



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

**Tuesday, March 16, 2021
2:00 p.m. – 4:00 p.m.
Webex Virtual Meeting**

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

Chair: Bobbi Greenberg, bgreenberg@arlingtonva.us, 703.228.4787
Vice Chair: Danelle Carey, danelle.carey@godcgo.com, 202.299.2186
COG Staff Contact: Douglas Franklin, dfranklin@mwcog.org, 202.962.3792

<u>ITEM</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of December 15, 2020 Meeting	(5 MIN)	APPROVE
3. Marketing Campaign Summary Report The FY21 First Half Marketing Campaign Summary final report will be distributed.	(10 MIN)	INFORMATION
4. Commuter Connections FY21 Marketing Activity Douglas Franklin, COG/TPB staff will provide an update on FY21 second half marketing activity. A draft of the FY21 Second Half Marketing Campaign Summary report will be distributed.	(25 MIN)	INFORMATION
5. NVTC Marketing Campaign Matthew Friedman, Northern Virginia	(25 MIN)	INFORMATION

Transportation Commission, will present on its NoVaRides marketing campaign.

- | | | |
|--|-----------------|--------------------|
| 6. Frederick County TDM Marketing
Kendall Tiffany, Frederick TransIT Services, will provide an update on the jurisdiction's TDM marketing initiatives. | (25 MIN) | INFORMATION |
| 7. Calendar of Events/
Marketing Round Table
Meeting participants may share recent advertising/marketing campaigns, collateral, and discuss relevant news or upcoming events within their organizations. | (25 MIN) | DISCUSSION |
| 8. Other Business/Suggested
Agenda items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting will be held on Tuesday, June 15, 2021 from 12:00 pm – 2:00 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).