



Strategic Plan

Adopted August 23, 2024

This strategic plan sets the course for the Snohomish County Transportation Coalition (Snotrac) out to 2029. Snotrac will use this plan in seeking Consolidated Grant funding for the 2025-2027 biennium.

Snotrac's prior strategic plan covers the July 1, 2021 to June 30, 2025 time period, and sets the deliverables under Snotrac's 2021-2025 Consolidated Grant agreement. Both strategic plans help provide strategic direction for the organization for the remainder of 2024 through June 30, 2025.

Table of Contents

What is Mobility Management?	2
WSDOT Statewide Human Services Transportation Plan	3
WSDOT HSTP Goals	3
WSDOT HSTP Strategies	3
PSRC Coordinated Mobility Plan	4
PSRC CMP Vision	4
PSRC CMP Mission	4
PSRC CMP Goals	4
PSRC CMP Strategies	5
Snotrac Purpose, Mission, and Vision	7
Purpose of Snotrac	7
Snotrac Mission Statement	7
Snotrac Vision Statement	7
Snotrac Strategies	8
Goal 1. The collective transit system is convenient to all people	9
Goal 2. All residents know their available transportation services, can easily plan and schedule trips, and frequently choose non-driving options	13
Goal 3. Snotrac and residents are strong voices for creating better communities and transportation systems	16
Goal 4. Priority populations will remain safe during public emergencies	20

What is Mobility Management?

Snotrac serves as the mobility management coalition for Snohomish County. Through the state Consolidated Grant program, Snotrac's funding originates from the Federal Transit Administration (FTA)'s authorizing code for its Enhanced Mobility of Seniors and Individuals with Disabilities Program (49 CFR § 5310). In addition to § 5310, mobility management also is an eligible capital expense under the FTA programs §§ 5307, 5311, and 5318, and the Fixing America's Surface Transportation Act § 3006(b).

The Statewide Human Services Transportation Plan defines mobility management as:

“A comprehensive and customer-centered approach to designing and delivering transportation services to meet each community's unique transportation needs. Mobility managers coordinate transportation services between public transit, private operators, cycling and walking, volunteer drivers, customers and other key stakeholders.”

As described by the National Center for Mobility Management

Mobility Management:

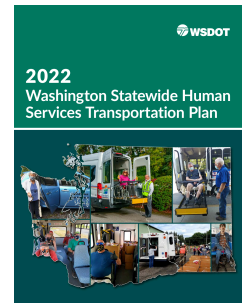
- Encourages innovation and flexibility to reach the “right fit” solution for customers.
- Plans for sustainability.
- Strives for easy information and referral to assist customers in learning about and using services.
- Continually incorporates customer feedback as services are evaluated and adjusted.

Key roles for mobility management professionals are:

- Inform and Connect.
- Empathize and Advocate.
- Convene and Facilitate.
- Design and Plan.
- Launch and Sustain.

WSDOT Statewide Human Services Transportation Plan

In 2022, the Washington State Department of Transportation updated the Statewide Human Services Transportation Plan (HSTP). Programs and projects funded through the Consolidated Grant should be consistent with the HSTP. Snotrac adopts the HSTP as a first-level foundation to its five-year strategic plan.



WSDOT HSTP Goals

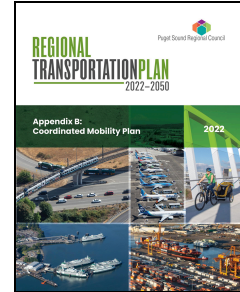
1. Human services transportation is accessible and helps more people get to the places they need to go.
2. People feel safe using human services transportation.
3. Human services transportation is easy to use.

WSDOT HSTP Strategies

1. Improve services for people with mobility barriers.
2. Ensure an ongoing pool of qualified and trained operators to keep customers safe.
3. Improve the influence of people with mobility barriers in transportation plans and decisions.
4. Make it easier to use technology to plan, book, and pay for public transportation.
5. Improve access to transit and on-demand mobility for people with mobility barriers.
6. Maintain and expand services for people with mobility barriers.

