

North King County
MOBILITY COALITION

MEETING NOTES

August 22nd, 2019

10:30 am–12:00 pm

Shoreline Hopelink Learning Center

Participants: AJ Gabriel (Hopelink/ORCA Youth), Beth Seacord (Community Resident), Bree Boyce (Hopelink/Shoreline-LFP Community Van), Camille Heatherly (Hopelink), Carla James (King County Housing Authority), Chris McDivitt (North Seattle College), Cliff Perry (Northshore Senior Center), Dan Story (DSHS), Eden Amital (Catholic Community Services), Harold Hill (Community Van Driver), Maggie Harger (Hopelink/Community Services), M'Liss Moon (Hopelink/SVTC), Mike Dee (LFP Citizen's Commission), Penny Lara (King County Metro), Staci Haber (KCMC)

Staff Support: Melissa Brown Rotholtz

WELCOME, INTRODUCTIONS, AND ANNOUNCEMENTS

The meeting started at 10:30am. All participants provided introductions and brief program updates.

- *NKCMC/King County Metro Mobility Framework Workshop:* The NKCMC is hosting a workshop with presentations from King County Metro so that coalition members can provide feedback to inform King County Metro's upcoming Mobility Framework. This workshop will be hosted on Monday, August 26th from 1:00pm-2:15pm at the Shoreline Hopelink Center. For more information, contact Melissa Brown Rotholtz at Mbrown@hopelink.org.
- *King County Mobility Coalition (KCMC) Education and Outreach Connect 2020 Field Trip:* The KCMC is hosting a quarterly field trip to Sound Transit offices to learn more about the plan and anticipated impacts when aligning the East King County Link light rail tracks with the downtown transit tunnel. The field trip will be held on Friday, September 6th from 10:00am to 12:00pm at Union Station, Ruth Fisher Boardroom in downtown Seattle. For more information, contact Sara Sisco at SSisco@hopelink.org.
- *King County Mobility Coalition (KCMC) Access to Work and School Committee “Which ORCA Card is right for me?” Flyer:* The KCMC Access to Work and School Committee developed a handout to assist individuals with identifying the ORCA card that best fits their needs. Please contact mobility@hopelink.org to request flyers for your organization.
- *KCMC Quarterly Meeting Presentation - ORCA Next Generation Updates:* At the recent KCMC meeting on August 20th, representatives from ORCA/King County Metro presented on anticipated updates to the ORCA system in 2020. Proposed improvements include 1) instant account updates, 2) a doubling of ORCA retail locations, 3) improved website experience, and 4) a customer mobile application.
- Catholic Community Services (CCS) Volunteer Chore/Transportation Program: Eden Amital shared about the CCS Volunteer Program, which provides chore and transportation assistance to King County seniors over 60 living with limited income and/or health/mobility limitations. For more information, contact Eden Amital at edena@ccsww.org.
- Northshore Senior Center Right Ride Program: The Northshore Senior Center (NSC) is implementing a new transportation program addressing the Hispanic community and other underserved areas in Bothell, Woodinville, Kirkland, and Kenmore. This program will use volunteer and paid drivers. NSC is hiring for a program coordinator. For more information, contact Cliff Perry at clifp@mynorthshore.org.

- Free King County Clinic February 2020: Penny Lara shared that King County will be hosting a free medical/dental clinic at Key Arena in February 2020. 3,000-5,000 attendees are expected, and King County Metro is participating in planning and outreach. For more information, contact Penny Lara at Penny.Lara@kingcounty.gov.

COMMUNITY VAN UPDATES

Bree Boyce, Shoreline-Lake Forest Park Community Van

The Community Van program, funded by King County Metro, operates in Shoreline-Lake Forest Park, Bothell-Woodinville, and Kenmore-North Kirkland, covering the North King County region. This is a shared-ride, volunteer driver service intended to provide flexible transportation services outside of the fixed-route bus system.

