

# Transportation Demand Management Technical Committee Meeting Minutes



September 23, 2021  
Teleconference

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**Committee members present:** Alan Adolf, Mary Anderson, Zach Carstensen, Jennifer Campos, Marshall Elizer, Jenna Forty, Jennifer Hass, Karen Parkhurst, Michelle Rasmussen, Jan Ollivier Staci Sahoo, Kim Stolz, Michael Villnave, Dustin Watson

**Committee member absent:** Carol Cooper, Heidi Speight, Bryce Yadon

**WSDOT staff present:** Liz Bastian, Brian Lagerberg, Debi LaVaque, Amber Nguyen, Carol Thompson (consultant)

Meeting began at 1:03 PM

1. **Opening remarks** – Marshall Elizer
  - a. Reviewed agenda items and objectives
  - b. Ricardo has family in town, will not be attending today's meeting
  - c. WSRO conference – asks if folks attended this week. Marshall was able to attend some session.
2. **Ice-breaker** -- Jennifer Campos asked members what their first or favorite live concert experience
3. **2022 legislative session:** What to expect – Zach Carstensen
  - a. 2022 has potential to be one of the more interesting short sessions. Sheer pace of activity that happens during sessions stands out. Budgeting process is supposed to be more straightforward. Virtual testimony was wildly popular, and advocates are trying to keep that open as an option. Also, will be interesting what lawmakers will do with a transportation package. If there is a push to do this, there is a real chance that process will be the focus and would be the major legislative action taken in the 2022 session. Every legislative member would be a part of that process.
  - b. For our purposes, the short CTR report followed by a longer report invites lawmakers in for a dialogue about updating the program. It also presents a good menu of options that allows for potential champions to emerge and carry forward policy and funding connected to those options. It maximizes flexibility for us as committee members to respond to whatever happens. Engagement with lawmakers could set us up for a full program overhaul in 2023.

- c. I could imagine that we might want to do a day on the hill talking about the CTR program, or committee members could join a coalition on programs and policies connected to CTR/transportation funding.
- d. The perspective of business is going to be really important. They are a key stakeholder. In my experience, the business community does feel like they have been steamrolled the last couple of years. Whatever policy and funding options emerge, it is going to be important for us to be in dialogue with them.

Group discussion:

- a. Karen – we have proven that TDM works. We have heard from both sides of the aisle that they have seen the Olympia congestion relief during the pandemic, and they now believe in TDM. I understand it's not just about telework, but that is what they have seen. Being able to work remotely can help with childcare and home affordability issues as well. TDM works, and we all saw it. We have a tiny program that keeps that going.
- b. Jenna – putting on radar that governor's budget is currently under development. Will engage folks to make sure we integrate TDM into governor's strategy. We have heard that two chambers are still very far apart in what they want for a funding package, likelihood that they will consolidate is diminishing.
- c. Marshall – plenty more to come on this. Will continue to talk about it as we submit the initial report and the technical report, will discuss how to have conversations about this and what TDM really accomplishes.

4. **Top 5** – Jan Ollivier, People for People

- a. Jan introduced herself, Director of Transportation for People for People.
  - People for People is a non-profit that provides transit service
  - Many transportation contracts
  - Operate in a large geographic area
  - Many different kinds of riders
  - We do this to increase transportation options

5. **CTR report** – Carol Thompson

- a. CTR report was delivered to WSDOT legislative relation who will transmit the report to the legislature before or on October 1 deadline.
- b. Thank you all so much for your help. We responded to comments and made minor revisions, but no substantive changes from what you previously reviewed.
- c. Next step is to engage legislature before session. Staff has a meeting requests in with Chair Fey and prime bill sponsors.
- d. Their response and direction will inform 2022 legislative strategy.
- e. Potential next steps include:
  - i. Refining technical report that contains an overview of the program, program history, operation, social and transportation trends, and program performance. Legislative and caucus staff audience requested this level of detail. They are the primary audience. Goals is transit report before start of session, but no later than January 2022.

- ii. Develop presentation to house and possibly senate transportation committees, and looking for committee and board members to be our presenters. This will build on both the initial and long reports.
- iii. Organize TDM Day on the Hill. Not looking for a specific ask this session, but want to be prepared to respond if we are asked for more. Rest of 2022 is TBD.
- iv. Planning to do small group workshop at October meeting on 1-pager for legislative staff.
- v. Will be sending out sign-up sheet with the ask that members attend briefings that interest them. Will try to fit it into your schedule.
- vi. May look to form a sprint team to get the ball rolling and develop a presentation on the long report.

Group discussion:

- a. Karen – are we including tax cut in discussions with business community?
- b. Marshall – this is a unique opportunity to highlight the benefits of our program during a pandemic when we have seen real results. It's a welcome opportunity to tell the story and get more people aware of the benefits of TDM. We will just keep after this. The time spent on putting together the report and engaging people around it is critical.

6. **CTR survey tool update** – Liz Bastian

- a. Still on schedule for late fall/winter user testing and a spring launch. Have hired a developer to code the website. No meaningful updates

7. **Public comment**

- a. None

8. **Closing remarks** – Marshall Elizer

- a. Ending early, moved pretty fast in this meeting. Covered what we needed to.
- b. WSTA conference is October 12 and 13, virtual

**Meeting adjourned at 2:18 pm**