One-Call/One-Click Advisory Committee  
Meeting Notes  
Monday, February 27, 2023  
1:00 PM to 3:00 PM  

Attendees:  
Aaron Morrow, Alex O’Reilly, Amy Biggs, Brock Howell, Deb Witmer, Dinah Stephens, Dorene Cornwell, Jean Kim, Jeff Abrams, Justin Deno, Kevin Chambers, Laura Lee Sturm, Mike Dee, Phirun Lach, Pran Wahi, Roz Novikova, Susan Carter, Todd Holloway  
Staff Support: Dean Sydnor, Laura Loe, Staci Sahoo  

Meeting goals:  
1) review project progress; 2) Review user testing roadmap 3) begin marketing brainstorm  

Welcome & Introductions The meeting began at 1:00 PM with the sharing of meeting goals and agenda. Attendees introduced themselves to one another and to the new Hopelink Program Manager of Find a Ride, Laura Loe.  

Staci shared somber news of Ray Krueger’s passing. Ray was a long-time partner to the One-Call/One-Click project and its beginnings at the Inclusive Planning grant. He was also a volunteer with the Hopelink Education and Outreach program, especially in West Seattle. Ray will be missed.  

Staci led the facilitation of the meeting.  

Review Project Milestones  
1. Staffing Update  
   a. Laura notes that she is available for in person introduction meetings as she works to meet everyone on the advisory committee. As an example, she is meeting with Sound Transit for an hour on the 28th. Contact information for Laura is shared at the end of this document.  
2. Principal Components  
   a. Rebranded as the roadmap, shows where we are going, included in meeting email and linked here for convenience.  
   b. Will be on website as we get this version finalized. It is a living document and feedback is encouraged.  
      i. Jeff: comment that near the end, the complex features may not be accessible, I would like to keep it simple. Advises simplicity for the product and in the description of the payment and billing future features.  
      ii. Deb: there are two different phases with the rider profiles, is kind of says the same thing.  
         1. Staci: Notes that this is a typo. The correct phase for rider profiles is 1 B.  
      iii. Dorene: About the roadmap, Do you have a sense of different typical user categories? Would that help do next level of specifying the testing etc.?  
         1. Will cover this in the user testing subject  
         2. We have sampling but we will be looking to you all for guidance.  
3. New Data Feeds: Staci details the recently added routes and service providers  
   a. Snow Goose Transit, Rainier Foothills Wellness Foundation, Everett Transit (paratransit), Sound Generations’ Rid & Smiles, Homage (Darrington Route), Enumclaw Senior Center.  
      i. Note that Enumclaw is a draft feed, been having trouble contacting them, want to get them onboard before going live.
ii. Goal is to continuously add, validate, and maintain

**User Testing Status and Roadmap**

Staci provides an overview of testing work completed to-date. Shares link to testing site.

- Back in the fall we did an initial audit for 508 compliance. 508 is the baseline standard for web accessibility.
- Routing engine configuration at the end of 2022
  - Tweaks ongoing as the new data feeds come online
- Providers shared sample origin/destinations
  - Time and date of trip data has been very important, especially for fixed route providers.
- Developers and our team have done bug tracking
  - Progress ongoing as we prepare for the production phase of web development.

Staci shares a graphic of the current phase timeline. Please find it in the meeting slide deck linked here and pasted below for your convenience.

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**Current Phase Timeline**

- **Development**
  - Nov 2022 – early March 2023
- **User Acceptance Testing**
  - Early March
- **Production Site**
  - Mid-March
- **Initial User Testing & Audit**
  - End of March – mid-April
- **Beta Launch**
  - Mid-April – early June
- **Soft Launch**
  - June 1st, 2023
- **Full Launch (Marketing)**
  - Late Summer 2023

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Draft document provides a visual of how the project will progress in the coming months. We are nearing the close of the development phase as we resolve remaining functionality bugs.

Entering the user acceptance testing phase in early March. User Acceptance testing is all about if the full function of the site’s buttons, features. It answers the question of if I click the log in button, am I prompted to log in?

