



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

**Tuesday, February 7, 2006
10:00 a.m. – 12:00 p.m.**

FIRST FLOOR – TRAINING CENTER A & B

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 December 6, 2005 Meeting	(5 MIN)	APPROVE
3. FY06 First Half Marketing Campaign	(5 MIN)	APPROVE
Douglas Franklin of COG will distribute the final FY06 First Half Marketing Campaign Summary Report (<i>enclosed</i>).		
4. Fairfax Connector Celebration	(15 MIN)	INFORMATION
Chris Napolitano from Joint Venture Marketing will present the 20 th anniversary promotion for the Fairfax Connector bus service.		
5. DDOT Bus Shelters Program	(15 MIN)	INFORMATION
Alice Kelly from DDOT will discuss the new Bus Shelter advertising program partnered with Clear Channel.		

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

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| 6. Commuter Connections Marketing | (15 MIN) | INFORMATION |
| <p>Donna Maguire from NDW Communications will discuss the upcoming Direct Mail campaign and other second half Commuter Connections marketing plans.</p> | | |
| 7. Frederick County TransIt Services | (15 MIN) | INFORMATION |
| <p>Dotty Dalphon from Frederick County TransIt Services will present recent movie theater advertising and other marketing initiatives.</p> | | |
| 8. Guaranteed Ride Home FY05 Customer Satisfaction Survey | (15 MIN) | INFORMATION |
| <p>Douglas Franklin will present highlights from the draft FY05 GRH Customer Satisfaction Survey Report.</p> | | |
| 9. Calendar of Events / Marketing Round Table | (30 MIN) | DISCUSSION |
| <p>Meeting participants may share recent advertising/ marketing collateral and information, and discuss news or upcoming events happening within their organizations.</p> | | |
| 10. Other Business / Set Agenda for Tuesday April 4th meeting | (5 MIN) | DISCUSSION |
| <p>Upcoming FY06 meeting schedule:</p> <p>April 4, 2006
June 6, 2006</p> | | |