One-Call/One-Click Advisory Committee
Meeting Notes
Monday, June 26, 2023
1:00 PM to 3:00 PM

Meeting goals:

1) review project milestones; 2) user testing Phase 1a 3) Every Ride Counts pilot

Attendees:
Victoria Cain, Breanna Boyce, Brock Howell, Daeveene May, Darryl Sierra, Deb Witmer, Dinah Stephens, Dorene Cornwell, Jeff Abrams, Jonny Prociv, Karia Wong, Laura Lee Strum, Matthew Weidner, Michael Rimoin, Rozalia Novikova, Thomas Craig, Todd Holloway, Tracie Jones, Kevin Futhey, Pran Wahi, Brian Vallene, Phirun Lach, Tony Hester, Rob Jensen, Cliff Perry

Staff Support: Laura Loe, Staci Sahoo
Note Taking: Dean Sydnor

Key Takeaways

• Need more user testing and a future functionality discussion for:
  o Walking speeds and/or physical distance on trip options display screen
  o Trip Duration for shared rides and other services with unpredictable travel times
  o Parameters around which trips should be combined and which should stand alone
  o Bus Number and Stop ID Numbers on trip options screen
  o Hyperlinks & Accessibility, ex. how will people get back to Find a Ride if they are directed to another site?

• Marketing considerations
  o Communicating with color code or other system around “readiness” of particular service during beta testing
  o Communicate deeply with older adults. Provide a lot of support and guidance alongside the testing and during any soft launch
  o How will Find a Ride users and travelers communicate back their experiences to Find a Ride
  o Fun idea - balloon animals at in person events since the logo looks like a balloon animal
  o Every Ride Counts pilot campaign – expect email updates before the next meeting
  o Partner and user satisfaction is the primary metric

• Slido Poll
  o Skip to Page 8 & 9 of notes to read results and a quick reflection from Laura Loe, Program Manager.

Full Meeting Notes

1:00 – 1:15 Welcome & Introductions
Attendees have a chance to greet one another.
  • Meeting goals articulated
  • Team Structure
    o Roles of Laura, Staci and Bree
1:15 – 1:20
Every Ride Counts & Partnership Marketing
Laura Loe will present an overview of the Every Ride Counts pilot program.

- ERC Pilot Overview
  - Test and adapt ERC materials
  - NADTC & The Hatcher Group
  - Contribute to a study
  - More info to come

- Introduce Victoria Cain
  - Want to bring together different perspectives, excited to see how this committee can assist with what they are doing.
  - Want to fit the needs of our communities. Pair experience and expertise.

- Campaign Guidance
  - Useful messaging and images for mobility work, recruitment, service promotion

1:20 – 1:45
Project Milestones

- Program funding Updates (Staci)
  - 4 years of sustaining funding in application
  - Always looking for federal grant opportunities, want to apply for the next big technology phases
  - Gratitude for all partners who helped
  - Will hopefully soon hear about other partners getting their funding.

- Transportation Programs List
  - Want to meet with partners for quality assurance and come up with a plan to maintain feeds and display of service
  - Demos
  - Please reach out to Laura with any service changes

- Software Partners and Data Creators
  - Interviews and re-interviews with partners

- This has never been done before
  - Large geographies of flex data
  - Abundance of flex service competing for attention
  - Eligibilities and user profile interactions
  - Tech advisor meetings

- Current Phase Timeline graphic
  - Another accessibility audit upcoming
  - Pran: What does the One-Call Relaunch mean?
    - Staci: Hopelink currently has the TRL line so this new system would replace/integrate with that system thus calling it a relaunch.
    - Laura: people are constantly asking about a phone number to call, we know that folks will need a phone option to be connected.

- Transportation Provider Demos
  - CT and Zip
  - Metro CITRS and Flex
  - PT and Pierce Runner
User Testing Phase 1a Progress & Slido Poll

Laura Loe will describe overall trends in initial user testing for Phase 1a with time for attendees to provide feedback in Slido.

