



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

**Tuesday, March 17, 2020  
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:** Semia Hackett, [slhackett@co.pg.md.us](mailto:slhackett@co.pg.md.us), 301.883.5611  
**Vice Chair:** Bobbi Greenberg, [bgreenberg@arlingtonva.us](mailto:bgreenberg@arlingtonva.us), 703.228.4787  
**COG Staff Contact:** Douglas Franklin [dfranklin@mwkog.org](mailto:dfranklin@mwkog.org), (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. <b>Introductions</b>		
2. <b>Minutes of December 17, 2019 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>Marketing Campaign Summary Report</b>	<b>(5 MIN)</b>	<b>INFORMATION</b>
The FY20 First Half Marketing Campaign Summary final report will be distributed.		
4. <b>Commuter Connections FY20 Marketing Activity</b>	<b>(35 MIN)</b>	<b>INFORMATION</b>
Dan O'Donnell, Odonnell Company, will provide a review of the spring 2020 marketing campaign. A draft of the FY20 Second Half Marketing Campaign Summary report will be distributed.		

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| <b>5. VRE Marketing</b>  | <b>(25 MIN)</b> | <b>INFORMATION</b> |
| <p>Cindy King, Virginia Railway Express, will present marketing activities of the commuter rail service.</p>   |                 |                    |
| <b>6. Alexandria Marketing</b>   | <b>(25 MIN)</b> | <b>INFORMATION</b> |
| <p>Thomas Hamed, City of Alexandria, will provide an update on the jurisdiction's TDM marketing initiatives.</p>   |                 |                    |
| <b>7. Calendar of Events/<br/>Marketing Round Table</b>  | <b>(20 MIN)</b> | <b>DISCUSSION</b>  |
| <p>Meeting participants may share recent advertising/marketing campaigns, collateral, and discuss relevant news or upcoming events within their organizations.</p> |                 |                    |
| <b>8. Other Business/Suggested<br/>Agenda items for next meeting</b>   | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

The next Regional TDM Marketing Group meeting will be held on Tuesday, June 16, 2020 from noon – 2:00 p.m.

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