

Community: ***King County Mobility Coalition***

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

Plan development date: ***6/23-24/2010***

Plan revision dates:

Urgent Issue: To secure a grant to greatly expand ridesharing including people with special needs.

Group Members: Ella Campbell, Rafeh Haidar, Shelley Hawkins, Park Woodworth

#	Objective	Steps	Timeline	Coalition members and allies
1	Write white paper; past success; long range plan; need for 2-year demo	Park assign	Begin: June 29 Due: Sept. 1	Ella, Rafeh, Shelley, Park
2	Distribute within King County to interested parties	Create email list; contacts prior to email; email	Begin: Sept. 2 Due: Oct. 1	
3	Distribute to WSDOT	Create email list; contacts prior to email; email	Begin: Sept. 2 Due: Oct. 1	
4	Form state-wide coalition	Attend statewide meetings	Begin: Sept. 19 Due: Nov. 1	
5	Meet with key state legislator staff	Select attendees; make appointments; meet	Begin: Nov. 1 Due: Dec. 20	
6	Develop state legislation	Develop contacts with key legislative staff; respond to requests for assistance	Begin: Dec. 2 Due: April 1	
7	Form coalition with Oregon & Idaho to request state support for securing Federal grant	Email draft ideas; hold meeting near border	Begin: Dec. 2 Due: Feb. 1	
8	Meet with key (local) Federal legislators	Identify key legislators; contact staff; make appointments; MCET to discuss Federal assistance	Begin: Feb. 1 Due: April 1	

#	Objective	Steps	Timeline	Coalition members and allies
9	Secure Federal demonstration (or other) grant	Response to RFP	Begin: May 1 Due: 12/30/11	

Urgent Issue: The lack of awareness and knowledge of alternative transportation options for people as they age and their families.

Group Members: Rev. Gwendolyn Phillips Coates, Vickie Foster, Eileen Rasnack, Ruben Rivera Jackman

#	Objective	Steps	Timeline	Coalition members and allies
	Improve the way outreach and marketing of transportation options are conducted for people as they age and their families.		Begin: Due:	Metro, ST, Hopelink, Senior Services, ACCESS
		1- Develop Transit PSA announcements to increase awareness of transit options	Begin: 9/30/10 Due: 3/30/11	Metro, ST, KCMC members
		2-Provide Department of Motor Vehicles with transportation materials for distribution at DMV sites	Begin:9/1/10 Due: ongoing	DMV, KCMC members, Park's contact list
		3-Train the trainer on transportation options through agencies and partner organizations	Begin:7/1/10 Due:7/1/11	Polly Nelson, Hopelink, KCMC members, partner organizations, Metro, ST, Senior Services
		4-Education campaign on ORCA cards, i.e. mobile truck that visits communities to reach isolated adults. Identify ways to simplify the process	Begin:10/1/10 Due: 7/1/11	
		5- Coordinate and collaborate with other urgent issue groups, Low-Income, Refugee & Immigrant, Funding on shared elements of projects to avoid duplication.	Begin:7/1/10 Due: Ongoing	

Urgent Issue: Low Income Transportation Needs

Group Members: Sylvia Fuerstenberg, David Gestaut, Pamela Haithcox Eggleston, Rick Krauss, Francois Larrivee, Angel McCraney

#	Objective 1: Transform and expand the current travel ambassador program into a regional system of community based transportation brokers	Steps	Timeline	Coalition members and allies
1	Assess current Ambassador system to form a baseline and measure best practices	1. Gather information from various sources, including local programs and ones proffered by Karen: <ul style="list-style-type: none"> • Harborview’s Access Program • Hopelink’s North Bellevue Community Center Consultant • Transit Instructors Coalition (possibly) • Capital District Transportation Authority (Albany, NY) • Northern Virginia Family Service 2. If considered necessary, hold a meeting with local programs to further gain information and understand possible roadblocks and best practices	Begin: Immediately Due: 7-30	Sylvia Fuerstenberg David Gestaut Pamela Haithcox Eggleston Rick Krauss Francois Larrivee Angel McCraney
2	Define the new program and Agency Roles		Begin: 7-30 Due: 8-31/ ongoing	