PSRC Coordinated Mobility Plan

In 2022, the Puget Sound Regional Council (PSRC) General Assembly adopted an update to the regional Coordinated Mobility Plan (CMP), as part of the regional plan, VISION 2050. Snotrac adopts the overarching regional CMP as a second-level foundation to its five-year strategic plan.



PSRC CMP Vision

Mobility, Quality, and Efficiency through Regional Coordination.

PSRC CMP Mission

We are multiple organizations working together for shared benefit to gain economies of scale, eliminate duplication, expand service, and improve the quality of service to better address the regional transportation needs of people with special transportation needs in the greater Puget Sound region.

PSRC CMP Goals

1. **Quality: Put People First (Quality)**

People with special transportation needs feel safe and comfortable while traveling.

2. **Efficiency: Move People Efficiently (Efficiency)**

Seamless transportation services are provided to people with special transportation needs through regional coordination to reduce possible duplication in services.

3. **Mobility: Move More People (Mobility)**

Transportation helps more people with special transportation needs get to the places they want to go.

PSRC CMP Strategies

Mobility Need #1: Shorter travel times when taking regular transit or specialized transportation

Strategy 1.1: Promote increased coordination between transportation providers to provide cross-jurisdiction and/or cross-agency transportation that reduces the need for long transfer wait times.

Strategy 1.2: Improve on-time reliability and timeliness of transportation services for people with special transportation needs.

Strategy 1.3: Continue to identify and implement ways to increase flexibility in scheduling return trips for ADA paratransit and other demand response service trips.

Mobility Need #2: More transportation services at times when they are needed

Strategy 2.1: Expand service levels to provide regular transit and specialized transportation services at times they are needed, especially within equity focus areas.

Strategy 2.2: Develop partnerships to support context-appropriate, flexible, and/or feeder-to-fixed route transportation services in areas not well served by regular transit, like rural areas.

Mobility Need #3: More information about available services

Strategy 3.1: Conduct and tailor mobility management programs, such as travel training, mobility coalition, and information referral and assistance, to meet the needs of potential riders, including people with limited English proficiency (LEP).

Strategy 3.2: Coordinate to develop a comprehensive trip planning tool, like a One-Call/One-Click platform, to help riders with special transportation needs navigate and use available services, keeping in mind language, cultural, technological, and accessibility needs.

Mobility Need #4: Better access to health and wellness destinations including medical facilities, pharmacies, and grocery stores

Strategy 4.1: Strengthen and coordinate partnerships between healthcare and transportation providers, especially within equity focus areas, to better understand and address patients' unmet transportation needs and ensure that patients understand their transportation options.

Mobility Need #5: Affordable transportation services

Strategy 5.1: Review and adjust fare structures and reduced fare programs through regional coordination to ensure they are fully accessible to low-income communities within service areas. For example, there is a need for more affordable options for families with low

incomes, where households can experience transportation cost burdens when needing to pay for multiple riders.

Strategy 5.2: Simplify processes to apply for and renew reduced fare options like ORCA LIFT, ORCA Youth, the Regional Reduced Fare Permit (RRFP), and subsidized annual passes.

Mobility Need #6: More connected ADA-accessible infrastructure

Strategy 6.1: Build connected, ADA-accessible facilities, especially around/within health and wellness destinations, transit stations, and equity focus areas.

Mobility Need #7: Better regional coordination to meet growing mobility needs

Strategy 7.1: Improve regional coordination based on the federal example of the Coordinating Council on Access and Mobility (CCAM). For example, inclusion of more agencies with transportation programs in regional coordination can identify new opportunities to leverage existing resources and to reduce unnecessary duplication.

Strategy 7.2: Define regional roles and responsibilities before, during, and after emergencies, especially for transportation providers, emergency management agencies, and jurisdictions.

Strategy 7.3: Coordinate with the state to develop a transit asset management (TAM) framework for specialized transportation projects/programs, including those seeking capital grants, and provide technical assistance, as needed.

