



**MEETING NOTICE AND AGENDA
FY 2014 REGIONAL TDM MARKETING GROUP**

**Tuesday March 18, 2014
2:00 p.m. – 4:00 p.m.**

COG BOARD ROOM - THIRD FLOOR

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

Chair: Sandra Brecher, Montgomery County Commuter Services
Vice Chair: Gabriel Ortiz, City of Alexandria
COG Staff Contact: Douglas Franklin dfranklin@mwcog.org, (202) 962-3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of December 17, 2013 Meeting	(5 MIN)	APPROVE
3. Marketing Campaign Summary Report	(5MIN)	INFORMATION
The Final FY14 First Half Marketing Campaign Summary Report will be distributed.		
4. SilverLine	(25MIN)	INFORMATION
Antoinette Rucker from WMATA will give a presentation on Metrorail's Silver Line outreach efforts.		

5. **Commuter Connections FY14 Marketing Activity** (30MIN) INFORMATION

Dan O'Donnell from Odonnell Company will provide a review of the Spring marketing campaign. A draft of the FY14 2nd Half Marketing Campaign Summary Draft Report will be distributed.

6. **Loudoun Brand Architecture** (20 MIN) INFORMATION

Sharon Affinito from Loudoun County Commuter Services will present results of the Customer Satisfaction Marketing Research Report Brand Architecture Blueprint.

7. **Calendar of Events/ Marketing Round Table** (30 MIN) DISCUSSION

Meeting participants may share recent advertising/marketing collateral and discuss news or upcoming events within their organizations.

8. **Other Business/Suggested Agenda items for next meeting** (5 MIN) DISCUSSION

The next Regional TDM Marketing Group meeting is Tuesday, June 17, 2014 from noon – 2:00 p.m.