



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

**Tuesday June 21, 2011
12:00 p.m. – 2:00 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 March 15, 2011 Meeting	(5 MIN)	APPROVE
3. Regional Bikeshare Program Outreach	(20 MIN)	INFORMATION
Rex Hodgson from COG/TPB staff will provide an update on employer/developer marketing outreach for the regional expansion of Capital Bikeshare.		
4. Commuter Connections FY11 Marketing Activity	(30 MIN)	INFORMATION
Dan O'Donnell from Odonnell Company will provide an overview of the Commuter Connections FY11 marketing campaign and discuss a timeline for FY12. An updated draft of the FY11 2 nd Half Regional TDM Marketing Campaign Summary Report will be distributed.		

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

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| 5. | FY12 Marketing Workgroup
Call for Volunteers | (5 MIN) | DISCUSSION |
| | Staff will call for volunteers to serve as part of the FY12 Commuter Connections Marketing Workgroup. | | |
| 6. | Eco-Driving Program | (15 MIN) | INFORMATION |
| | Nicholas Ramfos, with COG/TPB staff will present the Green Corridors Eco-Driving Program Launch. | | |
| 7. | VPSI Contest | (20 MIN) | INFORMATION |
| | Rico Fleshman with VPSI will discuss the “Read it on the Road” Contest. | | |
| 8. | FY12 Regional TDM Resource
Guide and Strategic Marketing Plan | (5 MIN) | INFORMATION |
| | COG/TPB staff will discuss procedures for the upcoming FY12 SMP report. | | |
| 9. | Calendar of Events/
Marketing Round Table | (15 MIN) | DISCUSSION |
| | Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations. | | |
| 10. | Other Business/Suggested Agenda
items for next meeting | (5 MIN) | DISCUSSION |

Next Regional TDM Marketing Group meeting: Tuesday, September 20, 2011, 10 a.m. – Noon