

# Regional TDM Stakeholder Meeting

March 20, 2025



Puget Sound Regional Council



*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](https://psrc.org/equity)





Puget Sound Regional Council

Welcome to PSRC's  
March 20, 2025 **regional  
TDM stakeholder meeting.**

Thank you for joining us  
today.

We will begin shortly after  
1:00 P.M.



# 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.



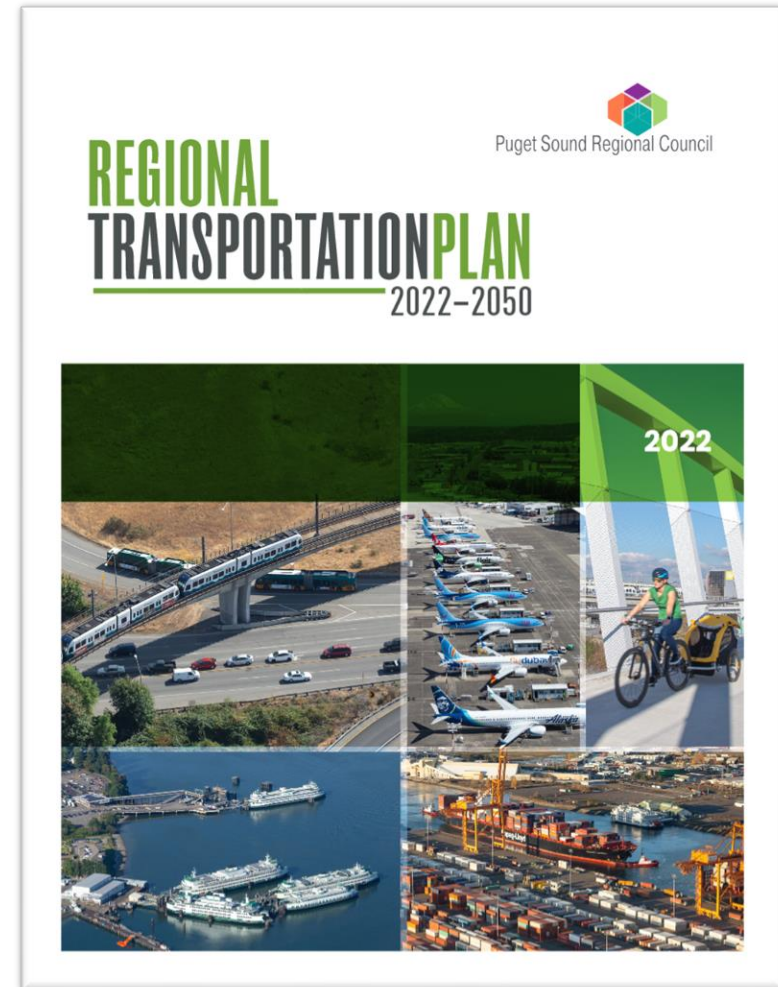


