ucp

Project Access for All

REPORT ON UNIVERSAL DESIGN AND ACCESS FEATURES AND THEIR USE IN PUBLIC TRANSPORTATION

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EXECUTIVE SUMMARY

REPORT ON SURVEY OF 2000 PUBLIC TRANSIT CUSTOMERS AND THEIR USE OF UNIVERSAL DESIGN FEATURES

United Cerebral Palsy (UCP) supports Universal Design, a concept that says making the world accessible to people with disabilities also makes it more user friendly and workable for everyone. UCP initiated ***Project Access for All*** to examine universal design access features and benefits in public transportation and test public awareness about their use and efficacy. This was accomplished by means of two surveys (conducted seven months apart) that queried users of an intermodal metropolitan public transit system about their use and awareness of disability access features, and also educated them about universal design. The surveys were designed to identify and promote universal accessibility in intermodal public transportation; determine what types of access exist; identify who knows about and uses universal design; and document where and how universal access and accommodations are being used, not just by citizens with disabilities, but by all transit customers.

Project Access for All was funded by a one-year grant awarded through Project ACTION under a cooperative agreement with the US Department of Transportation, Federal Transit Administration, and the National Easter Seal Society.

The ***Project Access for All*** surveys were conceived and developed by the national office of United Cerebral Palsy (based in Washington DC). They were conducted by UCP staff and volunteers in October of 1997 and again in May of 1998 at four sites within the Washington Metropolitan Area Transit Authority (WMATA) area: Franconia/Springfield (VA); Union Station (DC); Rockville (MD); and Reagan National Airport (VA).

Using findings and results from the initial survey, project staff created an awareness campaign around several universal design features and worked with WMATA's public service marketing department to obtain display space in Metro transit stations and on Metro buses. With the creative assistance of professional designers and an illustrator, an advertising campaign was developed around the theme "*People with Disabilities Make Your Commute Easier.*" Three ads were created and displayed in Metro station dioramas and on the sides of and inside buses. ***Project Access for All*** tested the campaign's effectiveness by conducting the follow-up survey in May of 1998. A total of 2,003 completed responses from both survey

efforts built a database of results that indicate 72 percent of respondents (public transit customers) are using key universal design access features.

All components of UCP's ***Project Access for All*** have been completed. A total of 11,000 surveys were handed out by volunteers at WMATA stations, and 2,003 completed surveys were returned to UCP for an 18 percent return rate overall. UCP has analyzed the data, and the major findings are summarized below and described in more detail in the full report.

The ***Project Access for All*** survey looked at accessible design features such as curbs cuts and ramps at subway and train stations, talking fare card machines, wider fare gates, elevators, bus lifts, voice announcements, color coding, and moving walkways (at Reagan National Airport), among many other features. These universal design features are a requirement for access for many persons with disabilities who, in most cases, would otherwise not be able to use public transit at all. However, installation and function of such features also makes life easier for persons without disabilities and for individuals accompanying persons with disabilities. The results of ***Project Access for All***'s two surveys show how widespread, well accepted and used such features are by customers in this metropolitan public transit system.

Project Access for All results show that accessible features are used by 72 percent of the persons surveyed. According to the survey results, six key universal design features are most used by transit survey participants. They are: color coding, curb cuts and ramps, wider fare gates, moving walkways, elevators, and voice announcements. Use and awareness of individual features are similarly high, with 65 percent of transit customers saying they use curb cuts and ramps, for instance. Curb cuts and ramps are mandated by the Americans with Disabilities Act (ADA) to permit wheelchair users to access public areas. As predicted by the disability community, who foresaw the benefits that such a feature would offer many others without disabilities, users now include parents with children in strollers, persons wheeling luggage, elderly persons, and others for whom steps are problematic.

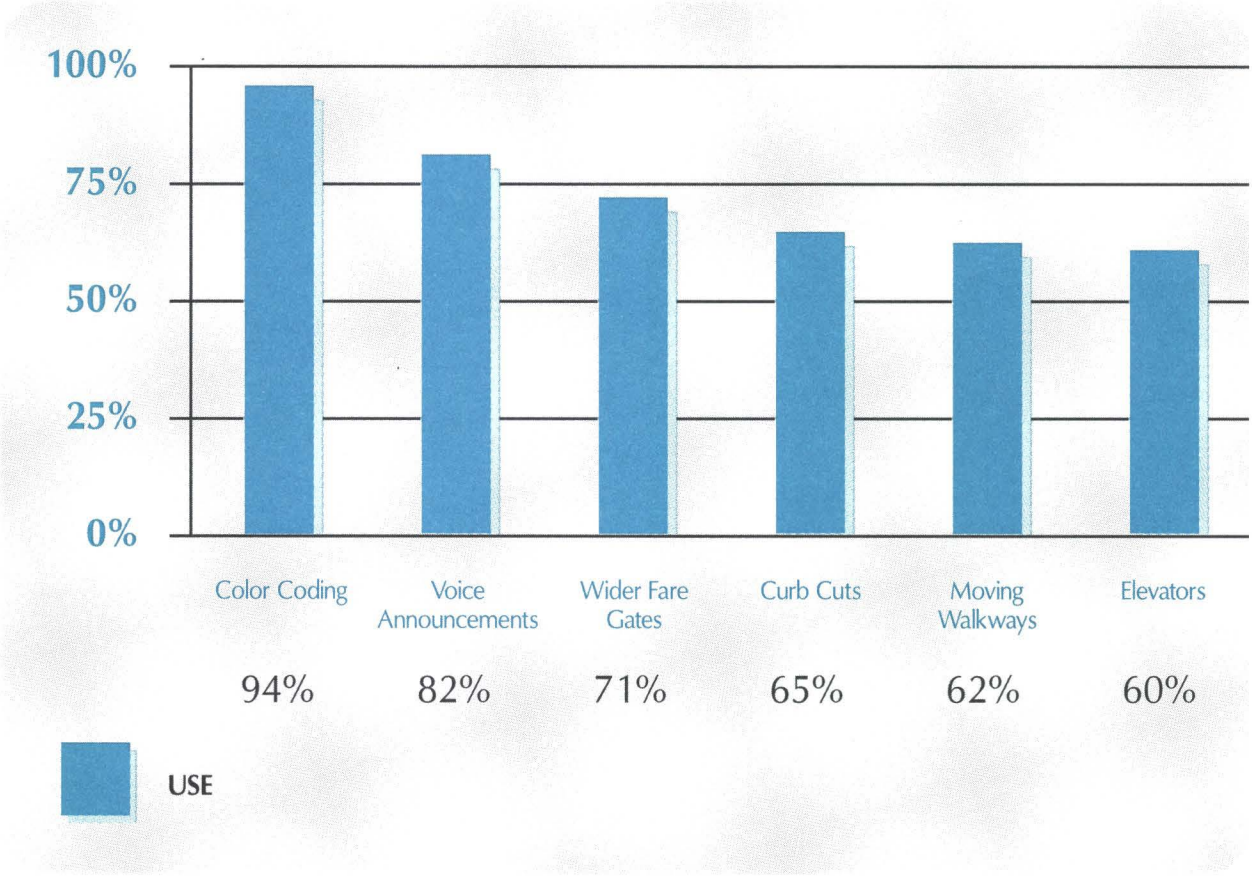
A surprising 71 percent use the wider fare gates found at subway stations. Wider fare gates permit wheelchair users more time and space as they pass through. However, women who are pregnant, persons carrying large packages or luggage, and others requiring greater time or a wider passage also use this feature in high numbers.

Sixty percent report using the elevators in the public transit stations. Installation of elevators is required in the Metro system to permit wheelchair users access and egress. Customers with mobility impairments have

first priority. However, priority is provided also for persons with children in strollers and those carrying baggage or for those who find steps and escalators problematic.

Eighty-two percent of transit customers report making use of the voice announcements on Metro trains that identify stations. This high level of use indicates the value placed on such a communication feature by users of the system and points to the importance of such a feature, especially for customers who have sensory impairments or learning or cognitive disabilities.

USE OF KEY UNIVERSAL DESIGN FEATURES



UCP's survey results indicate that more women than men (about 10 percent more) report using key accessibility features. This may be because they travel more often than men do on the system, or it may be

because they are more likely to be accompanied by children, or because they are more likely to take advantage of safety features.

Because of the nature of the ***Project Access for All*** survey and the fact that it was conducted at the entrances of Metro stations that connect subway trains with trains, buses and air transportation, the poll participants are, for the most part, Metro subway users.

Ninety-nine percent report they use Metro on a regular basis. Another 57 percent say they regularly use Metro buses, and 57 percent of those answering the question report regularly using Amtrak trains; 45 percent use MARC trains; 10 percent use VRE trains; and 28 percent report using commuter bus lines or connectors.

The report also details how other universal design features are used, such as color coding of Metro station route lines and trains (a feature that 94% of survey respondents say they use to find the way to destinations), flashing lights, voice announcements, moving walkways, kneeling buses, safety and signage features.

A critical finding in both surveys is how important safety features are to survey participants. Of the ten safety and security features covered, the flashing warning lights in Metro are used by 96 percent of respondents from both the surveys and are considered by the greatest number as most useful, while door chimes are useful to 94 percent. When asked about voice announcements as a safety feature, 87 percent say that voice announcements are useful, and 79 percent indicate that security cameras are useful and important.

There are several surprises in the survey findings. Fifty percent of the respondents say that they have used the spaces in subway and train cars that are designated for people with disabilities, even though they do not have a disability. More than half of respondents (57 percent) say that they use the volume control feature on pay phones. A surprisingly small percentage (only 8 percent or 134 respondents) report they have actually used the kneeling bus feature. Some 74 percent, or 1,197 respondents, report that they never have used the kneeling bus feature, and 18 percent are not aware the kneeling bus exists. When asked if they ever see signs designating the kneeling bus, some 42 percent of respondents to this question indicate that they never have seen the sign or are not aware that the kneeling feature exists.

Additional features discussed in the final report include large print versions of transit schedules, commuter aircraft passenger lifts, TTYs, companion care restrooms, stairway and escalator features, signage, maps and information sources, bus announcements and bus lifts.

Universal design in public transportation, while it greatly assists persons with disabilities who are protected under the ADA, also addresses the needs of America's changing population. In particular, the growing population of elderly persons, who may not see themselves as disabled, will also benefit from design that addresses diminishing abilities in hearing, vision, speaking, mobility and cognition.

Similarly, in a world that is fast-paced and highly technical, and becoming more so, universal design provides features that make mass transit easier to use. Whether it is for those for whom English is a second language, those who are newcomers or immigrants, those who are just plain tired from a busy day at work, or those with disabilities who need barrier-free and easy-to-use transportation, there is little doubt that a public transit system that incorporates these universal design features, that maintains them and continuously works to expand disability access through proper allocation of resources, will be a system that has the support of its customers and most taxpayers.

An Easy Commute.

Brought to you by people with disabilities.

Access for One Means Access for All

FINDINGS

NEW UNIVERSAL DESIGN MAKES TRANSIT EASIER FOR ALL

*"Many of the features necessary to persons with disabilities increase safety for those of us who daydream during our commutes. Also, everyone uses the curb cuts!"**

*"I am glad the transit system is accessible to all." **

*"Need lots more for aging population. I like seeing these accommodations as they're useful to general population as well as to people with disabilities." **

Results of the ***Project Access for All*** surveys indicate that approximately 72% of public transportation customers use six key universal access features: color coding, voice announcements, wider fare gates, curb cuts and ramps, moving walkways, and elevators. These and many other universal design features were created as a result of the Americans with Disabilities Act (ADA), landmark civil rights legislation for people with disabilities, signed into law on July 26, 1990. Most travelers and commuters, however, not just people with disabilities, are benefiting from new access options in public transportation and elsewhere that are the result of the ADA and other disability-related legislation. The new findings reported here are based on two surveys of a total of 2,003 public transportation users at four Metro connection sites around Washington, DC (Union Station, DC; Rockville, MD; Reagan National Airport, VA; and Springfield/Franconia, VA) to determine how universal design access features are being used in public transit. Universal design access features include: curb cuts and ramps at subway and train stations and Reagan National Airport; wider fare gates and talking fare card machines at Metro Stations; elevators in public transit systems; bus lifts; voice announcements on Metro trains; and moving walkways at Reagan National Airport.

* Statements appearing in italics throughout the report are taken from comments written by survey respondents.

The responses to survey questions were remarkably consistent from the first survey to the second, with one rather interesting (and somewhat mysterious) exception. When we asked respondents in the first survey whether they had a family member with a disability or knew someone with a disability, those who answered yes were 6% and 8% respectively. In the second survey, response rates had risen to 19% for those who said they had a family member with a disability, and a remarkable 39% for those who knew someone with a disability. In addition to this dramatic increase, there seemed to be small, but steady, increases overall between surveys in the level of riders' awareness and use of universal design features. Many of the features, like flashing lights, may not even have been perceived as "for people with disabilities" until the question was asked in this context.

"Interesting - some of the items listed here I never associated as designed for people with disabilities. I just thought they were convenient for me. Metro is doing a great service for everyone. Thank you."

In a world that is fast-paced and highly technical, and becoming more so, universal design provides features that make mass transit easier to use. It seems clear that these features also benefit the growing population of elderly persons, who may not see themselves as disabled, but who need designs that address diminishing abilities in hearing, vision, speaking, mobility, and cognition.

"I was on crutches(recently); many of the designs on public transportation were helpful to me."

More than 600 people took the time to write additional comments on their survey forms. While most of these were specific suggestions, a couple of significant trends seem to emerge. First, several comments express concern that priority seating for elders and people with disabilities is not being honored. There also are many comments about the difficulties Metro has keeping elevators and escalators in working order.

"People no longer give their seats to the elderly, pregnant or disabled. This troubles me."

"We all become disabled at some point in our lives, even temporarily, so I applaud all efforts to recognize that in our public spaces."

Thirty-four respondents on the second survey make positive comments on the topic of universal design and disability access. However, ten negative comments in the second survey, which focus on the cost of access features and the benefit being for "so few," indicate the need for further education and awareness.

"I am opposed to so much money being forced to be spent to accommodate so few special people!"

Whether it is for those for whom English is a second language, those who are newcomers or immigrants, or those who are just plain tired from a busy day at work and need barrier-free and easy-to-use transportation, there is little doubt that a mass transit system that incorporates universal design features in a way that benefits all, and continuously works to expand disability access through proper allocation of resources, will be a system that has the support of its users and most taxpayers.

"Universal design is good `common sense' design. Consumer education in the area is needed."

"'Public' transportation should be accessible to all of the 'public'. We all benefit from accommodations for some."

"I believe in equal access for all."

WHO ARE THE SURVEY PARTICIPANTS?

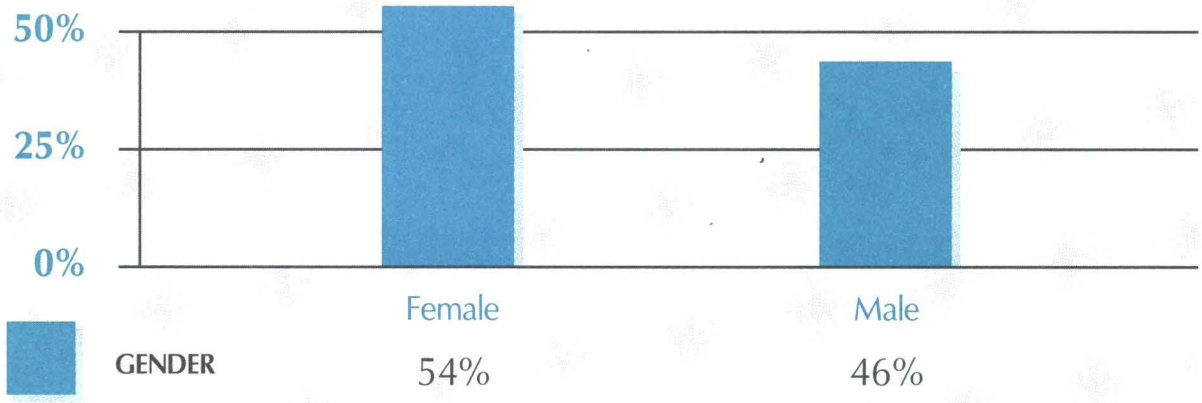
A total of 2,003 individuals responded to the ***Project Access for All*** surveys conducted in October 1997 and May 1998. Since the majority of the surveys were distributed at rush hours, most of the two thousand respondents to the ***Project Access for All*** surveys are commuters enroute to work or returning home. More women (8%) than men participated in the survey, and more women than men report that they use and benefit from accessible features in public transportation (10% more). Because the majority of individuals polled are commuting to their respective work, it makes sense that 94% are of working ages between 21 and 60. Nearly half (49%) fall into the 40 to 60 age range, and 44% report they are 21 to 39 years of age. Only 4% report they are over 60, with a scant 2% saying they are between 10 and 20 years of age.

Of those responding to the first and second transit survey question about gender, 890 survey participants, or 46%, identify themselves as male and 1,034, or 54%, as female. Seventy-nine (4%) of the survey participants did not identify gender. Nearly half of survey respondents indicate they are in the 40 to 60 age range. Forty-four percent report that they are in the 21 to 39 age range, 4% are age 61 or older, and 2% identify themselves as 10 to 20 years of age. Eighty-three participants (4%) did not identify their age group.

Some 1,921 individuals responded to the question about disability. Although three-fourths (75%) of the respondents do not have a disability, 43% indicate they know someone with a disability: either an acquaintance (22%), a family member with a disability (12%), or they themselves have a disability (9%). Four percent of those participating in the survey did not respond to this question. Percentages add up to more than 100% because of multiple answers.

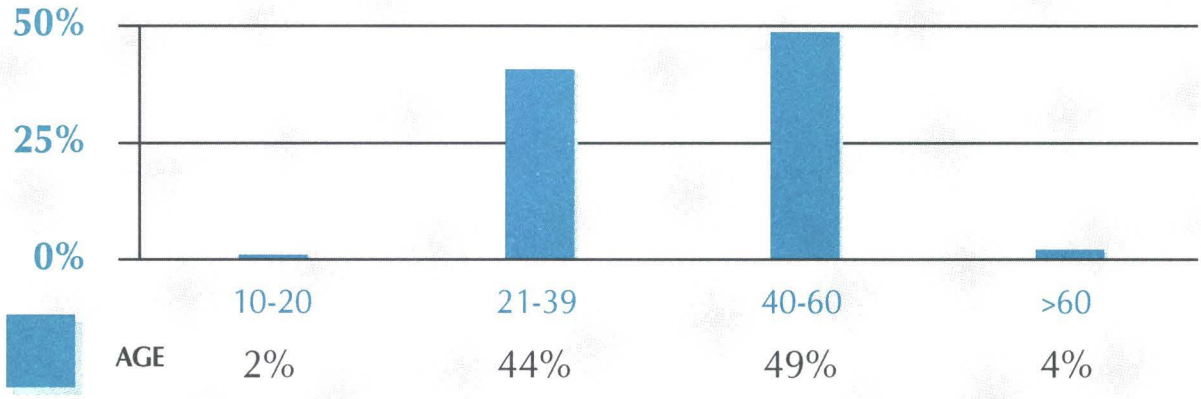
Ninety-nine percent of those participating are regular users of Metro subways. Another 57% say they regularly use Metro buses. Use of AMTRAK trains also ranks at 57%, while 45% of respondents report using MARC trains, and 10% indicate that they use VRE. As for commuter bus lines or connectors, some 28% report they use this mode of public transportation. (Percentages add up to more than 100% because of multiple answers and usage.)

GENDER OF SURVEY PARTICIPANTS



Of those responding to the question about gender on both ***Project Access for All*** transit surveys, 890 participants or 46% are male and 1034 individuals or 54% are female. Four percent or 79 survey participants do not identify gender.

