One-Call/One-Click Advisory Committee
Meeting Notes

Monday, September 26, 2022
1:00 PM to 3:00 PM

Attendees:
Aaron Morrow, Bree Boyce, Brock Howell, Deb Whitmer, Dinah Stephens, Dorene Cornwell, Hannah Newton, Jonathan Prociv, Karia Wong Laura Lee Sturm, Matthew Weidner, Mike Rimoin, Phillip James, Phirun Lach, Sara Sisco, Tiffany Olsen, Todd Holloway, Victor Londono Quintero

Staff Support: Bebhinn Gilbert, Dean Sydnor, Staci Sahoo

Meeting goals:
1) Provide project status report; 2) Review eligibility filters and language capabilities 3) Review branding choices

Welcome & Introductions
The meeting began at 1:05 with a run through of the agenda and meeting goals. The introduction question invited attendees to share one word to describea successful One-Call/One-Click system.

- Word for successful OCOC
  - Bebhinn: Easy
  - Bree: Comprehensive
  - Dean: Accessible
  - Staci: Integrated
  - Brock: Seamless
  - Roz: Handy
  - Aaron: Cohesive
  - Deb: Indispensable
  - Dinah: Welcoming
  - Dorene: Multiple-paths-to-access
  - Hannah: Accurate
  - Jonathan: User-friendly
  - Laura Lee: Reliable
  - Matthew: Seamless
  - Mike: Intuitive
  - Phillip: User-friendly
  - Phirun: Free
  - Sara: Engaging
  - Tiffany: Useable
  - Todd: Whole-Community-Inclusion
  - Victor: Accessible
  - Karia: User-Friendly

Project Status and Updates: Accessibility Audit and WSDOT Funding
Staci reviews the recent project developments.

1. Accessibility Audit: the front-end vendors, Cambridge Systematics are having their existing system 211ride.org audited for accessibility improvements, bringing the system closer to 508 compliance. The Project team anticipates having those results in about a month.
2. **Action item** partners are invited to review 211ride.org and suggest any accessibility improvements and functionality fatal flaws. Your feedback will supplement the audit.
3. GTFS-Flex Testing; The second vendor, IBI group, is working on the open trip planner
   a. Because there is already one via Community Transit there is something we can start testing.
   b. Will reach out (or have already) to transportation partners to ensure the data is ready for testing
4. WSDOT funding would start on July 1st next year if it were secured, and run from 2023 through 2027
   a. **Action Item**: Letters of support urged from partners. Agencies providing match funding do not have to provide a support letter, everyone else is strongly encouraged to lend their support to the application with one.

After these announcements, Staci reviews a few graphics. The first is a representation of the One-Call/One-Click System and all of its inputs and outputs. The data feeds it uses, APIs it calls, and what information it is pulling.

The second set of graphics are screenshots from 211ride interface, which is built in the "mobile first" format, meaning it is optimized to look best on a small phone screen and has minimal graphics. The screenshots show 1) The Map interface of the trip planner where a user would input their origin and destination, desired departure, or arrival time, 2) the eligibility check boxes that create a minimal user profile, and 3) the resulting trip plan options which highlight travel time, service information, and cost.

Central Puget Sound One-Call/One-Click Branding
Bebhinn re-introduces Cade Schmidt and Angie Lyons from the Hopelink Strategic Communications team who are supporting this project with marketing and branding planning. These are the folks that are spearheading the effort to find a brand name and logo for the tool we are building.

Angie begins the presentation with a review of the competitive analysis for OC/OC. Please see presentation slides for reference.

One-Call/One-Click is different from its competitors by being low-cost, convenient service that can accommodate accessibility needs. It's a transportation service that helps users plan and confirm travel based on their individual needs. It's safe and discrete, providing users with a high level of independence.

