



Pictured Above:
Kendall Tiffany



TDM COORDINATOR PROFILE

KENDALL TIFFANY FREDERICK COUNTY

Gladys Hurwitz, with Commuter Choice Maryland, had the pleasure of interviewing Kendall Tiffany the Communications Manager and Rideshare Coordinator for Frederick County about her experience working with businesses and commuters, insight on how commuters are traveling to work from Frederick County, what she enjoys most about her job, and what she loves about working with Commuter Choice Maryland. To learn more about Kendall, keep reading!

Gladys Hurwitz: Hi Kendall, why don't we start with you sharing a little bit about your role at Frederick County?

Kendall Tiffany: I am the Frederick County Communications Manager. I handle all our communication, including press releases, our website, marketing materials, our rideshare data base, and promoting different initiatives (teleworking for employer outreach, finding vanpools, MARC trains, etc.) There are a lot of moving parts that I handle including public transportation; paratransit and our Taxi Access Program; and rideshare and employer outreach. I am also our division Public Relation Officer, which enables me to work closely with the media.

GH: What do you enjoy most about your job?

KT: What I like most about my job changes all the time. Every year, my role is a little different depending on the initiatives we promote and different events we initiate. It's never the same, so I am never bored. It continues to be fun and challenging.

I also really like working with the community. You don't realize transportation can be a challenge for somebody until you work directly with them. When someone doesn't have the means to buy or operate a car, having transportation options available can be life changing.

GH: I can imagine it can be quite an adjustment for someone who normally drives alone to work who is looking for an alternative option such as carpool, vanpool, or transit. What advice would you give to a person to help them ease into that new commute?

KT: Taking transit once a week can ease you into a new transportation option, and as you get more comfortable, you can progress to twice a week, or more. A lot of people I assist find public transportation intimidating if you have not used it before. We can help with travel training, taking people on different transportation options. For example, I took a group of high school students from Frederick High School on a field trip for their LYNX program, where we took TRANSIT, navigating the transit system to their destination and then again to get back.

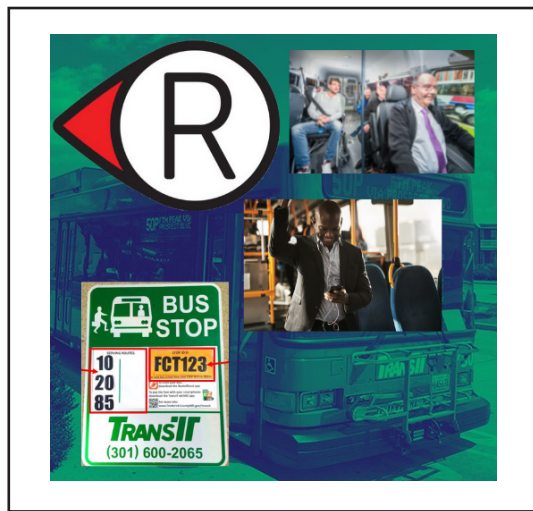
Free ride incentives are a great way for people to try something different with little risk. If you get lost, the fare is free, and there are a variety of programs that can help you get back home. This region has tons of resources, such as Guaranteed Ride Home.

GH: What info do you have for Frederick employers?

KT: We have interacted with a wide range of employees, and can help everyone find transportation solutions, whether they are a top executive or someone working operations on second or third shifts in the factory. There are transportation solutions for everyone that we can help with.

"There are transportation solutions for everyone, that we can help with."

-Kendall Tiffany
TDM Specialist
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GH: Do you have any projects in the pipeline that you would like our readers to know about?

KT: Yes, we were starting to implement our mobile ticketing app, called Token Transit, before the pandemic.

We started promoting a feature that was released in February called fare capping. We found that our customers don't have the funds to be able to purchase a monthly pass upfront, so they are paying for a one trip ticket each time, which ends up being more expensive than a monthly pass. The fare capping feature converts their pass into monthly pass for the rest of the month once they reach their threshold. The other fare cap option is our day pass for \$4 - when someone purchases 3 one-way trips, it will automatically convert into a day pass. Prior to the pandemic, we were seeing a lot of people starting to use the feature and hope it will help with ridership and retention as transit grows again post pandemic.

We also have our summer passes, which are free for kids and \$15 for students. They run from June 1st to August 31st.

GH: You touched on a lot of really great resources that your program offers. Is there anything else that you would want businesses or commuters to know about your program?

KT: Something that I think is unique in Frederick County is our Vanpool Incentive Program for brand new vanpools. If an employer or group of commuters wants to start a vanpool and only have four or five riders with a couple empty seats still available, we will help pay for the empty seats in order to help get them off the ground. They receive an incentive for the first six months and then it decreases slightly for the following six months. They can get assistance through this program for up to one year. We found that this program has helped employers who are promoting vanpools as a way for them to get started and still take advantage of the Commuter Tax Credit.

GH: The last question that I have for you is: what do you love most about working with Commuter Choice Maryland?

KT: What I like most is working with so many jurisdictions, as well as the community. I think it's great for all of us to work together. Getting to work with TDM specialists across Maryland on different ideas and initiatives is really rewarding, as is the ability to see different parts of the State. Traveling around and meeting different employers has been interesting.

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