

Snotrac

Snohomish County
Transportation Coalition

Mission

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


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SNOHOMISH COUNTY
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Successes

Wayback

- North Sound 2-1-1
- Homage TAP
- Homage PayYourPal

2020-2024

- Lincoln Hill's Snow Goose Transit
- Homage's D'Arling Direct Pilot
- Retiming of DC Direct and CT Route 230
- Supporting equity-focused CBOs in community engagement
- Equitable Community Engagement Guide
- Universal Design Forum & Best Practice Guide

Successes

2025-2027 - Consolidated Grant

- County Mobility Map
- Mobility Navigation Program



2025-2027 - Other Funding

- Regional Mobility Survey
- Skykomish Valley Transportation Action Plan
- South Everett Mobility Navigation Program
- Evergreen Way Community Engagement Program
- Bicycle Library Program

Goals & Initiatives

Goals

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

Mobility Management Programs

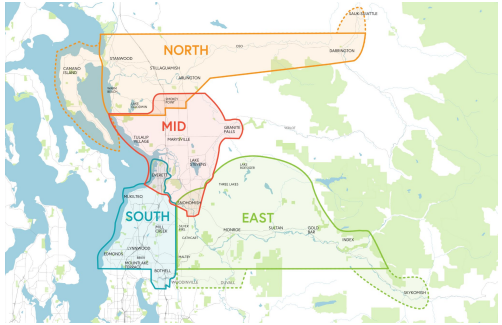
Mobility Coalition

a. Countywide & Subcounty
b. Best Practices
c. Speakers
d. Walk & Bike Audits
e. Mobility Policy & Leadership Program

Mobility Navigation

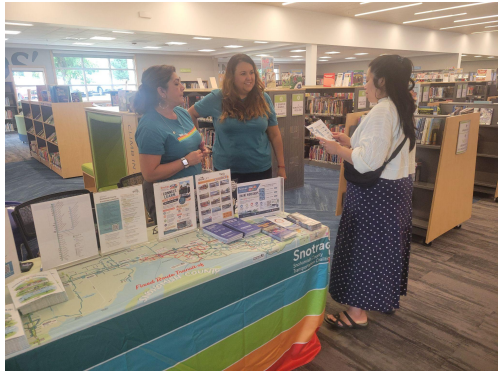
Bilingual staff provide cross-agency travel training to CBO staff & clients and community members.

What the grant will fund



Mobility Coalition

- Countywide + Sub County Meetings
- Best Practices
- Speakers



Mobility Navigation

- 5 Bilingual Navigators
- Mobility Maps
- 30-day Trainings
- Workshops
- Field Trips
- Leadership Development

Factor Analysis

Factor Analysis

✓ **Existing Program**
This is the continuation of our 25-year mobility management for Snohomish County. In addition, our new Mobility Navigator program is the continuation of Homage's previous outreach program.

✓ **Alignment with "High" Prioritized Strategies of the Regional Coordinated Mobility Plan**
Our work plan has been closely cross-referenced to all CMP goals/priorities.

✓ **Service Coordination**
A purpose of Snotrac is to coordinate transportation services. Snotrac also closely coordinates with King County Mobility Coalition and its subcoalitions, and the North Sound Transportation Alliance and county & transit planners to the north.

✓ **Performance Measures & Tracking**
The application commits to clear performance metrics, including the number of EFA organizations participating in coalition meetings and the number of mobility navigation trainings held in partnership with EFA organizations.

✓ **Community Support**
The application commits to clear performance metrics, including the number of EFA organizations participating in coalition meetings and the number of mobility navigation trainings held in partnership with EFA organizations.

✓ **Equitable Engagement in Developing Work Plan**
The plan was developed over a 9-month period during Partner Meetings and offline communications with partners. We have actively engaged EFA CBO leaders to receive their input on what projects to prioritize. Additionally, we have worked hand-in-hand with EFA partners to resource them with resources for engaging on transportation decision-making, we have published equitable a community engagement best practice guide for public agencies to follow, and we have given EFA CBOs a platform to share their priorities during Snotrac Partner Meetings.

