



# Hidden Disabilities Sunflower Program

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June 17, 2024



MISSISSAUGA

# About the Program



1.3 billion people experience disability



Persons with disabilities find inaccessible and unaffordable transportation **15 times more difficult** than those without disabilities



**80% of disabilities are hidden** and may not immediately be obvious



**Diverse Challenges:** Over 1,200 different conditions considered hidden disabilities, each presenting unique challenges to the individual



**Global Partnership:**  
Originating from Gatwick Airport, expanded to encompass 40,000 participating businesses across 40 countries, including Toronto Pearson, Air Canada and Metrolinx

The hidden disability sunflower illustrates all of these conditions to **make the invisible visible**



## Examples

Sunflower program identifiers

# Benefit to Riders

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Improve the MiWay **customer experience for individuals with hidden disabilities** through creation of an inclusive environment that destigmatizes disabilities and ensures no individual feels overlooked.

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There is **no qualifying list** of invisible disabilities - you simply choose to wear the Sunflower to indicate that you may need additional support, help or simply a little more time.

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MiWay places high priority on ensuring that everyone has **full access** to our transit services, ensuring travel across our transit network is safe, convenient and easy.



# Benefit to MiWay Employees

- The sunflower creates awareness and invites the employee to offer assistance.
- Supports a safe and respectful work environment.
- The Sunflower symbol doesn't focus on the invisible, it triggers a simple question 'How can I help you?'

# Role of MiWay Employee



Sunflower logo

- Recognize the sunflower identifier and offer kindness:
  - Ask if you can help
  - Have patience, slow the pace
  - Be kind
  - Do not judge
  - Listen closely
  - Show respect



# Measuring Success

- Customer satisfaction surveys
  - Overall satisfaction with MiWay services
  - Customer Charter *Excellent Customer Service*: Overall satisfaction with Customer Service
  - Customer Service: Overall satisfaction with customer service by operators / customer service team
  - Personal safety while travelling on the bus
- Net Promoter Score
- Voice of the Customer program

# Next Steps

- **Summer 2024:** Raise employee awareness and training
- **Fall 2024:** MiWay launch of the Hidden Disabilities Sunflower program
- Sunflower lanyards will be available at
  - City Centre Transit Terminal Information Booth
  - MiWay's roaming ambassadors
  - Mailed upon request to [miwayhelps@mississauga.ca](mailto:miwayhelps@mississauga.ca).
- Partnerships with Metrolinx & Toronto Pearson will provide a coordinated customer experience for those using the Sunflower program.





Sunflower logo

- MiWay is reducing barriers on transit, making it safer, easier and more convenient to travel throughout Mississauga improving the customer experience.

# HIDDEN disabilities



Sunflower logo

## Learn More

[www.hdsunflower.com/ca](http://www.hdsunflower.com/ca)



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