2026/2027 TDM TECHNICAL COMMITTEE ACTION PLAN UPDATE

Presented by Olivia and Ina

With support from WSDOT staff

November 5, 2026

Today’s purpose

- Reconnect to what we heard in the October 1 breakout discussions.
- Share how the working group narrowed the feedback into a revised Action Plan.
- Confirm the Committee’s direction before the plan is shared at the December 8 joint Committee/Board meeting.
- Explain how recent WSDOT staffing and funding changes affect implementation timing.

From October 1 to today

- At the October 1 meeting, Committee members and partners worked in small groups to identify up to three actions under each priority.

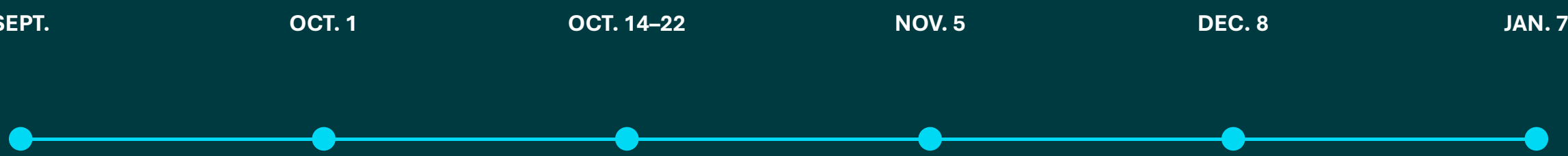
- The Action Plan Working Group reviewed those ideas and looked for areas of strongest convergence.

- The revised draft now focuses on three actions under each priority. Avoids a long list of possible initiatives.

- The goal today is to test that synthesis with the full Committee

Action Plan development

From listening to final adoption



Listen & draft

Partner interviews and initial Action Plan framework

Prioritize

Committee + partner breakout discussions

Narrow

Working group synthesizes preferred actions

Confirm

Technical Committee reviews and refines

Final review

Joint Committee/Board reviews final draft

Adopt

Technical Committee adopts final Action Plan

UPDATED ACTION PLAN

3 priorities / 6 focus actions

PRIORITY 1

Strengthen Committee leadership and clarify governance

1. Clarify roles and responsibilities

2. Build the leadership pipeline and a culture of engagement

PRIORITY 2

Sustain and modernize statewide TDM

1. Use data, surveys, and information as implementation tools

2. Modernize TDM practices and the statewide framework

PRIORITY 3

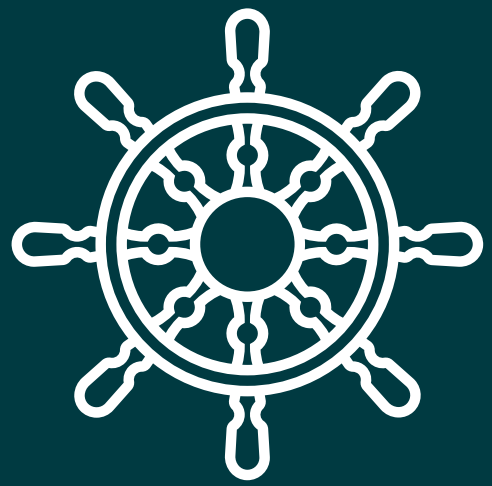
Demonstrate TDM's value and strengthen the statewide network

1. Demonstrate and communicate TDM's value

2. Broaden the tent and strengthen partnerships

Priority 1: Strengthen Committee Leadership and Clarify Governance

PRIORITY 1: STRENGTHEN COMMITTEE LEADERSHIP AND CLARIFY GOVERNANCE



Action 1: Clarify roles and responsibilities

Potential activities

- Clarify the respective roles of the Technical Committee, Executive Board, WSDOT, and implementers.
- Identify which issues are best led by the Committee, WSDOT, or jointly.
- Use the joint Board/Committee pilot to inform the long-term governance structure.

Action 2: Build the leadership pipeline and a culture of engagement

Potential activities

- Improve recruitment, onboarding, succession planning, and development of future leaders.
- Create clearer opportunities for members to lead workgroups, discussions, and Action Plan initiatives.
- Increase member ownership and reduce reliance on WSDOT staff to carry the work.

