Regional TDM Stakeholder Meeting

August 27, 2024

Puget Sound Regional Council

We are leaders in the region to realize equity for all. Diversity, racial equity and inclusion are integrated into how we carry out all our work.

psrc.org/equity

Puget Sound Regional Council

Welcome to PSRC's August 27, 2024 **regional TDM stakeholder meeting.**

Thank you for joining us today.

We will begin shortly after 10:00 A.M.

Meeting Procedures

- We will conduct a brief poll for introductions.

- Please mute your audio. You are welcome to leave video on.

- Submit any questions during presentations using the Q&A feature.

- There will be a chance for roundtable / announcements at the end of the meeting.

3

Where to Find Meeting Information on PSRC Website

PSRC Webpages

TDM Webpage: https://www.psrc.org/our-work/transportation-demand-management-tdm

Where to Find Meeting Information on PSRC Website

PSRC Calendar

Get Involved > Calendar: https://www.psrc.org/get-involved/calendar

PSRC TDM Contact List

At the bottom of the PSRC home page (www.psrc.org), click on "Newsletter Sign-Up."
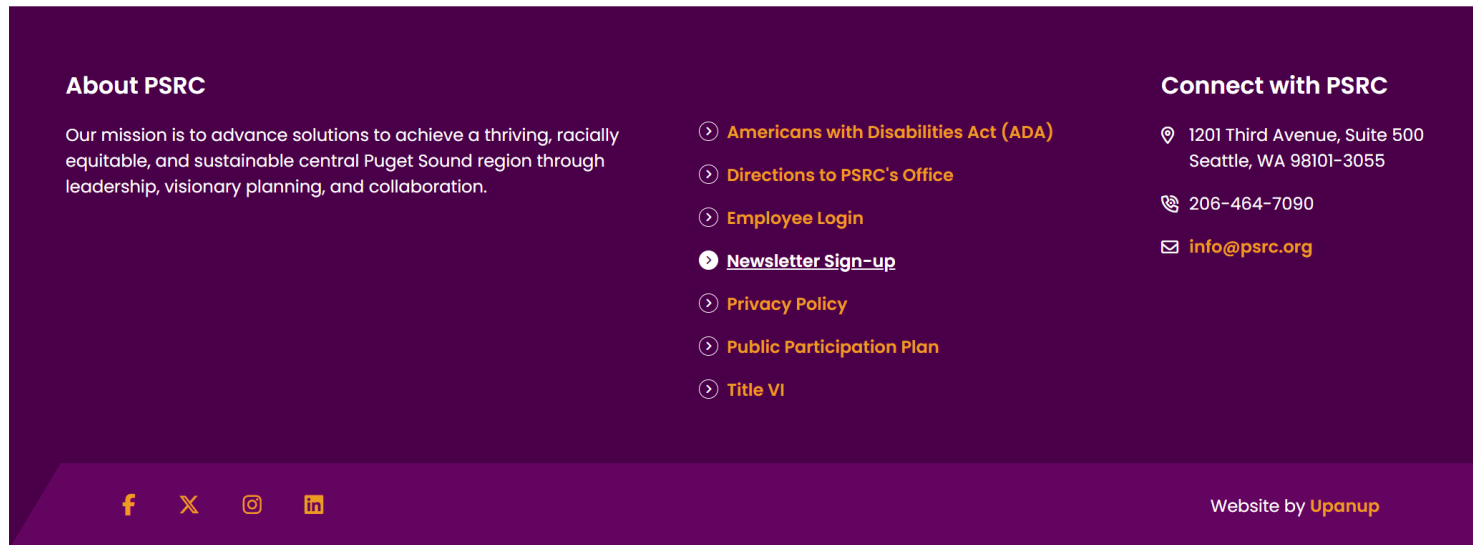
Select "Transportation Demand Management (TDM)" from the Interests List.

