

# One-Call/One-Click Advisory Committee

Multi-modal trip planner and referral system



## hopelink

King County  
**MOBILITY**COALITION



**Welcome to the meeting!**

**Please adjust your name to include your agency**  
(ex: Bebhinn Gilbert, she/her, Hopelink)

*The meeting will begin at 1 PM.*




# We Welcome Everyone

The One-Call/ One-Click Advisory Committee welcomes and values all communities. We value, respect, and honor the identity and experience of all members.

We encourage everyone to participate, regardless of ability. We are committed to **listening**, **learning**, and **improving** in this process.

We acknowledge that the work we do takes place on the traditional land of the Coast Salish and Duwamish peoples, among others, as the first people of this county. We honor with gratitude the land itself and past, present, and future of these tribes.





# Today's Agenda

1. Introductions
2. Project Updates and Status Report
3. Branding
4. Eligibility Filters
5. Language Capabilities
6. User Testing Taskforce
7. Closing



# Introductions

1. Name
2. Pronouns
3. Organization or Affiliation
4. **One word** to describe a successful One-Call/One-Click system



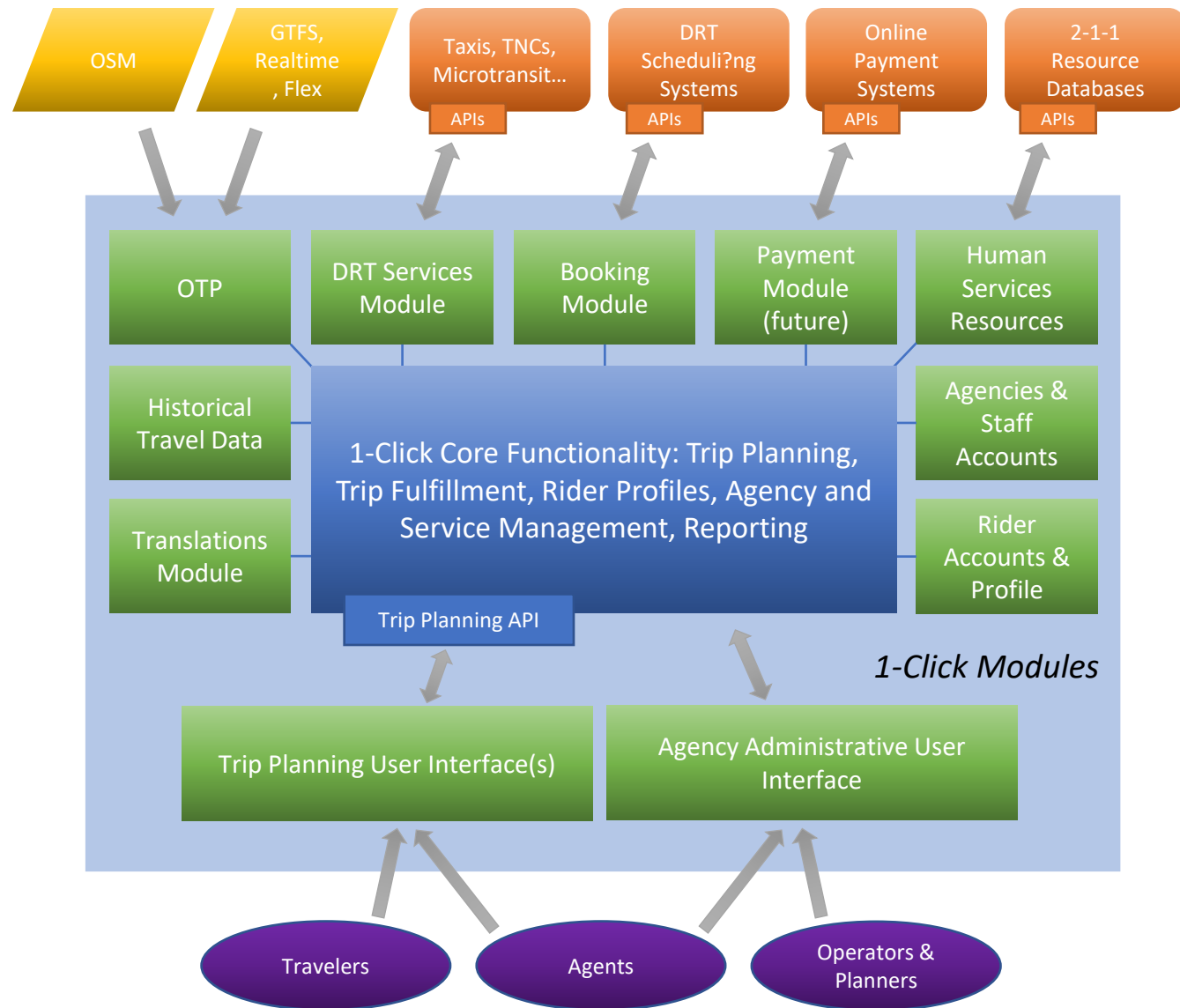
# Meeting Goals

1. All attendees will be familiar with the latest project developments
2. Attendees will provide feedback on system Branding
3. Project team will hear feedback on eligibility filters, language capabilities of OC/OC system



# Project Updates

- Accessibility Audit
  - Action item: Review [211ride.org](https://211ride.org)
- WSDOT Application for Funding





2:11 Ride

Plan a Trip

ENGLISH

5350 Thille St, Ventura, CA 93003

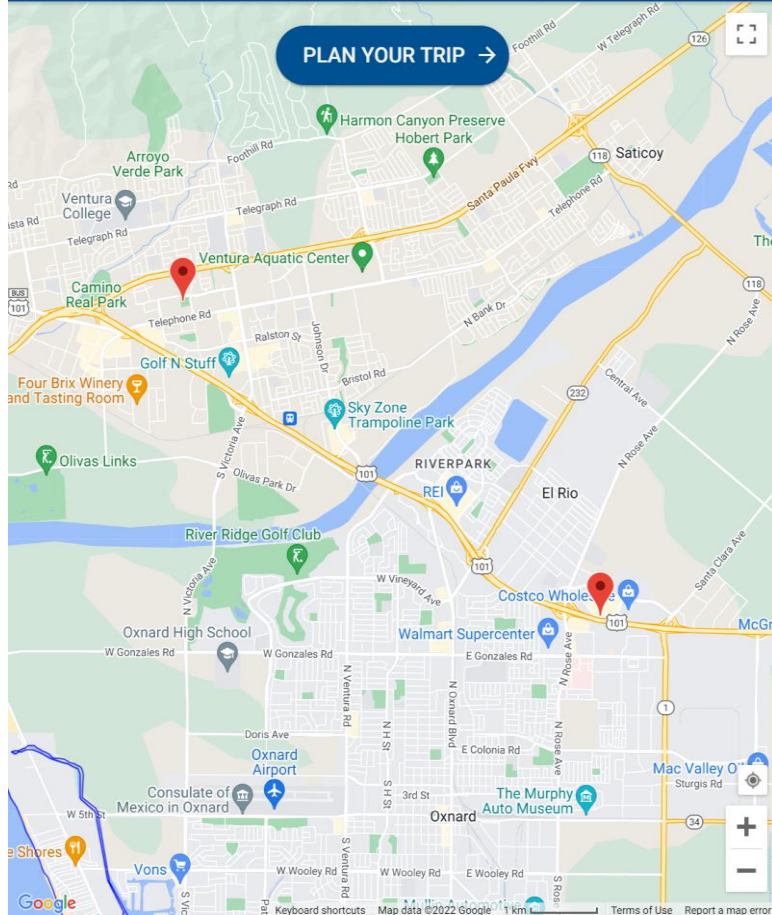
1865 Ventura Blvd, Oxnard, CA 93036

Depart at

Apr 25, 2022

05:52 PM

PLAN YOUR TRIP →



2:11 Ride

Customize Your Travel Profile

ENGLISH

FIND MATCHING TRAVEL OPTIONS

DON'T SHOW THIS SCREEN AGAIN

For Specialized Services, Indicate Your Personal Characteristics to Check Eligibility

☒ I am a veteran.

