



## CUSTOMER DEVELOPMENT COMMITTEE MEETING

Metropolitan Atlanta Rapid Transit Authority

Monday, April 18, 2011

11:00 a.m.



### Agenda

1. Approval of the March 21, 2011 Customer Development Committee Meeting Minutes
2. Briefing – Legislative, HB277 and Referendum Campaign Update – **Scott Haggard, Director, Government and Constituent Relations**
3. Briefing – “Dump the Pump” – **Jennifer Jinadu-Wright, Director, Marketing and Sales**
4. Briefing – Customer Service KPIs Update – **Donna DeJesus, Manager, Customer Care Center**
5. Other Matters
  - a. Special Events Calendar – **Ryland N. McClendon, AGM, Communications and External Affairs**
  - b. Customer Development Committee – Look-Ahead