



Puget Sound Regional Council

Regional TDM Advisory Committee Agenda

Date: Wednesday, December 14, 2022 from 1:00 p.m. – 3:00 p.m.

Online Meeting Only: Use Zoom Connection Information Provided Below

1. Welcome and Introductions (1:00)

2. Approval of Meeting Summary – October 12, 2022*

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>.

PSRC and WSDOT staff also made a presentation on TDM and the upcoming legislative session to the Transportation Policy Board on November 10, 2022: <https://www.psrc.org/media/7162>. The board meeting was recorded and is available for those who want to watch it on the PSRC website under the “Boards and Committees” heading.

4. Discussion: PSRC Data Portal (1:15)

PSRC staff will share information on its publicly available [data portal](#). PSRC staff will provide a brief orientation on accessing and using the PSRC data portal and answer questions from the committee.

5. Discussion: PSRC 2021 Household Travel Survey Follow-up (1:30)

As a follow-up to the TDM-focused presentation the committee received at its August meeting, PSRC staff will provide a second presentation sharing some broader trends and highlights from analysis of the regional household travel survey.

6. Discussion: WSDOT CTR Update (1:50)

WSDOT staff will provide updates on several state initiatives, including the state approach to updating CTR plans, local TDM training, as well as the latest information on the Mobility Partnerships grant proposal.

7. Discussion: PSRC TDM Work Program (2:05)*

PSRC staff will share the results of its engagement with the committee on the PSRC TDM work program. The committee will discuss the proposed work program and how stakeholders can actively engage in its implementation. PSRC asks committee members to review the attached draft work program in advance of the meeting.

8. Discussion: Update of PSRC TDM web page (2:35)

PSRC staff will share initial suggestions and ask for feedback and additional input for updating the PSRC TDM web page to ensure it is a useful resource. [Click here to view the current web page.](#)

9. Discussion: Roundtable of TDM Issues (2:50)

Opportunity for committee members to discuss challenges and opportunities of implementation.

10. Next Meeting: February 8, 2023

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

11. Adjourn (3:00)

12. 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](#) is available via the committee's website: <https://tdmboard.com/calendar/meetings/>. Agendas with the link to the meeting are posted in advance on the website: <https://tdmboard.com/meeting-materials/>.

*Supporting materials attached

Zoom Connection Information:

To join audio/video conference:

<https://psrc-org.zoom.us/j/99239256367?pwd=MXFBMFBIUIhCUHFrdjJleVNtQTgrQT09>

To join via cellphone (1-touch dial):

8335480282,,99239256367#,,,,,0#,,921891# US Toll-free

8778535257,,99239256367#,,,,,0#,,921891# US Toll-free

To join via phone:

833 548 0282 US Toll-free

877 853 5257 US Toll-free

Meeting ID: 992 3925 6367

Passcode: 921891

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's 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 12, 2022 from 1:00 p.m.- 2:30 p.m.

Location: Remote – Online Meeting Only (Zoom Connection)

Welcome and Introductions

Jennifer Hass, Co-Chair, 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 10, 2022 TDM Advisory Committee meeting was approved as submitted.

PSRC and WSDOT Committee Debriefs

Gil Cerise, PSRC, provided an overview of recent meeting topics for the Regional Staff Committee and the Regional Project Evaluation Committee.

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>.

Ricardo Gotla, WSDOT, provided a review of the Legislative working group and TDM projects updates from the recent [TDM Technical Committee](#) meeting. He noted that membership to the committee was important to make sure that everyone has a voice and to contact him for more information for any questions on potential membership requirements.

For more information contact Ricardo Gotla at GotlaR@wsdot.wa.gov

Discussion: PSRC TDM-Related Work Program

Gil reviewed TDM components of the Regional Transportation Plan implementation work program that includes Improving TDM Integration in Planning, Measuring Program Effectiveness and Efficiency, Evaluating and Addressing Equity in TDM and Modernizing the CTR Law. The committee was asked to discuss prioritization of these topics as well as to suggest ways that committee members can contribute to advancing this work in the region. Erin Hogan, PSRC, then presented and used the MURAL online tool to review these four areas of RTP priorities to obtain additional feedback and thoughts from the committee and focus on identifying key objectives to inform PSRC Transportation work program.

