

Transportation Demand Management Executive Board Meeting Minutes



February 21, 2024
10:00M – 12:00 PM

Microsoft Teams

TDM Executive Board members:

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

TDM Technical Committee members:

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

WSDOT staff present: Maya Agarwal, Patrick Green, Laura Moxham, Carol Thompson, Brian Lagerberg, Rebecca Jabbar, Christie Stelzig, Christina Noddings, Michael Wandler, Alex Deans-Gravlee, Steven Breaux

Roger Millar convened the meeting at 10:00 AM.

Opening remarks

Roger welcomed the board, committee members, and partners. He announced that special guest speaker Jennifer Dill was unable to deliver her presentation at the meeting. He welcomed new members:

- Ted Vanegas, Washington State Department of Commerce, who is taking over Dave Anderson's position on the board.
- Jessica Gehle, Tacoma-Pierce County Health Department, who is backfilling Anthony Chen's position on the board.
- Alex Hudson, Commute Seattle's new executive director, was unable to attend the meeting, but staff will be onboarding her and she'll attend the May meeting.

Ted and Jessica introduced themselves.

WSDOT Public Transportation Division job announcement:

the transportation demand management (TDM) team is hiring a transportation planning specialist. This position will support the board, committee, and partners in developing their commute trip reduction (CTR) four-year plans. Washington State Department of Transportation (WSDOT) has posted the job announcement: [Washington State Department of Transportation | Careers at WSDOT \(governmentjobs.com\)](https://www.wsdot.wa.gov/careers)

Public comment

None

Retreat outcomes activity

Roger explained that the purpose of the activity was to prioritize what the group should focus on at the November 2024 retreat. The group would begin with input gathered from the December 2023 board meeting to inform the discussion.

Roger described the exercise. First, individuals would rank the opportunities the group should prioritize for the retreat. Then as a full group we would discuss those items, further distill them, and prioritize actions to pursue at the retreat.

Roger reminded the group that at December's meeting the groups identified successes, missed opportunities and what was important.

Roger highlighted the successes and opportunities that the group identified in December:

Successes:

- Learning.
- Influencing grant development.
- Seeding a lot of ideas.
- Elevating importance TDM plays in mobility, access, equity, and transportation network efficiency.
- Broadening leadership exposure to TDM professionals and organizations.
- Developing new TDM equity-focused grant program (Mobility Partnerships Grant proposal) for all travelers and all trip types.
- Updating CTR plan development guidelines and schedule.
- Discussing in real-time how COVID was changing transportation and mobility opportunities and the constraints.
- Grappling with how much new commute patterns and work from home are temporary or persistent.
- Starting to think about transportation demand management more broadly – beyond commute trips, affected-employers, mechanics of CTR Law.
- Forming of the Executive Board. Strategic level conversations.

Opportunities:

- Better integrate TDM into transportation projects.
- Develop programs to address seasonal congestion.
- Increase compliance tools, upholding CTR laws, having more carrots and sticks.

- Improve coordination with Washington State Transit Association (WSTA), particularly on budget-related items.
- Encourage mode shift in service sectors and for shift workers.
- Get higher level private sector engagement.
- Focus on better serving rural areas.
- Concentrate on future opportunities, e.g., post-COVID, three-day commute, whatever the new normal might be. Leverage data and identify opportunities and gaps.
- Focus on [ALICE](#) (Asset Limited, Income Constrained, Employed) populations. People who work but aren't benefitting from CTR, people who most need help with mobility.

Roger asked board members to rank the importance of the opportunities that they would like to focus on at the retreat. Roger explained that we would discuss the top five ranked opportunities, plus more if we had time. Maya administered a Teams poll and shared the results with the group. The ranking results (from highest to lowest) were:

1. Better integrate TDM into transportation projects.
2. Encourage mode shift in service sectors and for shift workers.
3. Focus on ALICE.
4. Concentrate on future opportunities.
5. Develop programs to address seasonal congestion.
6. Get higher level private sector engagement.
7. Focus on better serving rural areas.
8. Improve coordination with WSTA.
9. Increase compliance tools.

Roger explained that the group would use a "PICK" chart to further distill the top opportunities that were worth pursuing at the retreat. Maya explained that the "PICK" chart was an iterative, subjective tool whose purpose was to categorize ideas into four distinct categories, based on a rough estimate of return on investment. As the group discussed the opportunities, Maya would manipulate their placement on the chart, and through the discussion each would land in one of four quadrants: Possible, Implement, Challenge, and Off the Table.

- Ideas that fall in the Off the Table quadrant are those that require a lot of effort and are not impactful.
- Ideas that fall in the Possible quadrant are those that don't require a lot of effort but are also not impactful.
- Ideas that fall in the Implement quadrant are those that don't require a lot of effort and are highly impactful.
- Ideas that fall in the Challenge quadrant are those that require a lot of effort and are very impactful.

Discussion summary:

Transit ridership is lower in recent years, but its community impact and market size is bigger. Focusing on ALICE is important because the pandemic revealed the importance of equity in providing transit. This may change the way we value public investments in mobility.

The group should explore in greater detail the post-COVID pandemic shift in commute patterns. Contributing factors are teleworking, with some increase in returning to office. Encouraging mode-shift for the service sector will be important.

Some board members felt that private sector engagement would fall in the “Implement” quadrant; others felt it would fall in the “Challenge” quadrant. The board agreed to place it between the two.

Engaging WSTA should fall into the “Implement” quadrant.

Most board members felt that focusing on ALICE was very important and impactful, and that it would fall in the “Challenge” quadrant. The board discussed the amount of effort required to focus on ALICE. Some members felt that it would require a high amount of effort. Others pointed out that state agencies have the staff and procedures in place already to focus on ALICE and thus it would be a low effort that only required a shift in state priorities.

Integrating TDM in transportation projects would require a high effort but would also be very impactful to increase CTR law compliance tools. The group discussed the effectiveness of requiring a “good faith effort” among jurisdictions, and wondered whether a more robust “stick” approach might encourage more significant compliance.

A [summary of the group's “PICK” chart](#):

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.

Next steps: WSDOT staff and the Executive Board will work to incorporate these and other ideas into retreat outcomes.

Legislative updates

Steve explained that the transportation budget is out for public review. Extension of the CTR tax credit is in the senate budget; it is a one-year extension of the credit to 2025 (otherwise the CTR tax credit in its current form would expire in June 2024). It is yet to be determined whether the tax credit will be approved in the final budget.

Closing remarks

Roger thanked the group for their support, participation, and engagement.

Meeting adjourned at 11:05 AM.