

# Accessibility Action Plan

2015–18









# A message from our CEO



*Our vision is to transform Melbourne's tram network into a modern light-rail system offering a world-class service to all our passengers.*

An important part of this vision is providing a network that is accessible to everyone and a positive customer experience for people with a disability or mobility restriction, and older people. These groups often have no choice but to use public transport to travel to school, work, health services or social activities. Yarra Trams takes its role seriously in improving their quality of life and social inclusion within the community.

The future Melbourne tram network will feature an entirely accessible low-floor tram fleet, complemented by accessible stops at specific points along every route. Achieving this vision in partnership with Public Transport Victoria (PTV) requires a focused approach to the delivery of infrastructure and information improvements on specific routes, then progressively across the network.

Yarra Trams is committed to delivering its Premium Line strategy, starting with Premium Line 96. Premium lines offer a truly accessible and enhanced customer experience. They will have 100 per cent low-floor trams, 100 per cent accessible stops, dynamic onboard passenger information, more separation between trams and road vehicles and more reliable journey times. Premium Line 96 provides a real-life vision of the future.

As part of the Premium Line strategy, the tram cascade plan will make more of the network more accessible. This will involve redistribution of existing low-floor trams across the network, facilitated by the arrival of next generation E-Class trams. The result will be more accessible trams on more routes, including some with accessible stops already in place.

This approach allows continuous improvement in a changing landscape, with benefits that can be seen and felt by all customers.

Yarra Trams continues to work on many other initiatives that will also improve accessibility on the network. PTV has funded the installation of a system to enable automatic onboard announcements on 130 B-Class trams. Three routes now operate with all low-floor trams, including Route 96 which received the first 24 next generation E-Class trams by June 2015. In addition, a program of work is currently underway to upgrade a number of stops to make them more accessible, with work on the Batman Park stop completed in January 2015.

Work to improve accessibility across the network reflects an organisational culture that enables innovation, collaboration and appreciation of differences.

A handwritten signature in black ink, appearing to read 'Clément Michel', with a long, sweeping horizontal line extending to the right.

**Clément Michel,**  
Chief Executive Officer



## Our business

### Background

The 2015-18 Accessibility Action Plan continues to build on Yarra Trams' key priority to achieve a broadly accessible tram network for Melbourne that is socially inclusive and delivers sustainable improvements in the customer experience. The plan takes legal responsibilities into account to ensure that customers with a disability or mobility restriction, and the growing population of older Victorians, are able to safely and easily use the tram network.

In November 2014, Yarra Trams engaged the services of an international colleague from SNCF France who was the Director of Accessibility for the French rail network. Typhelle Tankwe-Sassano, who is vision impaired, conducted an audit of the Melbourne tram network and provided recommendations on improvements which have been incorporated in this plan.

This plan is underpinned by the Accessible Public Transport in Victoria Action Plan 2013-17: PTV Implementation Plan and supports its priorities and outcomes.

## Population context

It is important to understand the extent to which this plan will help improve the lives of Victorians who need support to use the tram network. An accessible network supports our customers at every stage of their lifecycle. This includes parents with prams, people with temporary medical conditions or permanent disabilities, customers with language barriers, seniors and those who are shifting from using cars to using public transport. In 2009, Victoria had an estimated population of just over 5.4 million people, of which an estimated one million or 18 per cent lived with a disability, as defined by the Survey of Disability Ageing and Carers. (Australian Bureau of Statistics 2011, Disability, ageing and carers, Australia: state tables for Victoria, cat. no. 4330.0, ABS, Canberra.)

The proportion of older people is trending upward and, as at 30 June 2009, 13.6 per cent of the population was aged 65 years or older. (Population by Age and Sex, Regions of Australia, 2009, cat. no. 3235.0.) This figure is expected to reach 23.1 per cent in 2056. (Population Projections, Australia 2006-2101, cat. no. 3222.0, Series B.)

An average of 16.5 per cent of households in the municipalities where trams operate speak a language other than English. These groups may face barriers when travelling on public transport which can be addressed by ensuring that information is easy to understand and available through interpreter services.

## Legal requirements

Yarra Trams' legal obligations in regard to the standards that public transport services are required to meet are set out in the following documents:

- *Disability Discrimination Act, 1992 (DDA)*. This is a Commonwealth Act which details the requirements for providing infrastructure and services that are accessible to people of all abilities.
- Disability Standards for Accessible Public Transport, 2002 (DSAPT). These standards were created under the DDA and cover requirements for access to public transport, including conveyances (vehicles), premises and infrastructure. "The purpose of these Standards is to enable public transport operators and providers to remove discrimination from public transport services."
- Australian standards as referenced by the DSAPT, in particular AS 1428
  - Design for access and mobility.

These documents focus mainly on the design and layout of infrastructure and 'softer' measures such as information provision, lighting and hearing augmentation.

## Compliance levels

The DSAPT includes target dates for transport operators and providers to ensure their infrastructure complies with technical standards. The first milestone of 25 per cent compliance was required by December 2007 and the second of 55 per cent compliance was required by December 2012. When the DSAPT was prepared in 2002, it was recognised that many significant changes would need to be made to Melbourne's public transport system. These would take time and involve significant expenditure so a staged compliance plan was developed. Yarra Trams is fully compliant with the DSAPT in some areas, such as for signs, symbols and information, but is unlikely to meet the 2017 targets in full due to fleet and infrastructure constraints.

Yarra Trams is committed to achieving greater accessibility for its customers and will continue to work with PTV to develop innovative solutions to improve accessibility outcomes for the entire community.

## Yarra Trams' responsibilities

The Franchise Agreement – Tram between Yarra Trams and PTV outlines the activities for which Yarra Trams is responsible in complying with the DDA. These include:

- i. Providing information
- ii. Direct assistance
- iii. Equivalent assistance
- iv. Staff training
- v. Staff disability awareness
- vi. Staff assistance
- vii. Emergency access requirements
- viii. The provision of emergency access
- ix. The provision of onboard announcements and other information
- x. Operational procedures relating to any of subparagraphs (i) to (ix) inclusive.

