Advisory Committee Notes
Monday, August 23, 2021
10:00 AM to 12:00 PM

Participants: Aaron Morrow (Community Advocate, Hopelink Board), Alex O'Reilly (City of Bellevue), Amy Biggs (Snoqualmie Valley Transportation), Bree Boyce (Hopelink), Brock Howell (SNOTRAC), Dorene Cornwell (Community Advocate), Eldon Luo (SNOTRAC), Jason Campos (King County Metro), Jon Morrison Winters (Seattle Aging and Disability Services), Julio Perez (Hopelink), Julie Povick (Seattle Children's), Kevin Chambers (Full Path), Laura Lee Sturm (Seattle Department of Transportation), Mark Smutny (Sound Generations), Megumi Tanaka (Community Advocate), Mike Dee (Lake Forrest Park Citizen's Commission), Penni Belcher (Pierce County United Way, 211), Pran Wahi (Indian American Community Services), Stan Suchan (WSDOT), Susan Carter (Hopelink Non-Emergency Medical Transportation Brokerage), Suzanne Schreck (Sound Transit), Thomas Craig (ITS4US)

Staff support: Bebhinn Gilbert, Staci Sahoo

Welcome and Introductions

Meeting began with setting community norms and guidelines. In addition to those provided on the slides attendees added: the request to spell out all acronyms. Practice using the "raise hand function". State name before sharing verbally.

Introductions for each attendee included their experience with the One-Call/One-Click planning that Hopelink, and the King County Mobility Coalition have conducted in the past.

One-Call/One-Click Phase One: Introduction, Scope, and Timeline
Staci begins with an overview of the structure of a One-Call/One-Click system. Mentioning specifically that there is not a one size fits all creation process for these services. She highlights that this process and this technology is iterative – it will grow adapt and change over time.

Why One-Call/One-Click?

The current transportation system places a burden on the "end-user" (community member) to find their ride on their own. As part of that burden, the community member must know of and understand all the complexities in the service network. They must become experts in different programs' eligibility criteria, scheduling practices, service areas, and other details.

The current approach also creates outreach practices that are siloed. Transportation programs only promote their services alone and it is difficult to take a broad, area-wide promotion strategy.As it exists now, there is very little optimization in the system.

A One-Call/One-Click system optimizes the experience for an end user and allows for increased efficiency for service providers.

Central Puget Sound One-Call/One-Click

This process has been led with inclusive planning practices and will continue to do so as it progresses. We are building what we hope to be a regional tool, beginning with the feedback and partnerships we have built in King

County but not expressly limited to King County. We will partner with Snohomish and Pierce County programs as they are willing, to grow and implement this tool for the region.

We have focused on unique user cases, namely the emergency management use-cases and healthcare related travel however the system will not be limited to these instances. These details and user-cases will help us to build out a tool that is useful across many scenarios. Particularly this system plans to include specialized services that often are the most difficult for end users to connect with.

As mentioned before, the One-Call/One-Click system will be built out iteratively. As of this meeting Phase 1 of the One-Call/One-Click implementation has been funded through WSDOT with match grants Hopelink, King County Metro, Sound Transit, and Aging and Disability Services. In addition, we recently learned that we will be involved in a three-state initiative with ITS4US as a deployment site for their Plan, Book, Pay project.

Phase 1 Overview and Scope

Phase 1 of the One-Call/One Click Business Plan details the vision for this system. Phase 1 is namely the creation of a multi-modal trip planning tool that includes specialized services. Phase 1 also includes a referral tool embedded in the system which can connect an end-user to the service they would like to use and for which they qualify.

To make these two deliverables of phase 1 possible, there is also a need to centralize transportation program data and link it to the required GTFS format.

The planning and design of this system, including desired functions, phased approach, and community buy-in has been underway for years. Those elements will continue. In addition, and with the support of this Committee, a Request for Proposals (RFP) will be developed and released to hire a software vendor to create the system and interface.

Jon Morrison Winters asks: all of these things that we are standing up in phase 1. Does that include the "one-call" portion of this technology?

