TDM Coordinator Profile

Monaye Easley-Smalls Sees a Need and Meets that Need



CommuterChoice Maryland

Monaye Easley-Smalls's path to transportation demand management was not a straight one, and that's exactly how she likes to tell it. "Success doesn't always go in a straight line," she said. "You have to be able to pivot in life and find out what you are naturally born to do." Before she joined Baltimore City in 2024, Monaye spent years as a service desk manager at the Greater Baltimore Medical Center (GBMC), earned a degree in human services, and raised three sons. Now, as the Transportation Marketing Coordinator for the Baltimore City Department of Transportation (BCDOT), she's using everything she's learned to connect residents and City employees with better ways to get around through BCDOT's iRide program.*

"Together we can make a positive impact, one family at a time, one resident at a time."

-Monaye Easley-Smalls

Transportation Marketing Coordinator, Baltimore City Department of Transportation

FROM 'FIREFIGHTER' TO PROBLEM PREVENTER

At GBMC, Monaye ran a 24-hour escalation desk and handled urgent IT problems every day. "I was putting out fires every day," she remembered thinking. "How do I fix this and not always be the 'firefighter'?" Her answer was a "Well Check" program that inspected equipment ahead of time, so physicians didn't lose valuable time to technology outages. When a cyberattack and the COVID-19 pandemic led to her position at GBMC being eliminated, she pivoted to a new role with Baltimore City.

SHOWING UP FOR HER COMMUNITY

Monaye joined BCDOT as a Community Engagement Liaison for Council Districts 1, 2, and 11. She responded to constituents' concerns about traffic, abandoned cars, and sinkholes, and she attended community association meetings almost every night of the week. At events like Baltimore's African-American Festival and Artscape, she was already sharing information about the iRide program before she became the Transportation Coordinator, and she was struck by how many people didn't know they could ride for free, save money, or carpool and vanpool. "Everybody is not jumping on a website," she said. "Sometimes we have to go to where the need is."

PRIORITIES FOR HER NEW ROLE

Monaye's first priority as the Transportation Marketing Coordinator was to understand how City employees travel . Through on-site pop-up events and a questionnaire she's developing, she wants to learn whether employees know about iRide and how open they are to sharing rides. She's also leading a reintroduction of the City programs(?) with refreshed social media, videos, and a more public-facing landing page. "You're going to find out more about our programs soon," she said.

Looking further ahead, Monaye wants to connect Baltimore residents with grocery stores and pharmacies, and to make sure information reaches residents with visual and other impairments. She also looks forward to connecting and working with her fellow TDM coordinators across Maryland. She said, "Together we can make a positive impact, one family at a time, one resident at a time."

Her personal motto sums it up: "see a need, meet a need."

The **iRide program is a free initiative by the Baltimore City Department of Transportation (BCDOT) that provides a suite of services designed to encourage the use of sustainable modes of transportation, including Guaranteed Ride Home, Rideshare, Vanpools, and more. Learn more about iRide and the best ways to get around Charm City here.*