

ACT Travelwise Annual Conference

London, 28th January 2016

“Join My Journey”

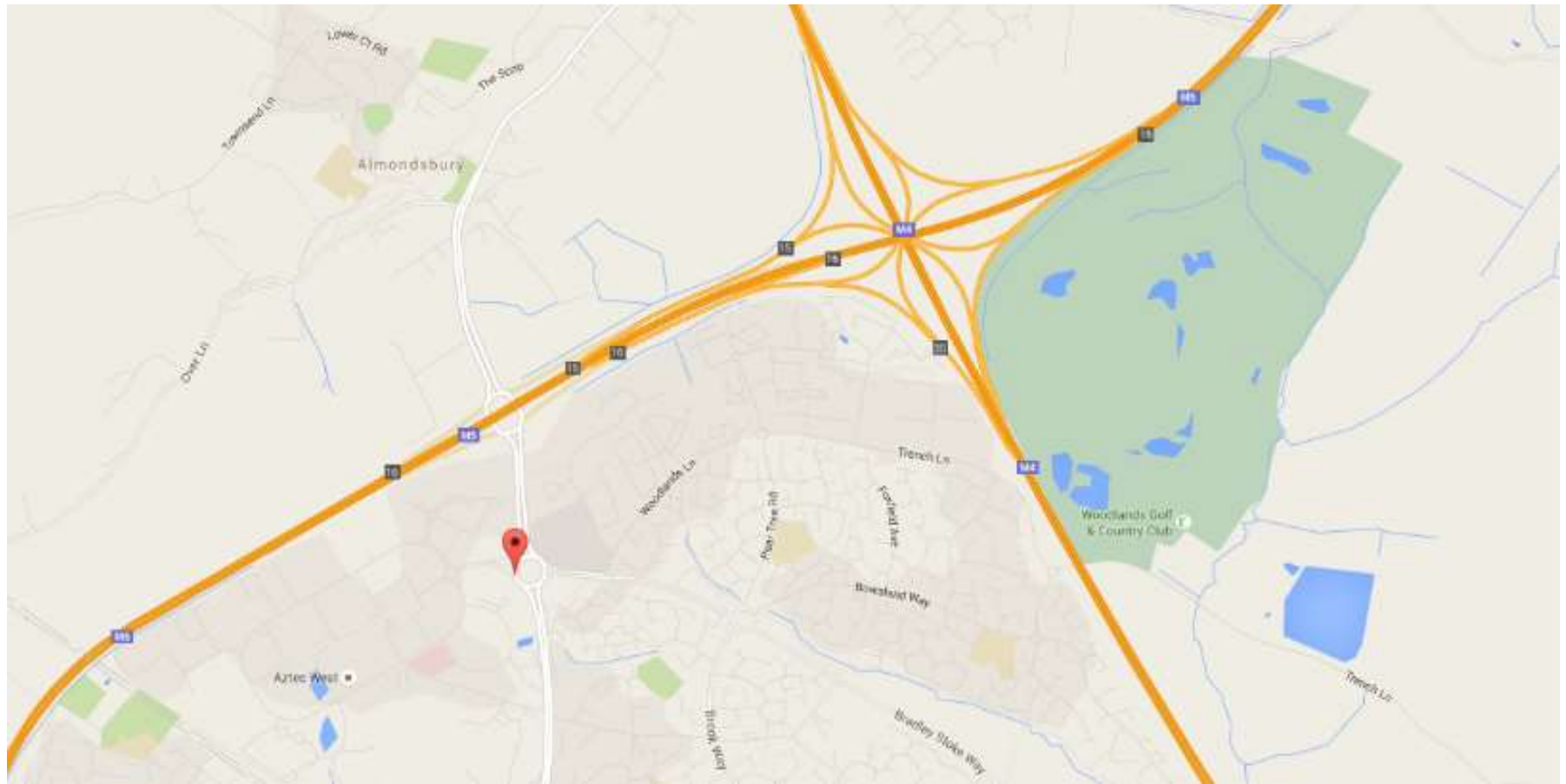
Developing a multi-modal journey share portal
with business