Two of these activities are defined in the DSAPT:

- Direct assistance is help given by an operator or provider:
  - to make public transport accessible to a person with a disability when premises, infrastructure or conveyances do not fully comply with these Standards
  - to provide non-discriminatory access on request.
- Equivalent access:
  - is a process, often involving the provision of direct assistance, under which an operator or provider is permitted to vary the equipment or facilities that give access to a public transport service, so long as an equivalent standard of amenity, availability, comfort, convenience, dignity, price and safety is maintained
  - does not include a segregated or parallel service.

Other activities which are not listed here but could be considered as part of providing an accessible tram network include:

- continuous improvement through customer feedback and engagement
- advocacy for accessibility-related projects
- compliance with the DSAPT. This is more applicable for 'hard' measures such as infrastructure rather than 'soft' measures such as information.





## Principles

Yarra Trams recognises that accessibility has a broader context than simply meeting the requirements of the DSAPT. As a result, its strategy is to enhance access to the tram network for all customers, including those with disability and mobility restrictions.

Yarra Trams is committed to continuous improvement through:

- providing high-quality and appropriate information to customers
- ongoing communication with customers, employees and stakeholders
- creating awareness and educating employees on accessibility
- assisting PTV to improve the physical design and layout of trams and stops
- making it easier for all customers to access services
- considering accessibility requirements in all project planning.

## Progress to date

Yarra Trams works closely with PTV and other agencies responsible for the provision and delivery of public transport services in Victoria. In the last year, good progress was made in improving the tram network to make it more accessible for customers.

Yarra Trams continues to dedicate staffing resources to develop, monitor and execute the Accessibility Action Plan. A new management role of Principal Advisor, Accessibility has been recently filled. This role will work closely with the Advisor, Accessibility to ensure that Yarra Trams delivers on the action plan and works closely with advocacy groups, employees and other stakeholders.

The following section highlights some of the achievements of the past 12 months, demonstrating Yarra Trams' commitment to making a difference in the lives of people with disability.



## Customer service

### A reinvigorated employee disability training program

Yarra Trams' customer-facing employees (new drivers, authorised officers and customer service employees), fleet controllers and senior depot trainers have completed accessibility awareness training. All tram drivers now attend a 'development day' every six months, which includes further disability education.

### Launch of new and improved customer experience standards

Customer Service Standards have been developed for all frontline employees to ensure customers receive a consistent standard of service at all times. The standards are based on international best practice, measurable and aligned with important factors affecting customer satisfaction. All frontline employees have completed training in these standards.

A 'mystery observer' program was officially launched in July 2014 to assist in measuring employee performance in relation to the standards from a customer's viewpoint.



Customer Service Standards handbook





Passenger Information Display (PID) screen

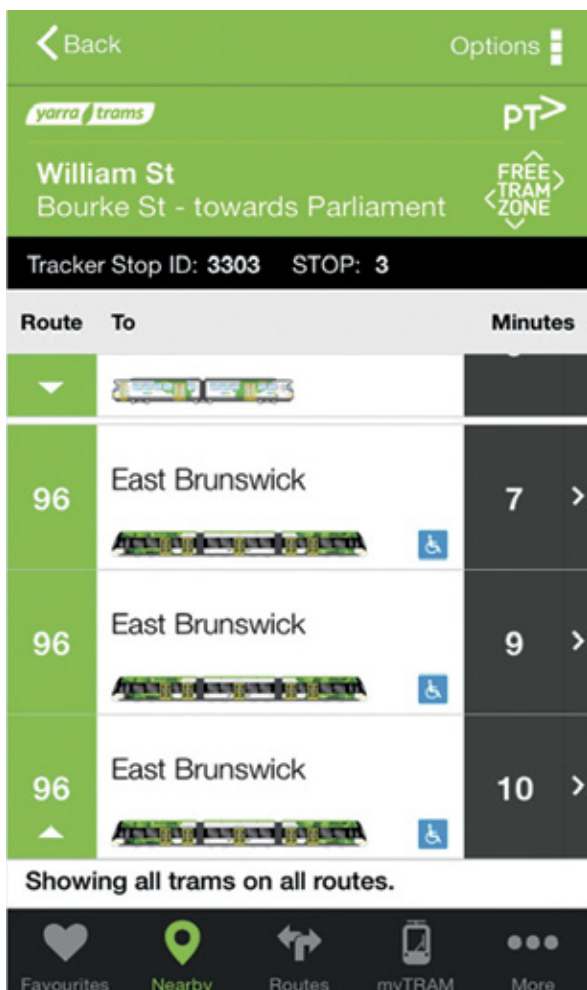
### Improved real-time information for customers

tramTRACKER® technology has been available since March 2012 on passenger information displays (PIDs) at tram stops. tramTRACKER® has a larger font, more accurate predictions and improved disruption message features compared to previous technology. It also provides information on the next three trams and indicates whether the trams are low-floor. There are approximately 800,000 tramTRACKER® requests each day and around 40 per cent of customers board a tram at a stop with real-time information.

In September 2012, a tramTRACKER® application was created for Android smartphones. The Android app had additional features, including information on tram stops and shelters, more detailed disruption messaging and low-floor tram information.

In April 2013, tramTRACKER® was named one of the 'top 10 iPad apps to get you through the working day' in the *Australian Financial Review*.

