Ruth Phillips

From: ▮▮▮▮ ▮▮▮▮▮▮
Sent: 01 February 2018 12:36
To: 'Sager Weinstein Lauren'; Andrew Collinge; ▮▮▮▮ ▮▮▮▮
Cc: ▮▮▮▮ ▮▮▮
Subject: RE: Assistance with Smart London Data Consultation

Dear all,

Diaries have been a challenge today so we've managed to lock time for tomorrow at 14:00. I will send invite shortly.

Lauran, can I please kindly check if Andrew and ▮▮▮▮ can call you on your mobile(▮▮▮▮ ▮▮▮▮)

Thank you kindly, and thank you ▮▮▮ for your help.

Best regards,

▮▮▮▮

▮▮▮▮ ▮▮▮▮
Personal Assistant
Andrew Collinge
Assistant Director, Intelligence and Analysis
GREATER**LONDON**AUTHORITY
City Hall
The Queen's Walk
London SE1 2AA
t: 020 7983 ▮▮▮
e: ▮▮▮▮▮▮▮london.gov.uk
w: www.london.gov.uk

From: Sager Weinstein Lauren [mailto:▮▮▮▮▮▮▮Tfl.gov.uk]
Sent: 01 February 2018 10:50
To: ▮▮▮▮ ▮▮▮ ; Andrew Collinge ; ▮▮▮▮ ▮▮▮▮
Cc: ▮▮▮▮ ▮▮▮
Subject: RE: Assistance with Smart London Data Consultation

Hi ▮▮▮▮

I'm afraid that I am booked in for those times. Perhaps if you and ▮▮▮ (ccd) look to another slot we can find something.

Thx
Lauren

From: ▮▮▮▮ ▮▮▮▮ [mailto:▮▮▮▮▮▮london.gov.uk]
Sent: 01 February 2018 09:53
To: Andrew Collinge (GLA) <▮▮▮▮▮▮london.gov.uk>; Sager Weinstein Lauren <▮▮▮▮▮▮▮▮Tfl.gov.uk>; ▮▮▮▮ ▮▮▮ <▮▮▮▮▮▮london.gov.uk>
Subject: RE: Assistance with Smart London Data Consultation

Good morning everyone,

Lauren, - Following the comms below and after checking diaries our end, can I pleas kindly ask if you would be available for 20min call this afternoon between 12:30 -14:00 or 15:00

Thank you kindly and I look forward to hearing back from you.

Best regards,

████

████ ████
Personal Assistant
Andrew Collinge
Assistant Director, Intelligence and Analysis
GREATER**LONDON**AUTHORITY
City Hall
The Queen's Walk
London SE1 2AA
t: 020 7983 ███
e: ███████████london.gov.uk
w: www.london.gov.uk

From: Andrew Collinge
Sent: 01 February 2018 08:28
To: Sager Weinstein Lauren <███████████████Tfl.gov.uk>; ████ ██████ <███████████london.gov.uk>; ████ █████ <████████████london.gov.uk>
Subject: Re: Assistance with Smart London Data Consultation

Hi Lauren - thanks for getting back in touch. I'll ask ██████ to set up a post mtg call with you, me, and ████████

Speak soon
Andrew

Sent from my BlackBerry 10 smartphone on the O2 network.

From: Sager Weinstein Lauren
Sent: Wednesday, 31 January 2018 16:50
To: Andrew Collinge; ██████████@tfl.gov.uk
Cc: ████████████tfl.gov.uk; Theo Blackwell; ████ ███████ ████████tfl.gov.uk; ██████ ████
Subject: RE: Assistance with Smart London Data Consultation

Hi Andrew

Thanks for the update—yes, good idea for us to have a phone conversation after your meeting tomorrow.

What I have found with our data approach here TfL, is that it's successful only when it's sharply focused on the problems that we're looking to tackle. Then the opportunities for data analysis flow from there. And it's a case of thinking through whether there would be a resulting action to be taken from the analysis we've done.

Hope that background context helps set the scene, and I'll look forward to our discussions.

Lauren

From: ████ ██████ [mailto:████████████london.gov.uk] **On Behalf Of** Andrew Collinge
Sent: 31 January 2018 16:17
To: Everitt Vernon; Sager Weinstein Lauren

Cc: Shah Rikesh; Theo Blackwell; ████████ ████████
Subject: Assistance with Smart London Data Consultation

Hello Vernon, Lauren, (Rikesh cc'd as a Smart London Board member),

I hope you are both well.

I wanted to give you fair warning of some Smart London activity, around which we want for what I hope will be a small amount of assistance from your team(s). We're working with Theo and the Smart London Board to develop a new Smart London Plan for 2018, which we launched at the TfL Innovation hub last week. A long read is available here. The main goal of the accompanying listening exercise is to test the 5 themes with public service stakeholders and the tech community, but we also want to gauge citizen's views on the use of public data because it is emerging as cross-cutting/first among equals theme.

We've commissioned Forward Action UK (FA) to create a digital campaign around this that will drive people to join Talk London so they can provide feedback on the ambition of the Smart London Plan and so that we can engage them later to input into the development and design of specific projects. An example of what we're aiming for is something like this: https://9countries.one.org/ - it was seeded with £200 ad spend on Facebook, and generated hundreds of thousands of engagements.

FA have proposed that the best concepts would be those that use an engaging piece of data-driven insight (how many people share your commute from station a to station b each day etc) which we could give people to both draw them in and link to the call to action. It also acts as a use case for how their data is being used to do good stuff (like extending the rush hour frequency on the Northern line; the public wifi data collection exercise to drive stronger analytics).

There is a kick-off meeting tomorrow, after which we'll know more. FA may well suggest other ideas outside of transport, but our own thinking is has - so far – always come back to transport. You obviously know your data better than we do, and how you intend to put it to work in the future, so we'd like to work with you to generate/firm up ideas for the campaign and indeed understand what form the exercise could take.

I wonder if the best thing to do would be for ████████ and me to get in touchwith you tomorrow when we know more/possibly jumping on the phone with one of you?

Regards
Andrew

Andrew Collinge
Assistant Director, Intelligence and Analysis
GREATER**LONDON**AUTHORITY
City Hall
The Queen's Walk
London SE1 2AA
t: 020 7983 ████
m: ████████
e: ████████london.gov.uk
w: www.london.gov.uk

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#LondonIsOpen

Ruth Phillips

From:	██████ ██████ < ████████████ tube.tfl.gov.uk>
Sent:	05 February 2018 15:00
To:	██████ ██████
Subject:	RE: Assistance with Smart London Data Consultation call

Thanks ██████ that would be great. Look forward to speaking to you then.

██████

From:	██████ ██████ [mailto ████████████ london.gov.uk]
Sent:	05 February 2018 14:55
To:	████████████ ██████
Subject:	RE: Assistance with Smart London Data Consultation call

HI ██████

Sorry we can't do the afternoon – half the team out on a course. If you are free at 10 shall I give you a call to update you on the project?

██████

██████ ██████ | ████████████████████ | Intelligence
GREATER **LONDON** AUTHORITY
m: ██████ ██ ██

From:	████████████ ██████ [mailto: ████████████ tube.tfl.gov.uk]
Sent:	05 February 2018 11:26
To:	██████ ██████ < ████████████ london.gov.uk>; Sager Weinstein Lauren < ████████████ Tfl.gov.uk>
Cc:	Andrew Collinge < ████████████ london.gov.uk>; ██ ████████████ < ████████████ london.gov.uk>
Subject:	RE: Assistance with Smart London Data Consultation call

Hi ██████

Good to be in touch and thanks for sending the invitation for the call. Unfortunately I have to go to an external meeting at that time – can you do 10am?. Alternatively I can do between 1:30 and 3pm.

