6,460 Wi-Fi Data Insights

PM: ████████

Programme Manager: ████████

T&D Sponsor: ████████

Sponsor: ████████

Project Update

Achieved

- Produced a complete draft of project requirements for commercial deliverable
- Initiated PoC for data reference system to be built by the LU CAD team
- Provided Travel Demand Management with pilot data to begin design of the customer benefit deliverable
- Agreed which marketing channels will be utilised for the project with TDM and Marketing
- Produced a high-level plan and estimate for Sponsors

Funding

Funding RAG	G
Funded By	Business Funded – Other
Approved Funding (including risk)	███████
███████	███████
███████	███████
Spend to Date	£84,739.00
Variance (Approved - EFC)	£0.00
Spend to Go (EFC - Spend to Date)	███████

Cost Commentary

Spend to date included total spend during the pilot
Funded by Commercial Development
Estimated Final Cost is for project work up to Gate 2 (including spend for pilot). Approval for the estimated final cost for delivery will be presented at Gate 2.
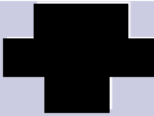
Key Risks

ID No	Risk Description and Mitigation	RAG	Owner	Proximity Date	Executive Update
9	**NetMIS will not available from the Elizabeth Line. While Kestrel may fulfill the function any idea of the latency or form of the data is unknown.** If the data wasn't available some of the analysis for the Elizabeth Line (eg train crowding) would be excluded, and if the data was in a significantly different form a new process would be developed, which may take significant effort to ensure it was compatible with our other methods.	A	███████	On-going	
2	**GDPR compliance** – The Wi-Fi will be processing pseudonymised (tokenised) data which could be attributed to a natural person by the use of additional information until such time that the link back to an **individual MAC address has been destroyed.** During the project, there is a number of legislation which will have to be met including the draft ePrivacy Regulation. As this is still in draft, there is a risk that the requirements could change when processing Wi-Fi data. All drafts of the new legislation will be reviewed by the Data Governance Manager to ensure the project is compliant. The project will take steps to ensure customers opt-in rather than opt-out if the legislation calls for it.	G	███████	On-going	
3	**There is a risk around how the use of Wi-Fi data is perceived by the public, stakeholders and privacy groups.** The risk is being actively managed by the press office through comms through the press and consultations with privacy groups.	G	███████	On-going	Messaging Matrix will be completed to ensure we have a consistent messaging across all channels.

EVERY JOURNEY MATTERS

Key Dependencies

ID No	Dependency Description	Dependency Impact	Resolution Date	Owner	RAG
I	**There is currently no central system which holds complete set of LU station maps which captures information of advertising assets and access points within a station.** This requires a piece of work to be completed with the central CAD/GIS team to produce a set of maps which captures the required information.	If the 2D CAD data reference system is not delivered, it will significantly slow down the production of deliverables.	TBC	███	G
█	█████████████████████████	██████████	On-going	███	A

Decisions

Decisions

No new decisions made

Actions

No actions to follow up

Update

- Decisions to map advertising assets – Exterion Media to provide
- Elizabeth Line and London Overground remain out of scope
- Sponsor approval for the high level estimate

Area	Estimate	Estimate including risk
T&D	███	███
Marketing	███	███
LU CAD modelling	███	███
Total	███	███
Remaining budget		███
Total estimate to end of March	███	███

EVERY JOURNEY MATTERS

Key Milestones

Key Milestones	Baseline End Date	Forecast / Actual Date	RAG	Commentary
PEP and PRD signed off for delivery	18/09/17	18/09/17	C	
Change request/Gate 2	28/02/18	28/02/18	G	
Approval to start full scale and continuous data collection	20/08/18	20/08/18	G	
Delivery of full scale data collection	31/08/18	31/08/18	G	
Release of customer-benefit product	14/09/18	14/09/18	G	The product will be produced (but not released) prior to the full scale data collection.
Delivery of commercial benefit product	TBC	TBC	TBC	
Re-release of customer-benefit product using new data	TBC	TBC	TBC	