# 2026 Regional Transportation Plan Current Transportation System – Key TDM Findings

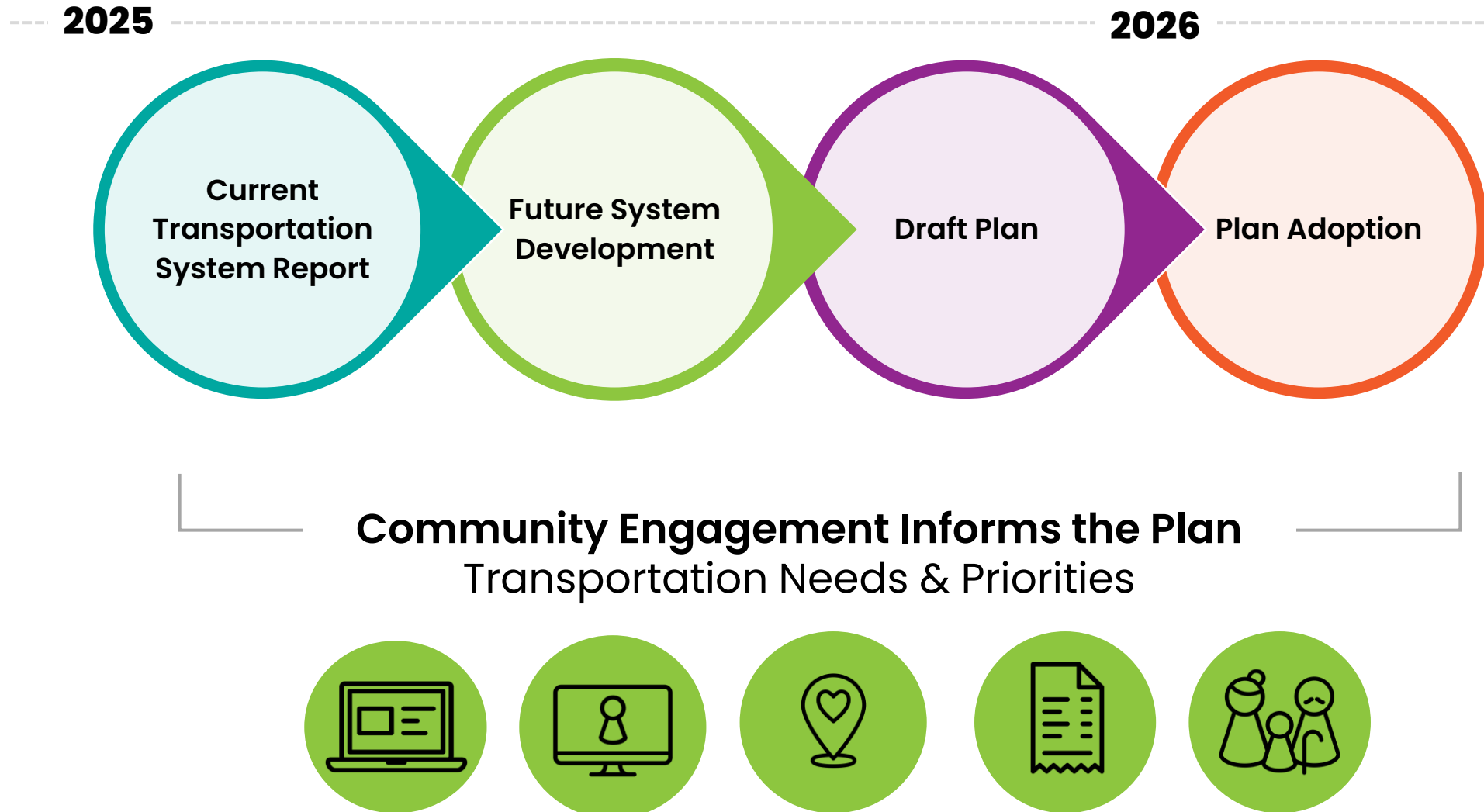


# Regional Transportation Plan (RTP)

- 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



# 2026 Regional Transportation Plan Timeline



# Existing Transportation System: Data for TDM

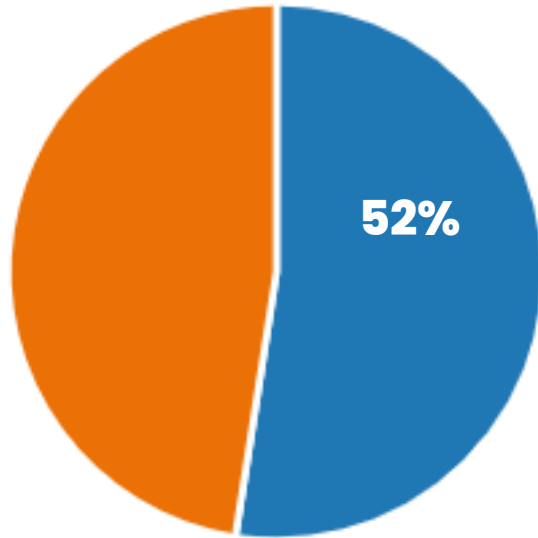
- Regional TDM Inventory
- 2023 Regional Household Travel Survey
- 2025 – 2029 Local CTR Plans
  
