



*Local governments working together for a better metropolitan region*

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

**Tuesday, February 1, 2005  
10:00 a.m. – Noon  
Training Center, First Floor**

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

Chair: Victor Egu, Prince George’s County  
Vice Chair: Ann King, Virginia Railway Express  
Staff Contact: Douglas Franklin (202) 962-3792

- District of Columbia*
- Bowie*
- College Park*
- Frederick County*
- Gaithersburg*
- Greenbelt*
- Montgomery County*
- Prince George’s County*
- Rockville*
- Takoma Park*
- Alexandria*
- Arlington County*
- Fairfax*
- Fairfax County*
- Falls Church*
- Loudoun County*
- Manassas*
- Manassas Park*
- Prince William County*

<b><u>ITEM #</u></b>	<b><u>ACTION</u></b>
1. Introductions	
2. Minutes of December 7th Meeting	<b>(5 MIN)</b> APPROVE
3. Arlington Residential Marketing Program	<b>(20 MIN)</b> INFORMATION
Christina Gordon of Arlington Transportation Partners will discuss Arlington’s Residential Marketing Program	
4. Maryland Commuter Choice Campaign	<b>(20 MIN)</b> INFORMATION
Rich Solli of the Maryland Transit Administration will present the Maryland Commuter Choice campaign	
5. Commuter Connections	<b>(20 MIN)</b> INFORMATION
FY05 Marketing Campaigns	
Paula Johnson of NDW Communications will provide an update on Commuter Connections marketing activities.	

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|---|-----------------|------------|
| 6. GRH Customer Satisfaction Survey   | <b>(5 MIN)</b>  | APPROVAL   |
| COG Staff will ask for approval of the FY04 GRH Customer Satisfaction Survey.   |                 |            |
| 7. Calendar of Events / Marketing Round Table   | <b>(45 MIN)</b> | DISCUSSION |
| This is an opportunity to go around the room and have each meeting participant share recent advertising, marketing collateral and information, and to discuss news or upcoming events happening within their organizations. |                 |            |
| 8. Other Business / Set Agenda for April 5, 2005 meeting.   | <b>(5 MIN)</b>  | DISCUSSION |

Upcoming meeting schedule:

- April 5, 2005
- June 7, 2005
- August 2, 2005
- October 4, 2005
- December 6, 2005