

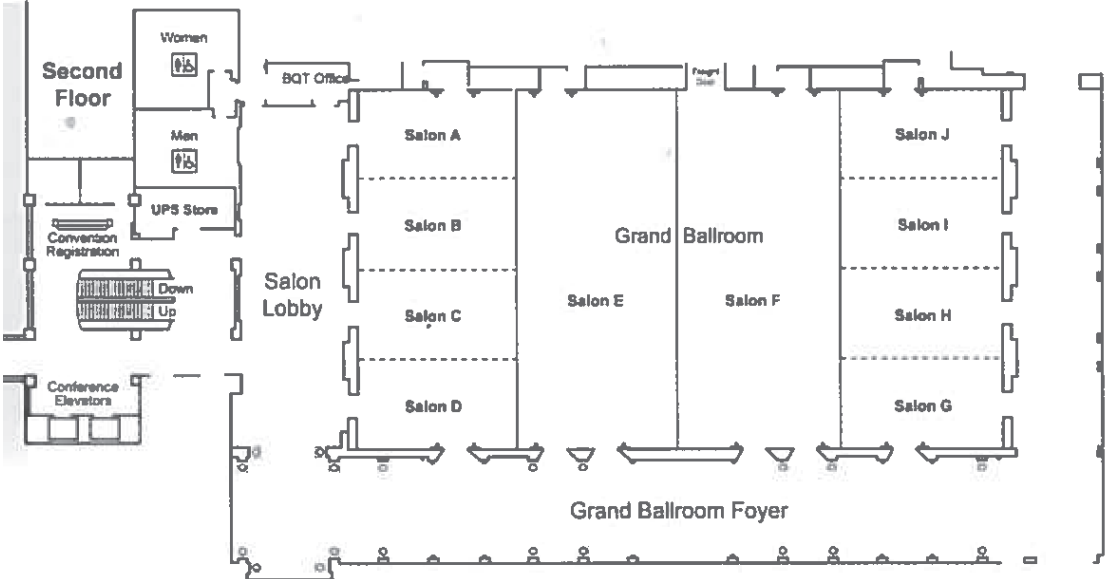


# 2017 Marketing & Communications Workshop

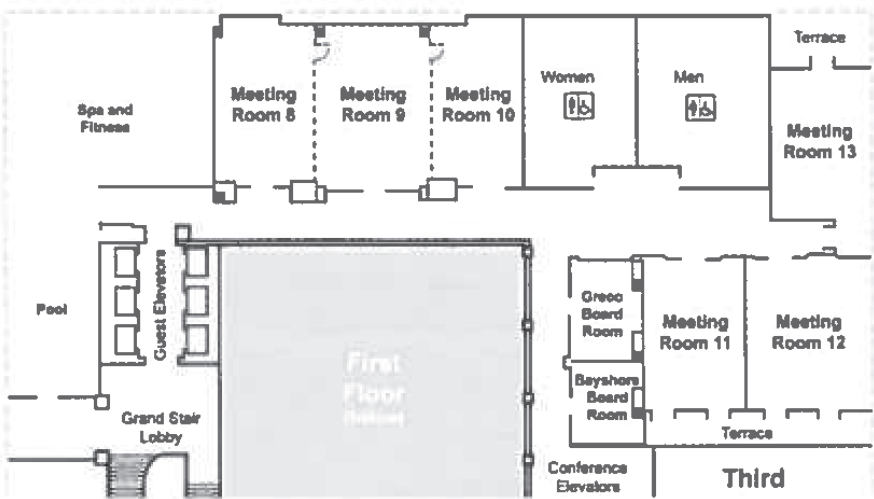
## HOTEL FLOOR PLAN

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### Second Level



### Third Level



# 2017 Marketing & Communications Workshop

## PROGRAM AT-A-GLANCE

SUNDAY, FEB. 26	MONDAY, FEB. 27	TUESDAY, FEB. 28	WEDNESDAY, MAR. 1
<p>1 – 6 p.m. <b>Registration</b> Meeting Room 11, 3rd Floor</p>	<p>7 – 11 a.m. &amp; 2 – 3 p.m. <b>Registration</b> Meeting Room 11, 3rd Floor</p>	<p>8 a.m. – 12 p.m. <b>Registration</b> Meeting Room 11, 3rd Floor</p>	<p>7:30 – 8:30 a.m. <b>Continental Breakfast</b> Meeting Room 9 Foyer, 3rd Floor</p>
<p>2 – 4 p.m. <b>Marketing &amp; Communications Committee Meeting</b> Grand Salons G-J, 2nd Floor</p>	<p>7 – 8 a.m. <b>Continental Breakfast</b> Grand Salon E Foyer, 2nd Floor</p>	<p>8 a.m. – 12 p.m. <b>Joint Information Center (JIC) Workshop</b> (Pre-registration required) Grand Salons I-J, 2nd Floor</p>	<p>8:30 – 9:30 a.m. <b>A Day in the Life</b> Meeting Room 12, 3rd Floor</p>
<p>5 – 6 p.m. <b>Welcome to APTA</b> Grand Salon E, 2nd Floor</p>	<p>8 – 9:30 a.m. <b>OPENING SESSION: Communications as a Strategic Initiative</b> Grand Salons E-F, 2nd Floor</p>	<p>8:15 – 10 a.m. <b>2017 Call Center Challenge Finals</b> Grand Salons E-F, 2nd Floor</p>	<p>8:30 – 9:30 a.m. <b>Social Media Palooza</b> Meeting Rooms 8, 9, 10 and 11, 3rd Floor</p>
<p>6 – 7 p.m. <b>Welcoming Reception</b> Grand Salon E Foyer, 2nd Floor</p>	<p>9:45 – 11 a.m. <b>Ballot Measures &amp; State of Good Repair</b> Grand Salons E-F, 2nd Floor</p>	<p>10:15 – 11:30 a.m. <b>Customer Service &amp; Social Media</b> Grand Salons E-F, 2nd Floor</p>	<p>9:45 – 10:45 a.m. <b>A Day in the Life</b> Meeting Room 12, 3rd Floor</p>
<p>7:10 p.m. (Dutch-treat) <b>Dinner Groups</b> Marriott Lobby</p>	<p>11:15 a.m. – 12:30 p.m. <b>Ridership Campaigns</b> Grand Salon E, 2nd Floor</p>	<p>12 – 1:30 p.m. <b>Lunch &amp; Learn: Group Discussions by System Size</b> - Small Systems Grand Salons G-H, 2nd Floor - Medium Systems Grand Salons E-F, 2nd Floor - Large Systems Grand Salons I-J, 2nd Floor</p>	<p>9:45 – 10:45 a.m. <b>Social Media Palooza</b> Meeting Rooms 8, 9, 10 and 11, 3rd Floor</p>
