Acknowledgments

The Coordinated Awareness Campaign was a project from the Snoqualmie Valley Mobility Coalition (SVMC) that relied on dedicated partnerships and coordination from the Snoqualmie Valley community. The deliverables for the project were created in a collaborative space using skills from University of Washington volunteers, insightful feedback from coalition partners, generous resources from Snoqualmie Valley cities and towns, and continual support from the Hopelink Mobility Management team.

As a multi-pronged campaign relying on the communication outlets from several cities and jurisdictions, there are many individuals to thank for their support. To the communication departments and city staff, we thank Cheri James, Shaun Tozer, Asela Chavez, Danna McCall, Joan Pliego, Gail Folkins, Angela Donaldson, Sue Hoblink, Nancy Moore, Jim Ribail, Becky Buelna, Liz Maurer, and Ben Swanson.

For creating the informational flyers, thanks to the University of Washington volunteers from Communication Leadership Consulting, Susan MacLaren, Chad Arveson, and Cassandra Hernandez. Thank you also to the Hopelink Communications department for final edits, Kris Betker for the press release distribution, and King County Metro for printing the flyers.

In addition, many community organizations and members have helped share the information by posting and sharing flyers. Thank you to Amy Biggs of Snoqualmie Valley Transportation for adding flyers to their buses. Thank you to Jenn Carter and Lindsay Ellsworth with the King County Library System for posting flyers on library message boards and making copies available for library patrons. Thank you to Brenda Zimmer from the Carnation Chamber of Commerce for including flyers in new resident welcome packets. And finally, thank you to local post offices, food banks, senior centers, churches, and organizations for sharing with their communities.

We have had the vantage point of seeing Snoqualmie Valley groups come together and make their time and resources available for this project. The conversations and the encouragement we received during the project convey how much people care about their communities and are willing to work together to improve access and quality of life for the Valley. On behalf of the Snoqualmie Valley Mobility Coalition, we thank you all for your support in making this project a success and supporting improved mobility in our beloved Snoqualmie Valley!

Salwa Raphael
Snoqualmie Valley Mobility Coordinator
Hopelink Mobility Management

Bree Boyce
Senior Manager of Coalitions
Hopelink Mobility Management
# Table of Contents

Acknowledgments ......................................................................................................................... 2
Executive Summary .......................................................................................................................... 4
Strategy ........................................................................................................................................... 5
Lessons Learned ............................................................................................................................. 10
Successes ......................................................................................................................................... 11
Next Steps ........................................................................................................................................ 12
Conclusion ........................................................................................................................................ 12
Appendix A: Coordinated Awareness Campaign Toolkit ................................................................. 13
Website Content .............................................................................................................................. 14
Flyers ................................................................................................................................................ 14
Newsletter ......................................................................................................................................... 15
Social Media - Facebook ................................................................................................................. 15
Social Media - Instagram .................................................................................................................. 19
Social Media - Twitter ...................................................................................................................... 22

---

*Riders board the Snoqualmie Valley Transportation shuttle, photo courtesy of Snoqualmie Valley Transportation.*
Executive Summary

The Snoqualmie Valley Mobility Coalition (SVMC) convened in 2017 to connect communities and strengthen efforts to improve transportation and mobility options for the Snoqualmie Valley. The coalition brings together a network of transportation providers, city staff, elected officials, human services organizations, and community members to educate, coordinate, and advocate for transportation solutions. As a rural area of King County, the Valley experiences unique barriers and challenges in meeting the needs of non-drivers and potential riders, including people with disabilities, older adults, people with lower incomes, English-language learners, and youth populations.

After convening in 2017, the SVMC began efforts to identify transportation priorities in the region. SVMC’s 5 Year Transportation Plan was published in 2020, resulting from a Needs Assessment, community surveys, and one-on-one interviews. The plan resulted in a list of priority projects for SVMC to pursue. Among these was a need for greater awareness of existing transportation options in the Snoqualmie Valley. As the coalition works to improve and expand transportation services for the region, it also needs to inform and educate residents about the existing options for everyone to use to access employment, health, education, essential services, community connections, and more.

Public transportation in the Valley is potentially less identifiable, and who can use the services may be misunderstood. The traditional transportation modes, such as big buses and fixed routes, proved less effective and efficient for the rural Snoqualmie Valley communities. To meet the unique transportation needs of Valley riders, vehicles shifted to smaller shuttles, vans, and personal volunteer driver cars. These smaller vehicles are not only less identifiable as public transportation but also lend to a misunderstanding that the services are only available for specialized groups.

Increasing awareness would help connect riders to services that they might not be familiar with and potentially serve to increase ridership, an important measure when advocating for improved, expanded, and new services.

The 2021 Coordinated Awareness Campaign Project aimed to provide solutions to the challenges of transportation awareness in Snoqualmie Valley. The goals of the project were: to provide comprehensive resources where all transportation services can be found, make clear the rider eligibility, if any, and make it easier for people to access and connect to the services they need. The intended outcomes would be increased awareness, increased use of services, and a more robust communication and information-sharing network.

The following evaluation report provides additional details on this project including lessons learned, successes, and next steps. To request this report in alternative formats or to get involved please contact the Hopelink Mobility team at mobility@hopelink.org or 425-943-6760.

