



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

**Tuesday September 16, 2008
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: Dorothy Dalphon, Frederick County TransIT (301) 600-3543
Vice Chair: Glenn B. Hiner, Fairfax County (703) 324-1181
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of June 17, 2008 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons	(5 MIN)	INFORMATION
Glenn Hiner, Fairfax County will become the new Chair.		
4. Arlington County Bike Sharing	(20 MIN)	INFORMATION
Paul DeMaio from Arlington County will discuss the County's "Nextbike" bike-sharing program.		
5. HOT Lanes Campaign	(20 MIN)	INFORMATION
Steve Titunik from VDOT will discuss a recent campaign for the Virginia HOT Lanes.		

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

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| 6. BTS Mobile Billboard Campaign | (20 MIN) | INFORMATION |
| Danielle Milo from Bethesda Transportation Solutions will discuss their recent Mobile Billboard Campaign. | | |
| 7. Commuter Connections FY09 Marketing Activity | (25 MIN) | INFORMATION |
| Dan O'Donnell from Odonnell Company will discuss the early September COG Press event, Car Free Day and present conceptual approaches for the FY09 marketing campaign. The final FY08 2 nd Half Marketing Campaign Summary report will also be distributed. | | |
| 8. FY09 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) | (5 MIN) | INFORMATION |
| Staff will distribute and review the FY09 SMP first draft report. | | |
| 9. Calendar of Events/ Marketing Round Table | (15 MIN) | DISCUSSION |
| Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events happening within their organizations. | | |
| 10. Other Business/Suggested Agenda items for next meeting | (5 MIN) | DISCUSSION |

Upcoming FY08 Regional TDM Marketing Group meeting dates:

Tuesday, December 16, 2008, 12:00 p.m. – 2:00 p.m., COG Board Room – 3rd floor Lunch Served