
COMMUNICATIONS AND MARKETING

AUGUST 6, 2020





Welcome!

ZOOM BACKGROUND

- This session is being held in a meeting format
- All participants are muted upon entry
- If you have a question, please type it in the chat box

OUR PANEL

Pamela A. Bynoe-Reed, MA, Manager, Marketing and Public Information
Central Midlands Regional Transit Authority, Columbia, S.C.

Paige West, RVTD Planning & Strategic Programs Manager
Rogue Valley Transportation District, Medford, Ore.

SESSION AGENDA

- Presenters will discuss how they use data and analytics to effectively market to their riders and community-at-large
- There will be a 30-45 minute opportunity for Q and A – add questions as you think of them into the chat box!

QUESTIONS?

Panelists:

Pamela A. Bynoe-Reed, MA, Manager,
Marketing and Public Information
*Central Midlands Regional Transit Authority, Columbia,
S.C.*

Paige West, RVTD Planning & Strategic
Programs Manager
Rogue Valley Transportation District, Medford, Ore.

CTAA Staff:

Taylor Klocke, Communications
Specialist (klocke@ctaa.org)

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Thank You!