

41521 - Central Puget Sound Mobility Survey for Priority Populations - 2028

Application Details

Funding Opportunity: 38337-2027-2029 Consolidated Grant Program - Planning
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Stage: Final Application

Initial Submit Date: Sep 9, 2026 2:54 PM
Initially Submitted By: Brock Howell
Last Submit Date:
Last Submitted By:

Contact Information

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Organization Information

Legal Name*: Snohomish County Transportation Coalition (Snotrac)
DBA Name*: Snotrac
Organization Type*: Non Profit
Organization Website: <http://gosnotrac.org>
(Please enter http://... for this field)
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Physical Address*: 3201 Smith Ave
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Everett Washington 98201-4470
City State/Province Postal Code/Zip
Mailing Address*: 3201 Smith Ave
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Remit to Address*:	3201 Smith Ave
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Phone*:	(425) 780-6052 Ext.
Fax:	
Fiscal Year End	June
Last day of*:	
Indirect Cost Rate:	15.00%
IDR Expiration Date:	06/30/2027

Organization Contact Information

Organization Contact Information

Organization Director*:	Brock Howell
	First Name Last Name
	Executive Director brock@snotrac.org
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Applicant Contact*:	Brock Howell
	First Name Last Name
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Project Contact:	First Name Last Name
	Title Email Address

Summary of Project Information

Summary of Project Information

Checking "Yes" for federal funds means that your organization is willing and able to comply with the associated federal requirements, such as federal drug and alcohol testing procedures, Title VI activities, and federal small business enterprise (FSBE) requirements. For examples of federal requirements from last biennium, refer to the [Public Transportation Grant Guidebook](#).

Willing to Accept FTA funds for the biennium*: Yes

If project is a purchase-of-service type, the eligible funding source and match rate may be affected.

Is this a purchase-of-service project?: Yes

If your organization has proof of 501(c) nonprofit status, the project may be eligible for state paratransit special needs competitive funds.

Does your organization have 501(c) nonprofit status?: Yes

Choose the congressional district(s), legislative district(s), and county(ies) this project will serve (include the entire project area).

[Congressional & Legislative District map](#)

Congressional District(s) 1,2,6,7,8

Select as many as apply

*:

Legislative District(s) 02,05,11,12,21,23,26,28,29,30,32,33,34,35,36,38,39,41,43,44,45,46,47,48

Select as many as apply

*:

County(ies)

Select as many as apply

*:

King, Kitsap, Pierce, Snohomish

Scope of Work

Scope of Work

Select the [Regional Transportation Planning Organization \(RTPO\)](#) / [Metropolitan Planning Organization \(MPO\)](#) that will be ranking this project from the drop-down menu.

RTPO/MPO*:

Puget Sound Regional Council

Project Summary (Scope)

Provide a brief, high-level description of what your project proposes to do (address what the project is, whom it serves, and where the service occurs).

This summary will be used in your grant agreement and may also be used to describe your project to the Legislature.

Proposed summary/scope of work*:

The Central Puget Sound Mobility Survey is a statistically significant survey to understand the mobility gaps of people with disabilities, older adults, youth, low income, people of color, rural communities and other priority populations within Snohomish, King, Kitsap, and Pierce Counties that allows comparison across the region and time.

Project Description

Provide a detailed description of the tasks, activities, and deliverables your project will complete. Your narrative should reflect the full life of the project and demonstrate how the proposed activities align with the grant program's goals.

Description of project*:

The Central Puget Sound Mobility Survey will be a standalone survey conducted by a reputable survey firm, to be selected by the project's steering committee.

In order to ensure consistency between the 2024 and 2028 surveys, questions will be based on the prior survey. We believe that the 2024 survey was a national model worth replicating. The questions were well-vetted based on the expertise of the original survey firm, committee members, university researchers, and previous transportation needs assessments. The 2027-28 project steering committee members will continue to refine the questions.

We will continue to incorporate the Transportation Security Index questions developed at the University of Michigan (bit.ly/UM_TSI). The TSI academics/researchers were close advisors to the development of our 2024 survey.

Our 2024 survey had more than 6,000 responses across Snohomish, King, and Pierce counties, which we would hope to replicate. In 2028, we will include Kitsap County and put more emphasis on getting responses from rural residents.

We plan to complete the survey by May/June 2028 so that the results can be incorporated into PSRC's next update to the Coordinated Mobility Plan.

The 2024 survey results are available at <https://lnk.ink/RMS24>. A presentation slidedeck that summarized the results is provided as an attachment.

Project Need

Why is this project needed, and how does this proposal address the need? How would the community be affected if the grant is not awarded?

Include a description of the transportation problem that aligns with the need identified in the Coordinated Public Transit-Human Services Transportation Plan (CPT-HSTP). Explain how the problem was identified and describe how the proposed project will address it.

Need*:

Projects funded by Consolidated Grants seek to address mobility gaps for people with disabilities, older adults, youth, low income, people of color, rural communities, and several other priority populations. In order to address these gaps, understanding the gaps is foundational.

Until our 2024 Regional Mobility Survey, there had been no systematic, statistically-valid survey conducted at the regional or county levels to fully understand the gaps experienced by priority populations. Previously each county mobility coalition had conducted their own analyses in widely different manners, resulting in incomparable data both regionally and even across time.

Our 2024 survey created a consistent survey and dataset across the region, providing deeper insights into the mobility needs of priority

populations and enabling local coalitions to better address identified gaps.

Now we need to track this data over time by conducting regular surveys, times with the 4-year updates to PSRC's Coordinated Mobility Plan.

State HSTP Alignment:

Strategy 3 Action: Develop better methodologies to identify unmet needs for people with mobility barriers.

Area Served

Is this project primarily serving a rural area?*

No

Any service that supports public transportation in rural areas with populations less than 50,000.

Is this project primarily serving the Seattle, Tacoma, Everett urbanized area?:

Special Needs Transportation

To be eligible for special needs transportation funding, applicants must address how their project advances the efficiency in, accessibility to, or coordination of transportation services provided to persons with special transportation needs, as defined in [RCW 81.66.010\(3\)](#).

Does this project advance efficiencies in, accessibility to, or coordination of special needs transportation?*

Yes

Describe how your project advances these areas, and the approach you are using to achieve these improvements. Additionally, identify the special needs population(s) to be served by this project.

Special Needs Transportation:

The purpose of the survey is to better understand mobility gaps for people who have specialized transportation needs in order to improve the efficiency, accessibility, and coordination of transportation services to these people.

By understanding mobility gaps by population group, by geography, and over time, the countywide mobility coalitions of Snotrac, KCMC, and PCCTC will be in a better position to facilitate conversations among transportation and human service providers and planners to address those gaps.

The survey will be especially focused on the needs of people with disabilities, older adults, youth, low income, and people of color by oversampling these population groups. Our goal is to have statistically significant data for each county of King, Kitsap, Pierce, and Snohomish. We will also aim to oversample rural areas to address their unique mobility challenges.

The findings will inform the upcoming updates to the mobility coalitions' strategic plans, as well as the next update to PSRC's Coordinated Mobility Plan. We also hope the findings will be used by the participating transit agencies as they update their long-range plans and 6-year transit development plans.

Project Staff

Provide the names of the key staff who will be working on this project, along with their years of experience and relevant qualifications. Include their experience managing similar projects, with specific attention to responsibilities for grant financial management, budget oversight, documentation, and compliance.

Project Staff*:

A survey firm will be contracted to perform the survey. The firm will be responsible for all deliverables of the project. An open RFP will be issued to select the best firm who will meet the steering committee's expectations.

A steering committee will oversee the project, with staff from PSRC, transit agencies, and mobility coalition leaders.

BROCK HOWELL will be the lead project manager. Brock has 18 years of experience in working on transportation issues. Brock has directly overseen the contracts with survey firms and been involved with the design and analysis of 8 other contracted transportation surveys.

Brock has served as the Executive Director of Snotrac since April 2020. Brock has 21+ years of land use and transportation law and policy experience, and 10 years of nonprofit executive management experience. He has managed organizations with budgets over \$1 million and over 80,000 members. Brock has worked in Snohomish County since 2018, including with Everett Transit. His experience includes managing staff, issuing RFPs and managing subcontracts, tracking performance metrics and outcomes, compiling grant reports, and documenting compliance with state and federal requirements, including Section 5310 grants. Brock is a graduate of Vermont Law School, and served as a federal judicial extern in the Eastern District Court of Washington and as acting legal director of Futurewise.

Relationship to Other Projects

Relationship to Other Projects

Is this project dependent on any other projects submitted by your organization?*: No

Did you, or will you, apply for this project in another grant program this biennium?*: No

Have you applied for the same project in a prior biennium and did not receive funding?*: No

Are you applying for other projects within this funding opportunity?*: Yes

List all project applications for this funding opportunity, including this project, in order of priority*:

1. Snohomish County Mobility Management & Navigation
2. Central Puget Sound Mobility Survey for Priority Populations

Planning and Coordination

Coordinated Public Transit - Human Services Transportation Plan

Coordinated Public Transit - Human Services Transportation Plan	Page number(s) or TBD	How is the need in the CPT-HSTP met by this project?
Puget Sound Regional Council	64	Need 1, Strategy 1.1: Better cross-agency and cross-county coordination. The Survey coordinates needs assessments across 4-county region.
Puget Sound Regional Council	69	Strategy 6, Action 6A: Identify transportation service gaps to healthcare and wellness destinations through data analysis and community needs assessments, focusing on the needs of priority populations. The Survey is a needs assessment and will identify transportation gaps to healthcare among priority populations.

Cross-region Project

Does this project have a service area that crosses RTP/MPO planning boundaries?*: No

Project Coordination

Describe coordination efforts. Include details such as:

- How is the project reflected in regional plans?
- Which prioritized strategies are being addressed?
- Who was involved in defining the transportation problem?
- Other alternatives considered for addressing the problem.
- Demonstrations of local/regional coordination in implementing the proposed project.

Coordination Efforts*:

The purpose of the Central Puget Sound Mobility Survey is to provide relevant data to better inform future PSRC's Coordinated Mobility Plan (CMP) strategies. In this way, the survey is related to nearly all CMP strategies.

The Survey builds off our prior 2024 Survey, and will continue to be a coordinated project between Snotrac, KCMC, PCCTC, PSRC staff, and public transit agencies in our region. Every partner agency will be able to serve on the project steering committee.

Specific to the current CMP, the survey is directly related to Need 1, Strategy 1.1 and Need 6, Strategy 6, Action 6A.

Need 1, Strategy 1.1 calls for better cross-agency and cross-county coordination. The Survey coordinates and standardizes the transportation needs assessments for priority populations across the four-county region.

Strategy 6, Action 6A calls for identifying transportation service gaps to healthcare and wellness destinations through data analysis and community needs assessments, focusing on the needs of priority populations. The Survey is a needs assessment, will rely heavily on data analysis, and will

identify transportation gaps to healthcare among priority populations.

By selecting yes, you acknowledge that you coordinated or will coordinate this project with the planning organization(s) within the region(s) this project serves*: Yes

How does your project connect to, coordinate with, leverage, or enhance other modes of transportation in your service area (e.g., aviation, intercity bus or rail, park-and-rides, bicycle/pedestrian)?

In your response, include how the multimodal partnerships for this project will improve or enhance access to social services.

What efficiencies will be gained within the service area as a result of this project?

Multimodal Partnerships*:

The Survey will help all transportation agencies and organizations in the region better understand the gaps between our services and areas for improvement.

With this data, our organizations will be better positioned to meaningfully collaborate, coordinate, leverage, and enhance each other's transportation services, including accessing airports, major transit hubs, healthcare facilities, and social services.

In addition, the Survey includes questions on the non-driving mobility gaps for priority populations, especially the modes of public transit, public paratransit, nonprofit community transportation, walking, bicycling, and rolling.

Budget

Duration of Project

Duration of Project*: Two Years

Expenses

Expenses	If Other, List the Expense	** July 1, 2025 - June 30, 2027 (Current Estimate)	July 1, 2027 - June 30, 2029 (Projected)	Variance Between Biennia	** July 1, 2029 - June 30, 2031 (Projected)	Variance Between Biennia
Contracted Services - Other		\$0.00	\$117,500.00	0.00%	\$0.00	-100.00%
Other	Indirect	\$0.00	\$7,500.00	0.00%	\$0.00	-100.00%
		\$0.00	\$125,000.00		\$0.00	

Sources of Revenue/Match

Revenue/Match Source	If Other, List the Source	** July 1, 2025 - June 30, 2027 (Current Estimate)	July 1, 2027 - June 30, 2029 (Projected)	** July 1, 2029 - June 30, 2031 (Projected)
Local: Other	Cash Match from Transit Agencies and Snotrac	\$0.00	\$25,000.00	\$0.00

Fares and Donations

Row	July 1, 2025 - June 30, 2027 (Current Estimate)	July 1, 2027 - June 30, 2029 (Projected)	July 1, 2029 - June 30, 2031 (Projected)
Fares and rides donations	\$0.00	\$0.00	\$0.00

Variances

Variance between 2025-2027 and 2027-2029: 0.00%

Variance between 2027-2029 and 2029-2031: -100.00%

Variances:

N/A

Other Sources and In-Kind Match

Other Sources*:

We have received match letters from King County Metro, Kitsap Transit, Pierce Transit, and Sound Transit, each \$5,000. We also expect a match of \$5000 from Community Transit. Any portion of the total \$25,000 match that is not covered by a transit agency will be provided by Snotrac using its unrestricted funds.

Are you using in-kind match?*: No

Other Support

Other Support:

Budget Development Methodology

Budget development methodology*:

To develop our budget, we started with our previous budget for our 2024 survey. Under that budget, we contracted with ReconMR in the amount of \$90,000 and paid an overhead cost of \$10,000 to Transportation Choices Coalition (TCC), who served as the project's fiscal sponsor (TCC is not involved in this year's application).

Our budget has been increased to a total of \$125,000 to account for inflation and expansion of the survey geography to include Kitsap County. This budget will cover the cost of a contract with a survey firm to conduct phone- and text-based surveys, to subcontract for outreach to target demographics, data cleanup and analysis, reporting, and other associated costs. ReconMR's 2024 proposal, including their budget and activities, is included as an attachment to this application for reference.

In 2023/24, our agency partners viewed our previous budget was substantially too small for what we wanted to accomplish. While we feel we were able to accomplish our goals, we remain uncertain whether we can again get the same responses from consultants to our RFP this time. With the expansion to Kitsap and need to get more rural responses in 2028, we increased the budget.

In 2024, we benefited from King County Metro including our survey questions within a survey they conducted at the same time. We also bene benefited from our partners distributing the survey, especially in Pierce County. Our budget assumes we will be able to rely on similar partnerships in 2028.

Finally, Snotrac does not anticipate retaining any of its indirect funds, and instead expects to reinvest its indirect funding into the contract with the contracted survey firm. Our interpretation of how much indirect rate we can charge is 15% on the first \$50,000 of a contract for services. As such, our indirect cost is \$7,500, which we intend to reinvest in the project --- either potentially covering any gap in match contributions and/or providing additional resources toward the project.

Summary

July 1, 2027 - June 30, 2029

Total Expenses:	\$125,000.00
Match Total:	\$25,000.00
Requested Amount:	\$100,000.00
	This is the amount of grant funds your organization is requesting from July 1, 2027 - June 30, 2029
Percentage of Match:	20.00%

July 1, 2029 - June 30, 2031

Total Expenses:	\$0.00
Match Total:	\$0.00
Requested Amount:	\$0.00
	This is the amount of grant funds your organization is requesting from July 1, 2029 - June 30, 2031
Percentage of Match:	0.00%

Indirect Costs

Indirect Costs

Are you charging indirect costs to this grant/project?: Yes

Select the method your organization uses to apply indirect costs to this project.

Method*: De minimis rate self-certification

Milestones

Readiness to Proceed

Will your project be ready to proceed at the start of the biennium?: Yes

Milestones

Activities	Date (mm/yy)
Project Start	07/27
Project Complete	06/29

Supplemental Information

Supplemental Information

Supplemental Information:

Vulnerable Populations in Overburdened Communities & Tribes

Vulnerable Populations in Overburdened Communities

Identify the type of direct and meaningful benefits your project provides to vulnerable populations using the descriptions above, if applicable. Explain how your project delivers these benefits and the impact it will have on the populations served.

Vulnerable Populations in Overburdened Communities*:

Mobility management coalitions have a strong track record of working with public, nonprofit, and private transportation providers and planners to close mobility gaps. By better understanding the project’s priority populations, we aim to improve mobility for these population groups.

This survey focuses on identifying the mobility gaps for people of color and low income individuals, two population groups that are considered vulnerable under the HEAL Act. In addition, the survey will focus on people with disabilities and older adults, and both population groups have been historically disproportionately impacted by living and working near highways with high levels of fossil fuel pollution and traffic collisions.

The survey will attempt to procure a sufficient number of survey responses from people who live within the census tracts that score a 9 or 10 on the state Environmental Health Disparities map to establish statistically significant findings about the mobility needs and gaps of people within these overburdened communities.

Because social isolation and long commute distances can have an especially deleterious effect on vulnerable populations, the survey will also be interested in achieving statistical significance for vulnerable population groups within the exurban and rural contexts. If these populations were engaged by you or your representatives in developing or maintaining the project, describe the outreach efforts and results. Include details such as methods used to engage the community, feedback received, and how the input influenced the project’s design or implementation.

Inclusive outreach in planning:

The purpose of this project is to better understand the needs of priority populations.

In order to maintain the longitudinal benefits of this survey, the 2028 questions will be based on the 2024 questions.

The 2024 study was developed based on the questions from numerous previous mobility coalition and public transit agency surveys, as well as the Transportation Security Index developed by University of Michigan researchers. The questions were ultimately drafted and refined by our steering committee, comprised of mobility managers and agency staff who are focused on improving mobility for priority populations.

Of the 6000+ respondents to the 2024 survey:
43% with moderate/high transportation insecurity
11% age 65+
35% BIPOC
22% low income
24% disabled
4% non-English speakers

Responses from the 2024 survey will inform changes to the 2028 survey that the steering committee makes. E.g., the survey will need to better reach non-English speakers, older adults, and rural residents.

Tribal Support

Is this project directly operated by a tribe?: No
Is your project serving and is it supported by a tribal nation in Washington?: No

Environmental Justice

Environmental Justice Assessment (EJA)

You must conduct an Environmental Justice Assessment (EJA) if you apply for \$15 million or more in grant funds.

Are you requesting \$15 million or more in WSDOT funds for your proposed project?: No

Attachments

Attachments

Named Attachment	Required	Description	File Name	Type	Size	Upload Date
Required for all projects						
Population density map	✓	Population Density Map for King, Kitsap, Pierce, and Snohomish Counties	CPS Density Map.pdf	pdf	532 KB	09/08/2026 02:30 PM
Service area map	✓	Map of King, Kitsap, Pierce, and Snohomish Counties	4-county region.pdf	pdf	1 MB	09/08/2026 02:30 PM
Required for new nonprofit applicants only						
501(c) IRS Letter of Determination		IRS Determination Letter	FinalLetter_93-1580217_SNOHOMISHCOUNTYTRANSPORTATIONCOALITION_06022023_00.pdf	pdf	133 KB	09/08/2026 02:16 PM
WA Utilities & Transportation Commission (UTC) Certification (required for new nonprofit applicants that are direct service providers)						
Conditionally required						
Indirect costs documentation - de minimis rate self-certification; negotiated indirect cost rate letter from cognizant agency; or a cost allocation plan		Snotrac Indirect Rate Policy	Snotrac Policy 0007 - Indirect Rate.pdf	pdf	155 KB	09/08/2026 02:17 PM

In-kind match valuation proposal (required for operating & mobility management projects that are proposing to use in-kind as matching funds)

Procurement policy (required for new applicants or existing grantees without a current policy on file with WSDOT if this project includes the procurement of services or capital assets)

Correspondence from a tribe in support of your project (if project is serving and supported by tribe(s). Not required if the applicant is a tribe.)

Optional attachments

Letters committing matching funds

Match Letters for CPS Mobility Survey. Metro, Kitsap, Pierce, and Sound Transit. Match from Community Transit is also expected, but will otherwise be covered by Snotrac's unrestricted funds from our indirect rate and other sources.

[Match Letters for CPS Mobility Survey.pdf](#)

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Letter of concurrence (for projects that operate in multiple planning regions)

Letters of support (combine into one file attachment)

Joint Letter of Support from mobility coalitions

[Joint Letter of Support for Regional Mobility Survey Grant App - 2026 2.pdf](#)

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Supplemental information

(1) 2024 ReconMR Proposal; (2) ReconMR's Final Survey Report; (3) Slidedeck summarizing findings presented to CTANW

[CPSMS28 - Supplemental Information Attachment.pdf](#)

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Optional construction attachments

NEPA/SEPA assessment, if available

Supplemental construction project information (building or site designs, site plans, location exhibits, etc.), if available

Certification

Certification

I certify, to the best of my knowledge, that the information in this application is true and accurate and that this organization has the necessary fiscal, data collection, and managerial capabilities to implement and manage the project associated with this application:

Certification*:	Yes
Application Authority*:	Brock Howell First Name Last Name
Title*:	Executive Director
Date*:	09/09/2026

www.reconmr.com



123 2nd Ave. S, Ste. 230
Edmonds, WA 98020

March 4, 2024

Snohomish Transportation Coalition
3201 Smith Ave, Ste. 411
Everett, WA 98201

Dear Brock,

We appreciate the opportunity to submit our proposal to conduct the Snohomish County Transportation Coalition's (SNOTRAC) 2024 Regional Mobility Index Survey for Priority Populations. ReconMR, a data collection firm with a 30-year track record, acquired its public sector custom research division, located in Edmonds, WA and formerly known as ComEngage, on April 1, 2023. Now completely integrated into the larger ReconMR infrastructure, we boast extensive experience, repeat clients, and an impressive list of recent projects that includes cities, counties, state agencies, public transit systems, and universities across the PNW and from Maine to Hawaii.

We have developed a mature methodology and extensive track record conducting successful community surveys using our multimodal addressed based sample (ABS) data collection process and delivering findings via the DisplayR dashboard platform. This proposal builds on our experience to offer what we believe is the strongest possible approach within your firm \$90,000 budget.

We know from years of first-hand experience and industry conferences and literature on access and inclusion in public sector research that random sampling alone will not yield the robust samples of hard-to-reach populations we all desire. Furthermore, there is no magic wand or amount of money that offers shortcuts. It's a work in progress, hard work, expensive, and sometimes the results are underwhelming. Our collective task, then, is to do the best we can with available resources and strive to continually get better, moving forward.

We have a handful of tools available to recruit hard-to-reach priority populations where they are, in a manner and language they trust. We will have to work together with community partners to use those tools to drive the best possible results within our budget constraints. The proposal below outlines our approach to that challenge.

We were a strong but small company in the past. Now, as ReconMR, we are still strong but bigger and growing. Where we used to be a boutique, Mom & Pop operation, we now offer the same level of client service backed up with full-scale in-house infrastructure for data collection, an IT department that maintains the highest standards for data security and compliance, and more. Our overall mission is to be the best mid-sized custom market research provider, creating that special sauce blending the best aspects of large and small firms.

We look forward to meeting with you to introduce our team and discuss our proposed approach in more detail.

Respectfully submitted by

MICHELLE VRUDHULA

Michelle Vrudhula
Chief Administrative Officer
Phone: 512-757-8102 |
Email: michelle.vrudhula@reconmr.com

Nathan Wiggin

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Snohomish County Transportation Coalition

Regional Mobility Index Survey of Priority Populations

Proposal

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Work Program

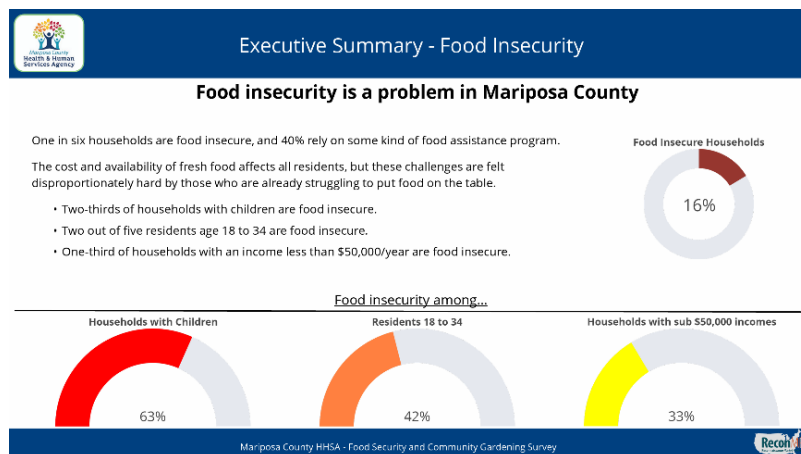
Project Understanding

The timeline and technical approach outlined below propose to address SNOTRAC's core objectives within its proscribed budget using the best practices currently available to us. We aim to conduct a robust, inclusive, and statistically-valid survey of residents of three local counties – Snohomish, King, and Pierce – followed by a deep dive into Priority Populations. The survey will measure respondent's Mobility Index Scores across the region, identifying which populations face transportation insecurity and then exploring their mobility challenges.

- The initial survey effort, based on a random, address-based sample, will be statistically-valid across each county, as well as for some Priority Populations across the region (all three counties combined).
- The final phase of the project will utilize available resources (partnerships, existing contact lists, remaining budget to plan and staff additional outreach, etc.) to make a concerted effort to include a statistically-valid sample of all major Priority Populations – Seniors, Youth, People with Disabilities, BIPOC, Low-income, Rural, and Non-English Speaking residents.
- Translations and incentives will be provided, on a limited but equitable basis. These are crucial to attracting participation from Priority Populations.
- The survey will also be opened up to the general public, after randomly sampled households have had ample time to respond. The report will clearly distinguish results by their sample source.

