



**MEETING NOTICE AND AGENDA
FY14 REGIONAL TDM MARKETING GROUP**

**Tuesday September 17, 2013
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: Antoinette Rucker, Washington Metropolitan Area Transit Authority
Vice Chair: Sandra Brecher, Montgomery County Commuter Services
COG Staff Contact: Douglas Franklin (202) 962-3792

<u>ITEM #</u>	<u>ACTION</u>	
1. Introductions		
2. Minutes of June 18, 2013 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons	(5 MIN)	INFORMATION
Sandra Brecher, Montgomery County Commuter Services will become the new Chairperson for FY 2014. The new Vice Chair will be announced.		
4. Commuter Connections FY13 Marketing Campaign Summary Report	(5 MIN)	INFORMATION
Staff will issue the Final FY13 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 FY14 Commuter Connections Marketing Workgroup.</p> | <p>(5 MIN)</p> | <p>INFORMATION</p> |
| <p>6. Arlington PAL Campaign</p> <p>Bobbi Greenberg from Arlington County will discuss the PAL Safety on Our Streets Campaign.</p> | <p>(20 MIN)</p> | <p>INFORMATION</p> |
| <p>7. Commuter Connections FY14 Marketing Activity</p> <p>Dan O’Donnell of Odonnell Company will discuss FY14 marketing activity including Car Free Days, the upcoming fall campaign, and present conceptual approaches for the FY14 spring regional TDM marketing campaign.</p> <p>The Final FY14 Marketing Communications Plan and Schedule document will be issued.</p> | <p>(25 MIN)</p> | <p>INFORMATION</p> |
| <p>8. Commuter Challenge</p> <p>Megan Cummings from the City of Alexandria will present about Local Motion’s Commuter Challenge.</p> | <p>(20 MIN)</p> | <p>INFORMATION</p> |
| <p>9. FY14 Strategic Marketing Plan</p> <p>Staff will review the FY14 Draft Regional TDM Resource Guide and Strategic Marketing Plan.</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**

The next FY14 Regional TDM Marketing Group meeting date is Tuesday, December 17, 2013, from 12:00 pm – 2:00 pm, in the 3rd Floor Board Room.