

## REGIONAL TDM MARKETING GROUP

Tuesday, September 17, 2024  
10:00 A.M. - 12:00 P.M.  
Conference Room 1, Lobby Level

Acting Chair: Kala Leggett Berry, Fairfax County  
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority  
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, 202.962.3792

### Web Conferencing and Call-in Information:

[Click here to join the meeting](#) | Web Password: JDahCb3ne33  
(202) 860-2110 | Meeting #: 2424 683 4112

### AGENDA

- 10:00 A.M.**    **1. INTRODUCTIONS**  
*Kala Leggett Berry, Acting Chair*
- 10:10 A.M.**    **2. MEETING MINUTES – JUNE 18, 2024**  
*Kala Leggett Berry, Acting Chair*  
**Recommended Action: Approval of Meeting Minutes**
- 10:15 A.M.**    **3. CHANGE OF CHAIRPERSONS**  
*Douglas Franklin, COG/TPB*  
  
The new FY25 Chair and Vice Chair will be announced.
- 10:20 A.M.**    **4. COMMUTER CONNECTIONS MARKETING ACTIVITY**  
*Dan O'Donnell, Odonnell Company*  
*Mark Wirth, Odonnell Company*  
  
Presentation of Commuter Connections marketing activities. The FY24 Second Half Marketing Campaign Summary Final report will also be distributed.
- 10:50 A.M.**    **5. METRO**  
*Antoinette Rucker, Washington Metropolitan Area Transit Authority*  
  
Presentation of Metro outreach.
- 11:15 A.M.**    **6. FY25 MARKETING COMMUNICATIONS PLAN AND SCHEDULE**  
*Douglas Franklin, COG/TPB*

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

The FY25 Marketing Communications Plan and Schedule Final document will be reviewed.

**11:20 A.M. 7. FY25 STRATEGIC MARKETING PLAN**

*Douglas Franklin, COG/TPB*

Briefing regarding the FY25 Regional TDM Resource Guide and Strategic Marketing Plan document process.

**11:25 A.M. 8. MARKETING ROUNDTABLE / CALENDAR OF EVENTS**

Meeting participants may discuss marketing related news, plans, events, etc. occurring within their organizations.

**11:55 A.M. 9. OTHER BUSINESS / SUGGESTED ITEMS FOR NEXT MEETING**

**12:00 P.M. 10. ADJOURN**

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, December 17, 2024, from 12:00 P.M. to 2:00 P.M.