

Transportation Demand Management Technical Committee



Meeting Minutes

June 6, 2024
10:00 AM – 12:00 PM

Microsoft Teams

Technical Committee members:

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

*Non-voting member

TDM Executive Board members

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

WSDOT staff present: Maya Agarwal, Ricardo Gotla, Laura Moxham, Patrick Green, Wren Barulich, Carol Thompson, Stan Suchan, Brian Lagerberg, Rebecca Jabbar

Meeting convened at 10:03 AM by Marshall Elizer.

Marshall welcomed the committee, implementers, and partners and reminded the committee about the committee and board joint retreat scheduled Nov. 6-7, at Seattle Ferries building.

Kim Stolz reported on the May TDM Executive Board where there were several great presentations including:

1. Crystal Mountain Ski Resort TDM Program. They shared a [presentation](#) on the strategies that the resort has implemented, and the continuing challenges it faces.

Comment: This committee can be a great resource for organizations that are trying to figure out TDM on their own and encourages collaboration with Crystal Mountain Ski Resort and other recreational programs.

2. Washington State Department of Transportation (WSDOT) staff presented on several equity work topics:
 - Coby Zeifman shared a [presentation](#) on mobility inequities: three recent WSDOT equity studies, solutions, data findings, pathways forward, and the cost of inaction.
 - Colin Pippin-Timco shared a [presentation](#) on transit support grants and Youth Ride Free.
 - Thomas Craig shared a [presentation](#) on General Transit Feed Specification (GTFS), GTFS Flex, and the OpenSideWalks sidewalk data set.

Marshall captured committee attendance. No quorum present.

Public comment: No public comment.

CTR Equity Study – Stan Suchan, and Steer Consulting representatives Alex Doran and Emily Alter.

Alex and Emily shared a [presentation](#) on the outreach Steer has completed on the CTR Equity Study to date. The purpose of study is to understand the extent to which the current CTR program support equitable outcomes. At the next Technical Committee meeting on July 11, Steer Consulting will present its assessments and findings to date.

Question: Anything unexpected from WSDOT's perspective?

Answer: There were no surprises from WSDOT's perspective.

Question: How does accessibility and mobility and the use of mobility devices enter the equity conversations?

Answer: Folks with disability and mobility impairments are part of the groups that have specific transportation needs. Steer Consulting is looking at these groups in the assessment at a higher level as they don't have access to detailed information for employees.

Question: How are we going to embed this in other programs? Is there a long-term goal for this and how is it going to shape other programs?

Answer: WSDOT and others have all been working for years to determine how to make mobility and transportation more equitable. This is focused on the CTR program but will spur conversations beyond CTR, e.g. Statewide CTR Plan, Technical Committee conversations with legislators. When WSDOT receives Steer Consulting's results next month, we will have a conversation about how the study will be used.

Suggestion: We should consider reaching out to the active transportation program within WSDOT as they have not yet been engaged with this.

Mobility Partnerships Grant – Ricardo Gotla

Ricardo provided an update on the \$25M Mobility Partnership Grant, a new grant proposal that would focus on supporting equitable TDM programming across WA and for all trip types. Community Transportation Association of the Northwest (CTANW) intends to run a bill in 2025 legislative session.

CTANW is focused on:

- Organizing a fundraising effort to potentially commence in September. CTANY is working with Salesforce and the Expedia Group. The goal is to raise \$25,000 to hire a lobbyist to lobby this effort in the upcoming legislative session.
- Developing a new flyer.
- Building a supportive coalition.

CTR 4-year plan milestone minute –Wren Barulich

Wren led a small group breakout activity to discuss the following questions:

- Are you thinking about implementing more robust TDM requirements and strategies; if so, what are you considering? And if not, what barriers prevent you from doing so? There was no report out on this activity.

State worker vanpool subsidy update – Patrick

Patrick provided an [update](#) on the state worker vanpool subsidy, a 100% vanpool subsidy for eligible state worker employees, including background and requirements before participants may enroll.

Question: Washington State Department of Children, Youth & Families (DCYF) must be working with WSDOT to make this happen, correct?

Answer: DCYF has not yet signed their interagency agreement.

Question: Will WSDOT help with marketing materials to provide to employee transportation coordinators. Should we wait to let them know?

Answer: WSDOT does not provide marketing materials. WSDOT suggests using your existing marketing materials to get the message out.

Question: How was the program funded?

Answer: It was funded through the Multimodal Account. The amount of money is less than anticipated. These are new benefits, and we will assess the financial status at the end of the biennium.

Question: Does this cover last mile as provided by vanshare/vanpool?

Answer: Yes, it covers last mile; we believe it covers vanshare as well.

CTR 4-Year Plan Review Subcommittee – Wren Barulich

WSDOT is requesting participation from two or three committee members to participate in a subcommittee tasked with determining the process the committee will use to review submitted CTR 4-year plans. It will consist of a few workshops over July and August, prior to plan due date December 2nd. WSDOT will handle compliance requirements; a

planning background is not necessary for subcommittee members. Please reach out to Wren and let her know if you are interested in being part of the subcommittee.

CTR Implementers' Open Floor – Olivia Kahn led the discussion for implementers. Olivia asked implementers that are working on their CTR 4-year plans if they were done with engagement and if they had anything to share.

One jurisdiction shared that it had conducted their first round of engagement with CTR affected employers by survey and outreach to CTR implementers. They will also table at an open street festival in June and at derby days in July. It is a challenge to get both the CTR survey done and do the planning outreach concurrently.

Suggestion: A jurisdiction shared that in lieu of calling groups “focus” groups planners could call them “think tanks.” Some jurisdictions are reaching out to non-profits, hotels, and other groups and focusing on travelers who don’t have great transit service. It’s important to highlight the benefits of a better transit service with these groups as the incentive.

Another jurisdiction shared that one-on-one engagement has been effective.

Closing Remarks – Marshall Elizer

Next meetings:

TDM Technical Committee: Thursdays, July 11 and Sep. 5, 10:00 a.m. – 12:00 p.m.

TDM Executive Board: Thursday, July 25, 10:00 a.m. – 12:00 p.m.

Meeting adjourned at 11:59am

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