

**Legislative Council Panel on Transport
Subcommittee on Matters Relating to Railways**

MTR Safety Campaigns

Purpose

This paper briefs Members on the programme of safety campaigns that the MTR Corporation Limited (MTRCL) holds each year to enhance passenger awareness on the safe use of the MTR system and offer tips on how passengers can ensure their own safety as well as that of their travel companions when taking the MTR.

Railway safety

2. Safety is always the top priority for MTRCL. The MTR system is operating with an average patronage of 4 million passenger trips every weekday and more than 7,000 train journeys each day. According to investigations on previous incidents, more than 90% of incidents reportable to the Electrical and Mechanical Services Department are caused by passenger/public behaviour and external factors. These incidents include mainly passengers falling when using escalators, passengers being nipped by train doors while boarding and passengers stepping into platform gaps due to missing their steps.

3. To ensure safe and comfortable railway journeys for all passengers, in addition to continuously striving for improvement in service quality, MTRCL also relies on the support and cooperation of passengers. Other than enforcing the Mass Transit Railway By-laws to restrict passengers from carrying out certain inappropriate activities and behaviour in railway premises, MTRCL also holds regular campaigns to promote safe and courteous behaviour in the railway.

Safety campaigns

4. There are various themes for MTRCL's safety campaigns including escalator and lift safety, train door safety, platform safety, as well as road safety at Light Rail junctions and walkways. At the same time, MTRCL regularly collaborates with government departments, non-governmental organisations, schools and community groups to create synergy in the conveyance of safety messages.

5. Information on major safety campaigns is set out in Annex and summarised as follows:

Escalator and lift safety

6. With almost 1,000 escalators at the 84 heavy rail stations in the MTR system for passengers to change levels, promoting escalator safety is of the utmost importance to prevent accidents. In the Escalator Safety Campaign 2011, MTRCL designed a series of posters, banners and signs on escalators. All these, together with the painting of green footprints on escalator steps at selected locations sought to remind passengers to stay away from the step edge, to always hold the handrail and to use the lift if they are carrying large bags.

Campaigns for the elderly

7. For the past 17 years, MTRCL has collaborated with RTHK Radio 5 to organise an annual Elderly Programme to raise senior citizens' awareness of safety and things they should be particularly mindful of such as avoid boarding or alighting trains when the door chimes are sounding, be aware of platform gap, and use lift whenever possible. The Elderly Programme also aims to encourage other passengers to show care for the elderly when travelling on the MTR system and offer their seats.

8. In 2010, MTRCL organised an Elderly Ambassador Programme through which senior citizens are deployed at stations with a large population of senior citizens living nearby such as Cheung Sha Wan and Mei Foo, so that they may provide assistance to their peers while promoting safe behaviour. The programme will continue to be organised in selected stations on a roving basis. Furthermore, regular talks are held at elderly homes and community centres to promote railway safety with the help of an elderly kit.

Programmes for children

9. Children are another prime target of MTR safety campaigns. The aim is to instill safe and courteous behaviour in youngsters from a young age. MTRCL joined hands with the Hong Kong Repertory Theatre (HKRep) in October 2011 to organise the MTR × HKRep: Master of Railway Safety School Tour 2011-12, an interactive play integrating stage performance with railway safety education. Still touring schools, the drama is expected to reach out to some 20,000 primary school students in 50 schools.

10. Along the same vein, MTRCL launched in 2009 a Budding Station Master Programme in which primary school students are invited to play the role of an MTR Shift Station Master to learn how to patrol stations, conduct safety inspections and offer assistance to passengers. MTRCL also organises up to 15 school talks every year, reaching up to 2,900 kindergarten and primary school students.

Light Rail safety campaigns

11. The Light Rail service operates in an open environment with Light Rail vehicles sharing the road with other modes of transport. MTRCL promotes the safe use of Light Rail as well as road safety in the Northwest New Territories via radio broadcasts as well as through Platform Assistants. The campaigns target motorists and pedestrians, reminding them to observe traffic lights when crossing Light Rail junctions. For students, school talks are held in Yuen Long, Tin Shui Wai and Tuen Mun and safety quiz competitions were held in the past two years that included 23 primary and secondary schools.

Publications

12. In addition to safety campaigns, MTRCL publishes the bilingual “Travel safely everyday in MTR” booklet that is distributed for free at all MTR stations and available on the MTR website. The booklet includes information on how to use the MTR safely, what to do in case of an emergency as well as security tips. MTRCL also publishes a Light Rail and MTR Bus safety guide which provides relevant information to passengers, pedestrians and drivers.



Conclusion

13. MTRCL strives to provide safe, reliable and efficient railway service to the people of Hong Kong. Other than ensuring that its railway system is designed, built and operated to stringent international safety standards, MTRCL will continue to promote safe and courteous behaviour on the MTR by organising safety campaigns.


MTR Corporation Limited
February 2012

Major Safety Campaigns of MTRCL held from 2009 to 2011


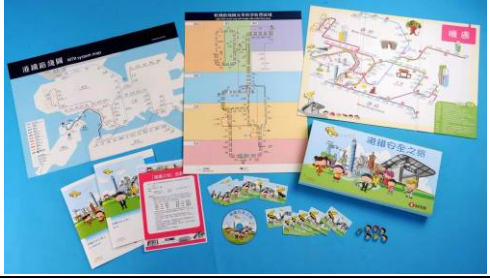

Escalator safety and platform safety campaigns



Year	Launch date	Theme/ Slogan	Promotion channels	
2009	18 May (one month)	“You can make it a safe journey”	<ul style="list-style-type: none"> • Passenger reward programme whereby MTR Ambassadors reward 50 passengers a day with free Single Journey Tickets for paying strict attention to safety, including holding the handrail, standing away from the step edge when using escalators and not charging at train doors when they are closing • Deployment of MTR Ambassadors at busy stations to promote safety • Promote through posters, banners and digital information displays 	
2009	16 September	“Stand on the green footprints!”	<ul style="list-style-type: none"> • Introduction of green footprints trial on three escalators at MTR Tai Koo, Causeway Bay and Lam Tin stations 	

