



Accessible Avenue

Making Mobility Accessible for Everyone

Making Community Engagement Accessible and Equitable

California Association for Coordinated Transportation

November 3, 2022

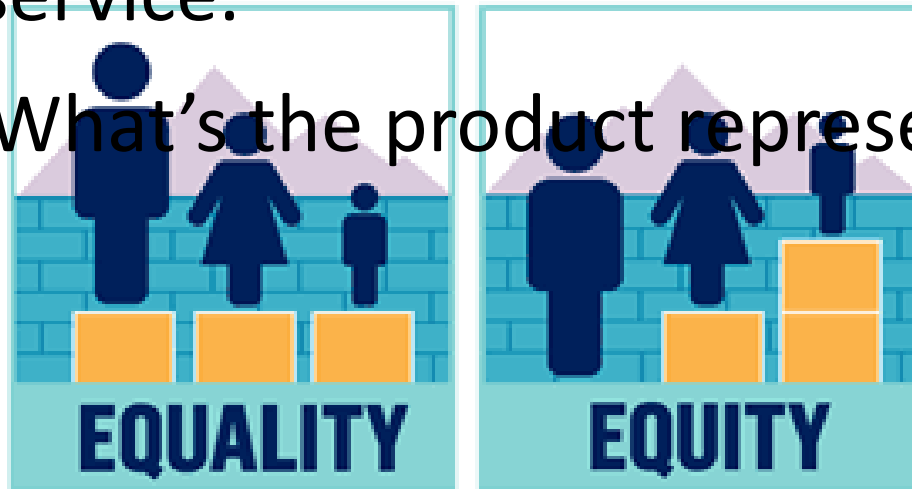
About Me

- 29 years in the accessible transit and paratransit industry.
- Extensive experience working with advisory committees and community groups.
- Experienced trainer in the areas of community engagement.
- Provide consulting and training in the areas of ADA compliance, accessibility and equity for people with disabilities.



Definition of Equity

- Equality means everyone gets exactly the same thing.
- Equity means everyone has comparable use of a product or service.
- Question – What's the product represented in this image?



What Equitable Community Engagement Means

- **Goal –Everyone has comparable access to the product we call “community engagement.”**
- **By defining what the product is, we can identify what “comparable access” means.**
- **So what is “community engagement?”**



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 and 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.



THANK YOU



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