ENSURING ACCESSIBILITY FOR ALL

KEOLIS GROUP
Improving support and access for vulnerable people is a challenge. Keolis strives to meet the needs of passengers, in all their diversity, to provide everyone with a positive mobility experience.

Keolis caters for all types of vulnerabilities: from physical and learning disabilities, to dependent elderly people, or those recovering from illness or injury.

Keolis is the leading PRM transport operator in France, with networks in 40 cities, including Lille’s Handipole service.

Keolis designs guidelines for the creation and implementation of passenger information (size and choice of fonts, colours, contrasts, etc.).

The Rennes network is a champion in accessibility, complying with all the latest regulations. Metro line A and the future line B (due for launch in 2019), all bus lines, and 100% of priority platforms are accessible.

In Nice, the Mobil’Azur service transports people with reduced mobility every day. Door-to-door journeys can be pre-booked.

Vehicles and stops are designed to make customers’ lives easier: ramps, stop request buttons, and ticket validators are all placed at the right height.

Keolis call centre operators and all customer-facing staff receive specific training to welcome and assist passengers with reduced mobility.

Trams operated by Keolis’ Gold Coast subsidiary in Australia are fully accessible, with adapted platforms, low floors, and dedicated boarding areas.
When a Public Transport Authority chooses Keolis to operate their transit system, they delegate much more than the management of vehicles and infrastructures. They entrust us with a public service mission. For Keolis, this means serving all citizens and ensuring everyone has equal access to our networks. This ambition forms a central part of our Corporate Social Responsibility commitments, and this engagement compels us to reinvent public transport to ensure all vulnerabilities, whether permanent or temporary, are taken into account.

To meet this challenge, we place universal accessibility at the heart of everything we do. We design transport offers and solutions that meet the mobility needs of every passenger, and work continuously with local authorities to achieve one fundamental objective: to help everyone get around, every day. Easily and simply.

JEAN-PIERRE FARANDOU
Executive Chairman, Keolis Group
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KEOLIS IS COMMITTED TO FACILITATING THE MOBILITY OF ALL PASSENGERS

**DAMIEN, 31, LIVES IN MELBOURNE.** Damien uses a powered mobility aid. He is going to meet a friend in a trendy coffee shop in St Kilda.

15 minutes before leaving his place, he checks tram arrival information on his tramTRACKER app to know when the next accessible service is coming to his stop.

On the tram, he uses the on-board feature of his app to track his tram and choose the level access stop where he will disembark.

When he hears the automated announcement at his stop, he uses the button located in the dedicated accessibility area to alert the driver that he will need extra time to get off the tram.

**OLIVIA, 76, LIVES IN NICE.** Every Saturday, she goes to the market at the other end of town.

On Friday morning, Olivia books an adapted vehicle on www.mobilazur.org to take her from her home to the market.

The car drops Olivia off at the entrance to the market. It will return to pick her up at 11am, as planned.

**JULIETTE, 29, LIVES IN RENNES.** She needs to take her 6-month-old daughter to a doctor’s appointment in Place de Bretagne square.

In the morning, Juliette uses the STAR application to plan her itinerary and find out which stops are accessible with a pushchair.

At 2pm, she catches bus C4 at the Dulac stop next to her home. The stop and the vehicle are fully accessible; Juliette can easily get around with the pushchair.

On arrival at Place de Bretagne square, Juliette is just a few minutes walk from the doctor’s surgery.

He gets off the tram safely and arrives at his destination independently.

On the tram, he uses the on-board feature of his app to track his tram and choose the level access stop where he will disembark.

When he hears the automated announcement at his stop, he uses the button located in the dedicated accessibility area to alert the driver that he will need extra time to get off the tram.

**MEHDI, 36, LIVES IN LILLE.** Mehdi is visually impaired. He has just moved to the city and needs to go to Lille Flandres station.

On the tram, he uses the on-board feature of his app to track his tram and choose the level access stop where he will disembark.

When he hears the automated announcement at his stop, he uses the button located in the dedicated accessibility area to alert the driver that he will need extra time to get off the tram.

On arrival at Place de Bretagne square, Juliette is just a few minutes walk from the doctor’s surgery.

He accesses the République-Beaux Arts metro station thanks to an elevator equipped with a Braille control panel.

