



**Marketing & Communications Committee**  
**Florida Ballroom A, Hyatt Regency**  
**October 8, 2023 \* 3:15 – 4:45 p.m. \* Orlando, FL**

**AGENDA**

Call to Order	Glen Becerra, Chair
Welcome & Introductions	Glen Becerra
Leadership APTA Presentation Safe for All: An Innovative Systems Approach to Enhancing Customer Safety	Leadership APTA Team
FTA Update	Paul Kincaid
APTA Report	Jack Gonzalz
APTA Advocacy Tools	Matt Dickens
Advocacy Update	TJ Doyle & Ashley Middleton
Voices for Public Transit Update	TJ Doyle, Teresa Stepic & Tracy Terrell
2024 Marketing & Communications Workshop	Jaime Kazlo
Information Sharing Forum Updates	
Customer Experience	Aaron Weinstein
Public Information Officers	Amy Thompson
Social Media	Adriana Hemzacek & Zack Farmer
Ridership	Melissa Chrisman
Telling Our Story	Adam Shumaker
New Business	
Adjourn	

**Next Meeting:** February 11, 2024 (Marketing & Communications Workshop, New Orleans, LA)