#	Objective	Steps	Timeline	Coalition members and allies
3	Define outcomes		Begin: 7-1 Due: 8-1	
4	Research funding sources		Begin: 9-1 Due: 9-30	
5	Write proposal to funders		Begin: Due:	
6	Develop implementation plan		Begin: TBD Due: TBD	
7	Implement		Begin: Ongoing Due:	
8	Measure Results		Begin: Due:	

Urgent Issue: Transportation challenges of refugees, immigrants and people with limited proficiency in English

Group Members: Mark Landreneau, Ref Lindmark, Alex O'Reilly, Dinah Wilson, Cindy Zwart

#1	Objective: Improve mobility tools available for refugees, immigrants and people with limited proficiency in English that respect cultural norms.	Steps	Timeline	Coalition members and allies
	Research and inventory current mobility tools available in King County as well as tools used in other cities throughout the country	<ol style="list-style-type: none"> 1. Discuss Objective with Ethnic Resource Fair Planning Committee, comprised of 10 agencies serving target populations, on June 30, 2010. (Cindy) 2. Develop key questions to help frame community conversations (Dinah) 3. Research mobility tools that respect cultural norms used in other cities throughout the country (Mark) 4. Identify current mobility tools available in King County to refugees, immigrants and people with limited proficiency in English (Group) 5. Identify initial communities and key informants to engage in conversations (Group) 	Begin: 6/23/10 Due: 9/30/10	Committee Members, KC Mobility Coalition Members, Rosie Ochs, Ethic Resource Fair Planning Committee

#	Objective	Steps	Timeline	Coalition members and allies
	Engage in community conversations with refugees, immigrants, people with limited proficiency in English and human service agencies serving these populations	<ol style="list-style-type: none"> 1. Set up meetings with 3-4 community groups and key informants representing refugees, immigrants and people with limited proficiency in English 2. Engage in conversations to assess their mobility needs 3. Document results and share with other committee members 4. Collaborate and share results with the committee dealing with transportation issues of low-income people 5. Identify additional community groups and key informants to engage in further conversations based on contacts gathered from initial conversations 	Begin: 10/1/10 Due: 12/31/10	Committee Members, KC Agencies serving refugees, immigrants and people with limited proficiency in English, Committee Addressing Needs of Low-Income People
	Develop community based solutions using information gathered through our community conversations	<ol style="list-style-type: none"> 1. Develop new mobility tools designed to meet community needs and which respect cultural norms 2. Create an online resource index of mobility tools available to refugees, immigrants and people with limited proficiency in English on KC Mobility Coalition website 3. Encourage KC Mobility Coalition members to display links on their agency websites 4. Identify funding necessary to product new mobility tools 	Begin: 1/1/11 Due:6/30/11	Committee Members, KC Mobility Coalition Members

Urgent Issue: Secure increased and sustainable funding for special needs populations who don't fit into current program eligibility (outside the boxes).

Group Members: Melony Joyce, Jacque Mann, Aaron Morrow, Ruth Tolmasoff, Michelle Zeidman

#	Objective	Steps	Timeline	Coalition members and allies
1		Identify target populations	Begin: Due: mid-July	Jacque
2		Identify pilot projects; review other programs across the country.	Begin: mid-July Due: mid-Aug.	Melony
3		Identify and apply for pilot project funding (short-term)	Begin: mid-Aug Due: mid-Oct	Michelle and Aaron
4		Secure short-term funding for pilot project	Begin: Due: Spring 2011	
5		Identify long term, sustainable funding sources	Begin: Due: June 2011	
6		Identify allies	Begin: Due:	See attached list.

Attachment to ATCI Handout 8

Allies identified to help with our funding objective to secure increased and sustainable funding for special needs populations who don't fit into current program eligibility (outside the boxes):

Elected Officials (K.C. Executive, Rep. Jay Rodne, Issaquah Councilmember Fred Butler)

KCHA, Housing Development Consortium and other low income housing agencies.

PSRC/Sustainable Communities, EPA, FTA, HUD

AARP

ELEAP, Headstart, and Family Support Centers

Shopping Centers and other retail destinations

Veterans Organizations.