An updated version of tramTRACKER® for iPhone was released in July 2014. This version includes new ways to manage your favourite stops, including naming, grouping and reordering them. Additional information is also available, including enhanced disruption information and predictions for the next three services for each route at any stop by clicking on the route number or destination. Yarra Trams selected an external panel of iPhone users to test the app prior to its release. Drawn from the general public, the testers represented a mix of gender and age groups, experienced and novice iPhone users and some with vision impairments. There was also a mix of frequent and infrequent users of the tram network.



tramTRACKER® app

### Improved information during special events and disruptions

The customer information team has an important role in making onboard announcements during planned and unplanned disruptions. Yarra Trams' also communicates to customers via Twitter (currently more than 39,000 followers) and provides stop-specific disruption signage for planned disruptions, including maps where possible.

tramTRACKER® update messages now cover approximately 80 per cent of disruptions, with live announcements for 95 per cent of disruptions keeping customers informed. Customer bulletins are also displayed at all affected tram stops during every planned disruption.

Customer bulletins detailing planned service changes are distributed to Vision Australia, which disseminates the information on social media for minor projects and via Vision Australia Radio for major projects.



## Improved familiarity with and confidence in the tram network

In early 2015, an accessible tram stop was constructed as part of the upgrade to the Preston Workshops. The accessible stop is used for trialling accessibility solutions and other customer interface improvements. It also provides an opportunity to expand Yarra Trams' familiarisation program to mobility-aid users.

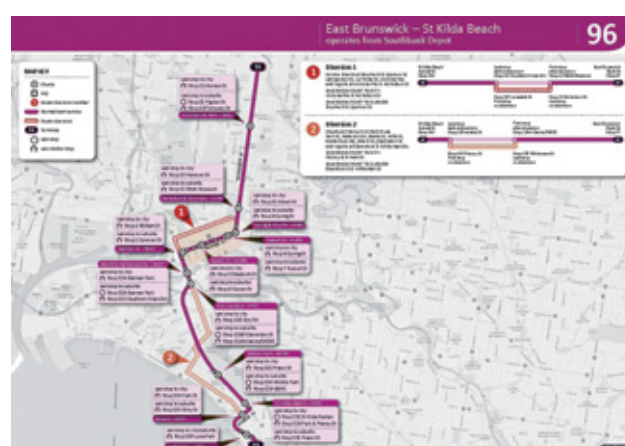


Special Events poster

To assist in raising awareness of low-floor trams that operate during special events, Yarra Trams developed posters for the MCG and Etihad Stadium, and surrounding areas. The posters are displayed at stops and show the frequency of low-floor trams, highlighting the accessible path from the tram stop to the event location.

## Improved accessibility information

In 2013, an updated version of the 'Your Accessible Journey' video was released. The video includes information on planning a journey, purchasing tickets, different classes of tram, stop types and connectivity. The updated version has the option of subtitles and can be viewed online.



Diversions booklet

Diversion booklets have been developed for each tram route for use by Operations Centre controllers and the customer information team during disruptions. The books contain information including the main diversion routes, the location of the last accessible stops before a diversion and the location of shunts.

The diversion books enable the team to communicate service disruptions and alternative travel options to customers in a timely manner.

## Consultation and community engagement



### Improved consultation with customers

Yarra Trams provides opportunities for customers to speak directly to managers through regular 'Meet the Managers' sessions. The format of the sessions was revised in 2014 with each depot now running three sessions per year, increasing the program to 24 sessions across the network annually. Managers from across the organisation are available at these sessions to answer questions and take on feedback about Yarra Trams' services and network improvements.

### Improved consultation with accessibility advocacy groups and understanding of their needs

Yarra Trams continues to work closely with accessibility advocacy groups to better understand how to address and support the needs of their clients. The groups include:

- Vision Australia
- Blind Citizens Australia (BCA)
- Guide Dogs Victoria
- Scope
- Travellers Aid
- Victorian Council of Social Service
- Victorian Equal Opportunity and Human Rights Commission
- Victorian Deaf Society
- All Aboard Network.

Clients from Vision Australia, Blind Citizens Australia, Guide Dogs Victoria and the Victorian Deaf Society were invited to participate in consultation sessions prior to the launch of the updated tramTRACKER® app, the Vehicle Passenger Information System and three passenger information trials. Feedback from the groups resulted in some changes prior to the official release of the systems, such as the addition of a tactile button on the tramTRACKER® mini PIDs.

Yarra Trams began holding quarterly update meetings with accessibility advocacy groups in February 2014. The purpose of these meetings is to update the groups on progress made on the Accessibility Action Plan, and for the advocates to raise any issues that their clients may be experiencing.





Disability Sport and Recreation Corporate Wheelchair Basketball competition, December 2014.

Familiarisation programs are available for customers returning to public transport after an injury. The program includes a presentation on safety and accessibility information, as well as a practical component where attendees can practice boarding and alighting a stationary tram. The sessions enable people with special needs to build their confidence through learning and practising their skills in a safe and relaxed environment. Sessions are held regularly for Caulfield Hospital and are available for other hospitals and rehabilitation groups on request.

Following the successful launch of Accessibility Week in 2013, Yarra Trams held its second Accessibility Week from 1 to 5 December 2014. More than 230 employees participated in various activities including:

- Mental health forums for customer-facing staff
- An accessible transport race that simulated visual impairment
- A marquee at the Disability Sport and Recreation (DSR) Festival
- Playing as part of the team entered in the DSR corporate wheelchair-basketball competition

- A 'try before you ride' event at Box Hill terminus where a train, tram and bus were stabled for three hours, giving customers a chance to familiarise themselves with the different vehicles and practice boarding and alighting in a safe environment.

### Premium Line 96

Route 96 will be the first route to be transformed into a Premium Line, with 100 per cent low-floor trams, 100 per cent accessible stops and a world-class level of audible and visual passenger information. Work is underway to create Melbourne's first premium line, including new accessible tram stops being built at Batman Park, Blyth Street and Port Junction.

### Partnership with Disability Sport and Recreation (DSR)

Yarra Trams continues its partnership with DSR, which includes sponsoring the Vortex Newsletter. DSR plays an active role in raising accessibility issues with Yarra Trams.

