

Transportation Demand Management Technical Committee

Meeting Minutes

December 4, 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:

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

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	No
Kirk Hovenkotter	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, Patrick Green, Kelly Lauderdale, Allyson Ruppenthal, Sasha James, Wren Barulich, Ricardo Gotla, Bill Baumann

Welcome:

Meeting convened at 10:02 a.m. by Veronica Jarvis.

Veronica welcomed the transportation demand management (TDM) technical committee, implementers, and partners, and took the roll call of committee members.

Announcements:

Veronica welcomed Maggie Derk (Senior Transportation Planner, City of Vancouver), who will act as Olivia Kahn's proxy through late March 2026. Maggie introduced herself.

Maya reminded the committee of its process for proxy voting: the [committee bylaws](#) read, "Members of the Committee may be allowed a voting proxy in the event of a Member taking extended leave. Proxy requests must be shared with Committee staff and approved by the Chair of the Committee." If committee members will be out for an extended leave and anticipate needing a proxy, please send WSDOT staff (tdm@wsdot.wa.gov) and the technical committee chair an email identifying the voting proxy, and requesting the technical committee chair's approval.

Wren requested that TDM implementers and partners please share their [Switch Your Trips](#) take-aways with her: wren.barulich@wsdot.wa.gov.

Veronica shared on behalf of Kelli Refer (of [Move Redmond](#)) an update on Move Redmond's efforts around updating the commute trip reduction (CTR) law: "We have a bill sponsor, Rep. Salahuddin, and expect the bill to drop soon. We've decided to keep the year-round employee requirement, based on pushback from schools. Maritza from our team is currently working to collect the stories that have been submitted and turn them into one-pagers that we will be sending to the House and Senate transportation committees during the legislative session. If people have stories, one pagers or other information they want to submit, please do so at this link: [CTR Campaign - OneDrive](#)."

Meeting attendees were interested in seeing a draft of the updated bill. Maya indicated that she would ask Kelli to forward it to Veronica for distribution.

Public comment:

No comments.

Jurisdiction spotlight: Spokane vanpool – Greg Garrett

Veronica shared that Greg Garrett is the Rideshare Program Manager for Spokane Transit Authority, and manages the vanpool (now called "rideshare") program.

Greg shared a [presentation](#) which included a synopsis of [Spokane's rideshare program](#), and discussed the rideshare program's coordination with Spokane's [Commute Smart NW](#).

Question: Can you speak about the change in branding from "vanpool" to "rideshare?"
Answer: The branding change came about because of a change in legislation. About four to five years ago, the state of Washington began using the word "rideshare" to encompass vanpools, to be more inclusive of the types of vehicles that would allow groups of a few people to commute together.

Question: Can you tell us about telematics in Spokane's rideshare vehicles, and how the data are informing the rideshare program?

Answer: The data have enabled us to perform maintenance on the vehicles regularly and promptly. The system also improves safety: when the system (which does not record audio) observes driver behavior it will communicate relevant messages to the driver. Examples are: if the driver picks up a cell phone, the system will communicate that the driver should put the phone down; if the driver is yawning the system will suggest that the driver pull over and take a nap.

Question: With two major colleges in the Spokane area, does the rideshare program have robust student use?

Answer: Colleges and universities provide frequent bus service for students, and students' tuition typically includes public transportation fares, thus students do not represent a significant portion of rideshare users. Rideshare tends to be better suited for those traveling longer distances. We have two rideshare vehicles that travel to and from

Pullman, WA, and those rideshares do have many students. In short, rideshare use is related more to geography than to the density of the student population.

Question: I often hear than rideshare doesn't work well in rural areas. How does Spokane's rideshare program meet the needs of rural areas?

Answer: One aspect that makes Spokane's rural rideshare successful is its fixed fare. Other rideshare providers have a cost structure that is a cost share, in which each of the rideshare participants shares the fare based on the distance the vehicle travels. This means that as the rideshare group grows, each rideshare participant pays less. But if the rideshare group loses a participant, then the remaining rideshare participants must pay more as they are still sharing the same cost of the ride. The fixed fare model avoids this issue.

The second aspect that makes Spokane's rural rideshare successful is that we lowered the minimum threshold to create a rideshare: our minimum number of rideshare participants is three. Other rideshare providers have a higher minimum number of rideshare participants. We've found that this lower threshold facilitates more use of the rideshare program, thus others are more likely to notice the rideshares occurring around them and realize that they are not the only ones in a rural area who would like to have the opportunity to rideshare. Rideshare participants who have consistent work schedules also help make the rideshare a success.

Comment: Metropolitan planning organizations (MPOs) have a lot of useful data, such as origin and destination data. This could help rural rideshare providers ascertain trip origins, destinations, and schedules to target those who live in rural areas.

Comment: Rural rideshares can work well. The state agency vanpool program has seen some very positive results, especially in rural areas and worksites where there are consistent users with consistent work schedules. An example is Washington State Department of Corrections.

CTR grant distribution discussion – Wren Barulich

Wren shared a [presentation](#) on CTR grant distribution for the 2025-2027 biennium.

