



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, February 20, 2025 | 11:15 AM
Microsoft Teams & at 110 Watervliet Avenue

| Committee Item | Responsibility |
|---|-----------------------|
| Call to Order | Dave Stackrow |
| Approve Minutes of Thursday, January 23, 2025 | Dave Stackrow |
| Administrative Discussion Items | |
| • HR Functions – Recruitment, Engagement & Benefits | Kelli Schreivogl |
| • Earned Media/Community Engagement Report | Jaime Kazlo |
| Next Meeting: Thursday, February 20, 2025, via Microsoft Teams and 110 Watervliet Ave | |
| Adjourn | Dave Stackrow |

Capital District Transportation Authority Community and Stakeholder Relations Committee

Meeting Minutes – January 23, 2025, at 11:15 am; Microsoft Teams & 110 Watervliet Ave

In Attendance: Pat Lance, Jackie McDonough, Michael Criscione, David Stackrow; Amanda Avery, Mike Collins, Chris Desany, Lanze Zarcone, Jaime Kazlo, Emily DeVito, Jon Scherzer, Rich Cordero, Trish Cooper, Sarah Seymour, Lindsey Bradt, Calvin Young, Kelli Schreivogl, Dave Williams, Mike Williams, Gary Guy, Elide Oyanedel

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Member Pat Lance noted that a quorum was present. Minutes from December 12, 2024, meeting were reviewed and approved.

Administrative Discussion Items

- Jon Scherzer provided a review of CDPHP *Cycle!* season 8. Season 8 boasted many top moments including, the earliest launch ever on March 29, the largest fleet featuring more than 600 bikes, expansion to news areas and record ridership of nearly 83,000 trips taken.
- Ridership by municipality was the highest in Albany at 50,404 followed by Saratoga and Troy. Ridership by Universal Access partners was led by UAlbany at 22,408 followed by RPI and Skidmore.
- CDPHP *Cycle!* also has a regional effect on health and wellness, with more than 565,000 pounds of carbon being reduced, more than 37 million calories burned, and more than 373,000 rides taken over the life of the program.
- Looking ahead, season 9 will launch this spring with a focus on new partners and locations across the Capital Region.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, CDTA issued 6 press releases, and we earned 18 placements in television, newspaper, and radio both locally and nationally with an estimated value of \$30,000.
- Stories included – the announcement of our Interim CEO, the completion of our Manning Boulevard Mobility Hub, Holiday service and holiday events at the Joseph L. Bruno Rail Station.
- We participated in several community activities and events, including morning of kindness on Christmas Eve at the Mohawk Hudson Humane Society, welcomed students from UAlbany and Goff Middle School for tours and provided emergency warming shelters for first responders during several recent fires.
- We continue to see increases in followers across our social media channels. Top posts included holiday wishes and holiday service and former CEO Carm Basile's retirement video.
- Looking ahead, we will celebrate Transit Equity Day on February 4 and participate in our state advocacy day at the Capitol. We will host the American Heart Association on February 6 for its Glow Red News Conference and February 7 for its "serve day", where their staff will hold a session for CDTA employees on hands only CPR.

Next Meeting

Thursday, February 20, 2025, at 11:15am via Microsoft Teams and 110 Watervliet Avenue

Memorandum

February 20, 2025

To: Community and Stakeholder Relations Committee

From: Kelli Schreivogl, Director of Human Resources

Subject: Human Resources Summary

The Human Resources Department is made up of several disciplines, all of which are designed to meet the needs of our evolving workforce. Last month we heard about several initiatives that have been instituted to improve and encourage professional development at all levels of the organization. This month, the objective is to highlight other critical areas that keep CDTA moving forward in Recruitment/Retention, Employee Benefits and Employee Engagement.

The recruitment process at CDTA is directed by the HR Department and is one of the most critical areas of the organization. Our ability to bring skilled individuals into CDTA enhances the rest of the organization to accomplish company goals and objectives. In 2024 the HR Department hired 147 employees, 119 of them were bus operators, which is the area we have struggled with for some time. The continuing struggle we face is that as quickly as we hire new people, existing employees leave for a variety of reasons. For us to reach our current staffing levels, we have to do a better job of retaining those employees who are currently here.

Employee Benefits encompasses one of the largest budget items at CDTA and are one of the most important items we provide to our employees. We typically make changes to our benefit package every year based on what is available in the market and what we can afford. In addition, all of our benefits are negotiated with the union. This year we made some exciting changes to our health care plan with HR being tasked to roll out and communicate those changes to employees and retirees who depend on CDTA for comprehensive, affordable coverage.

