



**CDTA COMMITTEE AGENDA**  
**Community and Stakeholder Relations Committee**  
**Thursday, April 24, 2025 | 11:15 AM**  
**Microsoft Teams & at 110 Watervliet Avenue**

<b>Committee Item</b>	<b>Responsibility</b>
Call to Order	David Stackrow
Approve Minutes of Thursday, March 20, 2025	David Stackrow
<b>Administrative Discussion Items</b>	
• Marketing Overview	Jonthan Scherzer
• Earned Media/Community Engagement Report	Jaime Kazlo
Next Meeting: Thursday, May 22, 2025, via Microsoft Teams and 110 Watervliet Ave	
Adjourn	David Stackrow

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

**Meeting Minutes – March 20, 2025, at 11:15 am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Dave Stackrow, Pat Lance, Jaclyn Falotico; Amanda Avery, Mike Collins, Chris Desany, Lance Zarcone, Jaime Kazlo, Emily DeVito, Jon Scherzer, Rich Cordero, Calvin Young, Kelli Schreivogl, Mike Williams, Thomas Guggisberg, Elide Oyanedel, Stacy Sansky, Jack Grogan, Dave Williams, Steven Micelli, Lori Ana Valentin

### **Meeting Purpose**

Regular monthly meeting of the Community and Stakeholder Relations Committee. Board Member Dave Stackrow noted that a quorum was present. Minutes from February 20, 2025, meeting were reviewed and approved.

### **Administrative Discussion Items**

- Dave Williams and Steve Micelli provided a presentation on our Maintenance Recruitment Program. Over the last several years recruitment of qualified technicians has been challenging. Our Maintenance Department has been working with several local schools and colleges in the Capital Region to develop a pipeline for recruiting potential candidates.
- These partnerships include several touch points with students including career fairs or on-site visits, talking to students about what CDTA can offer them and what career paths are available. We provide tours of our maintenance garages and what a day looks like for our technicians.
- For those interested in exploring a career at CDTA, we offer internships during the school year or over the summer. Most recently we visited with students from SUNY Cobleskill which has resulted in two students who want to intern at CDTA.
- Jaime Kazlo provided the Earned Media and Community Relations report. Last month, CDTA issued 4 press releases, and we earned 5 placements in television, newspaper, and radio both locally and nationally with an estimated value of \$5,000.
- Stories included – CDTA holding a virtual Title VI meeting, aligning fares in Warren County and Transit Worker Appreciation Day. We participated in several community activities and events, including Transit Worker Appreciation Day, Albany St. Patrick's Parade and hosting a field trip for Liberty ARC clients from Amsterdam.
- Jaime also outlined several internal events and engagement opportunities. We hosted the New York State Public Transportation Association Leadership Class, reached an 85% adoption rate on the internal employee app, BLINK, which is above industry standards and held an employee chili cookoff. Congratulations to Glens Falls Operator Travis Shaw for taking home first place!
- Looking ahead, we will participate in the CDPHP Workforce Challenge and United Way 5-1-8 Day.

### **Next Meeting**

Thursday, April 24, 2025, at 11:15am via Microsoft Teams and 110 Watervliet Avenue



# 2025 Marketing Plan Overview

Community & Stakeholder Relations Committee 4.24.2025

# INTRODUCTION

CDTA has built a reputation for leading with forward-thinking mobility options, while boosting community connections and powering what matters to those who live, work, and play in the Capital Region. As we move into a new era in the brand's history, our 2025 messaging strategy puts a renewed focus on our mission and the personal benefits CDTA offers its customers.





# 2025 Marketing Goals

## Increase use and ridership by

- Transition to a new era of leadership
- Improve customer brand experience
- Expand reputation and leadership among community/business leaders
- Support both internal and external workforce development initiatives
- Continue driving ridership and relevance





# Messaging Strategy

Our message remains rooted in the pillars of **Innovation, Connection, & Community.**

This captures the essence of our mission, tells a human story, highlighting the value and benefit CDTA offers to its customers, stakeholders, and business partners.

We will show how the brand is seamlessly intertwined into the lives of Capital Region residents and....their story.





# Campaign Message:

*Here to get you there!*

Create a unified campaign using the three pillars:

- **CONNECTION:** We don't just move people, we connect lives—from daily commutes to newbies  
*Here to get you to what matters most*
- **INNOVATION:** Our multimodal system works smarter, so you ride easier  
*Here to get you there, with flexible, forward-thinking mobility solutions*
- **COMMUNITY:** We're embedded in the communities we serve, partnering with organizations and prioritizing access  
*Here to get you there, because when our community moves forward, we all do*



# Dialing into the Experience

We're not just getting you from Point A to Point B, we're connecting people, businesses, and communities to opportunities and resources:

- Our team undergoes regular training(s) to ensure your experience is welcoming and professional
- CDTA evaluates feedback to enhance service reliability, accessibility, and the customer experience
- From your first ride to your daily commute, we're here to meet your needs

## Here to Get You There

- **...Without the Worry**
- **...With services you can count on**
- **...With a little extra “me” time**