Priority 2: Sustain and Modernize Statewide TDM

PRIORITY 2: SUSTAIN AND MODERNIZE STATEWIDE TDM



Action 1: Use data, surveys, and information as implementation tools

Potential activities

- Better understand and communicate what statewide CTR and TDM data tell us and what they do not.
- Use data to support decisions, behavior-change strategies, statewide learning, and information sharing.
- Local survey administration remains a local jurisdiction responsibility.

Action 2: Modernize TDM practices and the statewide framework

Potential activities

- Identify guidance, WAC, RCW, or program approaches that may need to evolve with changing TDM practices and travel behavior.
- Clarify the roles of the Committee, WSDOT, and partners in statewide modernization.
- Respond to emerging policy changes where Committee expertise can inform implementation.

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

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



Action 1: Demonstrate and communicate TDM's value

Potential activities

- Identify useful outcomes, data, and stories that clearly communicate TDM's impact.
- Translate technical information into clear messages for employers, partners, decision-makers, and legislators.
- Build and maintain relationships with legislators and policymakers, not just when seeking funding.

Action 2: Broaden the tent and strengthen partnerships

Potential activities

- Build connections with housing, health and human services, economic development, business, transportation, and community partners.
- Use Committee members and existing partners as TDM ambassadors in other organizations and forums.
- Leverage WSRO and other existing statewide networks rather than creating unnecessary new structures.

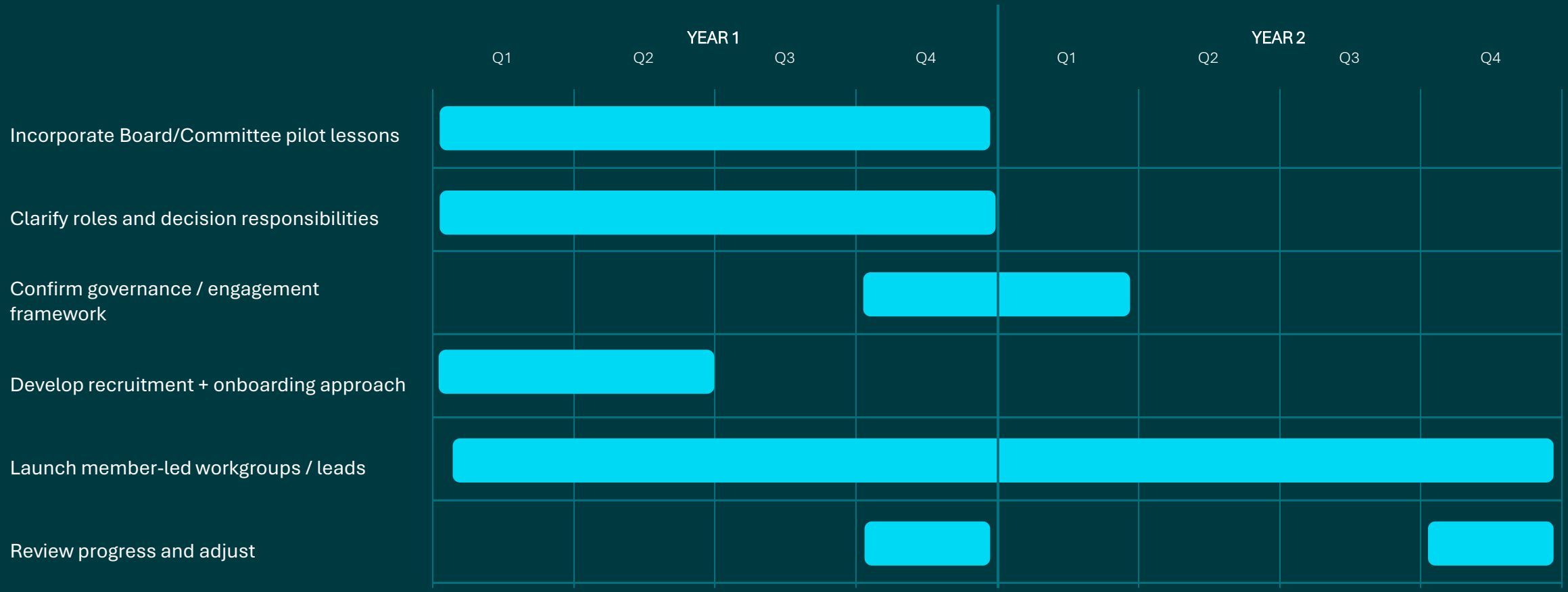
IMPLEMENTATION TIMING HAS CHANGED

The priorities remain relevant. The start date changes.

