

Transportation Demand Management Executive Board



Meeting Minutes

November 20, 2024
10:00 AM – 12:00 PM

Microsoft Teams

TDM Executive Board members:

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

TDM Technical Committee members:

X	Alan Adolf		Olivia Kahn	X	Heidi Speight		
	Mary Anderson	X	Veronica Jarvis		Dustin Watson		
X	Priya Balan	X	Paul Muppidi*	X	LeAnn Yamamoto		
X	Angie Coulter	X	Ina Percival				
	Jennifer Hass		Staci Sahoo				

*Non-voting member

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

Welcome and Announcements –

Meeting convened at 10:01 AM by Roger Millar.

Board member update: Anna Zivarts of Disability Rights Washington has stepped down from the Executive Board.

Roger acknowledged Susan Meyer’s service on the committee; she is retiring soon.

Public comment –

None

Board purpose – Ricardo Gotla

Ricardo shared [outcomes](#) of the Transportation Demand Management (TDM) Executive Board/Technical Committee joint retreat on Nov. 6-7, 2024 including proposed board purpose, proposed committee purpose, and potential initiatives that need to be explored to pursue the board purpose.

Discussion: Consensus/agreement: Is the board willing to pursue the purpose over the next year?

Board purpose (retreat day 1):

1. Develop a holistic TDM strategy for Washington
2. Advance policies and programs that implement the strategy
3. Foster funding and support to advance the strategy

Board members that did not attend the retreat agreed with the above strategy and regretted missing the retreat due to conflicts. One board member shared that they liked the broadness of the proposed purpose and mentioned the state's budget shortfalls ahead.

Comment: While Washington's population has grown 32 percent and its economy has grown over 40 percent over the last few years, the highway system's capacity has only increased by 2.5 percent. Thus, TDM work is important, and there is a need to tell the story to the legislature to ensure funding for the commute trip reduction (CTR) program.

Retreat: 2025 TDM Executive Board initiatives – Maya Agarwal, Ricardo Gotla

Ricardo introduced the activity and shared a [link to the proposed board purpose and list of 2025 initiatives](#).

Individual and small group activity:

1. Reflect on the board initiatives that came out of the retreat.
 - a. Is there a missing initiative for the board in 2025? If yes, what is the initiative?
2. Are you excited to work on and invest time on one or more of these initiatives?
 - a. If yes, what initiative would you support by volunteering to serve on a staff supported sprint team?
 - b. If no, what other initiatives would you be willing to support investing your time in?

Discussion:

Members of the board expressed interest in:

- World Cup initiative
- Equity focused grants
- TDM champions
- Challenges of new grant programs (e.g., minimizing administrative burden)
- Story-telling TDM stories (e.g., autonomous vehicle work)
- Health equity work as it relates to World Cup initiative

Comments among board members:

- It will be important to keep new personnel engaged and leverage connections the board already has, such as non-profit sector groups (e.g., Disability Rights Washington, Transportation Choices Coalition).
- It will be important for the new governor to be engaged in TDM work.
- It will be important to ensure that the board meets its objectives.

Question: Could you please clarify the division of labor between the committee and board's responsibilities?

Answer: The board focuses on building the authority and required resources to do TDM work. The committee would develop guidance and programs so that the allocation of funds is efficient.

TDM Pilot Project: FIFA World Cup 2026 – Ricardo Gotla

Ricardo shared an [overview of the 2026 World Cup TDM pilot project](#), including goals for the pilot project, potential match sites, and WSDOT's budget request. The purpose of the pilot is to mitigate congestion and support access across Washington, and to use the pilot to determine whether the board should recommend and champion ongoing and sustained TDM investments. Part of the pilot may include an emerging interstate bus system and planning to ensure that transportation systems are integrated with the public transportation agencies across the state. Other issues may include planning for maintenance such as graffiti and litter removal, and communication with those for whom English is not their first language.

Meeting adjourned at 11:31 AM.

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