



Hidden Disabilities Sunflower Program

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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




Benefit to Riders

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.

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.

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

- 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

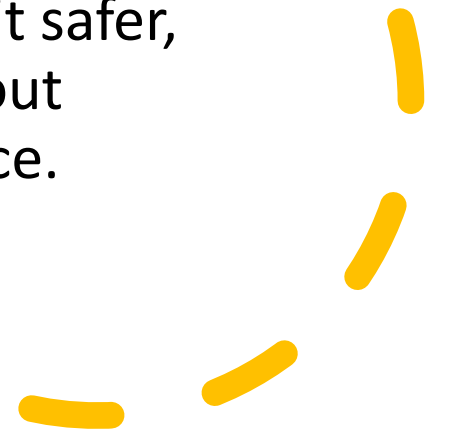
Next Steps

- **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.
- Partnerships with Metrolinx & Toronto Pearson will provide a coordinated customer experience for those using the Sunflower program.

HIDDEN disabilities



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



HIDDEN disabilities

A square icon with a green background and a yellow sunflower in the center.

Learn More

www.hdsunflower.com/ca