We have a unique range of experience to offer this project, aside from our general level of expertise in community surveys, public sector research, and the local area.

1. We have encountered similar projects recently – multi-county projects including a major city and seeking to be statistically-valid and inclusive on a limited budget. We are finishing one now in the San Antonio area.
2. We have very recent experience conducting community surveys in rural communities, having done so in Mariposa County, CA, Skagit County, WA, and Jefferson County, WA in the past 2 years.
3. One of those projects, Mariposa County, consisted of a very similar exercise, measuring the food insecurity index across the county for a federal grant application. See the screenshot below.
4. We are currently engaged in two related projects with King County Metro:
 - a. We are the prime contractor for the Access Paratransit Survey with disabled customers for 2024, and
 - b. We are the research provider/subcontractor for a Design Thinking project that is in the process of re-envisioning the entire reduced fare system and process. It focuses directly on the same groups of Priority Populations within King County.



We see this as a two-stage process, much as outlined in the RFP.

The first stage, conducting a survey in King, Pierce, and Snohomish Counties to understand which population groups face transportation insecurity, will take the form of a large Addressed-Based Sample (ABS) survey.

This survey will provide us with:

- At least 400 completed surveys **in each of the three counties** – King, Snohomish, and Pierce.
 - We welcome additional King County data from Metro, but will not be counting on it.
- At least 400 completed surveys (including follow-up questions for those with mobility issues) from each of the following Priority Populations **across all three counties combined**:
 - Seniors
 - Rural/underserved areas
 - BIPOC (not White only)
- The second stage, a deeper sampling of Priority Population groups to understand their mobility challenges, will target, but will not guarantee, at least 400 surveys from each of the following Priority Populations **across all three counties combined**:
 - Low-income residents
 - Youth (we assume 13-18 years of age)
 - Non-English speaking households

Our proposal is built upon the following assumptions about cost, work level, and deliverables:

1. We will charge you \$15,000 for Professional Services, plus \$500 for the setup and maintenance of your DisplayR reporting dashboard. This is a very low, discounted amount based on:
 - a. Minimal questionnaire development effort. One review session where ReconMR offers suggestions to revise or tweak the survey and SNOTRAC provides feedback. A typical project, starting from scratch, requires 2-3 of these sessions, plus our time to create the original document.
 - b. Fairly basic reporting requirements. We will provide a basic report on our DisplayR dashboard (described in more detail below) that includes a high-level Executive Summary report, clear charts and graphs, and all raw data files. We will collaborate with SNOTRAC to develop a list of variables for crosstabs, and these will all be incorporated into the dashboard.
2. For the ABS survey, we will:
 - a. Purchase 30,000 pieces of randomly selected household sample in targeted parts of the three counties, skewed to ensure a robust sample in rural areas.
 - b. Mail postcard invitations to all households, and then follow up with emails and/or text messages to those with appropriate contact information appended to their sample records.
3. We will have room in the budget (up to \$10,000) for telephone interviewers to follow-up with non-responders who are more likely to be members of a Priority Population, based on location.
4. We will translate the survey into multiple languages online, those that will be most useful for local respondents. We also have telephone interviewers available in some languages and can arrange for third-party interpreters for others.
5. We will offer the following incentive structure, with final dollar amounts TBD:
 - a. The first 100 respondents in all 3 counties and the 7 major Priority Population will receive an incentive worth \$5 – 1,000 incentives.
 - b. For every 50 responses in each of the 10 groups (counties and Priority Populations) from 101-500, there will be random drawing for a \$50 gift card – up to 80 incentives.
 - c. Incentives are a valuable tool for Priority Populations, especially Youth and Low-income. This structure employs this tool in a manner that is equitable to all respondents.

General Timeline – Regional Mobility Index Survey

The RFP specifies the following timeline:

- | | |
|----------------------|---|
| 1. March 4 | RFP Response Due by 12 p.m. (noon) |
| 2. March 5-7 | Potential Applicant Interviews |
| 3. March 8 | Vendor Selected |
| 4. March 15-21 | Project Kickoff Meeting with Steering Committee |
| 5. March 22 | Survey questions finalized with Steering Comm. |
| 6. March 23 - May 10 | Administer survey |
| 7. June 1-7 | Present draft findings & draft report |
| 8. June 28 | Final Report Due |

A typical community survey of the size and scope of this one, without a rushed schedule, takes roughly three months from start to finish. The addition of this project would not stress ReconMR's resources for Q2. We will be wrapping up several projects and have room in the pipeline.

Our process would follow a different pace than the specific steps above, but we could still comfortably deliver a draft report two weeks prior to delivering the final report on June 28, especially since the questionnaire design phase will be much shorter than usual.

That being said:

1. Any delays in kicking off the project with a signed contract might affect our ability/rush our efforts to boost responses from Priority Populations within the original timeframe, and
2. If the June 28 deadline in the RFP responds to a specific need to report these results elsewhere, we are able and willing to work with SNOTRAC to meet that deadline. However, any additional time allotted to conduct outreach to Priority Populations into the month of June would be helpful.

The overall structure of our plan includes the following phases:

1. Draft Work Plan, Final Work Plan, signed contract.
2. Sample purchase, outreach planning, questionnaire review session, final draft questionnaire, pretests, translations.
3. Survey launch – postcard invitations mailed out, followed by email and text invitations.
4. Launch open public survey and reach out to Priority Populations.
5. Collect data through June 9 while simultaneously preparing the reporting dashboard, present draft dashboard and Executive Summary June 14.
6. Final report due June 28, with possible extensions to include additional responses from Priority Populations.

Each major step of this project is described in more detail, along with a general timeframe, on the following page. The subsequent Technical Proposal will describe our standard methodology for each phase of this process, with some modifications to fit the unique aspects of this project.

Detailed Timeline

Draft Work Plan, Final Work Plan, signed contract.

- Project kickoff and contracting – discuss Draft Work Plan at kickoff meeting, followed one week later with a Final Work Plan that is submitted for contracting. This would ideally occur in late March. We do need to have a binding legal agreement in place before we purchase sample for the project.

Sample purchase, outreach planning, questionnaire review session, final draft questionnaire, translations, pretests.

- Once contracting is complete, questionnaire development, outreach development, and programming typically takes 3-4 weeks. ***The pre-developed questionnaire shortens that timeline by roughly 2 weeks***, but the questionnaire still must be programmed, tested, and then translated into Spanish and other languages. ***It should be ready to launch by late March or the 1st week of April.***
 - First, we conduct our questionnaire review meeting to discuss and agree on any changes to the draft.
 - Final questionnaire then approved and sent for programming and testing.
 - Once the final questionnaire is approved, it is sent out for translations, which are complete within a week.
 - The postcard invitation is developed simultaneously. ReconMR supplies SNOTRAC with a sample to use as a template. SNOTRAC provides graphics/logo and can tweak the messaging to its liking. It is important to have the postcard go out in the mail in coordination with survey launch.

Survey launch – postcard invitations mailed out, followed by email and text invitations.

- Once the survey is thoroughly pre-tested and translated, it will be launched with 30,000 postcard invitations, plus email and MMS follow-up, to the random address-based sample (ABS) from across the region.

Launch open public survey and reach out to Priority Populations.

- ***After allowing 2-3 weeks for the data collection process to unfold naturally through most of April***, we will evaluate the demographics of responses to date, then share and with SNOTRAC to plan next steps and efforts to supplement responses from Priority Populations during May and possibly into June.
- Potential next steps, to supplement response from hard-to-reach Priority Populations include but are not limited to:
 - We have the option of additional follow-up with phone calls to the ABS sample that can be targeted to areas with higher incidence of certain Priority Populations. Some of these respondents are easier to reach by phone than electronically. We have this capability in-house, but we only use it to the extent that it is effective.
 - We will collaborate with SNOTRAC partners to identify any contact lists that allow us to reach concentrated groups of Priority Populations from a source they trust.
 - SNOTRAC partners and other community-based organizations can offer various levels of assistance and partnership:
 - They can promote the survey online or on-site, providing a link with a QR Code.
 - They can offer direct assistance by promoting the survey on-site at community centers or community events and offering assistance that could include providing a tablet to complete the survey, translation, etc.

- The survey can also be promoted, with a separate QR code identifying the source, region-wide to all who would like to participate.
- The final dashboard will filter responses by sample source – ABS, Priority Population, and General Population Open Survey – to identify any survey questions where results differ.

Collect data through June 9 while simultaneously preparing the reporting dashboard, present draft dashboard and Executive Summary June 14.

- Once the survey is successfully deployed in the field, development of the reporting dashboard begins. Shortly after launch, SNOTRAC will be able to monitor data collection progress with frequent updates.
 - After the survey is deployed in the field, SNOTRAC is provided with access to a basic reporting dashboard that updates data collection progress.
 - As data collection progresses in late April and early May, the dashboard is filled out to include all survey data and desired segmentation and analysis. SNOTRAC will collaborate and provide feedback to ensure that the reporting dashboard fully explores the research questions.
- By the time data collection closes in early June, the reporting dashboard will already be built out, at which time it is reviewed with SNOTRAC to determine key segmentation variables, data weighting, and the emphasis of reporting and analysis.
- ***A draft Executive Summary and a complete and polished version of the dashboard will be available no later than June 14,*** allowing two weeks to review and revise.

Final report due June 28, with possible extensions to include additional responses from Priority Populations.

- ***The final report,*** an Executive Summary built into the dashboard platform, downloadable and sharable in multiple formats, and easily dividable by SNOTRAC region will be delivered within two weeks of closing data collection, by ***June 28.***
 - A presentation-ready Executive Summary report is built into the front end of the dashboard.
 - Upon completion, review, and approval, SNOTRAC will be able to post online, download, and share the dashboard reporting with customized content and in multiple common formats.
- We will then ***schedule a time for a final presentation,*** most likely in person due to our proximity.
- ***As mentioned previously, an additional 2-4 weeks to continue efforts in the second phase to supplement responses from Priority Populations, could be beneficial.***

Technical Approach

Project Setup and Management

Understand Study Objectives: Upon being awarded the project, we schedule a series of meetings to ensure everyone clearly understands the overall purpose and scope of the project, the study objectives, the research questions, and to define the necessary steps to move the project forward. We often hold the first of these meetings prior to the contract being finalized.

Document: ReconMR begins the documentation process in the form of the Work Plan, typically arriving at the kickoff meeting with a Draft Work Plan sketched out. Initially, the proposal serves as guidance for the Work Plan. The plan is updated as study objectives are solidified, specific methodologies and procedures are decided upon, and the scope is fully documented. The Work Plan includes a detailed timeline.

Questionnaire Design and Outreach Materials

Understand Research Questions and Develop the Questionnaire: This is very similar to understanding the study objectives, but with a narrower focus on the questions you need answered. This is the most important and sometimes challenging part, and it requires the most input from your team. Our typical process involves a short series of meetings over 2-4 weeks, during which ReconMR works with your team to uncover the core elements of what the client wants to know.

Since this questionnaire is already in a solid draft form and to conserve time and budget, we propose accelerating that normal process. We will review your draft questionnaire and prepare comments and suggestions to improve it, mostly from a programming, user-focused, and/or data-centric perspective.

Pretest: People agree to participate in research and engagement programs because they are interested in the topic area and find it relevant. All too often, pre-tests are considered unnecessary and skipped because of time or cost. We want to ensure that questions are framed and presented in a way that is understandable, meaningful, and respectful to residents' cultural background and life experiences. We have included time and budget for a pre-test of at least 30 residents for the area-wide community survey.

Outreach Materials: While the questionnaire design is critical, effective outreach materials are also important to ensure high and representative response rates. We design our outreach materials to encourage sampled households and residents to take part in the research because they feel it is important, because they are interested in the survey topic, and because they want to be part of the process. Outreach materials help achieve these goals and reach all residents. Below is an example of the postcard we used for the City of Maple Valley. This double-sided invitation has the message in English on the front and Spanish on the back. We also have examples for Sound Transit or the City of Bellevue with a shorter message translated into several additional languages on the reverse side.



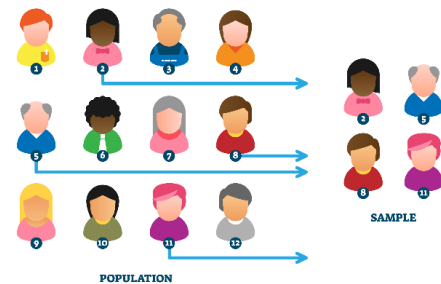
Access: We have long recognized that many stakeholders and individuals were underrepresented or being entirely left out of research and community engagement programs—in part because of unequal access to these programs. A guiding premise behind all that we do is to ensure that our work provides everyone with a seamless opportunity and ability to take part. By seamless, we mean access is **barrier free and equal**. All data collection platforms (for quantitative and qualitative research) we use are 100 percent mobile friendly, and we assess all our studies to ensure that those completing the engagement using a mobile device have an experience that is barrier-free and equal. This is important for the user experience, but also affects data quality.

We ensure that all potential respondents can easily access the research and engagement program in the language with which the respondent is most comfortable. We also consider other capabilities—e.g., we have been leaders in addressing the ability of the visually-impaired to access and complete our studies.

Sampling & Data Collection

Design Methodology: *This is what sets us apart.* We propose an approach that uses best practices in community research to reach a random sample of area residents but also ensures that the sample is representative and inclusive of the area's diverse population, those who are historically under-represented in the process. Our approach is to take the research to the respondents, rather than making respondents come to us—i.e., we make it as easy as possible for residents to engage. Our multi-pronged approach potentially allows all eligible area residents the opportunity to participate in this important process. Our process is transparent and inclusive so your team, your staff, your elected officials, and residents can have confidence in the findings.

The biggest challenge facing research today is obtaining a truly inclusive sample of residents, notably ensuring inclusion of those who have been historically under-represented and under-served. Traditional survey approaches have experienced declining response rates for years. Inclusion of cell phone sample requires compliance with strict TCPA laws and regulations. Respondents who do answer their phones to unknown numbers or respond to a dense paper survey delivered by mail are not a representative sample of any population.



ReconMR has continually adopted best practices in survey research and has developed approaches for sampling and data collection that are partially dependent on community size—the total number of households that comprise the sample frame.

This project, with a total of over 1.5 million households in three counties and ambitious goals to include representative samples of hard-to-reach respondents in at least 7 Priority Populations, poses a challenge with budget limitations. Furthermore, experience strongly suggests that no amount of random sampling will be sufficient or economically-feasible in generating statistically-valid responses from ALL Priority Populations.

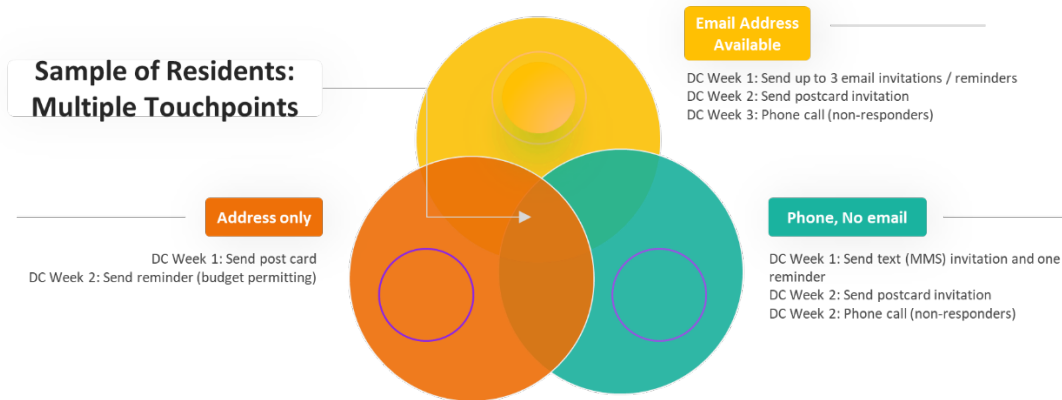
We do plan to collect the majority of our data, a target of at least 1,200 respondents area-wide, through our preferred method of random sampling. We will also be able to track the source of all survey data and easily compare results from different samples to identify any anomalies.

Random (Probability) Sample of Households and Residents: With medium- and large-sized cities or counties, we start with an address-based-sample (ABS) to pull a random sample of addresses that will ensure a robust, statistically-valid, representative sample of area residents.

For this phase, we budgeted a sample that includes 30,000 households; enough, based on realistic but conservative response rates, to target a minimum of 1,200 completed online surveys. This yields a margin of error of +/- 2.8% overall and +/-5% for each county and Priority Population that successfully reaches the threshold of 385 responses. This allows us to compare responses from different segments of the area's population with statistical confidence.

We base our targeted minimum sample sizes on conservative response rates. In the field, our surveys almost always outperform these estimates. For example, our 2023 Performance Measures Survey for Bellevue, WA, a city of about 150,000 people, received over 1,500 completed surveys.

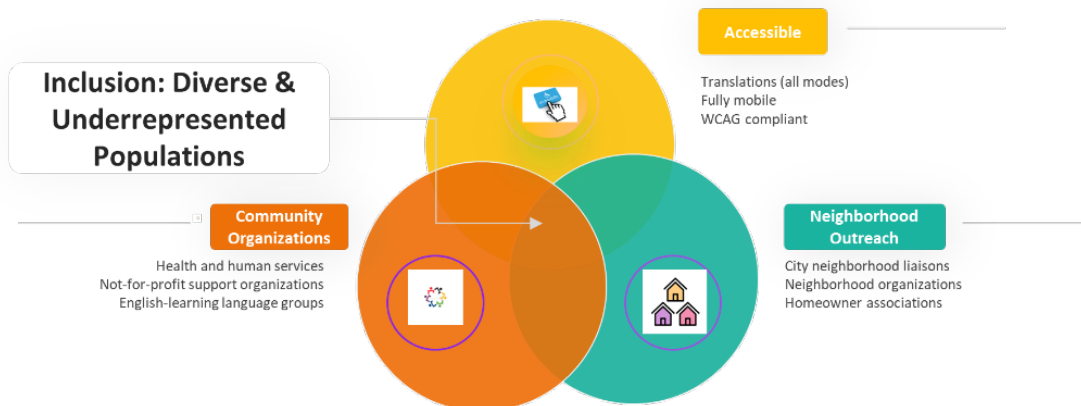
Our sample partner appends information such as name, phone number (cell and landline), and email address as well as some household and demographic information. We reach the sampled households through a combination of mail, email, MMS texts and optionally phone (primarily cell phone), as illustrated below.



Diversity and Underrepresented Populations

Everyone deserves a voice. While our overall approach is effective in ensuring representation of most residents, it may not reach and ensure inclusion of everyone. This survey requires that we go the extra mile, to the extent feasible, to be as inclusive as possible and provide statistically robust representation of Priority Populations.

In our standard approach, we work to make the survey accessible to your entire population by developing direct outreach to community organizations and if available SNOTRAC's outreach teams working with residents. This outreach ensures that those who are historically underrepresented in survey research are included and we fully represent the full diversity of residents. Finally, we will make the survey accessible to all by translating all outreach materials and the online survey into English, Spanish, and other languages deemed necessary.



Rural Respondents

For this project, ReconMR recommends a deliberate sampling plan that will ensure both high response rates overall and the most representative sample possible. First, we will ensure that rural areas receive enough sample to generate the responses we need. Our experience with rural community surveys shows that response rates are neither higher nor lower than other areas. Rather, it's the size of the original sample that is often smaller. Between the three counties, we will ensure a minimum of 6,000 households sampled in rural areas underserved by public transit. This should ensure that the first wave of the survey generates a robust sample of rural households.

Senior and BIPOC Respondents

We also anticipate that the first phase ABS survey will generate enough responses from Seniors (age 65+) and BIPOC respondents (not "White only"), based on our experience. We can also ensure adequate distribution of the sample in areas or Census Blocks notable for the concentration of diverse BIPOC groups.

Low-Income, Youth, & Non-English Speaking Respondents

These three groups are routinely among the most difficult to include in survey research. Viable methods of inclusion tend to be more hands-on and collaborative. With limited time and resources available, partnerships and a certain amount of flexibility are crucial.

After allowing 2-3 weeks for the data collection process to unfold naturally through most of April, we will evaluate the demographics of responses to date, then share with SNOTRAC to plan next steps and efforts to supplement responses from Priority Populations during May and possibly into June.

Potential next steps, to supplement response from hard-to-reach Priority Populations include but are not limited to:

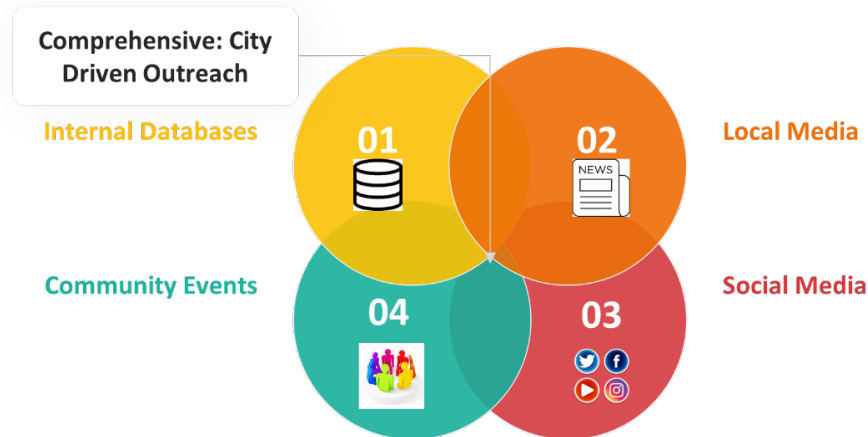
- We have the option of additional follow-up with phone calls to the ABS sample that can be targeted to areas with higher incidence of certain Priority Populations. Some of these respondents are easier to reach by phone than electronically. We have this capability in-house. We could budget for up to \$10,000 in phone interviews, projected to yield 160 completes, but we should only employ this technique to the extent that it proves to be productive.
- We will collaborate with SNOTRAC partners to identify any contact lists that allow us to reach concentrated groups of Priority Populations from a source they trust. We can easily provide agencies or other CBO's with unique Survey IDs for them to send out to their email lists.
- SNOTRAC partners and other community-based organizations can offer various levels of assistance and partnership:
 - They can promote the survey online or on-site, providing a link with a QR Code.
 - They can offer direct assistance by promoting the survey on-site at community centers or community events and offering assistance that could include providing a tablet to complete the survey, translation, etc.

We would be happy to discuss this in more detail with SNOTRAC during the interview process and could quickly turn around an amended and more-detailed BAFO, if necessary. We do recommend incorporating some flexibility in the budget to avoid being overcommitted to tactics that prove ineffective.

SNOTRAC-Driven Community Outreach

We firmly believe that having a valid, representative, and inclusive sample of households and residents serves as the foundation for this effort. The sampling plan described above is an aggressive method of ensuring that wide inclusion with a limited budget. The final step, and one that does not incur significant additional cost, is to include all residents. As ABS data collection period winds down, we recommend pushing the survey out to the entire community. This is an efficient and cost-effective way to increase the overall sample size, notably at the neighborhood level or at community events. In addition, this provides transparency to all community members, provides everyone with an opportunity to have their voice heard, and allows a real-time 'gut check' on the results. It allows us to compare any differences between those responding through the traditional and broader outreach methods.

We incorporate quality control and weighting procedures so that this process closely approximates what is achieved with the probability sampling approach. Our outreach is broad-based and includes use of media and internal databases.



Report & Analysis Phase

Understand Reporting Objectives: Again, our first focus in reporting is understanding who the audience is, what data they want, and how they want it. We often get the answers to these questions while we are in the project setup and design steps, but we find it useful to recap the reporting objectives once we are in data collection, ensuring that the final report meets expectations.

We have noted multiple times in this proposal that we limited the questionnaire design and reporting professional services budget from this project in order to devote more of SNOTRAC's limited resources to the inclusion of a robust sample of Priority Populations.

1. This should NOT be interpreted to imply that we will deliver a thin or inadequate product, and
2. SNOTRAC will have complete access to the survey data files for further exploration, and ReconMR will not bill extra for any additional requests that can be fulfilled without a major time commitment.

The survey is short and straightforward. We will segment and filter the results by county, by Priority Populations, and through other variables that show interesting differences. We will present the findings in clear and simple tables and charts.

Our recent report for Mariposa County, CA with a Food Insecurity Index and survey questions on food access and community gardening interest presents a good example. This was a longer survey than SNOTRAC's, and the budget was MUCH smaller. [Final-Mariposa-HHSA-Food-Security-and-Community-Gardening-Study \(mariposacounty.org\)](https://mariposacounty.org/final-mariposa-hhsa-food-security-and-community-gardening-study)

SNOTRAC should expect something a bit shorter in length, but similar in look and feel. Note that the link is a static PDF format, one of the options you would have for sharing your report.

