



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

**Tuesday March 16, 2010
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: Anna McLaughlin, District of Columbia DOT
Vice Chair: James McAllister, Tri-County Council for Southern Maryland
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of December 15, 2009 Meeting	(5 MIN)	APPROVE
3. Virginia Railways Express	(15 MIN)	INFORMATION
Ann King from VRE will provide an update on marketing related happenings at the commuter rail system.		
4. Commuter Connections FY10 Marketing Activity	(30 MIN)	INFORMATION
Dan O'Donnell from Odonnell Company will provide a review of the Spring marketing campaign. A draft of the FY10 2 nd Half Marketing Campaign Summary Report will be distributed.		
5. Golden Triangle BID	(15 MIN)	INFORMATION
David Suls from the Golden Triangle Business Improvement District will discuss the BID's bike rack contest.		

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

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| 6. Street Smart Campaign | (20 MIN) | INFORMATION |
| <p>Mike Farrell from COG will present the new spring 2010 Street Smart campaign.</p> | | |
| 7. Calendar of Events/
Marketing Round Table | (30 MIN) | DISCUSSION |
| <p>Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.</p> | | |
| 8. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

Next Regional TDM Marketing Group meeting date is Tuesday, June 15, 2010 noon – 2:00 p.m.