



Puget Sound Regional Council

Regional TDM Advisory Committee Agenda

Date: Wednesday, October 11, 2023 from 1:00 p.m. – 2:30 p.m.

Online Meeting Only: Use Zoom Connection Information Provided Below

1. Welcome and Introductions (1:00)

2. Approval of Meeting Summary – August 9, 2023*

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 Data Collection/Inventory Preparation – Final Review* (1:15)

PSRC staff will share the draft questionnaire for the upcoming Regional TDM Inventory update. The TDM Advisory Committee will have a final opportunity to comment on the questionnaire and provide feedback on the schedule and outreach plan for the data collection. PSRC is planning to distribute the questionnaire later in October 2023 with a six-week turnaround for responses.

5. Discussion: Connecting People to Transit Update* (1:40)

PSRC staff will provide an update on the transit access work program, including outcomes from the latest Transit Access Working Group meeting, along with ongoing work completing case studies at select locations in the region.

6. Discussion: State CTR Plan requirements and relationship between local and regional CTR plans (1:55)

PSRC has received questions about local CTR plans in relation to the regional CTR plan. Staff would like to provide some space on the agenda for implementers who are required to prepare a local CTR plan to share questions and past experience in developing these plans.

7. Discussion: Roundtable of TDM Issues (2:10)

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

8. Next Meeting: December 13, 2023

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

9. Adjourn (2:30)

10. 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](#) and the link to join is available via the committee's website:

<https://tdmboard.com/calendar/meetings/>. Meeting materials are posted before scheduled meetings on the website, here: <https://tdmboard.com/meeting-materials/>.

*Supporting materials attached

Zoom Connection Information:

To join audio/video conference:

<https://psrc-org.zoom.us/j/81029861526?pwd=WjlkZFEyUURiNINyckZrUDBHR3V3Zz09>

To join via cellphone (1-touch dial):

8778535257,,81029861526#,,,,*230365# US Toll-free

8884754499,,81029861526#,,,,*230365# US Toll-free

To join via phone:

877 853 5257 US Toll-free

888 475 4499 US Toll-free

Meeting ID: 810 2986 1526

Passcode: 230365

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 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: August 9, 2023 from 1:00 p.m.- 3:00 p.m.

Location: Remote – Online Meeting Only (Zoom Connection)

Welcome and Introductions

Gil Cerise, PSRC, 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 June 14, 2023 TDM Advisory Committee meeting was approved as submitted.

PSRC Board and Committee Debriefs

Gil Cerise, PSRC, provided a brief overview of activity at the Regional Staff Committee and the Regional Project Evaluation Committee over the months since the TDM committee last met.

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: TDM Planning & Implementation in the City of Bellevue

Kate Johnson, Alison Crosier, and Amanda Mansfield, all from the City of Bellevue, presented a summary of TDM work in Bellevue. The presentation covered both the regulatory (Commute Trip Reduction Law implementation, Transportation Management Programs) and non-regulatory (Choose Your Way Bellevue campaign) components of the city's approach to TDM. They also shared data on commute behavior, an overview of the city's TDM plan, and TDM initiatives in the works. The presentation was followed by Q&A from committee members.

For more information contact Kate Johnson (Senior Planner, City of Bellevue) at kmjohnson@bellevuewa.gov, Amanda Mansfield (TDM Program Manager, City of Bellevue) at amansfield@bellevuewa.gov, and Alison Crosier (CTR Program Administrator, City of Bellevue) at acrosier@bellevuewa.gov.

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

Discussion: TDM Data Collection/Inventory Preparation

Erin Hogan, PSRC, led the committee through a discussion of potential inventory questions that required additional input or clarification. Committee members responded to prompts using a Mentimeter link to provide feedback on potential questions related to timeframe and budget, implementer partnerships, and TDM strategy categories for the Regional TDM Inventory update planned for this fall. PSRC will integrate this feedback into the data request questionnaire.

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:

- Sylvia Crum, WSDOT

Adjourn

The meeting adjourned at approximately 2:50 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 and the link to join is available on the committee's website: <https://tdmboard.com/calendar/meetings/>. Meeting materials are posted before scheduled meetings on the website, here: <https://tdmboard.com/meeting-materials/>.

***Members and Alternates Present**

See attached attendance roster.

