



Land Transport Excellence Awards 2022

Land Transport  Authority
We Keep Your World *Moving*

AWARDS

Transport for All Category

Best Community Inclusive Project

Recognises the project (including pilot or trial) that best promoted community inclusivity in the public transport network.



Award Finalist - Transport for All
Best Community Inclusive Project
GO-AHEAD SINGAPORE PTE LTD

Award Title : Best Community Inclusive Project

Award Criteria : Promotion of community inclusivity in the public transport network.

Organisation : Go-Ahead Singapore Pte Ltd

Project : Helping Hand

Go-Ahead Singapore (GAS) is a subsidiary of the UK-based Go-Ahead Group, a multi-modal international public transport operator delivering over one billion annual journeys. Operating on a devolved management structure, we retain our ability to provide quick responses to the changing needs and conditions of a local market independently. As a local public transport operator, we are always looking for new and innovative ideas to push the industry forward and improve the customer experience.

Inspired by the vision in the Land Transport Master Plan 2040 for an inclusive land transport system, we collaborated with one of our UK bus operating companies to bring Helping Hand, a simple but highly effective initiative, to Singapore.

Helping Hand is designed to enhance the journey experience for commuters with physical and/or invisible mobility impairments. It involves the use of a pocket-sized Helping Hand yellow card which holds a brief written instruction for the bus captain, to be shown by the commuter upon boarding the bus. The bus captain is immediately made aware of the commuter's needs or requirements without them having to verbally communicate.

Research shows that people with hidden disabilities can sometimes face greater challenges than those with more obvious physical disabilities, so Helping Hand serves to empower its users to seek help promptly and independently. Working with students from Yale-NUS who sought to do a behavioural study on interventions to promote more gracious behaviour on public transport, the Helping Hand identifier was found to be highly effective and elicited a similar response from commuters as that experienced by a commuter wearing a leg cast.

GAS successfully trialled Helping Hand on four feeder bus services starting from Pasir Ris interchange. Based on positive commuter feedback, the Pasir Ris scheme was made permanent, and GAS committed to expanding Helping Hand to all its 31 bus services. As part of the scheme rollout, all our bus captains had completed internal Helping Hand training and disability awareness training developed in partnership with SG Enable.

Details of the initiative and the Pasir Ris trial have been shared with the LTA and all PTOs through the Caring SG Commuters Steering Committee. We are proud that our collaborative approach has led to the LTA adopting the "May I have a seat please" identifier for network-wide rollout on all bus and MRT services to complement its existing "May I have a seat please" sticker scheme.



Award Finalist - Transport for All
Best Community Inclusive Project
MOVEMENT OF INCLUSIVITY (MOI) LTD.

Award Title : Best Community Inclusive Project

Award Criteria : Promotion of community inclusivity in the public transport network.

Organisation : Movement of Inclusivity (MOI) Ltd.

Project : “May I Have a Seat Please” lanyard

Movement of Inclusivity (MOI) Singapore has embarked on the “May I have a seat, please?” lanyard project since mid-2020 alongside with the Land Transport Authority (LTA) and Caring SG Commuters Committee. In the initial phases, MOI collected various feedback from the community, especially individuals with hidden disabilities, about how the public could assist them on public transport. Some of the feedback received from these individuals with hidden disabilities included their insecurities when asking for directions or a seat in public.

As such, the lanyard project was conceptualised and created as an identifier for both the public and public transport staff to recognise individuals with hidden disabilities who require assistance. In order to personally involve the special needs community in this project, MOI started an art competition for the community to design the lanyard. Over 90 submissions were received and elements from 10 winning designs were eventually incorporated into the final lanyard. The lanyard is now available for collection at all Passenger Service Centres/Offices located at MRT stations, bus interchanges and TransitLink Ticket offices.

Since its launch, the lanyard has garnered many positive comments from the public and the special needs community, including caregivers' appreciation towards this lanyard and how this lanyard has helped those in need. The MOI team intends to continue working with the relevant authorities to further improve this initiative with the lanyard to provide more assistance such as support for individuals with special needs who are lost or having a meltdown. We believe that we can do more with the lanyard and would work with the relevant organisations to explore its full potential.



Award Finalist - Transport for All
Best Community Inclusive Project
SBS TRANSIT LTD

Award Title : Best Community Inclusive Project

Award Criteria : Promotion of community inclusivity in the public transport network.

Organisation : SBS TRANSIT LTD

Project : Travel Safe for Elderly Passengers

With the growing population of seniors aged 65 years and older and the rising of the retirement age to 67 years old, we are seeing more elderly passengers travelling on our public buses and trains.

As a responsible public transport operator, we take it upon ourselves to ensure that the elderly can travel safely with us. Hence, we embarked on a "Travel Safe" inclusive programme focused on elderly passengers on rail and bus.

