



## Puget Sound Regional Council

### Regional TDM Advisory Committee Agenda

**Date: Wednesday, June 14, 2023 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 – February 8, 2022\***

**3. PSRC Board and 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: PSRC TDM Inventory and Data Collection (1:25)\***

PSRC will share a draft approach to data collection for the regional TDM inventory. This draft approach was informed by past TDM Advisory Committee meetings, the April 2023 TDM stakeholder workshops, and PSRC staff outreach to TDM stakeholders in 2022.

**5. Discussion: Draft Regional Context for TDM in the Central Puget Sound Region (2:05)\***

PSRC staff will share an outline of a narrative that describes the existing context for TDM in the central Puget Sound region. This narrative could have multiple uses associated with the TDM work program, including communication and education about TDM issues for decision makers and the public.

**6. Discussion: Roundtable of TDM Issues (2:30)**

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

**7. Next Meeting: August 9, 2023**

PSRC committee meeting calendar: <https://www.psrc.org/boards-committees/upcoming-meetings>

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

**9. 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/81029861526?pwd=WjlkZFEyUURiNINyckZrUDBHR3V3Zz09>

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

8778535257,,81029861526#,,,,\*230365# US Toll-free

8884754499,,81029861526#,,,,\*230365# US Toll-free

**To join via phone:**

877 853 5257 US Toll-free

888 475 4499 US Toll-free

Meeting ID: 810 2986 1526

Passcode: 230365

**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:** February 8, 2023 from 1:00 p.m.- 3:00 p.m.

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

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#### **Welcome and Introductions**

Jennifer Hass, Community Transit, Co-Chair, welcomed everyone at 1:00 p.m. and then took a roll call and confirmed the members and alternates present. Newly appointed members and alternates were invited to give a brief introduction.

#### **Approval of Meeting Summary**

The summary for the December 14, 2022 TDM Advisory Committee meeting was approved as submitted.

#### **PSRC and WSDOT Committee Debriefs**

Jennifer provided an overview of recent meeting topics for the Regional Staff Committee. Gil Cerise, PSRC, provided an overview of recent meeting topics for the Regional Project Evaluation Committee as well as highlights from recent Transportation Policy Board meetings.

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: TDM Planning & Implementation in Snohomish County**

Jennifer and Nathan Howard, Snohomish County Public Works, presented on the history of TDM in Snohomish County, including the partnership between the county and Community Transit, the expansion from CTR implementation to broader TDM efforts, and how the county's comprehensive plan and subsequent code updates have supported residential TDM programming in the county. Jennifer and Nathan answered questions from the committee.

Jennifer and Nathan's presentations can be viewed on the PSRC website [here](#) and [here](#), respectively.

*For more information contact Jennifer Hass at [jennifer.hass@commtrans.org](mailto:jennifer.hass@commtrans.org) and Nathan Howard at [nathan.howard2@co.snohomish.wa.us](mailto:nathan.howard2@co.snohomish.wa.us)*

#### **Discussion: PSRC TDM Work Program – Inventory, Resources, Website**

Gil introduced the topic of refining the list of resources and information TDM

implementers find useful ahead of revisiting the Regional TDM Inventory this year and how these tasks support the TDM work program (included as an attachment to the agenda packet). Erin Hogan, PSRC, led the committee in a discussion of potential resources and data interests from the memo provided to members in the agenda packet. Committee members weighed in on the topics and provided feedback to inform the next steps.

