



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

**Tuesday March 20, 2012  
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: Christine Rodrigo, Potomac and Rappahannock Transportation Commission  
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority  
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. <b>Introductions</b>		
2. <b>Minutes of December 20, 2011 Meeting</b>	(5 MIN)	<b>APPROVE</b>
3. <b>Marketing Campaign Summary Report</b>	(5 MIN)	<b>INFORMATION</b>
The Final FY12 First Half Marketing Campaign Summary Report will be distributed.		
4. <b>Circulator</b>	(20 MIN)	<b>INFORMATION</b>
Kristin Howard from godcgo will review the Circulator's new web site.		
5. <b>Commuter Connections FY12 Marketing Activity</b>	(30 MIN)	<b>INFORMATION</b>
Dan O'Donnell from Odonnell Company will provide a review of the Spring marketing campaign. A draft of the FY12 2 <sup>nd</sup> Half Marketing Campaign Summary		

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

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Report will be distributed.

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|--|-----------------|--------------------|
| <b>6. StreetSmart Campaign</b>   | <b>(30 MIN)</b> | <b>INFORMATION</b> |
| Mike Farrell from the Metropolitan Washington Council of Governments will present the new Spring 2012 StreetSmart campaign kickoff.    |                 |                    |
| <b>7. Calendar of Events/<br/>Marketing Round Table</b>  | <b>(25 MIN)</b> | <b>DISCUSSION</b>  |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations. |                 |                    |
| <b>8. Other Business/Suggested Agenda items for next meeting</b>   | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

Next Regional TDM Marketing Group meeting date is Tuesday, June 19, 2012, noon – 2:00 p.m.