
Equitable Transportation Demand Management : MEETING NOTES

Tuesday, March 8, 2022

Attendance: Aaron Morrow (Community Advocate), Adrian Down (Port of Seattle), Alan Adolf (Yakima Valley Conference of Governments), Alex Mehn (King County Metro), Alison Turner (City of Tukwila), Bree Boyce (Hopelink – Coalitions), Brenda Freeman (NAMI – Eastside), Brock Howell (Snotrac), Cliff Perry (Northshore Senior Center), Dani Hurula (King County Metro), Heather Clark (EERC), Jacqueline Mann (PSESD), Jeffrey Jergens (Marriot), Julie Burrell (King County Metro), Julio Perez (Hopelink), Karen Parkhurst (TRPC), Kim Pearson (PSRC), Phirun Lach (Sound Generations), Ray Krueger (Community Advocate), Richard Gelb (King County), Ryan Young (Sound Transit), Salwa Raphael (SVMC), Staci Sahoo (Hopelink Mobility Management), Victoria Tobin (King County), Wendy Cheung (Seattle), Wren Barulich (Commute Seattle)

Staff Support: Bebhinn Gilbert, Sandy Phan

Glossary of Terms:

Commute Trip Reduction (CTR): Commute Trip Reduction (also called Employee Trip Reduction or Vehicle Trip Reduction) programs give commuters resources and incentives to reduce their automobile trips. Especially drive-alone trips. In the State of Washington, CTR explicitly focuses on reducing greenhouse gas emissions and reducing congestion. CTR programs typically include TDM strategies.

Transportation Demand Management (TDM): is a general term for various strategies that increase transportation system efficiency. These strategies focus on understanding how people make their transportation decisions and helping people use the infrastructure in place for transit, ridesharing, walking, biking, and telework. TDM is data driven, often including outreach and community engagement efforts.

Transportation Management Association (TMA): non-profit, member-controlled organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center, or industrial park. They are generally public-private partnerships, consisting primarily of area businesses with local government support.

Welcome & Introductions

The meeting began at 1:05 with each participant introducing themselves. As they introduced who they were, they also shared how they define Transportation Demand Management in simple terms. TDM is notoriously difficult to define plainly and succinctly. This opening question was an attempt to set the scene and start off with a shared understanding.

Every attendee gave their own perspective. Their definitions are summarized here:

- TDM is about matching resources to needs
- Behavior change that can help us meet our sustainable goals
- Guiding and manipulating the system to meet needs of community
- Release pressure on transportation system
- Strategy to manage transportation system and reduce vehicle
- Helping people get their needs met
- Make it easier to use any non-drive-alone mode
- Conversation with community

- Efficient system and use less, spread usage

Transportation Outreach to Employees at SeaTac Airport

Adrian Down presented on a recent outreach project, focusing on employees at the Seatac Airport and learning from them about their transportation choices and any barriers they experience.

Full details of what was shared can be found in the presentation slides. The following notes focus on information that cannot be found in those slides.

- Port of Seattle, government entity but not its own separate branch
- SEA airport employees over 20,000 people
- Motivator for work is Century Agenda goals, include reduce emission, improve equitable access to opportunity and careers
- Ground Transportation Access Plan, supporting commuter trip reduction to meet green house goals
- Establish transportation management association (TMA)
- Aaron question can you send an appendix acronym
- Purpose
 - o Outreach campaign to understand experience of employees, how have their transportation challenge change over covid, identify barriers and opportunities for sustainable commuting, support proposed TMA
- Methodology
 - o Gather info about employee based where they lived
 - o One on one interview
 - o Compensate participants, select and stratify employer size and gender
 - o Including perspective from women, non binary individual
- Findings
 - o Understand what employee group look like, what sectors are they working in?
 - o Every group can have different transportation methods
 - o Employee home location map, show that a lot of employee live in SKC and from Pierce County, help identify gaps in transportation service, who does not have great options getting to work?
 - o Travel time, one of the most important factors in choosing transportation methods
 - o Airport commute are 15-30 min longer due to employee screening and in airport travel
 - o REDUCE EXTRA STEPS IN COMMUTE
 - o Employee have to experience transportation barrier due to construction (non transportation matter)
 - o Transit access, 50% of employee rely on transportation (no access to car, reliable, relaxing)
 - o Transit option are limited for early morning (4AM)
 - o First last miles are also very limited
- Finding Summary
 - o Off peak service can be improved
 - o More information sharing and letting people know whats available for them
 - o Tenant employees are not currently included in decision making

