



TDM SPECIALIST PROFILE

**WELCOME ABOARD
STACEY KING!**

We are so excited to share that Stacey King has joined the Maryland Department of Transportation and Commuter Choice Maryland as the new TDM Specialist! We thought you might enjoy learning a little more about her!

What is your role with Commuter Choice Maryland and what are your main responsibilities?

My main responsibilities in overseeing the Commuter Choice Maryland program by helping individual commuters find transportation options; supporting employers in their efforts to start or expand commuter benefits programs; recognizing them for their achievements with the Employer Partner Program, and taking advantage of the Maryland Commuter Tax Credit; promoting the expansion of the incenTrip app to commuters statewide; and supporting dedicated transportation demand management specialists across the state in their efforts to provide employer and commuter support in their counties and cities.

What do you love most about your job?

The thing I love most is helping people understand how to use transportation options. Whether it's learning about their local transit system and how to purchase a pass, figuring out how to incorporate bicycling into the commute, getting a carpool or vanpool started, reminding commuters about Guaranteed Ride Home, or helping them use the commuter benefits from their employer. The commute is an important part of the day and can be a major factor in someone's decision to accept or stay at their job. Helping people figure out a smarter commute can benefit their financial health and wellbeing is the most satisfying part of the job for me.

What are the top three things you want people to know about Commuter Choice Maryland?

- Our team helps employers evaluate the many (many!) considerations in getting their commuter benefits program going and communicating their programs to employees.
- We work in coordination with nine transportation demand management program managers across the state who can provide even more tailored (and free) assistance to commuters and employers.
- All of our support and programs are FREE! Some of them, like the incenTrip app, even pay commuters for their transportation choices!

"The thing I love most is helping people understand how to use transportation options"

-Stacey King
TDM Specialist

What are some tips for Marylanders looking to try a new commute?

- Don't be afraid to ask your colleagues about their commute – you will probably get some great ideas and learn some new things about the options you are considering.
- Do a few test runs of your new commute on the weekend to get an idea of what you need to consider, like adjusting the time you leave for work, deciding what to pack for the day (and how to pack it), and getting familiar with your local transit stations and options for paying fares, etc.
- Let your manager know you are planning to try a new commute – they will probably be very understanding of any schedule adjustments you need to make in order to get settled into your new routine. If you are a manager, share your experience with your team and encourage them to try new commute options, too!
- Download the free incenTrip app to help identify your options, plan your route, and earn rewards!

What projects and initiatives are you excited to promote?

I'm really excited to help expand employer participation in the Maryland Commuter Tax Credit program – now that practically all commute options are included, employers have so many more options to contribute meaningful subsidies towards their employees' commutes and claim the credit. Along with that, I'd like to help more employers join our Employer Partner Program – if they need help starting or expanding their commuter benefits programs, we're here for them, and if they already have a great program in place, we want to celebrate and promote their leadership! I'm also really looking forward to helping commuters across Maryland take advantage of the great rewards offered by using the free incenTrip app. And, as someone who tries to use my bike for as many trips as possible, I always look forward to fun events during Bike Month in May.

How can people reach you to learn more about Commuter Choice Maryland?

I can be reached at commuterchoice@mdot.maryland.gov or **410-865-1100**. Connect with me on LinkedIn, but don't forget to follow the Commuter Choice Maryland LinkedIn and Facebook pages!