

Transportation Demand Management Executive Board

Meeting Minutes

July 25, 2024
10:00 AM – 12:00 PM

Microsoft Teams



TDM Executive Board members:

	Roger Millar, chair		Katie Garrow		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
	Richard de Sam Lazaro	X	Kirk Hovenkotter		Chris O’Claire		
	Cathy Fazio		Ric Ilgenfritz		Lua Pritchard		

TDM Technical Committee members:

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

*Non-voting member

WSDOT staff present: Maya Agarwal, Ricardo Gotla, Laura Moxham, Patrick Green, Wren Barulich, Dani Walker, Stan Suchan, Brian Lagerberg

Meeting convened at 10:01 AM by Matt Ransom.

Welcome and Announcements

Matt welcomed the committee, implementers, and partners, reviewed the meeting purpose, and reminded board and committee members of the Transportation Demand Management (TDM) Technical Committee and TDM Executive Board joint retreat on Nov. 6-7, 2024.

TDM Week and Week Without Driving:

Veronica Jarvis announced the state of Washington’s [proclamation of Transportation Demand Management Awareness Week](#), Sep. 16-20, 2024.

Question: Does anyone plan to host an event?

Comment: Veronica offered to support events and organization around TDM Awareness Week. It is an opportunity to remind people of the great work that is done and have the TDM acronym used more frequently.

Veronica shared the [Week Without Driving – September 30th – October 6th, 2024](#).

Staffing:

Patrick Green introduced Dani Walker, the newest member to Washington State Department of Transportation's (WSDOT's) TDM team.

Dani introduced herself as WSDOT's new employee transportation coordinator (ETC) and explained she's organizing a schedule of all annual TDM events.

Ricardo announced that a WSDOT transportation planning specialist (TPS) 2 position will be opening soon; please keep a lookout for the job announcement.

Upcoming Events:

Angie Coulter announced the [Mobility Partnerships Grant](#) fundraising event in September in Seattle – more information to come. The goal is to raise about \$25,000 to help fund hiring a lobbyist to direct legislative strategy in 2025 to authorize and fund the Mobility Partnerships Grant.

Public comment: No public comment.

Special guest speaker Jennifer Dill:

Dr. Jennifer Dill, a professor in the Nohad A. Toulon School of Urban Studies and Planning at Portland State University (PSU) and Director of the [Transportation Research and Education Center \(TREC\)](#) at PSU, specializes in travel behavior and what motivates people to choose multimodal transportation.

Professor Dill shared a [presentation](#) highlighting TDM's history, challenges, and opportunities. She described her research and demonstrated that pricing is the most impactful approach in reducing single-occupancy vehicle miles traveled.

Discussion:

Question: How do we work with jurisdictions to encourage them to prioritize safer bicycle and pedestrian infrastructure?

Answer: Safety arguments are useful, and it is compelling to share examples of project impacts on safety. The City of Portland piloted some of the best temporary infrastructure solutions that came from tactical urbanism. An example is Better Naito, a separated two-way cycle track and sidewalk; it is a wonderful example that started as a temporary PSU student project that is now permanent.

Question: A lot of TDM work is focused on consumers who experience traveling on the transportation network. What recommendations do you have for fostering partnerships with infrastructure providers and decision-makers, versus consumers?

Answer: Finding a small project to partner on can make a difference, especially those that can be an easy success. It is important to understand what will convince and motivate those potential partners; it is often evidence, an anecdote, or a story.

Comment: A commenter shared that they were involved in a DOT high-volume roadway project that included a potential new bike lane. DOT's policy was to not allow investment in a bike boulevard on a parallel street that might have been much more successful than the bike lane.

Response: It will help to understand processes and scopes that may be barriers at state DOTs, and institutionalize active transportation in state DOTs.

CTR Equity Study

Stan explained the WSDOT hired Steer Consulting to examine to what degree the commute trip reduction (CTR) program benefits vulnerable populations and tribes.

Steer representatives shared a [presentation](#) highlighting the equity study's purpose, objectives, and scope; engagement; equity definition and assessments; and preliminary findings. Key findings include:

Social Vulnerability:

- CTR affected cities generally have a higher proportion of socially vulnerable populations compared to unaffected areas.
- CTR worksites are also more likely to be in block groups with a high prevalence of social vulnerability.

Overburdened Communities:

- CTR affected cities generally have a significantly higher Environmental Health Disparities (EHD) ranking compared to unaffected areas.
- CTR worksites are also more likely to be in block groups with a high EHD ranking.

Drive Alone Rates:

- Part-time employees are more likely to drive alone than full time employees.
- There are statistically significant differences in the drive alone rates of employees based on their origin zip code.

CTR and Equity Industries:

- Professional services, construction, and health care are the most common industries in CTR affected cities.
- Healthcare is considered an essential industry and frequently employs shift workers.
- Professional services is one of the industries that most commonly employs people with disabilities.
- Other equity industries are present throughout the state.

TDM Technical Committee/TDM Executive Board Joint Retreat Facilitation

Ricardo explained that desired retreat outcomes are to strengthen and deepen working relationship between the committee and board, develop clear board and committee purpose and objective, and generate ideas for four-year strategic plan.

Lisa Voight, who will facilitate the retreat in November, introduced herself and shared that she will be reaching out to staff, board and committee members in September as part of a discovery phase. She will work with staff to develop the retreat agenda in October.

Meeting adjourned at 11:57 am.

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