

Transportation Demand Management (TDM) Program Update

What's accomplished, what's next

Ricardo Gotla, WSDOT TDM Program Planner

Mary Anderson, Whatcom Transportation Authority

Matt Ransom, Southwest Washington Regional Transportation Council

Joint Transportation Committee

December 17, 2019

Roger Millar, Secretary of Transportation
Keith Metcalf, Deputy Secretary of Transportation

TDM strategies and emerging trends

ESTABLISHED

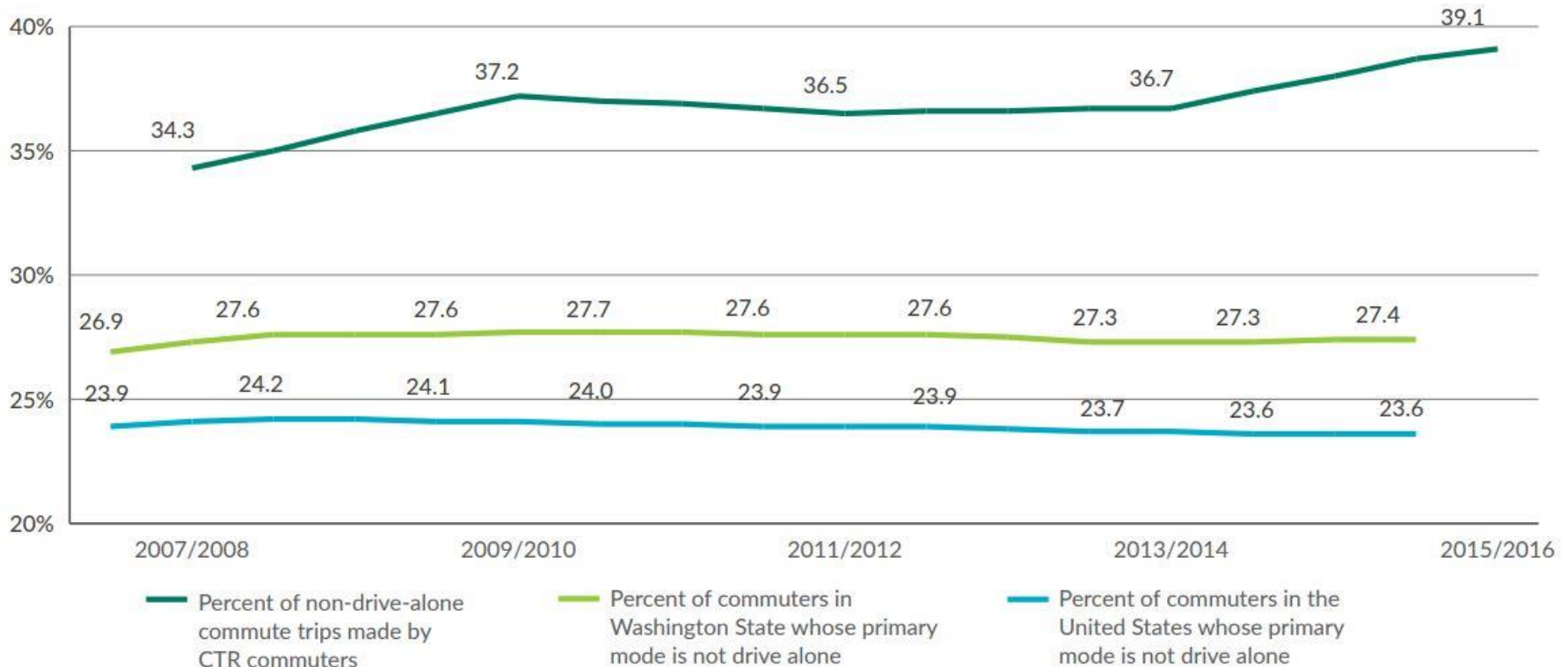
- Statewide CTR
- Incentives
- Park and rides
- Transit expansions
- HOV lanes
- Tolling
- Telework
- Vanpools
- ORCA Lift
- Safe Routes To Schools
- Private transit (e.g. Microsoft Connector and UW Health Express)
- Transit passes (e.g. ORCA)

