

Regional TDM Partners Meeting

October 1, 2025



We are leaders in the region to realize equity for all. Diversity, racial equity and inclusion are integrated into how we carry out all our work.

psrc.org/equity



Puget Sound Regional Council

Welcome to PSRC's
October 1, 2025, **regional
TDM partners meeting.**

Thank you for joining us
today.

We will begin shortly after
1:00 PM.

Meeting Procedures



- This meeting will be recorded.
- Please mute your audio when not speaking. You are welcome to leave your video on.
- You can submit comments through the chat, though we encourage verbal discussion if possible.
- There will be a chance for roundtable / announcements at the end of the meeting.

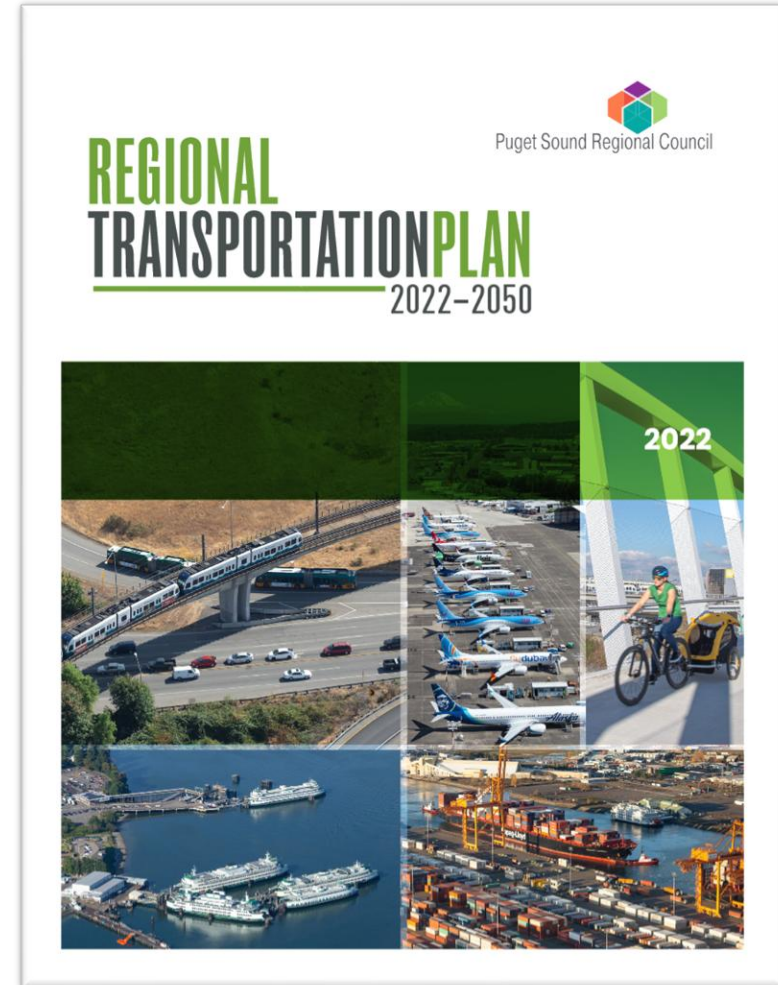


TDM in the next Regional Transportation Plan



Regional Transportation Plan (RTP)

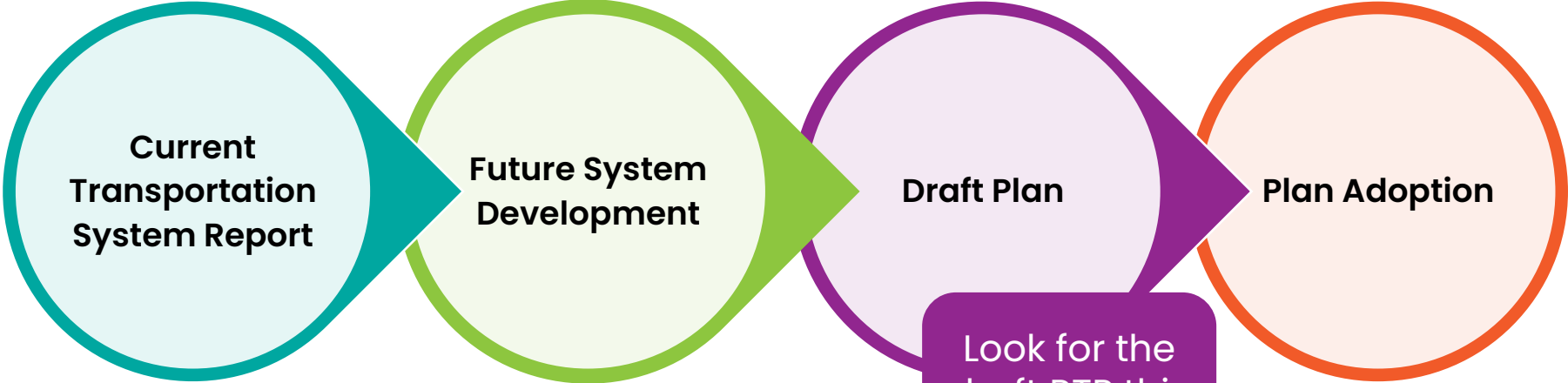
- Minimum 20-year planning horizon
- Updated every 4 years
- Integrated multimodal transportation system
- Reasonable financial strategy to fund investments
- Latest available estimates for growth, travel, and economic activity
- Performance measures and targets
- Address federal planning factors



