

## REGIONAL TDM MARKETING GROUP

Tuesday, June 17, 2025,  
12:00 P.M. to 2:00 P.M.  
Conference Room 1 (1<sup>st</sup> 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 #: 2448 793 1341

### AGENDA

- 12:00 P.M.**    **1. INTRODUCTIONS**  
*Antoinette Rucker, Chair*
- 12:05 P.M.**    **2. MEETING HIGHLIGHTS – MARCH 18, 2025**  
*Antoinette Rucker, Chair*
- 12:10 P.M.**    **3. COMMUTER CONNECTIONS MARKETING ACTIVITY**  
*Dan O'Donnell, Odonnell Company*  
*Mark Wirth, Odonnell Company*
- Presentation of Commuter Connections marketing activities. The FY2025 Second Half Marketing Campaign Summary draft report will also be distributed.
- 12:45 P.M.**    **4. CITY OF ALEXANDRIA MARKETING**  
*Sabrina Arce, City of Alexandria*
- Presentation of GO Alex marketing.
- 1:05 P.M.**    **5. MARKETING ROUNDTABLE**  
Meeting participants may discuss marketing related news, plans, events, etc. occurring within their organizations.
- 1:45 P.M.**    **6. OTHER BUSINESS / STAFF UPDATES**
- A. FY26 Shared Marketing Calendar – *Douglas Franklin*
  - B. FY27 Commuter Connections Strategic Direction Work Group – *Dan Sheehan*
  - C. Suggested Discussion Topics for Next Meeting – *All*

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

**2:00 P.M.**

**7. ADJOURN**

The next Regional TDM Marketing Group meeting is scheduled for Tuesday, September 16, 2025, from 10:00 A.M. to 12:00 P.M.