

Transportation Demand Management Technical Committee



Meeting Minutes

April 2, 2026
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	Yes
Alan Adolf	Yes
Mary Anderson	Yes
Priya Balan	Yes
Angie Coulter	Yes
Greg Garrett	Yes
Olivia Kahn	Yes
Veronica Jarvis, vice chair	Yes
Renée Martine	Yes
Ina Percival	Yes
Staci Sahoo	Yes
Nicholas Swan	No
Dustin Watson	Yes
LeAnn Yamamoto	Yes
Joel Barnett (non-voting member)	No
Alyssa Shaw (non-voting member)	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

TDM Executive Board member	Present?
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, Sylvia Crum, Don Chartock, Kendra Trachta, Molly Hughes, Laura Moxham

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.

Announcements:

Kerri made the following announcements:

Welcomed Olivia Kahn, who has returned to the technical committee after being away on leave.

Welcomed a new non-voting member to the technical committee, Alyssa Shaw, from Washington State Department of Health. Alyssa introduced herself to the group.

Shared that the Ridesharing Institute is planning a [webinar](#) about incorporating more car- and vanpooling into the emergency response to the current fuel crisis.

Maya shared that WSDOT staff are working on a reorganized TDM technical committee website to improve its usability, clarity of information, and navigation. We've heard from some of you who have provided feedback on the website, and the reorganized website is under development. We'll follow up with an email request to technical committee members to please send us bio and photo for inclusion on the website.

Question: How can implementers provide feedback on the reorganized website?

Answer: A formal review for all implementers is outside the scope of this project, and not planned at this time. All implementers are welcome to provide website feedback to WSDOT at any time.

Public comment:

Seattle Department of Transportation (SDOT): “Regarding WSDOT’s plan to take Rideshare Online offline: as the primary statewide platform for vanpool and carpool matching, Rideshare Online is a critical tool for commute trip reduction (CTR) and TDM in Washington. It serves both agencies and commuters by providing a single, centralized platform to connect with multiple sustainable commute options.”

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.

The Governor has signed the transportation budget bill: [2025-27 Enacted Budgets - Office of Financial Management](#). Highlights include:

The legislature restored CTR/TDM Multimodal baseline funding levels to \$5.7 million in 2027-29 and beyond.

The legislature provided funding for the Vanpool Subsidy program at the requested level of \$2.2 million. This increase allows the program/benefit to continue through the end of the current biennium.

The legislature added a new program to be delivered this biennium. Following is a short summary of the proviso language: “\$3,120,000 of the multimodal transportation account— state appropriation is provided solely for King County Metro to implement affordable transit pass pilot programs at local community and technical colleges”.

The legislature restored Regional Mobility Grant (RMG) baseline funding levels to \$77.8 million for 2027-29, then to \$50 million for the following biennia.

The legislature restored rideshare baseline funding levels to \$5 million in 2027-29 and 2029-31, then to \$10.2 million for the following biennia.

At the last legislative coordination meeting we discussed the importance of engaging local legislators and elected officials, at all levels, to educate them about CTR/TDM. If you would like to do this the legislative coordination subcommittee will support you. One idea to get locals involved could be to invite them to a local event, such as bike month. WSDOT has prepared a one-page overview document that you could use as a starting point: <https://tdmboard.com/wp-content/uploads/2026/03/CTR-Benefits-One-Pager-FINAL.pdf>. Veronica will send an email about this over the next few days.

Please contact Veronica Jarvis at jarvisv@trpc.org if you have any questions about the budget.

Statewide Multimodal Transportation Plan – Timothy Barrett

Timothy shared a [presentation](#) about the Statewide Multimodal Transportation Plan (SMTP), and stressed that planners need to hear from all different kinds of communities and perspectives. Input on the plan from CTR practitioners is important because their feedback can help ensure that this statewide long-term plan reflects TDM/CTR issues. Your feedback will help shape the plan's recommendations.

Question: How do other planning efforts, such as the [Washington State Public Transportation Plan Update](#), inform SMTP?

Answer: Other modal plans and state-owned plans (e.g., highway system plan and ferry system plan) inform the SMTP. We are working toward a better understanding of how all our plans are connected.

Question: How will you avoid survey fatigue with your outreach?

Responses: Several meeting attendees offered to connect SMTP planners with existing local/regional forums, stakeholders, and perhaps coordinate outreach efforts.

Comment: In all our plans we would like to see the importance of TDM and the importance of investing in it. We would also like to see us expand our definition of "safety," especially for marginalized communities. It is very important that we can address safety so we can ensure access to our transportation programs.

Comment: Resiliency or redundancy within our systems is important in transportation planning. In addition, people are more willing to switch trips if there isn't one fatal flaw that could take that one transportation option away; an example is guaranteed ride home.

Comment: SMTP should have consider level of service on high-volume, high-speed roads, and consider the safest vehicle speed on those streets for bicycling and walking.

