



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

**Tuesday December 20, 2011
12:00 p.m. – 2:00 p.m.**

Board Room, 3rd 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 September 20, 2011 Meeting	(5 MIN)	APPROVE
3. FY12 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)	(5 MIN)	ENDORSE FOR RELEASE
COG/TPB staff will review the FY12 SMP Final Draft report and seek approval from the Marketing Group. (<i>Enclosure</i>).		
4. Walk and Ride Challenge	(20 MIN)	INFORMATION
Kristen Blackmon from Bethesda Transportation Solutions will present a recap of the Walk and Ride Challenge.		
5. Commuter Connections FY12 Marketing Activity	(25 MIN)	INFORMATION
Dan O'Donnell from The Odonnell Company will discuss recent FY12 marketing activity and present a		

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

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preview of the spring campaign.
The Draft FY 2012 1st Half
Marketing Campaign Summary
report will be distributed.

- 6. Tri-County Marketing** (15 MIN) INFORMATION

George Clark from the Tri-County County for Southern Maryland will discuss recent marketing activity for Calvert and Charles Counties.
- 7. FY11 Guaranteed Ride Home Customer Satisfaction Survey** (15 MIN) INFORMATION

Douglas Franklin, COG/TPB staff, will report preliminary findings from the FY11 Guaranteed Ride Home Customer Satisfaction Survey.
- 8. SmartBenefits Outreach** (20 MIN) INFORMATION

Antoinette Rucker from the Washington Metropolitan Area Transit Authority will provide an update on outreach for SmartBenefits/SmartTrip.
- 9. Calendar of Events/ Marketing Round Table** (10 MIN) DISCUSSION

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming plans/events happening within their organizations.
- 10. Other Business/Suggested Agenda items for next meeting** (5 MIN) DISCUSSION

Next FY11 Regional TDM Marketing Group meeting date:
Tuesday, March 20, 2012 2:00 – 4:00 p.m.