

Transportation Demand Management Executive Board

Meeting Minutes

February 19, 2026
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.

Attendance:

TDM Executive Board member	Present?
Cecelia Black	No
Ken Casavant	No
Christine Cooley	Yes
Richard de Sam Lazaro	No
Cathy Fazio	Yes
Jessica Gehle	Yes
Celeste Gilman	Yes
Eric Hansen	No
Kirk Hovenkotter	No
Ric Ilgenfritz	Yes
Veronica Jarvis	Yes
Laura Johnson	Yes
Charles Knutson	No
Julie Meredith, chair	No
Chris O’Claire	No
Karl Otterstrom	No
Travis Phelps	Yes
Lua Pritchard	Yes
Matt Ransom	No
Melanie Truhn	Yes
Ted Vanegas	Yes

TDM Technical Committee member	Present?
Kerri Woehler, chair	Yes
Alan Adolf	No

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

Washington State Department of Transportation (WSDOT) staff present: Maya Agarwal, Kelly Lauderdale, Patrick Green, Wren Barulich, Sylvia Crum, Kendra Trachta, Don Chartock, Laura Moxham, Bill Bauman, Molly Hughes

Welcome:

Meeting convened at 10:01 a.m. by Kerri Woehler.

Kerri welcomed the transportation demand management (TDM) executive board, implementers, and partners, and took the roll call of board members.

Announcements:

Agenda change: our presenter for the “World Cup TDM Strategies” agenda item is unable to do the presentation on this topic. We will move this topic to a future meeting.

Pre-applications for [Regional Mobility Grants](#) have opened in the Grants Management System. This grant supports your efforts to reduce congestion and strengthen community connections. Please note that pre-applications must be reviewed before you can submit a full grant application. We encourage you to apply.

March 5: [Association for Commuter Transportation \(ACT\) Cascade Chapter](#) is gathering at [Seattle Museum of History & Industry \(MOHAI\)](#) to view [Riding Together: 135 Years of Cycling in Seattle](#).

We are interested in hearing what you would like the TDM executive board to achieve in the upcoming year. Stay tuned during this meeting for more information, and a poll.

Public comment:

Veronica Jarvis shared that the quarterly implementers’ roundtable meeting will occur in a couple weeks. The upcoming meeting will highlight [Flip Your Trip](#) and the [RideshareOnline](#) administrative portal. You’ll have a chance to talk with and ask

questions of the RideshareOnline administrators. Send Veronica an email with any questions: Jarvisv@trpc.org.

Celeste Gilman shared grant information: [Pedestrian & Bicycle Program](#) and [Safe Routes to School](#) grants are currently open (they will close on April 15).

Legislative coordination update – Veronica Jarvis

Because the TDM technical committee believes that it is important to communicate to state legislators the value that the commute trip reduction (CTR) program delivers to communities across state, the TDM technical committee has convened a legislative working group that meets monthly, scheduled a Hill Day, and requested meetings with legislators for one-on-one meetings.

Hill Day was January 29, 2026. Thirty CTR/TDM practitioners convened in Olympia to talk to legislators about CTR and TDM. Among participants there was significant energy and eagerness to tell stories about the ways that TDM works in their organizations, worksites, and jurisdictions. Thanks to those who assisted with and participated in this effort, it was a great success.

During Hill Day the group met with several legislators, and staff, to talk about the concept and practice of CTR/TDM, the tailored implementation of CTR/TDM in various regions around the state, funding, and two bills: [House Bill 2307 \(Modifying the time component of various definitions for purposes of commute trip reduction\)](#), and [House Bill 1043 \(Extending the commute trip reduction tax credit\)](#).

It appears now that House Bill 2307 will likely not move forward, but there are ways for the legislative working group to strategize for the next legislative session: the bill would need a senate sponsor, and the legislative working group would need to do some work on identifying the number of CTR-affected worksites (so that legislators could understand the impact of the bill). The bill has support from both Republicans and Democrats, and this is a success.

Representative Sharon Wylie sponsors House Bill 1043. Rep. Wylie is retiring after this year; if House Bill 1043 does not pass through the legislature, the TDM technical committee will need a new legislative champion for the CTR tax credit.

The legislative working group hopes that the legislature will release budgets this weekend/next week.