- Analyze this summer:
  - CTR Employee Survey Data





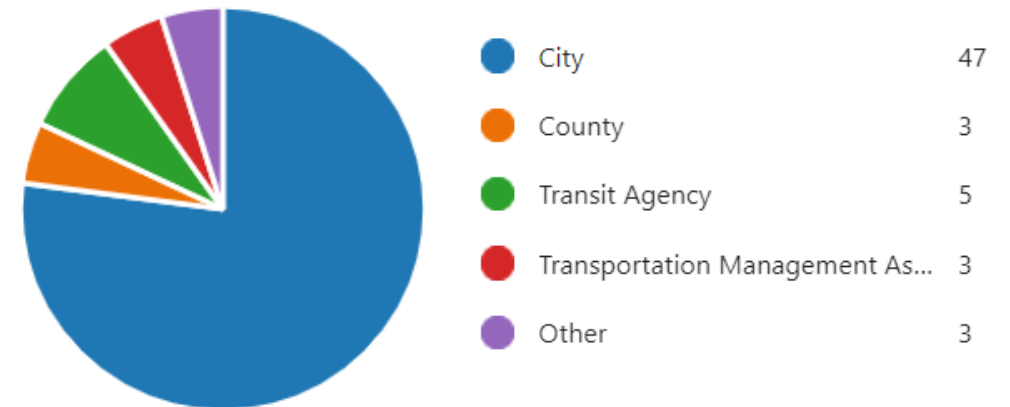
# Regional TDM Inventory: Respondents

8. In 2022, did your organization implement any TDM activities, as defined at the top of the page and shown here?



Of the **61** respondents, only **32** (52%) indicated they implement TDM.

**61** respondents, by organization type:





# Regional TDM Inventory: Summary of Responses

## PIERCE

Pierce County (CTR)  
Bonney Lake  
Buckley  
Carbonado  
*Downtown on the Go*  
DuPont (CTR)  
Eatonville  
Edgewood  
Fife (CTR)  
Fircrest  
Gig Harbor (CTR)  
Lakewood (CTR)  
Milton  
Orting  
*Pierce Transit*  
Puyallup (CTR)  
Roy  
Ruston  
South Prairie  
Steilacoom  
Sumner (CTR)  
Tacoma (CTR)  
University Place (CTR)  
Wilkeson

## KING

King County (CTR)/*King County Metro*  
Algona  
Auburn (CTR)  
Beaux Arts Village  
Bellevue (CTR)  
Black Diamond  
Bothell (CTR)  
Burien (CTR)  
Carnation  
Clyde Hill  
*Commute Seattle*  
Covington  
Des Moines (CTR)  
Duvall  
Enumclaw  
Federal Way (CTR)  
Hunts Point  
Issaquah (CTR)  
Kenmore  
Kent (CTR)  
Kirkland (CTR)  
Lake Forest Park  
Maple Valley  
Medina  
Mercer Island  
*Move Redmond*  
Newcastle  
Normandy Park  
North Bend  
Pacific  
Redmond (CTR)  
Renton (CTR)  
Sammamish  
SeaTac (CTR)  
Seattle (CTR)  
Shoreline (CTR)  
Skykomish  
Snoqualmie  
*TransManage*  
Tukwila (CTR)  
Woodinville (CTR)  
Yarrow Point

## SNOHOMISH

Snohomish County (CTR)  
Arlington (CTR)  
Brier  
*Community Transit*  
Darrington  
Edmonds (CTR)  
Everett (CTR)/*Everett Transit*  
Granite Falls  
Gold Bar  
Index  
Lake Stevens  
Lynnwood (CTR)  
Marysville (CTR)  
Mill Creek  
Monroe (CTR)  
Mountlake Terrace (CTR)  
Mukilteo (CTR)  
Snohomish  
Stanwood  
Sultan  
Woodway

## KITSAP

Kitsap County (CTR)/*Kitsap Transit*  
Bainbridge Island (CTR)  
Bremerton (CTR)  
Port Orchard (CTR)  
Poulsbo (CTR)

