



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

**Tuesday, March 19, 2019  
2:00 – 4:00 p.m.**

**Board Room, 3<sup>rd</sup> Floor**

Metropolitan Washington Council of Governments  
777 North Capitol St NE, Suite 300, Washington, DC 20002

Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority  
Vice Chair: Semia Hackett, Prince George’s County Department of Public Works and Transportation  
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. <b>Introductions</b>	
2. <b>Minutes of December 18, 2018 Meeting</b>	<b>(5 MIN) APPROVE</b>
3. <b>Marketing Campaign Summary Report</b>	<b>(5 MIN) INFORMATION</b>
The FY19 First Half Marketing Campaign Summary final report will be distributed.	
4. <b>Commuter Connections FY19 Marketing Activity</b>	<b>(35 MIN) INFORMATION</b>
Dan O’Donnell from Odonnell Company will provide a review of the Spring 2019 marketing campaign. A draft of the FY19 2 <sup>nd</sup> Half Marketing Campaign Summary report will be distributed.	

**5. PRTC Marketing (25 MIN) INFORMATION**

Katy Nicholson from the Potomac and Rappahannock Transportation Commission will present about Prince William County's marketing and new branding.

**6. Washington Metropolitan Area Transit Authority Marketing (25 MIN) INFORMATION**

Jill Mohel, WMATA Marketing Director will present an overview of Metro marketing.

**7. Calendar of Events/ Marketing Round Table (20 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 will be held on Tuesday, June 18, 2019 from noon – 2:00 p.m.

*Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit [www.mwcog.org/accommodations](http://www.mwcog.org/accommodations) or call (202) 962-3300 or (202) 962-3213 (TDD).*