



Puget Sound Regional Council

Regional TDM Advisory Committee Agenda

Date: Wednesday, December 13, 2023 from 1:00 p.m. – 2:00 p.m.

Online Meeting Only: Use Zoom Connection Information Provided Below

1. Welcome and Introductions (1:00)

2. Approval of Meeting Summary – October 11, 2023*

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: Progress on Regional TDM Inventory Update (1:15)

PSRC will provide a short update on the data collection effort to update the Regional TDM Inventory and outline next steps for analyzing data and sharing findings with the committee in 2024.

5. Discussion: Draft Regional Context for TDM in the Central Puget Sound Region* (1:30)

PSRC staff have prepared a draft of the regional context document discussed at previous meetings. For reference, an introduction and outline can be found in the [agenda packet](#) from the June 14 meeting. PSRC staff sees this as a potentially useful complement to the Regional TDM Inventory. Committee members will have a chance to discuss and offer feedback on the draft.

6. Discussion: Roundtable of TDM Issues (1:50)

As time allows, this is an opportunity for committee members to discuss challenges and opportunities of implementation.

Note: Committee members, alternates, and other interested parties from CTR-affected jurisdictions are encouraged to attend WSDOT’s “CTR 4-Year Plan Kickoff for the Puget Sound Region” meeting, which will begin immediately after the PSRC committee meeting concludes at 2:00 p.m. The WSDOT meeting can be accessed via the following Microsoft Teams link:

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 276 315 060 838

Passcode: BTg2p8

[Download Teams](#) | [Join on the web](#)

Or call in (audio only)

7. Next Meeting: TBD (2024)

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

8. Adjourn (2:00)

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](#) and the link to join is available via the committee's website:

<https://tdmboard.com/calendar/meetings/>. Meeting materials are posted before scheduled meetings on the website, here: <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 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: October 11, 2023 from 1:00 p.m.- 2:30 p.m.

Location: Remote – Online Meeting Only (Zoom Connection)

Welcome and Introductions

Gil Cerise, PSRC, 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 August 9, 2023 TDM Advisory Committee meeting was approved as submitted.

PSRC Board and Committee Debriefs

Gil Cerise, PSRC, provided a short summary of relevant topics at recent PSRC board and committee meetings for the group.

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 Data Collection/Inventory Preparation – Final Review

Erin Hogan, PSRC, facilitated a discussion with the committee on PSRC's draft regional TDM inventory questionnaire. The regional TDM inventory is intended to inform the Regional Transportation Plan and provides an update on data collected in 2019. Committee members provided feedback on several outstanding questions. PSRC notified stakeholders that they should be ready to respond to the inventory in the coming weeks.

For more information contact Erin Hogan at ehogan@psrc.org

Discussion: Connecting People to Transit Update

Jean Kim, PSRC, provided an overview of PSRC's transit access work program and the progress made to-date to accomplish its first task: evaluation of PSRC's existing transit access tools and resources and identification of recommendations to improve the region's ability to assess transit access needs and opportunities. PSRC will provide additional updates on this project over the coming months.

For more information contact Jean Kim at jkim@psrc.org

The presentation can be found [here](#).

Discussion: State CTR Plan requirements and relationship between local and regional CTR plans

Gil Cerise, PSRC, indicated that PSRC wants to provide some time for jurisdictions who need to comply with State CTR plan requirements to ask questions about the guidance recently released by WSDOT. PSRC and WSDOT will coordinate on how to share information and engage jurisdictions affected by the state requirements and process over the coming months.

For more information contact Gil Cerise at gcerise@psrc.org

Discussion: Roundtable of TDM Issues

Updates and announcements were provided by:

- Sarah Spicer, City of Seattle

Adjourn

The meeting adjourned at approximately 2:30 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 and the link to join is available on the committee's website:

<https://tdmboard.com/calendar/meetings/>. Meeting materials are posted before scheduled meetings on the website, here: <https://tdmboard.com/meeting-materials/>.

***Members and Alternates Present**

See attached attendance roster.