Snotrac Purpose, Mission, and Vision

Purpose of Snotrac

All charitable, civic, educational, literary, professional, scientific, and social purposes, including but not limited to:

1. To convene civic leaders, including transportation and human service providers and planners, to identify and solve mobility gaps for residents and workers of Snohomish County, especially the priority populations of people with low incomes, people with disabilities, older adults, youth, tribes, people of color, refugees, immigrants, people who speak English as a second language or not at all, veterans, and other vulnerable and disadvantaged populations.
2. Through research and education, to promote and assist in the development of improvements to the built environment and transportation services, with a special concern for priority populations.
3. To promote walking, biking, rolling, and riding transit, while addressing access, affordability, health, pollution, public emergencies, social injustice, and traffic safety.

Snotrac Mission Statement

Snotrac works with the public and decision-makers in Snohomish County and beyond to create and connect affordable, age- and ability-friendly communities for all people.

Snotrac Vision Statement

By 2050, all people in Snohomish County—no matter their abilities or background—are able to easily access social, health, and economic services with a well-coordinated network of transportation services and infrastructure connecting all communities throughout the region.

Snotrac Strategies

Introduction

Structure to Strategies

The Snotrac Strategies section is structured as follows:

1. **Goal:** statement of the vision we seek; the statement is followed by several bulleted sub-goals to provide greater specificity.
2. **Past Successes:** list of past programs and projects that Snotrac has successfully led in the past within the goal area.
3. **Continuing Activities:** list of activities that Snotrac will continue from the previous strategic plan into the future.
4. **Opportunities:** list of new initiatives that Snotrac will seek to implement in the new strategic plan; because these initiatives are new, longer descriptions are provided; many of the new initiatives are contingent on funding and support.

Goal 3 also includes a Policy Priorities list.

The goals, priorities, activities, and initiatives are cross-referenced to the strategies of the PSRC Coordinated Mobility Plan, and sometimes to VISION 2050, Climate Commitment Act (CCA), and Healthy Environment for All Act (HEAL).

The Goals

1. The collective transit system is convenient to all people.
2. All residents know their available transportation services, can easily plan and schedule trips, and frequently choose non-driving options.
3. Snotrac and residents are strong voices for creating better communities and transportation systems.
4. Priority populations will remain safe during public emergencies.

Goal 1. The collective transit system is convenient to all people.

- Within urbanized areas, public transit service maximizes ridership by being robust, fast, frequent, networked, and well-coordinated. (CMP 1, 2.1)
- Within rural areas, with the support of blended funding of grants and partnerships, flex-route and door-to-door service will provide reliable transportation options for people who cannot drive, walk, or bike due to ability or affordability. (CMP 1.2, 2.2)
- Paratransit service is reliable and well-coordinated between providers. Inter-county medical trips either allow for the seamless transfer between providers or are provided by a single provider from origin to destination. (CMP 1.1, 1.2, 1.3)
- The transit systems are affordable to all people. (CMP 5.1, 5.2)
- Transit buses, stops, and stations are safe, comfortable, and accessible. (CMP 6.1)

Past Successes

- Transportation Assistance Program at Homage Senior Services (2009)
- Pay Your Pal Program at Homage Senior Services (2009)
- Snow Goose Transit at Lincoln Hill Retirement Community (January 2022)
- Zip Alderwood Advisory Committee & Comment Letter (November 2022)
- Route 230 Timing to allow an 8-hour work day in Arlington (March 2023)
- D'Arling Direct at Homage Senior Services (2023/2024)
- DC Direct Timing & Routing (2024)
- 2024 Regional Mobility Survey for Priority Populations (2024)

Continuing Activities

Activity 1.1 - Facilitate information sharing for the coordination and integration of fixed-route transit services in the Greater Snohomish County Area, including between Community Transit, Everett Transit, Sound Transit, Skagit Transit, Island Transit, King County Metro, and tribal and community-based transit services, to improve reliability, timeliness, and coverage of connections to and within the interconnected transportation systems. (CMP 1.1, 1.2, 2.1, 2.2)

Activity 1.2 - Identify gaps in fixed-route, planned, and on-demand transit services to destinations of employment centers, educational institutions, social services, essential shopping, healthcare, and community spaces — and develop innovative mobility service projects among coalitions and partnerships to close the gaps. (CMP 1.1, 1.2, 1.3, 2.1, 2.2)