EMERGING

- Mobility on demand
- Mobility as a Service
- First last mile connections
- Shared mobility
 - Bikes
 - Scooters
 - Car share
- Cooperative Automated Transportation
- Transportation Network Companies (TNC)
 - E.g., Uber, Lyft, Via

CTR: Established and Effective

Commuters in the CTR program significantly increased their use of non-drive-alone modes compared to statewide and national commuting trends



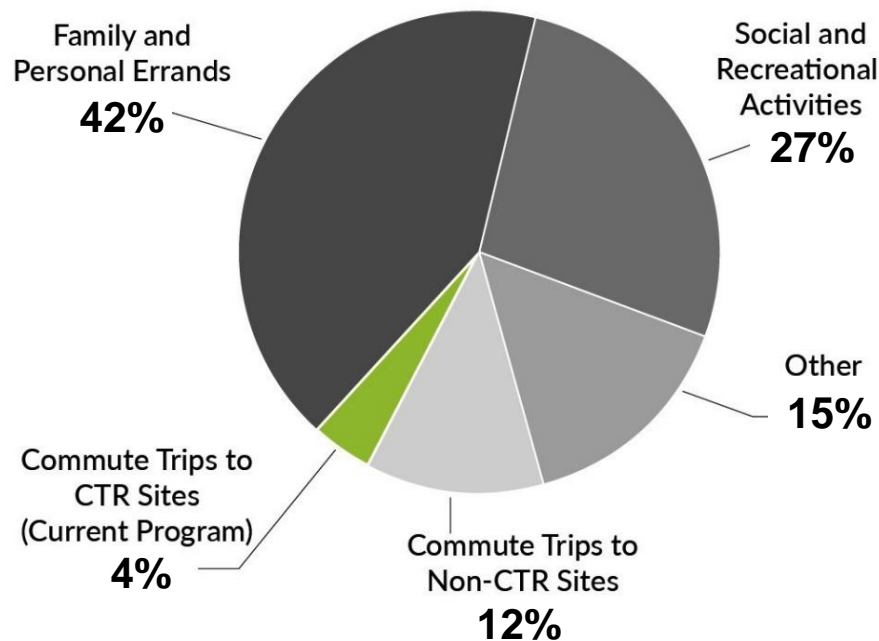
Source: WSDOT analysis of CTR survey and American Census Survey data

Partnerships: cornerstone of our TDM successes



Demand and support for more TDM solutions

Percentage of Daily Trips



Need to shift focus beyond CTR: freight, shift workers, social services and education, special events, etc.

Launched new governance structure

EXECUTIVE BOARD

- Dave Anderson, Department of Commerce
- Maia Bellon, Department of Ecology
- Ken Casavant, WSU Freight Policy Transportation Institute
- Anthony Chen, Tacoma-Pierce Health Department
- Katie Garrow, MLK Labor Council
- Clark Halvorson, WA Department of Health
- Erik Hansen, Office of Financial Management
- Emmett Heath, Community Transit
- Kent Keel, University Place
- Craig Kenworthy, Puget Sound Clean Air Agency
- Elizabeth Leavitt, Port of Seattle
- Dan Mathis, FHWA
- Susan Meyer, Spokane Transit Authority
- Roger Millar, WSDOT
- Chris O'Claire, King County Metro
- Lua Pritchard, Asian Pacific Cultural Center
- Matt Ransom, SW WA Regional Transportation Council
- Tim Waldrop, Amazon
- Larry Watkinson, WSDOT ADA Compliance Officer

TECHNICAL COMMITTEE

- Mary Anderson, Whatcom Transportation Authority
- Jennifer Campos, City of Vancouver
- Carol Cooper, King County Metro
- Billy Duss, Facebook – Hines
- Marshall Elizer, Department of Transportation
- Staci Harber, Hopelink
- Jennifer Hass, Community Transit
- Veronica Jarvis, Office of Financial Management
- Jan Ollivier, People for People
- Karen Parkhurst, Thurston Regional Planning Council
- Michelle Patrick, Kaiser Permanente
- Michelle Rasmussen, Eastern Washington University
- Michael Villnave, FHWA
- Dustin Watson, Department of Ecology
- Kristina Walker, Downtown on the Go (City of Tacoma)
- Bryce Yadon, Futurewise

2019 TDM Executive Board and Technical Committee accomplishments

- Established and convened **new TDM governance model**
- Created more **flexible incentives** guidance
- Developed **first-last mile grant** program
- Identified WSDOT **mobility on demand** core principles and emphasis areas

First Last Mile Budget Proviso

2019 – 2021 BIENNIUM

\$1,000,000 of the multimodal transportation account—state appropriation is provided solely for a first mile/last mile connections grant program.