## OTHER

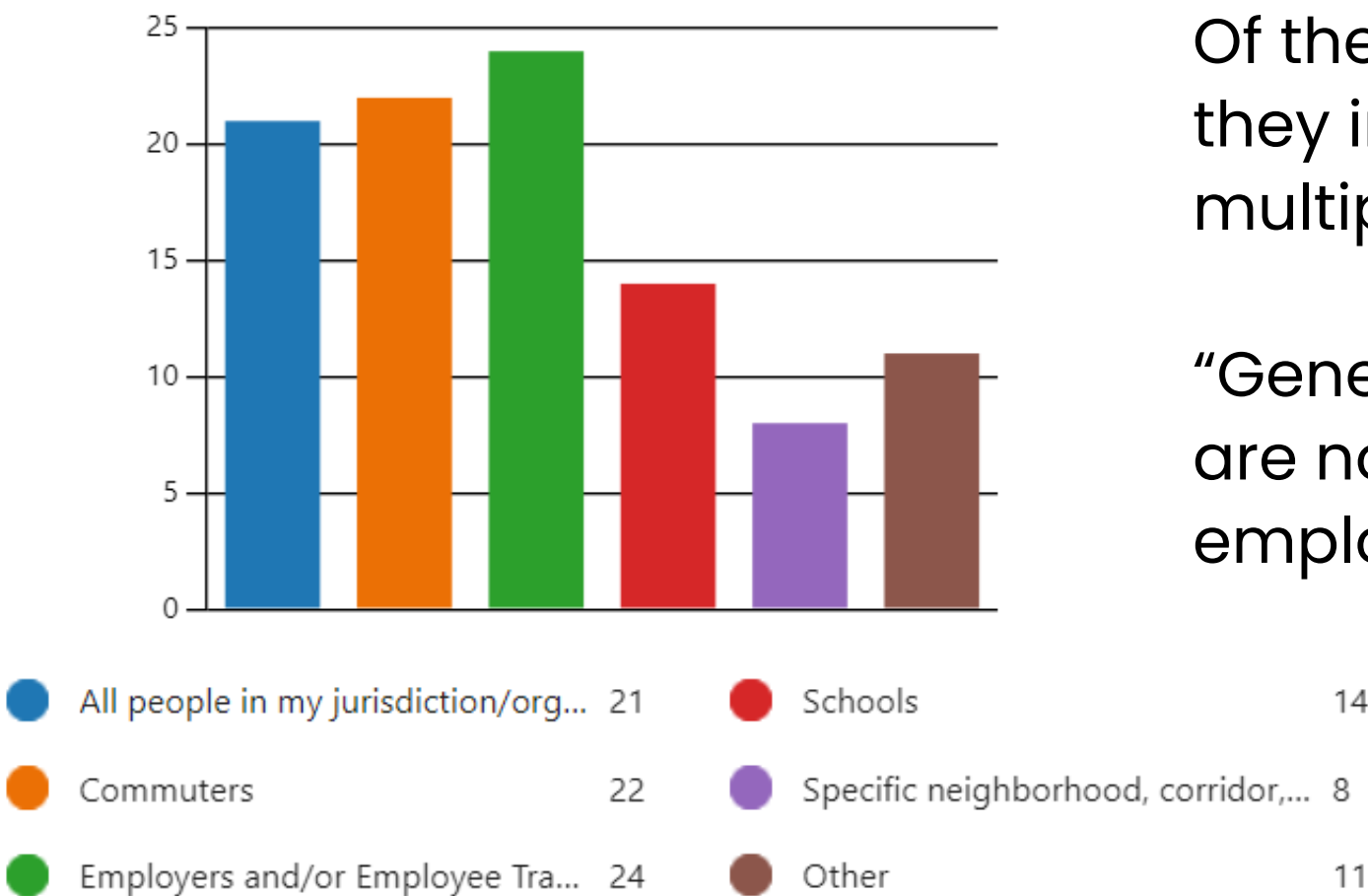
*Sound Transit*  
*Hopelink*  
*University of Washington*  
*Port of Seattle*  
*Port of Tacoma/NW Seaport Alliance*

White Text & Underlined = No Response  
Grayed Out = Response Recorded  
Italicized = Organization  
(CTR) = CTR-Affected Jurisdiction



# Regional TDM Inventory: Audiences

16. Which audiences, or markets, did your organization's TDM activities target in 2022? Select all that apply.  
(Note: If your organization does not target a specific audience, please select the first option: "All people in my jurisdiction/organization's boundaries.")



