



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

**Tuesday March 15, 2011  
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: Toyja Somerville, Tri-County Council for Southern Maryland  
Vice Chair: Christine Rodrigo, Potomac and Rappahannock Transportation Commission  
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. <b>Introductions</b>		
2. <b>Minutes of December 21, 2010 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>Tysons Express</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
Sharon Affinito of the Loudoun County Office of Transportation Services will present background on the Tysons Express Bus Service and it's marketing efforts.		
4. <b>Commuter Connections FY11 Marketing Activity</b>	<b>(30 MIN)</b>	<b>INFORMATION</b>
Dan O'Donnell from Odonnell Company will provide a review of the Spring marketing campaign. A draft of the FY11 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>5. 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 2011 StreetSmart campaign kickoff.</p>    |                 |                    |
| <b>6. Calendar of Events/<br/>Marketing Round Table</b>   | <b>(30 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>7. Other Business/Suggested Agenda items for next meeting</b>  | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

Next Regional TDM Marketing Group meeting date is Tuesday, June 21, 2011, noon – 2:00 p.m.