- WSDOT has restructured the TDM team to manage federal funding shortfalls and staffing shortages.
- Near-term staff capacity will be concentrated on core program obligations and the organizational transition.
- Implementation of the Action Plan is expected to be extended by approximately one year or more.
- The Committee can still finalize the plan now so priorities, ownership, and direction are ready when implementation capacity returns.

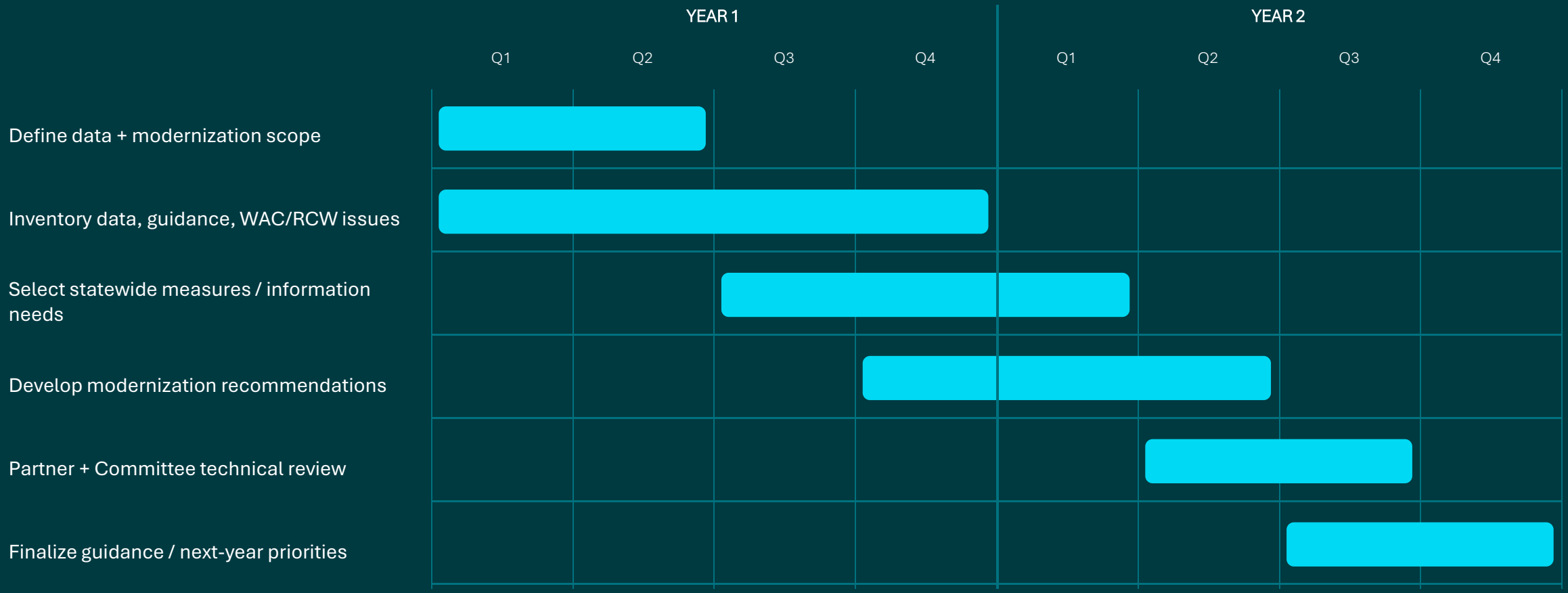
Priority 1: Strengthen Committee leadership and clarify governance, draft 24-month implementation timeline

Illustrative two-year sequence



Priority 2: Sustain and modernize statewide TDM, draft 24-Month implementation timeline