Regional Transportation Plan (2026 – 2050): Overview & TDM Existing Conditions

Regional Transportation Plan (RTP)

- Minimum 20-year planning horizon

- Updated every 4 years

- Integrated multimodal transportation system

- Reasonable financial strategy to fund investments

- Latest available estimates for growth, travel, and economic activity

- Performance measures and targets

- Address federal planning factors
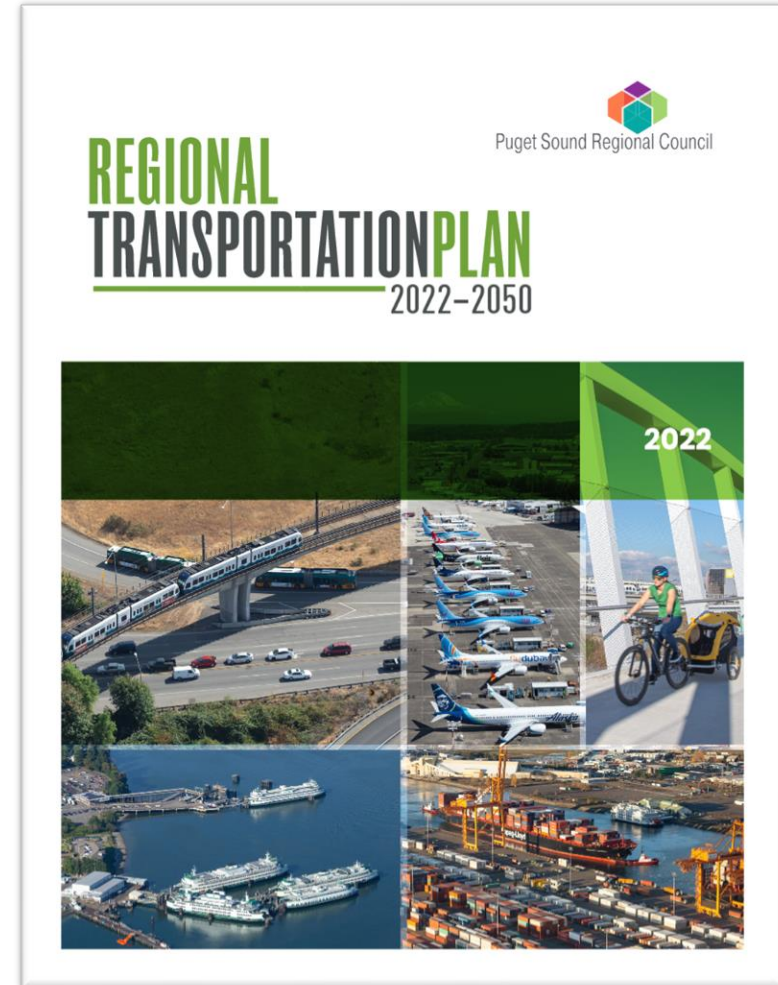
Development of the next RTP (2026-2050)

2024

2025

2026

Engagement and Identification of Plan Priorities

Analysis and Draft Plan Development

Plan Adoption

Ongoing Public Outreach Informs the Plan

Development of the next RTP (2026-2050)

*Based on engagement with boards thus far

TDM Existing Conditions: Data Overview

- **Regional TDM Inventory**

- 2023 Regional Household Travel Survey

- 2025 – 2029 Local CTR Plans

- Other
  - Census / American Community Survey Data
  - ORCA Usage Data

- Future Considerations:
  - CTR Employee Survey Data
  - Streamline CTR Plan with data collection

Regional TDM Inventory: Overview

- Built upon 2019-2020 inventory
- Goals
  - Quantify investments and outcomes
  - Simplify language and number of strategies
  - Minimize follow-up
- Distributed in October 2023
- Challenges with response rate
  - 61 responses

