



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

**Tuesday December 15, 2009
12:00 p.m. – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Anna McLaughlin, District of Columbia DOT
Vice Chair: James McAllister, Tri-County Council for Southern Maryland
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of September 15, 2009 Meeting	(5 MIN)	APPROVE
3. FY10 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)	(10 MIN)	APPROVE
Staff will review the Final FY10 SMP report and seek approval from the Marketing Group. (<i>Enclosure</i>).		
4. OmniRide Tysons Express.	(15 MIN)	INFORMATION
Althea Evans from Potomac and Rappahannock Transportation Commission will discuss the new OmniRide Tysons Express bus.		
5. Tysons Connector Lunchtime Shuttle	(15 MIN)	INFORMATION
Glenn Hiner from Fairfax County DOT will discuss the new Tysons Connector Lunchtime Shuttle.		

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| 6. | Commuter Connections FY10 Marketing Activity | (15 MIN) | INFORMATION |
| | Dan O'Donnell, Odonnell Company will discuss recent FY10 marketing activity and present a preview of the FY10 spring campaign. The Draft FY10 1 st Half Marketing Campaign Summary report will be distributed. | | |
| 7. | FY09 Guaranteed Ride Home Customer Satisfaction Survey | (15 MIN) | INFORMATION |
| | Douglas Franklin will report preliminary findings from the FY09 Guaranteed Ride Home Customer Satisfaction Survey. | | |
| 8. | Tysons Corner Mall Signage System | (15 MIN) | INFORMATION |
| | JD Schneeberger of VDOT will present the newly installed transportation monitors at Tysons Corner Center. | | |
| 9. | Walk & Ride Challenge | (15 MIN) | INFORMATION |
| | Danielle Milo of Bethesda Transportation Solutions will present their recent Walk & Ride Challenge. | | |
| 10. | Calendar of Events/
Marketing Round Table | (10 MIN) | DISCUSSION |
| | Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming plans/events happening within their organizations. | | |
| 11. | Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

Next FY10 Regional TDM Marketing Group meeting date: Tuesday, March 16, 2010 2:00 – 4:00 p.m.