Factor #1:
Preservation of Existing Programs

Factor #2:
Alignment with "High" Priority Strategies

High Priority Strategies

✓ **Strategy 1.1:** Snotrac **strengthens coordination among transit, paratransit and specialized transportation providers to ensure a more seamless travel experience for priority populations** by regularly convening the public and nonprofit transportation providers to identify mobility gaps and create solutions.

✓ **Strategy 4:** Snotrac advances context-appropriate transportation options such as deviated fixed-route and microtransit, by helping create programs like Snow Goose Transit and the D'Arling Direct pilot, and through stakeholder engagement and reports like the Skykomish Valley Transportation Action Report. We will continue to advance and support these concepts in the years

✓ **Strategy 5:** Snotrac conducts **mobility management programs that help potential riders navigate transportation options and complete their trips, with tailored support to address language** and technology barriers.

✓ **Strategy 7.1:** Snotrac works with local jurisdictions to improve the accessibility and safety of infrastructure, such as sidewalks, curb ramps and bike lanes, with designs that accommodate all ages and abilities.

✓ **Strategy 8:** Snotrac works with our partner agencies to pursue coordinated, sustainable funding strategies to maintain and expand transit, paratransit, and other specialized transportation serving priority populations.

Factor #3:
Service Coordination

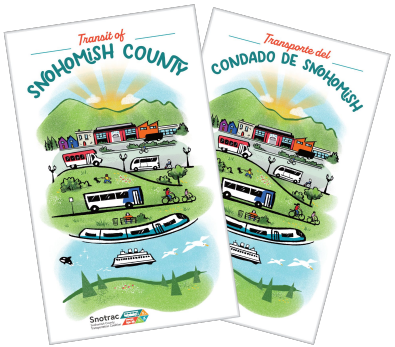
Coordination

Coalition

- KCMC, PCCTC, and Snotrac each provide mobility coalition services to separate counties.
- Snotrac's purpose is to facilitate conversations between nonprofit and public transportation agencies to ensure their services are well-coordinated within our county and beyond.