Eligible grant recipients include cities, businesses, nonprofits, and transportation network companies with first mile/last mile solution proposals. Transit agencies are not eligible.

The commute trip reduction board [TDM Board] shall develop grant parameters, evaluation criteria, and evaluate grant proposals.

The commute trip reduction board shall provide the transportation committees of the legislature a report on the effectiveness of this grant program and best practices for continuing the program.

Source: Transportation Budget, ESHB 1160, Section 200 (7)(c)

Diverse grant evaluation criteria

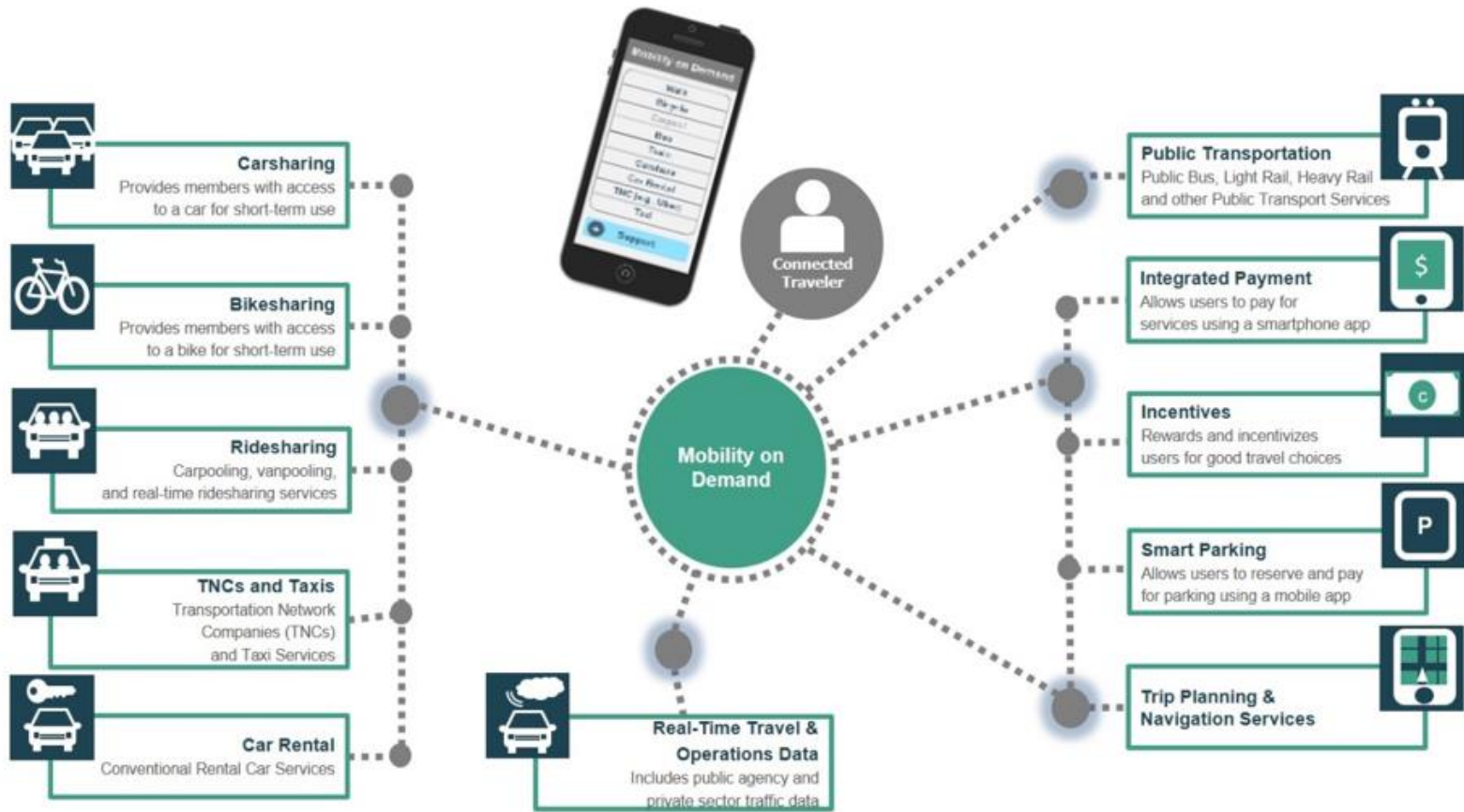
Qualitative description of need	25 points
Discussion of benefits	20 points
Social justice/equity	20 points
Goals and metrics	15 points
Wages and healthcare	10 points
Readiness to proceed	10 points
Total	100 points

