



AAC

Accessibility Advisory Committee

600 Fifth Street NW
Washington, DC 20001
202-962-6060

Meeting Minutes: April 6, 2015

ATTENDEES

Present: Patrick Sheehan, Dr. Phil Posner (Vice-Chair), Dr. Tappan Banerjee (2nd Vice-Chair); Elver Ariza-Silva; Carolyn Bellamy; Brianne Burger, Heidi Case, Charlie Crawford, Marisa Laios, Phillippa Mezile, Dr. Brian Miller; Edward McEntee; Mary Kay McMahon, Mary Jane Owen; Doris Ray, Denise Rush, Dr. William Staderman and Roger Stanley.

Call to Order

Chairman Sheehan called the Accessibility Advisory Committee (AAC) meeting to order at 5:30 pm.

APPROVAL OF AGENDA, BOARD REPORT, AND PRIOR MEETING MINUTES

The meeting agenda was approved as amended.

The March 2, 2015 meeting minutes were approved.

The Chair's Report to the Board, dated April 6, 2015, was approved.

PUBLIC COMMENT PERIOD

In a follow up to a comment made at the March 2015 MetroAccess Subcommittee (MAS) regarding medical emergencies on MetroAccess vehicles, a customer expressed an interest in the procedures that should take place in a medical emergency on board a MetroAccess vehicle. Omari June, Director, MetroAccess Service, stated that all MetroAccess drivers are authorized to directly contact 911 in an emergency. The overall process during an emergency includes contacting the MetroAccess Operations Control Center (MOCC), which will conduct the notification process including an email to specific Metro staff; and MetroAccess Road Supervision being dispatched to the location to provide additional assistance. MetroAccess management is reinforcing these procedures with all MetroAccess drivers.

Ms. Rush commented that notifying dispatch in an emergency can take away precious moments because MetroAccess dispatchers are not readily available. Mr. June stated that Metro recognizes that emergencies are time sensitive situations, and therefore have implemented a code system that will signal to MetroAccess dispatchers that a driver has an emergency. MetroAccess drivers can also send a text message through the Ranger device on the vehicles. Mr. June stated that it is important to keep in mind that all these procedures are occurring simultaneously.

Chair Sheehan stated that in these types of situation is it safe to presume that the responsibility of the driver is not to provide medical assistance. Mr. June stated that is correct, all MetroAccess drivers should be following the procedures.

The AAC suggested that Metro communicate this information to customers so they know what to expect in the event of an emergency on MetroAccess. The AAC also recommended MetroAccess management take the following actions: (1) install emergency posters on MetroAccess vehicles similar to the posters that are on Metrorail vehicles; (2) add the emergency policy and procedures to the Essential MetroAccess Policies brochure (in various languages); (3) develop a 2-minute YouTube video similar to video developed for Metrorail; and (4) add information regarding emergency procedures to the IVR notification system.

Christian Kent, Assistant General Manager, Department of Access Services, stated that the YouTube video was related to evacuations on Metrorail, and that a customer having a medical emergency on a MetroAccess vehicle is very different situation. He suggested that the procedure on all of Metro's modes to be compared for consistency in messaging so that all customers understand what to expect during a medical emergency on Metro. Chair Sheehan moved the issue to the MAS for further discussion.

Ms. Bellamy stated that MetroAccess vehicles already have too much signage. She suggested that all the other signs be removed, and only information on medical emergencies be posted. Mr. Kent stated that the AAC, along with staff, should review all the signage on MetroAccess vehicles to determine the signs that are most needed on the vehicles. Chair Sheehan moved the issue to the MAS for further discussion.

A comment was made about the codes for the seatbelt waiver policy. Some MetroAccess drivers are not aware of the codes and continue to enforce the seatbelt policy on all customers. Often when a customer brings the issue to a driver's attention, the driver would seem to become annoyed and tend to make the vehicle ride unpleasant for the customer. To prevent frustration of the customer and the MetroAccess driver, the AAC recommended that MetroAccess test the drivers on these codes a regular basis to ensure the driver has retained the knowledge. Mr. June stated that Metro is addressing this issue with a reference sheet that lists the seatbelt waiver codes and corresponding phrase. Additionally, managers are engaging drivers on this topic more frequently to ensure the knowledge is being retained.

A member of the public expressed an interest in the protocol for drivers to use the restroom. The individual stated that he is interested in working as a MetroAccess driver or Metrobus Operator, and the availability to use a restroom it is a concern. Mr. June stated that MetroAccess drivers are instructed to contact the dispatcher and request a break if outside of their schedule break time. Christiaan Blake, Director, ADA Policy and Planning, stated that on Metrobus, as part of the planning process for routes, layover locations are identified based on the availability of public restrooms and other possible "break"- venues.

