

North King County
MOBILITYCOALITION

Needs Assessment

Analysis Report

June, 2011

TABLE OF CONTENTS

Overview	3
Distribution Methods	3
Respondent Profiles	4
Framework Measures	5
Summary of Recommendations	9
Appendix A: Recommendations for Future Surveys	10
Appendix B: Visual Graphs of Data	11
Appendix C: Needs Assessment Survey Questions	18

OVERVIEW

The North King County Mobility Coalition (NKCMC) conducted a needs assessment in May 2011 to evaluate service gaps among transportation providers and identify ways to increase community residents' use of existing transportation services. NKCMC sent out 10,000 mailed surveys with the goal to collect 2,000 responses at a response rate of 20% (industry average response rate range is 10 – 20% for mailed surveys). NKCMC strived to get a representative sample of specific population segments, including:

- Older Adults, age 55+
- Children and youth
- People with disabilities of all types
- People with low-incomes
- People with limited English proficiency

DISTRIBUTION METHODS

NKCMC leveraged their network of local partners to distribute 3,000 of the total 10,000 surveys. To distribute the remaining 7,000 surveys, NKCMC purchased a mailing list of residents with specific demographics in the following geographic areas:

- Lake Forest Park, Shoreline: parts of 98177, 98133, 98160, 98155
- Kenmore: 98028
- Bothell: 98011, 98041
- Woodinville: 98072

The 7,000 recipients on the mailing list were selected based on these demographics:

- Households with <\$25,000 income (2,571)
- Households with \$25,000-\$50,000 income and >60 years old (3,154)
- Veterans with \$25,000-\$65,000 income and <60 years old (379)
- Households with <\$50,000 income and children (849)

The survey was available in Spanish, Russian, and an accessible format upon request, but there were no requests/responses for these versions. The survey was also posted on Hopelink's website.

NKCMC received 622 responses at a 6% response rate overall, including 453 mailed responses, 143 responses from network partners, and 26 online responses. The response rate was lower than expected; and this may be due to NKCMC's challenges with printing/ mailing which resulted in shortened timeline for survey completion.

Benchmark: Realia recently conducted a needs assessment survey for another local non-profit organization which received a 21% response rate overall, including a 13% response rate from a direct mailing and a 35% response rate from distribution to clients and network partners.

RESPONDENT PROFILES

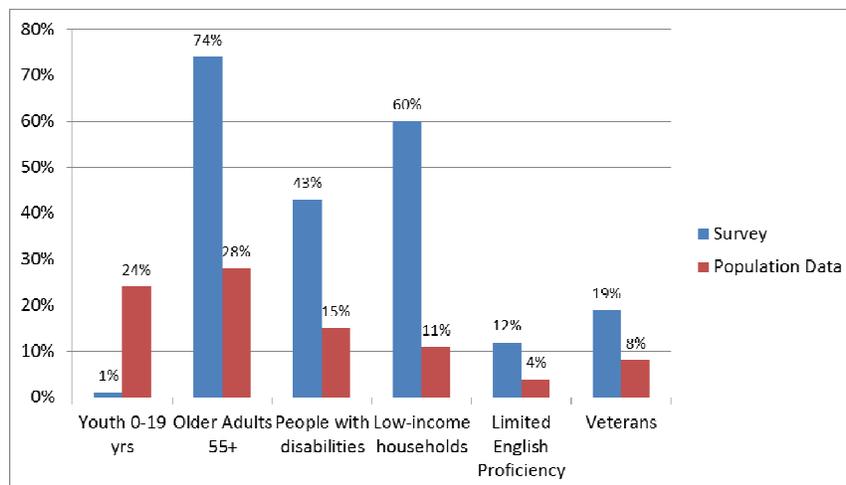
A number of strategic objectives were identified in the needs assessment planning process which helped to prioritize and guide the data analysis.

Objective 1: Understand how representative the sample is and compare that to population statistics for North King County.

The largest group of survey respondents was older adults living in the Lake Forest Park or Bothell areas. About half of the survey respondents were people with disabilities and low-income.

- 74% of respondents were 55+ years old and less than 1% were younger than 18 years old
- 38% lived in Lake Forest Park; 34% lived in Bothell; only 4% lived in Woodinville
 - For youth, the majority of respondents in this age group lived in Shoreline (68%)
 - For all other respondents, the majority lived in Lake Forest Park (35%)
- Majority of respondents made less than \$2,000/month (60%)
- Many had a disability (43%)
- Few were veterans (19%)
- Majority of respondents spoke English at home (88%), then the next significant language group spoke Spanish (4%) as well as a mix of other languages (10%) including Chinese, Filipino, and Ukrainian (write-in responses)

JKCMC's sample
representative for youth, as



Comparison of survey sample with North King County population data

Objective 2: Understand key destinations for each segment (age, disability, and city).