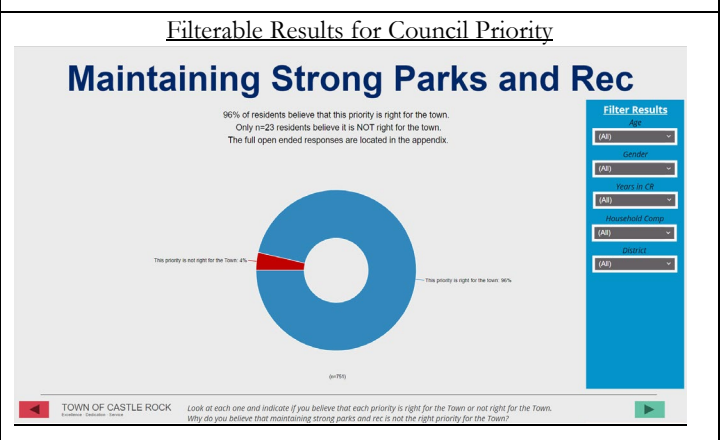
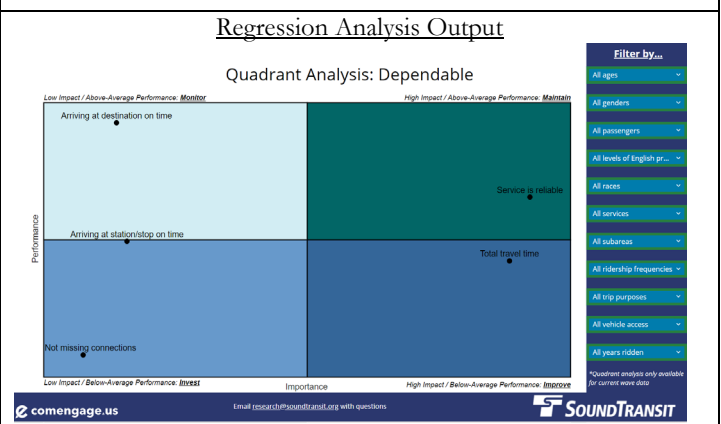
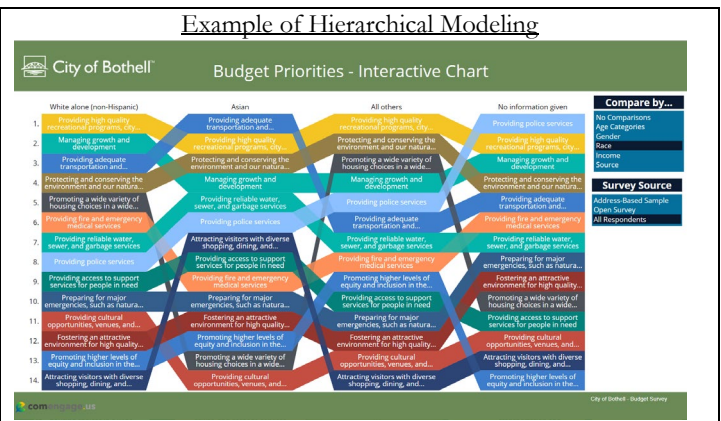
This example ([Comprehensive Plan Update Survey | Displayr](#)), Bellevue's Comprehensive Plan Update Survey, illustrates both a more complex report with more involved analytics and data visualizations, as well as a dynamic dashboard where users can filter results by different types of respondents.

Design Report Template: Rather than multiple reports and detailed cross-tabulations that are hard to navigate, we use an online dashboard to present the results from the area-wide community survey. Dashboard design begins in parallel with questionnaire and outreach design, all using SNOTRAC's branding. Once the survey instrument is final, we run 1,000 test cases through it to serve as a final quality check and to provide template data used to design tables, charts, filters, etc. for the report. We also use results from the pretest to populate the dashboard.

Learn and Share: This is the exciting part. The magic begins a few days after data collection begins when we switch to live data (updated every 24 hours). We continue developing the report while collecting data, and we have everything developed before all data is collected. The time of waiting weeks or months for a report has passed; your

Your team and residents (if you choose) have access to the results, including the ability to explore results through filters, comparisons, or splits. We use best practices in analytics and data visualization, as illustrated in the screenshots on the following page that are taken from several live dashboards.

Note that all charts and tables from the Dashboard are exportable for use in other materials. Raw data can also be shared in common formats.



Qualifications & Experience

Firm Introduction

ReconMR is a high-end data collection firm headquartered in San Marcos, TX that continued its growth trajectory in 2023 by vertically integrating into custom market research – the Insights Division. The Insights Division includes two new offices added through acquisition. The first, in Edmonds, WA just outside of Seattle, focuses on public sector and transportation research. The second, in Santa Ana, CA, primarily specializes in utilities and financial services.

ReconMR Corporate Profile

ReconMR, the largest multi-modal data collection agency based entirely in the United States, is celebrating 30 years of experience in 2024, assisting government agencies with their research needs. The recent acquisitions forming the Insights Division expanded our capabilities to become the go-to resource with the capacity, feasibility, and expertise to provide a full range of data collection, insights, and analytics.

On the data collection side, we work extensively with public agencies, regulated industries, and not-for-profit institutions, as well as universities, academic survey research centers, media outlets, political pollsters, public policy researchers, social scientists, transportation authorities, utilities, and healthcare organizations.

Our in-house project team includes experienced project managers, programmers, and supervisors who oversee more than one thousand professionally trained interviewers, including a full complement of bilingual Spanish and English interviewers across five call centers with 700+ total seats.

Affiliate Company, Customer Research International, Inc. (CRI), is certified as a DBE, MBE, and/or HUB in multiple states which encourages many different local, state, and national agencies to partner with ReconMR as a research provider.

Our historical core business has been data collection. Recognizing the greater growth opportunity in full-service market research, we have been looking for companies to acquire that fit the following basic criteria:

- Operate in the same sphere of influence, conducting similar studies with similar clients,
- Operate with a similar mindset and similarly high quality standards.

Public Sector Custom Research

ReconMR regularly conducts multiple projects like the Scope of Work in this RFP nationwide from Maine to Hawaii. Public sector market research is the core business of our Edmonds office, and community surveys represent a mature product that can be efficiently customized for any locality's research objectives. Though each project is different, all operate using the same underlying approach outlined in this proposal.

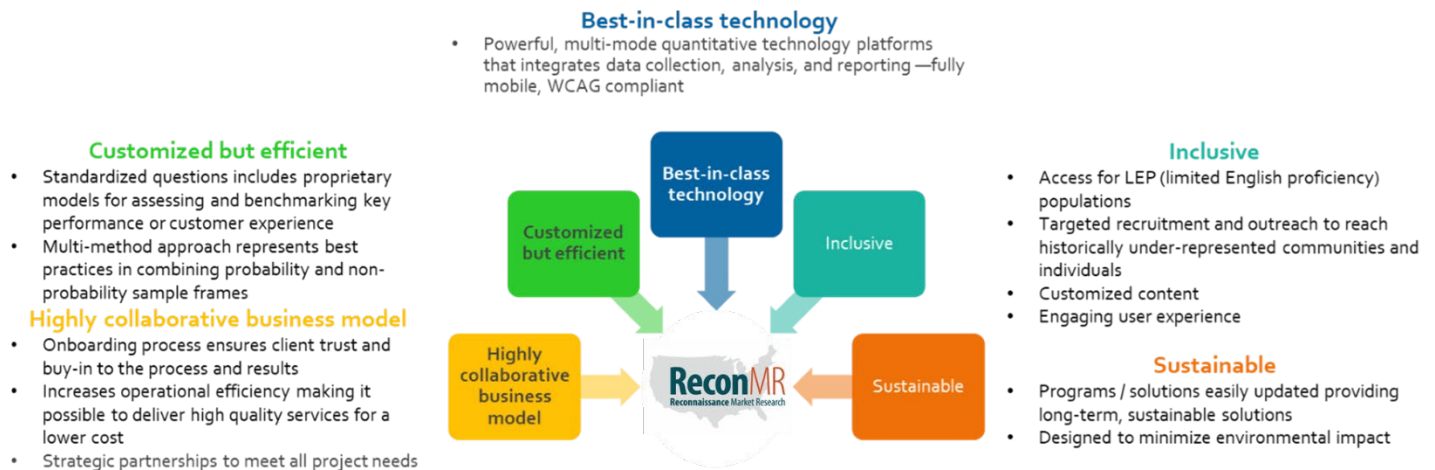
Nathan Wiggin, Vice President of Consumer Insights and Solutions manages this division. He and his staff have a combined 40+ years of experience conducting public sector research. Nate has managed several of our clients, such as the City of Bellevue, WA, and the University of Washington (UW), for a decade or more. He has designed, managed, reported on, and presented findings on dozens of community surveys. He, in fact, managed a similar study for SNOTRAC in 2018-2019 while working as Northwest Research Group.

Integration with ReconMR provides us with considerable new back-office resources, particularly in project management, data collection, and IT, that greatly bolster our capacity. Having run several community surveys together through for almost a full year now, we have worked through the integration process, and we are positioned for growth.

Our commitment to public sector research succeeds because we are passionate about helping leaders forge meaningful connections with their community.

- We have a longstanding commitment to driving community research and engagement using best practices to generate greater insights and better inform critical decisions affecting us all.
- We offer an innovative and user-friendly community survey platform.
- We strive to continue pushing the envelope in including hard to reach and underserved populations in our community engagement efforts.

The graphic below illustrates our core values.



Value-Added Services

Summary of ReconMR Added Value

1. **Dashboard** – the DisplayR dashboard is widely considered one of the best platforms for interactive and sharable display of primary research data, and ComEngage is an experienced and skilled practitioner. The dashboard offers increased transparency and accuracy, significantly faster turnaround time for reporting, impressive flexibility and versatility, and more. Most importantly, our clients love it.
2. **Great client service and advanced analytics** – We take our work seriously and we're good at it. We are experienced, knowledgeable, responsive, and professional. We used to be small. Our integration into ReconMR greatly bolsters our resources and capacity, and the company has plans to grow further. We now strive to be the leading medium-sized market research provider in the sectors we work in, providing the same attentive service and customization with more and better resources behind us.
3. **Specialists in public sector work** – as survey research has shifted towards online, ReconMR has positioned its phone data collection services as a highly-professional operation capable of generating high response rates and delivering results on time and on budget. This provides seamless vertical integration with the recently purchased division devoted almost exclusively to custom public sector research.
4. **High response rates** – While we have to be conservative in the response rates we guarantee, our recent surveys have routinely generated robust responses from the organizations and communities in question. Our approach to survey data collection has continually evolved over many years, meaning we not only practice the highest industry standards, but we execute them with proficiency.

Recent Community Surveys

As mentioned in the cover letter, community surveys are a key part of our core business. In addition to the community surveys listed below, ReconMR currently conducts public sector market research focused on transit, transportation, and employee satisfaction on an ongoing basis for **Sound Transit**, the **University of Washington**, and the **Community Health Association of Spokane**, in addition to repeated ad hoc work for **King County Metro** and other county agencies.

The lists below catalog all the community surveys we have conducted just in the past two years (2022-2023) and those currently in progress. Below that, we have provided detailed case studies and client references for these of these projects/clients. Additional client references can be provided for any of the other listed projects upon request.

Completed Community Surveys

City of Bellevue WA – Performance Measures Survey including in-depth interviews, Comprehensive Plan Update Survey, Parks and Open Space Survey, Human Needs Survey, Public Utilities Survey – long-term flagship client, new plan for 2024 integrates multiple surveys (a Budget Survey update and 3 shorter surveys on other topics) plus a hyperlocal community panel that will conduct 10 smaller activities per year. See detailed case study for 2021 Budget Survey below.

City of Bothell, WA – 2022 Budget Survey – delivered on a short timeline to accommodate Council Retreat.

Mariposa County, CA – 2023 Countywide Food Access & Food Security Survey – to measure food insecurity and help secure USDA funding.

City of Lafayette, CO – 2023 Community Survey – repeat client.

City of Renton, WA – 2023 Community Survey – repeat client, included in-depth interviews.

City of Maple Valley, WA – 2022 Community Survey. See detailed case study below.

Central Skagit Library District, WA – 2023 Community Needs Assessment – rural community survey and qualitative research assistance to support comprehensive planning process.

Jefferson County Library District, WA – 2022 Community Needs Assessment – rural community survey including in-depth interviews to follow up on comprehensive planning process. See detailed case study below.

Town of Cape Elizabeth, ME – 2023 Community Survey – housing focus featuring innovative conjoint analysis.

Town of Castle Rock, CO – 2023 Community Survey – repeat client, revised and expanded survey methodology including major budget component. See detailed case study below.

Community Surveys In Progress

City of Bellevue, WA – Budget Survey and Business Survey just completed, Community Panel in kickoff mode, to be followed by the first in a series of short quarterly community surveys.

City of Bellingham, WA – Lake Whatcom Watershed Survey – behavior focused.

City of Ketchum, ID – Community Survey with some housing focus.

City and County of Honolulu, HI – Flood Insurance Market Research & Outreach – countywide survey with FEMA funding to develop and evaluate a new outreach program.

Edwards Aquifer Authority, TX – Community Survey – awareness and attitude focused.

City of Renton, WA – Budget Survey about to kick off.

Community Survey Case Studies & References

All the examples below were full-service, custom research projects we completed as the prime contractor. We were solely responsible, in collaboration with our clients, for questionnaire development, operational oversight, reporting and analysis, and development of a detailed summary report and final presentation.

Nathan Wiggin, our VP of Consumer Insights and Solutions, directly managed all of these projects, with Ma'alaea Lawrence providing support on questionnaire development and reporting since late 2022 and Sam Fleishman managing most qualitative work. After April 2023, ReconMR staff, led by George Uribe, Vivian Daigler, programmers, and project managers led data collection efforts, under Nate's supervision.

City of Bellevue, WA

City of Bellevue, WA 450 110th Ave NE Bellevue, WA 98004	2022 Budget Survey Conducted: January – May 2022 Budget and Final Cost: \$55,830	Micah Phillips, Performance & Outreach Coordinator Mphillips@bellevuewa.gov 425-452-6994
The City of Bellevue has been a client of ours and our predecessor firms for multiple decades and currently conducts several surveys with us every year. This includes an annual Performance Measures Survey to gauge residents' and small business' perceptions of city services that we have conducted 22 times since its inception in 2000. Nathan Wiggin managed this project for the 15th time in 2023. We also conduct the city's biennial Human Needs Survey and Budget Surveys, their Parks and Recreation Plan (PROS), and the Business Survey. In addition, we won bids for and successfully completed the Comprehensive Plan update and the Utility Survey. These surveys collect statistically reliable data representing all Bellevue residents that help drive the city's decision-making. Our current joint focus is on successful outreach to traditionally underrepresented communities that are hardest to reach and engage. Bellevue typically conducts its Budget Survey in even numbered years, and Nathan managed it successfully in 2018, 2020, and 2022. This year, Bellevue needed the Budget Survey earlier than usual, to meet the deadline for the scheduled Council Retreat, and gave ReconMR very little advance notice. Since this year's version of the survey did not require significant changes, we were able to have the survey launched and all data collected in less than one month. This shows both the maturity of our community survey methodology and our responsiveness to client needs. For 2024, Bellevue has adopted ReconMR's recommendation to consolidate all of this activity into a mature, integrated process that eliminates redundancy between the various department surveys, reduces resident survey fatigue, and includes a hyperlocal community panel recruited from community surveys that will conduct up to 10 smaller activities throughout the year. The Budget Survey, an immediate priority, has already kicked off. ReconMR will conduct a total of four shorter community surveys throughout the year, in addition to Community Panel activities, for a total of \$295,000. Samples of work performed in the past are found here: • Budget Survey City of Bellevue (bellevuewa.gov) • Performance Measures Survey City of Bellevue (bellevuewa.gov) • Human Services Needs Update City of Bellevue (bellevuewa.gov) • Community Perceptions of City-Provided Recreation City of Bellevue (bellevuewa.gov) • Business Survey City of Bellevue (bellevuewa.gov) • Direct Link to 2022 Budget Survey Displayr Dashboard		
City of Bellevue, WA 450 110th Ave NE Bellevue, WA 98004	2023 Comprehensive Plan Update Survey Conducted: November 2022 – April 2023 Budget and Final Cost: \$49,750	Brooke Brod, Community Engagement Lead BBrod@bellevuewa.gov 425-452-6930
Bellevue's Planning Department Community Engagement team chose us to conduct a representative survey to firmly support its recommendations for the required 2024 update. The resulting survey effort collected 1,152 responses from a broad and representative sample of Bellevue residents.		

The link to the [Executive Summary](#) and the [Report Dashboard](#) have been posted on the [Bellevue 2044 | Engaging Bellevue](#) homepage for the city's Comprehensive Plan public engagement efforts.

Bellevue's primary objectives were to learn more about:

- How to prioritize certain planning goals.
- What features people value in a neighborhood.
- How open residents are to adding new housing types throughout Bellevue and in their neighborhood.

The resulting survey included a variety of question types including:

- Questions designed to understand activities and services people access and want more of.
- Questions designed to understand how people ranked different development priorities.
- An exercise asking respondents to build their "ideal" neighborhood based on a select set of criteria designed to quantify the importance people place on different selection criteria.
- Questions designed to understand people's support for increased housing choices throughout Bellevue and in their specific neighborhood.

Town of Castle Rock, CO

<u>Town of Castle Rock, CO</u> 100 N. Wilcox St. Castle Rock, CO 80104	Castle Rock Resident Survey <u>Last conducted: February - June 2023</u> <u>Budget and Final Cost: \$84,165</u>	<u>Kristin Read, Assistant Town Manager</u> <u>KRead@crgov.com</u> <u>720-733-3552</u>
Nathan has been working with the Town of Castle Rock since 2015. In addition to conducting the biennial survey (first started in 2011), he has also designed and managed qualitative communities (or panels) of residents. These provided much needed breadth and depth to the quantitative results. Nate and the Town collaborated in 2023 to take major steps forward in the form of a long-anticipated survey redesign. Instead of the single point-in-time annual survey, the research program was broken up to focus on three different topic areas, providing the opportunity for residents to provide more in-depth feedback on issues. All residents were sampled. The 2023 Castle Rock Community Survey was a comprehensive survey of both residents and businesses in the Town. It was the first survey that invited all households in the Town to participate. To avoid survey fatigue, the resident questionnaire was split into three parts and data collection was done in three waves. Each wave invited about 1/3 of the households to complete one part of the questionnaire, then invited them to participate in the next wave. Those who agreed were included in the subsequent wave. The respondents in waves two and three could also complete the previous parts of the questionnaire if they were willing. The survey had a high response rate, with 2,219 residents completing at least one part and 1,069 completing the whole questionnaire. This was remarkable considering the declining trend of survey participation and the long duration of the questionnaire, which averaged 45 minutes. Results from previous surveys can be seen here: https://www.crgov.com/2223/Community-Surveys The town's full dashboard can be seen here: https://links.comengage.us/CastleRockDashboard		

Maple Valley, WA

City of Maple Valley, WA 22017 SE Wax Rd 200 Maple Valley, WA 98038	2022 Community Wide Survey of Residents Conducted: May – October 2022 Budget and Final Cost: \$28,500	Sarah Brenden, Communications Specialist sarah.brenden@maplevalleywa.gov 425-413-8800, Ext. 622
We worked with the City of Maple Valley to design its first community-wide survey of residents in several years. The city's goal was to develop a baseline survey that can be repeated in the future to evaluate resident opinions, while also focusing on a short list of special topics. This was especially important to Maple Valley due to a high volume of new residents moving to the city in recent years. We tailored the resulting survey to those needs, incorporating standard features like our Simple Six questions with others directly addressing the specific topics the city needed to inform its decisions. These focused on re-evaluating its award-winning perception of public safety and ranking where residents would most prefer new sidewalks. We surveyed all Maple Valley residents, reaching out via postcard, emails and/or phone calls, and posters in public areas. Data collection was a tremendous success, with 1,544 responses. We achieved robust representation from key population segments, including residents living in multi-family housing, and were able to compare feedback from the large group of residents (28%) who moved to Maple Valley within the past 5 years to the opinions of long-time residents. Results identified several key areas where Maple Valley performs well in the eyes of residents, identified the desire for more communication and inclusion as areas where the city can pursue opportunities to engage more directly with more of its residents, and identified the top priority areas for new sidewalks. This project was notable in two aspects: • First, over 1 in 7 households completed the survey, a remarkably high engagement rate that speaks to residents' desire for more engagement. • Second, from start to finish, this project went off without a hitch. With Maple Valley's cooperation and strong community response, ComEngage was able to deliver a seamless process and best-in-class deliverables. The reporting dashboard, including the council presentation deck, is available here: (City of Maple Valley).		

Project Management

Insights Division Oversight

Firm Contact Information

<u>Proposal Preparation and Submittal:</u> Sam Fleishman, Client Relationship Manager sam.fleishman@reconmr.com 206-349-2485	<u>Project Operational Lead:</u> Nathan Wiggin, VP Consumer Insights & Solutions nathan.wiggin@reconmr.com 206-659-7220
<u>Contract Negotiator and Administrator:</u> Michelle Vrudhula, Chief Administrative Officer michelle.vrudhula@reconmr.com 512-470-0469	<u>Custom Research Division Lead:</u> Chris Riepe, Sr. VP, Insights & Analytics christian.riepe@reconmr.com (630) 470-5941

Team Roles

Nathan Wiggin – Operational lead: As head of ReconMR’s public sector custom research division, Nathan directs all project work internally. He attends all client meetings and presentations, usually remotely, but can travel on-site.

- **Expected hours:** While Nate delegates to the extent possible, he is a constant presence through all project phases. His hours are heaviest on the front end – sample and questionnaire development, survey launch – and the back end – dashboard development, reporting, final presentations.

Sam Fleishman – Project sales and kickoff: Sam’s primary role is proposal writing. Once a project kicks off, he works with the project team to ensure that the objectives and methodology translate to the Work Plan and research design. He also manages any qualitative work, though none is proposed for this project.

- **Expected hours:** Very low for this project. Once the Final Work Plan is approved and questionnaire development is on course to satisfy the research objectives from the proposal, the Operations team takes over.

Ma’alaea Lawrence – Operation research assistance: Ma’alaea assists with operational project work and project management in all phases.

- **Expected hours:** Ma’alaea has the heaviest concentration of billable hours, attending all project meetings after kickoff. She works closely with Nathan on the questionnaire design, analysis, and the report dashboard.

Chris Riepe – Custom research division oversight: Chris joined ReconMR as the Sr. VP overseeing both new full service, custom market research offices within the Insights Division. He oversees all ReconMR custom research divisions, reviews major deliverables, attends important meetings, and collaborates on research design and analysis.

- **Expected hours:** Minimal, after project kickoff under normal circumstances.

Michelle Vrudhula – Administrative supervision: As Chief Administrative Officer, Michelle oversees all project operations, including contracting and billing.

- **Expected hours:** Minimal, after project kickoff under normal circumstances.

ReconMR Project Managers, Programmers, etc. – back-office operations: Each project will be assigned an internal project manager to manage programming and data collection in the field. These human resources are notable because they are new to the ComEngage team, greatly boosting their productive capacity.

- **Expected hours:** Vivian will begin attending meetings as the questionnaire moves to the programmers and approaches its launch date. She and her staff of project managers monitor, troubleshoot, and perform QC on a daily basis during data collection. For this project, they would be monitoring the online panel, postcard invitations, emails, text messages, and phone data collection.

Project Lead Resume

**Nathan Wiggin****Vice President, Consumer Insights and Solutions**

Nathan worked his way up from data collection and data entry to project management over 15 years ago, eventually rising to leadership roles at North-west Research Group. He consulted for Microsoft's customer research program and worked with the University of Washington's Professional and Continuing Education (PCE) program. He rejoined NWRG for a few years, then co-founded ComEngage, LLC in 2019 turning his focus to redesigning and updating public sector research and engagement methods.

His co-founder retired and ComEngage was acquired by ReconMR in April 2023, with Nathan maintaining operational responsibilities for all public sector custom research.

Nathan shares his experiences with industry peers through presentations given to software companies, statisticians, local agencies, and others working in the insights/market research world. His presentations focus on increasing diversity and inclusion as well as developing integrated systems to increase the efficiency and accuracy of research. A few recent presentations are below.

Diversity and Accessibility:

Slide Deck and Pre-Recorded presentation: <https://comengage.us/thought-tank/accessible-online-surveys/>

Live Presentation with Mary Ann Mendez: <https://youtu.be/QGphQPChUOQ?t=200>

Automation in Research:

Slide Deck:

<https://links.comengage.us/AutomationDeck>

Pre-Recorded presentation: <https://links.comengage.us/AutomationPrerecorded>

Other Key Project Team Members

**Sam Fleishman Client Relationship/ Research & Engagement Manager**

Office/Mobile: 206.349.2485 Email: sam.fleishman@reconmr.com

Sam's primary role is business development. He also works closely with new clients to ensure a thorough knowledge of the organization's needs, and expectations, leads our qualitative work, and can follow up any time you need more information.

Sam's career in market research builds on the specific goal of exploring the link between consumer behavior and sustainable outcomes. He now has 20 plus years of diverse and sophisticated research, strategic planning, and community engagement experience, with a strong focus on green building, energy efficiency, and innovation.

Before joining in 2021, Sam's recent work included research and strategies for public-private partnerships, disaster recovery, smart cities, resilience, building and fire permit software, highlighted by disaster recovery fieldwork partnering with the Rand Corporation and ICMA on the Puerto Rico Municipal Assessment Project.

Sam has sold, managed, and conducted research projects for a broad list of clients, in a wide range of techniques, methodologies, industries, and topics, getting his hands dirty in every phase, from proposal and design through reporting. His quantitative ability includes tracking and voice of the customer studies, segmentation, attribute bundling studies, and conjoint analysis. On the qualitative side, he is an expert in the in-depth interview (IDIs). Intellectually, he is excited to be working in the public sector because the current emphasis on equity and inclusion stands for the

forefront of innovation in the world of market and survey research, dovetailing perfectly with his personal need to do work that matters.



