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Planning

Request for Information- USE OF MOBILE DATA FOR PERSONA-BASED ANALYSIS OF TRANSPORT BEHAVIOUR

Department for Transport

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-024311

Procurement identifier (OCID): ocds-h6vhtk-03f522

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Section I: Contracting authority

I.1) Name and addresses

Department for Transport

London

Email

Rory.Morgan@dft.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://dft.app.jaggaer.com/go/74917045018A0844414A>

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Request for Information- USE OF MOBILE DATA FOR PERSONA-BASED ANALYSIS OF TRANSPORT BEHAVIOUR

II.1.2) Main CPV code

- 79314000 - Feasibility study

II.1.3) Type of contract

Services

II.1.4) Short description

The aim of this project will be to explore the feasibility of using new and novel data sources, gathered through mobile devices, to enable DfT to better evaluate the impact policies and/or events have on different demographics. It is also expected to produce new open data sets and analytical tools.

II.1.5) Estimated total value

Value excluding VAT: £250,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79311000 - Survey services
- 79315000 - Social research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To improve the user experience, and support in the Public Sector Equality Duty, the Social Research Team at the Department for Transport (DfT) undertook a mixed-methods approach using quantitative and qualitative research to develop a cohesive set of 12 transport personas, based on 9 segments within the population in England aged 16+. This research has been published in July 2023.

These personas have been developed based on survey and ethnographic data analysis, represent a range of common demographic, attitudinal and behavioural traits, are statistically robust and give the narrative to guide inclusive policy design, as described in the technical report. Using personas can guide policy makers when considering people's needs and motivations, as well as possible reservations and barriers in policy initiatives. However, these are not yet linked to any analytic tool that will enable quantitative analysis or planning.

DfT therefore want to explore how much segments can be linked to quantifiable and automatically updated data sources. This can provide DfT with an up-to-date and granular understanding of the impact of different events or policies to different parts of the public. It can also enable better targeting of policies where personas indicate the effect might be highest.

DfT wishes to explore two ways to achieve this, both through mobile phone derived data: through a Mobile Network Operator (MNO) data analysis, and/or through specific in-phone survey apps. It is currently unclear which, if either, of these approaches can provide a reliable solution to quantifying the behaviour of different personas through time. DfT would like to commission a feasibility study to establish whether either approach is feasible and the relative strengths of each data set. The Department envisages the requirement would include the following two Work Packages:

Work Package 1: MNO Data

The activity proposed is likely to comprise the following steps:

1. Conduct a feasibility study to investigate the practicality of mapping between the DfT personas and MNO data (provided by the supplier), identifying any gaps.
2. Conduct an analysis on each of the 9 segments' distribution across the whole or part of the UK, and construct an activity-based transport diary; and compare findings of the above study and analysis to the National Travel Survey, to understand any deviations and potential overlap. Evidence the ability of any further insights, especially regarding the department's strategic aims
3. Develop a Proof-of-Concept tool capable of tracking the changes of behaviour of personas over time, or before and after events/policies; and trial the tool to provide regional insights to a recent policy or crisis

Work Package 2: Survey App Data

The activity proposed is likely to comprise the three steps as specified above regarding the MNO data, as well as recruitment of survey participants, data gathering and handling. The supplier might use an existing participant sample pull but will need to justify its appropriateness. A set of questions will need to be asked to each survey participant in order for them to be allocated to the 9 segments.

Full information on the requirement can be accessed on the Department's e-sourcing portal Jaggaer at the following link <https://dft.app.jaggaer.com/go/74917045018A0844414A> or by searching pqq_351 - Request for Information- Use of Data for Persona-Based Analysis of Transport Behaviour on the Jaggaer Portal.

We request that responses to this RFI are please submitted by 01/09/2023.

II.3) Estimated date of publication of contract notice

25 September 2023

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

Please use the following link <https://dft.app.jaggaer.com/go/74917045018A0844414A> or search pqq_351 - Request for Information- Use of Data for Persona-Based Analysis of Transport Behaviour to access full information on this requirement. Responses to this RFI should be provided on the e-sourcing portal.

If you are not already registered on the portal, please register here <https://dft.app.jaggaer.com/web/login.html>