

Transportation Demand Management Technical Committee



Meeting Minutes

March 5, 2026
10:00 AM – 12:00 PM

Microsoft Teams

Meeting decisions: Approve Puget Sound Regional Council (PSRC) draft regional commute trip reduction (CTR) plan

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

TDM Executive Board member	Present?
Cecelia Black	No
Ken Casavant	No
Christine Cooley	No

TDM Executive Board member	Present?
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	No

Washington State Department of Transportation (WSDOT) staff present: Maya Agarwal, Patrick Green, Kelly Lauderdale, Allyson Ruppenthal, Sasha James, Wren Barulich, Sylvia Crum, Ricardo Gotla, Don Chartock, Kendra Trachta, Thompson, Carol (Consultant)

Welcome:

Meeting convened at 10:00 a.m. by Kerri Woehler.

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

During roll call, Maggie Derk mentioned that Olivia Kahn will return to this committee at the next meeting.

Announcements:

Kerri reminded the group about some important deadlines for [Regional Mobility Grants](#):
 May 7, 2026: Grant applications are available in Grants Management System (GMS).
 June 30, 2026: Grant applications are due in GMS.

Kerri announced two upcoming WSDOT planning projects and discussed the benefits of participation in these planning projects to the technical committee and for TDM: Plans are updated periodically. The plans help us define what success looks like for the state's transportation system, and identify changes needed for us to achieve success. Decisions made through these planning processes will guide transportation investment and actions in the future. It is impactful work and WSDOT needs our TDM partners to provide input because a broader perspective will help us have better outcomes. Our TDM partners' input is so valuable because they have a close understanding of

transportation in their communities, and they are uniquely positioned to connect transportation systems' practical, operational realities with higher-level planning. Furthermore, when delivering outcomes our TDM partners are very efficient with resources and creative in their thinking; we need this perspective.

Participation can take many forms: from a deeper level that might involve volunteering for a committee or reviewing technical documents review; to a lighter level that might involve attending a public meeting, inviting staff to attend a meeting, encouraging partners to complete surveys and join open houses, and adding information and notifications about the plans to your newsletters and communication materials.

Guests will join this committee's April 2 meeting, to brief us on each of these two projects:

Washington State public transportation plan update:

Update to the 2016 plan.

Will truly address the transportation needs of community members across Washington state.

Will serve as a guide for future statewide planning of public transportation in Washington.

Will move our state toward a more integrated, multimodal transportation system that meets the needs of growing and thriving communities.

Project website: <https://engage.wsdot.wa.gov/public-transportation-plan-update>

Statewide multimodal transportation plan:

Will serve as Washington's federally compliant long-range multimodal transportation plan.

Will articulate WSDOT's policies, assess long-term investment outcomes, and communicate the agency's cross-divisional needs and priorities.

Will present actionable strategies to guide WSDOT's work over the next 20+ years.

Will be our future facing blueprint for a resilient and efficient transportation system – for all users and modes - that supports economic growth, environmental stewardship and safe and connected communities.

Project website is not available yet; multimodal planning will share the link when it is ready.

Wren Barulich shared that today, 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](#).

Veronica Jarvis shared that [Association for Commuter Transportation \(ACT\)](#) continues to do a monthly roundtable discussion group about TDM for events, with many interesting speakers. Typically, the group hosts a speaker who discusses a TDM topic of interest to the group, such as TDM for large events. Group participants share very helpful information and learn ways that they can build their programs long-term. We encourage you to join. Please see the [ACT event calendar](#) for upcoming dates and information.

Public comment:

No comments.

DECISION: Puget Sound Regional Council (PSRC) draft regional CTR plan for approval – Wren Barulich

Wren shared a [presentation](#) on the following regional CTR 4-year plan recommended for approval:

Puget Sound Regional Council (PSRC).

There were no questions from the committee regarding the submitted plan.

Veronica Jarvis - Motioned to approve the regional plan.

Alan Adolf – Seconded the motion.

Motion approved unanimously.

Feb. 19 TDM executive board meeting synopsis – Wren Barulich

Wren shared that the February 19 TDM executive board meeting had full agenda and hosted some very interesting guests. We encourage you to review the presentations shared during that meeting, and the meeting minutes:

[February 19 2026 TDM Executive Board meeting minutes](#)

Switch Your Trips 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:

[Switch Your Trips: overview presentation](#)

[Switch Your Trips: data presentation](#)

Bussin' Basics is a Snohomish County school program, which endeavors to educate teen riders on taking public transit:

[Bussin' Basics](#)

We also provided a poll to TDM executive board members to understand their goals for 2026 and refreshed them about the [2024 board and committee retreat outcomes](#). There will be more to come regarding the direction of the TDM executive board, and its influence on the TDM technical committee. We will update the TDM technical committee as appropriate.

Legislative coordination update – Veronica Jarvis

Because the TDM technical committee believes that it is important to communicate to state legislators the value that the 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.