Richard Drew

LSTF Business Engagement Manager

- The Context
- The Solution
- Unique Selling Points
- The Development Process
- Public/Private Sector Partnership – Who Was Involved?
- Challenges
- Successes

The Context – Aztec West Business Park



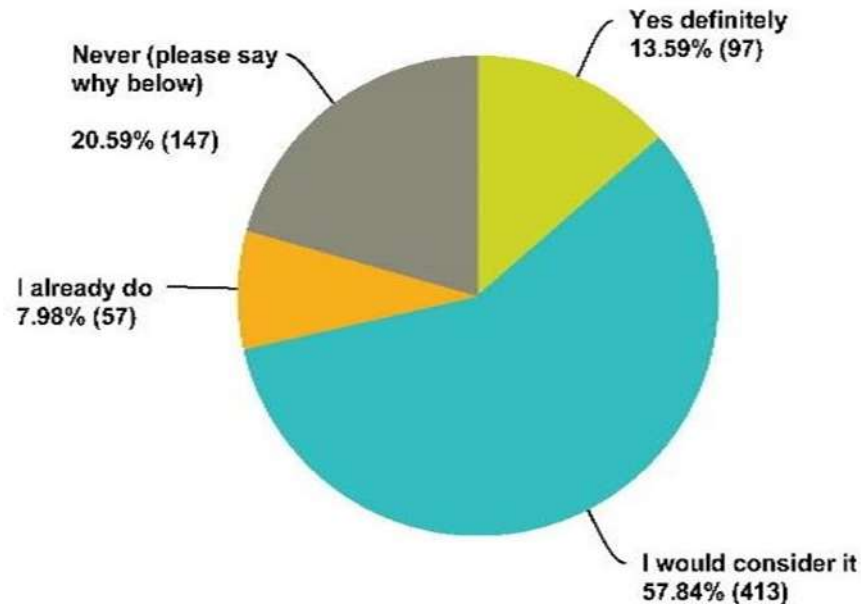
The Context – Aztec West Business Park



Context - Aztec West Travel Survey

Q6 Would you use a dedicated Aztec West lift sharing scheme?