Staci responds that we have heard this is a "must-have" feature. Details as to a regional network are still to be worked out. We are building out a "no wrong door" approach. We will have the one number that someone can call. But if they call a senior center, the hope is that the senior center staff could use OCOC to connect folks to services.

Minimal product soft launch: June 2022
Full Launch: later in 2022

Advisory Committee Governance Structure

The meeting then moves to a conversation regarding this Advisory Committee, its membership and role in the project. Linked here is the roster of all members and the organization, roles they represent. By design, this group is meant to be balanced between transportation program representatives and community assistor representatives. To learn more about the structure of this group, please read the governance structure document linked here.

The Advisory Committee is intentionally inclusive of cross-sector expertise and geographic reach. Staci emphasizes that this work is only as useful as it is connected to our diverse community!

The role that that Committee Members play is to provide feedback for critical milestones. The first of which is the request for proposals and making sure our request of a technical software company is effective, comprehensive, and ultimately successful in securing the software that we need.

This is one arm of the project effort – community engagement will continue – we are not starting from zero. With that framing, Staci invites attendees to share if any groups or perspectives are missing from this table? Feedback received:

- Deaf community
- Youth perspective – or students – or young professionals

Attendees suggest reaching out to Friends of Youth. Julie Povick mentions that she works with some interns who may bring an important perspective. Pran mentions that IACS has a youth program which may want to participate in community outreach or learn about this tool.

Discussion: Community Engagement Plan

The meeting then moves to a discussion and brainstorming session to further identify Must-have features for this technology. Staci mentions that the community engagement conducted to create the business plan includes a list of must have features which we will include in the RFP, this exercise is to expand on those features and reiterate anything important.

Must have features:

- Must be accessible for older folks
- Dorene mentions that as she as a rider she would like to know what the payment requirements for each trip option are.
    - Options she chooses from are impacted by other factors: who she is traveling with, what the physical infrastructure aspects are like in the site she is headed to – choosing between a fixed route service and a door-to-door service could be the difference of what the sidewalks are like in a particular neighborhood. Having that level of information for a trip would be very helpful.
- Cliff mentions the micro mobility options and consideration of youth options.
- Jon mentions that it works for folks coming to it in several ways.
    - Low tech and phone option
- Data security – especially for user profiles
- Plug and play option complimenting the other services that agencies provide
- Accessible in multiple languages
- TTY number
- Every provider needs to be a part of this – builds trust builds the networks ability to fill needs
- Real-time information
- Map that demonstrates current location
- Mid-trip assistance
- System needs to maintained well – can't become obsolete right off the bat
- SECURITY: people need to know how their data is secured. PAYMENT via the service(?) MUST HAVE A HUMAN-INTERFACE: People need to be able to use the service in ways that don't require technology. IRT - In real time, being able to choose between the lowest cost/fastest route or whatever is important to them.
- Feedback loops in every stage so that we are constantly getting data from end users as to how this tool is working
- ability specifically to PRINT at bare minimum in English and with choices about font size and preferably in other languages or bilingual with English. Print routings.
- Big Picture Policy Buy in and future land use policy

- User testing – have to know the needs of folks who have tested out the soft-launch
- Mark: I would like to see a roster and short description of every transportation provider in the three counties.
- Land use? Safe continuous routings including all travel modes including pedestrian and biking.
- Knowing what technologies are popular with deaf, blind, and deaf/blind communities

Next Steps

The meeting concluded shortly after the above discussion. Next steps for the Hopelink team include publishing a press release and FAQ.

For this Advisory Committee Bebhinn will share a list of recommended reading, and One-Call/One-Click resources.

Bebhinn will also share out scheduling surveys to establish monthly meetings for this group.

Next meeting will be in late September/ early October. Date and time to be determined. Discussion topics will cover the upcoming RFP and required elements of the software.

Next Meeting: to be determined

Location: Zoom

Advisory Committee Contact:
Bebhinn Gilbert, King County Mobility Coalition Program Supervisor

BGilbert@hopelink.org

(425)-943-6731

Staci Sahoo, Director, Hopelink Mobility Management

sshahoo@hopelink.org

(425) 943-6751

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