Our Travel Safe programme is specifically directed towards escalator safety for rail commuters. In our public education and outreach activities, a unique feature was the use of audio announcements not just in English and Mandarin but also in dialects - Cantonese and Hokkien - to help communicate with the elderly in a language that resonates with them more effectively.

We also installed black and yellow alert tapes to guide the elderly in holding onto the correct handrails, instead of holding onto the stainless steel bars. In addition, our escalators were modified to operate with dual speeds. This would allow the escalators to travel at a reduced speed for the safety of our elderly passengers during off-peak hours.

For our bus passengers, our focus is placed on educating, encouraging and reminding them to "Hold On At All Times" to minimise bus falls onboard. From posters to brochures, our Bus Captains and Interchange staff also went around our premises to give away tissue packs with safety messages to elderly commuters.

Our efforts were also extended to the elderly who were recovering from surgery through the donation of a decommissioned bus to Tan Tock Seng Hospital. The bus provides the Hospital's occupational therapists with an environment to simulate boarding and alighting from the bus for their patients, in a safe and controlled environment.

Apart from these, we engaged our Bus Captains whose passengers fell onboard their buses to gain insights and understanding about the bus falls and their driving behaviour and discover measures to adopt to reduce such incidents. These focus group sessions continue to be conducted on an on-going basis.

Indeed, being safe is part of the pleasant travel experiences that we strive to create for our elderly passengers, given Singapore's greying population. We will continue with our efforts to look at fresh and creative ways to help our elderly passengers "Travel Safe" on our Public Transport network.



Award Finalist - Transport for All
Best Community Inclusive Project
SMRT TRAINS LTD, SMRT BUSES LTD

Award Title : Best Community Inclusive Project

Award Criteria : Promotion of community inclusivity in the public transport network.

Organisation : SMRT Trains Ltd, SMRT Buses Ltd

Project : Go-To SMRT

Go-To SMRT is one of SMRT's key initiatives to improve our services, enhance our social responsibility, and build greater affinity with the community. We want to serve beyond our commuters and reach out further to serve the communities.

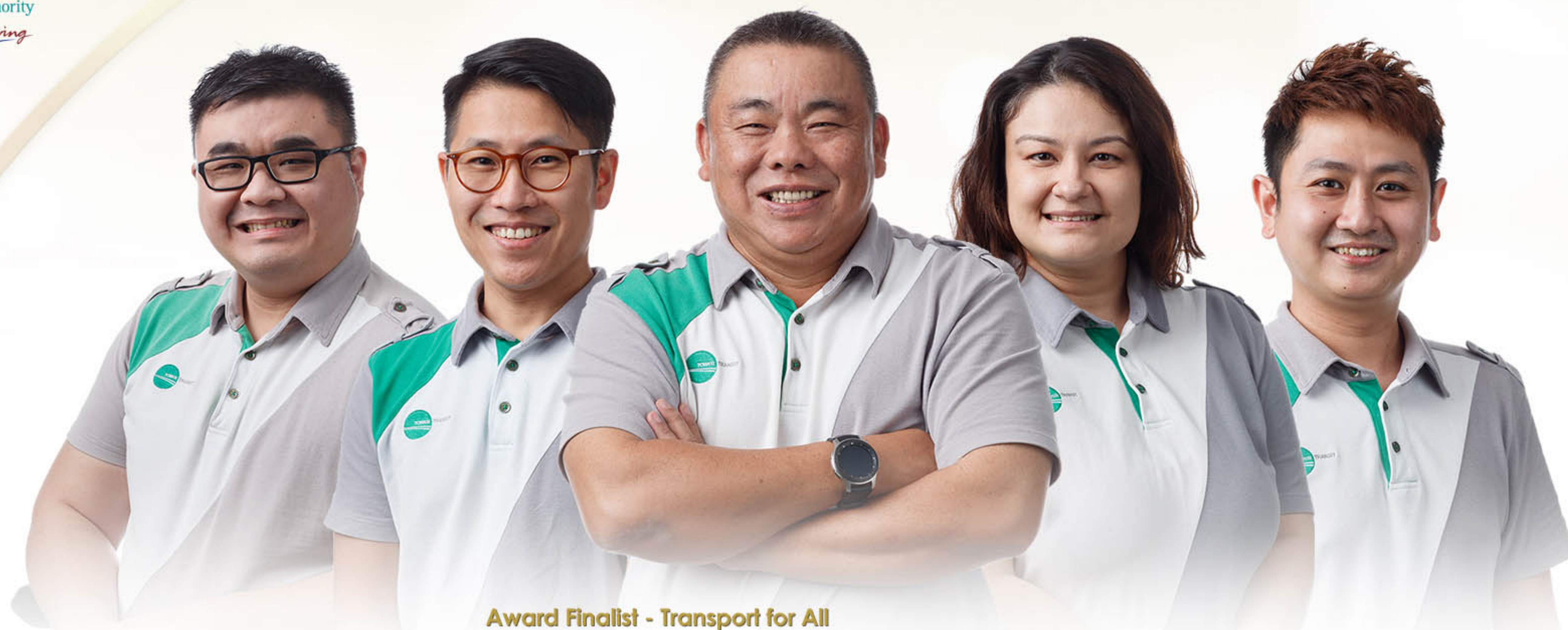
Under this initiative, public is encouraged to turn to our stations and bus interchanges for a suite of essential services such as wayfinding, first-aid, locating missing children/elderly, and assistance to commuters with special needs. Our stations and bus interchanges are designated as Dementia Go-To Points by the Agency for Integrated Care, where commuters with dementia or public who find a lost or disoriented person with dementia can seek help if they require assistance. Our staff members are trained to use the Dementia Friends mobile app to locate and reunite the lost person with his/her family.

