



# Tri-County Council for Southern Maryland

*Working Together to Build One of America's Great Communities*

## Employer Outreach Committee Meeting

January 16, 2018

*George Clark, CCTM, MWD-BS*

**Calvert, Charles & St Mary's County**

- ***Brief History of TCC***

- Tri-County Council for Southern Maryland (TCCSMD) was formed on December 6, 1964, as a cooperative planning and development agency to foster the social and economic development of the Southern Maryland Region. In 1965, the Governor of Maryland recognized the TCCSMD as the regional planning and development organization for the Region comprising of Calvert, Charles and St. Mary's Counties. The TCCSMD's statute was established by Act of the Maryland General Assembly in 1966.
- The Council brings together local, State and federal resources to address issues in economic development; environmental protection; and regional resource management, which includes transportation, utilities, urban growth and development.





# CALVERT COUNTY

## Quick Glance at MTA / SHA / Private & County Owned Park & Ride Lots

- As of the 2010 census, the population was 88,737
- 68 % of county residents commute out of county
- Smallest county in the state by land area
- Has a total of 10 lots / 1580 parking spaces
- All Free Parking
- 2 lots are MTA owed / 5 are SHA owed / 3 are Private
- MTA Commuter Buses stop at 6 of those lots
- 4 Lots are for Van/carpool Only
- 42 Commuter Buses service the county
- 90 Daily Trips
- 4 Bus Routes: # 820, 830, 840 & 850
- 3 Vanpools commuting to the Washington DC Metro Region / 1 to Fort Meade





# ST MARY'S COUNTY

## Quick Glance at MTA / SHA / Private & County Owned Park & Ride Lots

- As of the 2010 census, the population was 105,148
- 63 % of county residents work in county due to NAS Pax River Base
- 25,000 workforce on NAS base and off.
- Maryland's first colonial settlement and capital
- Has a total of 7 lots / 1318 parking spaces
- All Free Parking
- MTA has 1 lot / 2 are SHA / 2 are Private / 2 are County
- MTA Commuter Buses stop at 3 of those lots
- 4 Lots are for Van/carpool Only
- 44 Commuter Buses service the county
- 96 Daily Trips
- 4 Bus Routes: # 705, 715, 725 & 735
- 4 Vanpools leave the county / 3 come into the county





# CHARLES COUNTY

## Quick Glance at MTA / SHA / Private & County Owned Park & Ride Lots

- As of the 2010 census, the population was 146,560
- 68-70 % of county residents commute out of county
- Fastest growing county in the state
- John Hanson, the first president of the Continental Congress under the Articles of Confederation Born here in Port Tobacco
- Has a total of 10 lots / 3312 parking spaces
- All Free Parking
- MTA has 1 lot / 2 are SHA / 1 is owned by the Town of La Plata / 2 are County / 6 are private
- MTA Commuter Buses stop at 9 of those lots
- 4 Lots are for Van/carpool Only
- 52 Commuter Buses service the county
- 105 Daily Trips
- 5 Bus Routes: # 610, 620, 630, 640 & 650
- 78 of these trips come from #705, 715 & 735 From SM
- 7 Vanpools commuting to the Washington DC Metro Region / 2 to Fort Meade



**MTA Commuter Bus Service in Southern Maryland is the largest in the state, Consuming 50% of their Operating budget**

**Out of MTA's 643 daily trips in the state 291 trips start in Southern Md., and travel to Washington, DC during the work weeks**

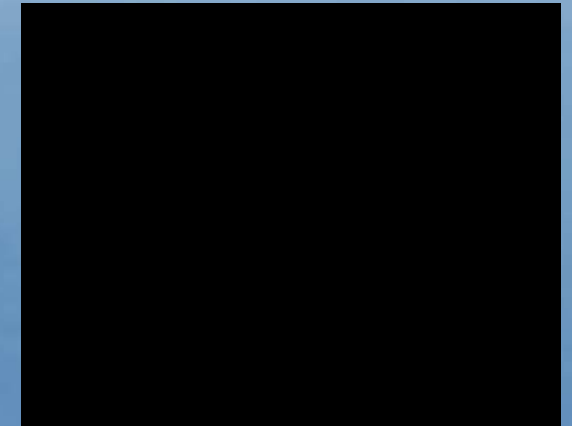
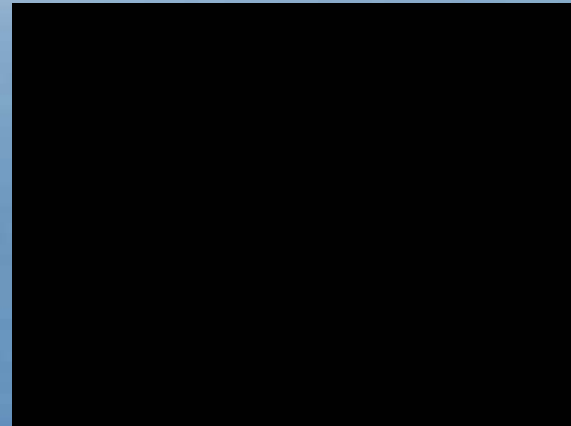
MTA Bus Company provider are:

- **Martz/Gold Line** (5 Routes)  
610, 620, 650, 705, 715
- **Keller Transportation** (7 Routes)  
630, 640, 725, 735, 830, 840 & 850
- **Academy Express** (1 Route)  
820



# TDM Marketing in Southern Maryland

TV Spots on **comcast** and **xfinity** Internet:



Client: Commuter Connections  
Agency: Odonnell Company  
Title: "Save Your Sanity"  
Time: :30  
ISCI: ODONN0025H



# TDM Marketing in So MD & The DC Metro Region

## Events:

Car Free Day



Bike to Work Day



Commuter Fairs



Commuter Hand-Outs





# TDM Marketing in Southern Maryland

## Billboard & Signage:



# TDM Marketing in Southern Maryland

Print Ads in 5 County newspapers, 2 Online News Feeds, Parent Line Magazine & all 3 Chamber of Commerce's Directory:



**GUARANTEED RIDE HOME**

**"WE'VE GOT YOU COVERED" in SOUTHERN MARYLAND**  
GRH provides a free ride home for registered commuters who ride in a carpool or vanpool, take transit, bike or walk to work at least twice a week. In the event of an unexpected emergency or unscheduled overtime, GRH will arrange for a free taxi ride, a free transit ride, or even a free rental car up to four times each year to get you home.

Contact George Clark at 1-800-745-RIDE (7433) for info, or sign-up at [www.commuterconnections.org](http://www.commuterconnections.org)

Tri-County Council for Southern Maryland



**REGIONAL Ride Share**

**1-800-745-RIDE**  
[www.CommuterConnections.org](http://www.CommuterConnections.org)

**GUARANTEED RIDE HOME**  
SIGN UP TODAY. IT'S FREE!

Do you carpool, vanpool, take transit, bike or walk to work at least twice per week?

**GUARANTEED RIDE HOME**, will get you home in case of personal illness, family emergency, or unscheduled overtime, guaranteed, for **FREE!**

[WWW.COMMUTERCONNECTIONS.ORG](http://WWW.COMMUTERCONNECTIONS.ORG)  
**800-745-RIDE (7433)**



MTA Maryland  
COMMUTER CONNECTIONS  
SUSTAINABLE. NOT IN A HURRY.  
Official Sponsor

**WORK FROM HOME ON FRIDAY!**



**CAR FREE DAY**  
METRO DC  
9.22.17

**SchoolPool**



**HOW IT WORKS**  
SchoolPool is a program that connects parents of children in the same school. This network allows parents who are looking to carpool to find others.

**TRUSTED**  
We understand the safety of your children is of utmost importance to you. This is why SchoolPool only shares the parents' contact information and never information about your children. Take advantage of SchoolPool to get your children to school in a safe and secure manner.

**WHO USES SCHOOLPOOL?**  
Whether you're a single parent who needs extra hands in the car and don't work outside the home, or a household juggling one car, SchoolPool may be just right for your family's needs! Each year, there are over 100,000 children who make SchoolPool work for their daily commute.

**FREE AND EASY TO USE**  
Get your free "SCHOOLPOOL" app, the names and contact information of other parents, and either email or call them to arrange an alternate ride to school.



**COMMUTER CONNECTIONS**

TRI-COUNTY COUNCIL FOR SOUTHERN MD.

**regional rideshare**

**regional rideshare**



**FREE INFORMATION SERVICE**

- Carpool • Vanpool • Commuter Bus
- Computerized Matchlists

**301-274-1922 1-800-SOCLOSE**  
P.O. BOX 745 HUGHESVILLE, MD 20637

**FUEL UP WITH PREMIUM**



Fuel up at any DC, Maryland, or Virginia Chipotle on Friday, September 22 from 10:45AM-10PM. Here's how it works: Visit [CarFreeMetroDC.org](http://CarFreeMetroDC.org) and take the free pledge to use more sustainable travel methods (transit, bike, walk, carpool, vanpool, telework) on Car Free Day. Then bring in your personalized e-mail confirmation (in print or on your phone), and we'll hook you up with **BUY-ONE/GET-ONE BURRITOS, BOWLS, SALADS, OR ORDERS OF TACOS.**

**CHIPOTLE** + **CAR FREE DAY**  
METRO DC

# TDM Marketing in Southern Maryland

**MTA Commuter Bus Time Tables, GRH, Rideshare, Telework,  
Employer Tax Credit Brochures Placement:**

**3 Government Buildings**

**3 Chamber of Commerce**

**3 Visitor Centers**

**3 Department of Economic Development buildings**

**All 11 tri-county libraries**

**Employers though out the tri-county region**



# TDM Marketing in Southern Maryland

## Press Releases:

**Government Websites**

**Chamber of Commerce Website and Newsletters**

**County Newspapers**

**Online News Websites**

**Tri-County Council's Website**



# WE ARE MEMBERS OF THE FOLLOWING TRANSPORTATION ASSOCIATIONS:





TRI-COUNTY COUNCIL  
for SOUTHERN MARYLAND



MARYLAND DEPARTMENT  
OF TRANSPORTATION™

MARYLAND TRANSIT  
ADMINISTRATION

**Q & A**

**THANK YOU FOR ATTENDING**