



## Puget Sound Regional Council

### Regional TDM Advisory Committee Agenda

**Date: Wednesday, August 10, 2022 from 1:00 p.m. – 3:00 p.m.**

**Online Meeting Only: Use Zoom Connection Information Provided Below**

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**1. Welcome and Introductions (1:00)**

**2. Approval of Meeting Summary – June 8, 2022\***

**3. PSRC Committee Debriefs (1:10)**

Meeting materials for the Regional Staff Committee can be found at:

<https://www.psrc.org/rsc-meetings>. Meeting materials for the Regional Project Evaluation Committee can be found at: <https://www.psrc.org/rpec-meetings>.

**4. Discussion: 2021 Regional Household Travel Survey Findings (1:15)**

PSRC will share some key findings from the 2021 Regional Household Travel Survey and compare them to previous survey findings.

**5. Discussion: TDM Committee Outreach Update\* (2:00)**

PSRC staff will provide an update on recent outreach meetings with committee members and present on how this feedback will inform the committee's future work.

**6. Discussion: Introduction to Improving TDM Integration in Planning and Implementation (2:30)**

Given the timing of local jurisdiction comprehensive plan updates (due by end of 2024), PSRC staff will suggest potential next steps in the "Improving TDM Integration in Planning" topic area in the "What's Ahead" section of the 2022-2050 Regional Transportation Plan.

**7. Discussion: Roundtable of TDM Issues (2:45)**

Opportunity for committee members to discuss challenges and opportunities of implementation.

**8. Next Meeting: October 12, 2022**

PSRC committee meeting calendar: <https://www.psrc.org/calendar>

**9. Adjourn (3:00)**

**10. Information: WSDOT TDM Technical Committee Meetings**

**Reminder:** Interested parties are encouraged to participate in the state's TDM Technical Committee meetings that are held virtually each month. A [list of meetings](#) is available via the committee's website: <https://tdmboard.com/calendar/meetings/>. Agendas with the link to the meeting are posted in advance on the website: <https://tdmboard.com/meeting-materials/>.

\*Supporting materials attached

## **Zoom Connection Information:**

### **To join audio/video conference:**

<https://psrc-org.zoom.us/j/99239256367?pwd=MXFBMFBIUlhCUHFrZjJleVNtQTgrQT09>

### **To join via cellphone (1-touch dial):**

8335480282,,99239256367#,,,,,0#,,921891# US Toll-free

8778535257,,99239256367#,,,,,0#,,921891# US Toll-free

### **To join via phone:**

833 548 0282 US Toll-free

877 853 5257 US Toll-free

Meeting ID: 992 3925 6367

Passcode: 921891

### **Please adhere to a few virtual meeting rules:**

- Please keep your mic muted when not speaking
- Use \*6 to mute/unmute phone
- When watching the meeting via computer and using phone audio, mute your computer's speakers and mic.

### **Other Formats:**

- Sign language, and communication material in alternative formats, can be arranged given sufficient notice by calling 206-464-7090, TTY Relay 711
- العربية | Arabic, 中文 | Chinese, Deutsch | German, Français | French, 한국어 | Korean, Русский | Russian, Español | Spanish, Tagalog, Tiếng việt | Vietnamese visit <https://www.psrc.org/contact-center/language-assistance>.



# Puget Sound Regional Council

## Regional TDM Advisory Committee Meeting Summary

**Date:** June 8, 2022 from 1:00 p.m.- 3:00 p.m.

**Location:** Remote – Online Meeting Only (Zoom Connection)

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### Welcome and Introductions

Sarah Spicer, Co-Chair, welcomed everyone at 1:00 p.m. and then took a roll call and confirmed the members and alternates present.

### Approval of Meeting Summary

The summary for the February 9, 2022 TDM Advisory Committee meeting was approved as submitted.

### PSRC Committee Debriefs

Gil Cerise, PSRC, provided an overview of recent meeting topics for the Regional Staff Committee and the Regional Project Evaluation Committee.

Meeting materials for the Regional Staff Committee can be found at: <https://www.psrc.org/rsc-meetings>. Meeting materials for the Regional Project Evaluation Committee can be found at: <https://www.psrc.org/rpec-meetings>.

