

REGIONAL TDM MARKETING GROUP

Tuesday, June 18, 2024
12:00 P.M. - 2:00 P.M.
Conference Room 1, Lobby Level

Acting Chair: Kala Leggett Berry, Fairfax County
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, 202.962.3792

Web Conferencing and Call-in Information:

[Click here to join the meeting](#) | Web Password: bCpaPXCi232
(202) 860-2110 | Meeting #: 2425 891 7696

AGENDA

- 12:00 P.M.** **1. INTRODUCTIONS**
Kala Leggett Berry, Acting Chair
- 12:10 P.M.** **2. MEETING MINUTES – MARCH 19, 2024**
Kala Leggett Berry, Acting Chair
Recommended Action: Approval of Meeting Minutes
- 12:15 P.M.** **3. COMMUTER CONNECTIONS MARKETING ACTIVITY**
Dan O'Donnell, Odonnell Company
Mark Wirth, Odonnell Company
Presentation of FY24 Commuter Connections marketing activities. The FY24 Second Half Marketing Campaign Summary draft report will be distributed.
- 12:45 P.M.** **4. FREDERICK COUNTY MARKETING**
Jaime McKay, Transit Services of Frederick County
Presentation of Frederick County marketing.
- 1:10 P.M.** **5. INTERNAL TDM MARKETING**
Stacey King, Maryland Department of Transportation
Discussion on internal TDM outreach within our own organizations.
- 1:30 P.M.** **6. MARKETING ROUNDTABLE / CALENDAR OF EVENTS**
Meeting participants may discuss marketing related news, plans, events, etc. occurring within their organizations.

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

1:55 P.M. 7. OTHER BUSINESS / SUGGESTED ITEMS FOR NEXT MEETING

2:00 P.M. 8. ADJOURN

The next meeting is scheduled for Tuesday, September 17, 2024, at 10:00 A.M.