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

Maya Agarwal, WSDOT; Brad Brashears, City of Bellevue; Kate Johnson, City of Bellevue; AJ James, City of Everett

PSRC

Alexa Leach, Gil Cerise, Erin Hogan, Jean Kim

**All attendees were present via remote participation*

TDM Advisory Committee Attendance Roster

(Members and Alternates represented)
 Date: October 11, 2023 1:00pm - 3:00pm
Online/Remote Meeting Only

| Representation | | Name |
|---|---|--|
| CITY/COUNTY/TRANSIT | | |
| King County | | |
| King County Metro (1) | | Ina Percival |
| | x | <i>Kristine Edens (Alt.)</i> |
| Metro City: Seattle (1) | x | Sarah Spicer, Co-Chair |
| | | <i>Ellie Smith (Alt.)</i> |
| Metro City: Bellevue (1) | x | Amanda Mansfield |
| | | <i>Travis Lange (Bellevue Downtown Assoc/TransManage) (Alt.)</i> |
| Other Cities/Towns or County (5) | | VACANT |
| | x | Veronica Bean (Auburn) |
| | | John Larson-Friend (Issaquah) |
| | | LaNaya Taylor (Redmond) |
| | | Alison Turner (Tukwila) |
| | | <i>VACANT (Alt.)</i> |
| | | <i>VACANT (Alt.)</i> |
| | | <i>VACANT (Alt.)</i> |
| Kitsap County | | |
| Kitsap Transit (1) | | Lindsay Kuiphoff |
| | | <i>Steffani Lillie (Alt.)</i> |
| Metro City: Bremerton (1) | | Cathy Bonsell |
| | | <i>Vicki Grover (Alt.)</i> |
| Other Cities/Towns or County (1) | | Chris Hammer (Pt. Orchard) |
| | | <i>VACANT (Alt.)</i> |
| Pierce County | | |
| Pierce Transit (1) | | Kim McGilvery |
| | | <i>VACANT (Alt.)</i> |
| Metro City: Tacoma (1) | x | Laura Svancarek (Downtown on the Go) |
| | | <i>Liz Kaster (Alt.)</i> |
| Other Cities/Towns or County (1) | x | Debbie Germer (Pierce County) |
| | | <i>Hans Hunger (Puyallup) (Alt.)</i> |
| Snohomish County | | |
| Community Transit (1) | | Jennifer Hass, Co-Chair |
| | | <i>Phillip Jeffries (Alt.)</i> |
| Metro City: Everett (1) | | VACANT |
| | | <i>Julio Cortes (Alt.)</i> |
| Other Cities/Towns or County (1) | x | Nathan Howard (Snohomish Cty) |
| | | <i>Jay Larson (Snohomish Cty) (Alt.)</i> |
| REGIONAL | | |
| State | | |
| WSDOT (1) | x | Sylvia Crum |
| | | <i>Patrick Green (Alt.)</i> |
| Transit | | |
| Sound Transit (1) | x | Kevin Shively |
| | | <i>Alex Ko (Alt.)</i> |
| NON-VOTING (3 - 6 total, representing implementers, underrepresented groups, and research organizations) | | |
| | | Kirk Hovenkotter (Commute Seattle) |
| | | Sara Sisco (Hopelink) |
| | | Caryn Walline (UW Transportation Services) |
| | | VACANCIES |



Puget Sound Regional Council

DISCUSSION ITEM

December 6, 2023

TO: TDM Advisory Committee

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

**SUBJECT: Context for TDM in the Central Puget Sound Region – Draft for
Committee Review**

IN BRIEF

As discussed in previous meetings, PSRC has been developing a document to complement the Regional TDM Inventory called Context for TDM in the Central Puget Sound Region (“regional context document”). Please review the attached draft ahead of the December 13 meeting in preparation for committee discussion.

DISCUSSION

TDM’s value can be difficult to capture quantitatively, and its programmatic nature can create confusion around what is (or is not) considered TDM and how it is implemented. Furthermore, due to the decentralized nature of TDM in this region, implementation varies between jurisdictions. During PSRC’s outreach to stakeholders in 2022 and throughout discussions of updating the Regional TDM Inventory, it became clear there may be some gaps or details not addressed through inventory data.

The regional context document is designed to address those gaps by providing further explanation of TDM and how it is implemented. Between the context document and the forthcoming inventory dataset, a person unfamiliar with TDM should be able to gain a clear understanding of what TDM is and how it is implemented in this region.

The first page of the attached draft includes a more detailed purpose statement. The draft defines TDM, provides background on the critical foundational role of the CTR Law, and begins addressing how TDM is implemented and relationships between organizations conducting TDM activity in this region. PSRC staff are asking the committee to help guide this work into the next phase.

First, PSRC wants to ensure what has been captured in the draft so far is accurate. Second, more detail is needed to fully describe implementation in the county-by-county sections. Once we’ve captured a more comprehensive explanation of TDM, PSRC will work with the committee to refine messaging, integrate findings from the updated

inventory, and determine how to succinctly share this information with a broader audience.

