



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

**Tuesday, December 19, 2023
12:00 noon – 2:00 pm
COG Board Room, Third Floor**

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

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

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of September 19, 2023 Meeting	(5 MIN)	APPROVE
3. FY24 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) Douglas Franklin, COG/TPB staff, will review the FY24 SMP Final Draft Report and seek an endorsement for release.	(15 min)	ENDORSE FOR RELEASE
4. Commuter Connections FY24 Marketing Activity Dan Odonnell and Mark Wirth, Odonnell Co, will present FY24 marketing activities for Commuter Connections. The FY24 First Half Marketing Campaign Summary Draft report will be distributed.	(25 MIN)	INFORMATION
5. Prince William County Marketing Ivanna Baez, OmniRide, will present marketing activity for Prince William County.	(20 MIN)	INFORMATION

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| 6. | FY23 Guaranteed Ride Home Customer Satisfaction Survey
Douglas Franklin, COG/TPB, will present preliminary results of the FY23 Guaranteed Ride Home Customer Satisfaction Surveys for the Washington, DC region. | (20 MIN) | INFORMATION |
| 7. | Marketing Round Table/ Calendar of Events
Meeting participants may discuss marketing related news, plans, events etc. happening within their organizations. | (30 MIN) | DISCUSSION |
| 8. | Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 19, 2024, from 2:00 pm – 4:00 pm.

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).