Communications Strategy

Objective	Steps	Timeline	Coalition members
<p>1. Develop message (talking points) for use by coalition members to describe the:</p> <ul style="list-style-type: none"> • Existence of the coalition • Vision of the coalition • Urgent issues addressed in the Accessible Transportation Coalition plan 	<ul style="list-style-type: none"> • The name (or former name) of the coalition • The reason the coalition exists: as part of the way the PSRC distributes federal dollars • Who the coalition serves • Who participates, the key players in the coalition • A new venture outside of New Freedom Program, JARC funding • Discuss issues related to how to coordinate transportation services • Information sharing • Coordination between transit providers, riders and human service agencies • Opportunity to talk about what is unique about King County; our unique coordination issues (i.e. funding, challenges, specific issues that are same/different than other PSRC counties) • A forum to discuss about major issues, policy changes, and potential solutions in response to these changes • We have experts that can provide information in decision making • Vision statement and urgent issues created on 6/23-24/10 	<p>Begin:</p> <p>Due:</p>	

<p>2. Create a list that identifies coalition members and the allies they will communicate the message to (using talking points)</p>	<ul style="list-style-type: none"> • Government Affairs working group of the KCMC 	<p>Begin:</p> <p>Due:</p>	
<p>3. Develop a process for:</p> <ul style="list-style-type: none"> • identifying powerful opponents, potential allies and those not engaged • drafting a strategy for communicating the message (using talking points) • negotiating their buy-in 	<ul style="list-style-type: none"> • Follow path already in place by KCMC • Identifying powerful opponents as we move along (thru county council, state legislature) • Identifying people who are not engaged (e.g. former sponsors whose priorities have changed). We need to keep them in the loop via personal dialogue (more than e-mail) • Show how our work does fit in to their agency priorities (e.g. their priority is families but not transit and we're focused on families) 	<p>Begin:</p> <p>Due:</p>	
<p>4. Identify how coalition members will identify success and identify shortcomings</p>	<ul style="list-style-type: none"> • Share our success stories (via brochure, etc.) • Create/update our website with success stories and resources • Create/distribute annual report; provide to allies, others • Look at Snohomish county as a resource • Develop outcome measures; measure, analyze, make changes as needed. Outcome measures for each of the 5 urgent issues groups 	<p>Begin:</p> <p>Due:</p>	

Support Strategy

Objective	Steps	Timeline	Coalition members
1. Develop a list of steps coalition members can take to maintain focus and implement our plan	<ul style="list-style-type: none"> • Ask KCMC to place on agenda and discuss • Dedicated staff to support the coalition (help keep Michelle employed!) • Quarterly report from each urgent issue group; progress and next steps 	Begin: Due:	
2. Develop a list of steps coalition members can take if only a handful of members stay active with the coalition	<ul style="list-style-type: none"> • Ask KCMC to place on agenda and discuss • KCMC membership committee contact with members • Be proactive, call people unable to attend • Send emails to everyone (minutes, sub-committee activities) 	Begin: Due:	
3. Develop a list of steps coalition members can take to guide us when we hit the proverbial wall	<ul style="list-style-type: none"> • Ask KCMC to place on agenda and discuss • Divide the problem into smaller pieces so we can take it on and make progress • Bring in other experts and new ideas to help brainstorm creative solutions • Don't let Park retire • Bring in younger leaders • Use this type of exercise (larger group) and go thru the urgent issues on an annual basis to set the work agenda for the year ahead • Succession planning; when we feel we 	Begin: Due:	

	<p>can no longer contribute mentor another person to bring in to the fold</p> <ul style="list-style-type: none"> • Identify a short-term gain or success and use it to reenergize the group • Provide opportunities for people who want to provide input but not serve as a member 		
<p>4. Develop a list of steps coalition members can take when only a handful of allies are identified and “sign up” to join the coalition</p>	<ul style="list-style-type: none"> • Ask KCMC to place on agenda and discuss • Provide opportunities for people who want to provide input but not serve as a member • 39 cities in King County; 1 or 2 from each city could be asked to join a semi-annual meeting or be on call to work with the group • We’re all members of other groups; it’s our obligation to share the message (communication talking points) with those group members • See Michelle’s form that asks members what other groups they belong to – use these contacts to our advantage (keep the pool of people interested, identify allies) 	<p>Begin:</p> <p>Due:</p>	