Ma'alaea Lawrence, Research and Engagement Associate

Maalaea.lawrence@reconmr.com

Ma'alaea joined the company at the beginning of 2023. She brings research and project management experience from different interests, including ecology, horticulture, construction, and solar farming. While her background in science equips her with statistical literacy and technical writing skills, what really energizes her is connecting with people and creatively solving problems.

Ma'alaea earned her B.S. in Environmental Biology and Ecology. She contributed to USDA-funded research on forest regeneration in Colorado following historic forest fires. She also conducted research on high elevation watershed health in the Upper Colorado Basin, specifically the impact of recreational river parks on water quality and aquatic life. She has contributed to a variety of research on topics such as: pollinator conservation, dryland agriculture, vertical gardening, and more.

These days, her interests have shifted more towards cross-sectoral and community-driven collaborations to drive "climate-resilient transitions". Ma'alaea believes that the wellbeing of people is essential to the process of building and maintaining resilient communities.



George Uribe, Director of Research | ReconMR / CRI

George Uribe has more than 25 years of survey research experience managing large teams and clients and completing large, complex multi-mode projects on time and on budget. As Director of Research, George oversees data collection protocols, the standardization of research methods across ReconMR's five call centers, and quality assurance and productivity targets, while

assimilating best practices into action and supporting training and daily operations across all locations.

Relying on superior early-stage problem identification and resolution skills, Mr. Uribe manages all phases of a research project from proposal writing, budget and cost development, survey design, methodology, sample design, project timeline, questionnaire development and testing in English and Spanish, data analysis, and reporting, to interviewer training, task and team allocation, sample management and daily survey operations. He has successfully partnered with a wide range of organizations. Recent clients include the Los Angeles County Metropolitan Transportation Authority, the City of San Jose Transportation Department, the Laguna Honda Hospital and Rehabilitation Center, the Texas Department of Assistive and Rehabilitation Services, the Texas Workforce Commission and the City of Germantown, Tennessee, just to name a few.

George holds a Bachelor of Science in Psychology from Brigham Young University and an MA in Psychology from Texas A&M University. Prior to joining ReconMR / CRI he was a Senior Associate / Research Manager at NuStats Research (Austin, TX), a company specializing in working with public transportation agencies.



Vivian Daigler, Senior Project Director, ReconMR/CRI has over 10 years of experience in survey research. Vivian has extensive experience working with CATI, web, and hard copy survey and questionnaire design as well as mobile app and GPS technology data collection. She has a broad understanding of survey research project management, including survey operations and methodologies. Vivian is an expert in oversight of project scope, deliverables, milestones, and budget management. Vivian holds a Professional Project Manager certification through the Project Management Institute.

Project Budget

Survey Budget & Cost Estimates

We base our model on supplying the most effective community research and engagement program to ensure broad-based and representative citizen input in decision-making, while finding ways to conserve money and resources. Our pricing is simple, with no hidden costs or surprises. There are two components to our Community Survey Pricing.

Two Components of Estimated Costs

- The **Base Engagement Cost** covers professional consulting services provided to help you complete your research and engagement program, plan for your community wide outreach effort, answer any questions that arise along the way, and help you understand your results. Your report is delivered via our cloud-based Dashboard reporting system, which can be easily exported to PowerPoint or as a PDF file. We will also prepare a summary Presentation Deck that will be distributed and presented live (remotely).
- The second part is **Direct Costs**, which includes costs for purchasing the necessary amount of address-based sample to meet requirements for the community survey sample size, as detailed below. Direct costs are charged at actual cost plus a markup for taxes and project administration.

Rate Schedule

Employee Level	Hourly Rate	Project Setup/Design Hours	Project Implementation Hours	Analysis/Reporting Hours
Project Director/VP	\$276/hour	16	18	32
Project Manager	\$115/hour	8	16	8
Research Associate	\$92/hour	16	18	40

Itemized Budget

REGIONAL MOBILITY INDEX SURVEY BUDGET LINE ITEMS	Cost
Base Engagement Cost / Professional Services – Community Survey <i>(A limited Professional Services consulting budget based on minimal questionnaire design and high-level reporting)</i>	\$14,950.00
Community Survey Direct Costs	
ABS Sample Purchase <i>(Purchase 30,000 addresses within Snohomish, King, and Pierce Counties)</i>	\$7,125.00
Printing & Postage <i>(Total of 30,000 printed and mailed pieces)</i>	\$27,375.00
ABS Electronic Data Collection <i>(Web hosting, electronic outreach (email and text), and up to 125 completed surveys via outbound telephone [primarily cell phone])</i>	\$6,750.00
Incentives <i>(\$5 incentive for the 1st 100 respondents in each county and 7 Priority Populations and a random drawing of a \$50 incentive for every 50 responses in each group, up to 500. Plus 10% project management fee.)</i>	\$10,000.00
Dashboard / Report Hosting <i>(Indefinite access, downloadable and shareable)</i>	\$500.00
TOTAL BUDGET FOR REGIONAL ABS SURVEY	\$66,700.00
Remaining Budget for Supplement Data Collection for Priority Populations	
Most Likely Priority Populations = Youth, Low-income, Disabled, Non-English speaking Key Tools for Reaching Priority Populations = • Survey translation and 3rd party interpreters <i>(up to \$10,000 at <\$1,000/ language for online and/ or telephone, plus ~\$60 for each 3rd party interpreted phone survey)</i> • Telephone surveys in English and other languages <i>(up to \$10,000 for up to 160 phone surveys, as needed)</i> • Electronic outreach to lists of potential participants made available by SNOTRAC partners plus expenses for other partnerships with Community-Based Organizations, on-site or at community events <i>(matching remaining funds with the best opportunities within the remaining budget)</i>	\$23,300.00
TOTAL AVAILABLE BUDGET FOR REGIONAL MOBILITY SURVEY	\$90,000.00



Regional Mobility Survey for Priority Populations: King, Pierce, and Snohomish Counties





Background

The Regional Mobility Survey for Priority Populations was conducted in 2024 to better understand the mobility gaps of people with disabilities, older adults, youth, low income, people of color, rural communities, and other priority populations within Snohomish, King, and Pierce Counties of Washington State. Objectives of the survey included comparing transportation gaps across population groups, geographies of the region, and time, if the survey is conducted in future years.

The survey used the six-question battery of the Transportation Security Index (TSI) developed by researchers at the University of Michigan. An additional panel of questions was asked of people found to have moderate to high transportation security in order to better understand their mobility challenges.

King County Metro was also in the field with a similar survey of King County residents in 2024, which included the six-question TSI battery. The results of Metro's survey were added into the results of the Regional Mobility Survey. This allowed the Regional Mobility Survey to survey Pierce and Snohomish Counties more heavily, providing a stronger dataset across the region.

The results of this survey will be used by the organizations and agencies of the project steering committee to inform their work plans and services, as well as academic research. More specifically, the mobility management coalitions will use the survey results to identify and better address mobility gaps for priority populations.

The project steering committee is excited for the survey to serve as a national model for how to best administer transportation needs assessments to understand mobility gaps for priority populations.



Acknowledgments

Thank you to our project steering committee members and supporters.

Steering Committee Participants:

Dina Atiah, King County Mobility Coalition	Jean Kim, Puget Sound Regional Council
Michael Berman, Sound Transit	Brian Lee, Puget Sound Regional Council
Bree Boyce, King County Mobility Coalition	Daeveene May, Pierce County Coordinated Transportation Coalition - Pierce County Human Services
Suzanne Childress, Puget Sound Regional Council	Alex Murphy, University of Michigan
Rebeca de Buen Kalman, Sound Transit	Don Okazaki, King County Metro
Claire Evans, King County Metro	Ausha Potts, Pierce Transit
Anna Fahey, Sightline Institute	Christian Richard, Community Transit
Alix Gould-Werth, Washington Center for Equitable Growth	Staci Sahoo, Hopelink Mobility Management
Alessadra Gonzalez, Everett Transit	Hester Serebrin, Transportation Choices Coalition
Kirk Hovenkotter, Transportation Choices Coalition	Dean Sydnor, Regional Alliance for Resilient & Equitable Transportation
Brock Howell, Snohomish County Transportation Coalition (Survey Project Manager)	

Financial Supporters

Washington State Department of Transportation Consolidated Grant Program
Community Transit
King County Metro
Pierce Transit
Sound Transit

Fiscal Sponsor

Transportation Choices Coalition

Consultant

ReconMR



Sample Plan

Phase 1: Random Address-Based Sample

- Sample Size: 20,000 addresses from King, Snohomish and Pierce Counties.
- Additional Data: Where possible, appended data included cell phone numbers, landline numbers, email addresses, age, income, ethnicity and a rural or urban* flag.
 - King County: 5,000 addresses
 - Snohomish County: 7,500 addresses
 - Pierce County: 7,500 addresses

Phase 2: Targeted Sample

- Conducted three weeks after phase 1 began.
- Sample Size: 10,000 additional records targeted toward priority populations to address potential gaps from Phase 1.
 - Pierce and Snohomish Counties: 4,000 additional records each
 - King County: 2,000 additional addresses, all from rural areas.

Geographical Focus for Phase 2:

- Rural Areas: 3,000 records pulled from rural areas within each Pierce and Snohomish counties
- High Priority Census Blocks: Remaining records focused on Census blocks with higher proportions of BIPOC populations, low-income populations, and/or concentrations of low levels of English proficiency.

Phase 3:

- Open Survey via Community Outreach: Partner agencies were provided unique URLs to use for public outreach

**The US Census flags blocks as being urban based on their definition as to what is considered an "urban" census block. Any census block not defined as "urban" is considered "non-urban". For the purposes of this study "non-urban" is considered rural.*



Data Collection

Data collection was conducted over three phases from Tuesday, July 9 to Tuesday, September 3, 2024.

Phase 1:

- Start Date: July 9, 2024
- Initial Contact
 - All sampled records received a branded postcard explaining the survey and inviting online participation via a QR code or short URL.
 - Records with email addresses received an email with survey details and an invitation to participate.
 - Records with cell phone numbers received an MMS text message with survey information and an invitation to participate.
 - Follow-up Contact: Non-responding households were called and invited to participate over the phone.

Phase 2:

- Start Date: August 6, 2024
- Methods: Used the same contact methods as Phase 1.

Phase 3:

- Start Date: August 12, 2024
- Methods: Broad community outreach was conducted by transportation partners.

End of Data Collection: September 3, 2024

Survey Results

Overall, the combined effort resulted in n=6,086 completed surveys.

- The random address-based sample effort resulted in a total of n=1,391 completed surveys.
- The targeted sample effort resulted in a total of n=382 completed surveys.
- The community driven outreach effort resulted in a total of n=3,294 completed surveys.
- King County Metro shared n=1019 data records for this project.

The average survey length was 11.6 minutes and the median length was 8.1 minutes.

	ABS Random	ABS Targeted	Outreach Partners	King County Metro Rider / Non-Rider Survey Data	Total
Senior (65+)	420	109	111	0	640
Rural *	94	48	0	0	142
BIPOC	347	75	1,691	0	2,113
Low income	224	52	1,055	0	1,331
Youth (under 19)	10	32	16	0	58
Disability	213	54	1,180	0	1,447
Non-English speaking Household	50	14	192	0	256
Not a priority group	507	138	924	0	1,569
Unknown (KCM Source)	0	0	0	1,019	1,019
Total	1,391	382	3,294	1,019	6,086

*Geography information not available for data collected from Outreach Partners or King County Metro data

Survey Weighting

Survey data are not perfectly representative of the populations of interest; thus, the data were weighted based on age within gender, race, and income within region.

The table to the right shows the population distributions for age within gender for each region.

- The left section is the population statistics from data.census.gov.
- Top right shows the raw results from the survey
- Bottom right shows the survey results after weights have been applied

ACS Demographics		King County	Pierce County	Snohomish County	Total
	Under 35	46%	47%	44%	46%
	35-64	40%	38%	41%	40%
	65+	14%	15%	15%	15%
	Male	51%	50%	51%	51%
	Female	49%	50%	49%	49%
	Some other gender identity	0%	0%	0%	0%
	White alone (non-Hispanic)	44%	35%	28%	39%
	BIPOC	56%	65%	72%	61%
	<\$100,000	43%	54%	49%	47%
	\$100,000 or more	57%	47%	51%	53%

Unweighted Results		King County	Pierce County	Snohomish County	Total
	Under 35	23%	61%	49%	48%
	35-64	52%	28%	39%	37%
	65+	26%	10%	12%	15%
	Male	45%	52%	56%	51%
	Female	49%	43%	42%	44%
	Some other gender identity	6%	5%	3%	4%
	White alone (non-Hispanic)	72%	54%	59%	60%
	BIPOC	28%	46%	41%	40%
	< \$100,000	42%	76%	64%	69%
	\$100,000 or more	58%	24%	36%	31%
Weighted Results	Under 35	48%	48%	53%	49%
	35-64	39%	40%	37%	39%
	65+	12%	12%	10%	12%
	Male	56%	50%	49%	55%
	Female	39%	46%	47%	39%
	Some other gender identity	5%	5%	4%	5%
	White alone (non-Hispanic)	40%	45%	31%	40%
	BIPOC	60%	55%	69%	60%
	< \$100,000	39%	57%	53%	41%
	\$100,000 or more	61%	43%	47%	59%



Summary of Findings: Transportation Security

There are four groups of individuals with higher levels of transportation insecurity.

High Insecurity

Individuals with Disabilities:

- Highest levels of transportation insecurity.
- Approximately half indicate moderate to high levels of insecurity.

Low-Income Individuals:

- High transportation insecurity, with roughly half experiencing moderate to high levels of insecurity
- More likely to use public transit.
- Major barriers include cost and access to a personal vehicle.

Moderate Insecurity

Working-Age Individuals:

- Frequently use public transit, carpool, biking, and ride-hailing services.
- Higher levels of transportation insecurity compared to other age groups.

BIPOC Individuals:

- Higher transportation insecurity levels.
- Face significant barriers to transportation, including cost and access to a personal vehicle.



Summary of Findings: Transportation Barriers

Barriers by Mode

Driving:

- Urban respondents face more challenges related to driving.
- Cost and access to a personal vehicle are significant barriers, primarily for urban respondents.

Car and Vanpooling:

- Expense is a notable barrier.
- Lack of available programs in certain areas.

Public Transportation:

- High transportation insecurity, with roughly half experiencing moderate to high levels of insecurity
- More likely to use public transit.
- Major barriers include cost and access to a personal vehicle.

Alternative Modes (walking, biking):

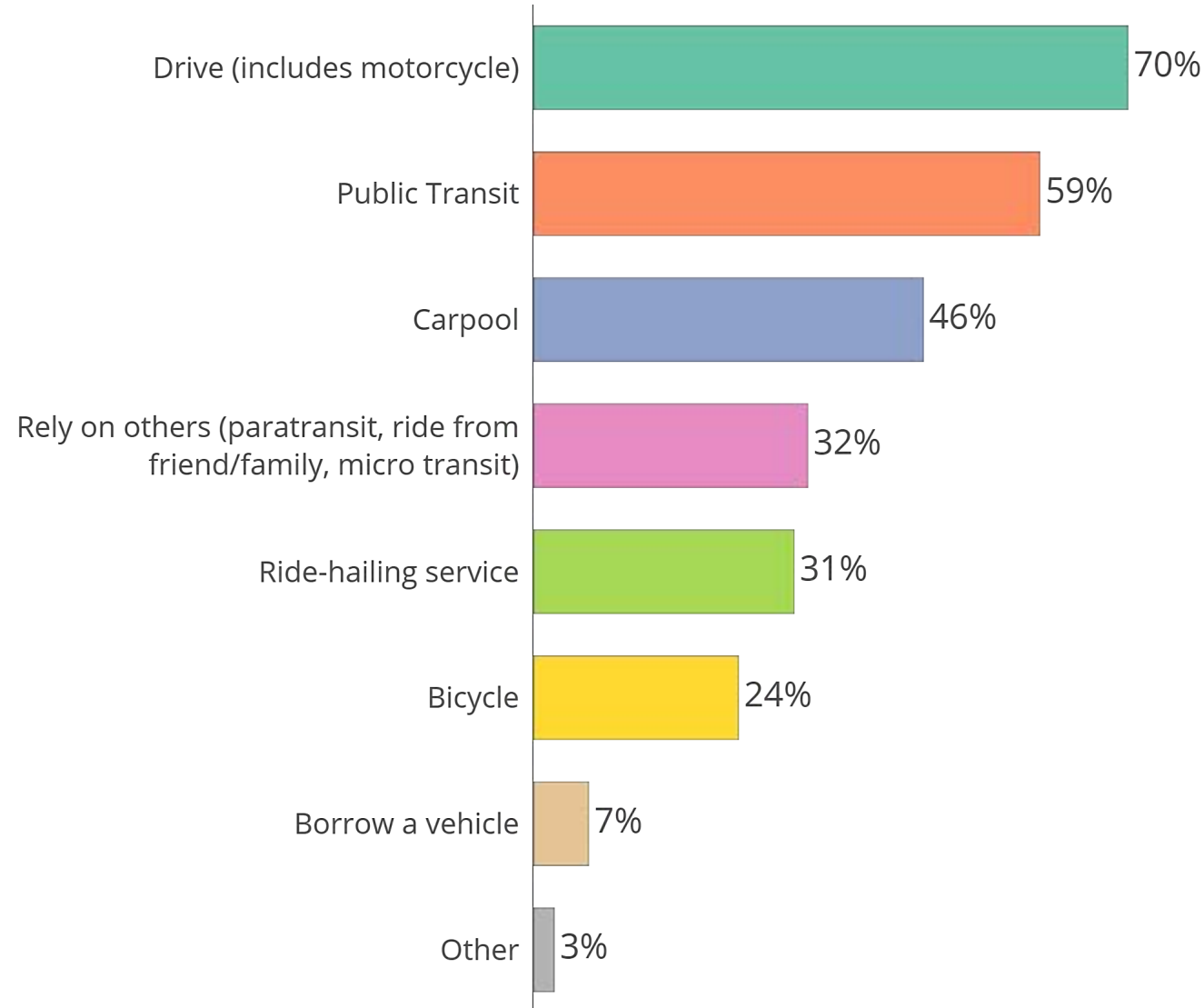
- Safety issues are the primary barriers.
- Concerns include vehicle behavior, lack of lighting, and lack of sidewalks/bike lanes.

Notable Finding

Urban vs. Rural respondents:

- The study found no significant difference in transportation insecurity levels between urban and rural respondents.
- The hypothesis is that rural respondents typically have access to cars, while urban respondents have access to various transportation methods.

Transportation Mode(s) Used



Driving alone is the most commonly mentioned transportation mode used for nearly all demographics.

Exceptions:

- Low income: Public Transit
- Youth: Public Transit

Notable Finding: Respondents under 65 are the most likely group to mention using alternative modes such as:

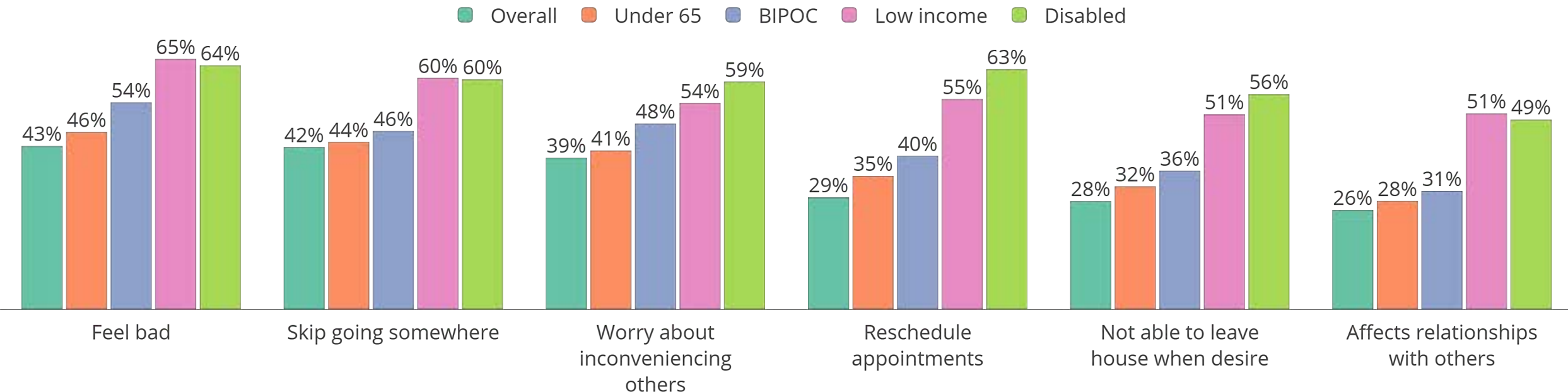
- Public transit
- Carpool
- Bicycle
- Ride-hailing

Difficulties with Transportation

Approximately half of respondents face transportation hardships at least occasionally.

Groups most likely to experience hardships:

- Working-age respondents
- Low-income respondents
- BIPOC respondents
- Respondents with disabilities



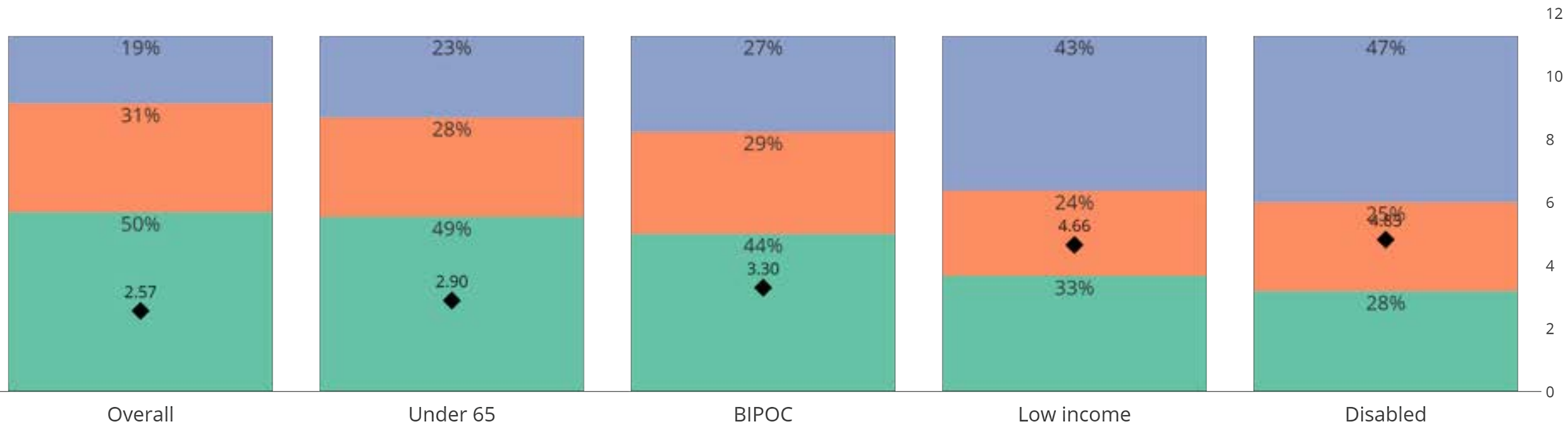
Transportation Security Levels

Overall, half of respondents have no transportation insecurity, while one in five experience moderate to high levels of insecurity.

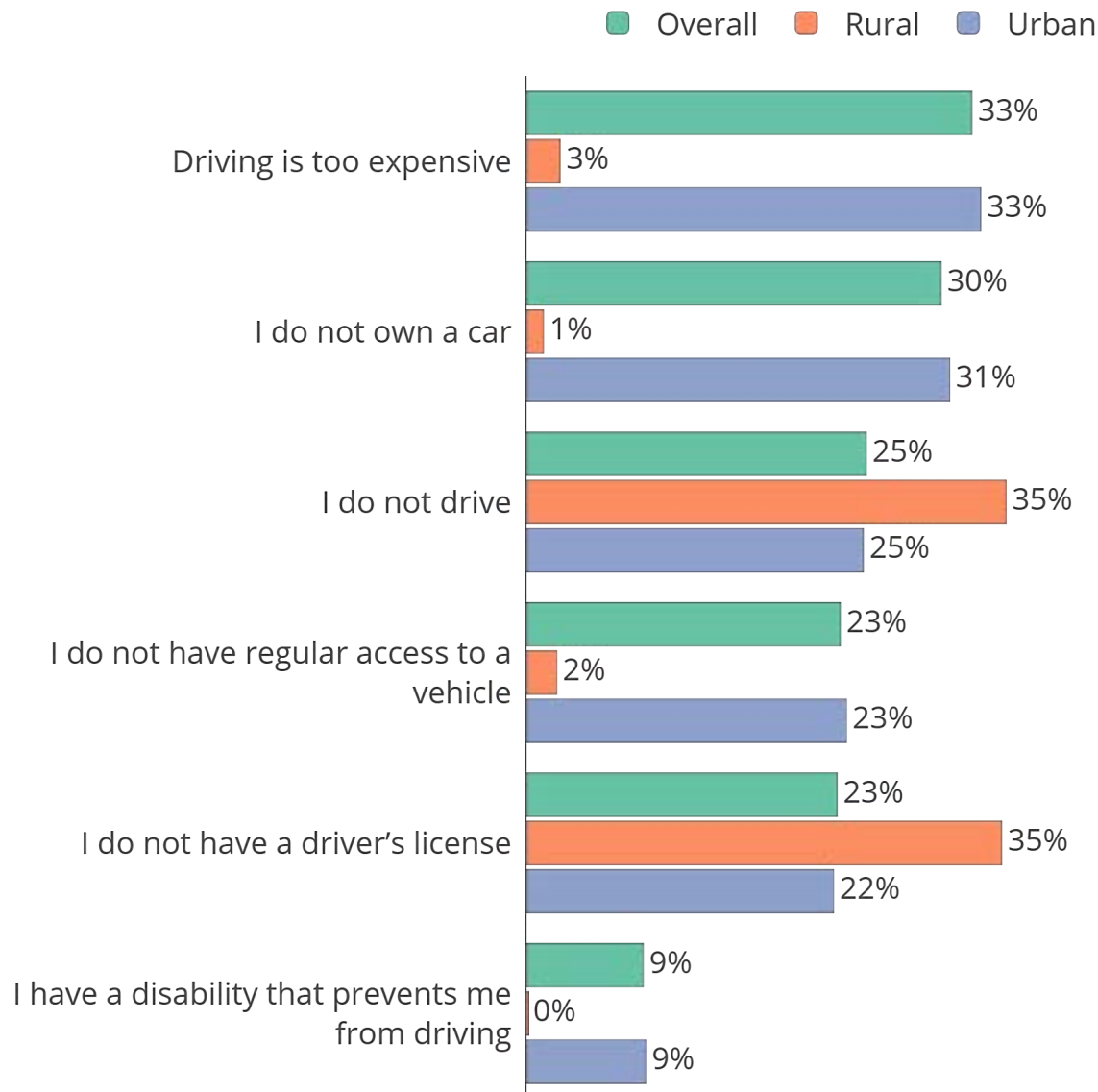
Demographic variations:

- Low-income respondents and those with disabilities are most affected.
- Over two-thirds of these groups are at least marginally insecure.
- Nearly half experience moderate to high insecurity

■ Moderate / High insecurity
 ■ Marginal / Low insecurity
 ■ Secure / No insecurity
 ◆ Mean TSI Score



Transportation Barriers: Driving



Urban respondents report significantly more barriers to driving.

