

# Transportation Demand Management Executive Board

## Meeting Minutes

May 21, 2025  
10:00 AM – 12:00 PM

Microsoft Teams



*The mission of the TDM Technical Committee and TDM Executive Board is to improve the quality of life for all Washingtonians by shaping and determining policies that support successful, innovative TDM programs statewide. The purpose of the committee and board is to influence broad TDM goals and targets; inform policy; and elevate the profile TDM can play in advancing collective outcomes around public health, economic vitality, climate change, and supporting thriving communities.*

### Attendance:

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

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

**Washington State Department of Transportation (WSDOT) staff present:** Maya Agarwal, Patrick Green, Kelly Lauderdale, Dani Walker, Molly Hughes, Ricardo Gotla, Allyson Ruppenthal, Don Chartock, Carol Thompson (consultant)

### **Welcome and Announcements:**

Meeting convened at 10:01 AM by Matt Ransom.

Matt welcomed the board, implementers, and partners.

### **Announcements:**

Executive Board member Katie Garrow has resigned. She was promoted to Executive Secretary-Treasurer of MLK Labor; WSDOT staff are working with her to find another MLK Labor representative to serve on the board.

Upcoming conferences:

[Washington Traffic Safety Summit](#), July 15-17, Spokane.

[International Association for Commuter Transportation \(ACT\) conference](#), August 3-6, New Orleans, LA.

[Public Transportation Conference](#), “Navigating Today for Tomorrow,” August 18-20, SeaTac.

[Washington State Ridesharing Organization \(WSRO\) conference](#), “The Art of Transportation,” September 28-30, Tacoma.

[Community Transportation Association of the Northwest \(CTANW\) Summit](#) concluded early this week.

Introduction to Kerri Woehler, Assistant Secretary, WSDOT Multimodal Development & Delivery. Kerri announced retirement of WSDOT Public Transportation Division (PTD) director, Brian Lagerberg. Molly Hughes will serve as PTD acting director.

**Public comment:** None.

**Legislative session highlights** – Ricardo Gotla, Kirk Hovenkotter

Public transportation budget: All commute trip reduction (CTR) programs are fully funded. World Cup funds are spread throughout WSDOT; PTD responsible for oversight of some of those funds.

CTR tax credit: CTR tax credit expired, didn't get renewed.

Kirk Hovenkotter shared about the [Megaproject for safety: fixing WA's most dangerous roadways](#). This 2025-27 legislative session was a tougher budget session with deficit and loss of key champions. Acknowledged Disability Rights Washington and Commute Seattle for championing transportation demand management efforts with legislature. We defeated e-bike and transit taxes. Transportation oriented development (TOD) bill involved land use and transportation; we are supportive of TOD as we know that clustering housing around transit increases use of non-motorized transportation modes.

Cecelia Black, Disability Rights Washington, shared successes: transit rider representation bill (public transportation benefit association boards can add two new members – one transit rider and one commute agency representative), and no more driver identification requirements for jobs where a driver's license is not required for the work (known to perpetuate inequities and barriers to jobs).

**World Cup pilot sprint team** – Veronica Jarvis, Matt Ransom

Matt Ransom shared that the original intent of the sprint team was to address employee access during the World Cup event in Seattle (2026), and to consider transportation demand management (TDM) options. When the World Cup pilot sprint team understood that the initial pilot proposal (\$20 million) wouldn't get fully funded, they pivoted to a budget proviso. The group was very engaged, and it helped that the forum had already been created when the need for activation of TDM efforts arose; this highlighted an ongoing need during legislative sessions (to be able to defend funding).

Veronica Jarvis shared that state agency(ies) can make requests in the budget (they can do this directly with legislators as well) for specific outcomes; this is a proviso. The World Cup pilot sprint team developed an understanding from feedback was that the initial \$20 million request was too high, so they developed an alternative with more flexibility, less specificity – and considered how we can leverage for things that would be useful to the region long-term. Even though it wasn't successful this time, knowing that group can do it is valuable. It points to the need to be able to more effectively communicate TDM's return on investment.