Switch Your Trips 2025 recap – Wren Barulich, Others

Wren and guests provided a discussion about [Switch Your Trips WA 2025](#), which included:

Part I Presentation. Laura Svancarek, Daniel Heldring

Part II Panel. Wren Barulich: moderator. Panelists: Alan Budde, Alison Turner, Melodi Yanik, Laura Svancarek

Part III. Question and Answer: All

Part I Presentation. Laura Svancarek, Daniel Heldring

Laura Svancarek shared an overview [presentation](#) on Switch Your Trips, which is a [Washington State Ridesharing Organization \(WSRO\)](#) program, run by a volunteer group of TDM professionals across the state. The intent is to provide an easy turnkey program for organizations to encourage individuals to switch from non-single occupancy vehicle trips. To facilitate participation in Switch Your Trips, the program provides communications and media materials for jurisdictions that opt to participate in the program. Jurisdictions that opt to participate in the program receive a guaranteed number of prizes, and they can choose to pay to receive more prizes if desired. Switch Your Trips encourages users to log their trips using RideshareOnline, or the jurisdiction's own existing trip logging software (if any). During the 2025 program there was a high number of trips logged, but it didn't reach the level that existed before the COVID-19 pandemic. Thus, the Switch Your Trips program committee is interested in broadening its engagement outside of the traditional, limited CTR audience to encompass a wider range of TDM audiences.

Looking forward to the 2026 campaign: Switch Your Trip endeavors to incorporate feedback it received from participating jurisdictions about the 2025 program. Jurisdictions have shared that they are interested in having locally specific prizes, more campaigns throughout the year, and opportunities to broaden the reach of the program beyond those who would "switch their trip" during the typical CTR-focused weekday, 6:00 am-9:00 am commute times. This might mean connecting with community-based organizations (CBOs) and nonprofits to get the word out in their communities.

Daniel Heldring shared a [presentation](#) on data collected during the 2025 program. Statewide there was a substantial increase in year-over-year participation, but participation hasn't yet returned to the level that existed before the COVID-19 pandemic. Higher income households were overrepresented among Switch Your Trip participants, which suggests that the channels through which the Switch Your Trips program committee promotes Switch Your Trip favor those who have higher incomes. The Switch Your Trips program committee wonders what the program can do to outreach with lower incomes.

Part II Panel. Wren Barulich: moderator. Panelists: Alan Budde, Alison Turner, Melodi Yanik, Laura Svancarek

Wren led a panel discussion with guests.

Highlights included:

Question: Let's start sharing the benefits of your organization participating in the Switch Your Trips campaign.

Answers:

Employee Transportation Coordinator (ETC) feedback was that they enjoyed the program, especially among smaller jurisdictions that don't have time or funding to run campaigns. They would love to run the program more than once per year.

It is useful to jurisdictions to engage their ETCs. Switch Your Trips provides all the materials and communications needed to run the jurisdiction's program, and it really helps ETCs perform their roles, and promote the CTR program, efficiently.

The Switch Your Trips participation fee is similar in price to other campaigns. It's also exciting to users that we can offer large prizes.

Switch Your Trips helps bring CTR implementers together so we can learn from each other. Especially beneficial in networking and learning from others is participation in the Switch Your Trips program committee.

Question: Daniel gave us an overview of Switch Your Trips data. Can folks talk directly about the data narratives that your organization has found from participating in Switch Your Trips?

Answers:

Larger employers with a CTR program are more likely to have workers already logging trips on RideshareOnline, and they are more likely to participate in Switch Your Trips. Those with field jobs (i.e., jobs not spent in front of a computer) are often not as accustomed to interacting with computers. The Switch Your Trips program committee wonders whether there could be other ways to log trips, such as a paper option.

Getting the word out through physical, non-electronic media (e.g., posters, flyers) might also be useful, as not everyone is using a computer. The Switch Your Trips committee also recognizes that this could be a more time-consuming approach.

Some large offices are not CTR-affected because their employees' work schedules do not meet the commute requirements of the CTR law. The Switch Your Trips committee wonders how it could proactively reach out to them to expand participation.

Question: Most people are working on TDM all the time. How does the ephemeral nature of a statewide campaign impact your programming, and what would be your ideal program cadence?

Answers:

Our campaigns have historically been a month long, and Switch Your Trips is also a month long, so it is consistent. We start campaigning the month prior to Switch Your Trips, starting with encouraging people to create/update a RideshareOnline account.

As a small jurisdiction transportation planner, TDM is only one of my many roles. Switch Your Trips provides all the materials and communications needed to run the program, and it really helps. Although it would be extra work, an additional spring campaign (when the weather is better) would be good. I have also wondered whether we could reach out to people outside of the campaign time, such as when they start a new job.