Mehdi uses his Coquelicot card to travel on the network. This travel pass for the blind and visually impaired can be ordered through the Transpole agency.

**MEHDI, 36, LIVES IN LILLE.** Mehdi is visually impaired. He has just moved to the city and needs to go to Lille Flandres station.

He accesses the République-Beaux Arts metro station thanks to an elevator equipped with a Braille control panel.

Mehdi takes metro Line 1. Tactile floor tiles help guide him to the platform. He boards the train and gets off after a few minutes, when an audio message announces the Lille Flandres stop.

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DESIGNING ACCESSIBILITY FOR ALL

For Keolis, public transport means transporting all citizens, regardless of their financial situation, geographical location, or physical capabilities. Accessibility is a performance driver, and the Group’s commitment to making public transport accessible for everyone, everywhere, helps reinforce network attractiveness.

1. PROVIDING A POSITIVE MOBILITY EXPERIENCE

Today, the quality of passenger experience, from preparation phase, to post-journey, is a key criterion in evaluating the performance of a public transport network. The Group’s “Thinking like a passenger” approach helps Keolis better understand passengers, in all their diversity, and provide everyone with a positive mobility experience. The Group’s objective is to ensure accessibility throughout the entire journey. It does this by identifying and tackling all barriers and “pain points”.

2. MEETING ALL MOBILITY NEEDS

Keolis conducts numerous surveys of vulnerable people to understand these passengers and their expectations. Temporary or permanent physical disabilities, learning issues, the elderly, pregnant women, illiteracy, problems with directions... everyone may experience mobility issues at some point. Keolis goes beyond simple compliance with current legislation, and takes a universal approach to accessibility.

3. HELP AND SUPPORT, ACROSS THE BOARD

Ensuring accessibility remains top of mind for all employees is central to Keolis’ corporate culture. TPRM (Transport of People with Reduced Mobility) driver-assistants and call centre staff receive practical training, based on real-life situations (welcome and interaction, appropriate gestures and postures, smooth driving, etc.). This collective sense of awareness is further reinforced through the implementation of a proactive approach to integrate disabled employees in the workforce; a major focus of Keolis’ diversity and inclusion policy.

EARNED: The subsidiary employs 50 disabled people (6% of its workforce), including 25 drivers.

ENSURED: Only 2 million adults out of the 30 million people with permanent disabilities have official recognition of their disability. (Source: Keoscopie)

MAKING MOBILITY EASIER FOR VULNERABLE PASSENGERS BRINGS BENEFITS FOR EVERYONE. THE EFFECTS OF AGING, TEMPORARY DISABILITIES, OR COGNITIVE ISSUES CAN ALSO AFFECT PASSENGERS’ MOBILITY. OUR AWARENESS OF THESE ISSUES HELPS US TO DESIGN UNIVERSAL MOBILITY SOLUTIONS THAT BENEFIT AS MANY PEOPLE AS POSSIBLE.

FRANÇOISE DE LA CHARLERIE
Keolis Accessibility Director

Keolis is the No.1 PRM (People with Reduced Mobility) transport operator in France. (Source: Keolis)

LYON

TCL customer-facing staff are trained in welcoming and assisting passengers with reduced mobility. Keolis Lyon aims to train a total of 3,000 employees.

1 in 2 French people have problems with directions and get lost in a neighbourhood they know. 7 out of 10 have difficulty finding their way back. (Source: Keoscopie)

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Keolis is the No.1 PRM (People with Reduced Mobility) transport operator in France. (Source: Keolis)
1. PROVIDING COMPLEMENTARY TRANSPORT OFFERS

Complementarity between regular transport offers and those dedicated to people with reduced mobility is crucial to meet all passengers’ travel needs. Keolis collaborates closely with local authorities and associations to make roads and equipment accessible to all. The Group also strives to constantly improve its regular offer: working to improve punctuality, network coverage, increased frequency, intermodality, and multimodality. Keolis’ objective: to help some of its more vulnerable customers regain their independence. Keolis also operates specialised flexible or on-demand TPRM services, providing a seamless travel experience for passengers who require more assistance. Dedicated teams operate these personalised, pre-bookable, door-to-door services, and specially adapted vehicles (minibuses, light vehicles, vans) ensure passengers’ comfort and safety. Keolis is committed to non-discriminatory mobility, making journeys easier, more flexible, and more intuitive.