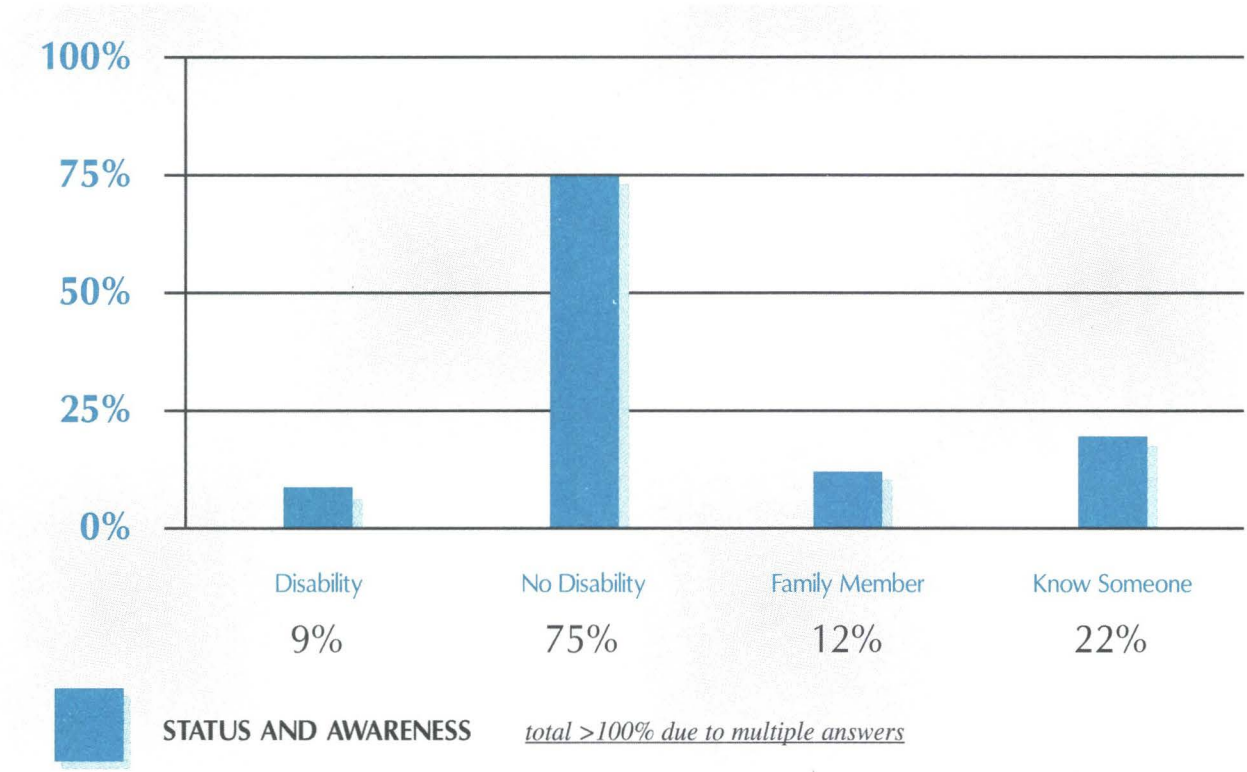
AGE OF SURVEY PARTICIPANTS



Nearly half (49%) of the total survey respondents indicate they are in the 40-60 age range. Forty four percent report that they are in the 21-39 range. Four percent indicate age 61 or older, and 2% say they are 10-20 years. Eighty-three (4%) participants do not identify their age group.

"The special need seats for elderly and people with disabilities are not enforced enough."

DISABILITY STATUS AND AWARENESS OF SURVEY PARTICIPANTS

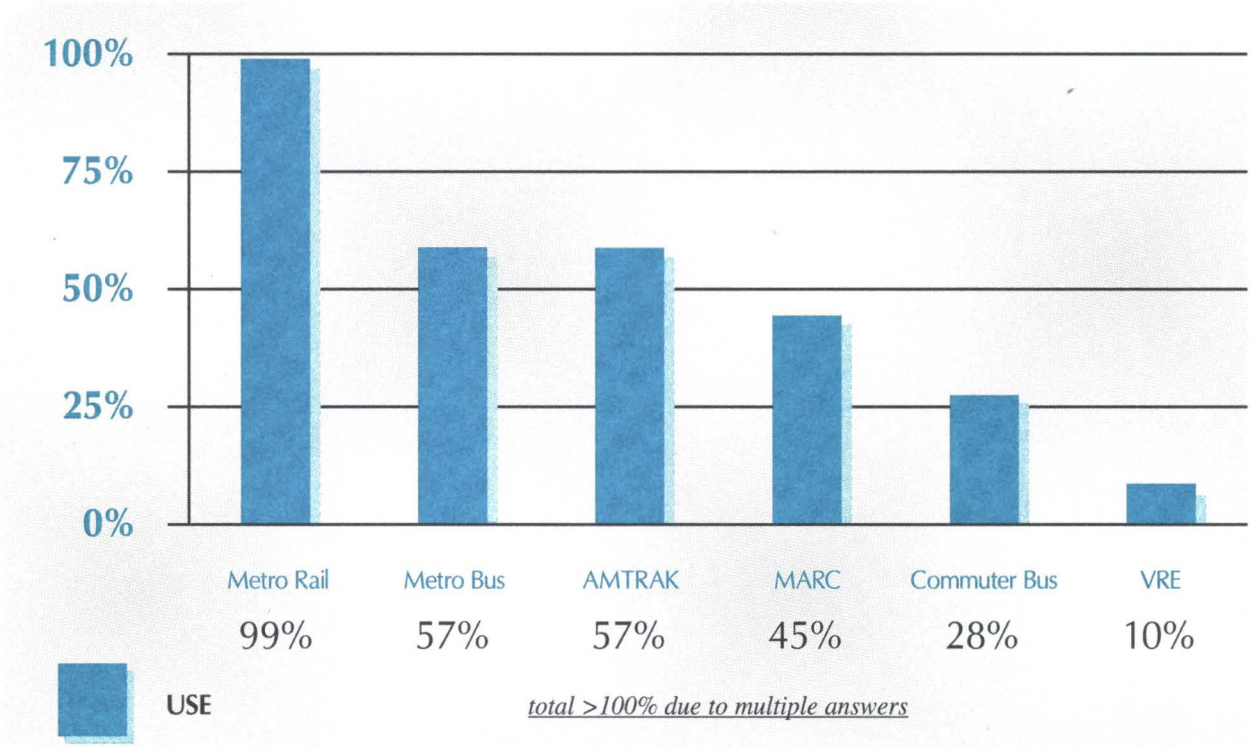


A total of 1,921 individuals responded to the question about disability. Nine percent indicate that they themselves have a disability. Seventy-five percent say they have no disability, while 12% report they have a family member with a disability. Twenty-two percent of respondents indicate they have a friend, co-worker or know someone with a disability. Four percent of those participating in the surveys did not respond to this question.

"I am hearing impaired, but I temporarily injured my knee and so I am aware of mobility improvements."

"I think that any feature that accommodates those with disabilities always benefits, even indirectly, those of us without disabilities."

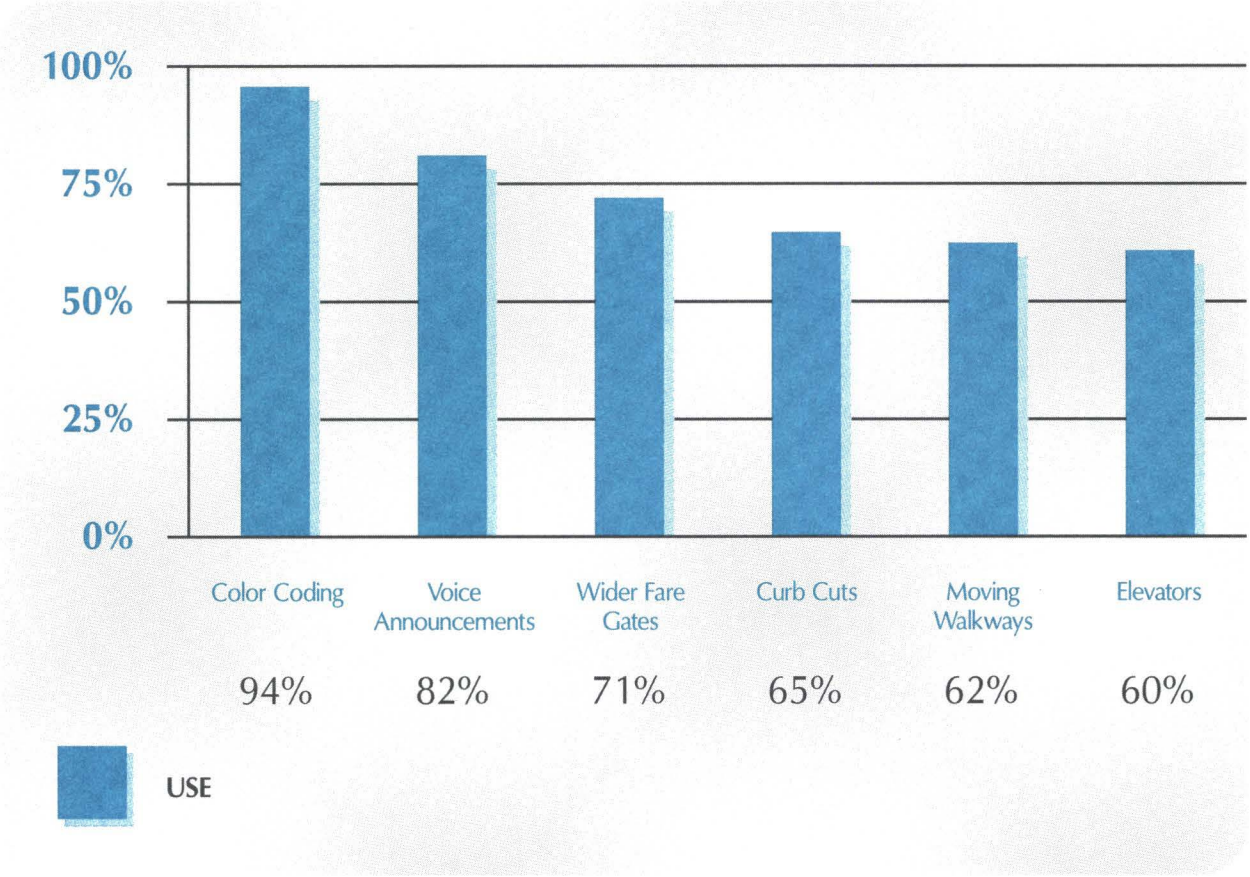
USE OF PUBLIC TRANSIT



The ***Project Access for All*** surveys look at the accessible design features such as curb cuts and ramps at subway and train stations, talking fare card machines, wider fare gates, elevators, bus lifts, voice announcements and moving walkways at Reagan National Airport, among many other features. These universal design features are a requirement for access for persons with disabilities who, in many cases, would otherwise not be able to use public transit at all. However, installation of such features also makes life easier for persons without disabilities and for people accompanying persons with disabilities. The results of both surveys show how widespread, well-accepted and used such features are by customers in this metropolitan public transit system.

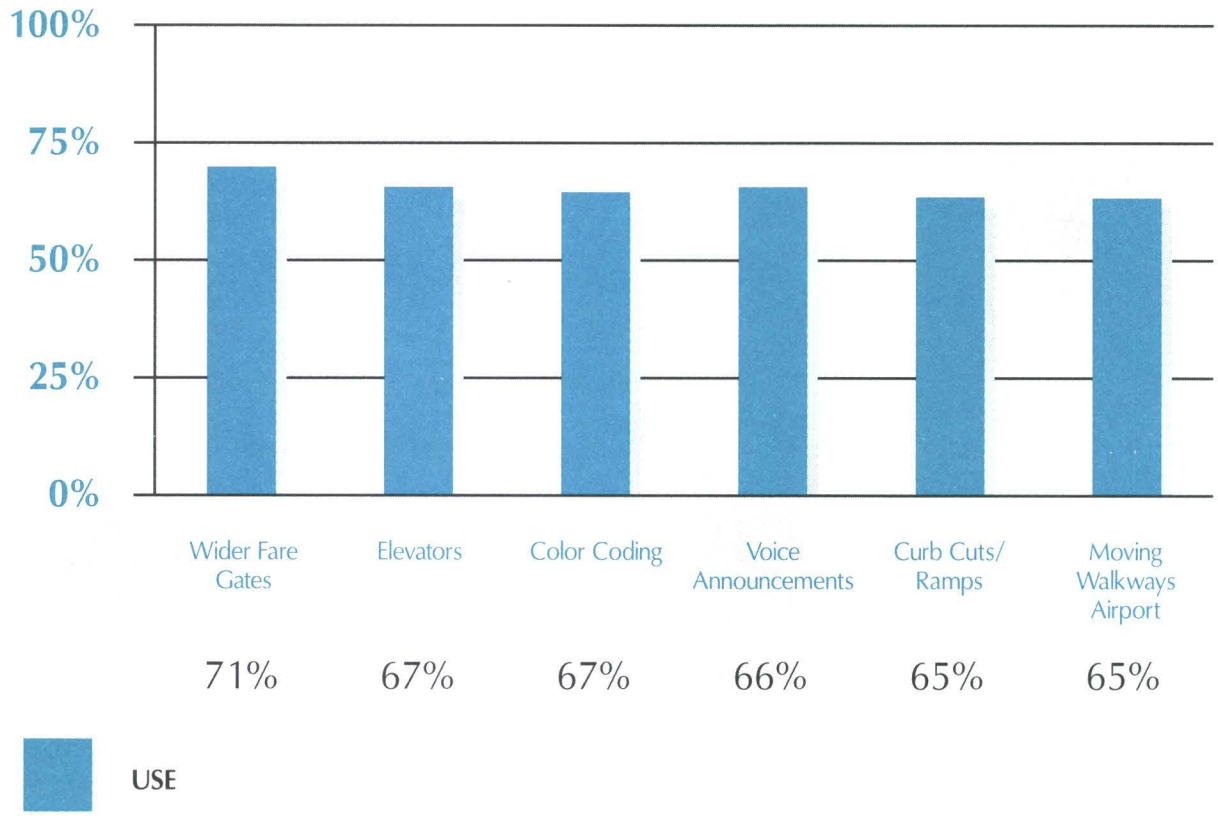
Because of the nature of these surveys and the fact that they were conducted at the entrances to Metro stations that connect trains, buses and air transportation, the polls are weighted heavily with Metro rail users. Ninety-nine percent of those responding to the question report that they use Metro on a regular basis. Another 57% say they regularly use Metro buses. Amtrak trains are also used by 57%, and 45% report using MARC trains. Of those who responded to the question about VRE, 10% indicate that they use that system. As for commuter bus lines or connectors, usage is 28% among respondents.

USE OF KEY UNIVERSAL DESIGN FEATURES



Results from both surveys show that there are six key universal features that are most used by transit survey participants: color coding, voice announcements, wider fare gates, curb cuts and ramps, moving walkways and elevators. Seventy-two percent of those responding to these questions report using some or all of these six features. The most widely used is the color coding system on Metro rail, used by 94% of respondents. The voice announcement system is used by 82% of respondents. The relatively new feature of wider fare gates at Metro stations is used by 71% of those responding. Curb cuts and ramps are sometimes or always used by 65%, moving walkways are sometimes or always used by 62%, and the elevators on the Metro rail system are used by 60% of those who answered the question.

USE OF KEY FEATURES BY DAILY METRO RIDERS

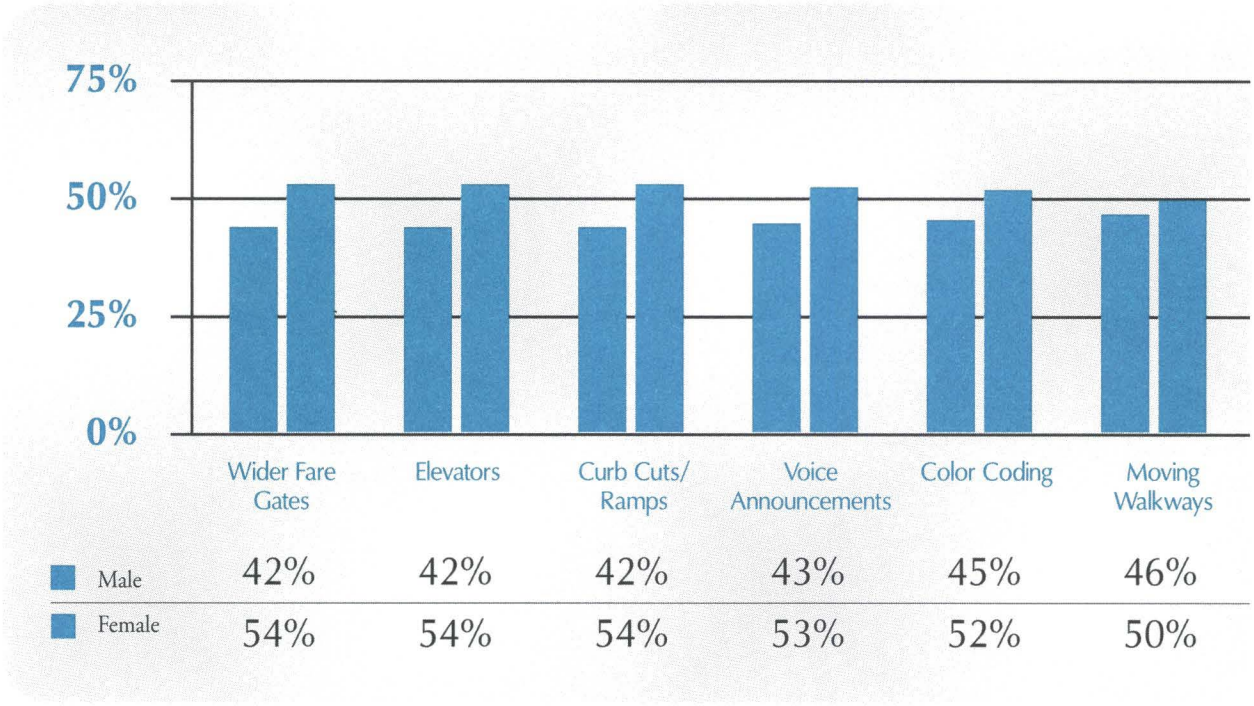


Daily metro riders report a greater incidence of use of key access features than do occasional public transit customers. Daily riders are more familiar with and accustomed to the accessible features and tend to use them more often than less frequent riders.

"Metro bus and rail has to be one of the best forms of transportation in the country. P.S. You ever ride the subway in N.Y.C.?"

"A lot of people with disabilities are able to use the service and that's wonderful. I hope this helps out!"

MORE WOMEN THAN MEN REPORT USING ACCESSIBLE FEATURES



UCP's survey results indicate that more women than men (about 10 percent more) report using key accessibility features. This may be because they are traveling more often than men on the system, or it may be because they are more likely to be accompanied by children or because they are more likely to take advantage of safety features. (Written comments from several respondents indicated that they had particularly appreciated the access features when they were pregnant or traveling with small children.)

"When my son was in a stroller, I used many Metro features designed for the disabled – elevators, extra space areas, etc."

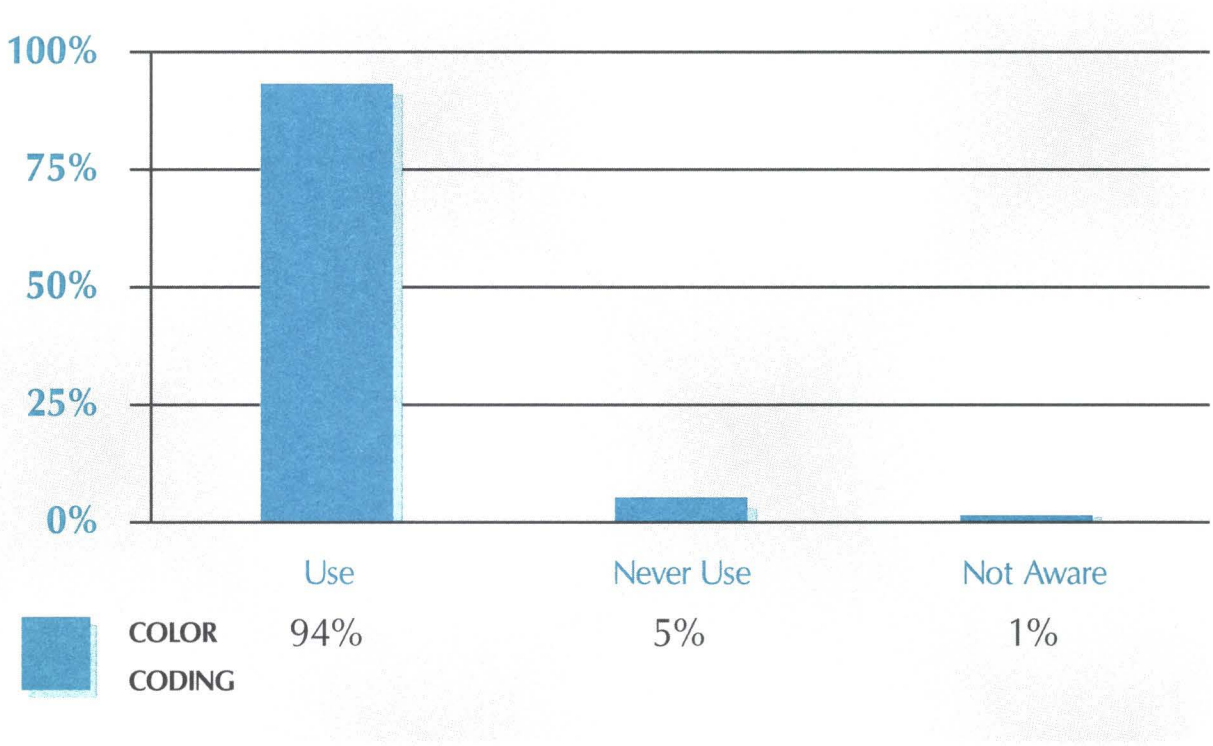
A critical finding was how important safety features are to participants in both surveys. Of the ten safety and security features covered, the flashing warning lights in Metro are used by 96% of the respondents. Likewise, the door chimes are used by 94% of those participating. When asked about voice announcements as a safety feature, 87% of those responding said they rely on this feature. Seventy-nine percent believed security cameras are useful and important.