The following summarizes the respondents' destinations by frequency:

- 52% travelled to Medical/Dental appointments 1-2 times per month
- 42% travelled to Shopping/Errands 1-2 times per week
- All respondents rarely travelled to School/College/Training (60%) or Work (46%), although it is presumed this is a more a factor of the retired older adult demographic rather than an issue of isolation

Taking this analysis a step further, the following highlights key destinations by Age Group/City:

- **Community Facilities:** The largest group was older adults in Bothell who travelled weekly to this destination (19 respondents or 9%)
- **Medical/Dental:** The largest groups were older adults in Bothell (16%) and Lake Forest Park (14%) travelled to this destination
- **School/College/Training:** 100% of youth in Bothell, Shoreline, and Lake Forest Park (3 respondents) travelled to this destination multiple times a week
- **Shopping/Errands:** Older adults in Bothell (13%) and Lake Forest Park (12%) travelled to this destination multiple times a week
- **Work/Job Search:** Older adults in most areas travelled to this destination rarely/never, which was expected

Analysis around respondents with disabilities revealed the following trends:

- **School/College/Training:** 31% of people with disabilities rarely travelled to this destination
- **Work/Job Search:** 28% of people with disabilities rarely travelled to this destination
- **Medical/Dental:** 27% travel monthly to this destination

Objective 3: Identify isolated populations

There was no significant indication of isolated populations, which is defined as segments with a low frequency of travel across all destination categories.

Framework Measures

When developing the survey questions, Realia created a survey framework by addressing four focal areas or measures for NCKMC services: awareness, accessibility, availability and acceptability. This section of the analysis report explores each area in more depth as mapped to the strategic objectives.

I. Awareness

A standard baseline for many surveys is measuring awareness. Specifically for NCKMC, this section explores the types of transportation used most frequently and how aware residents are of transportation options in North King County.

Objective 4: Understand who is using which types/services frequently (1 or more times per week).

Trends for Age Groups

The focus of NKCMC's needs assessment is on types/services for youth or seniors; since there were only three youth respondents to the survey, this section will focus on responses from the older adult age group and excludes data from the 19 – 54 year old age group.

- Most older adult respondents were able to drive themselves (91 respondents or 59%), walk (45%) or were driven by family/friends (31%)
- Older adults rarely took Taxi Cabs (64%) or the bus (59%)

Objective 5: Identify how many people 55+ and/or people with disabilities are not aware of Hyde Shuttle, Volunteer Transportation, or Northshore Senior Center Transportation.

- Services that older adult respondents were least aware of included:
 - Northshore Senior Center Transportation (22% Not Aware): of this 22%, 9% live in Bothell, 3% live in Kenmore, and 0% live in Woodinville
 - Hyde Shuttle (21% Not Aware): of this 21%, 7% live in Lake Forest Park, 1% live in Shoreline
 - Volunteer Transportation (21% Not Aware): of this 21%, the largest groups live in Bothell (10%) and Lake Forest Park (8%)
- The service that older adult respondents were most aware of was Metro Transit bus

Trends for the People with Disabilities

- Types of transportation that were rarely used by the people with disabilities were Taxi Cab (36%), Sound Transit bus (30%), and Rideshare/Carpool (28%)
- People with disabilities got around by friends/family (31%), walking (23%) or driving themselves (22%)
- Services that respondents with disabilities were least aware of included:
 - Northshore Senior Center Transportation (13% Not Aware): of this 13%, 6% live in Bothell, 2% live in Kenmore, and 0% live in Woodinville
 - Hyde Shuttle (13% Not Aware): of this 13%, 5% live in Lake Forest Park, 0% live in Shoreline
 - Volunteer Transportation (13% Not Aware): of this 21%, the largest groups live in Bothell (8%) and Lake Forest Park (4%)
- Services that the people with disabilities were most aware of were Metro Transit Bus and Rideshare/Carpool; of these respondents, six ride the bus and 2 use Rideshare/Carpool

Trends for Veterans

- Majority of veterans got around by driving themselves (75%) and being driven by friends/family (56%)
- Veteran respondents were least aware of the following services:

- Northshore Senior Center Transportation (9 respondents or 28% Not Aware)
 - These veteran respondents were also 55+ respondents
- King County Access (8 respondents or 25% Not Aware)
 - Three of the Veteran respondents also have a disability
- The service that veterans were most aware of was Metro Transit bus; ten of the veteran respondents use this service

Objective 6: Identify requested communication methods to increase usage of transportation types/services.