# 2025 MARKETING CAMPAIGN TACTICS



## **April – June 2025**

### **Launch “Here to Get You There”**

- Television spot(s)
- Social Media Video Templates
- Digital ad suite
- Bus Shelter & Vehicle Assets

### **Launch 2025 Season of CDPHP Cycle!**

- New Return & Earn Program
- Bike-related events
- Earth Day Content
- Bike to Work Day

### **Introduce *Navigator* to Warren County**

- New Sales Outlets
- Mass market campaign
- Service agency partnerships

### **Rollout Summer Programs**

- Nature Bus
- Lake George Trolley - Summer Pass Sales
- Belmont Stakes/Saratoga Trolley

### **Welcome new CEO**

- Speaking Opportunities
- Customer Focus Groups

### **Workforce Development push**

- Update Recruitment Assets
- Third party events



# July – September 2025

## Introduce #MyCDTASocial campaign

- Campaign inviting customers to share their experiences. Further outreach can encourage them to share stories on CDTA's platforms

## Promote Summer Programs

- Nature Bus
- Lake George/Saratoga Summer Trolley
- CDPHP Cycle!

## Warren County – Saratoga Connector

- Workforce development/UA push at events
- Media Partnerships & Community Sponsorships

## 9. 2025 Marketing Plan Overview





## E-Mail Marketing

- ***Navigator registration campaign:*** Email-based campaign to promote app benefits
- ***Universal Access educational campaign:*** Promote program to new email members, supported by native ads with Times Union
- ***Email campaign to customers:*** Thanking them for their support + upsell to other CDTA products
- ***Summer Mobility:*** Invite community to spend summer with CDTA, highlighting core products.

## Recruitment

- We have leveraged marketing assets and digital infrastructure to act as a centralized platform for potential candidates
- This year we use a mix of digital campaigns and in-person events to promote openings and the value of working at CDTA
- Specific focus area for maintenance at colleges, online and professional opportunities





# Social + Content

## Goal #1: Increase Ridership

### Weekend Events

- What's happening around the Capital Region each weekend with the prompt that you can take CDTA to get there

### Transit Tip Days

- Engage the audience with helpful content on how to make the most of CDTA's services

### Collaborate w/local influencers

- Partner with local influencers who create social content and leverage their following
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## Goal #2: Expand reputation and leadership

### Universal Access Partnerships

- Not just partners but show how partnering with CDTA the customer, organization, and community