☒ I have a verifiable disability.

For Specialized Services, Indicate Your Age to Check Eligibility

Age

For Specialized Services, Indicate Any Mobility Accommodations that You Require

☐ I need a vehicle that has space for a folding wheelchair.

☐ I need a vehicle that has space for a motorized wheelchair.

☐ I need delivery to the curb in front of my home.

☐ I need door-to-door service.

☐ I need assistance from the driver.

☒ I require a vehicle with a wheelchair lift.

Specify the Types of Transportation to Include in Your Search

☒ Transit

☒ Specialized Transportation Services

☐ Taxi

☐ Walk

☐ Drive

☐ Bicycle

☐ Uber

5350 Thille St, Ventura, CA 93003

1865 Ventura Blvd, Oxnard, CA 93036

Depart at

Apr 25, 2022

05:52 PM

REPLAN YOUR TRIP

CUSTOMIZE YOUR TRAVEL PROFILE

Sort by: Specialized Options First

Late Night Safe Rides

GO GOLD COAST TRANSIT

Call to schedule

31 min Paratransit (estimated)

\$2

SHOW DETAILS

Go Access

GO GOLD COAST TRANSIT

Call to schedule

31 min Paratransit (estimated)

\$3

SHOW DETAILS

5:59 PM to 6:55 PM

56 min (Bus and Train: 17 min, Walk: 37 min, Wait Time: 1 min)

Cost \$0

SHOW DETAILS



2-1-1  
Ride

# Soup Kitchens

ENGLISH



List



Map

## Sort by Drive or Bus and Train



Drive



Bus and Train



## 10 Closest Services

**SOUTHWEST COMMUNITY CENTER HOT MEALS**

1601 West Second Street, Santa Ana



24 min

DETAILS

**MARY'S KITCHEN SOUP KITCHEN**

517 West Struck Avenue, Orange



43 min

DETAILS

**SOMEONE CARES SOUP KITCHEN SOUP KITCHEN**

720 West Nineteenth Street, Costa Mesa



49 min

DETAILS

**CALVARY CHAPEL WESTGROVE HOT MEALS**

9301 Westminster Avenue, Garden Grove



59 min

DETAILS

**CHRIST CATHEDRAL FOOD PANTRY**



1 hr 1 min

The background features a large, central circle with a blue-to-green gradient. This circle is surrounded by several concentric, semi-transparent rings of the same color palette. In the top-left and bottom-right corners, there are partial views of other similar circular elements, suggesting a larger pattern.

# Branding Update



# Competitive Analysis – *Criteria*

## Primary


- Level of Assistance
- Safety
- Convenience
- Cost
- Service Area

## Secondary

- Name Recognition
  - Discretion
- 



# Competitive Analysis – *Provider Types*

- **Private/Assisted:** For-profit companies that offer a high level of assistance to users. They offer door-to-door service. They require booking and planning ahead. These services are costly but great for events, group assisted-travel, and medical appointments for users who require significant assistance. Not a discrete form of transportation and cost-prohibitive to daily use.
  - **Private/Unassisted:** These options offer on-demand, door-to-door service and are the most convenient travel option. However, they do not provide much assistance/accessibility features and can be costly. They are well-known and discrete travel options.
  - **Government/Non-profit:** Forms of public transportation that are low-cost but vary in level of accessibility and service area. Many offer limited trip planning but don't always account for the needs of those experiencing disability.
- 



# Competitive Analysis – *Providers*

## Private, Assisted

- Cabulence
- Tri-Med Ambulance
- Easy Access
- J & B Transportation
- JJ Medical Transport
- AAG Services Group
- Homage Senior Services (TAP program)
- Assisted Living (eg. Merrill Gardens, Carina)