Best wishes

██████

██████ ██████████
████████████████████████
National and Regional Partnerships
Public Affairs and External Relations
Transport for London
████████████████ tfl.gov.uk

020 3054 ▓▓▓ | **Auto** ▓▓▓

🐦 @TfLPA

From: ▓▓▓▓▓ ▓▓▓▓▓▓ [mailto ▓▓▓▓▓▓▓▓▓ london.gov.uk]
Sent: 05 February 2018 11:14
To: Sager Weinstein Lauren; ▓▓▓▓▓▓ ▓▓▓▓▓
Cc: Andrew Collinge (GLA); ▓▓▓▓▓▓▓▓▓▓
Subject: RE: Assistance with Smart London Data Consultation call

Thanks Lauren, this is so helpful.

▓▓▓▓▓ - nice to meet you. I'm going to set up a meeting for us with the digital agency tomorrow to discuss the project. Do let me know your availability to jump on a call. I'm around today to tell you more about the project if that would be helpful.

Thanks,

▓▓▓▓

▓▓▓▓ ▓▓▓▓▓ | ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓ | Intelligence
GREATER **LONDON** AUTHORITY
m: ▓▓▓ ▓▓▓ ▓

From: Sager Weinstein Lauren [mailto: ▓▓▓▓▓▓▓▓▓▓▓ Tfl.gov.uk]
Sent: 05 February 2018 10:17
To: ▓▓▓▓▓ ▓▓▓▓ < ▓▓▓▓▓▓▓▓▓ london.gov.uk>; Andrew Collinge < ▓▓▓▓▓▓▓ london.gov.uk>; ▓▓▓ | ▓▓▓▓▓▓▓ < ▓▓▓▓▓▓▓▓▓ london.gov.uk>
Cc: ▓▓▓▓▓ ▓▓▓▓ < ▓▓▓▓▓▓▓▓▓ tube.tfl.gov.uk>
Subject: RE: Assistance with Smart London Data Consultation call

Hi all,

As promised, here are some links that I think you will find useful.

Here are two data sets that look at flows and activity levels on our network.

The first is based on our ticketing data (Oyster and Contactless payment). It paints a picture of travel on our network from a two week sample, so the data volume is large.

https://blog.tfl.gov.uk/2015/12/09/is-customer-flow-data-useful-to-developers/

We also have some data that combines ticketing data with surveys to look at patterns of travel in terms of route choice and interchanges on our network. This analysis sets out the 'typical day' that we use for service planning on the Underground.

https://blog.tfl.gov.uk/2017/03/09/new-tube-customer-volumes-and-movements-data/

You may also find Webcat a useful dataset for telling the story of transport. It shows transport connectivity from place to place, and measures general accessibility from a location. It got a great writeup when we put this on the web, as people do find the interactive tool fascinating.

https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat?intcmp=25932

https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat

(And here is a blog entry that talks a bit about it in a more conversational tone: https://blog.tfl.gov.uk/tag/webcat/)

Then of course we have our service information (when buses will be at a stop, tube status) available on our unified API. This is the data feed that powers all of the apps built by our Open Data community, and it may be something that would be useful for you to paint a heartbeat of the City.

I need to run to a meeting, but separately I can send you a presentation that I've given on data (or if you google me you may find some online or via my linked in page).

In terms of TfL links, ██████ ██████████ from Public Affairs has been our lead working with Theo, so my suggestion is that if she can make the timing work to be on a call, she's best placed. (██████ I will catch you separately to discuss)

Lauren

From: ██████ ████████ [mailto:████████████████london.gov.uk]
Sent: 02 February 2018 14:56
To: Sager Weinstein Lauren <████████████████████Tfl.gov.uk>; Andrew Collinge (GLA) <████████████████london.gov.uk>; ████████████████ <████████████████london.gov.uk>
Subject: RE: Assistance with Smart London Data Consultation call

Hi Lauren,

Thanks very much for your time this afternoon.

Here's a link to the long read on the smart London plan: https://medium.com/@SmartLondon/a-smarter-london-together-listening-exercise-for-a-new-smart-london-plan-51be7d9ca203

I'll set up a call with Forward Action for Tues, do let me know who from the press team you would like me to invite?

Thanks,

██████████

██████ ████████ | ████████████████████████████ | Intelligence
GREATER **LONDON** AUTHORITY
m: █████ ███ ███

From: Sager Weinstein Lauren [mailto:▮▮▮▮▮▮▮▮▮▮▮▮▮Tfl.gov.uk]
Sent: 02 February 2018 14:49
To: Andrew Collinge <▮▮▮▮▮▮▮▮▮london.gov.uk>; ▮▮▮▮ ▮▮▮▮ <▮▮▮▮▮▮london.gov.uk>
Subject: RE: Assistance with Smart London Data Consultation call

Pleasure speaking with you today! I'm starting to pull some material together for you and will send that over. I'm in meetings for the rest of the afternoon but will aim to get something over to you either later this evening or by Monday. (Can you please confirm ▮▮▮ contact details for me too?)

Thx
Lauren

-----Original Appointment-----
From: Andrew Collinge [mailto ▮▮▮▮▮▮london.gov.uk]
Sent: 01 February 2018 14:19
To: Andrew Collinge; Sager Weinstein Lauren; ▮▮▮▮ ▮▮▮▮
Subject: Assistance with Smart London Data Consultation call
When: 02 February 2018 14:00-14:20 (UTC+00:00) Dublin, Edinburgh, Lisbon, London.
Where: Andrew to call Lauren on ▮▮▮▮ ▮▮▮▮

Dear all,

As per my email form earlier, I am sending this invite.

Lauren, I know you will be in meetings until 4pm today. If would prefer to be contacted via different number, please kindly let me know and I will update the invite.

Kind regards,

▮▮▮▮

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Ruth Phillips

Thanks ██

Could you give me a bit more info in terms of how you see this working in relation to delivering a message about how data is transforming services and what that means for people? I like the idea of a data driven insight fuelling the engagement, and I think what we're trying to get to is a use case showing how we're using people's data to shape services and tackle problems, and that this is quietly revolutionising the way people live and work in the city. So the 'discovery' has to point to that (and future potential!); and for those who are interested, to set the scene for further engagement on Talk London, where we'll be seeking views on things like data sharing (providing use cases) and GDPR etc.

Ideally I would prefer a solution that used multiple modes of transport as it would both extend and diversify the audience reach. I'm speaking to TfL tomorrow at 10am and will ask the qs below. I'm also going to invite ████████ to view the project plan and brief. Unfortunately she can't make the call at 11am but I'll add her into the email group.

Thanks ██ looking forward to talking tomorrow.

████

████ ████ | Opinion Research & Statistics Manager | Intelligence
GREATER **LONDON** AUTHORITY
m: ███ ███

Hi ████

Thanks!

I've looked over the data, and I think the best approach is still going to be - how many people share your commute based on a week of oyster card data. There are others and we can have a think internally but I do think it's worth exploring this framing.

There would be a number of issues that I can think of from a data perspective:

1. I dont think this data tracks people who use national rail tickets - is that right? If so, we won't be able to tell how many of them check in one station and out at another.
2. We can't track bus journeys, can we? Because people only tap on at that stop (and we don't know when those users get off).

Which I think means we'd have to do one of these options:

1. If the user selects the option of using a bus then we only show them how many people get on at your stop.

2. If users do a trip that is: bus, tube, bus, then we could perhaps show them how many people use that combination of journey. I.e. 72 people get the 42 bus to Pimlico Station, travel to Green Park and get the 242 bus. Could you ask TFL if they think
3. OR: If combining modes of transport to paint a picture of users journeys is not possible, we could restrict the framing to be "How many people share your tube journey" - which would exclude quite a few people, but potentially be easier to execute and be just as compelling for Londoners that just use the tube.

Another potential issue is safety: how do we ensure that users where there is a low number of travellers (and it could thus therefore indicate an individual) don't have their personal safety compromised? When we've used data like this in the past we've said something like "Less than 10 people share your commute, ██ Do you think that would be acceptable to TFL?

A call tomorrow at 11am is good for me!

Best wishes,

██

On Mon, Feb 5, 2018 at 10:23 AM ██████ ████████ <████████████ london.gov.uk> wrote:

Hi ██

Here are the links from Laura.

Best, ████████

————————————————————————————-

Hi all,

As promised, here are some links that I think you will find useful.