For more information contact Gil Cerise at [gcerise@psrc.org](mailto:gcerise@psrc.org) and Erin Hogan at [ehogan@psrc.org](mailto:ehogan@psrc.org)

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

Updates and announcements were provided by:

- Sylvia Crum, WSDOT
- Jennifer Hass, Community Transit
- Sarah Spicer, City of Seattle

### **Adjourn**

The meeting adjourned at 2:56 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**

Patrick Green, WSDOT; Dan Hasty, City of Renton; LM Myers

### **PSRC**

Monica Adkins, Gil Cerise, Erin Hogan

*\*All attendees were present via remote participation*

TDM Advisory Committee Attendance Roster		
(Members and Alternates represented)		
Date: February 8, 2023 1:00pm - 3:00pm		
Online/Remote Meeting Only		
Representation		Name
CITY/COUNTY/TRANSIT		
King County		
King County Metro (1)	x	Ina Percival
		Kristine Edens (Alt.)
Metro City: Seattle (1)	x	Sarah Spicer, Co-Chair
		Ben Rosenblatt (Alt.)
Metro City: Bellevue (1)	x	Kate Johnson
		Travis Lange (Bellevue Downtown Assoc/TransManage) (Alt.)
Other Cities/Towns or County (5)		Anthony Avery (Federal Way)
	x	Veronica Bean (Auburn)
	x	John Larson-Friend (Issaquah)
		LaNaya Taylor (Redmond)
	x	Alison Turner (Tukwila)
		VACANT (Alt.)
		VACANT (Alt.)
		VACANT (Alt.)
Kitsap County		
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.)
Pierce County		
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)
		Hans Hunger (Puyallup) (Alt.)
Snohomish County		
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.)
REGIONAL		
State		
WSDOT (1)	x	Sylvia Crum
		Patrick Green (Alt.)
Transit		
Sound Transit (1)		Kevin Shively
		Alex Ko (Alt.)
NON-VOTING (3 - 6 total, representing implementers, underrepresented groups, and research organizations)		
	x	Kirk Hovenkotter (Commute Seattle)
	x	Sara Sisco (Hopelink)
		Caryn Walline (UW Transportation Services)
		VACANCIES

## ***Regional TDM Inventory Update – Discussion Guide for June 14, 2023 TDM Advisory Committee Meeting***

### **Overview**

At the June 14, 2023 TDM Advisory Committee, PSRC staff and members will take the next steps toward updating the Regional TDM Inventory. This document summarizes the purpose of this update, how it fits into the 2023-2024 TDM Work Program, steps completed so far, discussion questions for the June 14 meeting, and an overview of next steps. Please review ahead of the June meeting and come ready to answer the discussion questions.

### **Inventory Purpose**

The Regional TDM Inventory is intended to capture the breadth of TDM programming occurring throughout the central Puget Sound region and quantify the impact of these TDM activities. Task 5 of the 2023-2024 TDM Work Program specifically calls for this update, and it also supports other tasks in the work program. (2023-2024 TDM Work Program is attached as *Attachment A*.)

Based on lessons learned from the first regional inventory (conducted in 2019-2020), the inventory update will focus on one year rather than a multi-year period and questions will be simplified so the survey is easier to complete and more focused on data PSRC and TDM implementers anticipate being the most useful. The update also introduces questions to start making connections between the investments in TDM in this region and the outcomes and accomplishments of TDM activities.

The updated inventory will support the next update to the Regional Transportation Plan (due 2026) and the work of TDM implementers throughout the region. This dataset will be accompanied by a document that addresses the context of TDM in the region and some of its more qualitative aspects (see outline for agenda item 5).

### **Summary of April TDM Inventory Workshops:**

In April, members were invited to attend one of two scheduled workshops to discuss the current Regional TDM Inventory (based on data collected in 2019-2020), the lessons learned from that process, and brainstorm strategies for updating the inventory. Below are a few themes that emerged from these workshops. The list of data points gathered for the current inventory, as well as a link to the full Excel file, are included as *Attachment B*.

