



Using digital channels to make London more accessible

Accessibility digital partnerships summit
June 2017



EVERY JOURNEY MATTERS

Introduction

With 14 per cent of Londoners having some form of disability, digital partners and TfL's digital channels play a key role in providing the right information such as step free access routes from street level to the train, lift availability and crowding levels.

Deputy Mayor for Transport, Val Shawcross CBE, opened the accessibility digital partnerships summit on 2 June 2017 in London with a clear message that the fundamental purpose of London's public transport system is to make it easy to get around for all Londoners and visitors to make their lives better, with the role of real-time information being a key pillar to achieve this.

Building on a wide number of apps already using Transport for London's (TfL's) open data, TfL hosted a summit bringing together major technology organisations, mobile app developers and representatives from disability charities to improve information provision to customers with accessibility requirements.

Underpinned by the open data that TfL makes available, this was the first time TfL brought together digital partners and subject matter experts to work together and focus on a particularly topic. By hearing customers' experiences directly, the day-long session provoked some thoughtful discussions including:

- TfL needing to continue to share the insights presented during the day, to enhance its data provision in some areas and TfL to provide positive PR to digital partners that develop products that make a difference to peoples' lives
- App developers and digital partners recognising the importance of their role in making London (and other global cities) more accessible
- The need for the different agencies, authorities and digital partners to continue the dialogue. The summit was the start

This document summaries the presentations and activities from the day, together with a high level action plan for us to take forward.



Attendees



Google



Microsoft



Apple



grid



rica



Alzheimer's Society



Royal Society for Blind Children



RNIB



Department for Transport



ITOWorld



UpDown London



Citymapper



enableID



Advocacy for All



Muscular Dystrophy UK



Thomas Pocklington Trust



Guide Dogs



Barclays



Mapway



Mobicia



Urban Things



Digital Catapult



wayfindr



Whizz-Kidz



TransportforAll



Bosch



Station Master



Moovit



IBM



Atkins



The National Autistic Society



Leonard Cheshire Disability

Agenda

Welcome and Chair's opening

Tracey Proudlock IDAG Chair

Key note speaker

Val Shawcross CBE, Deputy Mayor

TfL's Open Data Strategy

Rikesh Shah

How TfL uses open data to support both developers and its customers and an overview of the existing datasets

What the research tells us

Peter Fletcher

TfL will share the salient points from our wealth of customer research in this area

Lived experience

Tracey Proudlock

Tracey hosted a panel interview with customers who have an accessibility requirement and travel in London regularly

Expert showcases

Yovav Meydad, Moovit

Showcase from Moovit including presentation of newly developed accessibility features

Turan Suleyman and Umesh Pandya, Wayfindr

Showcase from Wayfindr on their technology for disabled customers

Kathryn Townsend, Barclays

Showcase on how Barclays have developed digital accessibility tools

Developing an action plan

Developers and Accessibility users work in small groups to generate potential product features using existing, enhanced or future data

Quotes from the day

'The Accessibility Summit was a great opportunity to meet the people at the forefront of accessible transit in London, as well as the passengers who will benefit from a more accessible city. TfL is creating exciting opportunities by opening up accessibility data and promoting accessible transport.'

Yannik Herbert – Citymapper

'UrbanThings was delighted to attend the TfL Accessibility Summit. As a result of the event, we have connected with multiple organisations and sourced rich feedback related to the pain points of accessibility users navigating London's transport network. Consequently, we hope to work with TfL to pilot a technology later this year that will aid accessibility users travelling on London's buses.'

Carl Partridge, CEO – Urban Things

'Really amazing insights and wonderful to get that one on one time with the people that the accessibility issue affects first hand.'

Will Whitehead, Product Manager – Mapway

'Accurate and up to date information is vital to disabled people travelling on public transport. Mobile devices and apps have a key role to play in filling this gap. Putting the technology companies in the same room as disabled travellers enables the conversations that bridge gaps between what's needed and what's developed. It's the embodiment of "Nothing about us without us".'

