

Transportation Demand Management Technical Committee

Meeting Minutes

October 1, 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
Priya Balan	Yes
Angie Coulter	Yes
Greg Garrett	No
Olivia Kahn	Yes
Veronica Jarvis, vice chair	Yes
Eric Jonsson	Yes
Renée Martine	Yes
Ina Percival	Yes
Staci Sahoo	Yes
Nicholas Swan	Yes
Dustin Watson	No
LeAnn Yamamoto	No
Joel Barnett (non-voting member)	No

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

TDM Executive Board member	Present?
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, Wren Barulich, Ricardo Gotla, Kelly Lauderdale, Sasha James, Sylvia Crum, Emily Watts, Lynn Mabie

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 – [Week Without Driving](#) starts today and runs from Oct. 1 to 8. The purpose of Week Without Driving is that those who have the option to drive can learn firsthand about the barriers and challenges that nondrivers face. The goal is to think about the challenges faced by those who don't always drive.

Veronica Jarvis – Hill Day 2027: Tuesday, January 26, 2027. Purpose is to provide education to legislators about benefits of TDM. For more details contact Veronica at JarvisV@trpc.org.

Olivia Kahn, [Washington State Ridesharing Organization \(WSRO\)](#) treasurer, provided a report on the WSRO 2026 conference in Wenatchee, WA. WSRO hosts the annual two-day conference. This year, 105 attendees joined the conference.

If you are a WSRO member, you can view and download any of the conference presentations from WSRO's website. You must be logged in as a member to view this webpage: [Washington State Ridesharing Organization - WSRO Library](#) If you are not a member, join WSRO! [Membership](#).

Next year the WSRO conference will be in Vancouver, WA; details to be determined. WSRO will be soliciting speakers in early 2027; WSRO encourages you to submit session proposals. You can also join WSRO's various committees as a way to get involved in WSRO.

WSRO is the primary sponsor of the annual [Switch Your Trips WA](#) campaign. Switch Your Trips is now live; and it is open to any trip (i.e., not limited to commute trips).

Lynn Mabie – introduced herself to the group. She is a new transportation planning specialist (TPS) 4 with WSDOT Public Transportation Division's data team and fills the role held previously by Alex Deans-Gravlee. Lynn provided a [presentation](#) on some new updates to the commute trip reduction (CTR) survey tool. The data team has been soliciting feedback from partners to understand how its survey data and deliverables can be most useful to them. The general theme that the data team has been hearing is that partners would like to see more context for the survey data, such as comparisons with other jurisdictions and industries. Please contact Lynn at lynn.mabie@wsdot.wa.gov if you have any questions or comments.

Public comment – Kerri Woehler

Amelia Dickson, CTR administrator for City of Everett, solicited input from the group on whether there could be an opportunity to go to the state legislature to request a budget line item for a statewide ridesharing platform, to replace RideshareOnline (RSO).

Other meeting attendees shared that WSDOT and TDM partners hold regular TDM legislative engagement meetings. These meetings could be a good way to continue this discussion. The next meeting is scheduled for October 15. If you would like to be added to the meeting invitation list, contact Ricardo Gotla at ricardo.gotla@wsdot.wa.gov.

Veronica indicated that she is involved with WSDOT on some discussions about RSO and RideAmigos; she will share out at the next TDM technical committee meeting.

2026–2027 Draft TDM Technical Committee Action Plan – Olivia Kahn (City of Vancouver), Ina Percival (King County Metro)

Olivia and Ina led a [presentation](#) and breakout room discussion on the draft TDM Technical Committee Action Plan.

Question: How much capacity does WSDOT have to take on the priorities that the technical committee will identify?

Answer: These initiatives will be led by the technical committee. An example of one such initiative is the legislative engagement led by the technical committee.

Breakout groups identified up to three actions or areas of focus under each priority, then shared out with the larger group:

Priority 1: Strengthen Committee Leadership and Clarify Governance

Priority 2: Sustain and Modernize Statewide TDM

Priority 3: Demonstrate TDM's Value and Strengthen the Statewide Network

Group share outs (summary and general themes):

Priority 1: Strengthen Committee Leadership and Clarify Governance:

TDM technical committee and TDM executive board role clarity and accountability.

Recruitment and leadership pipeline building: actively build future leaders. Group members suggested standardizing and consistently advertising open roles, establishing sitting workgroups with designated leads, and creating an official onboarding/orientation process to activate new practitioners.

Broadening representation, and genuine engagement by a wider variety of jurisdictional voices.

Marketing and communication about benefits of TDM and CTR.

TDM technical committee and TDM executive board governance evaluation.

Priority 2: Sustain and Modernize Statewide TDM:

Defining ownership of TDM conversations, initiatives statewide.

Tools and technology (e.g., trip-logging software, survey data collection and tools).

Data-driven storytelling to communicate TDM's value statewide.

Evolving the definition of CTR.

Equity and inclusion of vulnerable populations.

Promoting innovative practices, such as micro-transit.

Priority 3: Demonstrate TDM's Value and Strengthen the Statewide Network:

Messaging on broad benefits of TDM (e.g., affordability, health).

TDM should have a seat at the table in capital project discussions.

Shifting employer mindsets away from CTR as a regulatory requirement toward the strong benefits of CTR.

Consistent legislative engagement and hill days.

Expanding the TDM network to include rural areas, even when not CTR-affected.

The action plan discussion will continue at the next TDM technical committee meeting in November. Please let Ina (ipercival@kingcounty.gov) or Olivia (olivia.kahn@cityofvancouver.us) know if you would like to be involved in further fleshing out these opportunities. During the meeting, the following people volunteered for this effort: Priya Balan, Nick Swan, and City of Seattle (depending on capacity).

Legislature Experience: [House Bill 2550](#) – Abdifatah Dahiye, Jill Richmond (King County Metro Transit)

The meeting did not have adequate time for this agenda item in full. The purpose of the presentation was to cover:

Engagement as bill moved through legislature
Overview of goals and implementation of the pilots
Next steps: report to legislature

The presenters kindly provided an overview of the topic and offered to return to another technical committee meeting to provide the full content. Presenters shared that King County Metro wishes to reach more underserved populations by providing ORCA (One Regional Card for All) transit cards to those who may not typically have them (e.g., multifamily housing groups, schools, and nonprofits). King County Metro's partners with community colleges have indicated challenges with establishing transit programs and engaging with students. Through one-time startup funds designated by the Washington State Legislature under a budget proviso, King County Metro and Kitsap Transit have partnered with local colleges (Highline College, Shoreline Community College, and Olympic College) to fund fully subsidized ORCA bus pass pilot programs running through the 2026–2027 academic year.

Implementers' open forum – Kerri Woehler, All

The meeting did not have adequate time for this agenda item.

Meeting adjourned at 12:00 p.m.

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