



CDTA COMMITTEE AGENDA
Community and Stakeholder Relations Committee
Thursday, March 19, 2026 | 10:00 AM
Microsoft Teams & at 110 Watervliet Avenue

Committee Item

Responsibility

Call to Order

Jacqueline McDonough

Approve minutes of Thursday, February 19, 2026

Jacqueline McDonough

Administrative Discussion Items

- CDPHP *Cycle!* Season 10 Preview
- Monthly Earned Media and Community Engagement Report

Jonathan Scherzer

Jaime Kazlo

Next Meeting: Thursday, April 23, 2026, at 10:00am via Microsoft Teams and 110 Watervliet Ave.

Adjourn

Jacqueline McDonough

**Capital District Transportation Authority
Community and Stakeholder Relations Committee
Meeting Minutes – February 19, 2026, at 11:15am; Microsoft Teams & 110 Watervliet Ave**

In Attendance: Jayme Lahut, Jackie McDonough, Mike Criscione, Patrick Lance; Frank Annicaro, Amanda Avery, Lance Zarcone, Chris Desany, Jaime Kazlo, Patricia Cooper, Emily DeVito, Jon Scherzer, Mike Williams, Gary Guy, Rich Cordero, Kelli Schreivogl, Jack Grogan, Thomas Guggisberg, Stacy Sansky, Sarah Matrose, Jeremy Smith, Dave Williams, Keosha Miles

Meeting Purpose

Regular monthly meeting of the Community and Stakeholder Relations Committee. Committee chair Jackie McDonough noted that a quorum was present. Minutes from January 22, 2026, meeting were reviewed and approved.

Administrative Discussion Items

Staff provided updates on our renewed Ambassador Program, refreshed vision initiative, bus advertising updates and the monthly Earned Media and Community Engagement report.

Jack Grogan gave a presentation on our renewed Community Ambassador Program.

- The program is designed to complement existing CDTA operations and reinforce a customer-first approach to safety, fairness, and reliability across the system while supporting our Operators.
- We have partnered with Tech Valley Security to provide this service on board our buses. Some of what the Ambassadors will do, provide route and customer service information, help with fare compliance issues and assist with disruptive behaviors on buses or at stops. Ambassadors will ride various routes throughout the week. The program officially rolls out today, February 25.

Emily DeVito outlined the next steps in the creation of CDTA’s vision statement, building on the ongoing refresh of our organizational values and success outcomes.

- Emily presented two vision statements to the committee based on input and feedback from this committee and the Board. The Board will now choose the final version.
- The updated vision statement will be introduced in coordination with the rollout of our refreshed values on April 1, 2026, across internal and external audiences.

Jaime Kazlo presented the earned media and community engagement report.

- In the past month, CDTA issued five press releases, generating five media stories across multiple outlets. Coverage highlighted our push for increased state funding in an Op-Ed featured in the Times Union and how our system operates during a snowstorm. Thank you to Albany Operator Jarris Jones for representing the company so well during an interview with channel 10.

- Social media engagement continues to grow across all platforms. High-performing content featured our Mobility Minute segment, focused this month on Safety and Security as well as information related to the January snowstorm.
- CDTA hosted several internal events, including a maintenance appreciation dinner, a retirement celebration for two Albany operators and Go Red for Women Day.
- CDTA participated in multiple community events this month. Highlights included our participation in the Capital Region Glows Red initiative for the Heart Association and a field trip we hosted for Capital Region BOCES students studying Automotive Technology.
- Upcoming engagements include the State of CDTA and Transit Worker Appreciation Day in March.

Jonathan Scherzer led a discussion about introducing full wrap advertising on our buses.

- Working with our partners at Lamar Advertising, they have proposed wrapping a select number of buses in our system that will lead to increased revenue for CDTA.
- During the meeting, we viewed a bus that featured a full wrap and were given the opportunity to provide feedback before moving forward.

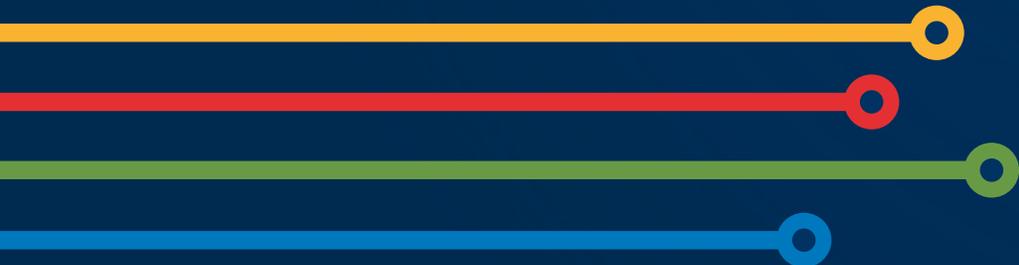
Next Meeting

Thursday, March 19, 2026, at 10:00am via Microsoft Teams and 110 Watervliet Avenue.



