



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

**Tuesday, June 19, 2018
12:00 noon – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300, Washington, DC 20002

Chair: Sharon Affinito, Loudoun County Commuter Services
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of March 20, 2018 Meeting	(5 MIN)	APPROVE
3. Commuter Connections FY18 Marketing Activity	(30 MIN)	INFORMATION
Dan Odonnell, Odonnell Company, will provide an overview of the Commuter Connections FY18 regional TDM marketing campaign, and discuss a timeline for FY19 marketing activities. An updated draft of the FY18 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.		

- | | | |
|--|------------------------|---------------------------|
| <p>4. FY19 Marketing Workgroup
Call for Volunteers
COG/TPB staff will call for volunteers to serve as part of the FY19 Commuter Connections Marketing Workgroup.</p> | <p>(10 MIN)</p> | <p>DISCUSSION</p> |
| <p>5. I-66 Corridor Outreach
Michelle Holland, Virginia Dept. of Transportation will present on I-66 corridor outreach.</p> | <p>(30 MIN)</p> | <p>INFORMATION</p> |
| <p>6. FY19 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)
COG/TPB staff will discuss procedures for the upcoming FY19 SMP report.</p> | <p>(10 MIN)</p> | <p>INFORMATION</p> |
| <p>7. Marketing Round Table
Meeting participants may share recent advertising/marketing collateral, discuss news, upcoming events, and happenings within their organizations.</p> | <p>(30 MIN)</p> | <p>DISCUSSION</p> |
| <p>8. Other Business/Suggested Items for Next Meeting</p> | <p>(5 MIN)</p> | <p>DISCUSSION</p> |

The next Regional TDM Marketing Group meeting is Tuesday, September 18, 2018 from 10:00 a.m. to 12:00 p.m.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).