

Snoqualmie Valley Mobility Coalition Meeting April 11th, 2025

Lyn McCarthy
Mobility Coordinator

Snoqualmie Valley
MOBILITYCOALITION

Welcome all!

The Snoqualmie Valley Mobility Coalition values each members' experiences & identities with honor & respect. SVMC encourages all to participate, as we are committed to listening, learning, & improving from our collective processes.

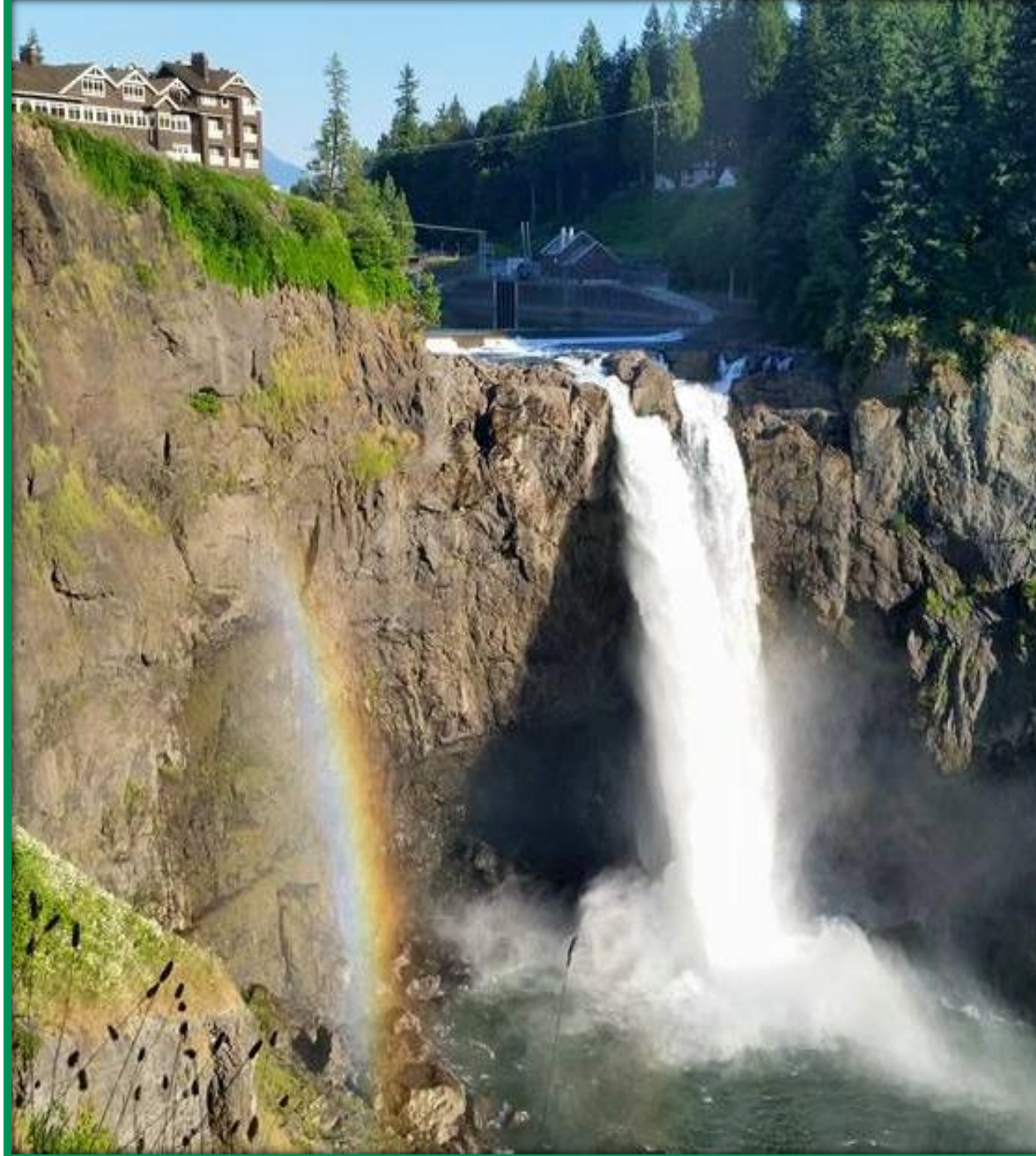
SVMC acknowledges that our work takes place on traditional Snoqualmie & Coast Salish Tribal lands, among others, as the first people of this land. We gratefully honor the land, as well as the past, present, future of these tribes.

