

## REGIONAL TDM MARKETING GROUP

Tuesday, January 20, 2026  
1:00 P.M. - 2:30 P.M. (Lunch Meeting)  
R. Kirby Training Center (First Floor)

Chair: George Clark, Tri-County Council for Southern Maryland  
Vice Chair: Ivanna Baez, Prince William County  
COG/TPB Staff Contact: Douglas Franklin, [dfranklin@mwkog.org](mailto: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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| <b>1:00 P.M.</b> | <b>1. INTRODUCTIONS</b><br><i>George Clark, Chair</i>  |
| <b>1:05 P.M.</b> | <b>2. COMMUTER CONNECTIONS MARKETING ACTIVITY</b><br><i>Dan O'Donnell and Mark Wirth, Odonnell Company</i><br><br>Presentation of Commuter Connections marketing activities.<br><br>The FY26 First Half Marketing Campaign Summary Draft report will be distributed. |
| <b>1:30 P.M.</b> | <b>3. PRINCE GEORGE'S COUNTY MARKETING</b><br><i>Christian Bacon, Prince George's County</i><br><br>Presentation of Prince George's County Marketing.  |
| <b>1:50 P.M.</b> | <b>4. MARKETING ROUNDTABLE / CALENDAR OF EVENTS</b><br>Meeting participants may discuss marketing-related news, plans, events, etc. occurring within their organizations.<br><br><i>All Committee Members</i>  |
| <b>2:20 P.M.</b> | <b>5. OTHER BUSINESS</b><br>A. FY26 Shared Marketing Calendar – <i>Douglas Franklin</i><br>B. Various January 31 <sup>st</sup> important deadlines - <i>Douglas Franklin</i><br>C. Suggested topics for next meeting – <i>All</i>                                    |
| <b>2:30 P.M.</b> | <b>6. ADJOURN</b><br>The next Regional TDM Marketing Group meeting is scheduled for Tuesday, May 19, 2026, from 1:00 P.M. to 2:30 P.M. (lunch meeting).  |

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).