## Private, Unassisted

- Uber
- Lyft
- Cab Companies

## Government/Non-Profit

- Community Transit – Trip Planner
- King County Metro
- Sound Transit
- Everett Transit Paratransit

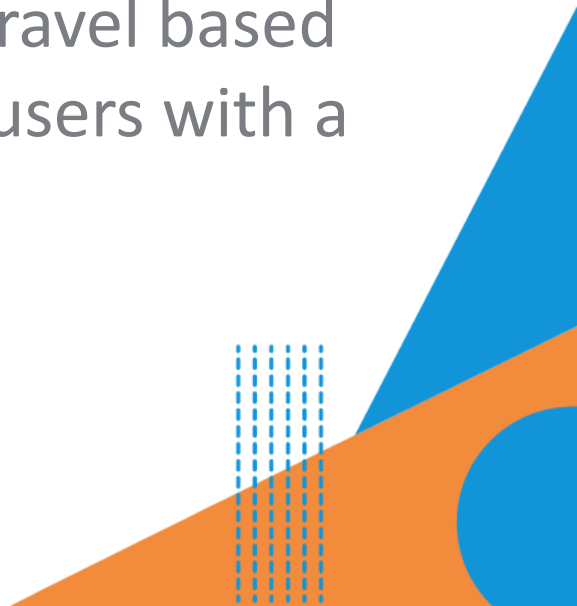
**Other:** Friends/Family, Own vehicle

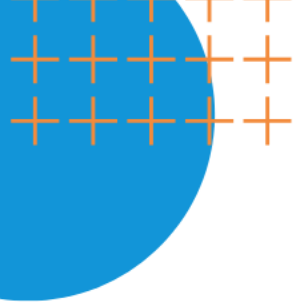





# One Call, One Click

One Call, One Click differs from its competitors by being a 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.

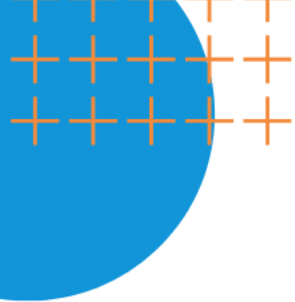





Strengths	Weaknesses
<ul style="list-style-type: none"><li><input type="checkbox"/> Multiple providers (options)</li><li><input type="checkbox"/> Needs can be accommodated</li><li><input type="checkbox"/> Specialized equipment</li><li><input type="checkbox"/> One stop shop</li><li><input type="checkbox"/> Ease-of-use</li><li><input type="checkbox"/> Greater service area than any of the individual providers</li><li><input type="checkbox"/> Phone support is available</li><li><input type="checkbox"/> High trust in transportation providers</li><li><input type="checkbox"/> Assistor staff can advocate</li><li><input type="checkbox"/> Transportation provider staff can advocate</li><li><input type="checkbox"/> Provides the opportunity for increased independence</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> People associate Hopelink with NEMT which may cause confusion</li><li><input type="checkbox"/> New product which may have to go through revision</li><li><input type="checkbox"/> New product that must gain traction</li><li><input type="checkbox"/> Trust in transportation providers may be low for some audiences</li><li><input type="checkbox"/> Audiences may be hesitant to adopt a new service until there's "social proof" its beneficial</li><li><input type="checkbox"/> Limits to the service area</li><li><input type="checkbox"/> Potential cost is unknown?</li></ul>

