

## Independent Disability Advisory Group

Thursday 21 September 2023

14.30 – 16.30

Attendees		
		IDAG Member (Chair)
		IDAG Member (Deputy Chair)
		IDAG Member
		IDAG Member
		IDAG Member
		IDAG Member
		IDAG Member
		IDAG Member
		IDAG Member
		D&I Team
		D&I Team, apprentice
MFA Accessibility Phase 2		
Shirley Xavier		Product Manager, FTP and Cycle
TfL Go Ad Campaign		
Jennifer Marsh		Customer Marketing & Behaviour Change Manager, Customer Marketing & Behaviour Change
Apologies		
		IDAG Member

### 1. Welcome and Minutes of the Last Meeting

■ welcomed IDAG members to the meeting.

Minutes of the previous meeting were approved. ■ thanked ■ for taking Minutes and ■ for reviewing them.

### 2. MFA Accessibility Phase 2

#### ➤ TfL's Presentation Clarifications

- The aim is that people can be self-sufficient and not have to rely on staff. Customer service is important and should be strengthened but the aim is to let the customer be independent. Currently the contact form can be used but there is no real time chat function.
- The decision was taken in Phase 1 to use SMS for authentication so that a smartphone would not be needed. SMS was the quickest way to get the system implemented and improve security. There was an operational need to fix the situation quickly.
- There is awareness that many people have no mobile phones so SMS doesn't work for everyone. There has been discussion with Microsoft about

alternatives: authenticator apps (which need a smartphone), call back, email. Callback requires a landline which some people no longer have.

- All the solutions should be evaluated by the end of this year and the selected one(s) implemented in summer 2024. This will meet the deadline imposed by ICO.
- They have so far only looked at Oystercard and contactless payment systems, not Dial-a-Ride. In future this could be expanded to include cycle hire and road user charging, so there is only one entry point.
- Freedom Pass holders should not need to use it.

#### ➤ IDAG's Comments

- It was pointed out Freedom Pass holders would need to use the system if they wished to travel at times not covered by their Pass. Also disabled people with a Pass still need to use the system if they are paying for the travel of a PA or other companion.
- It is important to avoid locking people out and no one solution suits everybody.
- Email is probably the most accessible and is approved for this purpose by the ICO; emails can also be forwarded to other people to assist, although some people get anxious with emails and are more comfortable with a telephone call.
- The most important thing is to provide a range of options: telephone call, SMS and email would be a good combination. Microsoft has many available options, of which the least penalising may be calling a telephone number.
- Avoid the use of third party apps; Microsoft Authenticator in particular is very difficult to set up. An authenticator app would not provide self-service to neurodivergent people and people with mental health issues. Even the set-up would call for assistance.
- It is important to extend the time limits for which a code is valid, especially for VIP and people with memory problems. This will make the process more inclusive.

**TfL:** Currently the SMS system has a 10 minute cut off but there is feedback that this time is too short.

- The displays need to be high contrast, avoid using QR codes and provide very clear instructions and a telephone number to call in case of need.
- It is important to stress to the users that this is for their benefit and security. People have a low perception of risk and need, and may have a negative reaction. It could be helpful to explain the rationale and point out that it would be worse to have to deal with the impact of a cyber hack than it is to set up and comply with the new system.
- It was suggested having explanatory posts on social media and a video on YouTube, showing how to use the system.
- A Beta version should be tested with some users before the full rollout.
- There needs to be a mitigation for people who do not have a mobile phone or who can't "do everything everywhere" with one.

- Consider how to make refunds (e.g. if someone goes through the gateline but then cannot board a train and comes back). It is currently so difficult that some people just give up.
- There will be issues for visitors to London.
- The two main groups who will be negatively affected are older people and disabled people, with some overlap between the two; younger disabled people are used to being on line and most will find a way to cope.
- Asking other people for help does not provide self-sufficiency; also paid carers have less and less time and would be unlikely to be able to assist. There is a useful section in the EHRC Guide on what is required of service provision which states that asking someone to help is not an appropriate mitigation.
- This seems very similar to the challenges encountered with the introduction of chip and pin. (Banks issued signature cards to people who could not deal with a pin machine but they were sometimes not recognised by the payee.) Some people have problems with two factor authentication and TfL could face legal challenges in future; therefore could exemptions be obtained from the ICO for a few cases? Or find a way to advise people who really cannot make the system work, perhaps using the Travel Mentoring team? What about the use of biometrics – facial or fingerprint recognition?
- It was suggested that this issue be explored with the Business Disability Forum (of which TfL is a member), especially with members from the banking sector, to hear their experiences and solutions. However, do not assume that someone else's solution from the private sector will necessarily work, and remember that dissatisfied customers can change their bank but not their TfL service.

