



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

**Tuesday June 17, 2008  
12:00 p.m. – 2:00 p.m.**

**COG BOARD ROOM - THIRD FLOOR**

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

Chair: Dorothy Dalphon, Frederick County TransIT (301) 600-3543  
Vice Chair: Glenn B. Hiner, Fairfax County (703) 324-1181  
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. <b>Introductions</b>		
2. <b>Minutes of March 18, 2008 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>District of Columbia Bike Sharing</b>	<b>(10 MIN)</b>	<b>INFORMATION</b>
	A representative of DDOT will discuss the District's introduction of the "SmartBike" bike sharing system.	
4. <b>Potomac and Rappahannock Transportation Commission Update</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
	Althea Evans from PRTC will discuss a variety of new programs and activities at the transit agency.	
5. <b>StreetSmart Campaign</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
	Mike Farrell from COG will present The spring 2008 StreetSmart Campaign.	

NATIONAL CAPITOL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

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|--|-----------------|--------------------|
| 6. <b>Commuter Connections FY08<br/>Spring Marketing Activity</b>  | <b>(15 MIN)</b> | <b>INFORMATION</b> |
| <p>Dan O'Donnell from Bus Design will<br/>Provide a brief recap of Commuter<br/>Connections' spring marketing campaign.<br/>A final draft of the FY08 2<sup>nd</sup> Half<br/>Marketing Campaign Summary report<br/>will also be distributed. Steps outlining<br/>the FY09 Marketing Communications Brief<br/>process will be discussed.</p> |                 |                    |
| 7. <b>FY09 Call for Volunteers</b>   | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |
| <p>Staff will call for volunteers<br/>to serve as part of the FY09<br/>Marketing Workgroup.</p>  |                 |                    |
| 8. <b>FY09 Regional TDM Resource<br/>Guide and Strategic Marketing Plan (SMP)</b>  | <b>(5 MIN)</b>  | <b>INFORMATION</b> |
| <p>Staff will discuss procedures for the<br/>upcoming FY09 SMP report.</p>   |                 |                    |
| 9. <b>Calendar of Events/<br/>Marketing Round Table</b>  | <b>(30 MIN)</b> | <b>DISCUSSION</b>  |
| <p>Meeting participants may share recent<br/>advertising/marketing collateral and<br/>discuss news or upcoming events happening<br/>within their organizations.</p>  |                 |                    |
| 10. <b>Other Business/Suggested Agenda<br/>items for next meeting</b>  | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

**Upcoming FY08 Regional TDM Marketing Group meeting dates:**

September 16, 2008, 10:00 a.m. – 12:00 p.m., COG Board Room – 3rd floor