

# COMMITTED TO UNIVERSAL MOBILITY

→ ACCESSIBILITY FOR ALL





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# ACCESS TO MOBILITY IS EVERYONE'S RIGHT



Access to mobility for all is a duty. As a central practice in our societies, it is a condition for participation in most civic activities (employment, education, healthcare, leisure, etc.). Beyond accessibility legislation, considering inclusion and taking into account all the special needs is naturally part of our duty as a public service provider.

To this end, Keolis designs services that meet the special needs of each passenger, taking into account their potential disabilities, whether visible or not, permanent or temporary.

In all our networks, we share the same Unik approach, in order to simplify and facilitate the mobility experience at all stages of a journey. It guides the design, deployment, animation and promotion of mobility services adapted to each passenger.

Simplifying and facilitating the mobility experience throughout the journey is a constant requirement and a reflex for each of our employees.

To ensure that mobility is open to all and that our societies are more inclusive and supportive every day.



**Annelise Avril**

Marketing, Innovation,  
New Mobilities Director, Keolis Group

# HELPING EVERYONE GET AROUND

Information systems, support services, adapted infrastructure and signage... Keolis is committed to helping passengers at every step of their journey, regardless of their individual mobility issues.

## 1

I identify mobility solutions and prepare my trip.



Anne lives in Nancy. A stroke has left her with impaired vision and orientation issues. She worries about losing her bearings when travelling.

The Stan network provides a "Stan me guide" support solution that reassures her.

Saturday 9:30am: Anne meets Leena, the Stan support assistant, at the "Callot" tram stop. Together, they buy a ticket and identify the route to Nancy train station. Leena shows Anne the tactile paving on the edge of the platform.

Leena helps Anne settle into a priority seat. Audio announcements signal the different stops along the way. They get off at the "Nancy Gare" stop where Anne's grandson is waiting.



Steve and Emy are American tourists. Steve uses a wheelchair.

They want to visit Mont-Saint-Michel from Rennes. An employee at the bus station recommends they take the direct coach service, adding that information and timetables are available in English on the Keolis Armor website.

Steve and Emy consult the website and book their tickets by phone. On the day of the trip they make their way to Rennes bus station. They're a little lost and ask an employee which platform the coach departs from. Steve and Emy are reassured and wait for the 10am departure.

The driver helps Steve board using the lift platform. He informs them that the journey takes 1 hour and 10 minutes and that they need to get off at the second stop.

## 2

I enter the network. I am at the stop/station.

## 3

I use my own transportation. I am in transit. I am reaching my destination.



Vincent lives in Besançon. He has learning difficulties.

He is starting an internship in a shopping mall in Besançon. He consults the bus route on the Ginko website with his support assistant. Photos illustrate key points on the itinerary, including the shopping mall.

The evening before his internship, Vincent and his support assistant go to the "8 mai" stop. They identify line 4 in red on the map as well as the direction of travel. They count the number of stops to "Châteaufarine Shopping Mall".

On his first day, Vincent boards the bus and takes a priority seat. The driver reassures him that he needs to get off at the last stop and that he will let him know when they have arrived.



Marie has been deaf since birth. She uses french sign language and lives in Menton.

She wants to go to the Francis Palmero Theatre on May Day. She uses her computer to contact Zest'bus via the Elioz platform. A customer service advisor provides her with information on the route and holiday timetable using sign language.

Marie scans the QR code at the bus stop for real-time updates on the next line 2 arrival.

Once on board, Marie checks the number of stops to the theatre on the map.



# THE 6 PILLARS OF INCLUSIVE MOBILITY

We focus on 6 key areas to deliver a universally accessible passenger experience and provide the highest standards of operational excellence.

## 2 INCLUSIVE CONTACT POINTS

Accessible ticket offices and contact channels are testament to Keolis' service relationship approach.

**In Tours**, the Fil Bleu ticket office was awarded the ACCEV\* label, thanks to its universal design and services that are adapted to all users.

## 3 ACCESSIBLE DIGITAL SERVICES

Optimal browsing comfort is fundamental to help all passengers take full advantage of our digital services.

**In Lyon** TCL website display adapts to users' visual issues (eye strain, dyslexia, colour-blindness, night mode, etc.), thanks to the FACIL'iti solution.