- | | | |
|---|--|--|
| A. <u>Geographic Focus Areas:</u> <ul style="list-style-type: none">a. North: Darrington to Camanob. Mid: Marysville, Granite Falls, Snohomish, North Everettc. East: Monroe to Skykomishd. South: Everett to Edmonds/Bothelle. Island, Skagit, and Whatcom Counties | B. <u>Population Focus Areas:</u> <ul style="list-style-type: none">a. Tribesb. Ruralc. Disabledd. Older Adultse. Youthf. Low Incomeg. ESLh. People of Colori. Veteransj. Medicaid | C. <u>Priority Coalitions:</u> <ul style="list-style-type: none">a. North Sound Transp. Allianceb. King County Mobility Coalitionc. North King County Mobility Coal.d. Snoqualmie Valley Mobility Coal.e. Regional Alliance for Resilient and Equitable Transportationf. Snohomish County Committee for Improved Transportationg. SeaShore Transportation Coalitionh. Agency Advisory Groups |
|---|--|--|

Activity 1.3 - Create sub-coalition working group for improving mobility services to healthcare and medical centers. (CMP 4.1)

Activity 1.4 - Participate in and lead community and stakeholder engagement in planning and evaluating microtransit, shared micromobility, and other innovative transportation solutions for connecting people to transit. (CMP 2.2)

Activity 1.5 - Continue to assess the mobility needs of priority populations, including by continuing to administer a Regional Mobility Survey for Priority Populations every four years and adding the Transportation Security Index questions to the Snohomish County Council on Aging Survey and Snohomish County Low Income Community Needs Assessment.

Activity 1.6 - Produce best practice white papers and provide official comments during public comment periods on transit routing and service decisions, including the 6-year transit development plans and long-range plans.

Opportunities

Initiative 1.1 - Skykomish Valley Transportation Action Planning. Snotrac has applied for a NADTC Grant to explore how to improve transportation services from Monroe to Skykomish, modeled after our previous work that led to the creation of Snow Goose Transit and the D'Arling Direct. The Skykomish Valley Transportation Action Planning would become the central focus of the East Snohomish County Transportation Committee.

- If Snotrac receives funding, Snotrac will lead a community action planning exercise to identify mobility gaps and solutions for the Monroe to Skykomish area and work to fund and implement the prioritized solution(s).

Initiative 1.2 - Cathcart/Maltby Fixed Route Service. Community Transit's 2019 market study found that the area of Cathcart and Maltby, between Monroe and Bothell, presented high potential for ridership growth. However, this area remains outside of the agency's PTBA.

- Snotrac could lead public education and community roundtable conversations with business and nonprofit leaders to build support for expansion of PTBA.

Initiative 1.3 - Bothell, Brier, and Mill Creek Area Mobility Gaps. Stakeholders have identified the areas of Brier and greater Bothell as having poor fixed-route transit service. The streets 39th Ave SE and 45th Ave SE are outside of Bothell's city limits to its northeast, and therefore this area is outside of Community Transit's PTBA and does not have fixed route transit. In addition, Northshore Senior Center has funding to operate its on-demand transportation service for seniors out of its Bothell facility but not its Mill Creek facility.

- Snotrac will convene stakeholders to identify priorities for addressing mobility gaps in the Bothell, Brier, and Mill Creek area.

Initiative 1.4 - Blended Funding for Rural PTBA Service. As a public entity, public transit agencies have an obligation to ensure they provide the greatest service for the greatest number. Providing fixed-route and paratransit service within the rural context is less cost-effective per rider than in the urban context. Nonprofit transportation agencies, on the other hand, are eligible for federal funding that public transit agencies can't get, especially in rural areas. On the other hand, nonprofits may suffer from more staff turnover, more vehicle maintenance needs, and less transit planning knowledge & experience. This presents an opportunity to blend funding to ensure public transit agency dollars can serve the most people in rural areas, and for public transit agencies to provide other non-monetary institutional support to the nonprofit providers.

- Snotrac could facilitate conversations between leadership at Community Transit and nonprofit transportation providers to pursue a blended funding model for service. Arlington to Darrington and Monroe to Skykomish could be candidates for pilot projects.

