



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

**Tuesday, December 20, 2022
12:00 noon – 2:00 pm**

Metropolitan Washington Council of Governments
777 North Capitol St NE, Suite 300, Washington, DC 20002
COG Board Room, Third Floor

Chair: Kendall Tiffany, TransIT Services of Frederick County
Vice Chair: Robin Geiger, Fairfax County

COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, 202.962.3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of September 20, 2022 Meeting	(5 MIN)	APPROVE
3. FY23 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) Douglas Franklin, COG/TPB, staff will review the FY23 SMP Final Draft report and seek an endorsement for release.	(15 min)	ENDORSE FOR RELEASE
4. Southern Maryland Marketing George Clark, Tri-County Council for Southern Maryland, will present marketing for Charles and Calvert Counties.	(20 MIN)	INFORMATION
5. Commuter Connections FY23 Marketing Activity Dan Odonnell and Mark Wirth, Odonnell Co, will present FY23 marketing activities for Commuter Connections. The FY23 First Half Marketing Campaign Summary Draft report will be distributed.	(25 MIN)	INFORMATION
6. District of Columbia Marketing Samantha Huff, goDCgo, will present	(20 MIN)	INFORMATION

marketing activity for the District.

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| 7. FY22 Guaranteed Ride Home Customer Satisfaction Surveys
Douglas Franklin, COG/TPB staff, will discuss the status of the FY22 Guaranteed Ride Home Customer Satisfaction Surveys for the Baltimore and Washington, DC regions. | (5 MIN) | INFORMATION |
| 8. Marketing Round Table/Calendar of Events
Meeting participants may discuss marketing related news, plans, events etc. happening within their organizations. | (25 MIN) | DISCUSSION |
| 9. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 21, 2023 from 2:00 pm – 4:00 pm.

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).