Here are two data sets that look at flows and activity levels on our network.

The first is based on our ticketing data (Oyster and Contactless payment). It paints a picture of travel on our network from a two week sample, so the data volume is large.

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https://blog.tfl.gov.uk/2017/03/09/new-tube-customer-volumes-and-movements-data/

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https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat?intcmp=25932

https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat

(And here is a blog entry that talks a bit about it in a more conversational tone: https://blog.tfl.gov.uk/tag/webcat/)

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Lauren

Sent from Email+ secured by MobileIron

_____

From: "████████ ████████ <███████████████london.gov.uk<mailto:███████████████london.gov.uk>>
Date: Monday, 5 February 2018 at 09:58:39
To: "█████ < ████████forwardaction.uk<mailto:██████forwardaction.uk>>
Cc: "███ █████████████ < █████████████████london.gov.uk<mailto:████████████
████████london.gov.uk>>, "█████ █████
<██████████████london.gov.uk<mailto:████████████london.gov.uk>>
Subject: RE: FW: Smart Quiz quote

Hi ████

It was okay. Lauren (Chief Data Officer at TfL) advised it would be quickest to use a data set which is already out there, see link to the TfL data portal below. We can ask for data in the similar format for a more recent period if necessary. It just helps to use info already cleared for publication and in good shape. I don't think TfL will come forward with ideas as to how to use this data – so it would be great to know what ideas you have. Having said that, Lauren has a presentation on innovative use of data at TfL that she is going to share which may provide some inspiration.

https://tfl.gov.uk/info-for/open-data-users/

They would like to put a TfL press / public affairs officer on the project group - just waiting to find out who that is.

Shall we set up a time for a call tomorrow? It looks like 11am works for us at the moment – would that suit? If not let me know when you can do and we'll look at diaries.

Thanks,

████████

████████ ████████ | ████████████████████████████████ | Intelligence
GREATER LONDON AUTHORITY
m: █████ ███ ███

From: ██ █████ [mailto:████forwardaction.uk]

Sent: 05 February 2018 09:48
To: ██████ █████ < ████████████ london.gov.uk>
Cc: ██ █ █████████ < ███████████████ london.gov.uk>; ██ ████
< ███████████ london.gov.uk>
Subject: Re: FW: Smart Quiz quote

Hi ████████

I hope you had a good weekend!

How did the call with TFL go on Friday?

Best wishes,

██

On Thu, Feb 1, 2018 at 3:21 PM ██████ █████ ████
< ████████████ london.gov.uk<mailto: ████████████ london.gov.uk>> wrote:
Thanks ████ we have a call with TfL tomorrow at 2pm, so will know more then. Thanks v much,

█████

████ █████ | ██████████████████████ | Intelligence
GREATER LONDON AUTHORITY
m: ███ ███ ███

From: ██ ████ [mailto: ████ forwardaction.uk<mailto ██ forwardaction.uk>]
Sent: 31 January 2018 18:05

To: ████ █████ < ████████████ london.gov.uk<mailto ████████████ london.gov.uk>>
Cc: ██ █ █████████ < ███████████████ london.gov.uk<mailto: ████████
█████████ london.gov.uk>>; ██ █ ████ < ███████████ london.gov.uk<mailto ███████████ london.gov.uk>>
Subject: Re: FW: Smart Quiz quote

Hi ████████ ████ and ████

I've updated the project plan in the document to reflect the change in timescales.

Let me know what you think.

Best wishes,

██

On Tue, Jan 30, 2018 at 5:21 PM ██ ████ < ████ forwardaction.uk<mailto: ████ forwardaction.uk>> wrote:
Okay - good to know. Thanks ████████

Best wishes,

██

On Tue, Jan 30, 2018 at 5:05 PM ██████ █████
< ████████████ london.gov.uk<mailto: ████████████ london.gov.uk>> wrote:
Thanks ██ Our key constraint is purdah, which starts 27 March. We'd want this to be live for about two weeks

before then (13 Mar - although our CDO is hopping up and down with excitement, and keen for this to be out as early as possible).

███████

███████ ███████ | ███████████████████████████ | Intelligence
GREATER LONDON AUTHORITY
m: ████ ███ ███

From: ██ ██████ [mailto: ████ forwardaction.uk<mailto ████ forwardaction.uk>]
Sent: 30 January 2018 16:46

To: ██████ ██████ < ████████████ london.gov.uk<mailto ███████████ london.gov.uk>>
Cc: ██ █ ████████ < ████████████████ london.gov.uk<mailto
████████ london.gov.uk>>; ██ ████ < ███████████ london.gov.uk<mailto ██████████ london.gov.uk>>
Subject: Re: FW: Smart Quiz quote

Hi ██████████ and ████

Here's the project plan ahead of the call tomorrow:

*Copy provided as part of PDF

https://docs.google.com/document/d/1Q0cYT6ELMvm_tSqvX9FVsvBEmDMddpNiB_j0LadmH1w/edit

████ mentioned that there might be more flexibility in terms of delivery deadline. If there is then it would be good to move the delivery back to add some breathing space into the tight timeline. It would also allow for more QA.

Best wishes,

███

On Tue, Jan 30, 2018 at 10:54 AM ██ ████ < ████ forwardaction.uk<mailto: ████ forwardaction.uk>> wrote:
Great - thanks ██████

Best wishes,

███

On Tue, Jan 30, 2018 at 10:51 AM ██████ ██████
< ████████████████ london.gov.uk<mailto: ████████████████ london.gov.uk>> wrote:
Hi ████

great – I'll hold that time.

Most of the readily available data we have access to is on London Datastore https://data.london.gov.uk/ but we're speaking to TfL and others to see what else might be available. Hope to be able to tell you more tomorrow.

██████

███████ ███████ | ███████████████████████████ | Intelligence
GREATER LONDON AUTHORITY
m: ████ ███ ███

From: ██████ [mailto:██████forwardaction.uk<mailto ██████forwardaction.uk>]
Sent: 30 January 2018 10:49
To: ████████ ██████ < ████████ london.gov.uk<mailto ████████ london.gov.uk>>
Cc: █ ████████ < ████████ london.gov.uk<mailto
████ london.gov.uk>>; ██ ███ < ████████ london.gov.uk<mailto ████████ london.gov.uk>>
Subject: Re: FW: Smart Quiz quote

Hi ████████

Thanks a lot for this. That's great news!

A call tomorrow from 2-3pm would be fantastic, if that's still available? In advance, I'll send over a draft project plan.

In the meantime, what data do you have for us to consider as part of the brainstorming process? (I.e. what data sources can we use?) Ideally these would allow us to tell the user something unique about themselves.

Best wishes,

██

On Mon, Jan 29, 2018 at 3:56 PM ██████ ██████
< ████████ london.gov.uk<mailto: ████████ london.gov.uk>> wrote:
Hi ████

I'm ████ ████ - I look after opinion research and public engagement (via Talk London<https://www.london.gov.uk/talk-london/>) at City Hall. I've been working with our new Chief Digital Officer, Theo Blackwell, ████ and ████ ████████ on the spec for a public-facing Smart London digital campaign.

Thanks for your quote below. I'm pleased to tell you that we would like to commission you to deliver this work for us.

Can I arrange a time for us to catch up this week to kick off the project? Our potential availability below:

* 30 Jan: 12-1; 2-3
* 31 Jan: 2-3.30
* 1 Feb: 11.30-13.00

If you have any queries about the work in the meantime, do let me know. The best number to reach me on is the mobile number below.

Thanks very much!

████

████ ████ | Opinion Research & Statistics Manager | Intelligence
GREATER LONDON AUTHORITY
t: 020 7983 ███
m: ████ ████

From: ████ ████████

6

To: ███████ <███████ london.gov.uk<mailto ███████ london.gov.uk>>; ███████ < ███████ london.gov.uk<mailto ███████ london.gov.uk>>; █ ███████ | ███████ < ███████ london.gov.uk<mailto: ███████ london.gov.uk>>; ███████ | ███████ < ███████ london.gov.uk<mailto: ███████ london.gov.uk>>
Subject: FW: Smart Quiz quote

On the data journey:

We think that the best concepts would be those that use some cool piece of data-driven insight ("how many people share your commute" etc) we could give people to both draw them in and link to the CTA.

