

TDM MARKETING FOR THE SOUTHERN MARYLAND REGION GEORGE CLARK, CCTM, MWD-BS CALVERT, CHARLES & ST MARY'S COUNTY COMMUTER CONNECTIONS REGIONAL TDM MARKETING GROUP MEETING DECEMBER 20, 2022

▶ 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 the Maryland Department of Transportation's (MDOT) Maryland Transit Administration (MTA).







Calvert County

- 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



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

- 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
- 4 Vanpools commuting to the Washington DC Metro Region / 1 to Fort Meade



Charles County

- 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



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

- 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 1 to Fort Belvoir



St Mary's County

- As of the 2010 census, the population was 105,148
- 60 % of county residents work in county due to NAS Pax River Base
- > 55,000 workforce on NAS base and off.
- Maryland's first colonial settlement and capital



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

- 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
- 5 Vanpools leave the county / 3 come into the county

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 provider 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







Corrugated Signs

GUARANTED RIDE HONE

PROGRAM

STRANDED AT WORK? GET HOME FREE. GUARANTEED.

www.commuterconnections.org









TDM Marketing in Southern Maryland Billboard & Signage:



















Pop up Banner Used at Events





TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND



Assist your employees with their Commute to Work. You will Reap the Benefits...

Area businesses that encourage and support the use of sampack and pool otransitis envices may be eligible for commune tax credits. The Waryland State Legislature creded an income tax credit House Bill S45/ Chapter 360 and Senate Bill 360/ Chapter 568 of the session three of 1999) for employers who provided commuting benefits to their employers.

The Council's Regional Rideshare Coandinator Employer Outroath Specialist will assist your positives with a EREE evaluation of the communing needs of your employees.



The Tri-County Council for Southern Maryland assists the Maryland Transit Administration's (MTA) operation of a large number of express commuter bus routes from the Southern Maryland Region into numerous areas of the Metropolitan Washington Region.



Free Instant Ridematching Services, Sign up today!

The Council's Commuter Assistance Program also castes with Impoducing residents, employees and employers to other thise alone alternatives such as capools, vangools, subscription bus, local public transit, and tele-work entires.



SchoolPool
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school had only stated the parents' contact
when state is the continuous shoot you
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Maryland





"We segon to accepte all southern Maryland SRH provides a free ride bone for registered commutes who noe in a capool varipool rate transit bits or wells to work at least to use a week, in the event of an unespected emergency or unsaffeduled over or me SRH will arrange for affect task indica free transit ride, an even a fine rental sar upto lean times early year to get you he me:

GEORGE CLARK • RIDESHARE COORDINATOR
PO BOX 745 • HUGHESVILLE • MD 20637
GCLARK@TCCMD.ORG • 301-870-2520 OR 1-800-SO-CLOSE

WWW.TCCSMD.ORG • WWW.COMMUTERCONNECTIONS.ORG

TDM Marketing in So MD & The DC Metro Region Events:

Car Free Day



Bike to Work Day



Commuter Fairs



Commuter Hand-Outs



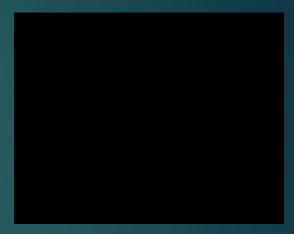
TDM Marketing in Southern Maryland

TV Spots on Comcast, and XfInity Internet: Verizon Fi05









Client: Commuter Connections Agency: Odonnell Company Title: "Save Your Sanity"

Time: :30

ISCI: ODONN0025H













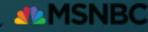












TDM Marketing in Southern Maryland

Print Ads in Valpak, 5 County newspapers, 2 Online News Feeds, Parent Line

Magazine & all 3 Chamber of Commerce's Directory:



"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 I-800-745-RIDE (7433) for info, or sign-up at www.commuterconnections.org





1-800-745-RIDE www.CommuterConnections.org











COVID-19 Ad



GUARANTEED RIDE HOME



"WE'VE GOT YOU COVERED" in SOUTHERN MARYLAND

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888-819-1376 • SOMDCommuterConnections.com



Contact:

George Clark - Rideshare Coordinator
PO Box 745 • Hughesville, MD 20637
gclark@tccsmd.org • www.tccsmd.org
301-870-2520 or 1-800-50-CLOSE



SOMDCommuterConnections.com

COVID-19 Ad



Unplug electronics from outlets when not in use

Go paperless by utilizing computer apps to review and edit documents



Use eco-friendly cleaning products or make your own using lemon peels

Decorate your office space with clean air promoting items: plants, beeswax candles, salt lamps



Open your windows to reduce indoor pollutants

Replace incandescent or fluorescent lightbulbs with long-lasting LED bulbs

If your work requires using a printer, use recycled paper

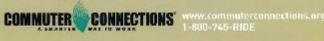
Grab an eco-friendly snack like veggies, fruit, nuts





your forme computer. No traffic, knotness, No time or money wasted on travel. And imagine now teleworking — even just one on two days a week mount lose a real boost for your jub productivity, as well as your quality of life. Take

the time to find out if teleworking is right for you.



