

# Transportation Demand Management Technical Committee

## Meeting Minutes

February 12, 2020  
WSDOT HQ, Olympia

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**Committee members present:** Mary Anderson (by phone), Carol Cooper (by phone), Jennifer Campos, Billy Duss (by phone), Marshall Elizer, Staci Haber, Jan Ollivier, Karen Parkhurst (by phone), Michelle Rasmussen (by phone), Michael Villnave, Dustin Watson, Bryce Yadon

**Committee member(s) absent:** Jennifer Hass, Veronica Jarvis, Michelle Patrick

**WSDOT staff present:** Elizabeth Bastian, Ricardo Gotla, Jill Nordstrom, Evan Olsen, Stan Suchan, Pamela Vasudeva, Debi Viniarski

Meeting convened at 10:03 AM

### General Notes:

#### 1. Chair Marshall Elizer opened meeting and welcomed members.

- Marshall shared that TDM was included at Secretary Millar's state of transportation message to the legislature. There are discussions and bills introduced in the legislature that in some ways address TDM. There is synergy, energy, and focus on the committee's work – this is a good thing, and the committee just needs to keep moving forward.

#### 2. Public Comment

- No public comment was submitted.

#### 3. TDM Program Updates – Ricardo Gotla

- TDM Olympia Day (February 10)
  - i. Matt Ransom (from the TDM Executive Board), Billy Duss, Michelle Rasmussen, and Carol Cooper had a successful day in Olympia, meeting with state legislators and sharing the importance of TDM programs across Washington. This work directly addresses the group's priorities of preserving multimodal investments and engaging decision makers around TDM. Each member did a fantastic job in representing why multimodal investments are so meaningful for the communities they serve.
  - ii. Carol and Billy shared that they heard a lot of recognition and support for the work we do. There was interest in legislators joining committee members for tours across the state to see the successes of that work, particularly with public-private partnerships. The main takeaway is to keep this message going. Keeping the legislature involved next biennium will be important for this group.
- Mobility on demand workshop
  - i. Elizabeth shared initial outcomes from the January 24 mobility on demand key issues workshop. Over 40 attendees representing cities, MPOs, transit agencies,

research, education, and private mobility providers joined WSDOT in identifying actions to address near-term mobility on demand priorities, and what organizational level would be best suited to take lead on priority actions.

- ii. WSDOT is still in the process of analyzing workshop outcomes, but initial key takeaways include:
  - 1. Data sharing enabled through strong public-private partnerships,
  - 2. Including equity and accessibility requirements in MOD pilots to ensure it works for vulnerable populations
  - 3. Deploying MOD solutions to reduce carbon emissions and encourage active transportation
  - 4. Integrating fare payments for multiple modes from multiple providers in a user-friendly app
  - 5. Modernizing curb management policies to reduce modal conflict and congestion
  - 6. The importance of finding innovative funding mechanisms to move mobility on demand beyond pilot phases
- iii. A workshop report will be brought to the TDM Executive Board and TDM Technical Committee in March. Outcomes will be used to develop a concrete action plan for WSDOT's role in mobility on demand by June 2020.
- TDM Executive Board March meeting
  - i. The next TDM Executive Board meeting is March 4, 2020. Ricardo shared potential agenda items that the Board will consider, including: mobility on demand, GTFS-Flex, the Public Records Act, a legislative session update, and general TDM program updates.
  - ii. Ricardo solicited additional agenda items from committee members. Suggestions included:
    - 1. Upcoming Regional Mobility Grant cycle
    - 2. Joint Transportation Committee 10 year transportation needs and funding options study

#### **4. City/Town Exemption and Employer Waiver Draft Guidance Update – Pamela Vasudeva**

- Pamela Vasudeva shared updates on the draft exemption and waiver guidance since the January committee meeting. Since that time, WSDOT staff conducted small group outreach with partners across the state. This was a learning experience for staff as well as our partners, as people for whom the program is working well could hear firsthand from others where it is not working well. The internal rulemaking process is moving forward, but we want to do additional research before we suggest exemption and waiver guidance language. Simultaneously, we are reviewing local ordinances that address exemptions and waivers so we can make sure our guidance aligns with local ordinances. We are still aiming to have something adopted by June.
- An update will be provided to the committee once research is complete.

