



Tri-County Council for Southern Maryland

Working Together to Build One of America's Great Communities

TDM Marketing for the Southern Maryland Region

George Clark, CCTM, MWD-BS

Calvert, Charles & St Mary's County

Commuter Connection's TDM Marketing Meeting

December 17, 2019

- ***Brief History of TCCSMD:***

- 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 and there are 5 Tri-County Councils in the state.
- The Council brings together local, State and federal resources to address issues in economic development; environmental protection; and regional resource management, which includes transportation, workforce, utilities, urban growth and development.
- TCCSM's transportation programs are fund by Metropolitan Washington Council of Government's (COG) Commuter Connections program and Maryland Department of Transportation's (MDOT) Maryland Transit Administration (MTA).



SOUTHERN MARYLAND

WE'RE TOO CRABBY FOR OUR OWN GOOD!



A little SoMD Trivia :

- Also called the Western Shore
- Maryland's first colonial settlement
- The First Roman Catholic English settlement in North America
- Southern Maryland is further south than these Virginia counties:
*Arlington, Fairfax, Loudoun, Fauquier, Stafford, Spotsylvania, King George
and many more...*
- St Mary's County is the only county in Maryland that you cannot drive through





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 59% 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

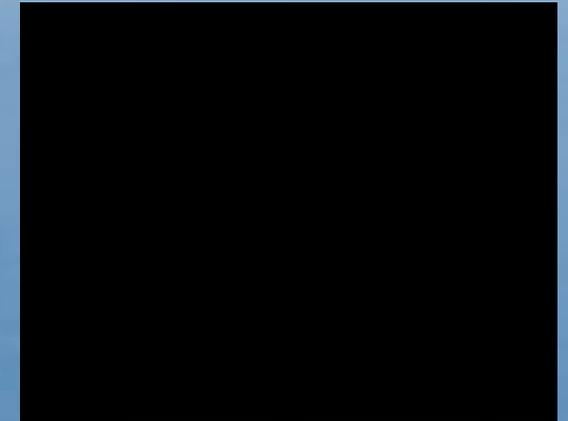
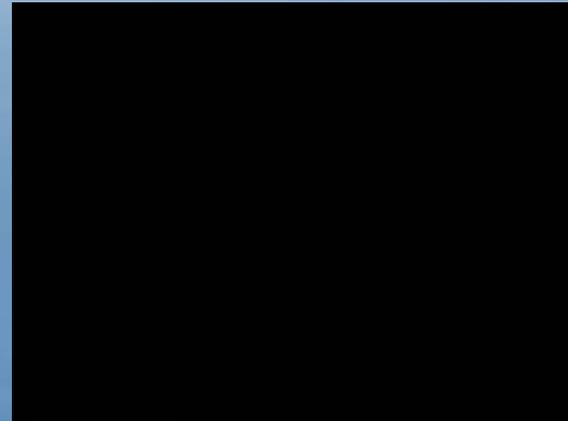
MTA Bus Company providers are:

- **Martz/Gold Line** (5 Routes)
610, 620, 650 & 715
- **Keller Transportation** (7 Routes)
630, 640, 725, 735, 830, 840 & 850
- **Academy Express** (2 Route)
705 & 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



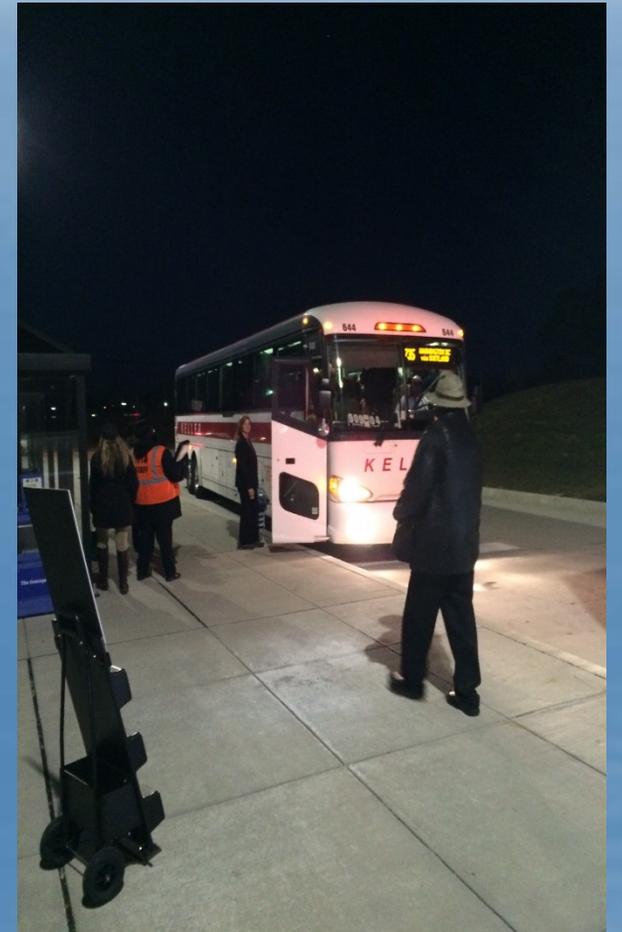
Bike to Work Day



Commuter Fairs



Commuter Hand-Outs



Corrugated signs

GUARANTEED RIDE HOME

• P R O G R A M •

STRANDED AT WORK?
GET HOME FREE.
GUARANTEED.

Some restrictions apply.

www.commuterconnections.org



TDM Marketing in Southern Maryland

Billboard & Signage:



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:

⚠ RIDER ALERT
SERVICE CHANGE
| SEPTEMBER 17

Government Websites

Chamber of Commerce Website and Newsletters

County Newspapers

Online News Websites

**Tri-County Council's Website
and Facebook page**



TCCSMD IS A MEMBER OF THE FOLLOWING TRANSPORTATION ASSOCIATIONS:





TRI-COUNTY COUNCIL
for SOUTHERN MARYLAND
(301) 274-1922 • www.tccsmd.org
transportation@tccsmd.org

THANK YOU Q & A



TRI-COUNTY COUNCIL
for SOUTHERN MARYLAND



GEORGE CLARK
Rideshare Coordinator
Employer Outreach Specialist
gclark@tccsmd.org

P.O. Box 745 • Hughesville, MD 20637
(301) 274-1922 • (301) 870-2520 • Fax (301) 274-1924
Cell (301) 643-7257 • www.tccsmd.org

