



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

Committee Item	Responsibility
Call to Order	David Stackrow
Approve Minutes of Thursday, February 20, 2025	David Stackrow
Administrative Discussion Items	
• Maintenance Recruitment Program*	David Williams
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, April 24, 2025 via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

**Additional Materials will be attached separately and/or emailed before the meeting.*

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – February 20, 2025, at 11:15 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Pat Lance, Jackie McDonough, Michael Criscione, David Stackrow, Jayme Lahut, Denise Figueroa; Amanda Avery, Mike Collins, Chris Desany, Jaime Kazlo, Emily DeVito, Jon Scherzer, Rich Cordero, Trish Cooper, Calvin Young, Kelli Schreivogl, Mike Williams, Thomas Guggisberg, Gary Guy, Elide Oyanedel, Stacy Sansky, Jack Grogan, Meredith Redcross, Jessica Rucinski, Justin Gregaydis

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Member Pat Lance noted that a quorum was present. Minutes from January 23, 2025, meeting were reviewed and approved.

Administrative Discussion Items

- Kelli Schreivogl provided a presentation on the Human Resources Department focusing on recruitment, retention 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. In 2024, the HR Department hired 147 employees, 119 of them were bus operators. The continuing struggle we face is retaining those employees and not losing them to other opportunities.
- Employee Benefits are one of the largest budget items at CDTA and are one of the most important items we provide to our employees. This year we made some strategic changes to our health care plan focused on comprehensive, affordable coverage.
- HR is focused more than ever on employee engagement, or the “employee experience.” With staffing challenges, 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.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, CDTA issued 5 press releases, and we earned 10 placements in television, newspaper, and radio both locally and nationally with an estimated value of \$10,000.
- Stories included – CDTA holding a fare hearing in Warren County and our involvement with this year’s American Heart Association’s Glow Red Day and Serve Day.
- We participated in several community activities and events, including Transit Awareness Day, glowing our building red for the month of February for the Heart Association’s Glow Red initiative and giving our employees the opportunity to learn hands only CPR.
- We continue to see increases in followers across our social media channels. Top posts included January service changes and Bus Plus Red Line Highlights.
- Looking ahead, we will attend the New England Parking Council Conference on March 6 and celebrate Transit Worker Appreciation Day on March 18.

Next Meeting

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

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **3.20.2025**



Earned Media

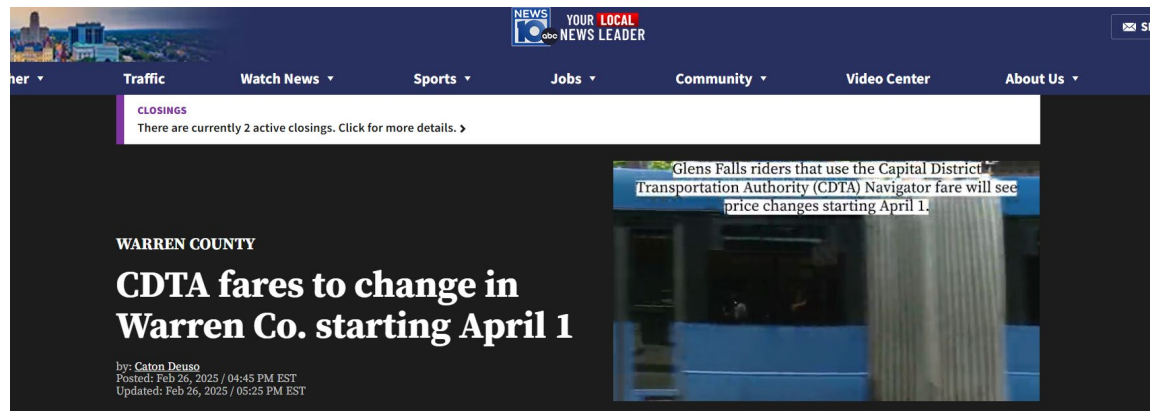
Press Releases Sent: 4

Total Stories: 5

Total Value: \$5,000



Highlights



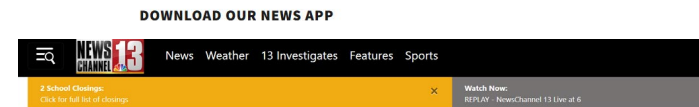
Bus and train ridership numbers are robust five winters after the pandemic spread caution and fear. (Spectrum News 1)

TRANSPORTATION

5 years later, public transportation rebounds from COVID-19 in New York



BY SPENCER CONLIN | ALBANY
PUBLISHED 6:00 PM ET MAR. 14, 2025



CDTA ending Flex Plus on-demand pilot program

By WNYT
March 14, 2025 - 7:30 PM



CDTA ending Flex Plus on-demand pilot program



Community Engagement

- *Liberty ARC Field Trip*
- *Albany St. Patrick's Parade*
- *Transit Worker Appreciation Day*



Internal Engagement

- *Reached 85% adoption rate on BLINK*
- *Employee Chili Cookoff*
- *Hosted NYPTA PTLI Class*

Social Media Stats

Follower Count-

- Facebook: 8,277 followers
- Instagram: 5,997 followers
- X (Twitter): 4,000 followers

Top Posts (Primary Channel: Facebook)

“Weekend Happenings”

- 4,875 views
- 237 engagements
- 11 interactions

“Flex Plus Pilot Concludes”

- 4,371 views
- 148 engagements
- 10 reactions


 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
Feb 20 · 🌐

It's almost the weekend! Before you slam those laptops shut, check out what's happening in Albany, Montgomery, Rensselaer, Saratoga, Schenectady, and Warren counties. Swipe ➡ to see all of the different activities. And remember, we are here to take you wherever you want to go! Plan your trip using your Navigator app or online: <https://www.cdta.org/trip-planner>

Do you have it event you would like to share? Drop it in the comments below 📌

#rideCDTA #HereToGetYouThere
#StayConnectedWithCDTA #AroundAlbany
#DiscoverAlbany #AroundTroy #EnjoyTroy
#AroundSaratoga #DiscoverSaratoga #AroundADK
#VisitGlensFalls #AroundSchenectady
#DiscoverSchenectady #SoMuchToDoinAmsterdamNY



 **Capital District Transportation Authority - CDTA**
Posted by Hootsuite
6d · 🌐

📢 Heads up! The FLEX+ pilot connecting Joseph L. Bruno Rail Station and Downtown Albany will end on March 28, 2025. But don't worry, FLEX on-demand transit will continue to provide connections to key destinations between Colonie, Guilderland, Latham, and Southern Saratoga County. Learn more here: <https://www.cdta.org/news/cdta-flex-pilot-concludes>.

If you have any questions, call our Customer Service Center at (518) 482-8822, open seven days a week!
#rideCDTA #HereToGetYouThere
#StayConnectedWithCDTA #CDTAUpdates





Looking Ahead

- ***CDPHP Cycle! Season 9 Begins***
- ***United Way 5.18 Day***
- ***Nature Bus Returns***

Questions?