



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

**Tuesday, June 20, 2023
12:00 noon – 2:00 pm
Kirby Training Center, Lobby Level**

Metropolitan Washington Council of Governments
777 North Capitol St. NE, Suite 300, Washington, DC 20002

Chair: Jaime McKay, TransIT Services of Frederick County

Vice Chair: Robin Geiger, Fairfax County

COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, 202.962.3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of the March 21, 2023 Meeting	(5 MIN)	APPROVE
3. Commuter Connections FY23 Marketing Activity Dan O'Donnell and Mark Wirth, Odonnell Company, will provide an overview of FY23 regional TDM marketing activity. An updated draft of the FY23 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.	(25 MIN)	INFORMATION
4. FY24 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) COG/TPB staff will discuss the process to begin updates for the FY24 SMP report.	(5 MIN)	INFORMATION
5. Loudoun County Marketing Kendall Tiffany, Loudoun County Commuter Services, will present regarding the County's TDM marketing and outreach efforts.	(25 MIN)	INFORMATION

Metropolitan Washington Council of Governments
National Capital Region Transportation Planning Board
777 North Capitol Street, NE, Suite 300, Washington, DC 20002-4290
www.commuterconnections.org 800-745-RIDE

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| 6. Marketing Round Table
Meeting participants may share recent advertising/marketing collateral, discuss news, upcoming events, and happenings within their organizations. | (55 MIN) | DISCUSSION |
| 7. Other Business/Suggested Items for Next Meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is Tuesday, September 19, 2023 from 10:00 am to 12:00 pm

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).