

Transportation Demand Management Executive Board

Meeting Minutes



May 17, 2023
10:00 AM – 12:00 PM
Microsoft Teams

TDM Executive Board members

	Roger Millar, chair		Celeste Gilman		Kent Keel	x	Lua Pritchard
	Dave Anderson		Eric Hansen		Charles Knutson	x	Matt Ransom
x	Ken Casavant		Kirk Hovenkotter	x	David McFadden		Melanie Truhn
	Anthony Chen	x	Ric Illgenfritz	x	Susan Meyer		Laura Watson
	Christine Cooley		Laura Johnson		Chris O’Claire	x	Anna Zivarts
	Katie Garrow						

Technical Committee members:

x	Marshall Elizer, chair		Jennifer Hass		Michelle Rasmussen		Michael Villnave
	Alan Adolf	x	Olivia Holden		Staci Sahoo		Dustin Watson
x	Mary Anderson		Kristin Melcher	x	Heidi Speight	x	Tiff West
	Zach Carstensen		Karen Parkhurst	x	Kim Stolz		Bryce Yadon
	Carol Cooper						

WSDOT staff present: Maya Agarwal, Katie Bunge, Sylvia Crum, Ricardo Gotla, Patrick Green, Brian Lagerberg, Justin Nawrocki, Christie Stelzig, Stan Suchan, Carol Thompson (consultant)

Meeting convened at 10:02 AM by Susan Meyer

1. Welcome and introductions – Susan Meyer

- a. Executive Board and Washington State Department of Transportation (WSDOT) staff introduced themselves.
- b. Sylvia noted that WSDOT staff would record Joe Minicozzi’s presentation. The presentation will be available upon request.

2. Land Use, Urban Design, and Economics Presentation by Joe Minicozzi

- a. Susan introduced Joe Minicozzi, an urban planner who founded Urban3 to imagine new ways to think about and visualize land use, urban design, and economics; and explain and visualize market dynamics created by tax and land use policies.
- b. Joe Minicozzi presentation: “The Dollars and \$ense of City Design.” Highlights included:

We should be smarter about how we move people and goods. We move these things along our roadway networks, and the shape and environment of the roadway network are important.

Joe encouraged members of the public to remember that cities and counties have a finite amount of land, and that land is a commodity with a value. Rather than thinking of the total taxes and jobs generated by a property, instead consider a development's per acre yield in taxes (property and sales taxes per acre). Denser development typically produces higher per acre yield in taxes compared to less dense development. Joe shared data showing that residential land uses yield lower county property taxes per acre compared to commercial uses, and that these uses both yield far less than mixed-use areas. Joe provided several examples of counties in which urban core areas provide the most taxable value per acre than other land uses (e.g., residential, commercial, and open space); and provide higher number of jobs per acre and retail tax per acre compared to other land uses.

Joe encouraged the group to become aware of biases in land use patterns and preferences, and to be critical of and ask questions about land use policies. Urban areas often have a high percentage of roadways and surface parking lots. Roads serve development, and should be considered a liability because of the maintenance and operation costs that roads and associated infrastructure require. When comparing a municipality's revenues vs. expenses, cities often don't have enough revenue to offset roadway maintenance expenses. Joe shared an example from Eugene, OR that showed a breakdown of tax revenue per acre by building type in which low-density residential buildings paid the least, and high-density commercial buildings paid the most. In addition, paved areas such as roads and surface parking lots pay no stormwater fees despite discharging stormwater to the stormwater system. Joe recommended that a city balance low- to high-density uses in order to be able to cover the costs of its infrastructure. Joe recommended increasing the density of buildings in some key areas (which produce more tax revenue than roads and surface parking), thus increasing tax revenue and reducing the amount of surface parking lots. In transit corridors with denser development, Joe recommended that in zoning code less parking should be required per household unit, reducing the amount of land devoted to motor vehicle parking, thus opening up more land for potential development. Joe shared an example from Cheyenne, WY in which larger parcels of land were taxed at a lower rate than smaller parcels of land. Joe shared that the low-density suburban land use model typical of urban areas is subsidized heavily by denser development.

Book recommendations:

- [Predictably Irrational](#) by Dan Ariely
- [Confessions of a Recovering Engineer](#) by Charles Marohn
- [Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity](#) by Charles Marohn
- [The Death and Life of Great American Cities](#) by Jane Jacobs
- [Walkable City](#) by Jeff Speck
- [Design with Nature](#) by Ian McHarg

Other resources:

- [Not Just Bikes YouTube channel](#) covered Joe's work; it gives a nice recap of Joe's main talking points.

