

# Transportation Demand Management Executive Board



## Meeting Minutes

May 24, 2022  
10:00 AM – 12:00 PM  
Teleconference

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**Board members present:** Dave Anderson, Ken Casavant, Dr. Anthony Chen, Katie Garrow, Celeste Gilman, Erik Hansen, Latisha Hill, Ric Ilgenfritz, Laura Johnson, Kent Keel, Susan Meyer, Roger Millar, Chris O’Claire, Matt Ransom, Kathy Strange, Laura Watson, Anna Zivarts

**Board member(s) excused:** Charles Knutson, Dave McFadden, Lua Pritchard, Melanie Truhn

**TDM Technical Committee members:** Alan Adolf, Mary Anderson, Carol Cooper, Karen Parkhurst, Staci Sahoo, Heidi Speight, Kim Stolz, Michael Villnave

**WSDOT staff present:** Tanna Avila, Alon Bassok, Steven Breaux, Don Chartock, Thomas Craig, Michael Cross, Marshall Elizer, Susan Garber-Yonts, Ricardo Gotla, Marianna Hanefeld, Linda Howell, Brian Lagerberg, Debi LaVaque, Jef Lucero, Steven Meyeroff, Justin Nawrocki, Christian Noddings, Jill Nordstrom, Evan Olsen, Meagan Reardon, Stan Suchan, Carol Thompson (consultant), Michael Wandler, Emily Watts

### Meeting convened at 10:00 AM

#### 1. Governor Inslee

- a. Notes on climate change, protecting Puget sound and protecting glaciers in the Olympics
- b. We reduce gas prices to zero when we decide to not make unnecessary trips or choose other ways to transport ourselves. Good for the environment and fun
- c. Through pandemic, have learned new techniques. Remarkably instructive experience. The ability to avoid burning gasoline has been a positive outcome and experience. It’s been so positive that now people have angst going back to the office. Paradigm shift that can save us in gas prices and pollution. Ability to encourage people to think about these things, incentive trip reduction to use non-fossil fuel-based system is a great thing for WA
- d. Give people an experience – if you can get them out of their cars once for one day to walk, or carpool or ride a bike – it can change peoples’ whole habit through one or two experiences
- e. Start with school kids so they walk and ride to work
- f. Climate change challenge – solar cells and wind turbines have physical presence, visually oppressive. The less expensive and faster are the things we don’t see; it’s the trip we didn’t have to make; it’s having a meeting virtually; it’s a sidewalk people can walk on instead of getting in a

car – they are less visually oppressive but they are more effective because they are faster and cheaper and implement universally

- g. The work you are all doing is more effective, faster but not quite as visible and that's why I support your efforts and try to get people to join you and I thank you
- h. Megawatts are good but negawatts are better

#### Questions/discussion

Roger: People in CTR are driving 37% less but it is a small part of the traffic, so looking at 24/7 and all trips people make and how can that be done differently

Anna: Loved what you said about climate crisis and how important even one trip is and what alternatives are. Getting ready for second annual Week Without Driving campaign Sept. 19-25<sup>th</sup> (where electives and state workers participate) what would it take to not get behind wheel of car and what are the gaps that need to be filled – like trips to grocery store, dance class, etc.

Gov. Inslee: Should we have a thing where you sign up to shop once a week? Drives me nuts that there's six houses on his dead-end street and one car leaves once a day for the grocery store, like neighbor who shops every day to get groceries for dinner. Sign up to shop on Tuesdays or something.

Anthony: Thank you for ongoing commitment to environment and climate. You mentioned it would be great if people lived where they work. Any specific ideas or initiatives around housing? Equity issue because people who drive the furthest can't help it. In Tacoma they have housing going up but rent is not affordable and buildings are displacing lower income housing. Any ideas or initiatives they can undertake to fix this or short-term things like worker housing?