A group of SVMC members posing in celebration of publishing the 5 Year Transportation Plan.
Strategy

This project took shape in the form of a multi-pronged marketing campaign that was designed to increase awareness of the current transportation options available in Snoqualmie Valley. This awareness campaign included targeted information for various demographics and translated materials in Spanish. These targeted demographics included:

- People with disabilities
- Older adults
- Youth
- People with low incomes
- Healthcare travel needs
- And the general public

Initial conversations with city communications staff indicated that it would be feasible to help distribute the information and identified which channels would be available to the project. Because of the smaller populations of Snoqualmie Valley towns and cities, considerations were made for staff capacity. It was important to understand the parameters for working with each jurisdiction, identify the correct contacts for each deliverable, and understand the timelines. One of the priorities was to make the project as low-impact on the staff as possible. It was decided that a toolkit would be created, delivering all content, and allowing staff access to materials relevant to their community.

The campaign’s success relied on these strong, established partnerships with Valley cities and towns through the coalition’s work. The coordinated efforts with regional cities and leveraging their resources for production and distribution of deliverables resulted in a toolkit (See Appendix A) which included:

- Updated city-specific recommendations for transportation pages on city websites
- Targeted social media content for multiple platforms
- Press releases
- Newsletter content for city mailers/utility bills
- Informational flyers for mailing, digital distribution, and physical posting
Project Timeline

- Feb - Mar 2021
  - Project plans developed
  - Scoping & strategy conversations
  - Engagement with cities & key stakeholders

- April - Aug 2021
  - Content & deliverable creation
  - Translations
  - Various rounds of feedback & approvals

- Sept - Dec 2021
  - Toolkit promotion
  - Targeted social media campaign
  - Press releases
  - Snoqualmie Valley record interview

- Jan - July 2022
  - Continuous promotion
  - Project evaluation
  - Identifying next steps

Website Content

Website recommendations compiled transportation services and resources available specifically to each jurisdiction. The distinction between the different Valley jurisdictions is essential because options and resources change depending on the location within the Valley. To make the varying options more understandable for the website user, the information was organized by rider demographics, including options for everyone, options for older adults, options for people with disabilities, options for youth, transportation to healthcare appointments, and resources for people with lower incomes. Entries were hyperlinked for quick access to more detailed information about providers and resources. The final document was provided in a format for easiest copying and transferring to the websites. (See Appendix A).
These efforts and collaborations resulted in all six Snoqualmie Valley Mobility Coalition jurisdictions adopting the website recommendations including North Bend, Snoqualmie, Fall City, Carnation, Duvall, and Monroe. Existing transportation landing pages were updated with the expanded and newly organized information. In three jurisdictions, entirely new transportation pages were created to provide a new resource for their community.

A city website is an easily found, ever-present, and available resource to the community. The updated websites provide a quick, easy reference to direct community members to specific transportation information, including details about the services that may be best suited to their needs.
The Snoqualmie Valley Mobility Coordinator will be responsible for providing updated information to the communications staff, who will then update the transportation website pages. The coordinator will review content and share changes biannually, aligning with service change announcements from transit providers, or when changes are announced. New partnerships with communications staff that emerged from the project will be key to maintaining information accuracy.

**Informational Flyers**

A general flyer was created that provides a brief listing of all the transportation options available throughout the Snoqualmie Valley, including a QR code that connects the reader to [FindARide.org](http://FindARide.org) for the most up-to-date information. The broad nature of the information allowed for the flyers’ distribution throughout the Valley. The content was meant to be more evergreen, so the information would still be useful and relevant despite changing schedules.

Three cities, Snoqualmie, Carnation, and Duvall, partnered with the flyer distribution. The 2-sided flyers in English and Spanish were included with the monthly utility bill mailings. These mailings reached over 7,000 households in the Snoqualmie Valley.

Community boards were also used for posting the flyer at various locations. The general flyers were posted at libraries, post offices, food banks, and other community message boards. The Carnation Chamber of Commerce also agreed to distribute flyers in their welcoming packets to new residents.

*The general informational flyer posted at the Carnation post office, displaying both the English and Spanish versions.*
In addition to the general flyer, demographic specific flyers were created for sharing with organizations that work with priority groups. (See Appendix A).

The demographic flyers included:

- Options for Older Adults
- Options for People with Disabilities
- Options for Healthcare Travel
- Options for Youth
- Options for People with Limited Income

The distribution of these flyers relied on sharing directly with organizations. For example, both senior centers in the Snoqualmie Valley received copies to share in their information libraries. The toolkit and youth flyers were shared with youth organizations and school district counselors for youth populations.

### Social Media

As a multi-pronged campaign, it was important to identify and utilize every available information outlet. Feedback from conversations confirmed that social media is a primary outlet for information sharing for some Snoqualmie Valley communities. Each jurisdiction utilized varying social media platforms and managed those platforms differently. To accommodate the range of options, various social media posts were created that included general messaging to more targeted demographic messaging. The toolkit included posts formatted for Facebook, Instagram, and Twitter. To aid easier posting, they included text in both English and in Spanish, images, and alternative text. (See Appendix A)
Newsletter and News Outlets

Newsletter content was drafted for local, smaller newsletters and were also included in the toolkit. Additionally, a press release was distributed to local news sources to let the community know about the campaign and the new transportation resources.

Link to published Living Snoqualmie article is available here.
Link to the original press release here.

Lessons Learned

Partnerships

In working with several partners through the various stages of the project, it is crucial to anticipate, respect, and understand the limited capacity of individuals. The design and beginning of the project relied on volunteer capacity, the content of the project required partner review for accuracy, and the final step of translating materials depended on contributions from multiple sources.