[House Bill 1043 \(Extending the commute trip reduction tax credit\)](#) was introduced in 2025 and it did not move forward during that session, so it came back for this current legislative session. It did not move forward in the current legislative session either.

Representative Sharon Wylie sponsored House Bill 1043. Rep. Wylie is retiring; the TDM technical committee will need a new legislative champion for the CTR tax credit if it wishes to pursue the tax credit next legislative session.

[House Bill 2307 \(Modifying the time component of various definitions for purposes of commute trip reduction\)](#) got stuck in rules committee and did not meet the deadline to proceed. This was a supplemental budget year, and the legislature may have been trying to not add new programs during this session.

Comment: I support and agree that the CTR program should be expanded via new worksites, but I have concerns about expanding it without additional funding.

Response: House Bill (HB) 2307 advocates have considered this. If the bill passes, the result may be a delayed implementation to provide time to understand how many new worksites would be affected by the bill and then identify additional funding. This type of bill is better suited to a biennial budget year because a budget increase is typically easier to obtain during a biennial budget year.

Both the house and senate have indicated intention to fully restore the multimodal transportation account funding for TDM programs to levels that match 2025-2027 biennial appropriations in the 2027-2029 fiscal biennium and future biennia: a great success.

We hope that the state employee vanpool's budget increase will move forward into the final budget. This will especially benefit Washington State Department of Corrections employees.

Question: What happened with the transit access for community colleges bill?

Answer: This was [HB 2550: Adding certain students at certain community and technical colleges to the passengers that must be allowed to ride transit for free under the transit support grant program](#). TDM partners around the region had been having discussions about this matter already, and were a bit surprised by the emergence of the bill; but TDM partners were able to subsequently influence the process of moving the bill through the legislature. At this time the bill is dead, but it has been folded into a budget proviso that would cover a pilot project, funded at \$3.3 million for King County Metro and Kitsap Transit to provide affordable access to public transit to community and technical college students. A report on details of the pilot and recommendations is due to Washington Office of Financial Management (OFM) and the legislature by January 30, 2027.

Question: Affordable transit fares are a TDM goal. Could the TDM technical committee gain a better understanding of the challenges with this house bill, and the attempt to get it through the legislature?

Answer: Ina Percival offered that King County Metro would be willing to come to this committee to discuss their experience of moving the bill through the legislature. One challenge that we had was that the bill did not distinguish between "community college" and "technical college," which are defined in [RCW 28B.50.030](#). Another challenge was that many community college students already qualify for subsidized fares, but they are not aware of this. Highline College has been a key partner in this effort; those working on advancing this effort are looking to identify a second partner.

Question: Smaller communities would still be impacted by a bill like this, if it were to pass. How would a bill like this be implemented in smaller communities with fewer community colleges?

Answer: The solutions are not one size fits all; solutions could be different depending on the type of the community, the size of the institution, or other factors. Each community would consider the type of business model they could use to implement a program successfully. For example, a business model might be based on student fees (but recognize that this model might not work in every community).

World Cup 2026 TDM strategies – Sasha James

Sasha shared a [presentation](#) on WSDOT's role in hosting Federation Internationale de Football Association (FIFA) World Cup 2026, when Seattle will host six matches.

Presentation topics included:

WSDOT goals: mitigating congestion and ensuring residents can commute safely. WSDOT has been allocated a total of \$23 million (this number may change). Of this, \$13 million goes to Public Transportation Division (PTD), which is focusing on public transit service expansion.

Roles of WSDOT divisions:

Management of Mobility: coordination.

Office of Equity & Civil Rights (OECR): communication, especially language translation and Americans with Disabilities Act (ADA) accessibility.

Washington State Ferries: safety and security.

Transportation Operations: highway maintenance.

Public Transportation: public transit, especially in the affected areas (eleven public transit systems are affected), and east-west connections via intercity bus.

There is an opportunity to collaborate with OECR on communication strategies. If you are interested in collaborating with OECR, please contact Sasha at:

sasha.james@wsdot.wa.gov.

Typical TDM strategies include wayfinding, vanpool, ORCA card incentives for residents, and supporting other employer-based incentives for using public transit.

Additional Federal Transit Administration funding will be coming for World Cup. It is a formula fund through the typical 5307 process, and will be direct funding to the host city (Seattle).

Comment: Ina Percival offered that she would be willing to come to this committee to discuss how the region is planning for World Cup.

Question: Is there any written documentation about OECR's communication strategy?

Answer: Not at this time, but please send email to Sasha, and she will connect you with the lead at OECR.

Question: Is WSDOT is doing its own communications around World Cup, in addition to the communication that will be done by the transit agencies?

Answer: TDM programs are being done by transit agencies, and WSDOT will be highlighting what those strategies are. We do not yet have specific information on the content of WSDOT's communications, but we will share it in the future if desired.

Kerri thanked Sasha for acting as a conduit between the TDM technical committee and the other divisions in WSDOT who are working on World Cup.

Implementers' open forum – Kerri Woehler, All

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

No comments.

Meeting adjourned at 10:59 a.m.

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