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

Bre Grand and Leah Janz
Overview

• Why are we here
• Who are we
• Project background
• Current projects
• Next steps
Marketing and Transit Information Division

Transit Information

- 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

Commuter Programs

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

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<th>Guaranteed Ride Home</th>
<th>Ridematching for carpools and vanpools</th>
<th>Preferential carpool parking</th>
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<td>Bike Locker Rentals</td>
<td>Telework Program</td>
<td>Employer partnerships</td>
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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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