



First Mile Last Mile Connections Grant 2019-2021 Application

Program Goals

Improve the beginning or end of an individual trip to public transit services.

Study and evaluate how different first mile last mile solutions affect access to public transportation services.

Project Title
Improving Mobility Access for Low Income and Non-English Speaking Populations in Lynnwood
Project Summary
SNOTRAC will coordinate the training by social service institutions of their clients, especially those with language barriers, on how they can access and use transit and mobility services in the Lynnwood area.
Lead Organization
Snohomish County Transportation Coalition (fiscal agent required)

This information should match the financial information in question 16.			
Dollar Amount of Grant Request for 2019-2021	Total Project Cost	Local Match	Percentage of Project Total Cost
\$87,500	\$87,500	\$0	100%

State Legislative District(s) 1, 21, 32	County/Counties Snohomish County
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List each of the project partners that will have a role in the project. Describe their role and their type of organization.	
Project Partner Name Snohomish County Transportation Coalition (SNOTRAC)	Type of Organization (i.e. tribe, public sector, private sector) Nonprofit Partnership / Mobility Coalition
Role SNOTRAC will coordinate the effort among the partners, "train the trainers," and develop materials.	
Project Partner Name Others:	Type of Organization (i.e. tribe, public sector, private sector) Nonprofit
Role Three-to-four locally trusted social service institutions who provide services in the Lynnwood area to non-English speaking and low income individuals will be partnered with to provide the direct trainings of clients, including Homage Senior Services, Latino Educational Training Institute (LETI), ECOSS, and/or Asian Counseling and Referral Service (ACRS). LETI and ECOSS recently worked with Triangle Associates in providing outreach to Spanish-speaking residents in Lynnwood as part of the Needs Assessment for Community Transit's Lynnwood Pilot Project.	
Project Partner Name Community Transit	Type of Organization (i.e. tribe, public sector, private sector) Public Sector
Role Although Community Transit will not play a direct role in the project, efforts will be closely aligned with Community Transit's Lynnwood Pilot Project to provide a new mobility service. It is expected that Community Transit staff will also advise the project and provide some materials.	

Mailing Address 3102 Smith Ave, Suite 215		City Everett	State WA	Zip Code 98201
Billing Address (if different from mailing address)		City	State	Zip Code
Grant Administrator Brock Howell	Phone Number 206-856-4788	Grant Administrator Email brock@gosnotrac.org		
Billing Contact Brock Howell	Billing Contact Phone Number 206-856-4788	Billing Contact Email brock@gosnotrac.org		

Qualitative Description of Needs (25 points)

Overview

SNOTRAC will coordinate the training by social service institutions of their clients, especially those with language barriers, on how they can access and use transit and mobility services in the Lynnwood area.

Background on Community Transit's Lynnwood Pilot Project

In 2019, Community Transit launched a study for a future mobility pilot project to address potential mobility gaps within the City of Lynnwood. Through a community survey and listening sessions (completed in early 2020), Community Transit was able to identify locations that are currently underserved and perceived barriers. During COVID-19, the pilot project is currently on hold but Community Transit plans to resume its efforts to pilot a new mobility service within Lynnwood in the coming year.

Target Geography & Population

SNOTRAC's proposed project will focus especially within Lynnwood near 204th Street SW & Evergreen Way and near 172nd St SW & 36th Ave W, where the greatest number of low income and non-English speaking populations live. Languages of special focus will be Spanish, Vietnamese, Korean, and Tagalog.

Community Transit's community survey indicated that most people desired greater transportation options to access Alderwood Mall and the Lynnwood Transit Center, so the project will emphasize mobility options that provide access to those two locations. In addition, the project will seek to improve the understanding and use of fixed route transit services, DART, TAP, and other mobility services in the city.

The Gap

For its Lynnwood Pilot Project, Community Transit commissioned a survey of Lynnwood residents in 2019 to better understand unfulfilled mobility gaps within the city and to inform the development of a new mobility service pilot project to meet that gap.

The survey respondents stated that their biggest barriers to using non-SOV transportation options are (A) transit trip duration/timing/location, (B) having no one to carpool/vanpool with, and (C) bike/walk safety.

