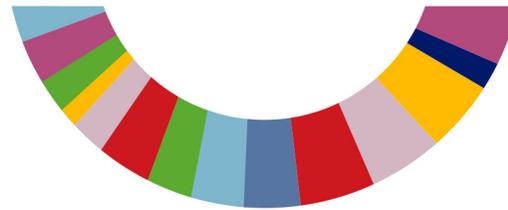


Mobility for All



VAG Nürnberg has been committed for decades to the development of an optimal local transport system with metro, tram and bus.

In order to best express and promote VAG's philosophy of „Mobility For All“ VAG created this brand to make its sustainable efforts to high quality standards for a very inhomogeneous community unique.

Dialogue ist the key to success – the VAG Accessibility Commissioner

For the past three decades, VAG's Accessibility Commissioner has

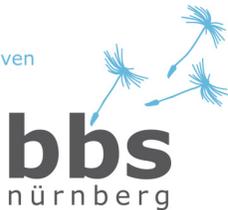
- coordinated agreements on targets and objectives with organisations for the disabled
- coordinated future design conceptions during the planning process at different stages in cooperation with organisations
- cooperated with trainers for the disabled'
- worked in close cooperation with his colleague of the local authority

Representatives of organisations – a real strong team

Stadt Nürnberg



Bildung & Perspektiven



Bildungszentrum für
Blinde und Sehbehinderte
www.bbs-nuernberg.de

stSR Stadt seniorenrat
Nürnberg
www.stadtseniorenrat.nuernberg.de

Sozialamt
Nürnberg

verein für menschen
mit Körperbehinderung
Nürnberg e.V.

Senioren Amt
Alter ist Zukunft

SOZIALVERBAND
VdK
BAYERN

Zukunft braucht Menschlichkeit.

VAG *The smart move.*

VAG, local authority, wheelchair drivers,
ambulatory and visually impaired,
seniors, parents with prams.

VAG *Überlegen bewegen.*



Dialogue is the key to success



Mobility for All – metro, bus and tram for 2 Million inhabitants



The Nürnberg area with more than 2 million inhabitants is one of the major economic regions in Germany. VAG is the provider for public transportation in the cities of Nürnberg, Fürth, Erlangen and the vicinity with metro, trams and buses.

We are dedicated to prompt and carefree service for all our passengers, including those who are impaired in any form. For nearly four decades VAG has cooperated consistently with organisations for the disabled to make the public transportation system fully compatible with the needs of mobility-impaired passengers.

The philosophy of „**Mobility for All**“ must be interpreted as a long term project with the ultimate goal of providing freedom of movement and independency to disabled persons.

Seamless travel as standard

Our focus lies on progressively implementing any measures that will ultimately enable impaired people to access the entire system. Mutual discussions, sharing problems and finding solutions with the disabled communities have been our principle from the beginning.



Milestones

1970ies: VAG laid the cornerstone

When the metro was inaugurated in 1972, training sessions to teach the proper use of escalators to the elderly, wheelchair-drivers and parents with prams were held. Based on discussions with these organisations, VAG and the local authority decided to install elevators in all metro stations.

1980ies: Period of intensive discussion and strategic decision

The VAG appointed an accessibility commissioner to deal with the special needs of our handicapped passengers. A study initiated by VAG concluded that more than 20% of the population are disabled or in some form mobility impaired.

In order to serve this inhomogeneous group the VAG resolved to take the accessibility needs of severely impaired persons as its yardsticks. With this decision the VAG laid a claim to high quality standards, which have proven beneficial to **all** our customers.

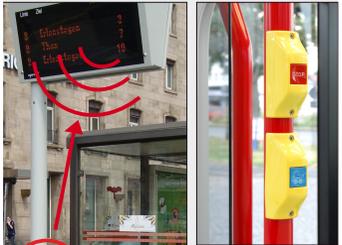
1990ies: Investigation in the entire rolling stock

Since the introduction of the first mass-produced low-floor buses, the VAG has purchased only low-floor buses with kneeling function and later on with retractable ramps. Furthermore the VAG started to convert its entire tram pool to meet the low floor standard.

2000ies: Investigation in infrastructure and technology

VAG started to raise all tram stop islands up to 20-25 cm and new bus stops up to 15-18 cm. All metro stations, tram stations and new bus stops were equipped with tactual guide strips. VAG offers a variety of helpful information and services, which are geared towards the special needs of the disabled.