For example. if we did the "how many people share your commute", the signup slide could say something like "This tool is based off real data from millions of Oyster users. We're using that data to do good stuff, like XYZ. We'd love to ask you about bla - can you signup to https://www.london.gov.uk/talk-london/

However, we can flesh out all of the possible ideas in the brainstorming stage.

We've talked about it and would suggest doing the following process (along with the hours for it):

1. Week commencing 29th January - Forward Action internal brainstorm session. We'll write up ideas and share them with you. You'll circulate and decide on one creative approach/framing for the journey. 15-20 hours.
2. Week commencing 5th February - Forward Action drafts copy for the journey. Depending on the concept (and how much research is required) this would be 15-35 hours. During that week you'd have a couple of opportunities to feedback on the copy.
3. Week commencing 12th February - Forward Action works with a design partner to produce the visual design for the journey. The cost for this is £1,500+VAT.
4. 19th February - 1st March - we build the site. The length of time this will take largely depends on the concept but we'd estimate it to be between ███ hours. If the concept is more difficult to implement then this would increase. That gives a range of ███ hours, which at our hourly rate of £██ +VAT/hours gives a cost of £7,800+VAT - 12,750+VAT.

However, we could take ██ hours from the existing shorthand work if we were to only do two transport concepts (and we could take more if we only did two concepts in the second stage of the project). ██ hours would amount to an effective reduction in cost of £2,250+VAT.

This is the process we went through with the ONE Campaign, and we think it works well in producing engaging journeys.

--
██ ███
Forward Action

@███████

███████ forwardaction.uk<mailto: ███████ forwardaction.uk>

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█████ █████
Forward Action

@█████████████
        forwardaction.uk<mailto:██████ forwardaction.uk>

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█████ █████
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https://www.london.gov.uk/about-us/email-notice/
--

Ruth Phillips

Thanks ███ these look good. We'll catch up on this today and let you have our thoughts before Monday.

████████

████████ ████████ | Opinion Research & Statistics Manager | Intelligence
GREATER **LONDON** AUTHORITY
m: ████ ████ ████

Hi everyone,

Here are the top ideas that we've come up with after looking at the data and running an ideas generation process:

https://docs.google.com/document/d/1_QU_byFO4Ann35cCVay_b8_nGTEC5gBMl3K_REGyrol/edit#

We think that all of these are engaging. They all use the GLA's data to give the user a unique insight into their experience of the city. We've found that this approach can generate significant amounts of sharing. We think that there is sufficient scope within each of these ideas to speak to the user about the use of data to improve public services and the Smart London Plan.

I've sent these over this evening so that you have an opportunity to digest them tomorrow before our meeting on Monday.

Please let me know what you think and if you have any questions.

Best wishes,

████

--
████ ████
Forward Action

@████████████

████████ forwardaction.uk

Ruth Phillips

From:	████ ████
Sent:	12 February 2018 09:59
To:	████ ████ ████ ████ ████
Subject:	FW: Ideas for data journey
Attachments:	FW: Assistance with Smart London Data Consultation call; ████ ████ - TfL Customer Group (short).pptx

Hi all,

See below email from ████ re availability of data to support your ideas.

Speak soon,

████

████ ████ | Opinion Research & Statistics Manager | Intelligence
GREATER **LONDON** AUTHORITY
m: ████ ██ ██

From: ████ ████	[mailto:████████tube.tfl.gov.uk]
Sent: 12 February 2018 09:55	
To: ████ ████	
Subject: RE: Ideas for data journey	

Hi ████

I've checked with our Data and Analytics team and they think it would be possible to leverage the work that was done by one of our MIT PHD students, ████ ████ last year around stakeholder engagement. Please see attached research presentation which my colleagues would be happy to talk you through. You would need to directly engage with ████ who is now working as a consultant and it would likely require some development. But we may be able to accommodate some of this activity at our offices.

On the questions proposed by Forward Action, the team believe that RODS data which is available through the link Lauren provided in her earlier email (attached) should be able to power a front end website. However it wouldn't be able to answer the question of bus journey length. Please also see Webcat in Lauren's email.

I've added some comments from the team on the questions below.

Hope this is useful, please let me know if you have any further questions. Speak to you at 10:30.

Best wishes

████

From: ████ ████	
Sent: 09 February 2018 15:00	
To: ████ ████	
Subject: RE: Ideas for data journey	

Hi ████

Thanks for this – I'm checking with our Data and Analytics team and will let you know.

Best wishes

██████

Hi ██████

Hope you're well. Below the ideas from Forward Action for our data journey.

██ notes that there are questions about whether the data publicly available will enable them to develop these. Is this something you could check for us please? If possible, it would be beneficial if the data were available across as many modes as possible, in order to broaden reach.

Grateful for your thoughts.

Thanks, ██████

Ideas for GLA data journey

Introduction

This document lays out ideas for the the GLA data journey. They are presented in order of preference by Forward Action. For some of them there are outstanding questions about where we will get the data.

Ideas

1. How many people have the same commute as you?

Idea for hook

"How many Londoners have the same journey as you?"

Journey

- Users enter their entry station and exit station and are then prompted to confirm the route they take.
- Users are then told how many people in London do this exact journey everyday.

2. Comparison between journeys: 'I have the nth longest commute in London'

Hook

"Think you spend a long time commuting? Find out how many Londoners have a longer (and shorter) commute than you:"

This journey could also work with busy-ness or with length of journey.

Journey options

"I have the nth longest (distance) commute":

- Users are asked to enter their entry and exit station (we may find it difficult to do this idea for bus users because we don't know the length of bus journeys)
- Users are told what number they are and the distance covered in their commute.

"I have the nth busiest commute":

- Users enter their entry and exit station and roughly the time they tap in (we may find it difficult to do this idea for bus users because we don't know the busy-ness of bus journeys)
- They're then told how busy their train is based on the line loading data e.g. Your train is the 2nd most busiest train in London

"I have the nth longest commute":

- Users are asked to enter their entry and exit station (we may find it difficult to do this idea for bus users because we don't know the length of bus journeys)
- Users are told what number they are and roughly how long their commute is e.g. ", you have the 115th longest commute in London at 35 minutes"

3. I'm the nth person to catch the tube each morning (how much of an early riser are you?)

Hook

"Think you're an early bird? Find out how many people tap in before you do each morning:"

We could also make this station specific:

I'm the nth person to get the 242 bus in the morning or, I'm the nth person to get on the tube at Finsbury Park.

Journey

- Users are asked what station they use in the morning and roughly the time that they enter the station
- Based on the data which compares their first oyster card tap against others, users are told what number person they are to catch the tube in the morning and also what number person they are to catch the tube from their home station e.g. , you're the 1,116,675th person in London to catch the tube in the morning!

Please note the answers would be in buckets, rather than specific 1st, 7th, 257th, etc.

4. How many people do you pass on your daily commute?
Hook

"Everyday millions of Londoners travel through the city. Find out how many Londoners you pass on your commute:"

Journey

1. Users are asked about their daily commute, specifically their starting and ending station and roughly the time they get on the first train.
2. Users are told the number of people they pass every day of their commute. This would be measured as the number of people in the station as you when you enter, exit and change, and the number of people on the bus (if this is possible).

For this question, the concept of pass doesn't quite work. RODS does say volumes of people in stations.

████████ █████████ | ████████████████████████████ | Intelligence
GREATER **LONDON** AUTHORITY
m: ████ ███ ███

From: ██ █████ [mailto ███ forwardaction.uk]
Sent: 08 February 2018 17:49
To: █████ ████████ < ████████████████ london.gov.uk>; ██ █████████████ < ████████ ████████ london.gov.uk>; ████ ████ < ██████████ london.gov.uk>
Subject: Ideas for data journey

Hi everyone,

Here are the top ideas that we've come up with after looking at the data and running an ideas generation process:

*Copy provided as part of PDF

https://docs.google.com/document/d/1_QU_byFO4Ann35cCVay_b8_nGTEC5gBMl3K_REGyroI/edit#

We think that all of these are engaging. They all use the GLA's data to give the user a unique insight into their experience of the city. We've found that this approach can generate significant amounts of sharing. We think that there is sufficient scope within each of these ideas to speak to the user about the use of data to improve public services and the Smart London Plan.

