

## **MEETING NOTES**

Tuesday, October 8, 2019

Columbia City Library (4721 Rainier Ave S, Seattle, WA 98118)

Participants: Alison Turner (City of Tukwila), Belen Herrera (SDOT), Chris Andree (City of Tukwila), Dave Janis (Lime), Dylan Jouliot (Commute Seattle), Jacqueline Mann (PSESD), Ray Krueger (Hopelink Volunteer)

Staff Support: Staci Haber and Cassidy Giampetro

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## **WELCOME, INTRODUCTIONS, AND ANNOUNCEMENTS**

The meeting began at 1:00 PM.

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

- The next King County Mobility Coalition (KCMC) quarterly meeting is Tuesday, November 19<sup>th</sup> from 9:00am-11:30am at the Chinook Conference Center.
- Bellevue Mobility Coffee Talk on October 23<sup>rd</sup> from 1:30pm-3:30pm at the North Bellevue Community Center.

Hopelink has launched the official [KCMobility website](#)! It is a centralized location for all coalition information and updates. The site offers a resource library for all publications in addition to specific coalition pages complete with past meeting notes and committee and project information.

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## **COMMITTEE PROJECT UPDATE: WHICH ORCA CARD IS RIGHT FOR ME?**

*Staci Haber*

Staci reviews the most recent version of the “Which ORCA Card is Right for Me?” handout. These handouts are small, visual summaries of each type of ORCA card with eligibility descriptions. The handout is now available in 9 languages: English, Spanish, Chinese (traditional), Chinese (simplified), Korean, Japanese, Tagalog, Vietnamese, and Nepali.

Belén asks if the handout has been approved by Metro, to make sure all information is accurate. Staci affirms that Metro has consistently reviewed the handouts both for accuracy and when helping with marketing and use of Metro images. She mentions that the handouts have been well received by Metro.

Ray wonders when to expect poster-sizes of the information on the handouts, as we had mentioned wanting in the last committee meeting. He requests ten 14x17 size posters to distribute to senior centers.

Staci says that we are looking for a vendor to print these posters and also trying to assess the demand. So far, Jennifer Covert and Ray Kruger have requested poster sizes.

Staci mentions that the only critique of the handout that has come up so far is that the “Free” for children 5 years and under option, which also says “no cost”, should be more explicit in explaining that an ORCA card is not needed in these cases.

Belén asks how the handouts are being distributed. She recommends speaking to the Department of Neighborhoods. Staci replies that distribution has not been aggressively pursued because of the potential change in fare structure. She states that the handouts are currently in the King Street Metro Center and she has been them pushed out as a resource on social media. However, Alison points out that changes to fare structure are inevitable and perpetual. Dave agrees with Alison.

Staci agrees and opens the question about how to distribute to the group.

Dave suggests making a press release.

Jacque suggests distributing the handouts at libraries.

Both Chris and Dave think this handout should be translated to Somali.

Staci mentions that we have also been relying on community members or community organizations to translate the handouts to languages that do not currently have their own translation. Dave suggests that Public Health is good at translating and identifying community members to do this.

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## **PROJECT: SMALL BUSINESS TRANSPORTATION TOOLKIT**

*Cassidy Giampetro and Staci Haber*

Cassidy reviewed the current progress on the Small Business Transportation Toolkit, including the new project charter, which was passed around.

When sharing the project goal, the committee recommend that the language of “transit options” or “transportation services” be expanded to represent the goal more accurately by using the phrase “mobility” instead of only transit.

Belén suggests utilizing the resources out there for women and minority owned businesses, as well as explicitly expressing the specific goal to help these kinds of small businesses in the project charter. Says that the program needs to use an equity lens versus an equality lens. Recommends getting in contact with Vivianna Garza or Michelle Domingo from SDOT who work with women and minority owned businesses. Also informs about a detailed list, with verified criteria, that already identifies qualified businesses.

Cassidy shares the final product deliverable, which is a small business toolkit to be distributed based on an intentional and relatively small geographic area. The project will provide Proof of Concept to inform future efforts on engaging small businesses in mobility conversations. It will also bolster awareness to employers and employees about options.

Cassidy reviews some key takeaways from the reports of the Commute Seattle and University District Let's Go projects. These recommendations include:

- Localizing efforts
- Engaging neighborhood associations and small businesses themselves in the design and outreach stages
- Emphasize the economic lens
- Conduct surveys to understand the level of employer hesitations
- Incorporate ridesharing opportunities
- Include information on procedural processes like safety

Cassidy also proposes possible methodologies, as listed in more detail on the slides. Some potential options include focus groups, surveys, and layered feedback processes.

