



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

**Tuesday, April 4, 2006
10:00 a.m. – 12:00 p.m.**

FIRST FLOOR - MEETING ROOM 3

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

Chair: Ann King, Virginia Railway Express
Vice Chair: Donna Murray, WMATA
Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of February 7, 2005 Meeting	(5 MIN)	APPROVE
3. Howard County Commuter Solutions	(15 MIN)	INFORMATION
Gary Sightler of Howard County Commuter Solutions will discuss the Spring Commuter Contest.		
4. Clean Commute Day	(20 MIN)	INFORMATION
Terry Hargrove from the American Lung Association of Virginia will discuss Outreach for Virginia's Clean Commute Day to take place on May 6 th .		
5. Commuter Connections Marketing	(20 MIN)	INFORMATION
Donna Maguire from NDW Communications will discuss recent and upcoming Commuter Connections marketing activities for the second half of FY06. A draft Campaign summary report will be issued.		

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

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

WWW.COMMUTERCONNECTIONS.ORG

1-800-745-RIDE

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| 6. Street Smart Campaign | (20 MIN) | INFORMATION |
| Mike Farrell of COG will present the Street Smart Pedestrian and Bicycle Safety Campaign launching in April. | | |
| 7. GRH FY05 Customer Satisfaction Survey | (5 MIN) | INFORMATION |
| Douglas Franklin will issue a draft report of the FY05 GRH Customer Satisfaction Survey. (enclosed) | | |
| 8. Reg TDM Marketing Meeting Consolidation | (10 MIN) | DISCUSSION |
| Participants will discuss the FY07 Work Program proposal to consolidate the Regional TDM Marketing Group into the Commuter Connections Subcommittee. | | |
| 9. Calendar of Events / Marketing Round Table | (20 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/ marketing collateral and information, and discuss news or upcoming events happening within their organizations. | | |
| 10. Other Business / Set Agenda for Tuesday June 6th meeting | (5 MIN) | DISCUSSION |