



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

**Tuesday, December 17, 2013
12:00 p.m. – 2:00 p.m.**

Board Room, 3rd Floor

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

Chair: Sandra Brecher, Montgomery County Commuter Services
Vice Chair: Gabriel Ortiz, City of Alexandria
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of September 17, 2013 Meeting	(5 MIN)	APPROVE
3. FY14 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)	(10 MIN)	ENDORSE FOR RELEASE
COG/TPB staff will review the FY14 SMP Final Draft report and seek approval from the Marketing Group. (<i>Enclosure</i>).		
4. Commuter Connections FY14 Marketing Activity	(25 MIN)	INFORMATION
Dan O'Donnell from Odonnell Company will discuss recent FY14 marketing activity and present a preview of the spring campaign. The Draft FY 2014 1 st Half Marketing Campaign Summary report will be distributed.		

NATIONAL CAPITOL 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

WWW.COMMUTERCONNECTIONS.ORG

1-800-745-RIDE

5. **Montgomery County Walk & Ride Challenge** (20 MIN) INFORMATION

Kristen Blackmon from Bethesda Transportation Solutions will present a recap of the 2013 Montgomery County Walk & Ride Challenge.

6. **FY13 Guaranteed Ride Home Customer Satisfaction Survey** (20 MIN) INFORMATION

Douglas Franklin, COG/TPB staff, will report preliminary findings of the FY13 Guaranteed Ride Home Customer Satisfaction Survey.

7. **95 Express Lanes** (20 MIN) INFORMATION

Michelle Holland from VDOT Megaprojects will provide an update on outreach for the 95 Express Lanes.

8. **Calendar of Events/ Marketing Round Table** (15 MIN) DISCUSSION

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming plans/events happening within their organizations.

9. **Other Business/Suggested Agenda items for next meeting** (5 MIN) DISCUSSION

The next FY14 Regional TDM Marketing Group meeting date is Tuesday, March 18, 2014 from 2:00 p.m. – 4:00 p.m. in the COG Board Room, 3rd Floor.