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

Maya Agarwal, WSDOT; Amanda Mansfield, City of Bellevue; Alison Crosier, City of Bellevue; Heather Clark, Hopelink; Alessandra Gonzalez, City of Everett

PSRC

Alexa Leach, Gil Cerise, Erin Hogan

**All attendees were present via remote participation*

TDM Advisory Committee Attendance Roster

(Members and Alternates represented)

Date: August 09, 2023 1:00pm - 3:00pm

Online/Remote Meeting Only

Representation		Name
CITY/COUNTY/TRANSIT		
King County		
King County Metro (1)	x	Ina Percival
		<i>Kristine Edens (Alt.)</i>
Metro City: Seattle (1)		Sarah Spicer, Co-Chair
		<i>Ellie Smith (Alt.)</i>
Metro City: Bellevue (1)	x	Kate Johnson
		<i>Travis Lange (Bellevue Downtown Assoc/TransManage) (Alt.)</i>
Other Cities/Towns or County (5)		VACANT
	x	Veronica Bean (Auburn)
		John Larson-Friend (Issaquah)
		LaNaya Taylor (Redmond)
	x	Alison Turner (Tukwila)
		<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)	x	Laura Svancarek (Downtown on the Go)
		<i>Liz Kaster (Alt.)</i>
Other Cities/Towns or County (1)	x	Debbie Germer (Pierce County)
		<i>Hans Hunger (Puyallup) (Alt.)</i>
Snohomish County		
Community Transit (1)		Jennifer Hass, Co-Chair
		<i>Phillip Jeffries (Alt.)</i>
Metro City: Everett (1)		VACANT
		<i>Julio Cortes (Alt.)</i>
Other Cities/Towns or County (1)		Nathan Howard (Snohomish Cty)
		<i>Jay Larson (Snohomish Cty) (Alt.)</i>
REGIONAL		
State		
WSDOT (1)	x	Sylvia Crum
		<i>Patrick Green (Alt.)</i>
Transit		
Sound Transit (1)		Kevin Shively
		<i>Alex Ko (Alt.)</i>
NON-VOTING (3 - 6 total, representing implementers, underrepresented groups, and research organizations)		
		Kirk Hovenkotter (Commute Seattle)
	x	Sara Sisco (Hopelink)
		Caryn Walline (UW Transportation Services)
		VACANCIES



Puget Sound Regional Council

DISCUSSION ITEM

October 11, 2023

TO: TDM Advisory Committee

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

SUBJECT: TDM Data Collection and Inventory Preparation

IN BRIEF

The committee will have a final opportunity to comment on the draft questionnaire/data request for the update to the Regional TDM Inventory. The inventory will provide an updated baseline for TDM activity in the central Puget Sound region for the next Regional Transportation Plan (RTP).

DISCUSSION

Over the last several months, PSRC staff have been engaging the TDM Advisory Committee in discussions on TDM data collection opportunities, including an updated Regional TDM inventory. The committee's feedback informed the development of the attached questionnaire.

During the October meeting, the committee will have a final opportunity to comment on the questions and give feedback on the outreach plan. Members should review the attached questionnaire in advance of the next meeting, with a focus on the following:

- Could I answer these questions for my jurisdiction or organization?
- Are any questions unclear on which information PSRC is asking for?
- Are the response options sufficient where there are multiple choices?

NEXT STEPS

PSRC is planning to distribute the regional TDM inventory questionnaire to all known TDM implementers in the region in mid-to-late October. After the questionnaire is sent, implementers will have six weeks to complete the form. Collecting the responses by early December will keep PSRC on schedule for processing the data to support the development of the next RTP.

For more information or to provide further feedback, contact Erin Hogan at ehogan@psrc.org or Gil Cerise at gcerise@psrc.org.

Attachment 4A: Regional TDM Inventory Update – Fall 2023 Collection of 2022 Data

Regional TDM Inventory Update – Fall 2023 Collection of 2022 Data

PAGE 1

Introduction

This survey is intended to collect information on Transportation Demand Management (TDM) activity in the central Puget Sound region (King, Kitsap, Pierce, and Snohomish counties). This information will be used to create a [Regional TDM Inventory](#) that will inform the next Regional Transportation Plan (RTP). The RTP is a long-range plan updated every four years. It includes analysis of the existing transportation system and sets goals and priorities for the future of transportation in the region.

