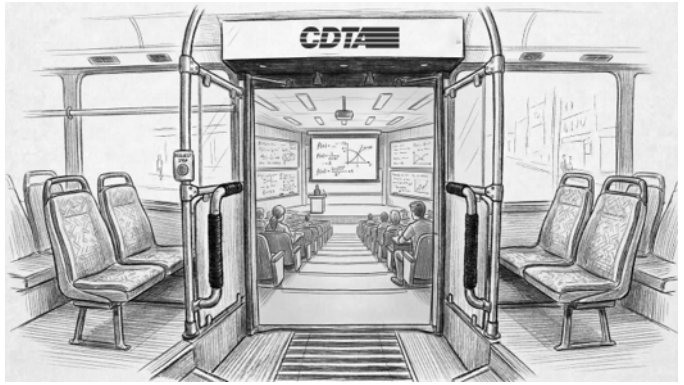
TO

“CDTA Opens Doors.”

A human-centered approach that shows how every ride can open opportunities for work, education, healthcare, and community.

Visual Storyboard

Frame 01

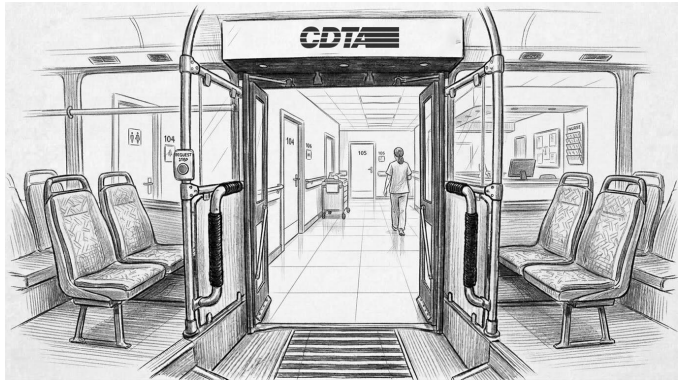


The First Story - A Nurse

Inside a CDTA bus. City moving past the windows. The door is most of the frame.

VO: [No VO. Music — warm, building quietly.]

Frame 02



The First Story - A Nurse

The bus doors open. On the other side a hospital corridor.

VO: Some doors take years to reach.

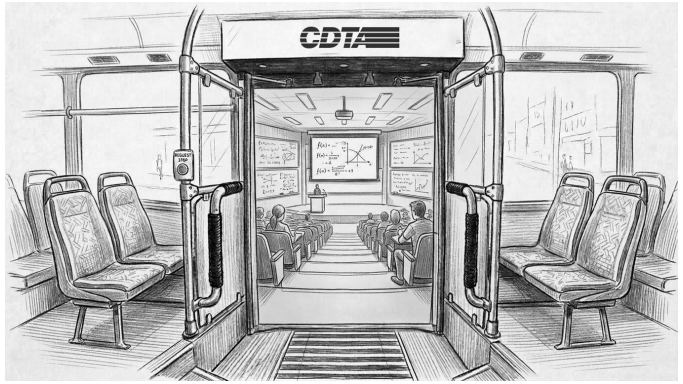
Frame 03



The First Story - A Nurse

A nurse steps through. The doors close behind her.

Frame 04



The Second Story – Career Jump Start

A young man ready to make an impact. Composed. Ready.

VO: Some open right when you need them.

Frame 05



The Second Story – Career Jump Start

The young man steps into a corporate office and is greeted by the team as he joins.

Frame 06



The Second Story – Career Jump Start

Doors open a third time. An office space — a hiring manager already standing.

VO: Some change everything.

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Implementation & Strategy

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One campaign. Three strategic doors.

