

## **2024 TDM Work Program & Engagement**

### **PSRC TDM Work Program Purpose**

Recognizing the importance of Transportation Demand Management (TDM) in influencing travel behavior and encouraging mode shifts that support the Regional Growth Strategy, PSRC has consistently maintained a TDM work program for many years. This work program has and continues to be shaped by the priorities and direction of PSRC's boards.

Beginning in 2024, PSRC will shift away from the formal transportation advisory committee structure for engaging with TDM stakeholders, instead focusing on tailored engagement opportunities that better fit this work program. This approach minimizes duplication of statewide TDM forums and allows for continued regional coordination without the constraints of a standing advisory committee (membership structure, meeting schedule and frequency, etc.).

The work program goals will continue to be coordinating, informing, and connecting:

- **Coordinating:** One of PSRC's core functions is encouraging and facilitating coordination among jurisdictions and agencies in the four-county region. Continuing to broadly engage with TDM implementers from across the region will support the region's TDM work program.
- **Informing:** Consulting technical experts and TDM implementers ensures PSRC plans and projects are informed by an accurate understanding of current conditions and that priorities for the future are implementable.
- **Connecting:** Connecting with stakeholders in the region provides an opportunity for building the relationships critical to TDM implementation.

### **PSRC TDM Work Program for 2024**

- Updating the Regional TDM Inventory of Existing Conditions
  - Data Collection: Q4 2023 – Q1 2024
  - Data Processing & Identifying Findings: Q1-Q2 2024
  - Incorporate regional TDM context information into draft inventory: Q2 2024
  - Complete Draft 2023 Regional Inventory and receive feedback from stakeholders: Q3 2024
  - Incorporate, as appropriate, data/information from local CTR plans into Regional Inventory: Q4 2024-Q1 2025
- PSRC Review of Local 2025-2029 CTR Plans
  - Review WSDOT Guidance & Develop Approach: Q1 2024
  - Share Approach & Resources for Local Plans: Q2 2024
  - Review Local Plans: Q3-Q4 2024
  - Debrief on Process: Q1 2025
- TDM in the Regional Transportation Plan (2026-2050), including state-required 2025-2029 Regional CTR Plan elements
  - Collect data and information from local CTR plans and other sources (ex: Regional TDM Inventory, described above): Q4 2024-Q1 2025

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- Summarize local CTR plan content and create regional CTR plan components: Q1-Q2 2025
- Develop TDM content for the Regional Transportation Plan, meeting regional CTR plan requirements: Q2-Q3 2025

### **Strategies for Engaging with Stakeholders**

PSRC will continue to engage with TDM stakeholders around the region at key decision points in PSRC and local planning processes. This may be accomplished through email communications, information-sharing webinars, or meetings to discuss or brainstorm. The goal is to be efficient with everyone's time. Moving forward, PSRC will sketch out a tentative work plan and schedule of engagement in Q4 for the upcoming calendar year. However, we will be flexible and adapt based on evolving needs to ensure meaningful engagement.

### **Engagement Plan for 2024**

- April 30, 2024
  - Share PSRC approach for 2025-2029 CTR Plans (reviewing local plans & building regional plan)
  - Launch regional resources for local CTR Plans
  - Share progress on Regional TDM Inventory and initial findings from data collection
- August/September 2024 (specific date TBD)
  - Answer questions/address any issues re: local CTR plans and PSRC review
  - Share draft Regional TDM Inventory and next steps for using inventory and information from local CTR plans to develop regional CTR plan components
  - Share initial findings from 2023 Regional Household Travel Survey relevant to TDM practitioners (if available)
- 2025 engagement will align with development of the Regional Transportation Plan (2026-2050), which will include/meet regional CTR plan requirements.
  - PSRC will plan to further develop and share 2025 engagement opportunities in Q4 of 2024.