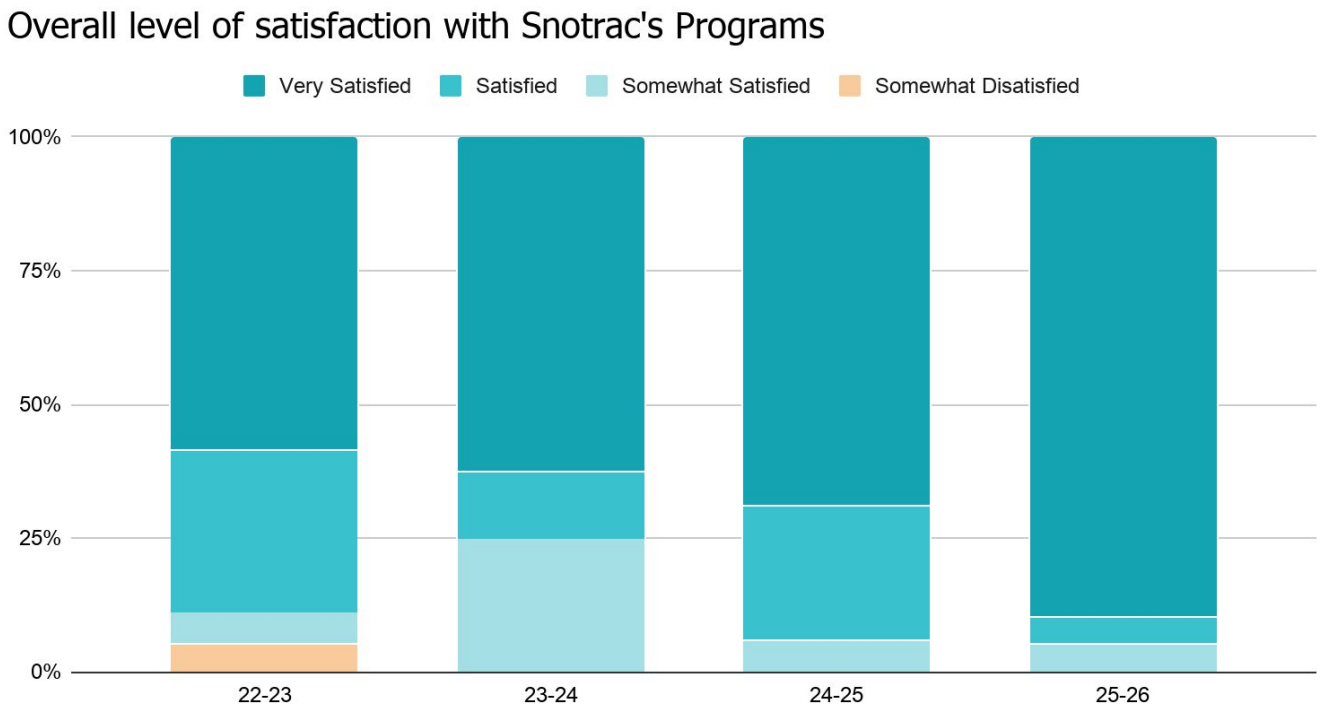
Navigation

- Our Mobility Navigation Program fills a unique niche: educating community members on how to use all available public and nonprofit transportation services of the county.
- A significant strength of our navigation program are our bilingual navigators.



Factor #4:
Performance Measures & Targets

Snotrac Partner Satisfaction Survey



Performance Measures: Mobility Coalition

	25-26 Actuals	**27-29 Goals**
Annual Partner Satisfaction Level of Performance	95%	90%
# of mobility coalition meetings	36	64
# of unique participants in coalition meetings	390	300
# of unique agencies represented at the meetings	147	125
# of CBOs / EFA Organizations that Participate in Coalition Meetings:	12	10

Performance Measures: Mobility Navigation

	1st 9 months	27-29 Goals
Trainings Sessions: Workshops, Presentations, Field Trips, etc.	104	132
# of people engaged through group presentations and .	3,246	5,000
# of events with Spanish Interpretation or In-Language	158	
# of trainings to CBO/EFA organizations	33	
# of CBO/EFA staff trained		50