The Coordinated Awareness Campaign project received additional support from volunteers working with the University of Washington Communication Leadership Consulting program. The final design could not have been achieved without the help of those volunteers, including the multiple social media posts generated for the project. However, consideration should be given to the time investment in onboarding multiple volunteers to the project at different phases. The partnership could have been streamlined if we had begun collaborating in the conception phase. Hopelink’s Communications team also provided final design support. It is possible that time working on design could have been reduced if the Hopelink department had been initiated sooner.

A review of information included on flyers and website content should have been sent to partners earlier. Delays in delivering content to partners resulted in both increased editing time and design compromise.

Translation of the deliverables was essential to the accessibility of the project and information. Volunteers and bilingual staff helped with translation. The materials were also sent to translation services which then required edits to translations that had already been done. Editing the translations became another step in the final stages of the project which was time consuming. Using one source for translations to avoid duplicating efforts is recommended.

Outreach and Distribution

The partnerships throughout the Valley proved to be critical for distribution of information. For residents of Snoqualmie Valley Cities, resources provided by their local governments gave broader access to transportation information. However, many residents live in the unincorporated parts of
King County that do not receive mailings from any cities. It was not until the end of the project that a connection was made with King County Local Services for promotion in unincorporated areas. The partnership with Local Services should be further fostered for future information projects. Additionally, working with partners in Fall City, an unincorporated town in the Snoqualmie Valley, helped provide distribution and resources to that Valley region.

**Deliverables**

A lot of effort and time went into creating social media posts for three different platforms and six different demographics. The bulk of the toolkit delivered was the social media content; 17 pages out of the 20-page document. Ultimately, the social media content was not widely posted. It could be concluded that all the variables made using the toolkit confusing or too unwieldy. It would be recommended to simplify a social media campaign for more successful distribution. It was also suggested that instead of assuming all partners would create their own post, it would be more effective to determine a day or week that one partner would post (for example, Hopelink) and partners could reshare post.

The same conclusion can be made of the toolkit as well. Though the intention of the toolkit was to provide easy access to all the deliverables in one document, it probably was too big and ultimately confusing for partners to use at 20 pages long. Often the information was copied and pasted from the toolkit to share with specific partners about the specific deliverables. In trying to cover all possible needs, too many formats were offered, including Word documents, PDFs, Jpeg, and PNG formats. It is recommended to keep the toolkit as streamlined as possible. If it is inevitable to have a lot of information to share, breaking down the elements into smaller, separate folders or documents may be more user-friendly.

**Successes**

One measure of success for the Coordinated Awareness Campaign is weighing the new resources created for the project. Snoqualmie Valley communities now have new, multiple outlets to find information about their transportation options and resources. The content is more comprehensive and organized in its delivery and usefulness to the end user.

Another measure speaks to the “coordinated” aspect of the project. The Coordinated Awareness Campaign leveraged existing partnerships with jurisdictions and municipalities in the Snoqualmie Valley, formed new relationships with communications staff, and discovered new information-sharing channels. The groundwork to successfully distribute information through various outlets means that resources and information can reach a broader population. With diligent and mindful communication, these outlets can continue to be utilized to share important transportation updates to communities.

With the project being executed during the COVID-19 pandemic, it was a key opportunity to reintroduce people to riding transit while transitioning from the isolating restrictions. As the
Snoqualmie Valley Mobility Coalition continues to coordinate and support efforts to improve existing transportation options in the Valley, it will be important to communicate ongoing efforts and widely share when there are changes and new options become available. We look forward to sharing exciting new services in the future.

Next Steps

Though the deliverables from the project were created to be as evergreen as possible, changes to routes and services are a regular occurrence. The Snoqualmie Valley Mobility Coordinator will be responsible to communicate website updates to city staff. These updates will coincide with the biannual transit updates that are released in the Fall and Spring or as needed.

With the creation of the deliverables, a complete and overarching understanding of services operating in the Snoqualmie Valley emerged. This understanding will help strengthen the advocacy for the specific gaps and needs of each community. The SVMC projects will continue to focus on the needs of non-drivers and those with specific transportation needs in the Snoqualmie Valley. Understanding the difference in options for a North Bend rider compared to a Duvall rider will allow for specific needs in specific areas of the Valley.

Conclusion

In conclusion, targeted information sharing strategies are particularly effective for the Snoqualmie Valley to address the varying needs and options, unique to each city and town. Coordinating efforts with partner cities, transportation providers, and human service providers is necessary to increase the awareness of transportation options, increase ridership, and ultimately advocate for a complete mobility network.

The Snoqualmie Valley Mobility Coalition (SVMC) will continue building relationships, educating the community about transportation options, and advocating for non-driver mobility needs. If are interested in this work and would like to support the SVMC, please contact the Senior Program Manager for Coalitions, Bree Boyce, at BBoyce@hopelink.org.
Appendix A: Coordinated Awareness Campaign Toolkit

Toolkit for Snoqualmie Valley Coordinated Awareness Campaign

Background

The Snoqualmie Valley Mobility Coalition (SVMC) has identified a need for greater awareness of existing transportation options in the Snoqualmie Valley. Though public transportation is available in the Valley, it is less identifiable with the use of smaller vehicles, such as shuttles, vans, and personal vehicles. Also, there is a potential misconception that the transportation is only available for specialized groups. As we advocate for improved transportation services for the Snoqualmie Valley, we also want to inform residents of their options to access employment, health, education, and social services.

This toolkit has been designed to be adaptable to partners’ available resources and simplify delivering comprehensive and helpful transportation information to the residents of the Snoqualmie Valley. The information is designed so that there can be regular and continued sharing and outreach.

