TDM Coordinator Profile

George Clark is Passing the Torch in Southern Maryland



When Commuter Choice Maryland (CCM) profiled George Clark in 2025, we highlighted his innovative marketing skills and his commitment to public service as the Transportation Director for the Tri-County Council for Southern Maryland (TCCSMD). As George prepares to retire this winter and relocate to South Carolina, we caught up with him to hear about his most recent work and what he hopes to leave behind after more than 17 years in transportation planning, programming, and promoting transportation demand management (TDM) at TCCSMD.

WHAT'S NEW? GEORGE'S RECENT PROJECTS

George recently completed a transportation study for the Naval Support Facility in Indian Head, funded by a $450,000 grant from the US Department of Defense's Office of Local Defense Community Cooperation. The military base approached TCCSMD to lead this effort after a series of gate crashes. Now he has reconvened his technical advisory group to pursue an $800,000 grant for a second phase that would put the study's recommendations into action. In addition, George is already training his successor to take over so this important work can continue.

PASSING THE TORCH

Jessica Richards, TCCSMD's Regional Transit Coordinator, will take on George's role next year. She has worked alongside him for three years and has strong networking skills from her time at the Charles County Chamber of Commerce. She has already met TDM coordinators from across the state and was recently appointed by the Governor to a new commuter advisory committee. Keep an eye out for our next CCM Spotlight article, which will feature Jessica's story!

LESSONS AND LEGACY

George was among the first TDM coordinators to advertise on television. He also spent years working with the Maryland State Highway Administration to install highway signs across all three counties directing commuters to call for commuter bus assistance, and the number redirects to his desk phone. When he started in his role, county staff rarely referred residents to the rideshare program; today, they do. He credits his vocal outreach and advocacy for these advancements: "A closed mouth doesn't get fed." George attributes his success to also keeping tabs on what's happening for commuters. He regularly visits and monitors park-and-ride lots and knows exactly who to call about broken glass or graffiti, which has made him a trusted partner to Maryland Transit Administration (MTA) Commuter Bus staff.

SERVICE AROUND THE CLOCK

Even today, George answers calls and emails at night and on weekends. Recently, he assisted several travelers who arrived at Union Station in Washington, D.C. only to discover there's no weekend transit to Southern Maryland. Although they couldn't access transit, he helped coordinate taxi rides for them. One longtime caller, a woman who visits a friend in St. Mary's County each year, now greets him with a simple "Guess who?" For commuters across the region, George has become a trusted, familiar voice they know they count on.

LOOKING AHEAD

Looking to the future, George is hopeful about Southern Maryland Rapid Transit, a proposed rapid transit line from Charles County to the Branch Avenue Metro station that is now in environmental review. While it won't reach every resident in his region, he believes it will be a useful tool for commuters as congestion grows. As for himself, George may start a transportation consulting business. His only regret is not finding transportation sooner. "It's a passion of mine," he said. "The people that you get to meet and work with are just wonderful."

Southern Maryland's commuters have been lucky to have him. Best of luck, George!

*If you would like to contact George or the Rideshare Coordinator for your county, **click here**!*

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!