### Discussion: 2022-2050 Regional Transportation Plan Adopted, Next Steps

Gil reported that the 2022-2050 Regional Transportation Plan was adopted in May and said the TDM section that contains background information and details and an existing conditions summary. He reviewed the four key issues and next steps for implementing the plan which include improving TDM integration in planning, measuring program effectiveness and efficiency, evaluating and addressing equity in TDM, and modernizing the CTR Law to include more trip types and system users. The committee discussed and suggested various options to approach implementation of the plan.

The presentation can be found on the PSRC website [here](#).

The adopted plan and related materials are available on PSRC's website: <https://www.psrc.org/our-work/rtp>

*For more information contact Gil Cerise at [gcerise@psrc.org](mailto:gcerise@psrc.org).*

### Discussion: WSDOT Commute Trip Reduction Expansion Update

Ricardo Gotla, WSDOT, provided an update on the Commute Trip Reduction (CTR) Law and CTR Expansion work, which included a proposal to fund the current CTR program and a Mobility Coalitions Grant. He reviewed the recent TDM Technical Committee and TDM Executive Board meetings and discussion points. The committee was encouraged to ask questions, provide comments, and offer feedback on any potential gaps in TDM programming.

*For more information, contact Ricardo Gotla at [GotlaR@wsdot.wa.gov](mailto:GotlaR@wsdot.wa.gov)*

### **Discussion: TDM Committee Outreach Update**

Erin Hogan, PSRC, provided an update on recent outreach meetings with committee members and reviewed feedback received regarding TDM infrastructure, regional challenges and committee engagement. She reviewed ways that the feedback can help to bring together RTP priorities and also guide the committee's future work plan. She reviewed next steps that includes a second phase of outreach in June and July, with the results of that outreach to be shared at the August meeting. The committee discussed and provided comments.

The presentation can be found on the PSRC website [here](#).

*For more information contact Erin Hogan at [ehogan@psrc.org](mailto:ehogan@psrc.org)*

### **Discussion: Commute Seattle Briefing on 2021 Survey Trends**

Olivia Holden, Commute Seattle, presented findings from recent surveying efforts, including the [2021 Center City Modesplit](#) and [CTR surveys](#). She reviewed details on the key takeaways learned from the surveys some of which include commute trip changes to downtown Seattle due to increase in remote work and varied benefits employers are investing in such as parking and transit options to encourage and support healthy commutes.

The presentation can be found on the PSRC website [here](#).

*For more information contact Olivia Holden at [oliviah@commuteseattle.com](mailto:oliviah@commuteseattle.com)*

### **Discussion: Roundtable of TDM Issues**

Updates and announcements were provided by:

- Jennifer Hass, Co-Chair (Community Transit)

### **Adjourn**

The meeting adjourned at 2:57 p.m.

### **Information: WSDOT TDM Technical Committee Meetings**

A reminder was provided encouraging interested parties to participate in the state's TDM Technical Committee meetings that are held virtually each month. A list of meetings is available via the committee's website: <https://tdmboard.ning.com/calendar>. Agendas with the link to the meeting are posted in advance on the website: <https://tdmboard.ning.com/page/meeting-archives-1>.

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#### **\*Members and Alternates Present**

See attached attendance roster.

#### **\*PSRC Staff, Alternates and Guests Present**

Alison Crosier, City of Bellevue; Blair Daly, City of Kirkland; Kevin Futhey, Community Transit; Dan Hasty, City of Renton; Will Knedlik; Matthew Trecha, Community Transit

#### **PSRC**

Monica Adkins, Gil Cerise, Erin Hogan

*\*All attendees were present via remote participation*

## TDM Advisory Committee Attendance Roster

(Members and Alternates represented)

