



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

**Tuesday, September 20, 2016
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: Marina Budimir, District Department of Transportation
Vice Chair: Jeannie Fazio, Maryland Transit Administration
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of June 21, 2016 Meeting	(5 MIN) APPROVE
3. Change of Chairpersons The new FY17 Chairpersons will be announced.	(5 MIN) INFORMATION
4. Marketing Campaign Summary Report COG/TPB staff with review the Final FY16 Second Half Marketing Campaign Summary Report.	(10 MIN) INFORMATION
5. FY17 Marketing Communications Plan COG/TPB staff will review the Final FY17 Marketing Communications Plan and Schedule document.	(10 MIN) INFORMATION

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

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DISTRICT OF COLUMBIA**

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| 6. PRTC Marketing
Katy Nicholson from the Potomac and Rappahannock Transportation Commission will present on marketing activities in Prince William County. | (25 MIN) | INFORMATION |
| 7. Commuter Connections FY17 Marketing Activity
Dan O'Donnell of Odonnell Company will discuss FY17 marketing activity including Car Free Day, the upcoming fall campaign, and present conceptual approaches for the FY17 spring regional TDM marketing campaign. | (35 MIN) | INFORMATION |
| 8. FY17 Strategic Marketing Plan
COG/TPB staff will review the FY17 Draft Regional TDM Resource Guide and Strategic Marketing Plan. | (15 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. | (10 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 20, 2016 from noon – 2:00 p.m.

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).