Each focus area connects the campaign promise to a measurable organizational priority

1. Engage New Riders

- Reduce uncertainty
- Highlight key destinations
- Create first-ride check lists/prompts
- Turn awareness into action

2. Improve the Experience

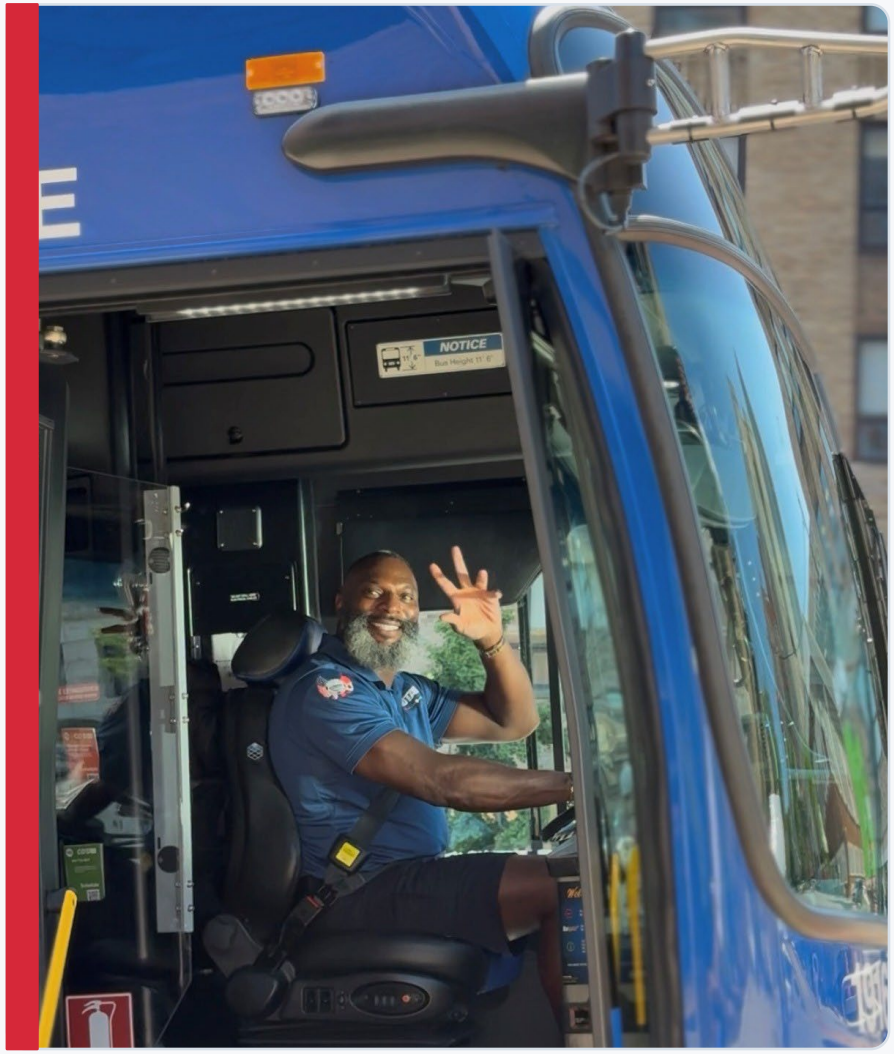
- Simplify trip planning
- Strengthen communication
- Close the feedback loop
- Build trust and loyalty

3. Advocacy

- Connect transit to regional outcomes
- Mobilize partners and riders
- Highlight economic impact
- Build sustained support

Campaign platform

"Open Doors" is BOTH an emotional idea and a practical benefit for all



Every ride opens a door to opportunity.

People — Real riders, real goals and recognizable local moments

Experience — Make the path from planning to arrival feel easier and more reliable

Progress — Show how maintaining a strong transit network expands opportunity across the region

Focus 1: Engage new riders

Open the first door by making CDTA more familiar, understandable, and easy to use

Social Media: Storytelling & Engagement

Creative built around relatable life moments: special events, college activities, shopping, destinations; ***Bust the "myths" about public transit that show how easy and safe it is to ride***

Partnerships: Audience targeting

Pair commercial message with audience targeting through media buys to identify demographics (i.e. uber/lyft users, one car households, etc.) of those likely to be amenable to trying CDTA.

Goals: Emphasize ease of use, safety & security

Use partners, real riders, and community destinations to make transit feel familiar and useful while also highlighting CDTA as safe and family-friendly.



Focus 2: Improve the customer experience

The campaign promise must be felt at every door, not only in advertising.