Date: June 8, 2022 1:00pm - 3:00pm

Online/Remote Meeting Only

Representation		Name
<b>CITY/COUNTY/TRANSIT</b>		
<b>King County</b>		
King County Metro (1)		Ina Percival
	x	Lori Burchett (Alt.)
Metro City: Seattle (1)	x	Sarah Spicer, Co-Chair
		Ben Rosenblatt (Alt.)
Metro City: Bellevue (1)		Kate Johnson
		Travis Lange (Bellevue Downtown Assoc/TransManage) (Alt.)
Other Cities/Towns or County (5)	x	Alison Turner (Tukwila)
	x	Veronica Bean (Auburn)
		VACANT
		VACANT
		VACANT
		VACANT (Alt.)
		VACANT (Alt.)
		VACANT (Alt.)
		VACANT (Alt.)
<b>Kitsap County</b>		
Kitsap Transit (1)	x	Lindsay Kuiphoff
		Steffani Lillie (Alt.)
Metro City: Bremerton (1)	x	Cathy Bonsell
		Vicki Grover (Alt.)
Other Cities/Towns or County (1)	x	Chris Hammer (Pt. Orchard)
		VACANT (Alt.)
<b>Pierce County</b>		
Pierce Transit (1)		Kim McGilvery
		VACANT (Alt.)
Metro City: Tacoma (1)	x	Laura Svancarek (Downtown on the Go)
		Liz Kaster (Alt.)
Other Cities/Towns or County (1)	x	Debbie Germer (Pierce County)
		VACANT (Alt.)
<b>Snohomish County</b>		
Community Transit (1)	x	Jennifer Hass, Co-Chair
		Matthew Trecha (Alt.)
Metro City: Everett (1)		VACANT
		Julio Cortes (Alt.)
Other Cities/Towns or County (1)	x	Nathan Howard (Snohomish Cty)
		Jay Larson (Snohomish Cty) (Alt.)
<b>REGIONAL</b>		
<b>State</b>		
WSDOT (1)	x	Ricardo Gotla
		Pamela Vasudeva (Alt.)
<b>Transit</b>		
Sound Transit (1)	x	Kevin Shively
		Alex Ko (Alt.)
<b>NON-VOTING (3 - 6 total, representing implementers, underrepresented groups, and research organizations)</b>		
	x	Olivia Holden (Commute Seattle)
		Caryn Walline (UW Transportation Services)
	x	Sara Sisco (Hopelink)
		VACANCIES



# Puget Sound Regional Council

## DISCUSSION ITEM

August 3, 2022

**TO:** Regional TDM Advisory Committee

**FROM:** Gil Cerise, Program Manager  
Erin Hogan, Associate Planner

**SUBJECT: Outreach to TDM Stakeholders and Next Steps**

## IN BRIEF

At the August 10 meeting, PSRC staff will review initial findings from the recent outreach to TDM committee members and other stakeholders (see attached summary document). Please review this document in advance of the meeting. PSRC and the committee co-chairs will then facilitate a discussion on addressing feedback from the outreach and incorporating that into a work program to support the TDM priorities in the 2022-2050 Regional Transportation Plan.

## DISCUSSION

TDM Advisory Committee members should review the attached summary of outreach to inform discussion at the August 10, 2022, committee meeting.

PSRC staff are providing some initial thoughts on potential next steps in response to the outreach, including:

- Continuing to offer periodic opportunities to engage with PSRC staff on an agency-to-agency basis to continue learning about the region's TDM landscape (roles and responsibilities, programs, opportunities and challenges, etc.).
- Revisit TDM Advisory Committee operating procedures and membership to assess potential changes to membership and how the committee functions, and to continue recruitment of membership.
- Discuss how to better align PSRC TDM Advisory Committee meetings with those managed by the state, and/or potentially, CTR implementers or more localized groups.
- Seek opportunities to improve communication on TDM, what it is, how its implemented and by who, etc. at the regional level. Potential opportunities include improving PSRC TDM web page, providing opportunities to share about TDM to a broader audience (e.g., Regional Staff Committee, PSRC boards, other?).
- Provide more opportunities for TDM implementers and other stakeholders to share information in the advancement of PSRC's TDM-related work program.

## Lead Staff

For more information contact Gil Cerise, Program Manager, at [gcerise@psrc.org](mailto:gcerise@psrc.org) or 206-971-3053, and Erin Hogan, Associate Planner, at [ehogan@psrc.org](mailto:ehogan@psrc.org) or 206-971-3054.

