Transdev Library

Services for Persons with Reduced Mobility
SERVICES FOR PERSONS WITH REDUCED MOBILITY: TRANSDEV’S COMMITMENTS

Transport and mobility play a significant role in passenger’s daily lives: access to urban activities and social spaces, access to work, access to leisure or school and studies.

Modes of transport represent a place of social integration and social empowerment. However, a transport and mobility system impregnates an area where all the places do not have the same accessibility level for the persons with reduced mobility.

Our commitment, as a leader in public transport sector, is to implement and build a responsible mobility, aware of the environmental and social challenges. This commitment means that we provide varied and differentiating solutions that combine operational performance, both individual and collective, with public interest. At a time when the mobility sector is largely influenced by new digital services on the rise, local authorities and customers are expecting mobility both attractive and accessible.

Transdev’s objective is to provide concrete solutions to people with reduced mobility using a combination of different approaches and new communication tools, adapted to various needs.

Transdev also develops people approaches:

- Internally: training staff and raising awareness about disability and the specifics needs of PRM.
- Externally: developing programs to build confidence and autonomy of persons with reduced mobility including an adapted guidance throughout the network.

All these approaches, you can see in this collector, enable Transdev to develop good relations with associations in Europe and in the different countries where we are present all around the world. These good relations are at the heart of our action and highlight our commitment to a better accessibility of transport to persons with disabilities.

Béatrice JUNG
CSR Director
Transdev currently uses a diverse range of approaches to provide answers to people with reduced mobility’s needs. These can be service, people, digital or technical-based solutions, or a combination of the above.

- Designated ID information cards that indicate you need some additional help
- Mobile applications for specific needs of disabled people
- Bus floors levelled with the pavements to facilitate boarding
- Employee training regarding persons with disabilities
- On-demand paratransit services
- Personal assistants
WHAT DOES IT MEAN FOR TRANSDEV?

**Service Design** has a sizable impact on the accessibility persons with reduced mobility have to transportation networks. This approach includes the way a network is organized, and the creation of ad-hoc transportation services with specific fleet and staff. Service design choices go hand in hand with the organization of operations and personnel allocation, with the financial implications that come along. Often, **service design-based approaches have technical implications**, including the type of vehicles to be used and the necessary adaptations to the network’s infrastructure.

**People** approaches emphasize the role of humanized assistance to the customer, either throughout the trip or in terms of customer relationship. People approaches often include robust training programs, and human resources considerations such as career paths for the personnel who treat with people with reduced mobility as part of their job’s missions.

**Digital** approaches consist in rolling-out digital tools and interphases to facilitate accessibility to the network. Digital-based solutions often propose guidance throughout the network, and provide the possibility of humanized assistance. In the case of ad-hoc services, digital based solutions play a major role in the customer relationship area, through service reservation and profile management, for example.

**Solutions offered by Transdev use a mix of these different approaches, as to provide the most adapted services for each context.**
**Activity**: Event to make persons with disabilities feel at ease with public transportation

**Client**: Melbourne’s major public transport providers including: Public Transport Victoria, Yarra Trams, Metro Trains and Transdev Melbourne.

**Operating subsidiary**: Transdev Melbourne (TDM)

**Ridership**: 26 million

**Description of the Activity**: An annual, joint initiative to encourage people with accessibility issues to use public transport by bringing together all modes of public transportation. People are able to practice boarding all modes and ask representatives questions to help build their confidence.

**Results**: The event is publicized through the involved stakeholder’s websites and other channels such as social media. In 2016, fifty people attended the event, which was covered by Channel 10.

Try Before You Ride is an important event to help people with accessibility issues use the local bus network.
Activity: bus education and safety

Operating subsidiary: Transdev Melbourne (TDM)

Ridership: 26 million

Description of the Activity: A program that provides bus education and safe traveling tips for individuals and groups who have special needs. It is offered to anyone who would like to become a more confident traveler by familiarizing themselves with our buses and is very adaptable as individual or group sessions can be arranged.

