

# Transportation Demand Management Executive Board

## Meeting Minutes

February 20, 2025  
10:00 AM – 12:00 PM

Microsoft Teams



### Attendance:

Executive Board member	Present?
Ken Casavant	No
Christine Cooley	Yes
Richard de Sam Lazaro	No
Cathy Fazio	Yes
Katie Garrow	No
Jessica Gehle	Yes
Celeste Gilman	Yes
Eric Hansen	No
Kirk Hovenkotter	No
Alex Hudson	No
Ric Ilgenfritz	Yes
Laura Johnson	Yes
Charles Knutson	No
Chris O'Claire	No
Karl Otterstrom	Yes
Lua Pritchard	No
Matt Ransom	Yes
Melanie Truhn	No
Ted Vanegas	No
Laura Watson	No

TDM Technical Committee member	Present?
Kerri Woehler, chair	Yes
Alan Adolf	No
Mary Anderson	No
Priya Balan	Yes
Angie Coulter	No
Jennifer Hass	Yes
Olivia Kahn	Yes
Veronica Jarvis	Yes
Paul Muppidi (non-voting member)	No
Ina Percival	Yes
Staci Sahoo	No
Dustin Watson	No
LeAnn Yamamoto	Yes

**Washington State Department of Transportation (WSDOT) staff present:** Patrick Green, Kelly Lauderdale, Dani Walker, Wren Barulich, Brian Lagerberg

**Welcome and announcements:**

Meeting convened at 10:00 AM by Matt Ransom.

Matt welcomed the board, implementers, and partners.

**Announcements:**

Agenda change: Jonathan Hopkins of Smart Mobility Associates has kindly agreed to discuss the Alaskan Way Viaduct closure mitigation project with the group today.

Department of Ecology Climate Roadshow invites participants from the transportation sector to participate in an April event (April 3, 1-3pm): [Registration link here](#).

WSDOT staffing: the lead data analytics position recruitment recently closed, and the team will soon conduct interviews.

**Julie Meredith (WSDOT secretary) introduction:**

Julie introduced herself as the new secretary of WSDOT. Julie is new to the secretary role but not to WSDOT. She has spent her entire 36-year career at WSDOT: starting as a technician, then becoming a professional engineer, and most recently, serving as Assistant Secretary before stepping into the secretary role. She is excited to serve on the Transportation Demand Management (TDM) Executive Board and to collaborate with board members on ways we can keep improving the way people get around. TDM is very important to furthering WSDOT's strategic goals.

**Public comment:**

Steven Polunsky (Commerce) welcomed Julie to WSDOT and the Executive Board.

**TDM success story: Alaskan Way Viaduct closure mitigation project:**

Jonathan Hopkins, Smart Mobility Associates, shared a [presentation](#) on the Alaskan Way Viaduct closure mitigation project.

The Alaskan Way Viaduct closure was a major event, and the mitigation of the closure provided some key lessons:

1. Never let a "crisis" go to waste. A troublesome event such as a road closure will provide media coverage, including information about traveling via different modes. In this case, the Viaduct was to close, disrupting traffic patterns. The public will generally pay attention to the warnings through the media. The good news is that some of the people who choose to get around a different way during the "crisis" will continue their new travel pattern even after the "crisis" is over.
2. Partnerships matter. Partner with employers who can lead by example and celebrate those companies in the media.
3. Make it easy to do something new. Reduce costs, lower contracting impediments, etc. Place the customer at the center, and make it feel like the solution was catered to them.

The group discussed the Viaduct success story.

**Comments:**

- These lessons are simple and have stood the test of time.

- In TDM, congestion mitigation opportunity is a time and money saving opportunity.
- Colorado Department of Transportation requires TDM for projects of a certain size.

*Question:* How can we expand this message to non-peak travel?

*Answer:* It is impossible to scale the message to all audiences. Recommend leveraging partnerships, especially groups that aggregate others (e.g., business associations). Groups such as the chamber of commerce, business associations, etc. can pass information along to others in their spheres.

### **TDM World Cup pilot sprint team:**

Matt Ransom and Jennifer Hass discussed the [TDM World Cup pilot sprint team](#). They are leading the effort to convene a sprint team to prototype the idea; Jennifer Hass (TDM Technical Committee) is co-chair.

The World Cup pilot is a high-impact initiative. The board understands the resource constraints, and the proposal involves a budget request. It will be highly beneficial for the state to pursue this pilot, and because the upcoming World Cup will not be the last large event in Washington, the pilot also provides an opportunity to expand the state's TDM portfolio around major events.

*Comments:*

- The World Cup aligns with the Interstate 5 restoration project. We should coordinate activities between the World Cup pilot and [Revive I-5](#).
- Secretary Meredith indicated that WSDOT will not issue linear lane closures (all projects) during peak travel. There is a committee that works across all partners, and it reviews how agencies may coordinate. She anticipates partners will coordinate.
- WSDOT would be a hub for resource allocations, but other coalitions and programmers would execute and implement the projects/programs.

Jennifer invited board members to participate in the sprint team: The first meeting will be on February 24, 2025, 2pm – 3pm, via Teams. The sprint team is an eight- to ten-week process to develop the proposal for funding. The sprint team would engage local and regional stakeholders to make it possible. Board members, Technical Committee members, board and committee non-members, and delegates are welcome to join. Interested parties should email the request to join to [Ricardo Gotla](#) and [TDM@wsdot.wa.gov](mailto:TDM@wsdot.wa.gov).

The pilot is also an opportunity for the board and committee members to engage, regardless of the result of the funding effort with the legislature. This is an opportunity to work with each other and participate in the process to develop an idea. Board and committee members can apply what they have learned from the World Cup pilot process to future initiatives.

### **Executive Board meeting agenda ideas:**

The group discussed topics for future board meetings.

*Comments (topic ideas):*

Colorado-type TDM intervention. These type interventions can be a convening element for the board. The board should invite the governor's policy staff to attend discussions around this topic.

The way that the federal government's policy shifts affect the transportation industry.

*Question:* Is the state's commute trip reduction (CTR) program funding safe?

*Answer:* This is a subject with which the board should engage. When the CTR program began in 1991, it had a \$6 million budget. The budget stayed the same until a recent increase of \$3 million. At this time, we anticipate that the program's funding is static. Matters that the board can tackle are: How should the CTR program evolve if the funding is static (i.e., should the program grow to involve more communities)? How could the program be funded?

*Suggestion:* As the CTR program's budget development progresses, the board needs to know about it. The board should receive notice when CTR program budget issues come up, so that the board can advocate for the program.

**Closing remarks:** Please join us at the next Executive Board meeting, May 21, 2025; 10:00 AM-12:00 PM.

Meeting adjourned 11:29 AM.