



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

**Tuesday, June 15, 2021
12:00 pm – 2:00 pm
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. Introductions		
2. Minutes of March 16, 2021 Meeting	(5 MIN)	APPROVE
3. Commuter Connections FY21 Marketing Activity Dan Odonnell, Odonnell Company, will provide an overview of FY21 regional TDM marketing activity and discuss plans for the FY22 Regional Recovery Campaign. An updated draft of the FY21 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.	(25 MIN)	INFORMATION
4. FY22 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) COG/TPB staff will discuss the process to begin updates for the FY22 SMP report.	(5 MIN)	INFORMATION

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| 5. Metro Marketing
Antionette Rucker, WMATA, will present an overview of the transit agency's SmartBenefits outreach and Metro's regional recovery efforts. | (25 MIN) | INFORMATION |
| 6. Marketing Round Table
Meeting participants may share recent advertising/marketing collateral, discuss news, upcoming events, and happenings within their organizations. | (55 MIN) | DISCUSSION |
| 7. Other Business/Suggested Items for Next Meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is Tuesday, September 21, 2021 from 10:00 a.m. to 12:00 p.m.

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).