



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

**Tuesday, December 6, 2005  
10:00 a.m. – 12:00 p.m.**

**MEETING ROOM 3 – FIRST FLOOR**

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

Chair: Ann King, Virginia Railway Express  
Vice Chair: Donna Murray, WMATA  
Staff Contact: Douglas Franklin (202) 962-3792

<b><u>ITEM #</u></b>		<b><u>ACTION</u></b>
1. <b>Introductions</b>		
2. <b>Minutes of October 4, 2005 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>2005 TDM Resource Guide and Strategic Marketing Plan</b>	<b>(10 MIN)</b>	<b>APPROVE</b>
Douglas Franklin of COG will distribute the final report of the 2005 TDM Resource Guide and Strategic Marketing Plan ( <i>Enclosed</i> ).		
4. <b>Maryland Transit Administration</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
Rich Solli from MTA will provide an update of The Greater Baltimore Bus Initiative and MTA marketing materials.		

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

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

WWW.COMMUTERCONNECTIONS.ORG

1-800-745-RIDE

- |  |                 |                    |
|--|-----------------|--------------------|
| 5. <b>Commuter Connections Marketing</b>   | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| Donna Maguire from NDW Communications will discuss fall marketing activities for Commuter Connections.   |                 |                    |
| 6. <b>Fairfax Connector Celebration</b>  | <b>(15 MIN)</b> | <b>INFORMATION</b> |
| Carol Smith from Fairfax County will present the recent 20 <sup>th</sup> Anniversary promotion for the Fairfax Connector bus service.                              |                 |                    |
| 7. <b>Commuter Store Re-opening</b>  | <b>(15 MIN)</b> | <b>INFORMATION</b> |
| Jay Freschi from Arlington County will discuss the recent grand re-opening of the Rosslyn Commuter Store as well as other Commuter Store news and information.     |                 |                    |
| 8. <b>Calendar of Events / Marketing Round Table</b>   | <b>(30 MIN)</b> | <b>DISCUSSION</b>  |
| Meeting participants may share recent advertising/ marketing collateral and information, and discuss news or upcoming events happening within their organizations. |                 |                    |
| 9. <b>Other Business / Set Agenda for Tuesday February 7<sup>th</sup> meeting</b>  | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |
| Upcoming FY06 meeting schedule:  |                 |                    |
| February 7, 2006   |                 |                    |
| April 4, 2006  |                 |                    |
| June 6, 2006   |                 |                    |