Branding SWOT

SWOT: Strengths Weaknesses Opportunities Threats

Strengths	Weaknesses
• Multiple providers (options) • Needs can be accommodated • Specialized equipment • One stop shop • Ease-of-use • Greater service area than any of the individual providers • Phone support is available	• People associate Hopelink with NEMT which may cause confusion • New product which may have to go through revision • New product that must gain traction • Trust in transportation providers may be low for some audiences

• High trust in transportation providers • Assistor staff can advocate • Transportation provider staff can advocate • Provides the opportunity for increased independence	• Audiences may be hesitant to adopt a new service until there's "social proof" its beneficial • Limits to the service area • Potential cost is unknown?
Opportunities	**Threats**
• Can build off the reputation and networks of the individual transportation providers • Built-in partnerships/promotional network	• Poor experience on rollout can damage overall reputation early

Angie then reviews first draft of possible names and the availability of website domains.
- One Ride WA
- Unitransport
- My Ride WA
- Speed the Sound
- Find A Ride
- Smart Ride
- Breeze Ride
- My Ride Access
- Simple Ride
- Get Around WA

Attendees were asked to share their opinions on these names through ranking. The top three results were: Find A Ride, My Ride WA, and Get Around WA.

Comments:
- Tiffany [chat]: I think a name that is available in .org is important
- Hannah [chat]: RE "get around WA" how statewide is this resource actually?
  - Staci: if the name is preferred the WA can be removed
- Jonny: Catch A Ride & Get Around the Sound are potential options?
- Mike [chat]: Get Around is a private carsharing service, I could imagine some customer confusion there
- Laura Lee: Can you explain what premium means?
  - Angie: means that it is an in-demand domain, we would have to bid for the URL and there can be an associated cost in the hundreds or thousands depending on the degree of interest.
- Brock: Merit to brand you already have, built-in user base. Some names feel like actual transport services as opposed to a trip planner
  - Mike: yes GetAround is a carsharing services

Mood Boards
Cade shares information and research he has conducted to start designing the brand of this service. He begins with Color: Orange as the primary brand color. Highlighting that the color is not the primary branding color for

regional transit organizations. It is a secondary color and also on the visible light spectrum. He highlights the many cultural connotations of orange:

- Warmth & Harvest in the west
- Courage & Happiness in Japan/China
- Sacred in India
- Peace, love, humility in Buddhist cultures
- Fertility & Sexual connotations in Colombia
- Mourning & loss in Middle East
- Lists others such east African communities linking it to strength
  - Other orange brand logos show
    - Loud color
    - Used a lot in safety and construction

Two color palates were shared in this meeting. Orange with Navy Blue and Orange with Gray. Both passed the color blindness accessibility check.

Next Cade covered the potential shape for any logo. Rather than going with a map or pinpoint shape, which is widely used throughout various sectors, Cade suggests a wayfinding shape, something that communicates getting from point a to point b seamlessly.

Comments

- Victor [chat]: Orange and blue are Kitsap Transit colors, do we think that could cause some confusion in the future? specially those using the ferries?
- Dorene: How does the orange navy combination do when printed in black and white
  - Dorene: Basically, same print out in black and white for any combination
    - With whatever combo is used, some riders will want their routes printed out so black and white visibility is key.
- Brock [chat]:
  - 1: Metro buses use yellow/orange as a foundational color to its buses lower line.
  - 2: Community Transit has an Orange Swift line, and a future Gold line.
  - 3: Trimet in Portland uses a strong blue/orange combo. In fact, nearly all of Portland's transportation system use a blue/orange color palette.
- Brock [spoken]: One of our goals here is to show how seamless and integrated
  - Color palate is a way to do this
  - Trail networks have the same branding, and we may want to consider some unified branding for integration
  - Some legitimacy to the idea that we want to integrate with many transit providers branding
  - Think about future ORCA integration
  - Love Portland using the blue-orange and their entire network using that branding. Shows how the whole network works together. Metro and Everett Transit would be a barrier to this though
- Karia [chat]: The colors are similar to Metro. I am not sure if it would be confusing to the users.
- Deb: Some contrast issues, problem with sensitivity to light that orange exacerbates.
- Brock [chat]: The reflectivity of the street signs are a likely issue for brightness.

