

# Transportation Demand Management Technical Committee

## Meeting Minutes

May 1, 2025  
10:00 AM – 12:00 PM

Microsoft Teams



### Meeting decisions: None

*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:

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

<b>Executive Board member</b>	<b>Present?</b>
Cecelia Black	No
Ken Casavant	No
Christine Cooley	No
Richard de Sam Lazaro	No
Cathy Fazio	Yes
Katie Garrow	No
Jessica Gehle	No
Celeste Gilman	No

<b>Executive Board member</b>	<b>Present?</b>
Eric Hansen	No
Kirk Hovenkotter	No
Alex Hudson	No
Ric Ilgenfritz	No
Laura Johnson	No
Charles Knutson	No
Chris O'Claire	No
Karl Otterstrom	No
Lua Pritchard	No
Matt Ransom	No
Melanie Truhn	No
Ted Vanegas	Yes
Laura Watson	No

**Washington State Department of Transportation (WSDOT) staff present:** Patrick Green, Kelly Lauderdale, Dani Walker, Wren Barulich, Ricardo Gotla, Allyson Ruppenthal, Jeanett Mallett, Laura Moxham, Carol Thompson (consultant)

### **Welcome and Announcements:**

Meeting convened at 10:01 AM by Kerri Woehler.

Kerri welcomed the committee, implementers, and partners.

### **Announcements:**

Kerri Woehler shared that Commute Seattle Executive Director (and transportation demand management [TDM] Executive Board member) Alex Hudson discusses commuting trends in Seattle on KUOW ([KUOW - More Seattleites are driving solo to work, but they don't like it](#)).

Kerri also announced that the Washington State Transportation Commission (WSTC) has just opened a statewide public survey to help shape the state's [long-range transportation plan](#) – Washington Transportation Plan (WTP) 2040 & Beyond. Please consider taking the [survey](#).

Ricardo Gotla provided a budget update for Public Transportation. The budget appears to be status quo as of now, and additional funding (mainly pass-through funds) was provided for the World Cup. However, the budget is not final until the governor has signed it.

*Question:* The Transit Coordination Grant is not funded. Is there a possibility that it will come back? Did that funding go to the World Cup?

*Answer:* Ricardo will find the answers and get back to the committee.

*Question:* Is there funding for TDM in the World Cup budget?

*Answer:* The World Cup budget did not include TDM in the final budget.

*Question:* Who is coordinating TDM messaging for the World Cup?

*Answer:* We have not identified that yet, but it will most likely be coordinated through the Management of Mobility Division and the Communications Division at WSDOT. It will be a robust communication plan, but WSDOT is just one of the partners. Many organizations will be involved in communications.

Patrick Green provided a Commute Trip Reduction (CTR) Tax Credit update ([HB 1043](#)), stating that the credit was not extended for this year.

*Question:* Will we be looking at the exact same tax credit package for next year?

*Answer:* Yes, it will look the same for next year's short legislative session. This committee decides the course of this work.

*Question:* Could we get the number of applications?

*Answer:* Yes. Patrick will work with WSDOT data analysts to process the raw data and provide the information to the committee.

### **Public Comment:**

Matthew Trecha, City of Seattle DOT, Washington State Ridesharing Organization (WSRO) Chair, provided a reminder to register for the [2025 WSRO conference](#). The call for conference speakers has been extended to May 31. Conference speakers will need to complete the [speaker submission form](#).

### **Administrative workplan announcement:**

Patrick Green discussed that WSDOT is preparing for the CTR grant renewal process. CTR grantees should use their previous plan as the basis of this work. Look for an email from Patrick next week regarding the next steps for the administrative work plan preparation.

### **State transportation budget process overview:**

Patrick Green shared a [presentation \(Commute trip reduction: Funding past, present, and future\)](#) which covered: the 25-27 budget timeline; a history of revenue packages and appropriations; funding accounts (Climate Commitment Act Account [CCA], Multimodal Transportation Account [MMA], Carbon Emissions Reduction Account [CERA], State Vehicle Parking Account); and budget provisos.

*Questions:* Will the presentation be shared?

*Answer:* Yes, it will be posted to the Technical Committee website.

Patrick led a breakout activity that asked the following questions:

In session, CTR funds were potentially reduced due to loss of MMA funds. How did you react? What did you do in response?

What did you learn in the process?

What do these lessons mean for your work?

Some of the responses from the activity included the following:

WSDOT can't lobby

Information sharing is critical  
The tax credit loss was a disappointment  
Turn to the Washington State Transit Association (WSTA) for advocacy  
Regional partners have more nimbleness  
Lesson on the importance of CTR  
Surprised by leadership conversations  
Business community support is critical for advocacy and participation  
Education is needed; are we making the case for CTR (triple bottom line, in-house education)?  
More public engagement  
Identify a collaborative education forum to support legislation for public and private entities  
Integrate TDM into more funding opportunities  
Proactively connecting with businesses allows us to garner support quickly  
Local governments can't pivot quickly to respond to legislative decisions  
With all of us strengthening partnerships locally/regionally, we would benefit from a centralized platform/organization that would lead on the policy-related agenda, education, and coordination  
We need relationships with influential businesses, non-profits, and community-based organizations and structures to activate them to testify, send letters, etc., in support of the continuation of our funding  
We need research-based white papers on how our work solves world problems  
Integrating TDM into capital projects  
Although the budget did not look great, and we had great work plans. I was excited to have conversations with partners (e.g., C-TRAN) about removing barriers  
Build relationships—keep building and maintaining them in preparation for downturns  
Be able to scale projects up and down as needed; have a robust communications plan; address safety issues (i.e., immigrants and refugees), and continue to create forums to activate the community to advocate  
Having conversations now helps us prepare for the future

### **Implementers' open forum:**

Kerri provided an open forum to give implementers and partners an opportunity to share issues, challenges, other relevant matters, and announcements.

No comments were made.

### **Closing remarks:**

The next TDM Executive Board meeting will be held from 10 a.m. to noon on May 21, 2025, and the next TDM Technical Committee meeting is scheduled for June 5, 2025, from 10 a.m. to noon.

Meeting adjourned at 11:33 a.m.

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