

Transportation Demand Management Technical Committee



Meeting Minutes

January 11, 2024
10:00 AM – 12:00 PM

Microsoft Teams

Technical Committee members:

| | | | | | | | |
|---|------------------------|---|-----------------|---|------------------|--|-------------|
| x | Marshall Elizer, chair | | Angie Coulter | x | Heidi Speight | | Tiff West |
| x | Alan Adolf | x | Jennifer Hass | x | Kim Stolz | | Bryce Yadon |
| x | Mary Anderson | x | Olivia Kahn | | Michael Villnave | | |
| | Zach Carstensen | x | Veronica Jarvis | x | Dustin Watson | | |
| x | Carol Cooper | x | Staci Sahoo | | | | |

TDM Executive Board members

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|---|---------------------|--|------------------|--|-----------------|--|---------------|
| | Roger Millar, chair | | Celeste Gilman | | Kent Keel | | Lua Pritchard |
| x | Ted Vanegas | | 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 | | Anna Zivarts |

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

Meeting convened at 10:01 AM by Marshall Elizer.

Welcome and announcements

Marshall welcomed the committee, implementers and partners and reminded the group of the committee and board retreat on Nov 6-7, 2024.

Staffing updates

Marshall announced Sylvia Crum's lateral transfer to another position within WSDOT's Public Transportation Division beginning Feb. 1, 2024. Other WSDOT staff will fulfill her responsibilities until her position is filled. Hope to have Sylvia's position posted for hire soon.

Laura Moxham is making a lateral transfer within WSDOT PTD from the Grants and Community Partnerships team to a new position on the transportation demand management (TDM) team. Her background is in public engagement, parks planning, policy development, and grants management. Hope to have her with the TDM team full time over next 6 to 8 weeks.

WSDOT is also hiring a new employee transportation coordinator (ETC) position and will post the position for hire soon.

Committee vacancies

TDM Technical Committee has one of four employer seats vacant. Our existing employer representatives are from the Puget Sound region. We would like to fill this seat, with (preferably) someone from east of the Cascades. Please reach out to Maya Agarwal or Ricardo Gotla if you have any ideas for a representative to fill this seat.

Keep your cameras on

At the last Technical Committee meeting Dec. 13, 2023, we tried “spotlighting” committee members, but we learned that Teams only allows up to seven spotlighted meeting attendees at one time. Although this technique did not work, we encourage committee members to turn their cameras on and participate, to help committee members engage in the discussion and with each other.

Public comment: None

Recommendation for processing CTR 4-year plan approval requests – (Decision item)

Sylvia explained that *Guidance for 2025-2029 City, County, Regional Commute Trip Reduction Plans* is available online on the [TDM resources webpage](#) under the “CTR Planning Guidance” heading. Appendix B identifies performance targets for commute trip reduction plans as part of 4-year plan development.

Options 1 and 2 performance targets are pre-approved for all jurisdictions by the committee.

However, options 3 and 4 require approval from the committee.

Staff have prepared a [recommendation](#) on the process for the committee to approve options 3 and 4. Do these questions get the committee the type of information it needs to determine whether the performance target is appropriate for the jurisdiction?

Discussion:

Question: Is it necessary for the committee to approve options 3 and 4?

Answer: The Revised Code of Washington (RCW) or Washington Administrative Code (WAC) directs that the committee must approve performance targets. The committee’s pre-approval of options 1 and 2 streamlines the process; we presume that most will choose options 1 or 2. If the approval process for options 3 and 4 becomes burdensome then we will reassess our approach.

Question: Why does the template have the question, “What are you using as your baseline?” when the *Guidance for 2025-2029 City, County, Regional Commute Trip Reduction Plans* indicates that implementers must use 2023-2025 affected survey data as baseline?

Answer: Options 1 and 2 baselines are related to drive alone rate (DAR). A jurisdiction might wish to use a different methodology other than DAR for its baseline, and options 3 and 4 allow for different methodologies.

Question: What is the difference between options 3 and 4?

Answer: WSDOT provided option 3 because we heard that some jurisdictions were tracking other data, such as greenhouse gas emissions. Option 4 is broad, and open to other methodologies.

Question: What happens if a jurisdiction wants to underachieve options 1 or 2?

Answer: Options 1 and 2 are statewide, and thus a mix of different jurisdictions. We recognize that the targets may be too aggressive for some jurisdictions. There is no consequence for a jurisdiction not achieving their performance target.

Question: Should we reach the performance measure goal by 2029?

Answer: Yes, by June 30, 2029.

Decision

Mary Anderson motioned to vote on the recommended process to approve Options 3 and 4 performance measures. Veronica Jarvis seconded the motion. The motion passed unanimously.

Engaging vulnerable populations for local and regional CTR plan updates

Stan provided an overview and background: during a recent discussion at the Puget Sound Regional Council Transportation Demand Management Committee, questions were asked about engagement requirements for local and regional CTR plan updates. WSDOT stated that implementers were required to engage people in vulnerable populations in the broader community, not just people in vulnerable populations at CTR-affected worksites.

