



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

**Tuesday, December 15, 2015  
12:00 p.m. – 2:00 p.m.**

**Board Room, 3<sup>rd</sup> Floor**

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

Chair: Meredyth Jensen, goDCgo  
Vice Chair: Jeannie Fazio, Maryland Transit Administration  
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<b><u>ITEM #</u></b>	<b><u>ACTION</u></b>	
1. <b>Introductions</b>		
2. <b>Minutes of September 15, 2015 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>FY16 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)</b> Douglas Franklin, COG/TPB staff will review the FY16 SMP Final Draft report and seek approval ( <i>Enclosure</i> ).	<b>(10 MIN)</b>	<b>ENDORSE FOR RELEASE</b>
4. <b>95 Express Lanes</b> Mike McGurk from VA Megaprojects will provide an update on marketing for the 95 Express Lanes.	<b>(30 MIN)</b>	<b>INFORMATION</b>
5. <b>Commuter Connections FY16 Marketing Activity</b> Dan O'Donnell from Odonnell Company will discuss recent FY16 marketing activity and present a preview of the upcoming spring	<b>(30 MIN)</b>	<b>INFORMATION</b>

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

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campaign. The Draft FY 2016 1<sup>st</sup> Half Marketing Campaign Summary report will be distributed.

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|---|-----------------|--------------------|
| 6. <b>Walk &amp; Ride Challenge</b><br>Staff from Montgomery County will present the Walk & Ride Challenge.   | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| 7. <b>FY15 Guaranteed Ride Home Customer Satisfaction Survey</b><br>Douglas Franklin, COG/TPB staff, will report preliminary findings of the FY15 Guaranteed Ride Home Customer Satisfaction Surveys for the Washington and Baltimore metropolitan regions. | <b>(15 MIN)</b> | <b>INFORMATION</b> |
| 8. <b>Calendar of Events/<br/>Marketing Round Table</b><br>Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming plans/events happening within their organizations.   | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |
| 9. <b>Other Business/Suggested Agenda items for next meeting</b>  | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

The next FY16 Regional TDM Marketing Group meeting date is Tuesday, March 15, 2016 from 2:00 pm – 4:00 pm.

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