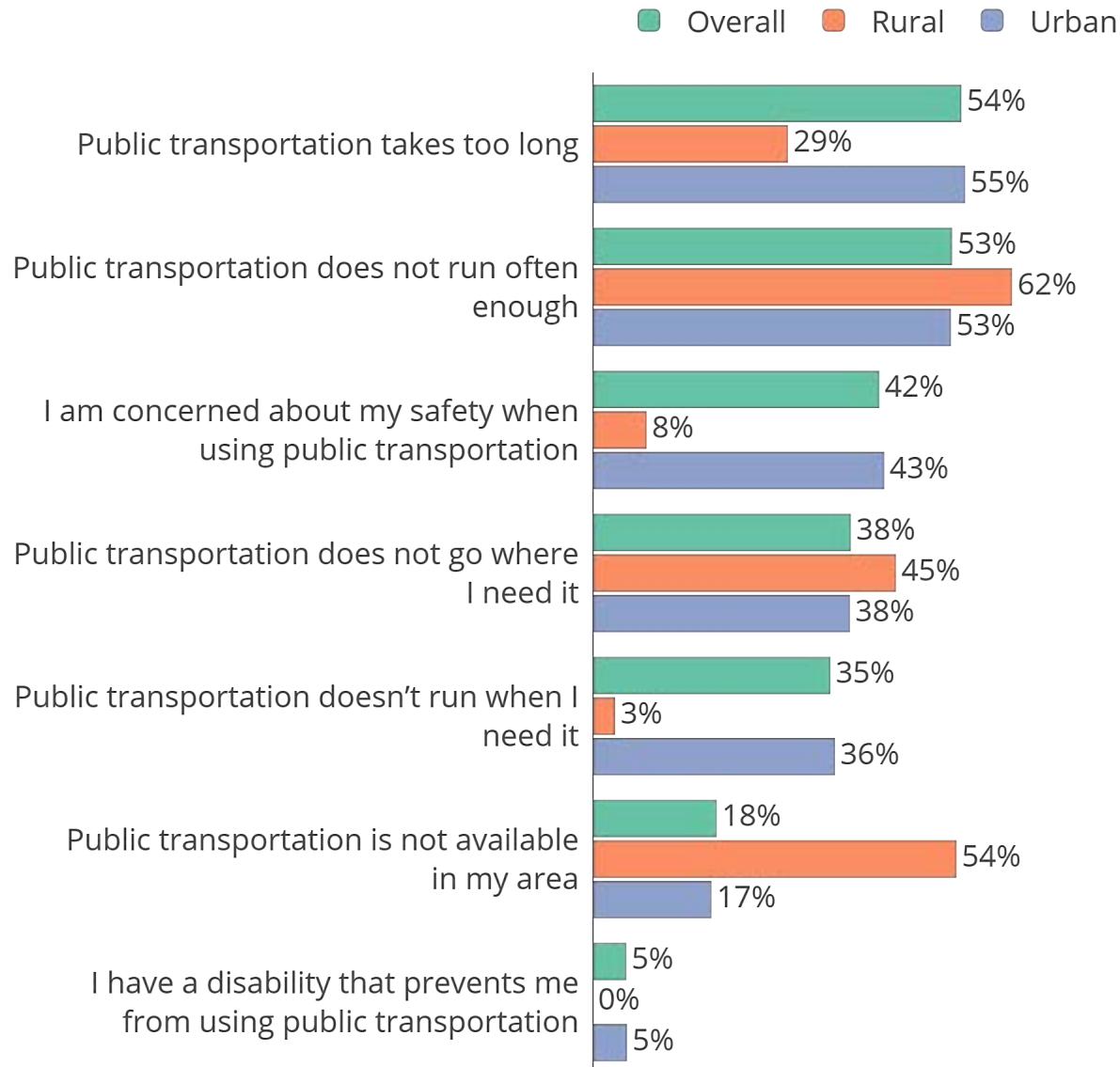
Exceptions:

- Rural drivers: More likely to indicate they do not drive.
- Rural drivers: More likely to indicate they do not have a driver's license.

Overlap:

- Younger (under 16) and older (over 65) respondents in rural areas are more likely to fall into these categories.

Transportation Barriers: Public Transit



Overall trip time is the largest barrier to using public transportation.

For urban respondents, the barriers include:

- The trip takes too long.
- Concerns about safety.
- Transportation does not run where or when needed.

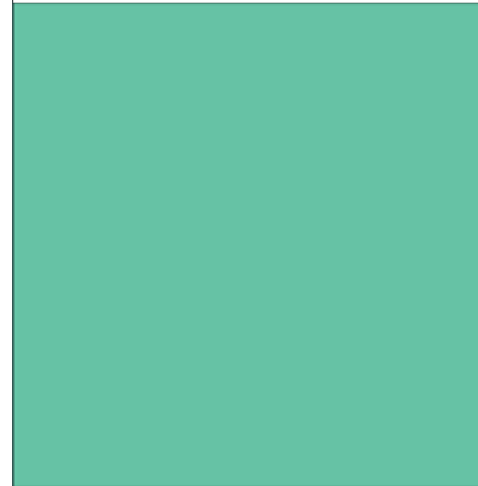
For rural respondents, the barriers include:

- The system does not run frequently enough.
- Public transit is not available in their area.
- It does not go where needed

Transportation Barriers: Car / Vanpool

The fees for a carpool or vanpool program are too expensive

16%



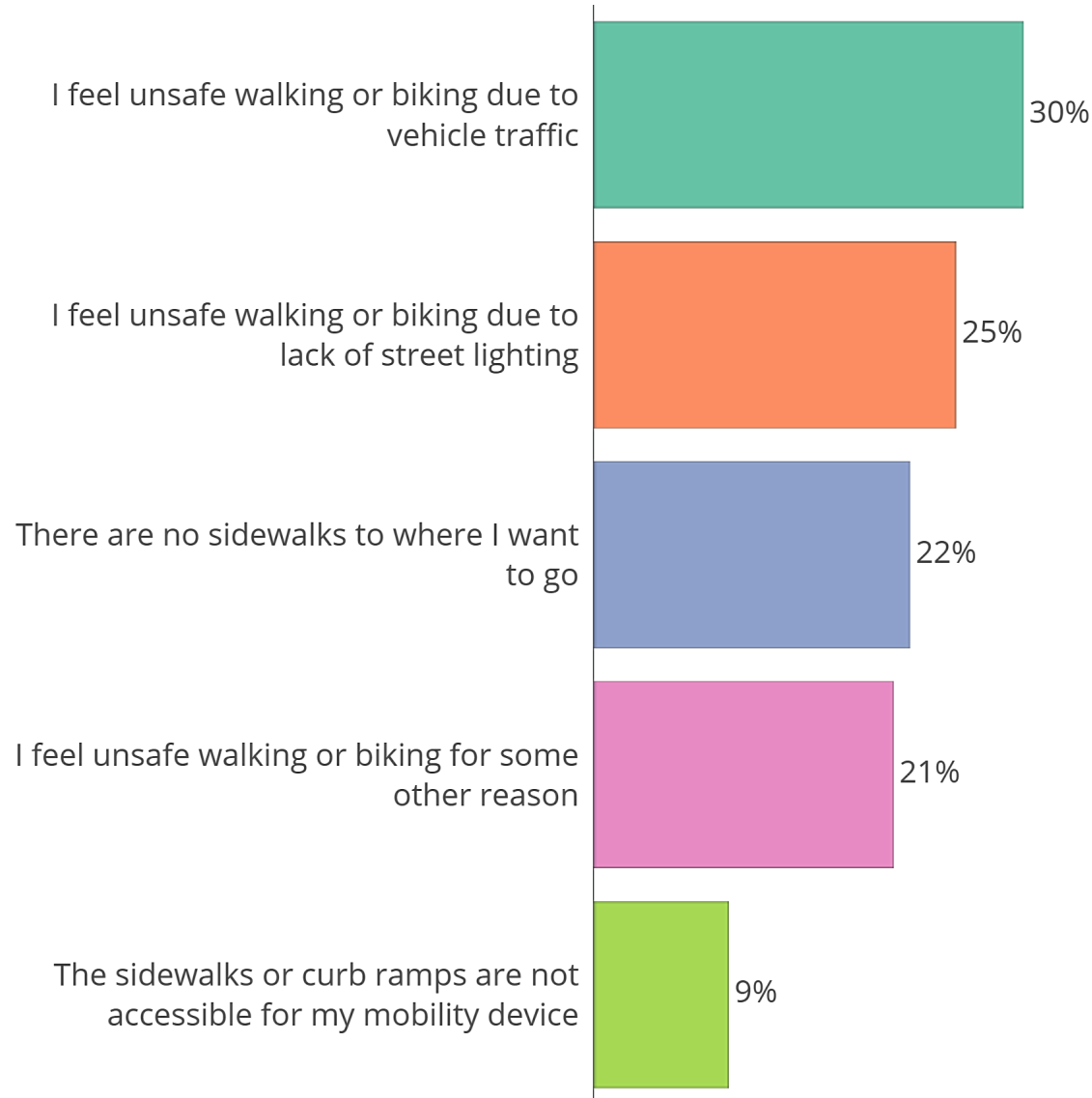
Approximately one in seven respondents cite expense as a barrier to using carpool or vanpool programs.

Additionally:

- A similar percentage indicate that there is no carpool or vanpool program available where they live.

There are no notable differences between demographic subgroups.

Transportation Barriers: Infrastructure



Safety concerns are the primary barriers to using alternative modes such as walking or biking.

Specific concerns include:

- Speed and behavior of vehicle traffic
- Lack of lighting
- Lack of sidewalks

There are no notable differences between demographic subgroups.

Appendix I: Open Ended Responses

[1]	Please do not cancel route 20. The greenlake area has a low income building(bought by the city) and 3 senior housing buildings with over 270 residence. This route is used to go to the university district for appointments.
[2]	North South travel is easy on foot or bike, but more frequent and less late (like, say King County Metro Line 8 and 2) service are what let me see friends in Central District and Capitol Hill most easily and are my personal wants. Also Beach Dr. or whatever it's called along the water in West Seattle is terrifying from a bike perspective.
[3]	Seattle desperately needs a more comprehensive bus system and more light rail routes. It is extremely inconvenient to rely on public transport.
[4]	Easier and convenient transportation to places I need to visit in my daily life and routine.
[5]	We need more certified ferry workers and more modern ferries for our marine highways. Every effort should be made to acquire federal and state funds to immediately improve the stability of the ferry routes. Also, more local parking and rapid bus routing should avail citizens to our major bus routes along I-5, 405 and I-90.
[6]	None
[7]	Only experience with public transportation is Seattle Transit ... have not explored integrating with other transportation.
[8]	None
[9]	We use to regularly use the 255 to go down town and for medical appointments. Now you have to ride then switch to light rail then back to bus. The escalator at U W is often out and waiting for the elevator can be very troublesome. We gave up and drive. Other than that local bus service where I live is pretty scant.
[10]	No
[11]	The real-time updates through One-Bus Away are vital to my ability to use transit to get to work on time. Bus reliability is the major deciding factor in whether I use transit or drive to work.
[12]	it's annoying that old routes now just connect to Link instead of continuing on express lanes to downtown- transferring is such an inconvenience
[13]	You didn't ask why we take transpiration rather than driving our selves. I use transit to get to stadiums and or the airport. I use cars to get to work.
[14]	I don't think it's fair that the people who pay for the transit system are the people who drive and pay for tabs. They are less likely to never use the transit system. A bit backwards if you ask me. Tabs are outrageous in price among other things lately.
[15]	I feel unsafe walking in my area because of how car centric it is. I want it to be better
[16]	Na
[17]	Disabled pet
[18]	excited for nearby light rail coming soon
[19]	Patiently waiting for the light rail transit to offer rides from Federal Way to Mountlake Terrace, WA.



Appendix II: Questionnaire

Introduction

phoneIntro Hello. This is _____ with **ReconMR**, calling on behalf of transit organizations in Snohomish, King, and Pierce Counties. We are conducting a survey to understand the transportation and mobility challenges among residents of Snohomish, King, and Pierce Counties and would like to include the opinions of your household. The information will be used to help improve transportation options across Puget Sound. As a thank you for your time we are offering a \$5 Amazon gift card to the 400 respondents, and all respondents will be entered into a drawing for a chance to win a \$50 electronic VISA card.

IF NECESSARY: Let me assure you that this is not a sales call. Your participation is vital to the success of this research as we need to hear from as many diverse voices as possible to truly understand the needs of Puget Sound residents.

IF NECESSARY: This study is being conducted for research purposes only, the information you share will not be connected in any way to personally identifiable information. All data are only used in aggregate. This call may be monitored and/or recorded for quality control purposes.

webIntro Thank you for agreeing to complete this important survey on behalf of transit organizations in Snohomish, King, and Pierce Counties. We are conducting a survey to understand the transportation and mobility challenges among residents of Snohomish, King, and Pierce Counties.

The information will be used to help inform advocacy, work plans, and services to improve transportation options across the Puget Sound.

As a thank you for your time we are offering a \$5 Amazon gift card to up to 400 respondents, and all respondents will be entered into a drawing for a chance to win a \$50 online VISA card.

This study is being conducted for research purposes only. The information you share through this survey will not be connected to any personally identifiable information.



Appendix II: Questionnaire Cont.

Screening Questions

ConfidentialityStatement: As a reminder, all answers are only used in aggregate. The information you share through this survey will **not** be connected to any personally identifiable information.

screenerIntro The following questions help us understand our survey respondents and ensure that we are reaching a diverse group of residents.

exactAge May we please get your age? (you may enter '999' if you prefer not to say)
— [enter age]

AgeCat How old are you?

13-17
18
19
20-24
25-34
35-44
45-54
55-64
65 or older
Prefer not to say

[PROGRAMMER: Create new variable ageCatAll. Combine exactAge and AgeCat using the same categories as AgeCat so that all respondents fall within a category]



Appendix II: Questionnaire Cont.

- Gender** How do you identify
- Male
 - Nonbinary
 - Female
 - Identity not listed here (Please enter an 'other' value for this selection.)
 - Prefer not to say
- HHSize** Including yourself, how many people live in your household? [Numeric, Range 1-20]
- Race** How do you identify? Please select all that apply.
- African American or Black
 - American Indian/Native American or Alaskan Native
 - Asian or East Asian
 - Asian or Southeast Asian
 - Asian or South Asian
 - Hispanic or Latina/o/x
 - Middle Eastern or North African
 - Native Hawaiian or Pacific Islander
 - Sub-Saharan African
 - White
 - Race(s) or ethnicity(ies) not listed here (please specify):
 - Prefer not to say



Appendix II: Questionnaire Cont.

Part 1: Introductory Question

modesUsed What methods of transportation have you used in the past 30 days?

Please select all of the modes that you have used.

[RANDOMIZE ORDER]

Drove alone

Used any form of public transit (bus, light rail, streetcar, commuter train, water taxi, vanpool, etc.)

Carpooled ONLY with other household members

Carpooled with others not in my household

Rode a bicycle or scooter (shared or personal)

Walked

Used a wheelchair or other mobility device

Used a ride-hailing service like a taxi, Uber, or Lyft

Used senior services or paratransit (ACCESS)

Rode a Washington State Ferry

Rode a motorcycle or moped

Borrowed a personal vehicle from a friend or family member

Asked for a ride from a friend or family member

Received a ride through a volunteer driver program such as a religious organization

Used a microtransit service such as Pierce Transit's Runner, King County Metro's Flex or Community Transit's Alderwood Zip

Other (please specify):

None of the above

Don't know



Appendix II: Questionnaire Cont.

freqModesUsed How often do you use each of the following to get from place to place?

[GRID QUESTION: ROWS ARE Items selected in modesUsed]

[GRID COLUMNS]

Daily
A few times a week
A few times a month
A few times a year



Appendix II: Questionnaire Cont.

Part 2: Six-item Validated Transportation Security Index Battery

Reschedule To get to the places they need to go, people might walk, bike, take a bus, train or taxi, drive a car, or get a ride. In the past 30 days, how often did you have to reschedule an appointment because of a problem with transportation?

SkipTrip In the past 30 days, how often did you skip going somewhere because of a problem with transportation?

NotLeave In the past 30 days, how often were you **not** able to leave the house when you wanted to because of a problem with transportation?

FeelBad In the past 30 days, how often did you feel bad because you did not have the transportation you needed?

WorryInconv In the past 30 days, how often did you worry about inconveniencing your friends, family, or neighbors because you needed help with transportation?

AffectRelation In the past 30 days, how often did problems with transportation affect your relationships with others?

Often [Score = 2]
Sometimes [Score = 1]
Never [Score = 0]

[PROGRAMMER: Calculate variable TSIScore. Do this by summing the score values for each of the six questions above. Please create two variables:

TSIScoreNum: Make this the numeric score/sum

TSIScore: If (TSIScoreNum <= 1) TSIScore == 1 (No insecurity / Secure)

else if (TSIScoreNum >= 2 && TSIScoreNum <= 5) TSIScore == 2 (Marginal / Low insecurity)

else if (TSIScoreNum >= 6) TSIScore == 3 (Moderate / High insecurity)]



Appendix II: Questionnaire Cont.

Part 3: Determining Barriers

[ASK transportationBarriers, easierTrips, and easierTripsNoCar if (TSIScoreNum >= 4)]

transportationBarriers

Which of the following prevents you from getting where you need to go? Check all that apply.

[PROGRAMMER: The response options below are grouped into buckets. Randomize the order of the buckets and then randomize the items within each bucket.]

[Driving bucket]

I do not have regular access to a vehicle
I do not drive
I do not have a driver's license
I do not own a car
Driving is too expensive
I have a disability that prevents me from driving

[Public transportation bucket]

Public transportation is not available in my area
Public transportation does not run often enough
Public transportation does not go where I need it
Public transportation takes too long
Public transportation doesn't run when I need it
I am concerned about my safety when using public transportation
I have a disability that prevents me from using public transportation

[Car/vanpool bucket]

There is no carpool or vanpool program where I live
The fees for a carpool or vanpool program are too expensive

[Infrastructure bucket]

There are no sidewalks to where I want to go
The sidewalks or curb ramps are not accessible for my mobility device
I feel unsafe walking or biking due to vehicle traffic
I feel unsafe walking or biking due to lack of street lighting
I feel unsafe walking or biking for some other reason



Appendix II: Questionnaire Cont.

easierTrips

What types of trips do you wish were easier to make in the future? Check all that apply.

[Randomize, keep "other" at bottom]

Work

Local markets and grocery stores (including international grocery stores)

Downtown, shopping, or retail center

School, college, or other educational training facility

Park or playfield

Hospital or other medical facility

Social service agency

Senior center, community center, YMCA, or similar center.

Food bank or food pantry

Friends or family

Other (please specify)

easierTripsNoCar

Which of these trips would you like the ability to make **without using a car?** Check all that apply.

[List items selected in easierTrips]



Appendix II: Questionnaire Cont.

Part 4: How People Plan their Trips (and an assessment of their knowledge of the transportation system)

[ask if modesUsed == "Used any form of public transit (bus, light rail, streetcar, commuter train, water taxi, vanpool, etc.)"]
planPubTransit Which of the following tools do you use when planning trips using public transportation? Check all that apply

[Randomize, keep "other" and "None" at bottom]

- A transit agency's physical service book or route brochure
- A trip planning tool/map on a transit agency's website
- 211 or a transit agency's customer service center
- Apple Maps, Google maps or a similar tool
- A transit-specific app, such as OneBusAway
- Assistance from a social service agency or organization, including a senior or community center
- Family or friends help me plan my trips
- Other (please specify)
- None – I do not use public transportation

[Ask if PlanPubTransit != "None"]
awarePutTransitTools Which of the following planning tools are you aware of? Check all that apply
[Show only items NOT selected in PlanPubTransit. Exclude "None" option]



Appendix II: Questionnaire Cont.

- planOtherTrips** Which of the following tools do you use when planning other types of trips that do **not** rely on using a personal vehicle?
Check all that apply [Randomize, keep "other" and "None" at bottom]
- A transit agency's service book or route brochure
 - A trip planning tool/map on a transit agency's website
 - The call center for paratransit services, such as Community Transit DART, King County ACCESS, or Pierce Transit SHUTTLE
 - Apple Maps, Google Maps, or similar tool
 - FindARide.org
 - Assistance from a social service agency or organization, including a senior or community center
 - Family or friends help me plan my trips
 - Other (please specify)
 - None – I do not make these trips



Appendix II: Questionnaire Cont.

Part 5: Closing Demographics

License

Do you have a valid driver's license?.

Yes

No

Prefer not to say

NumVehic

How many motor vehicles in working condition are available in your household? (Vehicles include cars, trucks, motorcycles, etc.)

[Numeric]

OwnRent

Do you own or rent your home?

Own or buying

Rent or lease

Other (please tell us more):

Prefer not to say



Appendix II: Questionnaire Cont.

Language

Chinese - Cantonese

Chinese - Mandarin

English [SKIP TO INCOME]

Korean

Russian

Somali

Spanish

Tagalog

Vietnamese

Other (please specify):

Prefer not to say [SKIP TO INCOME]

What is the primary language you speak at home?

DetNonEng

[Language] All the time

[Language] More than half the time

[Language] and English equally

English more than half of the time

English all the time

Prefer not to say

Would you say that in your household you speak...



Appendix II: Questionnaire Cont.

Income

Less than \$10,000
\$10,000 to \$14,999
\$15,000 to \$24,999
\$25,000 to \$34,999
\$35,000 to \$49,999
\$50,000 to \$74,999
\$75,000 to \$99,999
\$100,000 to \$149,999
\$150,000 to \$199,999
\$200,000 or more
Don't know
Prefer not to say

What was your total household income in 2023? Your best guess is fine.

Disability

Do you have a condition that limits your ability to do one or more major life activities, such as walking, climbing stairs, running errands, hearing announcements, using a computer, reading, or understanding signs?

Yes
No
Prefer not to say



Appendix II: Questionnaire Cont.

FinalComment If there's anything we missed or if you have additional comments, please share them below. [Open end - optional]

Incent Thank you for completing our survey! You can now share your contact information to enter for a chance to win a \$50 online VISA card. The first several hundred respondents may also qualify to receive a \$5 Amazon gift card.

Do you want to share your contact information to enter the drawing and/or receive the \$5 gift card?

Yes [GATHER EMAIL/CONTACT]

No

Close Thank you for taking our survey. Your response is very important to us. You may now close this window.

Regional Mobility Survey for Priority Populations 2024

Insecure Feelings about Transportation: People's Personal Perceptions, Barriers, and Hopes

Presentation to CTANW by Brock Howell, Snotrac • April 23, 2025



Road Map

Overview of Survey

Introduce Characters

Transportation Security Index

Data Data Data

Revisit the Characters

Lessons Learned

More Q&A

Challenge

No widely accepted standardization of assessing mobility needs across demographics, geographies, and time.

- No certainty in ensuring we're investing in the solutions that will close the biggest mobility gaps.
- Little ability to assess & know whether those investments are closing the gaps over time.

Survey Objective

To create a consistent way to measure mobility gaps across the region and across time for priority populations.