Factor #4:
Community Support

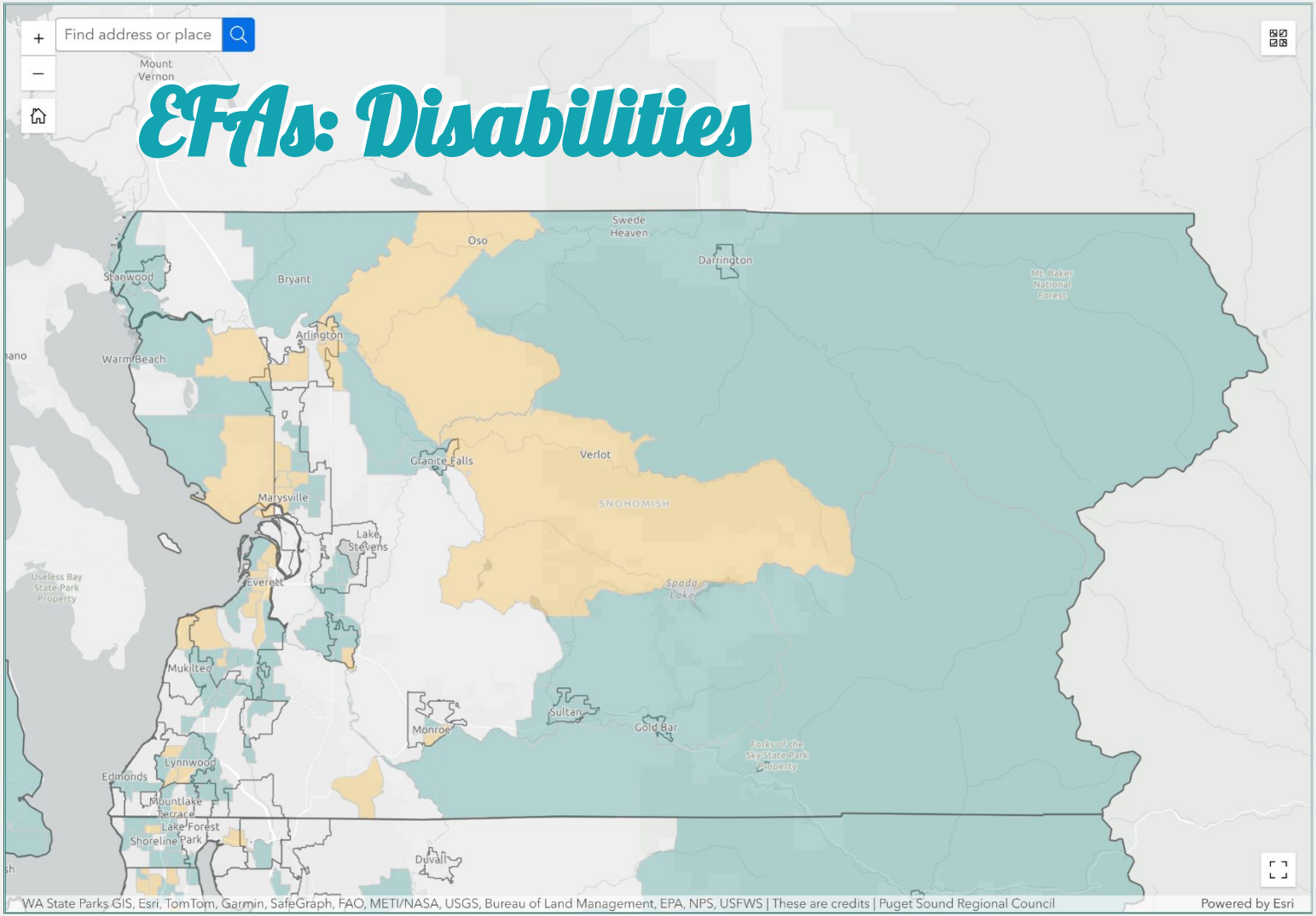
Community Support

The Arc of Snohomish County
Cascade Bicycle Club
Center for Independence
ChildStrive
City of Arlington
City of Bothell
City of Everett
Community Resource Center of Snohomish Co.
Community Transit
Connect Casino Road
County Council - Megan Dunn
County Council - Sam Low
County Council - Jared Mead
County Council - Nate Nehring
County Council - Strom Peterson
CTANW
Economic Alliance Snohomish County
Everett Transit
Homage Senior Services
Hopelink
Leafline Trails Coalition
LISC Puget Sound
Medstar Transportation
North Counties' Family Services
North Sound Bicycle Advocates
Northshore Senior Center
Pierce County Coordinated Transp. Committee
Senator Marko Liias
Sharing Wheels Community Bike Shop
Sherwood Community Services
Skagit Transit
Sky Valley Chamber
Snohomish County Health Department
Snohomish County Human Services
Snohomish County Public Services
Snohomish County Public Works
Snohomish County Target Zero Task Force
Snoqualmie Valley Transportation
Snow Goose Transit
Sound Generations
Sound Transit
Stilly Valley Health Connections
Take the Next Step
Town of Skykomish
Transportation Choices Coalition
Volunteers of America Western Washington
Washington Bikes
Washington West African Center

48 signers onto letter of support

Identification of Priority Populations

EFAs: Disabilities



Equity Focus Areas (EFAs)

