



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

**Tuesday, March 17, 2015
2:00 p.m. – 4:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Gabriel Ortiz, City of Alexandria
Vice Chair: Meredyth Jensen, goDCgo
COG Staff Contact: Douglas Franklin dfranklin@mwcog.org, (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of December 16, 2014 Meeting	(5 MIN)	APPROVE
3. Marketing Campaign Summary Report	(5 MIN)	INFORMATION
The FY15 First Half Marketing Campaign Summary final report will be distributed.		
4. PRTC Marketing	(20 MIN)	INFORMATION
Kathryn Nicholson from the Potomac and Rappahannock Transportation Commission will give a presentation on recent marketing activities of the transit agency.		

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

**THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE
DISTRICT OF COLUMBIA**

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|---|-----------------|--------------------|
| 5. Commuter Connections FY15 Marketing Activity | (30MIN) | INFORMATION |
| Dan O'Donnell from Odonnell Company will provide a review of the Spring marketing campaign. A draft of the FY15 2 nd Half Marketing Campaign Summary report will be distributed. | | |
| 6. StreetSmart | (30 MIN) | INFORMATION |
| Mike Farrell COG/TPB staff will present the 2015 StreetSmart marketing campaign. | | |
| 7. Calendar of Events/ Marketing Round Table | (25 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations. | | |
| 8. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is Tuesday, June 16, 2015 from noon – 2:00 p.m.