Gov. Inslee: Need to build more housing closer to where people work and shop including in urban core. One thing you can do is prevent restrictions that don't allow housing in urban core like single occupancy so more housing can be built in cities. Made a studious effort last session to make statewide requirement to allow more duplexes and four-plexes in urban core but legislature didn't pass it. It prohibited single occupancy zoning in certain location. What will be more palatable is to require a city to increase its density by a certain percentage and then allow the city more flexibility to create that. Hopeful for next session. This is crucial from equity standpoint and homeless standpoint is we don't have roofs. If a million people move to your state in the last decade and you only build 250,000 homes, you have people with no homes. Tacoma has taken steps in this direction and appreciate the council's support in these efforts. Need more people across the state. How does a young teacher live in Seattle or Tacoma?

Chris: Biggest barrier right now is access to transit; thank you for supporting youth. Beyond supporting youth fare, we need help from legislature as our systems are integrating with other transit partners and how connections are made in the future – among transit agencies and jurisdictions. Safe, accessible, intermodal connections to use systems we have is where we are challenged between jurisdictions and transit agencies. Would love to see legislature focus in on that with efforts or dollars.

Gov. Inslee: Important point and interested to see what we can do. Success includes Lynwood connection with bus and rail; Silverdale for multimodal center; open to ideas for legislation; look at grant making and funding provided and think about grant making and encourage that coordination across agencies. Can probably do that without legislation.

Roger: Full tilt with Public Transportation Division to get mobility grants out and have this conversation to in the next session.

Susan: Still talking about your trip to Spokane, was so much fun. Ridership is going up every month. 20% more on fixed route and even more on paratransit. People are coming back to transit. For future, how do we know what to plan for? It doesn't seem like they're coming back to the 6-9am commute pattern anymore. Downtown is less important in terms of jobs located there. City Line launches in 13 months and then will have 10 battery electric buses on high ridership routes. Lots of reasons to be optimistic, just have to figure out how one big system in Spokane adapts to new environment and that isn't fully known yet so stay agile.

Gov. Inslee: STA has 10 electric buses. I see Spokane as our norther star. The bus charging station is so cool, the infrastructure comes down from the roof, beautiful buses. Fun to see that. Multi-modal center in Kitsap has inductive charging which Wenatchee has been using since 2018. Exciting things going on. Dealing with whole new ways of people living their lives and don't have solution to this problem but willing to be flexible and explain to public why things aren't perfect when we do planning. When you do a route and some don't get as much ridership, I will defend you because I know you are doing the best you can in a rapidly changing world.

Thanks a million to everybody. Don't be humble right now, tell people what you're doing.

**2. Public comment – Roger Millar**

- a. None

**3. WSDOT Mobility as a Service & Mobility on Demand – Thomas Craig, Ricardo Gotla, Megan Reardon**

- a. Presented [Mobility on Demand PowerPoint](#)
- b. Mobility on Demand (MOD) principals review which were drafted by this group and the technical committee. Equity is at the core with connectivity, data, safety, user experience, and environment.
- c. Government role in mobility on demand include vision and goal, regulatory framework (data standardization), mitigate risk (transit centric approach) and maximize capacity of transportation infrastructure. MOD is a means to an end to support existing multimodal services, active transportation, and efficient use of transportation network. MOD should not compete but work to complement and support them and not further congest our roads.
- d. GTFS and GTFS-flex statewide
  - i. Standardized data format to described fixed route and demand response operators
  - ii. Small and rural agencies have hard time publishing GTFS data
  - iii. 2020, WSDOT initiated a statewide GTFS for improved data publication
- e. ITS4US transit data standards coordination
  - i. In coordination with Oregon and CA agencies and technical partners
  - ii. Develop common standards for software data outputs
  - iii. Ensure data is aggregated and easily accessed, coordinate technology training
  - iv. Prioritize benefits for underserved riders
- f. One-call/One-click (Hopelink)