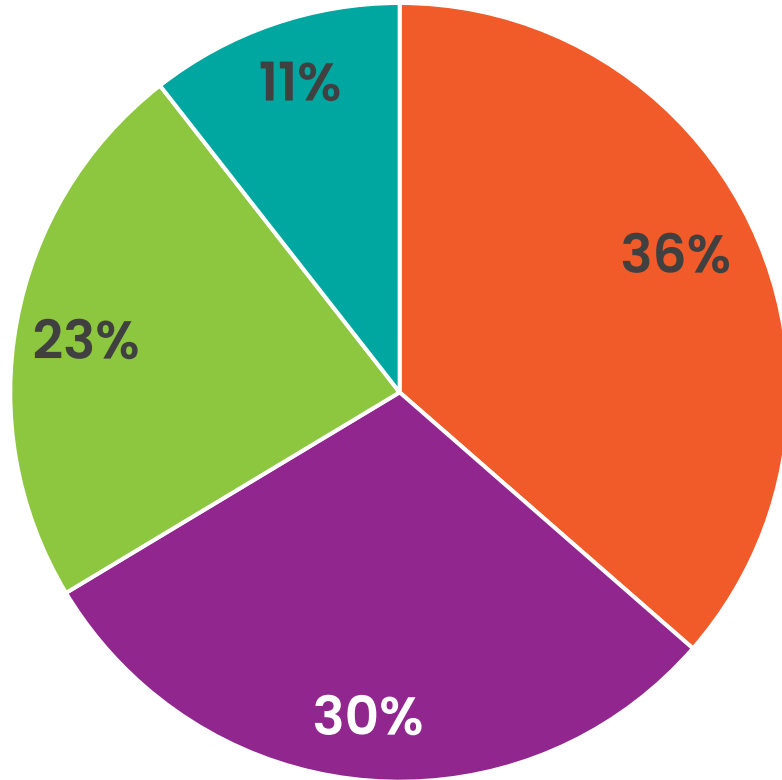
Of the 32 respondents who indicated they implemented TDM, most target multiple audiences.

“General audience” TDM programs are not far behind commute and employment-focused programs.





# Regional TDM Inventory: Funding



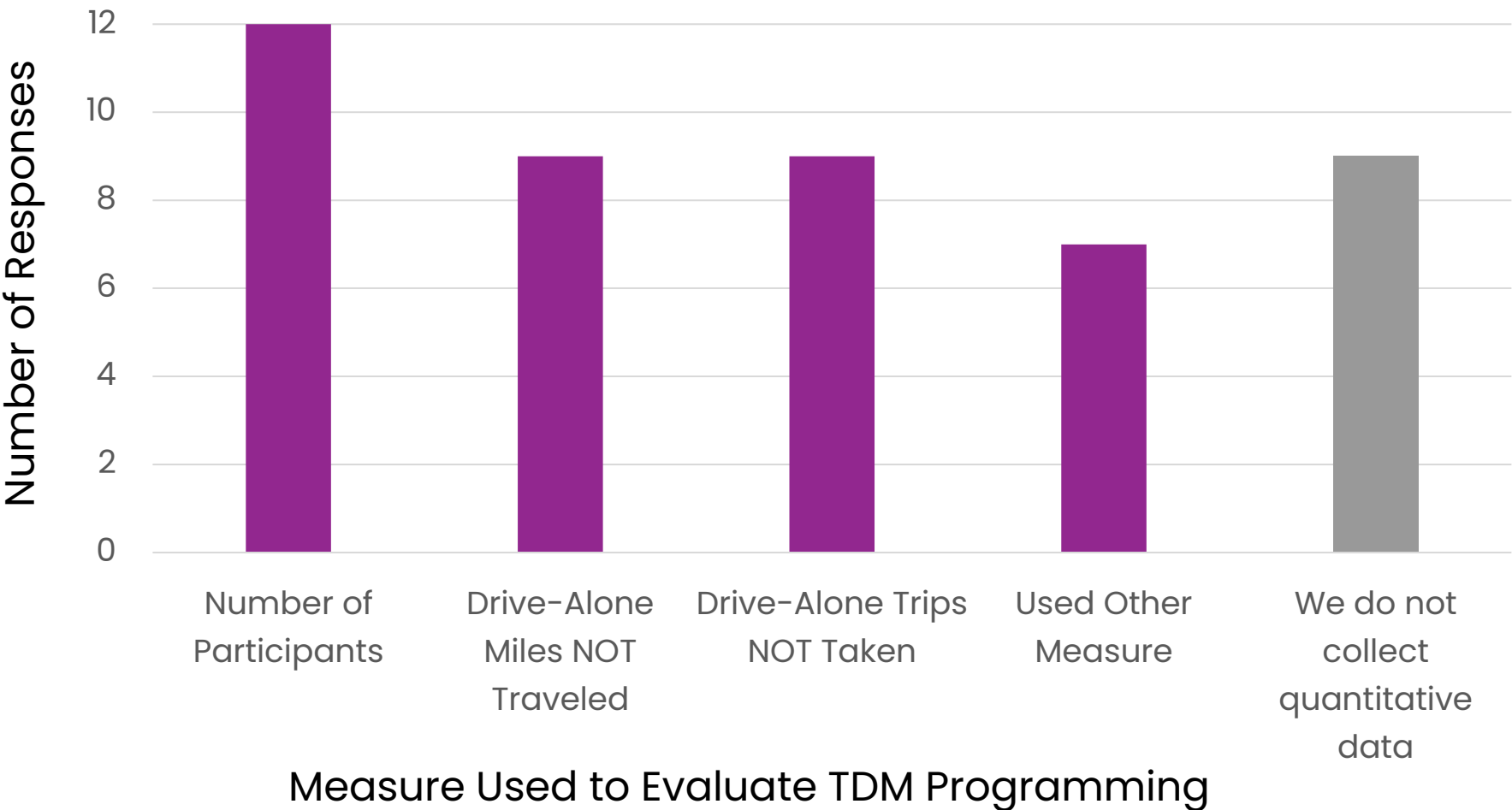
32 respondents reported **\$7,498,000** invested in TDM in 2022.