Comment: Statewide improvements to medical transportation could also be included in SMTP.

Comment: Resiliency is a statewide issue, not limited to the Puget Sound area.

Please contact Timothy Barrett if you have any questions or comments on the SMTP: statewideplanning@wsdot.wa.gov.

Potential new CTR-affected cities notification – Maya Agarwal

Maya shared a [presentation](#) that listed 44 potential new CTR-affected cities and indicated that WSDOT was ready to notify the cities about the CTR program (per requirements of Washington Administrative Code).

Question: Washington State Ferries (WSF) are officially designated as part of the state highway system, but why don't I see nearby cities listed as potential new CTR-affected cities?

Answer: WSF highways are not located in urban growth areas, thus do not trigger the CTR law.

Question: How is the 100 person hours of delay for a highway segment measured?

Answer: We worked with University of Maryland CATT Lab, who did the analysis for us. They looked at the total person hours of delay on each highway segment across the state. If any highway segment experienced a total of at least 100 person hours of delay during the morning peak over the course of the year, that highway segment met this criterion.

Question: Will WSDOT change the 100 person hours of delay for a highway segment criterion through the Statewide Multimodal Transportation Plan?

Answer: We have recommended that the Statewide Multimodal Transportation Plan study alternatives to 100 person hours of delay for a highway segment as a measure of delay for the CTR program.

Question: What are potential new CTR-affected cities' options for getting back to WSDOT?

Answer: They could contact WSDOT with comments or questions, or they could choose to not respond to us.

Question: Would you sort the list of potential new CTR-affected cities by county?

Answer: Yes, the cities are sorted by both city and county in the [presentation](#).

Suggestions: Include CTR coordinators, jurisdictional representatives, county contacts, and MPOs in outreach to potential new CTR-affected cities.

Response: The initial notification to the potential new CTR-affected cities must be clear and straightforward, coming only from WSDOT and without copying others, to meet the requirement in WAC to notify the cities. Implementers have the information they need if they wished to follow up with potential new CTR-affected cities. We will update implementers with any relevant responses we receive and reach out to implementers to understand whether they would like to be included in follow-up communications.

Comment: For cost savings, maybe it is possible for potential new CTR-affected cities to partner with other already CTR-affected cities, for CTR compliance, instead of starting their own CTR programs.

Question: How will new CTR-affected cities affect the CTR budget?

Answer: At this time, the CTR budget is fixed. In addition, this work is required by CTR law. We recognize that the question of budget is on CTR participants' minds; it's not something that we'll overlook. Onboarding new cities would not be immediate; it would take years for them to join the CTR program. There would be much work for a new CTR-affected city to do, including writing a CTR 4-year plan, before a new city joined

the CTR program. There are many unknowns as we can't anticipate that will happen with this project. This is a challenging issue that we will look to the committee to help us grapple with and resolve. This committee has already looked at ways to expand the CTR program, and the committee should consider how expansion would impact the program.

Question: Is it possible for worksites outside affected cities to be CTR-affected?

Answer: Yes, but this project's scope is to evaluate potential new CTR-affected cities.

Question: Will the notification to potential new CTR-affected cities include the steps needed for them to join the CTR program?

Answer: Yes.

Question: Who will provide advice on identifying CTR-affected worksites?

Answer: WSDOT does not have a metric in CTR to validate worksite employee counts, and we don't check for accuracy. The WAC puts the onus on cities to tell us whether they have a CTR-affected worksite.

Question: I am confused between what is the law, versus the guidelines, and how some return-to-office efforts are not in violation of any of these statewide efforts.

Answer: TDM is a set of policies, programs, and incentives that help folks use our transportation system more efficiently. It's everything from encouraging flexible work schedules and teleworking to planning entire communities that are more walkable and have easy access to public transportation. CTR is a strategy within TDM that uses policies, programs, and incentives that motivate folks to use alternatives to driving alone to work, like using public transportation, carpooling, biking, or just working from home.

State CTR law does not address return-to-office. The CTR law only requires major employers (those who have at least 100 full-time employees commuting to work weekdays during the morning peak) in CTR-affected areas to establish a commute trip reduction program at their worksite.

Rideshare Online – Patrick Green

Patrick shared a [presentation](#) and discussion about [Rideshare Online \(RSO\)](#). Patrick indicated that the cost of RSO now exceeds WSDOT's ability to maintain the service. Under the current budget, WSDOT will not renew the contract. The current contract expires March 2027, so there are 12 months to prepare an alternative or communicate a change. The count of users turning to RSO for ride matching and incentives campaigns is low. Partners have procured alternatives to RSO to meet their business needs. Others have maintained RSO to meet their needs. The presentation was not a recommendation of what the needs should or could be. But a firm understanding of the current status may provide a better foundation for a future state. Regardless of what people think of RSO, it is clear through research and interviews, that TDM software offers an important resource. It seems to be a priority of partners to provide options for TDM programming.

