**FARE COLLECTION 101**

**MEETING AGENDA**

**Sunday August 14, 2022**  
**10:00 a.m. – 12:00 p.m.**

Sheraton Denver Downtown Hotel

Denver, Colorado

2nd Floor, Conference Room: Delaware C-D

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|  | 10:00 a.m. | **Welcome / call to order**  *Christina Belmont, Vice President – Marketing, SDI Presence LLC* |  |
|  | **10:05 a.m.** | **Introduction of FC 101 Facilitators and Speakers**  *Christina Belmont, Vice President – Marketing, SDI Presence LLC* |  |
|  | 10:10 a.m. | **Fare Collection & The Customer Experience**  *Nancy Brooks,* *Specialist Master, Transportation, Deloitte Consulting* |  |
|  | 10:30 a.m. | **FC Reporting & Revenue Management (Money Room, TVMs, Fareboxes, et al.)**  *Endya Freeman, Revenue Manager, Jacksonville Transportation Authority* |  |
|  | 10:50 a.m. | **Approach to Procuring AFC Systems**  *Doug Deckert, Fare Collection Systems Specialist, WSP USA* |  |
|  | 11:10 a.m. | **Fare Collection Voice of Experience**  *Alex Litchfield, Vice President, Business Development, Bytemark, Inc.* |  |
|  | 11:30 a.m. | **Fare Collection Staff & Customer Equity Issues**  *Endya Freeman, Revenue Manager, Jacksonville Transportation Authority* |  |
|  | 12:00 p.m. | **Wrap Up, Guide & Advice on What to Expect from the Conference**  *Panel* |  |
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