![Puget Sound Regional Council logo]

Regional TDM Advisory Committee Agenda

Date: Wednesday, February 8, 2023 from 1:00 p.m. – 3:00 p.m.
<u>Online Meeting Only:</u> Use Zoom Connection Information Provided Below

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1. **Welcome and Introductions (1:00)**

2. **Approval of Meeting Summary – December 14, 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.

4. **Discussion: TDM Planning & Implementation in Snohomish County (1:20)**

    Nathan Howard, Snohomish County Public Works, and Jennifer Hass, Community Transit, will provide a presentation to the committee on the history of TDM in Snohomish County with a focus on plan coordination, policy development, and implementation strategies.

5. **Discussion: PSRC TDM Work Program – Inventory, Resources, Website (1:55)***

    PSRC will facilitate a discussion of resources and data that would be helpful to implementers and begin identifying opportunities to collect and share that data—either through existing data sources or potentially through the next update to the regional TDM inventory.

6. **Discussion: Roundtable of TDM Issues (2:30)**

    Opportunity for committee members to discuss challenges and opportunities of implementation. Members who attended WSDOT's recent open house sessions on the CTR funding formula are welcome to share what they learned, and members who did not attend will have an opportunity to ask questions and share input. Information shared at the open houses is available here.

7. **Next Meeting: April 12, 2023**

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

8. **Adjourn (3:00)**

9. **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/.

10. Information: PSRC VISION 2050 Awards – Call for Nominations*
     See attached flyer for details.

*Supporting materials attached

<u>**Zoom Connection Information:**</u>

To join audio/video conference:
https://psrc-org.zoom.us/j/99239256367?pwd=MXFBMFBIUlhCUHFrdjJleVNtQTgrQT09

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.

Regional TDM Advisory Committee Meeting Summary

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

Location: Remote – Online Meeting Only (Zoom Connection)

Welcome and Introductions

Sarah Spicer, City of Seattle, 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 October 12, 2022 TDM Advisory Committee meeting was approved as submitted.

PSRC and WSDOT Committee Debriefs

Erin Hogan, PSRC, provided an overview of recent meeting topics for the Regional Staff Committee and the Regional Project Evaluation Committee as well as a short debrief of the TDM presentation by Gil Cerise, PSRC, and Ricardo Gotla, WSDOT, at the November Transportation Policy Board meeting.

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.

Discussion: PSRC Data Portal

Lauren Engel, PSRC, provided a demonstration on accessing and using the new PSRC data portal and answered questions from the committee. The data portal consolidates PSRC data files in one place on the website using ArcGIS Online and can be accessed here: https://psrc-psregcncl.hub.arcgis.com/. PSRC is continuing to develop mapping applications to leverage these data.

For more information contact Lauren Engel at lengel@psrc.org

Discussion: PSRC 2021 Household Travel Survey Follow-up

Suzanne Childress, PSRC, provided a follow-up to the 2021 Household Travel Survey presentation the committee received at its August meeting based on subsequent analysis the PSRC Data team performed for other committees and topics. This second presentation addressed findings from the Household Travel Survey related to: telecommuting; home delivery, shopping, and meal trips; trip mode choice trends, and analysis of mode choice and vehicle miles traveled in Regional Growth Centers.

The presentation can be viewed on the PSRC website [here](#).

For more information contact Suzanne Childress at schildress@psrc.org

Discussion: WSDOT CTR Update

Sylvia Crum, WSDOT, provided a briefing on a potential approach to updating Commute Trip Reduction (CTR) plans. The June 2023 deadline was extended by the TDM Technical Committee (convened by WSDOT) until June 2025 to allow for a new approach and further coordination. WSDOT will continue stakeholder outreach ahead of finalizing the approach and timeline.

The draft materials Sylvia shared are available here: https://tdmboard.com/meeting-materials/

For more information contact Sylvia Crum at Sylvia.Crum@wsdot.wa.gov

Discussion: PSRC TDM Work Program

Erin and Gil shared the results of ongoing PSRC engagement with the committee on the PSRC TDM work program, which is based upon the TDM topics identified in Regional Transportation Plan. The committee discussed the proposed work program and how stakeholders can actively engage in its implementation.

The draft PSRC TDM work program can be found in Agenda Item #7 Attachment A of the December 14 agenda packet [here](#).

