Regional TDM Advisory Committee Agenda  
Date: Wednesday, June 12, 2019 from 1:00 p.m.-2:30 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 – April 10, 2019***
3. **Discussion: Chair and Vice Chair Status (1:05)**
   Update on the status of TDM Advisory Committee chair and vice-chair nominations.
4. **Reports on Boards and Committees (1:15)**
   Update on State TDM Executive Board and Technical Committee. Updates from Regional Staff Committee, Regional Project Evaluation Committee.
5. **Top Issues for Discussion (1:25)**
   Opportunity for committee members to discuss challenges and opportunities of implementation.
6. **Discussion: Update on PSRC Regional TDM Baseline Study (to be provided in supplemental packet) (1:40)**
   PSRC staff will provide an update on baseline data for TDM activities and data measurement in the region.
7. **Discussion: TDM Data Visualization (2:10)**
   Jenna Forty (Commute Seattle) will share an update to how Commute Seattle displays commute data for CTR-affected employers in Seattle.
8. **Next Meeting: October 9, 2019**
   Due to a scheduling conflict, the next meeting of the TDM Advisory Committee will be October 9. In the absence of an August meeting, PSRC will plan to share any TDM updates with the Committee via email in August.
9. **Adjourn (2:30)**

*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
Welcome and Introductions
Carol Cooper, Vice-Chair welcomed everyone to the meeting. Self-introductions were provided around the room and on the phone.

Approval of Meeting Summary
The summary for the February 13, 2019 TDM Advisory Committee meeting was approved as submitted.

Reports on Boards and Committees
Ricardo Gotla, WSDOT, reminded the committee that the CTR committee and Board is now called the TDM Technical Committee and TDM Board, (and can be referred to as TDM groups). He said they are continuing to recruit for the Technical Committee and that the last Executive Board meeting was February 7th and the next meeting will be in June.

More information can be found at: https://tdmboard.ning.com/

Gil Cerise, PSRC, reported that the Regional Staff Committee (RSC) has been focused on the development of VISION 2050, and provided a summary of specific topics covered at the most recent meeting.

The presentations are available on the PSRC website: https://www.psrc.org/rsc-meetings

Gil Cerise, PSRC, reported on the Regional Project Evaluation Committee (RPEC), which focused on project delivery, and addressing any issues. Gil reminded the committee that the TDM Advisory Committee has a non-voting seat at RPEC and can provide input at the meetings.

The presentations are available on the PSRC website:
Top Issues for Discussion

The committee discussed various challenges and/or opportunities for implementation of TDM. Debbie Germer, Pierce County, spoke about the South Sound Alliance which is supported by the University of Washington Tacoma, and combines jurisdictions, and other public and private organizations that focuses on gathering data and information to provide strategies to support community environments and growth in Pierce County and parts of south King County. South Sound Alliance is proposing development of a new Transportation Management Association (TMA) that covers their area. She noted the next meeting is April 11th, at UW Tacoma and will focus on a TDM gap analysis. She said there is material on their website for more information:

https://www.tacoma.uw.edu/urban-studies/south-sound-alliance-about

Ricardo Gotla, WSDOT, provided some funding updates from the current state legislative session.

Carol Cooper, Vice-Chair, spoke about the January Viaduct closure and mentioned that the coordinated outreach efforts that helped mitigate the closure period worked well. She noted that there is more downtown congestion now associated with additional buses now on 3rd Avenue and other streets after closing the transit tunnel to buses. King County Metro is trying to work with Seattle to manage this.

Carol Cooper, Vice-Chair, also spoke about the national Association for Commuter Transportation (ACT) TDM Forum in Seattle in November. She said this would be an opportunity to showcase TDM work in the area. Sharon Stockwell, Pierce Transit added that she is on the ACT local chapter’s Board and said the call for workshops for the national November forum should be in April or May.

More information on ACT and the ACT TDM Forum can be found:

http://actweb.org/tdm-forum/

Discussion: Chair and Vice Chair Nominations

Maggie Moore, PSRC, reminded the committee of the nomination process for committee chair, vice-chair, and reviewed the representation at PSRC’s Regional Staff Committee and Regional Project Evaluation Committee. She noted that nominations can be sent in by April 19 for the chair and vice-chair and then the vote will be via email.

Discussion: PSRC Regional TDM Work Plan/Baseline Study

Gil Cerise, PSRC, presented an overview of the spreadsheet of TDM strategies created from the discussion at last meeting. He asked the committee for additional feedback on the type of TDM Programs that fall into the TDM Strategies listed which included: Commute Trip Reduction, Residential-Based, Small Business Program, Equity-
Focused, Transit Pass Program, Telework/Compressed Work Week, Vanpool and Parking Management. The intent is to gather information on all the major TDM programs falling into these categories, and data and performance measures associated with them for an updated TDM baseline for our region. Gil said the information will be useful for reviewing potential TDM opportunities when doing corridor/area analyses and providing information to bodies like RPEC or the PSRC Boards. The committee discussed many other programs, tools and additional information that could be added to the spreadsheet. Gil said they would follow up with everyone regarding their input and incorporate into the spreadsheet. He noted that PSRC will likely need to follow up on this framework at the next meeting, and we will be working on this over several months.

