

# Transportation Demand Management Technical Committee

## Meeting Minutes

June 5, 2025  
10:00 AM – 12:00 PM

Microsoft Teams



**Meeting decisions:** Approved technical committee vice chair

*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	Yes
Olivia Kahn	Yes
Veronica Jarvis	Yes
Ina Percival	Yes
Staci Sahoo	No
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	No
Jessica Gehle	No
Celeste Gilman	No
Eric Hansen	No

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

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

### **Welcome and Announcements:**

Meeting convened at 10:00 AM by Kerri Woehler.

Kerri welcomed the committee, implementers, and partners.

### **Announcements:**

Kerri announced retirement of WSDOT Public Transportation Division (PTD) director, Brian Lagerberg. Molly Hughes will serve as PTD acting director.

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.

**Public comment:** None.

### **Executive Board May 21 meeting debrief – Veronica Jarvis**

Highlights included:

Discussion about proposed commute trip reduction (CTR) funding cut;  
Incorporated transportation demand management (TDM) into the World Cup 2026 funding;

World Cup sprint team pivoted to engaging implementers re: the proposed CTR funding cut;

Discussion about how the board should communicate the story of CTR's importance to the legislature; there was interest among the board in having the discussion sooner rather than later.

*Question:* Can there be a group that connects with the legislature?

*Answer:* Recommend connecting with your local legislators – inform at the local level. Have a toolkit; and communicate and engage often. This may require education among the implementers. Recommend putting TDM on the agenda and making it the issue; or look at current conversations, and bring TDM to that venue.

### **Technical Committee half-year recap discussion – Jennifer Hass**

Jennifer shared a [presentation](#) of the committee's accomplishments over the past few months. Highlights included:

Executive Board retreat identified goals to drive toward, and the committee's role. This discussion led to the World Cup sprint team and coordinated response to the proposed CTR budget cut. This may not have emerged in the anticipated way but was a great success.

Other highlights of the past few months: updated committee membership, approved CTR 4-year plans, and conducted CTR surveys.

Looking forward: TDM strategic planning, committee recruitment, qualitative engagement review, CTR 4-year planning evaluation workshop, CTR program reports, CTR report to legislature, CTR administrative workplans.

Additional changes include transitions among WSDOT leadership.

### **DECISION: Approve technical committee vice chair – Ricardo Gotla, Kerri Woehler**

Reminder that the committee needs a vice chair, per the [bylaws](#). The committee has had a vice chair in the past.

Vote to approve Veronica Jarvis as technical committee vice chair:

Motion: Ina Percival

Second: Alan Adolf

**In favor: Unanimous**

Opposed: none

### **WSDOT and partners roles overview – Allyson**

Allyson shared a [presentation](#) that outlined the vision, mission, and values of WSDOT's Public Transportation Division; the work of the Division; and organizational charts.

### **Local CTR Plans Engagement Review – Wren**

Wren shared a [presentation](#) on the qualitative engagement review process for local CTR 4-year plans; including common and contrasting practices, approaches to vulnerable populations, and resources.

Meeting attendees broke into small groups to discuss the following questions:

What did implementers find the most valuable during their engagement process? (If you did not participate in this process directly is there something you found valuable in engagement processes you've seen)?

How do you think the committee should use this information to inform the next planning cycle?

Small breakout groups reported back to the larger group. Highlights included:

It's challenging to engage employers.

What could be done better to engage folks around mobility to facilitate engagement when it is needed? State level marketing (e.g., continual, simplified messaging) could be helpful; there used to be funding for this level of communication.

Partnership through metropolitan planning organization (MPO) helped.

### **Legislative session highlights – Ricardo Gotla**

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.

### **Implementers' open forum – Kerri Woehler and All**

The purpose of the open forum is to give implementers and partners an opportunity to share issues, challenges, announcements, and other relevant matters.

A partner shared about [Switch Your Trips WA](#), a turnkey TDM incentive trip-logging campaign occurring in October.

### **Closing remarks – Kerri Woehler**

Next meetings:

TDM Technical Committee: July 9, 2025; 10:00 a.m. – 12:00 p.m.

TDM Executive Board: July 23, 2025; 10:00 a.m. – 12:00 p.m.

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