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.
One-Call/One-Click Advisory Committee

Multi-modal trip planner and referral system
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. Review Project Milestones
3. User Testing Roadmap
4. Marketing Brainstorm
5. Closing
Introductions

1. Name
2. Pronouns, if comfortable
3. Organization or Affiliation
4. **How do you like to plan vacation?**
   A. Months and years in advance with detailed itineraries
   B. Fly by the seat of your pants and with no plan
   C. Somewhere in between (please share!)
Meeting Goals

1. Attendees will know what has been accomplished for the project.
2. Attendees will provide advice on user testing roadmap
3. Attendees will brainstorm the beginnings of a marketing plan
Latest Updates

1. New Program Manager!
2. Find a Ride One-Call/One-Click Roadmap
3. Latest Data:
   1. Snow Goose Transit
   2. Rainier Foothills Wellness Foundation
   3. Everett Transit (Paratransit)
   4. Sound Generations’ Rides & Smiles
   5. Homage (Darrington route)
   6. Enumclaw Senior Center
Find a Ride User Testing Roadmap
User Testing to Date

• Initial accessibility audit for front end interface
• Routing engine configuration in late 2022 (led by IBI Group)
• Transportation providers shared sample origin/destinations for testing
• Initial internal testing by developers and Mobility team
• Bug tracking and user testing by OCOC partners
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

Data Creation, Validation, and Maintenance
Continuous
Scope of User Testing

Scope: The first piece of Find a Ride is a robust multi-modal trip planner. This trip planner aims to include all transportation options in Snohomish, King, and Pierce counties – including specialized services like neighborhood shuttles and rural programs.

We will be asking community members to test the web-based trip planner for:

• functionality and accuracy of the trip planner
• usability and ease of the interface.
Discussion: Criteria for Moving to Next Phases of User Testing
Remaining Questions

1. How to define Accessibility? For Whom?

2. How do we instill a meaningful testing process for every release?
Marketing Brainstorm
Small Group Instructions

We will be discussing marketing using breakout rooms. We will have 20 minutes in small group and 10 minutes to summarize together as a whole.

There are three questions we would like your feedback on. A Hopelink team member will be in your room to take notes and capture responses.
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?
Next Meetings

**User Testing Taskforce**
Monday March 27, 2023
1 PM-3 PM

**Advisory Committee**
Monday April 24, 2023
1 PM-3 PM

Same meeting link as usual, attendance is optional.
Thank You!

Laura Loe  
Program Manager, Find a Ride  
lloe@hopelink.org  
(425) 941-6791

Staci Sahoo  
Director, Mobility Management  
ssahoo@hopelink.org  
(425) 943-6769