

**TMA ADVISORY GROUP  
MEETING MINUTES  
JUNE 20, 2006**

**ITEM #1      Introductions**

The attendees present introduced themselves.

**ITEM #2      High Gasoline Prices and the TMA**

Staff presented information on recent efforts by TMA's across the country to combat high fuel costs and assist employers in their employees' commutes. Several TMA's have resorted to offering gas cards as incentives for carpooling. Other attention grabbing efforts were carpool challenges such as setting the world record for carpools in California and frequency challenges of those who carpooled consistently over a three month period.

Ms. Francine Waters of Bethesda Transportation Solutions told the group of her recent experiences in Bethesda of trying to put together a marketing program highlighting the high fuel costs and ways of saving money by using alternative commuting options. The initial response to the campaign was positive but the executive board of the TMA questioned the impact of the effort on local gas stations. After interviewing one particular station owner the campaign had to be shelved due to the owner's insistence on fighting the effort by any means necessary. The owner felt that any such effort would further damage his business due to high fuel costs. Ms. Waters related that the experience was enlightening given that she was able to see how alternative commuting promotions can be viewed by some as detrimental to business operations.

**Item 3 – Roundtable Discussion**

Ms. Mirza Morris of North Bethesda Transportation Center (TAP) updated the group on their activities and the continuation of the "superhero" marketing effort from 2005. Several flyers and other promotional items have already been produced are ready for distribution.

The group was informed that the meeting would be the last meeting of the TMA groups. The TMA Advisory Group and the Telecommuting Ad Hoc Group are being folded into the Employer Outreach Committee and that the next meeting would be held on July 18<sup>th</sup>, 2006.

**Item 4 – Other Business and Next Meeting**

The next meeting will be held July 18, 2006