



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

**Tuesday March 20, 2012
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: Christine Rodrigo, Potomac and Rappahannock Transportation Commission
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of December 20, 2011 Meeting	(5 MIN)	APPROVE
3. Marketing Campaign Summary Report	(5 MIN)	INFORMATION
The Final FY12 First Half Marketing Campaign Summary Report will be distributed.		
4. Circulator	(20 MIN)	INFORMATION
Kristin Howard from goDCgo will review the Circulator's new web site.		
5. Commuter Connections FY12 Marketing Activity	(30 MIN)	INFORMATION
Dan O'Donnell from Odonnell Company will provide a review of the Spring marketing campaign. A draft of the FY12 2 nd Half Marketing Campaign Summary		

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

Report will be distributed.

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| 6. StreetSmart Campaign | (30 MIN) | INFORMATION |
| <p>Mike Farrell from the Metropolitan Washington Council of Governments will present the new Spring 2012 StreetSmart campaign kickoff.</p> | | |
| 7. Calendar of Events/
Marketing Round Table | (25 MIN) | DISCUSSION |
| <p>Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.</p> | | |
| 8. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

Next Regional TDM Marketing Group meeting date is Tuesday, June 19, 2012, noon – 2:00 p.m.