These gaps are likely exacerbated by a lack of knowledge of the current transportation options as well as a general hesitancy and lack of comfort to try a new travel mode. As a result, they may perceive barriers of transit trip duration/availability/location, pedestrian/bicycle safety, or carpooling options that may not in fact exist.

This conclusion is reflected in the survey data that showed Spanish-speaking respondents were more than twice as likely to say that a lack of information is a major barrier to choosing transportation modes other than driving. This lack of understanding of mobility options for non-English speakers also

emphasizes the need for a proactive education and training program targeted to the population with trusted, respected institutions within their communities.

Solution

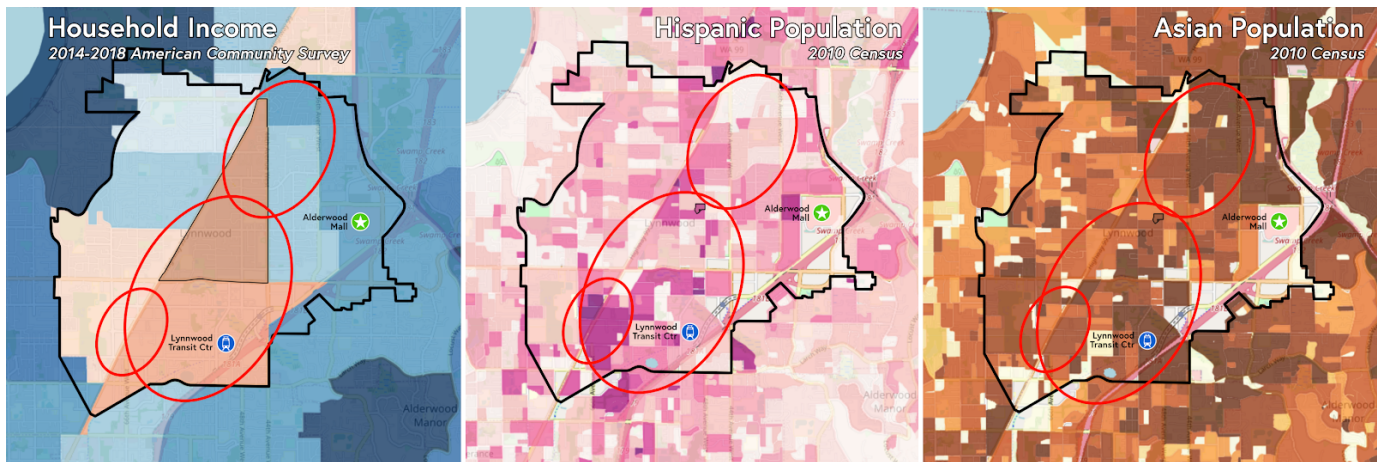
SNOTRAC's project will address these gaps in understanding of the existing transportation options by low income and non-English-speaking populations through mobility education and travel training. Through partnerships with locally trusted institutions, the project would focus specifically on low-income and non-English speaking populations. When Community Transit develops its mobility service pilot program, SNOTRAC's educational effort will shift toward marketing the pilot program to target demographics.

SNOTRAC will partner with and coordinated efforts among Latino Educational Training Institute (LETI), ECOSS, Asian Counseling and Referral Service (ACRS), Homage Senior Services, and/or other social service providers and trusted institutions to conduct educational / travel trainings to clients, focusing on low income and non-English Speaking populations near Evergreen Way in Lynnwood. For Community Transit's outreach to non-English speakers as part of the community survey for its Lynnwood Pilot Project, LETI and ECOSS facilitated the conversations and, therefore, they are both trusted institutions within their communities and are already familiar with the mobility service efforts.