People with Disabilities

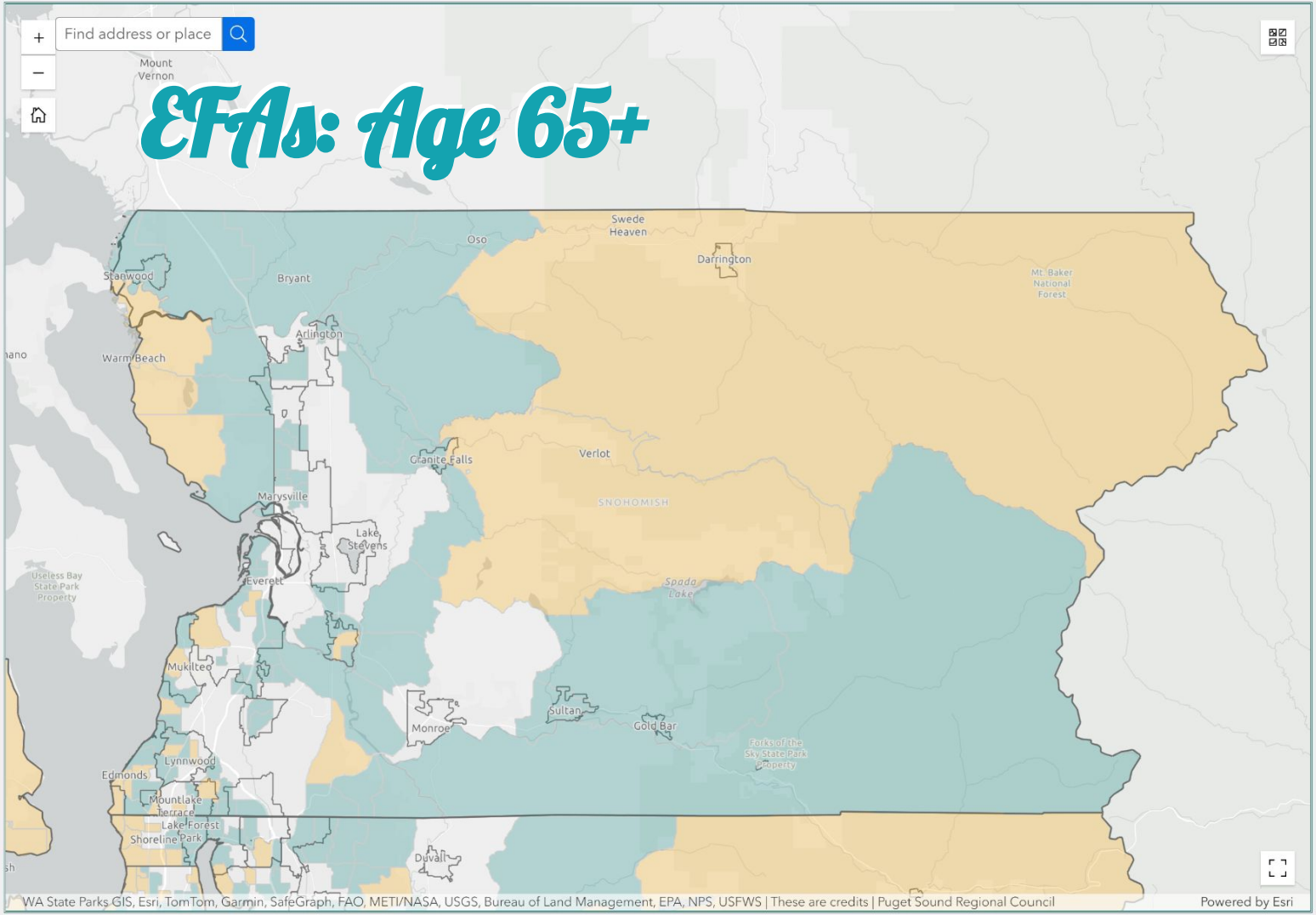
Regional Average: 11.55% | Significantly Above Regional Average: 16.52%

- Tracts above regional average
- Tracts significantly above regional average

Cities

Counties

EFAs: Age 65+



Equity Focus Areas (EFAs)

Older Adults (Age 65+)

