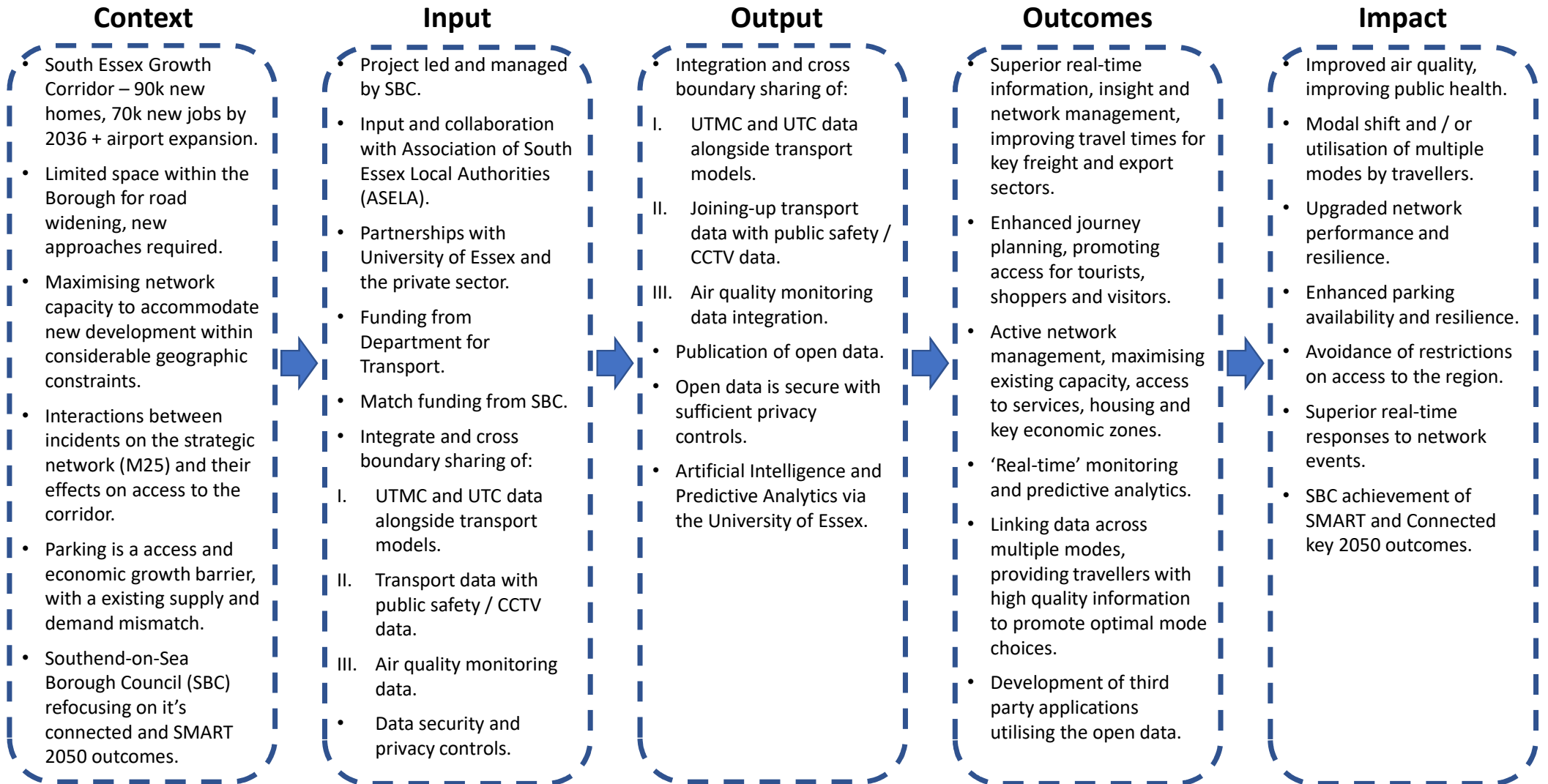


# ASELA Open Transport Data Initiative - Logic Map



# Short to medium term benefits

Benefit	Outcomes Term	Benefits owner	Measurement
Superior real-time information, insight and network management, improving travel times for key freight and export sectors.	Short to medium	Network users SBC ASELA	Reduction of travel times for freight using network.
Enhanced journey planning, promoting access for tourists, shoppers and visitors.	Short to medium	Network users SBC ASELA	Utilisation of open data in journey planning. Accuracy of journey planning compared to existing methods.
Active network management, maximising existing capacity, access to services, housing and key economic zones.	Short to medium	Network users SBC ASELA	Implementation of active network management. Increased utilisation of existing capacity.
'Real-time' monitoring and predictive analytics.	Short to medium	SBC ASELA University of Essex	Implementation of 'Real-time' monitoring and predictive analytics.
Linking data across multiple modes, providing travellers with high quality information to promote optimal mode choices.	Short to medium	Network users SBC ASELA	Implementation of data across multiple modes. Number of modes linked.
Development of third party applications utilising the open data	Short to medium	Private sector Network users	Number of third party applications developed. Quantity of third party users accessing data.

# Long term benefits

Benefit	Outcomes Term	Benefits owner	Measurement
Improved air quality, improving public health.	Long	Local residents SBC ASELA	Improved air quality readings.
Modal shift and / or utilisation of multiple modes by travellers.	Long	Network users SBC ASELA	Avoidance of car journeys by travellers.
Upgraded network performance and resilience.	Long	Network users SBC ASELA	Reduction of network delays.
Enhanced parking availability and resilience.	Long	Parking users SBC Local economy	Changes to parking availability Reduction no space available instances.
Avoidance of restrictions on access to the region.	Long	Network users SBC ASELA	Avoidance of network access restrictions.
Superior real-time responses to network events.	Long	Network users SBC ASELA	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.
SBC achievement of SMART and Connected key 2050 outcomes.	Long	SBC	Meeting of outcomes within 2050 corporate approach.