Regional Transportation Plan Timeline

2025

2026



Community Engagement Informs the Plan
Transportation Needs & Priorities



Where is TDM specifically called out in the RTP?

- The RTP is a TDM plan
 - Supports the goal of reducing or shifting drive-alone trips
- Current System Report
 - Discussed at March meeting
- Future System Report
 - Covers TDM broadly—not just CTR
- Commute Trip Reduction Plan
 - Focused only on CTR
 - Includes elements required by WSDOT



Note: This graphic is a draft visualization of the components of the 2026 Regional Transportation Plan and is not final.



Regional Commute Trip Reduction Plan



Requirements for Regional CTR Plan

Content requirements for regions

Performance targets

1. List your region's CTR performance target(s).
2. List the base value you'll use for each performance target (if applicable).
3. Describe the method you used to determine the base value for each target (if applicable).
4. Describe how you'll measure progress toward each target.

Strategies for achieving targets

5. Describe the services and strategies your region will use to achieve CTR performance targets.
6. Describe the regional transportation demand management technologies that will be used to deliver CTR services and strategies.

Financial plan

7. Describe your financial plan.

Engagement

8. Describe engagement. Who did you talk to? When did you talk to them? What did they have to say? How did what they said influence the plan?
9. Describe vulnerable populations considered and how you engaged them. Who did you talk to? When did you talk to them?
10. Describe results of engagement focused on vulnerable populations. What did they have to say? How did what they said influence the regional CTR plan?
11. List the results of your engagement, including results from vulnerable populations, that will be provided for consideration in the state CTR and public transportation plan; regional growth, economic and transportation plans; and comprehensive plan and transit plan updates.

- PSRC is aligning this planning requirement with next RTP adoption schedule
- PSRC is not a CTR implementer
- Regional CTR plan is based on local plans

Excerpted from: [Guidance for 2025–2029 City, County, Regional Commute Trip Reduction Plans](#). WSDOT. October 2023. Page 17.



Regional CTR Plan: Performance Target

Appendix B: Establishing performance targets

Performance targets for commute trip reduction plans

Jurisdictions may choose the following performance target options for local and regional plans:

- Option 1.** Weighted average drive-alone rate (DAR) of 60 percent or less for CTR-affected worksites at the jurisdictional level.
- Option 2.** Weighted average DAR of 15.5 percent below, or less, of the jurisdiction's census performance in 2019 for CTR-affected worksites at the jurisdictional level (see table below).
- Option 3.** Weighted average DAR of a locally specific percent for CTR-affected worksites at the jurisdictional level.
- Option 4.** Other performance target and measure related to CTR.

Jurisdictions that choose Option 2 must use the table below for setting state-equivalent local or county targets.

Jurisdictions that choose the options 3 or 4 must obtain approval from the Transportation Demand Management Technical Committee before completing their CTR plan.

WSDOT has selected a measure of DAR and a statewide target of 60 percent.

Excerpted from: [Guidance for 2025–2029 City, County, Regional Commute Trip Reduction Plans](#). WSDOT. October 2023. Page 19.



