



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

**Tuesday, March 15, 2016
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: Marina Budimir, District Department of Transportation

Vice Chair: Jeannie Fazio, Maryland Transit Administration

COG/TPB Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of December 15, 2015 Meeting	(5 MIN)	APPROVE
3. Marketing Campaign Summary Report	(5 MIN)	INFORMATION
The FY16 First Half Marketing Campaign Summary final report will be distributed.		
4. DC Circulator Marketing	(20 MIN)	INFORMATION
Michelle Cragle from goDCgo will give a presentation on the Circulator's 10 th anniversary marketing campaign.		

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,
WASHINGTON, DC 20002-4239

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| 5. Commuter Connections FY16 Marketing Activity | (30MIN) | INFORMATION |
| Dan O'Donnell from Odonnell Company will provide a review of the Spring marketing campaign. A draft of the FY16 2 nd Half Marketing Campaign Summary report will be distributed. | | |
| 6. Street Smart | (30 MIN) | INFORMATION |
| Mike Farrell COG/TPB staff will present the 2016 Street Smart marketing campaign. | | |
| 7. Calendar of Events/ Marketing Round Table | (25 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations. | | |
| 8. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is Tuesday, June 21, 2016 from noon – 2:00 p.m.

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