



A summary of the image:

This is an image of the Executive Board's "PICK" chart that depicts the ideas that the group discussed and where they landed in the chart's four quadrants.

Ideas that fell in the Challenge (high effort, high impact) quadrant:

Focus on ALICE.

Concentrate on future opportunities.

Encourage mode shift in service sectors and for shift workers.

Increase compliance tools.

Focus on better serving rural areas.

Ideas that fell in the Implement (low effort, high impact) quadrant:

Improve coordination with WSTA.

Ideas that fell between the Challenge quadrant and the Implement quadrant: Better integrate TDM into transportation projects.

Get higher level private sector engagement.

Ideas that fell between the Challenge quadrant and the Off the Table (high effort, low impact) quadrant:

Develop programs to address seasonal congestion.

No ideas fell completely within the Off the Table quadrant or the Possible (low effort, high impact) quadrant.