- User Testing Feedback Trends
- Transportation Providers
  - Call to schedule
  - Trip duration
  - Data accuracy
- Non-Transportation Providers
  - Is this real time information? When will it be?
  - What is the definition of Specialized Transportation?
  - What fields are required for the user profile?
- Updates based on testing
  - 40+ changes to the site language in the last two months
  - 48 test trips have been identified for weekly testing
  - Bugs: 40 resolved, 10 assigned, 13 received, 2 duplicates
  - Wishlist: 21 for future builds
- Parameters for Trips
  - Future meeting topic
  - How do we set the parameters for trips
  - Staci: parameters are important as assessing if a trip is “good” is more than just the data being accurate.
- Example screenshot
  - Ability to add notes
    - A way to make changes without expensive rebuilds
  - Pran: the trip duration of 37 min factors in a walk speed that may not work for those who are elderly or disabled
    - Laura: clients who unclick transit options if they need door to door if they cannot walk.
    - Staci: when you go into travel profiles you can toggle off walking, you are pointing out that potentially a parameter could be walking speed or distances. In your travel profile, the criteria you toggle only applies to special transportation. Fares require the calculator to be accurate and we are working on that going forward.
  - Jeff: display of results feedback, is a good example of results not giving a bus number. They may look at a trip and be able to apply their knowledge of routes to make the best trip for them.
    - Laura: I have similar feedback from others, may be a build request
  - Brock: There may be some services that may not want to be included on here, Pay Your Pal being an annualized contract between Homage and rider where TAP is insufficient. Kind of a hard service to apply to a trip planner and may not make sense to be on this tool. Thinking of the CT van pool program in the same way. May want to present that information outside of the trip planner.
Laura: Correct, I need to have more conversations and get some answers about some technical things.

Deb: agree with the bus number comment, related to that, the walk time. What I need to know for walking is distance, not time, as I know my own walking speed.

Laura: agreed, it is also about when that information is displayed, the bus number and distance is on later screen but may be wise to display it earlier to speed up decisions.

Darryl: for pay your pal is it reimbursement or is it applied prior? In the event that clients do not go, how does that work if it is reimbursement?

Laura: late 2023 early 2024 subject matter question that we will have to figure out how to display down the road.

Staci: the nuances of a service and what should be displayed is a recurring issue. When should/shouldn’t show up? Many factors, like taxi’s and their practical geographic constraints vs official.

- Slido Poll
  - How should we define specialized transportation
  - Feedback from providers about how their services show up
  - Dorene: is there a reason that none of the options list transit? Should it not be listed as part of the transportation option?
    - Thomas: I was understanding the options of what to call specialized transportation right? Transit is already an option?
    - Laura: there are some reasons they are separated out, different data feeds is one reason.
  - Mike: We call services like MetroFlex "On-demand Transit", since many folks don't understand the term microtransit
    - Pran: agree with Mike
  - Jeff: Plan ahead services seems like a good catch all
  - Deb: nobody will know what demand response or micro transit, half of these words nobody will understand.
  - Laura Lee: agree, part of my confusion is that they are all very different, not all the three are analogous. Might want specialized for fixed route and specialized for on-demand.
  - Staci: (e.g. plan ahead services and on-demand transit)
  - Darryl: The granular the better.
  - Cliff: one thing I noticed was that specialized transportation is difficult to specify the vehicle, but the other categories are vehicle specific/centric. I like the description that tells who the people are as the other options can be easier to misinterpret.
  - Mike: suggestion (e.g. plan ahead services, on-demand transit, ADA paratransit, and volunteer transportation programs)
  - Staci: We might want to not include ADA paratransit for now. At this stage, Pierce Transit and Community Transit have declined having their paratransit show up, and Metro's is still being tested. Hopefully we'd have them show up when we fully launch!
Mike: So an issue with this language is that programs like Metro Flex does not require eligibility, in my option the biggest distinction is if a service is flexible rather than fixed.

- Should we change the word cancel to the phrase go back on the Service page?
  - Mike: Question about the "service" page- is it possible to have sub-services, for instance for Metro Flex, it would be better to direct customers to the Metro Flex site, rather than the King County Metro website. Same would likely apply for other on-demand services run by transit agencies
  - Cliff: Recommend "Return to previous screen" or "Go back"
  - Deb: My first reaction is to change it - it is definitely a problem. If not, then try adding instructions and then go back to user testing new screen. HOWEVER don't put the instructions at the top of the screen - put them right before the CANCEL button!
  - Dean: imo add instructions to clarify, user test to see if the issue remains, if it still remains then do a new build with the change
    - Deb: Agree with Dean

- What should it say instead of Call to Schedule?
  - Dorene: Call ahead to schedule can be misleading with Zip for example
  - Darryl: "Request a trip"
    - Jeff, Mike, and Laura Lee agree
  - Staci: To clarify, these words are not a hyperlink (could be in the future). Just instructions but folks would still need to show details to get the website details.
    - Pran: agree
  - Deb: Some of these options are unactionable, some more thought may need to be put into this. Hyperlinks can become an accessibility rabbit hole, can make navigation difficult. They can take you out of the linear process.
    - Jeff: Agree
  - Brock: it was unclear to me when the definition will be used, when will it be presented? Seems context sensitive.
    - Laura: in the PowerPoint it highlights the instances of use.

