



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

**Tuesday, December 20, 2016
12:00 p.m. – 2:00 p.m.**

Board Room, 3rd Floor

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

Chair: Jeannie Fazio, Maryland Transit Administration
Vice Chair: Sharon Affinito, Loudoun County Commuter Services
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of September 20, 2016 Meeting	(5 MIN)	APPROVE
3. FY17 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) Douglas Franklin, COG/TPB staff will review the FY17 SMP Final Draft report and seek approval (<i>Enclosure</i>).	(10 MIN)	ENDORSE FOR RELEASE
4. GO Alex Jim Wright from Pulsar Advertising will present the City of Alexandria's new TDM branding identity.	(20 MIN)	INFORMATION
5. Commuter Connections FY17 Marketing Activity Dan O'Donnell from Odonnell Company will discuss recent FY17 marketing activities and present a preview of the upcoming spring campaign. The FY 2017 First	(30 MIN)	INFORMATION

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4290

THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

Half Marketing Campaign Draft
Summary report will be distributed.

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| 6. Walk & Ride Challenge
Staff/contractors from Montgomery County Commuter Services will present the Walk & Ride Challenge. | (20 MIN) | INFORMATION |
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| 7. FY16 Guaranteed Ride Home Customer Satisfaction Survey
Douglas Franklin, COG/TPB staff, will report preliminary findings of the FY16 Guaranteed Ride Home Customer Satisfaction Surveys for the Washington and Baltimore regions. | (20 MIN) | INFORMATION |
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| 8. Calendar of Events/
Marketing Round Table
Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming plans/events happening within their organizations. | (10 MIN) | DISCUSSION |
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| 9. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 21, 2017 from 2:00 p.m. – 4:00 p.m.

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).