

2026/2027 TDM TECHNICAL COMMITTEE DRAFT ACTION PLAN

**Presented by Olivia Kahn
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About us

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- City of Vancouver
- TDM Planner

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- King County Metro
- TDM Planner

Context

Over the next 12 months the TDM Technical Committee seeks to:

- strengthen statewide TDM leadership
- address priority challenges identified by Committee members and partners
- create clear opportunities for members to lead the work

Executive Engagement

- The TDM Executive Board role will join quarterly joint meetings during the current Board/Committee meeting pilot to provide opportunities for executive engagement.

Project timeline

At-a-glance

INITIATION

Outreach conducted by WSDOT staff, action plan drafted.

2026

September

PLANNING

Working alongside the committee to create project plans, including development of work breakdown structure.

2026

Oct-Dec

COORDINATION

Project tasks are underway.

2027

Jan

REPORTING

Progress is monitored, and any deviations from the plan are identified and addressed.

2027

Apr

REVIEW

Documenting deliverables, conducting reviews, transitioning outcomes.

2027

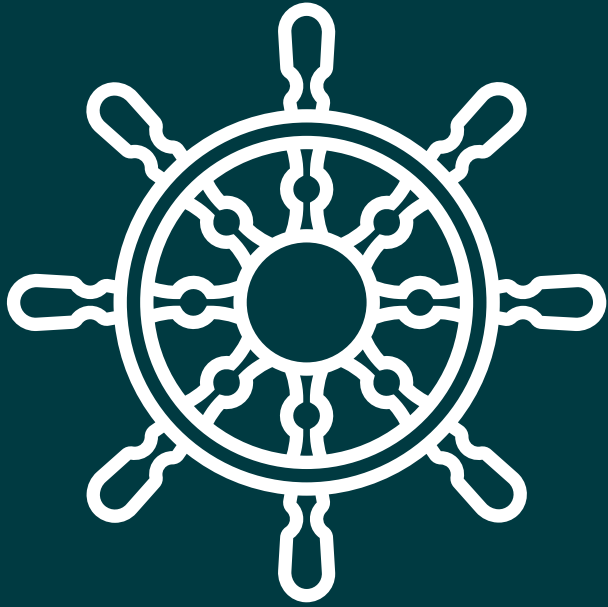
August

THREE ACTION PLAN PRIORITIES

- 1.Strengthen Committee leadership and clarify governance
- 2.Sustain and modernize statewide TDM
- 3.Demonstrate TDM's value and strengthen the statewide network

Priority 1: Strengthen Committee Leadership and Clarify Governance

PRIORITY 1: STRENGTHEN COMMITTEE LEADERSHIP AND CLARIFY GOVERNANCE



Areas to consider

- **Member leadership & ownership** — more Committee members helping carry the work.
- **Succession & membership** — vacancies, onboarding, and future leadership.
- **Roles & responsibilities** — clarifying what the Committee and WSDOT each lead or support.
- **Executive engagement** — testing where the joint Board/Committee model adds value.

Priority 2: Sustain and Modernize Statewide TDM

PRIORITY 2: SUSTAIN AND MODERNIZE STATEWIDE TDM



Areas to consider

- **Core statewide functions** — what needs to be maintained or strengthened?
- **Modernization** — where could technology, funding, programs, or guidance work better?
- **Data & tools** — making survey and travel data more useful for implementation.
- **Behavior change** — keeping the desired travel outcome at the center.

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

PRIORITY 3: DEMONSTRATE TDM'S VALUE AND STRENGTHEN THE STATEWIDE NETWORK



Areas to consider

- **Demonstrate value** — identify the outcomes and evidence that best show TDM's impact.
- **Tell the story** — translate data and success stories into clear messages.
- **Broaden partnerships** — connect with decision-makers, businesses, and aligned sectors.
- **Use the network** — better leverage existing forums and statewide relationships.

BREAKOUT ACTIVITY

(30 MINUTES)

Small Group Discussion

In small groups, identify up to three actions or areas of focus under each priority.

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
1.	1.	1.
2.	2.	2.
3.	3.	3.

Small Group Discussion

Composition of the groups. Everyone has a role!

- Please assign roles as follows:
 - Notetaker
 - Facilitator
 - Share out person(s)
 - Time tracker (10 minutes per priority)

**BREAKOUT ACTIVITY SHARE
OUT (15 MINUTES)**

Q&A