## Access to public transport services

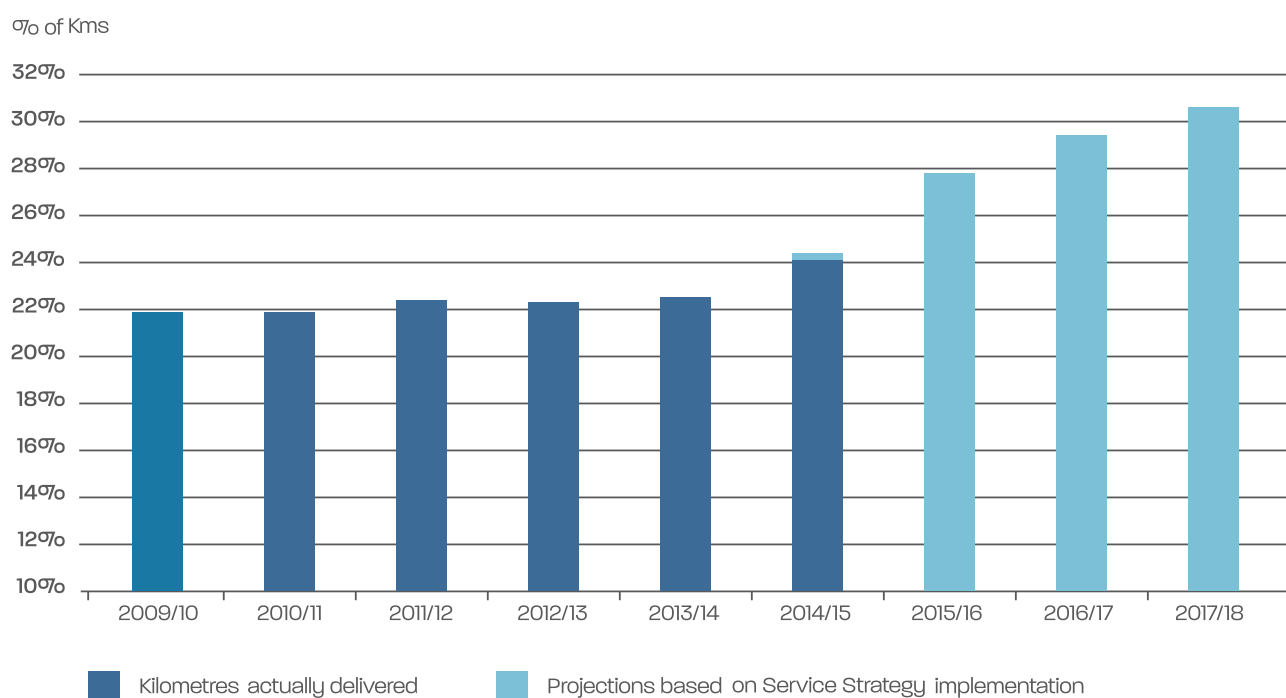
### More low-floor trams

The first two E-Class trams began operating on the tram network in November 2013. There are now 29 E-Class trams in service with approximately one new tram added to the fleet each month. The E-Class trams operate on Route 11 and 96 and are the most accessible trams of the fleet. They have dedicated wheelchair spaces with a driver intercom and stop request button within reach, gap reducers in each doorway and automated onboard audio and visual customer information announcements, including next stop, destination, direction and connectivity with other public transport modes. There are also more grab rails and stop request buttons than on other trams.

Three routes operate entirely with low-floor trams. In addition to Routes 96 and 109, on which all trams have been low-floor for a number of years, Route 19 became a fully low-floor service in June 2015.

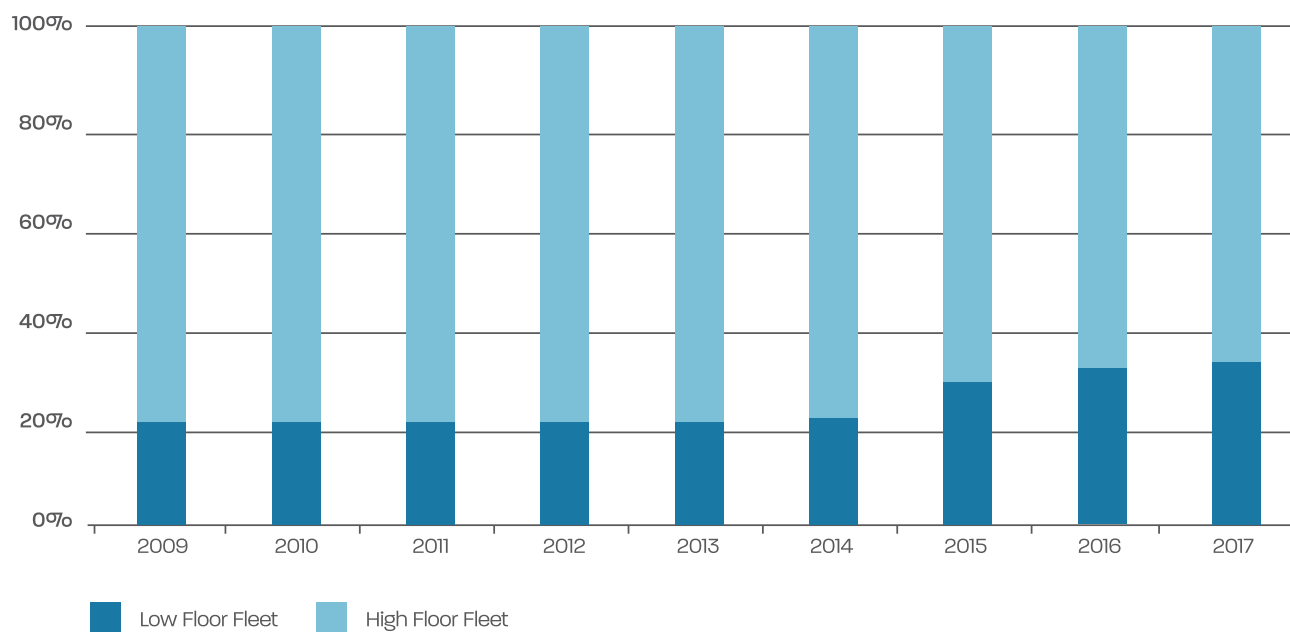
Yarra Trams is using the most accessible trams wherever possible. W-Class trams have been replaced by newer models on Routes 30 and 78, with the City Circle now the only route running W-Class trams.