Eligibility Filters

Staci leads the conversation on Eligibility Filters. She begins with a reminder that the OCOC Principal Components contain several features that will not be ready at the same time as this first phase trip planner.

So the question remains, what are we including in the short term to help support eligibility sorting and filtering? The front-end vendor, Cambridge Systematics, has a series of existing filters that a user can toggle on and off to narrow their search.

They include Eligibillity Factors; Mobility Accommodations; and Ride Preferences

Eligibility Factors

- o Current factors
    - ▪ Disabled (I have a verifiable disability)
    - ▪ Veteran
- o Additional suggested factors
    - ▪ Age-related eligibilities?
        - • Preferred method would work for services that have different age restrictions
    - ▪ Income?

Comments:
- • Roz [chat]: Eligibility Factors - Medicaid or not Medicaid?
- • Several attendees noted their concerns with the phrasing of "verifiable disability"
    - o Noting that "verifiable" could discourage or confuse users and it is unclear.
    - o Attendees suggested the possibility of using a tiered or "decision tree" to ask more detailed questions only when needed
        - ▪ Attendees suggested using examples to help clarify
    - o Others suggested keeping it as simply "disability" and having providers screen for their own criteria
- • Hannah [chat]: is reason for travel considered eligibility?
- • Income Median income % ranges
- • Tiffany [chat]: I think reason for ride will have a big impact on eligibility, could be listed earlier

Mobility Accommodations

Current Available Factors:
- • Curb-to-curb
- • Door-to-door
- • Driver assistance
- • Folding wheelchair accessible
- • Motorized wheelchair accessible
- • Wheelchair lift equipped

Additional Suggested Factors
- • Corner-to-corner
- • Door-through-door
- • Stair trips?
- • Ramp equipped
- • Kneeling bus
- • Accommodates Walker

Comments:
- • Jonny [chat]: Service/Emotional Support animal? Covid vaccinated? Number of people traveling? What do you have vs what do you need?
- • Dean [chat]: Car seats needed vs car seats brought by clients (this was supported by several attendees)

- Mike [chat]: also "point to hub" services like Via vs "point to point" services like Community Ride
- Matthew [chat]: folding vs non-folding walker
- Dorene [chat]: Strong preference: Eg assume people don't want to have to get out of wheelchair but can do if REALLY absolutely necessary. driver needs to identify self verbally eg for blind riders

- Matthew: complexity of several factors, as questions of service model, equipment on the vehicles, brought equipment, all of these different element are currently lumped into one basket.

   Suggested Action Item: there is a huge list to scroll through to get them the right trip they need. Some questions of service model can be answered based on what the customer requires. Having too much will make it not user-friendly, and they may pick things that are contradictory.

- Hannah [chat]: this is a really long list. To me it **makes more sense to present this list after travel options have been identified** and then only present the ones that are available. Otherwise, the caller may screen themselves out when it is not necessary.
   - Attendees discussed whether the filtering is an exclusionary or inclusionary process. Meaning would a blank profile produce all options or zero options? Do these filters opt you into results or remove them from a list?

A secondary conversation began briefly on the availability and necessity of pathway accessibility data:

- Deb: Thinking about this when I had mobility issues, I needed to know if they pathway of travel were accessible. Trying to make those trip decisions using this, if I can somehow tell it I need accessible paths of travel it would reduce barriers. Agree with point of asking larger questions to drill down.
- Dorene: I don't think we have that yet, but often it will happen from google maps that it won't give me details. Issues with pedestrian walking options not shown. Thinking about grade %'s in user profiles. If the system does not know that the last segment is bad sidewalks.
   - Matthew[chat]: shared: https://www.accessmap.io/?region=wa.seattle&lon=-122.338&lat=47.607&z=14.5