The committee offers lots of feedback, including that employers might not care how people get to work. However, Jacque mentions that employee turnover is a huge cost to businesses and emphasizing the possibility for employee retention is a good angle to pursue.

Staci asks if anyone knows of any data that can assess how transportation benefits can reduce employee nonattendance, or even just statistics on the cost employee turnover poses to small businesses. Dave suggests contacting the Washington Small Business Association for some numbers.

Dylan says that it is crucial to frame this toolkit to increase cost-efficiency for small business owners.

Dave mentions that parking is something to be considered when determining which businesses to target.

Belén wonders about the timeline of this project, as it can be hard for small business owners to dedicate time to interviews, focus groups, etc. when they are operating on limited resources and capacities already. Affirms that it will be important to look into neighborhood groups and community organizations who already have relationships and connections to small businesses. Also mentions it needs to be thorough and clear how this toolkit will benefit employers, to be most intentional and considerate of their time.

Ray and Jackie wonder how “small business” will be defined. Dave believes we need to narrow this definition down based on the levels of participation we end up receiving.

Many participants offer differing definitions of small business according to different measures. For example, the state sees an employer with <100 employees as a small business. However, Dylan mentions that the City of Seattle is advocating for businesses with >20 employees to provide pre-tax transportation benefits.

Staci affirms that this definition can be flexible, as we are trying to reach people who are not currently being informed on mobility options and we must assess who these businesses are.

Alison states that she wants “small business” to include any business that is not currently mandated to engage in commute trip reduction (CTR) programs. She wants the toolkit to be

used broadly and be able to apply across different types of businesses. Dylan agrees that the work done for this toolkit can be targeted for small businesses now but can be made in a way that applies to more than just small businesses. Staci and Cassidy will look into how different organizations (ex: ORCA for Small Business) define “small business” to inform the toolkit’s scope and definition.

Dave thinks the toolkit pitch needs to be short and to-the-point to appeal to small business owners. Thinks we need to find a geographic area and then look into the neighborhood associations and businesses to determine how the small toolkit can be made specific and adaptable to this location. Staci wonders if location should be chosen based on availability of transportation options – with a wide variety of options making it easier.

Dave suggests doing a pilot to see if this type of engagement will work or not. Also mentions that the criteria for one geographic location may be different from another.

Chris thinks a geographic area needs to be targeted. Also suggests possibly aligning different toolkits, or targeted businesses for the toolkit, by industry within a certain area. This can include not just industry but criteria like businesses that open in the morning, businesses that are open all day, etc. This can allow the toolkit to be targeted to industry needs.

Dave agrees that narrowing the toolkit down to be industry-specific will allow the toolkit to supply answers to similar questions that will be shared among the small businesses.

However, Chris also thinks it can be useful to find an area with a variety of different kinds of small businesses (ex: mom-and-pop, franchise, etc.) to investigate the different challenges and need that come from mobility. In this case, it is more important to focus on location than industry.

Chris states that getting small businesses to engage will be hard to do without an incentive to bring people together. Wonders how we will be able to get buy-in without going door-to-door.

Dave mentions that we will need to be prepared to answer specific questions like how can transportation or mobility options serve employees with small shifts or employees working during off-peak hours? Also mentions that peak hours for businesses can sometimes be found on the website/app Yelp, which will be important because you do not want to approach business owners during their busiest hours.

Dylan provides more insight from the Commute Seattle toolkit program. Says that another obstacle this program faced was getting in touch with key decisionmakers, since there were often varying types of leaders at the business at any given time. Also says that there are three things employers can provide for employees:

1. Education and resources
2. Subsidies
3. Facilitates

He says that even if employers can’t invest in subsidies or facilities, they can educate employees on transportation or mobility options. Thinks that the toolkits can be geared to include all or each individually.

Ray believes we need to have a pamphlet or brochure to approach small business owners with upon first discussion.

Belén suggests looking at the different kinds of racial equity maps to determine who is being served by transportation and who is not. Suggests the Pedestrian Master Plan resource, which may have relevant data sources to contribute.

Dave also offers some reporting from Lime's Second Street Blog that used surveys to show how scooters/bicycles have reduced car trips.

Staci tells the group that the timeline is not strict, with actual toolkits looking to be produced in 2020. She tells the group that a much more refined project plan will be produced for the December meeting.