Awareness Techniques

Respondents ranked the following as the easiest ways to learn about transportation options:

1. Mail (203 respondents or 40%)
2. Online/Website (192 respondents or 38%)
3. Brochure (190 respondents or 38%)

The lowest ranked techniques included radio (9%) and community bulletin board (7%).

II. Accessibility

Community residents may be aware of transportation options in North King County, but to ensure usage of these services the survey also measured the community’s perceptions of the accessibility of these services. Examples of accessibility include an application process accessible by many formats, or the accessibility of a service based on a person’s disability.

Objective 7: Identify high-value services that were listed most frequently as write-in responses.

When asked in the survey “Which transportation services are most valuable to you?” survey respondents gave the following responses; they are ranked below in order of popularity. These responses can also be considered highly accessible.

1. Metro bus (139)
2. Car (116)
3. Bus (48)
4. Access (19)
5. Hopelink (13)

Respondents ranked the following factors that affect accessibility and prevent respondents from using transportation services, as shown in Figure 2.

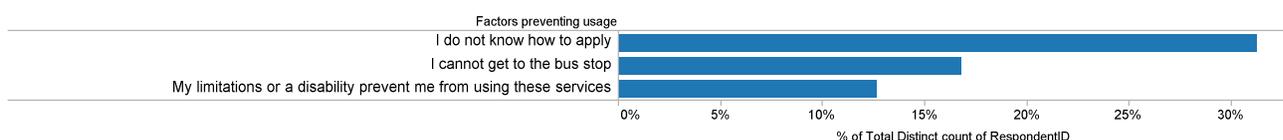


Figure 2. Accessibility factors affecting transportation usage across all segments

III. Availability

Transportation services can have high awareness and even high accessibility, but may not be generally available to all community residents, for example residents may not live in the transportation providers' service area. This section also considers more specific aspects such as availability when the client needs the service, for example the average wait time for a ride, or whether they can find out about availability, such as offering service and route information in specific formats or languages.

Measures of General Availability by Segment

The following services had the lowest availability. Respondents most often listed Snohomish County DART and Medicaid Transportation as "Not Available to Me" across all segments.

- **Older adults:** Services that had the lowest availability to older adults were Medicaid Transportation (29%) and Snohomish County DART (26%). Of the DART responses, five of those respondents had a disability.
- **People with disabilities:** Services that had the lowest availability were Snohomish County DART (27%) and Medicaid Transportation (20%).
- **Veterans:** Services that had the lowest availability were Medicaid Transportation (31%), Snohomish County DART (29%), and Hyde Shuttle (26%). Of the Hyde Shuttle responses, six of these respondents had a disability and eight of the respondents were 55+.

Objective 8: Identify requested types of assistance to increase usage of transportation types/services.

Availability Techniques

These techniques could be used to increase future availability to the community. Respondents ranked the value of the following services/assistance below:

1. Information about the services (81%)
2. Assistance with applying for the services (27%)
3. Someone to show them how to use the service (21%)
4. Information about the services in another language/format (4%)

IV. Acceptability

Certain factors can make a service "acceptable" or "unacceptable" from the community's viewpoint. For example, a resident may perceive a service as unacceptable if the application process is too difficult, a service will not drop off at a desired location, or if they had a negative experience with the service.

Respondents ranked the following factors that affect acceptability and prevent respondents from using transportation services, as shown in Figure 3.

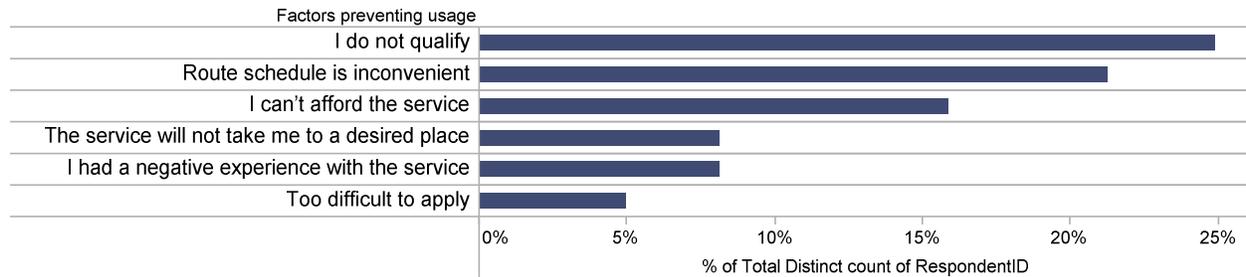


Figure 3. Acceptability factors affecting transportation usage across all segments

SUMMARY OF RECOMMENDATIONS

Based on the qualitative and quantitative analysis of the needs assessment, Realia recommends the following actions for NKCMC to consider.

