



Brittany Brothers: Inspiring Behavior Change from Barre to Commuting



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-Brittany Brothers

Marketing and TDM Program Manager, MDOT

Brittany Brothers did not arrive at TDM through a traditional planning path. She studied mass communications at Towson University, with a focus on public relations and advertising, and joined MDOT as an outreach coordinator in the Office of Planning in 2019. In that role, CCM quickly became her primary focus. Her job was to communicate the program to employers and commuters, and she learned to tell its story well before she was asked to manage it. She has honed her messaging instincts outside the office too. Teaching barre fitness since 2023, she sees the same core challenge in both: simple, flashy, straight-to-the-point messaging gets people in the door. Once they engage, the harder work of changing behavior can begin.

FROM OUTREACH TO PROGRAM OPERATIONS

When CCM experienced a leadership change about a year and a half ago, Brittany stepped in as TDM Program Manager. The learning curve was steep. She had spent years crafting content for public audiences, but program management required a different kind of thinking. Her communications foundation turned out to be an asset. She already knew how to make the program understandable. She just had to learn how to lead it. “You think you know a program just doing communications,” she says. “But when you actually take it on, you realize all that goes into it.”

BUILDING RIDE TOGETHER REWARDS

One of Brittany’s proudest achievements started with a crisis. The collapse of the Francis Scott Key Bridge in 2024 exposed the vulnerability of Baltimore-region commuting and sparked a conversation about incentivizing behavior change. Brittany took that opening and built Ride Together Rewards around it, developing the name, the branding, and the umbrella structure. Four incentive programs covering transit, vanpool, and carpool now live under a single banner. Running alongside it is the MD 295 Corridor Pilot, a geographically targeted initiative focused on employers along a defined stretch of highway to learn which strategies work to facilitate behavior change and ease congestion.

THE BEHAVIOR CHANGE PROBLEM

Brittany measures her messaging philosophy in three words: simple, flashy, succinct. “You need a subject line that draws people in,” she says. “Make it quick, make it easy.” As a communicator, she knows the power of a good buzzword. As a program manager, she can translate those buzzwords into actual program goals. Getting someone to try transit for the first time is not unlike getting someone to walk into a fitness class. It takes the right motivation, a low barrier to entry, and a reason to come back. “I want you to feel your best,” she says, “whether you’re walking into my fitness class or talking to me about your commute.”

LOOKING AHEAD

This year, Brittany has worked to drive CCM towards 100 employer partners, a milestone the program is close to reaching. Beyond that, she wants to grow the program’s reach across the state, including into rural counties where transit is not an option, but carpooling and other modes still are. “Let’s figure out what works for them,” she says. “Bike lanes, carpools, vanpools, other options.”

The goal is the same one she brings to every fitness class: get people moving and make it easy enough that they keep going.



If your organization offers and promotes commuter benefits or would like free assistance to start or expand your program, contact Commuter Choice or join the Employer Partner program online at: www.mdot.maryland.gov/employerpartner/