



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, August 3, 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 June 1st Meeting	(5 MIN) APPROVE
3. Media Impact analysis	
Gail Cooperman, Director of Client Services, Dudnyk Marketing will present a Media Impact analysis of Commuter Connections Marketing Programs.	(20 MIN) INFORMATION
4. Commuter Connections Marketing Update	(20 MIN) INFORMATION
Douglas Franklin of COG will discuss recent and upcoming Commuter Connections marketing activity and will distribute a final report of the FY04 2 nd -Half Commuter Connections Marketing Campaign Summary and discuss the 2004 TDM Resource Guide and Strategic Marketing Plan schedule.	

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| 5. VDOT HOV Enforcement | (20 MIN) | INFORMATION |
| Virginia Department of Transportation
Public Affairs Office will discuss the
recent HOV enforcement campaign. | | |
| 6. Children's Educational Bus Outreach | (20 MIN) | INFORMATION |
| Althea Evans from the Potomac and
Rappahannock Transportation Commission
will provide a follow up on the educational
outreach to introduce bus service and
bus safety to children. | | |
| 7. Calendar of Events/Other
Marketing Information | (30 MIN) | DISCUSSION |
| 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. | | |
| 8. Other Business / Set Agenda for
Tuesday October 5, 2004 meeting | (5 MIN) | DISCUSSION |