- Participants agreed that using individual programs/campaigns as the unit of measurement for the inventory created some challenges because a program may utilize multiple campaigns or change the name or branding over time. There was agreement that all TDM activities should be included in the inventory—any programming focused on reducing single-occupancy vehicle trips by changing behavior—such as Commute Trip Reduction (CTR) programs, Transportation Management Programs (TMPs) and other regulation-driven programs, transit subsidy or incentive programs, and more.
- There was also agreement that trying to map TDM is problematic. TDM programs are often defined by specific audiences (students at a neighborhood school, large employer worksites,

## ***Regional TDM Inventory Update – Discussion Guide for June 14, 2023 TDM Advisory Committee Meeting***

residents of a particular building or development). Additionally, program audiences may live in a jurisdiction different from their place of work.

- In response to questions about how easy or difficult it was to complete the survey/data request in 2019, participants agreed that collapsing some of the categories into fewer, broader ones might make it easier (e.g., fewer options for the intended audience).
- Several participants indicated challenges in collecting data that demonstrates clear causation between TDM programs and changes in travel behavior. Most jurisdictions don't have budget for the extensive surveying that would require. Measures like Vehicle Miles Traveled (VMT) or Non-Drive-Alone Trips (NDAT) do not tell a complete story but are still valuable as a tool to quantify TDM impacts. There was also interest in how jurisdictions could coordinate to ensure inter-jurisdictional trips are not being double counted by both the origin and destination jurisdictions.
- Participants also indicated there is value in trying to capture the relationships (both formal and informal) that make TDM work in this region – contracting, partnerships, etc.
- There was also interest in retaining enough detail (like program descriptions) that implementers could use this dataset to identify and learn from peers in the region.

**Discussion:** Can anyone think of something we've missed from the April workshops?

### **Draft Proposal of Data to Collect in Update:**

- *Timeframe:* One year/point in time rather than the range (2015-2019 with year-by-year breakdown) used last time
  - **Discussion:** Is TDM budgeting easier to capture for a calendar year, state fiscal year, biennium...? Does calendar year 2022 seem reasonable?
- *Unit of Measurement:* Use implementer and/or jurisdiction instead of individual campaigns or programs
  - **Discussion:** Just as "program" had some ambiguity, any measure will be challenging. If we use "implementer," can we come to some consensus on what that means for purposes of the inventory? Should we retain the option for an implementer to split their work by program, if necessary (very different audiences, contracting some but not all of a jurisdiction's TDM programming, etc.)?
- *Partnerships & Contracting:* One question for agencies/jurisdictions the implementer regularly works with (capturing informal partnerships) and another question asking if the implementer is part of any Memoranda of Understanding (MOUs) (e.g., Community Transit and Snohomish County have an MOU) or contracts with another entity (e.g., City of Bellevue contracting with TransManage for some TDM implementation)?
  - **Discussion:** Does this capture the comments from April workshops related to capturing relationships?
- *TMPs and other Regulations:* "Regulatory" was listed as a strategy in the current inventory, but whether a jurisdiction had a TMP requirement for certain residential and/or commercial development was not a specific question.
  - **Discussion:** Do we want to keep that approach or call this out as a separate question?

## ***Regional TDM Inventory Update – Discussion Guide for June 14, 2023 TDM Advisory Committee Meeting***

- **Funding:** Amount and Source: Ask each implementer to provide list of grants (with amounts) specifically allocated for TDM activities.
  - **Discussion:** Is this feasible to collect? See earlier question re: timeframe.
- **Activities/Strategies:** Propose simplifying list from current inventory. This question should convey the activities or functions of a TDM program by addressing how it encourages alternatives to drive-alone trips.
  - **Discussion:** What categories make sense?
  - For reference, the current Regional TDM Inventory strategies list includes: incentives, rewards, financial support, regulatory, education, marketing, gamification, trip planning, consultation, and other.
- **Trip Types Supported:** All trips or commute trips (school or work)
  - **Discussion:** Is there a need to parse this out any further?
- **Audience:** Simplify to general population, commuters, and an “other” field
  - **Discussion:** Is this redundant with trip types? Is one of these measures preferable to the other?
- **Telework:** This was previously captured in the “Which non-drive-alone modes does the program encourage or promote?” question as one of the options.
  - **Discussion:** Is this better captured through CTR surveying? Or does that miss some commute-focused programs?
- **Impact/Measures:**
  - Number of Participants/People Engaged
  - VMT – Drive-Alone Miles Not Traveled
  - Emissions using WSDOT calculation?
  - **Discussion:** Are these measurable across all implementers and program types?
- **Implementer Contact:** Included the program contacts last time. Will do this again and utilize this data for regional TDM directory.
  - **Discussion:** Is name, role/title, email, and phone sufficient?

