

# Transportation Demand Management Technical Committee

## Meeting Minutes

July 9, 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	Yes
Priya Balan	Yes
Joel Barnett (non-voting member)	No
Angie Coulter	Yes
Jennifer Hass	Yes
Olivia Kahn	Yes
Veronica Jarvis, vice chair	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	Yes
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
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, Wren Barulich, Patrick Green, Kelly Lauderdale, Dani Walker, Molly Hughes, Ricardo Gotla, Kendra Trachta, Carol Thompson (consultant)

#### **Welcome and announcements:**

Meeting convened at 10:00 AM by Kerri Woehler.

Kerri welcomed the committee, implementers, and partners.

Welcome Veronica Jarvis as new committee vice chair.

#### **Announcements:**

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.

[Association for Commuter Transportation \(ACT\) TDM Forum](#), October 28-29, Portland.

Ricardo introduced Kendra Trachta as the new WSDOT data team lead. Kendra comes to WSDOT Public Transportation Division (PTD) from the Employment Security Department. With two master's degrees (data analytics and information studies), she'll dive right into developing and analyzing our data sets while leading our amazing team of data analysts.

**Public comment:** None.

**Optimizing CTR programming** – Veronica Jarvis, Kelli Refer

Veronica and Kelli led a discussion on optimizing commute trip reduction (CTR) performance data.

Meeting attendees questioned whether CTR data could be better leveraged to help decision-makers see the value CTR delivers to the state, and questioned alternative data sources to measure performance and storytelling. Meeting attendees questioned how implementers are using the data to improve worksite programs.

Jennifer expressed that the depth of data is sufficient to answer staff and legislative questions about the program and program performance.

One implementer expressed a lot of value in worksite data which is used to develop Employee Report Cards and help compare similar worksites.

*Action item:* It was suggested that this topic be addressed further at the next transportation demand management (TDM) Technical Committee meeting as the group ran out of time.

*Action item:* Veronica requested that staff begin advancing TDM Executive Board retreat initiative to develop legislative champions and include it as a July 23, 2025 TDM Executive Board meeting agenda item.

### **City of Vancouver regional mobility grant (RMG)-funded 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).

### **CTR funding formula update** – Wren Barulich

Wren provided an update on the 2025-2029 CTR funding formula distribution. We are still analyzing newly submitted worksite data and expect to finalize the funding distribution in the next week or two.

### **CTR-affected cities update** – Maya Agarwal

Maya provided a [presentation](#) and update on the CTR-affected cities project. WSDOT is still analyzing the project's data and options and will likely have a recommendation for the committee's consideration at the September 4, 2025 meeting.

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

No comments from implementers.

**Closing remarks** – Kerri Woehler

Next meetings:

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

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

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