



**MEETING NOTICE AND AGENDA
REGIONAL TDM MARKETING GROUP**

**Tuesday September 18, 2007
10:00 a.m. – 12:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E.
Washington, DC 20002

Chair: Donna Murray, WMATA
Vice Chair: Dorothy Dalphon, Frederick County TransIT
COG Staff Contact: Douglas Franklin (202) 962-3792

| <u>ITEM #</u> | <u>ACTION</u> | |
|---|-----------------|--------------------|
| 1. Introductions | | |
| 2. Minutes of June 19, 2007 Meeting | (5 MIN) | APPROVE |
| 3. Change of Chairperson | (5 MIN) | APPROVE |
| 4. Marketing Campaign Summary | (5 MIN) | APPROVE |
| Final Draft of the Commuter Connections FY07 2nd half marketing campaign summary will be issued for adoption. | | |
| 5. Commuter Connections FY08 Proposed Marketing Activity | (20 MIN) | INFORMATION |
| Dan O'Donnell from Bus Design will present proposed FY08 Commuter Connections integrated marketing Campaign. | | |
| 6. Commuter Connections Web Re-design | (20 MIN) | INFORMATION |
| COG/TPB staff will present the new Commuter Connections web site. | | |

NATIONAL CAPITOL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

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| 7. Stakeholder Research | (35 MIN) | INFORMATION |
| Peggy Hetherington with Bus Design will present findings from the 2007 Regional TDM Marketing stakeholder research. | | |
| 8. 2007 Regional TDM Resource Guide and Strategic Marketing Plan | (5 MIN) | INFORMATION |
| Staff will present the draft Regional TDM Resource Guide and Strategic Marketing Plan. | | |
| 9. Calendar of Events / Marketing Round Table | (20 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations. | | |
| 10. Other Business / Set Agenda for next meeting | (5 MIN) | DISCUSSION |
| Call for FY08 Commuter Connections marketing workgroup members. | | |

Upcoming FY08 Regional TDM Marketing Group meeting dates:

All meeting dates in FY08 will occur quarterly on the third Tuesday of the month and will be held in the COG Board Room – third floor.

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| December 18, 2007 | 12:00 p.m. – 2:00 p.m. (<i>lunch served</i>) |
| March 18, 2008 | 2:00 p.m. – 4:00 p.m. |
| June 17, 2008 | 12:00 p.m. – 2:00 p.m. (<i>lunch served</i>) |