Trip Purpose

Current available factors:
- Cancer treatment
- Other medical appointment
- Grocery
- Other
- Visit senior center
- Visit VA medical facility

Additional suggested factors
- Provide clarity on grocery – does this include food banks, other food related trips
- Human services trips
- Work readiness
- Recreation
- May require verification from provider
- Pharmacy

Comments:
- Jonny[chat]: Probably for contract reporting, grocery septate from food bank and meal sites

- o Deb[chat]: agree with Jonathan
- Deb[chat]: Also, separate from medical appointment - pharmacy trip - not just for meds, but for testing, vaccinations, etc. now...

On the topic of trip purpose several attendees noted concern for the position of these questions. They are near the bottom of a very long list and will impact available services.

- Hannah: Was thinking that, for example, American Cancer Society would not be included unless cancer trip purpose was selected. Personally, I think that without a trip purpose then just give them the general response

- Mike: thinking if it is more intuitive to ask for trip purpose earlier

- Deb: Can we add a disclaimer to the question? "Knowing the purpose of your trip may provide additional options. You are not required to share the purpose of your trip."
  - o Laura Lee: agree with the disclaimer Deb posted, appreciate opportunity for feedback, trouble contextualization on how this fits into the larger picture of OC/OC, at what point are people checking these boxes?
    - ▪ Staci answers, these filters are an optional part of the trip planning process, after an origin and destination have been input into the map.

Dorene [chat]: Any chance that people might be able to assemble a group with a specific trip with say multiple wheelchair users? Thinking of the center park bus and other buildings maybe trying to do group bookings
- Mike [chat]: Sorry if I missed this, but was there also criteria for fare payment?
- Hannah [chat]: i don't even see trip purposes as part of a travel profile because your travel need would change day by day
  - o Staci: I agree , let me see how that shows up in the other platform good **action item** to follow up with vendors
  - o Jonathan: My experience with a lot of these is that if you do not put in an answer, is that it will pump out all of the results. Best practice is when to introduce the decision tree, highlight the need to figure out eligibility, emphasize that filling it out helps them NOT waste time.
  - o Karia [chat]: Just wonder a random question. Can users adjust the font size on their mobile devices or laptops? For users with visual impairment, colors and font sizes often matters.
    - ▪ Dorene [chat]: Karia maybe a criteria is how the mobile or web interface interact with different built in accessibility tools.

Trip Preferences
- A way for a user to show the minimum requirements they need a service to meet while also noting their desired level of service
- Suggested factors:
- Shared vehicle
- Use of private service
- For example, uber and lyft
- Language
- Cost of trip
- Walking/ using public transit

At this point in the meeting, we were running out of time. Staci closes this topic by letting attendees know that we will continue the conversation at future meetings. One of the benefits of the user testing and acceptance process is that the filtering choices we make are relatively easy to adjust, which means we can try things, learn, and change where appropriate.

Discussion: Language Capabilities

Bebhinn touches on language capabilities of the webpage:

- Vendor can imbed translations into the website using both the google interface as well as human generated text.

Action Item: Bebhinn will direct this conversation and review via email with partners as time is short.

- Listed known language needs by geography and % spoken
- Comments:
    - Jonny [chat]: Are these languages ordered by % spoken?
    - Dorene [chat]: How is the list of languages created? By census or …? Example Chukese sounds important even if low census numbers. Check King County for what they did for COVID information
        - Bebhinn: King County list comes from their tiered language doc, Snohomish and Pierce comes from courts. Believe these are census based

User Testing Taskforce

- Hopefully bi-monthly group
- Test out front end as it is developed

Next Steps and Closing

- Meeting next on the October 24, 2022
- Laura Lee: will we be reviewing these again?
    - Bebhinn: yes
    - Staci: our goal is to have something by the end of the months but with this feedback we will iterate a few times.

One-Call/One-Click Advisory Committee Staff Support:

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