Regional Inventory of TDM Activity in 2022

Section 1

Introduction

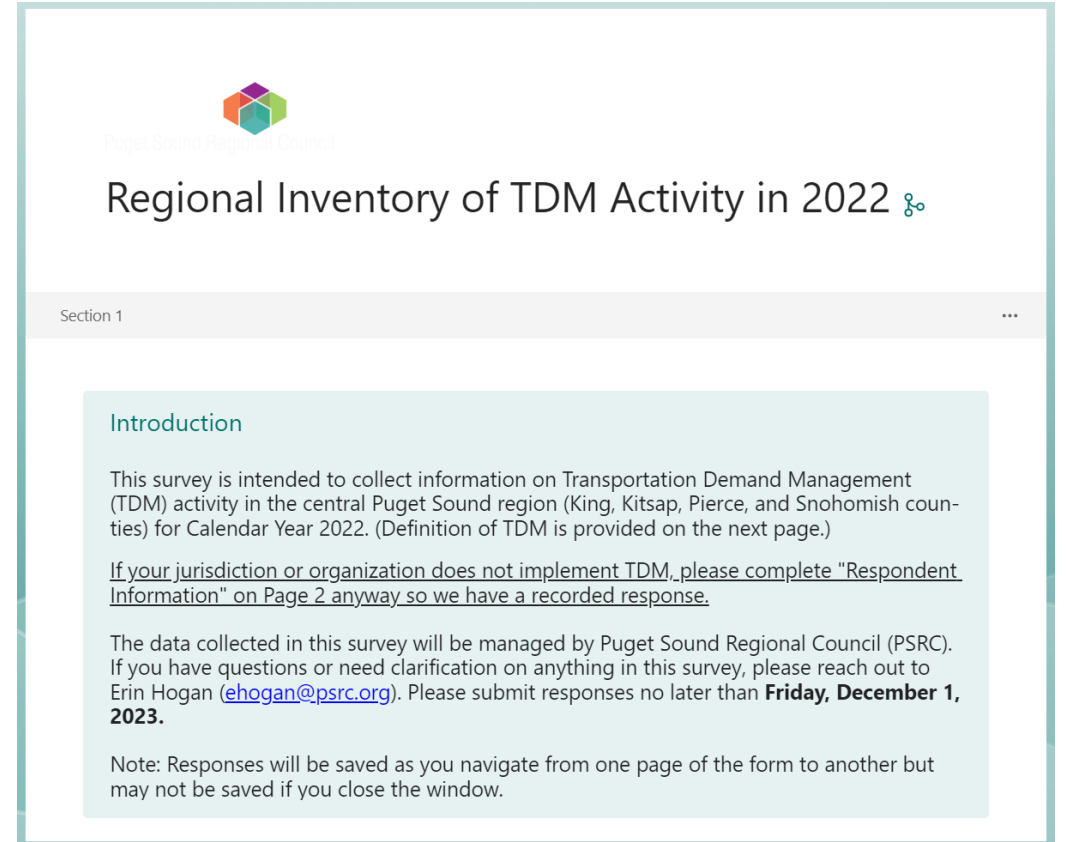This survey is intended to collect information on Transportation Demand Management (TDM) activity in the central Puget Sound region (King, Kitsap, Pierce, and Snohomish counties) for Calendar Year 2022. (Definition of TDM is provided on the next page.)

If your jurisdiction or organization does not implement TDM, please complete "Respondent Information" on Page 2 anyway so we have a recorded response.

The data collected in this survey will be managed by Puget Sound Regional Council (PSRC). If you have questions or need clarification on anything in this survey, please reach out to Erin Hogan (ehogan@psrc.org). Please submit responses no later than **Friday, December 1, 2023.**

Note: Responses will be saved as you navigate from one page of the form to another but may not be saved if you close the window.

Click this text or the image above to view the full inventory survey.

Regional TDM Inventory: Summary of Responses

PIERCE

Pierce County (CTR)
Bonney Lake
Buckley
Carbonado
Downtown on the Go
DuPont (CTR)
Eatonville
Edgewood
Fife (CTR)
Fircrest
Gig Harbor (CTR)
Lakewood (CTR)
Milton
Orting
Pierce Transit
Puyallup (CTR)
Roy
Ruston
South Prairie
Steilacoom
Sumner (CTR)
Tacoma (CTR)
University Place (CTR)
Wilkeson

KING

King County (CTR)/*King County Metro*
Algona
Auburn (CTR)
Beaux Arts Village
Bellevue (CTR)
Black Diamond
Bothell (CTR)
Burien (CTR)
Carnation
Clyde Hill
Commute Seattle
Covington
Des Moines (CTR)
Duvall
Enumclaw
Federal Way (CTR)
Hunts Point
Issaquah (CTR)
Kenmore
Kent (CTR)
Kirkland (CTR)
Lake Forest Park
Maple Valley
Medina

Mercer Island
Move Redmond
Newcastle
Normandy Park
North Bend
Pacific
Redmond (CTR)
Renton (CTR)
Sammamish
SeaTac (CTR)
Seattle (CTR)
Shoreline (CTR)
Skykomish
Snoqualmie
TransManage
Tukwila (CTR)
Woodinville (CTR)
Yarrow Point