Tri-County Council for Southern Maryland

George Clark
@ 301-643-7257

Post COVID-19 Ad

Ride Share – Drive Less... Stress Less & SAVE!

REGIONAL RIDESHARE PROGRAM - SIGN UP TODAY!

Ridesharing services enable commuters to find other individuals who share similar commute routes and work hours. Ridesharing promotes alternative ways for commuters to get to work Ridesharing benefits include:

- Fuel Cost Savings
- Wear & Tear on Roads & Vehicles
- Reducing Traffic Congestion
- HOV Lane Access
- Overall Expense Saving by Minimized Driving
- Reduced Pollution & Greenhouse Gas Emissions

301-274-1922 • www.tccsmd.org







on money on every commute doud the Carpool Now app and join thousands who rideshare

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 over- time, 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.

301-274-1922 • www.tccsmd.org

George Clark • Transportation Demand Management Specialist



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.



WWW.COMMUTERCONNECTIONS.ORG

Holiday Ads

REQUEST A RIDE

Plans include these?











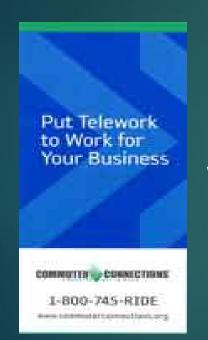
for SOUTHERN MARYLAND

(301) 274-1922 ● www.tccsmd.org transportation@tccsmd.org



TDM Marketing in Southern Maryland

MTA Commuter Bus Timetables, GRH, Rideshare, Telework, incentrip, Pool & Flextime Rewards, MD Employer Tax Credit Brochures, Vanpool Incentive Program 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









Press Releases & Public Notices:

US Navy's Newsletter & Newspaper

County Government Websites

County Department's of Economic Development

Chamber of Commerce's Website and Newsletters

4 County Newspapers

5 Online News Websites

Tri-County Council's Website & Facebook page







Sample of Press Releases & Public Notices



New commuting app should help people save time, money

The La Plata Town Council will be

Monday, Sept. 16

On the agenda

Tuesday, Sept. 3

03/14/2022

For more information, contact: George Clark, CCTM, TDM clark@tccsmd.org 301-643-7257

Dayna Paszkiet Dayna.A.Paszkiet@ehi.com





FOR IMMEDIATE RELEASE

New Subsidy to Encourage Vanpooling in the Tri-County Area

Hughesville, MD (March 10, 2022) – As the region reopens and businesses welcome employees back into the office, commuters can take advantage of a new incentive to further help reduce the expenses of an already cost-effective form of public transportation. In partnership with Commute with Enterprise, the Tri-County Council is helping to increase the use of a shared mobility option: vanpooling.

The Tri-County Council created the pilot program, providing a \$300 subsidy per van per month to commuters living or working in the Tri-County area including St. Marys, Charles and Calvert Counties. The subsidy can also be combined with other regional subsidy programs if the vanpool group is eligible for both. Each vanpool program is customized to the specific needs of its four or more vanpoolers. The remaining cost is split among participants, with each vanpool rider paying a set fee per month,

John Hartline, Executive Director, said, "I am proud the Tri-County Council for Southern Maryland has started this new van pool program. We are getting people back to work and saving fuel at the same time!" The program is being funded through the Rural Maryland Council.

Participants can choose a qualifying vanpool vehicle from Enterprise's selection of makes and models that includes crossovers, SUVs, minivans and large passenger vans.

Commute with Enterprise also provides 24-hour roadside assistance, liability insurance and maintenance, And as part of Enterprise's Complete Clean Pledge, Commute with Enterprise provides best practices for cleaning and Complete Clean Starter Kits for new or returning commuters.

Commuters in the Tri-County area interested in joining the program can visit CommutewithEntperise.com or contact the Tri-County Council directly.



TRI-COUNTY COUNCIL FOR SOUTHERN MARYLAND

(301) 274-1922 (301) 870-2520

Public notice: 11/28/2022

Attention St Mary's & Charles County Commuters

Vanpool Starting in California with pickup in Waldorf Mattawoman Park & Ride

Destination: The Navy Yard

Help reduce cars on our highways and take advantage of the Federal \$280.00 transit benefit and the Tri-County Councils \$300.00 per month Vanpool Incentive Program.

For information:

Contact Dayna Paszkiet, Rideshare Manager with Commute with Enterprise at: 301-481-6723 or email at dayna.a.paszkiet@ehi.com

George Clark at Tri County Council for Southern: 301-643-7257 or email at gclark@tccsmd.org

Find a Car/Vanpool to other locations at www.commuterconnections.org

Additional routes starting soon, please call for details.



Members of the following Transportation Associations:







Rural Maryland Council



TRANSPORTATION ASSOCIATION OF MARYLAND, INC.



Hughesville, MD 20637 d: 301-274-1922 ext. *319 | c: 301-643-7257 | f:

301-274-1924

MARYLAND TRANSIT ADMINISTRATION

gclark@tccsmd.org | www.tccsmd.org



A SMARTER WAY TO WORK