I've sent these over this evening so that you have an opportunity to digest them tomorrow before our meeting on Monday.

Please let me know what you think and if you have any questions.

Best wishes,

██
--
██ ████
Forward Action

@ ██████████
██████ forwardaction.uk

Ruth Phillips

From: Sager Weinstein Lauren
Sent: 05 February 2018 10:17
To: ██████ ██████ Andrew Collinge (GLA); ███ █████████████
Cc: ████████████
Subject: RE: Assistance with Smart London Data Consultation call

Hi all,

As promised, here are some links that I think you will find useful.

Here are two data sets that look at flows and activity levels on our network.

The first is based on our ticketing data (Oyster and Contactless payment). It paints a picture of travel on our network from a two week sample, so the data volume is large.

https://blog.tfl.gov.uk/2015/12/09/is-customer-flow-data-useful-to-developers/

We also have some data that combines ticketing data with surveys to look at patterns of travel in terms of route choice and interchanges on our network. This analysis sets out the 'typical day' that we use for service planning on the Underground.

https://blog.tfl.gov.uk/2017/03/09/new-tube-customer-volumes-and-movements-data/

You may also find Webcat a useful dataset for telling the story of transport. It shows transport connectivity from place to place, and measures general accessibility from a location. It got a great writeup when we put this on the web, as people do find the interactive tool fascinating.

https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat?intcmp=25932

https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat

(And here is a blog entry that talks a bit about it in a more conversational tone: https://blog.tfl.gov.uk/tag/webcat/)

Then of course we have our service information (when buses will be at a stop, tube status) available on our unified API. This is the data feed that powers all of the apps built by our Open Data community, and it may be something that would be useful for you to paint a heartbeat of the City.

I need to run to a meeting, but separately I can send you a presentation that I've given on data (or if you google me you may find some online or via my linked in page).

In terms of TfL links, ██████ █████████████ from Public Affairs has been our lead working with Theo, so my suggestion is that if she can make the timing work to be on a call, she's best placed. (████████ I will catch you separately to discuss)

Lauren

From: ████ ██████ [mailto:████████████london.gov.uk]
Sent: 02 February 2018 14:56
To: Sager Weinstein Lauren <████████████████Tfl.gov.uk>; Andrew Collinge (GLA)
<████████████london.gov.uk>; ████ ████████ <████████████london.gov.uk>
Subject: RE: Assistance with Smart London Data Consultation call

Hi Lauren,

Thanks very much for your time this afternoon.

Here's a link to the long read on the smart London plan: https://medium.com/@SmartLondon/a-smarter-london-together-listening-exercise-for-a-new-smart-london-plan-51be7d9ca203

I'll set up a call with Forward Action for Tues, do let me know who from the press team you would like me to invite?

Thanks,

████████

████████ ████████ | ████████████████████████ | Intelligence
GREATER **LONDON** AUTHORITY
m: ████ ███ ██

From: Sager Weinstein Lauren [mailto:████████████████Tfl.gov.uk]
Sent: 02 February 2018 14:49
To: Andrew Collinge <████████████london.gov.uk>; ████ ██████ <████████████london.gov.uk>
Subject: RE: Assistance with Smart London Data Consultation call

Pleasure speaking with you today! I'm starting to pull some material together for you and will send that over. I'm in meetings for the rest of the afternoon but will aim to get something over to you either later this evening or by Monday. (Can you please confirm ████ contact details for me too?)

Thx
Lauren

-----Original Appointment-----
From: Andrew Collinge [mailto:████████████london.gov.uk]
Sent: 01 February 2018 14:19
To: Andrew Collinge; Sager Weinstein Lauren; ████ ██████
Subject: Assistance with Smart London Data Consultation call
When: 02 February 2018 14:00-14:20 (UTC+00:00) Dublin, Edinburgh, Lisbon, London.
Where: Andrew to call Lauren on ████ █████

Dear all,

As per my email form earlier, I am sending this invite.

Lauren, I know you will be in meetings until 4pm today. If would prefer to be contacted via different number, please kindly let me know and I will update the invite.

Kind regards,

██████

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INTERACTIVE TOOLS FOR COMMUNICATING CONNECTIVITY BENEFITS

PhD Candidate

MIT | Transit Lab

TfL is also working to personalise the impacts of future projects, but this can be a challenge for abstract wider benefits

A WORLD-CLASS NEW RAILWAY THAT FAST-TRACKS THE PROGRESS OF LONDON

Crossrail will deliver a major new metro rail service for London and the South-East. It will connect the City, Canary Wharf, the West End and Heathrow Airport to commuter areas east and west of the capital.

INTRODUCTION OF THE CROSSRAIL TRAIN SERVICE

The current planning assumption is that new Crossrail trains will be introduced to run Crossrail services as follows:

- Liverpool Street to Shenfield – May 2017
- Heathrow to Paddington (mainline platforms) – May 2018 (when the Crossrail concession takes over the Heathrow Connect service)
- Paddington (Crossrail platforms) to Abbey Wood – December 2018
- Paddington (Crossrail platforms) to Shenfield – May 2019
- Full through services (including services to Reading) – December 2019

(crossrail.co.uk)

What are the benefits of Crossrail 2?

Crossrail 2 would add capacity to existing rail services and support economic regeneration by providing the infrastructure needed to build new homes and create more jobs across London and beyond.

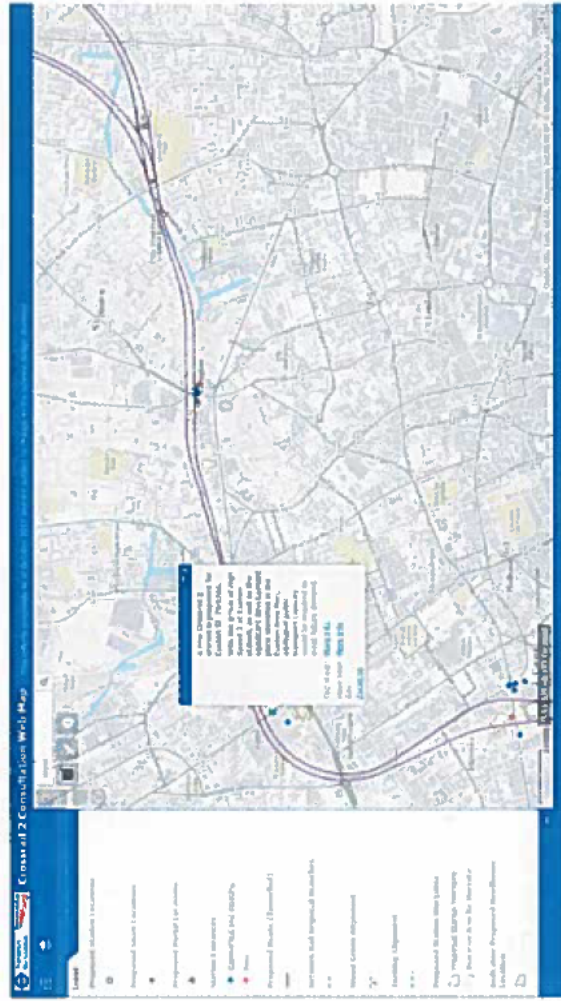A Crossrail 2 station at Euston St. Pancras would:

- Improve your journey with up to 30 Crossrail 2 trains per hour to destinations including London, Hertfordshire and Surrey
- Add station capacity allowing up to 14,000 more passengers to use the station in peak hours
- Provide local people with access to more jobs within a 45 minute journey
- Support local businesses and economic growth by enabling more people to get to Euston St. Pancras within a 45 minute journey
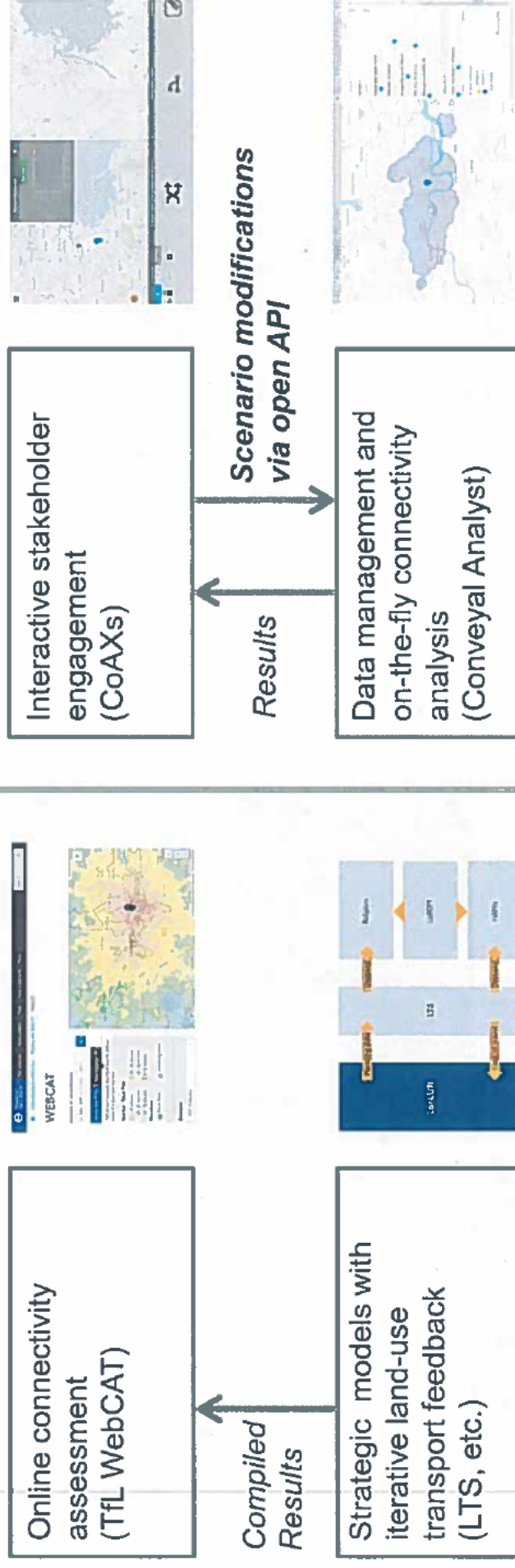
(Crossrail 2 Consultation Euston Factsheet)

(Crossrail 2 Consultation Web Map)

JOURNEY TIME CALCULATOR
CHOOSE A DEPARTURE AND ARRIVAL STATION

YOUR JOURNEY TIME
45min

New tools for interactive communication can complement existing models and connect to open-source analysis platforms

Interactive stakeholder engagement (CoAXs)

Scenario modifications via open API

Results

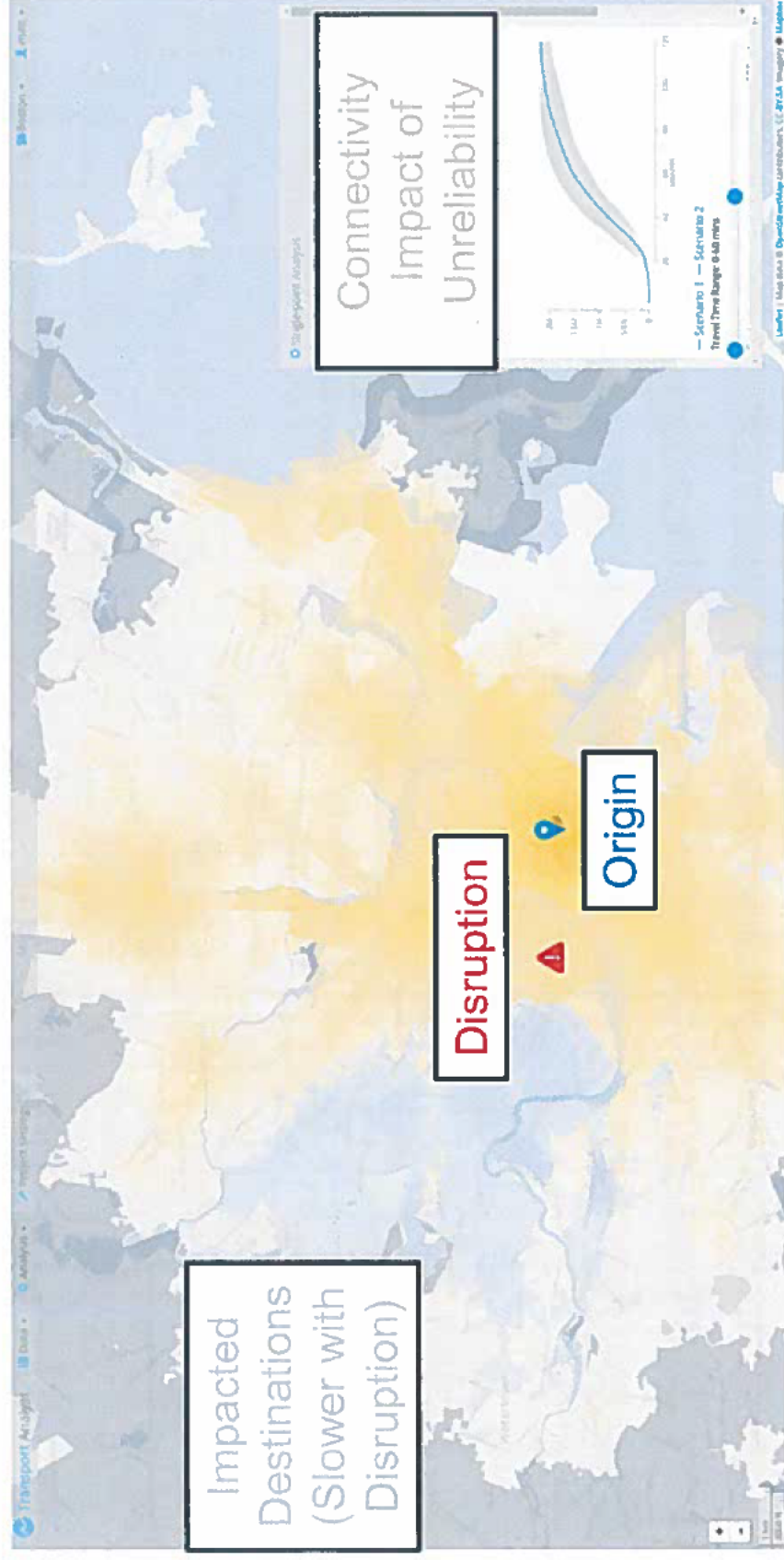Data management and on-the-fly connectivity analysis (Conveyal Analyst)

Sketch models for expert and non-expert exploration, communication, and generating insights in early phases of option development and sifting (used by World Bank, Marseille-Aix, Rotterdam, etc.)

Online connectivity assessment (TfL WebCAT)

Compiled Results

Strategic models with iterative land-use transport feedback (LTS, etc.)

