

## REGIONAL TDM MARKETING GROUP

Tuesday, March 19, 2024  
2:00 P.M. - 4:00 P.M.  
COG Board Room, Third Floor

Chair: Robin Geiger, Fairfax County  
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority  
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, 202.962.3792

### Web Conferencing and Call-in Information:

[Click here to join the meeting](#) | Web Password: gCjFwgTv523  
(202) 860-2110 | Meeting #: 2430 701 3301

### AGENDA

- 2:00 P.M.    **1. INTRODUCTIONS**  
*Robin Geiger, Chair*
- 2:10 P.M.    **2. MEETING MINUTES – DECEMBER 19, 2023**  
*Robin Geiger, Chair*  
**Recommended Action: Approval of Meeting Minutes**
- 2:15 P.M.    **3. COMMUTER CONNECTIONS MARKETING ACTIVITY**  
*Dan O'Donnell, Odonnell Company*  
*Mark Wirth, Odonnell Company*  
Presentation of FY24 Commuter Connections marketing activities. The FY24 Second Half Marketing Campaign Summary final report will be distributed.
- 2:45 P.M.    **4. 495 NEXT TMP**  
*Michelle Holland, Virginia Department of Transportation*  
Presentation of 495 NEXT project and its marketing materials.
- 3:15 P.M.    **5. MARKETING ROUNDTABLE / CALENDAR OF EVENTS**  
Meeting participants may discuss marketing related news, plans, events, etc. within their organizations.
- 3:45 P.M.    **6. OTHER BUSINESS / SUGGESTED ITEMS FOR NEXT MEETING**
- 4:00 P.M.    **7. ADJOURN**  
The next meeting is scheduled for June 18, 2024.

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