



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

**Tuesday, December 16, 2014
12:00 p.m. – 2:00 p.m.**

Board Room, 3rd Floor

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

Chair: Gabriel Ortiz, City of Alexandria
Vice Chair: Meredyth Jensen, goDCgo
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of September 16, 2014 Meeting	(5 MIN)	APPROVE
3. FY15 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) Douglas Franklin, COG/TPB staff will review the FY15 SMP Final Draft report and seek approval (<i>Enclosure</i>).	(10 MIN)	ENDORSE FOR RELEASE
4. 95 Express Lanes Mike McGurk from VA Megaprojects will provide an update on marketing for the new 95 Express Lanes.	(25 MIN)	INFORMATION
5. Commuter Connections FY15 Marketing Activity Dan O'Donnell from Odonnell Company will discuss recent FY15 marketing activity and present a	(25 MIN)	INFORMATION

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

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preview of the spring campaign.
The Draft FY 2015 1st Half
Marketing Campaign Summary
report will be distributed.

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| 6. DC Circulator
Meredyth Jensen from goDCgo
will present the fall marketing
campaign for the Circulator's
National Mall service. | (15 MIN) | INFORMATION |
| 7. Arlington County CarFreeAtoZ
Bobbi Greenberg from Arlington
County Commuter Services will
present CarFreeAtoZ outreach
efforts and plans. | (15 MIN) | INFORMATION |
| 8. FY14 Guaranteed Ride Home
Customer Satisfaction Survey
Douglas Franklin, COG/TPB staff,
will report preliminary findings of
the FY14 Guaranteed Ride Home
Customer Satisfaction Surveys for
the Washington and Baltimore
metropolitan regions. | (15 MIN) | INFORMATION |
| 9. Calendar of Events/
Marketing Round Table
Meeting participants may share recent
advertising/marketing collateral and
discuss news or upcoming plans/events
happening within their organizations. | (5 MIN) | DISCUSSION |
| 10. Other Business/Suggested Agenda
items for next meeting | (5 MIN) | DISCUSSION |

The next FY15 Regional TDM Marketing Group meeting date is Tuesday, March 17, 2015 from 2:00 pm – 4:00 pm in the COG Board Room, 3rd Floor.