Detailed, calibrated models of well-defined projects with feedback loops and outputs suitable for planning applications (e.g. PTALs) and appraisal (compatible with DfT Guidance
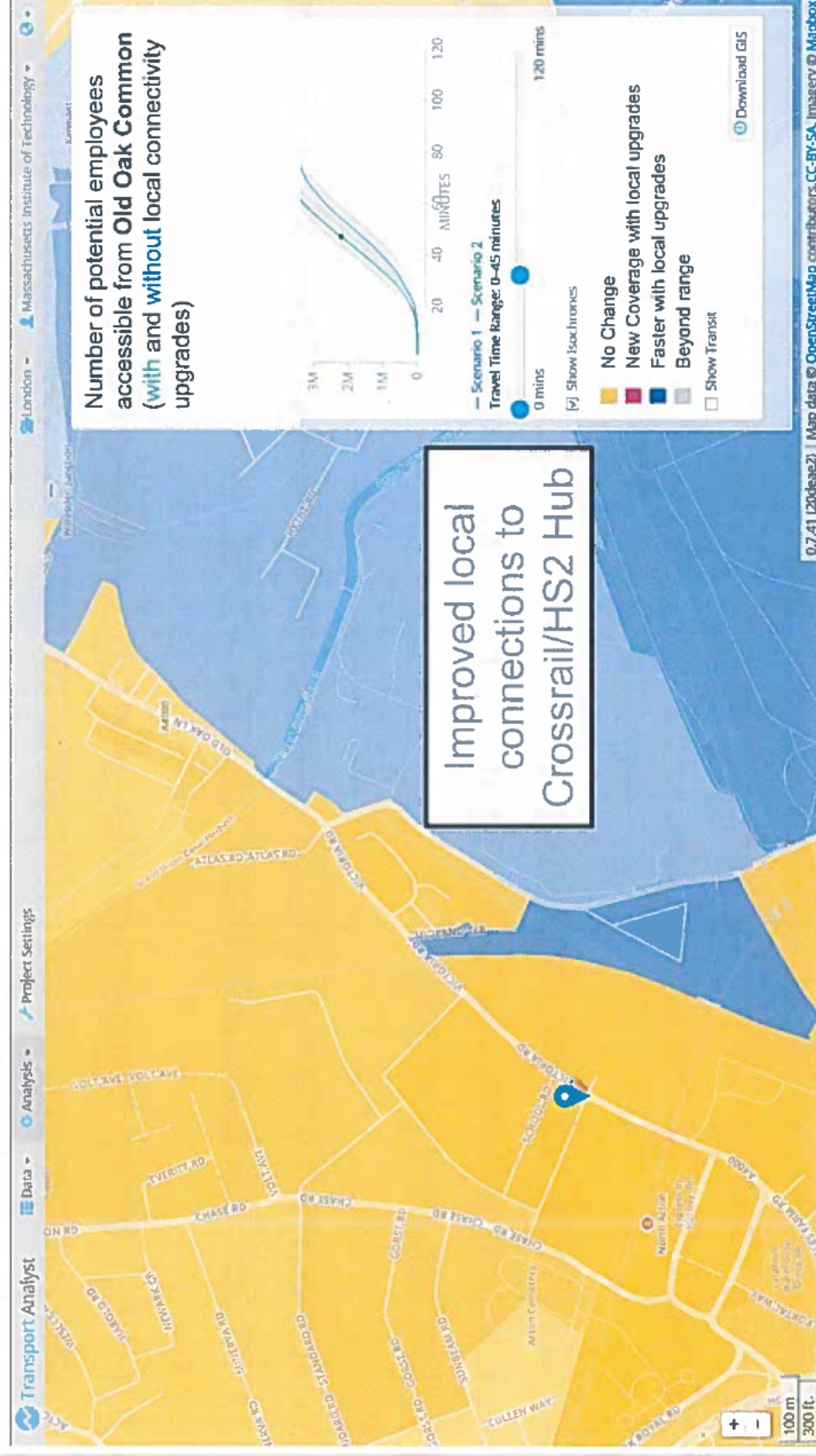
In preliminary workshops, expert and non-expert stakeholders generally found CoAXs useful in building alignment and credibility

- Comparisons on touchscreen show what projects "would mean to me"
- Powerful to "find ourselves, and others, in the data" and see connections to "larger economic impact"
- Facilitation promoted dialog and questioning of assumptions
- More work needed to represent actual day-to-day experience

Development to reflect users' actual day-to-day experience more accurately is ongoing and could relate to TDM applications

The same connectivity concepts can provide insights into the wider benefits of localised densification and regeneration projects

Anson plans to have a proof-of-concept tool ready for testing by October 2016

February-March: Scoping project and user requirements

April-June: Incorporating Customer Experience Analytics data sources on current operations

July-August: Incorporating alternatives for future scenarios

July-September: Front-end development and testing

September-November: Evaluation – whether to scale up for production use and/or pursue additional research iteration

January, 2017: Submit doctoral dissertation draft

Ruth Phillips

From: ████████ ████ <████████████tube.tfl.gov.uk>
Sent: 12 February 2018 15:57
To: ████████ █████
Cc: ████████████ tfl.gov.uk
Subject: RE: Ideas for data journey

Hi ████████

Good to speak to you earlier. As discussed, my colleague ████████████ (copied here) will be able to answer any questions that you or Forward Action have on our data.

Best wishes

████████

From: ████████ █████ [mailto:████████████ london.gov.uk]
Sent: 12 February 2018 09:59
To: ████████ █████
Subject: RE: Ideas for data journey

Thanks ████████ this is really helpful.

████████

████████ █████ | Opinion Research & Statistics Manager | Intelligence
GREATER LONDON AUTHORITY
m: ████ ███ ███

From: ████████ █████ [mailto:████████████ tube.tfl.gov.uk]
Sent: 12 February 2018 09:55
To: ████████ █████ <████████████ london.gov.uk>
Subject: RE: Ideas for data journey

Hi ████████

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I've added some comments from the team on the questions below.

Hope this is useful, please let me know if you have any further questions. Speak to you at 10:30.

1

Best wishes

████

Hi ████

Thanks for this – I'm checking with our Data and Analytics team and will let you know.

Best wishes

████

From: ████████ ████████ [mailto:████████████ london.gov.uk]
Sent: 09 February 2018 12:39
To: ████████ ██████
Subject: FW: Ideas for data journey

Hi ████

Hope you're well. Below the ideas from Forward Action for our data journey. I have a preference for 3 and 4, as they demonstrate a sense of scale of the transport network and therefore the benefit to using data to make this as efficient as possible.

██ notes that there are questions about whether the data publicly available will enable them to develop these. Is this something you could check for us please? If possible, it would be beneficial if the data were available across as many modes as possible, in order to broaden reach.

Grateful for your thoughts.

Thanks, ██████

Ideas for GLA data journey

Introduction

This document lays out ideas for the the GLA data journey. They are presented in order of preference by Forward Action. For some of them there are outstanding questions about where we will get the data.

Ideas

1. How many people have the same commute as you?
Idea for hook

"How many Londoners have the same journey as you?"

Journey

- Users enter their entry station and exit station and are then prompted to confirm the route they take.
- Users are then told how many people in London do this exact journey everyday.

2. Comparison between journeys: 'I have the nth longest commute in London'

Hook

"Think you spend a long time commuting? Find out how many Londoners have a longer (and shorter) commute than you:"

This journey could also work with busy-ness or with length of journey.

Journey options

"I have the nth longest (distance) commute":

- Users are asked to enter their entry and exit station (we may find it difficult to do this idea for bus users because we don't know the length of bus journeys)
- Users are told what number they are and the distance covered in their commute.

"I have the nth busiest commute":

- Users enter their entry and exit station and roughly the time they tap in (we may find it difficult to do this idea for bus users because we don't know the busy-ness of bus journeys)
- They're then told how busy their train is based on the line loading data e.g. Your train is the 2nd most busiest train in London

"I have the nth longest commute":

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- Users are told what number they are and roughly how long their commute is e.g. ", you have the 115th longest commute in London at 35 minutes"

3. I'm the nth person to catch the tube each morning (how much of an early riser are you?)

Hook

"Think you're an early bird? Find out how many people tap in before you do each morning:"

We could also make this station specific:

I'm the nth person to get the 242 bus in the morning or, I'm the nth person to get on the tube at Finsbury Park.

Journey

- Users are asked what station they use in the morning and roughly the time that they enter the station
- Based on the data which compares their first oyster card tap against others, users are told what number person they are to catch the tube in the morning and also what number person they are to

3

catch the tube from their home station e.g. , you're the 1,116,675th person in London to catch the tube in the morning!

Please note the answers would be in buckets, rather than specific 1st, 7th, 257th, etc.