Some questions to consider when reviewing the attached draft:

- Is there anything that seems incorrect or needs further clarification?
- Does the draft document adequately address the foundational role of CTR for TDM in this region?
- Is there anything that is superfluous that could be eliminated or streamlined?
- What additional details or examples of programs can you share to complete the county-by-county implementation section? Some current thinking is to include key programs and examples that illustrate the wide range of TDM activity and relationships in our region.
- Can you think of output from the regional TDM inventory that PSRC is conducting which can contribute to this regional context document?

NEXT STEPS

PSRC will integrate data points from the updated Regional TDM Inventory after data collection concludes in the coming weeks as well as any edits or additional content provided by committee members. The goal is to finalize and share the fully updated Regional TDM Inventory and the Regional Context in the first quarter of 2024.

For more information or to provide further feedback, contact Erin Hogan at ehogan@psrc.org or Gil Cerise at gcerise@psrc.org.

Attachment 5A: DRAFT Context for TDM in the Central Puget Sound Region

DRAFT Context for TDM in the Central Puget Sound Region

Purpose Statement

The purpose of the regional context document is to communicate how TDM is organized and implemented in the central Puget Sound region to a non-technical/non-TDM-implementer audience. In other words, the regional context document will be a tool for explaining TDM to non-technical audiences, such as elected officials and the general public.

Examples of topics to cover include: defining TDM; the foundational role of the Commute Trip Reduction (CTR) law and funding; the definition, origin, and roles of Transportation Management Associations (TMAs); the variation between counties in implementer roles and relationships; and strategies used to implement TDM in our region.

It is intended to complement the 2022 Regional TDM Inventory. It should answer questions like: Why is the structure for implementing TDM different in each county? Why do some jurisdictions have a Transportation Management Association (TMA) and others do not? What are examples of TDM?

However, it is not a data synthesis of the Regional TDM Inventory, although key findings could potentially be integrated at a later time. While it may address some challenges of TDM in the region (measuring effectiveness, evaluating equity, etc.) at a broad level, it is not a vehicle for proposing or advancing any specific policy or agenda. It is intended to educate, not persuade. Additionally, though there will be some references to how TDM became broadly adopted in the region, it is not intended to be a complete history of TDM or a “how to” primer for implementers. It is meant to work for a general audience.

The Regional context document may provide foundational text for the next update to the Regional Transportation Plan. It will be incorporated on the TDM page of PSRC’s website and shared as part of any future TDM presentations to PSRC boards and committees.

Draft Context for TDM in the Central Puget Sound Region

What is TDM?

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 a wide variety of entities: cities, counties, transit agencies, transportation management associations (TMAs), non-profits, among others.

For example, when the Link light rail 1 Line was extended from the University of Washington to Northgate in 2021, Sound Transit, the City of Seattle, King County Metro, and community partners led marketing and education campaigns to inform residents about the new service. Strategies included providing resources on how to ride Link light rail, distributing ORCA fare cards, and generally raising awareness of transit as a mode choice. This marketing, communications, and education to influence change in travel behavior is an example of TDM in action.

Washington State Foundation of TDM: The Commute Trip Reduction Law

The Commute Trip Reduction (CTR) Law,¹ passed by the Washington State Legislature in 1991, is the foundation of TDM programs in the region and across the state. The law aims to address traffic congestion, air pollution, and fuel consumption by reducing trips during peak commute periods. To achieve this goal, the CTR Law prioritizes programming in urban growth areas experiencing the greatest automobile-related air pollution and traffic congestion. These counties and cities are sometimes referred to as “CTR-affected jurisdictions.”² All four counties in the central Puget Sound region are CTR-affected, along with 36 cities and the unincorporated areas of King, Kitsap, Pierce, and Snohomish counties.³

[Figure A: Insert map of CTR-affected counties with affected cities labeled for context]

The requirement that CTR-affected jurisdictions engage “major employers” within their boundaries to utilize TDM strategies/administer a CTR program for their employees provides the foundation for TDM programs in the region. “Major employer” refers to a public or private entity employing 100 or more full-time employees at a single worksite⁴ who begin their workday between 6:00 a.m. and

¹ RCW 70A.15.4000-4110

² RCW 70A.15.4010 2(a): “Affected urban growth area” means: (i) An urban growth area, designated pursuant to RCW 36.70A.110, whose boundaries contain a state highway segment exceeding the one hundred person hours of delay threshold calculated by the department of transportation, and any contiguous urban growth areas; and (ii) An urban growth area, designated pursuant to RCW 36.70A.110, containing a jurisdiction with a population over seventy thousand that adopted a commute trip reduction ordinance before the year 2000, and any contiguous urban growth areas.