- i. WSDOT grant funded project managed and performed by Hopelink in coordination with other Puget sound organizations
  - ii. Build on standardized data like GTFS-flex
  - iii. Customized trip design and coordination for community transportation
  - iv. RFP out for initial software development
- g. RideshareOnline (with KCM)
  - i. Software contracted by WSDOT and administered by staff at King County Metro
  - ii. Vanpool and carpool ride matching
  - iii. Worksite administration and incentives
  - iv. Review under way for future program revisions
  - v. WSDOT is reviewing TDM goals and current and expected future landscape in WA and out of state to determine what investments we should be making in TDM technology platforms.
- h. King County Metro Via to Transit
  - i. Isn't funded by WSDOT but highlighting this due to widespread interest in mobility on demand solutions
  - ii. Ride to transit hubs, first mile last mile solutions
  - iii. Book a ride on demand
  - iv. Pay upon booking with Orca
  - v. Calling the service areas to book a trip (Tukwila, rainier beach/skyway, Renton)
- i. Zero-emission Access Program (ZAP)
  - i. WSDOT's ZAP grant is funded under HB2042, 2019-20
  - ii. ZAP grants fund zero emissions carshare pilot programs in underserved and low to moderate income communities that have limited access to public transportation or are in areas where emissions exceed state or federal standards
  - iii. Goal is to expand access to clean fuel transportation options and provide opportunities for zero emission carshare programs in underserved communities where access to public transportation is less available (RCW 47.04.355)
  - iv. 2.2 million to award for first round, due to covid and unforeseen circumstances, grant recipients are under a short timeline to implement programs and spend funds by June 2023.
  - v. \$50,000-200,000 per grant
  - vi. First round of applications closed May 10th. Reviewing applications now. Received about a dozen. Keeping applications open for late submissions

Questions/discussion

Anthony: Is ZAP program only for carshare or would office electric bikeshare count?

Megan: Designated specifically for carshare programs. Bikeshares not currently part of program. Encouraged prospective applicants to interpret carshare more broadly and ask that communities apply for what will meet their needs that don't totally operate under the traditional definition of carshare.

#### 4. WSDOT multimodal priorities

##### a. Vehicle miles of travel reduction – Alon Bassok

- i. Presented [Vehicle Miles of Travel Reduction PowerPoint](#)
- ii. Targets and goals since 2008, more recently, electrify the fleet and get more electric vehicle miles travelled
- iii. VMT reduction proviso: In June of 2023, will have developed proposed process for local VMT reduction targets and funding analysis for what it would cost to do such things. Identified places with guidance and revised code where changes would be necessary and provide tools to local partners for comprehensive plans
- iv. Submitted first technical report in Dec. 2021
- v. Interim report to be released June 2022 included is partner surveys and interviews, identify actions for VMT reduction for comp plan updates and background information on local target setting
- vi. Transit the most often reported/identified item as what helps reduce vehicle miles traveled followed by active transportation, land use, TDM, CTR and incentives
- vii. Success stories and case studies – have learned it is what we already know, active transportation, TDM, parking/land use strategies, etc. so must advocated for these strategies
- viii. New materials being developed
- ix. Local target setting approaches, looking at CA, Colorado examples including housing and mode-split targets
- x. Final report due June 2023. Looking at how to do the engagement, appropriate venues, etc.

#### Question/Discussion

Latisha: How is WSDOT thinking about relationships between housing crisis and VMT, if people are moving further out because they can't afford to live anywhere else? How do we not penalize them for their quality of life and whether RTPs or housing authorities are having conversations about this?

Alon: Spoken to over 100 cities and counties and housing is a burden across the state. We know it's out there but we are the DOT so thinking about this from what can we do, what can we influence, how can we help our partners who do housing. Not looking at this from the standpoint of zero trips but rather, do what we can where it makes sense, right size solutions. In some areas, maybe it's safe routes to schools or in other places more aggressively utilize transit because it's available; consider suite of tools. Any jurisdiction should be able to see themselves in the solution.

Dave: Clearly see the housing piece and the transportation piece being related. Work on housing is being seen as transportation policy as well as a housing policy. A lot of money and emphasis to help jurisdictions to allow for more housing choices. Common misconception is the notion that the only way to reduce VMT is to change mode shift. Increasing aggregate density of community, reducing

average trip distance. When that goes down, per capita VMT goes down. Thinking about housing policy as a transportation policy and looking at it in transit corridors but also intervention to be taken community wide.