Project Steering Committee

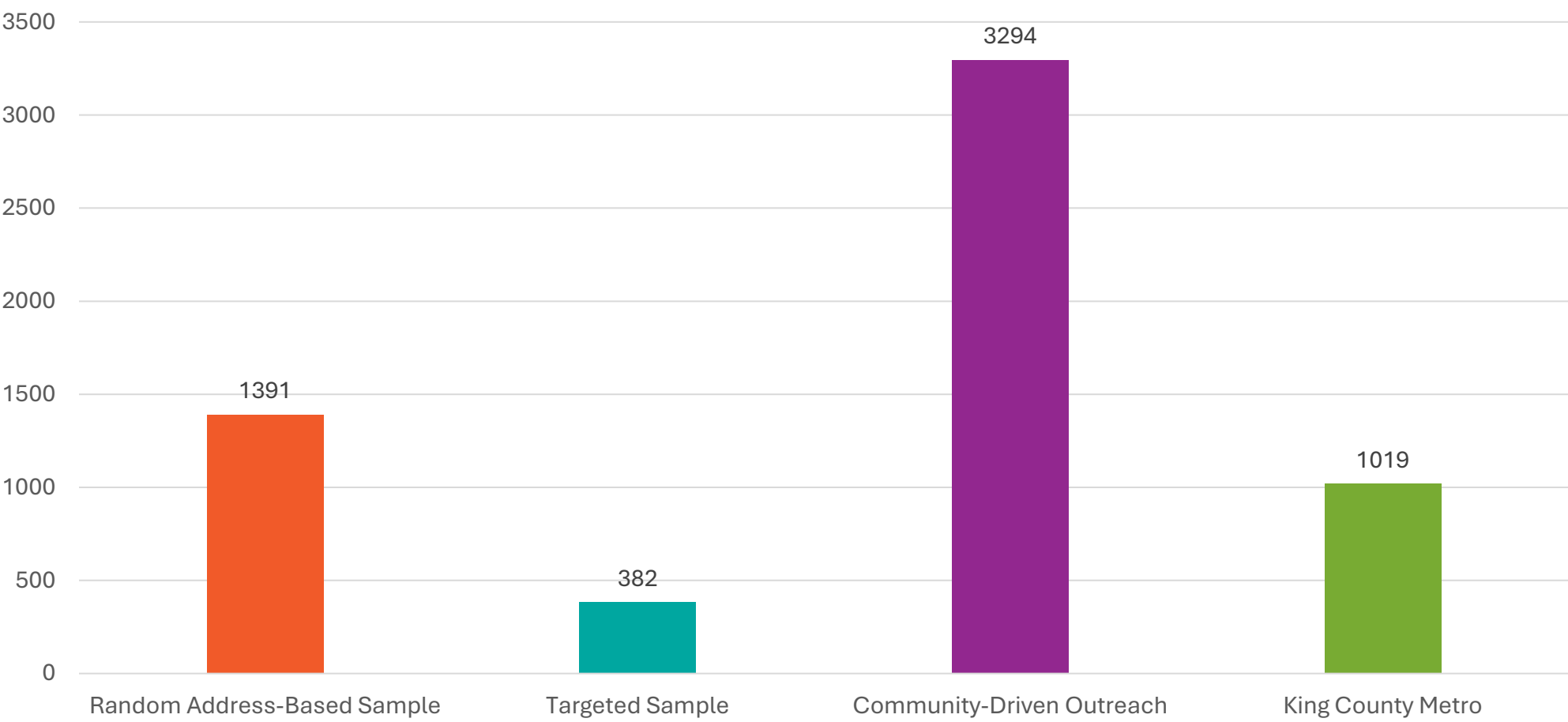
Agency / Organization	Additional Roles
Transportation Choices Coalition	Fiscal Sponsor
Snohomish County Transportation Coalition	Project Manager
King County Mobility Coalition	
Pierce County Coalition for Transportation Coordination	
Puget Sound Regional Council	
Sound Transit	Financial Contributor
King County Metro	Financial Contributor
Pierce Transit	Financial Contributor
Community Transit	Financial Contributor
Everett Transit	
Univ. of Michigan TSI Researchers	
Sightline Institute	
ReconMR	Project Consultant/Contractor

Methodology

- **Metro Survey:** Incorporated 1,018 results from Metro survey
- **Phase 1: Random Address-Based Sample:** Postcard sent to 20,000 addresses
 - King County: 5,000 addresses
 - Pierce & Snohomish Counties: 7,500 address each.
- **Phase 2: Targeted Sample:** 10,000 additional records targeted toward priority populations to address potential gaps.
 - King County: 2,000 addresses, all from rural areas.
 - Pierce & Snohomish Counties: 4,000 records each.
 - 3,000 records pulled from rural areas in each county.
 - Remaining records focused on census blocks with higher proportions of BIPOC, low income, and LEP populations.
- **Phase 3: Open survey via community outreach.**

Surveys Completed

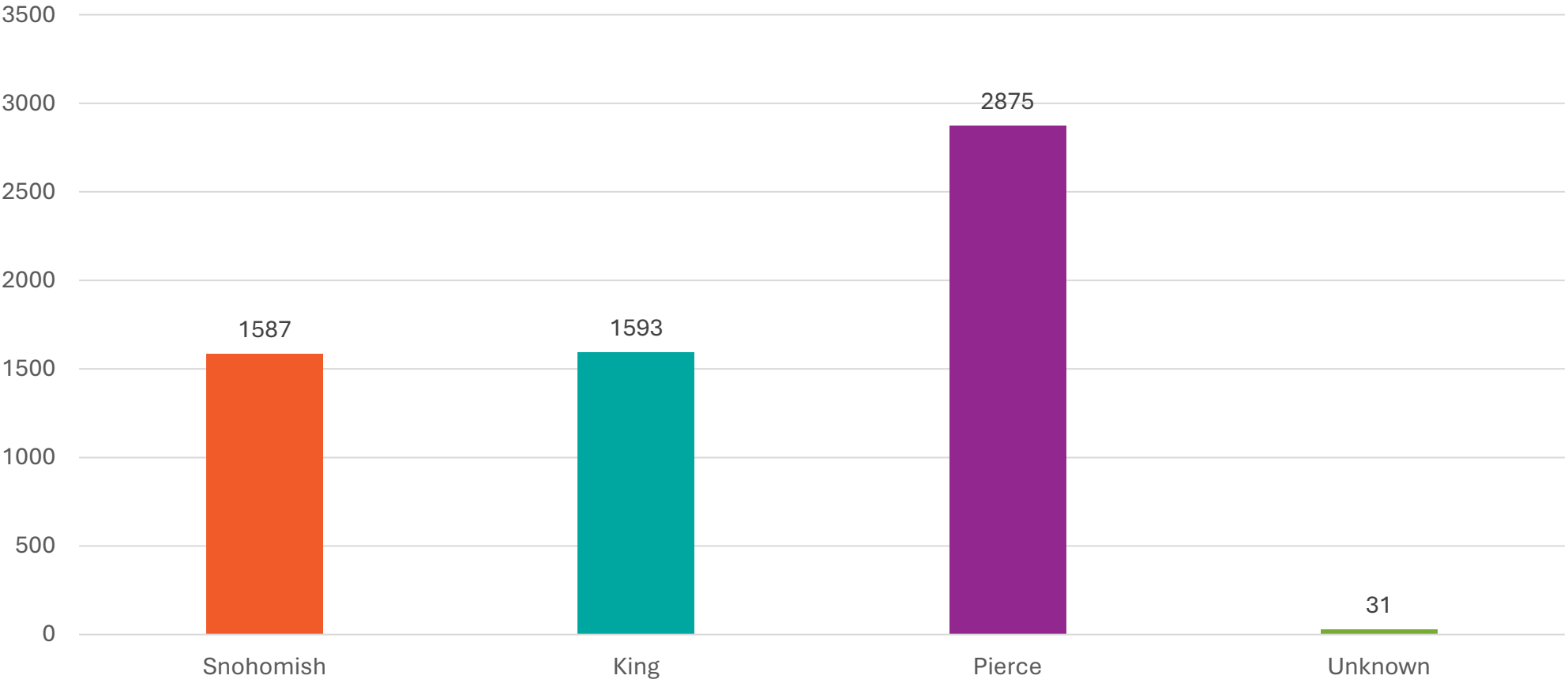
By Survey Method



6,086

Surveys Completed

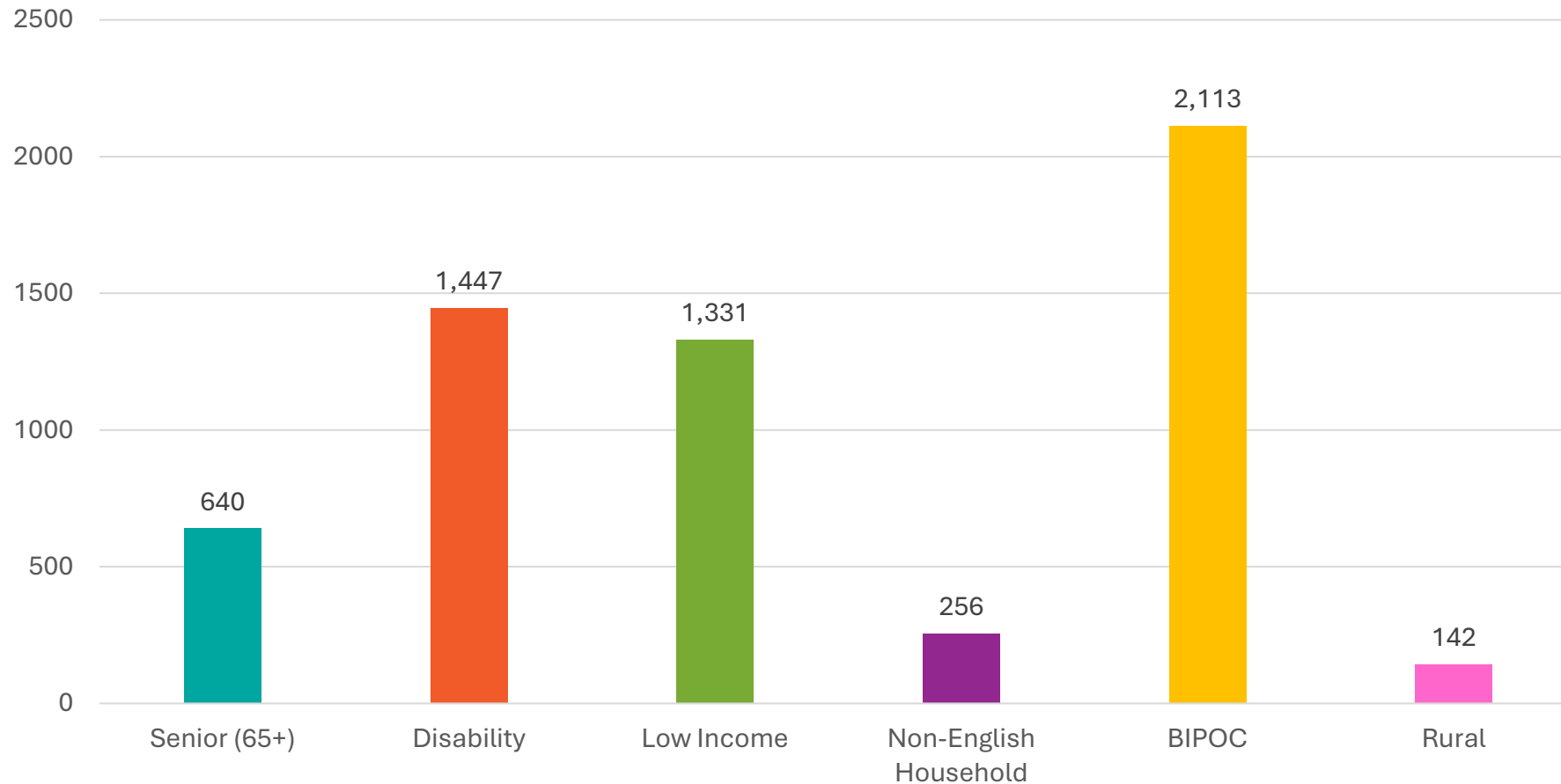
By County



6,055

Surveys Completed

By Priority Population



1. Chart does not include Metro surveys.

2. Urban/Rural geographies were not distinguishable in Partner Outreach surveys.

Survey Weighting

Survey data are not perfectly representative of the populations of interest; thus, the data were weighted based on age within gender, race, and income within region.

The table to the right shows the population distributions for age within gender for each region.

- The left section is the population statistics from data.census.gov.
- Top right shows the raw results from the survey
- Bottom right shows the survey results after weights have been applied

		King County	Pierce County	Snohomish County	Total
ACS Demographics	Under 35	46%	47%	44%	46%
	35-64	40%	38%	41%	40%
	65+	14%	15%	15%	15%
	Male	51%	50%	51%	51%
	Female	49%	50%	49%	49%
	Some other gender identity	0%	0%	0%	0%
	White alone (non-Hispanic)	44%	35%	28%	39%
	BIPOC	56%	65%	72%	61%
	<\$100,000	43%	54%	49%	47%
	\$100,000 or more	57%	47%	51%	53%

		King County	Pierce County	Snohomish County	Total
Unweighted Results	Under 35	23%	61%	49%	48%
	35-64	52%	28%	39%	37%
	65+	26%	10%	12%	15%
	Male	45%	52%	56%	51%
	Female	49%	43%	42%	44%
	Some other gender identity	6%	5%	3%	4%
	White alone (non-Hispanic)	72%	54%	59%	60%
	BIPOC	28%	46%	41%	40%
	< \$100,000	42%	76%	64%	69%
	\$100,000 or more	58%	24%	36%	31%
Weighted Results	Under 35	48%	48%	53%	49%
	35-64	39%	40%	37%	39%
	65+	12%	12%	10%	12%
	Male	56%	50%	49%	55%
	Female	39%	46%	47%	39%
	Some other gender identity	5%	5%	4%	5%
	White alone (non-Hispanic)	40%	45%	31%	40%
	BIPOC	60%	55%	69%	60%
	< \$100,000	39%	57%	53%	41%
	\$100,000 or more	61%	43%	47%	59%

Lolita

Age 75

Latina

Uses a wheelchair

Fixed Income?

Nondriver?

Rural or Urban?

Speaks English?



Farmer Bob

Age 45

White Male

Able-bodied

Drives

Rural

Seasonal income



Jen

Age 55

Asian American Woman

Able-bodied

Rides Transit

Nondriver?

Urban

Public Health Agency Executive



Transportation Insecurity Index

“The TSI is the first validated measure of transportation insecurity, a condition in which a person is unable to regularly get from place to place in a safe or timely manner due to an absence of resources necessary for transportation.”

Transportation Insecurity Index

In the past 30 days ...

1. How often did you have to reschedule an appointment because of a problem with transportation?
2. How often did you skip going somewhere because of a problem with transportation?
3. How often were you not able to leave the house when you wanted to because of a problem with transportation?
4. How often did you feel bad because you did not have the transportation you needed?
5. How often did you worry about inconveniencing your friends, family, or neighbors because you needed help with transportation?
6. How often did problems with transportation affect your relationships with others?

☐ Often (2 pts)

☐ Sometimes (1 pt)

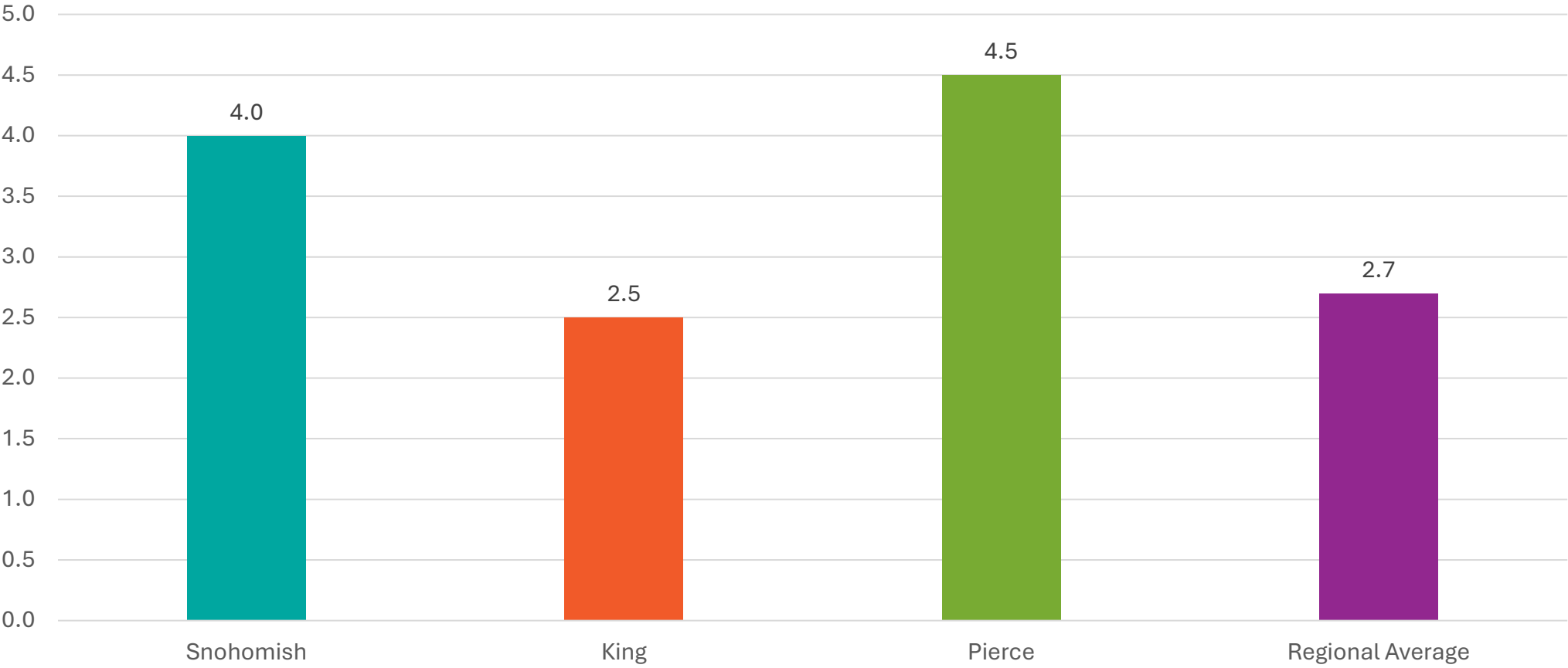
☐ Never (0 pts)

Transportation Insecurity Index

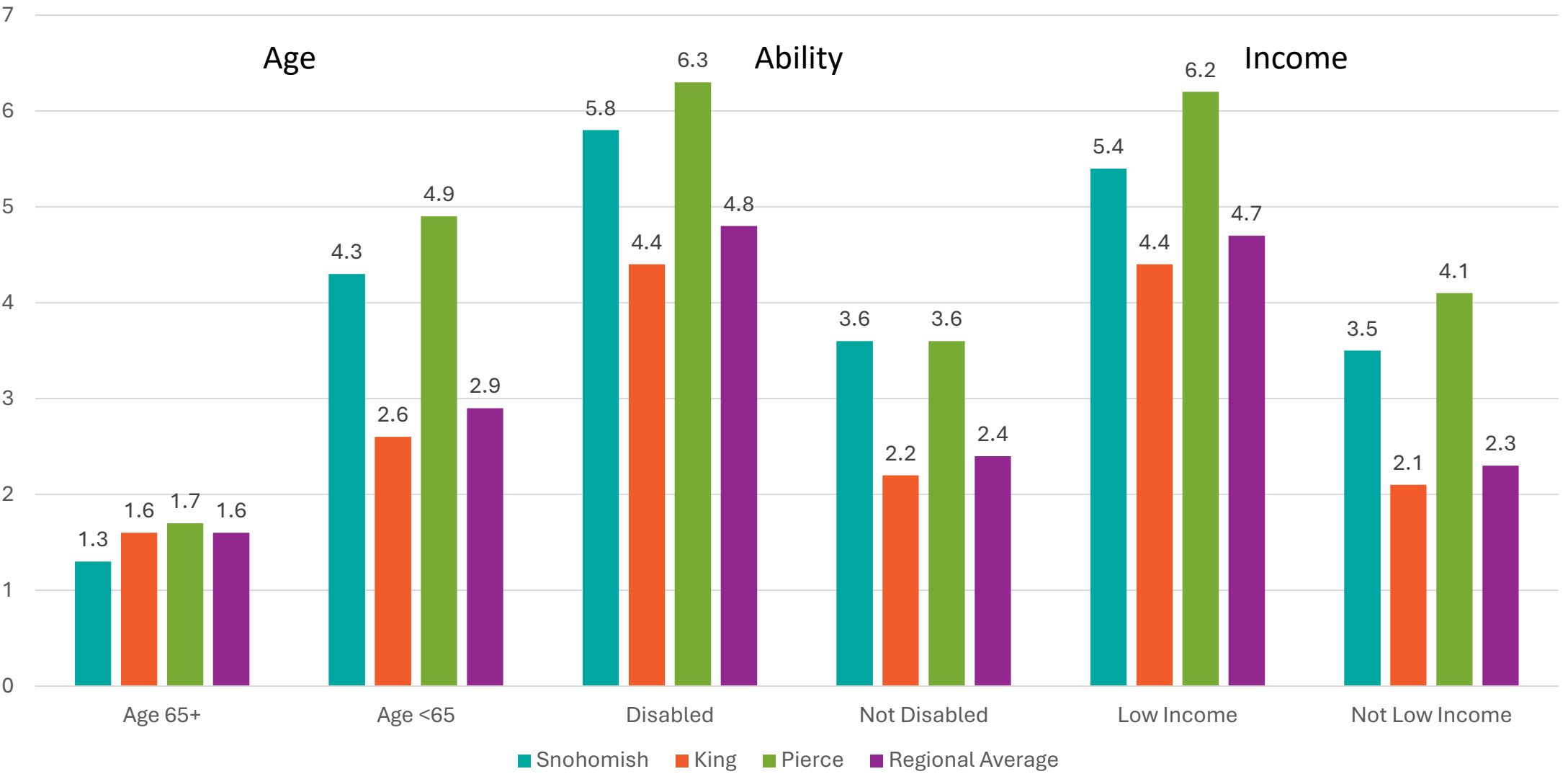
TSI Ranges:

- 0-1 = No Insecurity
- 2-5 = Marginal to Low Insecurity
- 6+ = Moderate to High Insecurity