### **Potential Uses/Applications of Regional TDM Inventory Data:**

The context document (see agenda item 5) will explain how TDM is administered in this region: the role of the CTR law and funding; the variation between counties in implementer roles and relationships; emerging priorities and challenges for TDM in the region. This should explain answers to questions like: Why does the inventory have an entry for each CTR-affected jurisdiction in King County while only the county and Tacoma/Downtown on the Go are included for Pierce County? Why are some jurisdictions part of a TMA and others are not? And how do the roles of the TMAs vary from one place to another?

Then, the Regional TDM Inventory will provide data to complement this narrative, capturing how TDM is funded and the impacts achieved with those investments. The challenges in measuring TDM can also be addressed in the context document.



## ***Regional TDM Inventory Update – Discussion Guide for June 14, 2023 TDM Advisory Committee Meeting***

The inventory data will be used by PSRC to:

- Create a regional roll-up of TDM investment, outcomes, regulatory measures, and collaborations (partnerships & contracting)
- Identify any other trends among the region's TDM programming related to strategies, funding, and types of programs (e.g., all trips vs. commute trip-focused)
- Compile the implementer contacts to create the regional TDM directory

Implementers may use the data from the inventory to:

- Add quantitative impacts to grant applications
- Contextualize an individual jurisdiction's program within the region
- Find peers with program elements they may be interested in adding to their own program

### **Next Steps & Tentative Timeline**

- Develop Inventory Questions and Survey Instrument (Q3-Q4 2023)
  - Finalize questions
  - Strategy for surveying – which tool to use
  - Work with WSDOT to leverage data from new CTR survey tool/fall surveying
- Data Collection (Q4 2023)
  - Are any jurisdictions in the region planning to do CTR surveying this fall? If so, when?  
Want to make sure the inventory survey does not overlap.
- Data Analysis (Q1 2024)

## Attachment A

### ***Draft PSRC TDM Work Program: 2023–2024***

**Note:** This is an initial draft developed based on PSRC’s TDM Advisory Committee feedback and brainstorming. It does not represent a final commitment to complete all of this work within the 2023–2024 timeframe. The work program begins in early 2023, but all work may not occur by the end of the calendar year/may continue into subsequent years. PSRC will work with the TDM Advisory Committee to prioritize and assign roles for completing this work and will update the work program, as appropriate.

#### **Goals for TDM Work Program**

- Implementing Priorities from the Regional Transportation Plan (RTP), adopted May 2022:
  - Incorporating TDM in plans, programs, and implementation
  - Measuring program effectiveness and efficiency
  - Evaluating and addressing equity in TDM
  - Expanding TDM to markets not covered by Commute Trip Reduction (CTR)
- Addressing feedback from 2022 PSRC - TDM Committee Member Outreach
- Preparing for the next update to Regional Transportation Plan (for 2026 adoption) with data collection, existing conditions, emerging issues, and future policy direction, among other tasks.

