



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

**Tuesday December 19, 2006  
12:00 p.m. – 2:00 p.m.**

**FIRST FLOOR – MEETING ROOM 1**

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. <b>Introductions</b>		
2. <b>Minutes of September 19, 2006 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>Regional TDM Resource Guide/SMP</b>	<b>(10 MIN)</b>	<b>APPROVAL</b>
COG staff will issue the final report of The FY07 Washington Region TDM Resource Guide and Strategic Marketing Plan. The group will be asked to approve the document for release.		
4. <b>GRH Customer Satisfaction Survey</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
Douglas Franklin will present preliminary findings from the FY 2006 GRH Customer Satisfaction Survey.		
5. <b>Commuter Connections Marketing Campaign</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
Dan O'Donnell from the Bus Design Co. will present a preview of the upcoming FY 2007 Commuter Connections Marketing campaign.		

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

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|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------|
| 6. <b>goDCgo.com Web Launch</b>                                                                                                                            | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| Anne-Marie Bairstow from Downtown DC BID and Anna McLaughlin from DDOT will discuss the development and launch of the new downtown D.C. Traveler Web site. |                 |                    |
| 7. <b>Calendar of Events / Marketing Round Table</b>                                                                                                       | <b>(40 MIN)</b> | <b>DISCUSSION</b>  |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations.           |                 |                    |
| 8. <b>Other Business / Set Agenda for next meeting</b>                                                                                                     | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

**Upcoming Regional TDM Marketing Group meeting dates:**

All meeting dates in 2007 will occur quarterly on the third Tuesday of the month and will be held in the COG Board Room – third floor. Note: times vary.

March 20, 2007	2:00 p.m. - 4:00 p.m.
June 19, 2007	12:00 p.m. – 2:00 p.m. <i>(lunch served)</i>
September 18, 2007	10:00 a.m. – 12:00 p.m.
December 18, 2007	12:00 p.m. – 2:00 p.m. <i>(lunch served)</i>