

# Transportation Demand Management Technical Committee



## Meeting Minutes

September 6, 2023  
10:00 AM – 12:00 PM

Microsoft Teams

### Technical Committee members:

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

### TDM Executive Board members

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

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

Meeting convened at 10:02 AM by Mary Anderson.

Meeting purpose statement

By the end of this meeting, we will have:

- Received status updates on various commute trip reduction (CTR) projects
- Explored community engagement strategies
- Learned about committee and board retreat planning

10:00 – 10:10 AM

Mary welcomed the committee and explained she would chair the meeting in Marshall's absence.

- She reminded those present that the committee is a formal government agency meeting and that the public are encouraged to speak during the public comment agenda item as well as post comments in chat throughout the

meeting. However, floor time is reserved for committee members and staff who are presenting on agenda items.

- Mary announced that National TDM Week is Sept 18-22. Upcoming conferences include the WA Rideshare Organization (WSRO) on Oct 1-3
- She welcomed Veronica Jarvis to the committee who will serve as the MPO/RTPO representative.

10:10 – 10:15 AM

No public comment made.

10:15 – 10:20 AM

ACT conference discussion:

- WSDOT staff and meeting attendees shared about their experiences at the conferences. Recognized the host committees and their significant work to organize the conferences.

10:20 – 10:40 AM

TDM program status update – WSDOT Staff

Patrick provided an [overview](#) of CTR Program Administrative workplans. Approved Administrative Workplans are required to invoice WSDOT for work conducted to support CTR programs. Staff is providing open houses and will review and provide comments on submitted draft Administrative Workplans submitted by Sept. 15. Final workplans are due September 30.

Rebecca shared that WSDOT is providing several trainings and demonstrations on the new survey tool and will be preparing a questions and answer summary for those trainings. Beginning the week of September 18, 2023 staff will be doing hands-on trainings and highly recommends that all who use the survey to attend the training. Staff also recommends testing the tool on smaller worksites before surveying larger numbers of respondents.

Patrick Green reported out on the [CTR tax credit](#), including overview of the [JLARC Tax Credit Study](#).

- Question: Can public agencies qualify for the tax credit? Answer: Yes, public organizations can qualify for the tax credit.
  - Ricardo added that the tax credit must go to the state legislature to get the tax credit amended and extended. It will expire if no action is taken.

The committee expressed support in extending and amending the credit to further support the distribution of employee commute benefits.

Ricardo Gotla shared that the Mobility Partnerships Grant is a \$25 million ask with the goal to provide mobility solutions to vulnerable populations in mobility deserts. CTANW is engaged in hiring a lobbyist to champion the Mobility Partnerships Grant in 2024

legislative session to improve the chance that it passes in the legislative session. Our partners' goal is to raise \$20,000 to hire a lobbyist.

10:40 – 10:45 AM

[Policy Capture Project](#) – Maya Agarwal

Maya reviewed the project purpose, status, next steps, recommended policy format, in preparation for October TDM Technical Committee review

- Question: Why do we need this; does the Washington Administrative Code (WAC) already have policies? Answer: The WAC gives the Technical Committee the ability to make decisions on day-to-day operations. These decisions are reflected in the meeting minutes, but someone wishing to find them would need to scrutinize the minutes. This project formalizes long-term decisions in a standard policy format, improves transparency, increases speed with which we can make policies public, and makes policies easier for everyone to access.

10:45 – 10:50 AM

Break

10:50 – 11:30 AM

Activity: Planning for CTR Community Engagement – Sylvia Crum

- Liberating Structures “TRIZ & 1-2-4-All” methods:
  - Stop Counterproductive Activities and Behaviors to Make Space for Innovation.
- WSDOT led an activity in which the TDM Technical Committee shared their experience and knowledge of community engagement. The purpose of the activity was to help CTR implementers with community engagement for their CTR 4-year plans.
- Meeting participants engaged in a breakout session that asked them to consider and discuss:
  - What would we do to create a community engagement session with very little engagement from the public?
  - What would we do to ensure that no voices from members of vulnerable population groups were shared?
  - How would we set it up so that no new information or perspectives were learned? In fact, this community engagement would only confirm the things we already believe, and we would get that confirmation without any challenge.
  - How would we ensure that we only got to hear from a few voices, likely those with an obvious stake in the program. In fact, those voices would dominate the session with their opinions!
- Meeting participants shared out the highlights of their discussions:
  - Inconvenience: inconvenient time or location, locations that are not ADA accessible, no internet access thus no option to call in.

- Limiting outreach to certain groups such as only CTR sites, or to only people who agree with you.
- Using acronyms and technical language: this type of language makes it difficult for people to understand what the community engagement is about and for people to understand it and participate in it.
- Treating community engagement as simply another task on a list to be completed, rather than understanding what you're asking for or how you will use the input you receive.
- Failing to document feedback.
- Next steps:
  - Sylvia encouraged breakout activity participants to consider the items shared by the group, and think about ways their group can overcome these and other challenges to effective community engagement.

11:30 – 11:40 AM

[TDM Executive Board and Technical Committee retreat](#) – Maya Agarwal

- Group discussion items:
  - Do you think a joint retreat is a valuable exercise?
  - Would you be interested in meeting in person?
  - How long is appropriate – full day, half day, overnight?
  - What would you like to achieve in a retreat?
  - What topics would you like to cover?
- The previous in-person retreat occurred in 2019, and there is interest in meeting in person again.
- Logistics: Timeframe in fall 2024. Perhaps a combined retreat with Tech Committee and Executive Committee. Location to be determined.
- Committee members who participated in the discussion expressed:
  - Interest in meeting in person.
  - Interest in a joint retreat with both TDM Technical Committee and TDM Executive Board. A committee member suggested that there might be two retreats: one with only the TDM Technical Committee (perhaps six months from now) and a second joint retreat with the TDM Executive Board in fall 2024. A committee member suggested that a knowledge of the cadence and expectations of the retreat(s) may help them decide.
  - Willingness to participate in a full-day retreat, and to travel if necessary.
  - Question: Would travel be reimbursed? Answer: The WSDOT Public Transportation Division can reimburse TDM Technical Committee members for travel.
  - Goals:
    - Networking and identifying each others' skills and areas of expertise.
    - Setting TDM Technical Committee's priorities.
  - Topics:
    - How TDM operates in states outside of Washington
    - What is happening with TDM programs funded by other sources, e.g., Congestion Mitigation and Air Quality (CMAQ), Regional Mobility Grants.

11:40 – 11:55 AM

Top 5 – Sarah Spicer and Ellie Smith, City of Seattle, presented the spring and summer 2023 [Flip your Trip campaign](#) for Seattle center city. Program highlights included goals, approach, program outcomes, and lessons learned.

- Question: Why do you believe that there was an uptick in ORCA card use during the program? Answer: The program made clear from the outset the pros and cons of using an ORCA card versus the TransitGO app.

11:55 – 12:00 PM

Closing remarks – Mary Anderson

- Next TDM Technical Committee meeting: October 25, 2023, 10:00 AM – 12:00 PM
- Next TDM Executive Board meeting: November 29, 2023, 10:00 AM – 12:00 PM

Meeting adjourned at 11:57 AM

## Next meetings:

- TDM Technical Committee: Wednesday, October 25, 10:00 a.m. – 12:00 p.m.
- TDM Executive Board: Wednesday, November 29, 10:00 a.m. – 12:00 p.m.

## Microsoft Teams meeting

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