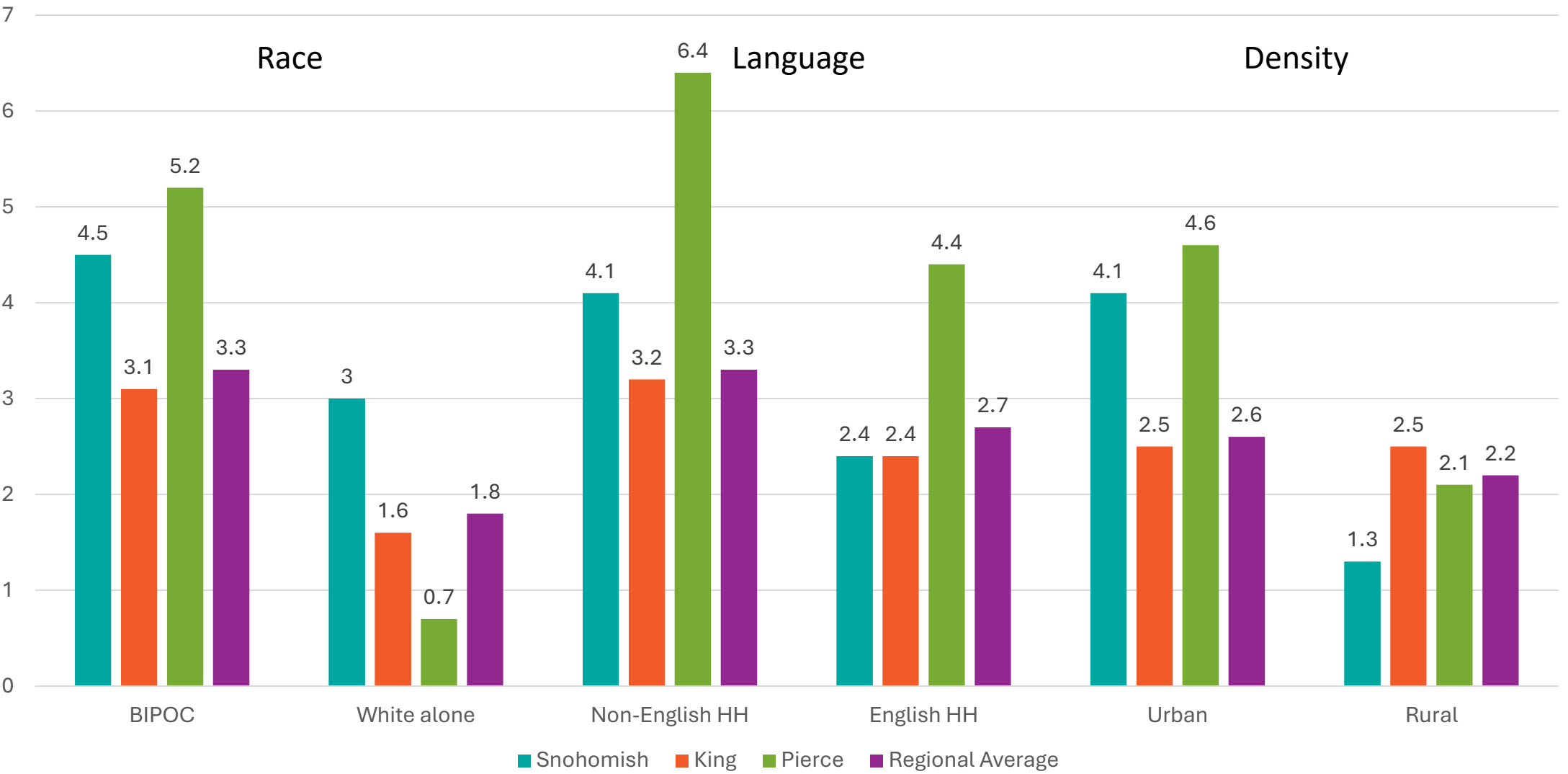
TSI by County



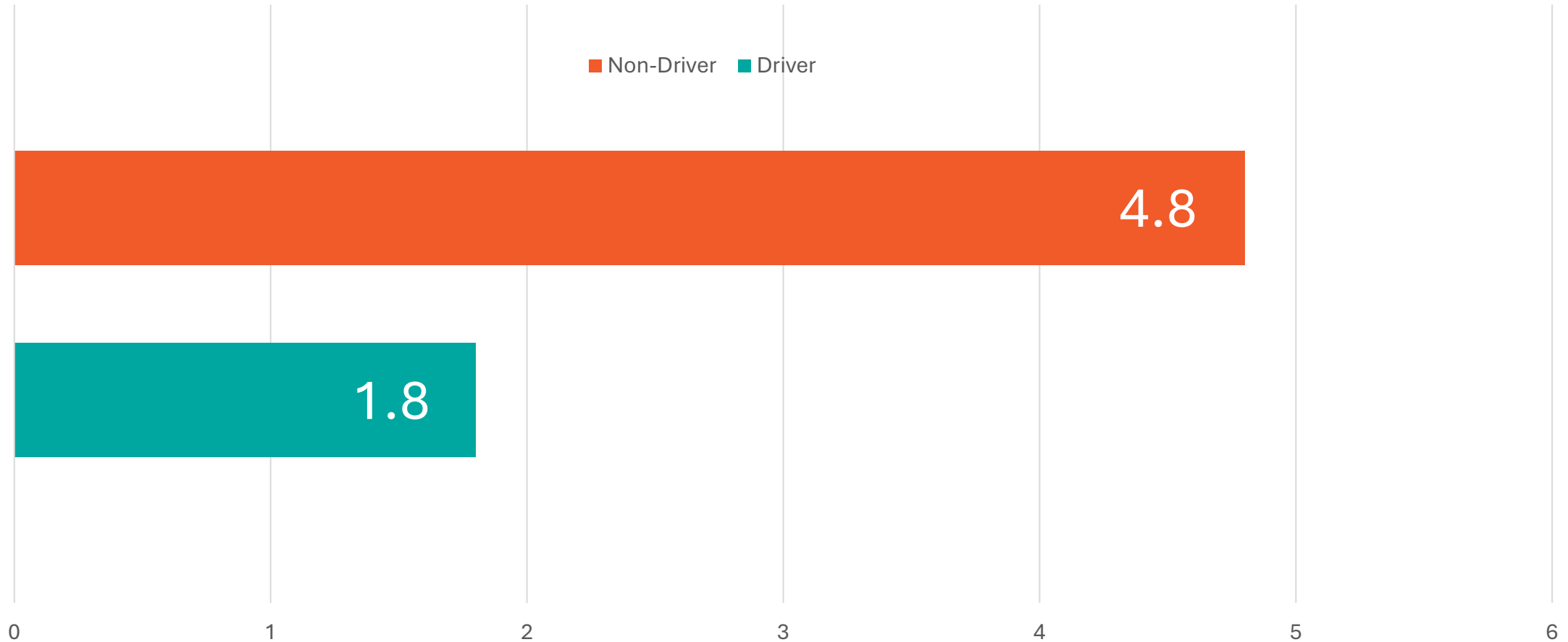
TSI by Priority Population



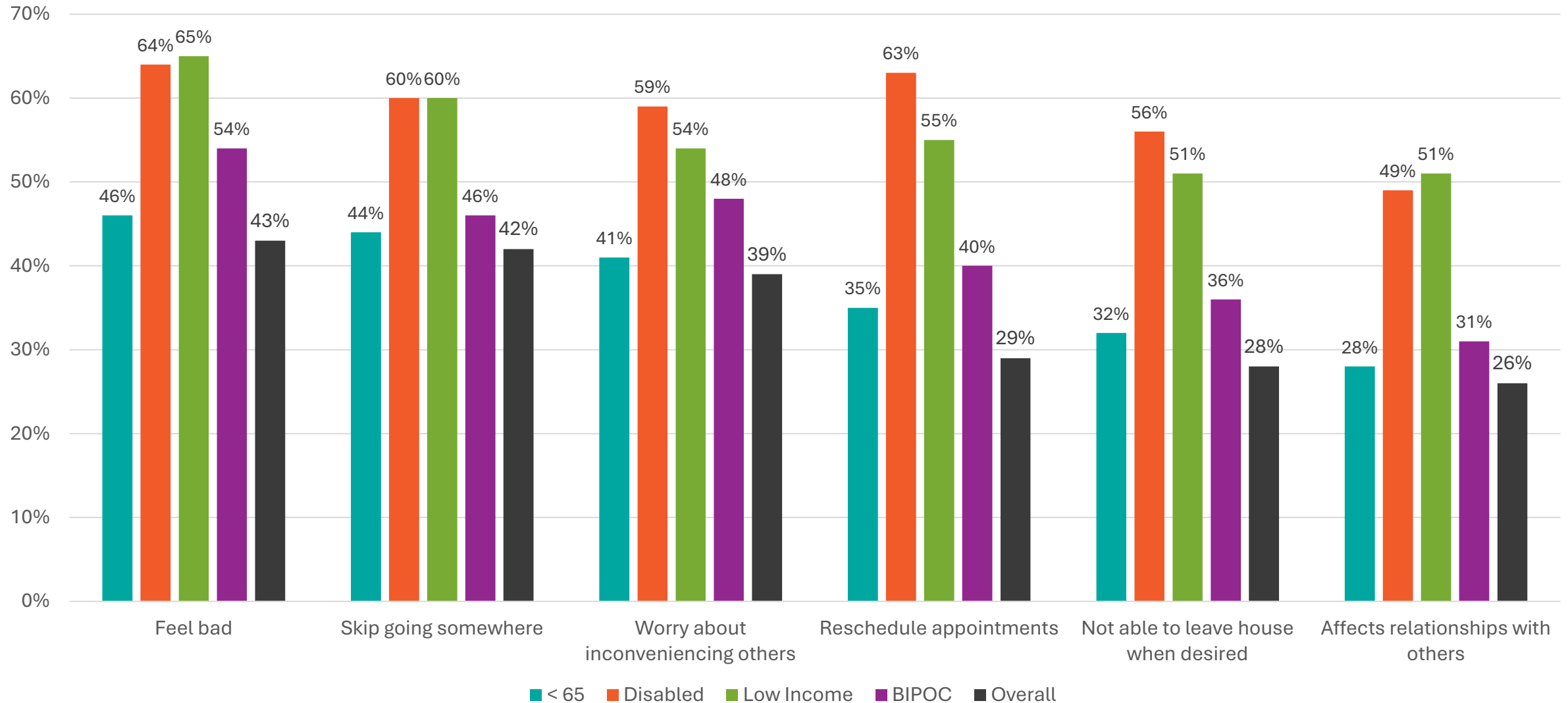
TSI by Priority Population



TSl: Drivers v Non-Drivers



TSI feelings



Summary of TSI Findings

High Insecurity

Non-Drivers

Individuals with Disabilities

- Highest levels of transportation insecurity with approximately half indicate moderate to high levels of insecurity

Low-Income Individuals

- High transportation insecurity, with roughly half experiencing moderate to high levels of insecurity.
- More likely to use public transit.
- Major barriers include cost & access to personal vehicle.

Moderate Insecurity

Working-Age Individuals

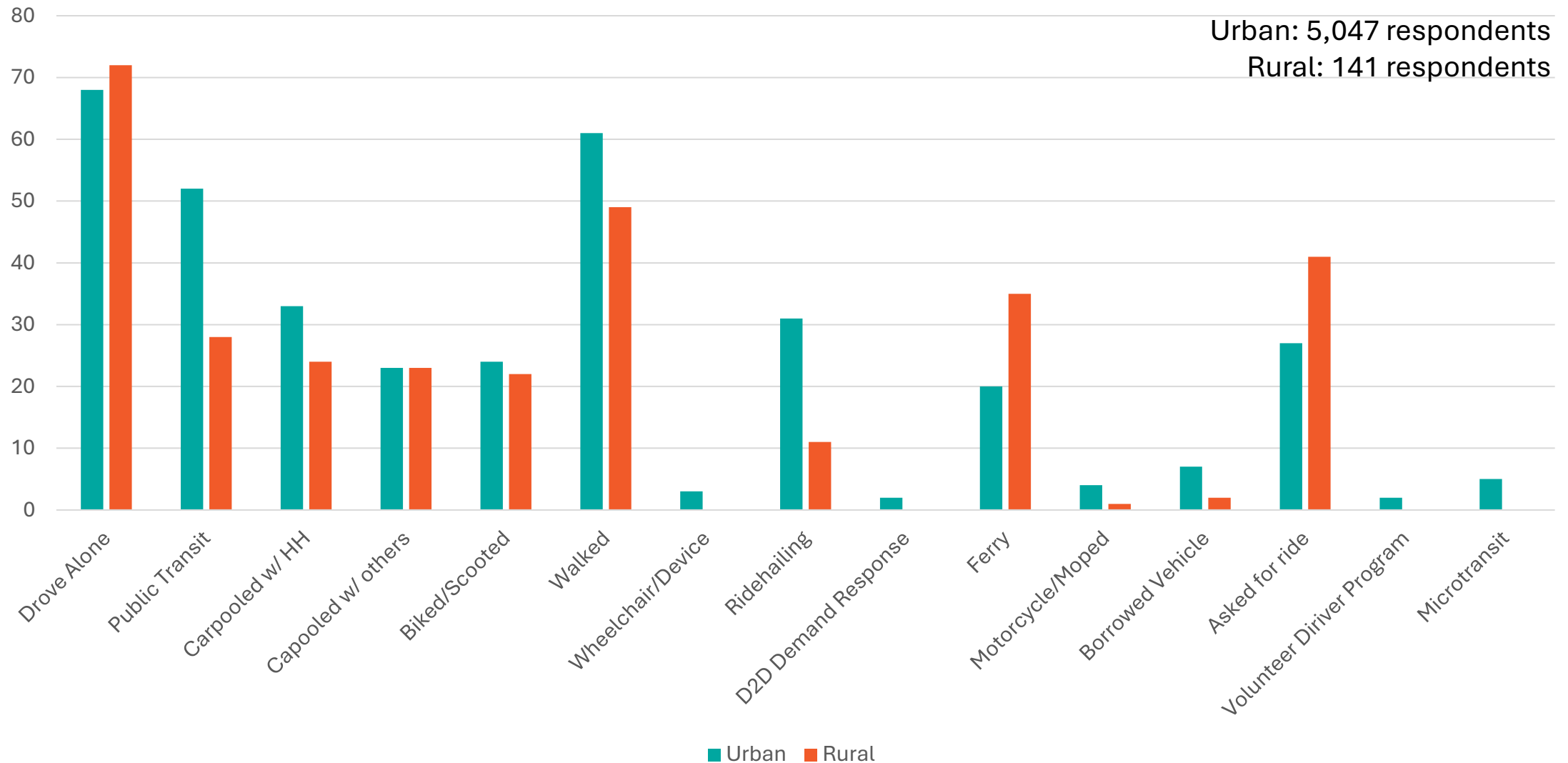
- Frequently use public transit, carpool, bike, and ride-hail.
- Higher levels of transportation insecurity compared to other age groups.

BIPOC Individuals

- Higher transportation insecurity levels.
- Face significant barriers to transportation, including cost and access to a personal vehicle.

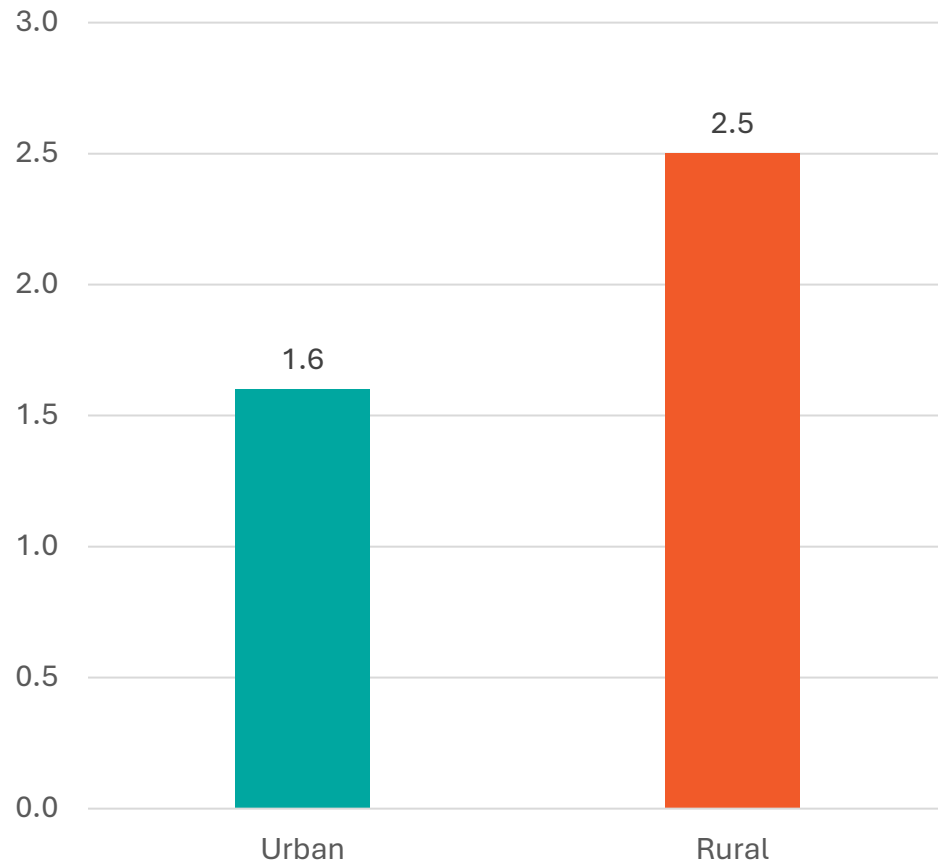
Modes used across Region

Urban vs Rural

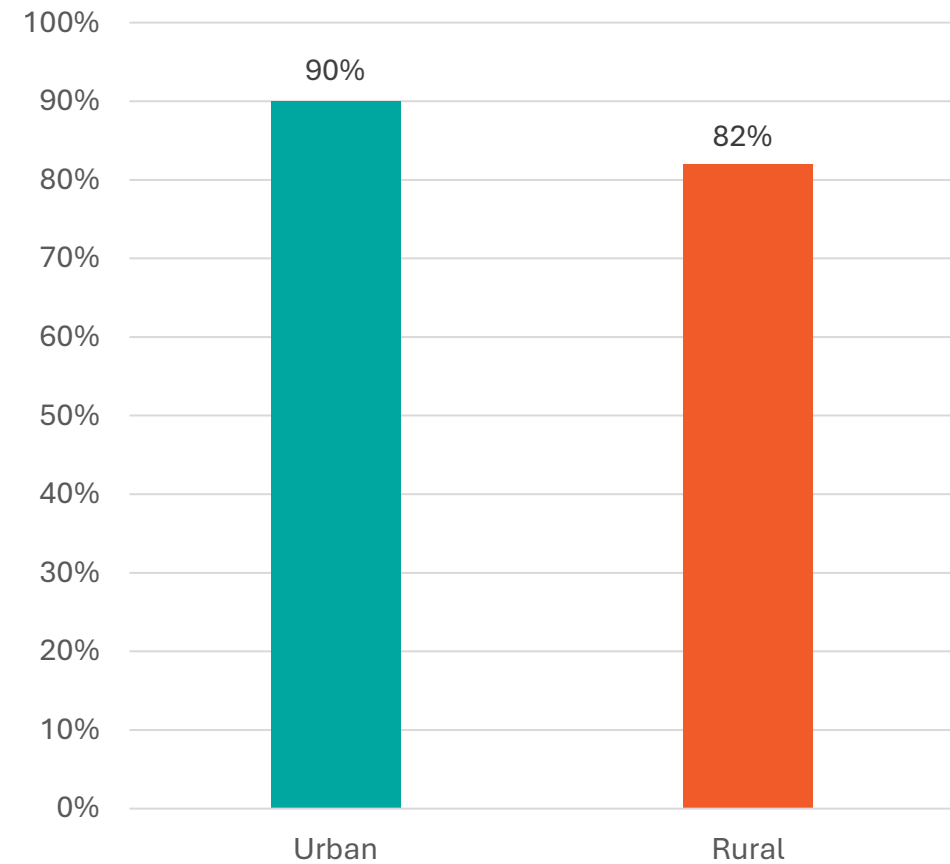


Driving: Urban v Rural

Number of Working Cars per Household



Valid Driver's License



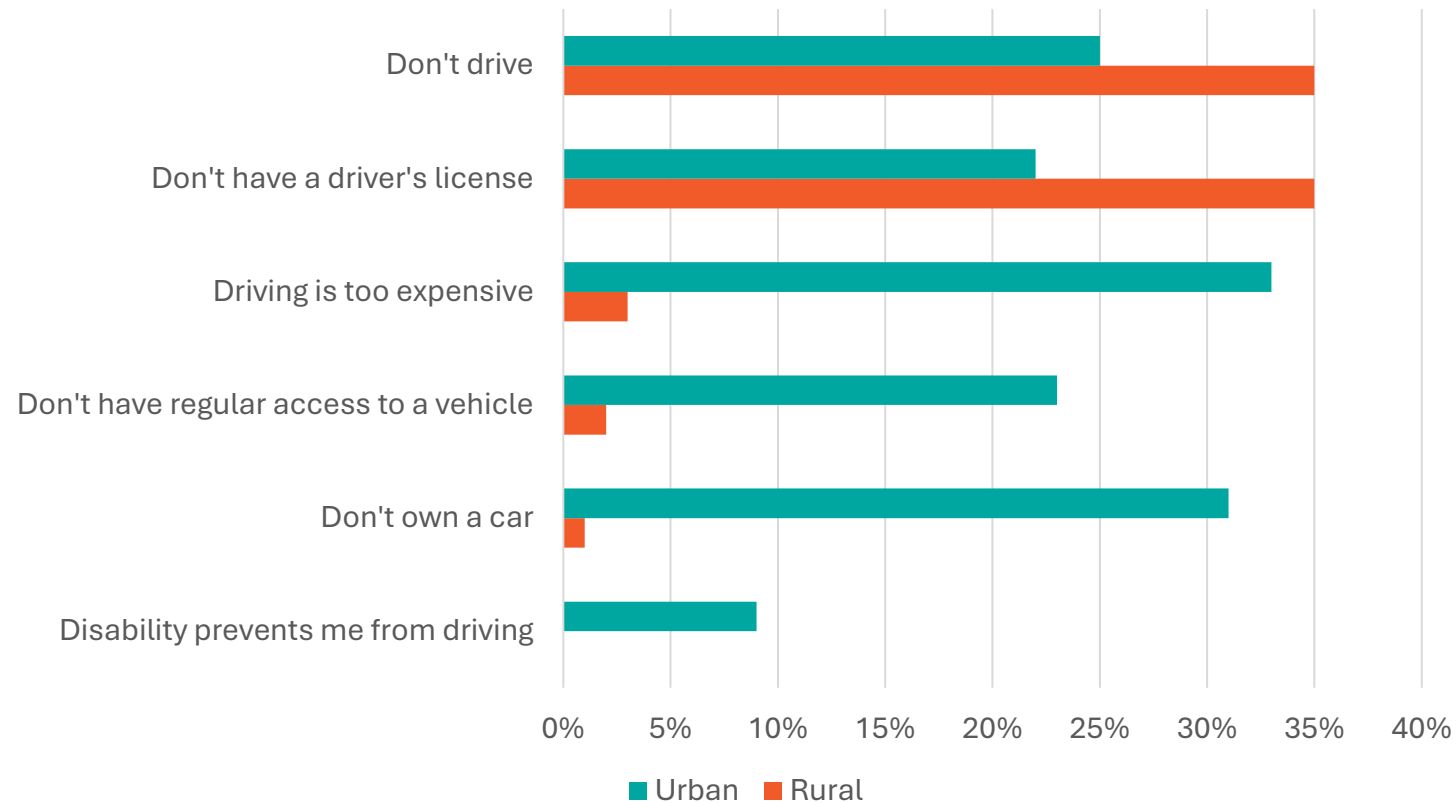
Urban: 5,047 respondents

Rural: 141 respondents

Driving: Urban v Rural

Of respondents who had a TSI score of 4 or more:

(3,028 respondents)



- Rural residents who don't drive are 40% more likely to be transportation insecure than urban residents.
- Rural residents who don't have a driver's license are 59% more likely to be transportation insecure than urban residents.
- Urban residents who don't own a car or don't have access to a car are significantly more likely to be transportation insecure than rural residents.
- Expense of driving is more of a burden to urban drivers than rural drivers. Urban drivers have higher parking costs, and driving may be of such a high necessity in rural areas that the expense is also deemed necessary.

Why respondents don't ride transit

(Regionwide, Urban respondents, asked only to those with TSI 4+)

	65+	<65	Disabled	Not Disabled	Low Income	Not Low Income	BIPOC	White only	Non-English HH	English HH	Non-Driver	Driver	Total Average
Takes too long	46%	56%	48%	57%	45%	59%	57%	49%	50%	56%	47%	64%	54%
Doesn't run often enough	27%	55%	41%	57%	46%	55%	54%	49%	52%	53%	49%	58%	53%
Physical safety	48%	43%	44%	43%	44%	42%	45%	38%	53%	41%	38%	48%	42%
Doesn't go where I need it	23%	39%	41%	37%	33%	40%	38%	38%	26%	40%	30%	49%	38%
Doesn't run when I need it	38%	36%	26%	39%	26%	40%	36%	36%	32%	36%	28%	44%	35%
N/A in my area	16%	18%	18%	17%	14%	19%	20%	10%	22%	17%	12%	27%	18%
Disability	9%	5%	17%	1%	7%	4%	5%	5%	1%	6%	7%	2%	5%

Infrastructure: "I feel unsafe walking or biking b/c ..."

(Regionwide, Urban respondents, asked only to those with TSI 4+)

	65+	<65	Disabled	Not Disabled	Low Income	Not Low Income	BIPOC	White only	Non-English HH	English HH	Non-Driver	Driver	Total Average
Vehicle traffic	21%	30%	21%	32%	22%	33%	28%	33%	20%	31%	30%	35%	30%
Lack of street lighting	24%	25%	24%	26%	21%	27%	28%	18%	35%	24%	20%	33%	25%
No sidewalks / bikeways where I want to go	7%	23%	20%	22%	16%	24%	23%	18%	10%	23%	19%	26%	22%
Other	13%	21%	21%	21%	24%	19%	22%	18%	10%	22%	15%	29%	21%
Sidewalks are inaccessible for mobility device	4%	10%	16%	7%	9%	9%	8%	13%	1%	10%	10%	8%	9%

Where would you like to go w/o driving?

(Regionwide, asked only to those with TSI 4+)

	65+	<65	Disabled	Not Disabled	Low Income	Not Low Income	BIPOC	White only	Non-English HH	English HH	Non-Driver	Driver	Total Average
Work	31%	59%	47%	60%	57%	57%	57%	56%	83%	53%	62%	50%	57%
Grocery	58%	53%	62%	51%	56%	53%	53%	56%	48%	55%	50%	59%	54%
Downtown/Shopping Center	48%	54%	48%	55%	52%	54%	57%	43%	28%	57%	45%	65%	54%
Hospital/Medical	41%	45%	51%	43%	51%	42%	48%	36%	53%	44%	45%	44%	45%
Friends/Family	33%	45%	44%	44%	39%	46%	42%	48%	47%	43%	43%	45%	44%
School/College	27%	38%	34%	39%	44%	35%	39%	32%	39%	37%	42%	31%	37%
Park/Playfield	15%	33%	28%	33%	32%	32%	31%	33%	29%	32%	31%	33%	32%
Food Bank/Pantry	15%	25%	31%	23%	31%	22%	28%	16%	60%	20%	26%	23%	25%
Senior/Community Center	28%	21%	23%	21%	18%	23%	21%	24%	16%	22%	22%	20%	22%
Social Service Agency	16%	20%	23%	19%	22%	19%	21%	16%	39%	17%	21%	19%	20%

Trip planning tools used

(Regionwide, Urban respondents, asked only to those with TSI 4+)

	65+	<65	Disabled	Not Disabled	Low Income	Not Low Income	BIPOC	White only	Non-English HH	English HH	Non-Driver	Driver	Total Average
Apple/Google Maps	62%	88%	64%	89%	74%	89%	86%	86%	96%	85%	85%	86%	86%
Transit-Specific App	35%	47%	44%	46%	40%	47%	43%	50%	45%	46%	43%	47%	46%
Agency's Online Trip Planner	53%	29%	47%	29%	44%	29%	30%	34%	13%	33%	23%	37%	32%
Family or friends	10%	12%	20%	11%	9%	13%	13%	11%	1%	13%	11%	13%	12%
Agency's Physical Service Book or Brochure	24%	8%	13%	8%	9%	9%	10%	8%	8%	9%	8%	10%	9%
211 or agency's customer service center	0%	5%	12%	3%	4%	4%	5%	3%	2%	5%	5%	4%	4%
Assistance from social service agency/org	0%	4%	11%	2%	3%	3%	4%	2%	1%	4%	5%	2%	3%

Lolita

Age 75

Latina

Uses a wheelchair

Nondriver?

Rural or Urban?

Speaks English?