	<p>11:15 a.m. – 12:30 p.m. <b>Crisis Communications</b> Grand Salon F, 2nd Floor</p>		<p>10:45 – 11:15 a.m. <b>CLOSING SESSION: That's a Wrap!</b> Meeting Room 12, 3rd Floor</p>
	<p>12:30 – 2:30 p.m. <b>Lunch on Your Own</b></p>		
	<p>2:30 – 4:30 p.m. <b>Marketing &amp; Communications Exchange and Round Tables</b> Grand Salon F, 2nd Floor</p>	<p>1:45 – 2:15 p.m. <b>AdWheel Awards Celebration</b> Grand Salons E-F, 2nd Floor</p>	
	<p>3:30 – 5 p.m. <b>Advertising Revenue Information Exchange</b> Grand Salons G-H, 2nd Floor</p>	<p>2:30 – 3:45 p.m. <b>Research</b> Grand Salons E-F, 2nd Floor</p>	
	<p>3:30 – 5:30 p.m. <b>PIO Shop Talk</b> Grand Salons I-J, 2nd Floor</p>	<p>2:30 – 3:45 p.m. <b>Tips to Ensure a Successful Television Interview</b> Grand Salons G-H, 2nd Floor</p>	
	<p>6 – 7 p.m. (cash bar) <b>Networking Reception</b> Meeting Rooms 5-6, 3rd Floor</p>	<p>6:30 p.m. (Dutch-treat) <b>Dinner Groups</b> Marriott Lobby</p>	
	<p>6:30 p.m. (Dutch-treat) <b>Dinner Groups</b> Marriott Lobby</p>		



# 2017 Marketing & Communications Workshop

## Sunday, February 26

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**1 – 6 p.m.**

Meeting Room 11, 3rd Floor

### Registration

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Workshop padfolios sponsored by Cubic Transportation Systems, Inc.



**2 – 4 p.m.**

Grand Salons G-J, 2nd Floor

### Marketing & Communications Committee Meeting

Chair, Morgan Lyons

**5 – 6 p.m.**

Grand Salon E, 2nd Floor

### Welcome to APTA

New to the public transit industry or APTA? This kick-off event is intended to acquaint you with the resources and people who can help make your entry into the public transit industry easier. Plus, meet our workshop ambassadors and learn how they can help you get the most out of your time in Tampa.