SNOHOMISH

Snohomish County (CTR)
Arlington (CTR)
Brier
Community Transit
Darrington
Edmonds (CTR)
Everett (CTR)/*Everett Transit*
Granite Falls
Gold Bar
Index
Lake Stevens
Lynnwood (CTR)
Marysville (CTR)
Mill Creek
Monroe (CTR)
Mountlake Terrace (CTR)
Mukilteo (CTR)
Snohomish
Stanwood
Sultan
Woodway

KITSAP

Kitsap County (CTR)/*Kitsap Transit*
Bainbridge Island (CTR)
Bremerton (CTR)
Port Orchard (CTR)
Poulsbo (CTR)

OTHER

Sound Transit
Hopelink
University of Washington
Port of Seattle
Port of Tacoma/NW Seaport Alliance

White Text & Underlined = Response or Confirmation Still Needed
Grayed Out = Response Recorded
Italicized = Organization
(CTR) = CTR-Affected Jurisdiction

12

Regional TDM Inventory: Respondents

8. In 2022, did your organization implement any TDM activities, as defined at the top of the page and shown here?

52%
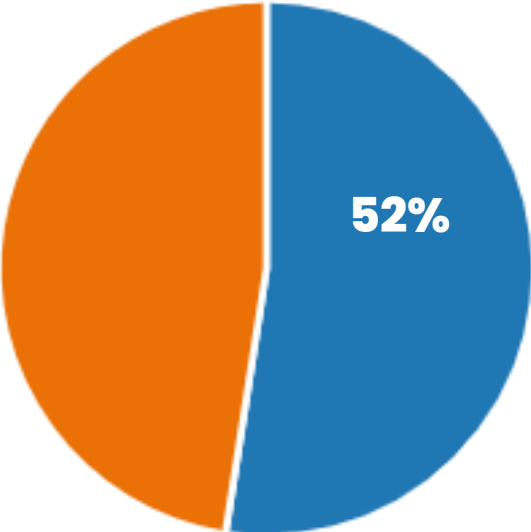
Of the **61** respondents, only **32** (52%) indicated they implement TDM.

61 respondents, by organization type:
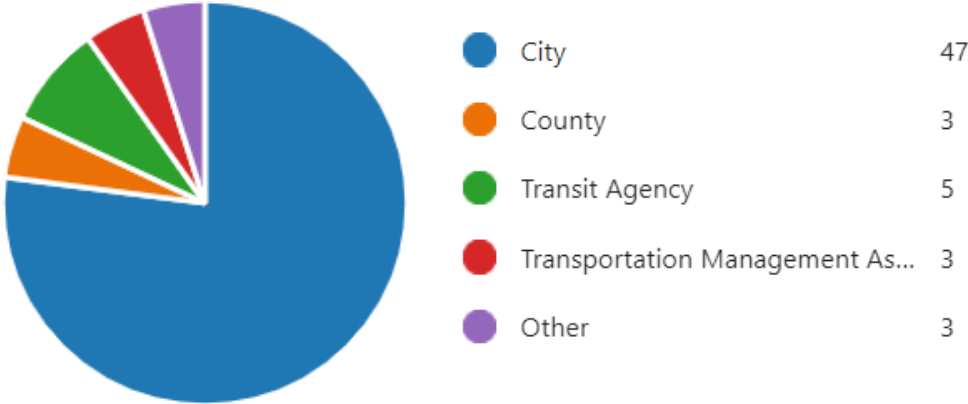
● City		47
● County		3
● Transit Agency		5
● Transportation Management As...		3
● Other		3

Note: This is preliminary data based on responses indicated in Slide 12. Clarification and addition of missing data is still needed.

Regional TDM Inventory: Partnerships

10. In 2022, did your organization have a formal contract with another organization to implement TDM? (e.g., memorandum of understanding, sub-contracting some or all components of TDM implementation, receiving CTR or other TDM funding through a pass-through agency, etc.)