Alan Benson – Transport for All



Action Plan

1. Data

Data	Mode	Is this an enhancement to existing data?	Will this require developing new data?
Visual aids e.g. In-station navigation / photographs of each leg of a journey/exits	All		Yes
Accurate realtime information on crowding and congestion	All		Yes
Less crowded/obvious route choice	All		Yes
More granular service alert information	All		Yes
Accurate realtime availability of lifts and escalators	LU and Rail	Yes	Yes
Location of assets e.g. Help points, shelters, toilets	LU and Rail	Yes	Yes
Accessible routes within stations e.g. Between platforms, elevation details, number of stairs, which carriage for shortest interchange	LU and Rail		Yes
Stair and distance count	LU and Rail		Yes
Carriage layout inc. foldable seats	LU and Rail		Yes
Which side of the train will the doors will open	LU and Rail		Yes
Toilet specifications; door width, handrail present, bathroom/cubicle size	LU and Rail		Yes
Lift dimensions	LU and Rail		Yes
Is there a handrail present	LU and Rail		Yes
Platform seating: type and location	LU and Rail		Yes
Bus stop data – shelters, seats, countdown	Bus		Yes
Occupancy of wheelchair space on a bus before it arrives	Bus		Yes

2. Standardisation through guidelines

- Colour contrast and white space
- Font type and size
- Use Interface; universal gestures in apps, streamlined layout, GPS locations to have arrows indicating direction
- User Guides; engagement before changing the layout of an existing design
- Inclusive design from the start - develop apps for all
- TfL to lead for transport industry

3. Ongoing engagement

- TfL will provide ongoing technical support and subject matter expertise
- Developers to commit to developing new features that support people with accessibility needs
- TfL will promote new features that make a difference to the accessibility audience
- TfL will open up the tech forum to the accessibility community to enable developers to engage with the accessibility community directly <https://techforum.tfl.gov.uk/>
- Developers to share best practice

4. Potential product features

Feature/Policy	Impact to customers
Provision of realtime information to staff	To support customers during their journey, increasing their confidence to travel
Personalised solutions – communicating specific needs to staff	Time saving, customer feels “known” and only sees features relevant to them
Using the latest data	Ensure that customers have the most accurate information
Making greater use of GPS and other location services	More confidence and accuracy to communicate location within station, to indicate how many bus stops remain on your journey
Increased communication channels	Quicker, more direct feedback to effect change;, staff feedback, crowd sourced data, video engagement with staff
Reporting functionality	Mobile help point, occupied wheelchair space on bus

Appendix

Attendees

Transport for London

George Agiru
Gerard Butler
Theo Chapple
Darren Crowson
Julie Dixon
Keith Elliott
Vernon Everitt
Mark Evers
Ana Ferriera
Peter Fletcher
Ben Gammon
Ruben Govinden
Pinal Holmes
Rita Jorge (Partially sighted)
Winnie Lam
Rebecca Leighton
Ricardo Malafaia
Alice Maynard (Wheelchair user)
Sumaiyah Moolla
Simon Reed
Rikesh Shah
David Tan
Sue Silverton
Turan Suleyman
Vanessa Uvoni
Alex Wilkes
Tim Williams

GLA/DfT

Saema Chowdhury Department for Transport
Robert Johnson Department for Transport
Bhavna Kerai GLA
Valerie Shawcross GLA

Developers

Olga Anapryenka Atkins
Adrian Cuthbert Mapway
David Else UrbanThings
Yannik Herbert Citymapper

Nick Hurley Mapway
Michael Jacklin ITO world
David Lewis ITO world
Jason Kapadia Mobicia (London Live Bus Countdown)
Christiane Link Up Down London
Kirk Northrop Up Down London
Yovav Meydad Moovit
Adrien Muller Satellite Applications Catapult
Ume Pandya Wayfindr
Carl Partridge UrbanThings
Andrew Pitcairn Apple
Christine Ross Google
Neil Sharpe Robert Bosch Ltd.
Chris Thompson Enable iD
Will Whitehead Mapway

Accessibility groups

Dean Beach Valuing People Group
Alan Benson Transport for All
Yvonne Benson Transport for All
Eric Harris Rica
Jeffrey Harvey Transport for All
Victoria Hemmingway Leonard Cheshire Disability
John Hersov Valuing People (TfL's learning disability group)
Fay Newsome RSBC
Anna Nicholson National Autistic Society
Tracey Proudlock IDAG
Cory Sharp RSBC
Catherine Smith Transport for All
Robyn Steward National Autistic Society
Ben Storey Advocacy for All

Others

Rebecca Thomas Freelance Editor / Writer
Kathryn Townsend Barclays