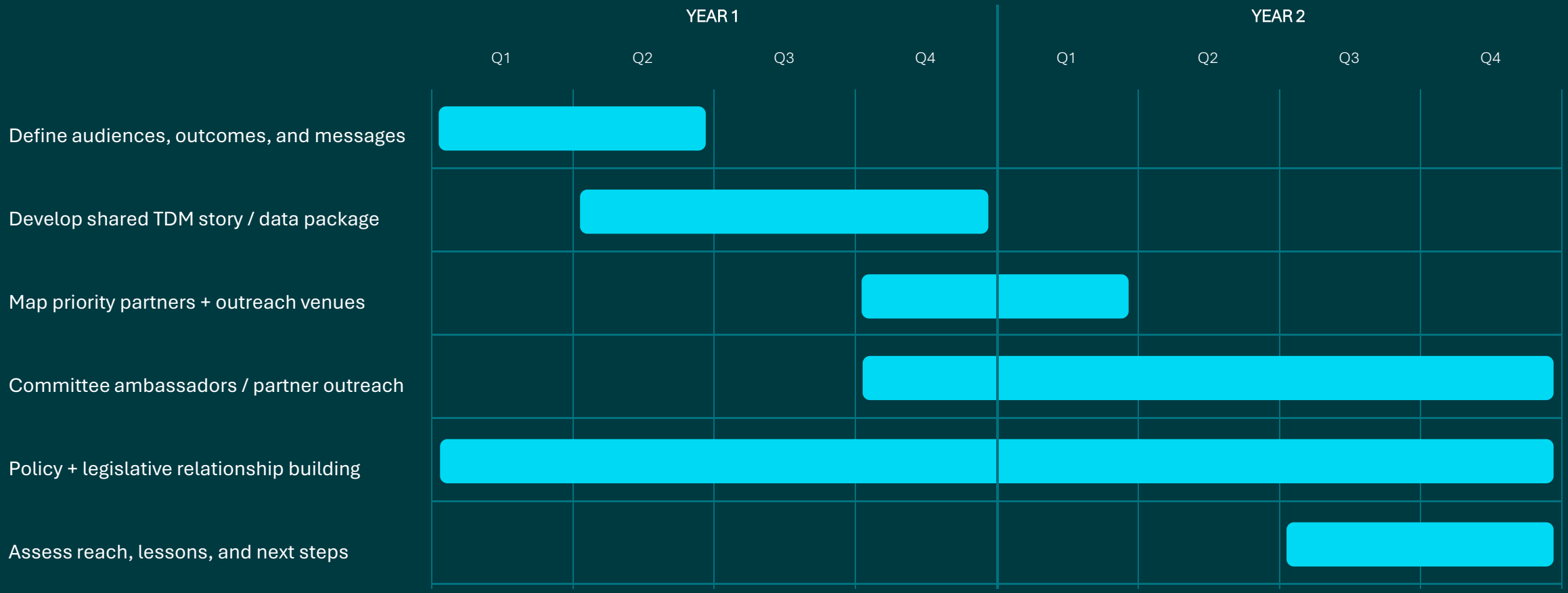
Illustrative two-year sequence



Draft sequencing for planning purposes; timing and ownership will be refined when implementation capacity returns. Some activities may extend beyond two years.

Priority 3: Demonstrate TDM’s value and strengthen the statewide network, draft 24-month iimplementation ttimeline

Illustrative two-year sequence



Direction requested today

- Do these six focus actions accurately reflect what we heard from the October 1 breakout groups?
- Are there any final changes needed before the Action Plan is shared at the December 8 joint Committee/Board meeting?
- Can the Committee support the plan now, with an understanding that implementation may be extended one year or more?

