



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

**Tuesday June 18, 2013  
12:00 noon – 2:00 p.m.**

**COG BOARD ROOM - THIRD FLOOR**

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

Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority  
Vice Chair: Sandra Brecher, Montgomery County Commuter Services  
COG Staff Contact: Douglas Franklin (202) 962-3792

| <u>ITEM #</u>   | <u>ACTION</u>               |
|---|-----------------------------|
| 1. <b>Introductions</b>   |                             |
| 2. <b>Minutes of March 19, 2013 Meeting</b>   | <b>(5 MIN) APPROVE</b>      |
| 3. <b>Maryland Transit Administration</b>   | <b>(20 MIN) INFORMATION</b> |
| Buddy Alves, Office of Communications & Marketing Maryland Transit Administration<br>Will provide an overview of recent MTA marketing activity.   |                             |
| 4. <b>Commuter Connections FY13 Marketing Activity</b>  | <b>(30 MIN) INFORMATION</b> |
| Dan O'Donnell from Odonnell Company will provide an overview of the Commuter Connections FY13 marketing campaign and discuss a timeline for FY14. An updated draft of the FY13 2 <sup>nd</sup> Half Regional TDM Marketing Campaign Summary Report will be distributed. |                             |

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|-----------|---|-----------------|--------------------|
| <b>5.</b> | <b>FY14 Marketing Workgroup<br/>Call for Volunteers</b>   | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |
|           | Staff will call for volunteers to serve as part of the FY14 Commuter Connections Marketing Workgroup.   |                 |                    |
| <b>6.</b> | <b>Washington Metropolitan Area<br/>Transit Authority</b>   | <b>(15 MIN)</b> | <b>INFORMATION</b> |
|           | Antoinette Rucker from WMATA will provide an update on the latest SmartBenefits changes and outreach.   |                 |                    |
| <b>7.</b> | <b>FY14 Regional TDM Resource<br/>Guide and Strategic Marketing Plan</b>  | <b>(5 MIN)</b>  | <b>INFORMATION</b> |
|           | COG/TPB staff will discuss procedures for the upcoming FY14 SMP report.   |                 |                    |
| <b>8.</b> | <b>Marketing Round Table</b>  | <b>(35 MIN)</b> | <b>DISCUSSION</b>  |
|           | Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events and happenings within their organizations. |                 |                    |
| <b>9.</b> | <b>Other Business/Suggested<br/>Items for Next Meeting</b>  | <b>(5 MIN)</b>  | <b>DISCUSSION</b>  |

The next Regional TDM Marketing Group meeting is Tuesday, September 17<sup>th</sup>, 10:00 a.m. – 12:00 p.m.