

# Transportation Demand Management Executive Board



## Meeting Minutes

November 8, 2022  
10:00 AM – 11:25 AM  
Teleconference

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**Board members present:** Dr. Anthony Chen, Celeste Gilman, Ric Ilgenfritz, Charles Knutson, Susan Meyer, Roger Millar, Chris O’Claire, Kathy Strange, Melanie Truhn

**Board member(s) excused:** Dave Anderson, Ken Casavant, Katie Garrow, Erik Hansen, Latisha Hill, Kirk Hovenkotter, Laura Johnson, Kent Keel, Lua Pritchard, Dave McFadden, Matt Ransom, Laura Watson, Anna Zivarts

**TDM Technical Committee members:** Marshall Elizer, Jennifer Hass, Kim Stolz, Karen Parkhurst, Heidi Speight, Tiff West

**WSDOT staff present:** Tanna Avila, Sylvia Crum, Ricardo Gotla, Patrick Green, Rebecca Jabbar, Brian Lagerberg, Christie Stelzig, Carol Thompson (consultant), Michael Wandler, Emily Watts

### Meeting convened at 10:02 AM

#### 1. Welcome, check-in and introductions – Roger Millar

- a. Susan shared that new fare collection system went live on Nov. 1st. Adoption rate to new connect card is higher than expected, lots of kids are riding the bus fare free.
- b. Roger has been elected ASHTO president.
- c. New board member Chrissy Cooley could not attend, Kathy Strange attends in her place and Chrissy will be at the next meeting.
- d. New staff member joining us, Sylvia Crum, who will play a key role in supporting the board and committee beginning in 2023.
- e. Ric Ilgenfritz shared that on demand service pilot project was launched in City of Lynwood, micro transit project. Operating fleet of sedan and mini vans. Goal is to test the service and adopt a sustainable cost model going forward to provide first mile last mile option for people to access local and regional transit services.

#### 2. Public comment – Roger Millar

- a. None

- 3. ODOT Innovation Mobility Program** – Karyn Criswell, Kazim (Kaz) Zaidi
- a. Roger introduced Karyn Criswell and Kaz Zaidi. Karyn Criswell is ODOT’s Public Transportation Division Administrator, which is responsible for managing the Innovative Mobility Program and ODOT’s other Transportation Options efforts. And Kaz is ODOT’s Public Transportation Division Strategic Planning and Communications Manager. He’s leading the engagement on the Innovative Mobility Program.
  - b. Roger highlighted similarities between ODOT’s program and the Mobility Partnership Grant proposal:
    - i. New programs that merge TDM and human services transportation
    - ii. Prioritize equity and investments in historically underrepresented communities
    - iii. Fill existing funding and program gaps
    - iv. Funds technical assistance to support local entities who know their communities best
    - v. Partnership-based models
  - c. Karyn explained that Orlando Simpson, former ODOT transportation commissioner, championed the creation of the Innovation Mobility Program. The program is funded through a mix of state and federal funds: \$10M from state, and \$10M from federal Infrastructure, Investment and Jobs Act. \$5,000 micro-grants currently available to support grant outcomes, for total of \$800,000.
  - d. The program was developed with deep stakeholder engagement and is focused on providing mobility solutions to historically underserved communities. Program will focus on driving down tail pipe emissions and advancing equity.
  - e. Kaz shared presentation ([see presentation here](#)). Program is focused on a partnership-based model where community-based organizations are treated as partners, not just grant recipients.
  - f. Program is focused on strategies to achieve climate change targets and equity goals.
  - g. Program can fund many transportation-related activities, including but not limited to:
    - i. Pedal and Electric bike lending libraries and bike shares
    - ii. Electric scooter shares and lending libraries
    - iii. Transportation wallets
    - iv. Subsidized fares
    - v. Carpools and Vanpools
    - vi. Equipment (e.g. bike locks and helmets)
    - vii. Infrastructure (e.g. bike racks, safety signage, more accessible transit stops)
    - viii. Training and information (e.g. bike and scooter training, safety training, navigation training)
  - h. Engagement focused on needs of communities; not what individual organizations need. ODOT will focus on end user experience and work with existing and trusted networks.
  - i. Nearly completed with final report that will highlight what we learned from community engagement.
  - j. Using several strategies to inform the public about the opportunity: surveying, social media, virtual meetings using a suit of platforms, not just Zoom for example.
  - k. Heard a lot about limitations of traditional grants structure, which we think of as a subrecipient delivery model. This program is focused on a partnership-based model where community-based organization and the state coordinate in the grant application process.

