### **ASELA Open Transport Data Initiative - Logic Map**

South Essex Growth	١
Corridor – 90k new	
homes, 70k new jobs by	
2036 + airport expansion.	

**Context** 

- 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.
- Transport data with public safety / CCTV data.
- III. Air quality monitoring data.
- Data security and privacy controls.

#### Output

#### Integration and cross boundary sharing of:

- 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

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.