



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

**Tuesday March 18, 2008
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: Dorothy Dalphon, Frederick County TransIT (301) 600-3543
Vice Chair: Glenn B. Hiner, Fairfax County (703) 324-1181
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of December 18, 2007 Meeting	(5 MIN)	APPROVE
3. Transportation Planning Board Bus Subcommittee	(20 MIN)	INFORMATION
	Committee Chair Jim Hamre from WMATA will present recent activities of the newly formed TPB Bus Subcommittee.	
4. Commuter Connections FY08 Spring Marketing Activity	(25 MIN)	INFORMATION
	Dan O'Donnell from Bus Design will recap Commuter Connections' final spring marketing campaign. A draft of the FY08 2 nd Half Marketing Campaign Summary report will also be distributed.	

NATIONAL CAPITOL 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

WWW.COMMUTERCONNECTIONS.ORG

1-800-745-RIDE

5. **Arlington County Commuter Services Making an Impact** (25 MIN) INFORMATION

Christopher Hamilton will present results of the County's recently conducted TDM research program.

6. **Virginia Railway Express** (15 MIN) INFORMATION

Ann King will present the commuter train's recent radio campaign.

7. **FY07 Guaranteed Ride Home Customer Satisfaction Survey** (5 MIN) APPROVE

Staff will seek approval of the final draft of the FY07 GRH Customer Satisfaction Survey.

8. **Calendar of Events / Marketing Round Table** (20 MIN) DISCUSSION

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

9. **Other Business / Set Agenda for next meeting** (5 MIN) DISCUSSION

Upcoming FY08 Regional TDM Marketing Group meeting dates:

June 17, 2008 12:00 p.m. – 2:00 p.m. (*lunch served*) COG Board Room – 3rd floor