



TDM COORDINATOR PROFILE

JESSICA CHARLES-ALLEN
ANNE ARUNDEL COUNTY

Pictured Above: Jessica Charles-Allen

Jessica Charles-Allen is the Transportation Demand Management Specialist (TDM)/Rideshare Coordinator for Anne Arundel County. Gladys Hurwitz, with Commuter Choice Maryland, had the pleasure of interviewing Jessica about her experience working with commuters, what she enjoys most about her job, and what she loves about working with Commuter Choice Maryland. To learn more about Jessica and the Anne Arundel Commuter Crew, keep reading!

Gladys Hurwitz: Thank you for joining us, Jessica. Tell us about your role at Anne Arundel County.

Jessica Charles-Allen: My role as a TDM Specialist/Rideshare Coordinator for Anne Arundel entails a lot of outreach work, especially on social media, and working directly with commuters. Commuter Crew works closely with District Mobility Managers to identify potential organizations to set up Rideshare networks. In addition, our role as a Rideshare Coordinator includes work with coordinating marketing and outreach efforts to help promote Ridesharing, including school pool, carpool, and bike buddies.

GH: When commuters contact you, what assistance do they need?

JCA: Many commuters need assistance figuring out the transit system and schedule, which can be confusing for someone who is taking transit for the first time. Before the COVID-19 pandemic, commuters would contact Commuter Crew in search of different commuting options available to them and resources to help them utilize transit options.

GH: It can be quite an adjustment for someone to switch from driving alone to an alternative commuting option such as carpool, vanpool, or transit. What advice you would give to that person to help them ease into their new commute?

JCA: Makes me think about what factors would motivate me to try an alternative commuting option. I would be motivated to try an alternative commute if I saved money and reduced stress. It reassures me that Commuter Connections offers the Guaranteed Ride Home program, so that I can use an alternative commute without being stuck at work in case of an emergency. My advice would be to start out by trying one day a week and see how well that works before adding in more days.

GH: During COVID-19, what have been common commuter needs?

JCA: With COVID-19, there has been a reduction in the number of commuters. I see that with our call volume for assistance, which is significantly down. We also have a reduction in transit service in our county, for the time being, due to the pandemic. Until things get back to normal, I hope that everyone is staying safe and making smart travel choices.

GH: What are the top three things that you want businesses and commuters to know about your Commuter Crew program?

JCA: We are here and ready to assist all Anne Arundel County residents and business owners. Our top priorities are to ensure all of our residents are able to access essential services and that our commuters and employees stay safe during the pandemic.

GH: What do you love most about working with Commuter Choice Maryland?

JCA: I appreciate all of the information, education, webinars, and presentations Commuter Choice Maryland offers to us and all Marylanders. The resources and toolkits provided by Commuter Choice Maryland help aid us in connecting with employers and providing them with the best options available.

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