

Transportation Demand Management Technical Committee



Meeting Minutes

July 11, 2024
10:00 AM – 12:00 PM

Microsoft Teams

TDM Technical Committee members:

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

Meeting convened at 10:02 AM by Angie Coulter.

Welcome and Announcements

Angie welcomed the committee, implementers, and partners and reminded member that the committee will not meet in August. The next committee meeting is September 5.

Conference reminder: Transportation Demand Management (TDM) Technical Committee/TDM Executive Board joint retreat, Seattle, Washington State Ferries building, Nov. 6-7, 2024.

Staffing updates: Ricardo shared that Rebecca Jabbar has accepted a new position and is no longer with Washington State Department of Transportation (WSDOT). Please continue to send survey questions to tdm@wsdot.wa.gov. Carol Thompson and Christie Stelzig are both taking a leave of absence. In the meantime please direct questions to Wren and/or Patrick.

Patrick introduced new WSDOT staff member, Dani Walker. Dani introduced herself.

Public comment: No public comment.

CTR Equity Study: Key Findings – Stan Suchan, and Steer Consulting representatives

Stan provided background on the commute trip reduction (CTR) equity study and gave a summary of last month's presentation..

Steer Consulting representatives shared a [presentation](#) highlighting the equity study's key findings, social vulnerability assessments, overburdened community assessments, drive alone rate assessments, CTR and equity industry assessments, and next steps.

Discussion:

Question: I am struggling with reaching populations around worksites to understand the impact of CTR. Would you have ideas on how to engage those populations?

Answer: Community engagement techniques and relationship-building, and maintenance of those relationships, takes time. It is not an easy thing to conduct on an ad hoc basis. We suggest trying different approaches and seeing what is and is not successful, and sharing with others that are writing their CTR 4-year plans.

Suggestion: Ensure that when conducting engagement you first understand the techniques and outcomes of previous engagement.

Question: Any challenges in ascertaining the representative samples?

Answer: When creating representative samples, it was challenging to establish validity in the absence of demographic data.

Question: What should someone do if they want a map of local area?

Answer: More granular (local) maps and data will be available in the report and on request. Please send map requests to emily.alter@steergroup.com.

Stan indicated that there would be a presentation/discussion session during the last two weeks of August. We'll invite everyone who's invited to the TDM Technical Committee meetings.

CTR 4-Year Plan Review Subcommittee Follow-up – Wren Barulich

Wren shared a [presentation](#) providing a recap of the CTR 4-year plan review subcommittee's approval process and next steps.

Outcome: The subcommittee's basis of approval will be the same basis of compliance used by WSDOT. The subcommittee would like to understand trends that are coming out of the CTR 4-year plans and will create a report on trends to wrap up this work.

TDM Technical Committee and TDM Executive Board Joint Retreat Facilitation – Ricardo Gotla, Lisa Voight (Eudamonia Rising)

Ricardo reminded the committee that the desired retreat outcomes are to:

- Strengthen and deepen working relationship between the committee and board.
- Develop clear board and committee purpose and objectives.
- Generate ideas for four-year strategic plan.

Lisa Voight, who will facilitate the retreat in November, introduced herself and shared her approach:

- Initiate a discovery process in September. She will be reaching out to staff, board and committee members for the discovery process.
- Discovery results will inform the retreat agenda and exercises.

CTR 4-year plan milestone minute – Wren Barulich, Stan Suchan

Wren shared a [presentation](#) on the current milestone on the CTR 4-year plan planning timeline: “Align draft with other plans.”

Small group discussions:

There are a lot of plans that your CTR 4-year plan can be influenced by. Some examples include the Comprehensive Plan Update, Climate Action Plan, Mobility Plan, and Equity Plan. Small groups discussed, “How does your CTR 4-year plan complement other plans in your city? Are there elements of the CTR 4-year plan that directly overlap with other plans?”

Discussion highlights:

Jurisdictions shared that they were looking at sustainability plans, comprehensive plans, overlap with TDM and capital projects, and identifying places where there can be greater alignment.

Meeting adjourned at 11:55 am.

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