ASELA Open Transport Data Initiative - Logic Map

**Context**
- South Essex Growth Corridor – 90k new homes, 70k new jobs by 2036 + airport expansion.
- Limited space within the Borough for road widening, new approaches required.
- Maximising network capacity to accommodate new development within considerable geographic constraints.
- Interactions between incidents on the strategic network (M25) and their effects on access to the corridor.
- Parking is a access and economic growth barrier, with a existing supply and demand mismatch.
- Southend-on-Sea Borough Council (SBC) refocusing on it’s connected and SMART 2050 outcomes.

**Input**
- Project led and managed by SBC.
- Input and collaboration with Association of South Essex Local Authorities (ASELA).
- Partnerships with University of Essex and the private sector.
- Funding from Department for Transport.
- Match funding from SBC.
- Integrate and cross boundary sharing of:
  I. UTMC and UTC data alongside transport models.
  II. Transport data with public safety / CCTV data.
  III. Air quality monitoring data.
- Data security and privacy controls.

**Output**
- Integration and cross boundary sharing of:
  I. UTMC and UTC data alongside transport models.
  II. Joining-up transport data with public safety / CCTV data.
  III. Air quality monitoring data integration.
- Publication of open data.
- Open data is secure with sufficient privacy controls.
- Artificial Intelligence and Predictive Analytics via the University of Essex.

**Outcomes**
- Superior real-time information, insight and network management, improving travel times for key freight and export sectors.
- Enhanced journey planning, promoting access for tourists, shoppers and visitors.
- Active network management, maximising existing capacity, access to services, housing and key economic zones.
- ‘Real-time’ monitoring and predictive analytics.
- Linking data across multiple modes, providing travellers with high quality information to promote optimal mode choices.
- Development of third party applications utilising the open data.

**Impact**
- Improved air quality, improving public health.
- Modal shift and / or utilisation of multiple modes by travellers.
- Upgraded network performance and resilience.
- Enhanced parking availability and resilience.
- Avoidance of restrictions on access to the region.
- Superior real-time responses to network events.
- SBC achievement of SMART and Connected key 2050 outcomes.
## Short to medium term benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Outcomes Term</th>
<th>Benefits owner</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior real-time information, insight and network management, improving travel times for key freight and export sectors.</td>
<td>Short to medium</td>
<td>Network users SBC ASELA</td>
<td>Reduction of travel times for freight using network.</td>
</tr>
<tr>
<td>Enhanced journey planning, promoting access for tourists, shoppers and visitors.</td>
<td>Short to medium</td>
<td>Network users SBC ASELA</td>
<td>Utilisation of open data in journey planning.</td>
</tr>
<tr>
<td>Active network management, maximising existing capacity, access to services, housing and key economic zones.</td>
<td>Short to medium</td>
<td>Network users SBC ASELA</td>
<td>Implementation of active network management.</td>
</tr>
<tr>
<td>‘Real-time’ monitoring and predictive analytics.</td>
<td>Short to medium</td>
<td>SBC ASELA University of Essex</td>
<td>Implementation of ‘Real-time’ monitoring and predictive analytics.</td>
</tr>
<tr>
<td>Linking data across multiple modes, providing travellers with high quality information to promote optimal mode choices.</td>
<td>Short to medium</td>
<td>Network users SBC ASELA</td>
<td>Implementation of data across multiple modes.</td>
</tr>
<tr>
<td>Development of third party applications utilising the open data</td>
<td>Short to medium</td>
<td>Private sector Network users</td>
<td>Number of third party applications developed.</td>
</tr>
</tbody>
</table>
## Long term benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Outcomes Term</th>
<th>Benefits owner</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved air quality, improving public health.</td>
<td>Long</td>
<td>Local residents SBC ASEL A</td>
<td>Improved air quality readings.</td>
</tr>
<tr>
<td>Modal shift and / or utilisation of multiple modes by travellers.</td>
<td>Long</td>
<td>Network users SBC ASEL A</td>
<td>Avoidance of car journeys by travellers.</td>
</tr>
<tr>
<td>Enhanced parking availability and resilience.</td>
<td>Long</td>
<td>Parking users SBC Local economy</td>
<td>Changes to parking availability Reduction no space available instances.</td>
</tr>
<tr>
<td>Avoidance of restrictions on access to the region.</td>
<td>Long</td>
<td>Network users SBC ASEL A</td>
<td>Avoidance of network access restrictions.</td>
</tr>
<tr>
<td>Superior real-time responses to network events.</td>
<td>Long</td>
<td>Network users SBC ASEL A</td>
<td>Availability of real time data vs existing data feeds. Utilisation of real time data in decision making. Reduction in time to recover from network events.</td>
</tr>
<tr>
<td>SBC achievement of SMART and Connected key 2050 outcomes.</td>
<td>Long</td>
<td>SBC</td>
<td>Meeting of outcomes within 2050 corporate approach.</td>
</tr>
</tbody>
</table>