- [Strong Towns](#): nonprofit media advocacy organization that “produce[s] content that analyzes the failures of the post-war North American development pattern while giving citizens the knowledge and tools to start making our places better today.”
- [An overview of Strong Towns's work](#) on Not Just Bikes.

3. Public comment – none

4. Commute Trip Reduction (CTR) Program Updates – Sylvia Crum and Ricardo Gotla

a. [CTR budget presentation](#)

Sylvia shared that the Transportation Demand Management (TDM) team worked with the TDM Technical Committee and CTR Implementers to refresh the CTR budget, for 2023-2025 biennium, in order to incorporate new money from the Move Ahead WA transportation package and refresh the CTR program, after a 10-year funding formula freeze. On May 3, 2023 the TDM Technical Committee approved this budget for the next two years that will provide additional funds for CTR implementers. Key points included:

The budget work covers \$9 million coming to the CTR program from the Multimodal Fund and the Climate Commitment Act money, representing a 58% increase from the current \$5.7 million.

The engagement process (beginning January 2023) included coordination with CTR Jurisdictions, implementers and stakeholders to draft a budget proposal and an acceptable funding formula to allocate funds to jurisdictions.

Although several implementers recommended that the new funding formula incorporate equity, the group determined that instead of using equity as a factor in the funding allocation formula, it would be better to move our equity work to the State’s budget, for the next biennium. Defining equity for this work was very challenging. Furthermore, the newly-formed Environmental Justice (EJ) Council will be developing guidance and requirements for the State of Washington’s Healthy Environment for All (HEAL) Act money, and the WSDOT Public Transportation Division was directed not to delay grant awards while the EJ Council develops this guidance.

The TDM Technical Committee will incorporate equity by continuing to pursue the Mobility Partnership Grants proposal, considering equity in CTR 4-year plans, and studying CTR effects on vulnerable populations in overburdened communities and tribes.

2023-2025 budget breakdown:

- \$6,159,000: grants
- \$2,841,000: state staffing, systems and other support
- \$9,000,000: total

Grant formula:

- Step 1. Provide \$31,250 to each CTR-affected city and unincorporated area of a CTR-affected county (cities).

- Step 2. Take remaining funding and distribute on a per worksite basis to cities with more than 5 worksites.
- Step 3. Round totals to the nearest hundred.

Timeline:

- Step 4: Revisit this formula in 2 years, to apply lessons learned in 2023-2024 biennium

Equity proposal:

- Shift equity focus out of jurisdictions' funding allocation
- Use state CTR budget to support

b. CTR equity study

Ricardo elaborated on the CTR equity study (presently in its beginning stages) that Sylvia mentioned, crediting Katie Bunge for her work on the project. Shared project description, reason for doing the work, anticipated achievements, and anticipated product deliverables.

- A key question will be: "How we will define equity and what are the parameters?"
- Timing: have report available to inform partners as they are preparing their 2025-2029 CTR plans.
- Have not yet determined with whom WSDOT might contract with to do the work (e.g., university, consultant).
- WSDOT intends to keep Executive Board and Technical Committee informed of progress.

5. UW/WSDOT Mobility on Demand Study – Justin Nawrocki

Justin provided an overview [presentation](#) on the recently-funded proposed research project, "Improving mobility for disadvantaged communities through innovative transit approaches."

WSDOT and others are interested in understanding gaps in transit service across the state (especially in disadvantaged communities), addressing those gaps, identifying and assessing different approaches (to addressing gaps), understanding the costs of those approaches, and choosing the best fit (considering context and need). This study looks at mobility on demand, which could provide for first- and last-mile needs in underserved communities. But this model is still largely untested, with little known about its costs and benefits.

The proposed research will refine a method for estimating and comparing costs of facilitating different transportation options (e.g., fixed-route transit expansion, transit incorporating mobility on demand) and test the method based on different contexts that can be found in the state (e.g., urban/outskirts, rural, suburban).

The research will help us understand when mobility on demand works for filling transit gaps; and inform planning, project development, and budgeting. Agencies and partners will use this research to inform their work, and it may engender secondary research.

Timeline: Final report anticipated June/July 2025.

Resources: [Previous Mobility on Demand research](#)

6. AASHTO & ACT partnership – Veronica Jarvis

American Association of State Highway and Transportation Officials (AASHTO) and Association for Commuter Transportation (ACT) will sign a Memorandum of Understanding (MOU) to formalize their future partnership and collaboration. Veronica Jarvis indicated that presently nine state Departments of Transportation (DOTs) are members of ACT, and she hopes that bringing TDM to a larger audience will encourage more DOTs to integrate TDM into their work.

7. Closing remarks and adjourn – Susan Meyer

Next Executive Board meeting will be Monday, July 24, 2023 from 10:00 am - 12:00 pm.

Meeting adjourned at 11:57 AM.