

REGIONAL TDM MARKETING GROUP

Tuesday, March 18, 2025
2:00 P.M. - 3:30 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@mwkog.org, 202.962.3792

Web Conference: [Click here to join the meeting](#)
Call-In Information: (202) 860-2110 | Meeting #: 2436 904 0301

AGENDA

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| 2:00 P.M. | 1. INTRODUCTIONS
<i>Antoinette Rucker, Chair</i> |
| 2:05 P.M. | 2. MEETING HIGHLIGHTS – SEPTEMBER 17, 2024
<i>Antoinette Rucker, Chair</i> |
| 2:10 P.M. | 3. COMMUTER CONNECTIONS MARKETING ACTIVITY
<i>Dan O'Donnell, Odonnell Company</i>
<i>Mark Wirth, Odonnell Company</i>

Presentation of Commuter Connections FY2025 Second Half marketing activities.
The FY2025 First Half Marketing Campaign Summary Final report will also be distributed. |
| 2:40 P.M. | 4. GWRIDECONNECT
<i>Kerry McKenney, George Washington Regional Commission</i>

Presentation of GWRideConnect marketing. |
| 3:05 P.M. | 5. MARKETING SHARED CALENDAR
<i>Douglas Franklin, COG/TPB</i>

FY25 Spring Campaign Media Calendar. |
| 3:10 P.M. | 6. MARKETING ROUNDTABLE
Meeting participants may discuss marketing related news, plans, events, etc. occurring within their organizations. |

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).

3:25 P.M. 7. OTHER BUSINESS / SUGGESTED ITEMS FOR NEXT MEETING

3:30 P.M. 8. ADJOURN

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, June 17, 2025, from 12:00 P.M. to 2:00 P.M.