- SNOTRAC will coordinate the effort among the partners, "train the trainers," and develop materials.
- Partner organizations will proactively market travel trainings to their clients and community members.
- Trainers will lead group and one-on-one trainings of clients, providing a high level of assistance to personally assist each participant in understanding their mobility options and mapping out their potential trips via a variety of mobility services.
- Participation in the trainings will be incentivized through free bus passes, gift cards, and prizes.
- Trainers will follow-up with participants to ensure they are able to actualize the best trip for them, whether it's vanpool, carpool, bus-connections, biking, or walking. Follow-up activities could include enrolling the participant in a "learn to bike" program, doing an in-person walk with the participant to ensure they feel safe on their first walk from home to transit, signing the participant up for a carpool or vanpool, or assisting with the participant's first DART or TAP service request.
- When Community Transit develops and implements its Lynnwood Mobility Service Pilot Project, the efforts of the trainers and partner organizations will shift toward marketing and educating clients on how to use the new service.
- During the development of the mobility service pilot project, the partner social service providers will be instrumental in establishing an information feedback loop between the target demographic population and the pilot mobility service. This will help Community Transit learn the barriers and desires of potential users and ensure the pilot project is well-designed to meet users' needs.

Background Information

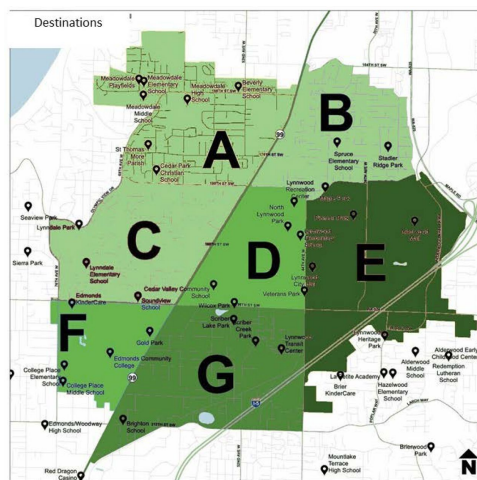
Demographics



The red ovals are the areas to be prioritized for outreach and engagement during the project. In these areas, the median household income is near \$50,000, which is approximately the region's threshold for a “very low income” household. In addition, there are significant populations of households of Hispanic and Asian descent.

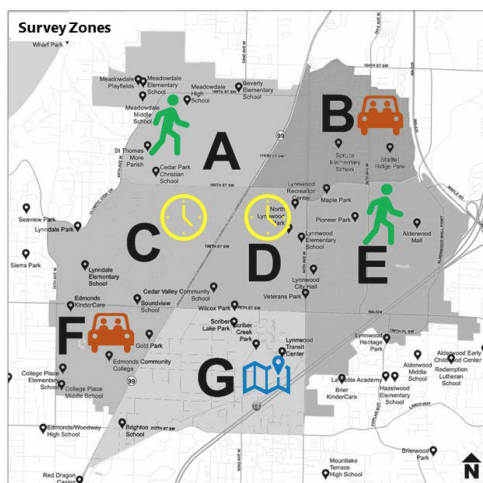
Community Transit's Lynnwood Pilot Project

The Needs Assessment for Community Transit's Lynnwood Pilot Project surveyed 863 Lynnwood residents about their travel behaviors and choices.



Desired Destinations

The survey found that the top desired destinations were in “zone E,” which includes the Alderwood Mall and medical facilities. “Zone G” was the second desired location, which is where the Lynnwood Transit Center is located and additional medical facilities.



Top Barriers

The map shows the top reported barriers for individuals to switch to non-SOV travel modes within each survey. These included distance to walk to a bus, finding someone to share a ride, the bus not going to the desired destination, and the time it takes to ride the bus.

During a listening session held in Spanish, the survey participants listed a lack of information as one of the top five barriers to using non-SOV travel modes. Spanish speakers were more than twice as likely than English speakers to report a lack of information as a barrier.

Discussion of Benefits (20 points)

Openness, Accessible, and Equitable

Mobility education and trainings will be conducted by local partners who have staff who can communicate with and are trusted by their non-English speaking clients, especially those who speak the most common languages in Lynnwood (Spanish, Vietnamese, Korean, and Tagalog). Outreach and marketing will be proactively led by these local partners, as well as to the general population through standard communication channels of SNOTRAC and its partner mobility and human service organizations.

