

Transportation Demand Management Executive Board



Meeting Minutes

November 18, 2021
1:00 PM – 3:00 PM
Teleconference

Board members present: Dr. Anthony Chen, Celeste Gilman, Ric Ilgenfritz, Laura Johnson, Kent Keel, Charles Knutson, Dave McFadden, Roger Millar, Chris O’Claire, Lua Pritchard, Matt Ransom, Melanie Truhn, Laura Watson, Anna Zivarts

Board member(s) excused: Dave Anderson, Ken Casavant, Katie Garrow, Erik Hansen, Susan Meyer, Larry Watkinson

WSDOT staff present: Tanna Avila, Ricardo Gotla, Brian Lagerberg, Stan Suchan, Carol Thompson (consultant), Debi LaVaque

Meeting convened at 1:05 PM

1. Welcome and opening remarks – Roger Millar

- a. Welcomed Charles Knutson, Senior Manager Public Policy at Amazon, as new board member.
- b. Staff is focused on recruiting private sector representatives from the Spokane area. Thanked Susan Meyer for assistance with this effort.
- c. Tanna Avila will replace Debi LaVaque in supporting board and committee. Thanked Debi for her service to the board and committee.

2. Public comment

- a. No public comment was submitted.

3. Department of Commerce Broadband Office – Dawn Eychaner

- a. Dawn updated the board on its [current efforts](#) to expand broadband access.

4. CTR Program expansion update – Ricardo Gotla

- a. Ricardo shared final version of [CTR Program update one-pager](#) that will be used to increase awareness and educated decision makers on program changes.
- b. Next steps include legislative and stakeholder engagement, finalizing the CTR Program Update Technical Report that is scheduled to be delivered to legislature in January, and organize a “day on the hill.”

- c. The following board members expressed interest in legislative engagement activities: Dr. Anthony Chen, Ric Ilgenfritz, Kent Keel, Dave McFadden, Chris O’Claire, Lua Pritchard, Melanie Truhn, Matt Ransom, and Anna Zivarts.

5. CTR Program expansion scenarios – Small group Shift and Share exercise

- a. In small groups board members received brief presentations from four jurisdictions and engaged in Q&A on how future CTR expanded programming may be implemented on the ground in different communities in Washington. Jurisdictions included: City of Seattle; BFCOG/Ben-Franklin Transit; Thurston Regional Planning Council; and Port of Seattle.
- b. Board members’ report out highlights included:
 - i. Impressed with CTR/TDM program activities local jurisdictions want to pursue
 - ii. Enthusiasm for programming focused on equity, accessibility, and improved mobility for all travelers
 - iii. Eagerness to update CTR to expand programming to include unaffected jurisdictions, target additional travel markets, and leverage the program to implement new and increase existing CTR/TDM strategies.
- c. Next steps: Develop approaches that leverage scenarios to support program expansion. Possibilities include presentations at legislative work sessions, decision maker meetings, webinars, local and regional stakeholder groups and associations engagement.

6. Meeting adjourned at 3:00 PM