"Voice announcements by the train operator that are clearly audible are very helpful."

"Need louder voice (announcements) on Metro trains concerning stops."

KEY FEATURES USE AND AWARENESS

COLOR CODING ON METRO RAIL TO FIND DESTINATIONS



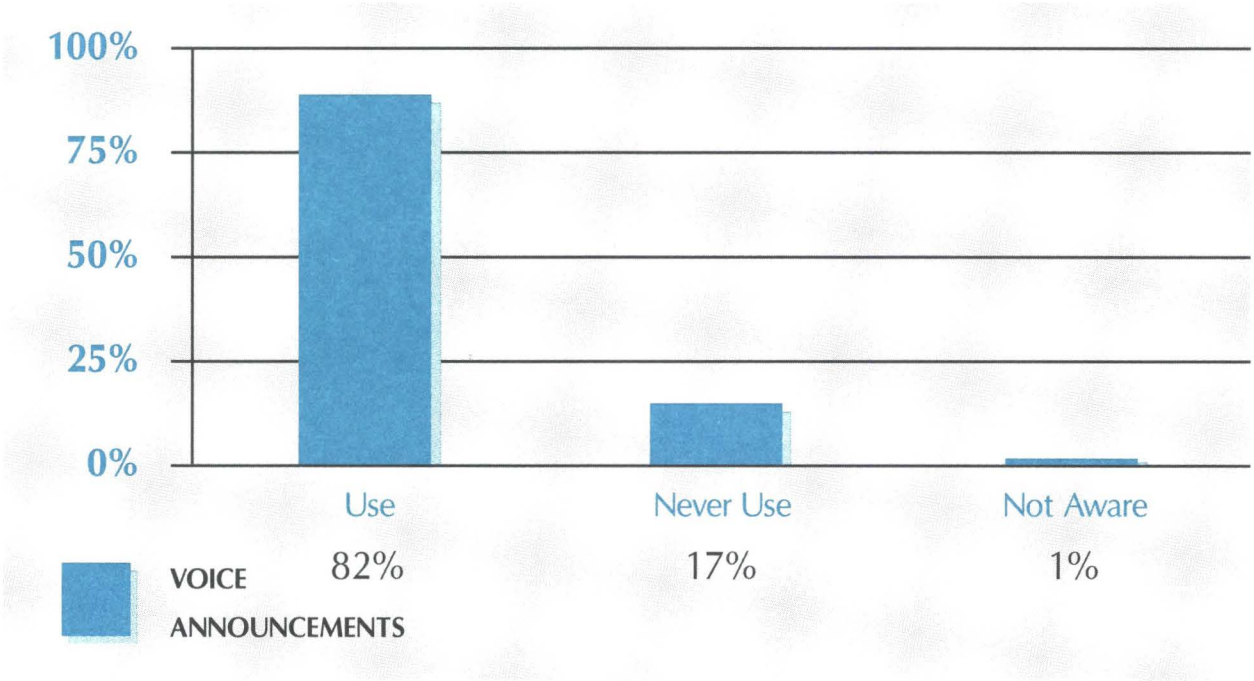
By far, the most commonly used of the universal design features is color coding to determine destinations on Metro rail. Ninety-four percent of those answering this question indicate that they use this feature to find their way to different destinations. Sixty-seven percent report using this feature all the time, while another 27% say they use it sometimes. A minimal 1% are unaware of the existence of this feature, and only 5% say they never use it.

Of the 1,862 survey participants who responded that they use the color coding feature, 72% also indicate that they do not have a disability. Clearly, the system of color coding on Metro rail to differentiate lines and determine destinations is an example of a universal design feature that is widely used and appreciated by commuters.

"Some people are color blind, so other methods should be used in conjunction with color coding."

"It is good to announce the color of the next train and how many minutes (ETA) before arrival."

VOICE ANNOUNCEMENTS ON METRO TRAINS



Voice announcements on Metro trains are a necessary feature to assist those with sight or reading impairments to identify the correct subway stations. Although voice announcements are featured throughout public transit, this particular survey question related only to whether the respondents rely on the voice announcements on the Metro trains. This universal design feature on Metro rail is, in fact, the second most highly used feature, report 82% of the respondents. Sixty-two percent of those say they sometimes rely on the voice announcements, while 20% use them always. Only 17% report never using this feature, and a negligible 1% indicate that they are not aware of its existence. Voice announcements are another example of how an accessible feature that accommodates specific disabilities is benefiting many customers as evidenced by the fact that 72% of the respondents who indicate they use this feature identify themselves as people who do not have a disability.

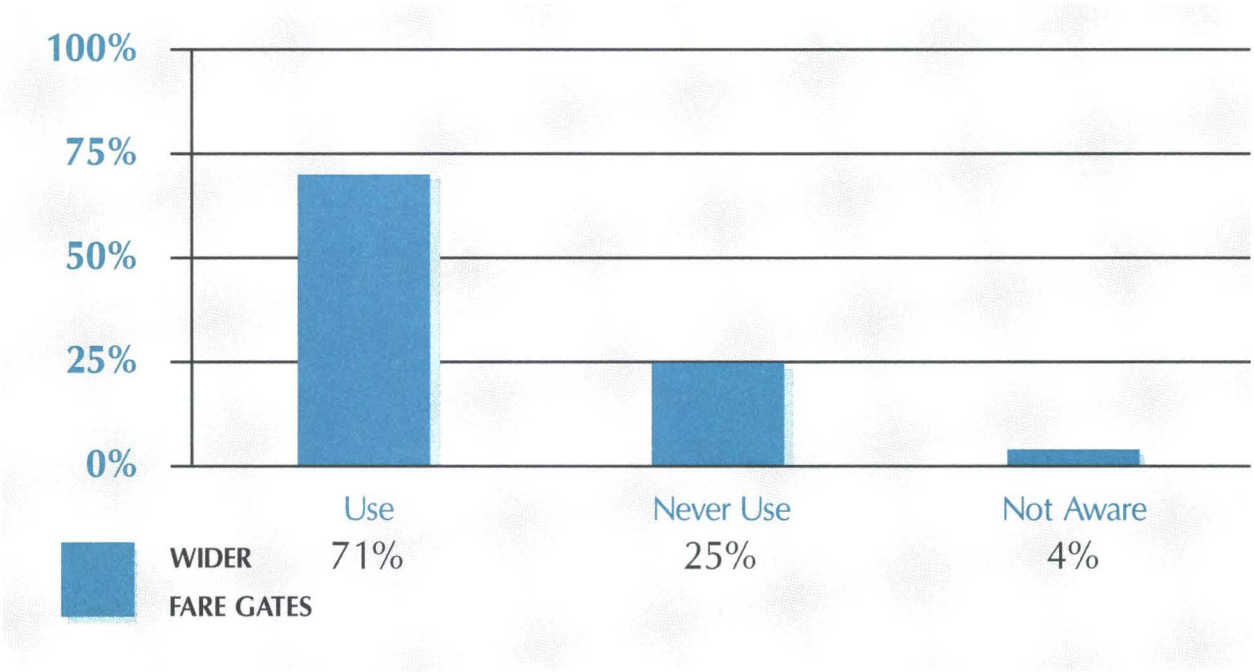
The high level of usage indicates the value and importance to users, but many comments relate to problems with the voice system.

"Announcement systems on Metro trains are not always understandable."

"Some PA systems in the trains could be louder because it is hard to hear some of them."

"Need louder voice on Metro trains concerning stops!"

WIDER FARE GATES



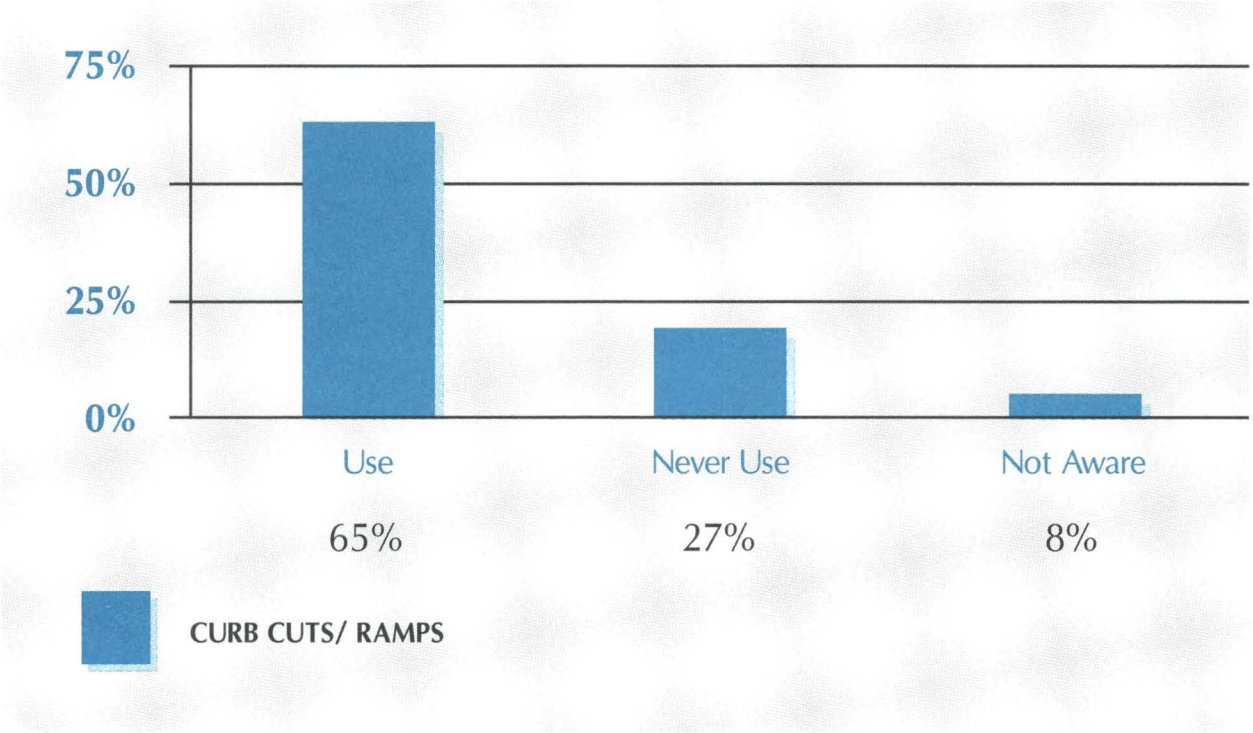
Wider fare gates have been added as an access feature relatively recently. They are the result of accessibility mandates in disability rights legislation such as ADA. Wider fare gates allow wheelchair users more time and space as they pass through fare gates. However, survey results indicate the feature is also used in high numbers by other commuters who require greater time or a wider passage, such as persons carrying large or bulky packages or luggage. Over 71% of those responding to this question indicate that they use these gates. Probably because this is a fairly new feature, the percentages increase appreciably from the first survey to the second (from 67% to 76%). Only 4% of the respondents are unaware of the existence of this feature, and 25% say they never use the wider fare gates.

Survey volunteers and staff observe that WMATA station managers encourage pregnant women, elders, and persons with carriages, strollers or young children in hand to use the wider gates. The gates have four sensors that allow a longer time for access and egress, thus providing greater safety. With 71% of the respondents who use this feature also identifying themselves as people who do not have a disability, this is another example of how a feature initially added to better accommodate customers with disabilities is benefiting many others.

"I use the [wider] fare gate when I carry a lot of luggage."

"The wide gates are a great help."

CURB CUTS AND RAMPS

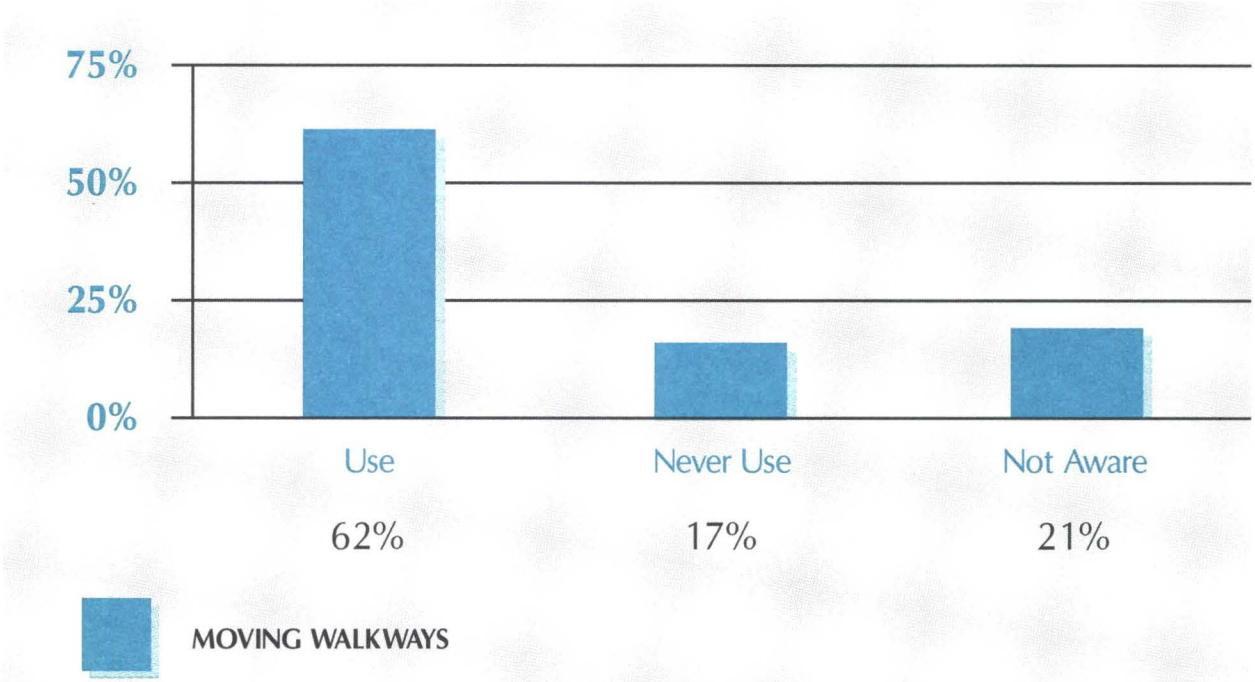


Curb cuts and ramps continue to be an important convenience for transit users. Curb cuts and ramps are mandated by the ADA to permit wheelchair users to access public areas, but it is obvious that they are also of benefit to many other customers. Sixty-five percent of those responding to this question indicate that they use curb cuts and ramps, with 9% using them always and 55% taking advantage of these features sometimes. Only 8% are unaware of the existence of curb cuts and ramps, and 27% report that they never use them.

As predicted by the disability community, who foresaw the benefits that such a feature would offer many others without disabilities, users now include parents with children in strollers, persons wheeling luggage, elderly persons, and others for whom steps or escalators are problematic. Seventy-one percent of the people who report using this feature identified themselves as persons who do not have disabilities.

"These features benefit even someone with occasional muscle aches and pains, kids, parents with strollers, and others."

USE OF MOVING WALKWAYS AT REAGAN NATIONAL AIRPORT

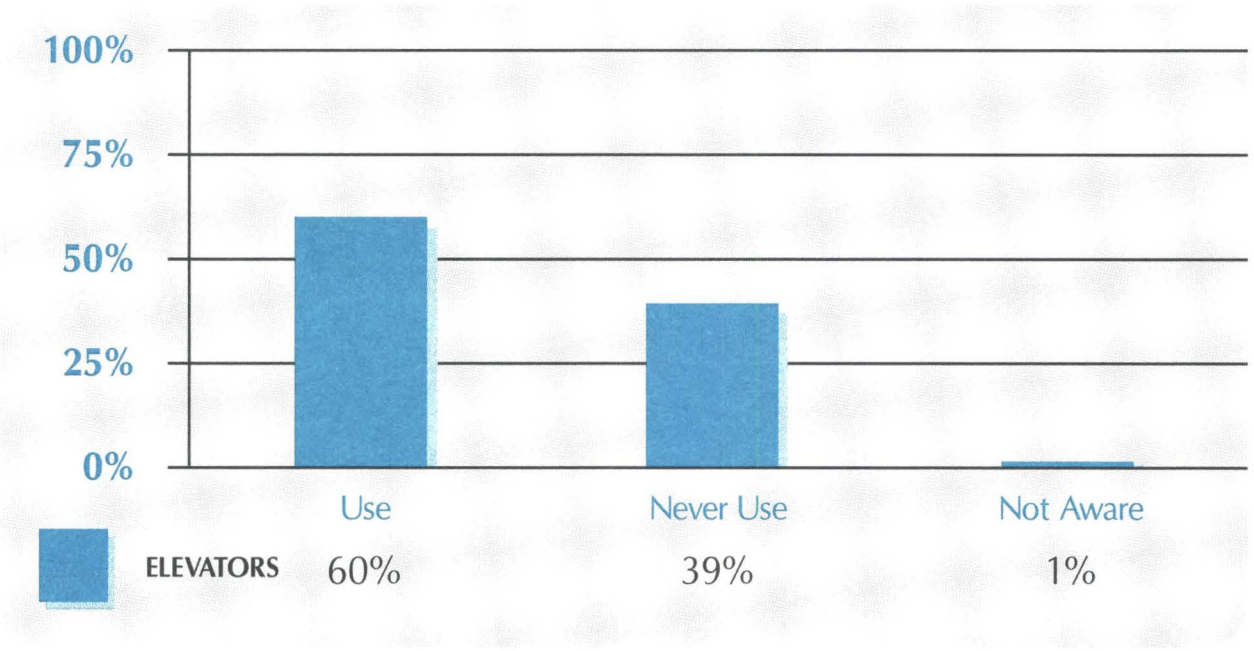


Ninety-two percent of the survey participants (1,846 individuals) answered the question about moving walkways at the Reagan National Airport Terminal. Among those who responded, 62% say they use these walkways, 23% report always using the walkways, and another 39% say they use them sometimes. Seventeen percent of those who answered this question say they never use this feature, and 21% are unaware of the existence of moving walkways at the airport.

Here again, because of the relative newness of the Reagan National Airport terminal, it seems likely that many of those answering the question have not yet visited the new facility. Between the survey in October and the second one in May, the percentage of participants who report using the walkways increased from 59% to 65%, so awareness and usage of this feature is increasing.

"Need more moving walkways."

ELEVATORS USE AND AWARENESS



Elevators in the public transit stations are used by 60% of those who answered this question. While 4% report using elevators always, 56% say they use this feature sometimes. Only 1% of the respondents are unaware of the existence of elevators in public transit systems.

Elevators are required in the Metro system to permit wheelchair users access and egress. However, priority is provided also for persons with children in strollers and those carrying baggage or for those who find steps and escalators problematic. Survey volunteers and UCP staff also found that elders and bicycle passengers frequently use the elevators. In fact, 68% — over two thirds — of the respondents who indicate that they use the elevators also identify themselves as people who do not have disabilities. Again, this significant finding shows how a feature which was initially added to accommodate a specific disability - mobility impairment - is being used by the general population. However, there are a number of comments by our survey participants about difficulties with the elevators in the Metro system.