#### WELCOME & INTRODUCTIONS

**Morgan Lyons**, Member, APTA Board of Directors; Chair, APTA Marketing & Communications Committee; and Assistant Vice President, External Relations, Dallas Area Rapid Transit, Dallas, TX

#### INTRODUCTION TO APTA

**Doran J. Barnes**, Chair, APTA, and Executive Director, Foothill Transit, West Covina, CA

#### APTA RESOURCES

**Jack Gonzalez**, Senior-Director – Marketing & Sales, APTA

#### MEET THE M&C WORKSHOP AMBASSADORS

**6 – 7 p.m.**

Grand Salon E Foyer, 2nd Floor

### Welcome Reception

Mix and mingle with fellow public transit marketing and communications professionals in a relaxed atmosphere that sets the collegial tone for the 2017 workshop.

**7:10 p.m.**

Marriott Lobby

### Dinner Groups (Dutch-treat)

Your chance to meet other public transit marketing and communications professionals and build your network of industry contacts in a relaxed, casual setting. Can't make it to dinner tonight? No worries, we have group dinners scheduled for Monday and Tuesday.

Sign up for a dinner group in the registration area.

# Monday, February 27

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7 – 11 a.m. & 2 – 3 p.m.  
Meeting Room 11, 3rd Floor

## Registration

7 – 8 a.m.  
Grand Salon E Foyer, 2nd Floor

## Continental Breakfast

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Breakfast sponsored by Moovel.



8 – 9:30 a.m.  
Grand Salons E-F, 2nd Floor

## Opening Session: Communications as a Strategic Initiative

Communicators have earned their seats in the C-suite, but this is no time to sit idly. Communicators enjoy more opportunities than ever to serve their organizations as strategic advisors, guiding the futures of those agencies and businesses. It is increasingly important for APTA members to tell their stories to customers, stakeholders and elected officials. The value of effective communications was demonstrated during the passage of the FAST Act and continues to be proved out in the ongoing discussion about infrastructure investment.

This session will feature a panel discussion with industry leaders who are changing how Americans think about public transportation. The agencies they represent embody the theme of, “Where Public Transportation Goes, Community Grows.”

### PRESIDING

**Morgan Lyons**, Member, APTA Board of Directors; Chair, APTA Marketing & Communications Committee; and Assistant Vice President, External Relations, Dallas Area Rapid Transit, Dallas, TX

### HOST WELCOME

**Katharine Eagan, AICP**, Chief Executive Officer, Hillsborough Area Regional Transit Authority, Tampa, FL

### APTA EXPO INVITATION

**Ryland N. McClendon**, Assistant General Manager/Communications & External Affairs, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

### CHAIR’S REMARKS

**Doran J. Barnes**, Chair, APTA, and Executive Director, Foothill Transit, West Covina, CA

### COMMUNICATIONS AS A STRATEGIC INITIATIVE PANEL DISCUSSION

**Brad J. Miller**, Chief Executive Officer, Pinellas Suncoast Transit Authority, St. Petersburg, FL

**Katharine Eagan**

**Doran J. Barnes**

## Monday, February 27 (continued)

9:45 – 11 a.m.

Grand Salons E-F, 2nd Floor

### **Ballot Measures and State of Good Repair: Growing Pains – Communicating in Expanding Times**

As public transit agencies expand or look to make significant repairs or replacements, communications must take on all forms to reach riders and the public. And if that wasn't difficult enough – consider the types of messages needed – some competing, some controversial, some celebratory – and they all need to be on point! Our panel will share its stories of success that will provide good ideas for your communication challenges.

#### **MODERATOR**

**Aaron Weinstein**, Chief Marketing Officer, San Francisco Bay Area Rapid Transit District, Oakland, CA

#### **PANELISTS**

**Craig Davison**, Executive Director, Sound Transit, Seattle, WA

**Pauletta Tonilas**, Chief Communications Officer, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

**Amy Ford**, Director, Public Relations Office, Colorado Department of Transportation, Denver, CO

11:15 a.m. – 12:30 p.m.

Grand Salon E, 2nd Floor

### **Ridership Campaigns, Customer Experience, and Ridership Development**

A big ridership event. A new bus route. A new fare system. It's all in a day's work for some of our marketing peers and at the center of it all – the rider. It takes careful planning, coordination, and execution to make it all work out just right. Take the opportunity to hear how they did it, how their riders reacted, and take home a few news ideas to make you look like a marketing hero!