A feature under the "Go-To SMRT" scheme is the "Scan & Go-To", which is a digital concierge service for commuters and communities to easily access useful travel information. By scanning the unique QR code, the public can view/download the Go-To Maps for local community amenities, first and last train/bus timings, and alternative travel information. This digital and contactless way of accessing information makes wayfinding convenient and safe, especially during the current Covid-19 pandemic.

As part of Project Go-To, we have refreshed our WeCare/First-Aid rooms with suitable fittings and furniture to provide comfortable space for commuters and community members to recover while waiting for further medical assistance or their Next-of-Kin to arrive. Our staff are provided with customised training, which is designed jointly with specialists/Social Service Agencies (SSA) to handle a wide profile of audience and scenarios.

SMRT continues to partner with the Land Transport Authority, Public Transport Council, and SSA to build an affinity of inclusive service delivery. Some of the initiatives include (1) setting up Heart Zones for public to assist fellow commuters in needs, (2) setting up Kindness Seats to cater to the elderly and encourage gracious commuting behaviours; and (3) promote engagement to strengthen our relationships with our premises' surrounding communities.

Go-To SMRT was launched in 17 MRT stations and five bus interchanges since April 2021. To date, 50 of our MRT stations and bus interchanges are "Go-To SMRT" ready. We are committed to roll out to all stations by the end of 2022 and continue to enhance our services to meet the needs of our commuters and the communities through continuous improvement, and feedback from our staff, commuters and partners. With the clarity in our vision of "Moving People, Enhancing Lives", SMRT is committed to provide excellent and inclusive service delivery, putting our commuters and communities first, and one that can be the pride of Singaporeans.



Award Finalist - Transport for All

Best Community Inclusive Project

TOWER TRANSIT SINGAPORE

Award Title : Best Community Inclusive Project

Award Criteria : Promotion of community inclusivity in the public transport network.

Organisation : Tower Transit Singapore

Project : Interchange with a Heart

During the relocation of Jurong East Bus Interchange (JEBI) in December 2020, Tower Transit Singapore (TTS) came up with the concept of 'an interchange with a heart' where commuters of all walks would feel welcome and developed the styling, programming and amenities of JEBI around this concept. The broad idea was to bring a human touch and to put people at the very heart of the interchange.

The 'Heart' in 'Interchange With A Heart' encapsulates that human touch and was translated into various people-centric initiatives and amenities that cover the themes of community engagement, inclusivity, accessibility and a caring commuting culture.

Having decided on the concept, TTS set to work on realising it. In June 2020, with the help of SPD and SG Enable, TTS hired its first wheelchair user Kishon Chong as their first Customer Experience & Inclusivity Officer (CXIO). A key part of Kishon's job was to provide customer service at JEBI and to advise TTS on its inclusive transport initiatives.

The initiatives include the Public Bus Confidence Course (PBCC) to help people with disabilities regain their confidence to travel on public buses, and the Public Bus Inclusivity Course (PBIC) to equip commuters to help those with disabilities while commuting on the bus.

Other initiatives like the "belanja-a-meal" programme at the NTWU canteen focused on community, while the nursing room was transformed into a warm and inviting space through a partnership between TTS and local baby products brand Hegen. To provide commuters with better access to TTS' service information, TTS displayed a QR code at the start of each queue at the various boarding berths for passengers' convenience. TTS has also installed an intercom system to allow commuters to seek assistance from staff without having to walk to the Passenger Service Office located at the other end of the interchange.

TTS also developed a whole series of visuals to create awareness on the concept of 'an interchange with a heart' across the interchange especially at key touch points. This included caring commuter messages created in partnership with the Public Transport Council (PTC) and the students of ITE College West

TTS' proactiveness towards the theme of community inclusivity with its projects providing assistance to people with disabilities and their families is not only industry-leading but also market-leading in the local context.

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