



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

**Tuesday, March 15, 2022  
2:00 pm – 4:00 pm  
COG Board Room, Third Floor**

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

**Chair:** Danelle Carey, goDCgo  
**Vice Chair:** Kendall Tiffany, TransIT Services of Frederick County  
**COG/TPB Staff Contact:** Douglas Franklin, dfranklin@mwcog.org, 202.962.3792

<u>ITEM #</u>	<u>ACTION</u>	
1. <b>Introductions</b>		
2. <b>Minutes of December 21, 2021 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>Marketing Campaign Summary Report</b> The FY22 First Half Marketing Campaign Summary final report will be distributed.	<b>(10 MIN)</b>	<b>INFORMATION</b>
4. <b>Commuter Connections FY22 Marketing Activity</b> Dan Odonnell and Mark Wirth, Odonnell Co, will present FY22 marketing activities.  The FY22 Second Half Marketing Campaign Summary Draft report will be distributed.	<b>(30 MIN)</b>	<b>INFORMATION</b>
5. <b>Vanpool Alliance Marketing</b> Ben Matters, Vanpool Alliance, will discuss recent marketing efforts of the public-private partnership supporting vanpooling in Northern Virginia.	<b>(25 MIN)</b>	<b>INFORMATION</b>

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| 6. <b>Marketing Round Table/<br/>Calendar of Events</b><br>Meeting participants may discuss<br>marketing related news/plans/events<br>etc. within their organizations. | <b>(45 MIN)</b> | <b>DISCUSSION</b> |
| 7. <b>Other Business/Suggested Agenda<br/>items for next meeting</b>   | <b>(5 MIN)</b>  | <b>DISCUSSION</b> |

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, June 21, 2022 from 12:00 pm – 2:00 pm.

*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).*