



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

**Tuesday, September 15, 2015
10:00 a.m. – 12:00 noon**

COG BOARD ROOM - THIRD FLOOR

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300 Washington, DC 20002

Chair: Gabriel Ortiz, City of Alexandria
Vice Chair: Meredyth Jensen, goDCgo
COG Staff Contact: Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of June 16, 2015 Meeting	(5 MIN) APPROVE
3. Change of Chairpersons The new Vice Chairperson will be announced.	(5 MIN) INFORMATION
4. Marketing Campaign Summary Report The Final FY15 Second Half Marketing Campaign Summary Report will be distributed.	(10 MIN) INFORMATION
5. FY16 Marketing Communications Plan The Final FY16 Marketing Communications Plan and Schedule document will be issued.	(10 MIN) INFORMATION

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

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| 6. | SmartBenefits Plus50
Marcus Moore, Fairfax County
Department of Transportation
will present the SmartBenefits®
“Plus50” program. | (25 MIN) | INFORMATION |
| 7. | Commuter Connections FY16
Marketing Activity
Dan O’Donnell of Odonnell Company
will discuss FY16 marketing activity
including Car Free Day, the upcoming
fall campaign, and present conceptual
approaches for the FY16 spring
regional TDM marketing campaign. | (35 MIN) | INFORMATION |
| 8. | FY16 Strategic Marketing Plan
Staff will review the FY16 Draft Regional
TDM Resource Guide and Strategic
Marketing Plan. | (15 MIN) | INFORMATION |
| 9. | Calendar of Events/
Marketing Round Table
Meeting participants may share recent
advertising/marketing collateral and
discuss news or upcoming events
within their organizations. | (10 MIN) | DISCUSSION |
| 10. | Other Business/Suggested Agenda
items for the next meeting.
The next Regional TDM Marketing Group meeting is Tuesday, December 15, 2015 from
noon – 2:00 p.m. | (5 MIN) | DISCUSSION |

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