Initiative 1.5 - Improvements for Nonprofit and Tribal Transportation Providers. With new flex-route transit services provided by nonprofit and tribal transportation providers, there is an opportunity for creating a single software solution for transportation providers to manage trips and for riders to schedule trips. The platform also could, hypothetically, make it easier to move toward day-of on-demand service for deviations. In addition, the flex-routes could use signage enhancements at the designated stops so the public is more aware of the services/routes/stops.

- Snotrac could explore options such as GOIN to serve as a single platform for managing trips and rider trip planning & scheduling.
- Snotrac could create and implement bus stop signage enhancements, in conjunction with the nonprofit and tribal transportation providers, Community Transit, and local jurisdictions.

Initiative 1.6 - More Transit Together. A 2021 study by the two transit agencies suggests consolidation would result in significant improvement to transit service within Everett. For example, consolidation would result in 45% more jobs within a 30-minute ride for Everett residents, whereas a smaller increase in the sales tax for transit from six-tenths to nine-tenths would result in an 11% increase in job access. Dubbed “More Transit Together,” Everett administration has indicated that 2025 may be the year the question of whether to consolidate service will be put to voters.

- Snotrac could lead a public education and engagement effort that communicates the benefits of consolidation to Everett residents.

Initiative 1.7 - Post-2024 Gap Analysis following Community Transit Restructure. On September 14, 2024, Community Transit will implement its most significant restructure of its fixed-route transit network since the agency began. While the agency’s long-range plan Journey 2050 provides direction for future service changes and improvements, there will likely be unanticipated changes to travel behavior and new service gaps will arise. Community Transit will continue to do its own analysis of emerging gaps, and Snotrac has a unique role of analyzing any emergent mobility needs and opportunities for our priority populations and advocating for solutions.

- Snotrac will conduct a one-year assessment of Community Transit’s 2024 service change by conducting a survey of priority populations in order to identify any emergent mobility needs and opportunities.

Goal 2. All residents know their available transportation services, can easily plan and schedule trips, and frequently choose non-driving options.

- Every library and community resource center has comprehensive and up-to-date guides about available mobility services. (CMP 3)
- Elected officials, agency and departmental staff, and CBO staff have a broad understanding of the available transportation services and recognize Snotrac as a go-to source for more detailed information about transportation options.
- Clients and community members of community resource centers and other CBOs are trained on the available, and most relevant, transportation services for them. (CMP 3)
- People are able to easily plan and schedule trips across public and nonprofit transportation services using a one-stop online tool, which will also be accessible by phone assistance. (CMP 3.2)
- New transit-oriented residential and commercial building managers provide programs to encourage walking, biking, and riding transit instead of building unnecessary off-street parking, especially for people with disabilities, older age, youth, and low income.

Past Successes

- North Sound 2-1-1 (2005)
- Travel Training Program at Homage Senior Services (2009-2017)
- Snohomish County Mobility Map / Brochure (2023)
- North Snohomish County Transit Guide & Brochure (2024)

Continuing Activities

Activity 2.1 - Produce and distribute mobility brochures and maps to social service providers, libraries, community centers, senior centers, and other institutions. (CMP 3.1)

Activity 2.2 - Present at community organizations and host informational tables at community events to share information about the existing transportation services, especially as it relates to priority populations. (CMP 3.1)

Activity 2.3 - Send regular newsletters with important updates about transit services changes, events, and news. (CMP 3.1)

Activity 2.4 - During Snotrac Community Partners meetings, provide opportunities for public and nonprofit transportation providers to share information about their services. (CMP 3.1)

Activity 2.5 - Advocate and support the implementation of a One-Call, One-Click system for mobility services in the Central Puget Sound Region as an innovative technology which makes it easier for individuals with special transportation needs to travel. (CMP 3.2)

Activity 2.6 - Encourage affordable non-motorized transportation options by partnering with other organizations to promote Bike to Work Day, Bike to School Day, Bike Month, Transit Month, and commute challenges. (CMP 3.1)

Opportunities

Initiative 2.1 - Mobility Navigators.