2. SUPPORT FOR VULNERABLE PASSENGERS

People with reduced mobility often need more reassurance or specific assistance when they travel. That’s why Keolis places great importance on the human presence on its networks. Keolis teams are trained to assist vulnerable customers on the Group’s regular transport networks, as well as on its dedicated services.

Keolis pays particular attention to the mobility expectations and needs of customers with difficulties, and adapts its transport offer with one goal in mind: to make daily travel easier for all passengers, regardless of their mobility issues.
1. ADAPTING VEHICLES AND PUBLIC SPACES FOR ALL PASSENGERS
Accessibility of vehicles and public spaces such as platforms, stops, and stations is essential to encourage all citizens to use public transport. Vehicles on Keolis’ bus and heavy mode networks are adapted: lifts or ramps, spaces reserved for wheelchair users, stop request buttons or ticket validators placed at the right height, visual displays, and audio announcements are just some of the measures that help make journeys easier for all passengers. Stops and access points to road and rail networks are also adapted, with the provision of ramps, spaces for turning wheelchairs, tactile paving, etc.

Ticket Offices have wide entrances and automatic doors, as well as accessible counters, and a wide range of passenger information is available in all exchange hubs.

2. PROVIDING CLEAR AND ACCESSIBLE INFORMATION
Illiterate or visually impaired citizens, and foreign tourists or occasional users often have difficulty in understanding information such as maps and timetables. Keolis addresses this issue by making simple and accessible customer information a priority: network signage, clear, simple, up-to-date documentation, mobile applications, websites, dynamic displays and audio announcements, as well as digital tools ensure information is always available, everywhere.

Keolis designs and deploys numerous tools and solutions that facilitate accessibility, meaning everyone can take advantage of public transport. From specially adapted vehicles, to information systems and mobile applications, the Group constantly strives to make getting around easier for everyone.
1. SOLUTIONS BASED ON AN ANALYSIS OF REALITY

In order to propose mobility solutions adapted to vulnerable customers, you first need to understand their lifestyles and travel habits. That’s the role of Keoscopie, Keolis’ mobility observatory. The observatory has an international scope, and brings together input from external studies on lifestyle developments, findings from regular customer surveys conducted by the Group, as well as data from ticketing systems. This information helps Keolis to identify different types of vulnerabilities and assess their impact on public transport accessibility and passenger information needs. Results are shared with local authorities and form the foundations for creating tomorrow’s mobility solutions.

2. DIGITAL TECHNOLOGY FOSTERING NETWORK ACCESSIBILITY

Keolis firmly believes that digital technologies have a key role to play in strengthening network accessibility. In 2015, Keolis partnered with Netexplo to launch Keoscopie Digital: the first digital mobility observatory. This prospective analysis tool examines digital usage and its impact on mobility. It helps identify passengers’ expectations, to subsequently offer them new services tomorrow, using digital applications that can help improve passenger experience. So far, 167 innovations have been selected across the globe, including many designed with vulnerable populations in mind.

SERIOUS CONCERNS

Keolis is the leading TPRM operator in France. The Group plays a key role in improving access to public transport; sharing its knowledge of passenger behaviour with local authorities, as well as imagining new solutions.

KEOSCOPIE DIGITAL

Keoscopie Digital has two components:
- Explo’Lab, monitors and assesses the most relevant digital innovations that can be adapted to create mobility services and new travel uses.
- UserLab, utilises studies and surveys to decipher the behaviours and needs of customers in the digital age.

7 key passenger expectations identified thanks to Keoscopie
- Simplicity
- Transparency
- Immediacy
- Reliability
- Support
- Wellbeing
- Human Presence

3,000

That’s the number of Keolis network users who participated in the latest Keoscopie survey on new digital uses and needs.
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Creation, editing and production: meanings
Photo credits: Sébastien Erome, Image courtesy of TransLink,
Denis Paillard, Mayeux, Gérald Geronimi, Thierry Godefroy

Printed on 100% recycled paper by l’Imprimerie Solidaire,
France’s first specially adapted industrial printing company.

TO FIND OUT MORE ABOUT KEOLIS’ COMMITMENT TO ACCESSIBILITY, VISIT:
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WE CARE
WE COMMIT