



TDM COORDINATOR PROFILE

STACEY KING PRINCE GEORGE'S COUNTY

Pictured Above:
Stacey King with
Prince George's County

Stacey King is the new Transportation Demand Management Specialist for Prince George's County. Gladys Hurwitz, with Commuter Choice Maryland, had the pleasure of interviewing Stacey King about her new role and learned more about their program RideSmart. To learn more about Stacey, keep reading!

GH: Thank you for joining us, Stacey. Please share what your new role entails at Prince George's County?

Stacey King: My new role as the Transportation Demand Management (TDM) Specialist with Prince George's County Department of Public Works & Transportation focuses on developing and managing TDM programs for county employers and their employees, as well as promoting commuter resources to county residents and businesses. Because TDM involves all modes of transportation, my role also includes supporting the efforts and initiatives of our transit; bicycle and pedestrian; and Vision Zero safety teams.

GH: I understand that you are not new to the TDM realm, what are some things you enjoy about working in Transportation Demand Management?

SK: What's not to love about this line of work? One of the things I enjoy most about TDM is helping people solve what can be a very personal challenge, that can result in major life improvements. Commuting is often a key consideration for individuals' employment choices. Helping people to understand their options for a new job or mode of transportation can have a very meaningful impact in someone's life. The connections between transportation, health/wellbeing, and environment really inspired me to get into this field and help people adopt new transportation habits is fulfilling. I have also really enjoyed supporting employers' efforts to implement TDM programs and seeing them realize the value of the investment they've made in their employees.

GH: Due to the COVID-19 pandemic, a lot of outreach for Commuter Choice Maryland has been done virtually through our various social media platforms. Can you give us some insight to what your commuter outreach has looked like during these times?

SK: As I become familiar with the County, I'm working on identifying all the ways to connect with our audiences in our current, mostly-virtual climate. We're exploring new ways of promoting our TDM messaging. I am hoping to connect with employers and residential commuters through opportunities like virtual roundtables and community meetings, especially as return-to-work plans start to develop. Our department has maintained a substantial level of TDM outreach during the pandemic through low-contact events, so we will continue to promote our messaging and programs safely in non-virtual ways, too.

GH: We work with two key audiences in the State of Maryland for multimodal commuter needs - businesses and commuters. What would you like businesses and commuters to know about your program at Prince George's County?

SK: **The transportation services we provide and programs we promote serve both audiences, cover every aspect of commuting options, and are designed to help both groups save money as a result.**

We want businesses to know that we are here to help them develop and enhance their commuter programs, which we know are probably in a constant state of flux these days. We want commuters to know that there are many free programs and opportunities to reduce commuting costs and stress regardless of where they work. We have a lot of resources (which we are loading into our new and improved website to be released in the coming months!) and are here to help. We're also open to input from our audiences to help strengthen our programs even more and can be reached by email at our new RideSmart address: info.pgcridesmartsolutions@co.pg.md.us or by phone at 301-577-0887.

"One of the things I enjoyed most about TDM is helping people solve what can be a very personal challenge, that can result in major life improvements."

-Stacey King

TDM Specialist

Prince George's County