Benefits

The project will improve understanding among non-English speakers and low income individuals on their mobility options. Through a partnership with Homage Senior Serves, we also expect seniors and people with disabilities will be a significant portion of the participants.

Among the participants, we expect an increase in usage of fixed-route transit, improved usage of DART and TAP services provided by Homage Senior Services, and increased comfort in walking and biking to transit.

Our partnerships with trusted institutions respected in non-English speaking populations is a significant, innovative approach to travel training. The approach is a proactive approach to improve understanding of mobility options among a demographic that is twice as likely to report a lack of information as a major barrier to using non-SOV options. We expect this proactive, intentional approach will be a model for replication.

The partnerships with trusted institutions, including with LETI, ECOSS, and ACRS, will also improve their own institutional knowledge of mobility services and travel training. This will improve their ability to assist their clients on trip decision-making after the life of the project.

Finally, the project will ensure the success of Community Transit's Lynnwood Pilot Project for a new mobility service in the city. By engaging directly with target populations, the SNOTRAC travel training project will be able to provide iterative information back to the agency as it develops its pilot mobility service. Once the mobility service is launched, the SNOTRAC project will be able to pivot to marketing the pilot mobility service to the already engaged participants.

Social Justice/Equity (20 points)

The project will partner and contract with LETI, ECOSS, Homage, and/or other social service providers and trusted institutions within the low income and non-English-speaking communities near Evergreen Way in Lynnwood to educate and training clients on their mobility options. SNOTRAC will train the partner organizations on travel training and provide collateral and other resources for the partner organizations to hire staff for training their clients.

From the Lynnwood Pilot Project Survey, non-English speaking populations are more than twice as likely to report that they lack information about their mobility options. This project addresses this problem—and thereby increases the efficiency and accessibility of transit service, by partnering with trusted institutions within the low income and non-English-speaking communities in Lynnwood. The project will focus on areas nearest to Evergreen Way where American Communities Survey data indicates the highest proportion of residents of Hispanic and Asian heritage and the lowest income levels.

By increasing the understanding of mobility options within the target populations, existing services such as Community Transit and Sound Transit's fixed route service, as well as other services such as DART and TAP provided by Homage Senior Services, will be better utilized and thus more efficient on a ridership-per-trip basis.

Goals and Metrics (15 points)

Metrics for Success	
400	Number of people who receive travel training through workshops or one-on-one.
2,500	Number of people who receive mobility tools, such as a map or other resource.
75%	Percent of training participants who increase their transit usage.
1,200	Number of trips taken using ORCA cards provided as an incentive for individuals to participate in travel trainings.

Before and after surveys will be conducted of travel training participants to ascertain:

- Changes in transit ridership behavior
- Changes in transportation choice behavior.
- Number of trips connected to fixed-route transit services.
- Average trip length, measured in miles.

Through voluntary reporting, demographic data of participants will be tracked, including income, language, race, age, and ability.

Wages and Healthcare (10 points)

1. *Organization size.* Do you have 50 or more full-time employees based in Washington state?
☒ No
2. *Minimum Wage.* Does your organization provide a minimum wage for employees and independent contractors?
☒ Yes, but question is not applicable as SNOTRAC has only one staffer, who is an independent contractor and makes significantly more than minimum wage.
3. *Healthcare.* Does your organization provide healthcare benefits to your employees and independent contractors?
☒ No. Executive Director is hired as an independent contractor and there is no special consideration for healthcare beyond the standard compensation.

Readiness to Proceed (10 points)

Service Start Date

Travel trainings will begin by October 21, 2020.

Mid-Point Data

As of December 31, 2020, the project will be able to provide initial baseline data of the trip behavior of participants, the number of ORCA trips taken so far using prepaid ORCA cards provided to participants, and conduct a mid-point travel survey of all participants to understand performance thus far.

Grant Administrator:

Brock Howell, SNOTRAC Executive Director

Currently managing SNOTRAC's Consolidated Grant with WSDOT and has managed grant reporting for numerous foundation-provided grants to several nonprofits.. Possesses 12+ years of experience in coordinating efforts with partner organizations.

Milestones and Activities.

See milestones and activities provided in answer to Question 9: Milestones

Project Budget.