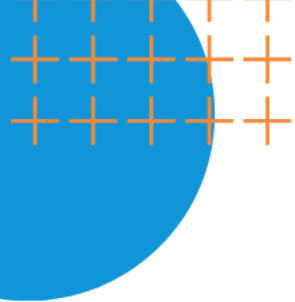




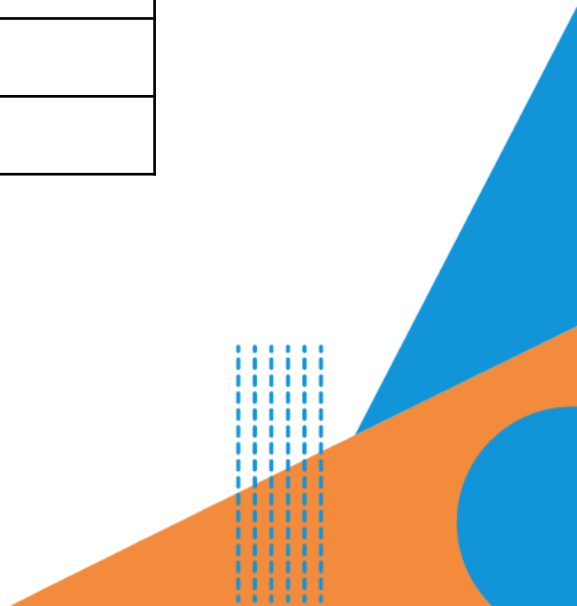


Opportunities	Threats
<ul style="list-style-type: none"><li><input type="checkbox"/> Can build off the reputation and networks of the individual transportation providers</li><li><input type="checkbox"/> Built-in partnerships/promotional network</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Poor experience on rollout can damage overall reputation early</li></ul>

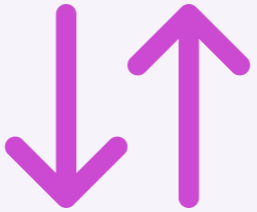




Name	.com	.org	Premium
One Ride WA	x	x	
Unitransport	x		x
My Ride WA	x	x	
Speed the Sound	x	x	
Find A Ride	x	x	
Smart Ride	x		x
Breeze Ride	x		x
My Ride Access	x	x	
Simple Ride		x	
Get Around WA	x	x	



slido




**Please rank these brand name options from  
your favorite to least favorite**

ⓘ Start presenting to display the poll results on this slide.




# Orange!

- Used by no regional transit orgs
  - A secondary color, mixture of yellow and red
  - A visible light
    - As eye processes this light, effects part of brain responsible for controlling mood hormones
- 




# Orange!

- Triggers creativity
  - Radiates warmth
  - Invokes interest
  - Stimulates appetite
  - Prompts cheerfulness
  - Suggests connectivity
  - Signals energy & enthusiasm
- 

