



Accessibility Advisory Committee

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

April 3, 2017

Dear Chair Evans and Members of the Board,

It is my pleasure to present you with the Accessibility Advisory Committee (AAC) report for the month of March 2017. The primary issues we reviewed were: 1) Accessible Wayfinding System, and 2) MetroAccess Customer Satisfaction.

Issue of the Month

Accessible Wayfinding System (Update)

The Columbia Lighthouse for the Blind (CLB) has collaborated with Metro in using ClickandGo Wayfinding to develop an accessible wayfinding system for Metrorail stations. During the first phase of the project CLB developed audio maps of ten stations. The wayfinding information provided include narrative directions, step-by-step routing, and landmark identification. The audio maps are designed to seamlessly bridge indoor and outdoor environments by providing a voice description of the physical features of a rail station, and directional navigation to/from station platforms. This tool offers blind, low-vision, and deaf-blind customers more independence and flexibility while traveling in the system. The audio maps also allow users to explore and understand the stations' routes in advance.

In the second phase of the project, beacon technology will be installed in six Metrorail stations: Metro Center, L'Enfant Plaza, Navy Yard-Ballpark, Rosslyn, Fort Totten, and Silver Spring. The beacons will provide customers directional information, landmark positioning, points of interest, temporary station adjustments such as construction or an out of service elevator, and emergency information. The smartphone app designed to work with the beacons is free, and the information is available in text, large print, Braille, refreshable Braille, audio, and MP3 formats via Smartphones. Also, the interactive voice recognition system will be tied into Metro's Trip Planner.

In March 2017, the AAC along with some members of the disability community tested the beacon wayfinding technology at the Gallery Place station. AAC members reported that this type of technology will be quite useful when navigating the system. The AAC applauds Metro for collaborating with CLB and ClickandGo on this innovative and impressive tool.

MetroAccess Customer Satisfaction Surveys

Metro's Office of Customer Research (OCR) provided an update on the most recent survey of MetroAccess customers in regards to service and overall satisfaction. In an effort to improve data quality, analytics, and comparability, the Customer Satisfaction and Knowledge and Usage surveys were combined. The highlights from the new survey demonstrated that in the last 18 months MetroAccess has experienced an uptick in registrants. The survey also established that the smallest group of customers (14%)

made up 78% of MetroAccess trips. Although there has been a decline in the overall customer satisfaction of paratransit, these points are largely driven by survey categories related to trips being routed in efficient ways; dispatcher/driver coordination; and the rate of on-time trips.

The AAC views this analysis as an opportunity for Metro to maximize customer value by moving beyond mere customer satisfaction and connecting with customers at an emotional level – tapping into the customer experience about public transportation.

AAC Invitation

The AAC appreciate the direct access of at monthly meeting by Metro's Board of Directors. The AAC believes that the dialogue has enhanced the understanding of issues on both sides of the aisle. To that end, the AAC would like invites the Board to travel in the system with a person with a disability. This event will offer a firsthand experience of traveling in the system with a disability. The AAC is planning an event and details will be forthcoming.

Sincerely,



Patrick Sheehan
Chair