#### **MODERATORS**

**Nicole Recker**, Vice President of Marketing & Communications, Denton County Transportation Authority, Lewisville, TX

#### **PANELISTS**

**Will S. Kenlaw, III**, Program Manager, Marketing, Advertising & Sales, Montgomery County Transit Services/Ride On, Rockville, MD

**Steve Rosenstock**, Senior Manager, Marketing and Communications, Hillsborough Area Regional Transit Authority, Tampa, FL

**Cyndi Raskin-Schmitt**, Director of Communications & Marketing, Pinellas Suncoast Transit Authority, St. Petersburg, FL

**Frank White, III**, Chief Marketing Officer, Kansas City Area Transportation Authority, Kansas City, MO

## Monday, February 27 (continued)

11:15 a.m. – 12:30 p.m.  
Grand Salon F, 2nd Floor

### **Crisis Communications**

Join us for this ever popular and informative session on crisis communications. It is a time to learn from our PIO peers on how to effectively work with your agency and with the media when an unexpected crisis hits.

This year's panelists will address how the two-person communications office at Denton County Transportation Authority manages a crisis situation; how Metropolitan Atlanta Rapid Transit Authority's media relations team successfully got ahead of the press about an accident; and how the Los Angeles County Metropolitan Transportation Authority successfully conducted an active shooter recovery exercise drill at Union Station.

#### **MODERATOR**

**Susan Massel**, Director of Communications and Public Affairs, Regional Transportation Authority, Chicago, IL

#### **PANELISTS**

**Adrienne Hamilton**, Senior Communications Specialist, Denton County Transportation Authority, Lewisville, TX

**Ryland N. McClendon**, Assistant General Manager/Communications & External Affairs, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

**Dave Sotero**, Communications Manager, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

12:30 – 2:30 p.m.

### **Lunch on Your Own**

2:30 – 4:30 p.m.  
Grand Salon F, 2nd Floor

### **Marketing & Communications Exchange and Round Tables**

Meet with your marketing and communications peers at moderated round tables. Discuss the latest issues, gain insight into matters that affect your organization, and share your latest successes and challenges. Plus, take time to "shop" the Marketing Exchange and gather sample marketing and communications materials from your fellow attendees.

#### **MODERATOR**

**Victor Garcia**, Corporate & Community Outreach Manager, South Florida Regional Transportation Authority, Pompano Beach, FL

#### **TABLE TOPICS**

##### ***Recruitment Campaigns***

**Jan Kijowski**, Marketing Manager, Champaign-Urbana Mass Transit District, Urbana, IL

##### ***Safety Campaigns***

**Jennifer Arndt**, Director, Transit Safety Programs, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA



## Monday, February 27 (continued)

### **Branding**

**Vanessa P. Brooks, MA**, Senior Marketing & Communications Manager, Jacksonville Transportation Authority, Jacksonville, FL

### **Communicating Mixed Messages**

**Lauren Day**, Marketing and Communications Manager, Indianapolis Public Transportation Corporation, Indianapolis, IN

### **Social Media Stunts**

**Brendan Conway**, Chief Marketing & Communications Officer, Milwaukee County Transit System, Milwaukee, WI

### **What Grinds Your Gears?**

**Meg Kester**, Marketing Manager, Lane Transit District, Eugene-Springfield, OR

### **Rideshare Programs**

**Gregory Brackin**, Director of Operations Support, Hillsborough Area Regional Transit Authority, Tampa, FL

### **Winning Ridership Strategies**

**Beth Bousley**, Director of Communications and Customer Service, Spokane Transit Authority, Spokane, WA

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Break sponsored by Pavlov Advertising.

**PAVLOV**

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**3:30 – 5 p.m.**

Grand Salons G–H, 2nd Floor

### **Advertising Revenue Information Exchange**

Join us for an open discussion on topics such as advertising contracts, new ad revenue generating ideas, and First Amendment issues. The free-flowing nature of this meeting will allow attendees to discuss topics of interest to the group.

#### **FACILITATOR**

**Bobbie C. Crichton**, Marketing Programs Coordinator, Advertising & Media Relations, Miami-Dade Transit, Miami, FL

**3:30 – 5:30 p.m.**

Grand Salons I–J, 2nd Floor

### **PIO Shop Talk**

This always popular media relations session is a chance to meet your peers and share your thoughts, concerns, and best practices in an informal session. On top of the educational exchanges, it is a great opportunity to build your network of public transit PIO colleagues.

#### **MODERATOR**

**Michelle Cantey**, Director, Marketing/Public Information Officer, Waccamaw Regional Transportation Authority, Conway, SC

## **Monday, February 27** (continued)

**6 – 7 p.m.**

Meeting Rooms 5-6, 3rd Floor

### **Networking Reception** (cash bar)

**6:30 p.m.**

Marriott Lobby

### **Group Dinners** (Dutch-treat)

Your chance to meet other public transit marketing and communications professionals and build your network of industry contacts in a relaxed, casual setting. Can't make it to dinner tonight? No worries, we have group dinners scheduled for Tuesday.