Results: The program has received positive feedback and engagement from our stakeholders.
Activity: Customer injury cards

Operating subsidiary: Transdev Melbourne (TDM)

Ridership: 26 million

Description of the Activity: A customizable card for some regular known customers with special needs. The goal of these cards is to help drivers identify and aid people with unconventional walking aids that are generally less known. Showing the card mandates the driver to lower the bus ramp without questions or arguments about the walking aid.

Results: A high decrease in complaints from these specific customers, in some cases we have not received any since we provided them with the card. Also, the Victorian Public Transport Ombudsman now mentions the card as an example of best practice in terms of customer service in their induction program.

ATT: Transdev drivers
This shopping trolley is my walking aid. I need the ramp to be lowered to get on and off the bus. Please do not try to lift the trolley for me. Thank you for your understanding.

Endorsed by Transdev Management

Hello Route 901 Bus Drivers,
This is my walking frame. Please lower down the ramp and wait until I am seated before moving off.

Endorsed by Transdev Management
21 May 2014
Activity: Study aiming at understanding the needs of visually-impaired passengers into multimodal transit hubs.

Client: Visually-impaired passengers

Operating subsidiary: Ile de France, Grenoble, Lyon

Description of the Activity: multimodal transit hubs are characterized by the many transport modes involved in the same location: walking, bike, bus, tramway, metro, train. The objective of TIMODEV study is to analyze the perceptions of the visually impaired passengers in order to promote future accessibility public policies in the networks. Transport authorizing authorities would be provided with ergonomic recommendations and design assist capacity.

Results: Good relations with associations were formed and a tailored approach implemented to address challenges met by visually-impaired passengers in multimodal transit hubs.

Remote used in the field of experimentation, main tool to help the visually impaired passengers with sound-making devices on his way in multimodal transit hubs.
INITIATIVE

- **Activity:** Reconstruction of bus stops
- **Client:** Mobility-impaired passengers
- **Operating subsidiary:** Heidenheimer-Verkehrsgesellschaft (HVG)
- **Description of the Activity:** Bus stops within the operation were reconstructed to provide better accessibility for persons with disabilities. The floor levels on buses and at bus stops were adjusted to make mounting the bus easier. This activity was organized by the local PTA.
- **Results:** Good relations with associations were formed.
Activity: Program for accessibility

Client: Mobility-impaired passengers

Operating subsidiary: Nord-West-Bahn (NWB)

Description of the Activity: This is an acoustic onboard passenger information system designated to provide friendly train access to persons with disabilities. Additional features include train boarding and train exiting assistance on demand; Transdev employees are trained and qualified to assist.

Results: Good relations with associations were formed.
Activity: Campaign “Betreutes Fahren”

Client: Mobility-impaired passengers

Operating subsidiary: Ostseelandverkehr GmbH (ola)

Description of the Activity: A campaign focusing on awareness and service for persons with disabilities. The campaign has Assisted Ride Zones in every train and makes sure all employees are trained to handle various situations that may occur with persons with disabilities.

Results: Transdev received a lot of press coverage and positive feedback for the campaign.

Assisted Riding
GERMANY (PASSENGER RAIL)
**INITIATIVE**

- **Activity:** Smartphone application
- **Operating subsidiary:** LUAS
- **Ridership:** 32.4 million

**Description of the Activity:** Luas has had live info real time passenger information, since it opened in 2004. In 2013, LUAS specifically adapted the app for vision impaired passengers, making it feature real time tram arrivals at each stop, a favorite list of stops, direct feedback, and timetables.

**Results:** Passengers with disabilities are able to navigate, provide feedback and comprehend transport times, which makes their journeys easier.
**Activity:** Newsletter

**Client:** TII

**Operating subsidiary:** LUAS

**Ridership:** 32.4 million

**Description of the Activity:** LUAS provides an Accessibility information Newsletter. It is a one stop guide, highlighting all their services, facilities and updates such as large signage, audio announcements, staff training, all to make the system easier to navigate for persons with disabilities.