Before the ride

Clear expectations, trip planning, and prioritize service education

During the ride

Welcoming interactions, timely information, and consistent brand cues

After the ride

Simple feedback loops, issue resolution, and reasons to ride more

Focus 3: Advocate for sustainable funding

Open the door to a stronger regional future by making the case for sustainable New York State investment

Transit is an investment in workforce stability, community vitality, and regional growth.

We can use this campaign to make the consequences of investment in public transit visible through local stories, Universal Access partner voices, and clear service needs.

RIDERS | EMPLOYERS | LEADERS



Marketing Campaign tools

Use each channel to open a specific door in the audience journey.

Paid media	Reach new audiences with the “Open Doors” story and destination-led creative.
Social and content	Humanize opportunity, teach new riders and amplify partner voices.
Email and *Navigator* App	Deliver useful, timely actions that improve confidence and repeat use.
Earned media	Connect customer stories and regional outcomes to the public conversation.
Partnerships	Create trusted third-party proof and access to defined audiences.
Frontline spaces	Make the brand promise visible across vehicles, facilities, shelters, and customer interactions.

Timeline

Each focus area turns the campaign promise into a measurable organizational priority.

October – December 2026

Activation of “Open Doors” spots

Introduce complementary social campaign

Community events to reinforce brand

Turn awareness into action

January – March 2027

New rider targeted campaign

Strengthen customer experience

Launch season 11 of *Cycle!*

Build trust for new riders

April – June 2027

Connect transit to regional outcomes

Promote summer programs

Highlight projects impacting communities

Build support for sustained funding

THANK YOU!

Questions? | Comments? | Next Steps.

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Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 10.22.2026

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Earned Media

Press Releases Sent: 5

Total Stories: 6

Total Value: $6,000

Highlights

SCHENECTADY COUNTY

Construction begins on CDTA's Red Line in Schenectady County

by: Natalie St. Denis
Posted: Oct 12, 2026 / 10:49 PM EDT
Updated: Oct 12, 2026 / 11:06 PM EDT



CDTA unveils 2 pink buses for Breast Cancer Awareness Month

Sarah Darmanjian WNYT
October 2, 2026 - 2:32 PM



CDTA unveils two pink buses supporting breast cancer awareness

Rail News Home » Passenger Rail

Rail News: Passenger Rail

10/5/2026

APTA members elect new board officers, committee members



From left: Denise Figueroa, Randy Clarke, Jannet Walker-Ford and Leanne Redden.
Photo - APTA

advertisement

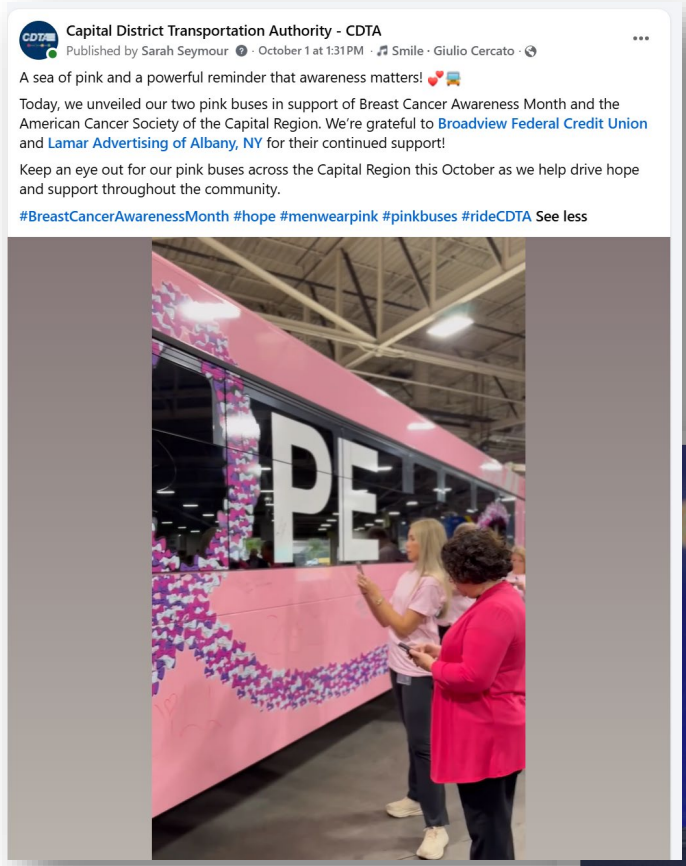
Members of the American Public Transportation Association (APTA) elected the 2026-2027 slate of officers at the association's annual meeting, held during APTA's TRANSform Conference & EXPO in Chicago Oct. 4-7.