Regional CTR Plan: Performance Target

County	Jurisdiction	Target Type	Target Value	Option Selected from WSDOT Guidance
King	Auburn	DAR	67%	2
King	Bellevue	DAR	39.2%	2
King	Burien	DAR	70%	3
King	Des Moines	DAR	60%	1
King	Federal Way	DAR	63%	2
King	Issaquah	DAR	60%	1
King	Kent	DAR	69%	2
King	Kirkland	DAR	45%	3
King	Mercer Island	DAR	60%	1
King	Redmond	DAR	52.3%	3
King	Renton	DAR	66%	2
King	SeaTac	DAR	64%	2
King	Seattle	DAR	20.3%	3
King	Shoreline	DAR	60%	1
King	Tukwila	DAR	76%	3
King	Unincorporated King County	DAR	60%	1
King	Woodinville	DAR	69%	2
Kitsap	Bainbridge Island	DAR	60%	1
Kitsap	Bremerton	DAR	60%	1
Kitsap	Port Orchard	DAR	60%	1
Kitsap	Unincorporated Kitsap County	DAR	60%	1

County	Jurisdiction	Target Type	Target Value	Option Selected from WSDOT Guidance
Pierce	DuPont	DAR	60%	1
Pierce	Fife	DAR	60%	1
Pierce	Gig Harbor	DAR	60%	1
Pierce	Lakewood	DAR	60%	1
Pierce	Puyallup	DAR	60%	1
Pierce	Sumner	DAR	60%	1
Pierce	Tacoma	DAR	60%	1
Pierce	Unincorporated Pierce County	DAR	60%	1
Pierce	University Place	DAR	60%	1
Snohomish	Arlington	DAR	70%	3
Snohomish	Bothell	DAR	67%	2
Snohomish	Edmonds	DAR	62%	2
Snohomish	Everett	DAR	60%	1
Snohomish	Lynnwood	DAR	67%	2
Snohomish	Marysville	DAR	68%	2
Snohomish	Monroe	DAR	66%	2
Snohomish	Mountlake Terrace	DAR	63%	2
Snohomish	Mukilteo	DAR	60%	1
Snohomish	Unincorporated Snohomish County	DAR	69%	3



Regional CTR Plan: Performance Target

Note: The performance target (either option) would only apply to CTR-affected worksites in region.

- **OPTION 1 (Statewide Target):** Weighted average Drive-Along Rate of **60 percent** or less.
- **OPTION 3 (Locally Specific DAR):** Weighted average Drive-Along Rate of **45 percent** or less.
 - Calculated regional baseline across all worksites in the region (53 percent based on 2023-2025 CTR survey results)
 - Weighted each jurisdiction's target by adjusted number of trips from the 2023-2025 survey to calculate a regional target



Regional CTR Plan: Strategies & Financial Plan

- **Financial Plan:** Common funding sources, potentially total of all local budgets
- **Strategies:** Outline major categories with examples for each
 - Financial Incentives
 - Non-Financial Incentives
 - Marketing
 - Education



Regional CTR Plan: Engagement



- Most common engagement strategies used by local jurisdictions
- Trends in what jurisdictions heard from the engagement process
 - Transportation options
 - Safety
- Regional definition, interpretation of “vulnerable populations” – see Coordinated Mobility Plan
- Broader RTP Engagement





Further Engagement & TDM Roundtable



Regional Public Meetings: 5:00–7:30 PM

September 4: Downtown Seattle Central Public Library

September 18: Everett Station

October 2: Puyallup – Pioneer Park Pavilion

October 16: Tacoma – Point Defiance Pagoda

October 23: Tukwila Community Center

October 30: Bremerton – Marvin Williams Recreation Center

November 20: Virtual Meeting



Help us get the word out!

RSVP!

Share with your community in newsletters, social media, and at local meetings

Resources:

- [Outreach Toolkit](#)
Social media links, newsletter blurbs, graphics, videos
- [Engagement Hub](#) – Survey
- [News post](#) with more information



Roundtable



Potential Topics:

- ACT TDM Week
- WSRO Conference
- Week Without Driving



Where to Find Meeting Information on PSRC Website

PSRC Webpages

The image shows two overlapping screenshots of the PSRC website. The background screenshot is the 'Transportation Demand Management (TDM)' page. The foreground screenshot is a callout for 'TDM Regional Stakeholder Meetings'.

Background Screenshot: Transportation Demand Management (TDM)

- Navigation: Home > Our Work
- Text: Transportation demand management (TDM) helps people use the transportation system more efficiently through education, incentives, products (like subsidized transit fare cards), and programs that encourage taking transit, carpooling, vanpooling, walking, biking, and teleworking.
- Section: **How do I engage in regional TDM work?**
 - Attend the next stakeholder meeting on August 27
 - View 2024 work program and engagement plan (PDF)