Attachment A – Summary of PSRC Outreach to TDM Implementers and Stakeholders, May – July 2022

# Summary of PSRC Outreach to TDM Implementers and Stakeholders, May – July 2022

## Purpose

Following adoption of the 2022-2050 Regional Transportation Plan, PSRC is developing a work program to implement strategies, projects, and programs identified in the plan through staff work and engagement with its staff committees.

The purpose of these outreach meetings was to help PSRC better understand Transportation Demand Management (TDM) operations, relationships, and programming in the region while also gathering input on regional priorities and suggestions for future committee work. In addition, with changes in staffing and responsibilities in the TDM community over the past several years, the outreach served as another way for PSRC staff to connect with TDM stakeholders throughout the region.

## Participants

PSRC completed two email solicitations and various follow-up emails to schedule one-on-one meetings with stakeholders. All current committee members were invited to participate, and some additional interested stakeholders were invited at the suggestion of committee members.

PSRC met with 15 stakeholder agencies (listed below), 14 of which are current committee members or alternates. This included representatives from all four counties and jurisdictions varying in population and TDM program size.

- City of Auburn
- City of Bellevue
- Community Transit
- Commute Seattle (Seattle TMA)
- Downtown on the Go (Tacoma TMA)
- City of Federal Way – not a current committee member
- Hopelink
- King County Metro
- Kitsap Transit
- Pierce County
- City of Seattle
- Sound Transit
- TransManage (Bellevue TMA)
- City of Tukwila
- University of Washington Transportation Service

## Discussion Topics

PSRC developed three discussion topics and a list of related questions based on the goals of the outreach:

### 1. Understanding TDM Programs

PSRC asked each agency about their TDM programming—Are they a Commute Trip Reduction (CTR)-affected jurisdiction or do they have a role in CTR compliance? How long have the program(s) been around? What is the scope of the program(s)—geographic, time of day, trip purpose? Where does their funding for TDM come from? How many staff/what resources are allocated to working on TDM? How does the agency measure success for TDM? PSRC also

## Summary of PSRC Outreach to TDM Implementers and Stakeholders, May – July 2022

shared the regional definition of TDM and asked for stakeholders to reflect on its accuracy and clarity.

Regional Definition of TDM (developed for Regional Transportation Plan):

*Transportation Demand Management (TDM) refers to a coordinated set of programs to help people use the transportation system more efficiently through education, incentives, products (like subsidized transit fare cards), and programs that make it easier and more convenient to use non-drive alone modes such as transit, carpool, vanpool, walking, biking, and teleworking. These programs are typically implemented by cities, counties, transit agencies, transportation management associations (TMAs), non-profits, or other entities.*

### 2. Exploring the Regional Role in TDM

PSRC reviewed the four regional TDM priorities included in the Regional Transportation Plan and asked about relative importance, if there are other major priorities not captured in the plan, and what needs the committee can meet to support each agency's TDM work.

### 3. Feedback on PSRC Regional TDM Advisory Committee

PSRC asked for feedback on the advisory committee—Are there topics they would like to hear more about at future meetings? Who else should be at the table? How frequently should the committee meet? How can we ensure we don't overlap with or duplicate the role of state committees and boards?

## What We Heard

- **There is generally consensus that the regional definition of TDM is still accurate and appropriate.** Although most interviewed stakeholders agreed that distinguishing TDM activities from the non-drive alone modes themselves was good, one stakeholder suggested that inclusion of some first-/last-mile transportation services should be considered. Suggestions for minor changes included: addressing how TDM fits into the broader transportation system and being more explicit that the goal of TDM is to change individual travel behavior.

Most stakeholders agreed that the term “products” should remain in the definition and provided some additional examples to clarify. One stakeholder said this emphasized that there are some tangible components to TDM and that it goes beyond marketing and education.

There were some contradicting opinions on the phrase “help people use the transportation system more efficiently.” Some feel this clearly emphasizes that TDM is focused on the person as the unit of travel we should focus on (as opposed to vehicles) whereas others feel this doesn't make clear that the goal is for people to benefit from TDM rather than just improving the transportation system's level of service.