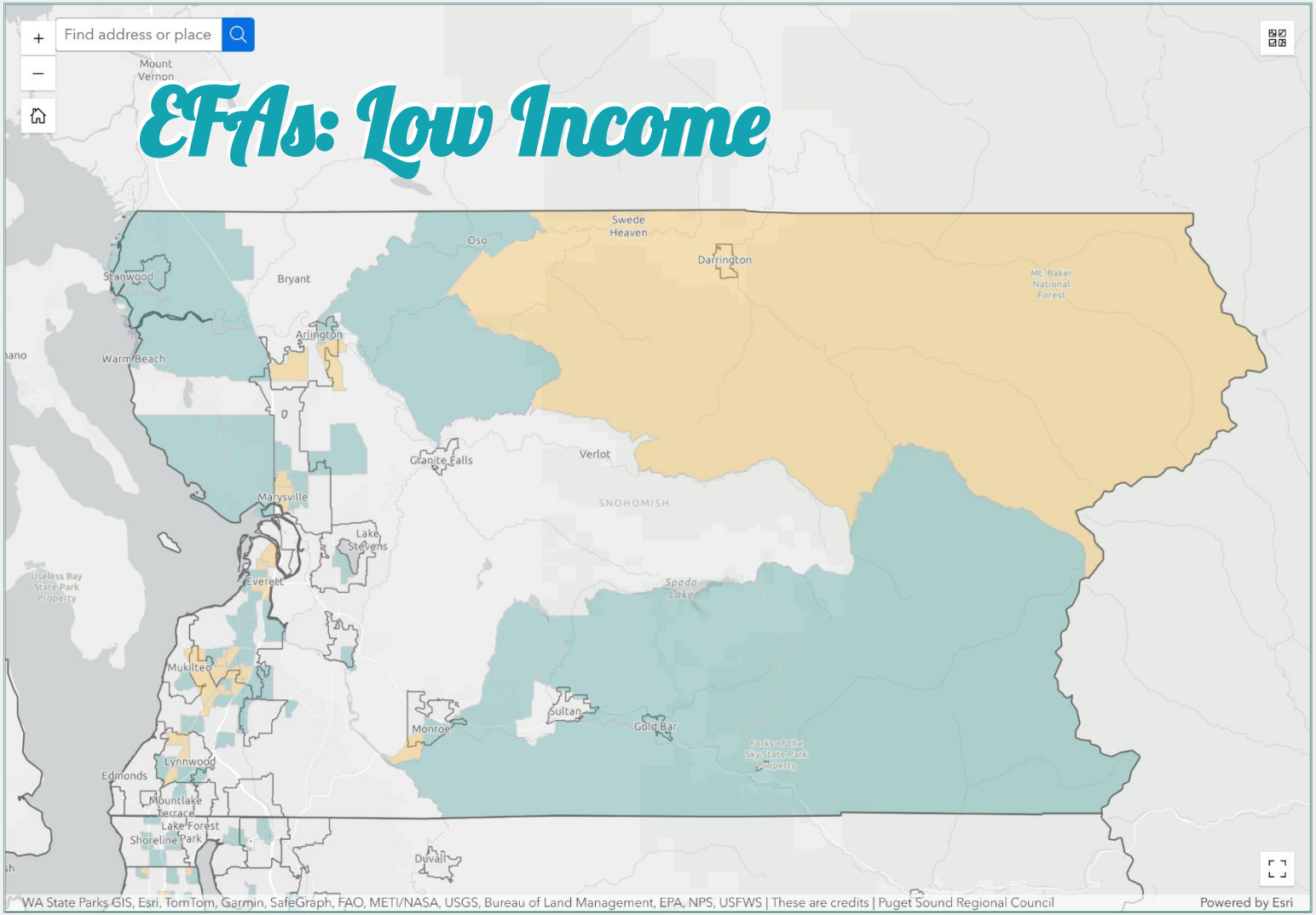
Regional Average: 14.37% | Significantly Above Regional Average: 20.8%

- Tracts above regional average
- Tracts significantly above regional average

Cities

Counties

EFAs: Low Income



Equity Focus Areas (EFAs)

