



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

**Tuesday, June 18, 2019
12:00 – 2:00 p.m.
Board Room, 3rd Floor**

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

Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
Vice Chair: Semia Hackett, Prince George’s County Department of Public Works and Transportation
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of March 19, 2019 Meeting	(5 MIN)	APPROVE
3. Commuter Connections FY19 Marketing Activity Dan Odonnell, Odonnell Company, will provide an overview of the Commuter Connections FY19 regional TDM marketing campaign, and discuss a timeline for FY20 marketing activities. An updated draft of the FY19 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.	(25 MIN)	INFORMATION
4. FY20 Marketing Workgroup Call for Volunteers COG/TPB staff will call for volunteers to serve as part of the FY20 Commuter Connections Marketing Workgroup.	(5 MIN)	DISCUSSION

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| <p>5. Fairfax County Marketing
Anna Nissinen, Fairfax County Commuter Services, will share recent marketing and communications efforts.</p> | <p>(25 MIN)</p> | <p>INFORMATION</p> |
| <p>6. GWRideConnect Facebook
Leigh Anderson, George Washington Regional Commission, will discuss GWRideConnect’s Facebook campaign.</p> | <p>(10 MIN)</p> | <p>INFORMATION</p> |
| <p>7. FY20 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)
COG/TPB staff will discuss procedures for the upcoming FY20 SMP report. A copy of the FY2019 SMP can be found here.</p> | <p>(10 MIN)</p> | <p>INFORMATION</p> |
| <p>8. Marketing Round Table
Meeting participants may share recent advertising/marketing collateral, discuss news, upcoming events, and happenings within their organizations.</p> | <p>(35 MIN)</p> | <p>DISCUSSION</p> |
| <p>9. Other Business/Suggested Items for Next Meeting</p> | <p>(5 MIN)</p> | <p>DISCUSSION</p> |

The next Regional TDM Marketing Group meeting is Tuesday, September 17, 2019 from 10:00 a.m. to 12:00 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).