- Logo
  - Current F shaped blue and orange – like a balloon animal

**Every Ride Counts & Partnership Marketing (Continued)**

Staci & Laura will lead a brief discussion about Partnership Marketing.

- How do we know if we have been successful
  - Partner and user satisfaction is the primary metric
  - Feedback is that the site should be great but perfect cannot be the enemy of the good
Feedback process

- What will we be seeking from beta users?
- Lots of options for launch and triggers for when features are ready.
- Need to have trust but are excited for this tool to get out there.

Q&A

- Dorene: this will keep evolving, propose a color coded system for how ready/tested features are. Want to communicate how ready or current features are.
  - Staci: taking partner feedback and trying to communicate with users and partners that we do want feedback.
- Deb: I imagined a soft launch with seniors are a potential larger testing group, I think some of us assume that technology is hard to use or are over eager to adapt. In practice it is a spectrum. Bring it to their communities with a feedback mechanism.
- End Meeting due to time
- Jeff: comment about using seniors or going into homes raises red flags, if the beta is the final product but they will not abide by changes. If the product is altered drastically it will be confusing. I get the sense that there is worry about the beta testers, it should be a controlled set of people with specific objectives. Communicate clearly and keep it controlled. If there is worries about good data then it should not be coming into beta at all. Marketing cost savings with transit.
- Pran: meeting with communities, suggestions from IACS that we would like the test with seniors directly, after that you can decide where the product stands. Testing directly rather than going in circles.
  - Staci: we think that IACS will be worked with even before the Beta testing period.
- Dorene: the marketing piece may discover gaps in the system. Example of mom’s transit experience, been taking Access and had bad experiences. Marketing is hard to address service quality concerns.
  - Laura: want to send people to things that bring joy, Staci reminds me that I cannot control different providers. Market the discovery of options.
  - Staci: OCOC cannot be its own standalone item, advocacy and working with providers make up a bigger picture.

Next Steps and Closing

Technical Advisors 7/25, Advisory Committee 8/28
Link to Slido results & analytics, available for 15 days.
https://analytics.slido.com/share/V4IXUPyYK0eivEN71_cBh-6ij-6LUygT9iWDV1f2NPQyImb2i4IXVPY4lPYm1IPYznIPYzk0fpm-vdRu0Yv-seXTsPaSO-9i_9ZWdlZHpnYHpmY_Ykk3d-k3e_x7g091hEnF76SKPDGUpn_X2n88ndd_mjgPrzQ

**Program Manager reflection:**
At our recent meeting we had a robust discussion around the definition of Specialized Transportation as displayed in the trip planner user profile page. We want as few words as possible, but also to start setting expectations that this category has a whole range of types of situations for riders ---

One idea I'm going to test is this:
"Specialized Transportation (plan ahead and right now services, including some with eligibility processes)"

*If you were at the meeting and didn't weigh in or take the slido poll, I'd love to know your thoughts. Even if you didn't attend, let me know what you think!*

Thanks and hope you have a great holiday weekend.

In community, Laura Loe.

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**What should it say instead of Call to Schedule?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Votes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan Ahead For This Trip</td>
<td>3</td>
<td>23%</td>
</tr>
<tr>
<td>Plan Ahead</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Schedule Ahead</td>
<td>1</td>
<td>8%</td>
</tr>
<tr>
<td>Contact Provider to Schedule</td>
<td>8</td>
<td>62%</td>
</tr>
<tr>
<td>Other (type in chat or email your thoughts)</td>
<td>3</td>
<td>23%</td>
</tr>
</tbody>
</table>
Change the word cancel on the Service Description pop-out?

- Yes - 5 votes (50%)
- Add instructions to clarify - 4 votes (40%)
- No changes are needed - 0 votes (0%)
- Other (type in chat or email your thoughts) - 1 vote (10%)

How should we define Specialized Transportation?

- (e.g. plan ahead services, demand response, micro transit) - 2 votes (13%)
- (e.g. ADA paratransit, demand-response vans, or volunteer transportation programs) - 3 votes (20%)
- (Includes services requiring eligibility verification for older adults, people with disabilities, people with low incomes, youth, and other people with mobility challenges.) - 8 votes (53%)
- Other - please type in chat or email your suggestion - 3 votes (20%)
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