

Transportation Demand Management Executive Board



Meeting Minutes

May 23, 2024
10:00M – 12:00 PM

Microsoft Teams

TDM Executive Board members:

	Roger Millar, chair		Katie Garrow	X	Laura Johnson	X	Matt Ransom
X	Ted Vanegas	X	Celeste Gilman		Charles Knutson	X	Melanie Truhn
	Ken Casavant		Eric Hansen		David McFadden	X	Laura Watson
	Christine Cooley	X	Alex Hudson		Susan Meyer	X	Anna Zivarts
X	Richard de Sam Lazaro	X	Kirk Hovenkotter		Chris O’Claire		
X	Cathy Fazio	X	Ric Ilgenfritz	X	Lua Pritchard		

TDM Technical Committee members:

X	Marshall Elizer, chair		Jennifer Hass		Staci Sahoo		Bryce Yadon
X	Alan Adolf	X	Olivia Kahn		Heidi Speight		
	Mary Anderson	X	Veronica Jarvis	X	Kim Stolz		
	Zach Carstensen	X	Paul Muppidi*		Dustin Watson		
X	Angie Coulter		Ina Percival		Tiff West		

*Non-voting member

WSDOT staff present: Maya Agarwal, Ricardo Gotla, Stan Suchan, Patrick Green, Laura Moxham, Rebecca Jabbar, Alex Deans-Gravlee, Thomas Craig, Coby Zeifman, Colin Pippin-Timco

Ric Ilgenfritz convened the meeting at 10:02 AM.

Ric welcomed the board, implementers and partners.

Ric announced two new transportation demand management (TDM) Executive Board members: Richard de Sam Lazaro, business representative, Senior Director, Government and Corporate Affairs, Expedia Group; and Cathy Fazio, business representative, Transportation Management Administrator, Kemper Development Company, representing the Bellevue Collection. Richard and Cathy each introduced themselves.

Alex Hudson, board member from Commute Seattle, also introduced herself to the board.

Ric reminded the board of the TDM Technical Committee/TDM Executive Board joint retreat at

the Washington State Ferries building in Seattle on Nov. 6-7, 2024. This is an opportunity to inform CTR program's strategic plan and focus for next few years, build relationships among members of both the TDM Technical Committee and the TDM Executive Board, and identify strategies to deepen relationships between the two groups.

TDM Technical Committee member Veronica Jarvis announced that ACT successfully defined TDM in the Federal Aviation Administration (FAA) Reauthorization ACT of 2024. [Section 736](#) (per the [section-by-section summary](#)) requires the Government Accountability Office to conduct a study on the efficacy of Transportation Demand Management strategies at United States airports.

Public comment: None

Crystal Mountain Ski Resort recreation-based TDM program

Crystal Mountain representatives shared a [presentation](#) on the resort's parking management program including overview, origin, and goals of the program; functions, resources and benefits; guest and employee programs; unanticipated challenges; lessons learned; future plans; and goals.

Discussion with the board:

Question: What about the cost and affordability of the resort's electric vehicle (EV) charging stations?

Answer: The first four hours are free. Some people will stay for several hours beyond the free four, but most people move their cars within the four-hour timeframe. Although the motivation is unclear (e.g., cost, consideration for others) the EV charging policy seems to be working well.

Question: Does Crystal Mountain have incentivized enforcement, e.g., offering an incentive on chain-up days to encourage behavior shift and improve safety? Are there resources to educate users on chaining their tires?

Answer: Incentivizing desired behavior is a good idea. The resort is working with Washington state patrol to help with enforcement. Marketing is another part of letting people know rather than assuming people know how to chain up. The resort is working with other organizations to help with these issues rather than attempting to handle them all independently.

Question: Could valet parking be an option for EV parking?

Answer: Crystal Mountain hasn't yet explored it but is receptive to creative solutions.

Question: Could Crystal Mountain speak to the economics of its TDM program, e.g., costs, benefits?

Answer: Crystal Mountain considers its TDM program an investment. Crystal Mountain desires to increase access to the mountain and feels its TDM program is successful doing that. The resort would like to continue to improve its TDM program.

Question: What is utilization of 4+ carpool program?

Answer: Crystal Mountain saw very successful utilization of the program, and is thinking of ways to expand this program.

WSDOT Equity Focus Work – WSDOT staff

What the Public Transportation Division is doing to better understand and define equity:

Coby Zeifman [presented](#) on three recent WSDOT Equity Studies, including takeaways, solutions, data findings, and pathways forward.

[WSDOT: Public Transportation Unmet Needs Study](#)

[WSDOT: Frequent Transit Service Study](#)

[WSDOT: Nondrivers: Population, Demographics & Analysis](#)

How the Public Transportation Division is supporting equity:

Colin Pippin-Timco shared a [presentation](#) on the transit support grant program, aka Kids Ride Free, including program funding and eligibility, current grantees, and results.

Thomas Craig shared a [presentation](#) on General Transit Feed Specification (GTFS), GTFS Flex, and the OpenSideWalks sidewalk data set.

Looking forward to what's next:

Ricardo Gotla shared an overview of the Mobility Partnerships Grant. The CTR program does a great job of targeting morning commuters at large worksites in urban areas. But to better support TDM equity goals across the state, the TDM Technical Committee and diverse stakeholders developed the Mobility Partnership Grant proposal to fill gaps in state and federal funding. Two distinguishing features of the Mobility Partnerships Grant include ongoing formula funding and technical assistance to qualifying partnerships to engage community partners in identifying and supporting partnerships, designing, and piloting mobility projects for vulnerable populations throughout the state, and performance measurement.

Angie Coulter shared that a Mobility Partnership Grant messaging advisory group is fine-tuning the Mobility Partnership Grant's messaging, and that Community Transportation Association of the Northwest (CTANW) will fundraise for a lobbyist to advocate for the Mobility Partnerships Grant in Olympia. CTANW is planning a fundraising event for fall 2024. CTANW aims to advance the legislation in 2025.

Stan Suchan shared updates on the CTR equity study. The study is intended to understand elements of the CTR program that could be modified or changed to address mobility gaps, particularly for vulnerable populations. WSDOT is working with a consultant who will provide presentations at the two upcoming Technical Committee meetings on June 6 and July 11, 2024. WSDOT will also make the study available to the public and will presenting finding to the board.

Group discussion:

Question: What trends are we seeing for youth ridership in response to transit support grants?

Answer: Although the data differ by region and agency, we've seen a significant increase in ridership.

Comment: Perhaps there could be an advanced partnership between groups trying to

implement innovative strategies and knowledge/expertise within the transit agencies.

Comment: Regarding trips not taken, the numbers are stark. How do we assess economic impact? How do we get the public to consider the investments that enable youth ridership? How do we build capacity/skills to improve understanding of the data, and thus improve access? There are limits to the data set and the ways that we can use the data set to inform conversations with community members.

Comment: As youth become more comfortable with transit and building this life-long skill, there is a positive impact on families.

Closing Remarks

Ric thanked everyone for their time and reminded the group of the next meetings:

TDM Technical Committee:

June 6, 10:00 a.m. – 12:00 p.m.

July 11, 10:00 a.m. – 12:00 p.m.

TDM Executive Board:

July 25, 2024, 10:00am – 12:00pm

Meeting adjourned at 11:54 AM.

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