Next: Nov. 5 Committee direction

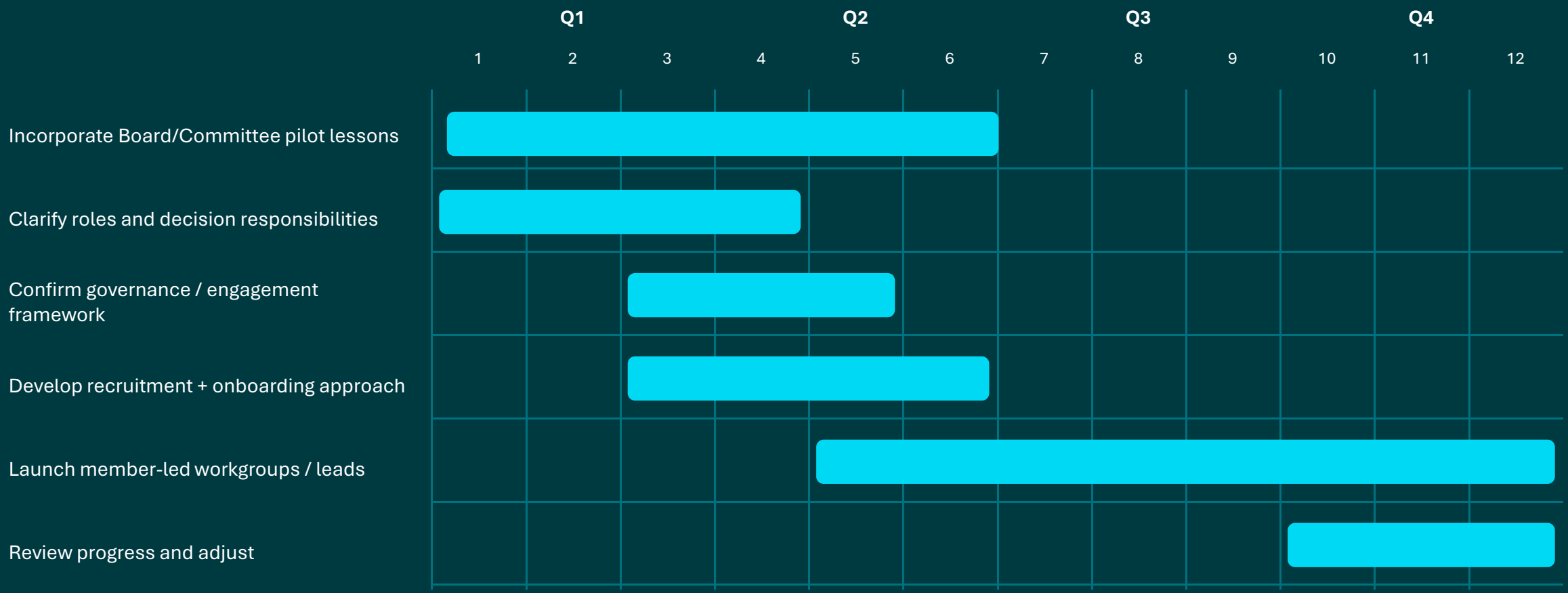
Q&A

Thank you

Priority 1 — Draft Year 1 Implementation Timeline

Illustrative 12-month sequence after implementation begins

Start date TBD — implementation is expected to be delayed 12+ months

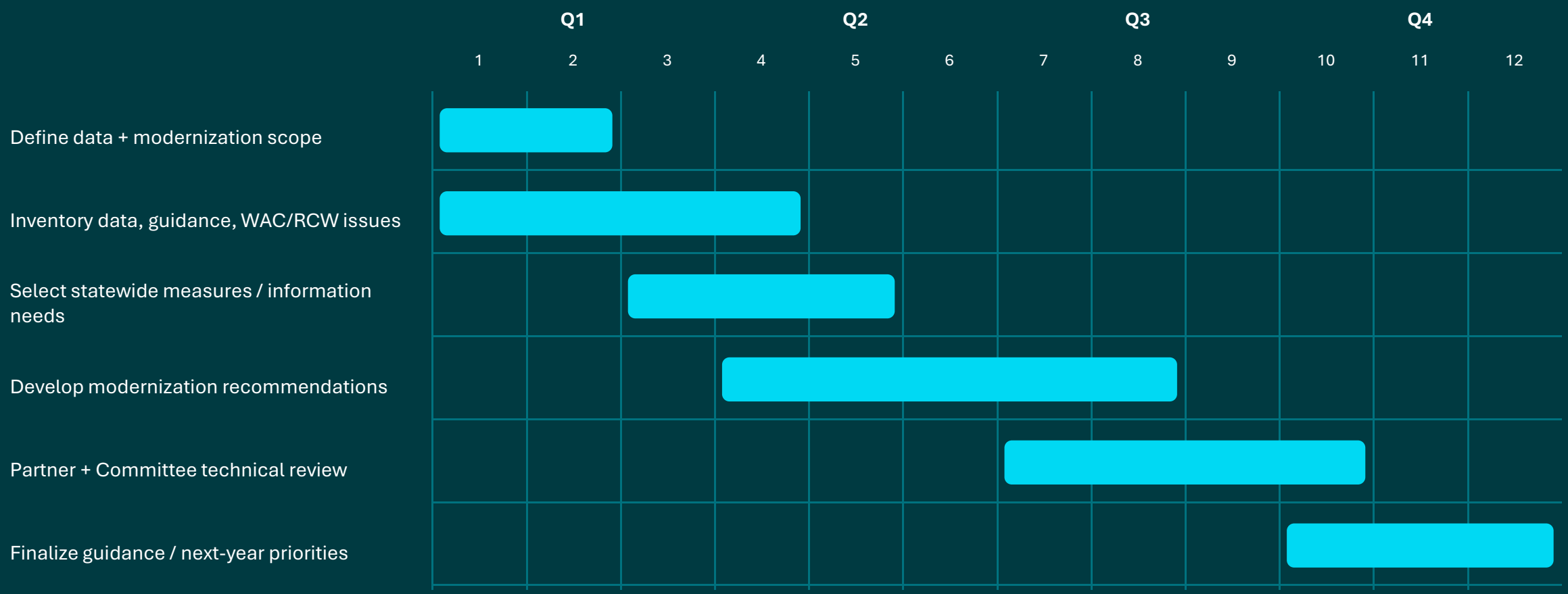


Draft sequencing for planning purposes; timing and ownership will be refined when implementation capacity is restored.

