“We are all at risk of having a disability at some point in our lifetime,” said CDC Director Tom Frieden, M.D., M.P.H. “Health professionals and health care systems need to meet the needs of this growing population.”

[**https://www.cdc.gov/media/releases/2015/p0730-us-disability.html**](https://www.cdc.gov/media/releases/2015/p0730-us-disability.html)

1of 5 adults has a disability, the most common being a mobility limitation.

In the United States, one out of every five adults has a disability, according to a new study published by the Centers for Disease Control and Prevention. The most common functional disability type was a mobility limitation – defined as serious difficulty walking or climbing stairs -- reported by one in eight adults, followed by disability in thinking and/or memory, independent living, vision, and self-care.

**Mission of MARTA Mobility:**

With the push for Atlanta to be the first Smart City and the outward push for diversity and inclusiveness, those with mobility issues are often not thought of, nor attended to – which by assisting with transportation may be able to get them more engaged in the community and give back.

**Mission of MARTA Mobility Services:**

1. Is complementary paratransit service that operates within the same service area as fixed route bus and rail services.
2. Makes public transit equally accessible for eligible individuals whose disabilities prevent them from getting to and from fixed route services or riding fixed route services.
3. Is a shared ride, advanced reservation mode of public transportation.
4. Operates on a curb-to-curb basis.
5. It may also be used to transport customers to fixed route, bus, or rail stations (feeder service).

**Is MARTA Currently Meeting Those Objectives To The Best of Their Abilities & Areas of Improvement:**

1. Yes
2. Somewhat – however current features available for “regular” MARTA customers is not available for those using the Paratransit.
3. Yes with Room for Improvement – The current reservation and communication of status is outdated and can be improved using the MARTA Mobility App.
4. Yes with Room for Improvement – curb-to-curb is available however can be improved upon using the MARTA Mobility App.
5. Yes with Room for Improvement – With the planned expansion of MARTA if these services are not emphasized and planning put in to keep up with the volume increases it may cause an issue.

**What Does it Mean to Have a Disability and What is the Impact to Those With Mobility Issues:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| County | Population | Estimated Population in Need of Service | Rate of Growth by 2040 | Potential Amount of Underserved Individuals |
| Clayton | 267,542 | 53,508 | 20% \* | 64,210 |
| DeKalb | 716,331 \*\* | 143,266 | 17% | 167,621 |
| Fulton | 983,903 \*\* | 196,781 | 28% | 251,879 |

\* Estimated <https://news.atlantaregional.com/atlanta-population-change-surprising-ways-2040/>

\*\* DeKalb County Demographics – 2016

An average of 20% of the individuals in the three counties that Marta Mobility services now are disabled, and there will be an estimated 22% growth in population in those areas by 2040.

**What are the Operational Ramifications of Expanding the Marta Mobility Services by Implementing the Mobility App?:**

* HIPPA Violation - $10,000-50,000 per violation
  + ***Most Common HIPPA Violations that could occur:*** 
    - 1. **Missing patient signature** - Any HIPAA forms without the patient’s signature is invalid, so releasing information would be a violation.
      2. **Releasing information to an undesignated party** - Only the exact person listed on the authorization form may receive patient information.
      3. **Releasing unauthorized health information** - This refers to releasing the wrong document that has not been approved for release. A patient has the right to release only parts of their medical record.
      4. **Releasing wrong patient's information** - Through a careless mistake, someone releases information to the wrong patient. This sometimes happens when two patients have the same or similar name.
      5. **Right to revoke clause** - Any forms a patient signs need to have a Right to Revoke clause or the form is invalid. Therefore, any information released to a third party would be in violation of HIPAA regulations.
      6. **Unprotected storage of private health information** - A good example of this is a laptop that is stolen. Private information stored electronically needs to be stored on a secure device. This applies to a laptop, thumbnail drive, or any other mobile device.
* How to potentially mitigate 🡪
  + Add language similar to EEOC, employment applications dealing with disabled individuals.
  + Also language can be added via the Terms & Conditions when the individuals downloads and signs up for the app.
* PCI/PII (also PHI) Violations- $10,000 -$100,000 a month
  + **PCI and/or PII Violations** could occur from the merchant side – Breeze Card 🡪 Breeze Card Automatic Fare Collection System 🡪 NextFare
  + **Potential PCI Violations** – Data Breach
    - A PII Violation is any information about an individual, which can be used to distinguish or trace an individual's identity such as name, Social Security Number (SSN), date and place of birth, mother's maiden name, and biometric records. This information can be in hard copy (paper copy files) or electronic format, stored on personal computers, laptops and personal electronic devices and found within databases. This includes but is not limited to, education records, financial transactions, medical files, criminal records, or employment history.
* How to potentially mitigate 🡪
  + The language that exists within the Breeze Card Registration is similar to prepaid credit cards like the FSA and HSA cards that can be tweaked. Language similar to FSA and HSA Card applications and their accompanying apps i.e. Discovery Benefits when signing up.
  + Also language can be added via the Terms & Conditions when the individuals downloads and signs up for the app.
* ADA Violations – Risks would be:
  + Complaints, Bad Press, Entity Wide Reputational Risk, and Legal Risk
  + ***Most Common ADA Violations that could occur:***

1. **No Accessible Entrance**
2. **Too Steep/No Curb cuts**

* How to potentially mitigate 🡪
  + By adding additional features the app can assist with proper location pick-up, customizations, confirmations, and a plethora of additional features to increase ease of use, accessibility and more.

***\* All recommendations for risk mitigation for HIPPA, PHI, PII, and ADA Violations should be run through Marta’s and any vendors, authorizers, merchants, and involved parties to ensure validity, legality, and assumption of risk. Also consideration should be made to ensure that any of the risk mitigation measures that are undertaken are assumed by the correct entity or entities by thorough review of the existing contracts, especially the one entered into agreement by MV and Marta.***