

Best Practices

Integration and refugee policies

Ayşe Özbabacan, Commissioner for Integration Policy

The representative for the interests of persons with disabilities

Simone Fischer, representative for the interests of persons with disabilities

Stuttgart public transport company- Stuttgarter Strassenbahnen AG

Reinhard Schröter, Operations Manager bus and tram

The city of **STUTTGART** |

international - integrative - inclusive

600.000 inhabitants

- 45 % with migration background
- 60% of children and youth below 18 years with migration background
- More than 7.000 refugees
- 170 nations and 120 languages
- 48.000 people with different and difficult disabilities (deaf, blind etc.)
- International and diverse city



Starting point

Main challenge

How to address and reach out to all population groups with the beginning of the corona pandemic

Target group

All population groups regardless of age, culture, disabilities, gender etc.

Objective

Communication, information and education

Approach

Methods, tools or instruments applied to address the challenge?

- Stay in contact...
- Personal address – Mail, phone, On-site visits
- Social media – podcast, whatsapp, facebook, instagram
- Video-Spots in different languages and sign language

Cross-cutting issues (digitalisation or gender)

- Merge and bundle a lot of information quickly
- Central point for communication of the city
- Decentralized in the departments and direct

Outputs

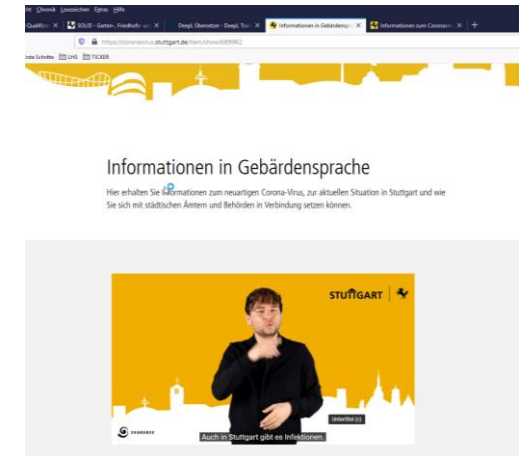
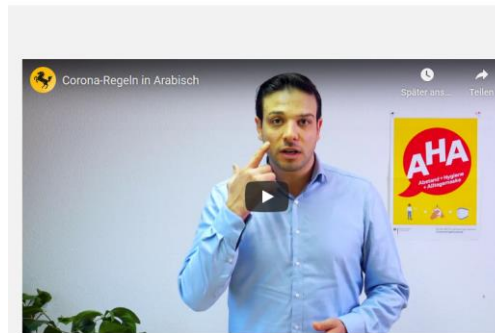
Concrete results, outcomes and impacts of the action

<https://coronavirus.stuttgart.de/>



Arabisch / معلومات باللغة العربية

> Corona virus information: measures and behavioral rules (in arabic) (PDF)



Sustainability through regular messages, update of information, podcasts, video-spots

Best Practices

Department of Integration Policy

- 45% of inhabitants with migrant background
- More than 7.000 refugees
- Multilingual information on Corona hygienic and behavioural rules and tools bridging the time (local authorities, NGOs, migrant associations, mosques, refugee facilities, adult learning institutions, language, families with children with special needs etc.)
- Involvement and empowerment of refugees in producing videospots and other public information
- [Videos: Information about Corona in several languages](#)

Best Practices

The representative for the interests of persons with disabilities

- [Video: Information about Corona in sign language](#)
- [Video: What is corona? Prof. Ehehalt explains in simple language](#)
- [Video: Counselling services for people with disabilities during Corona](#)
- Visits and music in care-homes for people with disabilities