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

Discussion: Update of PSRC TDM web page

Erin and Gil shared initial suggestions and asked for feedback on updating the PSRC TDM web page to ensure it is a useful resource. Committee members shared suggestions. PSRC will share updates to the web page over time.

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

Discussion: Roundtable of TDM Issues

Updates and announcements were provided by:

- Sarah Spicer, City of Seattle
- Debbie Germer, Pierce County

Adjourn

The meeting adjourned at 2:48 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.

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*Members and Alternates Present

See attached attendance roster.

*PSRC Staff, Alternates and Guests Present

Sylvia Crum, WSDOT; Blair Daly, City of Kirkland; Genevieve Rubinelli, City of Sammamish

Monica Adkins, Gil Cerise, Suzanne Childress, Lauren Engel, Grant Gibson, Erin Hogan, Jean Kim, Brice Nichols, Miles Stepleton

*All attendees were present via remote participation

TDM Advisory Committee Attendance Roster

(Members and Alternates represented)

Date: December 14, 2022 1:00pm - 3:00pm

Online/Remote Meeting Only

Representation		Name
CITY/COUNTY/TRANSIT		
King County		
King County Metro (1)		Ina Percival
		Kristine Edens (Alt.)
Metro City: Seattle (1)	x	Sarah Spicer, Co-Chair
		Ben Rosenblatt (Alt.)
Metro City: Bellevue (1)	x	Kate Johnson
		Travis Lange (Bellevue Downtown Assoc/TransManage) (Alt.)
Other Cities/Towns or County (5)	x	Alison Turner (Tukwila)
	x	Veronica Bean (Auburn)
		VACANT
		VACANT
		VACANT
		VACANT (Alt.)
		VACANT (Alt.)
		VACANT (Alt.)
		VACANT (Alt.)
		VACANCS (Alt.)
Kitsap County		
Kitsap Transit (1)	x	Lindsay Kuiphoff
		Steffani Lillie (Alt.)
Metro City: Bremerton (1)	x	Cathy Bonsell
		Vicki Grover (Alt.)
Other Cities/Towns or County (1)		Chris Hammer (Pt. Orchard)
		VACANT (Alt.)
Pierce County		
Pierce Transit (1)		Kim McGilvery
		VACANT (Alt.)
Metro City: Tacoma (1)		Laura Svancarek (Downtown on the Go)
		Liz Kaster (Alt.)
Other Cities/Towns or County (1)	x	Debbie Germer (Pierce County)
		VACANT (Alt.)
Snohomish County		
Community Transit (1)		Jennifer Hass, Co-Chair
		Matthew Trecha (Alt.)
Metro City: Everett (1)		VACANT
		Julio Cortes (Alt.)
Other Cities/Towns or County (1)	x	Nathan Howard (Snohomish Cty)
		Jay Larson (Snohomish Cty) (Alt.)
REGIONAL		
State		
WSDOT (1)	x	Ricardo Gotla
		Pamela Vasudeva (Alt.)
Transit		
Sound Transit (1)	x	Kevin Shively
		Alex Ko (Alt.)
NON-VOTING (3 - 6 total, representing implementers, underrepresented groups, and research organizations)		
		Kirk Hovenkotter (Commute Seattle)
		Caryn Walline (UW Transportation Services)
	x	Sara Sisco (Hopelink)
		VACANCIES

Puget Sound Regional Council

DISCUSSION ITEM   February 1, 2023

TO: Regional TDM Advisory Committee

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

SUBJECT: PSRC TDM Work Program: Discussion of Inventory, Resources, and PSRC TDM
               Website

IN BRIEF

At the February 8 meeting, PSRC staff will ask committee members to brainstorm questions, data, and resources that might be helpful to TDM implementation in the region. Next steps will be identifying if this information is already available or needs to be collected—potentially through the next regional TDM inventory. Information collected could be useful for an updated regional TDM inventory, used as a resource "library" for stakeholders, and/or for the PSRC TDM webpage.

DISCUSSION

At the October and December 2022 committee meetings, PSRC staff worked with the committee to develop a draft work program for the next few years and begin discussion of Task 1, which related to updating the PSRC TDM web page. As some of the suggestions for the web page overlap or relate to other work program tasks, PSRC is proposing the committee discuss all of the potential data and resources that could be useful to implementers to determine how that information should be collected and shared.

