

# Transportation Demand Management Technical Committee

## Meeting Minutes



October 3, 2022  
Teleconference  
10:00 AM – 11:20 AM

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**TMD Technical Committee members present:** Alon Adolf, Mary Anderson, Carol Cooper, Karen Parkhurst, Michelle Rasmussen, Heidi Speight, Staci Sahoo, Kim Stolz, Dustin Watson, Bryce Yadon

**TDM Board members present:** Kirk Hovenkotter

**TMD Technical Committee member(s) excused:** Zach Carstensen, Jennifer Hass, Marshall Elizer, Michael Villnave, Tiffany West

**WSDOT staff present:** Tanna Avila, Steven Breaux, Thomas Craig, Matthew Cramer, Sylvia Crum, Ricardo Gotla, Patrick Green, Rebecca Jabbar, Brian Lagerberg, Christie Stelzig, Stan Suchan, Carol Thompson (consultant), Michael Wandler, Emily Watts

Meeting convened at 10:05 AM

- 1. Welcome and opening remarks** – Brian Lagerberg
  - a. Brian welcomed that group reviewed meeting outcomes: learn about projects briefs and provide feedback. Brian is filling in for Marshall today.
- 2. Public Comment** – Brian Lagerberg
  - a. None
- 3. 2021-2023 CTR survey** – Stan Suchan
  - a. Survey comes to close next spring. This will be the last time we use the current survey system.
  - b. For anyone who is surveying this survey cycle, don't hesitate to email for assistance at [CTRSurvey@WSDOT.WA.GOV](mailto:CTRSurvey@WSDOT.WA.GOV)
  - c. This survey cycle will also close out trend lines for data since we'll be doing a new baseline next biennium. What a good time to close out the data when transportation behavior is a little chaotic anyway. We'll start fresh with the next cycle.
- 4. New survey tool status update** – Rebecca Jabbar
  - a. We remain on track with contracting and hoping to get that finished as soon as possible with the aim of configuring tool in next 4-6 weeks.

- b. Aiming to pilot and test new survey tool in spring, full launch in July 2023 with intent to start surveying that fall.

**5. Legislative working group update – Ricardo Gotla**

- a. The legislative working group will focus on advancing and protecting the committee’s 2023 legislative priorities.
- b. Will schedule standing weekly meetings starting in November.
- c. Role of legislative working group is to support the mobility partnerships grant, organize and prep for legislative and committee testimony, meetings with legislators and staff, advancing the committee’s transit and TDM priorities, and recruiting champions.
- d. Folks that volunteered for the working group include: Staci, Zack, Bryce, Kirk, Alan, Veronica and Karen. If anyone else would like to serve, feel free to raise your hand or put in chat or reach out.
- e. Brian: is JLARC tax credit involved in this groups work?
- f. Ricardo: No, there is a separate work track for that but there might be some overlap
- g. Mobility Partnerships Grant proposal update: developing work plan and will share with legislative working group at the group’s kickoff meeting. In the meantime, staff will meet with representatives Ramos and Taylor to discuss how they would like to work with the committees.
- h. Steven Breaux: note the legislature has migrated back to in-person presentations. Most presenters were remote, but Senator Liias indicated that work sessions for assembly days on Dec 1 and 2 will be in person.

**6. TDM project briefs (small group exercise) – Ricardo Gotla**

- a. Staff will share draft project briefs in small groups. They are also located on <https://tdmboard.com/meeting-materials/>
- b. Will provide an opportunity for committee and partners to learn about project briefs and influence and inform them.
- c. Your feedback and input matters. Things to think about when reviewing the draft project briefs: Are we on the right track? What can we do to improve the brief and the projects?
- d. Ricardo shared shift and share format and explained that next steps after the briefs are to take your feedback and develop them into work plans, which will be the next body of work staff share with you.
- e. Commenced shift and share exercise.
- f. Shift and share report out:

- Sylvia (CTR 4-year plan updates) – Time to create new CTR four-year plan with additional guidance would be valuable and how to incorporate equity
- Stan (Funding formula update) – Base funding is inadequate and need for process to adapt more frequently than we have in the past
- Michael (Performance targets) – Measurements are important, and flexibility is good
- Patrick (Jurisdictional trainings) – Training is needed for new jurisdictions as well as those who have been in program awhile. There is also a need to convene implementers to share best practices from around the state
- Thomas (RideshareOnline) – Not about replacing one technology with another but understanding broader uses as well as equity
- Christie (State agency CTR) – Emphasize equity statewide; what’s happening on the west side of mountains needs to happen on east side of the mountains. Co-located sites need to work together. We need leadership support.
- Ricardo – Encouraged implementers and other partners to send additional comments or thoughts to the project lead, feel free to include Ricardo. Staff will work through these comments as a group. Next steps include developing work plans and getting into more detail, which will be reflected in work plans and other project documents. Staff can’t do this work alone, continued partner engagement and feedback is critically important. More engagement in the future is coming. Project briefs are very interconnected and we’re mindful of performing efficient engagement, so we don’t waste your time and we use it effectively.

7. **Closing remarks** – Brian Lagerberg

- a. Last call for comments or questions - none.
- b. Part of purpose of engaging you all at this level of detail this early in process is to allow community to own it and what works in your community, what your goals are and how we incorporate that into this work. The state putting something together that we think is awesome and handing it to you has never worked and will never work. If you don’t have ownership in it with us, it won’t work. Thank you for all your work so far and stay with us, we’re in a marathon here, not a sprint.
- c. Thank you for all your time today and thank you staff for your hard work.

Meeting adjourned at 11:52am