Local Community Transportation Coordinator Bree Boyce (Shoreline-Lake Forest Park) provided program updates, and was joined by Harold Hill, a Community Van Volunteer Driver.

Shoreline-Lake Forest Park (LFP) Community Van Updates:

- The Shoreline-LFP Community Van has eight volunteer drivers.
- 20 roundtrips were conducted in July, with over 96 riders. Trips included the Shoreline Library, WinCo, and Shoreline Hopelink Food Bank.

Bothell-Woodinville Community Van Updates:

- The Bothell-Woodinville Community Van has been operating for two years and has over 40 drivers.
- The van conducts approximately 10-13 trips per month and has been able to fulfill 100% of ride requests from community members.
- Recent trips include King County parks, medical appointments, grocery stores, Seafair, and Snoqualmie Falls.

For more information about the Community Van program, contact your local Community Transportation Coordinator:

- Shoreline-Lake Forest Park: Bree Boyce, CommunityVan@hopelink.org
- Bothell-Woodinville: Kristi Dreessen, CommVan@uw.edu
- North Kirkland-Kenmore: Armaghan Baghoori, CommVan@kirklandwa.gov

DISCUSSION: UPDATE & DISCUSSION: NKCMC PROJECT – GAPS ANALYSIS

Melissa Brown Rotholtz, NKCMC

Melissa shared an update on the NKCMC action plan, which has been developed, reviewed, and adopted over several coalition meetings.

Previous Efforts

- Brainstormed Projects and drafted Action Plan
- Reviewed Action Plan strategies and projects
- Adopted Action Plan and selected Gaps Analysis Strategy
- Conducted stakeholder interviews and ranked project proposals

What's Next?

- Review project proposal rankings and vote on project
- Identify interested taskforce members
- Draft project charter for review

Melissa conducted several stakeholder interviews prior to the August coalition meeting to gather project ideas and feedback relating to the NKCMC Gaps Analysis strategy, which seeks to coordinate with members and

service providers to identify transportation challenges in North King County. Once three project ideas were identified from the stakeholder interviews, coalition members ranked projects using an online survey prior to the meeting. Thirteen coalition members provided feedback using the survey.

Proposed Projects (Ranked highest interest–lowest interest)

1. Identify special needs populations or regions that are under-served by existing transit routes and special needs transportation programs. (70% ranked highest)
2. Identify transportation knowledge gaps and access to information within special needs populations. (15% ranked highest)
3. Assess how transit-dependent individuals are traveling within the region and/or across county lines (e.g. trip purposes, primary modes, and major destinations) (15% ranked highest)

There was interest in moving forward with the highest ranked project to identify special needs populations/regions underserved by existing transportation programs/transit routes. Melissa acknowledged that all these projects have overlap, and the coalition will work to integrate considerations from all project ideas. Next steps include identifying a deliverable, drafting a project charter, and identifying coalition members who are interested in participating.

The group engaged in a brainstorm session to identify desired outcomes for this project.

Discussion

- Many transportation services exist, but people don't know what's out there. Examples were shared from the North Seattle College perspective.
- Many coalition members rely on anecdotal data to identify transportation needs in their community/across the region. Data is needed to support and strengthen these claims. Questions of interest include:
 - Where are transit deserts?
 - What are the top transportation services used by different populations?
 - What is the trip fulfillment/denial rate for specialized transportation options in the region (e.g. Hyde Shuttles)? Are they operating at capacity, or needing us to raise awareness to increase ridership?
 - People are interested in specialized transportation options, but limited follow through. How can we best encourage community members to try a new service?
- Need to identify why people aren't using existing services (both transit and specialized options): is it a knowledge gap, or are there biases that prevent someone from using a service?
 - Examples include the King County Metro Transit Instruction program, Community Van, Community Ride, etc.
- The coalition can leverage data available from partners such as King County Metro, the Puget Sound Regional Council, the WA State Department of Transportation, and others to inform the project.
- One outcome could be increased ridership and use of community transportation services. A better stream of information of transportation resources is needed for both community members and agency staff.