## Discussion:

- a. Chris – Likes micro grant idea and focus on smaller, less resourced community-based groups. How much total and how many grants will be provided?
- b. Kaz – Explained microgrants will be limited to \$5,000, while ODOT estimates larger grant will be awarded between \$10,000 - \$15,000. Considering the program as a proof of concept with funding through 2027. There are no guarantees funding will continue after that. Hope is that awardees will build capacity with new grant and can then access and apply for other resourceless.
- c. Roger – Noted this is very similar in principle to the goals of the Mobility Partnerships Grant proposal. ODOT's program is further along. Details of Mobility Partnership Grant proposal will be identified after receiving direction from legislature.
- d. Karyn – ODOT is exploring regional bike share and defining state vs. jurisdiction role. ODOT is seeking more innovation in programming and is fortunate to have seven new staff to run smaller innovative programs. Tracking and measuring performance during this period of innovation is very important.
- e. Celeste – WSDOT Active Transportation Division is launching a program to build active transportation infrastructure and is excited to learn more about ODOT's experience.
- f. Karyn – [ODOT's ped/Bike program](#) may be of interest to Celeste.
- g. Roger – As WSDOT and partners develop Mobility Partnerships Grant to keep in mind value of first/last mile, transportation mobility wallets, active transportation, and other Mobility on Demand opportunities. WSDOT has made huge investments in active transportation infrastructure. Once built, a challenge will be how to operate this new infrastructure in concert with existing network to support TDM and other multimodal priorities.
- h. Karyn – ODOT is standing up Great Streets program, which has a focus on connecting communities. \$50M for complete street to focus on state multi modal corridors.
- i. Roger thanked Karyn and Kaz.

## 4. Frequent Transit Service and Unmet Needs studies – Monica Ghosh

- a. Monica [presented about two Public Transportation Division studies](#) to better understand mobility needs in Washington State. The first is the Frequent Transit Service Study, which the legislature directed the agency to work on during its 2022 session. The second is the Public Transportation Unmet Needs Study, which is a project the division initiated. Monica presented on the studies' methods and findings. The studies will inform the development of the upcoming Public Transportation Plan.
- b. Draft key findings from the Frequent Transit Service Study include the following:
  - i. About 61 percent of people in the state live within a half-mile of fixed route transit service. About 7 percent of residents live within a half-mile of the most frequent fixed route transit service levels. The numbers of people who live within a half-mile walk of each frequency level are smaller than these numbers.
  - ii. By necessity, this study does not measure other forms of public transportation, e.g., demand response, micro-mobility, ridesharing. WSDOT recognizes that areas served by flag stops, paratransit, or route deviations, for example, provide critical access statewide to forms of mobility that are not included in the scope of this study.

- iii. Lack of available data on walkways, multimodal paths, and barriers across the state makes it difficult to answer questions about access to transit. Understanding whether getting to transit is accessible requires addressing this data gap.
- c. Draft high-level findings from unmet needs study includes the following:
  - i. Annual unmet trips are approx. 30,000,000 in Washington state
  - ii. Approx annual cost of meeting unmet trips is close to \$900,000,000
  - iii. Cost are highest to meet unmet trips in rural areas, and significantly lower in more urban parts of the state.

**5. TDM Projects overview – WSDOT staff**

- a. Meeting attendees separated into virtual small groups to learn about projects staff have prioritized to support TDM in Washington. Topics and presenters included:
  - i. State Agency CTR and the state’s leadership role in supporting TDM, Christie Stelzig
  - ii. TDM funding sources and the need to fill state and federal gaps, Sylvia Crum
  - iii. Mobility Partnerships Grant proposal as a pathway to fill existing state and federal program gaps, Ricardo Gotla
  - iv. WSDOT’s role in supporting local CTR implementation, Patrick Green

**6. Increasing access to reduced transit fares – Chris O’Claire**

- a. There’s an increased demand for access to ORCA Lift, King County’s low-income fare program.
- b. A major barrier to meeting this increased demand is the required process to verify eligibility.
- c. King County Metro is asking for the state to partner in providing eligibility data, which will help reduce burden on users and streamline the process for King County.
- d. WSDOT will work with Chris and King County Metro to identify state eligibility data.
- e. Caltrans may provide model.

Meeting adjourned at 12:00PM