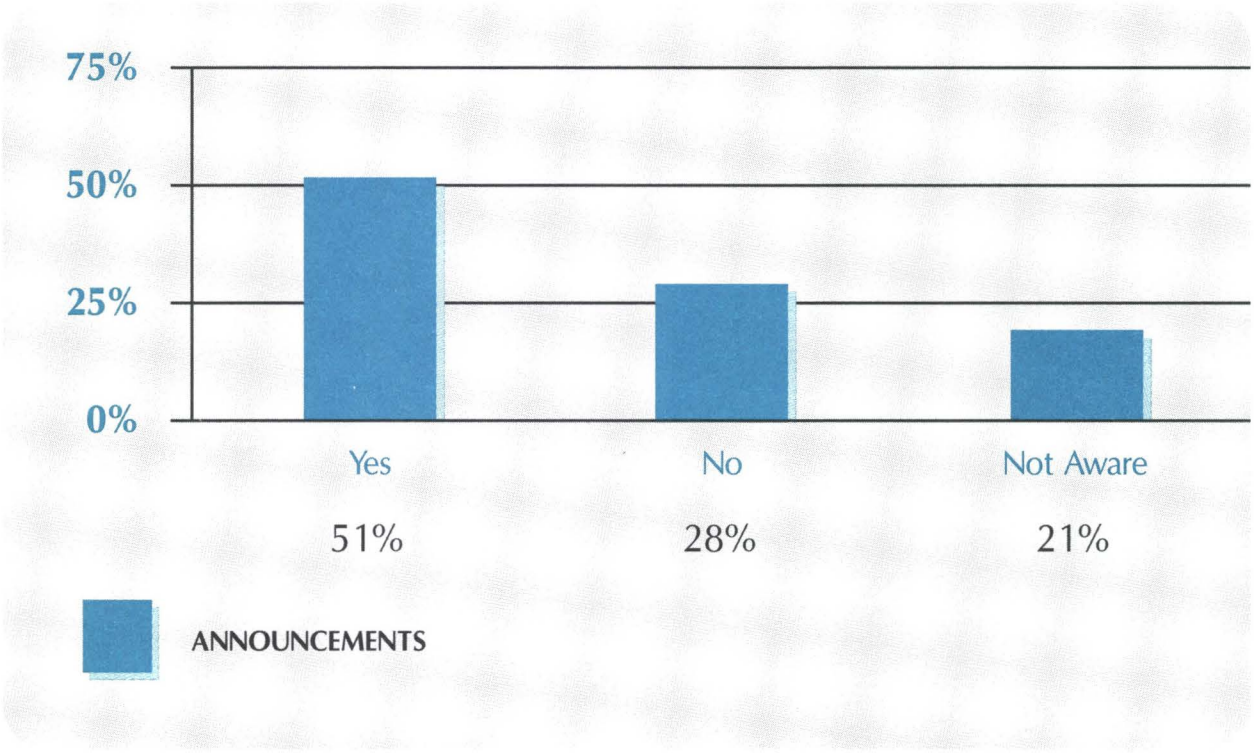
"Sometimes elevators are hard to locate – I see many parents use strollers on the escalators."

"The elevators at all stations should be constantly maintained - very important as escalators sometimes do not work."

"Elevators are not conspicuous enough. I was not aware that access features were intended for people with bulky luggage, too."

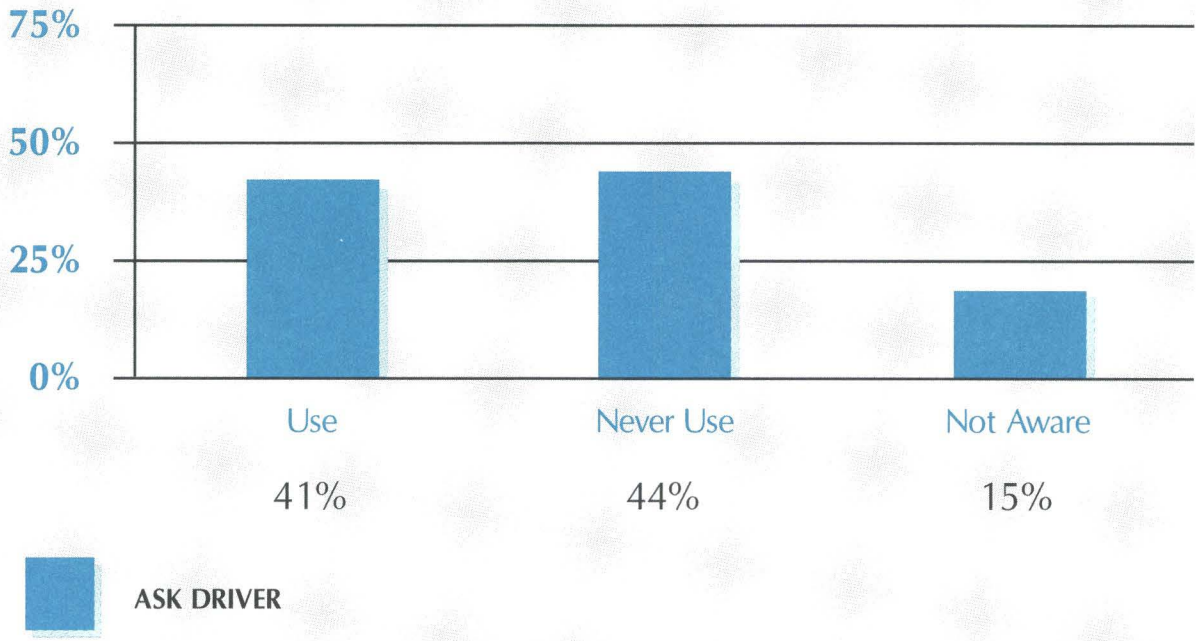
OTHER FEATURES USE AND AWARENESS

BUS DRIVER ANNOUNCEMENTS



Bus driver announcements assist those with sensory or cognitive disabilities as well as those who are unfamiliar with a particular route. Fifty-one percent of those who responded to this question indicate that bus drivers routinely announce major intersections and bus stops. Only 9% say that this is always done, whereas 42% say it happens sometimes. But 21% indicate that they are not aware this service exists, and 28% report that such announcements are never made. These figures suggest a need to emphasize greater training of bus drivers to help prioritize and put into practice this feature that accommodates the needs of many transit customers.

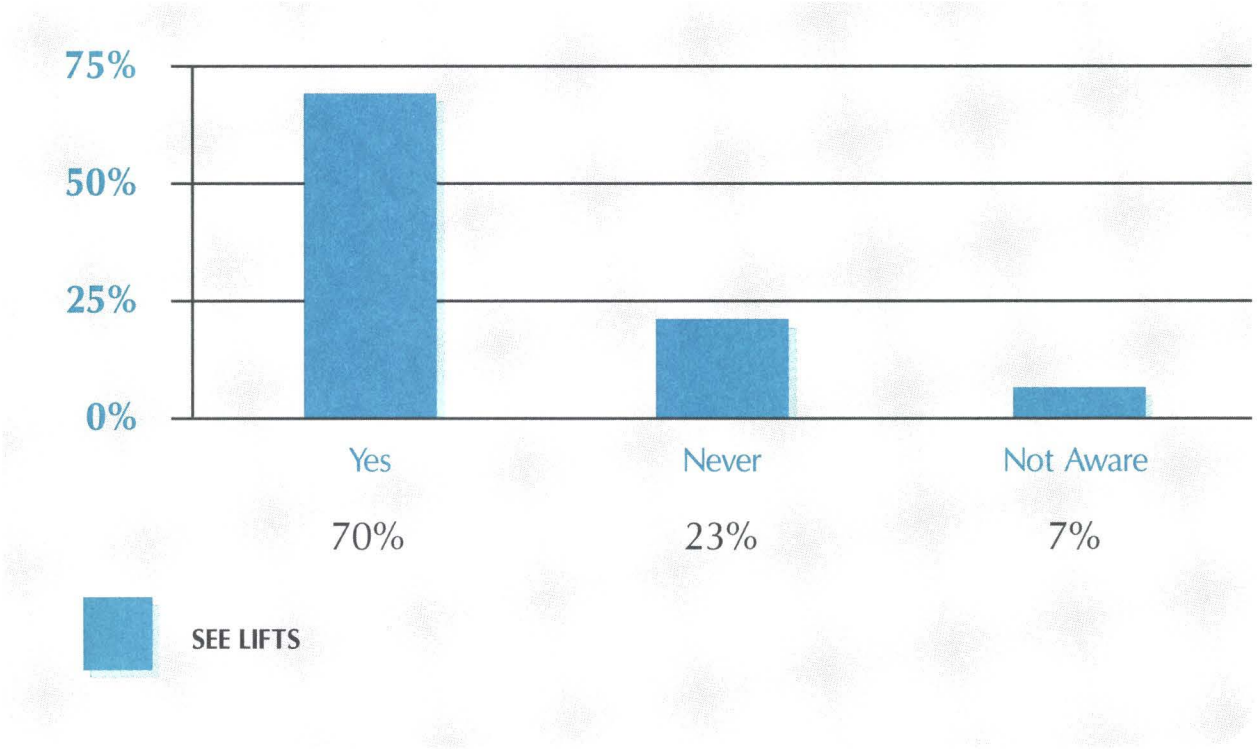
ASK BUS DRIVER TO ANNOUNCE YOUR STOP



Some 1,400 survey participants responded to the question of whether they ever ask the bus driver to announce their stops. Six hundred and three survey participants (30%) did not answer this question. Forty-one percent of those responding say they do ask the bus driver to announce their bus stops, with 3% indicating they always make this request and 38% asking sometimes. Forty-four percent never make this request, and a full 15% are not even aware that this option exists.

Having the bus driver announce bus stops is a feature that is inconsistently employed within the transit system, as well as one that customers are not aware is available to them. There is a perceived need to train drivers and educate passengers about this option to accommodate the needs of many transit customers.

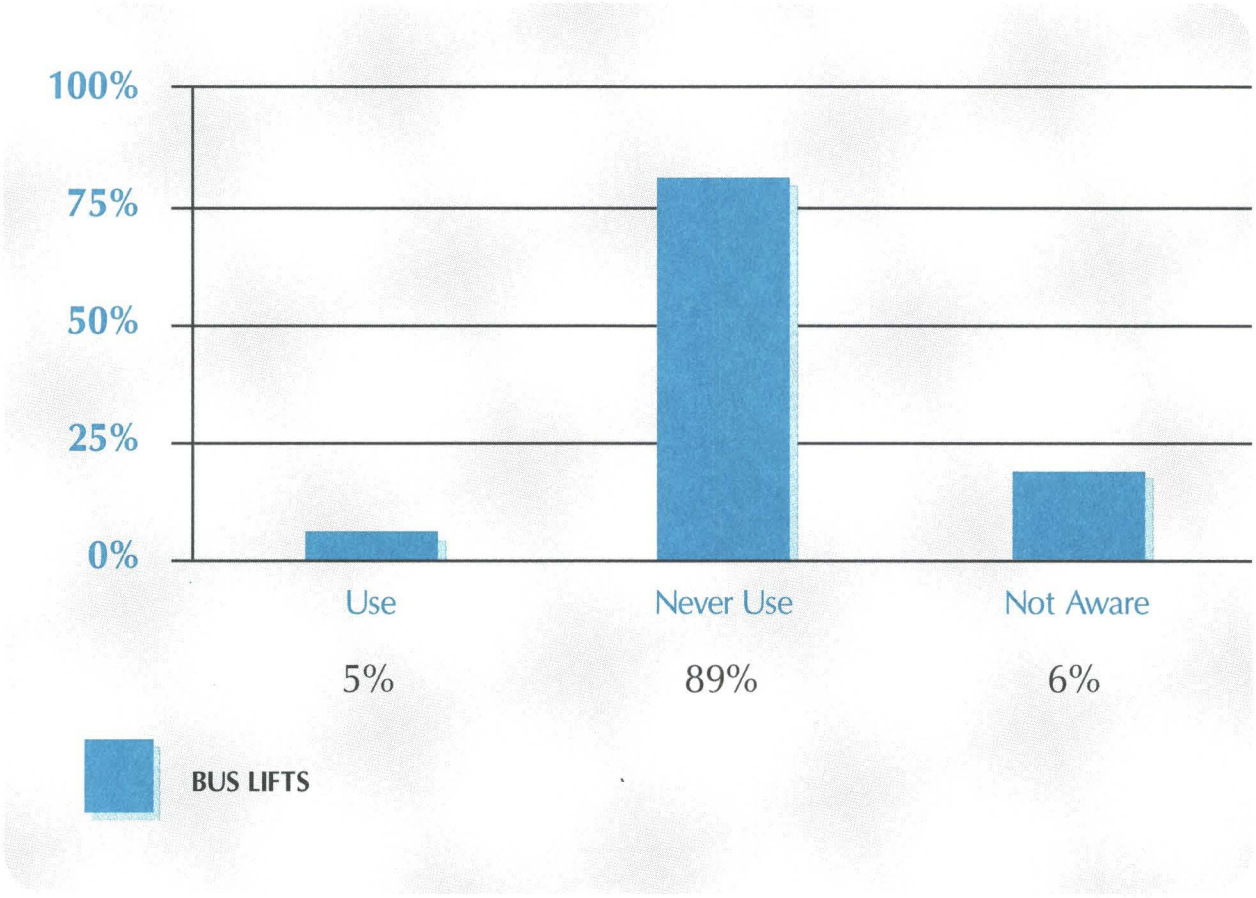
SEE BUS LIFTS OPERATING FOR PEOPLE WHO USE WHEELCHAIRS



Of the 2,003 survey participants, 1,664 responded to the question about whether they see bus lifts in operation for people with disabilities. Seventy percent report they see the bus lifts in operation, with 7% reporting always and 63% reporting sometimes. Some 23% of respondents to this question report that they have never seen the bus lifts in operation for people who use wheelchairs, and another 7% are not aware this feature exists.

"I was very impressed seeing the bus ramp descend and lift so a handicapped person could have access to public transportation. I think 'public' means all of us."

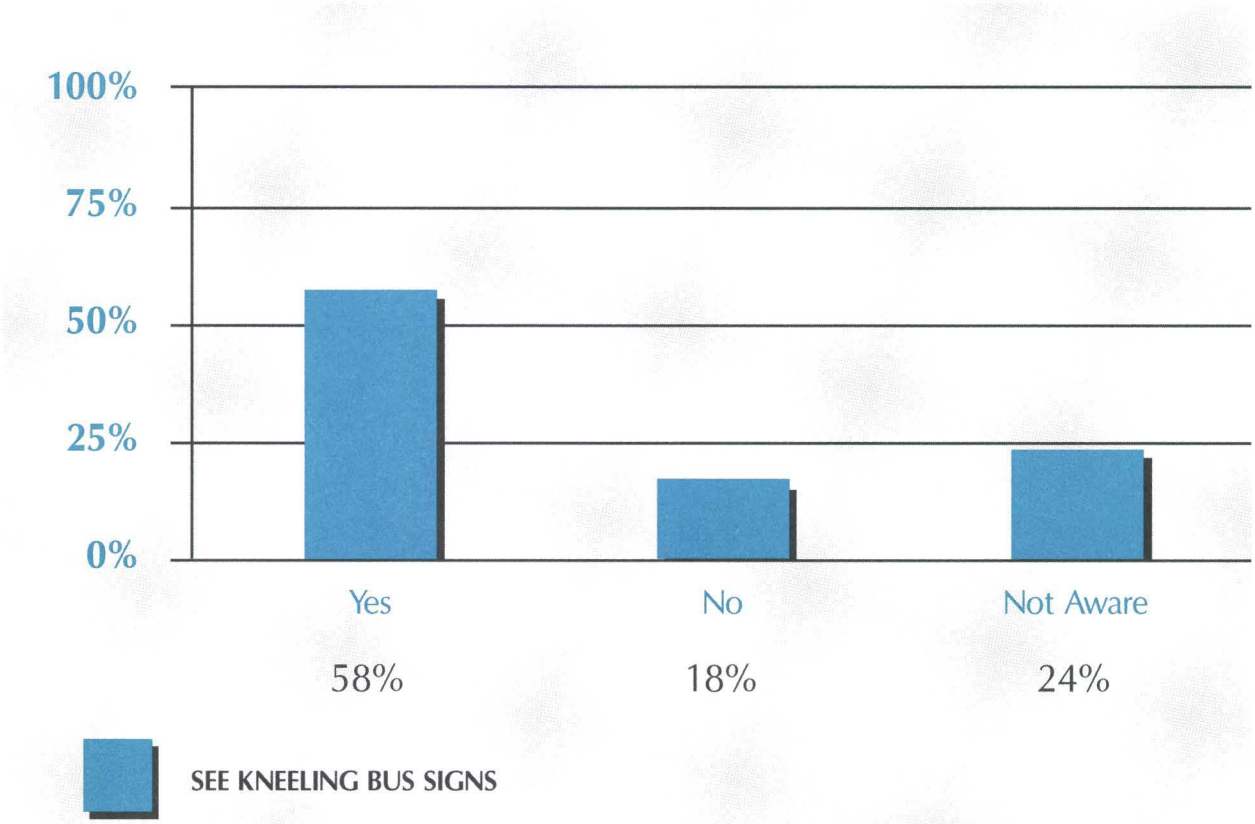
USE BUS LIFTS



With 1,606 survey participants responding to this question, only 5% say they use this feature, and 89% say they never use it. The responses to this and the previous survey question related to the bus lifts seem to point to the need to market the bus lift option to people who use wheelchairs. These customers need to better know what public transit options exist on buses and trains and what these options can and will do for them. It is recommended that a marketing campaign be launched targeting the disability community and promoting features that better serve the transit needs of customers with disabilities.

"Bus lifts are often out of service, which I imagine is a major inconvenience to persons with disabilities."

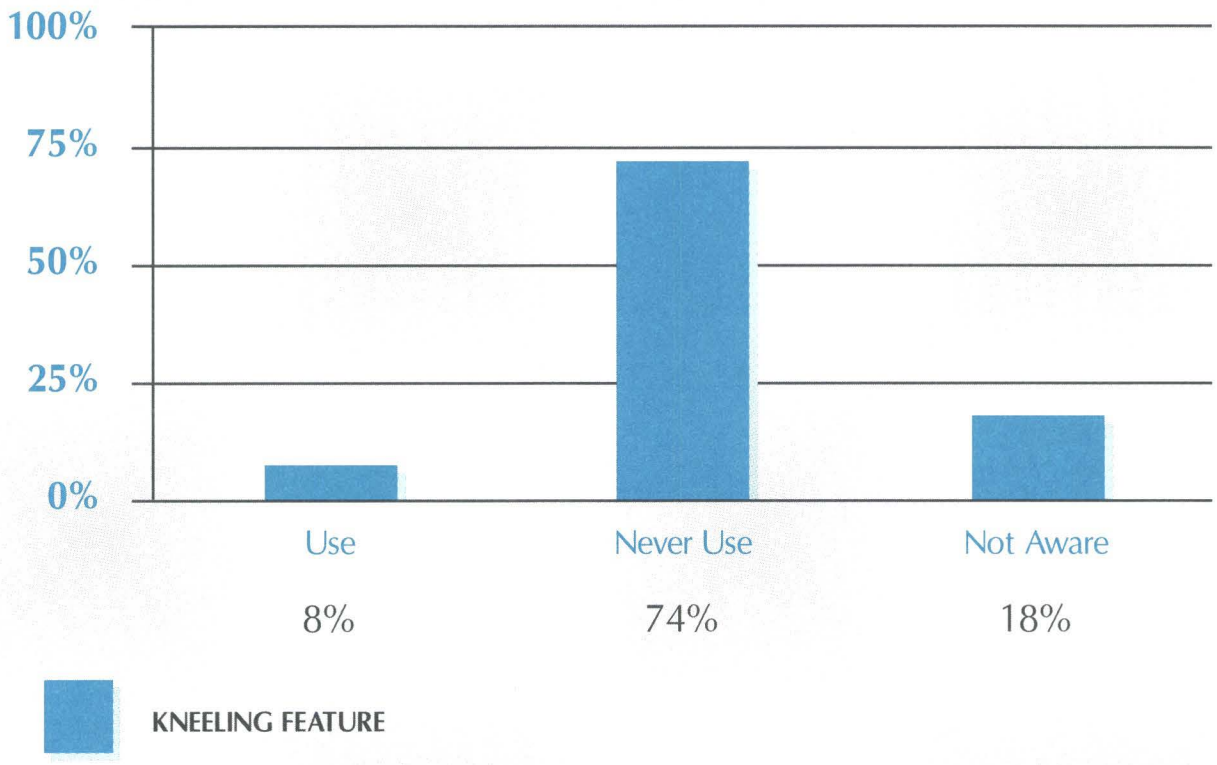
SEE SIGNS THAT IDENTIFY BUS AS A KNEELING BUS



A total of 1,709 respondents answered this question (85%). More than one-half (58%) report seeing signs on the front or sides of a bus that identify it as a kneeling bus. Ten percent of these say they always see the signs, with 48% seeing them sometimes.

