

# CTR Board meeting summary

## Sept. 28, 2018

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### **Board attendees**

In person: Marshall Elizer, Brian Lagerberg, Ted Horobiowski, Amy Shumann, Jennifer Hass, Larry Mattson, Bryce Yadon  
By phone: Kristina Walker, Karen Parkhurst, Matt Hansen, Veronica Jarvis

### **Welcome and introductions**

- Brian noted that the CTR Board was pleased to hear from local partners in Spokane. He is excited that the board will resume travelling to communities around the state as we work together to evolve the program and move TDM forward.
- Ricardo thanked Spokane County for hosting the meeting, and other partners for their support and participation.
- Marshall Elizer, Assistant Secretary of Multimodal Development and Delivery, was introduced. He discussed the Secretary's support for TDM and its role in Practical Solutions; noted there's acknowledgment from the Governor, Legislature, private sector, and other partners that TDM investments are increasingly critically important in addressing the state's congestion and mobility challenges.

### **Board evolution discussion**

- Ricardo walked through the board evolution presentation.
- He started the discussion by suggesting a tiered structure with Secretary Millar serving as chair of the executive board and Marshall serving as chair of the technical committee.
- We are seeking comments now; consent in the future.
- Marshall asked what would take us to the next level, have more impact, and get results.
- We need feedback for best-level of involvement and structure to achieve results.
- There was a suggestion to hold an annual meeting between the two proposed boards.
- We need to add secretary and legislative staff to list of executive board members/participants.
- Marshall referenced the connection with WSDOT's strategic plan and areas of emphasis. He defined Practical Solutions as the right project, in the right place, at the right time, repeating the secretary's comment "Your plan is our plan."
- Bryce asked about aligned goals. He said we should prioritize and recommend goals, detail what we can contribute and why, and focus on and define what we are.
- Executive board: aiming for a kickoff meeting in February.
- Karen asked if we should sever connections between CTR and TDM; in marketing, maybe not paint this as "evolution."

### **Agency Request Update**

- WSDOT has, for the first time, submitted a \$12 million agency request proposal for TDM (\$6 million for two biennia).
- This is part of the Practical Solutions agency requests package that includes a \$5 million funding request for Active Transportation and \$5 million for Traffic Operations.
- There is a focus on getting the most out of what we have.
- Prioritization has to happen with partners.

## **Local Partner Discussion**

- WSDOT will work to identify more opportunities to support local partners in multimodal development and delivery and securing TDM funding.
- Free parking is a major challenge for Spokane because it is ingrained culturally and it comes at a high cost.
- Eastern Washington University: president sets the tone and “walks the talk”; parking revenues are used to fund options; parking money funds bus passes because employees want them.
- Alorica: saves \$144,000 a year by paying for bus passes instead of parking; people want to work for a company invested in the community; employees have bought into the program company-wide; management support is critical.
- Significant job growth is expected in the area and there is not enough housing; people are moving farther out, putting more pressure on the transportation system.
- There is a need for ongoing education to change the paradigm and support other capacity investments.
- We need targeted messaging for individuals and politicians.
- Demonstrate the connection to land use, and show that there are choices in how to react to growth.
- The board and WSDOT should emphasize that economic development benefits an integrated multimodal system. TDM funding should be flexible to support local jurisdictions’ visions and goals.
- More small grants or pilot projects are needed that encourage and support innovative TDM programs (e.g., CTIG).
- There is a need for additional funding for CTR operations.

For presentations and meeting materials, please visit the [CTR Board](#) website.