For the purposes of the inventory, we are looking to capture TDM activity (funding, programming, partnerships, etc.) for **Calendar Year 2022**. So please take that into account when responding to these questions.

The data collected in this survey will be managed by the Puget Sound Regional Council (PSRC). Questions were developed with input from the region's TDM Advisory Committee. If you have questions or need clarification on anything in this survey, please reach out to Erin Hogan (ehogan@psrc.org).

Please take a moment to review the questions on all five pages of this survey as soon as possible so you can ask any questions of PSRC ahead of the deadline, estimate the time it will take you to complete, and/or allow time to request data from other departments, if needed. We are asking that responses be submitted no later than **Friday, December 1**.

Section 1 – Respondent Information

1. Your name (person completing the form):
[short answer blank space]

2. Name of the organization or jurisdiction you work for:
[short answer blank space]

3. How would you characterize your organization?
[multiple choice – select one]
 - City
 - County
 - Transit Agency
 - Transportation Management Association (TMA)
 - Other – please specify: [short answer blank space]]

4. What is your role (title or department)?
[short answer blank space]

5. Please list your email and phone number (so we can follow up with any questions on your responses, if needed):
[Email: short answer blank space
Phone: short answer blank space]

Regional TDM Inventory Update – Fall 2023 Collection of 2022 Data

6. Can we share your contact information in a regional TDM directory?
[multiple choice – select one]
- Yes – use the information I provided in Questions 1-5
 - Yes, but I am not the main contact for TDM. (If selected, indicate the person, organization, type of organization, role, and email address & phone)
[long answer blank space]
 - I am only comfortable sharing some of the information I shared in Questions 1-5. (Please indicate below what can be shared.)
[long answer blank space]
 - No – I do not want my organization’s information included]
7. Is there anything else related to the questions on this page that you need to share with us? If you have additional contacts within your organization you would like in the directory, please include their information here. (Optional)
[long answer blank space]

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Section 2 – Organizational Relationships

8. In 2022, did your jurisdiction have a formal contract with another agency to share TDM implementation responsibilities? (e.g., MOU, sub-contracting some components of TDM implementation, receiving CTR or other TDM funding through a pass-through agency, etc.)
[multiple choice – select one]
- Yes
 - If the answer is yes, please list the agency(ies) and describe the nature of the partnership [long answer blank space]
 - No]
9. Were there other partnerships in 2022 (besides relationships with employers/employee transportation coordinators (ETCs)) that are critical to your work? Examples may include regular contact with other jurisdictions, TMAs, transit partners, city or county departments, non-profits, specialized transportation providers, mobility coalitions)
[multiple choice – select one]
- Yes
 - If the answer is yes, please list the agency(ies) and describe the nature of the partnership [long answer blank space]
 - No]
10. Do you participate (occasionally or regularly) in any of these organizations or forums?
[multiple choice – select all that apply]
- Association for Commuter Transportation (ACT)
 - Washington State Transit Association (WSTA)
 - Washington State Ridesharing Organization (WSRO)

Regional TDM Inventory Update – Fall 2023 Collection of 2022 Data

- WSDOT TDM Technical Committee
- Statewide CTR Implementers group
- Other – please specify: [short answer blank space]

11. Is there anything else related to the questions on this page that you need to share with us?

(Optional)

[long answer blank space]

PAGE 3

For Sections 3-5, please only consider TDM funding, programming, and outcomes for Calendar Year 2022 (January – December). If your agency does not collect information on a calendar year basis, please make your best estimation using the data you have.

We also acknowledge that there is a lot of intersection between TDM and other work your agency may perform. Please try to answer responses based on work that is funded by TDM dollars and feel free to use the blank space at the bottom of each page to add any details.

Section 3 – Scope of TDM Work

12. Which markets did you work with and which TDM strategies do you use for these audiences in 2022? (Note: If your agency does not target a specific market or audience, select “All people in your jurisdiction/boundaries.” If your agency does not vary strategies by audience, simply check the same strategies under all applicable audiences.)