Twenty-four percent say they are not aware that this feature exists, and 18% say they never see signs identifying buses as kneeling buses.

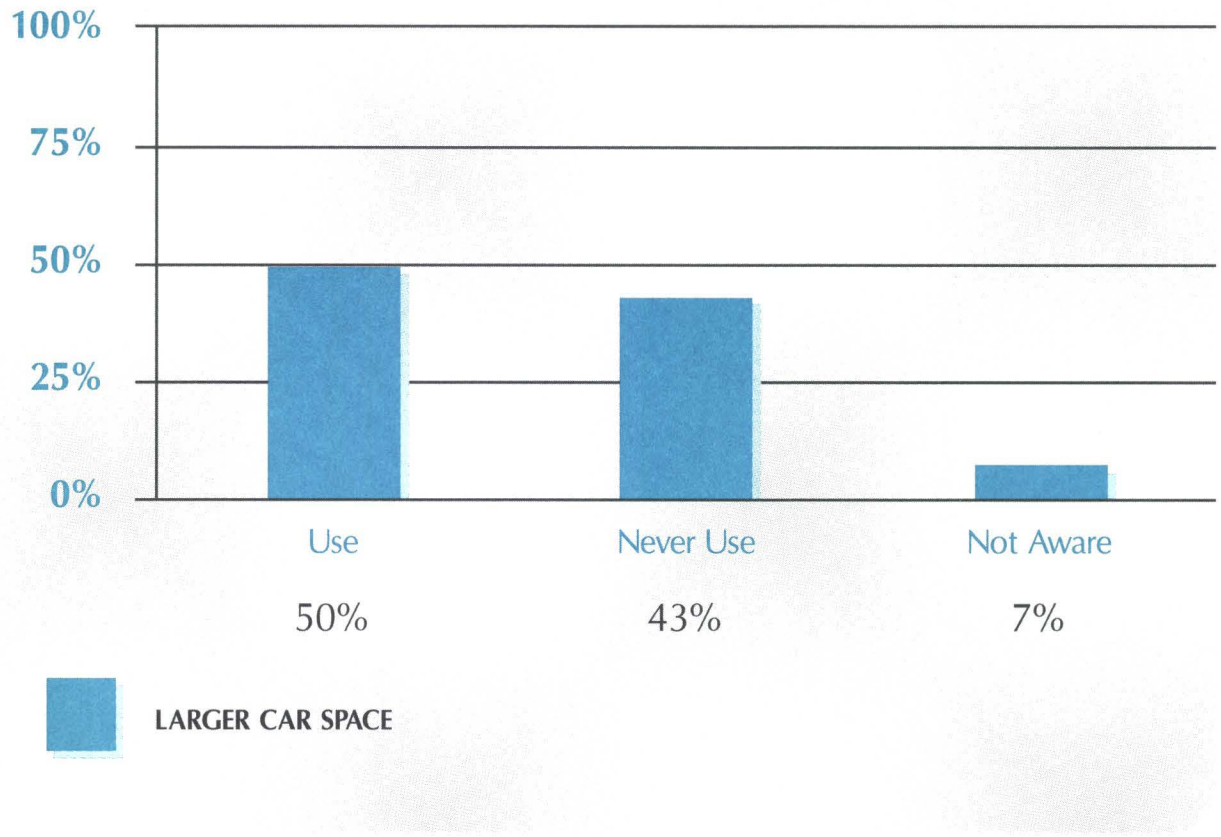
USE KNEELING BUS FEATURE



Eighty-one percent of survey respondents (1,630) answered the question about whether they use the kneeling bus feature. Of those responding, only 8% use the kneeling bus option, 2% always and 6% sometimes. Seventy-four percent say they have never used this feature, and 18% are not even aware of its existence.

The fact that more than 90% of the respondents either never use or do not even know about the kneeling bus feature would indicate the need for an educational and promotional campaign to create greater awareness and usage of the kneeling bus. While there is broad understanding of the value of this feature for persons with mobility impairments, many others could also benefit, such as elders, children, people who are short, parents with small children, and customers with packages and wheeled luggage.

USE THE LARGER SPACE IN SUBWAY/TRAIN CARS PRIORITIZED FOR PEOPLE WHO USE WHEELCHAIRS



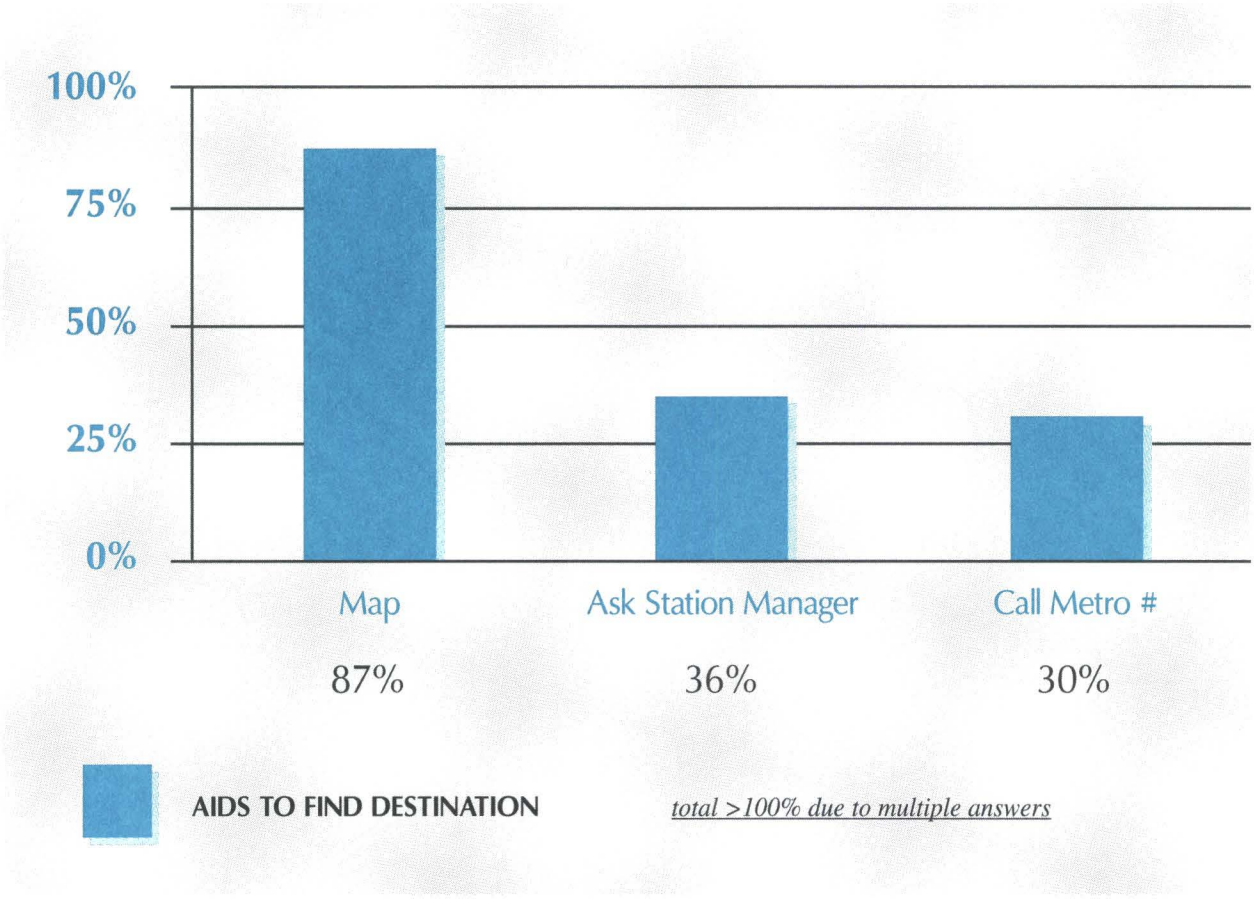
Among those responding to this question, 50% report using the larger space in subway cars and trains that is designed and prioritized for people who use wheelchairs. Of these, only 2% report always using the space with 48% saying they sometimes use it. Forty-three percent of respondents say they never use this space, and 7% are not aware that it exists.

While this larger space is prioritized for people who use wheelchairs, it serves other customers as well, including those with luggage, shopping carts or strollers.

"It would be helpful for markings outside Metro cars to show where the wheelchair spots are located so you could enter at that door."

"When my son was in a stroller, I used many Metro features designed for disabled - elevator, extra space areas, etc."

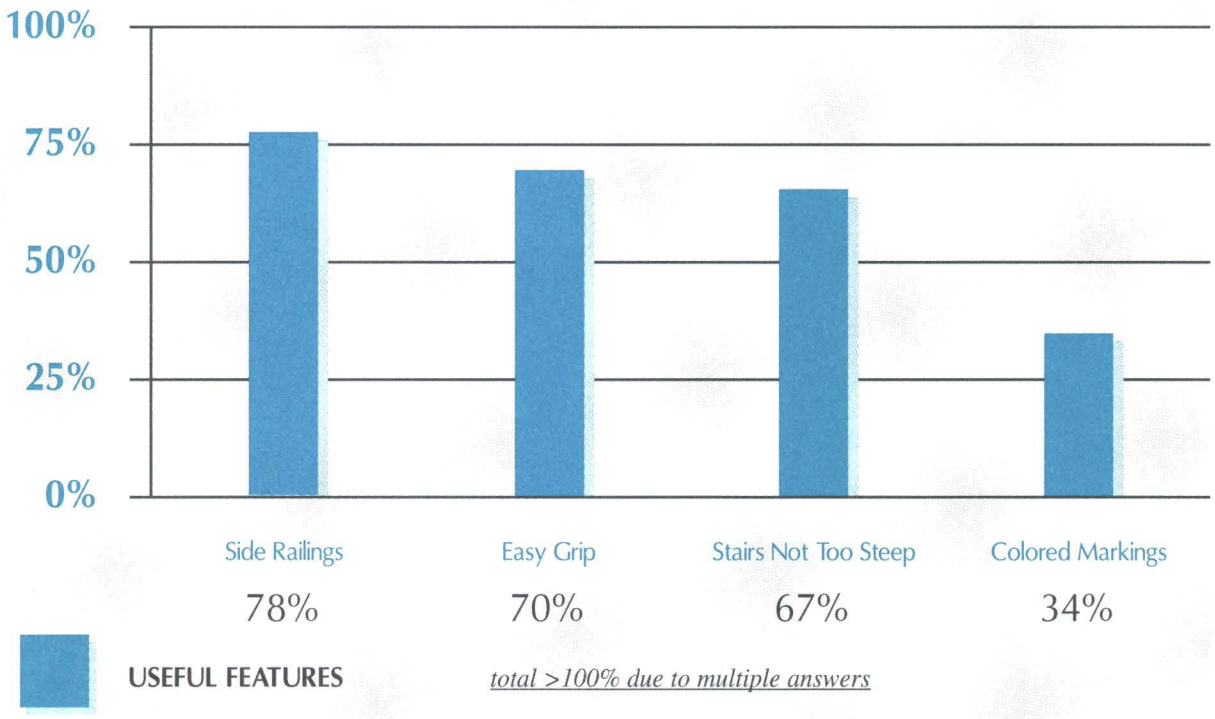
USE OF AIDS TO FIGURE OUT HOW TO GET TO NEW DESTINATIONS



This question asked survey participants to check all of the aids that they use to get to a new destination. Maps are the most widely used aid by transit customers, with 87% reporting that they use this feature. Thirty percent say they call Metro for information when they are trying to find a new destination, and 36% say they ask the station manager or bus driver for assistance.

The fact that system maps are posted in convenient, visible locations throughout the Metro system no doubt contributes to their widespread usage. Fewer respondents seem aware of the Metro information number. It is recommended that a promotional campaign be launched, educating the public on available aids within the Metro and public transit systems.

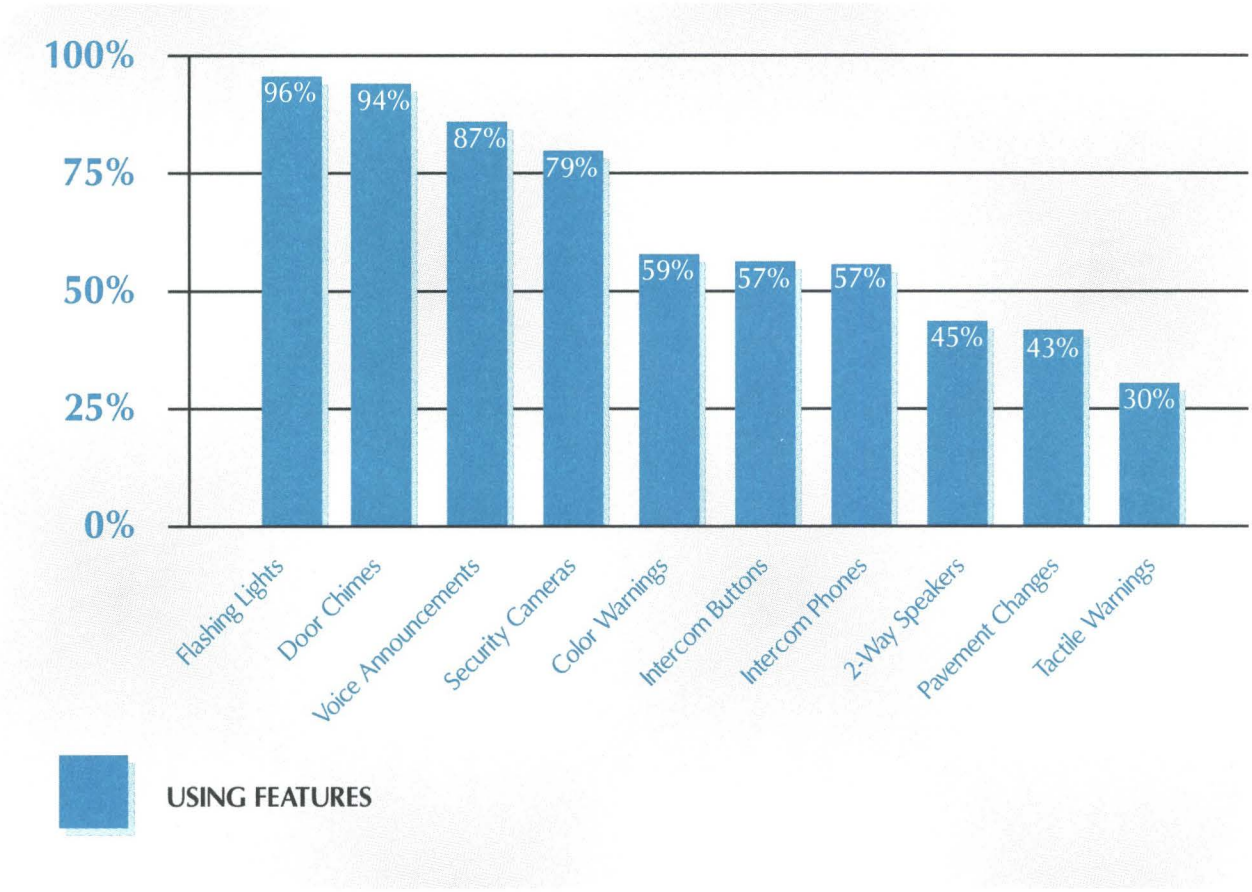
STAIRWAY AND ESCALATOR FEATURES THAT ARE USEFUL



Some 1,830 survey participants answered this question about which stairway and escalator features they find most useful. The most often used safety feature on stairways and escalators is — not surprisingly — railings on both sides. Seventy-eight percent of respondents report using the railings. Easy grip surfaces are also highly useful with 70% indicating that they use this feature. Thirty-four percent of respondents say they use the colored markings to assist them. Sixty-seven percent of the respondents report that they find the less steep grade of stairways and escalators most helpful in accommodating their needs.

"Sometimes the handrails on the escalators leave a heavy black dirty substance on my hands."

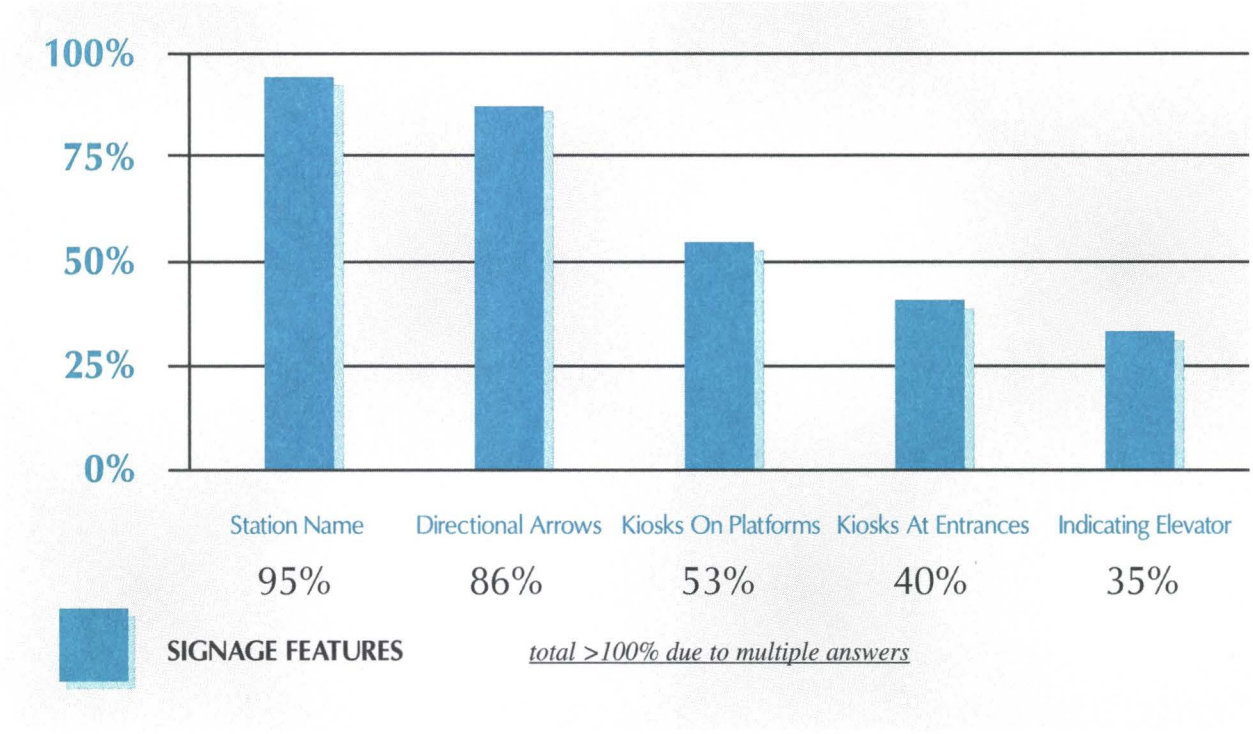
SAFETY AND SECURITY FEATURES



This question presented a list of ten safety and security features and asked respondents to check all that applied to them. A total of 1,961 people checked one or more of these safety and security features. Ninety-six percent of the respondents name the flashing lights warning of approaching trains as the most helpful feature. Another 94% use the door chimes that indicate that Metro doors are about to close, while 87% rely on voice announcements, making this the third most significant safety and security feature. Security cameras place fourth, checked by 79% of the respondents. Color warnings are used by 59% of those answering the question, and the intercom buttons and intercom phones on subway platforms both are deemed useful by 57%. Two-way speakers (often on elevators) rank eighth, useful to 45%. Changes in pavement textures are seen as useful by 43%, and another 30% find tactile warnings to be important.

"I really like the flashing lights to indicate a train is approaching."