84%
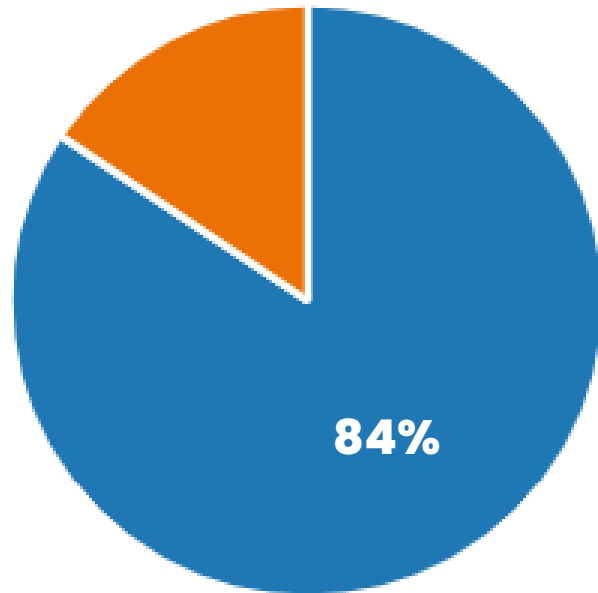
Of the **32** respondents who indicated they implemented TDM, **27** engage in contracting with partner organization(s).

Note: This is preliminary data based on responses indicated in Slide 12. Clarification and addition of missing data is still needed.

Regional TDM Inventory: Audiences

16. Which audiences, or markets, did your organization's TDM activities target in 2022? Select all that apply. (Note: If your organization does not target a specific audience, please select the first option: "All people in my jurisdiction/organization's boundaries.")

- All people in my jurisdiction/org... 21
- Commuters 22
- Employers and/or Employee Tra... 24
- Schools 14
- Specific neighborhood, corridor,... 8
- Other 11
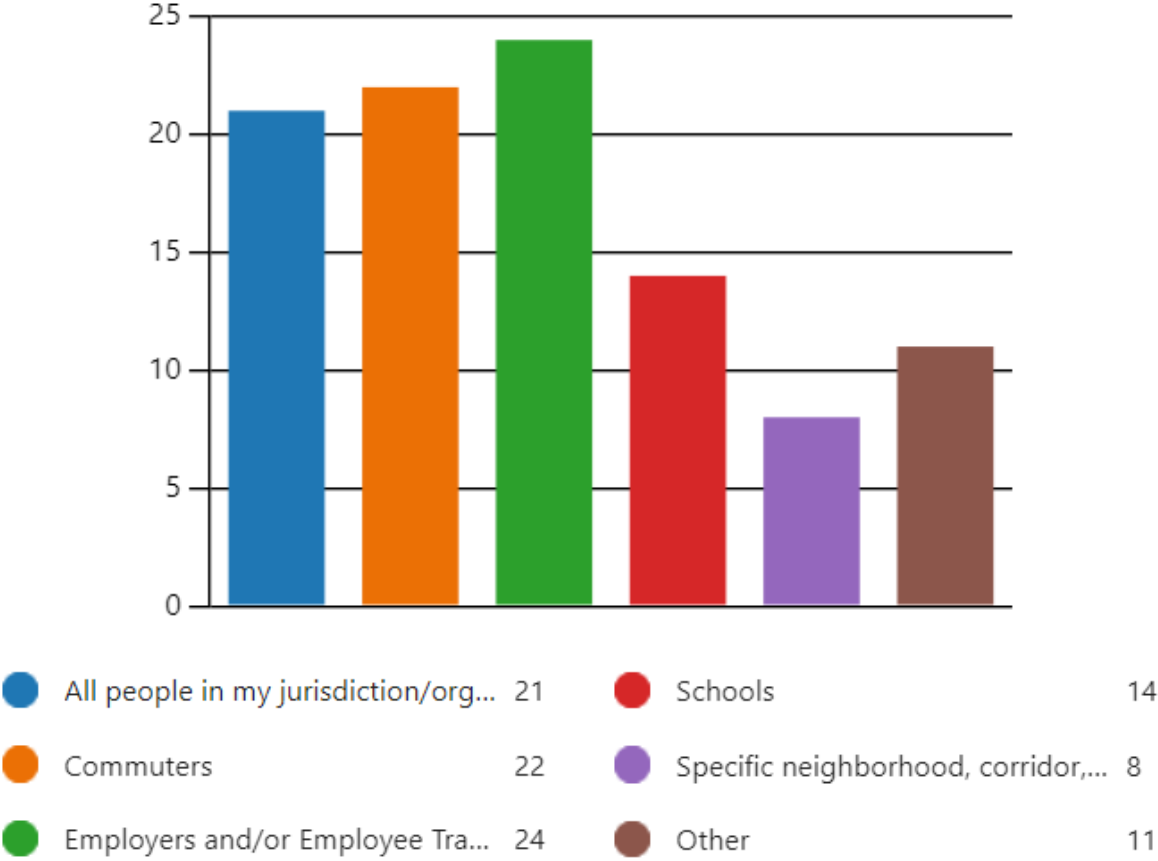
Of the 32 respondents who indicated they implemented TDM, most target multiple audiences.

