



**MEETING NOTICE AND AGENDA
FY12 REGIONAL TDM MARKETING GROUP**

**Tuesday September 20, 2011
10:00 a.m. – 12:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: George Clark, Tri-County Council for Southern Maryland
Vice Chair: Christine Rodrigo, Potomac and Rappahannock Transportation Commission
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of June 21, 2011 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons	(5 MIN)	INFORMATION
Christine Rodrigo of the Potomac and Rappahannock Transportation Commission will become the new Chairperson for FY 2012. The new Vice Chair will be announced.		
4. Commuter Connections FY11 Marketing Campaign Summary Report	(5 MIN)	INFORMATION
Staff will issue the Final FY11 2 nd Half Marketing Campaign Summary Report.		

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

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| <p>5. FY12 Marketing Workgroup Volunteers</p> <p>Staff will announce volunteers serving on the FY12 Commuter Connections Marketing Workgroup.</p> | <p>(5 MIN)</p> | <p>INFORMATION</p> |
| <p>6. InterCounty Connector</p> <p>Christine Romans from the Maryland Transit Administration will present marketing for the ICC Express bus service.</p> | <p>(20 MIN)</p> | <p>INFORMATION</p> |
| <p>7. Commuter Connections FY12 Marketing Activity</p> <p>Dan O’Donnell, Odonnell Company will discuss FY12 marketing activity including Car Free Day and the upcoming fall campaign, and present conceptual approaches for the FY12 spring marketing campaign. The Final FY12 Marketing Communications Plan and Schedule document will be issued.</p> | <p>(30 MIN)</p> | <p>INFORMATION</p> |
| <p>8. PRTC Marketing Activity</p> <p>Christine Rodrigo from the Potomac and Rappahannock Transportation Commission will present on PRTC’s 25th Anniversary and other recent marketing.</p> | <p>(20 MIN)</p> | <p>INFORMATION</p> |
| <p>9. FY12 Draft Regional TDM Resource Guide and Strategic Marketing Plan (SMP)</p> <p>Staff will review the FY12 Draft SMP report.</p> | <p>(5 MIN)</p> | <p>INFORMATION</p> |

**10. Calendar of Events/
Marketing Round Table** **(20 MIN)** **DISCUSSION**

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations.

**11. Other Business/Suggested Agenda
items for next meeting** **(5 MIN)** **DISCUSSION**

Next FY12 Regional TDM Marketing Group meeting date:
Tuesday, December 20, 2011 12:00 pm – 2:00 pm, Board Room