Once complete, we plan to move to a production site (targeted for mid-March) A production site has the full look and feel of a complete website and will allow us to more effectively test for things like positive user experience.
Usability testing & audit planned for end of March to mid-April. This element will incorporate many of our previously stated community outreach and small group testing and feedback. It will happen in parallel with a second round of 508 compliance and accessibility.

Beta Launch will allow volunteers and people who opt-in a chance to use the trip planner and provide comment on their experience. This is planned for mid-April to early June. In late Summer we anticipate a full launch complete with a marketing effort, search engine optimization, and public promotion of the site.

Data creation, validation and maintenance proceed throughout this timeline. Staci makes note that King County Metro flexible services is one example of a service which is not yet in the trip planner and will be added sometime during this broader testing period.

Questions/Comments

- Jeff: Not sure if it is in the works, I would like to see more formalized communication methods for what has been tested and what has been fixed. Want to avoid test burnout.
  - Kevin: Agree with Jeff, regression testing for those who do not know is making sure that things that are fixed do not break later down the line. As a broader point, I think one thing we have been noticing is that we are at a stage we are developing new data feeds and putting them into a new trip planner, and we are testing a new user interface that has never been made this accessible. This is a trail blazing project.

- Pran [chat]: When users of the transportation test the trip planner will they also be testing language translation, or able to do the testing in an appropriate language for them?
  - Staci: All of the language we have identified have been added, all of that is currently only on google translate. Basically, we can edit the translations down the line, we need to determine which languages require those professional translations.

- Alex [chat]: Can you remind me when we will know about the funding from PSRC/WSDOT application?
  - Staci: the funding will take affect in July, but we probably will not know until May maybe June at the latest.

- Laura Lee: Can you provide more clarity on how we are recruiting potential users for the beta and soft launches.
  - Staci: started with putting a blog post together with the ability to sign up for beta testers, already have a long list of interested folks and our coalition networks. Other populations we know we are going to need to connect with. Will want to put together a list and consult the committee for feedback.

- Dorene: What is the process if you are using Google Translate and you find out it is incorrect. How do you plan to do the updates?
  - Staci: I know there are sections where we can add in pre-prepared areas. And perhaps there is a way we can share feedback with them. **Action Item**: Staci to ask developers how we can share feedback on consistent translation needs. Additionally, project team is still looking for resources to resolve the translation needs for the two languages that are currently unavailable in Google Translate: Dari and Marshallese.

- Deb: Do we have any way to capture providers shifting the snow routes in the site itself? As a “blue-sky” tool, how can Find a Ride communicate changes in services that are time bound, responses to snow/ice.
  - Staci: **Action Item**: will try to follow up with you on this. Flex routes will likely be more complicated.
• Brock: Two questions 1. What are the tangible improvements from the 508-compliance process? 2. At the end of March [Snotrac] will be at a transition fair on services, what can I share about this project around this time?
  o Staci: hope you can share whatever site is available and perhaps do some testing if you’d like, would hope to be in production by that point. Want partners to connect with Laura for these possibilities.
  o Staci: On the 508 compliance, most of that was not something you could visually notice unless you needed these accessibility tools but it made it much more navigable with tools like screen readers. Staci offers to share the issues log from the initial audit.
• Pran: When you were talking about language translations issues, during Rides and Smiles pilot we have come up with is using a designated staff member to assist with scheduling. Maybe a part- or full-time staff member for this project could aid as well for the end-user who needs in-language support. Potentially, this could be a responsibility shared between different community-based organizations.
  o Staci: wants to acknowledge that OC/OC is not the only solution. Our Community Transportation Navigator project is another path towards working on this issue and connecting folks to all of these services.
• Cliff: We are a provider and we are planning meeting for our team, how or what should I communicate with my drivers and dispatchers regarding the Find a Ride tool. What difference will this make to them?
  o Staci: Impact could be two-fold: your Call centers/dispatchers could be able to connect folks to other solutions, when your own service is unavailable, not an option, could find this to be a useful tool. Secondly, it may also be a way folks find out about your service. Laura could help you present to your team as well.

