



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

**Tuesday, September 16, 2014
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: 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 June 17, 2014 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons	(5 MIN)	INFORMATION
COG/TPB staff will announce the new Chairperson and Vice Chairperson for FY 2015.		
4. Marketing Campaign Summary Report	(10 MIN)	INFORMATION
The Final FY14 Second Half Marketing Campaign Summary Report will be distributed.		
5. FY15 Marketing Communications Plan	(10 MIN)	INFORMATION
The Final FY15 Marketing Communications		

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**

Plan and Schedule document will be issued.

6. **FY15 Marketing Workgroup Volunteers** (5MIN) INFORMATION

COG/TPB staff will announce volunteers serving on the FY15 Commuter Connections Marketing Workgroup.

7. **Commuter Connections FY15 Marketing Activity** (35 MIN) INFORMATION

Dan O'Donnell of Odonnell Company will discuss FY15 marketing activity including Car Free Day, the upcoming fall campaign, and present conceptual approaches for the FY15 spring regional TDM marketing campaign.

8. **FY15 Strategic Marketing Plan** (15 MIN) INFORMATION

Staff will review the FY15 Draft Regional TDM Resource Guide and Strategic Marketing Plan.

9. **Calendar of Events/ Marketing Round Table** (30 MIN) DISCUSSION

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.

10. **Other Business/Suggested Agenda items for the next meeting.** (5 MIN) DISCUSSION

The next Regional TDM Marketing Group meeting is Tuesday, December 16, 2014 from noon – 2:00 p.m.