



Local governments working together for a better metropolitan region

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

**Tuesday, April 5, 2005
10:00 a.m. – Noon
First Floor, Meeting Room 3**

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 February 1st Meeting	(5 MIN) APPROVE
3. Prince George’s County Marketing Update	(20 MIN) INFORMATION
Chris Napolitano of Joint Venture Marketing will discuss upcoming marketing plans to promote Prince George’s commuter services.	
4. Pedestrian Safety Education Campaign	(15 MIN) INFORMATION
Mike Farrell of COG will brief the Group on the Spring 2004 Street Smart Campaign launch.	
5. Commuter Connections	(20 MIN) INFORMATION
FY05 Marketing Campaign Status Report	
Paula Johnson of NDW Communications will provide an update on Commuter Connections marketing activities.	

6. Clean Air Partners (15 MIN) INFORMATION

Jen Desimone from COG Environmental Staff will brief the group on promotional efforts for the upcoming Air Quality Action Days season.

7. Calendar of Events / Marketing Round Table (40 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.

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

Upcoming meeting schedule:

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