Staci moves the conversation forward to a conversation on remaining questions for moving between testing/launch phases.

1. How to define Accessibility? For Whom?

   ![Function is Blocked ➔ Function is Harder ➔ Function is Not Individually Preferred]

   o Function blocked means things simply do not work.
   o Function is harder means it is overly cumbersome.
   o Function is not individually preferred means that participation is still possible but may be “weird” to an individual.

2. How can we instill a meaningful testing process for every release?

Comments & Questions
• Deb: For me the gray area happens in the middle section. The function is blocked is clearly a non-starter. And the last one is not a gray area as we cannot meet everyone’s needs, like someone’s preferred option being at the bottom of a scroll. The middle is tougher. Screen reader usage presents barriers, it can ride the line between blocked and harder. It is hard to define what is hard vs what is blocked, how much work do I have to do to problem solve to do? I may just stop when something is hard even if it is not blocked, meaning that it may be functionally blocked without technically being blocked.
• Todd: To echo what Deb is saying, we have run into this our IL center and have for years. One of the ways we used to look at testing was to navigate with a blindfold on, I often could not make it through the first page. My question is if we have a plan in place do we have a way to work with folks to work through blockages instead of waiting for the issue to be patched?
  o We are going to have to figure out a way to work with vendors on this.
• Jeff: When I was doing testing there were some blocking elements, tab and arrow keys giving undefined results are examples. The date picker is cumbersome. Makes me wonder about the testing group, we need mobile and Mac users too in addition to pc users. There was on spot on checking boxes with space bars would bring you to the top of the screen and this could make users leave.
• Deb [chat]: The "For Whom" - that's another tough one. The average user? Every user group? (How would you even figure that out?) People using top 10 languages (in what areas?) Maybe it would be easier to figure out the reverse - is accessibility for any group/person LESS important?
  o Staci: we want a path forward at least for every individual
• Kevin: One thing around this middle category is harder, it is important to assess if it becomes an effective blocker. We need to scrutinize impacts. I think every issue that comes up we need to be transparent about our plans for fixes and how difficult those fixes are to implement.
• Brock: to some extent this project competes with existing navigation tools, we have unique functionality, but we also need to assess if our tool is harder to use than other tools that exist. Items like the splash screen and how dates stand out. I want to make sure this tool is as good as other tools when it comes to user experience.

Starting our Market Conversation (breakout rooms)

The meeting attendees joined in small groups to discuss three guiding questions.
  1. Who are the key groups we’d like to reach as we roll out this product?
  2. What are some of the exciting features of this product that separates it from competitors?
  3. What collateral (marketing material) do we need to be successful?

Full notes from these sessions are compiled in a separate document, linked here.

The discussion is summarized and recapped below:

Group 1
• Talked about putting stakeholders to work to promote/market the tool. Focus on folks with disabilities, older adults, and specific language groups. Peer support groups were a point of focus. Maybe an FAQ or User forum would be good as well. Gamification of collateral during training opportunities, including physical postcards with sample locations.

Group 2
• Mentioned the strength of the call options and being the place where every transportation option is. Highlighted emulating the coordinated awareness campaign for outreach, using social media, collateral user guide for assistors and clients.

Group 3
• Tourism agencies, Refugee / Immigrant / Newcomer support partners, and housing partners to their residents

Group 4
• Focus on caregivers and youth, figuring out how to loop youth into these secondary users and a way to get the word out into the community.
• Working with partners like PSRC / SDOT on internal communications to their stakeholder groups: ie, youth summer program, transportation equity group
• What makes us unique is the call aspect, the services that show up in our tool that don’t in others

**Next Steps and Closing**
Meeting attendees then close the session with reminders for the next meetings:
- **Reminder**: User Testing Taskforce 3/23
- **Reminder**: Advisory Committee 4/24

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