Upon further analysis, WSDOT's assessment changed and issued updated [guidance for engaging vulnerable populations in CTR Plan updates](#):

- For outreach to people in vulnerable populations jurisdictions may focus on people only at CTR-affected worksites and/or in the broader community. The choice is up to individual jurisdictions.

Discussion:

Comment: We should use terminology other than "vulnerable populations."

Response: This is language in the [RCW](#), but a parallel, non-CTR program (such as the [Mobility Partnerships Grant](#)) might be a way to reach populations that are not at worksites.

Question: Is the outreach to vulnerable populations merely performative, especially if the people that we outreach to are not employed at the worksite?

Answer: There might be other local planning processes that include outreach to vulnerable populations, such as a comprehensive plan or transportation plan.

The group was reminded that the TDM community decided to not pursue an equity update to the CTR Program and instead developed the \$25 million [Mobility Partnership Grant](#) proposal that if approved and funded by the legislature will provide TDM and humans service transportation options to populations for all travelers in WA.

Question: How does the guidance relate to the Healthy Environment for All (HEAL) act?

Answer: The State CTR Plan must comply with specific HEAL Act requirements and will conduct outreach to people in vulnerable populations about TDM and CTR.

CTR Tax Credit Update

Patrick reminded the committee that it approved renewing and [amending](#) the tax credit so more commuters who traditionally lack access to employer-sponsored transportation incentives may receive them. WSDOT has prepared a draft of the updated statute language which will be sent to the legislature after an internal WSDOT review process. This is not an agency request; it is a priority that the committee has moved forward.

There are two likely outcomes of this process: 1) Legislature renews and amends the CTR tax credit during the current session, or 2) the legislature temporarily extends the current CTR tax credit for another year. In this case the credit would not expire and businesses could apply for it in 2024. The legislature would then take up the proposed amendment during the 2025 (long) session.

Outcomes from December 2023 TDM Executive Board meeting

Ricardo explained that at their December meeting the board and other attendees engaged in an interactive exercise to reflect on what's working well with the TDM tiered governance structure, and to consider opportunities for improvement. Outcomes include:

- The structure provides value to board members.
- The board is excited and committed to supporting TDM initiatives and policies.
- The board adds value to the WSDOT and partners.
- The board appreciates being informed on broader TDM issues and gains a deeper understanding of the value TDM provides to communities and travelers.
- There's enthusiasm for the Mobility Partnerships Grant proposal, and other strategies and program that emphasis equity focused TDM programming.
- Staff and the board pivoted well during that pandemic.
- Opportunities include: deepening private sector relationships; developing compliance tools; developing programs that go beyond employer-focused and commute-focused TDM; use TDM to address recreation and construction impacts; more in-person meetings; more coordination and deeper connection with Technical Committee.

Draft 2024 work plan for committee and board

Ricardo presented a draft 2024 TDM work plan. It will be refined to better reflect projects that affect the committee and require its involvement.

TDM Technical Committee term limits (decision item)

Ricardo explained that the core structure of the committee is prescribed by law and rules, but the issue of the number of consecutive terms committee members serve is a decision the committee makes. To keep the committee fresh and ensure interested stakeholders can serve on the committee, staff proposes the committee include in the bylaw's specificity on the number of *consecutive terms* a member can serve. Staff proposes the committee restrict the number of consecutive terms a member can serve to no more than two consecutive terms. This would apply only to seats that have term limits. Members that come to the end of their two terms would need to stay off the committee for at least one year before being eligible to serve on the committee again.

Question: How are committee members appointed?

Answer: It depends on the seat; some are appointed by the Secretary of Transportation.

Suggestions: Could the committee see:

A matrix of how appointments work?

A list of current committee members and the dates their terms expire?

Question: What happens if, after the end of two consecutive terms, a suitable replacement cannot be found?

Next steps: Staff will refine the proposal, consider options moving forward, and will bring back to the committee at February's meeting.

CTR Implementers' Open Floor

Open floor is an opportunity for CTR implementers and other TDM stakeholders to ask questions, share information and success stories, etc.

Discussion:

The group shared general concerns about updating CTR Plans.

WSDOT responded that it will continue to develop strategies to support implementers, including scheduling regular check-ins or providing "office hours where implementers come with questions. WSDOT will also provide regular "milestone minutes" at CTR implementers meetings, TDM Technical Committee meetings, and Puget Sound Regional Council meetings. Milestone minutes will help implementers track CTR Plan development and provide an opportunity for shared learning.

Question: What happens if a jurisdiction falls behind schedule and cannot meet the July 1, 2025 deadline for an adopted plan?

Answer: PTD will use the process for when a grantee does not meet [Good Standing status](#). Beginning July 1, 2025 WSDOT would begin with notifications

that would escalate over time if the jurisdiction does not demonstrate a good faith effort or does not respond to PTD communications. It is a reasonable process and we are understanding if there are challenges to completing and adopting your CTR 4-year plan, as long as there is documentation of good faith effort.

Closing remarks

Marshall reminded the group that the next TDM Technical Committee is Thursday, February 8, 10:00 a.m. – 12:00 p.m. and the board meets Wednesday, February 21, 10:00 a.m. – 12:00 p.m.

Meeting adjourned at 11:53 AM.