Some funding sources include: CTR (state), CMAQ (federal), and general fund (local).

■ State ■ Federal ■ Local ■ Other



# Regional TDM Inventory: Measuring TDM Effectiveness



Examples of “Other” Measures:

- Mode split
- ORCA card usage data
- Share of employees working remotely





# Regional Commute Trip Reduction Plan: PSRC Approach





# 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.

- Requirements will be addressed in 2026 RTP
- PSRC received extension to align with RTP adoption schedule
- Strategies will be based on what we learned from local CTR plans
- RTP engagement is being tracked and will be summarized for the plan





# Local CTR Plans: Review Progress & Discussion



# Progress on Regional Review of Local Plans

## Appendix A: List of commute trip reduction-affected counties and cities

- Clark County
  - Unincorporated
  - Camas
  - Vancouver
  - Washougal
- King County
  - Unincorporated
  - Bothell – See Snohomish County
  - Auburn
  - Bellevue
  - Burien
  - Des Moines
  - Federal Way
  - Issaquah
  - Kent
  - Kirkland
  - Redmond
  - Renton
  - SeaTac
  - Seattle
  - Shoreline
  - Tukwila
  - Woodinville
- Kitsap County
  - Unincorporated
  - Bainbridge Island
  - Bremerton
  - Port Orchard
  - Poulsbo
- Pierce County
  - Unincorporated
  - DuPont
  - Fife
  - Gig Harbor
  - Lakewood
  - Puyallup
  - Sumner
  - Tacoma
  - University Place
- Snohomish County
  - Unincorporated
  - Arlington
  - Bothell
  - Edmonds
  - Everett
  - Lynnwood
  - Marysville
  - Monroe
  - Mountlake Terrace
  - Mukilteo
- Spokane County
  - Unincorporated
  - Airway Heights
  - Cheney
  - Liberty Lake
  - Medical Lake
  - Spokane
  - Spokane Valley
- Thurston County
  - Unincorporated
  - Lacey
  - Olympia
  - Tumwater
- Whatcom County
  - Bellingham
- Yakima County
  - Unincorporated
  - Moxee
  - Selah
  - Toppenish
  - Union Gap
  - Yakima

- PSRC has received 39 of 40 plans and reviewed 34 of those.
- 33 have been approved by TDM Technical Committee and are now undergoing local adoption process.





# Debrief on CTR Plan Development & PSRC Review

- What worked and what did not in developing your local CTR Plans?
- Was the regional review process clear?
- Were regional comments helpful?