SIGNAGE FEATURES



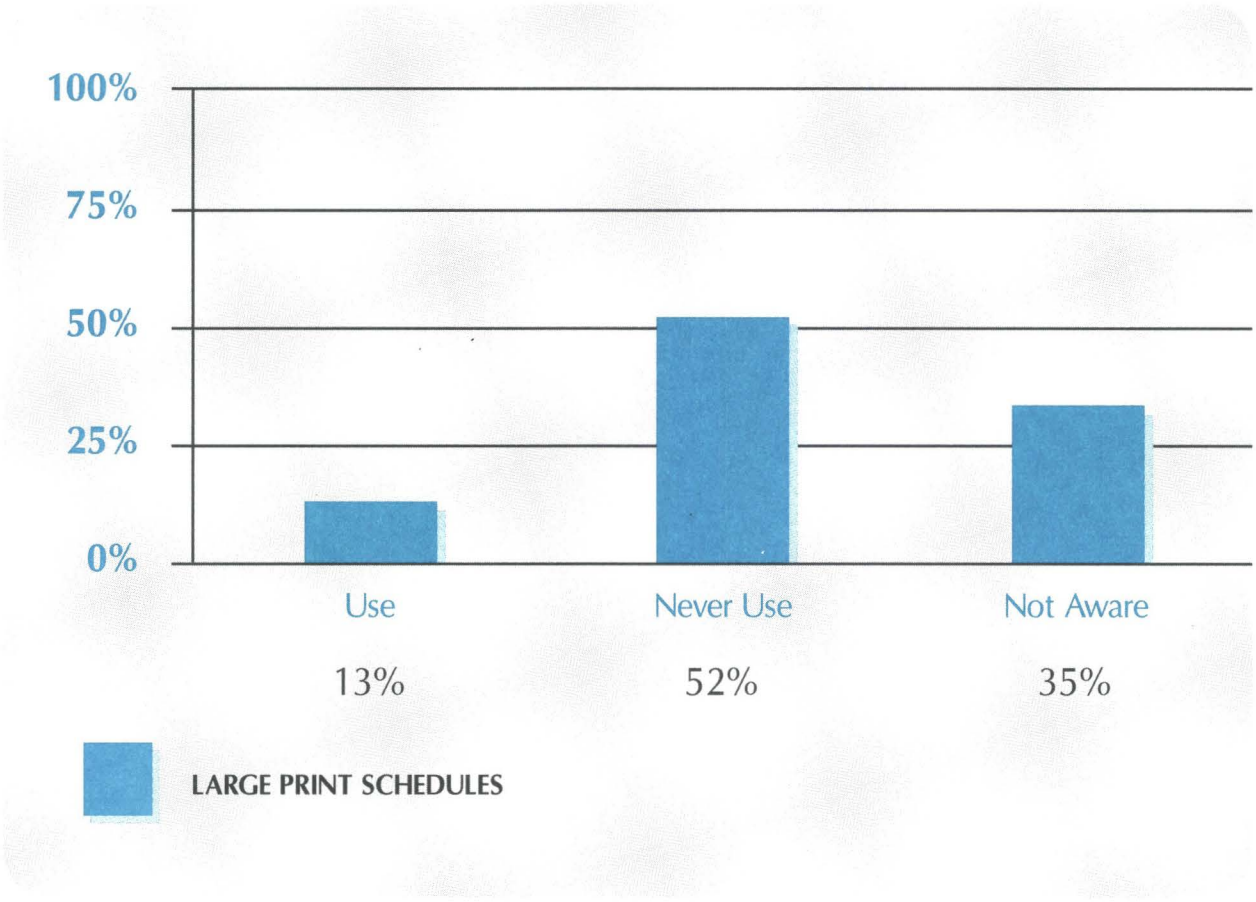
The most useful signage feature reported was the station name - its positioning and the frequency with which it appears on the walls opposite the subway platforms, with 95% of those answering this question naming this feature as the most important and most useful. Directional arrows are of value to 86% of those responding to this question. Kiosks are of significant importance, with 53% saying they use the kiosks on subway platforms and another 40% using the kiosks at station entrances. Signs indicating the location of elevators are useful to 35% of the respondents.

Signage plays a key part in assisting public transit passengers. Awareness of station name and relying on definitive universal design in signage for destinations is most important to 95% of respondents. Universal signage such as directional arrows, the disability symbol, and other easily understood markings are important and useful for all travelers. Availability of information, such as signage on kiosks at Metro stations, ranks high, as reported by 93% of survey respondents.

"The number of signs on the outside walls of Metro stations is insufficient. Sometimes, if your car is between signs, you have to make a special effort to find out where you are."

"I have vision problems so bright signs would help me."

USE/OBTAIN LARGE PRINT VERSION OF TRANSIT SCHEDULES

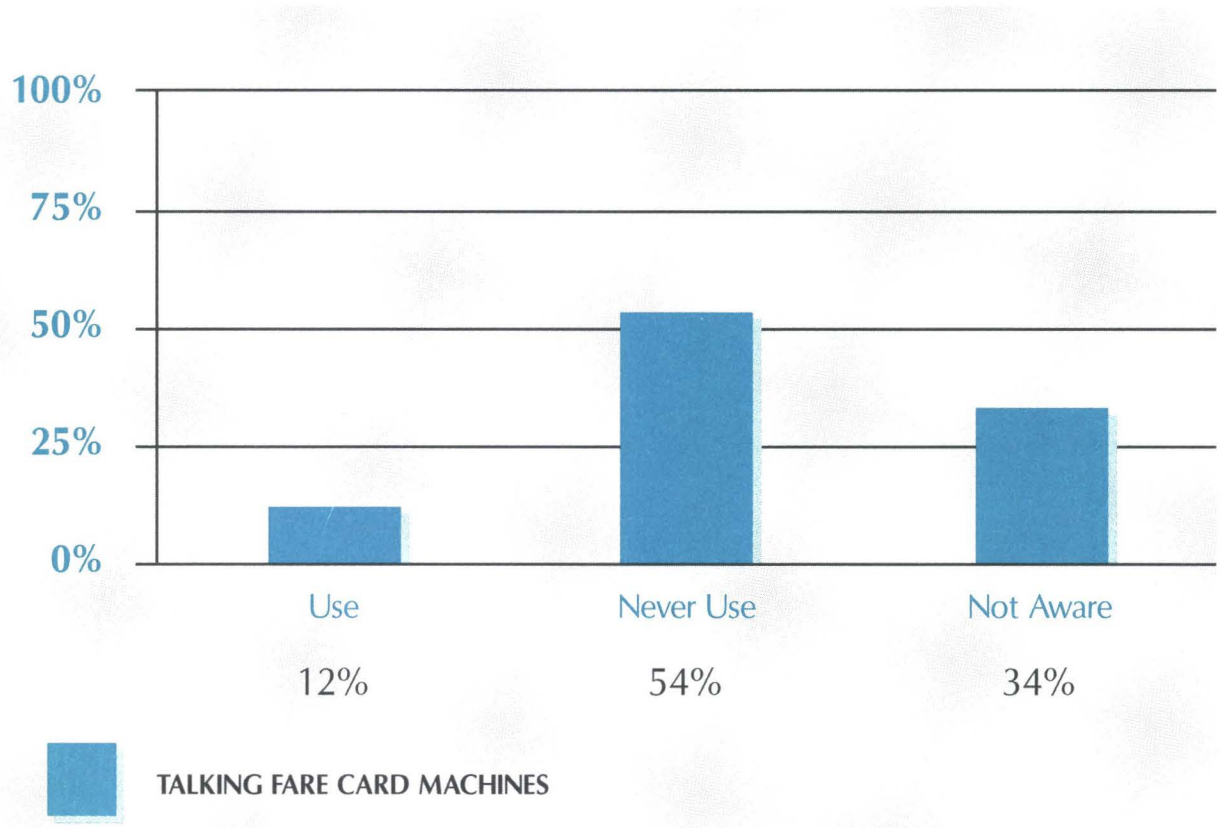


Only 13% of respondents report having obtained or used large print versions of transit schedules, with 2% saying they always use these schedules and 11% saying they sometimes use them. Thirty-five percent say they are not aware of the existence of this feature. The 1990 Americans with Disabilities Act mandates the availability of alternate formats (such as large print) as a reasonable accommodation for people with vision impairments. Therefore, it is surprising that such a large percentage still are not aware of the existence of the large print schedules.

It is recommended that the availability of large print versions of schedules and how customers can get them be included in the recommended awareness campaign around universal design features and benefits in public transit.

"More access to larger print bus schedules and Metro schedules would also help."

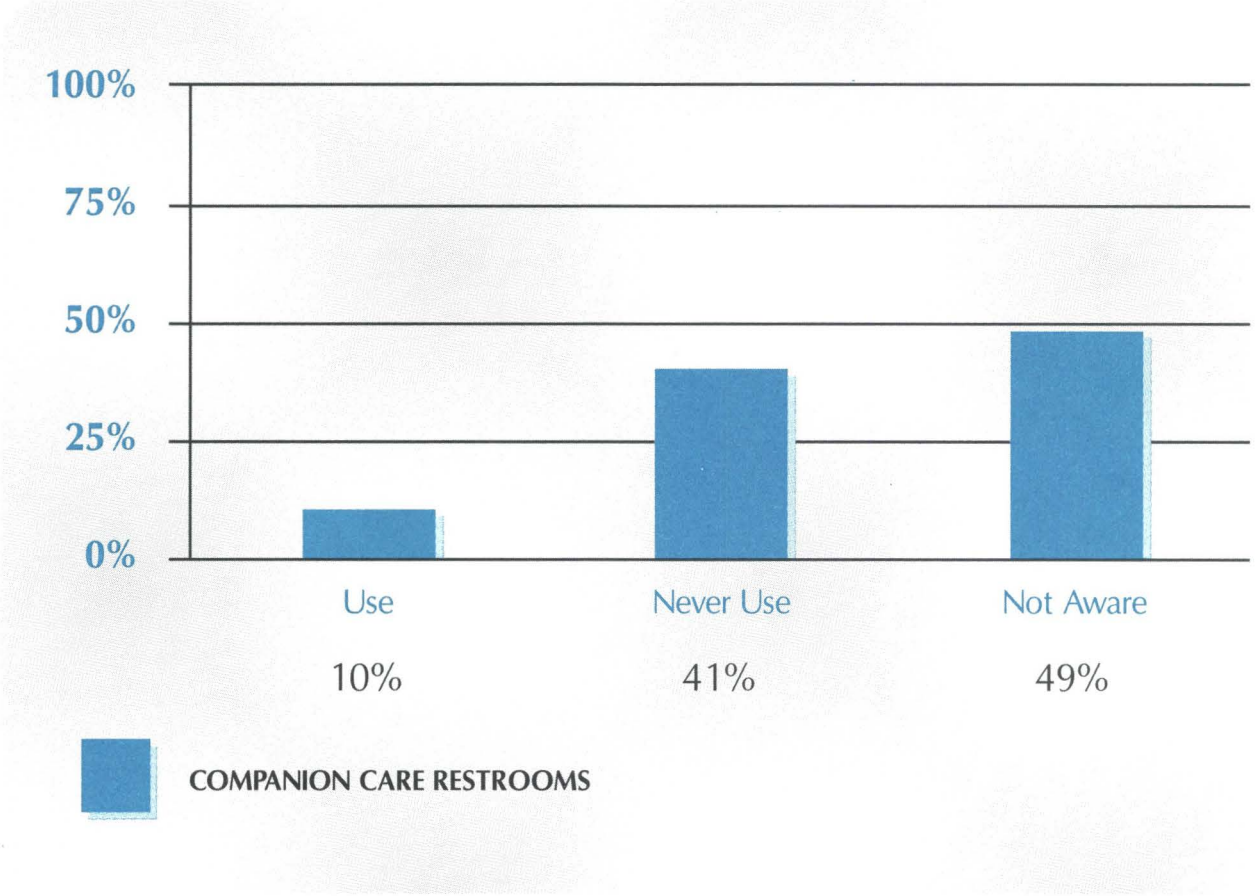
TALKING FARE CARD MACHINES



Nearly every survey participant, some 1,979 individuals (99%), answered this question. Of that total, 34% are unaware of the existence of Metro fare card machines that have talking instructions. Only 12% indicate that they use these machines, with 11% using them sometimes, and 1% reporting that they always use them.

As with the wider fare gates, these talking machines are a fairly new innovation in Metro stations and that fact is emphasized by the high number who are not aware of the feature, plus the 54% who never use them.

USE COMPANION CARE RESTROOMS AT NATIONAL AIRPORT

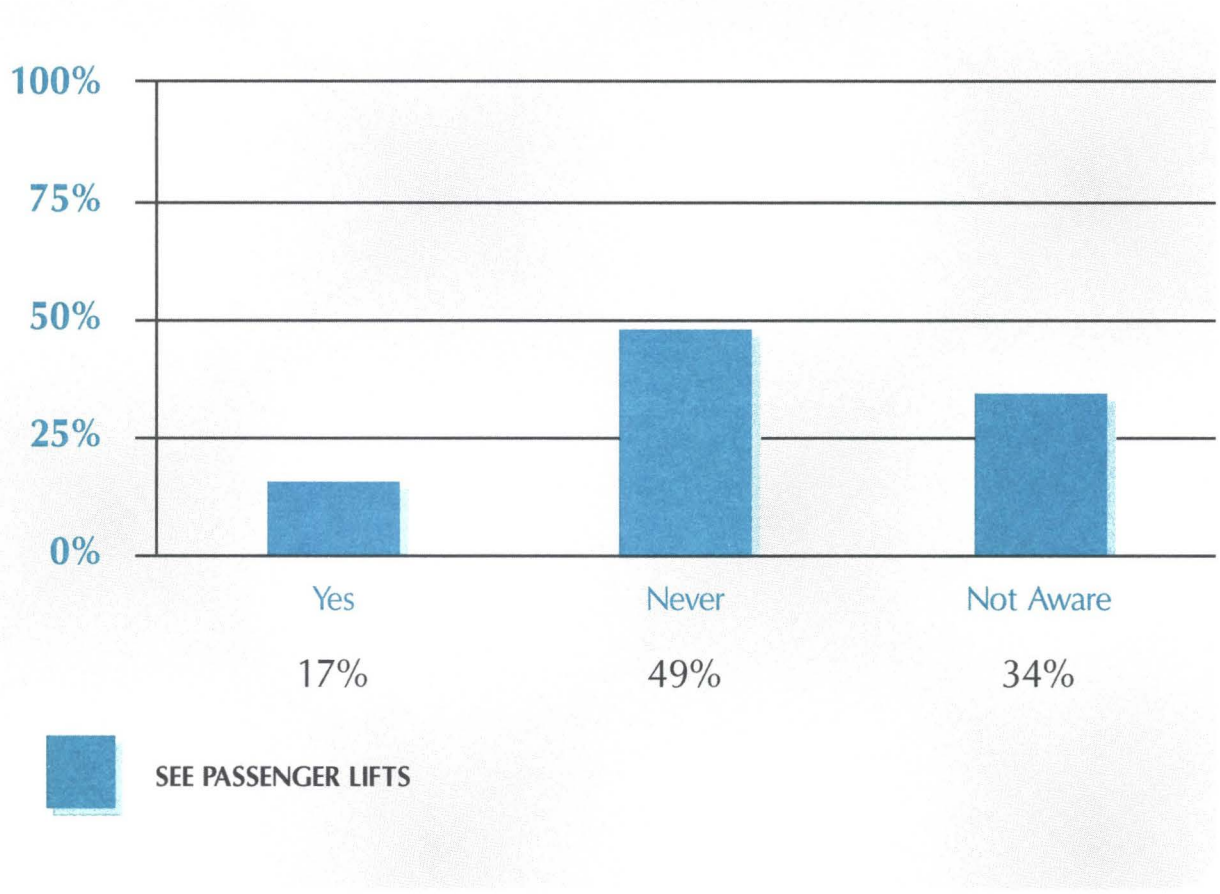


A total of 1,872 survey participants responded to the question about the new companion care restrooms at Reagan National Airport, with only 10% reporting that they always (2%) or sometimes (8%) use this feature. A remarkable 49% are not aware of the existence of these restrooms, and more than 41% say they never use them.

Since the renovated airport facility is less than one year old, it may be that many of those who answered the survey simply have not yet been to Reagan National Airport. But with 90% of respondents reporting that they either never use or are unaware of these restrooms, it is recommended that an educational public awareness campaign promote this feature and its benefit to individuals who use wheelchairs, travelers with much luggage, parents with young children, grandparents, elders who need the additional space and those who need assistance from family members or personal assistance providers.

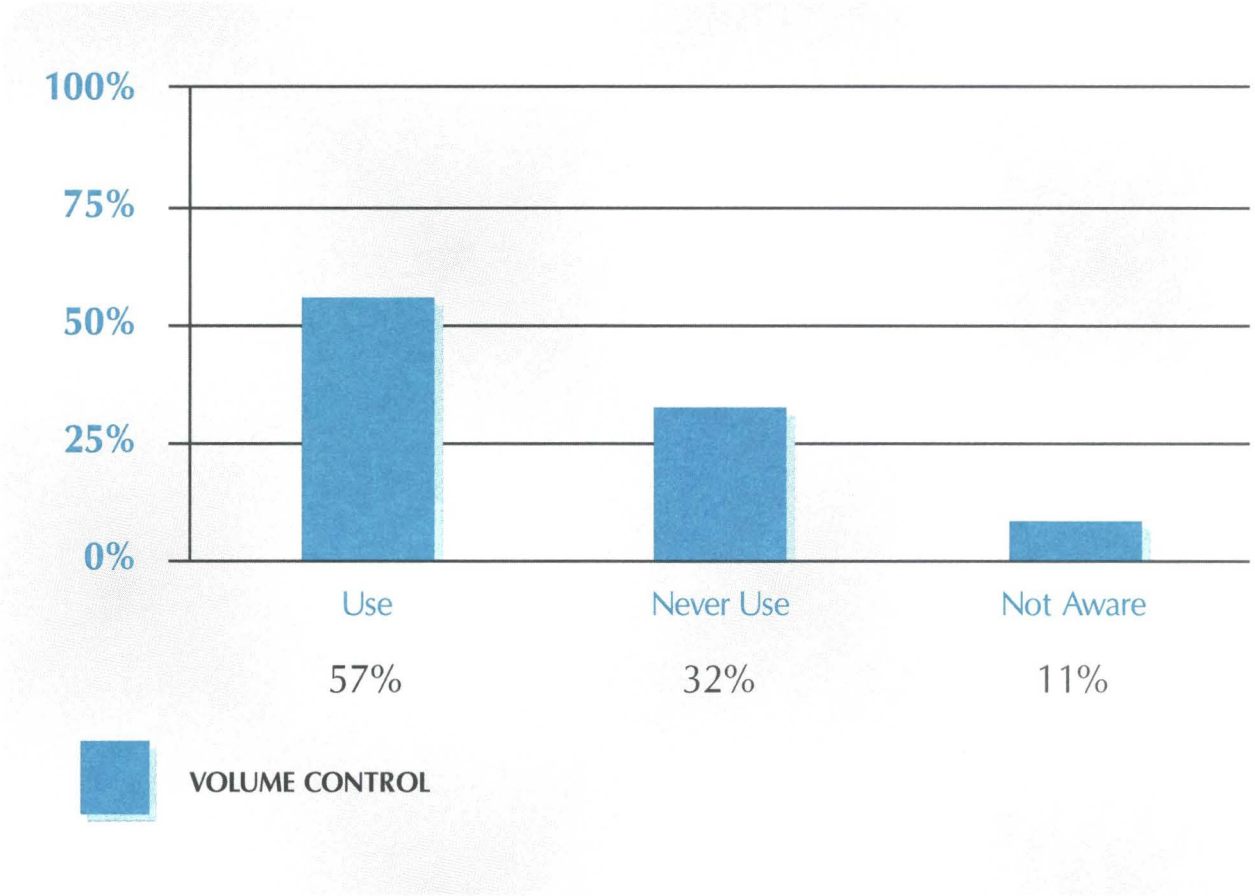
"I haven't been to new National yet. What are you talking about?"

SEE PASSENGER LIFTS USED ON COMMUTER AIRLINES BY CUSTOMERS WHO USE WHEELCHAIRS



Ninety-three percent or a total of 1,860 survey participants responded to this question. Of these, only 17% report having seen passenger lifts being used to access commuter airlines for people who use wheelchairs. Almost half (49%) of the respondents say they never see aircraft passenger lifts in operation, and another 34% are not aware of the existence of these lifts.