Matt highlighted that we and our partners also defended CTR funding that was at risk of going away in the 2025-27 state budget. This was an effort that the World Cup pilot

sprint team was well positioned to respond to. The group of people who defended CTR funding was comprised of implementers, board members and technical staff; this diversity was a strength. The experience highlighted the importance of being aware of the funding landscape and remaining nimble. The team was outcome-oriented, even if a shift in approach was required.

None of this was wasted work. Other opportunities and challenges like the World Cup and budget cuts will come up again. The board and its partners need to be prepared.

### **TDM community highlights: CTR funding advocacy** – Alex Hudson, Patrick Green

Alex Hudson shared that recently, CTR funding was threatened to be reduced in the 2025-27 state budget. The group of people who were involved in preservation of CTR funding was comprised of implementers, board members and technical staff. The group drafted a letter using the CTR implementers' email list, and sent the letter out, with a very clear and concise request for signature. In under 24 hours the letter received 20 organizational sign-ons – transit agencies, mayors, non-profits included. The letter also received signatures from 60 individuals, including implementers. Ten people signed up to testify before the legislature. As a result, all CTR funding was restored. We learned that the CTR network was beneficial, enabling the group to do grassroots as well as internal legislative efforts. A suggestion was that WSRO could embody some of the ongoing organized advocacy work.

Patrick Green shared a [presentation](#) on CTR funding from the May 1, 2025 TDM Technical Committee meeting. The presentation led to reflections that people in the TDM world were galvanized, and that there is a need to establish a forum for risks and opportunities.

### **Strategic planning (group discussion)** – Ricardo Gotla, Matt Ransom

The executive board has the ability to do big and important things: advance TDM World Cup pilot as an WSDOT agency request and budget proviso and preserve CTR funding when threatened. The group has demonstrated its ability to focus on systematic strategies.

Question to group: given these successes and our strengths, what [initiatives identified at the 2024 board retreat](#) should the board prioritize for the next 12 months?

The board's purpose is:

Develop strategic plan for how we want to move TDM forward in Washington.

Advance policies and programs that continue to propel work forward (implement the strategy).

Foster funding and support to advance strategies.

The group discussion identified board priorities:

Appetite to look beyond the commute – looking at program and thinking about data gathering value adds.

Thinking about events, other trips – try to find space and opportunity in program by considering those aspects that aren't valuable.

Determining what the statewide TDM goals are before understanding the next steps.

Better harnessing the power of constituency – recognize that commute is still a small percentage of trips overall.

Using opportunities in transportation multimodal infrastructure – changes are good opportunities to change behavior.

Focusing on key partnerships.

Storytelling:

- multimodal transportation is an ecosystem
- need to have the right components to foster behavior change
- it's hard to prove the negative (trips not taken)

Integration into capital projects – we can't build our way out of this.

Come up with plan between now and late fall:

- can we ascertain understanding of why CTR got stuck in committee
- leverage partners - advocates and others - in telling the story/benefits – not just when session is underway – but before

Acknowledging land use and housing – talk about TDM as co-benefit of the things that are in the spotlight – highlight the value of these tdm strategies and benefits – and reach other stakeholder groups.

TDM as a tactic to accomplish housing and transportation affordability.

Standing up subcommittee and expanding reach.

Strategically call out TDM plan references in delivery of capital projects/infrastructure (regional mobility grant requirement?).

Identifying partnerships through environmental impact outreach.

Education and outreach for legislators – demystifying TDM/CTR (and education to public) - address safety concerns.

Operational next steps:

next board meeting strategic plan design process – so that folks can think about participation

engaging with legislators

**CTR program milestones** – Veronica Jarvis

Veronica shared a [presentation](#) about Thurston Regional Planning Council's experience in development of CTR local plans, and the community connections created.

**Closing remarks – Matt Ransom**

Thank you all for your time, engagement, and valuable contributions today. We've had a productive discussion covering key topics including core CTR programming and larger strategic TDM initiatives. As we move forward, I encourage everyone to think about how you they stay involved. Please let staff know if you'd like to participate in strategic planning work. Our collaboration is what drives progress, and today's meeting was a great example of the impact we can make together. If you have any follow-up thoughts or agenda suggestions, please don't hesitate to reach out to me or staff.

The next TDM Technical Committee meeting is scheduled for June 5, 2025, from 10 a.m. to noon, and the next TDM Executive Board meeting will be held from 10 a.m. to noon on July 23, 2025.

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