³ All CTR-affected jurisdictions in the region are listed under the “How is TDM Implemented in the Central Puget Sound Region?” section.

⁴ A major employer may have more than one worksite where their employees report. They may also have worksites outside of Washington. Only worksites in CTR-affected jurisdictions are subject to the CTR Law.

DRAFT Context for TDM in the Central Puget Sound Region

9:00 a.m. on weekdays for at least 12 continuous months. More information about Washington State's CTR program can be found at [WSDOT's CTR Program webpage](#).

According to the most recent CTR survey data (2017/2018 survey cycle), there were nearly 83,000 worksites in the region at that time. Of these worksites, only 600 were CTR-affected and chose to implement a CTR program. Though they constitute a small share of total worksites, these 600 sites accounted for over 500,000 employees, which is about 24 percent of all employees in the region.

While this represents substantial reach under the CTR Law, this leaves out 76 percent of the region's commuters. Additionally, people do a lot more traveling outside of their commutes. According to the 2017/2019 Regional Household Travel Survey, only about 24 percent of all trips made in the central Puget Sound region are commute trips. WSDOT estimates the current CTR program, with its focus on commute trips at large worksites, addresses only 4 percent of daily trips in the state.

Although the CTR law addresses a small percentage of overall trips in the region, the state law and funding it provides to implementers establishes a foundation on which they can build broader TDM programs. To address trips outside the scope of CTR, jurisdictions, transit agencies, and other implementers have created broader TDM programs, as resources allow. Unlike CTR programs, a TDM program can target any trip purpose or audience.

TDM implementation in the central Puget Sound region

In 2006, an update to the CTR law passed by the state legislature (the CTR Efficiency Act), served as a turning point for TDM implementation. The 2006 law strengthened the role of local jurisdictions by transferring performance accountability from employers to local governments. The intent was to encourage better integration of TDM strategies into local land use and transportation plans as well as transit agency planning processes.

It also created a specific planning designation so local governments could partner with economic development organizations and create expanded TDM programs to apply beyond just large worksites and spur new growth without adding congestion, essentially allowing a broad TDM program to meet CTR requirements.⁵

The updated law also enhanced the role of transportation management associations (TMAs) in the region. A TMA is an administrative body designed to manage the transportation needs of a particular venue, district, or community. In most cases, the associations are nonprofit organizations that are usually controlled by members. They are often part of or closely related to business associations or chambers of commerce. For example, the TMA for Downtown Bellevue (TransManage) is an extension of the Bellevue Downtown Association.

The more decentralized approach to CTR implementation adopted in 2006 allowed for more flexible management and gave each jurisdiction control in designing, implementing, and

⁵ RCW 70A.15.4030

DRAFT Context for TDM in the Central Puget Sound Region

managing its CTR plan. This has led to variation in how TDM is implemented across the region. The following sections will describe TDM implementation by county.

King County

King County, as the most populous county in the region, has a more complex and layered approach to TDM implementation than others. More than half of the region's CTR-affected cities and towns are in King County (refer to Figure A).

King County Metro, the primary local transit provider in the county, plays a major role in TDM. For many years, CTR funds for affected cities and towns in King County were allocated to King County Metro, which administered CTR on their behalf. However, for the last two funding cycles King County Metro is no longer filling this role for jurisdictions. Now CTR-affected cities and towns in King County⁶ receive funds directly from WSDOT to meet CTR program requirements. Each city either implements its own CTR program (ex: Auburn) or sub-contracts with another city for collaborative implementation (ex: SeaTac contracted with Federal Way to administer CTR). But Metro continues to lead substantial TDM programming efforts throughout the county, particularly related to the ORCA fare card.

Non-profits and specialized transportation providers also play an important role in TDM in King County. Hopelink has contracts with the City of Redmond, City of Tukwila, King County Metro, and the Seattle Department of Transportation (SDOT). Often their role is to provide focused outreach to populations with special transportation needs (older adults, people with disabilities, etc.) and ensure their voices are part of the TDM conversation.

There are also three TMAs in King County: Commute Seattle, Move Redmond, and TransManage (Bellevue). Each of these has a partnership agreement with the city government to help implement TDM. For example, Commute Seattle provides training for Employee Transportation Coordinators (ETCs) and works with affected properties to develop and implement Transportation Management Programs (TMPs).

