

Community Outreach

The Group's commitment to community services and charitable sponsorships continues to go from strength to strength, with KMB and RoadShow once again being granted an extension to the "10 Consecutive Years Caring Company Logo" in the Caring Company Award, organised by the Hong Kong Council of Social Service. In 2014, KMB also received the President's Award from The Community Chest of Hong Kong.

Engaging with the community



COMMUNITY SPONSORSHIP

The Group sponsors and participates in a range of community programmes, including the New Territories Walk for Millions, Dress Casual Day and the Corporate Challenge Half Marathon, which are organised by The Community Chest of Hong Kong, and the Green Power Hike, organised by Green Power Hong Kong. It also takes an active part in other events and activities organised by the HKSAR Government, charities and professional and environmental groups.

In April 2014, KMB collaborated with the Planning Department of the HKSAR Government to organise the Thematic Exhibition "City Impression@Connectivity 'From Point to Point'", showcasing some limited edition bus models owned by collectors, miniature art of Hong Kong's city scenes and Hong Kong's vintage double-deck Daimler A bus. The exhibition, which was extended owing to public demand, attracted around 100,000 visitors.

The Group also participates in various industry-improvement campaigns and social awareness initiatives, and also sponsors a number of sporting and cultural events. Beneficiaries in 2014 included the Hong Kong Management Association Quality

Award, the University of Hong Kong's Distinguished Transport Lecture Series, the Vocational Training Council's Best Apprentice Competition, the Outward Bound Hong Kong Corporate Challenge, the Sowers Action Challenging 12 Hours and the Volunteer Movement of the Social Welfare Department.

KMB's work promoting responsible corporate citizenship was once again recognised with the Tai Po District Civic Education Outstanding Enterprise Award for 2013-2014.

RoadShow continues to support a wide range of charities through its broadcast of community service messages and charity appeals on the Multi-media On-board systems installed on KMB buses.



FRIENDS OF KMB

KMB's volunteer club, FRIENDS OF KMB, has been active in its promotion of environmental protection, civic education and other social service activities for nearly 20 years. In 2014, 4,500 members put in a combined total of more than 20,000 hours on various community service programmes, including volunteering at children's homes and old people's centres, and participating in charity and environmental protection events. Since 2008, FRIENDS OF KMB has run a voluntary campaign with the Christian Zheng Sheng Association, called "I have a home in Hong Kong", under which children from Hunan and Fujian who have lost their parents

or suffer from medical conditions to spend a week during Chinese New Year with host families in Hong Kong. In 2014, KMB senior management led a KMB volunteer team comprising 400 KMB staff members, their families and members of FRIENDS OF KMB in the New Territories Walk for Millions, a fundraising activity organised by the Community Chest. The scale of KMB's participation was the largest in recent years. Over the past 18 years, FRIENDS OF KMB has amassed more than 170,000 hours of voluntary service. The club's work was honoured with the award of first runner-up in the Highest Service Hour Award (Private Organisation – Best Customer Participation) and the award of merit in the Highest Service Hour Award (Private Organisation – Category 1) organised by the Social Welfare Department.

REACHING OUT TO PASSENGERS WITH SPECIAL NEEDS

The Group supports events organised for passengers with special needs. On 9 November 2014, to mark International Day of Persons with Disabilities, KMB and LWB provided free bus services for disabled people and their escorts. KMB and LWB also offered free rides to passengers aged 65 and over on Senior Citizens Day, 16 November 2014.

The requirements of passengers with special needs are met by the Group in a number of ways. All KMB buses are equipped with the Electronic Bus Stop Announcement System, which provides voice announcements in Cantonese, English and Putonghua, as well as displaying the name of the next bus

stop in Chinese and English. All new buses feature a super-low floor step-free entrance, a wheelchair space and a handrail near the entrance. The liquid crystal display destination panels at the front of buses use large characters and numbers to convey bus information to those waiting at bus stops.

KMB and LWB participate in the Working Group on Access to Public Transport by People with Disabilities with representatives from other public bus operators, organisations for the disabled and the Transport Department.

CUSTOMER SERVICE AMBASSADORS

To improve customer service during the Area Approach route reorganisation programme, KMB recruited and trained over 100 ambassadors to provide assistance at bus stops and bus termini and answer passengers' questions. As well as distributing information leaflets and collected feedback at bus stops and bus termini, the ambassadors provided assistance to passengers on the first few days of the new school year, and during the Occupy Movement, when up to 140 routes required diversion owing to road closures.