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Social Media Stats

Follower Count- All platforms up

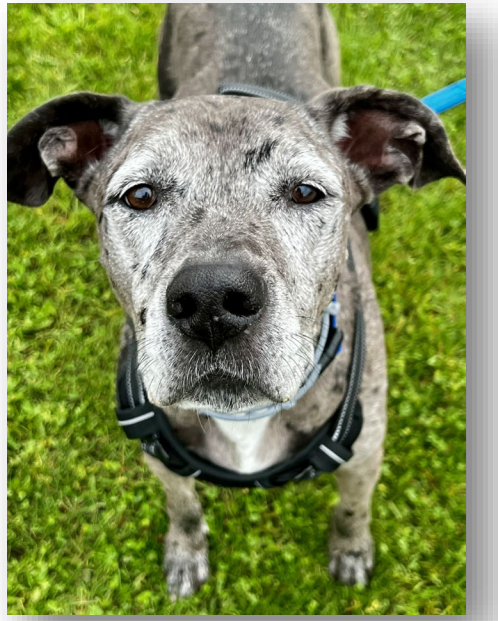
- Facebook: 10,057 followers
- Instagram: 8,168 followers
- Linked In: 2,632 followers





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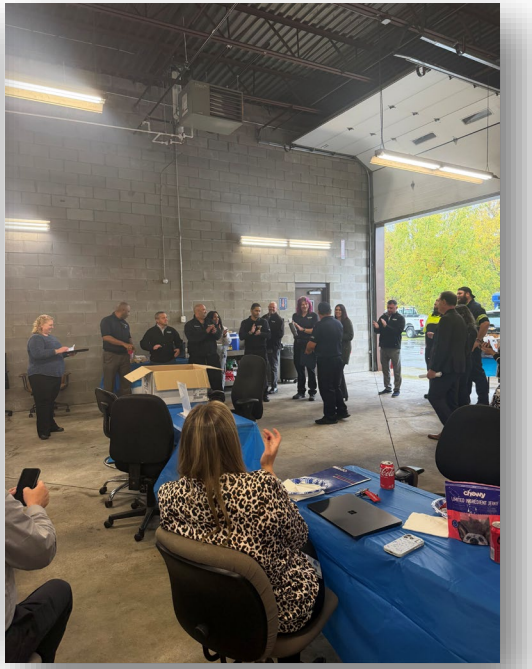
Internal Events



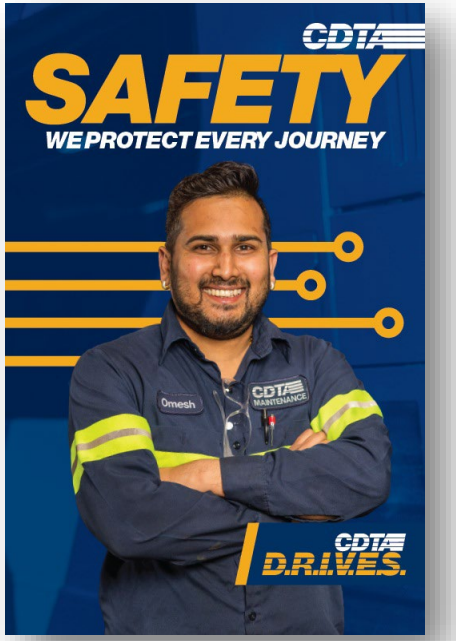
Welcome our new Chief Wellness Officer Macy!



Employee BBQ



Glens Falls Town Hall Meeting



Core Values Roll Out

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Community Engagement



NABA White Cane Day



American Italian Heritage Museum Shelter Renaming

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Looking Ahead

- *Trunk or Treat, October 25*
- *Veterans Luncheon, November 9*
- *Thanksgiving Meals for Employees*

Questions?

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