



**MEETING NOTICE AND AGENDA  
FY 2013 REGIONAL TDM MARKETING GROUP**

**Tuesday March 19, 2013  
2:00 p.m. – 4:00 p.m.**

**COG BOARD ROOM - THIRD FLOOR**

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

Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority  
Vice Chair: Samuel Oji, Montgomery County Commuter Services  
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. <b>Introductions</b>		
2. <b>Minutes of December 18, 2012 Meeting</b>	(5 MIN)	<b>APPROVE</b>
3. <b>Marketing Campaign Summary Report</b>	(5 MIN)	<b>INFORMATION</b>
The Final FY13 First Half Marketing Campaign Summary Report will be distributed.		
4. <b>goDCgo</b>	(20 MIN)	<b>INFORMATION</b>
Kristin Howard from goDCgo will review the new Getting Around Guide		
5. <b>Commuter Connections FY13 Marketing Activity</b>	(30 MIN)	<b>INFORMATION</b>
Dan O'Donnell from Odonnell Company will provide a review of the Spring marketing campaign. A draft of the FY13 2 <sup>nd</sup> Half Marketing Campaign Summary Report will be distributed.		

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

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|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------|
| <b>6. StreetSmart Campaign</b>                                                                                                                | <b>(30 MIN)</b> | <b>INFORMATION</b> |
| <p>Mike Farrell from the Metropolitan Washington Council of Governments will present the new Spring 2013 StreetSmart campaign kickoff.</p>    |                 |                    |
| <b>7. Calendar of Events/<br/>Marketing Round Table</b>                                                                                       | <b>(25 MIN)</b> | <b>DISCUSSION</b>  |
| <p>Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.</p> |                 |                    |
| <b>8. Other Business/Suggested Agenda items for next meeting</b>                                                                              | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

The next Regional TDM Marketing Group meeting date is Tuesday, June 18, 2013, noon – 2:00 p.m.