

SAFER
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HEALTHIER

Transforming travel in Essex

ALL ROADS LEAD FROM HOME

Providing travel choice for new communities



WHAT WE'RE GOING TO BE COVERING

- 1 Residential Interventions – What We Have
- 2 All Roads Lead From Home – An Origin Story
- 3 A Unique Travel Planning Tool
- 4 How It's Tailored
- 5 Getting the Message Across
- 6 Data Insights to Inform the Future
- 7 Successes and Challenges
- 8 The Future of All Roads Lead From Home
- 9 Questions?

RESIDENTIAL INTERVENTIONS – WHAT WE HAVE

Our current offer:

- All residential developments **80+ dwellings require a travel plan** in Essex
- **All developments** regardless of size require **Travel Information Packs** which include information on:
 - ✓ Walking
 - ✓ Cycling
 - ✓ Public Transport
 - ✓ Car Share
 - ✓ Electric Vehicles
 - ✓ Travel to School
 - ✓ Journey Planning Tools
 - ✓ Supplementary Leaflets and Maps

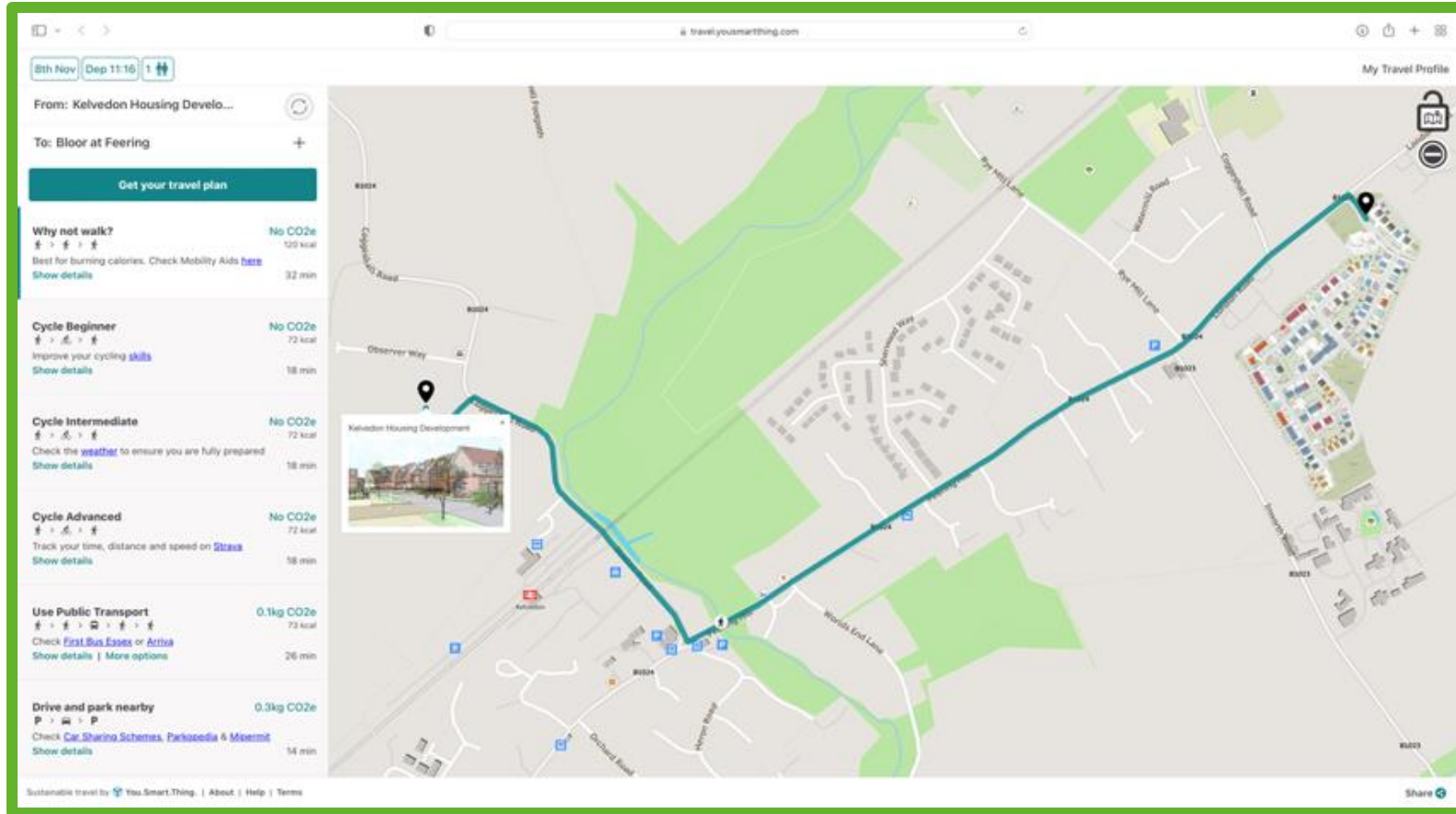


ALL ROADS LEAD FROM HOME – AN ORIGIN STORY



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A UNIQUE TRAVEL PLANNING TOOL



- Created an **innovative journey planning tool** allowing door to door journeys
- Utilising **site plans** rather than postcodes
- Trial **throughout the county** looking at where it is most effective
- Configured to create a **mode hierarchy** – ensuring sustainable options are always at the forefront

