



Local governments working together for a better metropolitan region

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

*District of Columbia
Bowie
College Park
Frederick County
Gaithersburg
Greenbelt
Montgomery County
Prince George's County
Rockville
Takoma Park
Alexandria
Arlington County
Fairfax
Fairfax County
Falls Church
Loudoun County
Manassas
Prince William County*

**Tuesday, February 3, 2004
10:00 a.m. - Noon
Training Centers A & B**

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

Chair: Ronald Mitchell, DC Department of Transportation
Vice Chair: Franklin Bell, Prince George's County
Staff Contact: Douglas Franklin 202/962-3792

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of Dec 2nd Meeting	APPROVE
3. Prince George's County Vanpool CD Chris Napolitano of Joint Venture Marketing & Communications will demonstrate a CD about Prince George's County's vanpool subsidy program.	(20 MIN) INFORMATION
4. Pedestrian Safety Education Campaign Mike Farrell of COG will brief the group on planned activities of the April 2004 Street Smart Campaign launch.	(10 MIN) INFORMATION
5. Wilson Bridge Project John Undeland from Potomac Crossing Consultants will discuss the advertising campaign for the Wilson Bridge Congestion Management Bridge Bucks promotion.	(10 MIN) INFORMATION

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| 6. Maryland Transit Administration | (10 MIN) | INFORMATION |
| Richard Solli Director of Marketing will provide an update of recent MTA marketing activities. | | |
| 7. Commuter Connections Telework and GRH Marketing Update | (10 MIN) | INFORMATION |
| Douglas Franklin of COG will discuss recent and upcoming Commuter Connections marketing campaigns. | | |
| 8. America Walks Conference | (10 MIN) | INFORMATION |
| Bill Smith, Conference Chairman of the National Congress of Pedestrian Advocates will discuss the upcoming America Walks event in Silver Spring. | | |
| 9. WMATA Marketing Update | (15 MIN) | INFORMATION |
| WMATA will discuss recent marketing initiatives | | |
| 10. Calendar of Events/Other Marketing Information | (30 MIN) | DISCUSSION |
| This is an opportunity to go around the room and have each meeting participant spend a minute or two to share information about marketing materials, plans, and upcoming events happening within their organization. | | |
| 11. Other Business / Set Agenda for Tuesday April 6, 2004 meeting | (5 MIN) | DISCUSSION |