

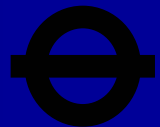
An aerial night photograph of a city, likely London, showing a mix of historic and modern architecture. A prominent Ferris wheel is visible on the left. Light trails from traffic on a major road run through the center. The city lights are vibrant against the dark night sky.

Improving transport user decisions and performance, by turning data into intelligence

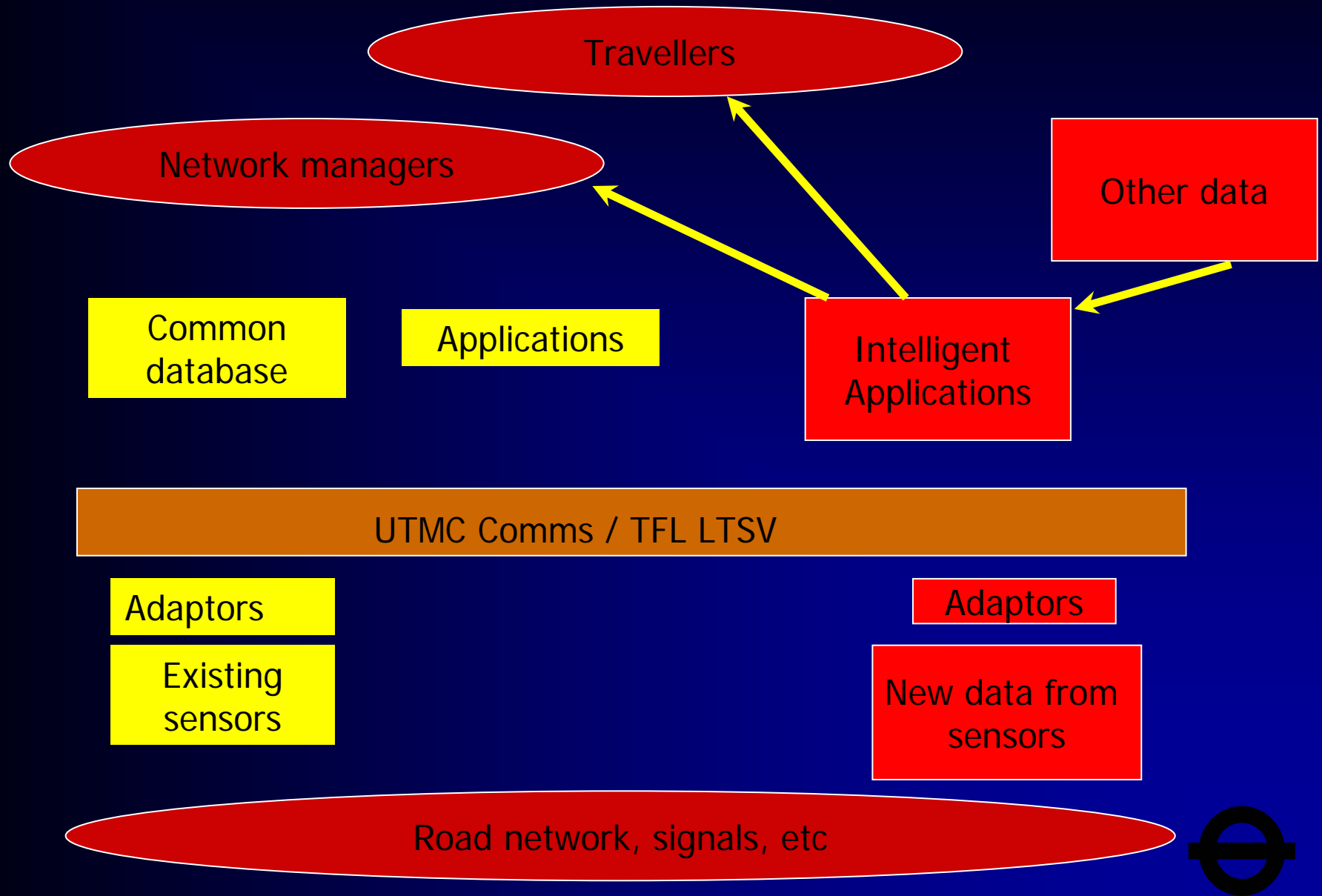
Marshall Poulton
Head of Technology & Systems
Directorate of Traffic Operations

Decision Support Why?

- **Need to control transport networks**
- **Data is collected to assist in this function**
- **Levels of data collection are increasing**
- **New sensors and data becoming available**
- **Data may tell controllers about an event but not why**

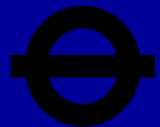


What's new?