#### **5. TDM Technical Committee Governance Documents – Elizabeth Bastian**

- Elizabeth re-introduced two draft documents to the committee: by-laws and operating guidelines. These documents were presented at the previous committee meeting. Members did not provide any additional comment.
- Bryce requested clarification in the operating guidelines that phone participation counts as ‘physically present.’
- Jan made a motion to adopt the by-laws and operating guidelines (with the friendly amendment requested by Bryce). Dustin seconded.
  - i. The committee voted unanimously to adopt the by-laws and operating guidelines.

Next Steps: Members will discuss the appointment of a Vice Chair at the next meeting in March. Finalized documents will be distributed to members and posted on the TDM board website.

#### **6. TDM and Regional Mobility Grants – Evan Olsen and Jill Nordstrom**

- Ricardo introduced this agenda item by reminding committee members of the alignment with WSDOT’s TDM Strategic Plan and the committee’s 2-year action plan priorities. Evan Olsen and Jill Nordstrom, both members of the Public Transportation Division’s grants team, introduced themselves to the committee.
- Evan provided an overview of the grant program advisory committee (GPAC). This is a legislatively-mandated process that examines division grants programs, and engages partners to provide transparency in the grants decision making process. For recommendations that come out of GPAC outreach that cannot be implemented quickly, working groups are formed to work through the nuanced details. This session will capture feedback from the TDM Technical Committee, and recommendations will be forwarded for further consideration and inclusion in a summary report to the legislature. Recommendations adopted today may not be implemented, as they will be further vetted by others at WSDOT and external partners (who will analyze implications and impacts).
- Evan provided background on the Regional Mobility Grant (RMG) program. This program began in 2005 with the purpose of improving connectivity, reducing delay and congestion, and increasing efficiency of transportation system (which aligns with WSDOT’S Practical Solutions goals). Cities, counties, ports, and transit agencies are eligible to apply. TDM projects that do not include new capital or operating fall within the acceptable range of projects that can be funded. The 2019-21 biennium funded 48 new and re-appropriated 4 year projects, totaling over \$96 million. Evan provided an overview of the application process and the technical assistance WSDOT provides.
  - i. Due to I-976, there has been postponement of some grant programs, which will impact timelines. Staff is anticipating a timeline revision once the transportation budget is passed.
- Evan described the RMG review process. There are 4 evaluation criteria – readiness to proceed, impact on congested corridors (will this reduce SOV trips?), system integration (Is this multimodal? Is there behavior change?), and performance (vehicle trips and/or vehicle miles traveled reduced). TDM behavior change projects tend to score very well in these categories, particularly performance. While an external committee evaluates

RMG submittals and provides recommendations, the legislature makes the final decision on what projects get funded.

- Jennifer Campos shared the sprint team’s work with the committee. A sprint team of committee members and external partners who had experience with RMG worked together to provide recommended RMG changes to the full committee. These recommendations included:
  - i. Add behavioral TDM as an explicit grant scoring criteria for all proposals.
  - ii. Create a set aside for TDM behavioral projects within the RMG program.
  - iii. Spread awareness of the eligibility of TDM projects for RMG, through clarifying language in the grant application and providing direct outreach.
- The sprint team also discussed making TDM a requirement for all RMG proposals, but decided that was excessive or extreme.
- Staci asked if there was a way to use an equity perspective to fund projects that serve populations that may not otherwise be served.
  - i. Evan shared that equity is always discussed with RMG proposals. The “connecting communities” criteria can be used when submitting special needs transportation/equity-based projects.
- The committee discussed forwarding the 3 recommended changes to the RMG as proposed by the sprint team:
  - i. Jennifer made a motion to adopt “Add behavioral TDM as an explicit grant scoring criteria for all proposals. Billy seconded.
    - 1. The recommendation was unanimously adopted.
  - ii. The committee discussed the pros and cons of having a set aside for TDM projects. Several members expressed concern that a set aside could unintentionally limit TDM projects that are funded, and could be perceived as “othering” TDM. Some members noted that this recommended change is at odds with the previous recommendation.
    - 1. WSDOT staff clarified that the any recommendations that the committee “adopts” will be forwarded for further consideration, and will not necessarily be implemented. WSDOT and partners will have further discussions on the nuances and feasibility of these recommendations, and may develop working groups around recommendations as needed.
  - iii. Understanding that adopting these recommendations provides options for having discussions at a later date, Bryce made a motion to accept recommendations 2 (create a set aside for TDM projects) and 3 (spread awareness of eligibility of TDM projects). Billy seconded.
    - 1. The recommendations were unanimously adopted.
- Committee members requested that the grants team reach out to this group again for further discussion as these recommendations are considered.

**Meeting adjourned at 11:42 AM.**