

Transportation Demand Management Executive Board



Meeting Minutes

August 23, 2022
10:00 AM – 11:25 AM
Teleconference

Board members present: Ken Casavant, Dr. Anthony Chen, Celeste Gilman, Erik Hansen, Kirk Hovenkotter, Laura Johnson, Charles Knutson, Susan Meyer, Chris O’Claire, Lua Pritchard, Matt Ransom, Kathy Strange, Melanie Truhn, Anna Zivarts

Board member(s) excused: Dave Anderson, Katie Garrow, Latisha Hill, Ric Ilgenfritz, Kent Keel, Dave McFadden, Roger Millar, Laura Watson

TDM Technical Committee members: Alan Adolf, Mary Anderson, Marshall Elizer, Jennifer Hass, Kim Stolz, Michael Villnave

WSDOT staff present: Tanna Avila, Ricardo Gotla, Patrick Green, Rebecca Jabbar, Brian Lagerberg, Stan Suchan, Carol Thompson (consultant), Michael Wandler, Emily Watts

Meeting convened at 10:00 AM

1. Welcome, check-in and introductions – Susan Meyer

- a. Susan welcomed the group and mentioned that Roger is out and that she will facilitate the meeting in Roger’s stead.
- b. Reminded the group of the Public Transportation Conference and Rodeo in Spokane, August 27-30. Excited that it will be the first in-person conference since the pandemic. FTA representatives will be in attendance and a lot of great sessions have been organized.
- c. Introduced Christine Cooley, Puget Sound Clean Air Agency Director, to the board.
- d. Welcomed Patrick Green to the WSDOT TDM team.
- e. WSDOT staff briefly introduced themselves.

2. Public comment – Susan Meyer

- a. None

3. Mobility Partnerships Grant – Ricardo Gotla, Stan Suchan

- a. Presented [Mobility Partnerships Grant PowerPoint](#)
 - In 2021, at the direction of HB1514, WSDOT, the committee, board, and partners embarked on a journey to identify how to improve and expand commute trip reduction.

Through engagement with stakeholders, three emphasis areas were identified including improve mobility in more locations, address larger share of urban congestion, and support for essential works and for people with special transportation needs.

- In 2022, the Mobility Partnerships Grant proposal was developed through a tremendous amount of stakeholder engagement and over 100 small group workshops. We are grateful and appreciative to everyone who participated and helped get us to this point. The result of that engagement is the Mobility Partnerships Grant proposal.
- 2022 key developments:
 - i. CTR technical committee chose not to open the CTR law. Stakeholders expressed that the program as it is developed is good, it works well, and meets important business and transportation needs. There are improvements and tweaks we can make but it works. The board and committee pivoted from the strategy of expanding the program to leaving the program as is and developing a complementary program to achieve the emphasis areas through a voluntary, competitive grant program.
 - ii. With Move Ahead Washington, the legislature increased funding for the foundational CTR program about \$3M dollars per biennium. When you break it down per grantee, this results in about a \$70K increase per biennium for each CTR grantee. It's not enough to hire an FTE or pivot to new programming; it's additional resources to slightly expand existing programming.
 - iii. WSDOT identified key gaps in state and federal grants to improve mobility and provide TDM solutions, particularly for vulnerable populations in overburdened communities. There isn't funding available for technical assistance for grant development, planning, identifying mobility gaps, and the opportunity to pilot solutions.
- The \$25M Mobility Partnerships State Grant is aimed at filling this funding gap, opening the door for groups that want to pursue innovate TDM solutions with an emphasis on vulnerable and overburdened communities anywhere in the state. This proposal is statewide in nature, voluntary, and can also serve communities that already have robust fixed route transit.
- Stakeholders expressed the need for resources for planning and technical assistance. Groups can identify mobility gaps and solutions in their community that are in the demand management realm. Then they can get resources for pilot programs to try some of the solutions and if they were promising, they could move to other longer-term funding. Some solutions might endure while others might not.
- Measurement and reporting of results is all part of that learning. The idea is for there to be multiple mobility partnerships functioning simultaneously across the state. This program has its roots in commute trip reduction.
- The grant is aimed at supporting local coalitions who know their community and market and develop solutions in the TDM mobility realm that are tailored for their community, owned by their community, and supported by the state.
- Funding would be open to existing mobility partnerships and groups.

- This idea was taken to stakeholders and refined, including review by governor’s policy staff, and more.
- If supported by the board, next steps include creating a stakeholder committee to support proposal, brief legislators and stakeholder groups, submit proposal to legislature, identify new funding that increases overall public transit allocation, and provide technical assistance to TDM technical committee, TDM executive board, and other proposal champions in 2023 legislative session.
- WSDOT and our partners are committed to preserving Move Ahead WA transit funding allocations and identifying new revenue to support the Mobility Partnerships Grant.
- With any new grant program, details are developed after the legislature gives some direction and authority. They typically direct an agency to ask stakeholders to help develop grant details. WSDOT will only work through those details if directed by the legislature.
- First time around, it’s rare to have success in requests of this type. It can often take multiple years of conversations for new ideas to bear fruit.