#### **Themes for TDM Work Program**

- **Coordinating:** The TDM Advisory Committee will coordinate through PSRC convening at the regional level to provide more regional consistency and a regionally united voice on important TDM issues. Coordination can bring together the implementers of the more than 100 TDM programs in existence within the central Puget Sound region to advance RTP demand management priorities in support of achieving the regional growth strategy in VISION 2050.
- **Informing:** The TDM Advisory Committee will work together to inform in multiple ways. Technical experts and implementers of TDM programs will provide their program-level subject matter expertise to inform PSRC’s work. The committee will work with PSRC and other entities, sharing data on trends in travel behavior to inform TDM programming in the region.
- **Connecting:** The TDM Advisory Committee, as a regionally representative advisory committee of PSRC, does not include direct representation of all TDM implementers in the region, however, it can serve as a connector for organizations and people implementing TDM throughout the region and beyond. The committee will work with PSRC to create opportunities for communicating the value of TDM to the public and elected officials as well as building a mutually supportive regional TDM community that shares its successes, challenges, and opportunities in a collaborative manner.

#### **TDM Work Program**

The TDM Advisory Committee will coordinate, inform, and connect in the service of its regional collaboration to help the region achieve the regional growth strategy embodied in VISION 2050.

##### **Project/Task 1: Update PSRC TDM Website**

**Goals Supported:** Incorporating TDM into plans, programs, and implementation; Addressing feedback

## Attachment A

### ***Draft PSRC TDM Work Program: 2023–2024***

from 2022 PSRC - TDM Committee Member Outreach

**Details:** Begin by identifying which resources and information would be useful to include on this webpage. Previous suggestions: directory of TDM contacts, program showcase/examples, information for non-TDM visitors (one-pager, definition + program examples), links to Regional Transportation Plan, State TDM Plan, etc., data sources or data findings that demonstrate the value of TDM, training and tools for TDM newcomers, tips for demonstrating in grant applications that projects are consistent with Regional Transportation Plan's TDM goals...what else?

**Coordination with WSDOT:** Potentially work with WSDOT to identify what resources they currently and plan to continue providing and identify any gaps this committee/PSRC can fill, ensuring efforts aren't duplicative. Also: are there state resources we could customize for the region's needs?

#### **Project/Task 2:** TDM Committee Member & Implementer Engagement with RTP Priorities

**Goals Supported:** Incorporating TDM into plans, programs, and implementation; Measuring program effectiveness and efficiency; Evaluating and addressing equity in TDM; Expanding TDM to markets not covered by CTR; Addressing feedback from TDM member outreach

**Details:** PSRC will work with the committee to identify and schedule presentations, panels, or other methods of communicating how TDM implementers and other TDM stakeholders in the region address the four RTP priorities for TDM. This will be an opportunity for implementers to share successes, challenges, and opportunities with each other and help inform further development of PSRC's TDM work program.

**Coordination with WSDOT:** WSDOT - PSRC engagement on shared goals may create opportunities for information sharing.

#### **Project/Task 3:** Incorporating TDM into Comprehensive Plans/Planning Processes

**Goals Supported:** Incorporating TDM into plans, programs, and implementation

**Details:** Begin with an evaluation of how TDM is incorporated into comprehensive plans (including implementation) or how it is addressed in areas that do not develop comprehensive plans. Are there opportunities to improve or strengthen these elements as implementers engage in the 2024 comprehensive plan update process? Are there lessons that can be learned from peer jurisdictions or other implementers in the region or beyond? This project/task can also examine how CTR plans are incorporated or made consistent with comprehensive plan goals and policies. Longer term investigation could assess how implementation of projects incorporate TDM...How is TDM incorporated into project development, funding requests, and implementation of projects? A potential product of this work could be development of best practices for incorporating TDM into plans, programs, and implementation.

#### **Project/Task 4:** CTR Plan Updates – Guidance for Local Plan Consistency, Direction for Regional CTR Plan (Strategies & Measures)

**Goals Supported:** Incorporating TDM in plans, programs, and implementation; Measuring program effectiveness and efficiency

**Details:** As WSDOT begins developing a timeline for CTR Plan updates after several years of deferrals, the TDM Advisory Committee can coordinate responses to WSDOT's draft and final guidance. PSRC and local implementers will have an interest in guidance relating to the Regional CTR Plan and the role that WSDOT imagines for RTP (PSRC) review and action on local CTR plans.

