

Providing an Enhanced Customer Experience



Why Is a Great Customer Experience Important?

What is your definition of a Great Customer Experience?



Customers should feel as though they are valued, they should be treated with respect in every situation.

If a customer asks for assistance, they should receive assistance as well as assurance that all their needs were met in the exchange to the best of the employee's ability.



***Pierce Transit is committed to improving our passenger's experience.***

***We are actively pursuing improvements to our systems wayfinding which involves improving our bus stop identification and including accessible signage such as tactile and braille signage at all bus stops.***

***In addition, we are working with other agencies in the region to find common touch points that can be standardized for those travelling beyond the boundaries of just one system.***

***How is Travel Training Involved?***



Travel Training has been included as a resource in the wayfinding projects, Trainers work in the community and are traveling on different systems in the region

Trainers can easily help access various locations that may be in question.

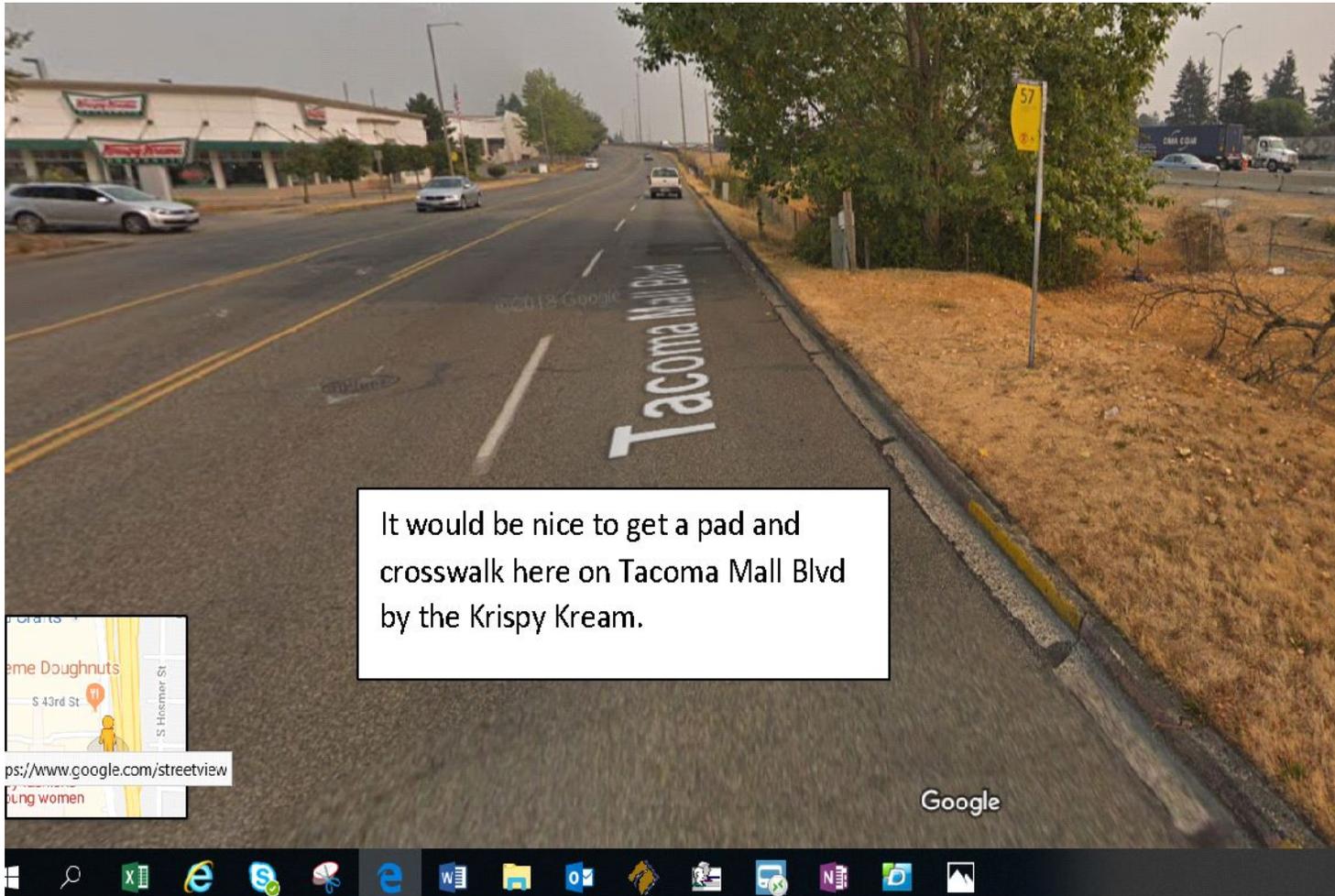
## **Bus Stop Balancing Project**

The Pierce Transit Board of Commissioners recently approved the Bus Stop Balancing project proposal, which authorizes **removal of up to 214 bus stops – about 10 percent of our current stops** – with the March 20, 2022, service change.