Foreground Screenshot: TDM Regional Stakeholder Meetings

- Navigation: Home > Our Work > Transportation Demand Management (TDM)
- Text: PSRC disbanded the TDM Advisory Committee in 2024, in favor of hosting ad-hoc meetings and events. This allows PSRC staff to better tailor the content of webinars and workshops to the needs of TDM implementers and regional TDM work. View the **2024 TDM Work Program and Engagement Plan**.
- Section: **Upcoming Meeting**
- Text: PSRC is hosting a meeting for all TDM stakeholders in the region on Tuesday, August 27, 2024, from 10:00 a.m. - 12:00 p.m.
- Text: At this meeting, attendees will:
 - Learn about trends in commute and travel behavior based on the **2023 Regional Household Travel Survey** data,
 - Have a final opportunity to discuss PSRC regional role and review of 2025-2029 Local Commute Trip Reduction Plans before the **September 20, 2024** deadline for PSRC review,

TDM Webpage: <https://www.psrc.org/our-work/transportation-demand-management-tdm>



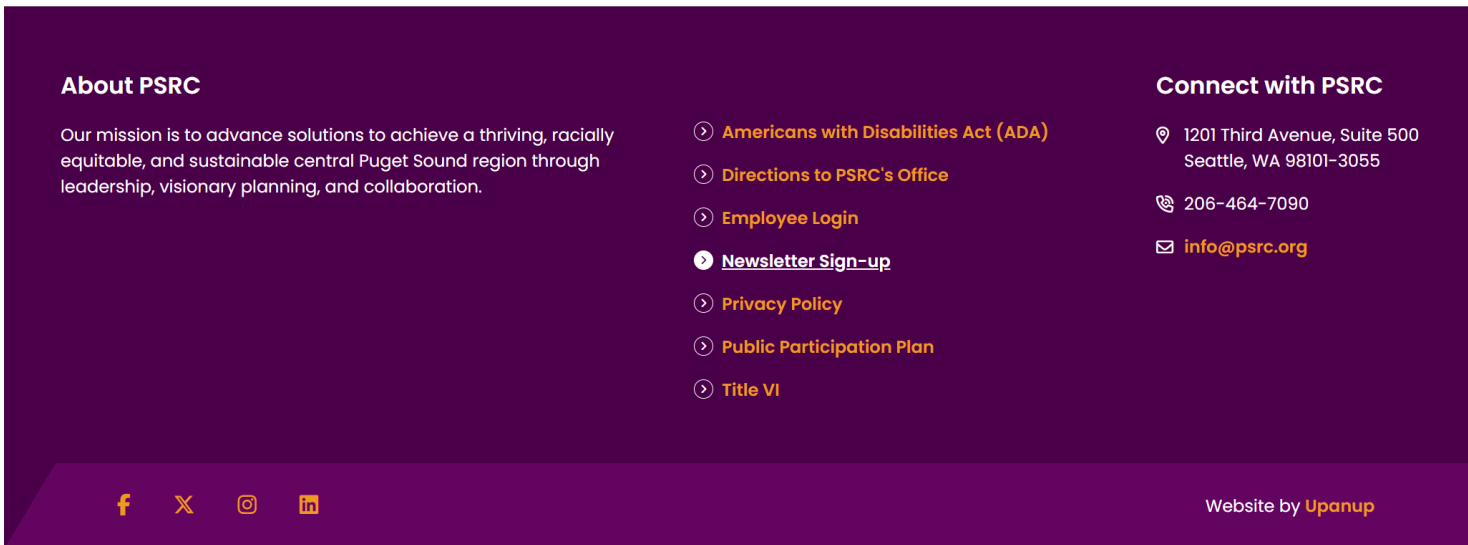
Where to Find Meeting Information on PSRC Website

PSRC Calendar

Get Involved > Calendar: <https://www.psrc.org/get-involved/calendar>

PSRC TDM Contact List

At the bottom of the PSRC home page (www.psrc.org), click on “Newsletter Sign-Up.”



The screenshot shows the footer of the PSRC website, which is dark purple. It is divided into three main sections:

- About PSRC:** Contains the mission statement: "Our mission is to advance solutions to achieve a thriving, racially equitable, and sustainable central Puget Sound region through leadership, visionary planning, and collaboration."
- Navigation Links:** A vertical list of links with right-pointing chevrons:
 - Americans with Disabilities Act (ADA)
 - Directions to PSRC's Office
 - Employee Login
 - Newsletter Sign-up** (highlighted with a white circle)
 - Privacy Policy
 - Public Participation Plan
 - Title VI
- Connect with PSRC:** Contains contact information:
 - Address: 1201 Third Avenue, Suite 500, Seattle, WA 98101-3055
 - Phone: 206-464-7090
 - Email: info@psrc.org

At the bottom left, there are social media icons for Facebook, X, Instagram, and LinkedIn. At the bottom right, it says "Website by Upanup".

Select “Transportation Demand Management (TDM)” from the Interests List.



Thank You!

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Puget Sound Regional Council