



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

**Tuesday June 19, 2012
12:00 noon – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Christine Rodrigo, Potomac and Rappahannock Transportation Commission
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>		
1.	Introductions		
2.	Minutes of March 20, 2012 Meeting	(5 MIN)	APPROVE
3.	PRTC Youth Outreach Program	(20 MIN)	INFORMATION
	Christine Rodrigo from the Potomac and Rappahannock Transportation Commission will present the Youth Outreach program to encourage children to learn about public transportation.		
4.	Commuter Connections FY12 Marketing Activity	(30 MIN)	INFORMATION
	Dan O'Donnell from Odonnell Company will provide an overview of the Commuter Connections FY12 marketing campaign and discuss a timeline for FY13. An updated draft of the FY12 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.		

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

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| 5. | FY13 Marketing Workgroup
Call for Volunteers | (5 MIN) | DISCUSSION |
| | Staff will call for volunteers to serve as part of the FY13 Commuter Connections Marketing Workgroup. | | |
| 6. | Car-Free Diet | (15 MIN) | INFORMATION |
| | Bobbi Greenberg from Arlington County Commuter Services will present the Car-Free Diet Show with appearances by former car-free skeptics. | | |
| 7. | FY13 Regional TDM Resource
Guide and Strategic Marketing Plan | (5 MIN) | INFORMATION |
| | COG/TPB staff will discuss procedures for the upcoming FY13 SMP report. | | |
| 8. | Marketing Round Table | (35 MIN) | DISCUSSION |
| | Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events and happenings within their organizations. | | |
| 9. | Other Business/Suggested
Items for Next Meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is Tuesday, September 18th, 10:00 a.m. – 2:00 p.m.