METRO'S MARKETING CAMPAIGN

At the request of the AAC, Jawauna Greene, Director, Advertising and Marketing, discussed Metro's priority seating and emergency informational campaigns, and Metro's current marketing efforts.

Ms. Greene stated that in January 2015 Metro launched a courtesy campaign related to priority seating. This strategic messaging approach focuses on rider etiquette and civility. The campaign includes advertising via print media with posters on the rail, social media and press release. Ms. Greene stated that the posters are not law enforcement signs, and were placed in ad spaces nearest to the priority seats to strengthen their visibility.

The ads are gentle reminders to the public to keep accessible seating available for all customers with disabilities and seniors. Ms. Greene stated that the ads also focus on hidden disabilities that are sometimes non-existent in campaigns. To add another dimension, the ads include pregnant women. Although Metro received some push back on this issue, Ms. Greene stated that it was important to include pregnant women because due to health conditions sometimes they qualify as temporary disabled. Metro sought to be more inclusive in its messaging on priority seating. In response to a question about why mobility devices were excluded from ads, Ms. Greene stated that Metro already has signage with the International Symbol of Access (ISA), which is a wheelchair on the rail.

Metro received positive media coverage related to its priority seating ads from a major local newspaper and social media sites that focus on the awareness of the hidden disabilities. Additionally, Metro received a request from a neighboring transit property to use the advertisement in their system.

Metro's Advertising and Marketing Office uses a layered approach to the general public's awareness of customers with disabilities in the system. Other marketing efforts included ads on Metro's Travel Training Program in a local newspaper, radio ads and banners in the system. Metro also uses program ads in event publications to increase awareness of services for the community of people with disabilities who use the system.

In light of the recent incident at L'Enfant Plaza, Metro launched an emergency evacuation video. The video is designed to provide customers with information on what to do during an emergency in the system. The video will run regularly on local television stations in English and Spanish as well as on Metro's website. Ms. Greene stated that Metro has updated the emergency evacuation signage in the system. Other safety awareness campaigns are geared around huge public such as Cherry Blossoms; Greater Washington Board of Trade, and sporting events. At rail stations with safety incidents, Metro uses "alerts", which are hand-held signs that remind customers pay attention to their behaviors while in the system; watch their steps; not to run in the station; report unattended bags; the dangers of texting and using the escalator or walking; and

making priority seating available. Ms. Greene stated that Metro will run the 'alerts' at various stations and bus stops until mid-summer 2015.

Metro also uses social media to share information. Ms. Greene stated that it is a cost-effective way to get out the information to younger customers who ride the system. Many AAC members liked the idea of a movie night because it brings the community together, educates everyone, and being free makes it financially accessible to everyone. Ms. Greene stated that the first movie night will be at the Fort Totten station, and that more information will be forthcoming.

The Transit Security Administration also has increased awareness about safety with its "See Something Say Something" campaign. Ms. Greene stated that the outreach is designed to bring awareness about the potential of nefarious activity in the system. It is important that every customer contribute toward the safety and security of the system.

Other marketing efforts include Earth Day, Silver Line Grand Opening, 7000 Series Debut, Passport DC Metro that focuses on the international community, Touch-A-Truck, and movie night. Ms. Greene stated that the Touch-A-Truck event is designed to teach young children about careers in transportation as well as etiquette on buses. The AAC expressed an interest in why people with disabilities were not used in Silver Line television ads. Ms. Greene stated that Metro conducted an open casting, however no one with a visible disability applied. There were many seniors who applied and they were used in the ads. Metro is interested in being inclusive and representing all its customers.

Ms. Burger stated that she was pleased to see pregnant women used in the priority seating campaign. She stated that last year, when she was pregnant it was difficult getting seating on the rail. Ms. Burger also expressed an interest in outreach at the Washington National games. She stated that some baseball fans are rude when riding the system. Ms. Greene stated that for Earth Day, Metro will be conducting outreach at the Washington National's game. Metro also conducts outreach at other sports events like Redskins, Wizards, and Mystics games. Dr. Posner suggested that Metro use some of the sport players in PSA ads on safety and etiquette when using the system. Many agreed the ads would catch the attention of all customers, especially younger riders.

Dr. Staderman expressed an interest in the feedback related to the mother and child symbol. Ms. Greene stated that some believed the symbol was a woman with a baby in her stomach while others believed the symbol as a woman holding an infant. She reiterated that Metro's goal was to be inclusive by bringing awareness to all its customers in the system. Dr. Staderman stated the ISA is inclusive of all disabilities and therefore including the symbol for a mobility device user would have been the same as all the other symbols. Ms. Greene reiterated her statement that posters are not law enforcement campaigns. Signage about the law as it relates to priority seating

already exists in the same area as the posters, so there was no need to duplicate the information.

