



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

**Tuesday December 18, 2007
12:00 p.m. – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Dorothy Dalphon, Frederick County TransIT (301) 600-3543
Vice Chair: Glenn B. Hiner, Fairfax County (703) 324-1181
COG Staff Contact: Douglas Franklin (202) 962-3792

| <u>ITEM #</u> | <u>ACTION</u> | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------|
| 1. Introductions | | |
| 2. Minutes of September 18, 2007 Meeting | (5 MIN) | APPROVE |
| 3. 2007 Regional TDM Resource Guide and Strategic Marketing Plan | (5 MIN) | APPROVE |
| Staff will present the final draft of the Regional TDM Resource Guide and Strategic Marketing Plan. | | |
| 4. Commuter Connections FY08 Marketing Activity | (30 MIN) | INFORMATION |
| Dan O'Donnell from Bus Design will recap Commuter Connections' fall marketing campaign and planned activity for spring 2008. A draft of the FY08 marketing campaign summary report will be distributed. | | |
| 5. Honest Tea/ Jamis Bicycles Promotion | (15 MIN) | INFORMATION |
| Jessie Merrill, Director of Marketing for Honest Tea will discuss their health and wellness co-promotion with Jamis Bicycles. | | |

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

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| 6. VPSI Contest | (15 MIN) | INFORMATION |
| Rico Fleshman Project Manager from VPSI will discuss the vanpool company's recent human interest story contest. | | |
| 7. Ride Solutions YouTube Demo | (15 MIN) | INFORMATION |
| Jeremy Holmes, Program Director of Ride Solutions will demonstrate the use of YouTube as a marketing tool for TDM. | | |
| 8. Guaranteed Ride Home Customer Satisfaction Survey | (15 MIN) | INFORMATION |
| Douglas Franklin will present preliminary findings from the FY07 GRH Customer Satisfaction Survey. | | |
| 9. Calendar of Events / Marketing Round Table | (15 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 |

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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| 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>) |