

## Cooperation with customers and communities to ensure safety

To ensure the safe use of stations and trains, we are implementing various measures so that our customers and people in communities can press emergency stop buttons when they sense danger.

### Platform zero accident campaign

27 railway companies are jointly conducting platform zero accident campaigns to alert customers to avoid coming into contact with trains or falling on to tracks at platforms. Additionally, the campaigns aim to ask customers to push emergency stop buttons when they sense danger.



Platform zero accident campaign

### Campaign to prevent dashing onto a departing train

27 railway companies are jointly implementing a campaign to prevent dashing on to a departing train to raise awareness among passengers that it is dangerous, and asking them to push an emergency train stop button when they notice danger.



Campaign to prevent dashing onto a departing train

### Level crossing zero accident campaigns

We ask our customers and neighboring communities for cooperation in the safe use of level crossings, through awareness increase activities with local police stations and by posting campaign posters at stations and showing TV and radio commercials.



Putting up posters and distributing campaign items with information at stations

### Utilization of simulators for platforms and level crossings

We are offering opportunities for our customers to try pushing emergency stop buttons that can be found on platforms and at level crossings. Platform simulators are located at stations and local events, while level crossing simulators are located at driving license centers, etc. so that people can try pushing the button and see how it works.



Simulator for the general public

### Our efforts for safety at level crossings in coalition with local communities

At Sendai District Center, on May 10, starting with the opening ceremony at Sendai station, in cooperation with local law enforcement, local municipalities and JR East Group companies, we implemented the spring level-crossings accident prevention campaign. We conducted promotion activities by distributing leaflets and campaign goods, simulations on how to escape from a level-crossing by using a mock level-crossing, and lessons on how to properly cross a level-crossing for kindergarteners. In the Sendai District, we had zero level-crossing accidents in the previous fiscal year. By calling out "stop at a level-crossing", "do not cross once a warning device starts beeping", "press an emergency button when you notice an abnormality on a level-crossing" to as many people as possible, we will continue our efforts to maintain a zero level-crossing accident record in Sendai District.

Sales Chief Sendai District Center, Sendai Branch Office



# Society

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## Relationship with Passengers

### Medium-term Vision for Service Quality Reforms 2020

Since designating 2011 as the baseline year for service quality reforms, we have been working to improve our service quality by implementing a variety of measures. "Medium-term Vision for Service Quality Reforms 2020," which was formulated in FY2019, outlines our vision for accelerating and further developing the initiatives we have implemented to date, with the aim of being number one for passenger satisfaction in the Japanese railway industry. "Medium-term Vision for Service Quality Reforms 2020." This document outlines our vision for accelerating and further developing the initiatives we have implemented to date, with the aim of being number one for passenger satisfaction in the Japanese railway industry.

### Preventing transport disruption

We will resolutely strive to prevent transport disruptions from every aspect.

### Minimizing effects of disruptions on passengers

We will respond flexibly through actions such as turning trains back and promptly resuming train operations.

### Provision of information during emergencies

In order to help passengers decide on their next step, we will communicate information without delay during emergencies.

### Realizing railway services passengers can use comfortably

We will provide stations, railcars, and services that live up to passenger expectations of JR East.

### Providing impressive passenger service

We will offer services that inspire passengers to use our group again.