➤ **TfL Response**

- That was really helpful, we shall go away and consider all these points, then come back to IDAG later to share progress.

**Minutes will be shared with [REDACTED].**

### **3. TfL Go Ad Campaign**

#### **3. TfL's Clarifications**

- TfL are creating a new marketing campaign and are going out to shoot photographs in the next two weeks.
- Models used will be a mixture of actors and members of the public, who will be asked to sign release forms.
- They would like advice on what they include/exclude, e.g. types of wheelchairs.

➤ **IDAG's Comments**

- IDAG members generally found the illustrations shown in the presentation to be stressful. While these represent energy and vibrancy, they are spikey and one member said "they look like an explosion". The images are strong and do not echo the simplicity of TfL Go.

- The roundel is so iconic and a comforting shape; it is sad to see this aspect lost. The illustration showing disabled people is more rounded and comforting; should there be more people shown?
- There should be a representation of quieter and more calming aspects of using TfL services. TfL is promoting an app that can pick quieter times to travel but this conflicts with the pictures of busyness.
- To represent the city accurately, can you include something to suggest that things can go wrong, but there will be friendly helpful staff to help? What makes TfL good for disabled people is TUAG and there should be the clear message that assistance is available, thus more staff should be shown.
- Improvements should be illustrated, such as the new mini boarding ramp.
- It is difficult to depict some things which are useful for disabled people such as audio/visual announcements, London is recognised as being better than many other places.
- Worth noting that some things will not resonate with everyone. For example Way Out signs are not useful if you cannot use stairs.
- Starting each illustration with "Track..." does not always work, and could be regarded as being gimmicky.
- It needs to be clearer that TfL Go is an App. The wording says "Download the Free App" and mentions TfL Go, but does not link the two.
- The fonts are difficult to read, especially for VIP, and people with dyslexia or mental health issues, and particularly where the letters change size within a word. Suggest referencing the advice on fonts given by IDAG to the safety campaign team.
- Illustrations could include someone using a (bus-compliant) mobility scooter and another with an assistance dog. But beware of using a long cane user, as VIP are very critical of the TfL Go app and find it almost unusable. (██████████ to talk further about this with the Digital Team.)
- Which groups of disabled people find the app most useful and easy to use? Could target the advertising at those who would gain the most benefit?
- It was suggested that TfL have a bank of photographs of disabled people (whom they have paid) to draw on to bust stereotypes. It is important to use real disabled people, but beware of trying to be too creative with weird camera angles. There are better outcomes with real disabled people; they can suggest things from their experience and should be encouraged to contribute.
- Why are river services excluded? They are not perfect but disabled travellers often have to choose between several poor options.

#### **4. TfL Response**

Very helpful and useful comments. They will work further on this.

██████████ was nominated to liaise with the team on IDAG's behalf.

#### **4. AOB**

- ██████████ volunteered to talk for 10 minutes on Monday about her experiences with TUAG.

- Next week Liverpool Street and Paddington will be trialling the new customer information screens. [REDACTED], [REDACTED] and [REDACTED] offered to go and look at them.
- Dial-a-Ride will launch their new booking service through an App. It is too late to change anything but [REDACTED] wondered if they should still bring this to IDAG? Members were disappointed that this had not been brought to IDAG before the App was finalised but felt it would still be worthwhile to see it; members could point out any possible issues that could arise after it is launched and advise on mitigations. Agreed that [REDACTED] will look at the communications being used to launch the App; [REDACTED], [REDACTED] and [REDACTED] will look at the App itself [REDACTED] will circulate the presentation that was sent to her.
- [REDACTED] has been advising on a proposal to ban e-bikes on TfL services and premises.
- [REDACTED] asked that the titles and departments of people coming to IDAG meetings be included on the Agenda. [REDACTED] will do.
- [REDACTED] asked if there were any news about Kentish Town station redevelopment (with no lifts). There has been a lot of comment on lack of access. [REDACTED] said it is still a lively local issue.
- [REDACTED] announced that they were nominating [REDACTED], Customer Experience Manager, for an Award for her work in promoting access and IDAG; she asked for inputs for the citation. [REDACTED] will sign a suitable input on behalf of IDAG.

## **5. Action Tracker**

- [REDACTED] had reported at the last meeting, but not yet changed on the AT:
  - Woolwich Ferry Closure EqIA – closed
  - Taxi Fares EqIA – opened and closed
- [REDACTED] enquired about participants in future meetings, not shown on the AT. [REDACTED] reported that the meeting on 5 October will include Overground renaming and plans for the launch of the Strategy document.