Free access to the entire system

Metro	Tram	Bus
		
<p>Free access to all metro stations</p>	<p>All trams are low floor Raised stops with tactual strips</p>	<p>All buses are low-floor with kneeling function</p>
		
<p>All metro stations are equipped with elevators. All platforms have tactual guidance strips</p>	<p>Special button to extend stop time</p>	<p>All buses are equipped with ramps</p>
		
<p>All lift buttons are labeled in Braille</p>	<p>Special door-buttons and solutions for the blind</p>	<p>Special button to extend the stop time</p>
		
<p>Special areas for impaired people</p>	<p>Mobile ramp in case of no stop-island</p>	<p>Traffic light equipped with special key pad for the blind</p>

Impaired people like to use public transportation independently. Intense training gives them the confidence they need to use our transportation system without fear or doubt. Therefore VAG's accessibility commissioner regularly organizes information tours and training sessions for organisations of the disabled and the staff. VAG also offers a variety of helpful information and services, which are geared towards the special needs of the disabled.

Communication creates confidence



Hands-on training with emergency phone



Mobility training with blind students



Experience to feel rails and their extension



Guided tour with wheelchair drivers



Security training for blind people



Special city map for blind passengers in VAG's service lounge



Special training-session for the staff



Competent service in the customer lounge



24 hours telephone-service

Sharing experiences with the best

In 2003, the European Year of people with disabilities, VAG received the 2003 Access and Inclusion Award launched by ECMT and the European Disability Forum. With respect to this prize the VAG promoted its long term experiences in publications, local, national and international workshops and conferences and shared its practice solutions and experiences with colleagues in Research projects and work-packages of European Programmes. This commitment enables VAG itself to improve consistently its own system on a high level standard.

VAG's activities examples

2003 Access and Inclusion Award ECMT and EDF 1. Price

2003 Accès Libres: Panel discussion French Ministry of Equipement

2003 Size: Life Quality of senior Citizens in relation to Mobility

Focus Group Interview partner Public Transport

2004 German Research Project FE 70.0703/03

Consequences of the 2002 Equal Treatment for the Disabled
to Transport and Building Affairs

2005 UNIACCESS EU Transport Research Project

2005 ASK it Co-Partner of NIK e.V.: Mobility for all, the use of ambient
Intelligence in Adressing the Mobility needs of people with impairments

2008 Mogli: Inclusion of mentally handicapped students in Public Transport

2009 Mediate: Methodology for discribing the accessibility of transport in Europe

2010 Transed 2010



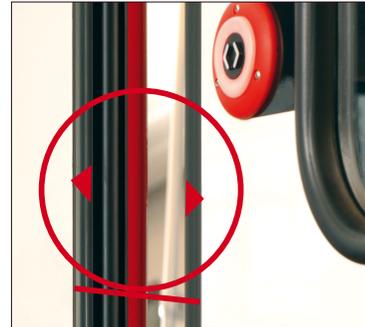
Latest High-Tech standards

Existing Safety and Security metro standard

Cameras in all metro-vehicles



Technical and visual survey in the operating center



Sensitive doors



Special ramp in all new metro-vehicles...



...guarantee optimal entrance

Latest High-Tech standards

Upgrading of the entire information system



Real time information in TFT-Technology or acoustic announcement in high quality.



Information screens in all vehicles with bluetooth service.

A screenshot of the VAG website. The header includes 'Mobility for all', navigation links (Home, Text Version, Contact, Imprint, Deutsch), and a search bar. The main content area is titled 'Mobile Without Barriers' and includes sections for 'Elevators', 'Location of handicapped accessible toilets in the subway-area', and 'Vehicles'. A sidebar on the left contains 'VAG InfoPortal', 'Mobility for all', 'Tourist Information', and 'Timetable Information' with search fields. The footer features the VAG logo and the slogan 'The smart move.'.

VAG's website with special services for disabled: e.g. individual alerts via e-mail or SMS in case of interruption: www.vag.de

General key recommendations

- Making a transport system accessible is a long term project
- Dialogue with the impaired groups is essential for success
- Lobbying is a necessary and ongoing process
- Passenger inhomogeneity requires compromise
- The demographic development is a challenge for the future and has to be focussed in the planning process
- Human interaction is the most important factor in translating „Mobility For All“ into practice

The VAG will consistently continue the process for free access for all people.

***We have come a long way,
yet there is a lot to be done.***