For questions, additional information, or to request printed flyers, please reach out to Snoqualmie Valley Mobility Coordinator, Salwa Raphael, at sraphael@hopelink.org or 425-466-3442. Thank you for your participation and assistance in the Coordinated Awareness Campaign project.

The following links provide quick navigation to specific sections in the toolkit:

Website Content
Flyers
Newsletter
Social Media – Facebook
Social Media – Instagram
Social Media - Twitter

Website Content Resources

Website content has been drafted to reflect the unique transportation options for each jurisdiction. The documents are provided below for easy updates and additions to websites. It is encouraged that a dedicated transportation page be available on partner websites. A featured tab on the homepage is ideal, or a prominent heading under a homepage tab.

Physical Collateral

Printable flyers are provided for distribution to residents through mailers, outreach to the public through organizational sharing, and postings at community gathering and posting spaces. Please note that PDF flyers are hyperlinked for digital postings. Six different flyers have been generated to reflect the needs of specific demographics and travel purposes. Spanish versions have been provided. Printed flyers are available upon request.
Social Media & Digital Media Resources

Social media content is provided for reaching out to different targeted demographics based on specific transportation needs. Social media graphics are provided for Facebook, Instagram, Twitter, and suggested post copy and alternate text. It is encouraged that postings be ongoing and rotate through the different demographic messaging options. Alternate text for screen readers and Spanish translations have been provided.

As well, messaging for a newsletter has been drafted and provided for including in digital or print newsletters where feasible. Spanish translations have been provided.

Website Content

<table>
<thead>
<tr>
<th>North Bend</th>
<th>North Bend Website Recommendations - PDF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snoqualmie</td>
<td>Snoqualmie Website Recommendations - PDF</td>
</tr>
<tr>
<td>Fall City</td>
<td>Fall City Recommendations - PDF</td>
</tr>
<tr>
<td>Carnation</td>
<td>Carnation Website Recommendations - PDF</td>
</tr>
<tr>
<td>Duvall</td>
<td>Duvall Website Recommendations - PDF</td>
</tr>
<tr>
<td>Monroe</td>
<td>Monroe Website Recommendations - PDF</td>
</tr>
</tbody>
</table>

Flyers

<table>
<thead>
<tr>
<th>General</th>
<th>English Versions PDF &amp; PNG</th>
<th>Spanish Versions PDF &amp; PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ENGLISH PDF - General Flyer Coordinated Awareness Campaign</td>
<td>SPANISH PDF - General Flyer Coordinated Awareness Campaign</td>
</tr>
<tr>
<td></td>
<td>ENGLISH PNG - General Flyer Coordinated Awareness Campaign</td>
<td>SPANISH PNG - General Flyer Coordinated Awareness Campaign</td>
</tr>
<tr>
<td>People with Disabilities</td>
<td>ENGLISH PDF - Disabilities Flyer Coordinated Awareness Campaign</td>
<td>SPANISH PDF - Disabilities Flyer Coordinated Awareness Campaign</td>
</tr>
<tr>
<td></td>
<td>ENGLISH PNG - Disabilities Flyer Coordinated Awareness Campaign</td>
<td>SPANISH PNG - Disabilities Flyer Coordinated Awareness Campaign</td>
</tr>
<tr>
<td>Healthcare Travel</td>
<td>ENGLISH PDF - Healthcare Flyer Coordinated Awareness Campaign</td>
<td>SPANISH PDF - Healthcare Flyer Coordinated Awareness Campaign</td>
</tr>
</tbody>
</table>
### Newsletter

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Short Newsletter Submission English and Spanish - PDF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall City Newsletter</td>
<td>Fall City Newsletter English and Spanish - PDF</td>
</tr>
</tbody>
</table>

### Social Media - Facebook

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Copy</th>
<th>Image</th>
<th>Alt Text</th>
</tr>
</thead>
</table>
| General  | Do you rely on public transportation? Require travel accommodations? Want to drive less? Find your ride! Discover the transportation options for the Snoqualmie Valley. Which travel option is right for you? Visit FindARide.Org or Call 425-943-6760 for assistance. #snoqualmievalleytransportation #transit #kingcountrymetro @hopelinkhelps | 1200x630px | [Image description: Two shuttles parked side by side painted green on top and yellow gold on bottom. A text box with the URL FINDARIDE.ORG to learn more.]
<p>| Spanish  | ¿Depende usted del Transporte Público? Necesita algún tipo de acomodación? ¿Desea manejar menos? Encuentre alternativas de transporte! Descubra opciones de transporte en el Valle de Snoqualmie. ¿Qué opción es mejor para usted? Visite fiandaride.org o llame al 425-943-6760 para asistencia. #snoqualmievalleytransportation #transportepublico #ayuda #kingcountrymetro @hopelinkhelps #transporte #movilidad |       | [Descripción de la imagen: Dos autobuses amarillos con verde estacionados. Texto: URL FindARide.org Encuentre opciones e información para sus necesidades de transporte] |</p>
<table>
<thead>
<tr>
<th>General</th>
<th>Drive less. See more. Sit back and enjoy the beautiful sights of Snoqualmie Valley while getting where you need to go. Find public transportation and volunteer ride programs that do the driving for you. Visit FindARide.org or Call 425-943-6760 for help finding options. #snoqualmievally #snoqualmievallytransportation #transit #kingcountrymetro @hopelinkhelps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>Maneje menos y disfrute el paisaje! Síntese cómodamente y disfrute la hermosa vista del Valle de Snoqualmie mientras se transporta a donde necesita. Encuentre programas de voluntarios y transporte público que manejan por usted. Visite FindARide.org o llame al 425-943-6760 para encontrar la mayor opción. #Snoqualmievally #snoqualmievallytransportation #transportepublico #ayuda #kingcountrymetro @hopelinkhelps #movilidad</td>
</tr>
<tr>
<td>Older Adults</td>
<td>If you are 55+, have a relative, or a neighbor who is 55+, there are programs that can assist with transportation needs. Sound Generations offers two programs for older adults in the Snoqualmie Valley. Visit FindARide.org or Call 425-943-6760 for transportation assistance. #snoqualmievally #snoqualmievallytransportation #transit #kingcountrymetro @hopelinkhelps</td>
</tr>
<tr>
<td>Spanish</td>
<td>Si usted, un familiar o un conocido tiene más de 55 años y necesita asistencia en transporte, existen programas que lo pueden ayudar con sus necesidades! Sound Generations ofrece 2 programas de asistencia para mayores de 55 en el Valle de Snoqualmie. Visite FindARide.org o llame al 425-943-6760 si necesita asistencia. #snoqualmievally #snoqualmievallytransportation #transportepublico #ayuda #movilidad</td>
</tr>
</tbody>
</table>
| **Older Adults** | Do you, a relative, or a neighbor need a ride to a healthcare appointment and are 55+? Let Sound Generations Volunteer Transportation Program help find you a ride. Call 206-448-5740 to request a ride in advance. Or Visit FindARide.org for more transportation options.

