



CUSTOMER DEVELOPMENT COMMITTEE MEETING

Metropolitan Atlanta Rapid Transit Authority

Monday, June 20, 2011

11:00 a.m.



Agenda

1. Approval of the May 16, 2011 Customer Development Committee Meeting Minutes
2. Briefing – Dump the Pump Video – **Jennifer Jinadu-Wright, Director, Marketing & Sales**
3. Briefing – Web Watch & Web Ticketing – **Jennifer Jinadu-Wright, Director, Marketing & Sales**
4. Briefing – 2010 Transportation Investment Act (TIA) and Referendum Campaign Update – **Rhonda Briggins-Ridley, Sr. Director, External Affairs**
5. Briefing – Customer Service KPIs Update – **Roosevelt Stripling, Manager, Customer Services**
6. Other Matters
 - a. Special Events Calendar – **Ryland N. McClendon, AGM, Communications and External Affairs**
 - b. Customer Development Committee – Look-Ahead