Question: Does WSDOT base a worksite's eligibility under the funding formula on whether the worksite surveyed, whether it completed the program report, or both?
Answer: WSDOT bases this on whether the worksite surveyed.

Comment: We have seen that there are more people participating in the survey during the second survey period, because more worksites participated in surveying. This means that more people are engaging in CTR: a positive sign.

Comment: The most recent cycle was unique because it included a lot of "firsts," such as the new survey tool. In future cycles, people may be more familiar with the survey process and things may go more smoothly.

Question: Would it be advisable to confirm our jurisdiction's worksite number immediately after we are done surveying? Thus, when we are finished surveying WSDOT will easily know how many worksites have been surveyed in our jurisdiction.

Answer: Yes, this could be an efficient approach; if some jurisdictions are ready to confirm their worksite numbers when they are finished surveying, this would flag jurisdictions that may be at risk of not confirming their worksite numbers on time. We would then focus on and work with those jurisdictions to make sure they could confirm their worksite numbers on time.

Question: If a jurisdiction confirms its worksite number after the regular survey cycle, how would WSDOT count new worksites who survey outside the regular survey cycle?

Answer: We recommend that jurisdictions communicate with us and have a plan for their survey timeline. For example, when jurisdictions close their surveys, the jurisdiction can communicate with us to indicate a rough estimate of the number of worksites the jurisdiction has. The jurisdiction will already know the number of discrepancies it will wish to request. At that time, we could set a date by which the jurisdiction must verify the number of worksites.

Comment: It helps WSDOT to have a rough estimate of the number of worksites, so that it can do high-level math.

Question: Would it be advisable to require that worksites using equivalent data meet a deadline to complete their surveys and submit their data?

Answer: This is something that we can consider, but we will also need to consider the implications of this approach, and the effect that it might have on other aspects of the CTR program.

Question: If the CTR law is updated, how will this affect worksite counts?

Answer: If the CTR law is updated, it would have significant impacts. Move Redmond would bring options to the committee; WSDOT is not undertaking this effort at this time.

Comment: We have discussed adding a delayed implementation date to an updated CTR law, either to give us time to obtain more CTR funding or make the updated CTR law contingent on obtaining additional CTR funding.

WSDOT will continue looking into deadlines on surveys and equivalent data.

Legislative coordination update – Ricardo Gotla, Veronica Jarvis

At the last committee meeting Veronica discussed the importance of communicating to legislators the value that the CTR program delivers to communities across state. She intended to convene a legislative working group that meets monthly, request to meet legislators for one-on-one meetings, and schedule a Hill Day. All these items are underway.

Current Status:

Legislative meeting requests:

House Transportation Committee

- Chair Rep. Fey – date to be determined (TBD).
- Ranking Member Rep. Barkis – Meeting confirmed for December 18, 10:00 a.m.

Senate Transportation Committee

- Chair Sen. Lias – Aiming for a meeting in January (date TBD).
- Ranking Minority Member Sen. King – Meeting confirmed for December 15, 3:00 p.m.

Committee/Board legislative working group:

Kick-off meeting: December 17, 1:00 p.m. Invitation being sent today.

Ongoing cadence starting January 2026: Recurring every 3rd Thursday of the month.

Hill Day is scheduled for Jan. 29, 2026.

Legislative meetings are virtual; Hill Day is in person in Olympia.

We will meet soon to discuss flow of the meetings. If you are interested in joining any of the meetings, please let Ricardo (ricardo.gotla@wsdot.wa.gov) or Veronica (jarvisv@trpc.org) know, and they will add you to the invitations.

A reminder that WSDOT's role is to convene and set up meetings, but the legislators need to hear from you: TDM technical committee members, TDM executive board members, implementers, and partners.

Question: I haven't seen any meeting notices yet.

Answer: We will send out meeting notices today; you haven't missed any meeting notices. We have a list of names of those who are interested in the legislative working group; if you're on the list you'll receive meeting invitations.

Current list of individuals interested in the legislative working group:

Ina Percival

Michael Leach

Steven Polunsky

Olivia Kahn

Rebekah Mingus

Brad Beshears (maybe)

Daniel Heldring (on behalf of ACT Cascade Chapter)

Amelia Dickson

Individuals who expressed interest (during the meeting) in being added to the meeting invitations:

lauras@tacomaonthego.org

bbrashears@bellevuewa.gov

acrosier@bellevuewa.gov

Comment: We are coordinating legislative working group efforts with Move Redmond's CTR law update efforts.

Implementers' open forum – Veronica Jarvis, All

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

[Washington State Ridesharing Organization \(WSRO\)](#) shared that it is proud to announce its newest Board members:

Mackenzie (Kenzie) McDonald

Trevor Goodloe

Colton Davis

WSRO congratulates its Board members (re)elected to a second term:

Olivia Kahn

Greg Garrett

WSRO thanks its outgoing Board members:

Matthew Trecha

Billy Norton

Rocco Devito

Meeting adjourned at 11:19 a.m.

Title VI Notice to Public

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