



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

**Tuesday September 19, 2006
10:00 a.m. – 12:00 p.m.**

FIRST FLOOR – TRAINING CENTER

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

Chair: Ann King, Virginia Railway Express
Vice Chair: Donna Murray, WMATA
Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of June 6, 2006 Meeting	(5 MIN)	APPROVE
3. New Chair and Vice Chair Announcements	(5 MIN)	INFORMATION
Change of chairs for Regional TDM Marketing Group.		
4. Clean Air Partners	(15 MIN)	INFORMATION
Jen Desimone of COG will provide an update of the 2006 Clean Air Partners radio campaign.		
5. Crystal City Bus Campaign	(15 MIN)	INFORMATION
Jim Wright of Pulsar Advertising will discuss a marketing campaign for the Crystal City 9S bus route.		

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

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| 6. | Employer Outreach Promotion | (15 MIN) | INFORMATION |
| | Douglas Franklin of COG will discuss the recent Commuter Connections Employer Outreach Direct Mailer. | | |
| 7. | Commuter Connections Reports | (10 MIN) | INFORMATION |
| | COG staff will issue the final report of the Commuter Connections FY06 2 nd Half Marketing Campaign summary and distribute the 2006 draft release of the FY07 TDM Resource Guide and Strategic Marketing Plan. | | |
| 8. | Calendar of Events / Marketing Round Table | (50 MIN) | DISCUSSION |
| | Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations. | | |
| 9. | Other Business / Set Agenda for next meeting | (5 MIN) | DISCUSSION |

Upcoming Regional TDM Marketing Group meeting dates:

December 19, 2006 meeting room 1, noon – 2:00 p.m. (lunch meeting)
(Please note new meeting time)