"General audience" TDM programs are not far behind commute and employment-focused programs.

Note: This is preliminary data based on responses indicated in Slide 12. Clarification and addition of missing data is still needed.

Regional TDM Inventory: Strategies

18. If you selected "Commuters," which strategies did you use to engage with this population? Select all that apply or select N/A if you did not engage with this audience.

Commuters

Employers and/or ETCs
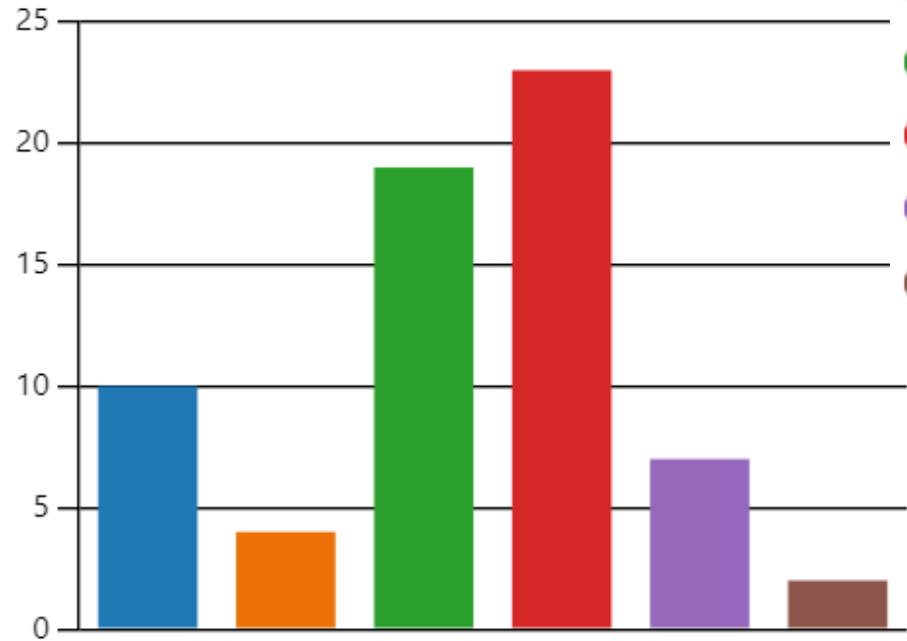
- 🔵 **Financial Incentives & Strategi...**
- 🟠 **Non-Financial Incentives** (Exa...
- 🟢 **Marketing** (Defined as: raising c...
- 🔴 **Education** (Defined as: providin...
- 🟣 **N/A** - Did not engage with this ...
- 🟤 Other

