

# Save the data for transport trial



## Data collection pilot launches in Tube stations.

FROM today, passengers' WiFi connection data will be collected at 54 stations within Zones 1-4 to give TfL a better understanding of how people use the services.

WiFi connection requests will be picked up from mobile devices as passengers pass through stations. When a device is WiFi-enabled, it searches for a WiFi network by sending out a unique identifier to nearby routers.

The data will give a more detailed understanding of how people move through stations, change between services and how congestion occurs. This should help TfL improve services and travel information, and help investment.

It will also allow TfL to manage disruptions and events better, and improve planning of timetables and station design.

### The bigger picture

Shashi Verma, chief technology officer at TfL, said: 'This short trial will help us understand whether WiFi connection data could help us plan and operate our transport network more effectively for customers.'

'Historically, if we wanted to know how people travelled we would have to rely on paper surveys and manual counting, which is expensive, time consuming and limited in detail and reliability.'

Sue Daley, head of big data, cloud & mobile at techUK, said: 'TfL is unlocking the power of data to gain insights into how passengers are using the network and drive its transformation into a smart transport system.'

'The availability of big data analytics tools and technologies means that organisations, of all sizes and sectors, are increasingly able to make data driven decisions that can make a real difference to customers' lives. In this case, it will mean more accurate passenger insights and easier journeys for customers.'

## Opportunity to opt out

Posters will be displayed in stations to let people know the trial is taking place.

If any customers wish to opt out of the trial, they should turn off their WiFi while passing through the station.

All data will be automatically de-personalised and no data will be made available to any third-parties.

By understanding how people move through and around stations, there is a possibility of increasing revenue from companies who advertise on poster sites or rent retail units to reinvest into improving services across London.

■ To find out more about the trial, visit [tfl.gov.uk/privacy](http://tfl.gov.uk/privacy)

**TRANSPORT FOR LONDON**  
EVERY JOURNEY MATTERS

## The NEW Blaze Laserlight makes you more visible on the road

Already fitted on 5,000 bikes and we're on track to fit all 11,500 by Summer 2017. Give it a go from just £2 a day.



# Londoners encouraged to sign up to RideLondon

THE ballot for a place in next year's Prudential RideLondon-Surrey 100 is now open.

The ride, which takes place on Sunday July 30, offers cyclists the chance to experience some of London's most historic streets, free from cars, buses and other vehicles.

Starting at Queen Elizabeth Olympic Park, the route heads out through central London and into Surrey, where riders will pedal through picturesque villages. After taking on the challenges of the Leith Hill and Box Hill climbs, cyclists will return to London for an epic finish on The Mall in front of Buckingham Palace.

The event has raised millions of pounds for charity in the four years since it launched.

The ballot is open until 5pm on January 6 or when 80,000 applications have been received - whichever is sooner.



■ To enter the ballot, log on to [www.PrudentialRideLondon.co.uk](http://www.PrudentialRideLondon.co.uk) and follow the entry details

For more articles and to keep up to date with TfL announcements, visit [tfl.gov.uk/news](http://tfl.gov.uk/news)

## London travel advice: plan your journey now



[tfl.gov.uk](http://tfl.gov.uk)



24 hour travel information  
**0343 222 1234\***



Sign up for email updates  
[tfl.gov.uk/emailupdates](http://tfl.gov.uk/emailupdates)



[tfl.gov.uk/socialmedia](http://tfl.gov.uk/socialmedia)

### London Travelwatch

London's transport watchdog  
call 020 3176 2999, or visit  
[www.londontravelwatch.org.uk](http://www.londontravelwatch.org.uk)

\*Service and network charges apply.  
See [tfl.gov.uk/terms](http://tfl.gov.uk/terms) for details.



Newspapers left on the Tube can jam doors and cause delays to your journey.  
Take your newspaper with you or put it in a recycling bin.