#snoqualmievalltransportation #transit #kingcountrymetro @hopelinkhelps #accessibility |

| **Spanish** | ¿Usted, un familiar o un vecino necesita transporte a una cita médica y es mayor de 55 años? ¡Permita que el programa de conductores Voluntarios de Sound Generations lo asista! Llame al 206-448-5740 para solicitar un servicio con anticipación o visite FindARide.org para explorar otras opciones.

#snoqualmievalltransportation #transportepublico #ayuda #kingcountrymetro @hopelinkhelps #movilidad |

| **People with Disabilities** | Do you have a disability or need travel accommodations? Accessible transportation services are available in the Snoqualmie Valley to help you run errands, get to your appointments, travel to work, and more. Visit FindARide.org, choose the Snoqualmie Valley region, then select your required accommodations. You can also call Hopelink’s Transportation Resource line at 425-943-6760 for further assistance.

#snoqualmievalltransportation #transit #kingcountrymetro @hopelinkhelps #accessibility |

| **Spanish** | ¿Tiene usted una discapacidad o necesita acomodación especial para movilizarse? El Valle de Snoqualmie cuenta con opciones de transporte disponibles para cubrir sus necesidades! Movilícese a su trabajo, a sus citas médicas, a comprar alimentos y otros destinos más. Visite FindARide.org, seleccione la región de Snoqualmie Valley e indíque las acomodaciones que necesita. También puede llamar a la Línea de Recursos de Transporte de Hopelink al 425-943-6760 para encontrar asistencia.

#snoqualmievalltransportation #transportepublico #ayuda #kingcountrymetro @hopelinkhelps #movilidad |

| **Lower Income** | If you or someone you know has a limited income, resources are available to help make transportation more affordable. Within the Valley, ride the Snoqualmie Valley Transportation Shuttle with a $1 fare. Call or visit the resources on the attached flyer. To learn about other reduced fare options and for one-on-one assistance, call the Transportation Resource Line, 425-943-6760. |

| **Image description:** Two older women with white hair are standing next to each other and smiling. They are in a parking lot by the trunk of a black car. One woman holds a cane, and the other holds a shopping bag. The text box reads Volunteer Ride Programs for Older Adults and a FindARide.org URL with a QR Scan box. |

| **Image description:** A man in a wheelchair is being lowered on an Access Shuttle lift. The shuttle driver is outside next to the lift. The shuttle is white with yellow and blue stripes. The text box reads FindARide.org, Find transportation for your accessibility needs with QR Scan box. |

| **Image description:** A flyer with text reading Getting around the Valley, Transportation Options for People with Limited Income. Three resources are listed; for the ORCA Lift Card, call 800-756-5437, for the Subsidized |
¡Si usted o algún conocido tiene un ingreso limitado, existen recursos disponibles para hacer el transporte más accesible! Viaje dentro del Valle por tan solo $1 dólar en el Shuttle de Snoqualmie Valley Transportation. Llame o acceda a los recursos en el volante adjunto. Para aprender sobre otras opciones de tarifa reducida y para asistencia uno a uno, llame a la Línea de Recursos de Transporte: 425-943-6760.

@hope linkhelps#kingcountymetro #snoqualmievalleytransportation #transit

¡Sabía usted que sus hijos pueden viajar en el Shuttle de Snoqualmie Valley Transportation? ¡Sabía que existe una Orca Card con tarifa reducida (Youth Orca) para menores entre los 6 y los 18 años? Evite manejar y motive a sus hijos a usar el transporte público. Visite FindARide.org para explorar opciones y recursos de transporte o llame a la Línea de Recursos de Transporte de Hopelink al 425-943-6760 para encontrar asistencia.

@hope linkhelps#kingcountymetro #snoqualmievalleytransportation #transit

Did you know your child can ride the Snoqualmie Valley Transportation Shuttle? Did you know there are reduced-fare ORCA Youth cards available for children 6-18? Reduce your chauffeuring and empower kids to utilize public transportation. Visit FindARide.org for further assistance, 425-943-6760.