[multiple choice – select all that apply]

- All people in your jurisdiction/boundaries
 - Which strategies did you use to engage with this audience?
 - Financial Incentives (ORCA card with value on it, entry to win gift card or prizes, etc.)
 - Financial Incentives – Institutional (tax breaks)
 - Non-Financial Incentives (earning badges, points, or other incentives that do not translate to financial benefits)
 - Marketing (Defined as: raising community awareness of alternatives to SOV trips, such as purchasing advertisement space)
 - Education (Defined as: providing information, knowledge, or skills, like travel training or trip planning, or sharing information on different transit pass options and/or enrolling in ORCA)
 - Other – please specify: [long answer blank space]
- Commuters
 - Which strategies did you use to engage with this audience?
 - Financial Incentives (ORCA card with value on it, entry to win gift card or prizes, etc.)
 - Financial Incentives – Institutional (tax breaks)
 - Non-Financial Incentives (earning badges, points, or other incentives that do not translate to financial benefits)

Regional TDM Inventory Update – Fall 2023 Collection of 2022 Data

- Marketing (Defined as: raising community awareness of alternatives to SOV trips, such as purchasing advertisement space)
- Education (Defined as: providing information, knowledge, or skills, like travel training or trip planning, or sharing information on different transit pass options and/or enrolling in ORCA)
- Other – please specify: [long answer blank space]
- Employers/ETCs
 - Which strategies did you use to engage with this audience?
 - Financial Incentives (ORCA card with value on it, entry to win gift card or prizes, etc.)
 - Financial Incentives – Institutional (tax breaks)
 - Non-Financial Incentives (earning badges, points, or other incentives that do not translate to financial benefits)
 - Marketing (Defined as: raising community awareness of alternatives to SOV trips, such as purchasing advertisement space)
 - Education (Defined as: providing information, knowledge, or skills, like travel training or trip planning, or sharing information on different transit pass options and/or enrolling in ORCA)
 - Other – please specify: [long answer blank space]
- Schools
 - Which strategies did you use to engage with this audience?
 - Financial Incentives (ORCA card with value on it, entry to win gift card or prizes, etc.)
 - Financial Incentives – Institutional (tax breaks)
 - Non-Financial Incentives (earning badges, points, or other incentives that do not translate to financial benefits)
 - Marketing (Defined as: raising community awareness of alternatives to SOV trips, such as purchasing advertisement space)
 - Education (Defined as: providing information, knowledge, or skills, like travel training or trip planning, or sharing information on different transit pass options and/or enrolling in ORCA)
 - Other – please specify: [long answer blank space]
- Specific neighborhood, corridor, or geographic subarea
 - Which strategies did you use to engage with this audience?
 - Financial Incentives (ORCA card with value on it, entry to win gift card or prizes, etc.)
 - Financial Incentives – Institutional (tax breaks)
 - Non-Financial Incentives (earning badges, points, or other incentives that do not translate to financial benefits)
 - Marketing (Defined as: raising community awareness of alternatives to SOV trips, such as purchasing advertisement space)
 - Education (Defined as: providing information, knowledge, or skills, like travel training or trip planning, or sharing information on different transit pass options and/or enrolling in ORCA)

Regional TDM Inventory Update – Fall 2023 Collection of 2022 Data

- Other – please specify: [long answer blank space]
 - Other – please specify: [short answer blank space]
 - Which strategies did you use to engage with this audience?
 - Financial Incentives (ORCA card with value on it, entry to win gift card or prizes, etc.)
 - Financial Incentives – Institutional (tax breaks)
 - Non-Financial Incentives (earning badges, points, or other incentives that do not translate to financial benefits)
 - Marketing (Defined as: raising community awareness of alternatives to SOV trips, such as purchasing advertisement space)
 - Education (Defined as: providing information, knowledge, or skills, like travel training or trip planning, or sharing information on different transit pass options and/or enrolling in ORCA)
 - Other – please specify: [long answer blank space]]
13. In 2022 did your agency use regulations, local code, or other policy tools to implement or advance TDM?
[multiple choice – select all that apply]
- Implementation of Commute Trip Reduction (CTR) Law
 - If available, please indicate the number of worksites you engage with [short answer blank space, formatted for whole number]
 - Transportation Management Programs (TMPs)
 - Other – please specify: [short answer blank space]]
14. How would you summarize/describe your program (as of 2022)? Are there any details about your program’s scope that were not covered by the previous questions?
[long answer blank space]
15. Is there anything else related to the questions on this page that you need to share with us?
(Optional)
[long answer blank space]

