



Accessible Avenue

MAKING MOBILITY ACCESSIBLE FOR EVERYONE

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Accessible Avenue exists to connect public agencies and private organizations with consulting and training services that can assist in the development and delivery of mobility for everyone, including seniors and people with disabilities.

We are a one-stop shop for:

- Consulting services that result in mobility products and services that are accessible and enjoyable for people with disabilities and others to use.
- Training for employees, Board members and other leaders that addresses ADA requirements, public engagement and participation best practices, passenger awareness and sensitivity, and techniques for incorporating the needs of customers and employees with disabilities into your organization's diversity, equity and inclusion programs.
- Presentations and keynote addresses that will inform and inspire employees, Board members, community leaders and other stakeholders about the transformational value of their work.
- Transcription services that will enable you to convert audio and video content into documents that are accessible for everyone, including people using assistive technologies.

Accessible Avenue's founders, Ron and Lisa Brooks have been married since 1996, parents since 2002, and blind/visually impaired since birth. Lisa has spent the past several years transcribing audio and video files into documents that are accessible for everyone, including people who depend on assistive technology, and Ron has spent the past 28 years planning, developing and managing accessible transit and paratransit services on behalf of private companies and transit agencies throughout the country.

Based on their shared experiences as blind pedestrians and travelers, Ron and Lisa created Accessible Avenue to be a place where municipalities, transit agencies, state Departments of Transportation, federal, state and local government agencies, architects, builders, manufacturers, providers, suppliers, consultants and anyone else who is involved in planning, building, managing and operating transportation and the community infrastructure that supports it can come to find the assistance they need to provide mobility that transforms the quality of life for everyone, including people with disabilities and seniors.



The Accessible Avenue Approach

When we meet an organization that shares our commitment to transformative mobility and who has a potential need, we move our partnership through four stages:

- **Stage 1 - We listen**

We will begin with a free one-hour appointment where you can explain your accessibility-related needs. We will ask questions to determine whether or not we are best suited to assist. If not, we will say so, and if possible, we will provide you with a referral for another organization(s) who can assist.

- **Stage 2 - We assess**

We will begin by reviewing any policies, programs, products or services you currently have in place to identify any safety, regulatory or operational concerns and/or other barriers to optimal performance. At this stage and at your request, we can use assessment tools such as interviews, surveys, focus groups and case studies to validate our assessment and/or as a means of identifying potential opportunities for improving your policy, procedure, process or product.

- **Stage 3 - We map the solution**

Once we have a clear understanding of where we need to go, we will work with you to map what a perfect approach might look like and the steps for getting there. There is almost never a single “right way” to do anything, so we will customize an approach that works for your organization and community.

- **Stage 4 - We assist**

Once we have worked with you to map the solution to your accessibility-related challenge, we are available to assist with implementation, with ongoing monitoring, with customer engagement and with follow-up.



Focus Areas

Accessible Avenue can provide consulting and training services that address the following transit and mobility related topical areas, and we are happy to explore other closely related topics and concerns.

FTA, ADA and Civil Rights Compliance

We can provide consulting and/or training related to FTA, ADA and Civil Rights requirements for state and local governments, public transit and paratransit providers, transportation providers who stand in the shoes of public agencies and retail transportation providers who have a legal responsibility to provide service that is accessible and equitable for everyone. Specific topics can include any or all of the following:

- ADA requirements for state and local governments, fixed-route transit, paratransit and other transportation providers,
- Serving customers with service animals.
- Administering ADA Reasonable Modifications requests.
- Receiving, researching, resolving and reporting FTA Civil Rights and ADA complaints.
- Requirements and best practices for document and digital accessibility, including alternative format requirements, and accessibility requirements and Best Practices for digital content, websites and mobile apps covered within Section 508 of the Federal Rehabilitation Act and Web Content Accessibility Guidelines.

Planning, Designing and Operating Accessible and Inclusive Pedestrian Environments

Every journey begins and ends in the pedestrian environment—even if it's just a short walk or roll between a building's entrance and a vehicle. Accessible Avenue is able to assist by evaluating the accessibility of the pedestrian environment and identifying needed improvements. Specific areas of focus include:

- Evaluating paths-of-travel and identifying accessibility barriers and strategies to mitigate them.



- Developing approaches for providing accessible signage and wayfinding information, including the identification of suitable technologies and strategies for providing accessible mapping and wayfinding information to people with disabilities seeking to traverse virtually any interior or exterior pedestrian space.

ADA-Compliant and Accessible Fixed-Route Transit and Paratransit

Accessible Avenue can assist transit agencies and providers with the development of policies, procedures and training that supports the delivery of ADA-compliant, high-quality, customer-focused and accessible fixed-route transit and paratransit services.

Areas where we can provide assistance include:

- Evaluating fixed-route and/or paratransit operating policies, procedures and training; identifying potential deficiencies; and recommending refinements that ensure compliance and promote universal access.
- Evaluating and assisting with the location and design of transit stops, centers and stations.
- Evaluating and assisting with the design of the passenger compartments, securement devices and means of ingress and egress for transit vehicles, including buses, rail cars, and paratransit vans and minibuses.
- Providing passenger awareness, sensitivity and assistance techniques training to vehicle operators, customer service personnel, front-line supervisors and other personnel who assist customers.
- Evaluating and refining ADA paratransit eligibility certification programs, appeals processes and related policies, procedures and tools.
- Developing and implementing fixed-route travel training programs for customers with disabilities, caregivers, job coaches, rehabilitation counselors, and others who provide community-based services to people with disabilities.
- Identifying strategies for incorporating non-traditional transportation services and emerging transportation technologies into existing transit and paratransit networks, including microtransit, on-demand services, TNCs, wayfinding apps and technologies, fare collection systems, information kiosks and autonomous vehicles.
- Assisting with the development and execution of paratransit, on-demand transportation and other accessibility-related product and service procurements.



Disability Community Engagement and Public Participation

Obtaining and incorporating meaningful and constructive consumer input results in a higher degree of community engagement, increased product adoption, fewer complaints and a better chance that the organization's goals for a particular project will be met. And in some cases, public participation is required. Accessible Avenue has our roots in the disability community, and we can provide expert-level assistance with the following community engagement strategies:

- Evaluating current public participation guidelines in light of federal requirements and industry best practices and/or providing public participation training.
- Developing and executing customized community outreach strategies that incorporate the broadest possible cross-section of the local disability community.
- Designing community advisory committees and groups that support longer-term engagement from the disability community.
- Delivering training programs for the community that increase the local community's awareness of organizational priorities, plans, projects, funding and political considerations.
- Developing and executing surveys and other instruments that can assist an organization in gaging and monitoring community and customer perceptions about a project, product or service.
- Transcribing audio meeting recordings into accessible digital, braille and other formats that can be used to document community engagement efforts, posted online and/or distributed to consumers. We can also prepare meeting minutes in accessible formats if desired.

Need Something Else?

If your organization has accessibility or inclusion related needs that are not captured by the types of assistance listed above, please reach out anyway. We may be able to help, and if we are not, we may be able to refer you to someone who can. There is no charge for an initial consultation.