Each Pierce Transit bus stop was reviewed for safety, equity, proximity to other stops and compliance with the Americans with Disabilities Act. We conducted extensive outreach and received 415 comments on 260 individual stops.

Balancing bus stops **increases safety**, and helps buses **run on time**.





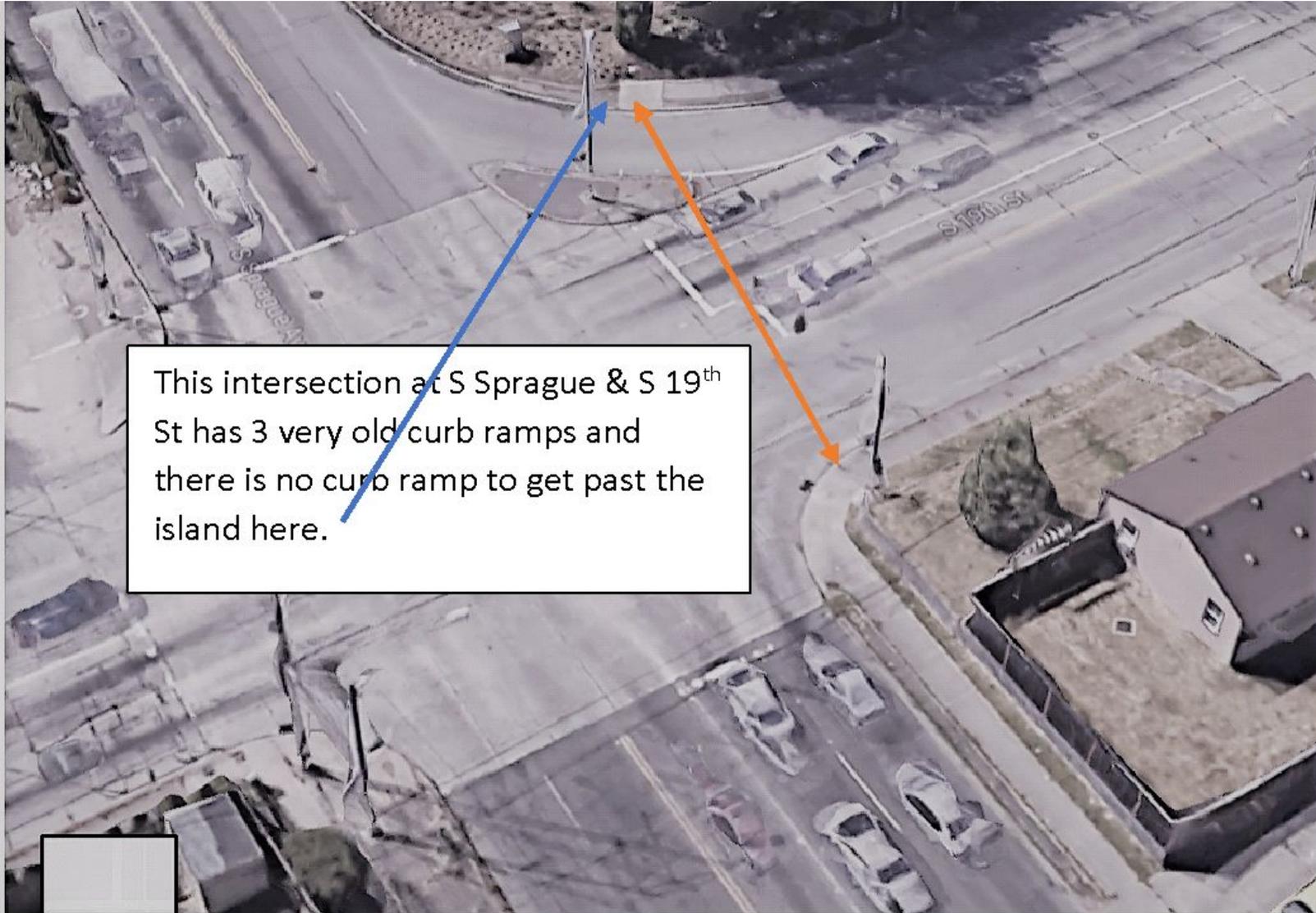
This stop was not accessible and was removed due to safety issues.