Please see project budget provided in answer to Question 10: Financial Information

Project Partners.

Please see the partners named on Page 2.

Other Questions: Scaleability (No points)

With more funding, more resources would go directly into more staff time with local social service partners to provide additional travel training and other educational and marketing activities, with similar expectations for an increase in the number of participants trained within the Lynnwood community. With significantly more funding, the program could expand to other communities in Snohomish County.

It is the intention of this program to be an innovative model in how to partner with trusted social service institutions to proactively reach non-English speaking and low income populations to greatly reduce their information barriers to non-SOV travel options. We expect the program will be able to be replicated throughout the region.

Milestones

Milestone	Date	Activity
Agreements/contracts with Social Service Institutions Established	7/31/20	To ensure roles and responsibilities are clear with all partner entities, written agreements will be signed.
English collateral and materials finalized.	8/30/20	With partners, materials will be developed first in english but with imagery and graphics that is appropriate for target demographics.
In-language collateral and materials finalized	9/15/20	With partners, materials will be translated.
Trainings of partner staff	9/30/20	Trainings of the partners for how to lead travel trainings will be complete by September 30.
Promotion of travel trainings	10/1/20	Partners will begin promoting travel trainings to their organizational clients via email, newsletter, social media, word of mouth, and other means.
Program incentives purchased	10/14/20	To encourage participation in the program, incentives will be purchased and given for participation. These incentives may include preloaded ORCA cards, face makes, bike locks, and a bike.
Begin travel trainings and step-by-step assistance for participants.	10/21/20	Partners will begin travel training workshops, follow-up trainings and mobility assistance, and continue to track progress of participants.
Holistic on-going travel support	11/1/20 - 5/15/20	Throughout the program, partners will regularly check-in with program participants to provide additional mobility assistance as needed. For example, if an individual is uncomfortable riding a bicycle to transit but it's they're interested and it's their best option, assistance may be provided to train them on how to safely ride and a ride-along trip may be conducted so they know the best route and feel comfortable along it. Similar high-touch service would be provided for other modes, whether its walking, carpooling, vanpooling, paratransit, riding fixed-route transit, or any other service.
Collect information from participants for Community Transit's Lynnwood Mobility Pilot Project	Ongoing	As Community Transit develops its mobility pilot project, there will be an iterative feedback loop to learn directly from this First/Last Mile project's participants on how the pilot can best serve their needs.
Mid-Point Participant Travel Survey	12/15/20	Conduct a mid-point participant travel survey to assess how the travel training has affected their mode choices.
Market/promote Community Transit's Lynnwood Mobility Pilot Project	TBD	When/if Community Transit launches its pilot mobility service for Lynnwood, partners of the First/Last Mile project will promote the new service to the participants.
End-Point Travel Participant Travel Survey	5/15/20	Conduct a final participant travel survey to assess how the travel training has affected their mode choices.
Project Completion	6/15/20	Final results reported to WSDOT.

Financial Information

Project Element		Budget
Staffing		\$ 50,000
<u>SNOTRAC</u> <i>Program & material development, Training the trainers, Partner coordination, and Project administration</i>	10,000	
<u>Partner Organizations</u> <i>Education, Travel Training, and Marketing led by partner organizations</i>	40,000	
Materials		\$ 30,000
<u>Print:</u> <i>Brochures, transit/bike maps, & other collateral</i>	10,000	
<u>Participation Incentives:</u> <i>ORCA cards, face masks, bike locks, bike, etc.</i>	15,000	
Advertising	5,000	
Miscellaneous		\$ 2,500
Administration Overhead Fees		\$ 5,000
TOTAL PROJECTED COST		\$ 87,500
<i>Local Match: N/A</i>		

Application Authority

This application must be certified by someone authorized or delegated to sign contracts on behalf of your organization, such as General Manager or CEO. Applications submitted without the checkbox selected will be rejected by WSDOT and will not be considered for grant funding.

☒ I certify, to the best of my knowledge, that the information in this application is true and accurate.

Name
Brock Howell

Title
SNOTRAC Executive Director

Date
5/31/2020