



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

**Tuesday December 18, 2012
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: Antoinette Rucker, Washington Metropolitan Area Transit Authority
Vice Chair: Samuel Oji, Montgomery County Commuter Services
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of September 18, 2012 Meeting	(5 MIN)	APPROVE
3. FY13 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)	(10 MIN)	ENDORSE FOR RELEASE
COG/TPB staff will review the FY13 SMP Final Draft report and seek approval from the Marketing Group. (<i>Enclosure</i>).		
4. Walk and Ride Challenge	(20 MIN)	INFORMATION
Kristen Blackmon from Bethesda Transportation Solutions will present a recap of the 2012 Montgomery County Walk and Ride Challenge.		

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. **Commuter Connections FY13 Marketing Activity** (25 MIN) INFORMATION

Dan O'Donnell from Odonnell Company will discuss recent FY13 marketing activity and present a preview of the spring campaign. The Draft FY 2013 1st Half Marketing Campaign Summary report will be distributed.

6. **495 Express Lanes** (20 MIN) INFORMATION

Pierce Coffee from Transurban will present the 495 Express Lanes grand opening and provide an update on the marketing campaign.

7. **FY12 Guaranteed Ride Home Customer Satisfaction Survey** (20 MIN) INFORMATION

Douglas Franklin, COG/TPB staff, will report preliminary findings from the FY12 Guaranteed Ride Home Customer Satisfaction Survey.

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 FY13 Regional TDM Marketing Group meeting date is Tuesday, March 19, 2013 from 2:00 p.m. – 4:00 p.m. in the COG Board Room, 3rd Floor.