

# Transportation Demand Management Executive Board



## Meeting Minutes

July 24, 2023  
10:00M – 12:00 PM

Microsoft Teams

### TDM Executive Board members

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

### Technical Committee members:

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

**WSDOT staff present:** Maya Agarwal, Sylvia Crum, Ricardo Gotla, Patrick Green, Brian Lagerberg, Stan Suchan, Carol Thompson (consultant), Emily Watts

Meeting convened at 10:02 AM by Marshall Elizer.

Meeting purpose statement

By the end of this meeting, we will have:

- Provided input on retreat purpose and outcomes
- Received program updates
- Learned about 2024 legislative priorities

10:00 – 10:10 AM

Welcome and opening remarks – Marshall Elizer

- Welcome board and committee members, and members of the public.

- Association for Commuter Transportation (ACT) international conference will be held in Seattle at the end of July to early August 2023. It's the largest gathering of Transportation Demand Management (TDM) professionals from across the United States and Canada.
- For details visit ACT's website: [International Conference - Association for Commuter Transportation \(actweb.org\)](https://actweb.org).
- Anthony Chen has retired and has stepped down from TDM Executive Board service. Staff are seeking a replacement from the Tacoma-Pierce County Health Department or other health departments. If anyone has suggested candidates who might fill Mr. Chen's role, please contact Ricardo, Sylvia, or Maya.

10:10 – 10:15 AM

Public comment – Marshall Elizer

- No public comment.

10:15 – 10:35 AM

TDM Executive Board and Technical Committee retreat – Marshall Elizer, Ricardo Gotla

- Timeframe: 2024.
- Possibly a combined retreat with both TDM Executive Board and TDM Technical Committee.
- Draft goals and outcomes:
  - Review of TDM Executive Board and TDM Technical Committee accomplishments.
  - Strategic long-range consideration of future programs, priorities, and strength of Commute Trip Reduction (CTR) in State of Washington.
  - Structure of TDM Executive Board and TDM Technical Committee, and its effectiveness at helping the Board and Technical Committee reach their goals.
  - Strategize for long-term strength of CTR program in State of Washington.
- Group discussion items:
  - The group was very supportive of an in-person retreat.
  - Topic suggestions:
    - Performance outcomes. Transportation's impact on people, environment, and economy is changing, and this may necessitate modifications to the State CTR law.
    - Leveraging TDM to impact Vehicle Miles Traveled (VMT), climate change, investments in complete streets, public transit ridership.
    - Opportunities to pair programming with changes in infrastructure and the built environment.

- Maintenance projects—how does TDM intersect with maintenance projects; are there opportunities for improvement?
- VMT metric activities: How can the TDM Executive Board support this effort? Is this an effort for the entire TDM Executive Board, or a subgroup/work group of the Board?
- How does TDM Executive Board assist in implementing the Healthy Environment for All (HEAL) Act?
- Develop an action plan to articulate the TDM Executive Board's role, value, and focused goals and activities over next three years.
- Groups with insufficient resources: how can TDM Executive Board encourage TDM among people and entities with fewer resources?
- Question: Will there an option to join remotely? Answer: This is still to be determined.
- Question: Are there significant changes in the way that WSDOT perceives the scope of the TDM Executive Board? What are key issues at WSDOT that the TDM Executive Board could pivot strategically to help? Answer: One issue is that with the COVID-19 pandemic and the changes that it created, there is an opportunity for change; it will be interesting to consider how WSDOT and its partners can take advantage of this opportunity to encourage CTR and mode switch at both the policy and practical levels. Another issue is that WSDOT's partners are focusing advancing the Mobility Partnerships State Grant proposal; this will require legislative work and the Board could engage and support this effort. Retreat participants will come to the retreat with additional ideas in mind to discuss, and new ideas will likely arise during discussions.
- Next steps: WSDOT will propose an approach, structure, and content, and bring it back to this committee for further discussion.

10:35 – 11:05 AM

CTR program updates – Sylvia and Patrick

- Sylvia provided an [overview](#) on CTR budget, grant funding formula and city, county and regional 2025-2029 CTR Plan updates:
  - WSDOT will soon release refreshed planning guidance and is developing technical assistance workplan to facilitate CTR plan development.
- Patrick presented an [overview](#) of the [State CTR Plan](#). The State CTR Plan will inform city, county and regional CTR Plan development and implementation.
  - The TDM Technical Committee reviewed and approved a draft State CTR Plan in July.
  - Question: How was the performance measure target determined? Answer: WSDOT went through a lengthy engagement process to select what the target would be and how the target would be measured. WSDOT selected the target

and its measurement based on the needs of a wide range of implementers statewide: simplicity, consistency, and statewide applicability.

- Patrick provided an [overview](#) of the state worker transportation benefit expansion, including 100% subsidized vanpool access for state workers.
- Stan provided a [sneak peek on 2021-2023 CTR performance](#). Preliminary results demonstrate that drive alone rates continue to decrease, telework rates are rising, while bus commuter trips are decreasing.
- Stan announced that the new CTR survey tool will soon be live and with that city, county and regional CTR implementers will establish new performance baselines.
  - WSDOT believes that telework and compressed workweeks have been undercounted in the past and WSDOT hopes to get better data on those modes in the new survey. WSDOT hopes that the survey is easier and better for those taking the survey, so we have a new system and design. WSDOT and implementers will get data reports more quickly.

11:05 – 11:10 AM

Looking ahead to 2024

Ricardo provided an update on the CTR tax credit renewal and modification. The tax credit has been in effect for several years, and expires next year. The TDM Technical Committee will work to extend and modify the credit with the aim of providing multimodal commute benefits into more employee hands. The [JLARC Tax Credit Study](#) found the tax credit works well but it goes to companies that would likely provide employee commute benefits regardless if they received the CTR tax credit. The TDM Technical Committee proposes to leverage the tax credit for smaller organizations with lower budgets that might otherwise not offer employee subsidized transit benefits. This effort is a priority for the committee and the committee is seeking a champion to advocate for and advance credit renewal and modification. Please contact Ricardo if you are interested in working on this project.

Ricardo reminded the group that the Mobility Partnerships Grant proposal was developed by a diverse set of partners and stakeholders across the state. It's designed to provide mobility solutions for vulnerable populations and overburdened communities across the state with limited mobility options. It would serve communities and fund projects that are currently not eligible for existing state and federal grants. Advocacy organizations are strategizing on how to advance the proposal in the 2024 legislative session, including raising funds to hire a lobbyist to track and support the passage of the proposal.

- Question: Will the proposed modified tax credit language be shared with the board? Answer: Language is still under development with partners and once it's finalized staff will share it with the board.

- Question: Is there a risk that companies who have already applied for credits will be excluded by this effort? Answer: No. Those who currently apply and are eligible would remain eligible.

11:10 – 11:15 AM

Marshall Elizer adjourned the meeting by thanks the board for their commitment to advancing multimodal transportation and supporting WSDOT's transportation demand management programs.

Closed meeting 11:23 AM.

## Next meetings:

- **TDM Technical Committee:** Sept 6, 10:00 – 12:00pm
- **TDM Executive Board:** November 29, 10:00 – 12:00pm

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