



Maryland State Department of Education: A Model for Sustainable Commuting



Pictured to the Right:
Nikki Trasmonte, TDM
Coordinator with
Commuter Choice
Maryland, leading a
virtual Lunch-and-Learn
for MSDE staff.

“MSDE is concerned with keeping Maryland a healthy State. One of our first steps was to partner with the Commuter Choice Employer Partner Program.”

-Joe
Hansbrough
Director of Project
Management

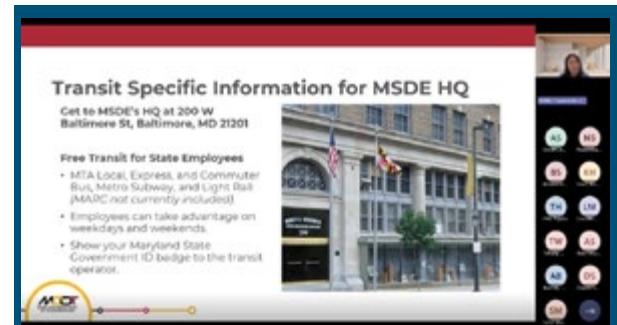
The Maryland State Department of Education (MSDE) is a team of educators and administrators who aim to provide students with the knowledge and skills necessary for success. In addition to their ethos of empowering students across the State, their commitment to equipping people with the tools they need to thrive is also apparent in how they support their employees travelling to their West Baltimore Street office. MSDE offers a comprehensive set of incentives and programs so their employees can choose to travel to the office by transit, vanpool, carpool, biking, or walking, and is a member of Commuter Choice Maryland’s (CCM) Employer Partner Program.

To learn more about MSDE’s commitment to providing commuter benefits, CCM sat down for a conversation with Joe Hansbrough, Director of Project Management.

MSDE joined CCM’s Employer Partner Program as a foundational step of their climate action plan. This partnership also reflects the agency’s recognition that transportation represents a critical strategy for reducing emissions and supporting sustainable commuting options for State employees. MSDE views sustainable transportation as a key element of a comprehensive approach to health; whether through nutrition, environmental protection, or reducing vehicular emissions, MSDE is committed to keeping Maryland healthy. The Employer Partner Program and the opportunity to reduce employees’ single occupancy vehicle trips aligns with the agency’s values and has even prompted additional measures, including further fleet reduction efforts.

PROGRAM IMPLEMENTATION AND EMPLOYEE PARTICIPATION

MSDE’s first major TDM initiative as an Employer Partner was a lunch-and-learn session hosted in partnership with CCM, drawing an impressive participation with over 65 attendees. The session introduced employees to the CCM program and highlighted available incentives, including commuter cash rewards for transit, vanpool, and carpool use. The success of the first session inspired a second, in-person lunch-and-learn that attracted 33 online attendees and 10 in-person attendees. Joe noted that the appeal of commuter benefits lies in their incentive-driven approach, which attracts employees who might not initially be environmentally motivated but who are drawn to financial benefits. The agency plans to continue these educational sessions to maximize engagement and meet employees where they are.



MEASURING SUCCESS AND OVERCOMING CHALLENGES

MSDE recognizes the need for data collection to measure the impact and effectiveness of these programs. They are collaborating with CCM to implement surveys to track employee commuting patterns and assess the influence of CCM programs on behavior change.

Looking ahead, MSDE is undergoing a significant organizational transition. The agency will be relocating to a new office building, and accessible transit connections and electric vehicle charging stations are part of the criteria when choosing a new location.

Commuter Choice Maryland is proud to have MSDE as a strong and impactful Employer Partner. If your organization offers and promotes commuter benefits or would like free assistance to start or expand your program, contact Commuter Choice Maryland at commuterchoice@mdot.maryland.gov or join the Employer Partner Program online at www.mdot.maryland.gov/employerpartner.