## 1 COMPETENT, CONVIVIAL, COMMITTED

Training our customer-facing teams about accessibility for all is a top priority.

**In Melbourne and Adelaide (Australia)**, all customer-facing employees are trained to assist passengers with communication difficulties, ensuring our networks meet "Communication Access Symbol" standards.



MONTREAL

## 4 APPROPRIATE NETWORKS AND EQUIPMENT

Our networks are designed to accommodate all users.

**In Bordeaux.** An increasing

percentage of Bordeaux's TBM fleet is equipped with two designated spaces to allow wheelchair users get around more easily. Icons on the front and side of buses indicate the number of dedicated spaces on board.

## 6 COLLABORATION WITH COMMITTED LOCAL STAKEHOLDERS

Collaboration with associations and partners is crucial when launching a new mobility solution.

**In London**, on the DLR network, the “Back on Track” programme was created in collaboration with the East London NHS Foundation Trust. The aim is to train the ambassador teams in the care and support of clients with mental, cognitive or social fragility in the network. These customers can thus learn to use public transport at their own pace and become more independent.



## 5 DEDICATED PASSENGER INFORMATION

Journey planning and network accessibility information should be clear and easy-to-find.

**In Montreal (Québec)**, the Orléans Express website features a dedicated “People with Reduced Mobility” section. Passengers can browse topics such

as boarding assistance or assistant dogs in order to prepare their coach journey.

# HUMAN PRESENCE TO SUPPORT AND REASSURE ALL OUR PASSENGERS

Disabled passengers have specific needs and expectations. That's why we pay particular attention to human presence and customer service on all our networks.

## Specially trained staff

Our teams are trained to assist special needs customers on the Group's increasingly accessible regular transport networks, as well as on our paratransit services. Training programmes are designed in collaboration with local and national partners to help staff develop the necessary skills and know-how to welcome and support even the most vulnerable passengers.

## Dedicated support services

We strive to help customers use our networks independently and take a proactive approach to enhancing passengers' mobility. A growing number of subsidiaries have developed dedicated support services for vulnerable passengers: STAR me guide in Rennes, Twisto Assist in Caen, Optiguide in Lyon, Azalys me guide in Blois, Mooviguide in Clermont Ferrand, First Journey Support in Aix-en-Provence, Community Ambassadors on the DLR network in London...

.....> **80%**

of disabilities are invisible  
(Keoscopie)

.....> **+ more than 1 billion**

people, or 15% of the world's  
population, have some kind of  
disability (WHO 2021)



**These personalised services help passengers with special needs organise and undertake journeys (find their bearings, buy a ticket, board a vehicle, make an onward connection, etc.), acting as a springboard to enable them get around more serenely, more confidently and more independently.**



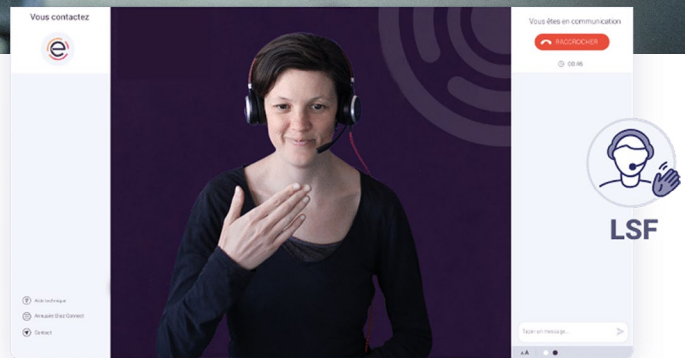
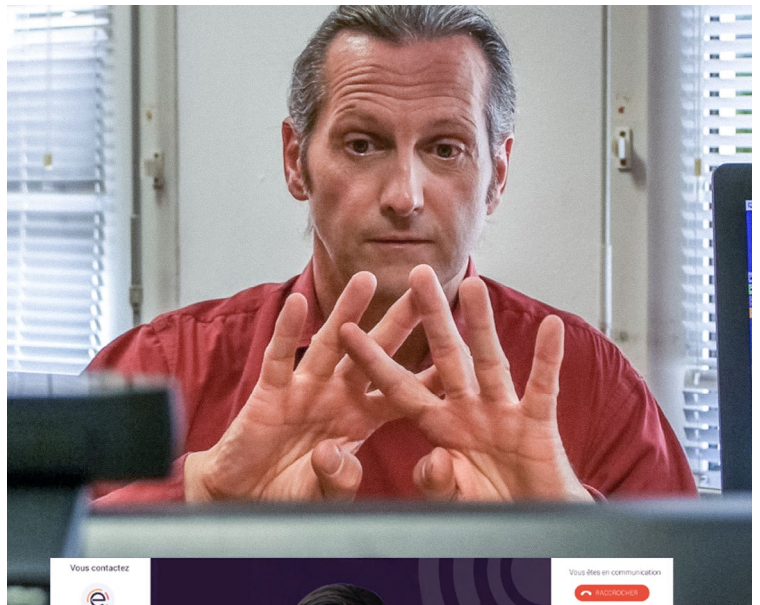