The City of Tacoma had funding to do stop improvements. This is a stop that was identified because it is close to the Department of Vocational Rehabilitation.





This intersection at S Sprague & S 19<sup>th</sup> St has 3 very old curb ramps and there is no curb ramp to get past the island here.



# ADA in Public Transit

Equality of Access and Treatment



# Disability

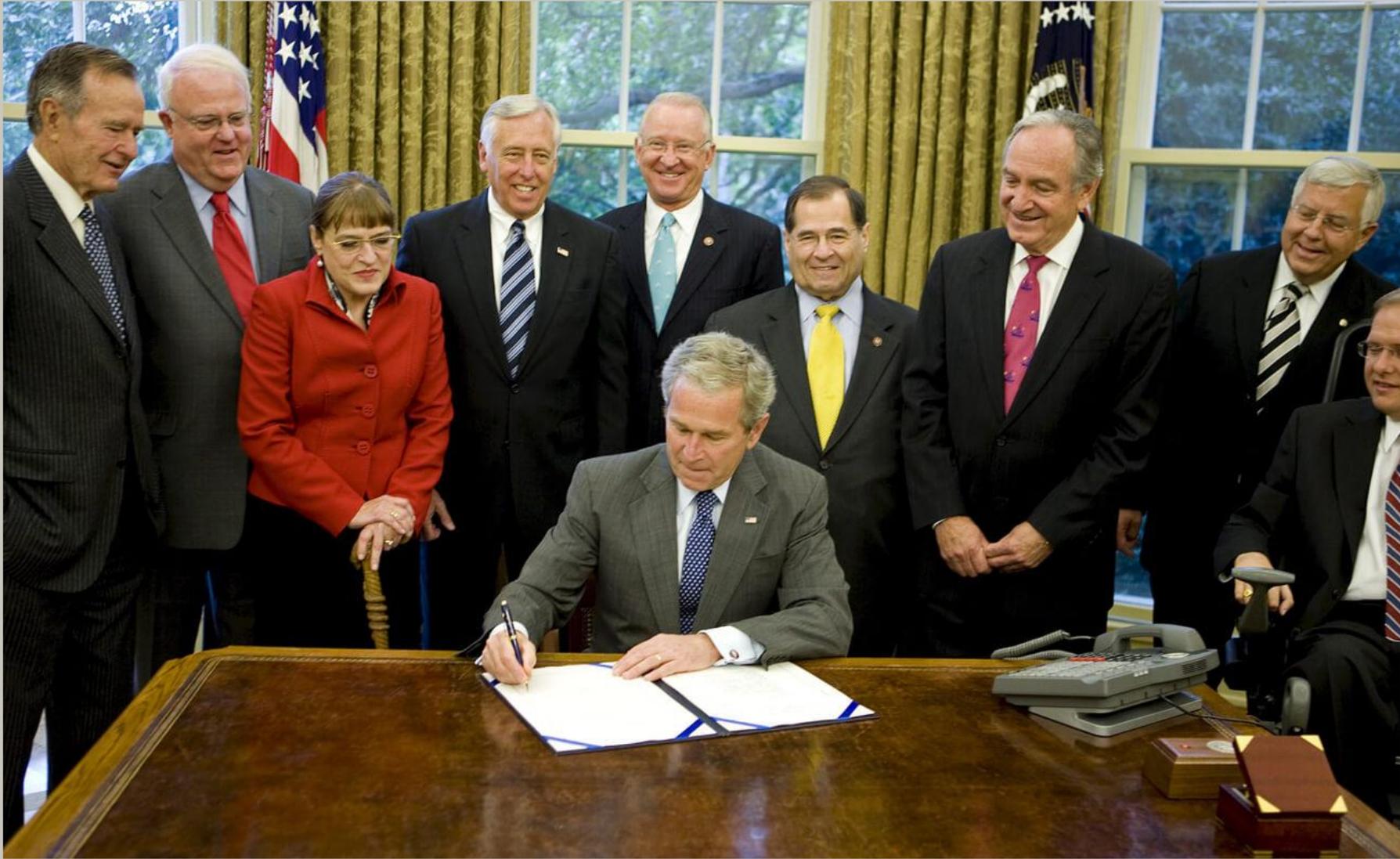
**A physical, mental, cognitive, or developmental condition that: impairs, interferes with, or limits a person's ability to engage in certain tasks or actions, or to participate in typical daily activities and interactions.**

- Merriam-Webster

online dictionary



WHAT'S  
YOUR  
STORY?







