



*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, June 7, 2005  
10:00 a.m. - Noon  
Meeting Room 3 – First Floor**

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

Chair: Victor Egu, Prince George's County  
Vice Chair: Ann King, Virginia Railway Express  
Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of April 5th Meeting	(5 MIN) APPROVE
3. OmniLink Anniversary Promotion	(20 MIN) INFORMATION
Althea Evans of PRTC will discuss the recent 10 <sup>th</sup> anniversary promotion of the OmniLink bus service.	
4. Commuter Connections FY05 Marketing Campaign Update	(20 MIN) INFORMATION
Paula Johnson of NDW Communications will provide an update on Commuter Connections marketing activities. Staff will distribute a draft of the FY05 2 <sup>nd</sup> Half Commuter Connections Marketing Campaign Summary	

5. WMATA Marketing Update (20 MIN) INFORMATION

Leann Landry will discuss WMATA's recent and upcoming marketing initiatives and promotions.

6. 2005 TDM Resource Guide and Strategic Marketing Plan Schedule (5 MIN) INFORMATION

COG staff will discuss the upcoming 2005 TDM Resource Guide and Strategic Marketing Plan schedule.

7. Calendar of Events / Marketing Round Table (45 MIN) DISCUSSION

This is an opportunity to go around the room and have each meeting participant share recent advertising, marketing collateral and information, and to discuss news or upcoming events happening within their organizations.

8. Other Business / Set Agenda for Tuesday August 2, 2005 meeting (5 MIN) DISCUSSION

Upcoming 2005 meeting schedule:

August 2, 2005  
October 4, 2005  
December 6, 2005