



*Local governments working together for a better metropolitan region*

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

**Tuesday, December 7, 2004  
10:00 a.m. – Noon  
Training Center, First Floor**

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

Chair: Victor Egu, Prince George’s County  
Vice Chair: Ann King, Virginia Railway Express  
Staff Contact: Douglas Franklin (202) 962-3792

- District of Columbia*
- Bowie*
- College Park*
- Frederick County*
- Gaithersburg*
- Greenbelt*
- Montgomery County*
- Prince George’s County*
- Rockville*
- Takoma Park*
- Alexandria*
- Arlington County*
- Fairfax*
- Fairfax County*
- Falls Church*
- Loudoun County*
- Manassas*
- Manassas Park*
- Prince William County*

<b><u>ITEM #</u></b>	<b><u>ACTION</u></b>
1. Introductions	
2. Minutes of October 5th Meeting	<b>(5 MIN)</b> APPROVE
3. Commuter Connections FY05 Marketing Campaigns	<b>(20 MIN)</b> INFORMATION
<p>Gail Cooperman from NDW (a Dudnyk Marketing Company) will provide an update on Commuter Connections marketing activities.</p>	
4. Clean Air Bicycle Tour	<b>(15 MIN)</b> INFORMATION
<p>Rolando Andrew from the American Lung Association will discuss the Clean Air Bicycle Tour.</p>	
5. Expanded Telework Initiative Marketing	<b>(10 MIN)</b> INFORMATION
<p>COG Staff will demonstrate the Telework video produced to educate employers in the region on teleworking.</p>	

6. GRH Customer Satisfaction Survey (Draft) **(20 MIN)** INFORMATION  
  
COG Staff will present preliminary results of the FY04 GRH Customer Satisfaction Survey.
  
7. Calendar of Events / Other Marketing Information **(45 MIN)** DISCUSSION  
  
This is an opportunity to go around the room and have each meeting participant spend a minute or two to share information about marketing materials, plans, and upcoming events happening within their organization.
  
8. Other Business / Set Agenda for February 1, 2005 meeting. **(5 MIN)** DISCUSSION