



# Covid-19 Service Ramp-up Communications

**Updated 16<sup>th</sup> July 2020**

Following the relaxation of the lockdown rules and as more sections of the economy open up, the light rail industry will need to educate returning customers to the 'new normal' way that we now need to operate to help protect their safety. This will mean updated messaging before travel, at the stop and whilst onboard a tram.

Returning customers who have been staying at home or isolating will be apprehensive about using public transport again and nervous at being in such close proximity to other people. There is a real danger that public transport operators could do too much 'negative' Communications and install excessive signage, therefore inadvertently causing more anxiety for customers.

Whilst we need to educate and inform, we also need to be welcoming and offer reassurance. The tone of communications messaging should be caring, considerate and informing, rather than 'do this' and 'don't do that' etc.

**Update 16<sup>th</sup> July 2020 – with the official 'avoid public transport' messaging now being dropped by the UK Government, operators can again promote public transport as a safe form of travel.**

Below is a list of messaging elements that may be required for customer communications:

## **Pre-travel communications:**

Customers need to be warned of what the new travel environment may look like to manage their expectations. This will help prepare them for the changed environment and may also calm fears about what has changed.

Using social media and news stories, messaging will need to inform them:

- Don't travel if you feel ill – stay at home
- Wash your hands before and after travel
- Plan your journey to avoid peak travel times
- Remember social distancing at stops, on staircases and at entrances and exits
- Be prepared to queue if services are busy
- They may have to miss trams if they are too full
- Remember you must wear a face covering on public transport, exceptions apply

Social media messaging can also be linked to more detailed information on the operator's website. Best practise would be to publish a customer frequently asked questions (FAQ) document compiled from recent customer contacts. This may help inform and reassure returning customers.

**Suggested tram stop signage – preferably all in one stop poster:**

- Don't travel if you feel ill
- Cover your cough or sneeze with a tissue, then throw the tissue in a bin
- Respect social distancing and stand apart at the stop
- Buy tickets using a mobile phone or app so that you don't need to use ticket machines or pay on board
- Remember to use a face covering whilst on public transport, exceptions apply
- Use all available doors to board – the single doors at each end of the tram may be currently out of use to protect driving staff
- Tram doors will open automatically – if controlled by the driver
- Board the tram one at a time maintaining social distancing
- Before and after travelling, wash your hands with soap and water for at least 20 seconds

**Suggested on-tram signage – all in one poster or cove panel:**

- For social distancing please use all the available seating and standing space
- Remember to use a face covering whilst on public transport, exceptions apply
- To keep our colleagues safe, some seats at the ends of the tram are not in use
- No need to ring the bell – trams will call at all stops
- No need to touch the door buttons – doors will open automatically
- Leave the tram one at a time to maintain social distancing
- We are all in this together – so be kind to colleagues and other customers
- Tickets and smart cards will be checked by staff without contact
- All our trams are being thoroughly cleaned throughout the day
- Before and after travelling, wash your hands with soap and water for at least 20 seconds

All signage and communications will need to be regularly reviewed to ensure that it is in line with Government guidance and in response to customer contacts or feedback.

**Local Lockdown:**

The Department for Transport has issued specific guidance if an area is in or goes into local lockdown, Operators and stakeholders should revert to communicating the “essential travel only” message and that people should stay at home as much as possible.

**Case Study - Edinburgh Trams Communications Campaign:**

Edinburgh Trams service ramp-up campaign is now starting ahead of lockdown restrictions easing in the Scottish Capital. All customer-facing safety messaging will be in yellow with pink edging to stand out from the usual Edinburgh Trams branding.

The information relays Government safety messaging and will be used at the stop, on-tram and on social media where pre-travel information is required.

They don't want to scare off customers and make trams and stops look like 'crime scenes'. So apart from the poster, the only other stop signage will be 'feet' shapes on floor vinyls to mark safe queuing distances from ticket machines and validators.

On the tram there will only be the poster and seat out of use stickers. This will be continually reviewed to check if we need to enhance or can remove any signage elements as patronage grows.

All Covid-19 related signage is in the same branding and includes TVM out of use stickers, hand sanitisation station and depot entrance and staff information posters.

**Sample tram stop poster:**



**Sample on-tram poster – now updated to show new 1m distancing and mandatory face coverings:**



**Additional face covering signage:**



**Sample pre-travel social media messaging:**



## Door Signage

As a further reminder to customers as the tram arrives at the stop, door stickers have been fitted with the following messages:



## Ticket Machines

Where two TVM's are sited next to each other, one will need to be taken out of service to comply with social distancing guidelines. Signage will be placed on the TVM screen, but will be low-tack. Therefore, if the neighbouring machine develops a fault, this can quickly and easily be swapped to be the one that is out of use.



### **Seat out of Use**

This signage is used both on the tram for the seats directly behind the drivers cab and at stops where the bench seat is next to a TVM.



### **TVM/Validator queue floor markings**

To regulate the safe social distance spacing in queues to buy tickets or validate passes either vinyls are sprayed markings will be placed on the floor.



**Sanitisation areas**

Where hand sanitiser dispensers are available for customer use, this signage will be placed around it.

