

REGIONAL TDM MARKETING GROUP

Tuesday, September 15, 2026
1:00 P.M. - 2:30 P.M. (Lunch Meeting)
COG Metropolitan Branch Trail Conference Room 377, 3rd Floor

Chair: George Clark, Tri-County Council for Southern Maryland
Vice Chair: Vacant
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwkog.org, 202.962.3792

Web Conference: [Click here to join the meeting](#)
Call-In Information: (202) 860-2110 | Meeting #: 2432 794 9635

AGENDA

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| 1:00 P.M. | 1. WELCOME AND INTRODUCTIONS
<i>George Clark, Chair</i> |
| 1:05 P.M. | 2. CHANGE OF CHAIRPERSONS
<i>Douglas Franklin, TDM Marketing Manager, COG/TPB</i>

The new FY2027 Chair and Vice Chair will be announced. |
| 1:10 P.M. | 3. COMMUTER CONNECTIONS MARKETING ACTIVITY
<i>Dan O'Donnell, Odonnell Company</i>
<i>Mark Wirth, Odonnell Company</i>

Presentation of Commuter Connections marketing activities.

The FY2026 Second Half Marketing Campaign Summary Final report will be distributed. |
| 1:30 P.M. | 4. DISTRICT OF COLUMBIA MARKETING
<i>Aasiyah Blow and Necole Jackson, goDCgo</i>

Presentation of influencers and community ambassador marketing. |
| 1:45 P.M. | 5. CAR FREE DAY / WEEK WITHOUT DRIVING
<i>Charlie Scott and Dominic Bossey, WMATA</i>

International Car Free Day is set to occur on September 22, and Week Without Driving happens the following week beginning September 28. WMATA is leading a campaign to encourage residents across the region to choose transit, reduce solo |

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

driving, and experience Metro as an easy, flexible, and sustainable way to move. Local TDM and transit programs will be invited to amplify campaign messaging.

- 2:00 P.M.** **6. FY2027 MARKETING COMMUNICATIONS PLAN AND SCHEDULE**
Douglas Franklin, TDM Marketing Manager, COG/TPB
The FY2027 Marketing Communications Plan and Schedule Final document will be reviewed.
- 2:05 P.M.** **7. MARKETING ROUNDTABLE / CALENDAR OF EVENTS**
Meeting participants may discuss marketing-related news, plans, events, etc. occurring within their jurisdictions.
- 2:25 P.M.** **8. OTHER BUSINESS**
A. FY 2027 Shared Marketing Calendar – *Douglas Franklin*
B. I-66 Slugging Challenge – *Douglas Franklin*
C. Suggested Discussion Topics for Next Meeting – All
- 2:30 P.M.** **9. ADJOURN**
The next Regional TDM Marketing Group meeting date will be announced.