

King County
MOBILITY COALITION
INCLUSIVE PLANNING GRANT

Action Plan

COALITION VISION

A coordinated transportation network that allows all people to move freely around King County and the Puget Sound region.

INCLUSIVE PLANNING GRANT PROJECT'S MISSION

Improve the experience of finding and securing transportation in King County and the Puget Sound Region for people with disabilities, older adults, and caregivers.

STRATEGIES

Strategy 1. Trip Planning: Improve the customer experience of finding and securing transportation in King County that best meets the customers' needs.

Project 1.1 Develop a trip planning training curriculum to assist people in learning how to leverage technology tools to find and secure rides (e.g. King County Metro's Trip Planner, FindARide, AccessMap, Community Living Connections, Google Maps, etc.)

Project 1.2 Identify and support community transportation navigators, who can serve as liaisons between the transportation planning world and communities of need. They will work to ensure the needs of the community are met.

Project 1.3 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.

Strategy 2. Inclusive Planning (Cultural Competency): Promote the inclusion of all individuals in the decision-making process, and work to ensure all people have equal access to resources.

Project 2.1 Conduct “English for Mobility” classes around the region for limited English proficiency (LEP) populations to ensure those individuals feel comfortable traveling in their community and have the vocabulary to do so safely and effectively.

Project 2.2 Create an Inclusive Planning Toolkit, 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.

Project 2.3 Recruit diverse community representatives to serve on regional coalitions and transportation decision-making bodies.

Project 2.4 Organize and facilitate a series of trainings to educate stakeholders on best practices for inclusive planning.

Project 2.5 Host on-going listening sessions with community members around King County to gather feedback on how best to serve their transportation needs.

Strategy 3. Marketing and Collateral: Improve the process by which local transportation agencies disseminate information and communicate with their customers.

Project 3.1 Develop a broad and effective distribution plan to ensure the community is aware of new and changing public transportation developments.

Project 3.2 Produce a tool to share public transportation experiences, such as a message board or a social media account devoted to community sharing.

Project 3.3 Create specific outreach plans and campaigns that serve diverse communities in the King County region. Examples include geographic specific outreach and a campaign targeted at Case Managers.

Project 3.4 Partner with community organizations to train and incentivize their staff as part of the Travel Ambassador program to help clientele with trip planning and information dissemination.

Project 3.5 Advise King County Metro and other transportation providers to use culturally and linguistically accessible media, and to hire multilingual staff through targeted recruitment. These individuals will also promote public transportation in their communities.

Project 3.6 Advise regional transportation providers on accessible practices and translation options for marketing materials.

Strategy 4. Payment: Make public transportation more accessible by simplifying the payment process and promoting affordable options.

Project 4.1 Advise local transportation agencies to create more affordable options for low-income customers.

Project 4.2 Advise King County Metro to simplify the process of obtaining and replacing ORCA cards.

Project 4.3 Advise local transportation providers to work together to expand ORCA card capabilities and expand the number of companies who accept ORCA payments.

Project 4.4 Create a campaign to educate the public on consequences of fare violations, especially for immigrant communities.

Project 4.5 Assist King County Metro and Sound Transit in the development of an ORCA reload marketing campaign to educate people on where and how to reload their cards.

Strategy 5. Built Environment: Improve local infrastructure and bus environments to ensure getting around King County is easy for all individuals.

Project 5.1 Collaborate with all regional transportation providers and local city governments to improve accessible wayfinding tools for the pedestrian environment, such as more funding to pilot audio guides on sidewalks to support pedestrian wayfinding for people who are blind or have vision loss.

Project 5.2 Create best practices standards for evaluating bus stop safety and inclusivity that will advise transit agencies and jurisdictions to address/fix the stops with low evaluation scores.

Project 5.3 Research and disseminate bus stop design best practices that are inclusive for all. Examples may include audible/visual amenities and multilingual features.

Project 5.4 Raise awareness of municipal processes for reporting damages and unsafe conditions to the built environment that need to be fixed (e.g. SDOT's Find It Fix It app).