**Coordination with WSDOT:** Coordination will be needed with WSDOT on development of guidance relating to CTR Plan updates, Regional CTR plans, and roles associated with the CTR plan.

## Attachment A

### ***Draft PSRC TDM Work Program: 2023–2024***

#### **Project/Task 5:** Update Regional TDM Inventory

**Goals Supported:** Measuring program effectiveness and efficiency; Preparing for Update to Regional Transportation Plan

**Details:** PSRC will engage the committee in development of an updated TDM program inventory in 2023. The committee will revisit the existing inventory (completed in 2020) to identify elements that should remain, those that are unnecessary, and those that should be added. It is anticipated that PSRC will conduct data collection for an updated TDM program inventory in 2023 or 2024 to provide an updated baseline for the next RTP update (due 2026). How can the inventory help inform policymakers and the general public about TDM and the benefits of TDM programs?

**Coordination with WSDOT:** Explore opportunities for data sharing, particularly with the update to the CTR survey instrument.

#### **Project/Task 6:** Explore Strategies for Measuring TDM Effectiveness and Efficiency Across Region

**Goals Supported:** Measuring program effectiveness and efficiency

**Details:** If not addressed by the Regional TDM Inventory, conduct additional research to identify meaningful measures of effectiveness (ex: How well do TDM strategies achieve desired outcome?) and efficiency (ex: How much positive outcome is created per dollar invested in TDM?). Are there strategies outside of surveying for collecting information on TDM in the region? How can the diversity of TDM programs and benefits be measured consistently for aggregation?

**Coordination with WSDOT:** Gain familiarity with WSDOT measures and how jurisdictions calculate and report program outcomes. How can we build on existing requirements to collect more robust data without creating burden for implementers?

#### **Project/Task 7:** Continue Convening the TDM Advisory Committee (Ongoing)

**Goals Supported:** Addressing feedback from 2022 PSRC - TDM Committee Member Outreach

**Details:** Committee will continue meeting every other month in 2023 to make progress on this TDM work program and provide a forum for members to discuss issues, ideas, and opportunities for collaboration.

**Coordination with WSDOT:** Identify how the PSRC TDM Advisory Committee work program and meeting schedule align with WSDOT TDM work and topics/decisions the committee may want to discuss or provide feedback on.

**To Be Determined:** Hybrid meetings? Changes to meeting structure? Committee involvement in developing agendas and/or presenting?

#### **Concepts in need of further brainstorming/development:**

- **Equity in TDM:** How do we measure this? What data is “good enough” in lieu of a specific survey question or detailed employer data? How to go about ensuring equity within the structure of CTR priorities of large employers and peak hours? (Mobility Partnership Grant may be an opportunity?)
- **How can we support more TDM programming for non-CTR trips** (small employers, non-commute trips, non-peak-hour commutes) within the existing funding and program infrastructure? (Mobility Partnership Grant may be an opportunity?)

## Attachment B

### ***Summary of Data Collected in 2020 Regional TDM Inventory***

The full Excel file of 2020 Regional TDM Inventory data is accessible by [clicking here](#). The second tab of the spreadsheet, labeled “Definitions,” offers detailed explanations of each term/program attribute.

Each row represents a TDM program.

Columns highlight the following program attributes:

- City + County where program is located
- Lead Organization + Type (transit agency, city, TMA, county, etc.)
  - Also: Partner Organization + Type (transit agency, city, TMA, county, etc.)
  - Also: Contracting Agency (if applicable)
- Year Created + Ended (if applicable)
- Program Timeframe (year-round, school year, short-term/one-time campaign, etc.)
- Geographic Scope (city, county, neighborhood, school district, etc.)
- Program Description
- Trip Purposes supported by Program (work, school, all, etc.)
- Employer Size (four categories broken down by number of employees: 5-49, 50-99, 100-499, 500+)
- Strategies Utilized by the Program (0 for “no” and 1 for “yes”)
  - Incentives
  - Rewards
  - Financial Support
  - Regulatory
  - Education
  - Marketing
  - Gamification
  - Trip Planning
  - Consultation
  - Other
- Modes encouraged by the Program (0 for “no” and 1 for “yes”)
  - Fixed-Route Transit
  - Flexible Transit
  - Bike
  - Walk
  - Vanpool
  - Carpool
  - Mobility On Demand/micro-mobility (scooter share, bike share, etc.)
  - Transportation Network Company (TNC)
  - Telecommute
  - Alternative Work Schedules
  - Other