The committee had a robust conversation and provided input and suggestions, including if there was a completion timeframe for this information. Gil noted that currently this is a compilation of information that can be edited, and there is not a specific end date for any updates or changes at this time.

Information about these topics can be found on pages 96-97 of the [2022-2050 RTP](#).

For more information contact Erin Hogan at ehogan@psrc.org and Gil Cerise at gcerise@psrc.org

Discussion: Roundtable of TDM Issues

Updates and announcements were provided by:

- Gil Cerise, PSRC
- Kristine Edens, King County Metro
- Jennifer Hass, Community Transit
- Erin Hogan, PSRC
- Kirk Hovenkotter, Commute Seattle

Adjourn

The meeting adjourned at 2:32 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 is available via the committee's website: <https://tdmboard.ning.com/calendar>.

Agendas with the link to the meeting are posted in advance on the website:

<https://tdmboard.ning.com/page/meeting-archives-1>.

***Members and Alternates Present**

See attached attendance roster.

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

Sylvia Crum, WSDOT; Blair Daly, City of Kirkland; Patrick Green, WSDOT; Kirk Hovenkotter, Commute Seattle; Melodi Yanik, Pierce County

PSRC

Monica Adkins, Gil Cerise, Erin Hogan, Nick Johnson

**All attendees were present via remote participation*

TDM Advisory Committee Attendance Roster

(Members and Alternates represented)
 Date: October 12, 2022 1:00pm - 2:30pm
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>Ben Rosenblatt (Alt.)</i>
Metro City: Bellevue (1)	x	Kate Johnson
		<i>Travis Lange (Bellevue Downtown Assoc/TransManage) (Alt.)</i>
Other Cities/Towns or County (5)	x	Alison Turner (Tukwila)
	x	Veronica Bean (Auburn)
		VACANT
		VACANT
		VACANT
		<i>VACANT (Alt.)</i>
		<i>VACANT (Alt.)</i>
		<i>VACANT (Alt.)</i>
		<i>VACANT (Alt.)</i>
		<i>VACANT (Alt.)</i>
Kitsap County		
Kitsap Transit (1)	x	Lindsay Kuiphoff
		<i>Steffani Lillie (Alt.)</i>
Metro City: Bremerton (1)	x	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)		Laura Svancarek (Downtown on the Go)
		<i>Liz Kaster (Alt.)</i>
Other Cities/Towns or County (1)	x	Debbie Germer (Pierce County)
		<i>VACANT (Alt.)</i>
Snohomish County		
Community Transit (1)	x	Jennifer Hass, Co-Chair
		<i>Matthew Trecha (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	Ricardo Gotla
		<i>Pamela Vasudeva (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)		
	x	Olivia Holden (Commute Seattle)
		Caryn Walline (UW Transportation Services)
	x	Sara Sisco (Hopelink)
		VACANCIES



Puget Sound Regional Council

DISCUSSION ITEM

December 7, 2022

TO: Regional TDM Advisory Committee

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

SUBJECT: PSRC TDM Work Program

IN BRIEF

At the December 14 meeting, PSRC staff will ask for feedback on the attached draft TDM Work Program. Please review the draft work program in advance of the meeting and come prepared to share feedback.

DISCUSSION

Since the adoption of the Regional Transportation Plan in May 2022, PSRC has been engaging with the TDM Advisory Committee—both through one-on-one member outreach and regularly scheduled committee meetings—to develop a work program to implement the four regional TDM priorities adopted as part of the plan:

- Incorporating TDM in plans, programs, and implementation;
- Measuring program effectiveness and efficiency;
- Evaluating and addressing equity in TDM;
- Expanding TDM to markets not covered by Commute Trip Reduction (CTR).

After the August committee meeting, PSRC shared with the committee a PDF version of the MURAL board where PSRC staff have been documenting the committee's feedback and brainstorming for further comment. PSRC staff also met with the committee co-chairs to inform the themes of the attached work program.

This is intended to be a starting point and is open for discussion at the December 14 meeting. However, PSRC expects to begin working with the committee on implementing the work program in early 2023, so it is important to get committee feedback as quickly as possible. If you are a committee member who is unable to attend the December meeting, please provide any feedback to Gil and Erin (contact information below) by the meeting date to have it incorporated in the work program discussion.

