

ATCI Recap

Our Vision: **a world-class transportation network that allows all people to move freely around King County.**

Action Plan Summary:

Urgent Issues / Action Items	Objectives
1. Funding	Secure increased and sustainable funding for special needs populations who don't fit into current program eligibility (outside the boxes).
2. Serving low-income individuals and families	Transform and expand the current travel ambassador program into a regional system of community based transportation brokers.
3. Marketing RideshareOnline.com	To secure a grant to greatly expand ridesharing including people with special needs.
4. Serving refugees, immigrants and people with limited English proficiency	Improve mobility tools available for refugees, immigrants and people with limited proficiency in English that respect cultural norms.
5. Serving older adults	Improve the way outreach and marketing of transportation options are conducted for people as they age and their families.
6. Communications strategy	<ul style="list-style-type: none"> A. Develop message (talking points) for use by coalition members B. Create a list that identifies coalition members and the allies they will communicate the message to C. Develop a process for identifying powerful opponents, potential allies and those not engaged; drafting a strategy for communicating the message (using talking points); and negotiating their buy-in D. Identify how coalition members will identify success and identify shortcomings
7. Sustaining the coalition	<ul style="list-style-type: none"> A. Develop a list of steps coalition members can take to maintain focus and implement our plan B. Develop a list of steps coalition members can take if only a handful of members stay active with the coalition C. Develop a list of steps coalition members can take to guide us when we hit the proverbial wall