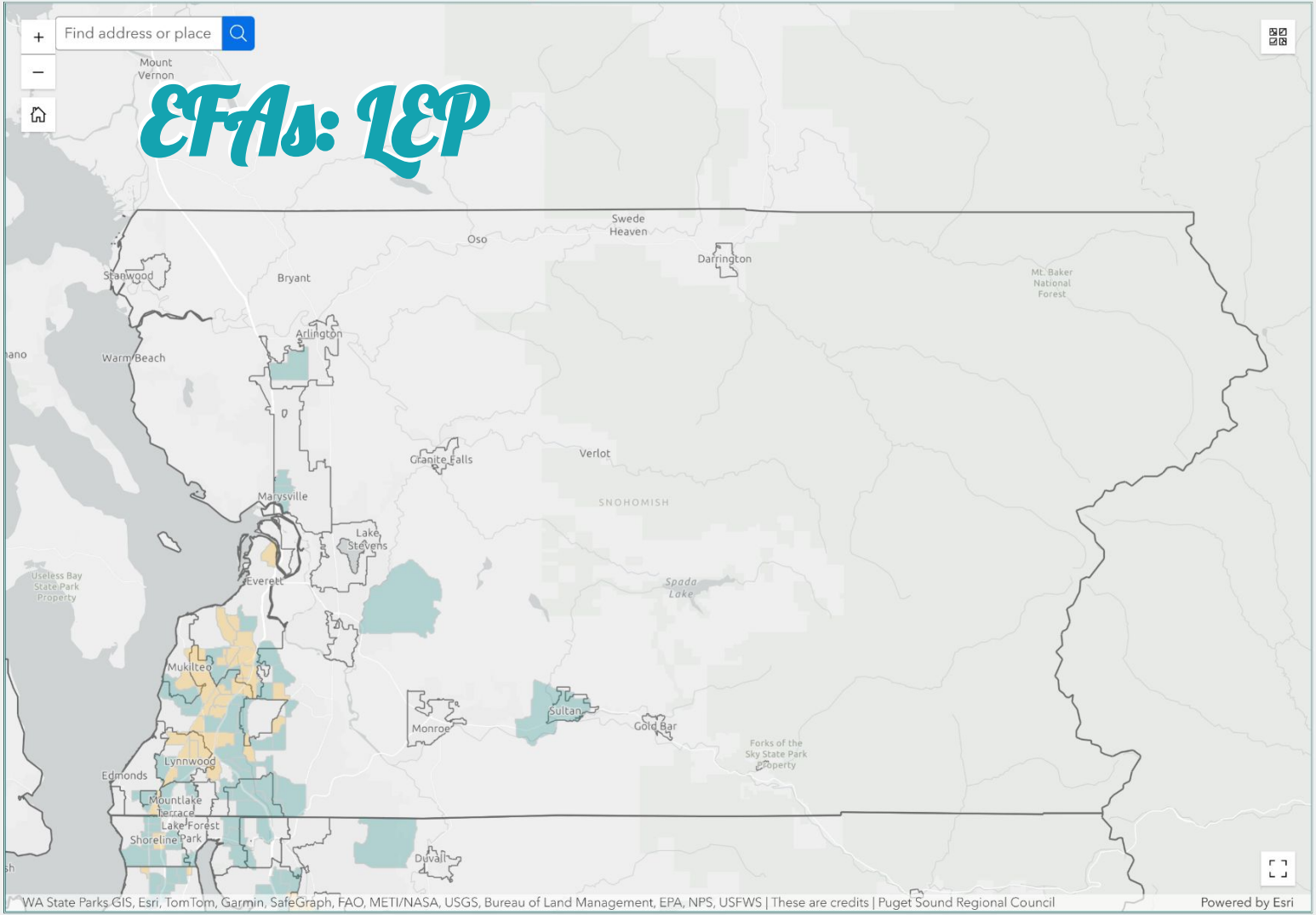
People with Low Income

Regional Average: 18.49% | Significantly Above Regional Average: 30.34%

- Tracts above regional average
- Tracts significantly above regional average

Cities

Counties



Equity Focus Areas (EFAs)

