



TDM SPECIALIST PROFILE

LATOYA CRUMP PRINCE GEORGE'S COUNTY RIDESMART COMMUTER SOLUTIONS

Pictured above: LaToya Crump with Prince George's County RideSmart.

Meet LaToya Crump, one of Prince George's County's new RideSmart Commuter Solutions program managers!

Welcome, LaToya! Tell us a little bit about your new role and responsibilities.

Hello! I am a Marketing and Outreach Specialist for the RideSmart Program with the Prince George's County Department of Public Works and Transportation (DPW&T). While I am new to the transit world, I am a passionate and dedicated individual who advocates for sustainable, accessible, and efficient transit solutions that improve the quality of life for all. In addition, I assist DPW&T with the development of innovative transit projects that enhance mobility.

What are some of the projects you've been working on since joining DPW&T?

I've been working on multiple projects!

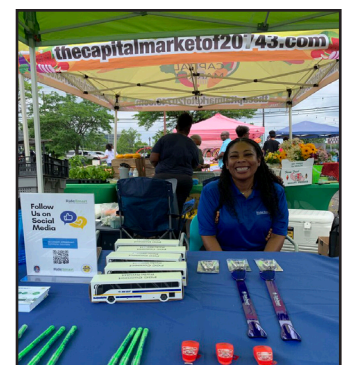
- Kids Ride Free: a FREE safe and reliable transportation option for students in Prince George's County.
- The Transit Vision Plan (TVP): a newly launched initiative that aims to comprehensively review the current transit system (paratransit, T-transit, and bus network) and provide recommendations to improve transit service throughout Prince George's County over the next five years.
- Tactical Bus Lanes (TBL) project: I worked alongside WMATA, MDOT, and SHA to host a virtual community meeting on the TBL project, a part of WMATA's Better Bus Initiative to support the region with fast, frequent, and reliable commuting options, especially as new developments are coming to Prince George's County.
- Multimodal Infrastructure: I also worked on a one-mile installation project of bus/bike lanes along both sides of Silver Hill Road (MD 458).

What can commuters, employers, and residents do if they want more information on RideSmart Commuter Solutions or other DPW&T transportation programs and projects?

There are many ways for people who live, work, visit, or manage a business in Prince George's County to learn more about our commuter and transportation programs!

- Visit the DPW&T website: www.princegeorgescountymd.gov/departments-offices/public-works-transportation
- Visit the RideSmart website: www.ridesmartsolutions.com
- Follow @PGCountyDPWT on Facebook, Instagram, and X (Twitter)
- Invite us to your next community or workplace event!

"I am eager to learn and contribute to the ever-evolving transit industry." - LaToya Crump, TDM Specialist



What are some tips for Marylanders looking to try a new commute?

- Don't be afraid to ask your colleagues about their commute – you will probably get some great ideas and learn some new things about the options you are considering.
- Do a few test runs of your new commute on the weekend to get an idea of what you need to consider, like adjusting the time you leave for work, deciding what to pack for the day (and how to pack it), and getting familiar with your local transit stations and options for paying fares, etc.
- Let your manager know you are planning to try a new commute – they will probably be very understanding of any schedule adjustments you need to make in order to get settled into your new routine. If you are a manager, share your experience with your team and encourage them to try new commute options, too!
- Download the free incenTrip app to help identify your options, plan your route, and earn rewards!

What projects and initiatives are you excited to promote?

I'm really excited to help expand employer participation in the Maryland Commuter Tax Credit program – now that practically all commute options are included, employers have so many more options to contribute meaningful subsidies towards their employees' commutes and claim the credit. Along with that, I'd like to help more employers join our Employer Partner Program – if they need help starting or expanding their commuter benefits programs, we're here for them, and if they already have a great program in place, we want to celebrate and promote their leadership! I'm also really looking forward to helping commuters across Maryland take advantage of the great rewards offered by using the free incenTrip app. And, as someone who tries to use my bike for as many trips as possible, I always look forward to fun events during Bike Month in May.

How can people reach you to learn more about Commuter Choice Maryland?

I can be reached at commuterchoice@mdot.maryland.gov or **410-865-1100**. Connect with me on LinkedIn, but don't forget to follow the Commuter Choice Maryland LinkedIn and Facebook pages!