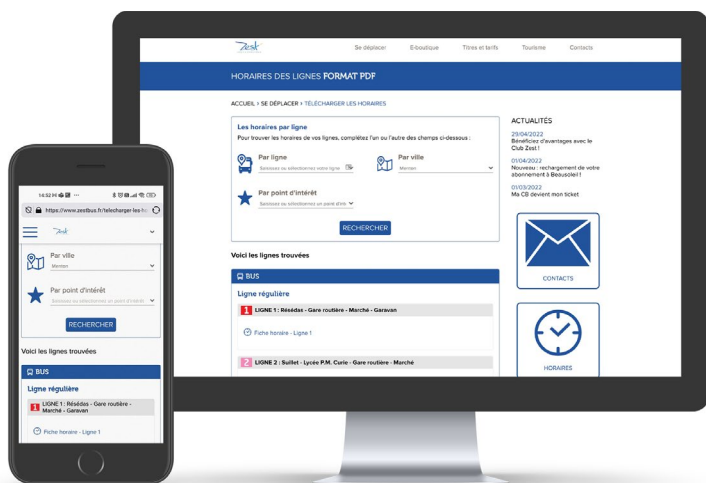
# INNOVATIVE SOLUTIONS TO MAKE TRAVEL EASIER

We design and deploy numerous tools and solutions to facilitate accessibility. From specially adapted vehicles, to information systems and mobile apps, Keolis strives to make getting around easier for everyone.

## Elioz

Our partner Elioz provides a phone-based accessibility service for the deaf and hearing impaired. The solution is already deployed in 13 French subsidiaries including Ficibus (Fécamp), Zest bus (Menton), Twisto (Caen), Pam 75 (Paris), Pam 77 (Seine-et-Marne), TBM (Bordeaux), TCL (Lyon) and Setram (Le Mans). Alternative solutions such as Acceo or Roger Voice are also used locally.





## Keolis Web Passenger

The websites of some forty French networks are made accessible thanks to our Keolis Web Passenger solution. With this tool developed by our digital teams, the sites are in compliance with French public sector digital accessibility standards (RGAA V4). With each development, new functionalities improve the understanding content and the comfort of navigation.

## NaviLens

NaviLens provides guidance for the visually impaired, via augmented QR codes in the public space. Passengers scan their surroundings with their smartphone to obtain contextualised audio guidance. The solution is currently under trial in Versailles-Chantiers bus station and Bordeaux Saint-Jean train station, in partnership with the SNCF group.



# CO-CONSTRUCTING SOLUTIONS WITH STAKEHOLDERS

We work hand-in-hand with leading national and regional partners to develop tailor-made accessibility solutions that address vulnerable customers' needs and expectations.

**In France, and across the globe, we develop partnerships with local institutions and associations**

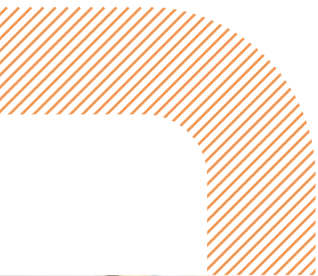
**specialised** in disability or vulnerability issues, such as Handeo, AVH, APF France Handicap, Add'autiste, UNAFAM, CRIDEV, UNAPEI, Scope Australia, National Seniors Australia and the East London NHS Foundation Trust, etc.

**These partnerships allow us to implement training and awareness initiatives,**

helping employees to better understand passengers' needs and provide appropriate support and assistance (autism spectrum disorders with Add'Autiste, visual impairments

with AVH, S3A and Easy to read easy to understand initiatives with UNAPEI, etc.). Our close relationship with these associations also allows us to develop targeted communication tactics such as the "Let's travel together" campaign, co-constructed with AVH and Les Papillons Blancs de Dunkerque and rolled out in our French and international networks to mark the International Day of Persons with Disabilities.

