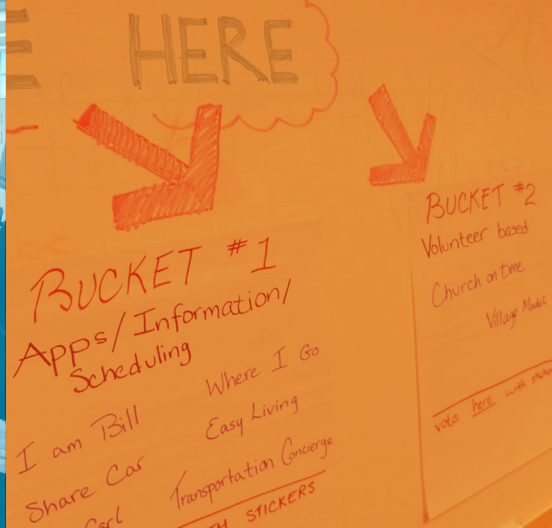


design

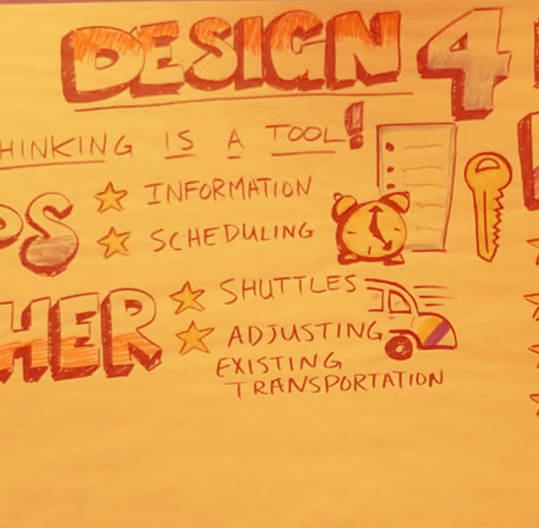


DESIGN 4 DISABILITY

ACCESS TO HEALTH & TRANSPORTATION

for

disability



Charrette #2
Dec. 1, 2015

On December 1, 2015, Lakeshore Foundation hosted a Design4Disability Charrette thanks to a grant from the National Center for Mobility Management. This charrette, a second in a series of meetings was specifically aimed at a diverse group of individuals with disability to hear their first-hand accounts of the challenges and opportunities facing our transit system.

Serving as an apt and present reminder of the very conditions being discussed, several of the Design4Disability participants were either early or delayed in their arrivals due to the barriers and uncertainties associated with available transportation options for people with disability in Birmingham. Over 30 individuals attended and engaged in:

- Rational discussion about design thinking
- Vote on promising ideas generated in first workshop
- Role-play exercises
- Small group interviews
- Discussions on best next steps based on culture, resources, other transportation initiatives, and local and regional leadership



DESIGN THINKING BENEFITS

Outlined benefits of design thinking:

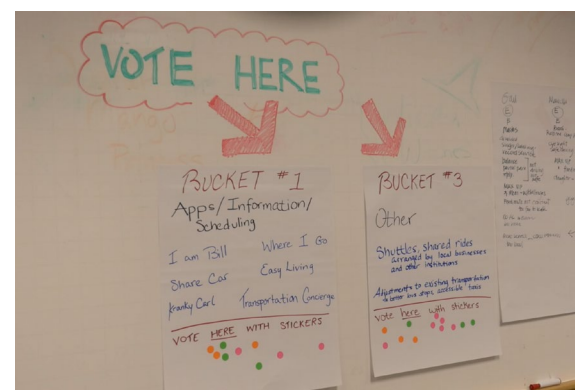
- Flexibility
- Cheap test cases prior to major financial, other commitments
- Builds community investment
- Allows end-users to offer input and participate in design

Utilized video of first workshop to demonstrate what was and can be accomplished.

VOTING

Attendees identified two areas generated in first meeting to focus on through voting:

- Apps, information, and scheduling
- Shuttle services and adjustments to existing transportation services