Visit: [Snoqualmie Tribe Ancestral Lands Movement](#)
Snoqualmie Tribe Ancestral Lands Movement



Agenda

- **Introductions, Announcements**
- Welcome **Dr. Anat Caspi, Phd** – Director of the Taskar Center for Accessible Technology
- Welcome **Katia Montgomery** – Transportation Planner III, King County Metro, Mobility Division
- Next Steps and Close



Introductions

Please share:

Your name, pronouns, organization and title.

Pulse Check: We are applying for a second Rural Transportation Advocacy grant to continue collaborative efforts to advocate for the unique transportation needs of our Valley communities (and other rural communities in the state).
Thoughts?



Announcements

- **Save the date~** In lieu of a coalition meeting on June 13th, we will be partnering with Transportation Choices Coalition to present “Rural Transportation Advocacy 101” For more information, please email me emccarthy@hoprlink.org
 - **Participation in the Snoqualmie Valley Rural Tourism Workspace**
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Snoqualmie Valley Rural Tourism Workspace

Jan-March 2025

About

- Hosted & funded through partnership between SnoValley Chamber, State of Washington Tourism, Crosscurrent Collective and Port of Seattle
- 7 community events and workshops
- Ongoing work of a Destination Leadership team + action teams

Priorities & Projects

- Trailhead Ambassadors & Responsible Visitor Communications
- Visitor Transportation Action Team
- Valley-Wide Destination Brand Development
- Valley-Wide Heritage Trail
- Valley-Wide Map Murals
- **Creation of a Destinations Management & Marketing Organization**

Snoqualmie Valley Rural Tourism Workspace

priority & projects cont.

Trailhead Ambassadors & Responsible Visitor Communications, led by Caroline Villanova, caroline.villanova@mtsgreenway.org | **Kick-off meeting:** April 29 from 10:30-12:00

The action or project team will develop a regional visitor communication campaign to share the region's values and provide guidance on responsible visitation.

Visitor Transportation Action Team, led by Lyn McCarthy, emccarthy@hopelink.org | **Kick-off meeting:** April 29 from 2:30-4:00

The action team will work with transit providers, government officials, and key stakeholders to improve valley-wide transit connectivity, enhance the visitor experience, and address local transportation issues like congestion and parking. It will also develop car-free transportation options and connect the valley to major transit hubs in King County.

Valley-Wide Destination Brand Development, led by Sharlet Driggs, sharlet.driggs@gmail.com | **Kick-off meeting:** April 29 from 12:30-2:00

This project team will work with local stakeholders to develop a unified destination brand that highlights the valley's unique character and attractions. This brand will drive marketing efforts, boost regional appeal, and strengthen community pride and identity.

Valley-Wide Heritage Trail, led by Cristy Lake, cristy@snoqualmievalleymuseum.org

The project team will develop a heritage trail from Duvall to North Bend using existing valley-wide trail infrastructure. The team will create heritage-themed experiences along the trail, starting with concept development.

Valley-Wide Map Murals, led by Sharlet Driggs, sharlet.driggs@gmail.com

The project team will coordinate map murals in each community across the valley, showcasing key attractions and tying the region together. These murals, featuring local artists, will become lasting visitor draws and photo opportunities.

Creation of a Destination Management & Marketing Organization, led by Amy Kosche, amy@snovalley.org

This project team will work towards creating a new destination organization uniting all tourism ecosystem players to support the ten-year vision of success and follow the statement of intent. It will coordinate regional projects, engage stakeholders, conduct research, secure funding, and build a unified regional brand for locals and visitors.

Welcome Anat Caspi, PhD – Director of the Taskar Center for Accessible Technology

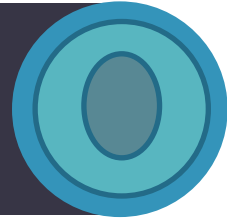


Welcome Katia Montgomery – Transportation Planner, King County Metro, Mobility Division



Calendar

NEXT SVMC MEETINGS

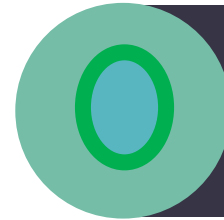


Next Taskforce Meeting:

Friday, May 9th, 2025
10:30am – 12:00pm
Zoom

Questions, suggestions, or agenda ideas,
email Lyn McCarthy –
EMcCarthy@hopelink.org

**In lieu of a coalition meeting in June – we
will be partnering with Transportation
Choices Coalition to present
“Transportation Advocacy 101” for info,
click here**



Calendar information found [HERE](#).

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