



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

**Tuesday, September 17, 2019  
10:00 a.m. – 12:00 p.m.  
Board Room, 3<sup>rd</sup> Floor**

Metropolitan Washington Council of Governments  
777 North Capitol St NE, Suite 300, Washington, DC 20002

Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority  
Vice Chair: Semia Hackett, Prince George's County Dept of Public Works and Transportation  
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<b><u>ITEM #</u></b>		<b><u>ACTION</u></b>
1. <b>Introductions</b>		
2. <b>Minutes of June 18, 2019 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>Change of Vice Chairperson</b> The new FY20 Vice Chairperson will be announced.	<b>(5 MIN)</b>	<b>INFORMATION</b>
4. <b>Marketing Campaign Summary Report</b> COG/TPB staff with review the Final FY19 Second Half Marketing Campaign Summary Report.	<b>(5 MIN)</b>	<b>INFORMATION</b>
5. <b>FY20 Marketing Communications Plan</b> COG/TPB staff will review the FY20 Final Marketing Communications Plan and Schedule document.	<b>(5 MIN)</b>	<b>INFORMATION</b>
6. <b>I-395 Express Lanes</b> Mike McGurk from Transurban will present on the education campaign for the fall 2019 opening of the I-395 Express Lanes.	<b>(25 MIN)</b>	<b>INFORMATION</b>

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

**THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE  
DISTRICT OF COLUMBIA**

- |     |  |                 |                    |
|-----|--|-----------------|--------------------|
| 7.  | <b>Commuter Connections<br/>FY20 Marketing Activity</b><br>Dan O'Donnell of Odonnell Company will discuss FY20 marketing activity including the Car Free Day event, the upcoming fall campaign, and present conceptual approaches for the FY20 spring regional TDM marketing campaign. | <b>(25 MIN)</b> | <b>INFORMATION</b> |
| 8.  | <b>Metro Platform Improvement Project</b><br>Marc Bowman and Morgan Bassford from the Washington Metropolitan Area Transit Authority will present on Metro's platform reconstruction outreach.   | <b>(25 MIN)</b> | <b>INFORMATION</b> |
| 9.  | <b>FY20 Strategic Marketing Plan</b><br>COG/TPB staff will review the FY20 Draft Regional TDM Resource Guide and Strategic Marketing Plan.   | <b>(5 MIN)</b>  | <b>INFORMATION</b> |
| 10. | <b>Calendar of Events/<br/>Marketing Round Table</b><br>Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.   | <b>(15 MIN)</b> | <b>DISCUSSION</b>  |
| 11. | <b>Other Business/Suggested Agenda items for the next meeting.</b>   | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

The next Regional TDM Marketing Group meeting is Tuesday, December 17, 2019 from noon – 2:00 p.m. in the COG Boardroom.

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