### Non-Service Animal:

**Pets and non-service animals are allowed on \*local buses with the following rules:**

- Pets may ride if they are placed in a small carrier or container.
- Customers bringing a pet onboard are responsible for the animal and will be held liable for the behavior and action of the animal.
- \*If you are transferring to a transit system outside of Pierce County with your non-service animal, it is recommended that you review their pet policy before traveling.
- Animals, insects or reptiles known to be poisonous are not allowed under any circumstances.

### Comfort and Emotional Support Animals:

Comfort and emotional support animals do not meet the definition of a service animal under state and federal guidelines. Animals other than dogs whom are not working service animals, must be in a pet carrier or container.

**The Transit Operator, at his or her discretion, may deny transport of a service animal or pet if there is a concern for the safety or comfort of your fellow passengers.**



## Reasonable Modification: What is It?

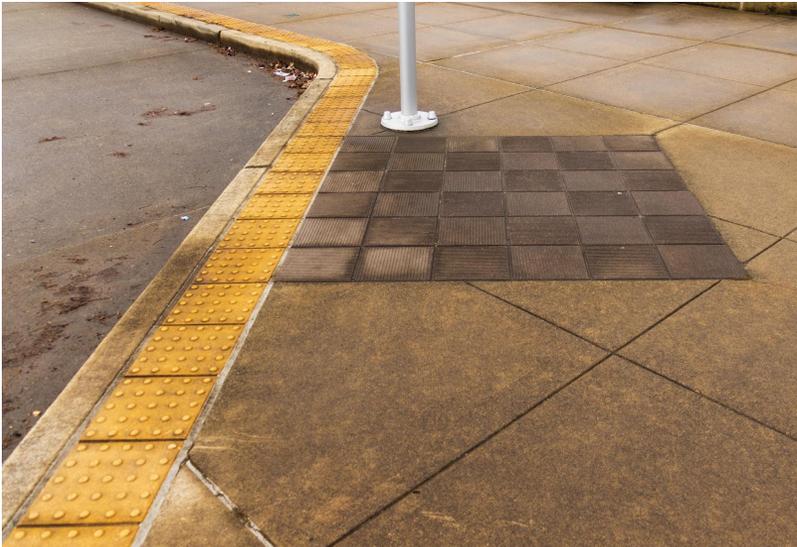
- Reasonable \ˈrē-zən-ə-bəl\; *adj.*: fair and sensible; not extreme or excessive; possessing sound judgment
- Modification \,mä-də-fə-'kā-shən\; *n.*: the act or process of changing parts of something



# DIFFERENCES *Not Disabilities*

designed by  vexels





# Information on Metro's Deaf-Blind Customers

The characteristics of deaf-blind individuals vary widely depending on vision and communication habits. Seattle has one of the largest communities of deaf-blind people in the country, in part due to the existence of a transit policy that was developed in partnership with the deaf-blind community.

For deaf-blind customers, arriving at a bus stop requires navigating past construction projects and other sidewalk blockages that non-disabled pedestrians can bypass with relative ease. For customers' safety and comfort, it is imperative that operators follow the proper procedures for assisting deaf-blind customers.



## There are three colors of Bus Identifier cards



For blind riders



For deaf-blind riders



For limited English  
proficiency riders





# PIERCE SHUTTLE

(DEAF-BLIND)  
PLEASE GUIDE ME



## Popular Deafblind Communication Methods



## Popular Deafblind Communication Methods

Print-on-Palm



## Popular Deafblind Communication Methods



Tactile Sign Language

Deafblind people have many ways to communicate. The methods they use vary, depending on the causes of their combined vision and hearing loss, their backgrounds, and their education. Here are some of the most common ways that deaf-blind people communicate. These methods are used primarily in the United States.



# **Emergency Gestures**

Karen Philo-House <[lazywisteria@gmail.com](mailto:lazywisteria@gmail.com)>

House, Jim (DSHS/WASILC) <[jim.house@dshs.wa.gov](mailto:jim.house@dshs.wa.gov)>

<https://irp.cdn-website.com/2923a798/files/uploaded/CTANW%20SUMMIT%202022%20PROGRAM%20FINAL%20FINAL.pdf>