The annual campaign is great and [a longer one] would be good. We also might try to coordinate a campaign with other existing events, such as Bike Month, or Ride Transit Month.

Question: Would anyone like to share some prizes that their participants won or tales of winners? What prizes did you find most appealing?

Answer:

The person who won the e-bike was from a non-CTR-affected site, which was a success. The winner had been logging their trips already and considering purchasing an e-bike, so they considered their win to be serendipitous.

Part III. Question and Answer: All

Question: Can participating jurisdictions customize the communication materials provided by Switch Your Trips?

Answer: Yes, the standard Switch Your Trips poster has all sponsor logos, with a space for a local logo. Jurisdictions can also customize social media templates and files. The Switch Your Trips program committee has also offered to insert jurisdictions' logos into these materials if desired.

Question: Does anyone on the TDM executive board have ideas on how to increase participation, especially when TDM has positive health outcomes, such as health departments?

Answers:

There may be built environment programs through health departments, with partners through which they can share the message about Switch Your Trips.

We have a mailing list for our campaigns of contacts, outside of CTR-affected sites. We recognize that emails can get lost in the shuffle, however. Placing physical posters where people frequent could be helpful, but we recognize that this would be more time-consuming.

The key question is, "Who is the campaign for and what is our messaging?" The name "Switch Your Trips" itself suggests that everyone has a car, and that everyone could switch their trip from a car to another mode. We should brainstorm about other types of organizations where we could promote Switch Your Trips, and keep in mind the audience we are trying to reach.

"Bussin' Basics!" - Natalie Lawrence, Community Transit

Natalie Lawrence shared [presentation](#) on this Snohomish County school program, which endeavors to educate teen riders on taking public transit.

Question: What is happening in other communities; are there similar outreach programs?

Answer: Yes: Sound Transit, KCM, and Pierce Transit are examples. The content of the programs is very similar.

Question: Not all transit agencies have allocated same amount of time and funding for this level of outreach. What has enabled Community Transit to work in this staffing model?

Answer: The Washington state policy change (i.e., youth ride free) came with some grant funding from the state. Community Transit saw that the grant funds exceeded the foregone fare revenue, so Community Transit used these savings to pay for staff and outreach. Community Transit's current approach is more effective than promotional campaigns that transit agencies have used in the past; this program has dedicated staff resources to outreach to students, take their feedback, and optimize and grow the program. It also helps that the dedicated staff are subject matter experts in transit, and they can support transit education from a committed and knowledgeable foundation. Community Transit as an organization is supportive of this program and its staff, and that is very helpful.

Question: Are there plans to share this at the Public Transportation Conference, this August, in Tacoma? Other public transportation agencies would likely enjoy hearing about this program.

Answer: We will consider it. In the meantime, Community Transit is happy to share the presentation that it gives to students.

Regional Mobility Grants update – Patrick Green

Sasha James was unable to attend the meeting, so Patrick provided the update.

Patrick shared a [presentation](#) on [Regional Mobility Grants \(RMGs\)](#), including an overview of RMGs, TDM team grant management of TDM-related projects, 2027-2029 grant timeline, and new types of projects eligible for RMGs in the 2027-2029 biennium.

RMGs have a competitive application process with greater oversight because of the immediate impact of projects funded. The WSDOT TDM team is now providing grant management for TDM-related projects; going forward Wren, Sasha, or Patrick will be assigned to manage TDM-related RMGs.

We've seen increases in TDM applications for RMGs over the years as we've done more outreach and technical assistance. We hope to continue increasing access and expand access beyond CTR to TDM programs. Please send questions to tdm@wsdot.wa.gov.

TDM Executive Board Evolution – Wren Barulich

Wren shared that we are interested in hearing what you would like the TDM executive board to be focusing on and achieving in the upcoming year. Think back to the November 2024 retreat and its [outcomes](#).

Please fill out the poll: [2026 TDM Executive Board Feedback Survey](#). We'll be coming back to this meeting with results. Kerri encouraged board members to take the time to fill out the poll; we need the board's input on where the board wants to take this group in

the coming year. WSDOT will review the poll input with the board at the next meeting in May.

Note that Alex Hudson is no longer serving on the board as vice-chair, as she has transitioned to work with Seattle Mayor Katie Wilson's team.

Meeting adjourned at 11:50 a.m.

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