



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

**Tuesday, June 16, 2015
12:00 noon – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300, Washington, DC 20002

Chair: Gabriel Ortiz, City of Alexandria
Vice Chair: Meredyth Jensen, goDCgo
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>			<u>ACTION</u>
1.	Introductions		
2.	Minutes of March 17, 2015 Meeting	(5 MIN)	APPROVE
3.	Express Lanes Marketing	(30 MIN)	INFORMATION
	Mike McGurk from Transurban will provide an update on marketing of the 95/495 Express Lanes.		
4.	Commuter Connections FY15 Marketing Activity	(30 MIN)	INFORMATION
	Dan O'Donnell from Odonnell Company will provide an overview of the Commuter Connections FY15 marketing campaign and discuss a timeline for FY16 regional TDM marketing activities. An updated draft of the FY15 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.		

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| 5. | FY16 Marketing Workgroup
Call for Volunteers | (5 MIN) | DISCUSSION |
| | COG/TPB staff will call for volunteers to serve as part of the FY16 Commuter Connections Marketing Planning Workgroup. | | |
| 6. | FY16 Regional TDM Resource
Guide and Strategic Marketing Plan | (5 MIN) | INFORMATION |
| | COG/TPB staff will discuss procedures for the upcoming FY16 SMP report. | | |
| 7. | Incentives Presentation | (20 MIN) | INFORMATION |
| | Mia Zmud, Metropia, will present an incentive-based system that uses positive influence combined with unique traffic prediction technology to empower and reward commuters. | | |
| 8. | Marketing Round Table | (20 MIN) | DISCUSSION |
| | Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events and happenings within their organizations. | | |
| 9. | Other Business/Suggested
Items for Next Meeting | (5 MIN) | DISCUSSION |
| | The next Regional TDM Marketing Group meeting is Tuesday, September 15 th , 2015 10:00 a.m. – 12:00 p.m. | | |

Reasonable accommodations are provided upon request for alternative formats of meeting materials. For information visit www.mwcog.org/accommodations or call 202.962.3300 or 202-962.3213 (TDD).