



Local governments working together for a better metropolitan region

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

*District of Columbia
Bowie
College Park
Frederick County
Gaithersburg
Greenbelt
Montgomery County
Prince George's County
Rockville
Takoma Park
Alexandria
Arlington County
Fairfax
Fairfax County
Falls Church
Loudoun County
Manassas
Prince William County*

**Tuesday, October 7, 2003
10:00 a.m. - Noon
First Floor, Meetings Rooms 4&5**

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

Chair: Charlene Robey, Virginia Department of Rail and Public Transportation
Vice Chair: Ronald Mitchell, DC Department of Transportation
Staff Contact: Douglas Franklin 202/962-3792

| <u>ITEM #</u> | <u>ACTION</u> |
|---|-------------------------------------|
| 1. Introductions | |
| 2. Minutes of August 5th Meeting | APPROVE |
| 3. Announcement of New Vice Chair | APPROVE |
| 4. Change of Chairpersons | |
| 5. 2003 TDM Resource Guide and Strategic Marketing Plan. | (10 MIN) APPROVE |
| <p>Staff and Pathways Strategic Communications will distribute the final annual TDM Resource Guide/SMP, attached in the mailout packet.</p> | |
| 6. Regional Mass Marketing TERM | (20 MIN) INFORMATION AND DISCUSSION |
| <p>Staff will update the group on the Regional Mass Marketing Campaign rollout</p> | |

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| 7. | Arlington County TDM Developer Outreach | (15 MIN) | INFORMATION |
| | Catherine Sihler of Arlington Transportation Partners will update the group on the County's outreach efforts to developers. | | |
| 8. | WMATA Metrobus Ridership | (10 MIN) | INFORMATION |
| | Jane Taylor from WMATA will discuss their efforts to boost Metrobus Ridership. | | |
| 9. | Fall 2003 TDM Marketing Campaign | (15 MIN) | INFORMATION AND DISCUSSION |
| | Staff will provide an update on the Fall Regional TDM Marketing Campaign. | | |
| 10. | Calendar of Events/Other Marketing Information | (30 MIN) | DISCUSSION |
| | This is an opportunity for us to go around the room and have each meeting participant spend a minute or two to share information about marketing materials, plans, and upcoming events. | | |
| 11. | Other Business/Set Agenda for October Meeting | (5 MIN) | DISCUSSION |

Upcoming FY04 Meeting Schedule:

December 2, 2003 10 a.m.

February 3, 2004 10 a.m.