

Transportation Demand Management Technical Committee

Meeting Minutes

August 1, 2022
Teleconference



TMD Technical Committee members present: Alon Adolf, Mary Anderson, Marshall Elizer, Karen Parkhurst, Michelle Rasmussen, Kim Stolz, Michael Villnave, Dustin Watson, Bryce Yadon

TDM Board members present: Anna Zivarts

TMD Technical Committee member(s) excused: Carol Cooper, Zach Carstensen, Heidi Speight,

WSDOT staff present: Tanna Avila, Steven Breaux, Ricardo Gotla, Brian Lagerberg, Stan Suchan, Carol Thompson (consultant), Emily Watts

Meeting convened at 10:04 AM

1. Welcome and opening remarks – Marshall Elizer

- a. Marshal welcomed the committee members and reminded the committee of the importance of its work in increasing multimodal mobility options for vulnerable populations, over-burdened communities, and tribes.
- b. Two new hires will soon be working with the TDM team: Patrick Green and Sylvia Crum. Patrick begins August 22 and Sylvia Crum starts September 7.

Summer conferences:

- ACT – Happening now in Chicago
 - Public Transportation Conference – August 27-30, Spokane
 - WA Rideshare Organization (WSRO) – September 19-20, Leavenworth
 - ITS America – September 18-22, Los Angeles
- c. Icebreaker: 60s, 70s, 80s, 90s, 00s: Which decade do you love the most and why? (not required to have lived through a decade to love it.)

2. Public Comment – Marshall Elizer

- a. None

3. **2021-2023 CTR survey** – Stan Suchan
 - a. Will use WSU survey until new one is ready.
 - b. Developing options for employees that do not have access to computers: paper, q codes

4. **Survey tool status update** – Stan Suchan
 - a. Staff has selected a preferred vendor and are finalizing contract
 - b. Process is going well, no major hiccups or roadblocks
 - c. Start piloting new survey tool in spring 2023
 - d. After piloting, staff will begin working with partners for 2023-2025 survey cycle

5. **Mobility Partnership Grant** – Ricardo Gotla
 - a. Ricardo screen shared [Mobility Partnership Grant legislative language](#)
 - b. Ricardo has met with legislators, senate and house transportation committee staff, governor's office, OFM, and WSDOT decision makers. Feedback has been positive. No red flags or fatal flaws identified.
 - c. Two recommendations were provided: 1) remove reference to funding source; 2) Make clear that \$25M grant fills existing program gaps. This program does that.
 - d. Carol & Ricardo will develop outreach plan and share next mtg.
 - e. On track for 2023 legislative session. Interest groups, municipalities, transit agencies, and other are beginning to develop their 2023 session legislative agendas. Some have already reached out to WSDOT to learn more about Mobility Partnership Grant and have expressed interest in including it as part of the legislative agendas.
 - f. Lots of support and enthusiasm.
 - g. Stan clarified that MPOs/RTPOs are eligible.

6. **Mobility Partnership Grant one pager** – Ricardo Gotla, Emily Watts
 - a. Emily shared the [draft one-pager](#), explained the primary audiences are legislators and other key decision makers and the objective is to promote grant.
 - b. Discussion and feedback:
 - Marshall – Where are small and moderate cities? On left or right?
 - Mary – Beautiful. Love info graphics. No walkers or bikers represented. Requested to make graphic not so car centric.
 - Alan – Would like to do more educating. Include educational image and label.
 - Karen – What does “deprioritized” mean. Suggested it’s awkward language and requested staff identify more plainspoken language. Requested that government be represented at the top graphic and provide more detail on how funding award would work.
 - c. Next steps:
 - Finalize in time for August 23 TDM Executive Board meeting
 - Develop complementary talking points
 - Develop outreach and engagement plan – leg hearings, cities, counties, MPOs/RTPOs, businesses, etc. Will share with committee at September meeting.
 - Share with additional stakeholders for feedback and input.

7. **2023-2027 CTR Plan Update draft recommendation** – Stan Suchan, Carol Thompson
 - a. Screenshared and reviewed [recommendation](#):
 - WSDOT staff to draft exemption language so that cities, counties, regions, and the state will not be required to submit updated CTR plans by June 2023.
 - WSDOT staff, CTR implementers and other stakeholders to develop an approach and timeline for CTR Plan updates that considers the factors listed in recommendation document. The approach and timeline would be brought back to the TDM Technical Committee before the end of 2022 for consideration.
 - b. Explained that staff conferred with Jennifer Hass and Karen Parkhurst, who are both familiar with the CTR Plan update process. They concurred that staff should explore an exemption for the reasons cited on the document. LeAnn Yamamoto, who is also familiar with the process agreed with the staff recommendation.
 - c. Staff will begin working on draft exemption language and approach and timeline for 2023-2027 CTR Plan updates.

8. **State Accountability Audit** – Stan Suchan
 - a. State auditor is an independent agency. Choose audits. Chose State Agency CTR program.
 - b. Will submit a finding on rigor used to administer State Agency CTR program.
 - c. WSDOT has drafted a corrective action response to finding.
 - d. A good process if it leads to program administration and oversight improvement.

9. **WA JLARC CTR Tax Preference review** – Brian Lagerberg
 - a. Shared [JLARC review – audit is legislatively mandated every four years](#)
 - b. Applications dropped 56% since 2019. Highest among smaller employers.
 - c. Finding: credit has limited impact.
 - d. Recommendation: Continue. Modify to increase effectiveness. Coming to PTD to make a recommendation
 - e. Timeline: Aug mtg for commission. Sept mtg for public comment and place for PTD to make recommendation.
 - f. Effort to change credit. Send recommendation to legislators by Dec.
 - g. Great opportunity for TDM Tech to be involved in making more effective.
 - h. Marshall agrees good opportunity.
 - i. Brian – Sept. mtg good time for Tech to make a statement.
 - j. Mary – Anyway to check if number of small businesses declined in last five years? Have any of businesses that dropped out been interviewed. Brian – did interview some. Directed to use CTR data. Good questions to ask.
 - k. Karen – TRC interviewed. Tax info not available to CTR programs so can't follow up. Big disconnect. First come first served. So large employer could use up funding. Supports tax credits. Controversy in State gov. on credits for people teleworking.
 - l. Brian – credit was modified several times over the years. Currently set up so all employers apply in January and funding spread amongst more employers. Data is a problem. Hard to use to know what work site. Have relationship with Dept. of Revenue to get data. But challenge to use.
 - m. Why smaller employers aren't using? Start with What want to accomplish. Maybe have a smaller group begin discussion.

- n. Marshall – Where go from here?
- o. Brian – Show of hands who interested in being in smaller group.
- p. Karen
- q. Allen
- r. Brian
- s. Marshall
- t. Marshall – Leave to Brian/Ricardo to decide how to proceed.

10. Invite jurisdictional CTR implementers to provide comments and updates (voluntary) – Marshall Elizer

- a. Marshall opened floor
- b. Ricardo said a new standing item
- c. Based on feedback from Implementers on any topic.
- d. Karen – Committee really values in-put. Need to stay connected. Giving space at this table formally for Implementers. Appreciate all entries in chat on when surveying. Would like a list of these.
- e. Sarah Spicer – Support Karen’s remarks. Like this new item.

11. Closing remarks – Marshall Elizer

- a. Ask Mary to report on ACT conf at next mtg.
- b. Thank everyone for participating. Important effort. Need to work together to move things forward with governor’s office and legislators.

Meeting adjourned at 11:35am