



Marketing, Communications & Customer Experience Committee

September 14, 2025

Boston, MA

AGENDA

Call to Order	Jaime Kazlo, Chair
Welcome & Introductions	Jaime Kazlo
MBTA Host Presentation	Andrew Cassidy
Research, Communications and Advocacy Update (RCA)	TJ Doyle
FIFA World Cup 2026	TJ Doyle
2026 APTA MCX Workshop	Adam Shumaker
CX Day	Jaime Kazlo & Adam Shumaker
Information Sharing Forum Updates	
- Customer Experience	
- Public Information Officers	
- Social Media	
- Ridership	
- Storytelling	
- Transit Advertising Revenue	
New Business	
Adjourn	

Next Meeting: February 22, 2026, Savannah, GA (in conjunction with APTA MCX Workshop)