



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

**Tuesday June 15, 2010
12:00 p.m. – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Anna McLaughlin, District of Columbia DOT
Vice Chair: James McAllister, Tri-County Council for Southern Maryland
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of March 16, 2010 Meeting	(5 MIN)	APPROVE
3. Beltway HOT Lanes Groundbreaking	(25MIN)	INFORMATION
Michelle Holland from TransUrban will discuss the recent Beltway HOT Lanes Groundbreaking and provide a project update.		
4. Commuter Connections FY10 Marketing Activity	(25 MIN)	INFORMATION
Dan O'Donnell from Odonnell Company will provide an overview of the Commuter Connections FY10 marketing campaign and discuss timeline for the FY11 campaign. A second draft of the FY10 2 nd Half Marketing Campaign Summary Report will be distributed.		

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| 5. | FY11 Marketing Workgroup
Call for Volunteers | (5 MIN) | DISCUSSION |
| | Staff will call for volunteers to serve as part of the FY11 Commuter Connections Marketing Workgroup. | | |
| 6. | VPSI Photo Contest | (25 MIN) | INFORMATION |
| | Rico Fleshman from VPSI will discuss the “Photos From the Road” Contest | | |
| 7. | FY11 Regional TDM Resource
Guide and Strategic Marketing Plan | (10 MIN) | INFORMATION |
| | Staff will discuss procedures for the upcoming FY11 SMP report. | | |
| 8. | Calendar of Events/
Marketing Round Table | (20 MIN) | DISCUSSION |
| | Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations. | | |
| 9. | Other Business/Suggested Agenda
items for next meeting | (5 MIN) | DISCUSSION |

Next Regional TDM Marketing Group meeting: Tuesday, September 21, 2010, 10 a.m. – Noon