



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

**Tuesday, March 21, 2023
2:00 pm – 4:00 pm
COG Board Room, Third Floor**

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

Chair: Jaime McKay, TransIT Services of Frederick County
Vice Chair: Robin Geiger, Fairfax County
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwcog.org, 202.962.3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of December 20, 2022 Meeting	(5 MIN)	APPROVE
3. Marketing Campaign Summary Report The FY23 First Half Marketing Campaign Summary final report will be distributed.	(10 MIN)	INFORMATION
4. VRE Marketing Chet Dunston, Virginia Railway Express, will discuss marketing efforts of the commuter rail service.	(20 MIN)	INFORMATION
5. Commuter Connections FY23 Marketing Activity Dan O'Donnell and Mark Wirth, Odonnell Company, will present FY2023 Commuter Connections marketing activities. The FY2023 Second Half Marketing Campaign Summary Draft report will be distributed.	(30 MIN)	INFORMATION
6. Arlington County Marketing Bobbi Greenberg, Arlington County Commuter Services, will discuss ART's recent marketing campaign.	(20 MIN)	INFORMATION

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| 7. Marketing Round Table/
Calendar of Events
Meeting participants may discuss
marketing related news/plans/events
etc. within their organizations. | (30 MIN) | DISCUSSION |
| 8. Other Business/Suggested Agenda
items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, June 20, 2023 from 12:00 pm – 2:00 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).