



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

**Tuesday December 21, 2010
12:00 p.m. – 2:00 p.m.**

Training Center A & B

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

Chair: Toyja Somerville, 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 September 21, 2010 Meeting	(5 MIN)	APPROVE
3. FY11 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)	(10 MIN)	ENDORSE FOR RELEASE
COG/TPB staff will review the FY11 SMP Final Draft report and seek approval from the Marketing Group. (<i>Enclosure</i>).		
4. Regional Bikeshare Program Outreach	(25 MIN)	INFORMATION
Monica Basal, COG/TPB staff, will discuss proposed employer/developer outreach materials for regional expansion of Capital Bikeshare.		
5. Commuter Connections FY11 Marketing Activity	(30 MIN)	INFORMATION
Dan O'Donnell, Odonnell Company will discuss recent FY11 marketing activity and present a preview of the		

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

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WWW.COMMUTERCONNECTIONS.ORG

1-800-745-RIDE

spring campaign. The Draft
FY11 1st Half Marketing Campaign
Summary report will be distributed.

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| 6. Ride On | (15 MIN) | INFORMATION |
| <p>Beverly Le Masters of Montgomery
County Ride On will discuss the
bus systems' marketing activity.</p> | | |
| 7. FY10 Guaranteed Ride Home
Customer Satisfaction Survey | (20 MIN) | INFORMATION |
| <p>Douglas Franklin, COG/TPB staff,
will report preliminary findings
from the FY10 Guaranteed Ride
Home Customer Satisfaction Survey.</p> | | |
| 8. Calendar of Events/
Marketing Round Table | (10 MIN) | DISCUSSION |
| <p>Meeting participants may share recent
advertising/marketing collateral and
discuss news or upcoming plans/events
happening within their organizations.</p> | | |
| 9. Other Business/Suggested Agenda
items for next meeting | (5 MIN) | DISCUSSION |

Next FY11 Regional TDM Marketing Group meeting date:
Tuesday, March 15, 2011 2:00 – 4:00 p.m.