Updated WSDOT incentives guidance

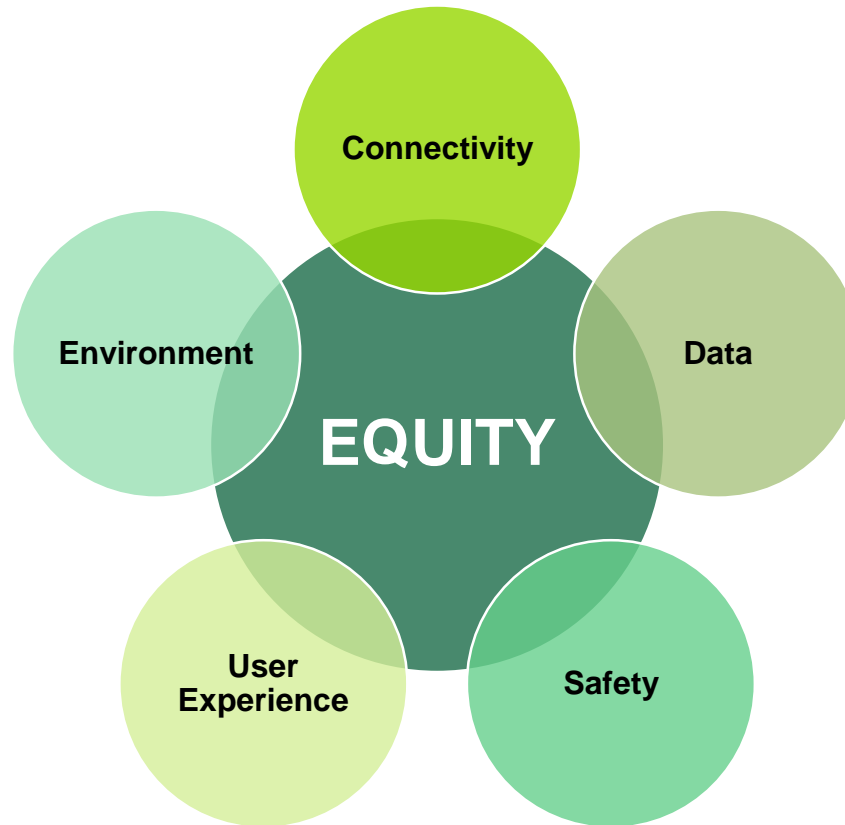
Board and committee adopted new state incentives guidance to allow jurisdictions to make investments that best meet local TDM needs and opportunities



Mobility on demand



WSDOT mobility on demand core principles



It is central that mobility on demand services benefit all people in Washington, including vulnerable populations.

Mobility on demand emphasis areas

- **Maintain a robust public transportation network** as a backbone for mobility on demand services.
- **Enhance connectivity and data sharing** between transportation providers to maximize the efficient and seamless use of transportation networks.
- **Expand access to mobility on demand services** to assure all Washingtonians benefit from new and innovative services.

What's next

1. Ensure that improvements to existing TDM programs (such as CTR) meet stakeholder needs.

- Modernize laws, rules, policies, guidance, e.g., CTR RCW and WACs to allow increased program flexibility

2. Develop new, effective TDM strategies grounded in stakeholder input and expertise.

- Deploy a \$1 million first and last mile pilot project
- Develop mobility on demand policy framework

3. Build statewide, multi-sector support for the implementation of TDM strategies.

- Preserve multimodal investments
- Present at Legislative meetings and committee hearings
- Share TDM success stories (ACT TDM Forum, planning orgs, etc.)

Thank you!

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Council

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