



IVORA

Increasing Vehicle Occupancy in Rural Areas

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Crown
Commercial
Service
Supplier

NHS
The Queen Elizabeth
Hospital King's Lynn
NHS Foundation Trust

Norfolk
County Council

TRANSPORT**EAST**

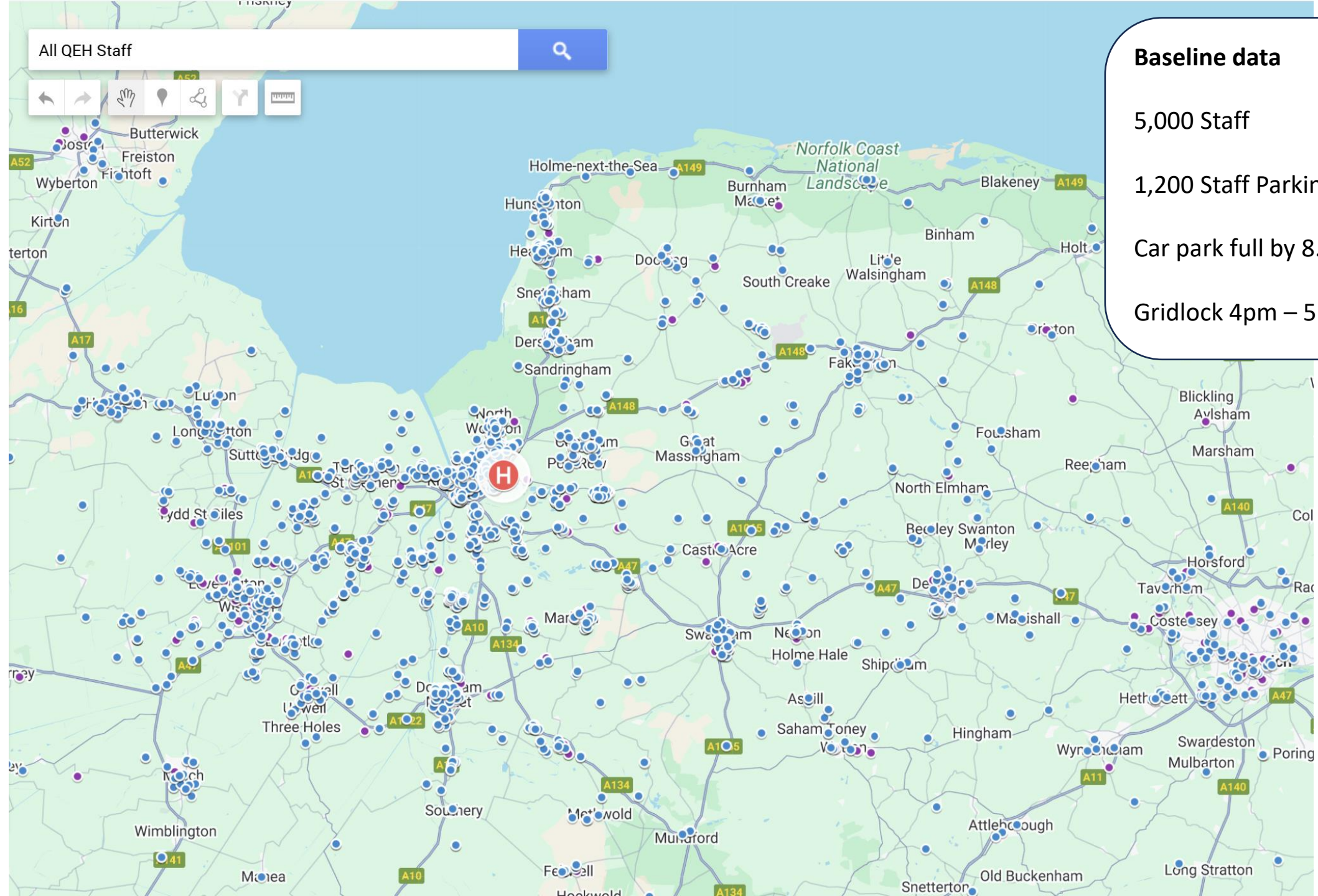
Borough Council of
King's Lynn &
West Norfolk

