



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

**Tuesday March 20, 2007  
2:00 p.m. – 4:00 p.m.**

**COG BOARD ROOM - THIRD FLOOR**

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

Chair: Donna Murray, WMATA  
Vice Chair: Dorothy Dalphon, Frederick County TransIT  
COG Staff Contact: Douglas Franklin (202) 962-3792

<b><u>ITEM #</u></b>	<b><u>ACTION</u></b>	
1. <b>Introductions</b>		
2. <b>Minutes of December 19, 2006 Meeting</b>	<b>(5 MIN)</b>	<b>APPROVE</b>
3. <b>Calendar of Events / Marketing Round Table</b>	<b>(30 MIN)</b>	<b>DISCUSSION</b>
Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations.		
4. <b>Commuter Connections Marketing Update</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
Dan O'Donnell from Bus Design will provide an update on Commuter Connections marketing activities for FY07.		
5. <b>Alexandria Marketing Study</b>	<b>(20 MIN)</b>	<b>INFORMATION</b>
Donna Norfleet from the City of Alexandria will present findings from a recently conducted marketing study, which tested various marketing methodologies and promotions.		

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

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| 6. <b>Virginia Railway Express Marketing</b>   | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| Ann King from VRE will present a radio campaign which aired in the fall of 2006.                                 |                 |                    |
| 7. <b>Street Smart Campaign</b>  | <b>(20 MIN)</b> | <b>INFORMATION</b> |
| Mike Farrell from COG will present the Street Smart Pedestrian & Bicycle Safety Campaign launched in March 2007. |                 |                    |
| 8. <b>Other Business / Set Agenda for next meeting</b>   | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

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

All meeting dates in 2007 will occur quarterly on the third Tuesday of the month and will be held in the COG Board Room – third floor. Note: times vary.

June 19, 2007	12:00 p.m. – 2:00 p.m. ( <i>lunch served</i> )
September 18, 2007	10:00 a.m. – 12:00 p.m.
December 18, 2007	12:00 p.m. – 2:00 p.m. ( <i>lunch served</i> )