Regional TDM Advisory Committee Agenda

Date: Wednesday, April 10, 2019 from 1:00 p.m.-3:00 p.m.
Location: PSRC Conference Room, 1011 Western Avenue, Suite 500, Seattle, WA 98104

1. Welcome and Introductions (1:00)

2. Approval of Meeting Summary – February 13, 2019*

3. Reports on Boards and Committees (1:10)
   Update on CTR Board and PSRC’s Regional Staff Committee and Regional Project Evaluation Committee.

4. Top Issues for Discussion (1:20)
   Opportunity for committee members to discuss challenges and opportunities of implementation.

5. Discussion: Chair and Vice Chair Nominations (1:40)
   Committee members will be asked to provide nominations for the roles of Chair and Vice Chair. Voting for these positions will happen via email after the meeting.

6. Discussion: PSRC Regional TDM Work Plan/Baseline Study* (1:50)
   PSRC staff will provide a proposal for conducting a baseline study on TDM activities and data measurement in the region.

7. Discussion: Household Travel Survey (2:15)
   PSRC staff will provide information on the agency’s household travel survey and data relevant to the committee.

8. Next Meeting: June 12, 2019: 1:00 p.m.-3:00 p.m., PSRC Conference Room

9. Adjourn

*Supporting materials attached

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, 한국 | Korean, Русский | Russian, Español | Spanish, Tagalog, Tiếng việt | Vietnamese, call 206-587-4819
Regional TDM Advisory Committee Meeting Summary

Date: February 13, 2019
Location: PSRC Board Room, 1011 Western Avenue, Suite 500, Seattle, WA 98104

Welcome and Introductions
Carol Cooper, Vice-Chair, and Maggie Moore, PSRC, welcomed everyone to the meeting. Self-introductions were provided around the room and on the phone. Maggie Moore, PSRC, announced that PSRC is working on using a new webinar format for those who wish to attend remotely and a new platform for agenda distributions.

Approval of Meeting Summary
The summary for the November 14, 2018 TDM Advisory Committee meeting was approved as submitted.

Reports on Boards and Committees
Ricardo Gotla, WSDOT, noted that the CTR Board is now called the TDM Technical Committee which met for first time in January, and said there was a lot of enthusiasm and that the staff is working to identify a set of outcomes for 2019 and also working with the Board members on these. He said the committee is about 50% vacant and will be posting the application for people to apply. He noted the TDM Board met on Thursday, February 7, chaired by Roger Millar.

Carol Cooper, King County Metro, reported that the Regional Project Evaluation Committee (RPEC) finalized a membership change, from the WSDOT Public Transportation Division, to the WSDOT Management of Mobility Division, and reviewed balancing the project spending and the need to move some projects forward to help with this.

Maggie Moore, PSRC, reported that the Regional Staff Committee (RSC) has been focused on the development of VISION 2050, and going through each chapter of the plan, which included development patterns, transportation, environment, economy, public service and housing. She noted the RSC will soon be providing input on the DRAFT SEIS that will be released in March.
Information: Membership and Nominations Update

Maggie Moore, PSRC, provided an overview of the TDM Advisory Committee objectives, an update of membership appointments and TDM Advisory Committee representation on other PSRC committees. She also provided information on the nomination process for committee chair, vice-chair, and the representation at PSRC’s Regional Staff Committee and Regional Project Evaluation Committee. She noted that there will be a formal call for nominations for the chair and vice-chair at the April meeting and then the vote will be via email.

Discussion: Draft PSRC TDM Work Program 2019-2020

Gil Cerise, PSRC, presented an overview of the proposed PSRC TDM work program, which included a goal statement, implementation steps and raising awareness of TDM. He reviewed the PSRC TDM Work Program and the goal statement which focuses on integrating TDM into policies, programs and projects to help make the transportation system more efficient. He then provided details for the implementation steps for the goal statement. The committee provided feedback on the work program elements, which included positive feedback for how the PSRC and committee roles were well-defined. The committee said the baseline update of TDM data, markets and performance metrics might be challenging, and suggested gathering an inventory of these might be a better approach to start to explain what TDM programs exist and begin to analyze gaps. There were comments on how data and analysis can help to tell a story, which could help with raising awareness, but also to look to the future to see what needs to be added for 2050. It was also suggested that a draft schedule could be developed to see how to go about the tasks to complete the plan.

Top Issues for Discussion

Carol Cooper, Vice-Chair, facilitated a round table of members in attendance to provide in-depth introductions on who they are, and what they are working on.

Information: King County Metro Ride2

Daniel Rowe, King County Metro, presented an overview of the Ride2 program, an on-demand shuttle service to and from transit hubs in Bellevue (Eastgate) and West Seattle. He provided details of the policy framework and the operations service parameters for these two areas of service. He then reviewed data gathered from recent usage which included average cost per day and average percentage of ridership. He noted the next deployments will be hubs in Southeast Seattle and the Tukwila International Boulevard Link Station sometime in April 2019.

Information Item

An information item was presented on the upcoming VISION 2050 Draft Supplemental EIS open houses.
Adjourn

The meeting adjourned at 3:00 p.m.