Each transportation provider provides some travel training to its riders. Community Transit has the most robust program, which focuses on CTR-affected worksites and is expanding to schools and apartment complexes. These efforts prioritize educating riders on how to use the individual agency's services rather than a holistic approach in helping people understand all of the transportation services across Snohomish County, including those transportation options provided by Homage Senior Services, Lincoln Hill Retirement Community, Northshore Senior Center, Monroe Senior Center, Tulalip Tribes, and Sauk-Suiattle Tribes. There is a need to educate community members as well as community-based organization (CBO) staff about all of the transportation services across the county provided by all providers.

- Contingent on additional Consolidated Grant funding and modeled after Hopelink's transportation navigator program, Snotrac will hire staff to conduct mobility navigation within CBOs and at community events. Activities could include providing 1-to-1 consultations, presenting at organizational community meetings, leading transit field trips, and providing 1-month free Orca cards. CBOs may include: Boys & Girls Club, Connect Casino Road, Homage Senior Services, Latino Educational Training Institute, Stilly Valley Health Connections, Sno-Isle Libraries, Volunteers of America, and Village Community Services. (CMP 3.1)

Initiative 2.2 - Mobility Navigation at New Development

Transportation demand management (TDM) and Mobility Management are twin siblings with similar objectives and similar activities but for slightly different purposes. Mobility Management focuses on improving the lives of non-drivers with disability, older age, youth, and low income through improved transportation services and information sharing; TDM focuses on encouraging people to become non-drivers through improved transportation services and education and encouragement programs. Mobility Management prioritizes social equity; TDM prioritizes reducing congestion and addressing climate change.

At the state level within WSDOT, these priorities are beginning to be blended between the state Mobility Management and TDM programs, with the potential to create a new program called the "Mobility Partnership Program." This presents a potential opportunity for funding and programmatic growth.

Commute Trip Reduction (CTR) is one specific type of TDM. CTR is a state-mandated program for large worksites (100+ employees who arrive to work between 6 and 9 a.m.). Everett Transit oversees CTR compliance in Everett, and the other cities and the county contract with Community Transit to oversee CTR compliance in those areas.

Other types of TDM include:

- In exchange for allowing lower off street parking than required, mandating that a developer and successive property owner/manager implement TDM strategies to reduce the drive-alone rate to a residential or commercial building. The Cities of Seattle, Tacoma, Redmond, Bellevue, and Kirkland condition the property deed to include a contract/membership with a nonprofit transportation management organization (TMO) to ensure ongoing compliance to the agreed upon TDM strategies.
- During major roadway construction, a public works department often will encourage people to switch their trips from driving to transit, walking, or biking in order to relieve congestion. For example, during the emergency repairs to the West Seattle Bridge in 2020-2021, the City of Seattle contracted with Alta Planning+Design to run a public education campaign, increase water taxi and bus service, distribute free bus passes, and improve bikeway options.
- During major sports and entertainment events, cities, transit agencies, and event producers frequently partner to encourage event attendees to ride transit. For example, Climate Pledge Arena works closely with season pass holders to create habits for taking transit rather than driving, financially supports the operation of the Seattle Monorail, and often have bike valet options for people to park their bikes.

In 2023, Snotrac contracted with Nelson\Nygaard, which produced a recommendations report on the current state of TDM efforts in Snohomish County and what jurisdictions should do to improve their TDM efforts. The report recommended the creation of a TMO, and that local jurisdictions should require new residential and commercial properties to contract with the TMO for TDM services.

As part of the establishment of Snotrac as a 501(c)(3) organization in 2023, the Board of Directors voted to establish a sibling organization that would serve as a TMO for Snohomish County, modeled after the organization Move Redmond. As a result, the organization Connect Snohomish County (#ConnectSnoCo) has been incorporated.

- Snotrac will continue to stand-up #ConnectSnoCo as a TMO for Snohomish County that will provide TDM programming to new residential and commercial properties, especially near new and future high-capacity transit stations. Snotrac and #ConnectSnoCo will coordinate with Everett Transit and Community Transit and their CTR efforts, but Snotrac and #ConnectSnoCo will not engage in CTR efforts. A unique priority of Snotrac and #ConnectSnoCo will be the intersection of TDM and Mobility Management: supporting the mobility needs of priority populations who are non-drivers. (CMP 3.1)

Goal 3: Snotrac and residents are strong voices for creating better communities and transportation systems.