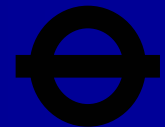
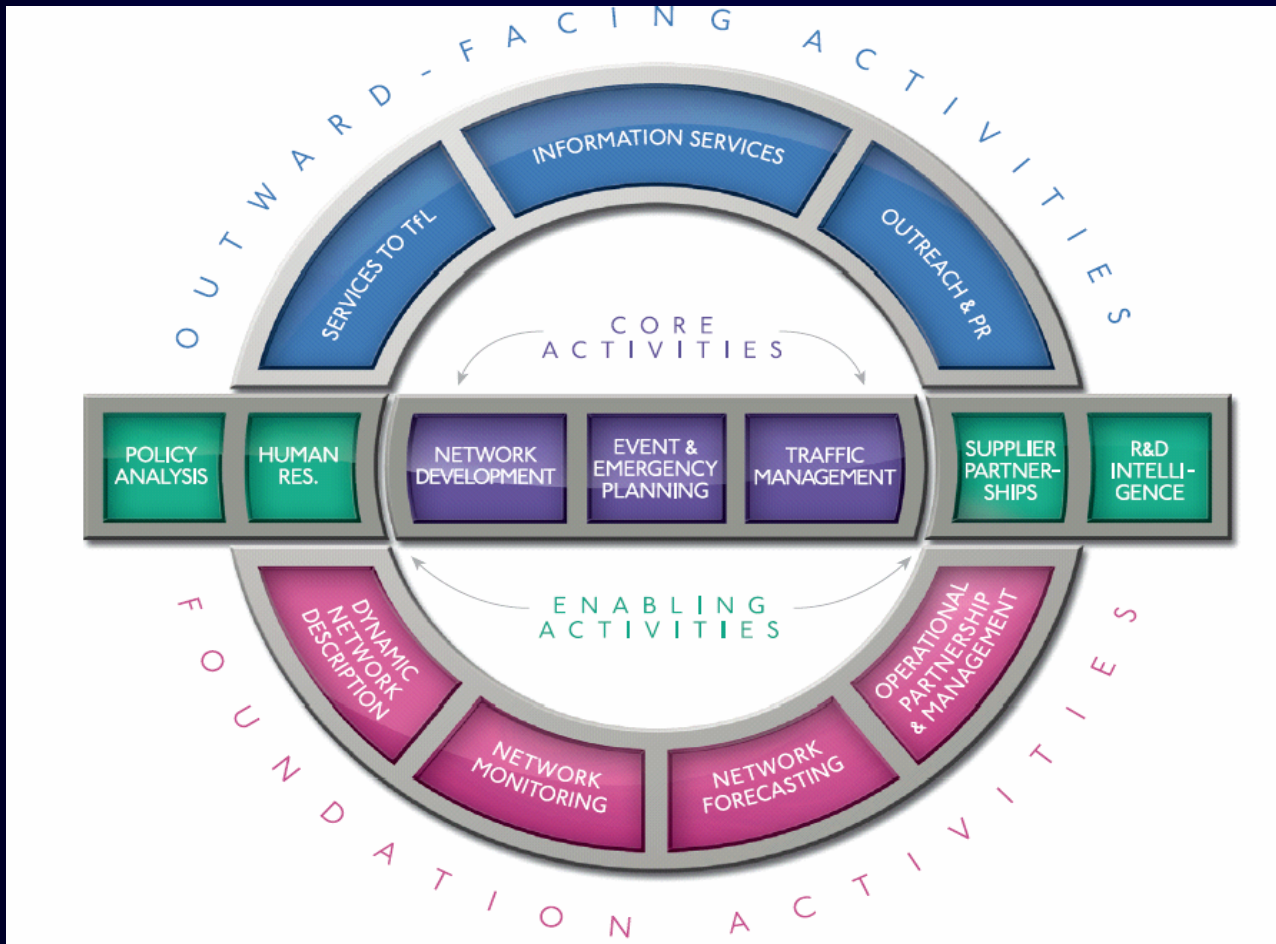


London Context

- **Multiple modes of transport**
 - bus,
 - tram,
 - metro,
 - river bus
- **580km of controlled road**
- **UTC and Scoot**
- **1200 CCTV cameras**
- **Traffic Control Centre**

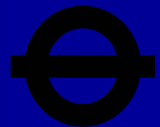


London Traffic Systems Vision



Decision Support and LTSV

- **Complex network to understand and control**
- **Need to turn data into Intelligence**
- **Improve the intelligence to**
 - network controller
 - traveller
- **Work towards modal shift**
- **BUT must integrate and build on existing data models**



Way Forward

- **TfL bidding for a collaborative research project to fuse these issues together**
- **Partners**
 - Academia
 - Industry
 - TfL
 - York



Thank you for your attention

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