b. Questions/comments

- Susan Meyer: The LEAP document for Move Ahead WA has all the categories that add up to \$17B and the Climate Commitment Act is the source of the CTR increase. Ensure grant seeks new revenue, not picking out funding that is already designated for public transit.
- Ricardo – WSDOT and our partners are seeking new revenue for proposal.
- Christina O’Claire: meets our values in trying to serve communities that are disadvantaged. Government processes can be challenging to apply for and onerous for communities that are non-English speaking and that are just trying to activate. WSDOT should consider paying communities directly to do outreach and technical assistance.
- Anna Zivarts: The legislative process takes a lot of work, I’m curious to know who else would be championing this. To have it feel a bit more real is to hear examples organizations that would go after this money and apply for this grant and what their stories are. Have you identified this? It does seem like this is a fair amount of work to apply for and advocacy work to get funding passed in the legislature. Do you have those folk identified and who might be champions for this?
- Stan – Anna, you have taught us the power of storytelling in the legislative process and the value of that storytelling. A few folks involved in the process have ideas, but part of our challenge will be to have a proposal that key stakeholders can support before we support people who are going to advocate that. We haven’t done a deep dive yet because we haven’t wanted to get ahead of ourselves. That would be a next step, let’s find people and have them tell us how they would use this money and how it would affect their community.
- Anthony Chen: This looks great, the handout really captures a lot of the issues. Top bar doesn’t reflect all the emphasis on vulnerable populations – elderly, differently abled, racial and ethnic communities are not reflected in the top bar. Concept is good. Main concern is the level of funding you really need to pay attention to. Ensure the level of support increases as you move along. Like the idea of this living network of coalitions, they’re the

generating ideas and iteratively learning about what works and create a body of knowledge and practice. It's great to get technical assistance but if we can't hire someone and fund the work, it won't work. If you want collective impact on a community, it takes a lot of money and resources. Develop a plan about how you're going to expand the support them on year one and if they deliver and pilot projects, what can they expect year two. Explore if you can you get them access to capital and finance. The legislature may not need to fund all of it. Corporations have vested interest in this. Can you work something out so that as coalitions come forward, they have access to low interest loans to implement infrastructure and other things they need to do? Once you give them hope then follow-through. You want these people to be extremely successful, what does that look like and how does the funding do that.

- Christina O'Claire: If these pilots are successful, who takes on responsibility of the ongoing costs to operate these?
- Stan – As you test a pilot and a community group forms, as you kind of get beyond formative stages, you build your ability to plug into other resources. There may be some of these groups that evolve and partner and find funding sources whether they're existing state or federal. For example, if you pilot a service that includes an on-demand shuttle, there are capital funding programs available if you've proven ridership. The current barriers are communities can't try it or have access to people or expertise to develop the idea far enough to try it. If you get past these hurdles you may fit into existing funding streams. If these groups find these existing funding streams, they may join a coalition that says, we need more funding for these streams.
- Mary Anderson: What is the main difference between this grant program and the state's Consolidated Grants program? Are there theoretical projects that have been brainstormed that people cannot fund through current grant programs? And/or is it more of an issue of not enough funding for all the good ideas out there?
- Stan – This proposal is for projects that don't qualify for consolidated or CTR and fall in the gap in between.
- Susan: Supports the mobility partnership grants and recommends reaching out to WSTA and the board to engage them in the conversation. Transit has everything to gain if this grant program is successful. The bar should not be so low that we can't defend the program to the legislature after year one. Low but not too low.

Multiple board members expressed support for the proposal, including Susan, Anthony, Matt, Melanie, Laura, Ken, and Celeste. There was no opposition to the proposal.

4. TDM Workplan through June 2023 – Ricardo Gotla, Carol Thompson

- a. Presented [TDM workplan PowerPoint](#)
- b. Major bodies of work include advancing the Mobility Partnership Grant, conduct strategic planning, recommend updates to CTR tax credit, and CTR program expansion – funding increase, new jurisdictions, underserved communities
- c. Implementation includes developing an approach for CTR plan updates required every four years, providing technical assistance to jurisdiction for current survey cycle, launch new survey tool for next survey cycle and create/implement training program for CTR jurisdictions
- d. Exemption for 2023-2027 CTR plan updates. The TDM technical committee approved 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 are developing a timeline for CTR plan updates. This will be presented to the TDM Technical Committee before the end of 2022.
- e. The new survey tool will include a new annual report.
- f. Comment from Debbie Germer: When you have time, it would be wonderful to receive an update and timeline on the survey tool and annual report.
Wandler: it has been added to the implementers round table meeting 9/6/22

5. Frequent Transit Survey Study – Stan Suchan

- a. The legislature asked WSDOT to lead a frequent transit service study. That study has some reporting requirements this fall and more next spring. It's focused on making a statewide definition for accessible, walkable frequent transit and generating data where this is available and to whom it is available and what are the gaps.
- b. Team has been formed and has begun work.
- c. If you are interested in participation or learning more, please visit the project website: [Frequent Transit Service Study | WSDOT \(wa.gov\)](#).
- d. The study will produce interesting information as we continue to work on expanding access to non-drive alone mobility everywhere in the state. We welcome your input.
- e. The policy and technical advisory groups have already been formed and are meeting repeatedly. But input from others is crucial. If you want to participate, the door is open, and we'd value your input. We are doing one on one interviews in September so please reach.
- f. There will be a session at the WA state Public Transportation Conference about this also if you are interested.

6. Closing remarks – Susan Meyer

- a. Thank you to everyone for joining today. Congratulations and thank you to WSDOT staff for getting us to this point with the Mobility Partnerships Grant. Today is a milestone for you all. We're building on work and priorities WSDOT has had as an agency and scaling up on the delivery of the work.

Meeting adjourned at 11:25 AM