



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

**Tuesday September 15, 2009
10:00 a.m. – 12:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Glenn B. Hiner, Fairfax County
Vice Chair: Anna McLaughlin, District of Columbia DOT
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of June 16, 2009 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons	(5 MIN)	INFORMATION
Anna McLaughlin, District Department of Transportation will become the new Chairperson. The new Vice Chair will be announced.		
4. Commuter Connections FY09 Marketing Campaign Summary Report	(5 MIN)	INFORMATION
The Final FY09 2 nd Half Marketing Campaign Summary report will be distributed. (<i>Enclosure</i>).		
5. FY10 Marketing Workgroup Volunteers	(5 MIN)	INFORMATION
Staff will announce volunteers serving on the FY10 Commuter Connections Marketing Workgroup.		

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

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| 6. Metro Marketing | (20 MIN) | INFORMATION |
| Ron Rydstom , Washington Metropolitan Area Transit Authority will provide an update on marketing for Metrobus/rail. | | |
| 7. Street Smart Campaign | (20 MIN) | INFORMATION |
| Mike Farrell, COG will discuss The StreetSmart Campaign. | | |
| 8. Commuter Connections FY10 Marketing Activity | (20 MIN) | INFORMATION |
| Dan O'Donnell, Odonnell Company will discuss recent FY10 marketing activity including Car Free Day and present conceptual approaches for the FY10 new marketing campaign. The final FY10 marketing brief will be distributed. (<i>Enclosure</i>). | | |
| 9. FY10 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) | (5 MIN) | INFORMATION |
| Staff will distribute and review the FY10 SMP draft report. | | |
| 10. Calendar of Events/ Marketing Round Table | (30 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations. | | |
| 11. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

Next FY10 Regional TDM Marketing Group meeting date: Tuesday, Dec 15, 2009 12:00 – 2:00 p.m