



**MEETING NOTICE AND AGENDA
FY11 REGIONAL TDM MARKETING GROUP**

**Tuesday September 21, 2010
10:00 a.m. – 12:00 p.m.**

TRAINING CENTER A & B - FIRST FLOOR

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

Chair: Anna McLaughlin, District of Columbia DOT
Vice Chair: Toyja Somerville, Tri-County Council for Southern Maryland
Staff Contact: Douglas Franklin COG (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of June 15, 2010 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons	(5 MIN)	INFORMATION
Toyja Somerville of the Tri-County Council for Southern Maryland will become the new Chairperson for FY 2011. The new Vice Chair will be announced.		
4. Commuter Connections FY10 Marketing Campaign Summary Report	(5 MIN)	INFORMATION
Staff will issue the Final FY10 2 nd Half Marketing Campaign Summary Report.		
5. FY11 Marketing Workgroup Volunteers	(5 MIN)	INFORMATION
Staff will announce volunteers serving on the FY11 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. Capital Bikeshare | (30 MIN) | INFORMATION |
| Chris Eatough of Bike Arlington and Katie Sihler from goDCgo will present marketing and outreach conducted for the launch of Capital Bikeshare. | | |
| 7. Commuter Connections FY11 Marketing Activity | (30 MIN) | INFORMATION |
| Dan O'Donnell, Odonnell Company will discuss FY11 marketing activity including Car Free Day and the fall campaign, and present conceptual approaches for the FY11 spring marketing campaign. The Final FY11 Marketing Communications Plan document will be issued. | | |
| 8. FY11 Draft Regional TDM Resource Guide and Strategic Marketing Plan (SMP) | (10 MIN) | INFORMATION |
| Staff will review the FY11 Draft SMP report. | | |
| 9. Calendar of Events/ Marketing Round Table | (25 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations. | | |
| 10. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

Next FY11 Regional TDM Marketing Group meeting date:
 Tuesday, December 21, 2010 12:00 pm – 2:00 pm, Training Center A&B