

## REGIONAL TDM MARKETING GROUP

Tuesday, May 19, 2026  
1:00 P.M. - 2:30 P.M. (Lunch Meeting)  
R. Kirby Training Center (Lobby Level)

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

- 1:00 P.M.**     **1. INTRODUCTIONS**  
*George Clark, Chair*
- 1:05 P.M.**     **2. COMMUTER CONNECTIONS MARKETING ACTIVITY**  
*Dan O'Donnell and Mark Wirth, Odonnell Company*  
Presentation of Commuter Connections marketing activities.
- 1:30 P.M.**     **3. SOUTHERN MARYLAND MARKETING**  
*George Clark, Tri-County Council for Southern Maryland*  
Presentation of marketing to Southern Maryland jurisdictions.
- 1:50 P.M.**     **4. MARKETING ROUNDTABLE / CALENDAR OF EVENTS**  
*All Committee Members*  
  
Meeting participants may share marketing-related news, plans, events, etc. occurring within their organizations, *with emphasis on best practices for promoting real-time transit information apps.*
- 2:20 P.M.**     **5. OTHER BUSINESS**  
A. Google Analytics – *Dan Sheehan, COG/TPB Staff*  
B. Employer Awards update - *Douglas Franklin, COG/TPB Staff*  
C. goDMV update – *James Davenport, COG/TPB Staff*  
D. Suggested topics for next meeting – *All*
- 2:30 P.M.**     **6. ADJOURN**  
The next Regional TDM Marketing Group meeting is scheduled for Tuesday, September 15, 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).