



*Local governments working together for a better metropolitan region*

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

*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*

**Tuesday, June 1, 2004  
10:00 a.m. - Noon  
Training Centers A & B**

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

Chair: Ronald Mitchell, DC Department of Transportation  
Vice Chair: Franklin Bell, Prince George's County  
Staff Contact: Douglas Franklin 202/962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of April 6th Meeting	(5 MIN) APPROVE
3. Montgomery County RideOn	(15 MIN) INFORMATION
Beverly LeMasters from Mont. Co. RideOn will provide an update on the "GO Montgomery" RideOn Buses and Shelters promotion.	
4. Commuter Connections Marketing Update	(15 MIN) INFORMATION
Douglas Franklin of COG will discuss the recent and upcoming Commuter Connections marketing campaigns.	
5. WMATA SmarTrip Operations	(15 MIN) INFORMATION
Richard Siskind from WMATA will provide an update on the Metrobus Farebox Installation.	

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|--|------------------------|--------------------|
| <p>6. Ozone Action Days</p> <p>Jennifer Desimone of COG's Environmental staff will brief the group on promotional efforts for Ozone Action Days.</p>   | <p><b>(15 MIN)</b></p> | <p>INFORMATION</p> |
| <p>7. WMATA Marketing Update</p> <p>WMATA will discuss their recent marketing initiatives.</p>   | <p><b>(15 MIN)</b></p> | <p>INFORMATION</p> |
| <p>8. Marketing Reports</p> <p>COG staff will distribute an updated draft of the 2<sup>nd</sup>-Half Commuter Connections Marketing Campaign Summary and discuss upcoming 2004 TDM Resource Guide and Strategic Marketing Plan schedule.</p>   | <p><b>(5 MIN)</b></p>  | <p>INFORMATION</p> |
| <p>9. Calendar of Events/Other Marketing Information</p> <p>This is an opportunity to go around the room and have each meeting participant spend a minute or two to share information about marketing materials, plans, and upcoming events happening within their organization.</p> | <p><b>(30 MIN)</b></p> | <p>DISCUSSION</p>  |
| <p>10. Other Business / Set Agenda for Tuesday August 3, 2004 meeting</p>  | <p><b>(5 MIN)</b></p>  | <p>DISCUSSION</p>  |