

CTR Board Meeting Summary for July 27, 2018

Board Attendees

In person: Brian Lagerberg, Ted Horobiowski, Beka Burton for Kristina Walker, Amy Shumann, Jennifer Hass, Matt Hansen, Bryce Yadon

By phone: Melissa Wideman, Karen Parkhurst, Molly Beeman, Nancy Pritchett

***Note: see website for detailed documents shared at the meeting**

Board Chair Updates

Brian shared the following:

- Secretary Millar will chair the CTR Board starting in early 2019. Details of new board and governance structure will be developed and refined throughout the rest of the year with input from board members, staff and other partners.

Agency Request Update

- WSDOT is submitting a \$6 million agency request proposal intended to provide funding opportunities for jurisdictions and employers to expand travel options and support TDM solutions. Details are still being worked out.
- There is a lot of legislative, agency and private sector interest in CTR/TDM investments.
- Discussion shifted to Brian's presentation to WSDOT executives on demand management.
 - What is best way to graphically display impact on system?
 - Consider PSRC model showing trips put back on system would result in nine-percent delay.
 - TDM is an effective, cost-effective strategy to achieve untapped capacity and performance on our existing transportation system.

Strategic Plan Update

- Ricardo provided an update and responded to questions about timeline for the goal of expanding TDM funding, integration of TDM into state transportation projects and programs; land use/transportation connection.
- The board discussed roadshow timeline, including September Board meeting and other outreach meetings in Spokane and November outreach meetings in Yakima.
- Keith provided an update on streamline and flexibility implementation timeline and process; workgroup meetings will address jurisdiction and employer opt-out; workgroup will review rules, laws, and discuss potential changes and simplification of rules.
- Michael provided an update on the data analytics plan, and upcoming outreach and engagement opportunities. The goal is to complete the plan by the end of the year to allow for two years of development if needed, and to launch by Jan. 1, 2021.
- Discussion turned to the value and cost of including transportation management plans (TMPs) in CTR survey work. Michael agreed to schedule a meeting with the board and other partners discuss in more detail.

Special Guest – Jennifer Smolen, Legislative Assistant to Senator Hobbs

- The board expressed appreciation for the senator's TDM leadership and sponsorship of the new Community Trip Innovation Grant pilot program.
- Jennifer asked to keep them apprised with program updates.
- The senator want to continue to work with the board to identify new TDM programs and investment opportunities that target diverse travel market – small business, non-peak commutes, shift works, low-income families, etc.
- Senator is excited to continue a robust partnership with the board.
- Jennifer and the board agreed to circle back after primary.

CTR Board Roles and Responsibilities Discussion

The board and staff engaged in a robust discussion about a potential new or expanded board focus, role and responsibilities.

Key Points Include:

- Board purpose: Increase multimodal, cost-effective investments that help create a truly integrated and efficient transportation system.
- Roles and responsibilities for TDM Board: champion and help define smart, multimodal investments. Educate other key stakeholders and decision makers on the value, effectiveness and need for these investments.
- Review MPO model for potential governance structure.
- Need to sustain interest at right level, keep policy people engaged.
- Need to make decisions, drive programs, and engage other trip markets.
- Focus on streamlining opportunities and reducing bureaucracy. Make limited resources go further; do more with less.
- Engage those who have authority and can influence the right investments.
- Need to shift how people use system and create efficiencies.
- Further engage Assistant Secretary Elizer in board development at September board meeting, which he'll attend.
- Consider inviting Secretary Millar to December meeting.
- Governance structure could include an executive board chaired by the secretary and a separate policy board that could be chaired by the assistant secretary.
- Align new board purpose with state's strategic transportation plan and priorities.
- Review Seattle DTA framework as potential model for sustained and effective board engagement.
- Board needs standing to influence investments and decisions.

Action Items:

- Brian – send out TDM presentation; talk to secretary about his vision for the board.
- Board – provide comment on presentation; do travel paperwork for next board meeting.
- Cheryl Dodge – travel arrangements/questions.
- Ricardo – create and send discussion guide questions; share concepts in \$6 million ask.
- Keith – meet with workgroup.
- Michael – distribute survey monkey and follow up on TMPs.
- Matt – share DTA framework.

For presentations and meeting materials, please visit www.ctrboard.ning