Awareness

- Increase awareness among older adults for Hyde Shuttle, Northshore Senior Center, and Volunteer Transportation to improve usage, ensuring that eligibility criteria are clearly stated in case people do not know they qualify
 - Distribute brochures broadly
 - Send out a direct mailing
 - Increase online searchability by posting information across multiple websites about the services

Accessibility

- Evaluate submitted addresses that respondents stated are not covered by current routes (Appendix B, Figure 4) when planning for service area coverage
- Provide assistance services to help residents apply for services

Availability

- Make information about services readily available in the community
- Provide materials in other languages/formats upon request

Acceptability

- Seek funding to reduce or eliminate ride fees for those individuals that cannot afford the service

APPENDIX A: RECOMMENDATIONS FOR FUTURE SURVEYS

- **Distribution/Timeline:** Allow at least four weeks between the date the survey arrives to survey recipients and the date the survey closes to allow more time for respondents to complete and return the survey. This will also give network partners the time needed to hand out surveys to clients at daily appointments or through drop-ins at their locations over the course of several weeks.
- **Add “Unable to Drive” Question:** A question that came up during the analysis process was: What types/services are older adults using who cannot drive themselves or be driven by family/friends? For future surveys, it is recommended to add a separate question about this. In the current survey, it was not possible to pivot the data to extract this information given how the information was embedded in Question 8.
- **Make Income Level a Multiple Choice Question:** A question that came up during the analysis process was: What % of respondents stated services were “Not Available to Me” but were actually people with low income? For future surveys, it is recommended to create multiple choice answers to the “What is your monthly household income?” instead of write-in responses. In the current survey, Realia could not pivot the data based on “low-income” as re-coding survey data was out of scope of this engagement.
- **Add “Do You Use the Following Paid Services” Question:** A question that came up during the analysis process was: What paid transportation services are individuals using that also state they cannot afford fees? For future surveys, it is recommended to add a separate question about this. In the current survey, it was not possible to pivot the data to extract this information given how the information was embedded in Question 8. Adding this as a separate question would also help to do more analysis on affordability as it relates to income level.

APPENDIX B: VISUAL GRAPHS OF DATA

Figure 1: Respondents by City/Age Group

The chart below highlights where the largest age groups live:

- Youth primarily live in Shoreline
- 19-54 year olds and 55+ adults live in Lake Forest Park and Bothell

