

Transportation Demand Management Executive Board

Meeting Minutes

May 21, 2026
10:00 AM – 12:00 PM



Microsoft Teams

The mission of the Transportation Demand Management (TDM) Technical Committee and Executive Board is to:

- *Improve quality of life for Washington residents by shaping statewide TDM policies.*
- *Support innovative and successful TDM programs.*
- *Influence broad TDM goals, targets, and policies.*
- *Elevate TDM's role in advancing public health, economic vitality, climate goals, and thriving communities.*

Attendance:

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	Yes
Eric Hansen	Yes
Kirk Hovenkotter	No
Ric Ilgenfritz	Yes
Veronica Jarvis	Yes
Laura Johnson	Yes
Charles Knutson	No
Julie Meredith	Yes
Chris O'Claire	No
Karl Otterstrom	Yes
Travis Phelps	Yes
Lua Pritchard	No
Matt Ransom	Yes
Melanie Truhn	Yes
Ted Vanegas	Yes

TDM Technical Committee member	Present?
Kerri Woehler, chair	No
Alan Adolf	Yes
Priya Balan	No
Angie Coulter	Yes
Greg Garrett	No
Olivia Kahn	Yes
Veronica Jarvis, vice chair	Yes

Eric Jonsson	Yes
Renée Martine	No
Ina Percival	Yes
Staci Sahoo	No
Nicholas Swan	Yes
Dustin Watson	No
LeAnn Yamamoto	No
Joel Barnett (non-voting member)	No
Alyssa Shaw (non-voting member)	Yes

Washington State Department of Transportation (WSDOT) staff present: Maya Agarwal, Wren Barulich, Ricardo Gotla, Kelly Lauderdale, Allyson Ruppenthal, Sasha James, Sylvia Crum, Don Chartock, Emily Watts, Molly Hughes

Welcome:

Meeting convened at 10:02 a.m. by Julie Meredith.

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

Announcements:

Wren - [Washington State Ridesharing Organization \(WSRO\) conference](#), Sep. 20-22, Wenatchee. We are considering convening both technical committee and executive board for a workshop. We encourage you to mark your calendars to attend.

Public comment – Julie Meredith

The TDM executive board heard the following public comments:

“Good morning, my name is Ross Peizer and I am representing the City of Seattle. Our team brought this up at the TDM Technical Committee but wanted to highlight to the Executive Board as well for Executive Board members who are unaware of WSDOT’s decision to discontinue RideshareOnline. The City of Seattle Department of Transportation would like to speak in support of WSDOT’s continued financial support of RideshareOnline until a suitable replacement can be identified. This is due to implementer feedback requiring a RideshareOnline solution to be found that was shared in 2023 and WSDOT’s lack of action until no solution could be found in 2026.

RideshareOnline is the only statewide vanpool and carpool tool, serving equity priority communities who work non-standard shifts or live and work in areas poorly served by transit. In 2025 and in King County alone, there are over 6,000 registered users of RideshareOnline and over 5,000 ridematch searches were conducted. In addition, without RideshareOnline, or a replacement, the Washington State Ridesharing Organization will be unable to run its annual Switch Your Trip Washington campaign which attracted 3,800 participants in 2025.

During the 2024 Seattle Commute Survey, of people who took vanpool over 30% said that time/duration was a top consideration for why they do not drive alone and use

vanpool and a majority of self-identified survey respondents identified as non-white. With the Seattle region being served by multiple vanpool agencies for a large commute shed from Pierce, Snohomish, Kitsap, King and counties farther afield, RideshareOnline is the only all-inclusive tool that lists all vanpool and carpool options coming into the City. These are also communities at risk of turning to drive alone modal choices because vanpool offers the only opportunity to get where they need to go in a timely way without driving alone.

Removing RideshareOnline also directly conflicts with the City of Seattle's Transportation Equity Framework that calls for removing 'Barriers to Transit'. Removing RideshareOnline instead creates barriers to an affordable transportation option – all due to poor planning and a feedback process that was not followed nor used since 2023.

WSDOT's own four-year 2025-2029 State Commute Trip Reduction plan also supports continued investment in RideshareOnline or finding a replacement. WSDOT's 4-year commute trip reduction (CTR) plan actions such as "maintain and advance knowledge of and access to CTR resources among affected jurisdictions and their worksites", "improve effectiveness of technology used to support CTR" and "maintain and evaluate data collection tools and analytics to lower the drive-alone rate" seem to have been ignored as part of this process.

The 12-month timeline provided by WSDOT staff in which RideshareOnline will be taken offline, effectively kills any statewide tool as jurisdictions cannot source, receive quotes, and implement new IT solutions in this timeline.

While we are disappointed at where this process has taken us and Washington state residents, we're looking forward to course correcting with WSDOT and 1. determining how to pay for RideshareOnline through the state or cost sharing with partners until an offboarding solution is agreed upon 2. utilizing the contract extension options so we are not left without a tool while we determine next steps 3. WSDOT use the feedback that CTR implementers provided in 2023 and has been providing in current working group meetings to guide the decision-making.

Thanks again for your time and attention to this matter."

"My name is Kelli Refer, the Executive Director at Move Redmond. I'll be sharing more about the legislative update in the meeting. RideshareOnline is currently serving a useful purpose of establishing vanpools. RideshareOnline is currently serving a useful purpose of establishing vanpools, carpool matching, and tracking trips for CTR and TDM practitioners across the state.

RSO is a significant line item in our budget. This tool is not intuitive from a user or administrative perspective and is not accessible for screen readers.

We must show the state legislature that we are using every dollar thoughtfully and getting best return on investment for our budget. Covid showed the way to more flexible work arrangements for more employees and TDM has adapted to this new paradigm shift. Looking long term, we need an easy-to-use system that reflects the way Washington State residents are currently commuting, flexibly. At this stage, RSO is not keeping up with the pace of change in Washington State TDM.