Below are some suggestions from recent committee meetings of potentially useful data for implementers to utilize in future CTR Plan development, grant applications, or general program administration and implementation. Committee members will be asked to provide feedback and brainstorm additional data needs at the February 8 meeting.

- Examples of local targets in CTR plans & background on how these were developed.
- Data on how TDM is funded in the region (what funds besides the CTR formula funding are used).
- Data on which jurisdictions have Transportation Management Programs (TMPs), strategies each jurisdiction uses for enforcing CTR, other implementation measures.
- Directory of TDM contacts – Is something more detailed than the WSDOT CTR Program – City & County Contacts page needed?
- Regional definition of TDM with explanation of terms & program examples.
- Data on impact of TDM that can be rolled up to regional level – measuring effectiveness & efficiency – suggestions for measures?
- "Library" of potential TDM strategies with examples of where they've been used in our region and/or which program goals they are best suited to address.

- Resources to explain how TDM works – can be used for educating elected officials or staff new to TDM.
- Guidance (or sample language) on how a local plan or program is consistent with the Regional Transportation Plan (could be useful when implementers are creating grant applications).
- Findings from Regional Household Travel Surveys (post short summary to PSRC TDM web page in addition to presentations from PSRC Data Team at committee meetings).

Additionally, PSRC will provide an overview of the existing Regional TDM Inventory (developed in 2019-2020 to inform the 2022-2050 Regional Transportation Plan) at the February 8 meeting. The final spreadsheet of inventory data is available to view at this link. A workshopping of the approach, data to collect, and intended uses for an updated inventory will occur at a future committee meeting.

This discussion addresses the following work program tasks (see Attachment A):
- Task 1: Update PSRC TDM Website
- Task 3: Incorporating TDM into Comprehensive Plans/Planning Processes
- Task 5: Update Regional TDM Inventory
- Task 6: Explore Strategies for Measuring TDM Effectiveness & Efficiency Across Region

Next Steps: PSRC will utilize the committee discussion at the February 8 meeting for further direction on which resources and data to prioritize developing or collecting to complete the work program tasks listed above. The April committee meeting is intended to provide an opportunity to further discuss the Regional TDM Inventory and begin developing an approach to update the inventory with a 2022 base year for the next update to the Regional Transportation Plan.

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: 2023-2024

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: 2023-2024

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: 2023-2024

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?)

VISION 2050 AWARDS

Puget Sound Regional Council

Call for Nominations 2023

The Puget Sound Regional Council is seeking nominations for the VISION 2050 Awards Program through April 1, 2023.

The VISION 2050 Awards celebrate progress to enhance the region's communities and natural environment while advancing equity and opportunity for all. The awards recognize innovative work by jurisdictions, Tribes, nonprofit organizations, businesses, and other groups in the region to create a better future for central Puget Sound.

We welcome nominations in the following categories:

On the Ground
Projects that show VISION 2050 in action today, including housing, mixed-use development or redevelopment, expanding access to opportunity, open space preservation, and transportation investments.

Planning Ahead
Comprehensive or subarea plans, economic development plans, climate action plans, equity initiatives, design guidelines, outreach programs, and other similar efforts that are shaping a positive future for the region.

Working Together
Cross-jurisdictional or public/private partnerships focused on solutions or working together to tackle tough problems and advance VISION 2050. Examples include multijurisdictional work on housing affordability, environmental and climate initiatives, corridor transportation planning, or other similar efforts to face long-term regional challenges.

The region's vision for 2050

is to provide exceptional quality of life, opportunity for all, connected communities, a spectacular natural environment, and an innovative, thriving economy. More information about the goals and themes of VISION 2050 can be found at www.psrc.org

Eligibility

Nominations must be for projects, programs, plans and partnerships in the four-county region (King, Kitsap, Pierce and Snohomish counties) that are developed in the public or private sectors, or through public/private partnerships. Any individual, business, agency, Tribe, organization or jurisdiction may submit a nomination.

Submit a Nomination!

Nominations must be submitted online through the
VISION 2050 Awards Nomination Form

Learn more at: www.psrc.org

Scan the code for the nomination form

Schedule

○ **April 1, 2023 – Nominations due**

○ **April-May 2023 – Awards Selection Committee composed of PSRC board members will select the award winners**

○ **Summer/Fall 2023 – Awards presented on location around the region**

VISION 2050 AWARDS