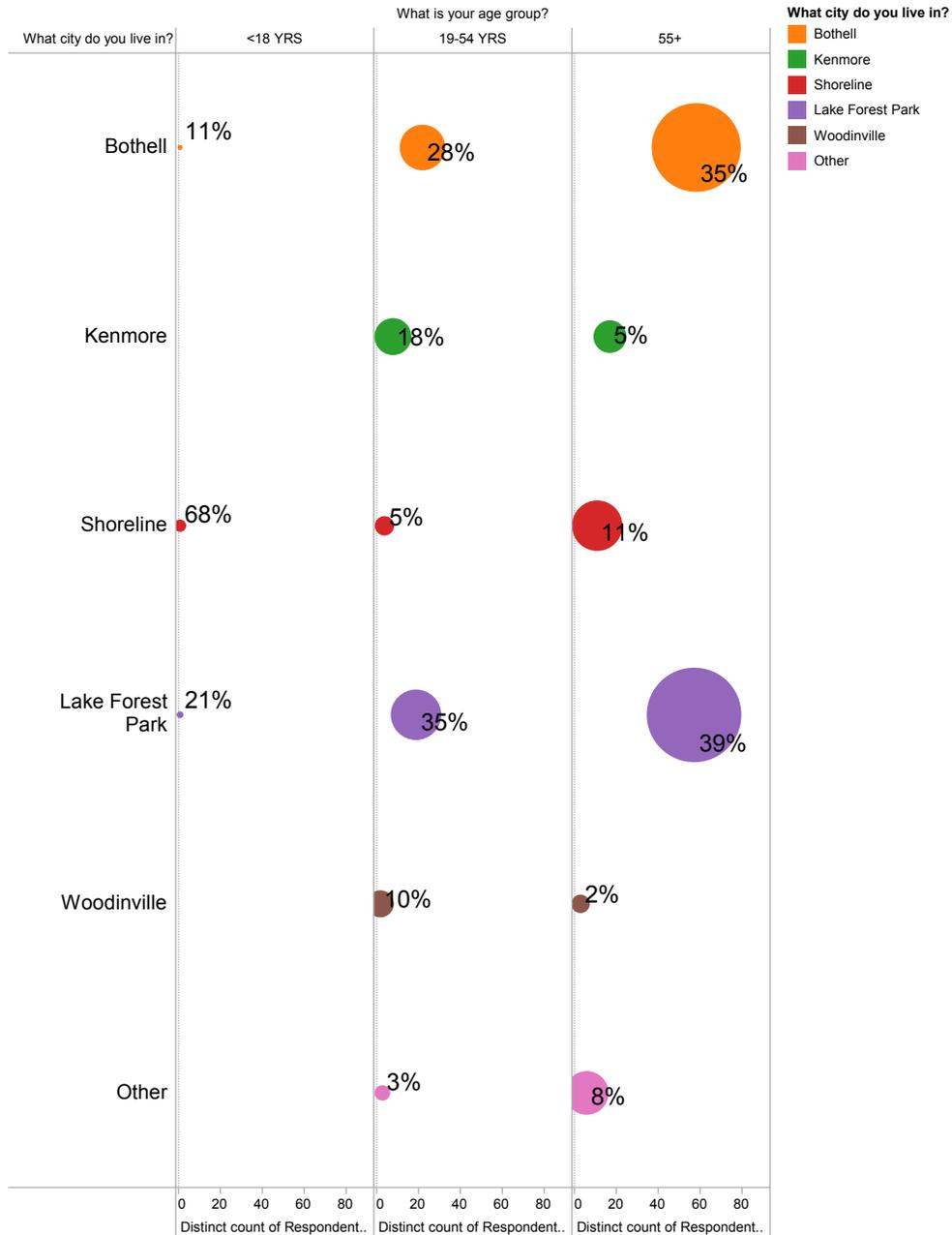


Figure 2: Destinations for People with Disabilities

This chart displays respondents with disabilities by city and how often they travel to different destinations. The darker the blue, the more frequently they travel to that destination.

- Yellow arrows highlight that respondents with disabilities living in Woodinville, Shoreline, and Kenmore rarely travelled to School/College/Training or Work/Job Search
- Red arrows highlight that respondents with disabilities in Shoreline and Bothell travelled to “other” destinations multiple times a week, including visiting family/friends, meetings, and walks (write-in responses)

