

MEETING NOTES

Tuesday, February 11th, 2020
Columbia City Library
4721 Rainier Ave S, Seattle, WA 98118

Participants: Alison Turner (City of Tukwila), Belén Herrera (SDOT), Chris Andree (City of Tukwila), Jacqueline Mann (PSESD), Mitchell Lloyd (King County Metro), Laura Svancarek (Steer), and Wren Barulich (Commute Seattle)

On Phone: Julie Burell (King County Metro) and Wally Tablit (AtWork!)

Staff Support: Cassidy Giampetro and Staci Haber

WELCOME, INTRODUCTIONS, AND ANNOUNCEMENTS

The meeting began at 1:00 PM.

Introductions were given by each member of the Committee and announcements were made.

- The next King County Mobility Coalition (KCMC) quarterly meeting is Tuesday, February 18th, 2020 from 9:00am-11:30am at the KCHA Seola Gardens.
- The next Access to Work and School Committee meeting will be on Tuesday, April 14th, 2020 from 1-2:30pm at the Beacon Hill Library.

Attendees got the opportunity to share more updates and announcements during the roundtable sharing portion of the meeting, which can be seen below.

UPDATE: INCLUSIVE PLANNING

The King County Mobility Coalition's Inclusive Planning Round 2 efforts have come to an end! After beginning the Inclusive Planning process in mid-2018 through an Access to Healthcare-derived effort, the KCMC and Access to Healthcare Committee continued these efforts in two rounds of funding. Round 1, from June 2018 to January 2019, focused on gathering community feedback and assessing how people – specifically older adults, people with disabilities, and caregivers -- find and secure transportation in our region. Round 1 hosted two successful summits, heard from 369 individuals in a transportation survey, and held four listening sessions at community organizations. This led to the creation of a detailed Action Plan addressing the needs, gaps, and barriers heard in Round 1 efforts. Round 2, beginning in April 2019, allowed the King County Mobility Coalition to develop three main projects coming out of the Action Plan. In Round 2, an Inclusive Planning Steering Committee was formed as well as three project workgroups. The workgroups and their goals are as follows:

- One-Call One-Click Workgroup: Develop a one-call/one-click system, in close collaboration with regional transportation providers, that allows consumers to access a centralized system for transportation information, finding transportation that will fit their

unique needs, and scheduling rides. This goal was adapted to working with a consultant to produce a Business Plan that will advise the solicitation of such a platform.

- Marketing and Outreach / Community Transportation Navigators Workgroup: Develop a marketing, distribution, and outreach plan to disseminate transportation information to the community, particularly changes to the transportation landscape (e.g. new services, new fare costs). A Community Transportation Navigators program that will leverage community leaders to educate their local community on relevant transportation options in a culturally inclusive manner.
- Inclusive Planning Toolkit Workgroup: Create a resource that contains best practices for engaging special needs populations in transportation planning, such as people with disabilities, limited English proficient populations, immigrants and refugees, older adults, and caregivers.

After many meetings and work done in the period of June 2019 – January 2020, Round 2 efforts came to an official end on January 31st, 2020. The following lists how sustainability for each project will be addressed by the King County Mobility Coalition:

- One-Call One-Click:
 - Business Plan almost finalized and will be used to advocate for more buy-in as well as be a useful tool for future funding solicitation.
 - King County Metro, in association with the KCMC, applied for a Federal Transit Administration grant to fund a One-Call One-Click; expect to hear back by early summer.
 - Received a total of 28 letters of support to supplement the grant application, many of which came from members of this Committee!
- Community Transportation Navigators:
 - A pilot project has been supported by the same Inclusive Planning funding to go until June 2020!
 - Workgroup will now be Oversight Group to keep updated on the pilot.
 - The pilot will work with partnering agencies that house their own peer-to-peer programs to recruit 2-4 Navigators.
- Inclusive Planning Toolkit:
 - Finalized the toolkit to be shared!
 - Will develop plan to distribute this resource more widely to a broad array of partners.