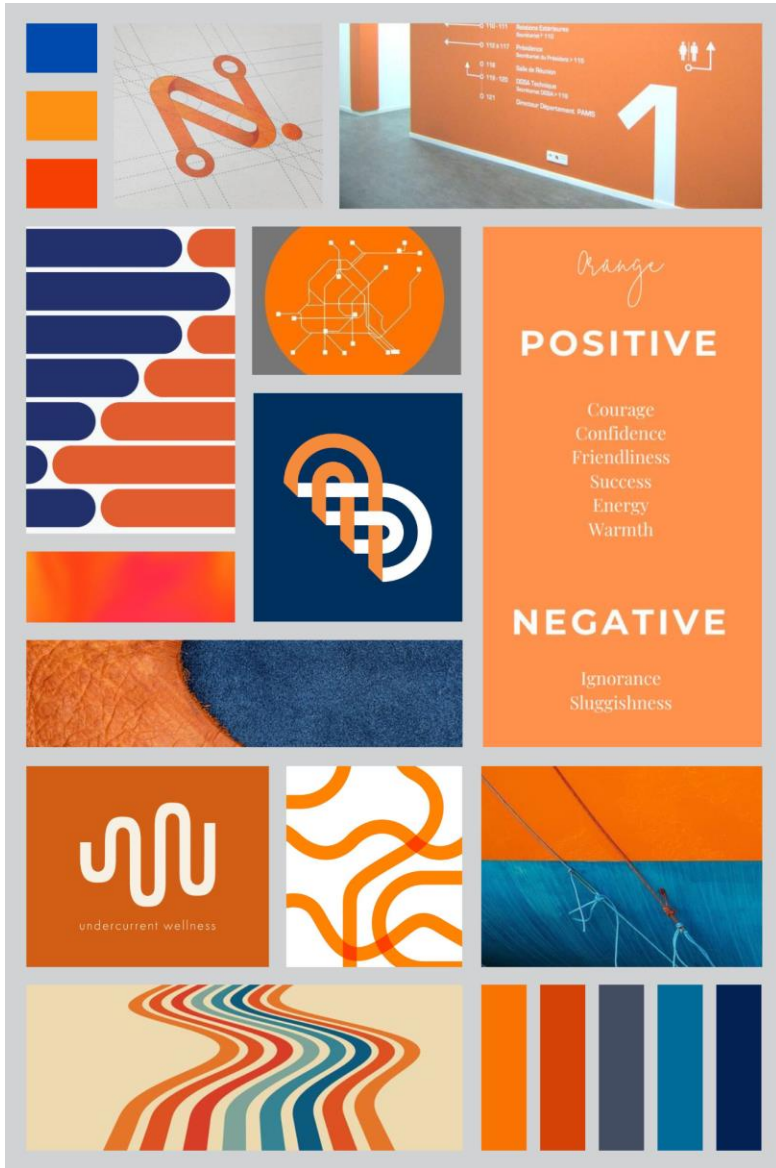
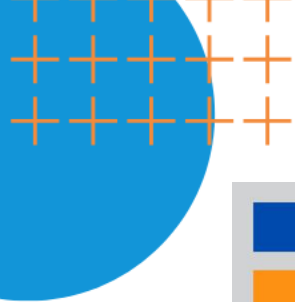


# Cultural Connotations

- Warmth & harvest in Western culture
  - Courage & happiness in Japan & China
  - Sacred in India
  - Peace, love, humility in Buddhist cultures
  - Fertility & sexuality in Colombia
  - Mourning & loss in Middle East
- 