On a local level, our subsidiaries work alongside community stakeholders to develop offers and services (workshops, collaborative tool development, customer journeys, staff training, etc.) In Metz, in the Met' network, for example, our teams are currently developing an accessibility guide in partnership with the ESAT of the CMSEA "L'Atelier des talents".





**L&T Hyderabad Metro Rail** ✓  
@ltmhyd

...

Our transportation network is inclusive and doesn't exclude any passenger from travelling with us. This [#WorldDayOfHandicapped](#), let's all travel together and share the same mode of transport.  
[#HyderabadMetro](#)



**Azalys**

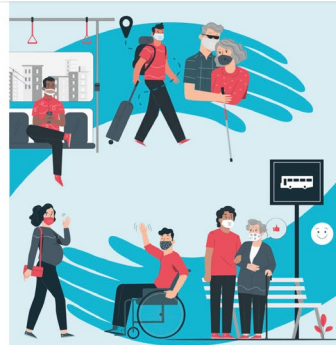
3 décembre 2020 · 🌐

...

Le 3 décembre, c'est la journée internationale des personnes handicapées, initiée par l'Organisation des [Nations Unies](#).

👉 Parce que chaque voyageur a des besoins différents, parce que chaque handicap ne se voit pas forcément, soyons attentifs et faisons preuve d'empathie pour une mobilité vraiment partagée.

**Voyageons  
tous ensemble**



# PROVEN EXPERTISE

We constantly strive to improve and are actively committed to several certification and accreditation programmes.

The “Communication Access Symbol” is already present on the **Melbourne tram network** and is gradually being rolled out on the Adelaide train fleet (Australia). This accreditation identifies businesses and organisations

whose staff are specifically trained to support people with communication difficulties (speech or hearing impairments, learning difficulties, tourists who don't understand English, etc.).

**The Fil Bleu ticket office in Tours** is ACCEV® accredited. This label monitors universal accessibility and the use of public buildings by all citizens. ACCEV® focuses on user-friendliness: design and comfort (in terms of motricity, grip and functionality), welcome and assistance, layout and trajectory, equipment and services and staff training are just some of the criteria taken into account.

**Keolis PMR Rhône** (a paratransit service for the visually and physically disabled, across Greater Lyon) successfully renewed its “Cap'Handéo Services de Mobilité” certification in 2021. Recipients must meet 23 stringent criteria defined by transport professionals and disabled citizens.





## INTERVIEW



**Aurélie Pierre-Léandre,**  
Handéo Services Director

## “KEOLIS’ LONG-TERM COMMITMENT TO UNIVERSAL MOBILITY IS EVIDENT.”

**K**eolis has been involved in the Cap’Handéo Mobility Services initiative since 2015, developing the certification framework in collaboration with a variety of stakeholders. The framework is the result of a collaborative process; designed to address citizens’ specific mobility needs, whilst taking the realities of the mobility sector into account.

The Group is a member of the national certification committee and plays a key role in helping us to identify and monitor candidates (for example via anonymous audits), as well as incorporate mobility issues and developments from an operator’s perspective.

Several Keolis networks have successfully achieved Cap’Handéo accreditation, including Keolis PRM Rhône’s Optibus and Optiguide services, which received their second three-year certification in June 2021. We commend the teams on their daily dedication. Several other networks are currently working towards certification.

Keolis’ long-term commitment to universal mobility is evident and we are delighted to partner with the Group in supporting and strengthening social inclusion.



## Lexicon

ACCEV: Accessibility and Adaptation of Public Buildings

AVH: Valentin Haüy Association

CMSEA: Moselle Committee for the Protection of Children, Adolescents and Adults

CRIDEV: Research Centre for the Incorporation of Diversity in the Public Domain

ESAT: Organisation helping disabled people integrate the workplace

FALC: Easy to Read and Understand

PRM: People with Reduced Mobility

S3A: Welcome, Support and Accessibility symbol

UNAFAM: National Union of Friends and Families of the Mental Disabled People

UNAPEI: National Union of Parents Associations, people with intellectual disabilities and their friends

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