



Marketing and Communicating TDM Strategies and Programs in These Times

Robin Geiger, Head of Communications

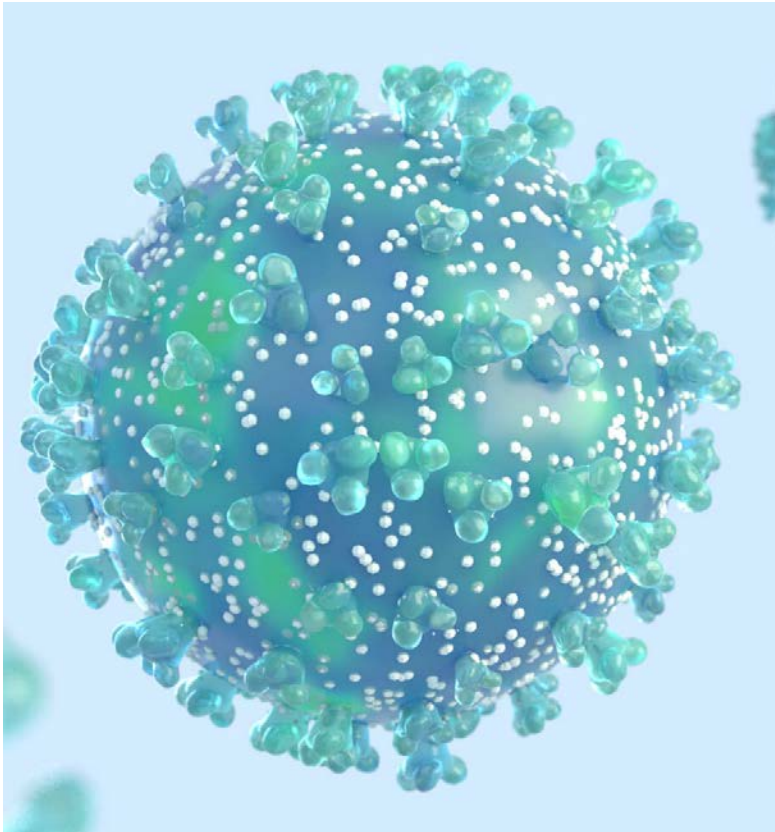
Fairfax County Department of Transportation

www.fairfaxcounty.gov/transportation/commuter-services

9/21/2021



Fairfax County Commuter Services (FCCS)





Let's Get There Together



Let's Get There Together: <https://youtu.be/pTt0agiJCA0>



County of Fairfax, Virginia



Active in Tysons

A Portion of Tysons Blvd is Open for Community Recreation

STAY SAFE, STAY ACTIVE!

For More Information, visit:
www.fairfaxcounty.gov/transportation/tysonsblvd-lane-closure

Fairfax County Department of Transportation (FCDOT) ensures nondiscrimination in all programs and activities in accordance with Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act (ADA). To request this information in an alternate format, contact FCDOT at 703-677-5600, TTY 711.



BEST
Workplaces
for CommutersSM

**BEST WORKPLACES
EMPLOYERS ARE CHANGING
HOW AMERICA COMMUTES!**

**DOES YOUR
COMPANY QUALIFY?**

Contact us at 703-877-5704
or apply online:
bestworkplaces.org/join/online-application

Your Ride. Your Way.

**FAIRFAX COUNTY
COMMUTER SERVICES**

- Challenges
- Opportunities
- Listening
- Success

SmartBenefits
PLUS 50
INCENTIVE PROGRAM

SmartRip

Fairfax County
Employers and Employees
Get **\$50** Just by Trying Transit!



Spring 2021 – Preparing to Return Confidently and Safely

COMMUTING
SAFELY AND
CONFIDENTLY

Your Ride. Your Way.



FAIRFAX COUNTY
COMMUTER SERVICES



Conversation on Facebook reflected the conversations going on throughout the country.

Engagement – 45,000
Comments – 228
Increased Followers - 200

COMMUTING
SAFELY AND
CONFIDENTLY

Your Ride. Your Way.



FAIRFAX COUNTY
COMMUTER SERVICES





Promotion and Celebration

Capital Bikeshare Expansion in Reston



ActiveFairfax Transportation Plan and Safety Plan



Future Promotion and Celebration



New Springfield Community
Business Center
Groundbreaking Sept. 30

Planning for Phase 2 of the
Metrorail Silver Line Service

Pictured at right:
Innovation Station Garage





Webinars on Best Workplaces for Commuters

- TDM team hosting webinars – First in Oct. on Recruitment and Retention of BWC
- Ceremony will be held in February 2022 with the Board of Supervisors and Businesses



What Have We Learned at FCCS Over The Past Months? *Key Takeaways*



County of Fairfax, Virginia

Thank you!

Questions?

Robin Geiger, Head of Communications

Robin.Geiger@fairfaxcounty.gov – 703-826-6457

Fairfax County Department of Transportation

www.fairfaxcounty.gov/transportation/commuter-services

9/21/2021