



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

**Tuesday, June 21, 2022
12:00 pm – 2:00 pm
COG Board Room, Third Floor**

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

Chair: Danelle Carey, goDCgo
Vice Chair: Kendall Tiffany, TransIT Services of Frederick County
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, 202.962.3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of March 15, 2022 Meeting	(5 MIN)	APPROVE
3. Commuter Connections FY22 Marketing Activity Dan Odonnell and Mark Wirth, Odonnell Company, will provide an overview of FY22 regional TDM marketing activity. An updated draft of the FY22 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.	(25 MIN)	INFORMATION
4. FY23 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) COG/TPB staff will discuss the process to begin updates for the FY23 SMP report.	(5 MIN)	INFORMATION
5. Prince George's County Marketing Stacey King, Prince George's County DPW&T, will present an overview of the County's TDM marketing and outreach efforts.	(25 MIN)	INFORMATION

Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
777 North Capitol Street, NE, Suite 300, Washington, DC 20002-4290
www.commuterconnections.org 800-745-RIDE

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| 6. Marketing Round Table
Meeting participants may share recent advertising/marketing collateral, discuss news, upcoming events, and happenings within their organizations. | (55 MIN) | DISCUSSION |
| 7. Other Business/Suggested Items for Next Meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is Tuesday, September 20, 2022 from 10:00 am to 12:00 pm

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