- Community leaders, stakeholders, and the general public recognize Snotrac as an effective advocate for better communities and transportation systems.
- A robust network of residents and CBOs are educated on transportation and land use issues and are actively advocating for bettering their communities and transportation systems.
- Snotrac is a partner to public agencies in policy development and community engagement efforts, in alignment with Snotrac's mission and vision.

Policy Priorities

Under Goal 3, Snotrac's top policy priorities are:

- Creating a robust transit network that maximizes ridership in urban areas and serves non-drivers in the rural areas. (CMP 1 & 2)
- Eliminating traffic fatalities and serious injuries through the Safe Systems Approach to roadway design. (VISION 2050)
- Creating robust and accessible networks of walkway, bikeway, and trail networks, especially to access transit, schools, and parks. (CMP 6.1)
- Creating affordable age- and ability-friendly communities for all people.
- Reducing vehicle miles traveled and increasing vehicle electrification to address air pollution and climate change. (CCA, VISION 2050)
- Increasing public understanding of how past racial discrimination in land use and transportation policies has shaped current outcomes and how these outcomes can be redressed. (HEAL, VISION 2050)

Safe Systems Approach

Traffic fatalities and serious injuries remain at historic highs in Snohomish County and across the country. Traffic crashes disproportionately impact people of color, low income, older age, and disability. Several cities are participating in a regional Vision Zero and Safe Systems planning process to adopt and implement strategies to address traffic violence.

Affordable Age- & Ability-Friendly Communities

Snohomish County and all its cities will update their comprehensive plans in 2024. The new plans will have an increased focus on transit-oriented development, investments in street safety, and abundant housing for people at all income levels. From 2025 through 2034, jurisdictions will be working to implement their new policies through their development regulations and investments.

Past Successes

- Held many guest speakers on important and current issues as stand-alone webinars and during Partners meetings. (2020-2024)
- Adoption of Connect Lynnwood Plan, a long-range plan for walking, biking, and accessibility projects; and preservation of funding for accessibility, bike, and pedestrian projects in Lynnwood. (2022)

- Earned significant media coverage of the traffic violence crisis. (2022)
- Supported Connect Casino Road in engaging on Everett Link Extension Project, including securing funding from APTA to support community outreach efforts. (2022-2023)
- Significant growth of Snotrac's newsletter list through the speaker series and the Snow Goose naming contest. (2020-2024)
- State legislature modified the statute for automated traffic enforcement to make it more effective and equitable. Several local cities continue to implement new automated enforcement measures. (2022-2024)
- Provided three presentations on HEAL Act requirements. (2022-2023)
- Published best practice guide for equitable community engagement. (2023)
- Held Universal Design Forum and published white paper summary of the forum. (2023)
- The Department of Licensing changed its interpretation of the gas tax exemption statute, resulting in fair treatment for all nonprofit specialized transportation providers. (2024)

Continuing Activities

Activity 3.1 - Host relevant presentations on current topics at bi-monthly Community Partners Meetings.

Activity 3.2 - Send regular newsletters with information about relevant news, updates, events, webinars, research reports, and calls to action.

Activity 3.3 - Research and advocate for best practices and policies, including by writing white papers, reports, and comment letters.

Activity 3.4 - Present at city and community meetings and events.

Activity 3.5 - Have staff-level conversations department and agency staff, including transit, public works, planning, parks, police, and schools.

Activity 3.6 - Regularly communicate with elected officials at the municipal, state, and federal levels.

Activity 3.7 - Serve on relevant community advisory groups.

Activity 3.8 - Build public awareness through earned media.

Activity 3.9 - Be a member of, and participate in events and activities organized by, statewide and national organizations focused on transportation issues and the needs of priority populations for situational awareness of the latest state and federal policy issues.

Activity 3.10 - Promote inclusive engagement strategies and activities among government agencies.

Activity 3.11 - Host public panel discussions and speakers on important and emerging issues.

Activity 3.12 - Build a base of informed and active community members who are voices within their jurisdictions and area aligned with Snotrac's mission, vision, and priorities.

Opportunities

Initiative 3.1 - Walk & Bike Audits. A great way to educate and engage community members in the transportation challenges within their communities is to conduct a walk or bike audit to assess real-world mobility gaps. The audits can help build-up local community leaders who can be forces of change. The audits are also opportunities to partner with the Snohomish County Target Zero Program, schools, and local bike advocacy groups.