Priority 2 — Draft Year 1 Implementation Timeline

Illustrative 12-month sequence after implementation begins

Start date TBD — implementation is expected to be delayed 12+ months

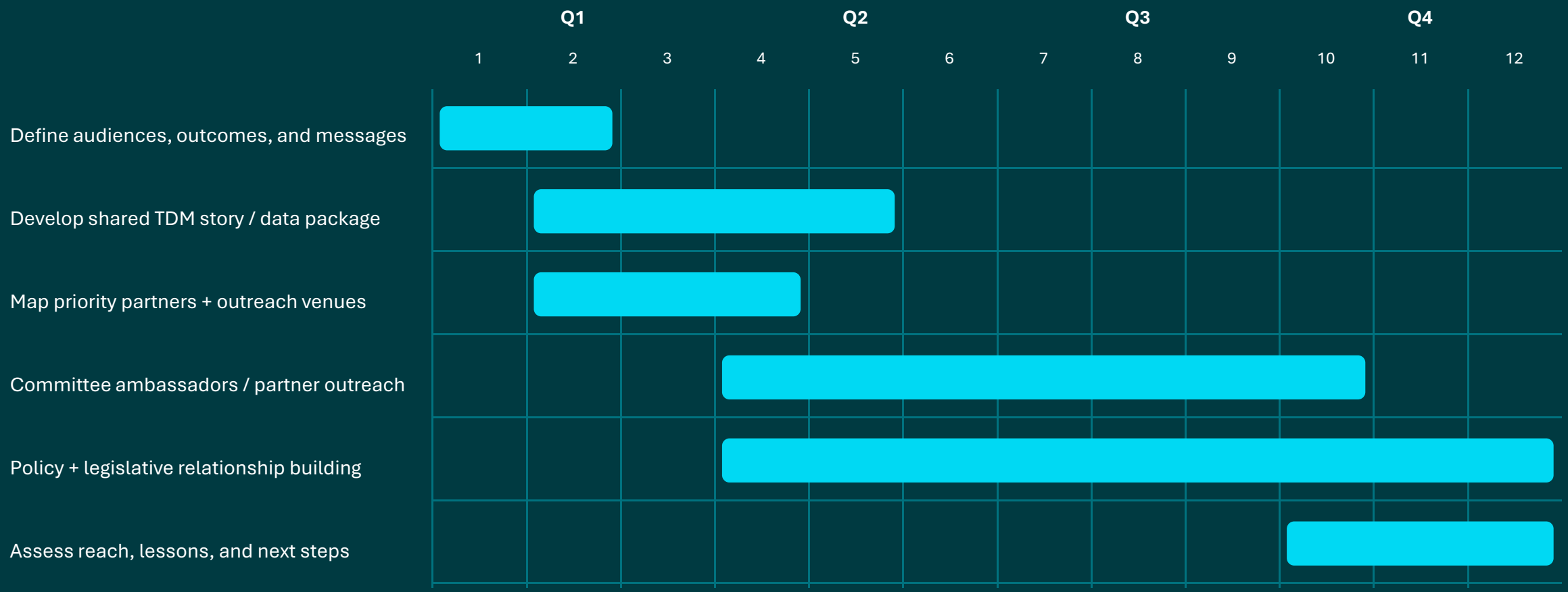


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Priority 3 — Draft Year 1 Implementation Timeline

Illustrative 12-month sequence after implementation begins

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