



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

**Tuesday, December 19, 2017  
12:00 p.m. – 2:00 p.m.**

**Board Room, 3<sup>rd</sup> Floor**

Metropolitan Washington Council of Governments  
777 North Capitol St, NE 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, (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. <b>Introductions</b>	
2. <b>Minutes of September 19, 2017 Meeting</b>	<b>(5 MIN) APPROVE</b>
3. <b>FY18 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)</b> Douglas Franklin, COG/TPB staff will review the FY18 SMP Final Draft report and seek approval ( <i>Enclosure</i> ).	<b>(10 MIN) ENDORSE FOR RELEASE</b>
4. <b>Commuter Connections FY18 Marketing Activity</b> Dan O'Donnell from Odonnell Company will discuss recent FY18 marketing activities and present a preview of the upcoming spring campaign. The FY 2018 First Half Marketing Campaign Draft Summary report will be distributed.	<b>(30 MIN) INFORMATION</b>

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD  
777 NORTH CAPITOL ST NE, SUITE 300, WASHINGTON, DC 20002-4290

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| <p>5. <b>METRO Update</b><br/>         Antoinette Rucker from the Washington Metropolitan Area Transit Authority will provide an update on marketing and outreach activity by the transit agency.</p>  | <p><b>(25 MIN)</b></p> | <p><b>INFORMATION</b></p> |
| <p>6. <b>FY17 Guaranteed Ride Home Customer Satisfaction Surveys</b><br/>         Douglas Franklin, COG/TPB staff, will report preliminary findings of the FY17 Guaranteed Ride Home Customer Satisfaction Surveys for the Washington and Baltimore regions.</p> | <p><b>(20 MIN)</b></p> | <p><b>INFORMATION</b></p> |
| <p>7. <b>Calendar of Events/ Marketing Round Table</b><br/>         Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming plans/events happening within their organizations.</p>                                   | <p><b>(25 MIN)</b></p> | <p><b>DISCUSSION</b></p>  |
| <p>8. <b>Other Business/Suggested Agenda items for next meeting</b></p>  | <p><b>(5 MIN)</b></p>  | <p><b>DISCUSSION</b></p>  |

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 20, 2018 from 2:00 p.m. – 4:00 p.m.

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