**b. PTD grant programs – Don Chartock**

- i. Shared [Move Ahead Washington Climate Commitment Act Spending LEAP list](#)
- ii. Transit programs and projects (3 billion over 16 years expected)
- iii. New opportunities and challenges. Comes with goals 35-40% going to vulnerable populations and overburdened communities, 10% to tribes (VPOC&T).
- iv. Done initial measuring on those fronts and found that because of nature of transit, we already naturally meet a lot of those measurables. Using WA tracking network where transit is and where it serves, it often serves the needs of VPOC
- v. Just getting ready to share this information now
- vi. Because we're the first ones getting money, we have to initiate some things now to make it all work. Working with other division, external partners, etc. for how we do these VPOC-T measures
- vii. Will most likely try do things a little differently with different grant programs to adapt and improve based on results
- viii. Money this biennium
  - a. Transit support grants has to have policy in place that they are fare free for those 18 and under and can't lower local sales tax rate and use this money as replacement
  - b. Additional money in green transit grants which will be used to fully fund contingency lists and use zero emissions transition planning across the state to help transits move toward zero emissions which is also a federal grant requirement for some
  - c. Money for special needs grants with portion going to nonprofits and transits.
  - d. Transit coordination grants to go toward transits who are combing services and working together
  - e. Do study on transit benchmarks and define frequent and inaccessible transit service, define and identify gaps that are out there, building technical and advisory committee

**c. Move Ahead WA, Active Transportation – Celeste Gilman**

- i. Presented [Moving Ahead with Active Transportation PowerPoint](#)
- ii. HEAL Act Plus – incorporates heal act by reference and priorities funds to benefit overburdened communities and vulnerable populations to \$115.7M
- iii. More local projects: triples safe routes to school and pedestrian/bicycle program
- iv. Connecting communities pilot program: \$50M over 5 years. Not a grant process. Identify locations (VPOC) and reach out to those communities, work to submit list of proposed locations to legislature which will be reviewed and hopefully approved in 2023 session
- v. Rolling out bigger better statewide bike education, elementary through high school

- vi. Complete streets design direction on state routes: WSDOT projects 500K or more that go into design starting July 1, 2022
  - vii. Coordinating implementation of complete streets requirement: identify those location on state rights of way that do not have complete and Americans with disability acts accessible sidewalk or shared used bath
  - viii. Building on work and priorities we've had as an agency and scaling up on the delivery of the work
- d. **HEAL Act** – Char Kay
- i. Presented [Heal Act PowerPoint](#)
  - ii. Race, wealth, color should not determine how healthy you are
  - iii. State legislature passed Healthy Environment For All Act (HEAL)
  - iv. First statewide law to look at environmental justice in coordinated matter. Three main parts to law: accountability, implementation, foundation.
  - v. Enhanced community engagement efforts, EJ assessments and ongoing monitoring with regard to EJ and what metrics look like
  - vi. Advancing inclusion and practical solutions
  - vii. Coordinating with other state agencies and transforming budget processes so it is all aligned with EJ
  - viii. We know TDM strategies provide connectivity, reduce air quality issues, reduce traffic congestion, these are strategies that allow for immediate response to HEAL Act
- e. **Highway System Plan** – Jeremy Jewkes
- i. Presented [Highway System Plan PowerPoint](#)
  - ii. How WA spends funds on the system, changes the way the system works. Through scenario planning, seek to understand that
  - iii. Move Ahead WA package takes a step to meet more statewide needs
  - iv. Hard choices and tradeoffs and how to best spend funds we reasonably expect to meet some needs but not all needs
  - v. Public survey to understand preference of WA residents, heard from 1,400 people
  - vi. Strong support to increase level of preservation and spending on the system to take care of it
  - vii. Strong support for newer and bigger highways with some wanting to keep the same or reduce it
  - viii. Range of views

Questions/Discussion

Latisha: Are EV corridors still part of the conversation?

Roger: Yes, and we have a requirement to update the plan. There's EV programmatic money coming and discretionary grant money that will be available to the state and local governments so there's a lot happening in the space.

Susan Meyer: For highway system plan survey, there was mention of bikes and walking and other modes but transit wasn't called how. How is transit integrated in highway system plan?

