



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

**Tuesday, September 19, 2017  
10:00 a.m. – 12:00 noon**

**COG BOARD ROOM - THIRD FLOOR**

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

Chair: Jeannie Fazio, Maryland Transit Administration  
Vice Chair: Sharon Affinito, Loudoun County Commuter Services  
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, (202) 962-3792

<b><u>ITEM #</u></b>		<b><u>ACTION</u></b>
1. <b>Introductions</b>		
2. <b>Minutes of June 20, 2017 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>Change of Chairpersons</b> The new FY18 Chairpersons will be announced.	<b>(5 MIN)</b>	<b>INFORMATION</b>
4. <b>Marketing Campaign Summary Report</b> COG/TPB staff with review the Final FY17 Second Half Marketing Campaign Summary Report.	<b>(5 MIN)</b>	<b>INFORMATION</b>
5. <b>FY18 Marketing Communications Plan</b> COG/TPB staff will review the Final FY18 Marketing Communications Plan and Schedule document.	<b>(5 MIN)</b>	<b>INFORMATION</b>
6. <b>Inside the Beltway Express Lanes</b> Michelle Holland from the Virginia Department of Transportation will	<b>(25 MIN)</b>	<b>INFORMATION</b>

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

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DISTRICT OF COLUMBIA**

provide an update on outreach efforts for the I-66 Express Lanes project, and the I-395 Express Lanes groundbreaking.

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|---|-----------------|--------------------|
| 7. <b>Commuter Connections FY18 Marketing Activity</b><br>Dan O'Donnell of Odonnell Company will discuss FY18 marketing activity including Car Free Day, the upcoming fall campaign, and present conceptual approaches for the FY18 spring regional TDM marketing campaign. | <b>(30 MIN)</b> | <b>INFORMATION</b> |
| 8. <b>PRTC Marketing</b><br>Katy Nicholson from the Potomac and Rappahannock Transportation Commission will present on marketing activities in Prince William County.   | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| 9. <b>FY18 Strategic Marketing Plan</b><br>COG/TPB staff will review the FY18 Draft Regional TDM Resource Guide and Strategic Marketing Plan.   | <b>(10 MIN)</b> | <b>INFORMATION</b> |
| 10. <b>Calendar of Events/ Marketing Round Table</b><br>Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.  | <b>(10 MIN)</b> | <b>DISCUSSION</b>  |
| 11. <b>Other Business/Suggested Agenda items for the next meeting.</b>  | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

The next Regional TDM Marketing Group meeting is Tuesday, December 19, 2017 from noon – 2:00 p.m.

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