The graphs below show the increase in kilometres delivered by low-floor trams, as well as the increase in the number of low-floor trams in our fleet, since the start of the franchise.



**Figure 1: Percentage of low-floor kilometres delivered by DDA compliant trams 30th November 2009 to 30th November 2017**





**Figure 2: Percentage of high and low-floor trams 2009 to 2017**

### Improved boarding experience

The capacity of B-Class trams was increased by installing lean seats in 2013. Lighting in the doorways was also replaced with brighter LED lights, completed in February 2014.

A gap reducer was retrofitted onto all D-Class trams to reduce the gap between the low-floor and level access stops. The last tram was fitted in June 2013. All low-floor trams now have either a gap reducer or a retractable step to minimise the gap between the tram and the accessible stop.

### Improved information available within the tram

All 59 D-Class trams have been upgraded to provide automated audio and visual 'next stop' announcements to customers. While all customers benefit from this initiative, it makes a positive difference to accessibility for customers with visual or hearing impairments. The announcements include the tram's destination, interconnectivity with other tram routes and the direction of travel at intersections. The next stop is also shown via the onboard LED displays. All new E-Class trams have this function available and all B-Class trams will have automated onboard announcements installed during the next 12 months.

### Improved communication

A review of the public address (PA) systems onboard trams was conducted in late 2013. The audit found some inconsistencies and has resulted in the implementation of a revised maintenance program to ensure a fully maintained and effective PA system.

### Improved reliability during disruptions

Yarra Trams is committed to delivering a consistent service during disruptions by ensuring that low-floor buses are provided wherever possible when a low-floor tram route is disrupted.

### Improved identification of accessible areas on the tram

In December 2014, the first C2-Class tram was fitted with trial floor markings to identify the allocated space for wheelchairs. A consultation session with PTV, the All Aboard Network and Scope was conducted after the first tram was fitted to ensure that the design was acceptable prior to a rollout to all low-floor trams.

The International Symbol of Accessibility and pram symbols are displayed on tram doors that lead to the accessible area on a tram. Yarra Trams ensures that these symbols are not covered by any commercial advertising on the exterior of the trams.

Both the B-Class and D-Class trams have had some improvements made to their internal layout to increase capacity. An additional seat was installed on all D-Class trams with the removal of the old Metcard ticketing equipment. Additional grab rails were installed on D-Class and Z-Class trams to improve customer safety.







## Access to facilities at stop

### Improved access to stops

Accessible tram stops continue to be constructed across Melbourne's tram network. These provide a platform that is level with the floor on low-floor trams to make it easier for customers to board and alight, especially for those with mobility aides and prams.

The following stops have been constructed since November 2013:

- Elizabeth Street at Collins Street
- Elizabeth Street at Bourke Street
- Elizabeth Street at La Trobe Street
- Collins Street at Victoria Harbour
- Spencer Street at Batman Park
- Elgin Street at Lygon Street
- Collins Street at William Street
- Nicholson Street at Blyth Street
- Queensbridge Street at the Casino
- Flinders Street at Russell Street
- St Kilda Road at Grant Street
- St Kilda Road at Coventry Street

In 2014, Yarra Trams completed work to retrofit several accessible tram stops that were built to old standards. The tram stops were raised from 260mm to 290mm at the following locations:

- Melbourne University
- Flinders Street at Spencer Street
- Flinders Street at King Street
- Flinders Street at Market Street
- The Alfred Hospital
- Spencer Street at Collins Street (Southern Cross Station)
- Bridge Road at Hawthorn Bridge
- Collins Street at Swanston Street (Town Hall)
- MCG / Hisense Arena
- Rod Laver Arena
- AAMI Park
- Batman Avenue at William Barak Bridge
- Bourke Street at Elizabeth Street
- Bourke Street at Swanston Street.

### Improved waiting environments at stops

As part of a joint commitment to deliver innovative information solutions for customers, PTV and Yarra Trams tested leading-edge technology in 2014 to deliver improved dynamic passenger information on Melbourne's public transport network. These initiatives included tramTRACKER® mini PIDs, tramTRACKER® screens at train stations and remote public address systems for tram stops. These projects have been funded by PTV after the success of the trials.

#### tramTRACKER® mini PIDs

tramTRACKER® mini PIDs are solar-powered, miniature version of the real-time arrival screens at tram stops. They have been installed at 59 tram stops outside Melbourne's central business district (CBD). tramTRACKER® minis are powered by tramTRACKER®. They show the next arriving trams in real time, with voice options for customers with visual impairments. They provide alerts for planned infrastructure upgrade projects and special events, with advice on which trams are low-floor for easy access.



tramTRACKER® mini PID





### tramTRACKER® screens at train stations

These large screens are located at the exits of major train stations where customers connect to tram services. They display the real-time arrival of the next trams passing the train station, assisting customers to make the connection between trains and trams easily and safely.

The screens will be installed at up to 45 metropolitan train stations located near connecting trams.

### Remote public address system for tram stops

The installation of a remote public address system at key CBD tram stops was completed in February 2015. This enables customer information officers to announce service changes or disruptions instantly from the 24-hour Operations Centre. The system also enables advice on alternative travel options to be provided simultaneously to customers at multiple stops.

