



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

**Tuesday December 16, 2008  
12:00pm – 2:00 p.m.**

**COG BOARD ROOM - THIRD FLOOR**

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

Chair: Glenn B. Hiner, Fairfax County  
Vice Chair: Anna McLaughlin, District of Columbia DOT  
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. <b>Introductions</b>		
2. <b>Minutes of September 16, 2008 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>FY09 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
	Staff will distribute and review the Final FY09 SMP report and seek approval from the Marketing Group.	
4. <b>Washington Nationals Marketing Update</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
	Francine Waters from the Washington Nationals will present TDM marketing efforts for the stadium traffic.	
5. <b>Commuter Connections FY09 Marketing Activity</b>	<b>(25 MIN)</b>	<b>INFORMATION</b>
	Dan O'Donnell from Odonnell Company will recap fall FY09 marketing activities and provide a preview of the Spring campaign The draft FY09 1st Half Marketing Campaign	

NATIONAL CAPITOL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

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1-800-745-RIDE

Summary report will also be distributed.

6. **FY08 Guaranteed Ride Home Customer Satisfaction Survey** (20 MIN) INFORMATION

Douglas Franklin will report preliminary findings from the FY08 Guaranteed Ride Home Customer Satisfaction Survey.

7. **Calendar of Events/ Marketing Round Table** (40 MIN) DISCUSSION

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations.

8. **Other Business/Suggested Agenda items for next meeting** (5 MIN) DISCUSSION

**Upcoming FY09 Regional TDM Marketing Group meeting dates:**

Tuesday, March 17, 2009 2:00 p.m. – 4:00 p.m., COG Board Room – 3rd floor

Tuesday, June 16, 2009 12:00 p.m. – 2:00 p.m., COG Board Room – 3rd floor, Lunch Meeting

Tuesday, September 15, 2009 10:00 a.m. – 12:00 p.m., COG Board Room – 3rd floor

Tuesday, December 15 2009 12:00 p.m. – 2:00 p.m., COG Board Room – 3rd floor, Lunch Meeting