However, I do have serious concerns about the impacts of an abrupt shift away from the platform. I want to make sure that vanpools especially have some way to continue functioning and encourage creative thinking on ways to accomplish that. Vanpools take a significant amount of work to set up and coordinate and are finally back on track after years of disruption from Covid. It would be a shame to have another setback to a program that meets so many of the goals we seek to achieve in TDM.”

Wren thanked commenters and indicated that there would be several agenda items at next TDM technical committee meeting in June and encouraged people to join that meeting.

TDM Executive Board evolution – Wren Barulich

Wren shared a [presentation](#), and recommendation for the executive board’s evolution: pilot combined TDM technical committee and TDM executive board meetings. Wren solicited discussion from the board.

Comment: I can see value in joint meetings because we need be able to roll implementation and policy issues through various levels of government, agency, organization, etc. Knowing that there will be a joint meeting at the WSRO conference in September could provide an opportunity to network, adding another benefit.

Washington Department of Health (DOH) Built Environment Team introduction – Laura Johnson

Unexpectedly, there is no presentation today. Funding for the DOH built environment team will come to an end on June 30.

Much of environmental public health is funded by fees. In 2016 the state approached public health in a new way that prioritized public health service no matter where a person lived in the state. After the COVID 19 pandemic there was an increase in funding, including DOH’s built environment team (established in 2022). Built environment work considers the impacts of factors upstream of public health, including transportation.

The built environment team has done some good things during its tenure, such as considering the health impacts of the Interstate 5 bridge replacement, and TDM technical committee participation. This work is pausing but we hope it will return in the future.

Relevant links:

[Built Environment and Health](#)

[Final Recommendations - Interstate Bridge Replacement Program Health Analysis](#)

[Housing and Homelessness Dashboard](#)

Legislative coordination update – Veronica Jarvis, Kelli Refer

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 \(Modifying the time component of various definitions for purposes of commute trip reduction\)](#) was a push to expand the CTR program. Our group worked with Representative Osman Salahuddin on this bill. It passed the transportation committee but 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. Next session we hope to run the bill again, and Rep. Salahuddin has indicated his support. We are encouraged by our success during the past legislative session, and the education/outreach provided to elected officials, and we are optimistic for next session.

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.

Please contact Veronica Jarvis at jarvisv@trpc.org if you have any questions about the budget. We are encouraging TDM professionals to meet with their legislators and elected officials in the interim (e.g., inviting them to join your events, visit your booth).

Question: Any thoughts of why [House Bill 2307 \(Modifying the time component of various definitions for purposes of commute trip reduction\)](#) did not proceed?

Answer: There was a fiscal note added for anything that would have added administrative costs. Next year our strategy is to focus on thoughtful return on investment.

Comment: Caution that if we expand the CTR program we don't have additional funding guaranteed.

Comment: This success tells me that the executive board should join forces with the technical committee so that we can leverage a unified voice and make an impact. This is a good case study for how to amplify the voice behind the work we do and the benefits of these programs.

Comment: As we think about DOH and the funding threats that CTR has experienced, remember that a common thread is that our success is the thing not seen: the person not getting sick, the person getting to their destination, the person not sitting in traffic, etc. This underscores how important it is to tell our story. There is no ribbon cutting of a fancy new line; the important, positive impact on people's lives is often unseen. Thus, it is very important to tell legislators about the importance of the work we do, and its impact.

World Cup TDM strategies – Ricardo Gotla, regional TDM leaders

Presenters:

- Dylan Ordoñez, Seattle FIFA LOC
- Grant Lahmann, Sound Transit
- Elizabeth Sheldon, City of Seattle
- Kristine Edens, King County Metro
- Jonathan Rose, King County Metro
- Martin Munguia, Community Transit
- Travis Phelps, WSDOT Management of Mobility Division
- Nina Stocker, WSDOT

The panel shared a presentation ([placeholder for link to presentation](#)) about the intensive, extensive preparation for World Cup around the region.

Relevant links:

King County Metro World Cup materials:

[King County Metro World Cup One-pager \(PDF 3MB\)](#)

[King County Metro World Cup Metro Match Day Shuttle \(PDF 1MB\)](#)

[King County Metro World Cup Waterfront Shuttle \(PDF 1MB\)](#)

Group discussion:

Question: What strategies are being considered to address parking challenges at transit centers that are already at capacity most weekdays (e.g., Lynnwood City Center Station)?

Answer: All of our communications that urge connections to Link and Sounder also strongly encourage people to take local transit or be dropped off rather than drive and look for parking.

Answer: On site, Sound Transit will have ambassadors (on game days) and security staff at garages prepared to communicate appropriate alternatives for people seeking parking after garages fill (including encouraging people to pay attention to parking restrictions), as well as facilitating continuous flow of the dropoff areas. Our proactive "Know Before You Go" messaging campaign focuses on taking transit or walking/rolling to stations. No doubt it'll be tricky.

Comment: Personally, I can't get from my house to the Lynnwood Transit Center by transit. More information about drop-off options in communications would be helpful. (I'm outside the range of the Zip service.)

Response: We recognize not everyone is near a bus line. We will stress that messaging.

Comment: Would be cool to somehow attach an Uber/Lyft code to specifically that station on match days.

Response: Definitely a good idea, I know we're having discussions with Transportation Network Companies (TNCs) on strategies; will ensure this is part of that.

Question: Do you have a link to all those shuttles?

Answer: [Bellair Airporter Shuttle - Airporter.com](#)

Comment: TDM implementers would love to push out this info to our employer networks so please share.

Meeting adjourned at 11:59 a.m.

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