



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

**Tuesday June 17, 2014
12:00 noon – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Sandra Brecher, Montgomery County Commuter Services
Vice Chair: Gabriel Ortiz, City of Alexandria
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>			<u>ACTION</u>
1.	Introductions		
2.	Minutes of March 18, 2014 Meeting	(5 MIN)	APPROVE
3.	Street Smart Campaign	(30 MIN)	INFORMATION
	Mike Farrell of COG will present the public education, awareness and behavioral change campaign for pedestrians, bicyclists and motorists.		
4.	Commuter Connections FY14 Marketing Activity	(30 MIN)	INFORMATION
	Dan O'Donnell from Odonnell Company will provide an overview of the Commuter Connections FY14 marketing campaign and discuss a timeline for FY15. An		

updated draft of the FY14 2nd Half Regional TDM Marketing Campaign Summary Report will be distributed.

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| 5. | FY15 Marketing Workgroup
Call for Volunteers | (5 MIN) | DISCUSSION |
| | Staff will call for volunteers to serve as part of the FY15 Commuter Connections Marketing Workgroup. | | |
| 6. | FY15 Regional TDM Resource
Guide and Strategic Marketing Plan | (5 MIN) | INFORMATION |
| | COG/TPB staff will discuss procedures for the upcoming FY14 SMP report. | | |
| 7. | Marketing Round Table | (40 MIN) | DISCUSSION |
| | Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events and happenings within their organizations. | | |
| 8. | Other Business/Suggested
Items for Next Meeting | (5 MIN) | DISCUSSION |
| | The next Regional TDM Marketing Group meeting is Tuesday, September 16 th , 2014
10:00 a.m. – 12:00 p.m. | | |