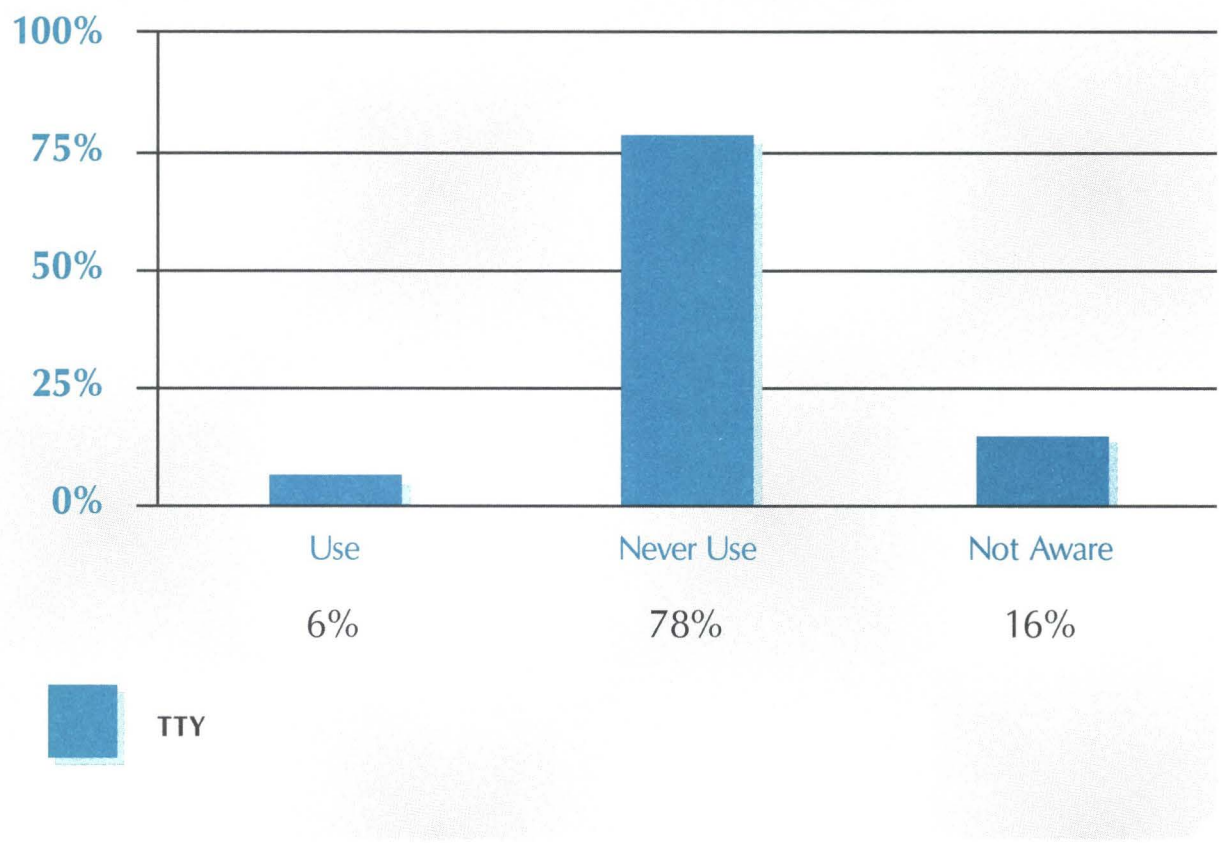
VOLUME CONTROL USE AND AWARENESS



As the result of the passage of ADA and other civil rights laws, many public pay phones include disability accessibility features such as volume control or TTY equipment.

Fifty-seven percent of those responding to the question report that they sometimes or always use the volume control feature on pay phones, with only 11% saying they are unaware that this feature exists. This is a significant finding, showing how a feature initially added to better accommodate a specific disability (hearing loss) is now being used by the general population. This high rate of use, and low incidence of lack of awareness, indicates how ubiquitous this feature has become and how widely it is valued, especially in noisy locations like train and subway stations. Volume controls are found on nearly all public telephones.

TTY USE AND AWARENESS



Another question on the survey addressed the use of TTYs (Text Telephones). Six percent of those answering this question report always (1%) or sometimes (5%) using this feature. Sixteen percent are not aware it exists. TTYs are specifically designed for use by persons with hearing or speech disabilities and are thus unlikely to be used by persons without these disabilities. The higher "not aware it exists" rate of 16% for TTYs, compared to the 11% who are unaware of the volume control feature, may indicate lack of knowledge about a TTY and its use.

the Afternoon Squeeze

Did you know some features you use everyday were designed for people with disabilities? Wider fare gates make life easier for people with disabilities, and also for you.

Access for One Means Access for All

RECOMMENDATIONS

Based on the total 2,003 survey responses to the ***Project Access for All*** polls, 72% of public transit users say they use and benefit from key universal design features and indicate they regularly use many of the new accessible features. When the various targeted publics — transit customers, transportation authorities, passengers, the disability community, policy makers and agency administrators — look at the results of the ***Project Access for All*** survey, two recommended messages are:

1) New access features make life easier for all transit users. It is recommended that accessible features and benefits be showcased and promoted in municipalities and businesses to current and potential transit customers to increase awareness for all customers. Educating publics and promoting accessible features and universal design through marketing campaigns will expand awareness that new features exist and that they assist and benefit all customers, not just people with disabilities.

2) Investments made because of new access laws benefit all customers, not just those with disabilities. The recommended marketing message should focus on results of polls such as ***Project Access for All*** findings, showing that significant numbers of individuals, not just people with disabilities, use and benefit from new universal design and accessibility brought about by the ADA and other laws.

Other recommendations are:

- Recommendations to generate awareness include promoting features of universal design and their benefits to the public through advertising and public relations campaigns using print and broadcast news media, and public service announcements.

- It is recommended that public relations and advertising campaigns include educational information pointing out that new universal design features, that benefit everyone, are the result of the Americans with Disabilities Act (ADA) and other disability legislation. This message will help to educate publics on the universal application of and benefits of accessibility and universal design features, and will help counter ADA backlash.

- It is recommended that the campaign spotlight the fact that one time costs for universal design accessibility benefit all customers and users, thereby dispelling the misconception that the costs of providing access have only been for the benefit of people with disabilities.

Additional recommendations resulting from the growing demand for universal accessible design features and their increased usage are:

- Planners should create more universal design features that make transit use easier and accessible for everyone, including those who are using it now and those who will use these features in the future.
- Transit authorities must better maintain existing accessibility and universal design features or risk losing those customers, with and without disabilities, who benefit from having these features.

RECOMMENDATIONS FOR SPECIFIC FEATURES

BUS DRIVER ANNOUNCEMENTS

With approximately half (49%) of the respondents who use buses saying they never hear the bus driver announcements or are not aware of their existence, it is recommended that (1) bus drivers consistently announce bus stops along routes, and (2) there be greater training of bus drivers to maintain this helpful feature that accommodates the needs of many transit customers. The survey indicates this is a feature that is inconsistently implemented within the transit system and/or one that customers are not aware is available to them. Passengers should be educated about this option as well, a practice that would accommodate the needs of many transit customers — including those who are unfamiliar with a particular route as well as those with sensory or cognitive disabilities.

BUS LIFTS

Awareness of bus lifts and their use by customers with wheelchairs received a high 70 percent response with survey participants saying they "always" or "sometimes" see the bus lifts in operation. Public awareness of the demand for, and use of, bus lifts would indicate a need for continuous upkeep and maintenance for optimum operation of the lifts. It is also recommended that training be a priority for transit staff to learn to operate bus lifts and to maintain this feature, thus permitting for customers who use wheelchairs to rely on "mainstream" transportation on a regular basis.

In contrast to widespread awareness of bus lifts, only five percent of respondents indicate they "sometimes" or "always" use the bus lifts. These results indicate a need to market the bus lift option to customers who use wheelchairs. Paratransit has historically served transit needs of customers with wheelchairs in the city, albeit with criticism of its performance, low customer satisfaction, and high costs. Individuals who use wheelchairs need to know what public transit options in buses and trains exist for them and that they can rely on the consistent operation of accessible features. It is recommended that a focus on choices and options in public transit be part of a marketing campaign to customers with disabilities, and that a marketing campaign specifically targeted to the disability community be launched to promote awareness of features that serve specific transit needs.

KNEELING BUS FEATURE

Forty-two percent of respondents to the question on seeing signs that identify a bus as a "kneeling bus" say they either never see the signs or are not aware the "kneeling bus" feature exists. This would indicate a low level of awareness of the "kneeling bus" feature by almost half of all respondents. It is recommended that an educational and promotional campaign be launched by public transit systems nationwide to create both greater awareness and usage of the "kneeling bus" feature among customers who could benefit from its use. (The latter emphasis is key since 91% of survey respondents indicate they never use or are not aware the "kneeling bus" feature.) Potential customers for the "kneeling bus" feature include elders, people with mobility impairments, parents with strollers and/or little children, customers with packages and wheeled luggage, etc. A public awareness campaign might use the slogan, "This bus is for you," or, on a lighter note, "You can bring this bus to its knees!"

FURTHER RECOMMENDATIONS

- It is recommended that an educational public awareness campaign promote the Companion Care Restroom feature and its advantages to the audience of customers who would most benefit from its use. These include: individuals who use wheelchairs, travelers with much luggage, parents with young children, elders who need the additional space or those who need assistance from family members, and those who need personal assistance in using the facilities.

- It is recommended that information on alternate formats for published materials, such as the availability of large print versions of schedules and how customers can obtain them, be included in the recommended awareness campaign around universal design features and benefits in public transit.

- It is recommended a promotional campaign be launched educating publics on information aids available within the Metro and public transit systems, such as the Metro information number, printed maps of the Metro system, and the availability of station managers to answer riders' questions.

- It is recommended that an awareness campaign on the use of accessible features target the women's and men's markets separately, focusing on what universal design accessible features can do for each of these customer markets.

It is strongly recommended that WMATA and other metropolitan public transit authorities:

- Address the multi-customer use of accessible features;

- Assess whether additional universal features need to be added; and

- Assess and commit to higher maintenance and performance standards on the part of WMATA and municipal public transit management for high use universal design accessible features, such as ramps, curb cuts, elevators and wider fare gates.

Did you know people with disabilities make your commute easier?

Flashing platform lights. Voice Announcements. Door chimes. Elevators. These features benefit people with disabilities – and they help you everyday.

Access for One Means Access for All

LAUNCHING PROJECT ACCESS FOR ALL

WHAT WE DID AND HOW WE DID IT

BACKGROUND AND DEVELOPMENT

In response to the 1990 enactment of the Americans with Disabilities Act (ADA), the United Cerebral Palsy (UCP) national office conducted a series of national "snapshot" surveys assessing communities, businesses, and government in their implementation of the ADA for UCP's *ADA Report Card(s)* on America. In addition, UCP polled 1,307 individuals with disabilities, their family members and associates to assess the impact the ADA has had on their lives. In 1996, these results were reported in UCP's *ADA Snapshot of America*. Drawing on this experience in generating local and national media and public attention as a result of data from these polls, in February, 1997, UCP responded to a request for proposals from Project ACTION related to Universal Accessibility in Transportation.

Project Access for All was designed to test usage and awareness of universal design, accessible features and their benefits in intermodal public transportation. A goal was to determine public perception of these new points of access and their benefits to transit customers, with and without disabilities. The project was designed, as well, to promote and publicize ***Project Access for All*** 's findings and recommendations. In the spring of 1997, ***Project Access for All*** received a go-ahead and support from the National Easter Seal Society's Project ACTION, funded under a cooperative agreement with the U.S. Department of Transportation, Federal Transit Administration.

UCP's initial project team for the first phase of ***Project Access for All*** consisted of two full and two part-time staff: a project director with expertise in public relations and media outreach to oversee the project overall and implement the publicity components; a project manager to track the day-to-day routine, budget, volunteers, timelines, schedules, etc.; a part-time person who was an expert in disability advocacy, legislation, transportation and universal design; and part-time assistance from UCP's communications department to assist with designers and illustrators for the ***Project Access for All*** advertising campaign, published surveys, and reports. Also in this first phase, an architect who specializes in universal design and ADA architectural compliance served as a consultant to the project, participating in site visits with project staff and providing recommendations on the planning of the survey.

As part of project start-up activities, press releases were developed and targeted to three specific markets (general news, disability, and transit trade press) to announce the launch of ***Project Access for All*** and explain its goals. Project staff also met with the Washington Metropolitan Area Transit Authority (WMATA) Director and Assistant Director of the Office of the Americans with Disabilities Act, and with the Director and staff of WMATA's Public Relations Office to discuss both the process and the sites where the survey would be conducted. Various sites in the Washington DC metropolitan area were visited by UCP's ***Project Access for All*** staff and the architect consulting to the project, along with Metro officials.

As a result of these field trips, three station sites originally designated for the survey were changed to locales that were truly intermodal, including a site added to encompass the additional intermodality of an airport. The Franconia/Springfield, VA station was selected because it connected with the commuter bus routes and VRE; the Rockville, MD station was chosen because of the MARC train connections at that site; and Reagan National Airport was added to fully cover the spectrum of intermodal connections. The fourth site, Union Station in Washington, DC, remained as originally proposed. After the ***Project Access for All*** team made the final site selections, the WMATA station manager of each site was informed about the upcoming ***Project Access for All*** survey activities. Metro managers at all levels have been uniformly helpful and supportive throughout the project, as have other WMATA staff. Project staff believes that this high level support was the result of making certain that all WMATA staff connected in any way to the survey process fully understood and supported the project goals.

PHASE I: THE FIRST SURVEY

Project Access for All staff and consultants determined what information was essential to demonstrate access awareness, use, features and benefits. Several drafts of survey questions were designed and tested, and a final survey draft was field-tested by over 30 UCP staff (including individuals with disabilities) and shared with Project ACTION and WMATA officials for their input. The final version of the ***Project Access for All*** survey contained 23 key questions with additional space for comments. It was designed by project staff to be easily distributed on site, and to fit into a preprinted, postage paid response envelope to encourage respondents to mail in their completed form.

Permission was sought and granted from WMATA for distributing the survey at the four Metro sites, with WMATA's legal counsel providing guidelines for distribution at each site. ***Project Access for All*** staff contacted the DC Independent Living Center, the Endependence Center of Northern Virginia, and UCP of Washington DC & Northern Virginia to recruit volunteers to assist with the survey. Fifteen volunteers

helped distribute the survey. These volunteers received an honorarium and transportation reimbursement to and from the survey sites.

Staff conducted training for volunteers, including the protocol provided by WMATA's legal counsel for conducting activity on WMATA property as an integral part of the training. Teams of four or five volunteers with one or two UCP project staff worked at each site, polling public transit customers over a four-day period from October 9 through October 13, 1997.

Approximately 5,500 surveys were distributed to transit customers in two daily shifts — rush hour morning and evening shifts — by UCP staff and volunteers at the sites. Some Metro customers completed their survey on site and returned them directly to UCP staff and volunteers during the four-day polling period. However, the majority of responses were returned to UCP's national office via mail in the self-addressed stamped envelope provided with the survey for this purpose. The positive reception to the survey by transit customers during rush hour is believed to be the result of the professional, friendly approach by staff and volunteers, many of whom were individuals with disabilities.

Press releases announcing the ***Project Access for All*** survey had been distributed to local DC area news media a few days prior to the actual polling dates, and a survey announcement media advisory ran on Associated Press newswire, on AOL News, and on the PR Newswire. On October 3rd, a News Channel 8 assignment editor contacted ***Project Access for All 's*** project director, received background materials and assigned a news reporter and cameraman to cover and report on the survey. On October 4th, the first day of the survey, the reporter and cameraman for News Channel 8 covered the event at Union Station, interviewing transit customers, the project director and volunteers. The cameraman appeared surprised by, and commented on, the number of individuals using wheelchairs, people with baby carriages and strollers, or those dragging wheeled luggage who were using ramps, elevators, wider fare gates, etc. He was able to capture a number of Metro customers using the universal design access features. All News Channel 8 aired a 3-minute news piece on the survey project as their lead story (with trailers) on the 5:00 p.m. evening news. This news segment cycled on News Channel 8 for 26 hours. The survey was also covered on local radio news broadcasts.

Over the next few weeks, surveys were returned to the national office of United Cerebral Palsy via mail and fax. A total of 1,140 completed first surveys were returned to ***Project Access for All*** for an unprecedented return rate of 21%. (This return rate may be the result of the fact that not only was the subject of interest to transit customers but also that those distributing the survey were individuals with disabilities, representing persons for whom many of the new access features were designed.) Most of the public

representing persons for whom many of the new access features were designed.) Most of the public approached seemed interested in being a part of this survey.

A database was developed to quantify the questions, and assess and analyze survey results. For much of the month of November, survey responses were entered into the database, tallied, analyzed and compared. Survey respondents' comments and concerns were reviewed and documented as well.

A report, ***Project Access for All*** — *Making Transportation Better for Everyone*, was compiled based on the analysis and results from the first survey. The report tracked the use of access features and universal design in intermodal transportation, complete with graphs for a visual depiction of results and was sent to the printer in December. This 41-page report was distributed (along with fact sheets and press releases) to news media, to Project ACTION, to U.S. Department of Transportation leaders, WMATA officials, UCP affiliates, disability groups, and other interested parties. This first report of ***Project Access for All*** survey results and recommendations continues to generate interest from media, government offices and individuals.

PHASE II: THE AWARENESS AND EDUCATION CAMPAIGN

In January of 1998, a meeting was held with the head of public service in WMATA's Department of Marketing to plan the second phase of ***Project Access for All*** — the awareness/education campaign. In order to showcase key findings from the first survey, educational posters, advertisements and dioramas would be created and placed in Metro stations, as well as on the sides, and inside, of Metro buses. WMATA officials approved the use of key Metro advertising space (10 dioramas, 30 bus side ads and 100 inside bus placards) for ***Project Access for All*** 's educational public service advertisements. Credit for UCP, Project ACTION, DOT and WMATA was given in the tag line that appeared on each ad: "This public service announcement is brought to you by United Cerebral Palsy's ***Project Access for All*** , funded by a grant from Project ACTION under a cooperative agreement with the U.S. Department of Transportation, Federal Transit Administration and the National Easter Seal Society. THIS SPACE IS PROVIDED BY WMATA AS A PUBLIC SERVICE."

Project Access for All staff began to work on concepts for the awareness advertising campaign with creative assistance from Hermann Advertising Design/ Communications of Annapolis, Maryland. The goals and guidelines for this advertising campaign were agreed upon by project staff, WMATA, Project ACTION and DOT. Ideas based on the first survey's findings were developed and discussed among staff

and the design team. Several versions of design concepts were developed and reviewed by UCP's ***Project Access for All*** staff, WMATA officials, and Hermann principals. An illustrator was chosen, drafts of the advertising concepts were reviewed, and three particular concepts and designs were agreed on for use in the campaign.

- **"An Easy Commute Brought to You by People with Disabilities,"** illustrating three separate features that survey respondents use and benefit from, including elevators, flashing lights in Metro stations and talking fare card machines;

- **"The Afternoon Squeeze,"** depicting Metro customers, such as parents pushing strollers, folks using wheelchairs, individuals pulling luggage or carrying big packages using the wider gate compared to a depiction of many customers crowded into the narrow fare gate; and

- **"Did You Know People with Disabilities Make Your Commute Easier?"** showing the inside of a Metro station and all the universal design features that serve many customers such as color coding of trains and maps, chimes, elevators, flashing lights, etc. The two concepts **"The Afternoon Squeeze"** and **"Did You Know People with Disabilities Make Your Commute Easier?"** were designed for the ten dioramas in Metro train stations, with the latter design adapted for display inside one hundred Metro buses. The third concept: **"An Easy Commute"** was produced to appear on the outside of thirty Metro buses.

These public service advertisements for ***Project Access for All*** were posted during the month of April by Transportation Displays, Inc. (TDI), a contractor for WMATA. The list of placements provided by TDI showed that the ten dioramas were placed on three of the five Metrorail lines: Red, Blue and Green. As is often the case with public service announcements, which are posted on a "space available" basis, the placements (with the exception of a Metro Center location near the ticket sales office) were not in the most ideal locations to achieve maximum exposure, increased public awareness, and optimal education of transit customers. Better locations would have been the Metro survey sites, train and bus routes with high-density modality, and key intermodal sites.