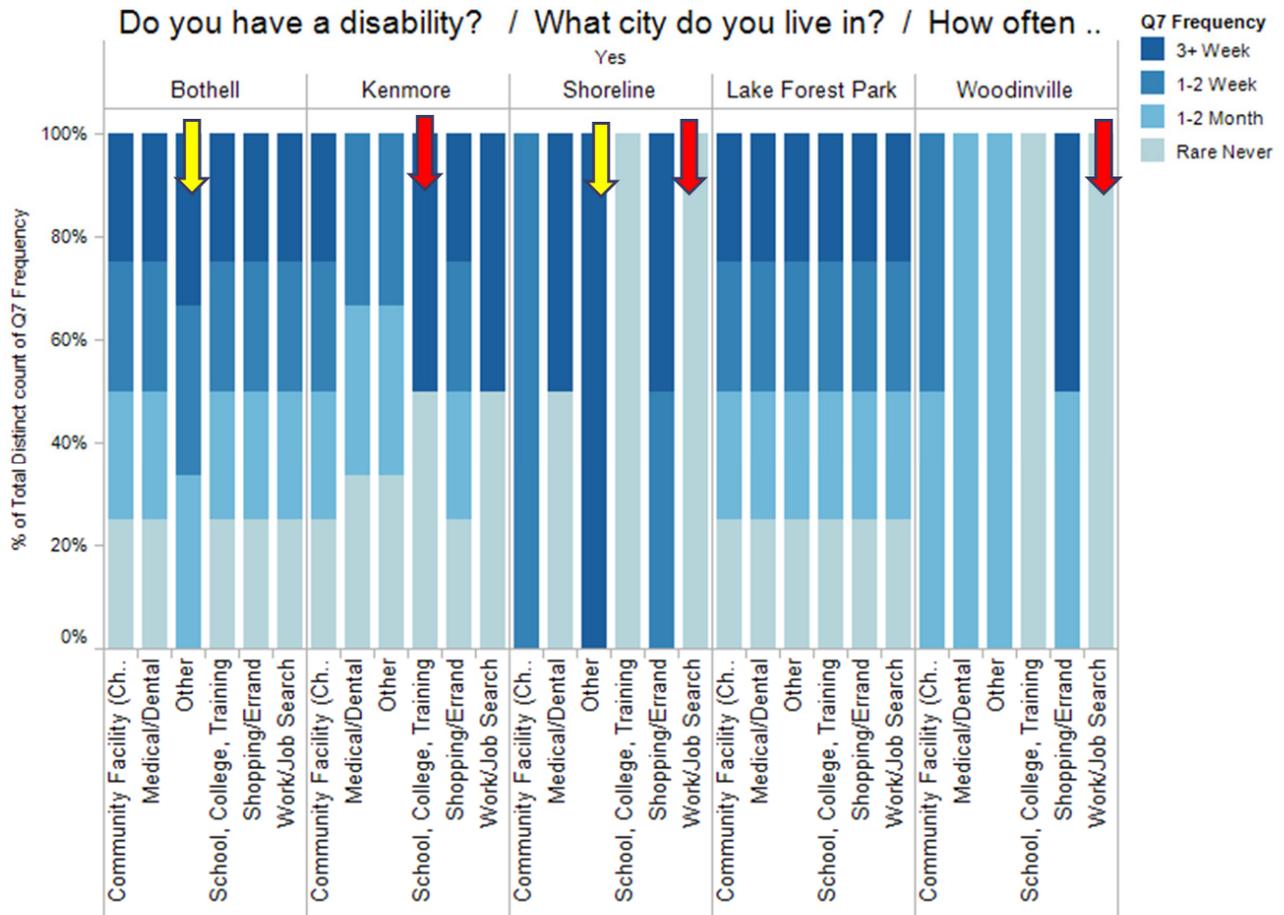


Figure 4: Write-in Responses for Service Area Planning

Respondents were asked if there were certain addresses not covered by local transportation service routes; 7% of respondents wrote-in a response. These are itemized in the table below for NKCMC members to consider in route planning:

Address	City
Pickup Locations	
175th & 102nd Ave NE	Bothell
11510 Riverside Drive, #27	Bothell, WA 98011
20215 81st Place NE	Kenmore, WA
6506 NE 191 st	Kenmore, WA 98028
18803 52nd NE	Lake Forest Park
18828 - 51st Ave NE	Lake Forest Park
19428 Aurora Ave N	Seattle
5th NW & 203 St	Seattle
13000 Linden Avenue North, Apt. 432	Seattle, WA 98133
14419 Greenwood	Seattle, WA 98133
141 N 144th Street	Seattle, WA 98133
12533 2nd Avenue NW	Seattle, WA 98177
1540 NE 177th	Shoreline, WA 98155
15313 15th Avenue NE	Shoreline, WA 98155
18026 Midvale N.	Shoreline
17707 Linden Ave N.	Shoreline
1313 North 200th Street, #120	Shoreline, WA 98133
1530 NE 177th Street, #136	Shoreline, WA
Drop off Locations	
Downtown	Edmonds
Stevens Hospital	Edmonds
9418 NE 139th St	Kirkland
Alderwood	Lynnwood
Not specified	Mill Creek
500 - 5th Ave	Seattle
722 - 18th Ave.	Seattle, WA 98122
Beacon Hill VA	Seattle
Eastlake	Seattle
Harbor Island	Seattle
Northgate	Seattle
Northgate	Seattle
Polyclinic	Seattle

Figure 5: Write-in Responses for Information Requested in another Language/Format

The following write-in responses were provided for Question 11 “Please specify other languages/formats”:

- Chinese (2 responses)
- Korean (2 responses)

- Russian (3 responses)
- Tagalog
- Traditional Chinese.
- Vietnamese

Figure 6: Respondents that Value Additional Services

Question 11 also asked respondents what additional services they would value most. The following graph shows the number of respondents by city that valued each type of service.