Best Practices



**Stuttgarter Strassenbahnen AG –
Stuttgart public transport company**

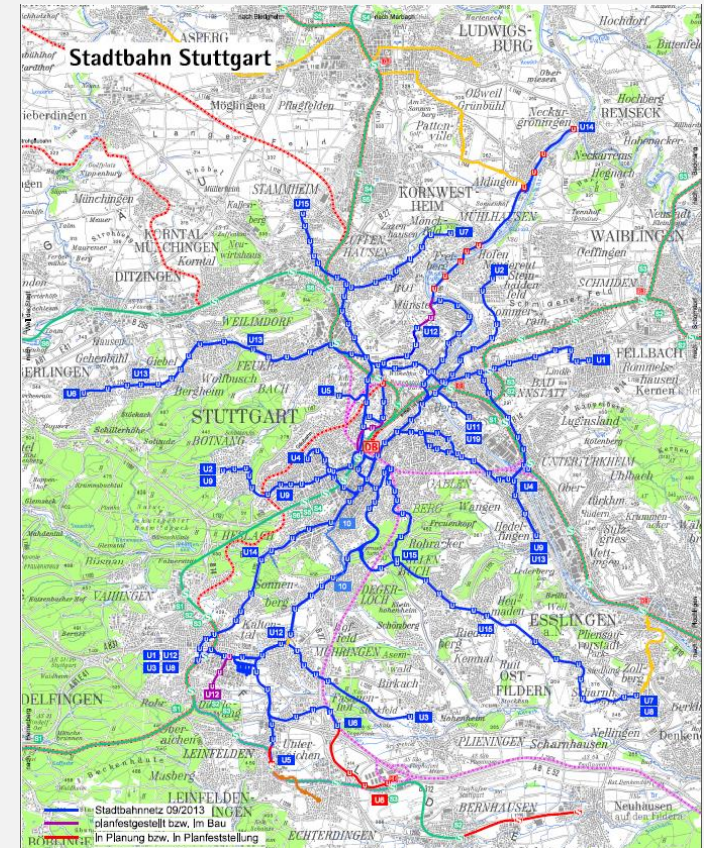
Reinhard Schröter, Operations Manager bus and tram

Who we are and what we do



Stuttgart's municipal operator of Light Rail and Bus services

- Public limited company (plc), owned by the City of Stuttgart
- 270 Buses serve 42 lines
- 204 Light Rail vehicles serve 17 lines
- 1650 employees in operational service
 - tram and bus drivers
 - Traffic inspectors and signalmen
 - Roving ticket inspectors
- 750 employees at the workshops
- 800 employees at the headquarters



SSB's way to communicate during the pandemic



Counter-active measures to help staff and passengers

- Aim:
„steering steadily onward“ – the municipality and SSB have adopted core measures at an early stage and are still maintaining them, with only minor adaptations.
- Content:
direct and supplementary measures against infections



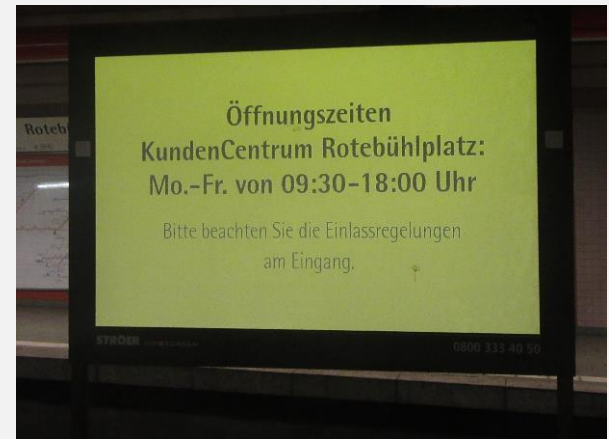
SSB's way to communicate during the pandemic



Counter-active measures to help staff and passengers

■ Communication Channels:

- Multi-modal – same content on various channels (posters, video clips, announcements, platform displays, staff addressing passengers directly)
- Not everyone has equal access to all channels
- Easy language, core content also in English
- These principles apply also internally (bus drivers, for example, do not use SSB's intranet very often)



