Marketing & Transit Information:
Integrating Accessibility Project

Bre Grand & Leah Janz | April 6, 2022

Overview

- Who are we

- Project background & overview

- Takeaways & recommendations

- 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

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.

TAAC working group overview

- Formed a working group with 3 TAAC members

- Held a series of sessions in 2021 to review our division's tools and services

- Discussed gaps and opportunities

General Takeaways – Communication Methods & Tactics

- Some marketing messages have not been targeted to customers with disabilities (such as for half-price fares)

- Representation of the disability community in marketing materials is significantly lacking

- Transit tools are not intuitive for all abilities and are not well-known as an option to help their trip

General Takeaways – Accessibility of Information on Vehicles & at Stops

- Customers often rely on audio announcements to know when to exit a bus/train – but these are not consistent and could use enhancements

- Accessibility at stops is critical for customers with disabilities and many encounter situations where it can be improved, but customers do not have a way to easily report these issues

- Navigating to alternate stops when an unexpected closure occurs is challenging

Proposed Recommendations – Communication Methods & Tactics

- Create a communication guidelines/template for marketing and communication plans

- Partner with community organizations that serve customers with disabilities

- Recruit individuals to be in Riders Club

- Create trainings, tutorials and videos for individuals and organizations on how to use the transit tools we offer

- Create a dark mode or high contrast mode for the website and mobile app

Proposed Recommendations –
Accessibility of Information on Vehicles & at Stops

- Explore how to improve transit information accessibility
  - Ensure consistency with audio announcements
  - Enhance on-vehicle audio announcements to include next stop
  - Seek out how to provide a visual confirmation of location while riding
  - Survey inconsistencies with how transit information is displayed at shelters and stops
  - Incorporate guidelines for better directions, wayfinding, accessibility at alternate stops when there are unexpected closures

- Consider ways to allow for better/easier reporting/tracking when there are issues at stops

Next Steps

- The group prioritized general recommendations

- These recommendations were delivered to the Director of Marketing & Transit Information in February

- Timelines and resources are being reviewed

Contact

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