

Transportation Demand Management Technical Committee

Meeting Minutes

September 4, 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.

Meeting decisions: Develop joint program for worksites affected by RCW 70A.15.4100 (2) when state agency co-located worksites are unable to develop an individual CTR program.

Attendance:

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

TDM Executive Board member	Present?
Cecelia Black	No
Ken Casavant	No
Christine Cooley	No
Richard de Sam Lazaro	No
Cathy Fazio	Yes
Jessica Gehle	No
Celeste Gilman	No
Eric Hansen	Yes
Kirk Hovenkotter	No
Alex Hudson	No
Ric Ilgenfritz	No
Veronica Jarvis	Yes
Laura Johnson	No
Charles Knutson	No
Julie Meredith	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, Ricardo Gotla, Kendra Trachta, Sasha James, Allyson Ruppenthal, Don Chartock, Carol Thompson (consultant)

Welcome and announcements:

Meeting convened at 10:01 AM by Veronica Jarvis.

Veronica welcomed the committee, implementers, and partners.

Announcements:

Upcoming conferences:

[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. The format has changed to two topics per day.

New transportation demand management (TDM) technical committee members:

Renée Tebow, Budget Advisor to the Governor – Transportation, is the new Office of Financial Management (OFM) representative on the committee. Renée introduced herself and shared that among her varied experience she previously worked in private consulting.

Jennifer Hass will be stepping down from the committee as one of the committee’s transit agency representatives. WSDOT is working with Washington State Transit Association (WSTA) to identify her replacement. The October meeting will be her last meeting.

WSDOT staffing updates:

Ricardo Gotla introduced new TDM team member, Sasha James, Transportation Planning Specialist 4.

Ricardo will be accepting a temporary nine-month planning position in the WSDOT Olympic region, starting in late September. More details to come.

Don Chartock announced that he will be the new WSDOT Public Transportation Division (PTD) director.

Patrick Green announced that Dani Walker has left the TDM team and is now with the WSDOT multimodal planning team.

Committee voting procedures:

Maya Agarwal informed the committee that the practice of conducting committee votes via email is not in agreement with Washington’s open public meetings act, or with state law. Going forward, all committee votes must occur during open public meetings, and the committee must have quorum to vote. Quorum is critical for conducting committee business in a timely manner.

Question: Does this create opportunity for quick unscheduled meeting to vote, if committee does not have quorum during the committee meeting?

Answer: We are not sure; we will look into this and find an answer. Meanwhile, it is important for committee members to attend committee meetings so that the committee can conduct its business, especially decisions. Please let us know if you cannot attend.

Olivia Kahn announced that she will be out on maternity leave November to March, and has been coordinating with staff for someone to attend committee meetings in her absence.

Public comment: None.

DECISION: Co-located state agency worksites policy – Patrick Green

Patrick shared a [presentation](#) and recommendation on co-located state agency worksites.

Vote to develop joint program for worksites affected by RCW 70A.15.4100 (2) when state agency co-located worksites are unable to develop an individual commute trip reduction (CTR) program:

Motion: Ina Percival

Second: Alan Adolf

In favor: Unanimous

Opposed: none

Abstain: none

Optimizing CTR programming follow-up – Veronica Jarvis, Kelli Refer ([Move Redmond](#))

Veronica and Kelli led a discussion to follow up on their July 9 discussion, on optimizing CTR performance data.

Comments:

Kelli expressed an interest in doing more education and implementing TDM best practices, not only with employee transportation coordinators (ETCs), but also, more importantly, with decision-makers.

Veronica would like to spend more one-on-one time working with people at worksites on trip planning versus sharing options over email and thus creating more impact.

Olivia Kahn discussed one-on-one support as a value add. From her experience implementing CTR at the city level, she understands that approaching businesses has high value, but there are challenges with doing that outreach as a local government entity. How can a city have a nonprofit entity do that kind of outreach? Also would like to bring smaller businesses into the CTR program on a voluntary basis. A meeting attendee suggested [Whatcom Smart Trips](#) as doing this kind of work in Bellingham.

Kelli shared about a vanpool event with Honeywell, which has shift workers that begin their day at 4:00 AM (and who cannot take public transit, which is not operating at that time of day). Staff went to Honeywell at 4:00 AM to discuss one-on-one and help build support for CTR.

Alan Adolf shared about the challenges of outreach to rural worksites where much of the work is hands-on. Ina Percival talked about using survey results to demonstrate satisfaction with CTR options, in which those who drive alone have the highest levels of dissatisfaction with their commutes. Alan speculated that levels of dissatisfaction with

drive-alone commutes would likely be less in rural areas, where congestion is lower than in urban areas. Veronica reminded the group that the cost of fuel and the distance of rural drive-alone commutes could encourage people to favor CTR options. Patrick offered WSDOT assistance to implementers with making sense of commute data.

CTR-affected cities project revised recommendation – Maya Agarwal

Maya shared a [presentation](#) and revised recommendation for the project. No committee vote was required for this agenda item.

Revised recommendation:

Notify potential CTR-affected cities about the CTR program.

Study alternatives to “one hundred person hours of delay for a highway segment” as a congestion measure for the CTR program, via the forthcoming Statewide Multimodal Transportation Plan.

Develop administrative, policy and funding recommendations for absorbing new cities into the statewide CTR program.

Question: What is the timeline for bringing new CTR-affected cities into program and funding?

Answer: We are unsure, but new CTR-affected cities probably wouldn't be positioned to join the program until 2027-29.

Comment: Jurisdictions will need to add new CTR-affected cities to their work plans; it will be a long process.

Question: Will potential new CTR-affected cities be contacting implementers directly?

Answer: WSDOT will be the first contact for potential new CTR-affected cities.

Remember that not all potential new CTR-affected cities will have an affected worksite; cities must have an affected worksite in order to trigger the CTR law.

Upcoming TDM communications – Wren Barulich

TDM storytelling: We are preparing a summary of TDM narratives for the legislature; we have received six TDM stories so far. We anticipate creating one-page summaries from the stories we received. We are still accepting program highlights, quotes, and images for the mobility report. We may reach out if we need more information. We are hoping for volunteers, likely in September or early October, to review and provide feedback on the one-page summaries. Please contact Wren (wren.barulich@wsdot.wa.gov) if you would like to volunteer to review.

The Statewide CTR plan and mobility report are no longer in draft form. We are finalizing the accessibility check on the document and will post it when it is ready.

Implementers' open forum – Veronica and All

Question: Have any implementers found a way to do a prize drawing for completing a survey, without having to send them outside of the survey tool to another survey?

Answer: Recommendation to check with Tim at King County.

Closing remarks – Veronica Jarvis

Action items:

Learn about protocols for short open public meetings to conduct committee business (Maya).

Please contact Wren (wren.barulich@wsdot.wa.gov) if you would like to volunteer to review TDM narrative one-page summaries.

Next meetings:

TDM Technical Committee: Oct. 2 and Nov. 6, 2025; 10:00 a.m. – 12:00 p.m.

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

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