



Christian Bacon's Journey from Public Health to Transportation Equity in PGC



"I love that I work in the county I was raised in and that I'm promoting a program that has the power to impact people."

-Christian Bacon

Marketing and Outreach Specialist

Today, Christian Bacon walks the same Perrywood Elementary School hallways she once walked as a student—but this time, as an advocate for transportation equity and access in her community.

Christian was brand-new to the Transportation Demand Management (TDM) world when she began her role as a Marketing and Outreach Specialist for Prince George's County Department of Public Works & Transportation, but it quickly became a natural fit for her skill set and passion for serving her community. Her prior public health training proved invaluable, providing her with a unique perspective that allows her to understand the diverse backgrounds that exist in the County and approach challenges with flexibility and empathy.

PARTNERSHIP AND PERSONAL CONNECTION

Christian's success in her TDM role stems largely from her ability to build authentic relationships within the community. She has learned that establishing trust takes time and consistency, and becoming a recognizable figure that community members can rely on is crucial. Rather than overwhelming residents at large events and busy festivals, she prefers intimate sit-down events and town hall meetings where genuine dialogue can occur, and residents can feel seen and heard by the County team.

"Sometimes it's easier for folks to have a key person," she notes, positioning herself as that accessible advocate who can bridge the gap between long-term transportation policy goals and everyday commuter needs. Her collaboration with the Office of Community Relations, the County Executive's office, Vision Zero, the bike-pedestrian program, and the Office of Transportation demonstrates her understanding that TDM cannot exist in isolation.

A PERSONAL MISSION ROOTED IN PLACE

What makes Christian's signature approach particularly powerful is the personal connection she maintains with the community she serves. Returning to Perrywood Elementary as an adult professional, now promoting programs she knows can impact people's lives, creates a full-circle moment that grounds her work in care for the collective wellbeing of her neighbors.

This connection is reinforced by community members who hold her accountable. She describes a local transit enthusiast who actively engages with everything the team does, showing up at events and maintaining involvement through social media. "It's very grounding," she reflects, recognizing that community members expect consistency and excellence from their local transportation advocates.

"Environmental health is a motivational factor in my work," she explains, recognizing how transportation choices directly impact community wellbeing. This holistic understanding enables her to see beyond small-scale logistics to the broader health implications of commuting behavior and transportation infrastructure in Prince George's County.

Christian's impactful TDM work and community-oriented approach to transportation equity illustrates how effective transportation advocacy requires more than policy knowledge or program administration – it thrives with community connection, cultural competency, and the kind of personal investment that comes from truly caring about the place you call home. In returning to serve the community that shaped her, she embodies the principle that the most effective advocates are often those with the deepest roots.