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SCAT general manager named chairman of statewide association

Sarasota County Area Transit (SCAT) General Manager Anthony Beckford was named chairman of the Florida Public Transportation Association (FPTA) at the association's annual conference and indoor expo Oct. 17-19 in Miami. SCAT also received four marketing awards at the conference.

"My mission as chairman is to bring FPTA to the forefront as a recognized nationwide leader in public transit. It is already one of the most active transit associations in the country," said Beckford, who joined SCAT as its general manager in November 2005. "I also will work on securing a source of dedicated funding for transit operations."

Beckford, who served last year as the vice chairman of the nonprofit association, said that the FPTA board also will promote the im4transit.org campaign to identify, recruit and mobilize at least 100,000 pro-transit Florida residents. FPTA includes members of every major public transit agency in Florida, the Florida Department of Transportation (FDOT) and interested citizens and businesses. An important part of its mission is to promote the recognition, use, expansion and enhancement of public transportation in the state.

Jason Harris, SCAT business professional, accepted four Class 1 marketing awards at the conference, including:

- Electronic Media/Audiovisual, 1st Place – Your Ticket to Ride video
- Print: Instructional Information, 2nd Place -- SCAT Ride Guide
- Sustaining Campaigns, 2nd Place – Summer Student Pass
- Potpourri, 2nd place – Bus Rapid Transit (BRT) video

Before joining SCAT, Beckford was the general manager at Jefferson Parish Transit in Louisiana. His extensive transit experience began as an operator/driver and progressed to nationwide consulting with transit agencies and holding high-level management positions in the industry. He has a bachelor's degree from the University of South Florida and holds a professional teaching certificate.

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