Question: Why do the RSO data not capture vanpool programs that use it?

Answer: The data demonstrate how most CTR partners are using RSO, so it doesn't capture all vanpool trips. The vanpool component is a piece of the picture, but not the full picture. The CTR program also supports vanpool programs through its budget.

Comment: Thank you for acknowledging that the RSO data do not capture vanpool program usage, which has to do with how the data are captured. Remember that the data don't capture all RSO usage.

Comment: It would be helpful to understand how CTR implementers use RSO for vanpool.

Comment: As an implementer, we have been thinking about switching to another platform other than RSO, but our barrier is cost.

Question: Is performance measurement the total cost of CTR survey tool?

Answer: Performance measurement is the RideAmigos subscription fee, including the cost of paper surveys. This is a biennial cost.

Question: Will survey management costs increase? What if we have the same problem in the future?

Answer: Performance measurement is a requirement of the CTR program. A contract could protect us from big changes in service as long as the scope stayed the same.

Comment: With loss of the CTR tax credit and now RSO we are losing incentives that we can present to employers, and this will make it even harder for new CTR affected cities to have CTR programs. There is a risk that this could make a CTR program with no features.

Question: Once the RSO contract ends WSDOT is not going to pursue a new contract, correct?

Answer: We can't afford to renew the present contract right now. We're willing to have a conversation about how we get to a solution.

Question: How could we get involved in these conversations?

Answer: Part of today's discussion has been to ascertain whether there is interest in convening a working group to review this issue and potential solutions. We are hearing that there is interest. Our goal is to convene a working group quickly.

Comment: It seems like a lot of money to spend on only approximately 3,000 unique users, though I recognize that this number is not the full picture of RSO users.

Question: How would WSDOT reallocate funds if it cancels RSO?

Answer: This is something that we will discuss with the working group, this committee, and implementers. We won't make any decisions without input.

Comment: Switch Your Trips is primarily run with RSO. Recognizing that usage of platform is down, we need conversation about change and solutions. It's good that we have a year to work on this.

Comment: It would be helpful if we could continue using RSO for ride matching, not just ride sharing. Jurisdictions that don't have a lot of funding rely on RSO; it helps them to become involved in CTR. This will be especially important if there are new cities that join the CTR program as they will need resources.

Comment: If there will be a lot of jurisdictions procuring alternatives to RSO to meet their business needs, this could create a fractured approach that may cost more than continuing the RSO contract. Perhaps the jurisdictions could work together, or the overarching transit agency that has jurisdiction over the area could run the software.

Response: King County Metro is not prepared to lead this effort for the state. We are all under financial pressure. King County Metro's recommendation for future efforts is to convene a working group earlier than this. We have a year until RSO goes away; it seems like a long time but it will pass quickly.

Question: Is there a chance to share software?

Answer: A shared software statewide could be an efficient solution. We need to have discussions about this and other potential solutions.

Comment: A solution that would work for everyone would likely need to be custom for the CTR program. There is a lot of momentum around vanpool and we'd hate to lose that momentum. We need a solution that meets all needs and continues to promote something that is growing in popularity over time.

Comment: The state understands that implementers value RSO, but we should remember that the main issue is the lack of funds to renew the current contract.

Response: People may be highlighting RSO's value because the presentation cites data suggesting that RSO's value, usage, and utility and usage are low.

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

Announcements

The [Flip Your Trip](#) website has undergone a refresh. Please review and contact Matthew Trecha with any feedback: matthew.trecha@seattle.gov.

The 2026 Community Transportation Association of the Northwest (CTANW) Summit is coming up: May 18 and 19. There will be many great speakers. See the event website here: <https://www.ctanw.org/ctanwsummit>. Register at this link: <https://pci.jotform.com/form/260205013049140>.

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.

Olivia Kahn shared that Vancouver is updating its Climate Action Framework, including e-bikes and e-scooters. She has heard that those who drive alone to work are most likely to change their behavior if they switch to an e-bike or e-scooter. She is looking for some research that supports this statement to influence policy in Vancouver's Climate Action Framework and city goals. If you can support, please contact Olivia Kahn at: olivia.kahn@cityofvancouver.us

Patrick Green shared that this is his last TDM technical committee meeting, as he will soon begin a new position with the WSDOT Public Transportation Division capital team.

Meeting adjourned at 11:45 a.m.

Title VI Notice to Public

It is the Washington State Department of Transportation's (WSDOT) policy to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with WSDOT's Office of Equal Opportunity (OEO). For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact OEO's Title VI Coordinator at (360) 705-7082.

Americans with Disabilities Act (ADA) Information

This material can be made available in an alternate format by emailing the Office of Equal Opportunity at wsdotada@wsdot.wa.gov or by calling toll free, 855-362-4ADA (4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.