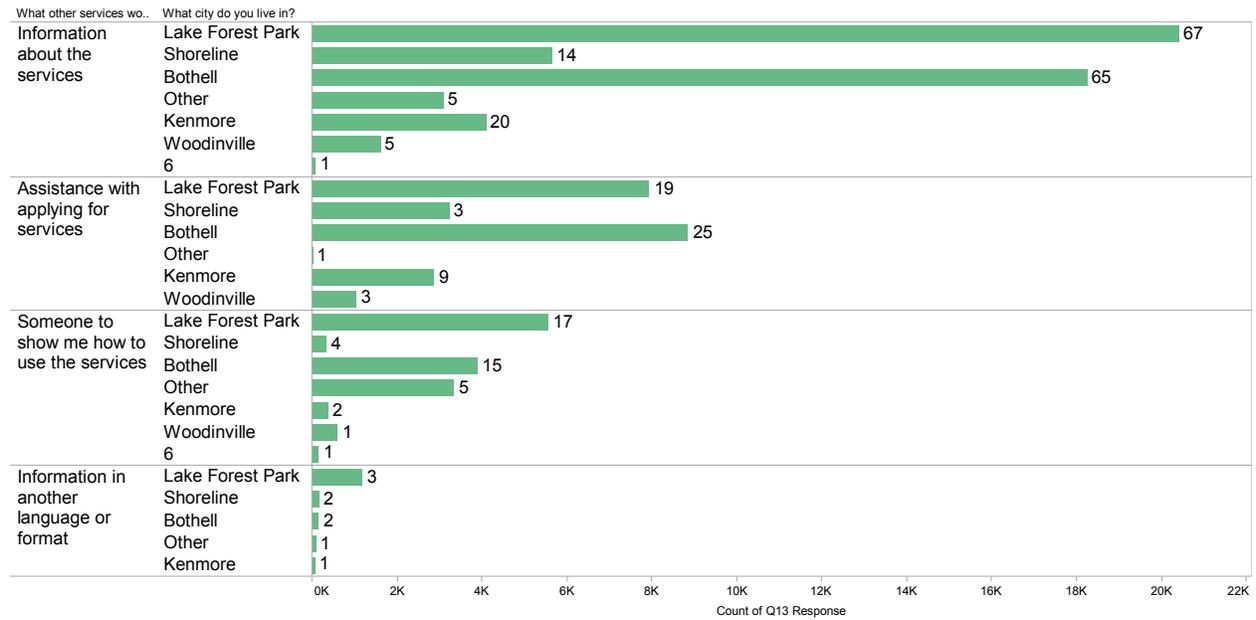


Figure 7: Ways to Learn About Transportation Options by City

Coalition members asked the following question during analysis: What city do respondents live in that would like online information? The following chart provides data by city for how respondents ranked the different ways to learn about transportation options.

What city do ...	Easiest way to learn about transporta..	Distinct count of RespondentID
Bothell	Radio	4
	211	14
	Brochure	40
	Call someone	13
	Community bulletin board	10
	Friend	13
	Mail	33
	Online/website	27
	Public Access/TV	11
Kenmore	211	2
	Brochure	14
	Call someone	2
	Community bulletin board	3
	Mail	13
	Online/website	9
	Public Access/TV	2
Shoreline	Radio	3
	211	3
	Brochure	6
	Call someone	3
	Community bulletin board	1
	Friend	6
	Mail	7
	Online/website	5
Lake Forest Park	Radio	4
	211	9
	Brochure	33
	Call someone	11
	Community bulletin board	7
	Friend	19
	Mail	39
	Online/website	24
	Public Access/TV	6
Woodinville	Radio	1
	211	1
	Brochure	2
	Call someone	3
	Mail	3
	Online/website	2

Figure 8: Write-in Responses for Factors that Prevent Usage

The following write-in responses were listed for Question 10 which asked “What other factors prevent you from using these services to help you travel?”

- have to have PCA [personal care attendant] with me on Metro
- can't afford taxi. disability prevents me from using the bus.
- takes too long
- hard to get to stop and wait alone in rain.
- car is more convenient
- stop too far from home
- Inconvenient
- Too long.
- I feel good driving
- I travel between work locations during a day.
- Hours of work/destination.
- Not needed.
- I prefer to drive myself.

- Too indirect; i.e. too many transfers required.
- I live within walking distance.
- Not needed.
- Used to be a bus in my area but they cancelled route.
- Road work.
- Wait too long for Access bus.
- Afraid -- will never travel that way!
- My own old car
- Don't need them
- language
- Prefer indep. sched.
- Don't know enough.
- No memory
- I drive
- Don't want to
- Too cold
- Carrying groceries [and] bus doesn't run often.
- Rarely use them.
- Hard to get to bus stop.
- Use my car
- Don't own a car. Rent when I need one.
- Time
- Vision problems and hearing difficulties
- Not needed
- Family help
- No need
- Have had no need.
- Hours I go
- VTP doesn't have enough available drivers for this area.
- Takes 1 1/2 hrs and 3 buses to get to work.
- Full Park and Ride.
- Prefer to drive
- I don't need it now.
- Drive myself
- Unable to walk distances.
- No need yet.
- Own car convenient
- I have no difficulties.
- I live over a mile from closest bus route.
- Too long to get to work
- Car.
- My friend drives me
- I have a car
- My friends insist on picking me up.
- Don't need.
- Drive myself.
- I have a car
- Private car.
- Time -- takes much longer than driving. [And] indirect route (too many bus changes).
- My choice not to use.
- I do not know how to transfer.
- Not qualified.
- I can better serve myself!
- Time.
- For Metro I need dry-warm weather due to health.
- I have a car.
- What are [the] qualifications?
- Don't need them.
- Neurological bladder
- Don't need yet!
- Self employed. Need to transport equipment.
- Not needed.
- My car is more convenient
- Have own car at present.
- Inconvenient
- Car is convenient. I really don't need them. Have car.
- Cannot walk easily
- I can drive myself.
- I do not need these services.
- Too independent
- No service by bus on weekend. Service is early morning and early evening only, with rest of day not well covered, if at all, to our location. Carrying groceries etc. to a bus stop is a lengthy walk at both ends of travel by Metro or bus.
- Not sure if I qualify.
- Have car.
- No place to wait for Access without much pain (standing, walking).
- Inconvenience
- I have my own car.
- Need car for work.
- No eligible for Hyde Shuttle
- Unsavory, scary people on bus!
- Prefer car, as it is faster.
- I don't travel.
- Time
- Don't know much about them.
- Sometimes I don't know how much pain I will be in. Sometimes "next day" to call Access.
- Bus takes too long, especially across town in evening.
- Language [Korean]
- Prefer to drive.
- Money.

