

Rural Transportation Advocacy Project Workgroup

Meeting, 03.20.2026



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Meeting Agenda

01

Introductions

02

Project Updates

03

SKC Workshop Brainstorm

04

Next Steps & Close



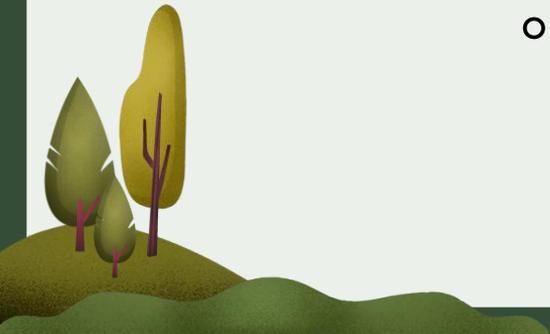
01

Introductions and Updates



Introductions!

- If you are comfortable, please share your:
 - Name
 - Pronouns
 - Organization/Affiliation
 - Title
 - **What brings you to this meeting?**



Project Updates: Timeline



Finding a New Date: Snoqualmie Valley Advocacy 101 Workshop



Updates: Rack Card

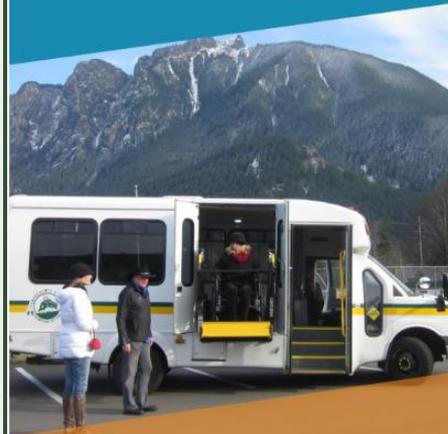
- Removed much of the copy
- More visually engaging
- Added a QR code to a LinkTree with resources & information
- 5 Talking Points are now in a document linked on the LinkTree

<https://linktr.ee/RuralTransportationAdvocacy>

RURAL TRANSPORTATION ADVOCACY PROJECT (RTAP)

Are you concerned about transportation access in your rural community?

The KCMC RTAP project can connect you to advocacy information and resources!



hopelink Transportation Choices National RTAP Rural Transit Assistance Program
Snoqualmie Valley TRANSPORTATION COALITION



Scan the QR code below to access helpful information and resources for transportation advocacy!



Updates: 5 Talking Points

- In a document uploaded to the KCMobility website and to the RTAP LinkTree
- Expanded upon talking points, added supporting data and statistics
- Source listed on the final page of the document

Rural Transportation Advocacy

5 Talking Points to Influence Decision-Makers

1. The Rural-Urban Mobility Gap

Rural communities consistently face structural transportation disadvantages that leave non-drivers and those with mobility impairments with limited options.

- Transit agencies also often prioritize dense urban areas for service, leaving rural populations underserved.
- Even when transit is available in rural areas, residents may live miles from the nearest transit stop, creating significant barriers for older adults and those with mobility issues.
- Research shows that non-driving disabled adults in rural areas often rely on informal networks, limited paratransit services, or demand-response systems to get where they need to go (Meyers and Standley, 2024). While necessary and valuable, these services often require more advanced planning and longer wait times.
- The rural-urban mobility gap does not only mean fewer options for rural residents, it also means less independence, less opportunity, and more barriers that disproportionately impact non-drivers.

2. Reliable Transportation Opens Doors

Reliable transportation is a critical gateway to economic stability, health, and community participation.

- When people lack dependable transportation, they are more likely to struggle with everyday activities related to health and wellness (Wu and Decker, 2021).
- Expanded transit options increase residents' ability to pursue employment, job training, and health services (Del Rio, Hangrove and Tomaka, 2017).
- Community-based and volunteer transportation programs in particular can reduce isolation and improve access to medical and social services (Krasniuk, Lawson, and Crizzle, 2025).

3. Non-drivers in rural communities face particular challenges.

There are non-drivers in every community, but those living in rural areas face distinct and often more severe challenges.

03

Looking Ahead: Adjustments to Outreach Strategy



Targeted Outreach for Events

Goal: Strengthen Community Buy-in

- Partner with community organizations to find community representatives to attend workshops
- Share optional template for gathering ideas and talking points to bring to the workshop
- Formally acknowledge community partners at the event

For Workgroup Partners:

- Are there any organizations or people within your organization that you would be willing to reach out to or connect us with?
- Any other ideas for targeted outreach?



Organizations to target in outreach?

All responses to your question will be shown here

Each response can be up to 200 characters long

Turn on voting to let participants vote for their favorites



menti.com
7390 5178

Waiting for participants



Mentimeter



HC



Menti

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Select which slide to add

Organizations to target in outreach?

Mentimeter

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04

Looking Ahead: Brainstorming for SKC Event



When is the best time for the South King County RTAP Workshop to be held?

Morning

Afternoon

Evening

Mentimeter



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Waiting for participants



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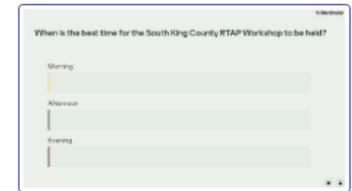


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Outreach Strategy & Toolkit Brainstorm

- Tips and tricks for event outreach and promotion?
- Would a toolkit for partners be useful in this instance?
- If yes, what should be included in this toolkit?



05

Next Steps, Discussion, and Close



Next Steps

For Mobility Staff:

1. Secure venue and finalize date for SKC event
2. Create outreach plan for SKC event and share with partners
3. Finalize new Snoqualmie Valley Workshop date and share with partners

For Workgroup Partners:

Next Meeting: Friday, May 15th, 10:30am – 12pm on Zoom



05

Discussion and Close