People with Limited English Proficiency

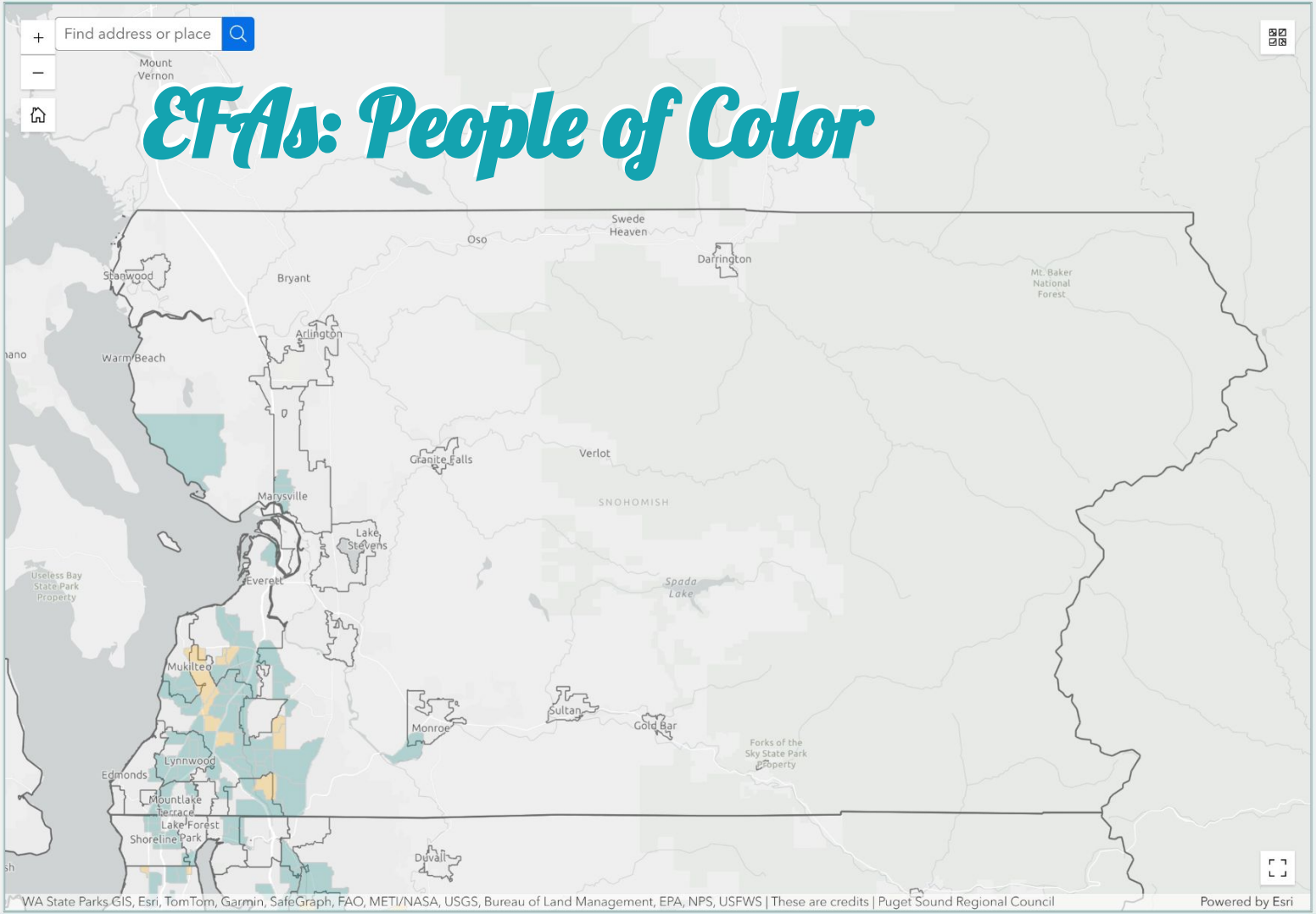
Regional Average: 8.99% | Significantly Above Regional Average: 16.45%

- Tracts above regional average
- Tracts significantly above regional average

Cities

Counties

EFAs: People of Color



Equity Focus Areas (EFAs)

People of Color

Regional Average: 40.87% | Significantly Above Regional Average: 58.09%

- Tracts above regional average
- Tracts significantly above regional average

Cities

Counties

Description of Engagement with Priority Populations

- Regional Mobility Survey for Priority Populations
- Feedback from Participants in Navigation Trainings
- Partner Satisfaction Survey

How the project will address gaps and priorities identified

1. Regional Mobility Survey for Priority Populations
2. County Low Income Needs Assessment & Area Agency on Aging Survey
3. 2025 Skykomish Valley Transportation Action Plan
4. **Feedback from Participants in Navigation Trainings**
5. Annual Partner Satisfaction Survey

How the project will address gaps and priorities identified

Top Barriers

1. Cost
2. Language Barriers

Needed Support

1. ORCA enrollment
2. Transit information

Limited knowledge / Confidence using transit


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