



Local governments working together for a better metropolitan region

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

**Tuesday, February 1, 2005
10:00 a.m. – Noon
Training Center, First Floor**

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

Chair: Victor Egu, Prince George’s County
Vice Chair: Ann King, Virginia Railway Express
Staff Contact: Douglas Franklin (202) 962-3792

*District of Columbia
Bowie
College Park
Frederick County
Gaithersburg
Greenbelt
Montgomery County
Prince George’s County
Rockville
Takoma Park
Alexandria
Arlington County
Fairfax
Fairfax County
Falls Church
Loudoun County
Manassas
Manassas Park
Prince William County*

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of December 7th Meeting (5 MIN)	APPROVE
3. Arlington Residential Marketing Program (20 MIN)	INFORMATION
Christina Gordon of Arlington Transportation Partners will discuss Arlington’s Residential Marketing Program	
4. Maryland Commuter Choice Campaign (20 MIN)	INFORMATION
Rich Solli of the Maryland Transit Administration will present the Maryland Commuter Choice campaign	
5. Commuter Connections (20 MIN)	INFORMATION
FY05 Marketing Campaigns	
Paula Johnson of NDW Communications will provide an update on Commuter Connections marketing activities.	

6. Calendar of Events / Marketing Round Table (50 MIN) DISCUSSION

This is an opportunity to go around the room and have each meeting participant share recent advertising, marketing collateral and information, and to discuss news or upcoming events happening within their organizations.

7. Other Business / Set Agenda for April 5, 2005 meeting. (5 MIN) DISCUSSION

Upcoming meeting schedule:

April 5, 2005
June 7, 2005
August 2, 2005
October 4, 2005
December 6, 2005