### Lighting

More than 100 stops have had fluorescent lighting replaced with LED strip lighting to increase lux illumination levels. This has improved the overall shelter environment and provides additional safety and visibility for customers.



## Key priority areas for 2015 to 2018

Yarra Trams is pursuing improved accessibility within four priority areas defined in the PTV Accessible Public Transport in Victoria Action Plan. These are:

- **Priority One:** Customer service – people with a disability and those with mobility restrictions can expect to receive a high quality of customer service, information and support from public transport providers.
- **Priority Two:** Consultation and community engagement – active engagement with stakeholders, including people with disability or mobility restriction and older people, to ensure customers are adequately consulted about ways to improve access to the tram network and any changes to public transport infrastructure or services.
- **Priority Three:** Access to public transport services – travelling on trains, trams, buses and coaches is to be made progressively more accessible to people with disability or mobility restriction and older people, identifying barriers to access and making improvements to public transport services.
- **Priority Four:** Access to facilities – access to buildings and public transport infrastructure will be based on universal design principles, particularly where the network is expanded or upgraded.

The Premium Line strategy and E-Class Tram Procurement Program are key components of Yarra Trams' long-term strategy. These programs represent the most efficient use of available resources to achieve the best possible accessibility outcomes for customers. The programs integrate creative infrastructure upgrades, track development, procurement of 50 new low-floor trams, power supply upgrades and the redeployment of existing low-floor trams

to high-patronage routes. Twenty-nine new trams have been received which allow a number of high-floor trams that are less accessible to customers to be retired. The remaining 29 trams will be delivered over the next two years. The Victorian Government has recently committed funding for an additional 20 E-class trams.

Undertaking these projects demonstrates Yarra Trams' commitment to achieving its vision of a modern, accessible light rail network. Each element provides its own benefit to customers and the combination of all parts will lead to a transformed tram journey.

Route 96 will be the first Melbourne tram route with 100 per cent accessible tram stops and 100 per cent low-floor trams. Accessible stops provide step-free level access from the stop to the tram. Other features include pedestrian safety access, real-time information in audio and visual formats, shelters, priority seating and customer information. Options are also being investigated to allow complete and effective separation between trams and road traffic, more appropriate stop spacing and traffic signal priority at major intersections.

Customer benefits of a fully operational premium line include faster journey times, improved reliability, greater network efficiency, superior passenger comfort and safety, clearer passenger information and enhanced connectivity.

Yarra Trams' long-term vision is for customers on all routes to reap these benefits. The organisation will continue to seek funding from PTV and work in partnership with PTV and VicRoads, in consultation with local councils, community groups and customers, to deliver a world-class network.





# Priority one: Customer service

People with disability and those with mobility restrictions can expect to receive a high quality of customer service, information and support from public transport service providers.

## Our People

**Objective: Improve our disability awareness training to ensure our employees deliver a quality experience to our customers**

Action	Timeframe	Evaluation method*
Review and update current disability awareness training for all employees to include the training protocols designed by PTV in collaboration with public transport operators. This training is for: <ul style="list-style-type: none"> <li>• Drivers</li> <li>• Authorised officers</li> <li>• Customer service employees</li> <li>• Infrastructure employees</li> <li>• Managers</li> <li>• New employees</li> <li>• Rolling stock employees.</li> </ul>	2015-2017	A reduction in the number of systemic issues relating to employees and information.
Investigate specialist agencies to assist in the development and delivery of disability awareness training.	Within 12 months	Improvement in overall customer satisfaction in the Customer Satisfaction Monitor survey.
Work with the Human Resources and Organisational Effectiveness Function to build an accessibility awareness module into induction programs for new employees.	Within 12 months	Training course and support materials revised and improved.

**Objective: Continue to build awareness and educate our employees on accessibility**

Action	Timeframe	Evaluation method*
Continue Yarra Trams' Accessibility Week campaign. This will include an Accessibility Expo event for employees with information sessions delivered by advocacy groups to help raise disability awareness.	Ongoing	A reduction in the number of systemic issues relating to accessibility.
Accessibility Week includes a number of activities that require employee participation and engagement to create awareness of the challenges and barriers faced by customers with accessibility or mobility restrictions.	Ongoing	Employee feedback forms / surveys.
Provide regular updates on the progress of the Accessibility Action Plan to all employees.	Ongoing	

\*This is a combination of outcomes and outputs to measure overall success.



## Our People (Continued)

### Objective: Deliver a high level of customer service for all our customers

Action	Timeframe	Evaluation method*
Continue to improve customer service standards by working closely with PTV on the development of customer experience standards to be implemented across all transport modes.	Within 1-2 years	Task observations by managers. Mystery shopper observations.
Develop a customer experience standards training package for all employees.	Within 1-2 years	A reduction in the number of systemic issues relating to accessibility and customer service.
Monitor compliance against the set targets.	Ongoing	Improvement in overall customer satisfaction in the Customer Satisfaction Monitor survey.
Seek accreditation with the Customer Service Institute of Australia for the International Customer Service Standard (ICSS).	Within 1-2 years	Feedback from advocacy groups.
Produce a guide for frontline employees on the etiquette in communicating with and assisting customers with a disability or mobility restriction, older people and those with cognitive impairment.	Within 1-2 years	Guide created for frontline employees

\*This is a combination of outcomes and outputs to measure overall success.