If you would like to know more about this process or the continuing efforts – for example, being added to a One-Call One-Click communications list or getting involved with the Community Transportation Navigators pilot -- contact Cassidy Giampetro at CGiampetro@hopelink.org.

DISCUSSION: SMALL BUSINESS TRANSPORTATION TOOLKIT

The Small Business Transportation Toolkit aims to develop a toolkit for small businesses that detail service and enrollment information on transportation-for-business programs. It seeks to enhance employer and employee awareness and use of transit options. There will be an emphasis on reaching women and minority-owned small businesses. This project will produce a toolkit that can be used as a template for future engagement with businesses. Outreach and

distribution for the Small Business Transportation Toolkit will occur in Tukwila during this pilot period but will include strong elements and procedure for scalability.

Work done thus far on this project has been stakeholder interviews with representatives who can speak to either outreach with small businesses or the small business landscape in Tukwila, both to help understand how to best go about engagement.

So far, project staff support has held interviews with individuals representing the following affiliation:

- King County Metro – Mobility Services
- King County Metro – Employer Program
- King County Metro – Community Connections
- Economic Development Administrator of City of Tukwila
- ORCA Opportunity Coordinator at Seattle Department of Transportation
- Southside Chamber of Commerce
- ACES Network / Cascadia Center
- Washington Small Business Development Center

These conversations have led to several helpful suggestions on where to perform outreach and who else to get in contact with. While more specific recommendations can be seen on the slides, people suggested getting in contact with nonprofits, micro-loan agencies, and a Tukwila peer-to-peer program among other things.

The Committee discussed possible data-centered performance evaluators to accompany outreach, like a goal to understand the return on investment participating in mobility programs are or a follow-up survey or poll on employee understanding or use of transit options. Attendees shared their experiences with tools they have used in their work, including convening a stakeholder group semi-annually to assess service reach, the reload rate of specific distributed ORCA cards, and surveying.

The interviews have led to reoccurring themes, shared with the lessons learned referenced at the last Access to Work and School meeting, with the most notable being that engaging small business is difficult. Many of those interviewed expressed a desire to perform more small business outreach but obstacles to doing so, whether it be failed experience, a lack of time that is needed to facilitate the partnerships, or an inability to find fruitful contacts. For those that had been able to secure small business involvement, there was a large reliance on partnerships with community organizations – relationships that necessitated a degree of longevity and recruitment.

Based on these findings, staff support proposed to the Access to Work and School Committee a widening of the Small Business Transportation Toolkit scope. Having heard that it is so hard for organizations to regularly engage with small businesses, this prompts the Committee to wonder if agencies will be able to distribute the toolkit successfully once it has been created. Therefore, there is a necessary element of sustainability to confront beyond simply developing the toolkit. An extended scope would call for the creation of the toolkit and a guide on interacting with small

businesses, so that parties interested in sharing the toolkit can use outreach findings compiled during this process to strengthen their reach.

For a detailed visual on the new project timeline with an expanded scope, reference the meeting slides. The timeline will also be adjusted to accommodate feedback heard during the meeting, like adding another round of feedback and follow-up for evaluation after toolkit has been distributed.

Attendees were curious about the scope of the toolkit itself; is it comprehensive or reflective of what is heard in Tukwila? If so, would it be scalable? They noted that scope and the content of the toolkit may change based on location of outreach. The Committee agreed with that an expanded scope would be helpful for the sustainability of the deliverable.

If you are interested in learning more or have feedback on this project, please reach out to Cassidy Giampetro at CGiampetro@hopelink.org.

2019 SATISFACTION SURVEY FEEDBACK + 2020 WORKPLAN

While only receiving a total of four responses to the 2019 Satisfaction Survey from Access to Work and School Committee members, those who did provide feedback offered valuable insight relating to the direction of the Committee in 2020. Seventy-five percent of respondents answered that they were satisfied with the Committee, with the remaining 25% indicating that they were somewhat satisfied.