Sign up for a dinner group in the registration area.

# Tuesday, February 28

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8 a.m. – 12 p.m.

Meeting Room 11, 3rd Floor

## Registration

8 a.m. – 12 p.m.

Grand Salons I-J, 2nd Floor

## Joint Information Center (JIC) Workshop

(Pre-registration required)

This is a unique opportunity to learn from FEMA crisis communications trainers. In this 4-hour session – tailored to a public transportation focus – attendees will participate in a simulated large-scale, multi-jurisdictional disaster.

Session participants will be asked to fill roles of non-transit PIOs, including role playing as members of the media and local officials. Many participants will be asked to step into unfamiliar roles, in which they will be intentionally pushed beyond their comfort zone so as to better prepare them for the demands of a major activation and what to expect if they participate in a Joint Information Center/System as part of a disaster response.

Participants will be asked to register and will have to commit to the entire four-hour session. There may be a small area where observers can sit.

***Session includes continental breakfast.***

### CERTIFIED FEMA INSTRUCTORS

**Thomas Iovino**, Certified FEMA Instructor and Communications Director, Florida Department of Health in Manatee County, Bradenton, FL

**Holly Wade**, Certified FEMA Instructor and Special Operations Manager, Hillsborough County Fire and Rescue, Tampa, FL

**Bill Wade**, Certified FEMA Instructor and Retired Captain, Tampa Fire and Rescue PIO, Tampa, FL

### PUBLIC TRANSIT PIOs

**Bonnie Arnold**, Public Information Officer, South Florida Regional Transportation Authority, Pompano Beach, FL

**Bob Lasher**, External Affairs Officer, Pinellas Suncoast Transit Authority, St. Petersburg, FL

**Sandra Morrison**, Public Information Officer, Hillsborough Area Regional Transit, Tampa, FL

## Tuesday, February 28 (continued)

8:15 – 10 a.m.

Grand Salons E-F, 2nd Floor

### 2017 Call Center Challenge Finals

Don't miss the finals of the 2017 Call Center Challenge. Watch our five call center finalists face off in a competition to test their customer service and problem-solving skills at this lively and entertaining event. Come see who walks away with the title of public transit's best call center employee.

*Event includes hot plated breakfast.*

#### HOST

**Thomas Costello**

#### CONTESTANTS

**Katie Quinonez**, Santa Clara Valley Transportation Authority, San Jose, CA

**David Backers**, Southeastern Pennsylvania Transportation Authority, Philadelphia, PA

**Violet Duncan**, Tri-County Metropolitan Transportation District of Oregon, Portland, OR

**Iliana Mena**, Access Services, Inc., Los Angeles, CA

**Melissa Barna**, METRO Regional Transit Authority, Akron, OH

10:15 – 11:30 a.m.

Grand Salons E-F, 2nd Floor

### Customer Service & Social Media

Social media has become an essential engagement tool for public transit agencies to connect with their riders. During this session, experts explore topics like best practices for posting on social-media platforms; how to respond to rider complaints; how social media strategy affects your brand; analytics and how to leverage them; and effective ways for your executives to use social media.

#### MODERATOR

**J.C. Vannatta**, Director, Communications & Marketing, Tri-County Metropolitan Transportation District of Oregon, Portland, OR

#### PANELISTS

**Brandy Lynn Jones**, External Affairs Manager, Southwest Ohio Regional Transit Authority, Cincinnati, OH

**Matthew Hibbard**, Social Media Communications Manager, Bi-State Development Agency, St. Louis, MO

**Laurel R. McJannet**, Public Information Specialist, Community Transit, Everett, WA

## Tuesday, February 28 (continued)

12 – 1:30 p.m.

### **Lunch & Learn: Group Discussions by System Size**

Get your box lunch and head to one of three rooms that corresponds with your transit agency's size – small, medium or large. It's an ideal opportunity to discuss challenges your system encounters, your insights, successes – and failures – with your fellow marketing and communications colleagues.

Grand Salons G-H, 2nd Floor

#### **SMALL SYSTEMS** (Four million or fewer passenger trips annually)

##### **FACILITATOR**

**Maria Smith**, Marketing Officer, Mountain Line Transit Authority, Morgantown, WV

Grand Salons E-F, 2nd Floor

#### **MEDIUM SYSTEMS** (More than four million, but fewer than 20 million passenger trips annually)

##### **FACILITATOR**

**Jacqueline K. Sheader**, Public Relations Manager, Centre Area Transportation Authority, State College, PA

Grand Salons I-J, 2nd Floor

#### **LARGE SYSTEMS** (More than 20 million passenger trips annually)

##### **FACILITATOR**

**Jennifer Jinadu-Wright**, Director of Marketing & Communications, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

1:45 – 2:15 p.m.

