

Transportation Demand Management Technical Committee



Meeting Minutes

March 7, 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	X	Bryce Yadon
X	Mary Anderson	X	Olivia Kahn	X	Michael Villnave		
	Zach Carstensen	X	Veronica Jarvis	X	Dustin Watson		
	Carol Cooper	X	Staci Sahoo				

TDM Executive Board members

	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, Ricardo Gotla, Laura Moxham, Patrick Green, Carol Thompson (consultant), Stan Suchan, Brian Lagerberg, Emily Watts, Christina Noddings, Christie Stelzig

Meeting convened at 10:00 AM by Marshall Elizer.

Marshall welcomed the committee, implementers and partners and announced that the Transportation Planning Specialist, ETC (TPS) 3 position will soon be posted and that staff is conducting interviews for TPS4 position that will backfill Sylvia Crum's previous position. We received some great applications are looking forward to learning more about the candidates who are moving to interviews.

Staff is transitioning away from using CTRSurvey@wsdot.wa.gov. Please send all CTR-related inquiries to TDM@wsdot.wa.gov. We will also send this announcement via email.

Michael Villnave (non-voting member) is submitting for replacement.

Ricardo reminded the group that the transportation demand management (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.

Ricardo will follow up with the Committee via email regarding our ongoing discussions on committee member term limits.

Public comment: None

CTR 4-year plan milestone minute, public engagement – Carol Thompson

Local cities, counties, and regions are updating their CTR 4-year plans. WSDOT is providing regular “milestone minutes” at TDM Technical Committee meetings so that jurisdictions can progress through their CTR 4-year plans and remain on schedule to complete their plans. We hope that these milestone minutes make WSDOT’s guidance more accessible to our partners.

We recognize that it has been some time since we’ve talked about or exercised engagement, and that engagement may be new for some jurisdictions. Carol shared [milestone minutes](#) and a planning timeline, and indicated that jurisdictions should be working on their engagement plan now. Carol and Stan led a panel discussion with WSDOT staff, focusing on the community engagement requirement of CTR 4-year plans.

Panel discussion:

Question: If a jurisdiction is new to engagement, what techniques should they think about when developing their engagement plan?

Answer: Basic steps are not about doing all the strategies. Instead, ask your audience how they would like to be engaged. Communicate back what you heard. Identify the input you’d like to receive and how that will influence the plan. Identify decision-makers. Establish relationships before they’re needed – as well as building relationships after.

WSDOT has provided some resources:

- Fill in the blanks (WSDOT Public Transportation Division – email PTDengage@wsdot.wa.gov to request these resources):
 - Low barrier communications and engagement training power point
 - Communications and engagement plan template
- Overburdened communities are made up of people and organizations that have overlapping focus areas and networks – they’re not monolithic. Finding partners can be challenging but try: search.wa211.org
- Bigger picture with tools and methods:
 - [WSDOT Community Engagement Plan](#)
 - [USDOT Promising Practices for Meaningful Public Involvement in Transportation Decision Making](#)

Question: I’m familiar with search.wa211.org, but does it have lists of resources by area?

Answer: Yes, if you click on a category, it should pull up an interactive map with pinned locations.

Question: What if a jurisdiction wanted to exceed the minimum levels of engagement?

Answer: The minimum requirement is to have a plan and seek comments. But to do more and follow best practice we recommend engaging stakeholders in the scoping phase of your plan. We encourage jurisdictions to involve stakeholders from the beginning.

Question: How should jurisdictions handle general transportation comments (e.g., “I want better bus routes.”), that CTR grant funds may not cover?

Answer: We encourage jurisdictions to capture and send the comments to decision-makers responsible for those topics.

Question: What are the limits on CTR plans; should a jurisdiction limit its CTR scope to only affected worksites?

Answer: No, jurisdictions can make it more broad if they would like. Jurisdictions can integrate CTR into other planning processes if that makes sense for the jurisdiction.

Question: For engaging vulnerable populations, what is WSDOT's opinion on compensating individuals for their time, or providing resources so they can participate in the engagement (food, etc.)?

Answer: Compensation guidelines can assist in getting engagement from groups to increase equity. We utilize the Office of Equity guidelines located here: [Community Compensation Guidelines | Office of Equity \(wa.gov\)](#)

Question: Does WSDOT have extra funding for compensation?

Answer: During 2023 budget discussions, this Committee chose to not set aside additional funds for compensation. We don't know if funds for this purpose will be provided in the future but many WSDOT divisions are including this in their budgets. We will look into whether there is another source of funding so that jurisdictions can do this engagement work and provide compensation.

Question: I have a work site that has poor transit access. Does compensation refer to van share for commuter use?

Answer: No, this example does not meet the compensation guidelines for community engagement. An example that might meet the intent would be a transit pass that covers the cost of travel to attend a public meeting and provide comment.

Question: If I am providing incentives for community engagement do I need to amend my administrative workplan?

Answer: WSDOT has provided guidance on the approved scope for incentives in [Commute Trip Reduction Guidebook M 3136 \(2023-2025 Biennium\)](#); please refer to this guidebook first. Second, review any financial limits that may exist in your local jurisdiction. Third, review your administrative workplan to determine whether its existing language can accommodate incentives. After you have completed the above steps, and if you believe that your administrative workplan's existing language would not

accommodate incentives, please reach out to us regarding an administrative workplan amendment.

Legislative update – Bryce Yadon, Ricardo Gotla

Bryce shared key updates on the current (short) legislative session:

The legislature extended the CTR tax credit for one year.