Lead Staff

For more information, contact Gil Cerise, Program Manager, at gcerise@psrc.org or 206-971-3053, and Erin Hogan, Associate Planner, at ehogan@psrc.org or 206-971-3054.

Attachment A – Draft PSRC TDM Work Program

Draft PSRC TDM Work Program, beginning in 2023

Note: This is an initial draft developed based on PSRC's TDM Advisory Committee feedback and brainstorming. It does not represent a final commitment to complete all of this work. The work program would begin in early 2023, but all work may not occur by the end of the calendar year/may continue into subsequent years. PSRC will work with the TDM Advisory Committee to prioritize and assign roles for completing this work and will update the work program, as appropriate.

Goals for TDM Work Program

- Implementing Priorities from the Regional Transportation Plan (RTP), adopted May 2022:
 - Incorporating TDM in plans, programs, and implementation
 - Measuring program effectiveness and efficiency
 - Evaluating and addressing equity in TDM
 - Expanding TDM to markets not covered by Commute Trip Reduction (CTR)
- Addressing feedback from 2022 PSRC - TDM Committee Member Outreach
- Preparing for the next update to Regional Transportation Plan (for 2026 adoption) with data collection, existing conditions, emerging issues, and future policy direction, among other tasks.

Themes for TDM Work Program

- **Coordinating:** The TDM Advisory Committee will coordinate through PSRC convening at the regional level to provide more regional consistency and a regionally united voice on important TDM issues. Coordination can bring together the implementers of the more than 100 TDM programs in existence within the central Puget Sound region to advance RTP demand management priorities in support of achieving the regional growth strategy in VISION 2050.
- **Informing:** The TDM Advisory Committee will work together to inform in multiple ways. Technical experts and implementers of TDM programs will provide their program-level subject matter expertise to inform PSRC's work. The committee will work with PSRC and other entities, sharing data on trends in travel behavior to inform TDM programming in the region.
- **Connecting:** The TDM Advisory Committee, as a regionally representative advisory committee of PSRC, does not include direct representation of all TDM implementers in the region, however, it can serve as a connector for organizations and people implementing TDM throughout the region and beyond. The committee will work with PSRC to create opportunities for communicating the value of TDM to the public and elected officials as well as building a mutually supportive regional TDM community that shares its successes, challenges, and opportunities in a collaborative manner.

TDM Work Program

The TDM Advisory Committee will coordinate, inform, and connect in the service of its regional collaboration to help the region achieve the regional growth strategy embodied in VISION 2050.

Project/Task 1: Update PSRC TDM Website

Goals Supported: Incorporating TDM into plans, programs, and implementation; Addressing feedback from 2022 PSRC - TDM Committee Member Outreach

Draft PSRC TDM Work Program, beginning in 2023

Details: Begin by identifying which resources and information would be useful to include on this webpage. Previous suggestions: directory of TDM contacts, program showcase/examples, information for non-TDM visitors (one-pager, definition + program examples), links to Regional Transportation Plan, State TDM Plan, etc., data sources or data findings that demonstrate the value of TDM, training and tools for TDM newcomers, tips for demonstrating in grant applications that projects are consistent with Regional Transportation Plan's TDM goals...what else?

Coordination with WSDOT: Potentially work with WSDOT to identify what resources they currently and plan to continue providing and identify any gaps this committee/PSRC can fill, ensuring efforts aren't duplicative. Also: are there state resources we could customize for the region's needs?

Project/Task 2: TDM Committee Member & Implementer Engagement with RTP Priorities

Goals Supported: Incorporating TDM into plans, programs, and implementation; Measuring program effectiveness and efficiency; Evaluating and addressing equity in TDM; Expanding TDM to markets not covered by CTR; Addressing feedback from TDM member outreach

Details: PSRC will work with the committee to identify and schedule presentations, panels, or other methods of communicating how TDM implementers and other TDM stakeholders in the region address the four RTP priorities for TDM. This will be an opportunity for implementers to share successes, challenges, and opportunities with each other and help inform further development of PSRC's TDM work program.

Coordination with WSDOT: WSDOT - PSRC engagement on shared goals may create opportunities for information sharing.