Grand Salons E-F, 2nd Floor

### **AdWheel Awards Celebration**

We're celebrating the first place recipients of the 2017 AdWheel Awards. If you've won, congrats! All you have to do now is claim your award, pose for a photo and eat ice cream.

##### **REMARKS**

**Morgan Lyons**, Member, APTA Board of Directors; Chair, APTA Marketing & Communications Committee; and Assistant Vice President, External Relations, Dallas Area Rapid Transit, Dallas, TX

**Doran J. Barnes**, Chair, APTA, and Executive Director, Foothill Transit, West Covina, CA

## Tuesday, February 28 (continued)

**2:30 – 3:45 p.m.**

Grand Salons E-F, 2nd Floor

### **Research**

Come learn how research can enhance your marketing campaign and use customer input to better rebuild your brand. We will also share experiences on using research to ensure that your new technology fits the needs of your consumers. And bring your marketing research questions for the community to answer.

#### **MODERATOR**

**Carol G. Smith**, Director, Research & Analysis, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

#### **PANELISTS**

**Bernice Alaniz**, Director, Communications and Public Affairs, Santa Clara Valley Transportation Authority, San Jose, CA

**Susan B. Richards**, President, SR Concepts, Charleston, SC

**Aileen Magnera**, Advertising & Creative Supervisor, Regional Transportation Commission of Southern Nevada, Las Vegas, NV

**Robin Salter, PhD**, Senior Performance Analyst, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

**2:30 – 3:45 p.m.**

Grand Salons G-H, 2nd Floor

### **Tips to Ensure a Successful Television Interview**

On-camera TV interviews are part of the job for many of us, even if we're having a bad-hair day, wearing a striped shirt or left our smile at home. Learn about how to prepare for TV interviews to ensure your messages are heard as well as boost the public trust and reputation of your agency.

#### **TRAINERS**

**Cindy Baker**, Vice President/Communications PIO, Kansas City Area Transportation Authority, Kansas City, MO

**Paul Gonzales**, External Affairs Manager, Long Beach Transit, Long Beach, CA

**Augusta Meyers**, Communications Manager, Mid-Region Council of Governments, Albuquerque, NM

**Jaime Watson**, Communications Manager, Capital District Transportation Authority, Albany, NY

**6:30 p.m.**

Marriott Lobby

### **Dinner Groups** (Dutch-treat)

Your chance to meet other public transit marketing and communications professionals and build your network of industry contacts in a relaxed, casual setting.

Sign up for a dinner group in the registration area.

# Wednesday, March 1

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**7:30 – 8:30 a.m.**

## **Continental Breakfast**

Meeting Room 9 Foyer, 3rd Floor

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Breakfast sponsored by Moovel.



**8:30 – 9:30 a.m.**

## **A Day in the Life**

Meeting Room 12, 3rd Floor

Representatives from small, medium and large agencies describe how they navigate their way through social media. Presenters will share how they prioritize their needs, the resources they have and how they target their efforts. Ample time will be given for a lively discussion.

### **MODERATOR**

**Julia Schick**, Director of Communications & Marketing, Laketrans, Painesville, OH

### **PANELISTS**

**Fairen Horner**, Communications & Customer Support Assistant, Blacksburg Transit, Blacksburg, VA

**Amy Snyder**, Customer Service Manager, Champaign-Urbana Mass Transit District, Urbana, IL

**John Gordon**, Director of Social Media, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

**8:30 – 9:30 a.m.**

## **Social Media Palooza**

Meeting Rooms 8, 9, 10 and 11,  
3rd Floor

Be a part of a participant-driven, interactive meeting that uses an open space format. Have the opportunity to learn exactly what you need and connect with people with similar needs to learn from each other. There's no pre-determined agenda and discussion topics are proposed by attendees leading up to Wednesday morning's sessions.

### **FACILITATORS**

**Laurie Robison**, Director of Marketing, Capital Area Transportation Authority, Lansing, MI

**Lisa Bahr**, Marketing Communications Director, Cubic Transportation Systems Inc., San Diego, CA

**Amanda Clelland**, Marketing & Communications Coordinator, Nashville Metropolitan Transit Authority, Nashville, TN

**Jacqueline Sheader**, Public Relations Manager, Centre Area Transportation Authority, State College, PA

## Wednesday, March 1 (continued)

**9:45 – 10:45 a.m.**

Meeting Room 12, 3rd Floor

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

Representatives from small, medium and large agencies describe how they navigate their way through social media. Presenters will share how they prioritize their needs, the resources they have and how they target their efforts. Ample time will be given for a lively discussion.