Potential Program Examples to highlight:

- South King County Trips – broader trip market (not CTR), multiple jurisdictions
- Transportation Management Program (TMP) examples from Bellevue or Seattle

Kitsap County

In Kitsap County, the unincorporated area, along with Bainbridge Island, Bremerton, Port Orchard, and Poulsbo are CTR-affected. Kitsap Transit receives the CTR funding for the county and leads CTR administration. Kitsap Transit directly supports ETCs at worksites across the county (of which

⁶ These cities are Auburn, Bellevue, Burien, Des Moines, Federal Way, Issaquah, Kent, Kirkland, Redmond, Renton, SeaTac, Seattle, Shoreline, Tukwila, and Woodinville. Bothell (located along the King County-Snohomish County border) is also CTR-affected, but Community Transit supports its program administration.

DRAFT Context for TDM in the Central Puget Sound Region

there are between 20 and 30 at any given time)⁷ through trainings, resources, and other support and oversees the reporting and surveying process.

Potential Program Examples to highlight:

- Are there examples or success stories from Kitsap Transit, Bremerton, others?

Pierce County

For much of Pierce County, TDM is implemented through Pierce County Planning and Public Works. This includes implementation for CTR-affected cities and the unincorporated areas of Pierce County.⁸ The City of Tacoma is the only exception, receiving CTR funds directly to implement TDM in the downtown area. To achieve this, Tacoma contracts with Downtown on the Go, the TMA for Downtown Tacoma. In addition to CTR funding, Pierce County also uses federally funded grants to support more employers (those not CTR-affected) through the Ride Together Pierce program (formerly Pierce County Trips).

Potential Program Examples to highlight:

- More on Ride Together Pierce program?
- Is there a program that should be highlighted from DOTG?

Snohomish County

Community Transit, the local transit provider for Snohomish County, has taken the lead in implementing CTR in much of Snohomish County since its passage by establishing interlocal agreements with the CTR-affected jurisdictions.⁹ The transit agency also administers CTR in the unincorporated areas of the county. In the early 2000s Everett decided to administer CTR on their own, considering the city also operates its own transit service (Everett Transit). So, CTR funds for Snohomish County are distributed to the City of Everett and Community Transit.

Community Transit and Snohomish County also partner on residential TDM programs to address congestion on key corridors throughout the county (a program formerly known as Curb the Congestion).

Potential Program Examples to highlight:

- Former Curb the Congestion program (partnership between CT and Snohomish County)
- City of Everett program example?

What is PSRC's role in TDM?

Puget Sound Regional Council is the state-designated regional transportation planning organization (RTPO) for King, Kitsap, Pierce, and Snohomish counties. As an RTPO for CTR-affected

⁷ <https://www.kitsaptransit.com/rider-resources/employee-transportation-coordinators>

⁸ These cities are DuPont, Fife, Gig Harbor, Lakewood, Puyallup, Sumner, Tacoma, and University Place.

⁹ These cities are Arlington, Bothell, Edmonds, Everett, Lynnwood, Marysville, Monroe, and Mountlake Terrace.

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counties, PSRC is responsible for developing regional goals and strategies as well as measuring progress toward those goals. Though some RTPOs in the state are direct implementers of TDM, as noted in the previous section, TDM implementation is addressed locally within the central Puget Sound region. PSRC instead serves as a convener of the many implementers in the region.

PSRC accounts for TDM planning through the Regional Transportation Plan (RTP), which is updated every four years. The current plan, adopted by the PSRC General Assembly in May 2022, incorporates TDM throughout (example: promotion of a multi-modal network) and identifies key TDM issues for jurisdictions to prioritize to help the region to accomplish its climate and transportation goals. PSRC also advances TDM through the criteria for its funding competitions. One of PSRC's primary functions is to distribute federal funding to the region consistent with the guiding principles of VISION 2050. Some TDM programs are eligible for these funds and all projects that receive funding through PSRC must demonstrate they are consistent with the Regional Transportation Plan, which promotes a multi-modal network and non-SOV trips.

Other Topics to Explore

- Is TDM effective at changing travel behavior?
- Why does TDM cost money and who pays for it?
- How to conclude/what's next?

Sources

- [WSDOT Commute Trip Reduction Law Update 2021 Technical Report](#) (January 2022)
- [2022-2050 Regional Transportation Plan](#) TDM section, page 93-98 (May 2022)
- [2018-2040 Regional Transportation Plan TDM Action Plan](#) (May 2018)
- [RCW 70A.15.4000-4100](#)
- 2017-2018 CTR Survey data
- 2017/2019 Regional Household Travel Survey data