



Marie Cox, TDM-CP

SR. TDM PROJECT MANAGER



Marie has more than ten years of experience in client service, consulting, and transportation demand management (TDM). As one of the first individuals to be designated as a Transportation Demand Management Certified Professional (TDM-CP), she is well-versed in TDM, behavior change communications, mobility options, programs, and amenities. Marie works closely with commercial and residential real estate properties and developments to solve challenges by strategically planning, developing, implementing, and monitoring successful mobility programs and campaigns that help her clients shift travel behavior, enhance sustainability, gain a competitive advantage, and attract tenants.

BENEFITS

Program development and implementation
Project management
Strategic planning
Stakeholder engagement
Campaign development and execution
Commuter benefit design and implementation

EDUCATION

BA, French

Virginia Polytechnic Institute and State University (Virginia Tech)
2011

MEMBERSHIPS & LICENSING

Transportation Demand Management Certified Professional (TDM-CP), Association for Commuter Transportation
ActiveScore Accredited Professional (AP), ActiveScore
NAIOP, Northern Virginia Chapter

PROJECT EXPERIENCE

Alexandria City Public Schools | Alexandria, VA

Delivered a three-year strategic plan to align TDM goals, priorities, and strategies and reduce the drive-alone rate among staff and teachers across 18 schools, serving more than 15,000 students and 2,400 employees. Collected and analyzed data and site requirements to understand current conditions and support plan recommendations. Conducted a peer review of TDM initiatives and results at similar educational institutions. Developed and executed an employee survey to determine current commute choices and motivations surrounding commute-related decisions. Facilitated strategic planning sessions and provided insights via reports to create consensus among stakeholders. Developed a 12-month action plan to support the implementation of the strategic plan.

Exploris School | Raleigh, NC

Delivered the first TDM plan for a development in Raleigh, NC, to support site consolidation and expansion efforts on behalf of a public charter school in downtown Raleigh. Conducted detailed peer research to support strategy selection and modeling of strategy impacts on mode split. Coordinated efforts between school leadership, the developer, and City staff members to support alignment and approval of project. Developed a 12-month action plan to support development of TDM program in accordance with the TDM Plan.

Georgetown University | Washington, D.C.

Managed Georgetown University's TDM program, creating awareness of transportation options among 20,000+ students and 5,000+ faculty and staff. Collected data to determine program stakeholders and needs. Developed a TDM Program work plan and corresponding marketing plan to direct the program's objectives and strategies. Assisted the university in receiving the highest award, Platinum Level, as part of goDCgo's Transportation All-Star program for employers offering and promoting sustainable commuting options. Developed monthly reports and presented progress to stakeholder working group. Created marketing materials, including print brochures and a digital commute planner. Delivered monthly content for newsletters, emails, and social media to support promotion of the program. Increased participation in the university's pre-tax SmartBenefits program by nearly 40% within the first four months of the project.

Exhibit 88(c)
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University of Delaware | Newark, DE

Worked alongside the University of Delaware to identify and engage individual stakeholders in conversations to support service alignment and improvement. Identified potential stakeholders, including university departments, faculty, staff, and student groups. Conducted stakeholder outreach and scheduled meetings. Developed questions tailored to each stakeholder's role or experience. Recorded and summarized stakeholder engagement meetings. Synthesized results, including major themes arising from engagement and potential challenges. Presented findings to support to the university for consideration and incorporation into the planning process.

George Mason University | Arlington, VA & Fairfax, VA

Developed, executed, and analyzed a survey on carpool and vanpool participation, opportunities, and challenges for George Mason University as part of Arlington Transportation Partners' Vanpool Connect and Commute66 programs on behalf of Arlington County Commuter Services (ACCS). Developed survey goals and questions. Developed survey promotion plan and launched the survey to students, staff, and faculty. Analyzed survey data to understand behaviors and attitudes around carpooling and vanpooling. Presented survey findings and recommendations to George Mason University staff responsible for transportation and parking programming.