



SOUTH FLORIDA REGIONAL ITS COALITION

Public Outreach-Marketing Committee

Date: February 12, 2008 **Time:** 1:30 pm – 3:30 pm

Place: District 6

AGENDA:

1. Review of Current Marketing Campaigns – Updates
 - SE Florida 511 – SRS
 - Statewide 511 (or other Regions) – Global 5 Team
 - FTOC 2008 Conference (D4/Turnpike)
 - Others
2. Integrating/Transition of current Regional 511 Marketing towards new Statewide 511 campaigns – Partners involved
 - a. Regional Needs/Goals
 - b. Schedule
 - c. How to measure success
3. Future Meeting Schedule