The following is a list of qualities that respondents like best about the Committee:

- Networking
- Updates from partners in similar fields
- New ideas

They would like to see the following change:

- Shared time for work and school topics
- Clearer direction of the group

Respondents expressed an interest in free transit for youth as a 2020 topic of the Committee. A member in attendance asked the group how youth is defined; for example, this attendee works with people with disabilities who are transitioning from school to work and average about 21 years of age. Would they be qualified as youth? They state that there needs to be more clarity around who is eligible as “youth”.

All feedback was valuable and can be worked into conversations about the Access to Work and School’s 2020 work. The group then reviewed the draft workplan, which listed possible and priority projects this year as:

1. Small Business Transportation Toolkit;
2. Coordinate new partnerships to grow Committee and strengthen engagement;
3. Adapt Find Your Freedom report to reflect greater youth needs;
4. Partner with the Hopelink Travel Programs to prepare for and perform more outreach with youth;
5. Update *Which ORCA Card is Right for Me* handout based on first-year feedback.

Numbers one and two are listed as priority, with the other three being projects the Committee can take on are resources and capacity allow.

Attendees shared that networking and information-sharing are important and it is valuable to receive presentations from new voices. They suggested looking for more partners in nontraditional ways, as there is a large intersection of agencies that engage with work and school and the issue of mobility is getting even more pressing with funding changes. Aligned with this, Committee members shared a rising approach to thinking about the way transportation and mobility services can use a family-lens. There is a need to acknowledge not only the different ways youth, parents, and beyond use transit – for example, school versus work or both – but also the variation of attitudes individuals in a household may bring to their perspective on transit use.

ROUNDTABLE SHARING

City of Tukwila

The City of Tukwila is pursuing multiple grants and seeking to partner with more people to explore funding opportunities. Particularly with the Regional Mobility Grant from the Washington State Department of Transportation and the Puget Sound Regional Council's Congestion Mitigation and Air Quality (CMAQ) funding in mind, they are in project-design mode to brainstorm ways to connect on related projects.

Commute Seattle

Wren will be hosting a webinar next week and will share the details out to the Committee in follow-up. Commute Seattle is creating a general Transportation Demand Management outreach calendar to show how they are targeting their outreach.

King County Metro

King County Metro's Transportation Demand Management team is busy during this grant season. They are forging new relationships with King County School Districts, including a potential pilot project in partnership with schools in Highline and Renton. They hope to continue strengthening this connection to offer programs for youth.

Puget Sound Educational School District

Road to Independence trips are growing, with more special needs transportation originating in Pierce County to get to South King County jobs than before. Trends are showing that people will use different ways to get to and from destinations, like biking one-way and riding the other.

Steer

The Steer Group will be reducing their outreach for the Small Business Incentive program in June 2020. They are still trying to connect and enroll more business in South King County to incentive programs. They are currently connecting with city councils in a next step to do this.

Seattle Department of Transportation

ORCA Opportunity is in its mid-year evaluation. They are looking for strategies to continue outreach after launching a survey and organizing focus groups in housing facilities. They are similarly looking for ways to engage staff at schools as valuable in-roads to students.

NEXT STEPS

- Cassidy will update scope and project timeline for Small Business Transportation Toolkit, beginning with research phase.

ACTION ITEMS

- *Jacque* will share most recent trip demand and requests from Road to Independence program.
- *Laura* will share pre and post survey findings from WSDOT Small Business Incentive with Committee.
- *Wally* will share process and lessons from stakeholder group he facilitated to understand how service reach is being quantified.
- *Wren* will connect Cassidy with the Seattle Office of Economic Development.
- *Wren* will share out details for upcoming webinar.

NEXT MEETING

Tuesday, April 14th, 2020 from 1:00pm to 2:30pm

Beacon Hill Library (2821 Beacon Ave S #5813, Seattle, WA 98144)

ACCESS TO WORK AND SCHOOL CONTACTS

Staci Haber, Director
SHaber@hopelink.org
425.943.6769

Cassidy Giampetro, Program Supervisor
CGiampetro@hopelink.org
425.943.3940