



**MEETING NOTICE AND AGENDA
FY13 REGIONAL TDM MARKETING GROUP**

**Tuesday September 18, 2012
10:00 a.m. – 12:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Christine Rodrigo, Potomac and Rappahannock Transportation Commission
Vice Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of June 19, 2012 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons	(5 MIN)	INFORMATION
Antoinette Rucker, from the Washington Metropolitan Area Transit Authority will become the new Chairperson for FY 2013. The new Vice Chair will be announced.		
4. Commuter Connections FY12 Marketing Campaign Summary Report	(5 MIN)	INFORMATION
Staff will issue the Final FY12 2 nd Half Marketing Campaign Summary Report.		

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

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| <p>5. FY13 Marketing Workgroup Volunteers</p> <p>Staff will announce volunteers serving on the FY13 Commuter Connections Marketing Workgroup.</p> | <p>(5 MIN)</p> | <p>INFORMATION</p> |
| <p>6. 495 Express Lanes</p> <p>Pierce Coffee from Transurban will present the 495 Express Lanes marketing campaign.</p> | <p>(20 MIN)</p> | <p>INFORMATION</p> |
| <p>7. Commuter Connections FY13 Marketing Activity</p> <p>Dan O’Donnell of Odonnell Company will discuss FY13 marketing activity including Car Free Day, the upcoming fall campaign, and present conceptual approaches for the FY13 spring marketing campaign.</p> <p>The Final FY13 Marketing Communications Plan and Schedule document will be issued.</p> | <p>(25 MIN)</p> | <p>INFORMATION</p> |
| <p>8. Clean Air Partners</p> <p>Scott St. Onge, Managing Director of Clean Air Partners will discuss the Clean Commute Contest and other marketing activities.</p> | <p>(20 MIN)</p> | <p>INFORMATION</p> |
| <p>9. FY13 Draft Regional TDM Resource Guide and Strategic Marketing Plan (SMP)</p> <p>Staff will review the FY13 Draft SMP report.</p> | <p>(10 MIN)</p> | <p>INFORMATION</p> |

**10. 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.

**11. Other Business/Suggested Agenda
items for next meeting** **(5 MIN)** **DISCUSSION**

Next FY13 Regional TDM Marketing Group meeting date:
Tuesday, December 18, 2012 12:00 pm – 2:00 pm, Board Room