



**Accessible Avenue**

Making Mobility Accessible for Everyone

**Making Public Engagement Accessible**

*North Carolina Public Transit Association*

*April 18, 2023*

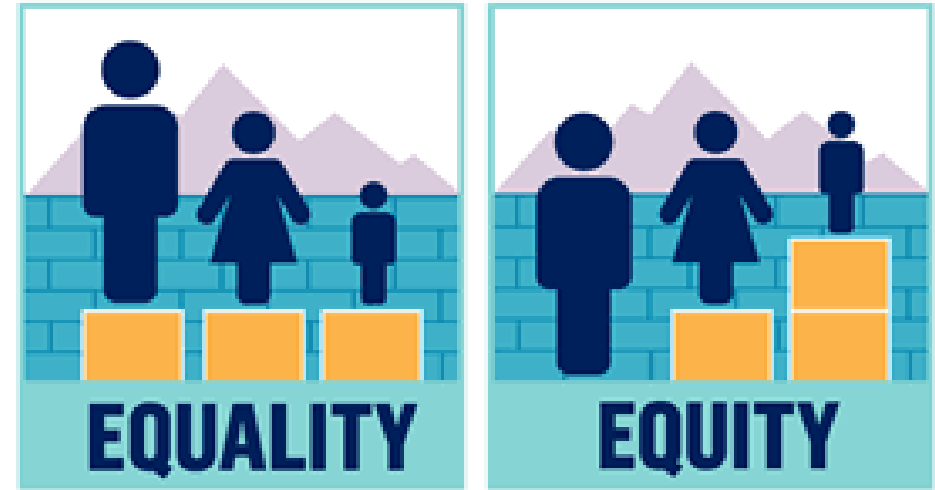
# About Me

- 30 years in the accessible transit and paratransit industry.
- Extensive experience working with advisory committees and community groups
- Have served on boards and committees advising on accessibility, diversity, equity and inclusion, including:
  - APTA Diversity and Inclusion Council
  - COMTO Accessibility Committee
  - Numerous groups within the disability community.
- Provide consulting and training in the areas of ADA compliance, accessibility and equity.
- My mission – Make transportation easier and more accessible for people with disabilities.



# Definition of Equity

*Equity does not mean equality.*



- Goal is to approach planning, marketing and other activities with equity in mind.
- We give and receive information in ways that allow as many as possible to participate fully in the dialogue between transit and the communities we serve.
- This means a community engagement strategy that is tailored to meet the different needs of different people so that everyone has the opportunity to engage.



# Defining “Everyone”

- ❖ **Geographic** – Everyone in the service area
- ❖ **Demographic** – All groups of people, regardless of race, ethnicity, gender, orientation, age, disability or any other factor
- ❖ **Economic** – All citizens, regardless of economic means
- ❖ **Language** – All people, including those who may not read, write or speak English proficiently
- ❖ **Connectivity** – All people, whether/not they have smartphones or Internet access



# Conducting Meetings w/ Equity in Mind

- Announcements and other information shared through multiple channels.
- Days, times and locations based on where attendees live and work.
- Venues convenient to local transit and paratransit.
- Venues and rooms accessible for all.
- Microphones used by all speakers.
- Written and visual materials accessible to the extent possible.
- Assistive listening devices (ASL) captioning and translation services are available upon request.
- Clear process for requesting other accommodations.
- Designated person to assist guests when needed/requested.
- Virtual meeting option when possible.



# Information is available & accessible for everyone

- Materials prepared using simple language that avoids or explains industry jargon and complex charts, tables, diagrams, etc.
- Materials prepared with accessibility in mind.
  - Electronic formats that are accessible to people using assistive technologies
  - Large print with ample space, simple fonts and good color contrast
  - Braille when practicable
  - Audio formats when practicable
- Materials available in languages other than English when required or practicable
- Presentations designed to be simple, easy-to-read and accessible.
  - Pictures and graphics are necessary for the presentation.
  - Alt-text tags describe pictures, charts, tables, graphs, etc.
  - Avoid complex, text-heavy slides.
- Written materials provided in advance when possible.



# Considerations for Virtual Meetings

## ❖ Use online tools that are accessible

- ✓ Meeting platform
- ✓ Event registration
- ✓ Survey and polling services

## ❖ Running accessible virtual meetings

- ✓ Live captioning instead of auto-captioning
- ✓ During introductions, each presenter shares preferred pronouns and describes physical appearance.
- ✓ Speakers introduce themselves so all guests know who is talking
- ✓ Presenters describe slide content so that it is accessible.
- ✓ Make individual camera use optional.



# Inviting Feedback w/ Accessibility & Equity in Mind



- Accept feedback through all possible channels.
- Check accessibility of online forms and surveys for people using assistive technologies.
  - Test with multiple users using different devices and assistive technologies.
  - Use third-party sites that explicitly commit to digital accessibility.
- Create feedback channels for non-English speakers.
- Offer alternative feedback channels for those who cannot use online forms or surveys.
- Provide assistance filling out online or print forms.
- Consider accepting feedback by phone.





# Wrap-Up



- Questions?
- Take the post-course survey
  - <http://bit.ly/NCPTAEvent>



**THANK YOU**



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