



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

**Tuesday, September 21, 2021
10:00 am – 12:00 pm
Webex Virtual Meeting**

**Metropolitan Washington Council of Governments
777 N. Capitol St. NE, Suite 300 Washington DC, 20002**

Chair: Bobbi Greenberg, Arlington County

Vice Chair: Danelle Carey, goDCgo

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

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of June 15, 2021 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons The new FY22 Chair and Vice Chair will be announced.	(5 MIN)	INFORMATION
4. Marketing Campaign Summary Report COG/TPB staff will review the Final FY21 Second Half Marketing Campaign Summary Report.	(10 MIN)	INFORMATION
5. Fairfax County Marketing Robin Geiger, Fairfax County DOT, will report on marketing activity within the jurisdiction.	(25 MIN)	INFORMATION
6. Commuter Connections FY22 Marketing Activity Dan O'Donnell, Odonnell Company, will present Commuter Connections FY22 marketing activity.	(25 MIN)	INFORMATION
7. FY22 Strategic Marketing Plan COG/TPB staff will review the	(5 MIN)	INFORMATION

FY22 Draft Regional TDM
Resource Guide and Strategic
Marketing Plan.

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|---|-----------------|-------------------|
| 8. Marketing Round Table | (35 MIN) | DISCUSSION |
| Meeting participants may discuss marketing related news/plans within their organizations. | | |
| 9. Other Business/Suggested Agenda items for the next meeting. | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is Tuesday, December 21, 2021 from 12:00 pm to 2:00 pm, COG Board Room.

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).