## Our Customers

**Objective:** Improve real-time information for our customers

Action	Timeframe	Evaluation method*
Install new tramTRACKER® screens in up to 45 metropolitan train stations that are located near connecting trams.	Within 1-2 years	Improvement in overall customer satisfaction in the Customer Satisfaction Monitor survey.
Upgrade and expand the Remote PA project. Subject to PTV funding.	Ongoing	Number of units installed.
Expand the availability of tramTRACKER® mini PIDs at tram stops. Subject to PTV funding.	Ongoing	Feedback from advocacy groups.
Investigate Beacon technology to enhance real-time customer information and wayfinding.	Within 12 months	
Investigate additional features/functions in tramTRACKER® for the iPhone app to assist vision and hearing-impaired users.	Ongoing	
Engage with accessibility specialists in the design and trial phase for all digital projects.	Ongoing	
Work with advocacy groups to review the tramTRACKER® app for iPhones and ensure the voiceover function is not compromised after iPhone software upgrades.	Ongoing	

\*This is a combination of outcomes and outputs to measure overall success.



## Our Customers (Continued)

### Objective: Improve and develop new customer information on network accessibility

Action	Timeframe	Evaluation method*
Review and simplify accessibility information collateral and the website.	Within 12 months, Ongoing 1-2 years	Feedback from advocacy groups.
The website refresher project will meet the internationally recognised Web Content Accessibility Guidelines (WCAG) produced by W3C (World Wide Web Consortium).	1-2 years	A reduction in the number of systemic issues relating to information.
Develop a 'mobile friendly' version of the Yarra Trams website.	Within 12 months	Improvement in overall customer satisfaction in the Customer Satisfaction Monitor survey.
Develop an online stop attributes guide that identifies accessibility features, such as tactile ground surface indicators, which will assist customers in planning their journey.	1-2 years	
Review and update the 'Your Accessible Journey' DVD which is available online via the website and YouTube. DVD is available for advocacy groups and used for community presentations.	1-2 years	
Develop an electronic brochure / video for using tramTRACKER® with iPhone voiceover software for customers with a visual impairment. Promote and distribute through advocacy groups.	1-2 years	
Continue to provide accessibility information, where possible, on marketing and communications material. Provide information in a range of accessible formats on request, including languages other than English.	Ongoing	

### Objective: Improve customer information during special events and disruptions

Action	Timeframe	Evaluation method*
Continue to distribute information and details of planned disruptions, which include track maintenance, new stop constructions and third-party projects, to accessibility groups to distribute to their members.	Ongoing	A reduction in the number of systemic issues relating to accessibility and customer service.

\*This is a combination of outcomes and outputs to measure overall success.

**Objective:** Raise awareness in the community of safety and etiquette on public transport

Action	Timeframe	Evaluation method*
Develop the next phase of the Rhino safety campaign to educate and alert motorists and pedestrians to the consequences of tram incidents.	Within 12 months	A reduction in the number of tram collisions and customer falls.
Work with PTV on its 'Model Commuters' campaign and any future campaigns that support customer etiquette and behaviours.	Ongoing	A reduction in the number of systemic issues relating to accessibility.

*\*This is a combination of outcomes and outputs to measure overall success.*







## 2 Priority two: Consultation and community engagement

Active engagement with stakeholders, including people with disability or mobility restriction and older people, to ensure customers are adequately consulted about ways to improve access to the tram network and any changes to public transport infrastructure or services.

### Our consultation and engagement

#### Objective: Continue consultation with customers

Action	Timeframe	Evaluation method*
Continue consultation sessions as part of the planning stage for all new projects, including customers and accessibility specialists.	Ongoing	Attendance at consultation events.
Continue the Meet the Managers program, which is held regularly at different locations on the network. These sessions are designed as a forum for customer feedback and information sharing.	Ongoing	A reduction in the number of systemic issues relating to accessibility and customer service.
Continue to identify and address barriers to travel and systemic issues through the customer feedback team, PTV call centre and consultation sessions with advocacy groups.	Ongoing	

*\*This is a combination of outcomes and outputs to measure overall success.*

## Our consultation and engagement (Continued)

### Objective: Build confidence in using the tram network

Action	Timeframe	Evaluation method*
Expand the 'Get back on board' rehabilitation program to additional hospitals, rehabilitation centres and retirement villages located near trams.	Ongoing	Uptake of program by hospitals and rehabilitation centres.
Commence new familiarisation programs for customers with mobility aids using the newly constructed platform stop at Preston Workshops.	Ongoing	Number of programs rolled out at Preston Workshops
Work with other transport operators to develop a multi-modal 'Try before you ride' event, where a train, tram and bus are stabled in one location offering customers an opportunity to familiarise themselves with the modes without the pressures of a 'live' environment. Work with local councils and other community groups.	1-2 years	Feedback from attendees and disability groups.
Work with Travellers Aid on a program to assist regional customers coming to Melbourne for medical appointments with additional support and information on how to use the tram network.		
Investigate opportunities to develop programs to assist older people who can no longer drive in the transition to using public transport.	Within 12 months	

### Objective: Continue consultation with advocacy groups

Action	Timeframe	Evaluation method*
Continue to liaise and consult with advocacy groups on new initiatives and projects.	Ongoing	Feedback from advocacy groups.
Continue to meet with advocacy groups on a quarterly basis to provide an update on the progress of the Accessibility Action Plan and gain feedback on the network.	Ongoing	Number of meetings held per year.
Continue membership of the Australian Network on Disability and seek support and advice on matters relating to accessibility.	Ongoing	
Continue to support Disability Sport & Recreation (DSR) and participate in the DSR festival on 'International day for people with a disability'.	12 months	
Participate in annual Seniors Week events to provide information on how to travel on the tram network safely.	Ongoing	

\*This is a combination of outcomes and outputs to measure overall success.





## Our consultation and engagement (Continued)

**Objective:** Work in collaboration with PTV and other public transport operators

Action	Timeframe	Evaluation method*
Participate in monthly meetings with PTV and other transport operators to discuss accessibility strategy, action plan progress and accessibility issues raised by the operators and the community.	Ongoing	Responding to PTOC actions in a timely manner and reporting back to the advocacy groups.



