



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

**Tuesday, March 20, 2018
2:00 – 4:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300 Washington, DC 20002

Chair: Sharon Affinito, Loudoun County Commuter Services
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of December 19, 2017 Meeting	(5 MIN)	APPROVE
3. Marketing Campaign Summary Report	(5 MIN)	INFORMATION
The FY18 First Half Marketing Campaign Summary final report will be distributed.		
4. Commuter Connections FY18 Marketing Activity	(35 MIN)	INFORMATION
Dan O'Donnell from Odonnell Company will provide a review of the Spring 2018 marketing campaign. A draft of the FY18 2 nd Half Marketing Campaign Summary report will be distributed.		

**5. Calendar of Events/
Marketing Round Table (35 MIN) DISCUSSION**

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.

6. Street Smart (35 MIN) INFORMATION

Mike Farrell COG/TPB staff will present the 2018 Street Smart marketing campaign.

**7. Other Business/Suggested
Agenda items for next meeting (5 MIN) DISCUSSION**

The next Regional TDM Marketing Group meeting is Tuesday, June 19, 2018 from noon – 2:00 p.m.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).