## Attachment B

### ***Summary of Data Collected in 2020 Regional TDM Inventory***

- Target Audiences for the Program (0 for “no” and 1 for “yes”)
  - Employers
  - Commuters
  - Residents
  - Parents
  - Students
  - Visitors
  - Property Managers
  - Developers
  - Limited-English Proficiency Populations
  - People with Disabilities
  - Seniors (65+)
  - Veterans
  - Low-Income
  - Youth (5-18)
  - All People
- Total Number of Participants by Year, 2015-2019
- Drive-Alone Miles Not Traveled by Year, 2015-2019
- Drive-Alone Trips Not Taken by Year, 2015-2019
- Any other performance measures used?
- Program contact person

## ***Regional Context for TDM in the Central Puget Sound Region – Draft Outline***

### **Purpose**

The purpose of the Regional Context document is to provide communication on how TDM is organized and implemented in the central Puget Sound region for a non-technical/non-TDM-implementer audience. In other words, the Regional Context document could be used for communicating to elected officials, the general public and other non-technical audiences. It could be shared via the TDM page of PSRC's website, so it is easily accessible.

The context document will explain how TDM is administered in this region: the foundational role of the Commute Trip Reduction (CTR) law and funding; the variation between counties in funding sources and implementer roles and relationships; emerging priorities and challenges for TDM in the region. This should explain answers to questions like: Why does the inventory have an entry for each CTR-affected jurisdiction in King County while only the county and Tacoma/Downtown on the Go are included for Pierce County? Why are some jurisdictions part of a TMA and others are not? And how do the roles of the TMAs vary from one place to another?

The Regional TDM Inventory will provide data to complement this narrative, capturing how TDM is funded and the impacts achieved with those investments. The challenges in measuring TDM can also be addressed in the context document.

### **Draft Outline**

- **Defining TDM**  
Include regional definition and examples (e.g., TDM is not the infrastructure or service itself (a Link light rail extension opening), but the marketing and communications to promote a new service or help people navigate existing travel options through education, marketing, subsidized ORCA cards, etc.). Can also explain the difference between CTR and TDM.
- **Origins of TDM**
  - Foundational role of Commute Trip Reduction Law in Washington State
  - CTR evolved with 2006 efficiency act
    - GTECs led to development of TMAs
    - Decentralized implementation
- **TDM in the Region Today**
  - Short explanation of how jurisdictions in the region are CTR-affected
  - Provide a county-by-county review of implementation—who implements TDM, some program examples or program types, and how TDM activity is funded in that county
    - King County
      - Changing role for King County Metro
      - TMAs in Seattle, Bellevue, Redmond and their differing roles and partnership structures
      - Involvement of port
      - Information-sharing and collaborating between jurisdictions
    - Kitsap County
      - Roles of jurisdictions, Kitsap Transit

## ***Regional Context for TDM in the Central Puget Sound Region – Draft Outline***

- Information-sharing and collaborating between jurisdictions
- Pierce County
  - Role of Pierce County, Tacoma, and TMA (Downtown on the Go)
  - Information-sharing and collaborating between jurisdictions
- Snohomish County
  - Role of Community Transit, Everett
  - Information-sharing and collaborating between jurisdictions
- Can integrate high-level summary statistics from the Regional TDM Inventory update, once completed, including information on local ordinances and regulations that require TDM