4. How many people do you pass on your daily commute?

Hook

"Everyday millions of Londoners travel through the city. Find out how many Londoners you pass on your commute:"

Journey

1. Users are asked about their daily commute, specifically their starting and ending station and roughly the time they get on the first train.
2. Users are told the number of people they pass every day of their commute. This would be measured as the number of people in the station as you when you enter, exit and change, and the number of people on the bus (if this is possible).

For this question, the concept of pass doesn't quite work. RODS does say volumes of people in stations.

███████ ████████ | ███████████████████████████ | Intelligence
GREATER **LONDON** AUTHORITY
m: ████ ███ ███

From: ██ ████ [mailto:████forwardaction.uk]
Sent: 08 February 2018 17:49
To: ████ ████████ < ██████████████london.gov.uk>; ██ ████████████ < ██████████ london.gov.uk>; ████ < █████████london.gov.uk>
Subject: Ideas for data journey

Hi everyone,

Here are the top ideas that we've come up with after looking at the data and running an ideas generation process:

https://docs.google.com/document/d/1_QU_byFO4Ann35cCVay_b8_nGTEC5gBMl3K_REGyroI/edit#   *Copy provided as part of PDF*

We think that all of these are engaging. They all use the GLA's data to give the user a unique insight into their experience of the city. We've found that this approach can generate significant amounts of sharing. We think that there is sufficient scope within each of these ideas to speak to the user about the use of data to improve public services and the Smart London Plan.

I've sent these over this evening so that you have an opportunity to digest them tomorrow before our meeting on Monday.

Please let me know what you think and if you have any questions.

Best wishes,

██

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██ ██
Forward Action

@
██████████
██████ forwardaction.uk

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Ideas for GLA data journey

Introduction

This document lays out ideas for the the GLA data journey. They are presented in order of preference by Forward Action. For some of them there are outstanding questions about where we will get the data.

Ideas

How many people have the same commute as you?

Idea for hook

"How many Londoners have the same journey as you?"

Journey

- Users enter their entry station and exit station and are then prompted to confirm the route they take.
- Users are then told how many people in London do this exact journey everyday.

Comparison between journeys: 'I have the nth longest commute in London'

Hook

"Think you spend a long time commuting? Find out how many Londoners have a longer (and shorter) commute than you:"

This journey could also work with busy-ness or with length of journey.

Journey options

"I have the nth longest (distance) commute":

- Users are asked to enter their entry and exit station (we may find it difficult to do this idea for bus users because we don't know the length of bus journeys)
- Users are told what number they are and the distance covered in their commute.

"I have the nth busiest commute":

- Users enter their entry and exit station and roughly the time they tap in (we may find it difficult to do this idea for bus users because we don't know the busy-ness of bus journeys)
- They're then told how busy their train is based on the line loading data e.g. Your train is the 2nd most busiest train in London

"I have the nth longest commute":

- Users are asked to enter their entry and exit station (we may find it difficult to do this idea for bus users because we don't know the length of bus journeys)
- Users are told what number they are and roughly how long their commute is e.g. "<firstname>, you have the 115th longest commute in London at 35 minutes"

I'm the nth person to catch the tube each morning (how much of an early riser are you?)

Hook

"Think you're an early bird? Find out how many people tap in before you do each morning:"

We could also make this station specific:

I'm the nth person to get the 242 bus in the morning or, I'm the nth person to get on the tube at Finsbury Park.

Journey

- Users are asked what station they use in the morning and roughly the time that they enter the station
- Based on the data which compares their first oyster card tap against others, users are told what number person they are to catch the tube in the morning and also what number person they are to catch the tube from their home station e.g. <firstname>, you're the 1,116,675th person in London to catch the tube in the morning!

How many people do you pass on your daily commute?

Hook

"Everyday millions of Londoners travel through the city. Find out how many Londoners you pass on your commute:"

Journey

1. Users are asked about their daily commute, specifically their starting and ending station and roughly the time they get on the first train.
2. Users are told the number of people they pass every day of their commute. This would be measured as the number of people in the station as you when you enter, exit and change, and the number of people on the bus (if this is possible).

Smart London Plan – Quiz

Background

The Smart London Plan 2018 will set a new path to making London the smartest city in the world through a smart, collaborative, responsive and secure approach to digital change in our city.

The CDO and Smart London Board will develop a city-wide Plan to guide GLA, public services and work with the tech community. It will support manifesto commitments on city wide innovation, city data leadership, connectivity, digital capability, and inclusive and responsible technology.

To harness this resource for the benefit of Londoners, city government needs understand how digital innovation can improve the quality of life for those who live, work, and visit London, and develop solutions to common problems like poor air quality or congestion.

The SLP listening exercise aims to understand how we collectively put data and digital innovation at the heart of making London an even better city. Theo will invite stakeholders to comment on the five areas of work identified by the Smart London Board. He is particularly interested in suggestions on practical measures to which the Mayor, boroughs and public services and the tech community can commit, to ensure progress.

Via development of the Smart London Plan, we will build consensus and positive partnerships to support a shared vision of a smart, collaborative, responsive and secure approach to digital change in our city.

The listening exercise takes place from 23 Jan to mid-March 2018. The Smart London Plan will be published in June 2018, during London Tech Week.

Objectives

By mid-March the following will be achieved:
1. Smart themes with the public service stakeholders and tech community scoped, tested and identified.
2. Citizen views on use of public data and smart ambition gauged.

This brief is concerned solely with the 2nd element. Our objectives are:

- To highlight what data and digital transformation could mean for people going about their daily lives.

- To find out whether Londoners are eager for, or concerned about digital change.
- To drive people who take the quiz to join Talk London, so they can provide additional feedback on the aims of the SLP (see core questions below) and so that we can engage them later to input into the development and design of specific data or digital projects.

We propose to collate 15-20 examples of specific data sharing which have the potential to change the way Londoners interact with public or private services, or change their experience of the city. These will be as specific as possible, and along a spectrum from popular to unpopular, for example:

- I would allow Fitbit to share my step data with my GP
- I would share my mobile phone location data with my borough while I am walking my dog, so they can plan where to site dog poo bins
- I would share tracking data from my car with my insurance company, so they can set me a fair price for my car insurance

Further, open ended discussions on Talk London would allow for conversation on the following:

- New digital technologies, driven by the revolution in how we collect and use data, are transforming the way people live and work. How can digital innovation improve the quality of life for people who live in London? What new deal do we need to strike between citizens and service providers about data use, security and privacy?

The digital engagement must be:

- Compelling
- Highly engaging
- Accessible
- Easily shareable
- Reputable (as the exercise is about data collection – we must ensure that people perceive this quiz to be trustworthy)
- Newsworthy

We have been inspired by examples such as: https://9countries.one.org/

Measures of success:

- 50,000 people take the quiz
- 0.1 people share the quiz for every person who takes it
- 5% of participants join Talk London

Users

It is important that the quiz appeals to all Londoners, including women, BAME Londoners, and Londoners of all ages.

Delivery options

1. Repurpose SurveyGizmo - quiz functionality exists within Gizmo, however the look and feel is fairly corporate.
2. Commission Playbuzz - customise an off-the-shelf product for single-use. We would have to ensure that data was one way. Some development time would be required to get it on the site.
3. Change the brief to Forwardaction - they are presently working up 3 creative approaches to presenting content on lgov. This option would result in City Hall retaining a quiz module that can be used for multiple purposes.
4. Commission Sirius to expand previous Carbon Calculator quote and build reusable quiz functionality on lon.gov

Constraints

- The quiz needs to be available to Talk London members and the public. A referral link can be used so that we can track who has completed the quiz, and to determine which concluding message they receive.

Actions

- ███████ to share the brief with Forwardaction today.
- ██████ to ask Playbuzz for terms and costs of an off the shelf product support in order to brief Sirius.
- ████████ to brief Theo as to the options, and confirm he is content for us to explore options 2 and 3.
- █████ to brief ████████ on getting quote from Sirius

Timescales

The quiz should be ready to be published by 1 March 2018.

Budget: 10K