One stakeholder noted that pricing is not explicitly called out in the regional definition. Pricing strategies effect consumer choices and can encourage or discourage use of certain modes to



## Summary of PSRC Outreach to TDM Implementers and Stakeholders, May – July 2022

meet goals and objectives. Examples include pricing of parking, road usage charges or tolls, and transit fares.

- **Relationships between implementers and with employers and community partners are critical to how TDM functions in the region.** Stakeholders repeatedly referenced meetings and communications with other jurisdictions, major employers, and other community partners. There are already lots of conversations and coordination among jurisdictions at a sub-regional level (example: South King County) or by implementer type (coordination among TMAs).

Thus, it can be challenging to understand how TDM works in our region when a person is new to this field of work. Several stakeholders said they would appreciate more connections to other implementers and opportunities to build these relationships.

- **Some jurisdictions have strongly integrated TDM into the comprehensive planning process and associated ordinances. In other jurisdictions this remains a challenge.** Some of the larger jurisdictions have plans with specific mode split goals that reinforce TDM programming. Some jurisdictions are also exploring Multimodal Level of Service or alternatives to traditional Level of Service as a measure of transportation system effectiveness in the comprehensive plan (examples: Vehicle Miles Traveled, Non-Drive-Alone Trips, etc.). Interest was expressed in knowing how other jurisdictions incorporated TDM into their plans and regulations, and possibly identifying some best practices.
- **There is a lot of contracting and subcontracting between agencies and entities to implement TDM programs and ensure compliance with the CTR law.** This includes contracts between jurisdictions and transit agencies as well as between jurisdictions and TMAs. Stagnant and unpredictable funding leads to continually evolving approaches to CTR program administration. For example, there was a recent shift from several jurisdictions in King County contracting with King County Metro for CTR surveying and compliance to doing this work internally.
- **There was consensus among interviewed stakeholders that there is a place for regional coordination—particularly with so much travel across jurisdiction and county boundaries.** Many people in the region don't live in the city where they work or may have other commitments that lead to regular travel outside their city. Specifically, stakeholders expressed interest in opportunities to jointly brainstorm, learn from peers, and further develop partnerships with other implementers for collaboration.
- **Many stakeholders are interested in the Regional TDM Advisory Committee supporting their work through providing data** from PSRC's Household Travel Survey Program analysis to monitoring changing travel behaviors as COVID becomes less of a concern and people adjust to new travel norms, as well as anything else that might support TDM programming. CTR survey data is valuable but doesn't necessarily capture every data point that could be used to support furthering TDM or constructing grant applications.
- **Stakeholders seem to agree that shifting from solely CTR and commute-focused work to an "all people, all times, all trips" perspective is the future of TDM** and that the region (and state)

## Summary of PSRC Outreach to TDM Implementers and Stakeholders, May – July 2022

should move toward a framework that captures this perspective, particularly at a time where telework has become normalized. However, there are also concerns about a broader scope of responsibility for jurisdictions without additional funding and technical support.

- **TDM programs in the region vary in funding sources and strategies.** Most are funded through WSDOT CTR funds, CMAQ grants, WSDOT Regional Mobility Grants, or other local funding sources. Some are also supported by parking fees.
- **Stakeholder feedback highlighted that it is important for PSRC to encourage and ensure participation among a broad array of TDM-related stakeholders at committee meetings and in other TDM-related forums.** It was also suggested that the meeting schedule be coordinated with the statewide meetings, if possible, to ensure opportunities to discuss issues regionally ahead of consideration by statewide committees.
- **A few stakeholders mentioned that a regional implementation plan or future strategic plan would be helpful** in moving forward on the four TDM priorities outlined in the Regional Transportation Plan.

### Potential Next Steps

PSRC staff found this outreach to be invaluable to our understanding of TDM in the central Puget Sound region. At the August 10<sup>th</sup> TDM Advisory Committee meeting, we will provide time for committee members to discuss our summary, share your thoughts, and discuss potential next steps, particularly as relates to PSRC's TDM-related work program.