



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

**Tuesday, December 21, 2021
12:00 noon – 2:00 pm
Webex Virtual Meeting**

Metropolitan Washington Council of Governments
777 North Capitol St NE, Suite 300, Washington, DC 20002

Chair: Danelle Carey, goDCgo
Vice Chair: Kendall Tiffany, TransIT Services of Frederick County
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, 202.962.3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of September 21, 2021 Meeting	(5 MIN)	APPROVE
3. FY22 Regional TDM Resource Guide and Strategic Marketing Plan (SMP) Douglas Franklin, COG/TPB, staff will review the FY22 SMP Final Draft report and seek an endorsement for release.	(15 min)	ENDORSE FOR RELEASE
4. Commuter Connections FY22 Marketing Activity Dan Odonnell and Mark Wirth, Odonnell Co, will present FY22 marketing activities. The FY22 First Half Marketing Campaign Summary Draft report will be distributed.	(25 MIN)	INFORMATION
5. Alexandria Marketing Renee Moore, City of Alexandria, will discuss recent marketing activity and implications of DASH's shift to system wide permanently free bus service.	(25 MIN)	INFORMATION

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| 6. | FY21 Guaranteed Ride Home
Customer Satisfaction Surveys
Douglas Franklin, COG/TPB staff,
will discuss the FY21 Guaranteed Ride
Home Customer Satisfaction Surveys. | (15 MIN) | INFORMATION |
| 7. | Marketing Round Table/
Calendar of Events
Meeting participants may discuss
marketing related news/plans/events
etc. within their organizations. | (30 MIN) | DISCUSSION |
| 8. | Other Business/Suggested Agenda
items for next meeting | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, March 15, 2022 from 2:00 pm – 4:00 pm.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwcog.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).