Transportation budget was higher this year, in part due to additional funding from the Climate Commitment Act and Move Ahead Washington.

Next year's (long) session will be different because there will be new members of the senate and a new governor.

Question: Will the next session be promising for the Mobility Partnerships Grant proposal?

Answer: It depends on the outcome of this November's elections. A reminder that Community Transportation Association of the Northwest (CTANW) intends to hire a lobbyist to advance, champion, and develop strategy for this \$24 million request in the 2025 legislative session.

Retreat outcome exercise – Carol Thompson, Ricardo Gotla

Ricardo explained that the purpose of the activity was to prioritize TDM topics the group should focus on at the November 2024 retreat. Today's discussion is informed by input gathered from the December 2023 TDM Executive Board meeting.

Ricardo described the exercise. First, individuals would break out into groups of a few members each. Breakout groups would discuss two prompt questions regarding TDM topics to cover at the retreat. Second, after returning to the main group, breakout groups would report out on their discussions to the full group. Third, Committee members would take a poll, ranking the TDM topics to prioritize at the retreat.

Ricardo highlighted the TDM topics identified by the TDM Executive Board in December 2023:

TDM Topic (listed alphabetically).

- Better integrate TDM into transportation projects.
- Develop programs to address season congestions.
- Encourage mode shift in service sectors and for shift workers.
- Focus on better serving rural areas.
- Focus on ALICE (Access Limited, Income Constrained, Employed) populations.
- Framed in the post-COVID environment where work from home has replaced many SOV commute trips, focus on future opportunities and gaps or the "new normal" to reduce SOV trips.
- Get higher level private sector engagement.
- Improve coordination with WSTA, especially on budget matters.
- Increase compliance tools/uphold CTR laws.

Individuals broke into groups and discussed the following prompt questions:

1. What TDM topic you think is the most important regardless of how difficult it may be to accomplish?
2. What TDM topic would you be most willing to invest time and resources into advancing?

Group discussion:

Individuals returned to the main group reported out.

Discussion question: What topic(s) did you choose and why?

One breakout group felt that the focus should be on ALICE populations, shift workers, and the foundations of CTR work at the local level. The groups should create a space for continued learning on the CTR law. Another group noted that ALICE should address first generation Americans, language barriers, age diversification and senior engagement.

Another breakout group noted that the characteristics of rural communities differ around the state, and that access is important for rural communities.

Others felt that Washington state's needs and gaps are diverse, varying from community to community. No perfect solution for all communities throughout the state exists, and we should explore how we prioritize solutions.

Another group prioritized compliance with CTR law through ordinances and code.

Others felt that the retreat should focus on post-COVID hybrid work schedules and integration with private sector commute goals.

Question: What is the intent of the topic, "Get higher level private sector engagement?"

Answer: The spirit is increasing representation on the TDM Executive Board; enhancing integration with the private sector; and leveraging private sector resources, access, experts, and advocates.

Poll:

Maya asked Committee members to respond to a poll, and rank the TDM topics in order of importance at the retreat. The results were (in order from highest priority to lowest priority):

1. Focus on ALICE (Access Limited, Income Constrained, Employed) populations.
2. Focus on better serving rural areas.
3. Better integrate TDM into transportation projects.
4. Encourage mode shift in service sectors and for shift workers.
5. Framed in the post-COVID environment where work from home has replaced many SOV commute trips, focus on future opportunities and gaps or the "new normal" to reduce SOV trips.
6. Develop programs to address season congestion.

7. Increase compliance tools/uphold CTR laws.
8. Get higher level private sector engagement.
9. Improve coordination with WSTA, especially on budget matters.

Question: Should we delay the retreat until even further past the November election?

Answer: We chose the dates (Nov. 6 and 7, 2024) based on schedules of committee members as well as WSDOT leadership.

Setting performance targets refresher – Patrick Green

Patrick refreshed the group on the [performance target requirement](#) for CTR 4-year plans, including background, definition, the four performance target options, and process for approval of options 3 and 4.

Unincorporated Snohomish County proposed targets (decision item) – Patrick Green

Patrick indicated that choosing options 3 or 4 require Technical Committee approval. He shared a [summary](#) of [unincorporated Snohomish County's proposed option 3](#), with a 69 percent drive-alone rate. WSDOT staff recommend approval, and implementer Community Transit requests Technical Committee approval. The Technical Committee did not request additional information from Community Transit.

Decision: Does the Technical Committee approve unincorporated Snohomish County's proposed performance target?

Veronica Jarvis motioned to vote on the proposal. Olivia Kahn seconded. **The Committee approved unanimously.**

CTR Implementers' Open Floor – Implementers

Veronica Jarvis shared that on March 3 Congress released the final text for six appropriations bills that will fund portions of the Federal government, including the Department of Transportation (DOT), for the remainder of Fiscal Year 2024. Included in this funding bill is report language that supports the use of TDM as a tool for reducing congestion.

Olivia Kahn shared that the 2024 Washington State Ridesharing Organization (WSRO): has released a [call for presenters](#).

Staci Sahoo announced that Hopelink has soft launched the [Find a Ride multimodal transportation planner](#) for transportation options in Pierce, King, and Snohomish counties.

Closing remarks – Marshall Elizer

Next meetings:

TDM Technical Committee: Thursday, April 4, 10:00 a.m. – 12:00 p.m.

Meeting adjourned at 11:49 AM.