Online communication

News blog „healthy through Stuttgart“

Communicating SSB's means

- Thorough cleaning of vehicles
- LRV doors open automatically
- Online ticketing (by SSB's ticket app)
- Separating screens in buses to allow ticket vending by bus drivers

Communicating the rules to passengers

- Prior to a ride (planning the trip, waiting at a stop, boarding the vehicle)
- During the ride (how to wear a face mask, staying at a distance to fellow passengers, maintaining hygienics)
- Examples:
 - Stay at home when showing signs of sickness
 - Buying tickets online
 - Maintaining a distance to others at stops and while boarding
 - Wearing face masks at stops and in vehicles

FAQ & fact checking on how to use public transport

- Questions and answers on rules and where to find them
- Information on the risk to get infected aboard buses and trams

06.11.2020

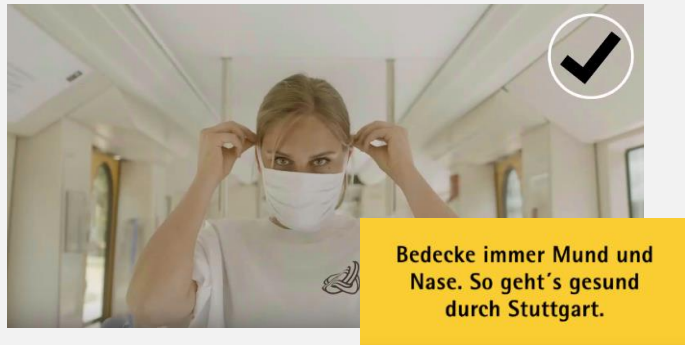


Connected Cities

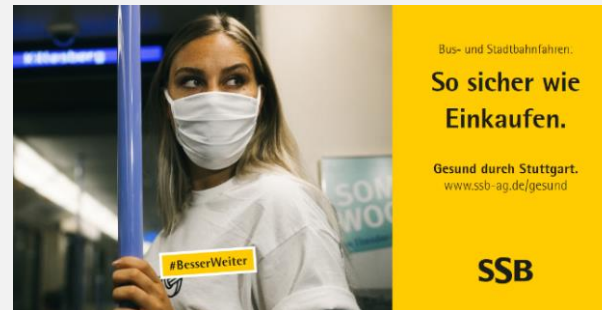
Public Transport Hygienics

Range and coverage by applying conventional and Social Media channels alike

Video clips in SSB's passenger TV and Social Media



Posters on billboards and stops



... and our trams are wearing face masks as well!



Connected Cities

Complementary activities

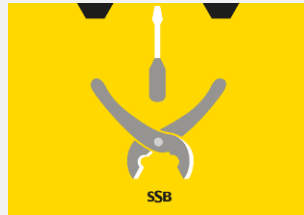
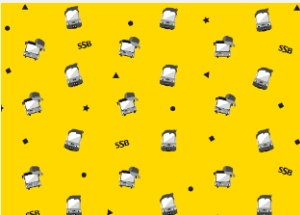
Designed face masks and Charity activities

Design Contest

over 120 contributions, several designs will be produced and supplied at the end of October.



Face masks for adults
(selection)



Face masks for children
(selection)

Charitable donation

SSB donates more than 11.000 face masks to passengers with restricted mobility.



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Contact



Reinhold Schröter

Stuttgarter Strassenbahnen AG
Operations Manager bus and tram
Schockenriedstrasse 50
70565 Stuttgart
T: +49 (0)711 7885-2406
Reinhold.Schroeter@ssb-ag.de



Lessons learned

- ✓ Communication!
- ✓ Communicate clarity and security
- ✓ Involve affected groups from the very beginning
- ✓ Involve trusted third parties
- ✓ Provide information in different languages and simple language
- ✓ Stay in contact

Follow up

Open questions

.....

Challenges for the implementation of good practices

- Access to digitalisation (hardware, Wifi)
- Access to people when the doors are closed
- Anchoring of the new offers