Members and Alternates Represented at the Table (and on the phone)

Jennifer Hass, Chair – Community Transit (on phone); Carol Cooper, Vice-Chair – King County Metro; Cal Bodeutsch – Kitsap Transit; Armaghan Baghoori - City of Kirkland (on phone); Mary Joe De Beck - City of Issaquah (on phone); Debbi Germer, Pierce County; Ricardo Gotla – WSDOT (on phone); Staci Haber – Hopelink (on phone); Nathan Howard, Snohomish County; Debbie Jaksich – King County Metro; Kate Johnson – City of Bellevue; Tim Kelley – TransManage; Cecile Malik – City of Auburn; Sharon Stockwell – Pierce Transit (on phone); Ann Sutphin – City of Seattle; Katie Wendel – City of Tukwila (on phone); Yolanka Wulff – Commute Seattle (on phone)

PSRC Staff and Other Guests Present (and on the phone)

Carolyn Chapman – City of Redmond (on phone); Gil Cerise, PSRC; Maggie Moore, PSRC; Monica Adkins, PSRC
Goal Statement: Integrate TDM into policies, programs, and projects throughout the region to get the most efficient use out of transportation system.

Work with TDM implementers throughout the region to frame discussions on transportation around the benefits of TDM and making TDM an integral part of the region’s transportation system. Build this work around:

- The Regional Transportation Plan emphasis on transportation system efficiency
- Alignment with WSDOT approach on Practical Solutions and TDM
- Education and raising awareness on the value of TDM
- Identify how to incorporate TDM into all programs and projects.

Step 1: Update Baseline on TDM Data, Markets, and Performance Metrics

Build upon information previously collected for the Regional TDM Plan (and other efforts) to develop a better understanding of what TDM activities are happening in the region; the markets they serve; and how they benefit the transportation system. Identify data and performance metrics that can provide a compelling message on the effects of TDM on the transportation system. Share best practices for data sources and messaging with TDM implementers in the region.

- Improve understanding of existing data sources that are available to implementers across the region.
- Explore new, untapped data sources for use in TDM. Is there data that could be acquired that would improve how we measure and communicate effectiveness of TDM?
- Assess how data helps tell the story about how people in the region travel, and how it helps measure the impact of education, incentives and other TDM products/programs on travel behavior?
- Share best practices in making use of data and performance metrics.

Roles:

- PSRC updates a regional TDM baseline to help assess gaps and opportunities for advancing transportation system efficiency through TDM in step 2. PSRC shares information identified above with the TDM Advisory Committee and other TDM implementers.
- TDM Advisory Committee advises PSRC staff on the existing TDM programs and markets in the region.
Step 2: TDM Opportunities/Gap Analysis

Use regional TDM program baseline in Task 1 to assess potential opportunities or “gaps” in TDM programs within the region. This analysis is intended to identify potential markets to implement TDM programs. PSRC will work with TDM implementers to help define a “gap” or “opportunity” in the context of TDM programs. However, the initial thinking in development of this work program is that they could cover geographic area or travel corridor; they could cover a particular demographic (e.g., seniors transitioning out of work commute travel, etc.); or particular trip types (e.g., non-commute travel).

Roles:

- PSRC produces the regional TDM opportunity/gap analysis. Feedback from TDM Committee will be helpful in helping define this product.
- TDM Advisory Committee helps PSRC define TDM gaps/opportunities, and elements to use in the analysis. Results of the analysis may also help TDM Advisory Committee or individual implementers identify markets to target.

Step 3: Implementation

The purpose of this step is to take actions that will help advance TDM and transportation system efficiency within the central Puget Sound region as anticipated in the Regional Transportation Plan. Take advantage of opportunities to leverage the region’s TDM expertise, using the results of steps 1 and 2 (TDM baseline and gaps/opportunities analysis), to assess incorporation of TDM in programs and corridors within the region. Examples of this approach could include:

- Corridor/Project Example: PSRC work on transportation corridor/facility analyses. This could include assessment of TDM opportunities as part of a comprehensive review of corridors and traffic “hot spots”.
- Program example: Address how TDM can be applied to special needs transportation mobility management as a means of addressing “awareness gaps” and providing more efficient coordinated transportation for people with special transportation needs and the public in general. This topic could involve collaboration with SNTC.

Wherever possible, look for opportunities to leverage WSDOT Practical Solutions approach.

Roles:

- PSRC identify opportunities in programs, projects, and plans to incorporate (or further integrate) TDM into them. Create implementation work programs on individual elements in collaboration with TDM Advisory Committee and other stakeholders.
- TDM Advisory Committee collaborates with PSRC on plans, programs, and projects to implement this approach. Provide input into work programs PSRC staff develop, and in some
cases collaborate with other PSRC advisory committees or other stakeholders to help implement.

**Ongoing: Raise Awareness of TDM as defined in Regional TDM Action Plan at PSRC committees and boards**

Recognizing that boards and committees may not know or fully understand TDM and its benefits to the transportation system, look for ongoing opportunities to raise awareness and educate on the effectiveness of TDM programs and projects in the region.

- Efforts could build on the fall 2018 Transportation Policy Board presentation on WSDOT TDM Plan.
- Take advantage of opportunities to highlight the effectiveness of TDM, where applicable.

**Roles:**

- PSRC identify opportunities to share information about TDM at the board and committee level.
- TDM Advisory Committee and other implementers provide plans, programs, and projects to share at PSRC boards and committees.