



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

**Tuesday June 19, 2007
12:00 p.m. – 2:00 p.m. (Lunch will be served)**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Donna Murray, WMATA
Vice Chair: Dorothy Dalphon, Frederick County TransIT
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of March 20, 2007 Meeting	(5 MIN)	APPROVE
3. MTA Marketing	(20 MIN)	INFORMATION
Rich Solli from Maryland Transit Administration will make a presentation on the "High Gas Prices" campaign.		
4. Commuter Connections Marketing Update	(20 MIN)	INFORMATION
Dan O'Donnell from Bus Design will provide an update on Commuter Connections marketing activities for FY07. Additionally, an updated draft of the Commuter Connections FY07 2nd half marketing campaign summary will be issued.		

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| 5. Frederick Douglass Bridge Project | (20 MIN) | INFORMATION |
| Michelle Holland will present the Frederick Douglass Bridge “Extreme Makeover” campaign. | | |
| 6. WMATA Customer Surveys | (20 MIN) | INFORMATION |
| Donna Murray from WMATA will discuss the transit agency’s ongoing customer satisfaction survey research. | | |
| 7. 2007 Regional TDM Resource Guide and Strategic Marketing Plan | (5 MIN) | INFORMATION |
| Douglas Franklin will discuss the upcoming Regional TDM Resource Guide and Strategic Marketing Plan. | | |
| 8. Calendar of Events / Marketing Round Table | (25 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations. | | |
| 9. Other Business / Set Agenda for next meeting | (5 MIN) | DISCUSSION |

Upcoming Regional TDM Marketing Group meeting dates:

All meeting dates in 2007 will occur quarterly on the third Tuesday of the month and will be held in the COG Board Room – third floor. Note: times vary.

September 18, 2007	10:00 a.m. – 12:00 p.m.
December 18, 2007	12:00 p.m. – 2:00 p.m. (<i>lunch served</i>)