Next Steps:

- Several coalition members expressed interest in participating in the project, including Chris McDivitt (North Seattle College), Bree Boyce (Shoreline-LFP Community Van), Dan Story (DSHS), Mike Dee and (LFP Citizen's Commission). There will be many ways for coalition members to be involved in the project, by providing feedback, attending taskforce meetings, and spreading the word about NKCMC projects.
- Melissa will draft a project charter for review by coalition members.

- Melissa will schedule a taskforce meeting to review the project charter and refine project methods and projected outcomes.

PRESENTATION: ORCA YOUTH FIND YOUR FREEDOM CAMPAIGN DEBRIEF

AJ Gabriel, Youth Mobility Coordinator, Hopelink

AJ Gabriel, the Youth Mobility Coordinator shared on the Find Your Freedom Campaign, which was led by King County Metro in partnership with Hopelink, to distribute ORCA Youth cards to high school aged youth around King County.

Campaign goals:

1. Increase long-term ORCA usage in teens by lowering barriers to obtaining a card
2. Provide mobility education and resources to students
3. Center equity in planning and outreach

Several opportunities were identified that highlighted the need for a targeted youth campaign:

- Teens will enter the work force soon
- Teens need to get around on a budget
- Increased mobility opens educational and financial opportunities
- Mobility is key to breaking poverty cycles, building strong communities, and promoting civic engagement
- ORCA Youth is difficult to obtain (complicated mailing form, in-person enrollment during school hours)
- Schools lack transit knowledge
- Students may be required to participate in extra-curricular activities (e.g. community service) where transportation is a barrier

Campaign highlights

- In total, King County Metro distributed over 6,300 ORCA Youth cards throughout King County to 11 participating school districts, 35 participating high schools, and 40 community-based organizations/departments.
- Additionally, 29 organizations received marketing materials and/or information to share with communities and networks.
- Over 1,200 cards were distributed in North King County, across six high schools in the Shoreline and Northshore School Districts.

AJ shared several recommendations relating to youth mobility in King County:

- Ensure high schools are served by routes with viable access to job centers and community hubs
- Establish bus stops within safe walking distance to all high schools
- Simplify the ORCA Youth enrollment form
- Waive the \$5 ORCA Youth purchasing fee for all students with lunch assistance
- Develop and offer in-person training for staff
- Design and distribute a toolkit for school staff
- Transit agencies should invest time in building relationships with school districts, by designating a point of contact within the district *and* King County Metro.
- Explore channels to distribute ORCA Youth in schools
- Empower schools to enroll students who are already qualified for lunch assistance

Discussion

- There were several questions about ORCA To-Go, the mobile sales unit that allows community members to enroll in discounted ORCA programs, purchase ORCA cards, and add funds to their ORCA accounts. Visit the [online ORCA To-Go Calendar](#) to learn more about the program.
- The Find Your Freedom Campaign is not the first targeted youth campaign from King County Metro. Previously, King County Metro offered \$0.50 ORCA youth fares during the summer and did targeted campaigns within select school districts to offer unlimited ORCA Youth Cards for the summer months.

- The metric for success varied at each school, but generally AJ aimed to reach 10% of the student population during a lunch period. These numbers ranged from 2%-50% of students, which varied greatly by school size and student interest.

For more information about the Find Your Freedom Campaign, please contact Sara Sisco, Hopelink Education and Outreach Program Manager at SSisco@hopelink.org, or Penny Lara, Transportation Planner at King County Metro at Penny.Lara@kingcounty.gov.

ACTION ITEMS

- *Melissa* will draft a project charter for review by coalition members.
- *Melissa* will schedule a taskforce meeting to review the project charter and refine project methods and projected outcomes.

NEXT MEETING:

Thursday, October 24th, from 10:30am to 12:00pm, Location TBD

NORTH KING COUNTY MOBILITY COALITION CONTACT

Melissa Brown Rotholtz, Mobility Coordinator

MBrown@hopelink.org

(425) 943-6730