Lastly, HR is focused more than ever on employee engagement, or what we like to call the “employee experience.” Knowing that we have a staffing deficit that is largely impacted by employee turnover, we now have an experienced HR professional solely dedicated to engaging the workforce. The Engagement Manager meets with employees every day, answering questions and making connections. He follows up with Transportation and Maintenance management to collaborate on how to address employee concerns, suggestions, etc.

The goal of this presentation is to give you some additional information about what HR is responsible for, and the important work that is performed on a daily basis to support our employees. We are a team of eleven who support each other, and the needs and interests of over 1,000 employees, retirees and their families.

Copy: Michael P. Collins, Interim CEO

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **2.20.2025**



Earned Media

Press Releases Sent: 5

Total Stories: 10

Total Value: \$10,000



Local News

CDTA Hosts Meeting on Fare Changes in Warren County

By iHeartRadio

Jan 30, 2025

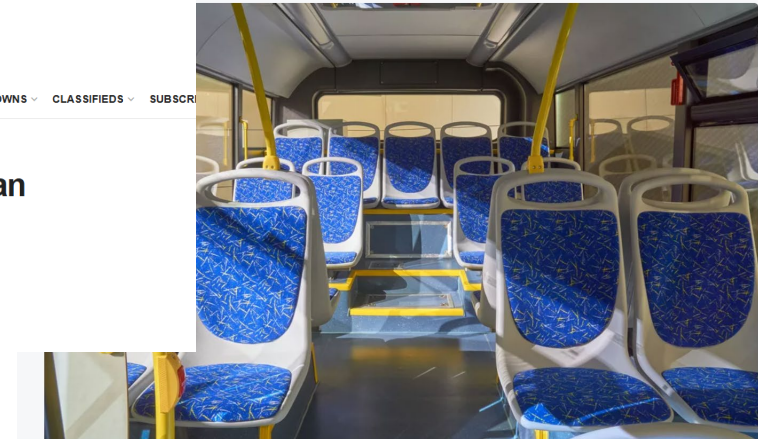


HOME NEWS THE SPOT 618 PLAYLIST EVENTS OPINION FAMILY NOW TOWNS CLASSIFIEDS SUBSCRIBE

Home > albany

Wacksman named winner of American Heart Association Capital Region Leaders of Impact

by Michael Hallisey — January 31, 2025 in albany Reading Time: 2 mins read



Highlights

The screenshot shows a news website header with navigation links: Albany NY Weather, Traffic, Watch News, Sports, Jobs, Community, Video Center, About Us, and FOX 23. A search bar is on the right. Below the header is a weather alert for Bennington County, Eastern Albany County, Eastern Columbia County, Eastern Rensselaer County, and Eastern Schenectady County. The main article preview is titled "CDTA trolley brings Hands-Only CPR training to local businesses" by Cassie Abel, posted on Feb 7, 2025. A video player shows a person in a red heart mascot costume.

SHARE

DOWNLOAD OUR NEWS APP



ALBANY, N.Y. (NEWS10) – In honor of National Wear Red Day, the American Heart Association joined with the Capital District Transit Authority to bring CPR training to local businesses. Staff members at five businesses around the Capital Region received training Friday.



Community Engagement

- *Transit Awareness Day*
- *NYSP Graduation Transportation*
- *AHA Glow Red and Serve Day*

Social Media Stats

Follower Count-

- Facebook: 8,270 followers
- Instagram: 5,997 followers
- X (Twitter): 4,000 followers

Top Posts (Primary Channel: Facebook)

“January Service Changes”

- 13,600 views
- 895 engagements
- 95 interactions

“Bus Plus Red Line Highlight”

- 4,552 views
- 131 engagements
- 33 reactions


 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
Jan 25 · 🌐

Reminder: Service changes start tomorrow (Sunday, January 26, 2025)! 🚌 With every service change, it's important to:

- 📅 Review schedules
- 🕒 Check updated trip times
- 🗺️ Stay informed about impacted routes

Visit <https://www.cdta.org/news/january-service-change> to view these adjustments. Thank you for riding CDTA!
#rideCDTA





 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
Jan 26 · 🌐

🔴 Today, we're highlighting our BusPlus BRT Red Line, which runs along a 17-mile stretch of Route 5 between Downtown Schenectady and Downtown Albany! 🔴

The Red Line has over 4 million rides annually and provides access to Proctor's Theater, Schenectady Community College at the Gateway Mobility Hub, Colonie Center, the Capitol Building, Empire State Plaza and Downtown Albany. To learn more about the BRT lines, visit <https://www.cdta.org/brt>. We'll see you out there! #rideCDTA #BRT



 Comment as Capital District... 



Looking Ahead

- ***New England Parking Council Conference, March 6***
- ***Transit Worker Appreciation Day, March 18***

Questions?