Jeremy: We could list transit and all strategies but challenge with high level plan is when you get down to the topics people care about, it ends up being part of the program. We only listed pavement and bridges for asset, but we take care of over 20 different kinds of assets. Challenge to communicate the breadth.

Susan Meyer: One of the options noted in the survey was newer and bigger highways. Was this open ended?

Jeremy: It was a discreet choice survey with UW. It's a budgeting exercise with range of choices. There is quite a range across the state, some folks say we want more highways and others say we want less. The questions do explain what each option is. Have gotten criticism on this, how dare you limit funding on newer and bigger highways. Other folks say, how dare you make me choose to spend money on bigger highways.

Dave: Hard for average citizen to answer this question of if they want newer and bigger highways without the knowledge of how much it takes to maintain the system we currently have. Are you asking them what facility we will abandon to maintain something new? Everyone loves new stuff but are we getting at tradeoffs in front of them if you want to maintain what we have and what it costs to maintain something new. Are we helping them grapple with the tradeoffs?

Jeremy: These questions are a starting point. Tradeoffs are do we mostly fund preservation or fully fund preservation. Across state, we've had public input and now we need to align what recommendations we make given that input and the outcomes expected.

5. **Commute Trip Reduction expansion effort** – Ricardo Gotla, Stan Suchan, Carol Thompson
  - a. Shared [Commute Trip Reduction Expansion Effort PowerPoint](#)
  - b. Critical outcome of work in 2021 was defining and developing consent on expanded program emphasis areas
  - c. A lot of stakeholder engagement over last few months to develop a recommendation. Stakeholder engagement most recently focused on getting feedback Mobility Partnership Grant and CTR+ recommendations.
  - d. What we've learned in engagement:
    - i. Stakeholders have great ideas and enthusiasm for improving mobility for shift workers, rural areas and disadvantaged groups
    - ii. There are gaps in local resources to do this work
    - iii. Base CTR program is valuable and effective, but there is more to do
    - iv. Existing CTR program limited in ability to achieve emphasis areas
    - v. Prospective champions have competing priorities
  - e. Drafted legislative recommendation:
    - i. Apply funds from Move Ahead WA to existing CTR program to intensify efforts with focus on VPOC-T
    - ii. Establish new Mobility Partnership Grant program

- f. Stakeholder workshops this week are focused on reviewing this recommendation. Will engage legislative strategists, current implementers, potential new implementers, and finally, will circle back to legislative strategies to review revise recommendation based on input
- g. Will share with governor's office and legislative champions
- h. Take recommendation to TDM Technical Committee on June 6<sup>th</sup> for decision and next steps
- i. How do you as board members want to be engaged?

#### Questions/Discussion

Kent: Haven't made a lot of the workshops but based on what I know coming from different areas, what I'm hearing is pretty a reasonable way to move forward with what the plan is. Excited to get down to the details. With all this new money and new ideas, I hope that we'll hear things we haven't heard before, things people have been cooking up and now with money and time, lends itself to more open mindedness to explore and look at things. Seems very reasonable.

Matt: Team is on the right track. Hearing the governor and how he talked about it. Seize the opportunity for money but also lifestyle and convergence of climate and pandemic and lifestyle shifts people are contemplating. Synergize on competitive grant approach. Heard so many good ideas at sharing exercise at last meeting. Seems like you're on the right track.

Anthony: On the right track. Looked at timeline. When you bring it to the board when you are about to push it out to the public. Which means you're not taking advantage of expertise of the board. Consider engaging the board earlier than what you have on the timeline.

Ricardo: Board meets four times a year so that comes with advantages and challenges. Some on board have their staff represented on the workshops but we could organize workshops for folks just on board and opportunity to convene and provide input. Workshops are typically an hour. Maybe design something that's less time. Would be happy to do something specific for the board.

Anthony: Not a gluten for punishment, don't want to micromanage but maybe there's key points you want conversation on and you're at 80% and you want perspective from people in different sectors, etc. Decide best most efficient way to get that input.

#### **6. Meeting adjourned at 11:55pm**