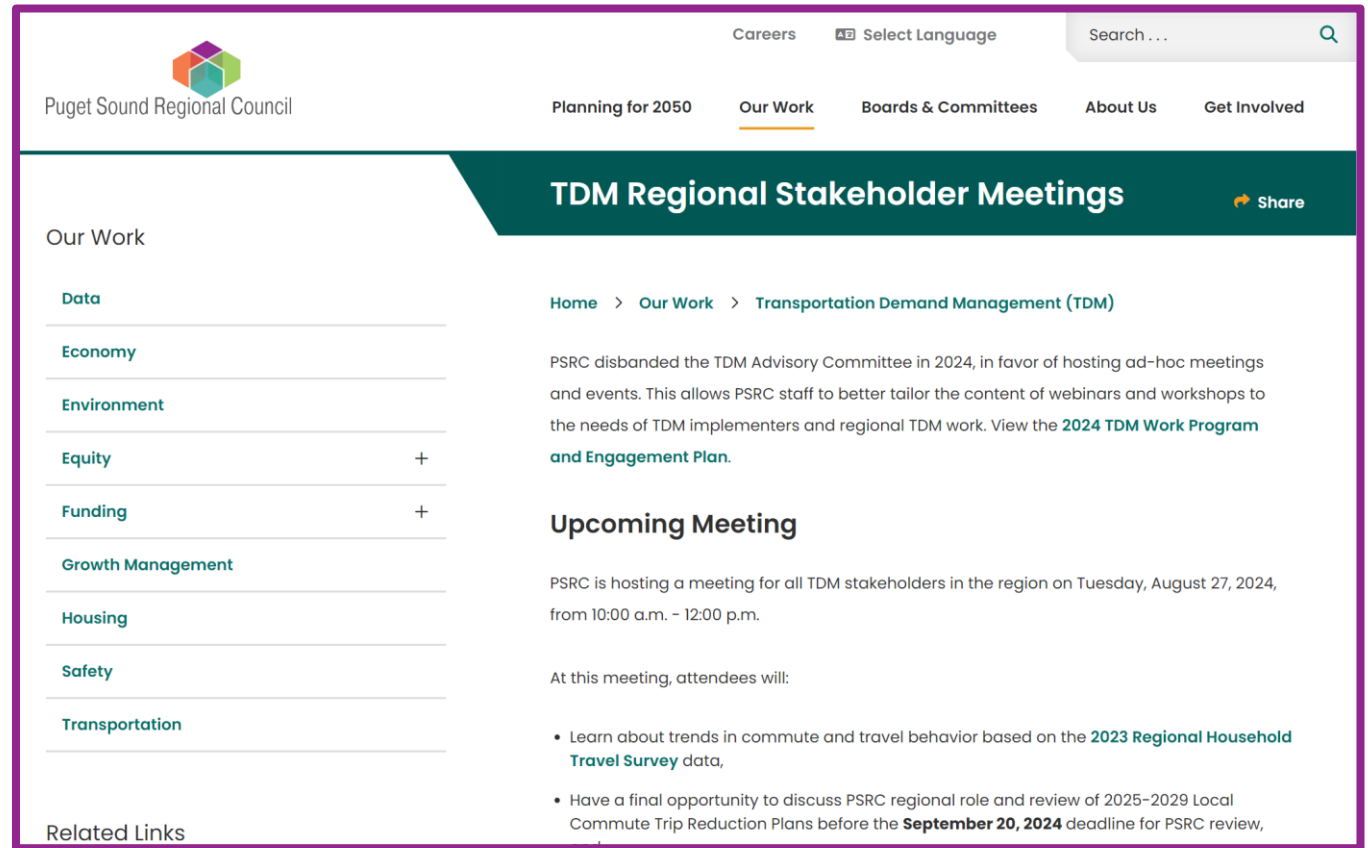


# Overview of Future Engagement & TDM Roundtable



# Stakeholder Engagement in 2025

- At least one more meeting this year.
- Solicit feedback on regional performance target and TDM content in RTP ahead of draft release.
- We will share more details soon via email and on [our website](#).