2010	11 February	“Mind the gap, step across carefully”	<ul style="list-style-type: none"> Posters and stickers on train doors and platform screen doors, print advertisements and MTR website featuring Smiley®World characters 	
2010	Trial from 30 April; official launch on 5 July	“Stop when the door chimes sound”	<ul style="list-style-type: none"> Station Assistants on platforms at interchange stations in the MTR network will raise the “Stop” sign featuring the Smiley®World character and activate the electronic whistle when the train doors are closing 	




2011	4 July (one month)	“Stand still and keep away from the edge”	<ul style="list-style-type: none"> • Photo booth featuring a life-size Smiley®World character at MTR Hong Kong Station • Extension of the green footprints trial to 45 escalators in the MTR system • Deployment of 130 Safety Ambassadors in vermilion-coloured uniforms at 50 MTR stations to remind passengers of escalator safety and give away escalator safety-themed Octopus Card pouches printed with reminders on the correct use of escalators • Mobilisation of a special team of Safety Ambassadors to give out Single Journey Tickets to escalator safety role models • Promote through posters, banners, and stickers on escalators (on-going) 	
------	--------------------	---	---	---




Campaigns for youngsters

Year	Launch date	Programme/ initiative	Promotion channels	
2009	3 April	Budding Station Master programme	<ul style="list-style-type: none"> Primary school students invited to play the role of MTR Shift Station Masters help ensure passenger safety and proper passenger behaviour 	
2009	April	“Safe Journey on the MTR”	<ul style="list-style-type: none"> Distribution of an education kit entitled “Safe Journey on the MTR” to all primary schools in Hong Kong 	
2010	13 to 14 November	MTR game booth at the Electrical and Mechanical Safety Carnival	<ul style="list-style-type: none"> Game booth on safe use of escalators and lifts 	

2011	5 January	MTR Safety Game	<ul style="list-style-type: none"> • Launch of an on-line game to promote safe and courteous behaviour in the MTR • Schools invited to organise MTR Safety Game competitions and MTRCL sponsored prizes for the top 10 students from each school 	
2011	4 October	MTR × Hong Kong Repertory Theatre: Master of Railway Safety School Tour 2011-12	<ul style="list-style-type: none"> • Interactive drama written to promote railway safety • Sponsorship of free stage performances by the Hong Kong Repertory Theatre to 20,000 primary school students in a tour to 50 schools • Competition for students to produce their own multi-media video based on the theme “Safety at MTR, Good Manners, Common Courtesy” 	

Campaigns for the elderly


Year	Launch date	Programme/ initiative	Promotion channels	
2009	18 November	Elderly Programme	<ul style="list-style-type: none"> A full-day programme including a ride on the West Rail Line extension to Hung Hom Station and a tour of Sam Tung Uk Museum 	
2009	18 November	Elderly Kit	<ul style="list-style-type: none"> Distribution of an education kit to elderly homes in Hong Kong 	
2010	Trial in February; official launch on 3 May (4 weeks each)	Elderly Ambassador Programme	<ul style="list-style-type: none"> Mobilisation of Elderly Ambassadors to provide assistance, promote safety and remind elderly passengers of the proper ways to use the MTR 	

2010	30 November	Elderly Programme	<ul style="list-style-type: none"> A full-day programme including a train ride on the Priority Seat theme train 	
2011	January (one year)	Elderly Ambassador Programme	<ul style="list-style-type: none"> Extension of the programme to include six MTR stations with Elderly Ambassadors on duty in each station during a 4-week period 	
2011	16 November	Elderly Programme	<ul style="list-style-type: none"> A full-day programme including a ride on the Airport Express and a visit to Sky 100 	

Light Rail safety campaigns

Year	Launch date	Theme/ slogan	Promotion channels
2009	1 November	“Thank you for stopping when you hear ‘Ding Ding’”	<ul style="list-style-type: none"> • Invitation for primary and secondary school students in the Northwest New Territories to create artwork to promote Light Rail road safety for display at West Rail Line interchange stations • Mobilisation of 20 Safety Ambassadors in red uniforms at selected Light Rail pedestrian crossings to help people cross safely and to give out leaflets containing safety tips • School talks • Promote through radio spots and posters
2010	17 August (until 27 August)	Light Rail safety for the elderly	<ul style="list-style-type: none"> • Deployment of Safety Ambassadors in yellow t-shirts to provide safety tips to passengers at busy Light Rail stops • A special team of Safety Ambassadors rewarding 10 elderly passengers a day with MTR souvenirs for paying strict attention to safety



2010	31 October	“Don’t cross when you hear ‘Ding Ding’. Let’s make it a safe journey!”	<ul style="list-style-type: none"> • Deployment of 20 Safety Ambassadors in yellow uniforms to visit selected Light Rail pedestrian crossings to help people cross safely and give out leaflets containing safety tips • Talks to schools in Yuen Long, Tin Shui Wai and Tuen Mun, cumulating in a safety quiz competition among secondary schools • Promote through radio spots and posters 	
2011	22 September	“Watch out - pay attention at Light Rail crossings”	<ul style="list-style-type: none"> • Deployment of more than 200 Platform Assistants in orange-coloured uniforms at selected Light Rail stops to remind passengers of safety tips • Talks to schools in Yuen Long, Tin Shui Wai and Tuen Mun, cumulating in a safety quiz competition among primary schools • Promote through radio spots and posters 	