@hope linkhelps#kingcountymetro #snoqualmievalleytransportation #transit

¿Sabía usted que sus hijos pueden viajar en el Shuttle de Snoqualmie Valley Transportation? ¡Sabía que existe una Orca Card con tarifa reducida (Youth Orca) para menores entre los 6 y los 18 años? Evite manejar y motive a sus hijos a usar el transporte público. Visite FindARide.org para explorar opciones y recursos de transporte o llame a la Línea de Recursos de Transporte de Hopelink al 425-943-6760 para encontrar asistencia.

@hope linkhelps#kingcountymetro #snoqualmievalleytransportation #transit

Youth

Annual pass call 877-501-2233, and for the Reduced Fare Portal visit reducedfare.kingcounty.gov to get started. A QR Code is provided for scanning.


[Image description: A young boy with short dark hair, wearing a light blue face mask, is standing and holding a yellow bar on a bus. The text box reads FindARide.org, Find transportation for Youth with a QR Scan Box]

[Descripción de la imagen: Un menor de edad parado al interior de un autobus agarrado de una barra amarilla. Texto: URL FindARide.org encuentre transporte para sus hijos y un QR para escanear.]

[Image description: A young boy with light brown hair sits next to a young girl with blonde hair on a school bus. The text box reads FindARide.org, Find transportation for Youth with a QR Scan Box]

[Descripción de la imagen: Un niño de pelo castaño claro se sienta junto a una niña de pelo rubio en un autobús escolar. El cuadro de texto dice FindARide.org, encuentre
<table>
<thead>
<tr>
<th>Instagram</th>
<th>Copy</th>
<th>Image</th>
<th>Alt Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>Do you rely on public transportation? Require travel accommodations? Want to drive less? Find your ride! Discover the transportation options for the Snoqualmie Valley. Which travel option is right for you? Visit FindARide.Org or Call 425-943-6760 for assistance. #snoqualmievalleytransportation #transit #kingcountrymetro @hopelinkhelps #Snoqualmievalley</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish</td>
<td>¿Depende usted del Transporte Público? Necesita algún tipo de acomodación? ¿Desea manejar menos? Encuentre alternativas de transporte! Descubra opciones de transporte en el Valle de Snoqualmie. ¿Qué opción es mejor para usted? Visite findaride.org o llame al 425-943-6760 para asistencia. #snoqualmievalleytransportation #transportepublico #ayuda #kingcountrymetro @hopelinkhelps #transporte #movilidad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>General</td>
<td>Drive less. See more. Sit back and enjoy the beautiful sights of Snoqualmie Valley while getting where you need to go. Find public transportation and volunteer ride programs that do the driving for you. Visit FindARide.org or Call 425-943-6760 for help find options. #snoqualmievalleytransportation #transit #kingcountrymetro @hopelinkhelps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish</td>
<td>¡Maneje menos y disfrute el paisaje! Síntese cómodamente y disfrute la hermosa vista del Valle de Snoqualmie mientras se transporta a donde necesita. Encuentre programas de voluntarios y transporte público que manejan por usted. Visite FindARide.org o llame al 425-943-6760 para encontrar la mejor opción. #snoqualmievalley #snoqualmievalleytransportation #transporte #ayuda #kingcountrymetro @hopelinkhelps #transporte #movilidad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Older Adults</td>
<td>If you are 55+, have a relative, or a neighbor who is 55+, there are programs that can assist with transportation needs. Sound Generations offers two programs for older adults in the Snoqualmie Valley. Visit FindARide.org or call 425-943-6760 for transportation assistance. #snoqualmievalleytransportation #transit #kingcountrymetro @hopelinkhelps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spanish</td>
<td>¿Usted, un familiar o un vecino necesita transporte a una cita médica y es mayor de 55 años? ¡Permita que el programa de conductores Voluntarios de Sound Generations lo asista! Llame al 206-448-5740 para solicitar un servicio con anticipación o visite FindARide.org para explorar otras opciones. #Snoqualmievalley #snoqualmievalleytransportation #transporte #ayuda #kingcountrymetro @hopelinkhelps #transporte #movilidad</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Older Adults | Do you, a relative, or a neighbor need a ride to a healthcare appointment and are 55+? Let Sound Generations Volunteer Transportation Program help find you a ride. Call 206-448-5740 to request a ride in advance. Or Visit FindARide.org for more transportation options. #snoqualmievalleytransportation #transit #soundgenerations @hopelinkhelps #accessability |
| Spanish       | ¿Usted, un familiar o un vecino necesita transporte a una cita médica y es mayor de 55 años? ¡Permita que el programa de conductores Voluntarios de Sound Generations lo asista! Llame al 206-448-5740 para solicitar un servicio con anticipación o visite FindARide.org para explorar otras opciones. #snoqualmievalleytransportation #transporte #ayuda #kingcountrymetro @hopelinkhelps #transporte #movilidad |

| People with Disabilities | Do you have a disability or need travel accommodations? Accessible transportation services are available in the Snoqualmie Valley to help you run errands, get to your appointments, travel to work, and more. Visit FindARide.org, choose the Snoqualmie Valley region, then select your required accommodations. You can also call Hopelink’s |
| People with Disabilities | [Image description: Two older women with white hair are standing next to each other and smiling. They are in a parking lot by the trunk of a black car. One woman holds a cane, and the other holds a shopping bag. The text box reads Volunteer Ride Programs for Older Adults and a FindARide.org URL with a QR Scan box.] |

