



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
Manassas Park
Prince William County*

**Tuesday, April 6, 2004
10:00 a.m. - Noon
First Floor, Training Centers A & B**

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

Chair: Ronald Mitchell, DC Department of Transportation
Vice Chair: Franklin Bell, Prince George's County
Staff Contact: Douglas Franklin 202/962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of Feb 3rd Meeting	(5 MIN) APPROVE
3. Bike To Work Day Update	(15 MIN) INFORMATION
Douglas Franklin of COG will review 2004 Bike to Work Day media plan and collateral materials.	
4. Ozone Action Days Update	(10 MIN) INFORMATION
COG Environmental staff will brief the group on promotional efforts for Ozone Action Days.	
5. Commuter Connections Lead Analysis Briefing	(20 MIN) INFORMATION
Dudynk Advertising will present a lead analysis of Commuter Connections marketing programs.	

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| 6. FY04 – 2 nd Half Campaign Summary | (5 MIN) | INFORMATION |
| <p>COG staff will distribute the updated final report for the FY04 – 2nd Half Commuter Connections Marketing Campaign Summary.</p> | | |
| 7. Guaranteed Ride Home Survey Results | (15 MIN) | INFORMATION |
| <p>Ryan Marshall of COG will present a draft of the GRH FY03 Customer Satisfaction Survey report.</p> | | |
| 8. America Walks Conference Update | (15 MIN) | INFORMATION |
| <p>Bill Smith, Conference Chairman of the National Congress of Pedestrian Advocates will discuss the upcoming America Walks event in Silver Spring.</p> | | |
| 9. Calendar of Events/Other Marketing Information | (30 MIN) | DISCUSSION |
| <p>This is an opportunity 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 happening within their organization.</p> | | |
| 10. Other Business / Set Agenda for Tuesday June 1, 2004 meeting | (5 MIN) | DISCUSSION |