CDPHP *Cycle!* 10th Anniversary Season

Community & Stakeholder Relations 3.19.2026



A Last Look Back

- Season nine launched on March 28 and ran through the first week of December 2025
- Program set a ridership for the second straight year, surpassing 100,000 trips for the first time
- Piloted the “Return N’ Earn” program offering credits for hub returns enhancing operations
- Equity programming kickoff via partnership with the Albany Housing Authority





Celebrating 10 Years!

All-Time Superlatives

Carbon Reduced	707,668 pounds
Calories Burned	50.21 Million
Miles	926,724
Money Saved	\$576,263
Rides	473,651

Highest ridership partner – Ualbany

Highest Municipality ridership – City of Albany





Anniversary Branding

- Created in partnership with CDPHP
- Use across digital platforms, social media, grassroots and mass market channels
- Supportive messaging theme(s) –

**“10 Years on 2 Wheels: Healthier Trips
Stronger Communities. More Access.”**





Marketing the Celebration

Promotional Opportunities

- 10th Anniversary Kickoff Press Event
- “Cycle! Saturdays”
- Community Rides
- Last Ride Weekend

Contests and Engagement

- Find the Unicorn Anniversary Bike(s)
- “10 Rides for 10 Years” Challenge
- Seasonal Stories - encourage rider content connected to our “Story” campaign





Enhancing Equity

- Build on Albany Housing Authority pilot
- Reduced cost memberships for residents/employees
- On-site enrollment and educational partnerships

Potential Partners

- Public and affordable housing providers
- Workforce development organizations
- Community colleges & education centers
- Healthcare, hospitality, and services





Operationally Speaking

- 100 new pedal bicycles added to fleet
- 50 new electric-assist bicycles added to fleet

Electric Charging Pilot Phase II

- Extended agreement with partners
 - Kickoff for NYSERDA Grant
 - Brand sponsorship agreement

THANK YOU!

Questions? | Comments? | Next Steps.

Earned Media and Community Engagement Report

Community and Stakeholder Relations Committee **3.19.2026**



Earned Media

Press Releases Sent: 3

Total Stories: 9

Total Value: \$9,000



Highlights

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BUSINESS

CDTA looks to expand services, explore use of AI in 2026

New CEO outlines his vision for the transit authority at first State of CDTA address

By **Lilli Iannella**, Staff Writer
March 14, 2026

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CDTA Ambassadors to Focus on Community Engagement and Fare Compliance

3/11/2026



**PHASE TWO: FARE COMPLIANCE
CDTA AMBASSADOR PROGRAM**

The Capital District Transportation Authority (CDTA) in Albany, NY, launched a new ambassador program designed to strengthen customer support and enhance community engagement. The program represents the second phase of the agency's Fare Compliance Campaign (phase one focused on fare compliance messaging). Operated in partnership with Tech Valley Security, trained agency ambassadors will rotate throughout select routes, offering an approachable, visible resource focused on assistance and engagement.

Ambassadors are responsible for providing route, fare, and general service information, promoting a welcoming environment, and serving as a connection to community resources by coordinating with law enforcement or service providers when necessary. They are not police officers and do not perform enforcement functions.

Social Media Stats

Follower Count- All platforms up

- Facebook: 9,588 followers
- Instagram: 6,862 followers
- Linked In: 2,387 followers
- X: 3,900 followers

Capital District Transportation Authority - CDTA
Posted by Allison Choi
5d · 🌐

🔧 Meet Jonathan, one of our skilled technicians (mechanic) working behind the scenes to keep our fleet moving! 🚗

As Transit Worker Appreciation Day approaches on March 18, 2026, we're recognizing the hardworking employees at CDTA whose skill and dedication power every ride. There's a lot more to a bus than what you see from the outside. Jonathan shares how complex each vehicle really is and how teamwork and continuous learning are what make the work so rewarding. Interested in working at CDTA? Visit CDTA.ORG/APPLY today!
#TransitWorkerAppreciationDay #rideCDTA #HeresWhoGetsYouThere #TWAD2026 🚌

**Celebrating
TRANSIT WORKER
APPRECIATION**

JONATHAN BROPHY

Capital District Transportation Authority
2,387 followers
6d · 🌐

We're proud to recognize the incredible women who keep our communities moving every day! From operators and mechanics to planners, leaders, and frontline staff. Their dedication, skill, and passion help us deliver safe, reliable transit across the Capital Region! This International Women's Day, and every day, we honor the women who shape our organization and inspire the next generation.

International Women's Day
SUNDAY, MARCH 8, 2026

👍🗨️🔄 Jeremy Smith, MPA and 29 others 1 repost

Like Comment Repost

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Internal Events



Employee State of CDTA

Community Engagement





Looking Ahead

- *Vision/Values Roll Out*
- *Dr. King Career Fair*
- *Annual Rodeo/Family Fun Day*

Questions?