Answered: 714 Skipped: 14

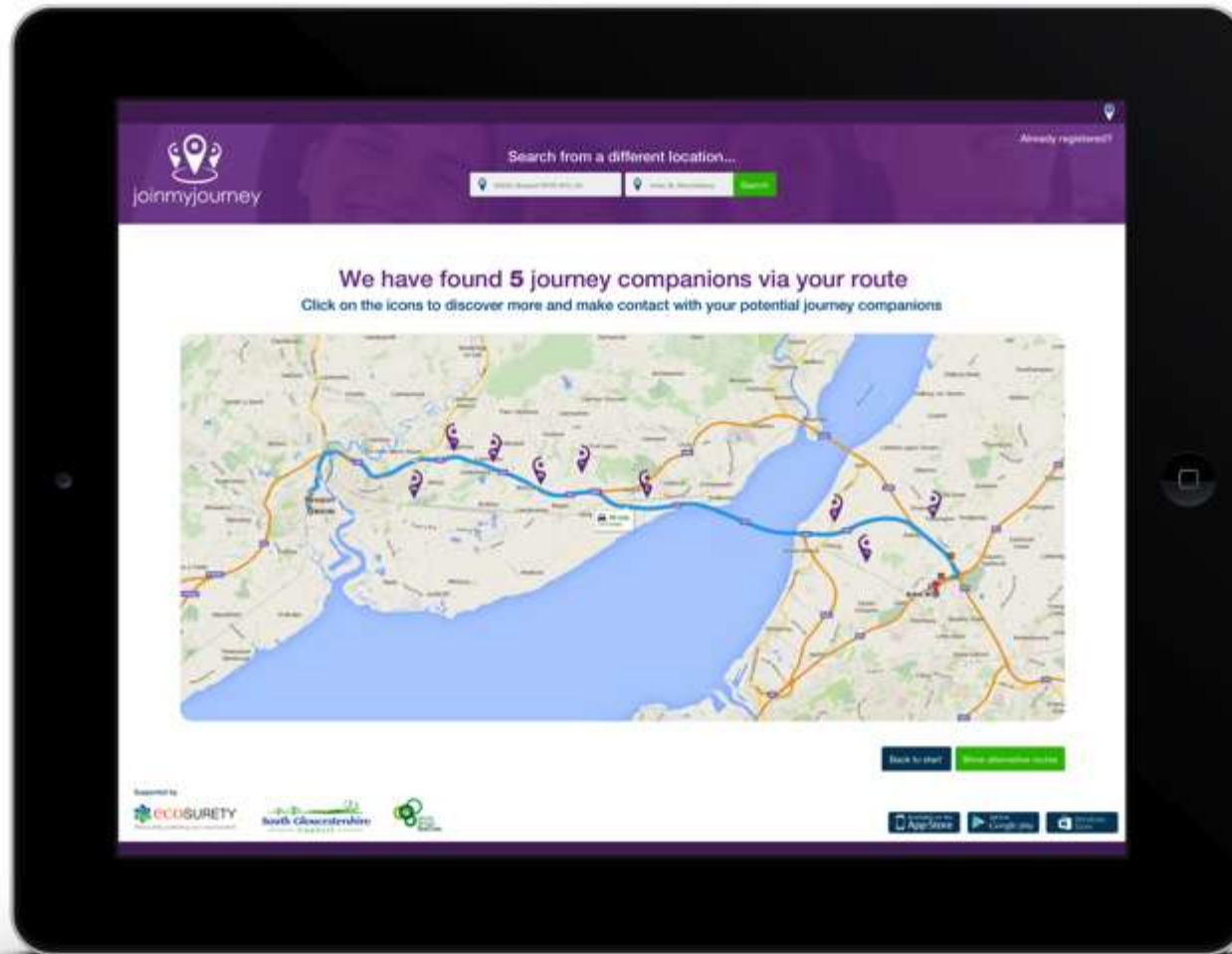


The solution



The solution

- Simple and easy
- Google maps based display
- Multi-mode (car, cycle, walk)
- Customisable routes
- SAFE - Make contact via the website/app, no direct sharing of personal details initially:
 - Only company email accounts accepted
 - Clear safety rules included
 - Option to share only with people of same gender
- Can specify preferences: music, food, smoking etc



USP's - So What's So Special?

- Multi modal
- Simple to use and no “frills”
- Route can easily be customised
- Not for profit (.org has been used rather than .com)
- Can be used across the site, including multiple employers without having to apportion costs to each firm
- LSTF funding to cover 3 years provision
- Mobile apps due early 2016

Public/Private Sector Partnership - Who Was Involved?

- **Ecosurety** – a local business based on Aztec West,
- Suzanne Bech – managing agent of Aztec West
- Anne O’Driscoll - North Bristol SusCom
- Alan Griffiths/Sarah Page – Metrobus project

- SGC’s Local Sustainable Travel Fund (LSTF) Team



The Development Process

- Survey of commuters on the site (Early 2015)
- Testing of existing commercial providers
- Application made by Ecosurety for an LSTF employer grant for an Aztec West specific car sharing website (September 2015)
- LSTF widened scope to multi-modal and replication at multiple sites (September 2015)
- Launch at Aztec West (November 2015)

The Challenges

- Demanding timescales
- Cultural differences
- Bureaucracy – not just the Council!
- Legals – terms and conditions
- Funding

Successes

- Website successfully launched November 2015
- First advertising on Aztec West for over 25 years
- Harnessing the creativity and drive in the private sector
- Synergies – we have achieved so much more than we could have done individually
- Exploring and capturing the goodwill of partners
- Excellent press coverage
- Significant interest by the business and education sectors

Bristol Post Photo



Advertising at Aztec West





joinmyjourney.org

Any Questions?