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## **ROUNDTABLE SHARING**

Dave shares that the LimePods project will not be renewed after Lime was unable to find a vendor to switch the fleet to electric vehicles. Lime is now working with Access and ORCA LIFT to reduce pricing for bicycles by asking participants to complete a small form that registers them into the Lime system at a reduced fare. Dave states that the small form is working successfully to reduce barriers and prevent people from having to provide lots of paperwork to qualify. Dave also mentions that the electric scooters in Redmond and Bothell have been very successful. Seattle has been approved for a pilot program and scooters will be rolling out in early 2020. Lime has also introduced "First Ride" classes to teach people how to use the scooters and practice appropriate safety when riding.

Belén shares updates on SDOT's 12-month pilot program partnership with the Seattle Housing Authority to provide 1,500 free, unlimited ORCA cards to eligible SHA tenants – tenants of one of the 24 selected properties between the ages of 19-64 who are living at or below 40% of the Area Median Income (AMI). Distribution started in June. Mailers proved more effective than event-based distribution. With the last count being 1,584 cards distributed, 1,244 card-holders (79% of distributed cards) used these cards during the month of September. More information on the number of rides they took will be coming out on October 15<sup>th</sup>. SDOT is working on a mid-year survey to identify how people are using the cards and what barriers they may face in doing so.

Belén continues with an update on the ORCA Opportunity Youth program, with total distribution numbers being released on October 18<sup>th</sup>. The program sought to provide 800 ORCA cards to income-eligible middle school students who live within a walk-zone of their school. In 2018, 500 cards were distributed to students through this program. In 2019, the current numbers showed that 209 new cards were distributed and 254 students re-enrolled from the previous school year, leaving 337 remaining cards.

SDOT has also been distributing cards to incoming students in the Seattle Promise Scholars program. Out of 450 eligible scholars, 389 have a card (representing 86%). Compared to 2018's 198 enrolled students, this is a huge gain. A survey is being designed to track how Promise Scholars use their cards.

Belén also reminds the group that tolling on SR99 starts on November 9<sup>th</sup> and that ORCA cards can be used on the Monorail starting October 7<sup>th</sup>.

Dylan tells that Commute Seattle is in the middle of surveying 270 businesses on Commute Trip Reduction behaviors (began in mid-September and to finish in mid-November). This survey will inform a report to be published early next year on the city of Seattle's mode-split commuting habits. They are also performing outreach to keep people using their transit options in the fall and upcoming winter as it gets colder. Commute Seattle is reaching out to small businesses to spread awareness about the new CTR ordinance, which will apply to businesses with more than 20 employees. They are emphasizing that this is an opportunity to take advantage of many transit-for-business programs.

Alison reports that the City of Tukwila is still defining project ideas for their WSDOT Regional Mobility grant. The Transportation Drop-In outreach effort on transportation options with representatives from King County Metro is occurring every other Wednesday at Tukwila Library. Chris tells us that the Tukwila in Motion program is going well and still routinely promoting transit options and information, as well as providing incentives to use existing services. Also says that Community Connections is continuing to survey Tukwila to produce concept solutions for the city's transit gaps.

Jacque shares that the Puget Sound Educational Service District was awarded a grant that will allow them to get more buses and expand to serve five school districts. The PSESD is looking for a larger property to house this expansion.

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## NEXT STEPS

- Cassidy will incorporate committee feedback and shared resources into the Small Business Toolkit Project Charter to be ready for the December meeting.
- Cassidy will continue to recruit for new Access to Work and School partnerships.

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## ACTION ITEMS

- *Staci or Cassidy* will make poster-sized versions of "Which ORCA Card is Right for Me?" handout information to give to Jennifer and Ray.
- *Cassidy* will get in touch with libraries and the Department of Neighborhoods to discuss "Which ORCA Card is Right for Me?" handout distribution.
- *Staci* will discuss having Dave table for Lime at the Bellevue Coffee Talks with Camille.
- *Anyone* who needs copies of the "Which ORCA Card is Right for Me?" handout can contact [mobility@hopelink.org](mailto:mobility@hopelink.org) to order.
- *Chris* will send Cassidy or Eda information on Tukwila in Motion to pass along for distribution among SKCMC participants.
- *Belén* will share contact information for Viviana Garza and Michele Domingo to Staci or Cassidy.

## NEXT MEETING

Tuesday, December 10<sup>th</sup>, 2019 from 1:00pm to 2:30pm

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**ACCESS TO WORK AND SCHOOL CONTACTS**

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