

Transportation Demand Management Technical Committee/Executive Board Joint Meeting



Meeting Minutes

July 2, 2026
10:00 AM – 12:00 PM

Microsoft Teams

Meeting decisions: None

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 Technical Committee member	Present?
Kerri Woehler, chair	Yes
Alan Adolf	No
Priya Balan	No
Angie Coulter	No
Greg Garrett	No
Olivia Kahn	No
Veronica Jarvis, vice chair	Yes
Eric Jonsson	Yes
Renée Martine	No
Ina Percival	Yes
Staci Sahoo	No
Nicholas Swan	Yes
Dustin Watson	Yes
LeAnn Yamamoto	No
Joel Barnett (non-voting member)	No

TDM Executive Board member	Present?
Ken Casavant	Yes
Christine Cooley	No
Richard de Sam Lazaro	No
Cathy Fazio	Yes
Jessica Gehle	Yes

TDM Executive Board member	Present?
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	Yes
Lua Pritchard	No
Matt Ransom	No
Melanie Truhn	No
Ted Vanegas	Yes

Welcome:

Meeting convened by Kerri Woehler.

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

Announcements:

Ricardo shared:

[Public Transportation conference](#) is coming up August 8-12 in Tacoma, WA. Ricardo provided link in chat.

[Washington State Ridesharing Organization \(WSRO\) conference](#) is coming up September 20-22 in Wenatchee, WA. Compared to other conferences, the WSRO conference is a more niche conference focused on TDM.

Sep. 20 (Sunday): TDM Executive Board/TDM Technical Committee joint workshop.

Ricardo shared some initial information about the legislative procedure document. The purpose of the procedure is to establish how recommendations of the TDM technical committee will be developed, supported, reviewed, approved, and transmitted to the Legislature and the Governor regarding progress in implementing commute trip reduction (CTR) plans and programs. More to come.

Kendra – Introduced Lynn Mabie, new member of the data team. Lynn is out today but will introduce herself at the next meeting.

Wren – Shared an update on the results of outreach to potential new CTR-affected cities:

Project recommendation shared last September: notify potential new CTR-affected cities about the CTR program.

Toward this goal, we have completed the following steps: notified 44 potential new CTR-affected cities.

The notification was:

- Informative/educational about the CTR program, and other potential funding sources for TDM efforts.
- Invitation to participate in the CTR program if jurisdiction had a CTR-affected worksite.

We heard back from three potential new CTR-affected cities:

- Granite Falls (seeking general information about the CTR program)
- Rainier (confirming no CTR-affected worksite)
- Yelm (confirming no CTR-affected worksite; interest in voluntary participation in CTR program)

Next steps:

- We do not anticipate recommending changes to the WAC as a result of this outreach.
- Working group to discuss more about analysis.
- We can provide more information to this committee if desired.
- This analysis must be done every four years.
- We will continue to monitor the TDM inbox (tdm@wsdot.wa.gov) for any additional responses.

Question: A committee member requested contact information for Yelm.

Kudos to Maya!

Public comment – Kerri Woehler

None.

World Cup: preliminary TDM trends – Travis Phelps, Jonathan Rose

Share-out from King County Metro, Sound Transit, and partners who executed a multi modal, transit forward plan for World Cup matches with heavy use of light rail, feeder buses, shuttles and water taxi.

Custom match day shuttle (Lumen Field to and from Seattle Center) with 35 air conditioned buses; rides were free (sponsored partners) and had no lines at pickup.

Robust street teaming and targeted communications/marketing pushed riders to transit and provided on site assistance.

Employer/monthly pass incentives and community micro grants helped reach transit dependent populations and encourage trial use. Three to four employers have already started conversations about setting up a [One Regional Card for All \(ORCA\)](#) program for employees.

Record rail days (initial estimates approximately 280k–290k rail passengers on peak days); Water Taxi and match shuttles set new ridership records.

Large regional coordination produced high public messaging reach; Traffic Management Center reported commutes were generally well managed.

Continued adjustments/monitoring ahead of anticipated large matches (e.g., USA vs Belgium) and potential record days; aim to convert event riders into repeat transit users through mitigation funding and incentives.

Jonathan said he would come back and to schedule him for the September meeting.

TDM across the United States – Veronica Jarvis

Veronica shared a [presentation](#) on TDM programs at departments of transportation (DOTs) around the country.

Comment: Importance of long-range planning – local and land use planning. One main challenge in TDM is the built environment.

Question: Are you familiar with any other states considering adopting something like Washington state's CTR law? Bellevue has worked with Quebec, Canada on this, but I am curious about what's happening here in the States.

Answer: Some municipalities look on a local level. Model ordinance being developed by [Association for Commuter Transportation \(ACT\)](#) to provide to jurisdictions. Haven't heard of anyone doing anything through worksite law.

CTR survey tool and calculations – Kendra Trachta

Kendra shared a [presentation](#) on CTR data from 2023-2025.

Question: Timeline for tool updates?

Answer: It is ongoing and priority for Seattle is getting the survey questions finalized and getting straight forward how-to documentation for Seattle to share with employee transportation coordinators (ETCs).

Comment: I have shared common issues or user errors with Lynn to help with future surveys.

Question: When survey report is complete you can get it on an Excel spreadsheet, but program report is only on “written paper” (PDF). Is RideAmigos working on having the same data system for the program report as the survey results?

Answer: Yes, that is being worked on. This is statewide data. Regional data must be prepared “by hand;” Kendra may be able to help.

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

No comments from the group.

Meeting adjourned.

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