**Discussion: Household Travel Survey**

Suzanne Childress, PSRC, presented results of the PSRC 2017 Household Travel Survey, and how PSRC has implemented a multi-year program for Household Travel Surveys. She shared details on the 2017 survey questions that answer the 5 W’s and H: Who, What, When, Why and How, and showed how the survey design captures this data. Suzanne then reviewed some survey findings which included information received regarding employer transit subsidies, transit choices, telecommuting, and travel data from older adults. She noted the 2019 Travel Study will start April 23 – June 10, and the data from this will be released in January 2020. The presentation from the meeting is available on the PSRC website:

[https://www.psrc.org/tdm-meetings](https://www.psrc.org/tdm-meetings)

**Adjourn**

The meeting adjourned at 3:00 p.m.

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**Members and Alternates Present**

Carol Cooper, Vice-Chair, King County Metro; Cal Bodeutsch, Kitsap Transit; Armaghan Baghoori, City of Kirkland; Cathy Bonsell, City of Bremerton; Mary Joe De Beck, City of Issaquah; Debbi Germer, Pierce County; Ricardo Gotla, WSDOT; Staci Haber, Hopelink; Nathan Howard, Snohomish County; Debbie Jaksich, King County Metro; Kate Johnson, City of Bellevue; Tom Knuckey, City of Bremerton; Cecile Malik, City of Auburn; Phil Miller, University of Washington; Sharon Stockwell, Pierce Transit; Katie Wendel, City of Tukwila; Caryn Walline, University of Washington

**PSRC Staff and Other Guests Present**

*Carolyn Chapman, City of Redmond; Gil Cerise, PSRC; Maggie Moore, PSRC; Ross Peizer, Community Transit; Ben Rosenblatt, City of Seattle

*via remote participation*
Memo

Date: June 12, 2019

To: TDM Advisory Committee

From: Gil Cerise, Principal Planner
       Mitch Koch, Assistant Planner

Subject: Update on PSRC Regional TDM Baseline Study

In Brief

PSRC staff will provide an update on the framework for a regional TDM baseline study based upon feedback received at the April TDM Advisory Committee meeting.

Background

PSRC shared its regional TDM work program with the TDM Advisory Committee at the February 2019 meeting. The first task of that work program is to create an updated TDM baseline with information on data and performance for the region for all TDM programs.

Discussion

At the April TDM Advisory Committee meeting, PSRC staff reviewed an initial framework for development of the regional TDM baseline. Because of the feedback received in April, PSRC created a draft set of definitions to clarify what constitutes a TDM program, what constitutes TDM tools, and what are TDM outcomes (see Attachment A). These are all based upon the definition of TDM found within the PSRC Transportation Demand Management Action Plan. Staff will review this information with the committee in anticipation of reaching out to gather information on the existing TDM programs in the region.
Lead Staff

For more information, please contact Gil Cerise at gcerise@psrc.org or (206) 971-3053 or Mitch Koch at mkoch@psrc.org or (206) 464-7537.

Attachments
A – Regional TDM Baseline Definitions
B - Transportation Demand Management Baseline Information (Example)
ATTACHMENT A: Regional TDM Baseline Definitions

Transportation Demand Management (TDM):
Transportation demand management (TDM) helps people use the transportation system more efficiently through education, incentives, products, and programs that remove barriers to non-drive alone modes such as transit, carpool, vanpool, walking, biking, and teleworking. (Source: PSRC TDM Action Plan, 2018)

TDM Program:
TDM programs are implemented by agencies to increase the use of non-drive alone modes. TDM programs use a variety of tools to increase the use of non-drive alone modes. Example: In Motion program; see attachment B, Regional TDM Baseline table.

TDM Tool:
TDM tools are used to implement TDM programs. TDM tools consist of educational events, incentives, marketing campaigns, and products that encourage the use non-drive alone modes. Example: Marketing campaign; educational outreach; see attachment B, Regional TDM Baseline table.

TDM Outcome:
A non-drive alone transportation mode or technology that eliminates or reduces drive alone trips. Outcomes are a result of TDM programs using TDM tools to reduce drive alone trips.

Outcomes include but are not limited to:

- Carpool
- Public Transit (bus, ferry, train, light rail, etc.)
- Walking
- Biking
- Teleworking
- Compressed Work Schedule
- Private shuttles
- “Shared mobility” technology (Bikeshare, Waze Carpool, UberPool, LyftLine, Ride2, etc.)
## ATTACHMENT B: Transportation Demand Management Baseline Information -- Example

<table>
<thead>
<tr>
<th>TDM Program Category</th>
<th>Typical Target Market(s)</th>
<th>Example TDM Programs</th>
<th>TDM Tools</th>
<th>TDM Outcomes</th>
<th>Permanent/ Limited Term (Temporal)</th>
<th>Geographic Coverage in PSRC Region – or way to visualize coverage</th>
<th>Data</th>
<th>Performance Measurement</th>
</tr>
</thead>
</table>
| Residential Based    | Neighborhood(s) and corridor(s) | King County Metro In Motion | • Marketing campaign  
• Educational outreach | In Motion is a limited term community outreach/marketing program; residents of specific neighborhoods work with Metro to organize a campaign. The campaign lasts 10-16 weeks. | In Motion covers various neighborhoods in King County. Could map neighborhoods that have used this program in the past or that are currently using it. | • Trip tracking: Participants record mode and day of trips  
• Pre and post-Program surveys: transportation habits, barriers, behavior changes, etc.  
• Legacy surveys: Given 18 months after program to measure sustained changes in participant behavior.  
• Transit Data: Pre-loaded ORCA cards are given as incentives. Transit boardings, fare re-loading values, and whether a rider adds a new pass can be tracked using these.  
• Guaranteed Ride Home: Track the use of this feature by participants | • Number of program participants  
• Post-program survey  
• Number of SOV trips saved  
• VMT saved  
• Gas saved  
• CO₂ saved |