#### **MODERATOR**

**Teresa Stepic**, Vice President, Client Relations, DDC Public Affairs, Washington, DC

#### **PANELISTS**

**Julia Schick**, Director of Communications & Marketing, Laketran, Painesville, OH

**Martin Munguia**, Corporate Communications Manager, Community Transit, Everett, WA

**Alicia Trost**, Communications Department Manager, San Francisco Bay Area Rapid Transit District, Oakland, CA

**9:45 – 10:45 a.m.**

Meeting Rooms 8, 9, 10 and 11,  
3rd Floor

### **Social Media Palooza**

Be a part of a participant-driven, interactive meeting that uses an open space format. Have the opportunity to learn exactly what you need and connect with people with similar needs to learn from each other. There's no pre-determined agenda and discussion topics are proposed by attendees leading up to Wednesday morning's sessions.

#### **FACILITATORS**

**Jennifer Jinadu-Wright**, Director of Marketing & Communications, Metropolitan Atlanta Rapid Transit Authority, Atlanta, GA

**Brittany Schlacter**, Public Outreach Coordinator for Digital Media, Interurban Transit Partnership (The Rapid), Grand Rapids, MI

**Lauren B. Parker**, Manager of Marketing & Outreach Services, Tri-County Metropolitan Transportation District of Oregon, Portland, OR

**Ashlie Handy**, Media Liaison, Pinellas Suncoast Transit Authority, St. Petersburg, FL

**10:45 – 11:15 a.m.**

Meeting Room 12, 3rd Floor

### **CLOSING SESSION: That's a Wrap!**

This is your chance to voice your opinions about APTA's 2017 Marketing & Communications Workshop and make suggestions for next year's event.



## 2017 AdWheel First Place Winners

Congratulations to the 2017 AdWheel Award first place winners. Entrants' emails are provided so that you may reach out to get more information. You may also view all submissions in the AdWheel Awards gallery online at [www.apta.com/adwheel](http://www.apta.com/adwheel).

ORGANIZATION NAME	GROUP	ENTRANT'S EMAIL ADDRESS
<b>BEST PRINT MEDIA TO INCREASE RIDERSHIP OR SALES</b>		
LAKETRAN	1	jschick@laketrans.com
Southern California Regional Rail Authority (SCRRA)	2	ringlandw@scrra.net
Regional Transportation District	3	steve.reilly@rtd-denver.com
Complete Coach Works	4	ccasas@completecoach.com
<b>BEST ELECTRONIC MEDIA TO INCREASE RIDERSHIP OR SALES</b>		
Northern Arizona Intergovernmental Public Transportation Authority	1	jlenners@naipta.az.gov
Hillsborough Area Regional Transit Authority (HART)	2	RosenstockS@goHART.org
Regional Transportation District	3	steve.reilly@rtd-denver.com
ALSTOM Transportation Inc.	4	michelle.stein@transport.alstom.com
<b>BEST SPECIAL EVENT TO INCREASE RIDERSHIP OR SALES</b>		
Fargo Metropolitan Area Transit System	1	thaak@matbus.com
South Florida Regional Transportation Authority	2	garciav@sfrta.fl.gov
Regional Transportation District	3	steve.reilly@rtd-denver.com
<b>BEST SOCIAL MEDIA TO INCREASE RIDERSHIP OR SALES</b>		
Salem-Keizer Transit	1	jenny.furniss@cherriots.org
Spokane Transit Authority	2	ebousley@spokanetransit.com
Metropolitan Atlanta Rapid Transit Authority	3	jjinadu@itsmarta.com
Lost Art Communications LLC	4	brian.sullivan@lostartcommunications.com
<b>BEST PARTNERSHIP TO INCREASE RIDERSHIP OR SALES</b>		
Transfort/Dial-A-Ride	1	mbrooks@fcgov.com
OMNITRANS	2	nicole.ramos@omnitrans.org
San Diego Metropolitan Transit System (MTS)	3	stacie.bishop@sdmts.com
Metropolitan Transit Authority of Harris County	3	rf12@ridemetro.org
CommuterAds	4	russ@commuterads.com
<b>BEST SHOESTRING TACTIC TO INCREASE RIDERSHIP OR SALES</b>		
Denton County Transportation Authority	1	ahamilton@dcta.net
Clark County Public Transportation Benefit Area Authority (C-TRAN)	2	ericf@c-tran.org
LYNX - Central Florida Regional Transportation Authority	3	mfriedman@golynx.com
<b>BEST COMPREHENSIVE CAMPAIGN TO INCREASE RIDERSHIP OR SALES</b>		
LAKETRAN	1	jschick@laketrans.com
South Coast British Columbia Transportation Authority (TransLink)	2	ingrid.bowles@translink.ca
Regional Transportation District	3	steve.reilly@rtd-denver.com
Q'Straint	4	marketing@qstraint.com

