

King County Transit Advisory Commission

October 19, 2021

6 p.m. to 8 p.m.

Teleconference:

Here is the link to join the meeting via computer: <https://zoom.us/j/99560291505>

Here is dial in information: 1 (253) 215-8782, Meeting ID: 995 6029 1505

6:00 p.m. Welcome & Introductions

- Name
- Pronouns, if you would like to share
- Access needs
- Question: What is one recent thing or experience that exceeded your expectations? [reminder of talking piece]

6:10 p.m. Consent Agenda, and Announcements

- Consent agenda
 - Present:
 - TAC members: Aaron Morrow, Sonja Tracy, Mina Barahimi Martin, Oskar Abian, Angela Theriault, Bobby Wooten
 - Metro staff: Shelby Cramer, Lizette Carrasco, Sunny Knott
 - Guests: Chris McKnight (Sound Transit), Stephanie Edwards (Sound Transit), Erin O'Connell (Sound Transit), Jon Morgan (community spectator), Staci Sahoo (Hopelink)
- Meeting minutes – September 2021
 - Vote: Aaron moved to approve. Oskar and Angela seconded. Minutes approved.
- Announcements
 - Recruitment for new members will occur in the next few months
 - As election season approaches, a reminder that TAC members cannot use their position as a TAC member or county resources (i.e. county email) to support or oppose a ballot measure. You are encouraged to participate in the political process on your own time and outside of the TAC.

6:15 p.m. September meeting recap, reflection, follow up

- General Manager's Update
 - No follow-up questions from the TAC
- Quarterly update from Metro Access, introduction to committee participation
 - Clarified that the committee referred to is the ADA Transition Plan Committee (ADAPT)
- Marketing collateral for fall service change: North King County route revisions
 - No follow-up questions from the TAC

6:20 p.m. Next Generation ORCA Marketing Materials

Presenter: Chris McKnight, Stephanie Edwards, Erin O'Connell – Sound Transit

- Q: Is this a mailer? What is the purpose of the ORCA brochure?
 - A: Purpose of the brochure is to provide folks with time to prepare for the change
 - Follow-up: Appreciate the color contrast
- Q: Will brochure be in braille?
 - A: Envision having a foldable brochure available in stations.
- Q: Will brochure be posted on social media
 - A: Document will be posted online, can also create social media posts and link to this document
- Q: Leaving out important fact – that folks will need to get a new card- why was that omitted?
 - A: Document will be used this Fall/Winter. Want to focus on the fact that folks can still use their existing card
- Comment: Appreciate use of sub-headings in bold
- Q: When transitioning to the new card, will there be an effort to reduce the waste created by turning over old cards? Will the black ORCA cards be physically the same as the current blue cards
 - A: Could make it a requirement that you give back your old card before getting a new one. Nothing finalized yet, but definitely thinking about this. New card is a bit less rigid than the old card. Eventually though you'll also be able to tap on with a mobile phone; won't need a physical card.
- Q: Not a fan of paper, especially for Access purposes. Recommend publishing a text document for the brochure, making sure there is one without pictures and illustrations. PDFs not typically braille accessible. Have a plain document without visuals.
 - A: Excellent suggestion and very doable.
- Q: New card won't work with the new Access contractor?
 - A: At launch, won't collect fares via ORCA for Access. That is a future project. Will need to assess down the line

- Q: Is it possible to put a braille marking on the card to separate the front and back of the card?
 - A: Sunny reached out to WA Braille Association based on prior feedback from the TAC. Idea: to have a tactile sticker that one could place on the card. This would be available at the ORCA customer service center.
- Q: Concern about account-based system. Didn't like the idea of registering their card because don't want to have transit movements being monitored. Will our transit patterns be monitored?
 - A: If registered, can report cards lost or stolen.
- Comment: Great idea to provide stickers for deaf blind individuals to differentiate front/back of cards
- Q: Question about app. Able to enlarge and zoom in on the app? Can we adjust the size of the font on the app?
 - A: Really good question. Will take back and get an answer to that question.
- Q: Concerned about privacy issues. With account-based systems, privacy is a concern. Suggest having a privacy statement so customers understand their privacy rights. Want for users to have the option to know how their data is used and saved.
 - A: There is a privacy policy; have terms and use established. We are very conscious of this and want to protect customer's information.
- Comment: Appreciate other comment from TAC member about bringing up the importance of the thickness of the card
- Q: What about expanding ORCA to cover more agencies and places, like Thurston County and WSDOT's Good to Go system?
 - A: At this time, no specific plans. But new system is very flexible and agencies can join as they see fit.
- Q: Reduced fare requires a picture on the reduced fare card. Will new card require a reduced fare card picture as well?
 - A: Yes it will
- Q: What will you do with our feedback?
 - A: Appreciated the feedback received today. Appreciated the need for text documents. Appreciated feedback that materials were clear; good reassurance. All feedback will be used to further improve in preparation for the launch of new ORCA.
- Additional question presenters weren't able to answer: Is there a placement time line visual that could be handed out to the public or added to flyer

7:10 p.m. One-Call/One-Click Presentation

Presenter: Staci Sahoo – King County Mobility Coalition, Hopelink

- Comment: Excited that software is changing. Deaf Blind individuals love the app called Moovit. With the new software, please make it deafblind friendly and have deafblind individuals included during user testing. OneBusAway app also very good model.

Appreciate being able to enlarge/zoom in on the font on apps. Being able to enlarge screen with index and thumb far preferred over being able to zoom by double tapping

- A: Appreciate feedback, will also be conducting user testing. User testing will hopefully help identify more of these types of concerns.
- Q: Would be interested to know how this platform might be used to provide information to folks who are not accustomed to transit (i.e. out of town visitors).
 - A: Not intending to compete with other trip planning services. Hope to work with them to share the same data. Data standardization with this project will hopefully be able to influence other trip planning apps and services (i.e. putting Via to Transit information into a trip planning service like Google Maps)
- Comment: Exciting, glad that Hopelink is working on the system
- Q: This would be more of a clearinghouse of information?
 - A: Correct, will be like a clearinghouse. Believe there are existing services that folks may be underutilizing. Also, hope this can be used to advocate for increased transit options (if even after implementation of one call one click, folks still aren't being served well in a particular geographic area for example)
- Q: What do you do with the user profiles?
 - A: Only asking questions that directly help determine eligibility and connect riders to other services they might be eligible for.
- Q: What will be the turn around time?
 - A: Turn around time tries to mirror what current service providers may offer. We know same day is important for folks. But being able to find your option and do trip planning, will be able to do that instantaneously.
- Q: I use AT&T Map on iPhone. Easy to use. Has a live map. Tells me when to get on and off the bus. Will some functionality like this be integrated into One Call One Click?
 - A: Will have a very similar feature. Will also be integrated with another project in our region: having standard data for sidewalks and pathways and transit facilities (project with UW). The purpose is to be able to give you very direct transit information about your surroundings.
- Comment: (In reference to Staci's 2nd feedback question: If I had a magic wand, what is at least one thing I would improve to the eligibility and intake experience?) -- Having ability to use telephone, internet, postcard (that you can mail back with your options) to access the One Call One Click service is important.
- Question: Wishes this was something that Metro did. There are many programs across the county where folks have to register multiple times. Will this be able to happen with One Call One Click?
 - A: Thank you for the feedback. Working on exactly this. Trying to also extend beyond a transportation perspective (for example if folks qualify for SNAP, what transit programs are folks eligible for?)

7:50 p.m. Good of the order

- Planning for the December meeting – will it still occur?
 - Can decide if we should still have a December meeting in in November when additional TAC members are present

8 p.m. Adjourn