# Orange Brands



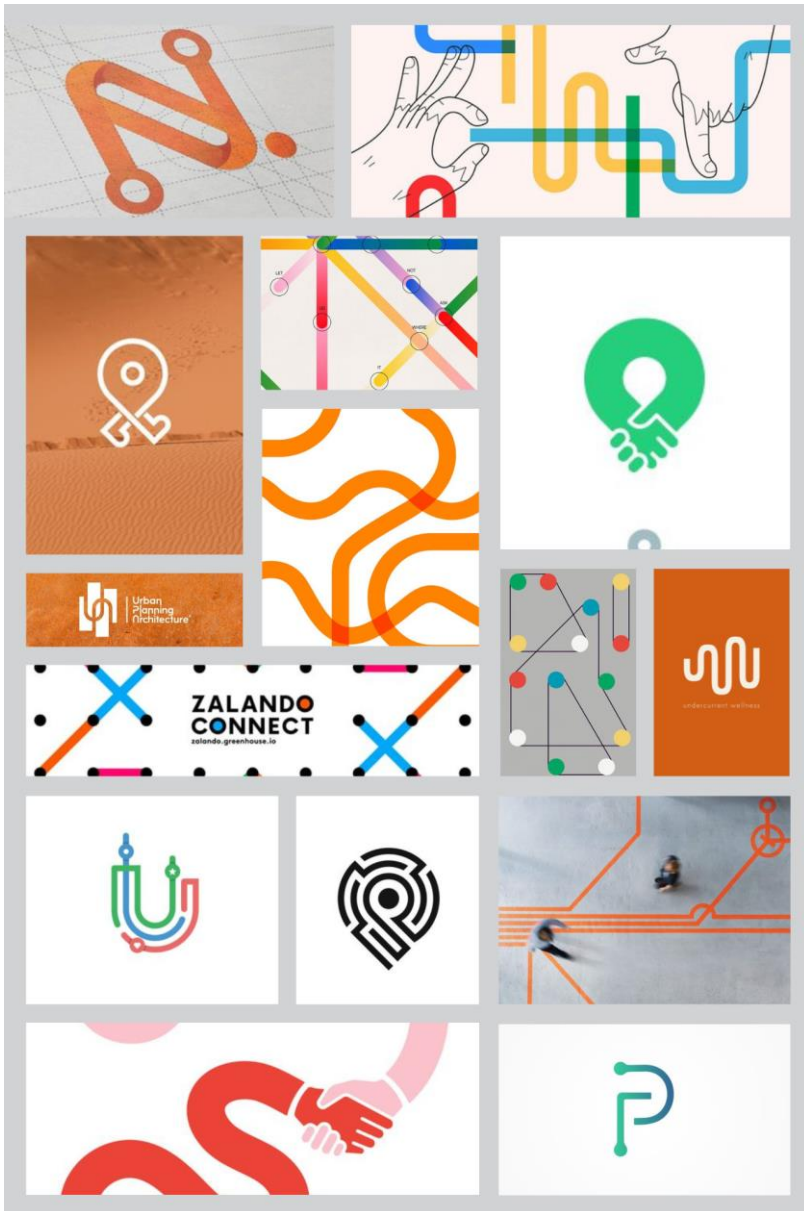


# Orange & Navy Blue

- High contrast, passes colorblind tests
- No orange in regional transit
- Navy as secondary color
- Bright, recognizable







# Shape

- Wayfinding routes
- Line-and-dot connections
- Point A to Point B
- Map pinpoints (common logo shape)



# Eligibility Filters

How a user can sort and specify their search for transportation

# Eligibility Factors

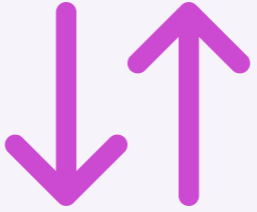
## **Current available factors**

- Disabled (I have a verifiable disability)
- Veteran

## **Additional suggested factors**

- age-related eligibilities
  - preferred method would work for services that have different age restrictions
- Home address?
- Income?

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**Please share your prioritization for these eligibility factors**

ⓘ Start presenting to display the poll results on this slide.

# Mobility Accommodations

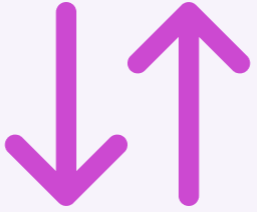
## **Current available factors**

- 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

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**Please share your prioritization for these mobility accommodations**

ⓘ Start presenting to display the poll results on this slide.

# 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

# 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





# Language Capabilities and Translation

# Regional Languages

Balancing the needs of the entire region

Balancing usability and access - where is that perfect fit?

## Known Regional Languages (all three counties)

- Spanish
- Vietnamese
- Russian
- Korean
- Punjabi

## King and Pierce

- Somali
- Farsi
- Tagalog
- Samoan

## King and Snohomish

- Chinese

## Pierce and Snohomish

- Swahili
- Arabic

## Pierce

- Chuukese

## King

- Amharic
- Ukrainian
- Tigrinya
- Burmese
- Nepali
- Cambodian
- Japanese
- Hindi
- Ormoro

# User Testing Taskforce

- Work Plan
- Creating additional document for project dependencies, task ownership
- Proposed Taskforce
  - Bimonthly schedule
  - Focused on implementing the user testing plan
  - Goal: (1) to embed accessibility and usability into the One-Call/One-Click tool; (2) advance the field of accessibility and usability testing in mobility software development.



# Thank You!

**Staci Sahoo**

Director, Mobility Management

[ssahoo@hopelink.org](mailto:ssahoo@hopelink.org)

(425) 943-6769

**Bebhinn Gilbert**

KCMC Program Supervisor

[bgilbert@hopelink.org](mailto:bgilbert@hopelink.org)

(425) 943-6752