



Transportation Demand Management Executive Board and Technical Committee Action Plan July 2019 - June 2021

Updated May 2020

Goal

Improve mobility for Washingtonians by increasing the use of transportation demand management in communities across the state for all travelers and all trip markets.

Alignment

The strategic objectives and initiatives outline below are grounded in WSDOT's 2019-2023 TDM Strategic Plan. That plan was developed over a twelve month period and includes input from dozens of stakeholder workshops, interviews and conversations around the state with hundreds of local TDM implementers, transportation service providers, employers, community groups, policy makers and others. The plan was adopted in the summer of 2018.

A focus of this action plan is to ensure WSDOT, the board and committee's TDM efforts are aligned and mutually supportive – that we advance TDM policies in unison and have consent on priority initiatives.

Priority Initiatives

Leverage the TDM Executive Board's influence and standing, and the TDM Technical Committee's expertise and hands-on experience to:

1. Ensure that improvements to existing TDM programs (such as CTR) meet stakeholder needs.

Initiatives include:

- Update incentives guidance to support effective, locally developed marketing programs (*completed Q4 2019*)
- Provide jurisdictions technical assistance to enhance program delivery and increase program performance, e.g., exempting worksites and/or cities with extenuating circumstances
- Update and modernize CTR survey tool and program report to increase administrative efficiencies and develop more actionable performance data for local implementers

- Develop strategies to provide new funding and program support to high need urban areas, e.g., Tri-Cities metropolitan area

2. Develop new, effective TDM strategies grounded in stakeholder input and expertise.

Initiatives include:

- Develop Mobility on Demand statewide policy framework (*completed Q1 2020*)
- Develop and execute Mobility on Demand statewide action plan
- Develop and administer \$1 million first last mile pilot grant program
- Create new TDM programs and policies that target statewide telework, essential worker travel, and healthcare & human services transportation (trips to hospital, pharmacy, etc.)

3. Build statewide, multi-sector support for the implementation of TDM strategies.

Initiatives include:

- Present to Joint Transportation Committee
- Organize and support committee and board state legislative visits
- Organize TDM tours for legislative members during the interim session across the state
- Create and support new TDM funding opportunities
- Support national TDM legislative efforts, e.g., MORE Through TDM Act

Supporting Initiatives

In updating the 2 year action plan, TDM Technical Committee and Executive Board members identified the following initiatives as either important or urgent, but not both:

- Make delivery of TDM essential in the development and implementation of WSDOT's Practical Solutions projects
- Encourage policy makers to provide state funding opportunities to support local partners MOD engagement and/or pilots
- Encourage policy makers to provide state funding opportunities to support innovative TDM projects, particularly those that reach new trip markets, e.g., events, schools, shift workers, low-income, etc.
- Influence Regional Mobility Grant process and priorities to support innovative TDM strategies
- Build partnerships across sectors to embed TDM into health, energy, environment, etc to leverage additional resources.



Focus areas

Both The TDM Executive Board and the TDM Technical Committee will have ownership of and will be involved in each of the three objectives and related initiatives. Given the TDM Executive Board members' organizational roles and influence, this group will focus their efforts on initiative #3.

Evaluating TDM stakeholder engagement efforts

WSDOT is committed to leveraging partner engagement through the TDM Executive Board and TDM Technical Committee to maximize efficacy. Monitoring and evaluating WSDOT's success at engaging the board and committee is core to understanding if the groups are being served effectively. Recruitment and onboarding new members is part of this effort.

Proposed performance measures include:

- Attendance
- Member retention/turnover rates
- Member satisfaction survey (after 1 year)