



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

**Tuesday, December 15, 2020  
12:00 noon – 2:00 p.m.  
Webex Virtual Meeting**

Metropolitan Washington Council of Governments  
777 North Capitol St NE, Suite 300, Washington, DC 20002

**Chair:** Bobbi Greenberg, bgreenberg@arlingtonva.us, 703.228.4787  
**Vice Chair:** Danelle Carey, danelle.carey@godcgo.com, 202.299.2186  
**COG Staff Contact:** Douglas Franklin, dfranklin@mwcog.org, 202.962.3792

<u>ITEM #</u>	<u>ACTION</u>	
1. <b>Introductions</b>		
2. <b>Minutes of September 15, 2020 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>Commuter Connections FY21 Marketing Activity</b> Douglas Franklin, COG/TPB staff, will present FY21 marketing activities. The FY21 First Half Marketing Campaign Summary Draft report will be distributed.	<b>(20 MIN)</b>	<b>INFORMATION</b>
4. <b>MDOT Walktober</b> Francine Waters, Maryland Department of Transportation, will present the Walktober initiative, spotlighting pedestrian safety, health, commuting options, and walking programs.	<b>(20 MIN)</b>	<b>INFORMATION</b>
5. <b>OmniRide Marketing</b> Ivanna Baez, OmniRide (PRTC), will present the “We’re Ready When You Are” marketing campaign and other activity.	<b>(20 MIN)</b>	<b>INFORMATION</b>

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| 6. | <b>FY20 Guaranteed Ride Home Customer Satisfaction Surveys</b><br>Douglas Franklin, COG/TPB staff, will report preliminary findings of the FY20 Guaranteed Ride Home Customer Satisfaction Surveys for the Washington, DC and Baltimore regions. | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| 7. | <b>Metro Marketing</b><br>Jake Park, Washington Metropolitan Area Transit Authority, will present Metro’s “Doing Our Part” marketing campaign.   | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| 8. | <b>Marketing Round Table/ Calendar of Events</b><br>Meeting participants may discuss COVID-19 response or other marketing related news/plans within their organizations.   | <b>(10 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 Regional TDM Marketing Group meeting is scheduled for Tuesday, March 16, 2021 from 2:00 p.m. – 4:00 p.m.

*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).*