REGIONAL TDM MARKETING GROUP

Tuesday, September 16, 2025
10:00 A.M. - 12:00 P.M.
Walter A. Scheiber Board Room (3rd Floor)

Chair: Antoinette Rucker, Washington Metropolitan Area Transit Authority
Vice Chair: George Clark, Tri-County Council for Southern Maryland
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwcog.org, 202.962.3792

Web Conference: [Click here to join the meeting](#)
Call-In Information: (202) 860-2110 | Meeting #: 2431 754 3749

AGENDA

10:00 A.M.   **1. INTRODUCTIONS**
Antoinette Rucker, Chair

10:05 A.M.   **2. MEETING HIGHLIGHTS – JUNE 17, 2025**
Antoinette Rucker, Chair

10:10 A.M.   **3. CHANGE OF CHAIRPERSONS**
Douglas Franklin, COG/TPB

The new FY26 Chair and Vice Chair will be announced.

10:20 A.M.   **4. COMMUTER CONNECTIONS MARKETING ACTIVITY**
Dan O'Donnell, Odonnell Company
Mark Wirth, Odonnell Company

Presentation of Commuter Connections marketing activities. The FY25 Second Half Marketing Campaign Summary Final report will also be distributed.

10:45 A.M.   **5. FAIRFAX COUNTY MARKETING**
Benjamin Boxer, Fairfax County Department of Transportation

Presentation of Fairfax County Marketing.

11:10 A.M.   **6. FY26 MARKETING COMMUNICATIONS PLAN AND SCHEDULE**
Douglas Franklin, COG/TPB

The FY26 Marketing Communications Plan and Schedule Final document will be reviewed.

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).

11:15 A.M.   **7. MARKETING ROUNDTABLE / CALENDAR OF EVENTS**
Meeting participants may discuss marketing related news, plans, events, etc. occurring within their organizations.

11:45 A.M.   **8. OTHER BUSINESS**
A.   FY26 Shared Marketing Calendar – *Douglas Franklin*
B.   FY27 Commuter Connections Strategic Direction Work Group Update– *Dan Sheehan*
C.   Suggested Discussion Topics for Next Meeting – *All*

12:00 P.M.   **9. ADJOURN**
*The next Regional TDM Marketing Group meeting is scheduled for Tuesday, January 20, 2026, from 1:00 P.M. to 2:30 P.M.

*New date and time.