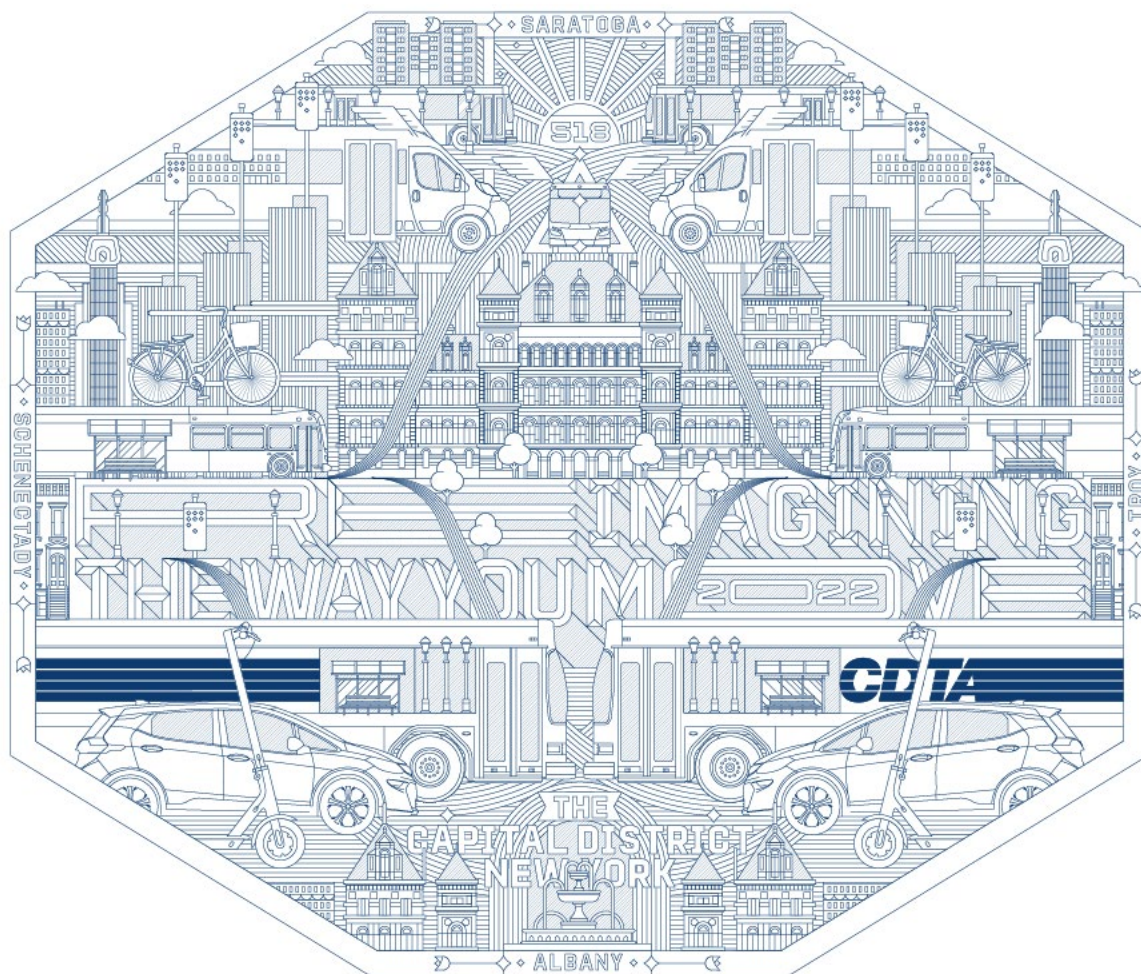
### Promote Community Engagement Events

- Announce and promote CDTA's involvement with local business and at community events

### Visibility for Supporting & Sponsoring Local Initiatives

- Highlight our commitment to community via community sponsorships and local involvement





### **Goal #3: Support Workforce Development**

- Showcase career opportunities with posts around openings, benefits, & how to apply

### **A Day in the Life Series**

- Show what it's like to work at CDTA, by putting a face to our team that drives the community forward

### **Promote Job and Career Fairs**

- Whether they are regional events or hosted by CDTA, let the public know where they can learn more about employment options

### **Celebrate the CDTA workforce milestones**

- Celebrate the CDTA team whenever possible through honors or sharing customer testimonials



# THANK YOU!



Questions? | Comments? | Next Steps.

# Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee 4.24.2025



# Earned Media

Press Releases Sent: 4

Total Stories: 11

Total Value: \$12,000



# Highlights

Transportation

## CDTA board hires new CEO to lead transit authority

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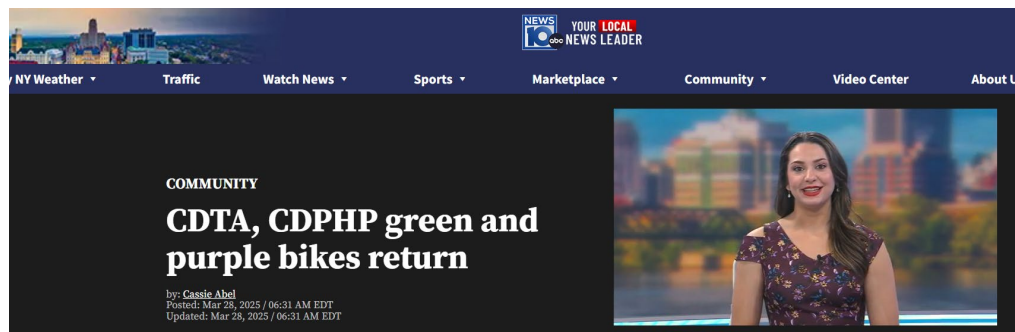


Frank Annicaro, a senior vice president of the New York City Transit Department of Buses, will take over May 12 as CEO of the Capital District Transportation Authority.

DONNA ABBOTT-VLAHOS | ALBANY BUSINESS REVIEW



By Mike DeMasi – Reporter, Albany Business Review  
Mar 26, 2025



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ALBANY, N.Y. (NEWS10)– CDTA and CDPHP are partnering for the ninth season of its bike rental program, CDPHP Cycle! The program kicks off around the Capital region starting Friday.

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# Community Engagement

- *Questar III BOCES Visit*
- *NYS Dr. King Career Fair*
- *Colonie PD Swat Training*
- *Special Olympics Transportation*

# Social Media Stats

## Follower Count-

- Facebook: 8,311 followers
- Instagram: 6,011 followers
- Linked In: 2,083 followers

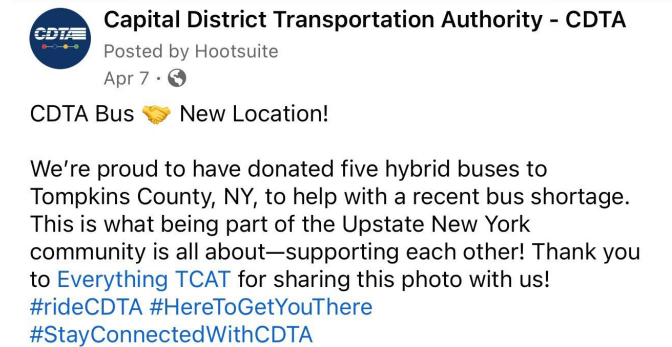
## Top Posts (Primary Channel: Facebook)

### “Welcome New CEO”

- 10,445 views
- 382 reactions
- 4,365 reach

### “Bus Donation to TCAT”

- 17,207 views
- 145 reactions
- 11,828 reach





# Looking Ahead

- ***Flex Changes Public Meetings***
- ***Patriot Flight***
- ***CDPHP Workforce Challenge***
- ***Nature Bus Returns***

# Questions?