Ms. Case agreed with Dr. Staderman's stating that from a disability perspective the additional symbols are confusing. Although this campaign focused on Metrorail, Ms. Case stated that there is an even greater problem on Metrobus. She cited some of her own personal experiences with accessing the wheelchair securement area. She noted that she likes the way the Circulator bus provides access to priority seating. The Circulators allows access from the middle of the bus and not the front where seniors, pregnant women and some children are accessing the seats. This is less confusing and promotes kindness, courtesy and adherence to the law. Ms. Greene stated transportation properties across the country are dealing with the same issue of common courtesy on public transportation. Metro's layered approach on awareness coupled with sensitivity awareness training of all employees is just one approach to addressing this issue.

Mr. Crawford suggested that Metro use some of the ads in the pay area and at the top of the escalators as customers are entering into the station. Ms. Greene stated that she liked the idea and will try to incorporate it into future campaigns. Mr. Miller expressed an interest in real-time feedback on customer reactions to the signs. Ms. Greene stated that with each campaign she conducts pre and post survey to understand market perception of the campaigns.

Ms. Ray expressed an interest in the color and contrast of the signage. She recommended that Metro test the mock up with customers with low vision before full production. Ms. Ray stated that color does matter. It is important for readability by all customers even those with disabilities. Dr. Posner also suggested that the font on the signage also be increase on all the signs.

In response to a comment about customers who use the priority seating for their bags and luggage, Ms. Greene stated that she will take that approach under consideration. A comment from a member of the public cautioned members about excluding bags or luggage from the priority seating area. Some members of the disability community use bags to carry or store their items, and banning bags would not prevent the public from putting their bags in the seat. Dr. Posner stated that it is important to remember that bags and luggage should not block the isles.

The AAC thanked Ms. Greene for her presentation. The AAC recommended that they review marketing materials for accessibility prior to final production. This will ensure the color; contrast; and fonts are universally accessible to all customers.

ACC LEADERSHIP QUARTERLY MEETING WITH

The AAC discussed the upcoming Quarterly Meeting with the Executive Leadership of Metro's Board of Directors, scheduled for April 23, 2015 immediately following Metro's Board meeting. The discussion centered on the best approach for discussing the concept of alternative paratransit service; senior alternative transportation; emergency

evacuation; and the impact of grandfathering on MetroAccess eligible customers in the region.

Ms. Ray stated that she is not comfortable with stating to the Board that the AAC supports alternative paratransit service. She stated that more assurances are needed that service levels will not change with alternative service. Mr. Kent stated that he understands Ms. Ray's concerns. Metro has conducted two pilot programs and discussing the concept does not mean that customers will be removed from MetroAccess. Additionally, Mr. Kent stated that the issue of grandfathering has been discussed several times with the Board. To date, the Board has not changed its position on the policy.

Dr. Posner stated that Metro's Board has new members. This will mean that the AAC will have to reintroduce itself and its agenda for Safe, Accessible and Sustainable public transportation.

BUS/RAIL SUBCOMMITTEE REPORT

In a follow up to a discussion at the March 2015 meeting on training, the Bus and Rail Subcommittee (BRS) had a robust discussion on Metrobus annunciator system. Metro is committed to resolving the issue and is requesting assistance from the AAC to obtain feedback on their annunciator experience when riding the bus. The comment period for the annunciator feedback is from April 3 – May 1, 2015. Comments should include: date, time, bus number, bus route or line, route direction and whether the automated or manual announcements were acceptable or inadequate. This feedback will allow Metro to target the inefficiencies and correct the issue. All comments should be forwarded to Dr. B. Moore Gwynn, AAC Coordinator, via email and she will forward the emails to Ms. Carey.

The BRS also discussed Metro's computer based training titled *Serving Our Customers with Disabilities*. The training is design to enhance employee knowledge of proper communication with customers with disabilities, and show employees how to assist customers with disabilities in using Metro's services. Additionally the BRS was briefed on bus stop accessibility. Metro's Board has adopted a goal of having 100 bus stops improved to accessibility standards annually.

METROACCESS SUBCOMMITTEE REPORT

The MAS had a robust discussion regarding the presentation on MetroAccess ridership and fare distribution. The ridership described in the presentation was a subset of the overall ridership because the analyses were related only to passenger trips that required fare payment. Some examples of passenger trips who do not require fare payment are PCAs and customers coming to the Transit Accessibility Center for their eligibility assessment.

The data compared the second quarter ridership (October – December 2014) to the same period in the previous year. The maximum fare in FY2014 was \$7.00 for 24% of

ridership compared to FY 2015 where the maximum fare is \$6.50 for 34% of ridership. The average fare (based on riders that paid the fare) has been \$4.78 for the past six months.

