

## MEETING NOTES

Thursday, August 26<sup>th</sup>, 2021

10:30am – 12:00pm

Zoom remote meeting

*Participants:* Brock Howell (SNOTRAC), Mike Dee (Lake Forest Park Citizen's Commission), Nora Daley-Peng (City of Shoreline), Sam Nigh (SHAG), Sherman Goong (City of Bothell), Victor Londono-Quintero (Shoreline/Lake Forest Park Community Van), Cliff Perry (Northshore Senior Center), Robert Blumenfeld (Alliance for People with disAbilities), Salwa Raphael (Snoqualmie Valley Mobility Coordinator, Hopelink), Marie Marquart (MV Transit), Julio Perez (Program Specialist, Hopelink), David VanderZee (Metro), Ella Williams (Metro), Eldon Luo (SNOTRAC), Laura Nagel (Metro), Shanita Stewart-Burrell (Catholic Community Services)

*Staff Support:* Bree Boyce, Nadia Ali, Sandy Phan

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## WELCOME, INTRODUCTIONS, AND ANNOUNCEMENTS

The meeting began at 10:30am and attendees provided introductions in chat.

Nadia announced the highlights for King County Mobility Coalition's (KCMC) One-Call/One-Click (OCOC) project. She mentioned that the current landscape places undue burden on the user to figure out how to get a ride and navigate nuanced eligibility requirements. The solution is a multimodal trip planner, with user profiles, and referral platform (e.g., one place that a rider or assistor can request transportation in our region). Please feel free to check out the [OCOC business plan](#) hyperlinked here. The hope is to identify a software vendor by beginning of 2022, start user testing in summer 2022, and full launch of Phase 1 by end of 2022. If anyone has questions or comments, please contact Bebhinn Gilbert at [BGilbert@hopelink.org](mailto:BGilbert@hopelink.org). Nadia will be inviting OCOC project leads to present more in-depth on this project at the October NKCMC meeting.

Nadia provided updates on Mobility outreach and education efforts. The Mobility Management team conducted two outreach events with the North King County and South King County Coordinators in August in partnership with the Seattle Department of Transportation (SDOT). On each trip there were 10 senior citizens from each subregion. The groups were educated on how to find and read the bus stop signs. The group took a short walk from the senior center to the bus stop. Once the attendees reached downtown Seattle, they all walked to Metro Water Taxi terminal. Though it was a walk for few seniors, they were thrilled to know that they could explore West Seattle on public transportation. Nadia will also be conducting another outreach event at the Shoreline Back to School Fair on August 28<sup>th</sup>.

Nadia made the last announcement that Sound Transit is hosting in person event for a small and closed group next week for travel trainers/mobility managers and people with disabilities where the group will tour the three new North Gate Link Light Rail Stations. Though this is a small, closed group, the Mobility team will be able to share out what they learn with partners and will continue to stay involved and provide info on upcoming NKC service changes.

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## LEP PROJECT UPDATE

The goal of the Spanish Outreach Project (also known as LEP Project) is to outreach to organizations and individuals who specifically work with or who are considered to be Limited English Proficient (LEP) populations in order to increase their awareness of transportation programs available to them. During project planning, it was determined that we would focus this project on producing resources and conducting outreach to the Spanish-speaking community. This project is house at <https://www.findaride.org/LEP> and includes:

- A series of 7 videos in Spanish about how to ride transit, resources, and videos catered to various demographics such as older adults and people with disabilities.
- Offering 1:1 support for any follow-up questions and to help identify transportation options and ORCA cards that best fit the client's needs.
- Incentives for taking a brief quiz to show participants watched at least one of the videos. Swag bag includes hand sanitizer, sanitizing wipes, a mask, an anti-touch key, a \$15 pre-loaded ORCA card, and additional resources in Spanish.
- A flyer promoting these resources and incentives.

Nadia shared the data collected for this project: This project's website officially launched around mid-May and there has been low participation so far. To date a total of 6 people have completed the quiz but only 5 have received the incentive due to 1 not providing their contact information. Below is a breakdown of the webpage views by month:

- May 1<sup>st</sup> – 31<sup>st</sup> → 66 views
- June 1<sup>st</sup> – 30<sup>th</sup> → 214 views
- July 1<sup>st</sup> – 31<sup>st</sup> → 209 views
- August 1<sup>st</sup> – 25<sup>th</sup> → 36 views

In total, through August 25<sup>th</sup> there have been 500 page views from 455 people with an average time on the page of 1 minute and 53 seconds. This data shows that while many people may be visiting the page, they aren't staying on it very long and are not completing the brief quiz to receive 1:1 support or the available incentives.