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Section 4 – Funding

16. How was your organization’s TDM work funded in 2022?
[multiple choice – select all that apply]
- CTR formula funding
 - Enter amount [short answer, formatted for dollars]
 - If you did not directly receive these funds from the state, which agency allocated CTR funds to your agency? [short answer blank space]
 - Congestion Mitigation & Air Quality (CMAQ) funding
 - Enter amount [short answer, formatted for dollars]

Regional TDM Inventory Update – Fall 2023 Collection of 2022 Data

- If you received this funding through a competitive process or as a subrecipient, please include details about the funding competition or the agency that allocated these funds to your agency. [long answer blank space]
- Local funds or tax revenue
 - Enter amount [short answer, formatted for dollars]
 - Please specify the source of these funds [long answer blank space]
- Other, please specify:
 - Enter the amount [short answer, formatted for dollars]
 - Please specify the source of these funds [long answer blank space]

Section 5 – Measuring Outcomes

17. What quantitative measures did you use to measure the outcomes of your TDM programming in 2022?

[multiple choice – select all that apply]

- Number of Participants/People Engaged
 - If selected, please provide the number [short answer blank space, formatted for whole number]
- VMT – Drive-Alone (Single-Occupancy Vehicle) Miles Not Traveled
 - If selected, please provide the number [short answer blank space, formatted for whole number]
- Trips – Drive-Alone (Single-Occupancy Vehicle) Trips Not Taken
 - If selected, please provide the number [short answer blank space, formatted for whole number]
- Mode Split (other than Drive-Alone Trips or Miles)
 - If selected, please summarize the mode split target/goal: [long answer blank space]
- Other
 - Please explain: [long answer blank space]
- We don't collect quantitative data.

18. Is there anything else related to the questions on this page that you need to share with us? (Optional)

[long answer blank space]

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Conclusion

19. Do you have anything else to share that would be relevant to a regional TDM inventory and is not covered elsewhere in the survey?

[long answer blank space]

--End of Survey--



Puget Sound Regional Council

DISCUSSION ITEM

October 11, 2023

TO: TDM Advisory Committee

**FROM: Gil Cerise, Program Manager
Jean Kim, Senior Planner**

SUBJECT: Connecting People to Transit

IN BRIEF

The committee will be provided with an informational update on PSRC's transit access work program progress to-date, including accomplishments of the September 12th Transit Access Working Group meeting and next steps.

DISCUSSION

The Regional Transportation Plan calls on PSRC to "...develop and update tools and resources to help identify where access to transit can be improved, particularly for bicyclists and pedestrians." PSRC staff have developed a work program (that addresses the many facets of transit access and builds upon past work in this topic area.

The work program starts with a review of existing transit access tools and resources in conjunction with updated data to help identify potential improvements to transit access assessments and next steps. This initial task began with a review of existing tools, such as the PSRC Transit Access Checklist and Transit Access Toolkit, found on the PSRC [Transit Access webpage](#). These work products were the result of a multi-year effort to examine transit access needs in the region, published in 2016-2017.

At the October TDM Advisory Committee meeting, PSRC staff will provide an update on the transit access work program and the ad hoc Transit Access Working Group that has been convened to support this work. To-date, the working group held its two meetings to gain a common understanding of their charge and the existing transit access tools and data resources, to inform and affirm updates to the transit access literature review that formed the basis of PSRC's original transit access work, and to help identify locations for case studies where PSRC staff will test transit access tools.

NEXT STEPS

Over the next few months, PSRC will conduct several case studies to test existing transit access tools, resources, and data. Staff will continue to convene the working group during this time to seek their input and help identify preliminary findings and

recommendations. PSRC will plan to provide briefings to TDM Advisory Committee over the coming months to share findings from the case study work and recommendations for next steps to improve regional assessment of transit access needs and solutions. We anticipate that the Transit Access Working Group will complete its work and sunset in early 2024 with the completion of recommendations for further transit access work to be incorporated into the Regional Transportation Plan.

For more information or to provide further feedback, contact Gil Cerise at gcerise@psrc.org or (206) 971-3053 or Jean Kim at jkim@psrc.org or (206) 971-3052.