



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

**Tuesday, September 19, 2023  
10:00 am – 12:00 pm  
COG Board Room, Third Floor**

**Metropolitan Washington Council of Governments  
777 N. Capitol St. NE, Suite 300 Washington DC, 20002**

**Chair:** Jaime McKay, TransIT Services of Frederick County

**Vice Chair:** Robin Geiger, Fairfax County

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

<b><u>ITEM #</u></b>		<b><u>ACTION</u></b>
<b>1. Introductions</b>		
<b>2. Minutes of June 20, 2023 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
<b>3. Change of Chairpersons</b> The new FY24 Chair and Vice Chair will be announced.	<b>(5 MIN)</b>	<b>INFORMATION</b>
<b>4. Marketing Campaign Summary Report</b> COG/TPB staff will review the Final FY23 Second Half Marketing Campaign Summary Report.	<b>(5 MIN)</b>	<b>INFORMATION</b>
<b>5. 495 NEXT Project</b> Michelle Holland, Virginia Department of Transportation, will present about the I-495 Express Lanes Northern Extension project.	<b>(20 MIN)</b>	<b>INFORMATION</b>
<b>6. FY24 Marketing Communications Plan and Schedule</b> COG/TPB staff will review the FY24 Final Marketing Communications Plan and Schedule document.	<b>(10 MIN)</b>	<b>INFORMATION</b>

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| <b>7. Commuter Connections FY24 Marketing Activity</b><br>Dan O'Donnell and Mark Wirth, Odonnell Company, will present Commuter Connections FY24 marketing activity. | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| <b>8. FY24 Strategic Marketing Plan</b><br>COG/TPB staff will review the FY24 Draft Regional TDM Resource Guide and Strategic Marketing Plan document.               | <b>(10 MIN)</b> | <b>INFORMATION</b> |
| <b>9. Montgomery County Marketing</b><br>Michelle Golden, Montgomery County Commuter Services, will present on marketing activity within the county.                 | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| <b>10. Marketing Round Table</b><br>Meeting participants may discuss marketing related news/plans/events within their organizations.                                 | <b>(20 MIN)</b> | <b>DISCUSSION</b>  |
| <b>11. Other Business/Suggested Agenda items for the next meeting.</b>   | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

The next Regional TDM Marketing Group meeting will be held on Tuesday, December 19, 2023 from 12:00 pm to 2:00 pm.

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