Lolita

Transportation Security

- Based on her age, she's likely to be more transportation secure.
- But based on race and disability, likely to be much less transportation secure.



Lolita

Why she might not use the bus

- Fear of Physical Safety ●●●
- The bus takes too long.
 - But with her disability, she is more likely to accept the longer travel times than the average person.
- The bus doesn't run when she needs it.
- The bus doesn't go where & when she needs it.



Lolita

Why she might not walk/roll to where she wants to go

- Lack of street lighting
- No/poor curb cuts and crosswalks
- Dangerous vehicle traffic



Bob

Age 45

White

Able-bodied

Drives

Rural



Bob

Transportation Security

- Very secure



Bob

Why he might not use the bus:

- The bus isn't available in his area.
- The bus takes too long.
- The bus doesn't go where and when he needs it.



Bob

Why he might not walk/bike to where he wants to go

- Dangerous vehicular traffic is a much bigger concern than low quality / lack of sidewalks or bike lanes.



Jen

Age 55

Asian American

Woman

Able-bodied

Rides Transit

Nondriver?

Urban

Public Health Agency Executive



Jen

Transportation Security

- Lower than a rural driver – she's constantly making decisions about how to get around.
- Concerned about making transit connections



Jen

Why she might not use transit:

- Concerned about making transit connections



Jen

Why she might not walk/bike to where she wants to go:

- Concerned about traffic violence.



Summary of TSI Findings

High Insecurity

Non-Drivers

Individuals with Disabilities

- Highest levels of transportation insecurity with approximately half indicate moderate to high levels of insecurity

Low-Income Individuals

- High transportation insecurity, with roughly half experiencing moderate to high levels of insecurity.
- More likely to use public transit.
- Major barriers include cost & access to personal vehicle.

Moderate Insecurity

Working-Age Individuals

- Frequently use public transit, carpool, bike, and ride-hail.
- Higher levels of transportation insecurity compared to other age groups.

BIPOC Individuals

- Higher transportation insecurity levels.
- Face significant barriers to transportation, including cost and access to a personal vehicle.

Highlights of Findings

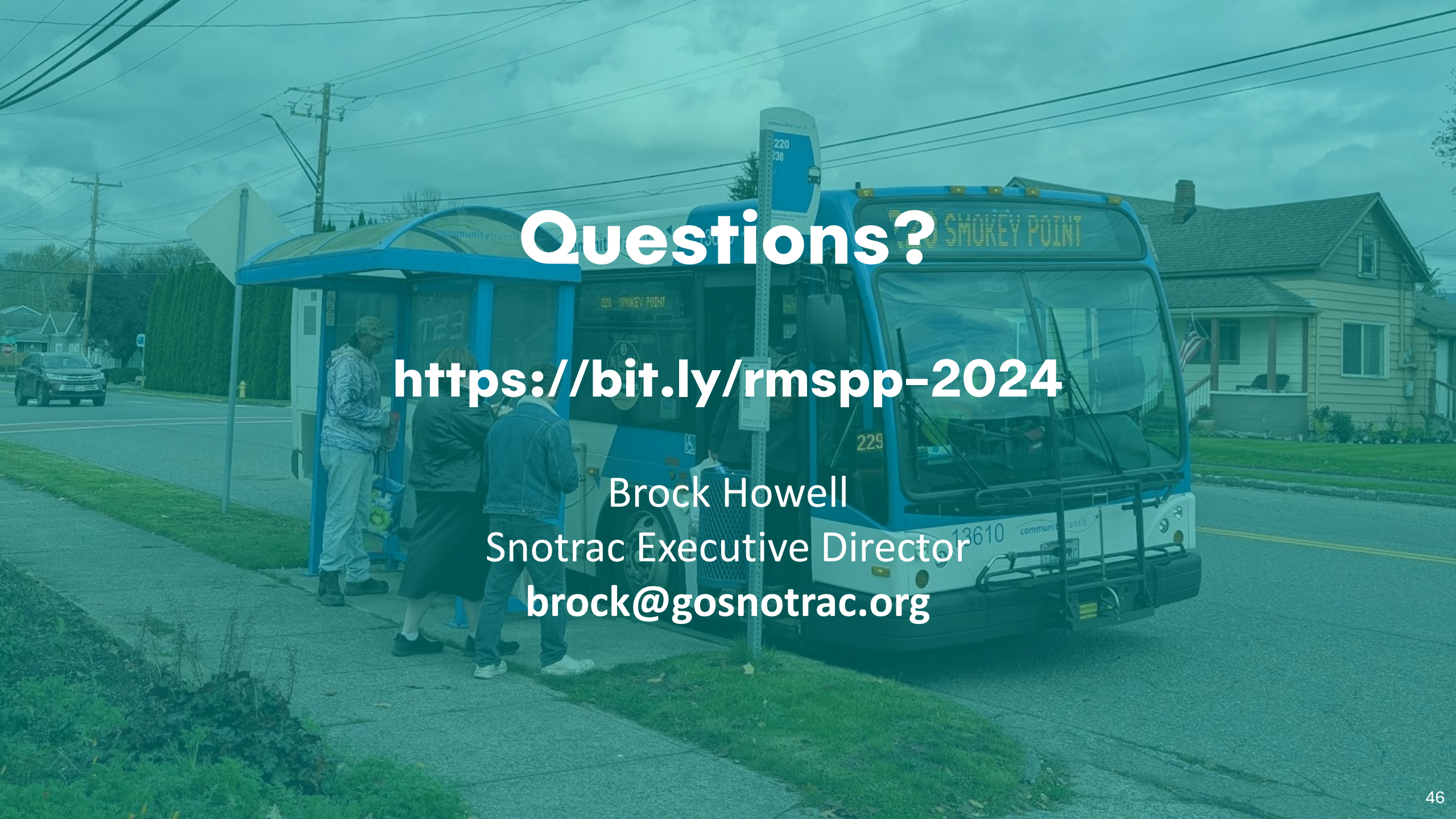
- Nondrivers are 2.7x more insecure than Drivers
- #1 - Transit competes with driving on speed/utility/convenience.

Lessons Learned for Survey Design

- Partnerships helped secure high number of responses
- Need better definitions of
 - Rural
 - Low Income
 - Older Age (75)
- Need better outreach to rural populations
- Need to continue to use TSI as a survey tool in all needs assessments moving forward for comparative analysis purposes.

Opportunities

- Additional analysis that calculates percentage likelihood based on multiple demographic datapoints.
- Comparative analyses geographies and populations.
- Better prioritize transportation investments to close mobility gaps and end insecurities.
- Track progress over time.
- Create TSI scores for people or census tracts.



Questions?

<https://bit.ly/rmspp-2024>

Brock Howell
Snotrac Executive Director
brock@gosnotrac.org

Joint Letter of Support

September 8, 2026

To whom it may concern:

The undersigned organizations strongly supports the Central Puget Sound Mobility Survey for Priority Populations project that is proposed by the Snohomish County Transportation Coalition (Snotrac), in partnership with King County Mobility Coalition (KCMC), and the Pierce County Coordinated Transportation Coalition (PCCTC).

This survey provides needed information on the transportation gaps and challenges for priority populations — specifically people with disabilities, older adults, youth, low income households, people of color, and rural areas — across King, Kitsap, Pierce, and Snohomish Counties. By establishing and maintaining one regional, statistically valid survey, the project will provide the ability to track and compare mobility gaps by population group both across the region and over time with future surveys.

This survey project will be a valuable supplement to the Puget Sound Regional Travel Survey, which provides information on how the general population gets around and where they go. By focusing on the challenges of specific priority populations, this survey project is closely aligned with the state HEAL Act, the region's equity goals within VISION 2050, and our own organizations' values.

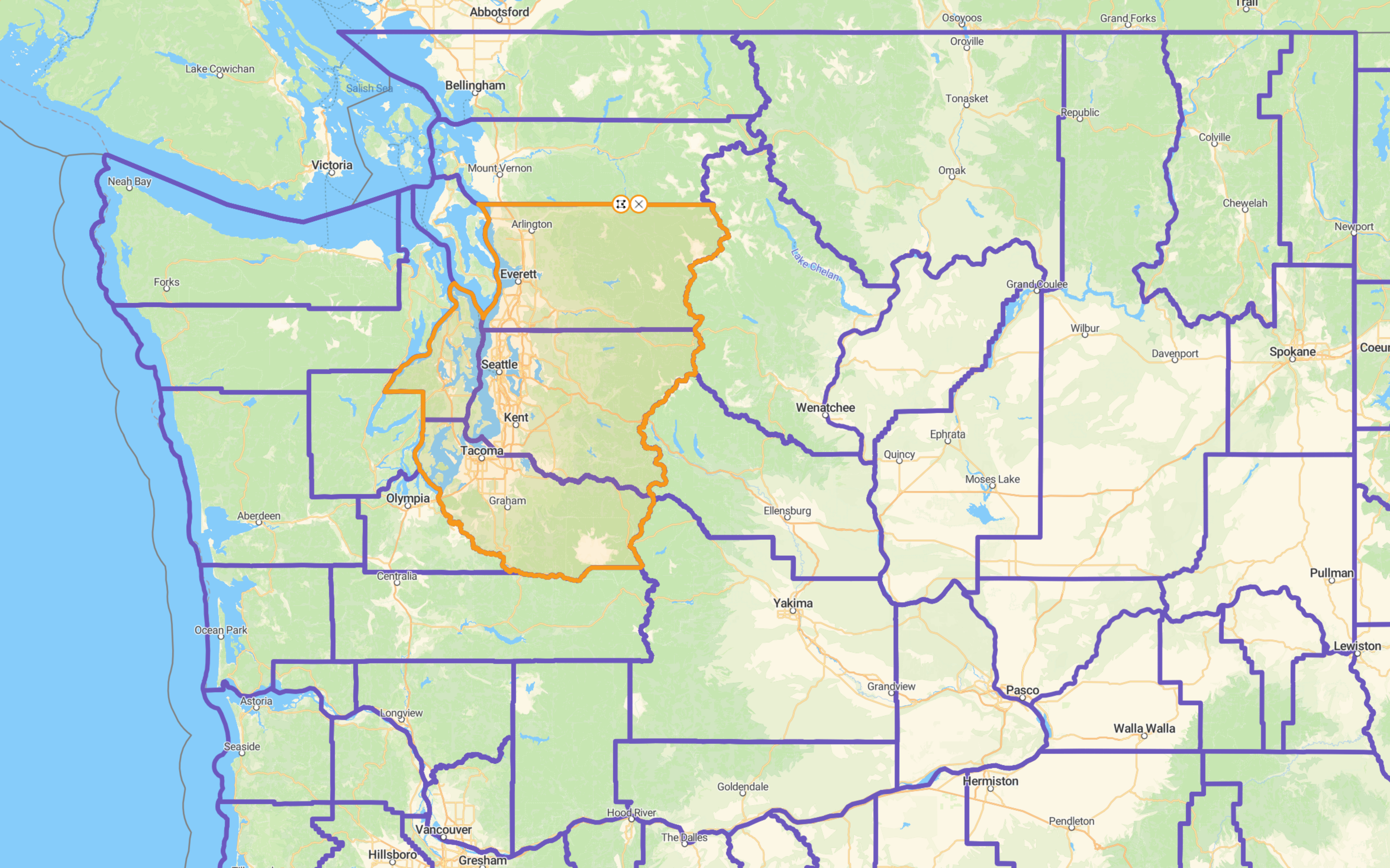
In the past, the mobility coalitions have conducted various needs assessments, each with their own methodologies. Without a systematic and consistent survey methodology, it has been difficult to truly assess where and for whom the greatest mobility gaps exist. This project builds on the 2025 Regional Mobility Survey, continues to maintain a valuable baseline dataset that allows the mobility coalitions, transit agencies, local jurisdictions, and PSRC to better understand and address transportation challenges for priority populations.

Sincerely,

Staci Sahoo
Mobility Management Director
Hopelink

Daeveene May
Social Service Program Specialist
Pierce County Human Services

Brock Howell
Executive Director
Snotrac





September 4, 2026

Brock Howell, Executive Director
Snohomish County Transportation Coalition
3201 Smith Ave, Suite 200
Everett, WA 98201

Subject: Re: Support for Regional Mobility Survey

Dear Mr. Howell,

On behalf of Sound Transit, I am pleased to provide this letter of support and commitment to the continuation of the Regional Mobility Survey for Priority Populations project that is proposed in partnership with Snohomish County Transportation Coalition (Snotrac), King County Mobility Coalition (KCMC), and the Pierce County Coordinated Transportation Coalition (PCCTC). This coalition is submitting funding requests to the Washington State Department of Transportation through the Consolidated Grant Program.

If awarded, this project will build upon the first survey completed in 2024 and provide Sound Transit with much needed information on the transportation gaps and challenges for priority populations — specifically people with disabilities, older adults, youth, low-income households and rural areas — across King, Pierce, and Snohomish Counties. By establishing one regional, statistically valid survey, the project provides the ability to track and compare mobility gaps by population group both across the region and over time with ongoing surveys.

In the past, the organizations supporting this request have conducted various needs assessments, each with their own methodologies. Without a systematic and consistent survey methodology, it has been difficult to truly assess where and for whom the greatest mobility gaps exist. The 2024 Regional Mobility Survey for Priority Populations was the first attempt to standardize our surveys across the region. It established a valuable baseline dataset that allows mobility coalitions, transit agencies, and local jurisdictions to better understand and address transportation challenges for priority populations. By using a substantially similar survey every four years, we can obtain deeper insights into the mobility needs of priority populations, allowing us to consistently assess gaps & challenges both geographically and temporally.

In support of Snotrac's Regional Mobility Survey, Sound Transit is making a financial commitment of \$5,000 between 2027-29.

Thank you for considering our comments regarding Snotrac's grant application. On behalf of Sound Transit, please consider funding this important grant request. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Erik Ashlie-Vinke', written in a cursive style.

Erik Ashlie-Vinke
Government & Community Relations Director
North Corridor
Sound Transit

September 9, 2026

60 Washington Ave. Ste. 200
Bremerton, WA 98337
Phone: 360.479.6962
Fax: 360.377.7086

www.kitsaptransit.org



To whom it may concern:

Kitsap Transit strongly supports the Central Puget Sound Mobility Survey for Priority Populations project that is proposed by Transportation Coalition (Snotrac), in collaboration with King County Mobility Coalition (KCMC) and the Pierce County Coordinated Transportation Coalition (PCCTC). Our agency is committing \$5,000 in match funding to this project.

Kitsap Transit's mission is to "provide safe, reliable and efficient transportation choices that enhance the quality of life in Kitsap County." The Central Puget Sound Mobility Survey for Priority Populations aligns with our mission and it will help us to plan and provide effective mobility services for all members of our service area.

This project will provide needed information on the transportation gaps and challenges for priority populations — specifically people with disabilities, older adults, youth, low-income households, people of color, and rural areas — across King, Kitsap, Pierce, and Snohomish Counties. By continuing to conduct one regular regional, statistically valid survey every four years, the project will provide the ability to track and compare mobility gaps by population group both across the region and over time with the 2024 survey and future surveys.

This survey project will be a valuable supplement to the Puget Sound Regional Travel Survey, which provides information on how the general population gets around and where they go. By focusing on the challenges of specific priority populations, this survey project is closely aligned with the state HEAL Act (Healthy Environment for All) and our own organization's values.

This project will provide a valuable, ongoing baseline dataset that will allow the mobility coalitions, transit agencies, and local jurisdictions to better understand and address transportation challenges for priority populations.

Thank you for considering this Consolidated Grant Program proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read "John W. Clauson", with a long horizontal flourish extending to the right.

John W. Clauson
Executive Director





August 28, 2026

Subject: Letter of Support – Regional Mobility Survey – WSDOT Consolidated Grant Application

To whom it may concern:

On behalf of Pierce Transit Public Transportation Benefit Area Corporation (Pierce Transit), I am pleased to provide this letter of support and commitment to the continuation of the Regional Mobility Survey for Priority Populations project that is proposed in partnership with Snohomish County Transportation Coalition (Snotrac), King County Mobility Coalition (KCMC), and the Pierce County Coordinated Transportation Coalition (PCCTC). This coalition is submitting funding requests to the Washington State Department of Transportation through the Consolidated Grant Program.

If awarded, this project will build upon the first survey completed in 2024 and provide Pierce Transit needed information on the transportation gaps and challenges for priority populations — specifically people with disabilities, older adults, youth, low-income households and rural areas — across Pierce, King and Snohomish Counties. By establishing one regional, statistically valid survey, the project provides the ability to track and compare mobility gaps by population group both across the region and over time with ongoing surveys.

In the past, the organizations supporting this request have conducted various needs assessments, each with their own methodologies. Without a systematic and consistent survey methodology, it has been difficult to truly assess where and for whom the greatest mobility gaps exist. The 2024 Regional Mobility Survey for Priority Populations was the first attempt to standardize our surveys across the region. It established a valuable baseline dataset that allows mobility coalitions, transit agencies, and local jurisdictions to better understand and address transportation challenges for priority populations. By using a substantially similar survey every four years, we can obtain deeper insights into the mobility needs of priority populations, allowing us to consistently assess gaps & challenges both geographically and temporally.

In support of the TCC Regional Mobility Survey, Pierce Transit is making a financial commitment of \$5,000 between 2027-29 as long as Pierce Transit's financial condition permits, and Pierce Transit's annual budget is approved.

Thank you for considering our comments regarding TCC's grant application. On behalf of Pierce Transit, I strongly encourage WSDOT to fund this important grant request. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Mike Griffus". The signature is fluid and cursive, with the first name "Mike" and last name "Griffus" clearly legible.

Mike Griffus, Chief Executive Officer





*Moving forward together
Juntos avanzamos*

Mobility Division

Mobility – Research & Innovation
201 S. Jackson Street
Seattle, WA 98104-3856

September 9, 2026

To whom it may concern:

King County Metro Transit supports the Regional Mobility Survey for Priority Populations project that is proposed by the Snohomish County Transportation Coalition in coordination with the King County Mobility Coalition and the Pierce County Coordinated Transportation Coalition.

The survey provides needed information on the transportation gaps and challenges for priority populations (specifically people with disabilities, older adults, youth, low-income households, people of color, and rural areas) across King, Kitsap, Pierce, and Snohomish Counties.

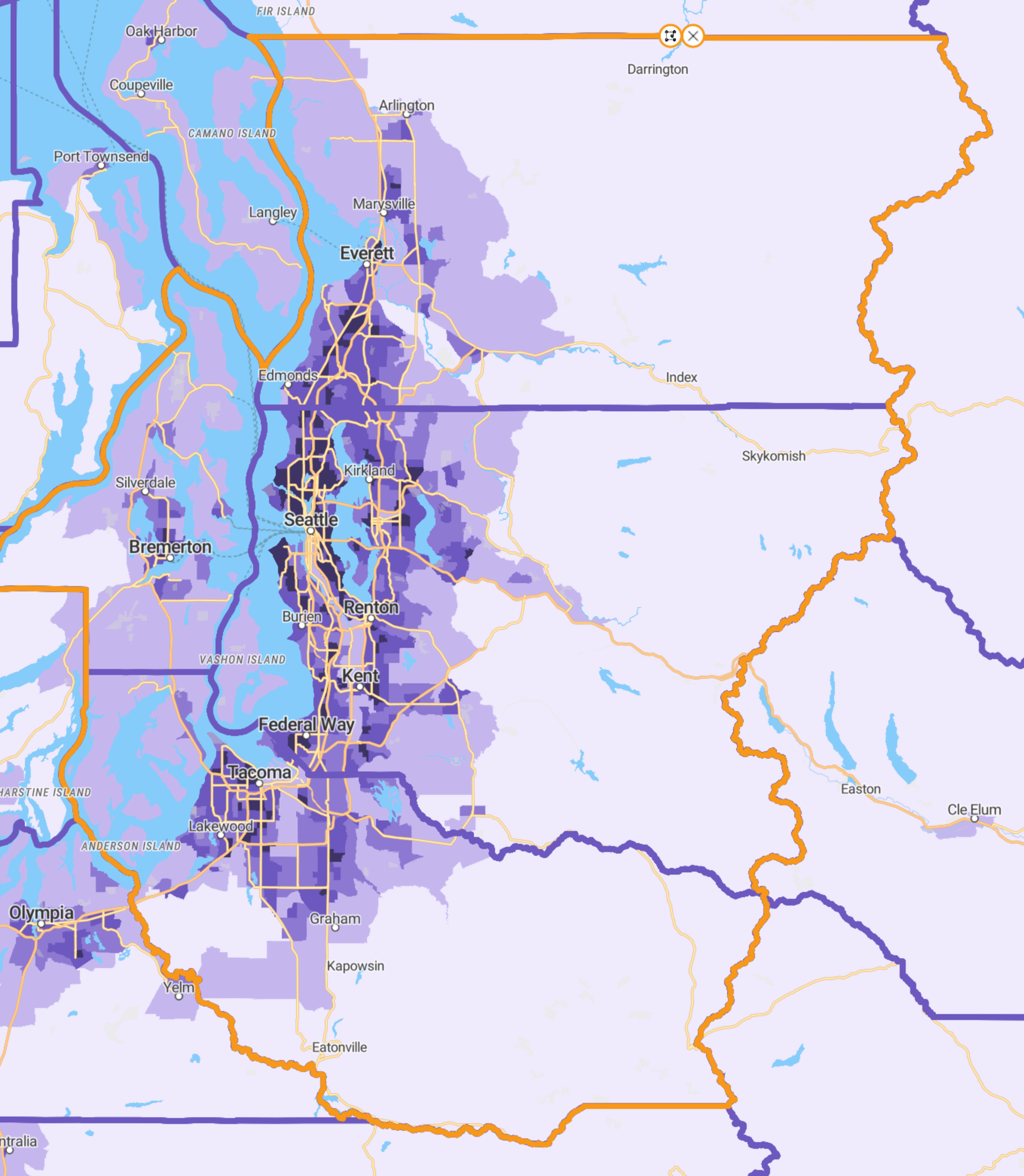
By continuing to invest in a one regional, statistically valid survey, the project provides the ability to track and compare mobility gaps by population group, both across the region and over time with the past 2024 survey and future surveys.

For this grant application, King County Metro is providing \$5,000 in matching funds to support this project, contingent upon 2027 budget approvals.

Sincerely,

A handwritten signature in black ink, appearing to read "Banita C. McCarn", written in a cursive style.

Banita McCarn
Research Program Lead
King County Metro





Indirect Rate Policy

Policy Number: 0007

Adopted: August 23, 2024

Snotrac's Indirect Rate for all federal grants shall be equal to the maximum allowable de minimis rate established by Uniform Guidance, 2 CFR 200.414(f).¹

Examples of indirect costs may include depreciation on buildings and equipment, the costs of operating and maintaining facilities, and general administration and general expenses, such as the salaries and expenses of executive officers, personnel administration, and accounting. Identification with a Federal award rather than the nature of the goods and services involved is the determining factor in distinguishing direct from indirect (F&A) costs of Federal awards. Costs will be consistently charged as either indirect or direct costs, and will not be double charged or inconsistently charged as both.

The Executive Director and Treasurer shall review overhead and administrative costs annually and recommend whether the organization should apply for an approved higher Indirect Cost Rate with the Federal Transit Administration.

I certify that the Board of Directors adopted the Indirect Rate Policy at its August 23, 2024 meeting.

Brock Howell
Executive Director

¹ As of October 1, 2024, the maximum de minimis indirect rate allowed by 2 CFR 200.414(f) will be 15 percent of modified total direct costs.

Brock Howell, Executive Director

Snohomish County Transportation Coalition

3201 Smith Ave, Suite 200 Everett, WA 98201

Subject: Re: Support for Regional Mobility Survey

Dear Mr. Howell:

On behalf of Community Transit, I am pleased to provide this letter of support and commitment to the continuation of the Regional Mobility Survey for Priority Populations project, proposed in partnership with the Snohomish County Transportation Coalition (Snotrac), King County Mobility Coalition (KCMC), and Pierce County Coordinated Transportation Coalition (PCCTC).

This coalition is submitting funding requests to the Washington State Department of Transportation through the Consolidated Grant Program. If awarded, this project will build upon the first survey completed in 2024 and provide Sound Transit with much-needed information about transportation gaps and challenges experienced by priority populations—specifically people with disabilities, older adults, youth, low-income households, and residents of rural areas—across King, Pierce, and Snohomish Counties.

By establishing a single, regional, statistically valid survey, this project provides the ability to track and compare mobility gaps by population group, both across the region and over time through ongoing surveys. In the past, the organizations supporting this request have conducted various needs assessments, each using different methodologies. Without a systematic and consistent approach, it has been difficult to accurately assess where and for whom the greatest mobility gaps exist. The 2024 Regional Mobility Survey for Priority Populations establishes a valuable baseline that allows mobility coalitions, transit agencies, and local jurisdictions to better understand and respond to the transportation challenges facing priority populations.

Continuing the survey using a similar methodology will allow the coalition to build on the 2024 baseline, obtain deeper insights into the mobility needs of priority populations, and consistently assess gaps and challenges both geographically and over time. This ongoing data collection will provide valuable information to help transportation providers and community partners identify needs, prioritize resources, and develop more responsive mobility solutions.

In support of Snotrac's Regional Mobility Survey, Community Transit is making a financial commitment of \$5,000 for the 2027–2029 project period. We are pleased to support this regional effort and believe that continued, consistent data collection will provide an important foundation for improving transportation access and mobility for priority populations throughout the region.

Best,

A handwritten signature in black ink, appearing to read "Melissa Cauley".

Melissa Cauley, Chief Planning and Development Officer