<p>| People with Disabilities | [Image description: A man in a wheelchair is being lowered on an Access Shuttle lift. The shuttle driver is outside next to the lift. The shuttle is white with yellow and blue stripes. The text box reads FindARide.org, Find transportation for your accessibility needs with QR Scan box.] |</p>
<table>
<thead>
<tr>
<th>Spanish</th>
<th>Lower Income</th>
<th>Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>¿Tiene usted una discapacidad o necesita acomodación especial para movilizarse? ¡El Valle de Snoqualmie cuenta con opciones de transporte disponibles para cubrir sus necesidades! Movilícese a su trabajo, a sus citas médicas, a comprar alimentos y otros destinos más. Visite FindARide.org, seleccione la región de Snoqualmie Valley e indique las acomodaciones que necesita. También puede llamar a la Línea de Recursos de Transporte de Hopelink al 425-943-6760 para encontrar asistencia. #snoqualmievalleytransportation #transportepublico #ayuda #kingcountrymetro @hopelinkhelps #transporte #movilidad</td>
<td>If you or someone you know has a limited income, resources are available to help make transportation more affordable. Within the Valley, ride the Snoqualmie Valley Transportation Shuttle with a $1 fare. Call or visit the resources on the attached flyer. For one-on-one assistance, call the Transportation Resource Line, 425-943-6760. @hopelinkhelpsingcountymetro#snoqualmievalleytransportation #transit</td>
<td>Did you know your child can ride the Snoqualmie Valley Transportation Shuttle? Did you know there are ORCA Youth cards available for children 6-18? Reduce your chauffeuring and empower kids to...</td>
</tr>
<tr>
<td>![Image description: Un hombre mayor en silla de ruedas bajando en la rampa de acceso de un autobús de Access. El autobús es blanco con una franja Amarillo, azul y rojo. Texto: URL FindARide.org Encuentre transporte accessible para sus necesidades y un QR para escanear.]</td>
<td>![Image description: A flyer with text reading Getting around the Valley, Transportation Options for People with Limited Income. Three resources are listed; for the ORCA Lift Card, call 800-756-5437, for the Subsidized Annual pass call 877-501-2233, and for the Reduced Fare Portal visit reducedfare.kingcounty.gov to get started. A QR Code is provided for scanning]</td>
<td>![Image description: A young boy with short dark hair, wearing a light blue face mask, is standing and holding a yellow bar on a bus. The text box reads FindARide.org,]</td>
</tr>
</tbody>
</table>
utilize public transportation. Visit FindARidge.org transportation options and resources. Or call the Transportation Resource Line for further assistance, 425-943-6760. 
@hopelinkhelps #kingcountymetro #snoqualmievalleytransportation #transit

¿Sabía usted que sus hijos pueden viajar en el Shuttle de Snoqualmie Valley Transportation? ¿Sabía que existe una Orca Card con tarifa reducida (Youth Orca) para menores entre los 6 y los 18 años? Evite manejar y motive a sus hijos a usar el transporte público. Visite FindARide.org para explorar opciones y recursos de transporte o llame a la Línea de Recursos de Transporte de Hopelink al 425-943-6760 para encontrar asistencia 
#snoqualmievalleytransportation #transportepublico #ayuda #kingcountymetro @hopelinkhelps #transporte #movilidad

Find transportation for Youth with a QR Scan Box

[Descripción de la imagen: Un menor de edad parado al interior de un autobus agarrado de una barra amarilla. Texto: URL FindARide.org encuentre transporte para sus hijos y un QR para escanear.]

Social Media - Twitter

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Copy</th>
<th>Image</th>
<th>Alt Text</th>
</tr>
</thead>
</table>
| General | Rely on public transportation? Need travel accommodations? Drive less? Find your ride! Which travel option in the Snoqualmie Valley is right for you? Visit FindARide.Org or Call 425-943-6760 for assistance. @hopelinkhelps#snoqualmievalleytransportation#transit#kingcountymetro | ![Two shuttles parked side by side painted green on top and yellow gold on bottom. A text box with the URL FINDARIDE.ORG to learn more.](image-url) | [Image description: Two shuttles parked side by side next to a young boy with light brown hair sitting next to a young girl with blonde hair on a school bus. The text box reads FindARide.org, Find transportation for Youth with a QR Scan Box.]

| Spanish | utilizing public transportation. Visit FindARide.org transportation options and resources. Or call the Transportation Resource Line for further assistance, 425-943-6760. 
@hopelinkhelps #kingcountymetro #snoqualmievalleytransportation #transit

¿Sabía que sus hijos pueden viajar en el Shuttle de Snoqualmie Valley Transportation? ¿Sabía que existe una Orca Card con tarifa reducida (Youth Orca) para menores entre los 6 y los 18 años? Evite manejar y motive a sus hijos a usar el transporte público. Visite FindARide.org para explorar opciones y recursos de transporte o llame a la Línea de Recursos de Transporte de Hopelink al 425-943-6760 para encontrar asistencia 
#snoqualmievalleytransportation #transportepublico #ayuda #kingcountymetro @hopelinkhelps #transporte #movilidad