The screenshot displays the Puget Sound Regional Council (PSRC) website. The header includes the PSRC logo, navigation links for Careers, Select Language, and a search bar. The main navigation menu features Planning for 2050, Our Work (highlighted), Boards & Committees, About Us, and Get Involved. The page title is "TDM Regional Stakeholder Meetings" with a share icon. The breadcrumb trail is Home > Our Work > Transportation Demand Management (TDM). The main content area states that PSRC disbanded the TDM Advisory Committee in 2024 in favor of ad-hoc meetings and events, and provides a link to the 2024 TDM Work Program and Engagement Plan. An "Upcoming Meeting" section announces a meeting for Tuesday, August 27, 2024, from 10:00 a.m. to 12:00 p.m. The meeting agenda includes learning about trends in commute and travel behavior based on the 2023 Regional Household Travel Survey data, and having 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. A sidebar on the left lists "Our Work" categories: Data, Economy, Environment, Equity (+), Funding (+), Growth Management, Housing, Safety, and Transportation. A "Related Links" section is at the bottom.

Puget Sound Regional Council

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## TDM Regional Stakeholder Meetings

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Our Work

- Data
- Economy
- Environment
- Equity +
- Funding +
- Growth Management
- Housing
- Safety
- Transportation

Related Links

Home > Our Work > Transportation Demand Management (TDM)

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](#).

### Upcoming Meeting

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.

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,





# Thank You!

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Associate Planner

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Puget Sound Regional Council



# Where to Find Meeting Information on PSRC Website

## PSRC Webpages



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Transportation Demand Management (TDM)

Home > Our Work

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Equity

Funding

Growth Management

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.



How do I engage in regional TDM work?

Attend the next stakeholder meeting on August 27

View 2024 work program and engagement plan (PDF)

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

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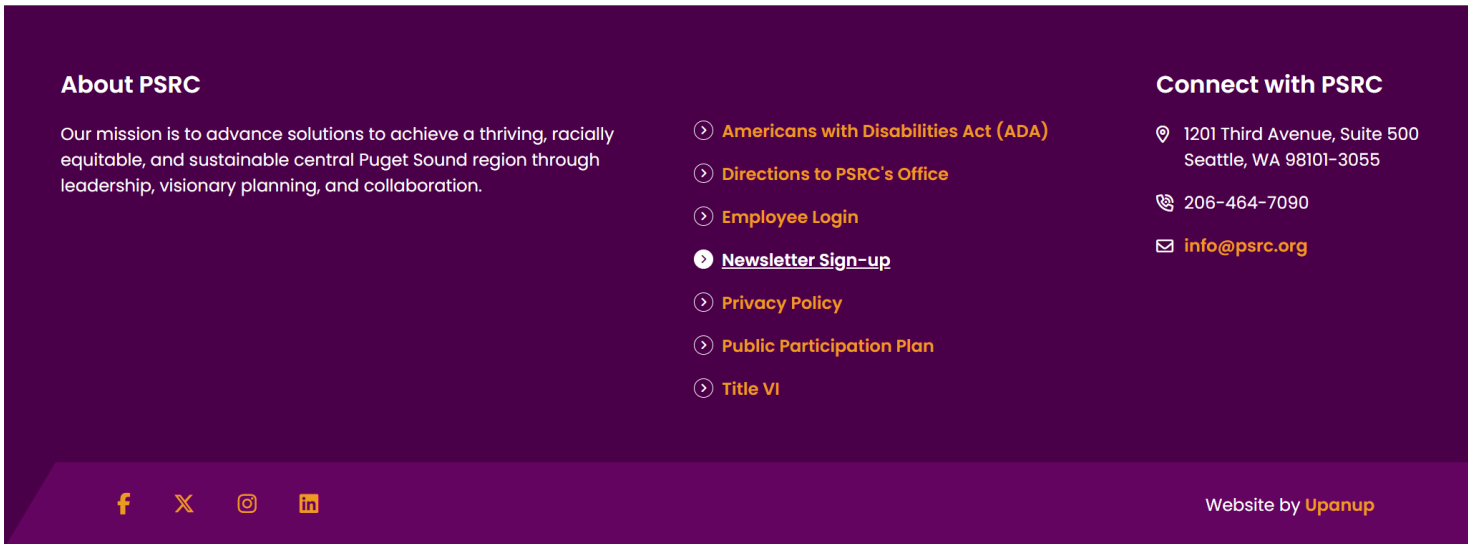
# Where to Find Meeting Information on PSRC Website

## 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](http://www.psrc.org)), click on “Newsletter Sign-Up.”



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