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Our outreach strategies so far have been virtual due to COVID safety precautions. However, we recognize that access to technology, literacy, and understanding of how to get the swag bag may be barriers for participants. As the Mobility team is increasing their in-person outreach, we are proposing that this project also adopt new strategic outreach efforts in-person as a part of the following strategies:

- In-person outreach across Mobility team and the ability to immediately receive the swag bag
- Working more closely with organizations that serve Spanish speakers to distribute or present on this resource
- Email/phone call to follow up with participants: confirm they received the swag bag, ask for their feedback about the project, and see if they can spread the word in their community
- Continued support and promotion from project partners

Some of the proposed organization to focus on for more in-depth or in-person outreach include:

- St. Elizabeth Ann Seton Catholic Church
- North Seattle College
- Cascadia/UW Bothell
- Plaza Latina
- King County Library System
- El Centro de la Raza
- King County Promotores
- Shoreline Area News
- Facebook groups/city pages
- Grocery stores
- Mexican restaurants
- Consulates
- Physical flyers throughout the community
- Community-based clinics such as ICHS and Sea Mar
- Farmer's Markets
- Shoreline Community Court

Nadia requested partners help to spread the word around their organizations and customers to make this project useful for our communities. Nora and Sherman offered to share this information with their networks and Nadia will send promotional materials.

## **NKCMC FISCAL YEAR 2022 WORK PLAN**

Bree Boyce noted that Hopelink Mobility coalitions have decided to switch to fiscal year (July 1<sup>st</sup>, 2021 – June 30<sup>th</sup>, 2022) work plans rather than calendar year work plans which better align with the agency and funders. NKCMC will have 2 main coalition projects in fiscal year 2022:

1. Spanish Outreach Project from July to December 2021
  - a. Outreach and promotion of this project will continue through the end of October and then the project's toolkit will be finalized and distributed by the end of December. Over the next few months, we will take more of a strategic approach by working more closely with organizations that directly serve the Spanish community as well as in-person outreach. The overall goal of this project is to increase awareness of transportation programs in Limited English Proficient (LEP) populations.
2. North King County Transportation Service Change Informational Events – January to July 2022
  - a. Partner with Hopelink Mobility's Education and Outreach team to identify ways to ensure coalition partners and community members are educated on the various transportation service changes occurring in North Kind County. The current idea is a Lunch and Learn series around these specific service changes.

Other priorities of the NKCMC that will be embedded throughout work but do not escalate to a project are:

- Strengthen relationship with community representatives from NKC
- Expand education and outreach to populations identified in the 2020 NKCMC Gaps Analysis as previously underserved.
- Educate community members and partners around upcoming service changes to NKC

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## **NORTH LINK RESTRUCTURE**

*ELLA WILLIAMS & DAVE VANDERZEE, KING COUNTY METRO*

Ella Williams and Dave VanderZee from Metro gave a detailed presentation on the three new Link Light Rail stations that are opening in U District, Roosevelt, and Northgate in October 2021. The goal for this project is to improve mobility for underserved people. Service change are a result of engagement with the community, relationship building in project area, and refining service ideas in partnership with community to build better transit network. Metro connected with over 130 different organizations/agencies and 80 stakeholder meetings/presentations to reach to this above conclusion. These three new stations will result in 60 new routes and 22 revised

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routes. Eleven of the routes are replaced and 2 are deleted. 150,000 annual service hours from revised or deleted routes are directly reinvested back into the project area. Metro was able to respond to feedback from priority populations throughout engagement. Metro will monitor and adjust service over time. Consistent with COVID recovery, service will start at full levels on all day routes and at partial levels on peak routes. Metro will continue to build relationship with community to communicate change and future projects. [Here is the link](#) for Metro's presentation on the three new link light rail. For questions or comments please reach out to Dave VanderZee, [David.VanderZee@kingcounty.gov](mailto:David.VanderZee@kingcounty.gov) and Ella Williams [elwilliams@kingcounty.gov](mailto:elwilliams@kingcounty.gov)

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**ACTION ITEMS**

- Nadia to follow-up with additional information on how to promote the LEP project such as updated promotional content and flyers.

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**NEXT MEETING**

THURSDAY, OCTOBER 28<sup>TH</sup>, 2021, 10:30AM-12:00PM, ZOOM

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**CONTACT**

North King County Mobility Coalition Contact:  
**Nadia Ali**, North King County Mobility Coordinator  
[NAli@hopelink.org](mailto:NAli@hopelink.org)  
425-943-6730