Bus ads were displayed on the exterior of thirty buses and in the interior of one hundred buses serving routes from the Bladensburg, Landover, Montgomery, Southeastern and Western Metrobus garages. Again, the bus placements may not have been as effective in generating greater awareness and education as alternative placements on more heavily used routes. Although the ads were only to be displayed for four weeks, WMATA's director of public service marketing has indicated that some ***Project Access for All*** advertisements will remain posted and suggested that others will be used in station dioramas on a space available basis over the next year.

PHASE III: THE SECOND SURVEY

The third phase of ***Project Access for All*** was the development, design and implementation of a second survey to be conducted at the same four Metro station sites in May of 1998. The purpose of this second poll was to help measure changes in education, awareness, and use of the universal design features and benefits and to compare the results to the first survey. The second survey, illustrated with the three public service advertisements to spur customer awareness of the advertising campaign, contained the same twenty-three questions as the first poll plus four additional questions that tested for increased awareness and use of universal design features resulting from the impact of the public service ad campaign.

For four days from May 1 to May 6, 1998, some 5,800 surveys were distributed at the same four Metro station sites as the first survey: Union Station, Franconia/Springfield, Rockville, and National Airport. Metro station managers, again contacted by ***Project Access for All*** staff prior to survey distribution, were supportive and helpful. Unlike the schedule of the first survey where polling teams were onsite at each location each of the four days, the second survey distribution was completed one site at a time, during morning and late afternoon rush hours. As a result, fewer total volunteers were needed to conduct the second survey. Along with one or two project UCP staff, nine volunteers, compared to fifteen for the first poll, participated each day in the second survey. This appears to be a more efficient use of staff and volunteer time with just as many or more surveys distributed. As in the first poll, the volunteers also participated in an orientation and daylong work session to help prepare the survey materials (folding and stapling the survey to the return postage paid envelope). Again, as in the first survey, they received an honorarium as well as their transportation expenses to the site. These volunteers were committed to the project and were critical to its success.

Again, as with the first survey, the response by public transit customers to the ***Project Access for All*** second survey was receptive and positive. Many transit customers stopped to talk with UCP staff and volunteers about their own experiences related to universal access on public transportation and/or their own experience with disability (either temporary or long term) and how it related to their views on accessibility.

Press releases announcing the second survey with key results from the first survey were distributed to local DC area and national print and broadcast media with expanded information on ***Project Access for All*** . News Channel 8 again covered the survey and its results, sending a reporter and cameraman to the Reagan National Airport location on May 1st for onsite reporting and interviews. The reporter interviewed the project director, survey workers and transit customers as they used accessible features.

Interest in the survey was great enough that News Channel 8 developed three different news pieces, the longest of which, a three-minute piece, aired on the station's afternoon news at 1 p.m. on May 1, 1998, and remained in their 26 hour news rotation. ***Urban Transit News***, a trade publication for the transportation industry, picked up the news release off the wire, interviewed the project director via telephone, and ran a news story on the survey and its findings and results. ***Disability Program News***, a publication reaching disability organizations, University Affiliated Programs (UAPs), and legislators, picked up the release, interviewed the project director, and did a piece on ***Project Access for All*** . Several other news features are in the works, including a commitment from *The Washington Post* for a story on the final results.

During the distribution of the survey at Metro locations, many participants commented that they had seen the news piece and were happy to be part of the project poll. By the close off date of the beginning of June, some 863 completed surveys had been returned to ***Project Access for All*** (a 15% return). These survey results were entered in a database set up to review and compare first and second survey results and compile the aggregate results.

The initial intent for the second survey was to measure the effectiveness of the public awareness education campaign and impact of the public service advertisements. However, because public service advertising space was unavailable until early April, and because project timelines required the second survey be conducted the first week in May, many of those surveyed indicate they had not seen the advertising campaign. Only 12% of those participating in this second survey say they actually saw the education/awareness ads, dioramas and placards. However, findings show that overall awareness of universal design features increased between the first and second surveys, possibly as a result of television coverage and the surveys themselves.

An aggregate of 2,003 persons responded to the two surveys (an overall 18% return). A total of 642 respondents wrote their personal experiences, thoughts and comments in the designated space on the survey forms. Many of those comments reinforced ***Project Access for All*** 's emphasis on the value of education and awareness and how an informed public becomes a supportive public. It seems that the actual process of the survey as well as favorable coverage by local media may have generated greater awareness from the public, even though only 12% of the respondents had seen the project advertising campaign.

APPENDIX

PROJECT ACCESS FOR ALL

UNITED CEREBRAL PALSY STAFF

Jeanette Harvey, Executive Director
Christopher Button, Ph.D., Project Executive
Sally Weiss, National Projects Coordinator
Nancy Flinn, Project Director/Media Relations
Linette Smith Slade, Project Manager
Judy M. Schwartz, Project Manager
Jenifer Simpson, Transportation Policy Associate
Lisa Stockmann Karp, Communications Manager
Megan Coughlin, Communications Coordinator
Kathleen Megivern, Consultant
Robert Lynch, AIA, Consultant

DESIGN CONSULTANTS

Herrmann Advertising Design/Communications
Jer Olsen, Computer Graphics Designer (Graphic Mac)
Lindsey M. Bree, Computer Graphics Designer

Special thanks to Tony Fitch, illustrator for *Project Access for All*'s public service advertisements.

SURVEY VOLUNTEERS

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Connie Caldwell
Irene B.M. Coehins
Kathy Chanley
John Colbert
Vannessa Edwards
Berlinda Edwards
Joanne Elliott
Itta-ZaVoni Galmore
Jose Gonzales
Miquel Moran
Donald Reese
Kenneth Reese
Katie Savage
George Stone
Euseclimia Vieira
Adelina Vieira
Regina Williams
Catherine White

Our appreciation to Nancy Smith of Project ACTION, Michael Winter of the U.S. Department of Transportation, and to the Washington Metropolitan Area Transit Authority (WMATA) for their cooperation and support of this project.

PROJECT ACCESS FOR ALL

MAKING TRANSPORTATION BETTER FOR EVERYONE

Dear Public Transportation User: United Cerebral Palsy Associations and Project Access for All values your input! We are studying how Universal Design (a design concept that promotes access and use for everyone) is making transportation access more user friendly for everyone: for parents pushing strollers, travelers with luggage, elderly people, and people with disabilities. Results of this survey will be used to inform the public and transit authorities about access features that benefit everyone. Please take a minute to complete and return questionnaire to a Project Access volunteer at the station today, or mail it in the postage paid envelope to UCPA, 1660 L Street, NW, Suite 700, Washington, DC 20036 or FAX it (202-776-0414) before **October 31st**. THANK YOU VERY MUCH!

TELL US WHAT FEATURES YOU USE

1. Do you use the wider fare gates at Metro stations that are marked with ♿ ?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

2. Do you use the Metro fare card machines that have talking instructions to help you purchase a fare card?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

3. Do you use elevators in public transit systems?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

4. Do you rely on the voice announcements on Metro trains to identify the correct subway station?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

5. Does your bus driver routinely announce major intersections and bus stops?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

6. Do you ever ask the bus driver to announce your stop?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

7. Do you ever see bus lifts in operation for people who use wheelchairs?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

8. Do you use these lifts on buses?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

9. Do you ever see signs on the front or side of a bus that identify it as a "kneeling bus"?
   ❒ ALWAYS ❒ SOMETIMES
   ❒ NEVER ❒ NOT AWARE IT EXISTS

10. Do you use the kneeling feature on the bus?
    ❒ ALWAYS ❒ SOMETIMES
    ❒ NEVER ❒ NOT AWARE IT EXISTS

11. Do you use the Color Coding system on Metro rail to find your way to different destinations (e.g., the Red, Green, Yellow, Orange or Blue Routes)?
    ❒ ALWAYS ❒ SOMETIMES
    ❒ NEVER ❒ NOT AWARE IT EXISTS

12. Do you use the Companion Care restrooms at National Airport?
    ❒ ALWAYS ❒ SOMETIMES
    ❒ NEVER ❒ NOT AWARE IT EXISTS

13. Do you use the moving walkways at the new National Airport terminal?
    ❒ ALWAYS ❒ SOMETIMES
    ❒ NEVER ❒ NOT AWARE IT EXISTS

14. Do you ever obtain a large print version of a bus or train schedule?
    ❒ ALWAYS ❒ SOMETIMES
    ❒ NEVER ❒ NOT AWARE IT EXISTS

15. What aids do you use to figure out how to get to a new destination?
- ❒ Use a Metro map showing the different color-coded routes
- ❒ Call the Metro Information Number at 202-637-7000
- ❒ Ask the station attendant or bus driver

16. Check any of the following stairway and escalator features that you find useful.
- ❒ Railings on both sides
- ❒ Colored markings
- ❒ Easy to grip handrails
- ❒ Stairs that are wide and not too steep

17. Do you ever use the volume control on public telephones?
- ❒ ALWAYS
- ❒ SOMETIMES
- ❒ NEVER
- ❒ NOT AWARE IT EXISTS

18. Do you ever use the TTY feature or the telephone Relay Service on public telephones.
- ❒ ALWAYS
- ❒ SOMETIMES
- ❒ NEVER
- ❒ NOT AWARE IT EXISTS

19. Do you ever use the larger space in subway or train cars designated for wheelchair users?
- ❒ ALWAYS
- ❒ SOMETIMES
- ❒ NEVER
- ❒ NOT AWARE IT EXISTS

20. Do you use curb cuts or ramps at the subway, train stations or National Airport?
- ❒ ALWAYS
- ❒ SOMETIMES
- ❒ NEVER
- ❒ NOT AWARE IT EXISTS

21. Do you ever see passenger lifts being used to access commuter airlines?
- ❒ ALWAYS
- ❒ SOMETIMES
- ❒ NEVER
- ❒ NOT AWARE IT EXISTS

22. Which safety and security features do you find useful? (Check all that apply)
- ❒ Flashing lights along the edges of Metro platforms that indicate an approaching train
- ❒ Changes in pavement texture and/or color
- ❒ Tactile warnings such as "truncated domes" or "bumps" on the platform or pavement
- ❒ Color warning strips ("International Yellow" stripes) painted on the edges of stairs, platforms and curbs.
- ❒ Door chimes that indicate that subway doors are about to close
- ❒ Voice announcements
- ❒ Emergency intercom buttons on platforms in subway stations
- ❒ Emergency intercom phone in subway cars
- ❒ Two-way speaker in Metro elevators
- ❒ Security cameras within the Metro system

23. Which of the following signage do you use on a regular basis? (Check all that apply)
- ❒ Station names on the walls opposite the subway platform
- ❒ Directional arrows toward the appropriate exit
- ❒ Signs indicating elevator location
- ❒ Information kiosks on the station platform
- ❒ Information kiosks outside station entrances

PLEASE TELL US A LITTLE ABOUT YOURSELF

How do you use public transportation?

Metro Rail: ❒ daily ❒ 1-2 times/week ❒ 2-3 times/month ❒ occasionally ❒ never

Metro Bus: ❒ daily ❒ 1-2 times/week ❒ 2-3 times/month ❒ occasionally ❒ never

Commuter Bus: ❒ daily ❒ 1-2 times/week ❒ 2-3 times/month ❒ occasionally ❒ never
(please name: _____)

AMTRAK: ❒ daily ❒ 1-2 times/week ❒ 2-3 times/month ❒ occasionally ❒ never

MARC: ❒ daily ❒ 1-2 times/week ❒ 2-3 times/month ❒ occasionally ❒ never

VRE: ❒ daily ❒ 1-2 times/week ❒ 2-3 times/month ❒ occasionally ❒ never

Other: ❒ daily ❒ 1-2 times/week ❒ 2-3 times/month ❒ occasionally ❒ never
(please name: _____)

Sex: ❒ Male ❒ Female

Age group: ❒ 10-20 ❒ 21-39 ❒ 40-60 ❒ 61 or over

Occupation: _____

Disability status: (Check all that apply)
- ❒ I do have a disability
- ❒ I do not have a disability
- ❒ I have a family member with a disability
- ❒ I know someone with a disability

Comments (any thoughts you may have about these features and/or others that benefit everyone in general or those that are specific to people with disabilities):_____

_____

_____

If you wish to receive a copy of the results, please let us know how to reach you.

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Please take a minute to complete and return questionnaire to a Project Access volunteer at the station today, or mail it in the postage paid envelope to UCPA, 1660 L Street, NW, Suite 700, Washington, DC 20036 or FAX it (202-776-0414) before **October 31st**. THANK YOU VERY MUCH!

"An Easy Commute"
Brought To You By People With Disabilities

PROJECT ACCESS FOR ALL - SECOND SURVEY

Dear Public Transportation User: United Cerebral Palsy Associations and Project Access for All values your input! We are studying how Universal Design (a design concept that promotes access and use for everyone) is making transportation access more user friendly for everyone: for parents pushing strollers, travelers with luggage, elderly people, and people with disabilities. Results of this survey will be used to inform the public and transit authorities about access features that benefit everyone. Please take a minute to complete and return the questionnaire to a Project Access volunteer at the station today, or mail it in the postage paid envelope to UCPA, 1660 L Street, NW, Suite 700, Washington, DC 20036 or FAX it (202-776-0414) before **May 13th**. THANK YOU VERY MUCH!

TELL US WHAT FEATURES YOU USE

1. Do you use the wider fare gates at Metro stations that are marked with X?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

2. Do you use the Metro fare card machines that have talking instructions to help you purchase a fare card?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

3. Do you use elevators in public transit systems?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

4. Do you rely on the voice announcements on Metro trains to identify the correct subway station?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

5. Does your bus driver routinely announce major intersections and bus stops?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

6. Do you ever ask the bus driver to announce your stop?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

7. Do you ever see bus lifts in operation for people who use wheelchairs?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

8. Do you use these lifts on buses?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

9. Do you ever see signs on the front or side of a bus that identify it as a "kneeling bus"?
   ❑ ALWAYS ❑ SOMETIMES
   ❑ NEVER ❑ NOT AWARE IT EXISTS

10. Do you use the kneeling feature on the bus?
    ❑ ALWAYS ❑ SOMETIMES
    ❑ NEVER ❑ NOT AWARE IT EXISTS

11. Do you use the Color Coding system on Metro rail to find your way to different destinations (e.g., the Red, Green, Yellow, Orange or Blue Routes)?
    ❑ ALWAYS ❑ SOMETIMES
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    ❑ NEVER ❑ NOT AWARE IT EXISTS

14. Do you ever obtain a large print version of a bus or train schedule?
    ❑ ALWAYS ❑ SOMETIMES
    ❑ NEVER ❑ NOT AWARE IT EXISTS

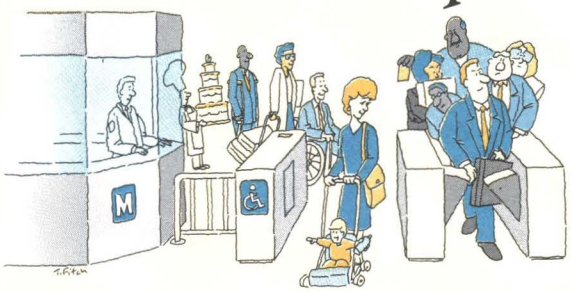
15. What aids do you use to figure out how to get to a new destination?
    ❑ **Use a Metro map showing the different color-coded routes**
    ❑ **Call the Metro Information Number at 202-637-7000**
    ❑ **Ask the station attendant or bus driver**

16. Check any of the following stairway and escalator features that you find useful:
    ❑ **Railings on both sides**
    ❑ **Easy to grip handrails**
    ❑ **Colored markings**
    ❑ **Stairs that are wide and not too steep**

17. Do you ever use the volume control on public telephones?
    ❑ ALWAYS ❑ SOMETIMES
    ❑ NEVER ❑ NOT AWARE IT EXISTS

18. Do you ever use the TTY feature or the telephone Relay Service on public telephones?
    ❑ ALWAYS ❑ SOMETIMES
    ❑ NEVER ❑ NOT AWARE IT EXISTS

the Afternoon Squeeze



Did you know some features you use everyday were designed for people with disabilities?
Wider fare gates make life easier for people with disabilities, and also for you.

Access for One Means Access for All

ucp UNITED CEREBRAL PALSY

19. Do you ever use the larger space in subway or train cars designated for wheelchair users?
❑ ALWAYS ❑ SOMETIMES
❑ NEVER ❑ NOT AWARE IT EXISTS

20. Do you use curb cuts or ramps at the subway, train stations or National Airport?
❑ ALWAYS ❑ SOMETIMES
❑ NEVER ❑ NOT AWARE IT EXISTS

21. Do you ever see passenger lifts being used to access commuter airlines?
❑ ALWAYS ❑ SOMETIMES
❑ NEVER ❑ NOT AWARE IT EXISTS

22. Which safety and security features do you find useful? (Check all that apply.)
❑ Flashing lights along the edges of Metro platforms that indicate an approaching train
❑ Changes in pavement texture and/or color
❑ Tactile warnings such as "truncated domes" or "bumps" on the platform or pavement
❑ Colored warnings ("International Yellow" stripes) painted on the edges of stairs, platforms and curbs.
❑ Door chimes that indicate that subway doors are about to close
❑ Voice announcements
❑ Emergency intercom buttons on platforms in subway stations
❑ Emergency intercom phone in subway cars
❑ Two-way speaker in Metro elevators
❑ Security cameras within the Metro system

23. Which of the following signage do you use on a regular basis? (Check all that apply.)
❑ Station names on the walls opposite the subway platform
❑ Directional arrows toward the appropriate exit
❑ Signs indicating elevator location
❑ Information kiosks on the station platform
❑ Information kiosks outside station entrances

24. Do you know that most transit customers benefit from and use access features originally developed for people with disabilities?
❑ Yes ❑ No

25. Would you be in favor of increasing access features throughout the transit system?
❑ Yes ❑ No

26. Have you seen the *Project Access For All* ads (see survey illustrations) in the Metro stations and on buses?
❑ Yes ❑ No
If "Yes," please indicate where:
❑ Metro Stations ❑ On the side of buses
❑ Inside buses

27. Have the ads and surveys made you more aware of universal design and access features?
❑ Yes ❑ No

PLEASE TELL US A LITTLE ABOUT YOURSELF

How do you use public transportation?

Metro Rail: ❑ daily ❑ 1-2 times/week ❑ 2-3 times/month ❑ occasionally ❑ never

Metro Bus: ❑ daily ❑ 1-2 times/week ❑ 2-3 times/month ❑ occasionally ❑ never

Commuter Bus: ❑ daily ❑ 1-2 times/week ❑ 2-3 times/month ❑ occasionally ❑ never
(please name:) _____

AMTRAK: ❑ daily ❑ 1-2 times/week ❑ 2-3 times/month ❑ occasionally ❑ never

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VRE: ❑ daily ❑ 1-2 times/week ❑ 2-3 times/month ❑ occasionally ❑ never

Other: ❑ daily ❑ 1-2 times/week ❑ 2-3 times/month ❑ occasionally ❑ never
(please name:) _____

Sex: ❑ Male ❑ Female

Age group: ❑ 10-20 ❑ 21-39 ❑ 40-60 ❑ 61 or over

Occupation: _____

Disability status: (Check all that apply.)
❑ I do have a disability
❑ I do not have a disability
❑ I have a family member with a disability
❑ I know someone with a disability

This is the second survey conducted as a part of *Project Access for All.* Which survey(s) did you complete? (Please check all that apply.)
❑ 1st survey only ❑ 2nd survey only ❑ Both

I received this questionnaire at the following Metro station:
❑ Union Station ❑ Rockville ❑ National Airport ❑ Franconia/Springfield

Comments (any thoughts you may have about these features and/or others that benefit everyone in general or those that are specific to people with disabilities):

_____
_____
_____
_____
_____
_____

If you want to receive a copy of the final report, please let us know how to reach you.

Name: _____ **Phone:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Please take a minute to complete and return the questionnaire to a Project Access volunteer at the station today, or mail it in the postage paid envelope before **May 13th** to:

UCPA, 1660 L Street, NW, Suite 700
Washington, DC 20036 or
FAX it (202-776-0414)

THANK YOU VERY MUCH!

UCP's ***Project Access for All*** is funded by a grant from Project ACTION under a cooperative agreement with the U.S. Department of Transportation, Federal Transit Administration, and the National Easter Seal Society.

For additional copies of report, contact:
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