



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

**Tuesday, June 16, 2020  
12:00 p.m. – 2:00 p.m.  
Webex Virtual Meeting**

Metropolitan Washington Council of Governments  
777 North Capitol St NE, Suite 300, Washington, DC 20002

**Chair:** Semia Hackett, slhackett@co.pg.md.us, 301.883.5611  
**Vice Chair:** Bobbi Greenberg, bgreenberg@arlingtonva.us, 703.228.4787  
**COG Staff Contact:** Douglas Franklin dfranklin@mwkog.org, (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1.	Introductions	
2.	Minutes of March 17, 2020 Meeting	(5 MIN) APPROVE
3.	<b>Commuter Connections FY20 Marketing Activity</b> Dan Odonnell, Odonnell Company, will provide an overview of the Commuter Connections FY20 regional TDM marketing campaign and discuss a timeline for FY21 marketing activities. An updated draft of the FY20 2 <sup>nd</sup> Half Regional TDM Marketing Campaign Summary Report will be distributed.	(25 MIN) INFORMATION
4.	<b>FY21 Marketing Workgroup</b> COG/TPB staff will announce members to serve on the FY21 Commuter Connections Marketing Workgroup.	(5 MIN) DISCUSSION

**Metropolitan Washington Council of Governments**  
National Capital Region Transportation Planning Board  
777 North Capitol Street, NE, Suite 300, Washington, DC 20002-4290  
www.commuterconnections.org 800-745-RIDE

- |  |                        |                           |
|--|------------------------|---------------------------|
| <p><b>5. Prince George’s County Marketing</b><br/>         Thomasine Johnson, Prince George’s County Dept Public Works &amp; Transportation, will provide an overview of the county’s TDM marketing efforts.</p> | <p><b>(20 MIN)</b></p> | <p><b>INFORMATION</b></p> |
| <p><b>6. District of Columbia Marketing</b><br/>         Danelle Carey, goDCgo, will present an update on the District’s TDM marketing program.</p>  | <p><b>(15 MIN)</b></p> | <p><b>INFORMATION</b></p> |
| <p><b>7. FY21 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)</b><br/>         COG/TPB staff will discuss the status of the SMP Report.</p>   | <p><b>(10 MIN)</b></p> | <p><b>INFORMATION</b></p> |
| <p><b>8. Marketing Round Table</b><br/>         Meeting participants may share recent advertising/marketing collateral, discuss news, upcoming events, and happenings within their organizations.</p>            | <p><b>(35 MIN)</b></p> | <p><b>DISCUSSION</b></p>  |
| <p><b>9. Other Business/Suggested Items for Next Meeting</b></p>   | <p><b>(5 MIN)</b></p>  | <p><b>DISCUSSION</b></p>  |

The next Regional TDM Marketing Group meeting is Tuesday, September 15, 2020 from 10:00 a.m. to 12:00 p.m.

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