



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

**Tuesday June 16, 2009
12:00 p.m. – 2:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Glenn B. Hiner, Fairfax County
Vice Chair: Anna McLaughlin, District of Columbia DOT
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of March 17, 2009 Meeting	(5 MIN)	APPROVE
3. Clean Air Partners	(25 MIN)	INFORMATION
Jennifer Desimone from COG will present marketing activity from Clean Air Partners FY09 campaign.		
4. Commuter Connections FY09 Marketing Activity	(30 MIN)	INFORMATION
Dan O'Donnell from Odonnell Co. will provide a recap of the Commuter Connections' spring umbrella marketing campaign. A draft of the FY09 2nd Half Marketing Campaign Summary report will also be distributed. Steps outlining the FY10 Marketing Communications Brief process will be discussed.		

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

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| 5. Maryland Transit Administration Marketing | (25 MIN) | INFORMATION |
| Buddy Alves from MTA will provide an update on recent marketing activity. | | |
| 6. FY10 Marketing Workgroup Call for Volunteers | (5 MIN) | DISCUSSION |
| Staff will call for volunteers to serve as part of the FY10 Commuter Connections Marketing Workgroup. | | |
| 7. FY10 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) | (5 MIN) | INFORMATION |
| Staff will discuss procedures for the upcoming FY10 SMP report. | | |
| 8. Calendar of Events/ Marketing Round Table | (20 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations. | | |
| 9. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

Upcoming FY09 Regional TDM Marketing Group meeting dates:

Tuesday, September 15, 2009 10:00 a.m. – 12:00 p.m., COG Board Room – 3rd floor

Tuesday, December 15 2009 12:00 p.m. – 2:00 p.m., COG Board Room – 3rd floor, Lunch Meeting