



# Keeping Southern Maryland Moving



Pictured to the Right:  
The bumper sticker for the Southern Maryland public vanpool program, sponsored by the Tri-County Council of Southern Maryland and Rural Maryland Council.

The Council has enlisted the support of the Rural Maryland Council to support 57 commuters riding in 14 vanpools.

-George Clark  
Acting Transportation Director, Tri-County Council for Southern Maryland

The Tri-County Council of Southern Maryland is an agency working to build better communities in the rural Calvert, Charles, and St. Mary's Counties in Southern Maryland. One way they do so is through prioritizing the needs of transportation services for residents. George Clark (CCTM, MWD-BS), who was the Council's Rideshare Coordinator and Employer Outreach Transportation Demand Management (TDM) Specialist before recently being promoted to Acting Transportation Director, has led the charge for increasing resident's transit options for the last 15 years. George works to provide outreach services to ensure that residents in all three counties have accessible, sustainable, and affordable non-single occupancy vehicle (SOV) transit options – options that are typically more commonly offered in the state's urbanized areas.

## SPREADING THE WORD

George, and the Tri-County Council transportation staff, work hard to ensure residents are kept up to date on the transportation options available. Their [website](#) is filled with information, including a [Southern Maryland Ride Guide](#) that provides commute options by both county and region. To complement this, the Council uses several direct outreach methods to spread transit information to residents through cold calling, attending events and meetings, and broadcasting commercials and digital advertisements.

The Tri-County Council continues to play a large part in creating more transit options for the region's residents and helps make sure that transportation remains at the forefront of regional conversations. Their work within this rural region leads a great example in showing that commute options can be implemented or improved no matter what the geography of an area is. When it comes to helping residents and employees learn how they can use an alternative commute option rather than a SOV, the sky is the limit!

## REVIVING RURAL VANPOOLS

Working to rebuild from the COVID-19 pandemic, when they lost 24 vanpools virtually overnight, the Council has enlisted the support of the Rural Maryland Council to support 57 commuters riding in 14 vanpools – and they're just getting started. In addition to generous incentives from the Rural Maryland Council, George attributes much of the program's success to the flexibility afforded to customers by the Tri-County Council, which allows vanpool members to commute only when they need to be in the office (a minimum of three days a week).

## FIND YOUR LOCAL RESOURCES!

The Tri-County Council offers just one of many local programs across the state that employers and commuters can reach out to for commuting benefits assistance. Get in touch with your local rideshare coordinator [here](#). [We're also always available to support you at Commuter Choice Maryland!](#)