KEY FOR MEMBER TYPE			
GROUP 1	GROUP 2	GROUP 3	GROUP 4
Less than 4 million annual passenger trips	Between 4 million and 20 million annual passenger trips	Greater than 20 million annual passenger trips	Business member

## 2017 AdWheel Winners

ORGANIZATION NAME	GROUP	ENTRANT'S EMAIL ADDRESS
<b>BEST PRINT MEDIA TO HIGHLIGHT TRANSIT NEEDS/FUNDING</b>		
Greensboro Transit Authority	2	kevin.elwood@greensboro-nc.gov
<b>BEST ELECTRONIC MEDIA TO HIGHLIGHT TRANSIT NEEDS/FUNDING</b>		
Jacksonville Transportation Authority	2	wmilnes@jtafla.com
Regional Transportation District	3	steve.reilly@rtd-denver.com
<b>BEST SOCIAL MEDIA TO HIGHLIGHT TRANSIT NEEDS/FUNDING</b>		
Dallas Area Rapid Transit	3	kptacek@dart.org
<b>BEST PARTNERSHIP TO HIGHLIGHT TRANSIT NEEDS/FUNDING</b>		
Hillsborough Area Regional Transit Authority (HART)	2	RosenstockS@goHART.org
LYNX - Central Florida Regional Transportation Authority	3	mfriedman@golynx.com
<b>BEST COMPREHENSIVE CAMPAIGN TO HIGHLIGHT TRANSIT NEEDS/FUNDING</b>		
Northern Arizona Intergovernmental Public Transportation Authority	1	jlenners@naipta.az.gov
Spokane Transit Authority	2	ebousley@spokanetransit.com
Los Angeles County Metropolitan Transportation Authority	3	mindiolab@metro.net
<b>BEST EDUCATIONAL PRINT MEDIA</b>		
LAKETRAN	1	jschick@laketransit.com
City of Albuquerque Transit Department	2	CPayton@cabq.gov
Capital Metropolitan Transportation Authority	3	amy.peck@capmetro.org
HNTB Corporation	4	kgeffertenglish@hntb.com
<b>BEST EDUCATIONAL ELECTRONIC MEDIA</b>		
Denton County Transportation Authority	1	ahamilton@dcta.net
Jacksonville Transportation Authority	2	wmilnes@jtafla.com
Orange County Transportation Authority	3	RMaloney@octa.net
<b>BEST EDUCATIONAL SPECIAL EVENT</b>		
Go Triangle	1	sallen@gotriangle.org
Kansas City Area Transportation Authority	2	dbrink@kcata.org
Dallas Area Rapid Transit	3	kptacek@dart.org
<b>BEST EDUCATIONAL SOCIAL MEDIA</b>		
Blacksburg Transit	1	fhorner@blacksburg.gov
Foothill Transit	2	ffriesema@foothilltransit.org
Metrolinx (GO Transit)	3	carol.chisholm@metrolinx.com

## 2017 AdWheel Winners

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ORGANIZATION NAME	GROUP	ENTRANT'S EMAIL ADDRESS
<b>BEST EDUCATIONAL PARTNERSHIP</b>		
Roaring Fork Transportation Authority	1	jbalmes@rfta.com
Jacksonville Transportation Authority	2	wmilnes@jtafla.com
Regional Transportation District	3	steve.reilly@rtd-denver.com
HNTB Corporation	4	cvojdani@hntb.com
<b>BEST EDUCATIONAL SHOESTRING TACTIC</b>		
Golden Gate Bridge, Highway & Transportation District	2	rlowey@goldengate.org
Chicago Transit Authority	3	bsteale@transitchicago.com
<b>BEST EDUCATIONAL COMPREHENSIVE CAMPAIGN</b>		
Connect Transit	1	mchrisman@connect-transit.com
Southern California Regional Rail Authority (SCRRA)	2	ringlandw@scrra.net
Tri-County Metropolitan Transportation District of Oregon (TriMet)	3	currand@trimet.org
Siemens Industry, Inc. - Mobility Division	4	gina.mattern@siemens.com

## Notes

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