Project/Task 3: Incorporating TDM into Comprehensive Plans/Planning Processes

Goals Supported: Incorporating TDM into plans, programs, and implementation

Details: Begin with an evaluation of how TDM is incorporated into comprehensive plans (including implementation) or how it is addressed in areas that do not develop comprehensive plans. Are there opportunities to improve or strengthen these elements as implementers engage in the 2024 comprehensive plan update process? Are there lessons that can be learned from peer jurisdictions or other implementers in the region or beyond? This project/task can also examine how CTR plans are incorporated or made consistent with comprehensive plan goals and policies. Longer term investigation could assess how implementation of projects incorporate TDM...How is TDM incorporated into project development, funding requests, and implementation of projects? A potential product of this work could be development of best practices for incorporating TDM into plans, programs, and implementation.

Project/Task 4: CTR Plan Updates – Guidance for Local Plan Consistency, Direction for Regional CTR Plan (Strategies & Measures)

Goals Supported: Incorporating TDM in plans, programs, and implementation; Measuring program effectiveness and efficiency

Details: As WSDOT begins developing a timeline for CTR Plan updates after several years of deferrals, the TDM Advisory Committee can coordinate responses to WSDOT's draft and final guidance. PSRC and local implementers will have an interest in guidance relating to the Regional CTR Plan and the role that WSDOT imagines for RTPO (PSRC) review and action on local CTR plans.

Coordination with WSDOT: Coordination will be needed with WSDOT on development of guidance relating to CTR Plan updates, Regional CTR plans, and roles associated with the CTR plan.

Draft PSRC TDM Work Program, beginning in 2023

Project/Task 5: Update Regional TDM Inventory

Goals Supported: Measuring program effectiveness and efficiency; Preparing for Update to Regional Transportation Plan

Details: PSRC will engage the committee in development of an updated TDM program inventory in 2023. The committee will revisit the existing inventory (completed in 2020) to identify elements that should remain, those that are unnecessary, and those that should be added. It is anticipated that PSRC will conduct data collection for an updated TDM program inventory in 2023 or 2024 to provide an updated baseline for the next RTP update (due 2026). How can the inventory help inform policymakers and the general public about TDM and the benefits of TDM programs?

Coordination with WSDOT: Explore opportunities for data sharing, particularly with the update to the CTR survey instrument.

Project/Task 6: Explore Strategies for Measuring TDM Effectiveness and Efficiency Across Region

Goals Supported: Measuring program effectiveness and efficiency

Details: If not addressed by the Regional TDM Inventory, conduct additional research to identify meaningful measures of effectiveness (ex: How well do TDM strategies achieve desired outcome?) and efficiency (ex: How much positive outcome is created per dollar invested in TDM?). Are there strategies outside of surveying for collecting information on TDM in the region? How can the diversity of TDM programs and benefits be measured consistently for aggregation?

Coordination with WSDOT: Gain familiarity with WSDOT measures and how jurisdictions calculate and report program outcomes. How can we build on existing requirements to collect more robust data without creating burden for implementers?

Project/Task 7: Continue Convening the TDM Advisory Committee (Ongoing)

Goals Supported: Addressing feedback from 2022 PSRC - TDM Committee Member Outreach

Details: Committee will continue meeting every other month in 2023 to make progress on this TDM work program and provide a forum for members to discuss issues, ideas, and opportunities for collaboration.

Coordination with WSDOT: Identify how the PSRC TDM Advisory Committee work program and meeting schedule align with WSDOT TDM work and topics/decisions the committee may want to discuss or provide feedback on.

To Be Determined: Hybrid meetings? Changes to meeting structure? Committee involvement in developing agendas and/or presenting?

Concepts in need of further brainstorming/development:

- **Equity in TDM:** How do we measure this? What data is “good enough” in lieu of a specific survey question or detailed employer data? How to go about ensuring equity within the structure of CTR priorities of large employers and peak hours? (Mobility Partnership Grant may be an opportunity?)
- **How can we support more TDM programming for non-CTR trips** (small employers, non-commute trips, non-peak-hour commutes) within the existing funding and program infrastructure? (Mobility Partnership Grant may be an opportunity?)