

ACT - Marketing and Communications Council

Q3 Meeting – October 3, 2025 @ 12p.m. Central Time

Meeting Agenda

Goal: The goal of today's meeting is to talk about successful carpool marketing campaigns. We welcome the membership to engage in the conversation.

Ask: If members have a successful carpool marketing campaign they would like to talk about or share, we'd love to dedicate time to have members share for roughly 5 minutes. Slides are welcome.

Schedule:

- 10min: intro and housekeeping (Jacob)
- 5min: Carpool Council plug (Casey)
- 10min: Carpool marketing presentation (Puja)
- 20min: Marketing council best practice share outs and open discussion
- 10min: close, any follow up.