



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

**Tuesday, December 17, 2019
12:00 noon – 2:00 p.m.
Board Room, 3rd Floor**

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

Chair: Semia Hackett, Prince George’s County Dept of Public Works and Transportation,
slhackett@co.pg.md.us, 301.883.5611

Vice Chair: Bobbi Greenberg, bgreenberg@arlingtonva.us, 703.228.4787

COG Staff Contact: Douglas Franklin, dfranklin@mwcog.org, 202.962.3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of September 17, 2019 Meeting	(5 MIN)	APPROVE
3. FY20 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) Douglas Franklin, COG/TPB, staff will review the FY20 SMP Final Draft report and seek an endorsement for release.	(10 MIN)	ENDORSE FOR RELEASE
4. Commuter Connections FY20 Marketing Activity Dan O’Donnell, Odonnell Company, will present recent FY20 marketing activities and give a preview of the upcoming spring campaign. The FY20 First Half Marketing Campaign Summary Draft report will be distributed.	(30 MIN)	INFORMATION
5. NovaRides Marketing Campaign Matthew Friedman and Jae Watkins, Northern Virginia Transportation Commission (NVTC), will present a joint marketing campaign by area transit partners to get	(20 MIN)	INFORMATION

Northern Virginia commuters back to transit following the Metrorail station shutdowns.

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| 6. Southern Maryland TDM Marketing
George Clark, Tri-County Council for Southern Maryland, will present on recent marketing activity conducted by the organization. | (20 MIN) | INFORMATION |
| 7. FY19 Guaranteed Ride Home Customer Satisfaction Surveys
Douglas Franklin, COG/TPB staff, will report preliminary findings of the FY19 Guaranteed Ride Home Customer Satisfaction Surveys for the Washington, DC and Baltimore regions. | (20 MIN) | INFORMATION |
| 8. Calendar of Events/ Marketing Round Table
Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming plans/events happening within their organizations. | (10 MIN) | DISCUSSION |
| 9. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 17, 2020 from 2:00 p.m. – 4:00 p.m.

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