**Results:** People are more informed about the services they are provided and are generally satisfied with LUAS accessibility.
**Activity:** Information in braille

**Operating subsidiary:** LUAS

**Ridership:** 32.4 million

**Description of the Activity:** LUAS provides a version of its Passenger Charter in braille for customers with vision impairments

**Results:** People call LoCall Luas Customer Care to receive a free braille passenger charter if they would like to know more about how they can access public transportation.

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**As a passenger, you have rights. We commit to:**

1. Provide you with a safe and comfortable tram journey.

2. Provide you with real-time passenger information at stops 99% of the time.

3. Respond to all your letters and emails within 1 week.

4. Provide you with a 99% reliable tram service and publish our performance every 12 weeks.

5. Give 1 week notice to passengers/residents in the event of planned maintenance work.

6. Inform and update you in case your tram journey is going to be longer than usual.

7. Ensure that Luas meets the highest standards of accessibility and that our staff are trained in disability awareness to assist you if required.

8. Clean the trams every night and every stop at least once a day.

9. Provide you with an environmentally friendly transport option, releasing 3.5 times less CO2 than taking the same trip by car.

10. Advise you on the cheapest fare for you if you contact Luas Customer Care or visit www.luas.ie

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**We have rights too and ask you to:**

1. Be in possession of a valid ticket on board the tram.

2. Respect Luas staff, other passengers and property.
Activity: Mobility for persons with disabilities

Operating subsidiary: Connexxion – Breng

Ridership: 1.8 million per annum

Description of the Activity: Tools that have been created to improve mobility for special needs groups are the following: the GoOV App, the Buzz Buddy and a personal travel assistant. The experience is designed to provide support to special needs groups that can potentially use public transportation. It is all about people, their independence and their self development.

Results: In the long term, this service will create satisfied, self supportive customers and will become a good showcase for local governments.

GoOV App
- Customizable door-2-door navigation
- Supervisor web portal
- Emergency button (direct contact with supervisor/call center)
- Call center intervention via real-time trip monitoring through Google Maps
- GPS tracker
- Supervisor/parent trip tracking via Google Maps
- Emergency button (phone connection with supervisor)

Buzz Buddy
**Activity**: Beacon technology in support of customer experience

**Operating subsidiary**: Connexxion – Breng

**Ridership**: 1.8 million per annum

**Description of the Activity**: Beacons function to improve Customer Experiences by creating personal experiences (welcome notification – delay notification) and integrating customer journeys with third parties.

**Results**: Beacon technology has proved to be a unique selling point to tender bids and is focus on service level innovations. The Netherlands are currently implementing and developing various beacon technology programs (E.g. StappOVer, Credits4Miles, CityBeacon and SmartNavigation)
Initiative

- **Activity**: Beacon technology
- **Operating subsidiary**: Connexxion – Breng
- **Ridership**: 1.8 million per annum

**Description of the Activity**: Hermes and ProRail have integrated their beacon systems to introduce frictionless flows in customer’s journey by identifying an individual’s activity in the network. The goal is to create a national standard for blind/disabled people to get from bus stops to train platform by making all stations safe and accessible.

**Results**: SmartNavigation is under development as a pilot in Arnhem. It will continue to receive active support for the next steps of the project. Additionally, Breng would like to incorporate beacon infrastructure in its buses.
INITIATIVE

■ **Activity:** Disability awareness training

■ **Client:** Royal New Zealand Foundation of the Blind (RNZFB) and CCS Disability Action

■ **Operating subsidiary:** Transdev Auckland

■ **Ridership:** 15.5 million

■ **Description of the Activity:** Disability Awareness training for customer service staff. The training focuses on how employees can best assist passengers with vision and mobility impairments. Later, Transdev Auckland paired with Deaf Aotearoa to create an additional training program to help passengers with hearing impairments including identifying deaf passengers and signing.

■ **Results:** An intensive 4 hour deaf awareness course for Transdev employees, which is part of the standard induction procedure for customer-facing staff.

**NZSL Accessible Service Award 2013: Veolia Transport**

“The winner of this award showed outstanding commitment back in 2011, when they approached Deaf Aotearoa to discuss NZSL training for their staff particularly those responsible for customer safety.”