



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

**Tuesday, June 20, 2017
12:00 noon – 2:00 p.m.**

COG MEETING ROOM 1 - FIRST FLOOR

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

Chair: Jeannie Fazio, Maryland Transit Administration

Vice Chair: Sharon Affinito, Loudoun County Commuter Services

COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of March 21, 2017 Meeting	(5 MIN)	APPROVE
3. Commuter Connections FY17 Marketing Activity Douglas Franklin, COG/TPB staff, will provide an overview of the Commuter Connections FY17 regional TDM marketing campaign, and discuss a timeline for FY18 marketing activities. An updated draft of the FY17 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.	(30 MIN)	INFORMATION

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| <p>4. FY18 Marketing Workgroup
Call for Volunteers
COG/TPB staff will call for volunteers to serve as part of the FY18 Commuter Connections Marketing Workgroup.</p> | <p>(10 MIN)</p> | <p>DISCUSSION</p> |
| <p>5. TransIT Services Marketing
Kendall Tiffany, Frederick County TransIT Services will present the agency's recent marketing activities.</p> | <p>(30 MIN)</p> | <p>INFORMATION</p> |
| <p>6. FY18 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)
COG/TPB staff will discuss procedures for the upcoming FY18 SMP report.</p> | <p>(10 MIN)</p> | <p>INFORMATION</p> |
| <p>7. Marketing Round Table
Meeting participants may share recent advertising/marketing collateral, discuss news, upcoming events, and happenings within their organizations.</p> | <p>(30 MIN)</p> | <p>DISCUSSION</p> |
| <p>8. Other Business/Suggested Items for Next Meeting</p> | <p>(5 MIN)</p> | <p>DISCUSSION</p> |

The next Regional TDM Marketing Group meeting is Tuesday, September 19, 2017 from 10:00 a.m. to 12:00 p.m.

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