For the commuter and employer/ETC audiences, **education** and **marketing** are top strategies.
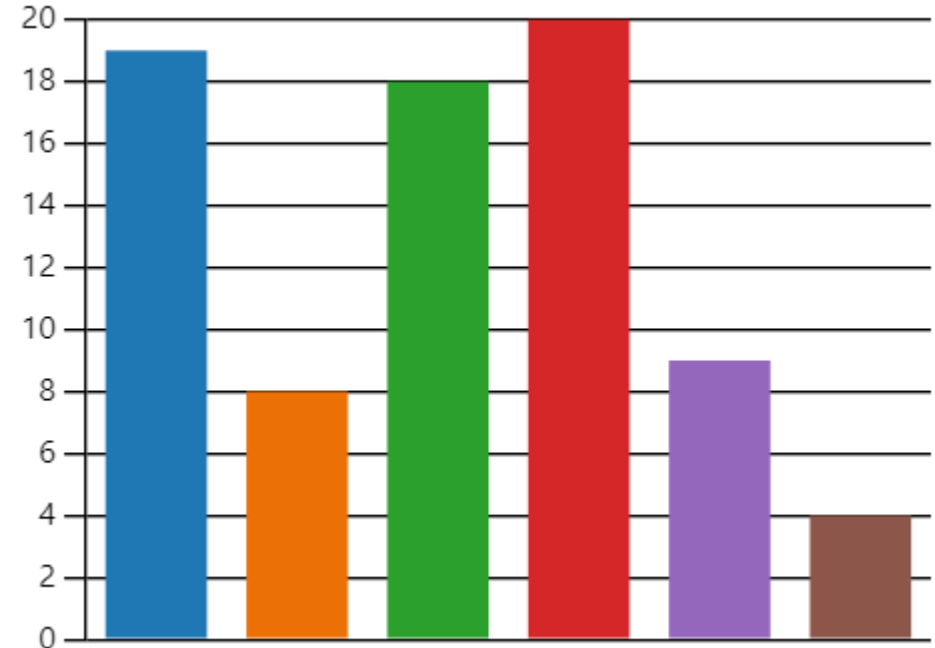
Note: This is preliminary data based on responses indicated in Slide 12. Clarification and addition of missing data is still needed.

TDM Existing Conditions: Next Steps

- Complete the Regional TDM Inventory / fill gaps
  - CTR Plan Data
  - Expect Follow Ups

- Analyze other data sources

- Summarize existing conditions / state of TDM, integrating previous Regional Context work

Findings from the 2023 Regional Household Travel Survey

Local CTR Plans: Progress & Regional Review

Reminder for CTR-Affected Jurisdictions

Appendix A: List of commute trip reduction-affected counties and cities

- Clark County
  - Unincorporated
  - Camas
  - Vancouver
  - Washougal
- King County
  - Unincorporated
  - Bothell – See Snohomish County
  - Auburn
  - Bellevue
  - Burien
  - Des Moines
  - Federal Way
  - Issaquah
  - Kent
  - Kirkland
  - Redmond
  - Renton
  - SeaTac
  - Seattle
  - Shoreline
  - Tukwila
  - Woodinville
- Kitsap County
  - Unincorporated
  - Bainbridge Island
  - Bremerton
  - Port Orchard
  - Poulsbo
- Pierce County
  - Unincorporated
  - DuPont
  - Fife
  - Gig Harbor
  - Lakewood
  - Puyallup
  - Sumner
  - Tacoma
  - University Place

- Snohomish County
  - Unincorporated
  - Arlington
  - Bothell
  - Edmonds
  - Everett
  - Lynnwood
  - Marysville
  - Monroe
  - Mountlake Terrace
  - Mukilteo
- Spokane County
  - Unincorporated
  - Airway Heights
  - Cheney
  - Liberty Lake
  - Medical Lake
  - Spokane
  - Spokane Valley
- Thurston County
  - Unincorporated
  - Lacey
  - Olympia
  - Tumwater
- Whatcom County
  - Bellingham
- Yakima County
  - Unincorporated
  - Moxee
  - Selah
  - Toppenish
  - Union Gap
  - Yakima

Highlighted jurisdictions must submit 2025-2029 CTR Plans to PSRC (RTPO for King, Kitsap, Pierce, Snohomish counties) for consistency review.

Local CTR Plan Regional Review Timeline

★ Submit local plans to PSRC no later than **September 20, 2024,** by emailing to: transportation@psrc.org

★ For plans submitted by the deadline, PSRC will provide comments and confirmation of regional review by **November 1, 2024**.

★ Submit local plans to WSDOT for compliance review by **December 2, 2024**.

M	T	W	Th	F
				9/20 ★
9/23	9/24	9/25	9/26	9/27
9/30	10/1	10/2	10/3	10/4
10/7	10/8	10/9	10/10	10/11
10/14	10/15	10/16	10/17	10/18
10/21	10/22	10/23	10/24	10/25
10/28	10/29	10/30	10/31	**11/1** ★
11/4	11/5	11/6	11/7	11/8
11/11	11/12	11/13	11/14	11/15
11/18	11/19	11/20	11/21	11/22
11/25	11/26	11/27	11/28	11/29
12/2 ★				

Resources for Plan Consistency

Commute Trip Reduction Plans – Local CTR Plans

Jurisdictions affected by the Commute Trip Reduction (CTR) Law are required to develop a local commute trip reduction plan and update it at least once every four years.