- Own car at this time.
- Maybe I wanted to go somewhere else.
- Time: I drive my son to and from school.
- I buy groceries for my family also, so I need to use my car.
- Have a care for now.
- She has Access transportation
- "CT" cut services!!! (route, days of service, etc.)
- Arthritis makes walking & stair climbing hard.
- From North Aurora you have to go downtown, wait for more busses, etc. Inconvenient and time-consuming.
- I drive.
- Do not need.
- For work - we have too late/early start times.
- Due to the jolting, I cannot take the bus.
- Why no service on Sunday's Community Transit busses (between Aurora Village in Shoreline and Everett Station)?
- Time
- Limited services in Eastside (Bothell) area
- family help
- choose to use my own car
- drive myself
- scooter to big for bus. volunteers won't drive to my appts at appt times.
- how can i walk from the bus stop carrying 4 grocery bags?
- takes too long
- self/ rideshare
- have my own car
- Don't need to use Metrobus or other
- I don't need it.

APPENDIX C: NEEDS ASSESSMENT SURVEY QUESTIONS

For each question, check all answers that apply.

1. What city do you live in? _____
2. What was your total monthly household income last year? _____/month
3. What is your age group?
 - € 18 years old or younger
 - € 19 – 54 years old
 - € 55 years old or older
4. Do you have a disability? €Yes € No
5. Have you ever served in the military? €Yes € No
6. What languages do you speak at home?
 - € English
 - € Spanish
 - € Russian
 - € Vietnamese
 - € Korean
 - € Other (Specify) _____
7. How often do you travel to the following places?

	3 or more times a week	1-2 times a week	1-2 times a month	Rarely or Never
School, College, Training	€	€	€	€
Work, Job Search	€	€	€	€
Medical/Dental	€	€	€	€
Community Facility (Church, Park, Theater)	€	€	€	€
Shopping/Errand	€	€	€	€
Other (Specify) _____	€	€	€	€

8. How often do you use the following transportation services?

	3 or more times a week	1-2 times a week	1-2 times a month	Rarely or Never	Not available to me	Not aware of this service
Services Available to General Public						
Metro Transit Bus	€	€	€	€	€	€
Community Transit Bus	€	€	€	€	€	€
Sound Transit Bus	€	€	€	€	€	€
Taxi Cab	€	€	€	€	€	€
Drive Yourself	€	€	€	€	€	€
Driven by Friend or Family	€	€	€	€	€	€
Rideshare/ Carpool	€	€	€	€	€	€
Bicycle	€	€	€	€	€	€
Walk	€	€	€	€	€	€
Electric Wheelchair or Scooter	€	€	€	€	€	€
Additional Services Based on Eligibility						
Medicaid Transportation	€	€	€	€	€	€
Hyde Shuttle	€	€	€	€	€	€
King County Access (Paratransit)	€	€	€	€	€	€
Snohomish County DART	€	€	€	€	€	€

(Paratransit)						
Northshore Older adult Center Transportation	€	€	€	€	€	€
Volunteer Transportation Program	€	€	€	€	€	€
Other (Specify) _____	€	€	€	€	€	€
Other (Specify) _____	€	€	€	€	€	€

9. Which transportation services are most valuable to you and why? _____

10. What factors prevent you from using these services to help you travel?

- € I do not know how to apply
- € I cannot get to the bus stop
- € I can't afford the service
- € I do not qualify
- € Too difficult to apply
- € I had a negative experience with the service
- € I do not live in their service area. My address is: _____
- € Route schedule is inconvenient
- € Other (Specify) _____
- € My limitations or a disability prevent me from using these services
- € The service will not take me to a desired place. Specify address: _____

11. What other transportation services or assistance would be valuable to you?

- € Assistance with applying for services
- € Someone to show me how to use the services
- € Information about the services
- € Information about the services in another language or format (Specify) _____
- € Other (Specify) _____

12. What would be the easiest way for you to learn about travel options?

- € Call 2-1-1
- € Radio
- € Community bulletin board
- € Call someone
- € Online/website
- € By mail
- € Friend
- € Brochure
- € Public Access/TV

13. Please add any additional comments/suggestions about your travel needs here: _____