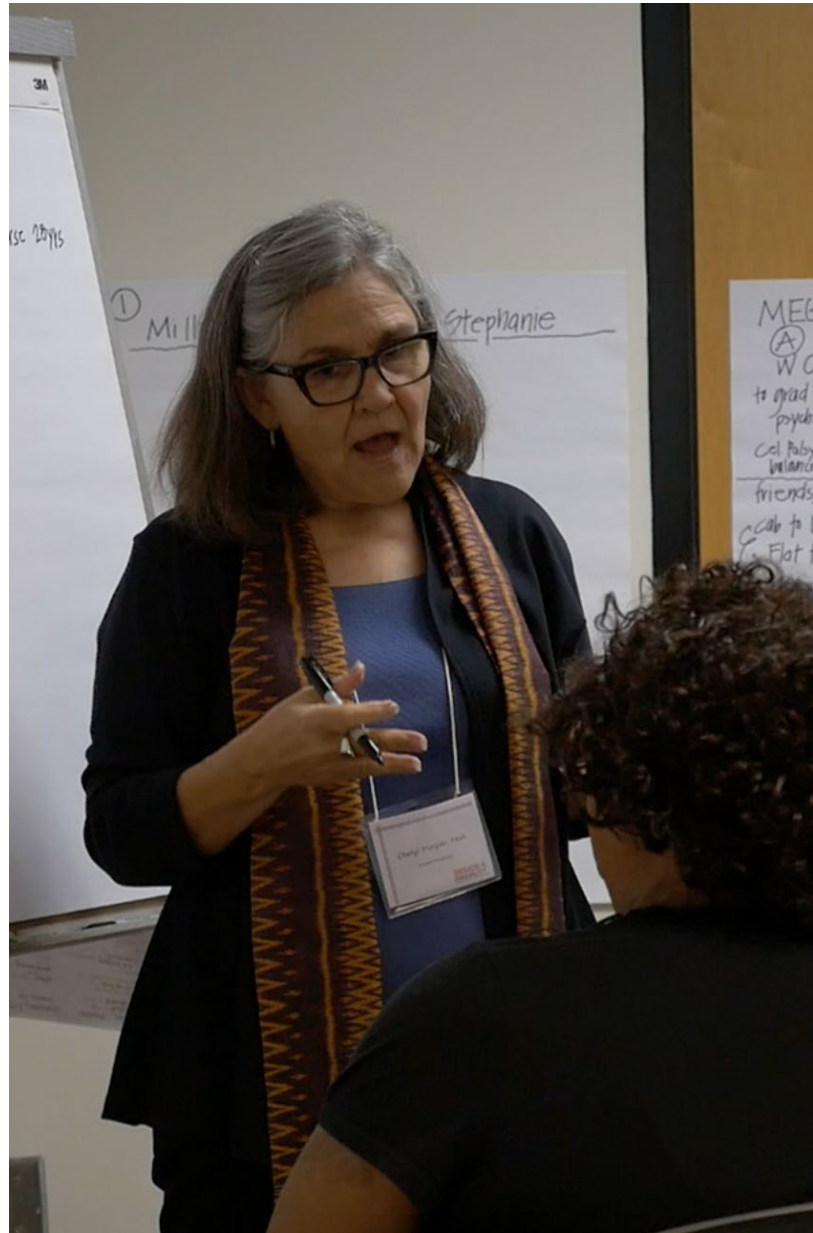


SMALL GROUP INTERVIEWS AND ROLE-PLAYING

Conducted concurrently

Interviews

- 10 to 15 minutes
- Two to four attendees
- Question-driven interviews focused on modes of transport, challenges, logistics, variables and uncertainties, and personal experiences, insights, and anecdotes
- Responses to questions provided unique insight to individual experiences of individuals with disability and transportation (services, paratransit, familiar transport, own driving)
- *Shared feedback, experiences, barriers, etc.:*
 - Provider dependability a huge challenge/barrier/problem
 - Poorly coordinated service areas (routes v. rider needs)
 - Insufficient night, weekend options
 - (Opportunity) poor coordination between providers, dispatchers, and high-demand destinations
 - Prohibitive cost
 - Understanding of available choices and comparative pros and cons
 - Poor infrastructure design (sidewalks and other routes, curb cuts, lights and timing/ time allowance, vehicles, etc.)
 - Awareness of needs of transport users with disability widespread
- *Anecdotes:*
 - Incapacitated accessible vehicles and amenities (e.g., lowered access van, A/C)
 - Unique/cumbersome accessibility accommodations
 - Lost and ticketed drivers
 - Inefficient (single-rider) bus/van deployment
 - Bus catching fire
 - Falling off lift
 - Rider hygiene



Role-play

- Focused on 1) one-call/one-click information and scheduling and 2) rideshare services (e.g., Uber, Lyft) that function as private ride-scheduling, taxi-like options

One-call/one-click wants:

- Information on agencies providing rides and services and associated eligibility in one accessible (phone/hotline, website, etc.) location (possibly added to existing 211 system)

Rideshare service wants:

- (Benefit): associated spontaneity and flexibility offered from this service
- Fully accessible, including companies and drivers knowledgeable of and adherent to ADA and other requirements (e.g., transporting and accommodating service animals and assistive devices)
- Multi-channel scheduling options (e.g., app, phone, schedulers)
- Fare and payment set before ride, and vouchers and other public funding assistance for ride services
- Real-time arrival and vehicle location information and driver-rider communication
- No significant ride arrangement lead time
- Competition with paratransit (not a different paratransit offering)



ABOUT BIRMINGHAM

Transportation advantages:

- Diversity
- Southern hospitality and culture
- Public spaces (e.g., Railroad Park, Regions Park)
- High-end health and medical facilities
- Effective, beneficial privatized services
- Upcoming events (e.g., World Games (2021), bus rapid transit (BRT) line)

Anxiety regarding the potential accessibility of BRT line, other coming services.

POSSIBLE TRANSPORTATION IMPROVEMENT LEADERS

General consensus: implemented service(s) will require inclusion and universal design advocacy

Suggestions:

- Episcopal Place advocacy group led by Jeremy Goddard
- VIVA Health
- BRT project and other economic redevelopment participants
- Hospital
- University
- Individuals and organizations passionate about equity for people with disability

CONCLUSION AND NEXT STEPS

Emergent priorities:

- Reliable timing
- Affordability
- Expanded service times
- Welcoming, universally designed vehicles
- Accessible active transportation opportunities

Next steps:

- Lakeshore creates storyboards to test selected prototypes
- Lakeshore submits plan to National Center for Mobility Management (NCMM)
- Plan outlines one idea to push forward that will be wanted and used by transportation and healthcare system “customers”
- Plan outlines how idea is operationally, technologically, and financially feasible, viable, and sustainable



MEDIA RECAP