The Subcommittee also viewed Metro's new Door-to Door video. The video fully explain the policy, and is captioned for the Deaf. The meeting had vocal public comment and the Subcommittee was pleased to hear Mr. June thanked everyone for attending the MAS meeting and that every situation will receive a response.

ADJOURNMENT:

The meeting adjourned at 7:44 p.m.



Accessibility Advisory Committee

600 Fifth Street NW
 Washington, DC 20001
 202-962-6060

STATUS OF FY 2015 COMMITTEE RECOMMENDATIONS AND ACTIONS

Info/Action Item Number	Description	Date Initiated	Originating Group	Status	Completion Date
Info – 28	By-laws	5/4/15	AAC	Board Approved: April 23, 2015	
Info - 19	Momentum and Long Range Plan (update)	6/1/15	AAC		
Info – 18	Age-Friendly DC Task Force (Update)	7/6/15	AAC	Update (Follow-up discussion after event - November 2013).	

Note: Quarterly Meeting Recommendations are marked with an asterisk symbol.

COMPLETED - FY 2015 COMMITTEE RECOMMENDATIONS AND ACTIONS

Info/Action Item Number	Description	Date Initiated	Originating Group	Status	Completion Date
Info - 1	Silver Line Tour	7/7/14	AAC	Reflections	7/7/14
Info - 2	Silver Line Emergency Exercise	7/7/14	AAC	Reflections (request from EOM during the Metrorail evacuation procedures review)	7/7/14
Info - 3	Bus Stop Working Group (Update)	7/7/14	AAC	Presenter: Chris Blake	7/7/14
Info - 4	Quarterly Meeting with Board Executive Leadership	7/7/14	AAC		7/7/14
Info - 5	Metro's Signage Program	8/4/14	AAC	Update - from June 9 th BRS meeting	
Info - 6	Quarterly Meeting with Board Executive Leadership	8/4/14	AAC	Feedback from July 2014 meeting	

COMPLETED - FY 2015 COMMITTEE RECOMMENDATIONS AND ACTIONS

Info – 7	AAC By-Law Work Group	8/4/14	AAC		8/4/14
Info - 8	Metrobus Voice Annunciator System	9/2/14	AAC	Phil Wallace, Bus Maintenance	9/2/14
Info – 9	AAC By-Law Work Group	9/2/14	AAC	Governance Questionnaire	9/2/14
Info – 10	AAC Administrative Items	9/2/14	AAC	AAC Subcommittee Work Plan (approvals) TASH Proposal	9/2/14
Info – 11	AAC By-Law Work Group	9/2/14	AAC		9/2/14
*Info – 12	Accessible Meeting Locations	9/2/14	AAC	Public Hearings (Bus Service)	9/2/14
*Info – 13	Annual Report: Bus Stop Accessibility	10/6/14	AAC	Moved to BRS – Discussion at October 2014 meeting	9/2/14

COMPLETED - FY 2015 COMMITTEE RECOMMENDATIONS AND ACTIONS

Info – 14	AAC By-Law Work Group	10/6/14	AAC		10/6/14
Info – 15	Quarterly Meeting with Board Executive Leadership	10/6/14	AAC		10/6/14
Info – 16	Accessibility Excellence Awards	10/6/14	AAC	Vote – Richard W. Hedding Accessible Transportation Awards	10/6/14
Info - 20	AAC By-Laws Work Group	11/3/14	AAC	Full Report and vote on governance questions.	11/3/14
Info - 21	AAC By-Laws Work Group	12/1/14	AAC	AAC Final Vote - Tabled until the Jan 2015	12/1/14
Info - 22	Metro’s Diversity and Recruitment Initiatives	12/1/14	AAC	Steven Boney, Manager, Recruitment Operations & Diversity Recruitment, HR David Shaffer, Accessibility Policy Officer, ADAP	12/1/14
Info - 21	AAC By-Laws Work Group	1/5/15	AAC	AAC Final Vote	1/5/15

COMPLETED - FY 2015 COMMITTEE RECOMMENDATIONS AND ACTIONS

Info - 23	Open Discussion with CFO	1/5/15		Dennis Anosike, Chief Financial Officer	1/5/15
Info – 24	Customer Care Initiative	2/2/15	AAC	Barbara Moulton, Office of Customer Care	2/2/15
Info – 25	Emergency Evacuation Plan	3/2/15	AAC	Presenter: Ron Bodmer	3/2/15
Info – 26	Fare Policy	3/2/15	MAS	Strategy Meeting	3/2/15
*Info – 17	MetroAccess Long-term Sustainability Study	3/2/15	AAC	Presenter: Christian T. Kent	3/2/15
Info – 27	Marketing (Update)	4/6/15	AAC	Emergency Evacuation signage; Priority Seating campaign signs; and advertising campaigns that include people with disabilities	4/6/15

Note: Quarterly Meeting Recommendations are marked with an asterisk symbol.