

Transportation Demand Management Executive Board

Meeting Minutes

July 23, 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:

TDM Executive Board member	Present?
Cecelia Black	No
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	No
Alex Hudson	Yes
Ric Ilgenfritz	No
Veronica Jarvis	Yes
Laura Johnson	No
Charles Knutson	No
Julie Meredith, chair	Yes
Chris O'Claire	Yes
Karl Otterstrom	No
Travis Phelps	No
Lua Pritchard	No
Matt Ransom	Yes
Melanie Truhn	No
Ted Vanegas	Yes

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

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

Welcome and announcements:

Meeting convened at 10:01 AM by Kerri Woehler.

Kerri welcomed the board, implementers, and partners.

Welcome to WSDOT Secretary Julie Meredith as the new transportation demand management (TDM) Executive Board chair. Kerri shared Julie's remarks on her behalf: Julie is honored to chair the TDM Executive Board at a pivotal moment, when we need bold state leadership and a community to champion integrated solutions that help people and goods move safely, sustainably, and equitably across Washington. TDM is no longer a side strategy; it's central to how we build a system that reflects WSDOT's vision and values.

TDM helps us reduce congestion, improve safety, and expand access — all while making smart, cost-effective investments that deliver real value to Washington communities. We cannot build our way out of congestion. But we can manage demand through innovation, partnership, and programs that reflect our values of equity, sustainability, and engagement.

TDM is a climate strategy, a safety strategy, and a community strategy. It helps reduce emissions, makes the system safer for all modes, and ensures more people, especially those historically underserved, can reach opportunity.

The TDM Executive Board has a clear charge: develop a strong statewide strategy, shape the policies that implement it, and foster the funding to make it real. In the coming year, Julie is excited to work with the board to elevate TDM in state decision-making, secure support for equity-driven grant programs, and strengthen partnerships with business, legislators, and national peers. To meet the moment, we must grow champions; in the legislature, in communities, and in the private sector; who see TDM as essential to Washington's future.

Julie's role is to help lift up the work of this board and create the momentum needed for long-term support, innovation, and investment in TDM strategies.

Welcome Veronica Jarvis as new TDM Technical Committee vice chair.

Ricardo introduced Kendra Trachta as the new WSDOT data team lead, and Sasha James as a new Transportation Planning Specialist.

Upcoming conferences:

[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.

Public comment: None.

Seattle-Tacoma International Airport TDM program – David Tomporowski

David Tomporowski, Transportation Access Program Manager with Seattle-Tacoma International Airport (SEA), shared a [presentation](#) on transportation and funding challenges, and TDM opportunities, for SEA's workforce. SEA's employee transportation program: "SEA MOVES," offers various TDM programs and incentives for those commuting to SEA.

Comment: SEA's proposed airport employee commuter bus service (currently under feasibility study) is interesting. King County Metro would be interested in partnering with SEA and sharing relevant data, to help enhance access to airport.

Question: What is the potential for putting a toll on Airport Expressway, to generate revenue to use towards these types of commuter incentives?

Answer: Tolling is possible, and it would generate revenue, but it would require additional study to determine the implementation and outcomes, e.g., how revenue could be used, where toll collection would occur, toll integration with motor vehicle parking, and traffic diversion. SEA may continue to look at a tolling option in the future.

Question: Has SEA's proposed airport employee commuter bus service launched?

Answer: Currently at request for proposal stage. May have soft launch by end of 2025, with a full launch in 2026.

Question: As SEA evaluates the program, has SEA considered collecting data on accrued health benefits of participating employees? This could enable funding from health care entities.

Answer: Some of the data collected may be privileged information that SEA cannot access. The priority data to collect will be mode shift data, but this is still an interesting point.

Comment: The TDM Executive Board should follow this effort. It would be good to have an update next year.

TDM community highlight: city of Vancouver residential TDM program – Olivia Kahn

Olivia shared a [presentation](#) on City of Vancouver's residential TDM program, "Get There Vancouver." The pilot program builds on the success and infrastructure of the commute trip reduction (CTR) program, and is a local TDM program funded via [WSDOT's regional mobility grant program](#). The program targets people who are moving residences, and who are thus undergoing a big shift in their lives; the program capitalizes on the opportunity to encourage behavioral change.

Implementation of the program required a foundational knowledge of CTR, which enabled staff to develop institutional knowledge of programming. Moving forward, program resources will focus on program implementation and process improvement. The program was especially helpful for multifamily property managers who don't have resources to reach out to residents; they benefited from ready-to-use materials provided by the city (thus avoiding a significant investment of multifamily property managers' time).

Most of the employees that generate traffic on highways and arterials during the CTR program's Monday-Friday 6:00 AM-9:00 AM window are traveling to worksites in the nearby Portland, OR metro region, outside of Vancouver, WA. The Get There Vancouver program allows the City of Vancouver to meet people with TDM efforts where they are, at their residences.

TDM story telling – Wren Barulich

Wren shared a [presentation](#) on showcasing statewide TDM efforts. The CTR program budget is approximately \$12 million (approximately \$3 million from Climate Commitment Act, \$6 million from multimodal account, and \$3 million from regional mobility grants). State of Washington's [legislative budget notes](#) for the 2025-27 biennium and 2025 supplemental indicate that for 2027-29 and 2029-31, there are no new planned grants

for Regional Mobility or Rideshare grants. Transportation Demand Management Grants are reduced by \$5.7 million in 2027-29 and 2029-31. This represents a risk to future CTR program funding.

During the [2024 TDM Executive Board/TDM Technical Committee retreat](#), the group articulated that the TDM Executive Board's purpose is to foster funding and support to advance the CTR program's strategy.

It will be important to communicate to the legislature the importance of the CTR program for the people of Washington. A staff-supported sprint team needs two to three board members to help craft communications. If you are interested in joining a sprint team in the fall – kicking off in September, please send us an e-mail at TDM@wsdot.wa.gov.

Cultivate TDM champions – Ricardo Gotla, Veronica Jarvis

Because there is a risk of losing CTR future in future biennia, the Board should develop TDM champions to proactively address this issue. This effort falls within the Board's responsibilities.

We propose a WSDOT-supported, partner-led effort to:

- Develop communication materials that will be used as a tool to educate the value and importance of CTR and RMG funding to decision-makers for the 2027-29 biennium.
- Link CTR to state priority issues, e.g., housing, climate, supporting vulnerable populations, safety, efficiency (budget challenges).

Comment: We should communicate the value and impact of the CTR program today, and what would need to change to grasp future opportunities.

Comment: Both presentations today (TDM programs at SEA and City of Vancouver) highlight the success of delivering TDM programs to Washingtonians. We should develop how we share these important, impactful stories with legislators.

Comment: All of us have channels for talking about our stories locally but we should consider ways to bring these stories together to make a statewide story, because the decision-makers are thinking at statewide level.

Comment: WSDOT's role is to help facilitate and convene, provide technical support and data, prepare together educational materials; we are in service to the board and committee.

Comment: We should understand which legislators are CTR allies, so we can start talking to them early. In this uncertain budget situation, it's never too soon to get started.

We are seeking volunteers to support this Board initiative. The group will report out at the November 20, 2025, TDM Executive Board meeting. If you are interested in joining this effort, please contact Veronica Jarvis at jarvisv@trpc.org or WSDOT at TDM@wsdot.wa.gov.

Closing remarks – Kerri Woehler

Next meetings:

No TDM Technical Committee meeting in August. Next TDM Technical Committee meeting: September 4, 2025; 10:00 a.m. – 12:00 p.m.

TDM Executive Board: November 20, 2025; 10:00 a.m. – 12:00 p.m.