- Snotrac will partner with organizations to host walk and bike audits.

Initiative 3.2 - Groundbreakings & Ribbon Cuttings. It is often commented how mega projects get built because they come with ribbon cutting events where leaders get recognized. With dozens and dozens of big and small transit, sidewalk, crosswalk, bikeway, and trail projects expected to break ground or be completed within the next five years in Snohomish County, there are plenty of opportunities to draw media and public attention to these important projects while raising the profile of Snotrac.

- On August 30, 2024, Snotrac will co-organize the community celebration of the Lynnwood City Center Light Rail Station grand opening.
- Snotrac can provide public relations support and help organize celebrations for many other groundbreakings and ribbon cuttings, such as for the Stride Line on I-405 in 2028, *Swift* Gold Line, and the many upcoming sidewalk, bikeway, and trail projects.

Initiative 3.3 - Annual Snotrac Awards Event. An annual event would provide an opportunity for community building and celebration, while also raising the profile of the organization to key community leaders who would be recognized during the event.

- Snotrac will hold an annual event for Snotrac partners to meet in person, to network, and to give out awards.

Initiative 3.4 - Mobility Policy & Leadership Program. Within Snohomish County, there are few individuals who are knowledgeable enough on transportation policy and skilled enough at influencing decision-making to make effective change within their communities to close mobility gaps. In addition, there's an opportunity to train staff within public agencies and CBOs on transportation policy, environmental justice, and the unique challenges of Snotrac's priority populations. WSTA's Transit's Next Leader Institute and Cascade Bicycle Club's leadership development program are two examples of transportation leadership development programs that have been effective in teaching individuals the skills they need to grow as people and make the world a better place.

- Contingent on additional Consolidated Grant funding, Snotrac will develop and facilitate a multi-week program to teach cohorts of community members about transportation policy, decision-making processes, and advocacy. Future cohorts might focus on developing transportation knowledge within the staffs of CBOs and public agencies.

Initiative 3.5 - Partnerships with Public Agencies for Community Outreach and Stakeholder Engagement. In 2023, WSDOT began engaging with Snotrac to assist in facilitating community outreach and stakeholder engagement efforts as it relates to WSDOT's efforts to improve the safety of SR99. Such partnerships between public agencies and CBOs is a recommended equitable engagement strategy from Snotrac's best practices guidebook on the subject.

- Snotrac will remain open and ready to support WSDOT and other agencies with equitable community outreach and stakeholder engagement efforts on transportation projects as opportunities arise.

Goal 4. Priority populations will remain safe during public emergencies.

- In preparing for public emergencies, emergency, transportation, and human service professionals plan with intentionality for the safety of people with disabilities, older age, and low income.
- Public transportation agencies understand that they both can help get people to warming, cooling, and cleaner air shelters and pandemic testing and vaccination centers, they often can also provide space for these facilities.

Past Successes

- In 2020, maintained an online community resource webpage about the locations for COVID-19 testing and how to get to the sites.

Continuing Activities

Activity 5.1 - Participate in the Regional Alliance for Resilient and Equitable Transportation, and maintain regular communication of regional emergency management issues and efforts to Sno-trac partners. (CMP 7.2)

Activity 5.2 - Assist emergency managers in Snohomish County by sharing information and resources about existing transportation services and assist in coordination as requested. (CMP 7.2)

Activity 5.3 - Support the creation of the Transportation Providers Network to assist in the case of a public emergency. (CMP 7.2)

Opportunities

Initiative 1.1 - Clear Standards for Free Transport to Centers. Advocate for clear guidelines when public transit agencies will provide free transport of individuals to warming, cooling, cleaner air, and similar centers, with the guidelines clearly published on the agencies' websites and drivers trained.

Initiative - 1.2 - Public Transit Facilities for Response. Increase the willingness of public transit agencies to use their facilities as emergency response facilities, such as when Community Transit supported a COVID-19 testing and vaccination site at the Ash Way P&R and Pierce Transit stood-up a cooling tent at one of its park & rides.