

# PSRC Outreach to TDM Partners

June 8, 2022 | TDM Advisory Committee Meeting



Puget Sound Regional Council

# Outreach Purpose

- Broaden staff understanding of variety of TDM programs throughout region
- Explore/define regional shared needs/priorities and role of PSRC advisory committee
- Engage with committee members to get feedback on interest in committee, strategies to rebuild committee membership and involvement



# Outreach Approach

- Reach out to all existing committee members and stakeholders through one-on-one meetings (asking similar questions)
- Part of outreach: solicit ideas for other potential TDM outreach candidates from members
- Time-intensive: therefore, reaching out in waves.
  - Initial outreach in late May/early June
  - Next solicitation for meetings: late June through late July
- Ongoing report back to committee at upcoming meetings.
- After completing outreach to our region, potential to reach out to other MPOs/RTPOs in and outside of Washington



# What We've Heard: TDM Infrastructure

- Consensus that regional definition is still appropriate, some suggestions for refining
- CTR implementation and compliance approach varies by county, jurisdiction
- Level of integration with local planning & public works departments varies
- Stable funding remains a concern



# Definition of 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 cities, counties, transit agencies, transportation management associations (TMAs), non-profits, or other entities.



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# What We've Heard: Regional Challenges

- Educating decision makers and others on TDM – understanding what it is and its value
- Responding to changing travel behaviors (pandemic) remains challenge – how to expand/shift from commute focus to all-trips focus with limited resources (no ETC equivalent)
- Better understanding of what works in other places within region



# What We've Heard: Committee Engagement

- Platform for convening implementers is valuable
- Opportunity to fill in gaps of topics/issues not covered by statewide groups
- Could help support those new to working in TDM in the region





# Tying into RTP Priorities and Implementation

- Develop consistent metrics to measure effectiveness and efficiency of TDM.
- Explore strengthening or expanding the CTR Law to address more trips/trip types.
- Evaluate equity and TDM programs.
- Ensure TDM is addressed in and coordinated with local comprehensive plans.



# Next Steps

- Phase 2 of outreach in June/July
- Share out Phase 2 “What We’ve Heard” at August PSRC Advisory Committee meeting
- Translate findings and committee discussion into work program for staff and committee, preparation for next RTP (2026)



An aerial photograph of a coastal city, likely Seattle, showing a large shipyard with several large ships and cranes. The city is surrounded by dense green forests, and in the background, a range of snow-capped mountains stretches across the horizon under a clear blue sky. The water in the foreground is a deep blue, with a small ferry boat moving across it.

# Questions?

**Thank you.**

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