HOW IT'S TAILORED



Customisable Message Tags



Demand Responsive Transport



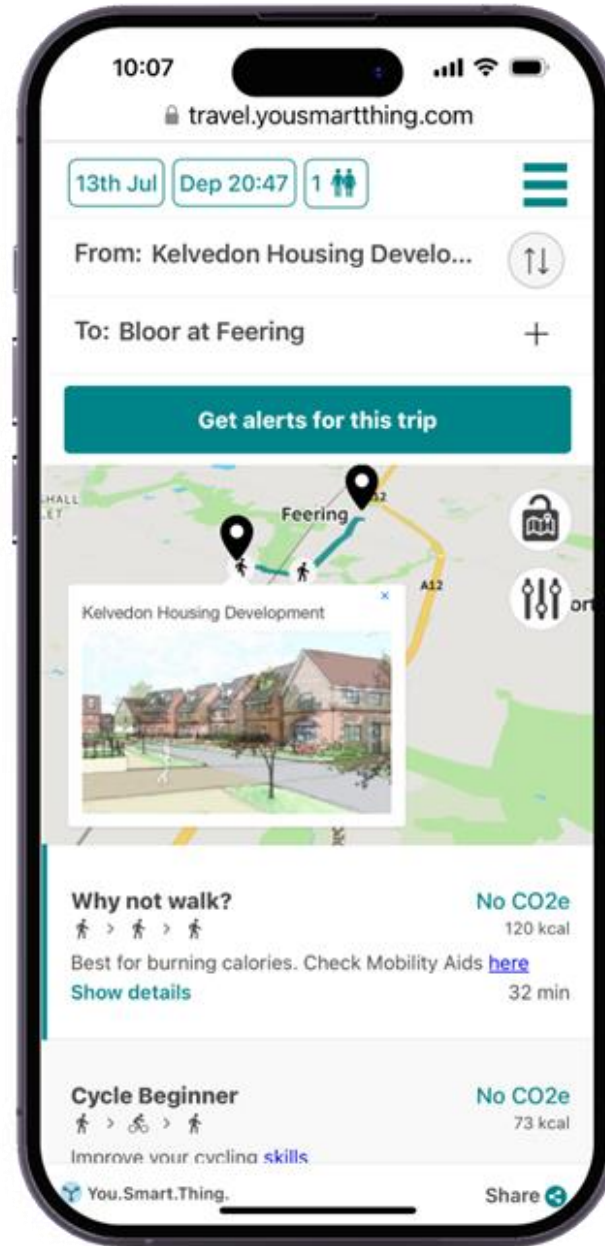
E-Scooters



Accessible Options



Real Time Updates



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GETTING THE MESSAGE ACROSS



Created QR codes for each specific site



The QR codes were incorporated into stickers and flyers



Residential Travel Information Packs to all new developments in Essex



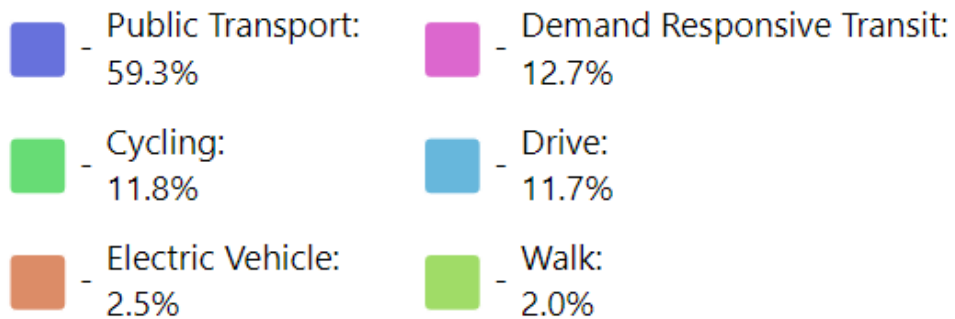
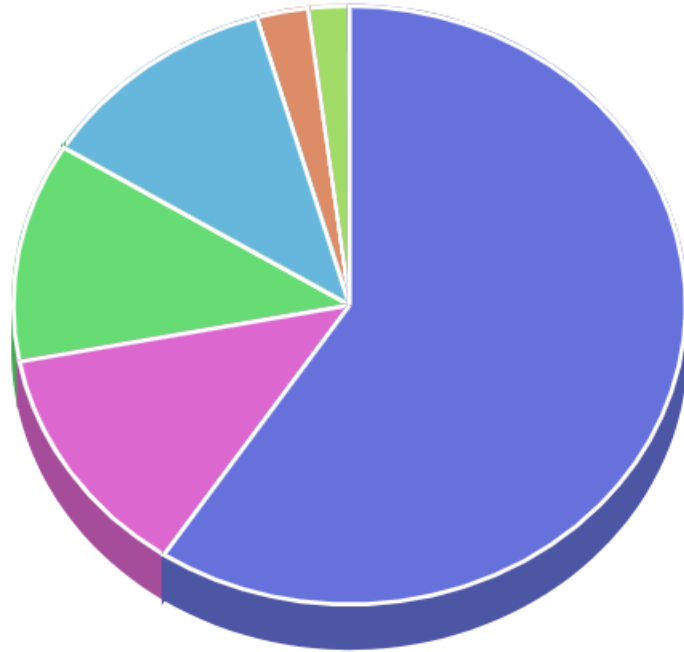
Larger sites had the tool embedded into the developments' webpage



Exploring more targeted, ongoing promotion



DATA INSIGHTS TO INFORM THE FUTURE



Informing funding bids



Future transport strategies



Local policies



SUCCESSES AND CHALLENGES



- Excellent modal shift
- Positive feedback from developers and residents alike
- Providing a solution to an ongoing problem with developments in Essex



- The Goldilocks development
- Ensuring the marketing materials reach the people they're intended for
- Relationships with developers

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THE FUTURE OF ALL ROADS LEAD FROM HOME



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THANK YOU, QUESTIONS?

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