

# Marketing & Transit Information Equity and Inclusion Group Priority Project: Integrate Accessibility

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# Overview

- Why are we here
- Who are we
- Project background
- Current projects
- Next steps

# Marketing and Transit Information Division

## Transit Information

## Commuter Programs

Work to attract new customers (bus, train, carpool/vanpool, bike) and to retain and increase the satisfaction and riding frequency of existing customers through strategic marketing, powerful branding, and effective customer information

## Market Development

## Creative Services

# Transit Information

**Call center**

**Online schedules  
and trip planner**

**Bus stop signs,  
electronic signs  
and annunciators**

**Printed pocket  
schedules and bus  
shelter schedules**

**NexTrip departure  
information**

**Rider alerts**

# Commuter Programs

**Guaranteed Ride Home**

**Ridematching for  
carpools and  
vanpools**

**Preferential  
carpool parking**

**Bike Locker  
Rentals**

**Telework Program**

**Employer  
partnerships**

# Market Development

**Media Planning**

**Campaign and  
Market  
Development**

**Event &  
Community  
Partnerships**

**Market Research**

**Metro Transit  
Division Support**

**Transit Advertising  
Revenue  
Management**

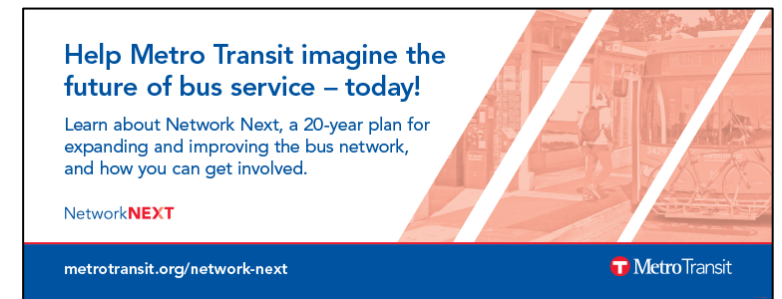
# Market Development Campaign Examples

- Go-To Card & Specialty Pass (i.e.: TAP, Metropass, Student Pass)
- Route Marketing
- Sports Partnerships
- Technology Promotions
- Events & Community Partnerships (i.e.: State Fair)



# Market Development Divisional Support Examples

- Customer safety awareness
- Operator recruitment & hiring
- Planned rail disruptions
- Transit project support materials (i.e. Network Next, planned transit improvements, etc.)





# Creative Services

**Copywriting**

**Graphic Design**

**Photography &  
Videography**

**Social Media**

**Web design &  
development**

# Creative Services Project Examples

- Literature
  - Pocket schedules
  - Brochures
  - Fact sheets
  - Reports
- Advertisements
  - Vehicle side panels
  - Shelter/station posters
  - Digital ads: digital screens, web and social media
- Signage
  - Schedule posters
  - Facility identification signs
  - Decals/ground clings
  - A-Frames
  - Banners
- Maps
- Email
- Direct Mail

# Accessibility Integration Project Background

- **September 2020:** Marketing & Transit Information Division formed an internal Equity and Inclusion work group to collect ideas and recommend projects to help our division more thoroughly integrate equity into our work
- **December 2020:** The group presented 6 project recommendations to the marketing director. Projects were approved to move forward. 'Integrate Accessibility' was one of the six recommended projects.

# Accessibility Integration Project Brief

- **Need** – Ensure the work of our division serves customers who have physical, sensory, and cognitive disabilities
- **Scope** – Identify gaps and determine best practices & opportunities
- **Benefits** – Customers receive the information they need in a manner they can understand
- **Goal** – The Marketing and Transit Information Division has clear and actionable accessibility goals and can track progress toward meeting them.

# Current Projects Addressing Accessibility

- Aira livestream wayfinding service pilot project for blind and low vision customers
  - 6-months of free use of Aira for transit travel (approximately June-December)
  - Work with local organizations (such as Vision Loss Resources) for feedback through focus groups and surveys and evaluate service
- Website Accessibility Audit and Implementation
- Priority seating awareness campaign

## Next Steps

- Form a working group with TAAC; first meeting in June
- Gather input on direction and help review materials
- Prioritize ideas
- Formulate a workplan for 2022 and beyond

# Working Group Request

- Group size: 3-4 TAAC members
- Time commitment: 4-6 months
- Frequency of meetings: 1 meeting a month
- Meeting length: 60-90 minutes
- Format: virtual via Teams
- Effort: review documents and provide feedback in between meetings

# Contact

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