



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

**Tuesday, March 21, 2017
2:00 p.m. – 4:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Jeannie Fazio, Maryland Transit Administration

Vice Chair: Sharon Affinito, Loudoun County Commuter Services

COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

ITEM #

ACTION

1. Introductions

2. Minutes of December 20, 2016 Meeting (5 MIN) APPROVE

**3. Marketing Campaign (5 MIN) INFORMATION
Summary Report**

The FY17 First Half Marketing Campaign Summary final report will be distributed.

4. Loudoun County Marketing (15 MIN) INFORMATION

Sharon Affinito from Loudoun County Commuter Services will share recent marketing initiatives.

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

**THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE
DISTRICT OF COLUMBIA**

5. Commuter Connections FY17 Marketing Activity (30 MIN) INFORMATION

Dan O'Donnell from Odonnell Company will provide a review of the Spring 2017 marketing campaign. A draft of the FY17 2nd Half Marketing Campaign Summary report will be distributed.

6. Maryland Transit Administration (15 MIN) INFORMATION

Janeen Kuser, MTA staff, will discuss BaltimoreLink Bus Wraps, featuring Raven's Joe Flacco.

7. Calendar of Events/ Marketing Round Table (15 MIN) DISCUSSION

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.

8. Street Smart (30 MIN) INFORMATION

Mike Farrell COG/TPB staff will present the 2017 Street Smart marketing campaign.

9. Other Business/Suggested Agenda items for next meeting (5 MIN) DISCUSSION

The next Regional TDM Marketing Group meeting is Tuesday, June 20, 2017 from noon – 2:00 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).