



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

**Tuesday, September 18, 2018
10:00 a.m. – 12:00 noon**

COG BOARD ROOM - THIRD FLOOR

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300 Washington, DC 20002

Chair: Sharon Affinito, Loudoun County Commuter Services
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
COG Staff Contact: Douglas Franklin dfranklin@mwcog.org

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of June 19, 2018 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons The new FY19 Chairpersons will be announced.	(5 MIN)	INFORMATION
4. Marketing Campaign Summary Report COG/TPB staff with review the Final FY18 Second Half Marketing Campaign Summary Report.	(5 MIN)	INFORMATION
5. FY19 Marketing Communications Plan COG/TPB staff will review the Final FY19 Marketing Communications Plan and Schedule document.	(5 MIN)	INFORMATION
6. Commuter Connections FY19 Marketing Activity Dan O'Donnell of Odonnell Company will discuss FY19 marketing activity	(30 MIN)	INFORMATION

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

THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

including Car Free Day, the upcoming fall campaign, and present conceptual approaches for the FY19 spring regional TDM marketing campaign.

- | | | |
|---|-----------------|--------------------|
| 7. Frederick County Marketing
Kendall Tiffany from TransIT Services of Frederick County will present on recent marketing and outreach activities. | (20 MIN) | INFORMATION |
| 8. FY19 Strategic Marketing Plan
COG/TPB staff will review the FY19 Draft Regional TDM Resource Guide and Strategic Marketing Plan. | (10 MIN) | INFORMATION |
| 9. Calendar of Events/
Marketing Round Table
Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations. | (35 MIN) | DISCUSSION |
| 10. Other Business/Suggested Agenda items for the next meeting. | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is Tuesday, December 18, 2018 from noon – 2:00 p.m.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwco.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).