



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

**Tuesday, June 21, 2016
12:00 noon – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Marina Budimir, District Department of Transportation

Vice Chair: Jeannie Fazio, Maryland Transit Administration

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, 2016 Meeting	(5 MIN)	APPROVE
3. Commuter Connections FY16 Marketing Activity	(30 MIN)	INFORMATION
Michelle Schiess from Odonnell Company will provide an overview of the Commuter Connections FY16 regional TDM marketing campaign and discuss a timeline for FY17 marketing activities. An updated draft of the FY16 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.		

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| <p>4. FY17 Marketing Workgroup
Call for Volunteers
COG/TPB staff will call for volunteers to serve as part of the FY17 Commuter Connections Marketing Workgroup.</p> | <p>(10 MIN)</p> | <p>DISCUSSION</p> |
| <p>5. TransIT Services Marketing
Kendall Tiffany of TransIT Services of Frederick County will present the agency's recent marketing activity.</p> | <p>(30 MIN)</p> | <p>INFORMATION</p> |
| <p>6. FY17 Regional TDM Resource Guide and Strategic Marketing Plan
COG/TPB staff will discuss procedures for the upcoming FY17 SMP report.</p> | <p>(10 MIN)</p> | <p>INFORMATION</p> |
| <p>7. Marketing Round Table
Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events and happenings within their organizations.</p> | <p>(30 MIN)</p> | <p>DISCUSSION</p> |
| <p>8. Other Business/Suggested Items for Next Meeting</p> | <p>(5 MIN)</p> | <p>DISCUSSION</p> |

The next Regional TDM Marketing Group meeting is Tuesday September 20, 2016 from 10:00 a.m. to 12:00 p.m.

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