

RoadLab 2.0

Pedestrian & Cyclist Flow Data

Problem Statement 2

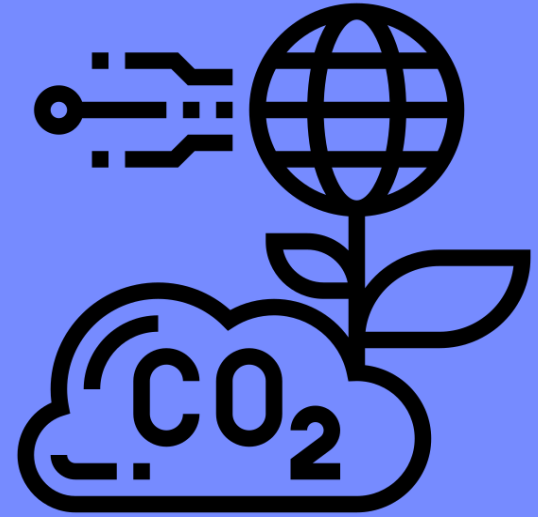
Transport for London



TRANSPORT  
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How might we...  
obtain better data on trips  
and journeys undertaken  
by pedestrians and  
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improve TfL's offering to  
vulnerable road users  
during road works?



# 2

## Problem Statement

**We are looking for solutions which can provide journey movement data for pedestrian and cyclists in London at a granular level.**

More Londoners than ever before are walking and cycling to get around the city. Despite this increase in popularity, data is lacking on these activities meaning that we cannot use real-time data to make decisions on road closures and diversions for road works, or more widely, for our strategic planning.

- Some cycling routes are seeing as much as a 200% increase in use\*\*
- 862 cyclists suffered serious injuries in 2020 – an increase of 89 from 2019+
- Improving London high streets for walking and cycling led to a 216% increase in people stopping, sitting and socialising\*

TfL manage the strategic road network in London and make decisions on a daily basis which affect these road users. We want to be able to make these decisions (from small diversions to large project justifications) on real-time dynamic data, in order to provide a safe and reliable journey for vulnerable road users.

**Up to £1.7bn in NHS savings...**

**If every Londoner walked or cycled for 20 minutes each day\***

## How might we... obtain better data on trips and journeys undertaken by pedestrians and cyclists in order to improve TfL's offering to vulnerable road users during road works?



### Current Situation:

We currently rely heavily on static counts for pedestrians and cyclists but we need real-time data showing us both numbers and route choice at a granular level. This will make it possible to effectively plan for demand when implementing road works, and improve road safety at these works and at other locations for these vulnerable modes.



### Area of focus:

We are looking for innovative data solutions that can strengthen our current modelling and analytical capability.

This could include products that:

- Provide raw data on movements including origin, destination and GPD way point data for pedestrians and cyclists, capable of being accurately assigned to road space such as protected cycleway or pavement.
- Enable the capability, if possible, to receive this data in real-time or close to real time in a way that provides a consistent sample of dynamic movement of these modes over different time frames.
- Provide the ability to assign the data to road links as pre-defined by TfL as a GIS shape file
- Provide a validation that demonstrates that the solution provides a consistent representative sample of the real-time cycle and pedestrian population as seen on street.

### Potential Solutions

We expect to see solutions from data science integrators, telecoms providers and data SMEs, but are open to new suppliers