



# Nikki Trasmonte's Journey to Transportation Demand Management



"I didn't know much about Transportation Demand Management before I started this job, but I have learned so much from it. I feel like we are making a big difference, because everyone needs to get to work, school, the grocery store, medical appointments, and social activities."

-Nikki Trasmonte  
Transportation Demand Management Coordinator

For Nikki Trasmonte, Transportation Demand Management (TDM) Coordinator at Commuter Choice Maryland (CCM), her path into transportation wasn't direct. Before joining the CCM team, Nikki taught English in China, worked as a Legislative Compliance Analyst for an electronics recycling company, and earned her graduate degree in Sustainability Management from American University. Each experience shaped how she approaches her current role: connecting with people, understanding complex systems, and promoting sustainable behaviors.

### A Personal Journey

Nikki brings an authentic perspective to her outreach work that has been shaped by her own commuting experiences. After a minor car accident left her without a vehicle, she started taking the MARC train to the Maryland Department of Transportation office in Hanover. "Even though it made my commute slightly longer, it's so easy and takes away the stress of traffic and parking." That personal experience of changing her own behavior helps her connect with other commuters who may be hesitant to try something new.

### Meeting People Where They Are

As a TDM Coordinator focusing on employer outreach, Nikki spends a lot of time at community events, meeting with representatives from state agencies and employers, and presenting to organizations across Maryland. Her favorite part? The people.

"I really enjoy speaking to people and hearing about their experiences," she shared. "I meet so many interesting people and each one has such a unique story."

Nikki's approach is personal and practical. She takes notes on her phone after conversations with people, collects business cards, and follows up with tailored information about CCM programs and commuter benefits. When talking to commuters, she shares real-life examples of people using transit, vanpools, carpools or other modes successfully. If she knows their route, she offers specific advice based on her own experience or stories from other commuters.

"Many people I talk to are excited because they've never heard about these programs," Nikki explained. "I think the education aspect is really exciting, because I can tell people that these programs are free through CCM and they can often get rewards."

### Celebrate Small Steps

Nikki understands that behavior change doesn't happen overnight. While people often express enthusiasm at events, she recognizes the challenge of actually shifting commuting habits.

"I think people should celebrate incremental changes," she says. "If people can do it one step at a time, trying a new commute just once a week, that is something. A lot of times people don't realize that's change." This realistic, encouraging perspective reflects her own journey and her understanding that any movement toward sustainable transportation is progress worth acknowledging.



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/](http://www.mdot.maryland.gov/employerpartner/)