Find transportation for Youth with a QR Scan Box

[Descripción de la imagen: Un niño de pelo castaño claro se sienta junto a una niña de pelo rubio en un autobús escolar. El cuadro de texto dice FindARide.org, encuentre transporte para jóvenes en un cuadro de escaneo QR.]
<table>
<thead>
<tr>
<th>Sección</th>
<th>Contenido</th>
<th>Descripción de la imagen</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>Drive less. See more. Let someone else drive while you enjoy the view. Visit FindARide.org to discover travel options in the Snoqualmie Valley. Call 425-943-6760 for travel assistance. @hopelinkhelps#snoqualmievalleytransportation#transit#kingcountrymetro</td>
<td>[Descripción de la imagen: Dos autobuses color blanco y amarillo estacionados perpendicularmente. Texto: Snoqualmie Valley Transportation Shuttles. There is also the URL FindARide.org con un QR para escanear]</td>
</tr>
<tr>
<td>Spanish</td>
<td>¿Depende usted del transporte público? ¿Necesita acomodaciones para movilizarse? ¿Quiere manejar menos? ¡Encuentre la mejor opción de transporte para sus necesidades! ¿Cuál es la mejor opción de transporte en el Valle de Snoqualmie? Visite FindARide.org o llame al 425-943-6760 para encontrar asistencia. #snoqualmievalleytransportation#transportepublico #ayuda @hopelinkhelps</td>
<td>[Descripción de la imagen: Dos autobuses amarillos con verde estacionados. Texto: URL FindARide.org Encuentre opciones e información para sus necesidades de transporte.]</td>
</tr>
<tr>
<td>Older Adults</td>
<td>Older adults, 55+, have travel options. Sound Generations offers two programs for older adults needing rides in the Snoqualmie Valley. Visit FindARide.org or Call 425-943-6760 for transportation assistance. #snoqualmievalleytransportation#accessibility#soundgenerations @hopelinkhelps</td>
<td>[Descripción de la imagen: Dos adultos mayores de 55 caminando hacia un autobús blanco y amarillo estacionado con la puerta abierta. Texto: URL FindARide.Org URL and QR Scan box.]</td>
</tr>
<tr>
<td>Spanish</td>
<td>¡Maneje menos y disfrute el paisaje! Permita que alguien más conduzca mientras usted disfruta la vista. Visite FindARide.org para descubrir opciones de transporte en el Valle de Snoqualmie. Llame al 425-943-6760 para asistencia en viajes. #snoqualmievalleytransportation#transportepublico #ayuda @hopelinkhelps #transporte #movilidad</td>
<td>[Descripción de la imagen: Dos adultos mayores caminando hacia un autobús blanco con amarillo estacionado con la puerta abierta. Texto: URL FindARide.org y un QR para escanear.]</td>
</tr>
</tbody>
</table>
| People with Disabilities | Do you need travel accommodations? Accessible transportation services are available in the Snoqualmie Valley. Visit FindARide.org to find your options. Call 425-943-6760 for further assistance. #snoqualmievalleytransportation #transit #kingcountymetro @hopelinkhelps #accessibility | ![Image description: A man in a wheelchair is being lowered on an Access Shuttle lift. The shuttle driver is outside next to the lift. The shuttle is white with yellow and blue stripes. The text box reads FindARide.org. Find transportation for your accessibility needs with QR Scan box.]

#snoqualmievalleytransportation #transit #kingcountymetro @hopelinkhelps #accessibility |

| Spanish | ¿Necesita acomodaciones para movilizarse? ¡En el Valle de Snoqualmie existen servicios de transporte disponibles para cubrir sus necesidades! Visite FindARide.org o llame al 45-943-6760 para encontrar asistencia. #snoqualmievalleytransportation #transit #kingcountymetro @hopelinkhelps #accessibility | [Descripción de la imagen: Un hombre mayor en silla de ruedas bajando en la rampa de acceso de un autobus de Access. El autobus es blanco con una franja Amarillo, azul y rojo. Texto: URL FindARide.org Encuentre transporte accesible para sus necesidades y un QR para escanear.]

| Lower Income | Affordable transportation options are available in the Snoqualmie Valley. Ride the Snoqualmie Valley Transportation Shuttle for a $1 fare. For more resources, call or visit the websites attached. @hopelinkhelps #kingcountymetro#snoqualmievalleytransportation#transit | ![Image description: A flyer with text reading Getting around the Valley, Transportation Options for People with Limited Income. Three resources are listed; for the ORCA Lift Card, call 800-756-5437, for the Subsidized Annual pass call 877-501-2233, and for the Reduced Fare Portal visit reducedfare.kingcounty.gov to get started. A QR Code is provided for scanning]

| Spanish | ¡Opciones de transporte accesible se encuentran disponibles en el Valle de Snoqualmie! Viaje en el Shuttle de Snoqualmie Valle Transportation por tan solo $1 dólar. Para más recursos llame o visite los sitios web adjuntos. @hopelinkhelps #kingcountymetro#snoqualmievalleytransportation#transit | [Descripción de la imagen: Volante adjunto. Movilizándose por el Valle. Opciones de transporte para personas de ingresos limitados. 3 recursos están listados: Para Orca LiFT llame al 800-756-5437, para el Pase de Subsidio Anual llame al 877-501-2233, y para el portal de Tarifa Reducida visite URL reducedfare.kingcounty.gov para iniciar. Incluye un QR para escanear.]

| Youth | Chauffeur less, empower kids to ride public transportation. Children can ride the Snoqualmie Valley Transportation Shuttles and Metro services. ORCA Youth cards are available. Visit FindARide.org or call 425-943-6760. | ![Image description: A young boy with short dark hair, wearing a light blue face mask, is standing and holding a yellow bar on a bus. The text box reads FindARide.org. Find transportation for Youth with a QR Scan Box]
Evite manejar y motive a sus hijos a usar el transporte público! Los menores de edad pueden usar el Shuttle de Snoqualmie Valley Transportation y servicios de Metro. Hay tarjetas Orca Youth disponibles. Visite FindARide.org o llame a la Línea de Recursos de Transporte de Hopelink al 425-943-6760 para encontrar asistencia.