

**South King County Mobility Coalition 2019 – 2021 Action Plan**  
**Project Ideas (in no particular order)**

*1. Gap Analysis*

- 1.1. Collect, synthesize, and share out relevant Needs Assessments completed by other entities.
- 1.2. Perform listening sessions with community groups to understand “First Mile / Last Mile” needs; share findings with decision-makers.
- 1.3. Uncover under-utilized transportation services and programs and conduct community engagement to learn why riders are not using the system. If awareness is a barrier, lead an awareness campaign to increase ridership. If other factors prevent utilization, share findings with transportation provider(s).
- 1.4. Conduct an assessment of online communications, marketing, and advertising for transportation services in South King County. Measure the accessibility of websites and social media for special needs riders, their caregivers, and advocates.

*2. Awareness*

- 2.1. Increase access to reduced fare ORCA cards (e.g. ORCA LIFT, RRF, Youth) in partnership with ORCA enrollment entities.
- 2.2. In collaboration with limited English proficiency populations and organizations, lead awareness campaigns of transportation services that are culturally competent and utilize new methods such as transcreation and pictograms.
- 2.3. Promote existing carpool/vanpool services (e.g. Metro’s TripPool, Waze Carpool, Metro’s Vanpool) to increase access in transit deserts.
- 2.4. Increase transportation education to harder to reach populations, including isolated community members and multi-family housing residents.
- 2.5. Develop an employer-focused transportation options toolkit for small employers.

### *3. Coordination and Coalition Building*

- 3.1. Increase coordination of South King County transportation providers, including establishing regular communications, sharing resources, and coordinating services to improve mobility.
- 3.2. Bring together jurisdictions to collaborate on micro-mobility regional solutions (i.e. bikeshare and scooter-share).

### *4. Advocacy and Service Improvements*

- 4.1. Expand transportation services between rural South King County and neighboring transit hubs and service centers.
- 4.2. In partnership with the local community, advocate for transportation services that match the communities' need. If there are policies or contractual obligations that prevent a change in scope, advocate for a change through quantitative and qualitative data and storytelling. One example is modifying an on-demand service area to fill a transit gap.
- 4.3. Establish on-demand service to bridge last mile, such as a transit hub or community center.
- 4.4. Fill service gaps during non-peak hours (e.g. services for shift workers to access major employers).
- 4.5. Understand and fill service gaps that prevent people from accessing services, including during inclement weather.
- 4.6. Advocate for programs that provide subsidized ORCA passes for low-income riders that are still unable to afford the reduced fare.