## Priority three: Access to public transport services (on trams)

Travelling on trains, trams, buses and coaches is to be made progressively more accessible to people with disability or mobility restriction and older people, identifying barriers to access and making improvements to public transport services.

### Access to trams

#### Objective: Increase the number of low-floor trams

Action	Timeframe	Evaluation method*
Continue the roll out of new E-Class trams, with 24 already in operation and 46 on order. The program is funded by PTV.	By 2018	Increase in low-floor service coverage on the network  Increase in the number of low-floor trams servicing level access stops  Increase in DSAPT compliance of accessible trams

#### Objective: Improve the boarding experience

Action	Timeframe	Evaluation method*
Investigate the illumination levels in the front and rear stairwells of the Z-Class tram.	Within 2-3 years	Compliance with DSAPT Part 20 Lighting
Investigate a 'next stop' illuminated sign to replace current orange / blue lights on A and Z-Class trams. Subject to PTV funding.		

#### Objective: Improve information available outside the tram

Action	Timeframe	Evaluation method*
Improve visibility of the destination headboards on B-Class trams by upgrading to LED lighting.	Within 12 months	Number of trams upgraded.

\*This is a combination of outcomes and outputs to measure overall success.



## Access to trams (Continued)

### Objective: Improve information available within the tram

Action	Timeframe	Evaluation method*
B-Class trams will be fitted with a new vehicle passenger information system (VPIS) that will deliver automated audio and visual passenger information.	Within 12 months	Compliance with DSAPT Part 27 Information
Replace the existing next stop illuminated orange / blue lights with an illuminated 'next stop' sign on the LED display on B-class trams.		Improvement in information satisfaction in the Customer Satisfaction Monitor survey.
Investigate the installation of a VPIS system for A and C-Class trams. Subject to PTV funding.		A reduction in the number of systemic issues relating to accessibility and customer service.

### Objective: Ensure accessible vehicles are available during disruptions and major special events

Action	Timeframe	Evaluation method*
Continue to provide accessible services during service disruptions and major special events, when an accessible service is disrupted.	Within 12 months	Availability of accessible transport options.
Improve information and communication on the availability of low-floor trams during service disruptions and major special events.		

### Objective: Provide designated priority areas for customers who use wheelchairs

Action	Timeframe	Evaluation method*
Provide designated floor markings for wheelchair priority areas on trams.	Within 12 months	Compliance with DSAPT Part 9 Allocated Space.

### Objective: Improve ergonomics on board trams

Action	Timeframe	Evaluation method*
Install additional stop request buttons for C-Class trams. Subject to PTV funding.	Within 1-2 years	A reduction in the number of customer complaints relating to the lack of strap hangers and request buttons.
Install extra strap hangers for E-Class trams.		

\*This is a combination of outcomes and outputs to measure overall success.

# 4

## Priority four: Access to facilities (at stops)

Access to buildings and public transport infrastructure will be based on universal design principles, particularly where the network is expanded or upgraded.

### Access to tram stops

#### Objective: Deliver Melbourne's first Premium Line service

Action	Timeframe	Evaluation method*
<p>Yarra Trams is working in collaboration with PTV on the Premium Line Program with 63 level access stops proposed to be constructed first on Route 96 and then on other routes. The program is funded by PTV.</p> <p>Premium lines will be built to ensure 100 per cent accessibility with safe and accessible stops and safe and convenient access to and from the stops. Non-accessible stops will be upgraded, including with real-time passenger information.</p> <p>Route 96 was selected to be developed first as it is one of Melbourne's busiest tram routes and serves the highest number of households and jobs on the network.</p>	Ongoing	Increase in number of compliant stops along Route 96.

#### Objective: Improve access to stops

Action	Timeframe	Evaluation method*
<p>Continue upgrading kerbside stops and safety zone stops to level access stops.</p> <p>Planned stop upgrades are:</p> <ul style="list-style-type: none"> <li>• Wellington Parade-Jolimont Station / MCG</li> <li>• Balaclava Station, Carlisle Street</li> <li>• Victoria Street, Richmond</li> <li>• Toorak terminus</li> <li>• Caulfield Station terminus</li> <li>• Malvern Station terminus.</li> </ul> <p>Work with PTV and local councils to improve access to stops and connectivity between modes.</p>	Within 1-2 years	Number of stops upgraded.

\*This is a combination of outcomes and outputs to measure overall success.



## Access to tram stops (Continued)

### Objective: Improved stop layout

Action	Timeframe	Evaluation method*
Investigate the replacement of older-style shelters to provide improved access to stops for mobility-aid users.	Within 1-2 years	Compliance with DSAPT Part 2 Access Paths
Continue to review existing tram stop layouts to ensure sufficient space for accessing the tram and manoeuvring.	Ongoing	Compliance with DSAPT Part 3 Manoeuvring Areas.
Manage overcrowding at stops by reviewing the position of the bin and PIDs to encourage customers to move further down the stop.	Ongoing	Observational surveys.  Number of stops reviewed and improved.

### Objective: Improve the visibility of tram stops

Action	Timeframe	Evaluation method*
Continue to upgrade lighting at stops as part of an ongoing maintenance regime.	Ongoing	Number of stops upgraded.
Make shelters more visible for those with a vision impairment, including retrofitting a yellow reflective band on the wind wall. Ensure all new shelters have the strip when installed.	Within 12 months	

\*This is a combination of outcomes and outputs to measure overall success.

## Acknowledgements

In developing this plan we consulted with key stakeholders including:

- Vision Australia
- Blind Citizens Australia
- Travellers Aid
- Victorian Equal Opportunity and Human Rights Commission
- Scope
- Yooralla
- Guide Dogs Victoria
- Returned and Services League
- Victorian Council of Social Service
- All Aboard Network
- Deaf Cycling Victoria
- Victorian Deaf Society
- Public Transport Victoria
- Key internal stakeholders
- Accessibility related feedback via Customer feedback channels.

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