- Takeway
 - o Existing relationship were key to success
 - o Tentant connections necessary to establish trust and reach employees
 - o Port relationship helped speed project implementation
 - o Large staff required, mutlipe hours of prep, facilitation, promotion, coordination
- Active Transportation Outreach
 - o Focus on employee who already walk or bike to work
 - o Empoylee appreciate healthy, low cost options
 - o Identifies common routes and access points to prioritize for improvements
 - o Need to consider maintaince as well such as maintaining sidewalks, etc
 - o Persona journeys, story of all employee to use as transportation assessment in Duwamish valley, create fictional accounts on how people are getting to and from work without naming and using personal information
 - Photos and stories to share how employee are getting to work

2:25 – 2:55pm

Group Discussion and Sharing

The goal for this group discussion is to share lessons learned from TDM work which positively can impact future efforts. Among other questions we will ask, are there best practices we can share?

Discussion

- Staci question, what was the funding mechanism you used and budget? How was the timeline and cycle so efficient? Is the deep time a good method?
 - o Adrain respond, lucky that this project, SOW was small and able to do it quickly with little high level approval, kept within sustainable team, stream line effort to have a quick turnover time and funding came out of existing budget
- How do we increase equity in TDM?
 - o Kim : mode share, travel time and comparing across race and ethnicty about people experience would be helpful, more stories and survey to highlight disparity
 - o Adrain: 20% are covered by some type of commuter reduction program, drive along rate is 80% (suggested and goal rate is 65%) CTR Program is limited for larger company and specific hours, TDM will need to fill these gaps
 - o Karen: Before covid, thought we were sharing equal info to everyone, but reality is info is not as effective, there's no follow up, providing info multiple times, how do we measure tranposrtation program metrics,
 - o Adrain: productivity of a transit route is one metric, but also a bus route running at 3am is going to be hard to compete for productivity, having flexibility is difficult
 - o Staci: how can you package the data in a way that he is proof you can have so much more if you added this in, how do tdm professional communicate it and display it to make changes
 - o Decision makers make decision without considering how it will impact essential workers, need to have essential employee to the table to share their concerns and how it will impact their work and how they get to work
- New topic, how do you spin TDM
 - o Go to this diff employee and convince them that this partnership is worth it (financial, productivity, retention, satisfaction)
 - o Alison mentions sometimes where there is a lack of parking, is where they are interested, target employee where parking is an issue, you may have success. Approach consultation

with employer by finding what they're needs are, what problem do they have, what can I do to support, vs trying to get them to sign up for an ORCA program, first is to LISTEN and ORCA for small business initiative, great result and introduced a greater package to make real behavior change

- Bebhinn ask Alison, any common pattern or trends you see from employer? Finding the right person at an org to have decision or influence to make an engagement and the capacity to focus on CTR
- Adrian: COVID has amplified the challenge in contacting the right person to engage
- Wren: common trends, parents who have to get their kids around, van pool, overselling seats, subsidized programs, incentive, climate change, choices
- Karen: having rewards, reorganize for doing this work, feeling good in the community, gas prices, people want their employee to be happy, CTR Tax level benefit for business,
- Standard Next steps
 - What do we do after TDM,
 - Adrian share that following up with participants what you did and what results came from it
 - Alison share what do we do with the feedback that's outside of our role, feedback from business that there's a crossing people don't feel comfortable crossing if they need to use transit and these comments are often sitting bc there's not an outlet or opportunity to funnel those comments to right place
 - Kim Pearson shares that feedback with transit agencies and other transportation provider to improve access to different mode
 - Julie shares to explore ways to address the mobility needs of the entire family adults and their children and continuing driver shortage is taking a toll on families
 - Brock shares, Adrian work is a great example and hopefully more can follow, reinforce positive behavior, advocate around infrastructure, need to get leadership into the program and making them stay
 - Bebhinn share WSDOT Mobility transportation need workshop in chat
 - Do you want to improve mobility for people with special transportation needs, in rural communities, or who are stuck in city traffic? Boost local economies? Address climate change?

Who: Stakeholders across Washington are working with WSDOT to develop recommendations on the state's approach to expanding commute trip reduction. Please join us!

Why: We will send recommendations to the state Legislature later this year. These workshops will influence those recommendations.

How: Join one of four, 50-minute workshops that best fits your schedule. At the workshop you'll work with a small group and give feedback on the different approaches we're considering statewide. No preparation is needed – just bring your expertise, your interest, and your opinions to share with your group.

Please reply to this email and indicate the workshop you would like to attend. We'll send you an Outlook meeting invitation for that date.

When:

- Monday, March 14 • 3 – 3:50 p.m.
- Tuesday, March 15 • 9 – 9:50 a.m.
- Wednesday, M

2:55 – 3:00pm

Closing & Next Steps

Next Meeting:

June 14, 2022, from 1pm to 3pm, remote