These plans are designed to ensure that CTR program goals and targets help jurisdictions achieve their broader transportation and land use goals, and that the jurisdiction in turn develops services, regulations, policies, and programs that support the trip reduction investments of major employers.

In October 2023 the Washington State Department of Transportation (WSDOT) published **guidance** for the next cycle of four-year plans, covering July 1, 2025 to June 30, 2029.

PSRC has compiled the following resources for jurisdictions in King, Kitsap, Pierce, and Snohomish counties developing 2025-2029 CTR plans

Open all +

Regional Plans	+
Transit Plans	+
Local Plans	+
State Plans	+
Data & Tools	+
Engagement	+

PSRC has compiled resources to help inform local plan development:

https://www.psrc.org/our-work/transportation-demand-management-tdm

22

Integrating Local Plans into the Regional Plan

RTP (2022-2050) / Regional CTR Plan

2025-2029 Local CTR Plans

RTP (2026-2050) / Regional CTR Plan
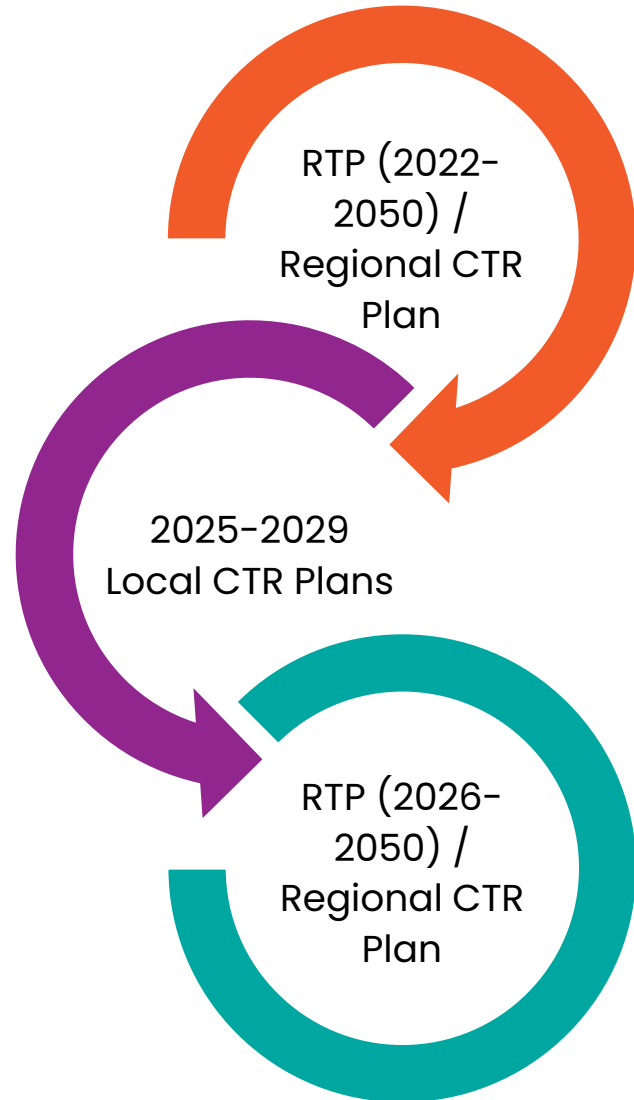
- Current Regional Transportation Plan (2022-2050) provides regional priorities to guide local CTR plan consistency.

- PSRC will review local CTR plans for consistency with the existing regional plan and to inform the next Regional Transportation Plan.

TDM Roundtable

Reminders

1 Line Extension to Lynnwood City Center Opens Friday!

Photo Credit: Sound Transit

- 2025 PSRC TDM Work Program

- State CTR Program Equity Study: report coming soon

- Upcoming Meetings
  - CTR Implementers: September 3 (10:00 – 11:30AM)

  - State TDM Technical Committee: September 5 (10:00AM – 12:00PM)

Thank You!

Gil Cerise

Program Manager

gcerise@psrc.org

Erin Hogan

Associate Planner

ehogan@psrc.org

Puget Sound Regional Council