CATAPULT
Connected Places

Department
for Transport



Youtube: [Impact Story - Queen Elizabeth Hospital King's Lynn](#)



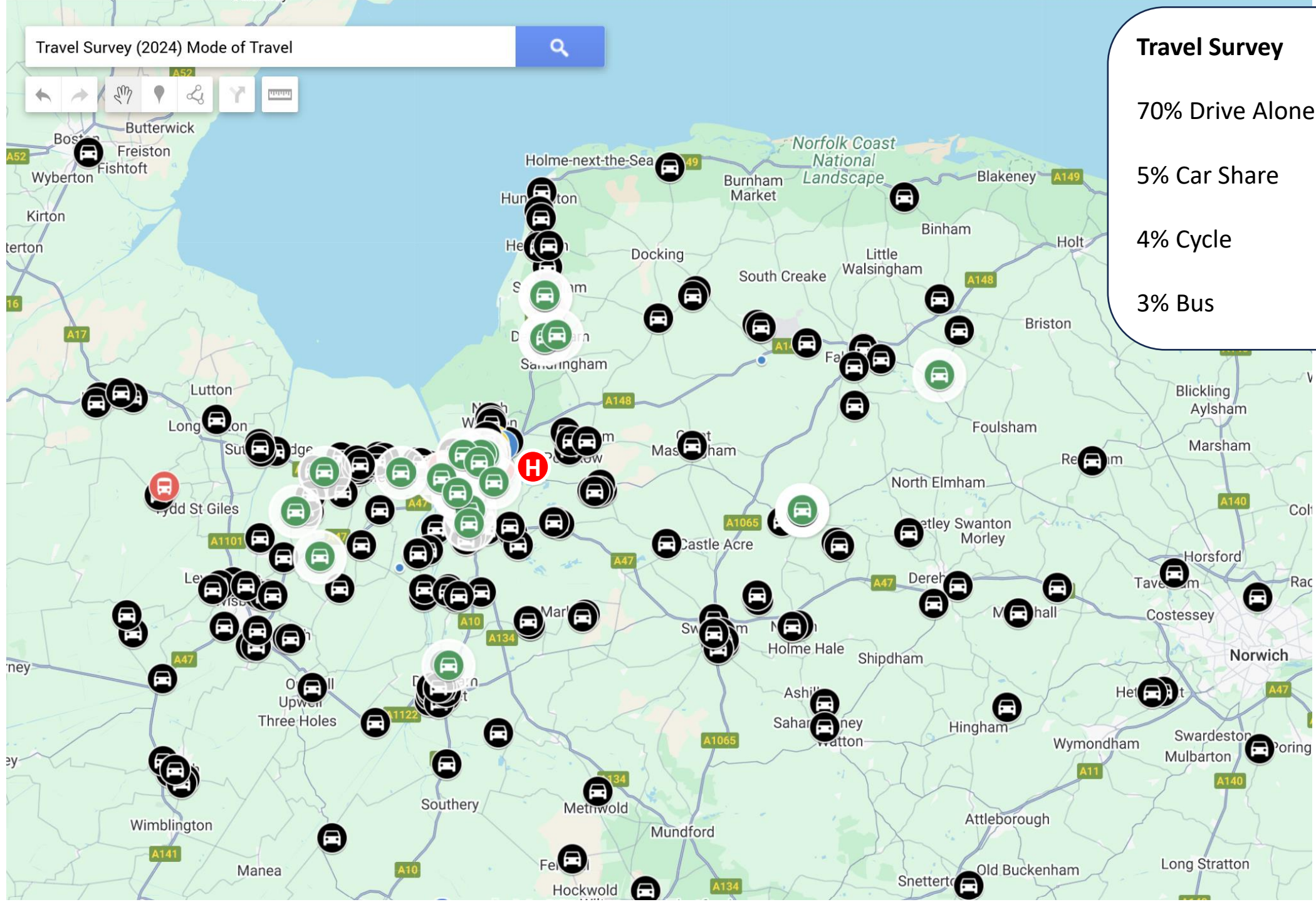
Baseline data

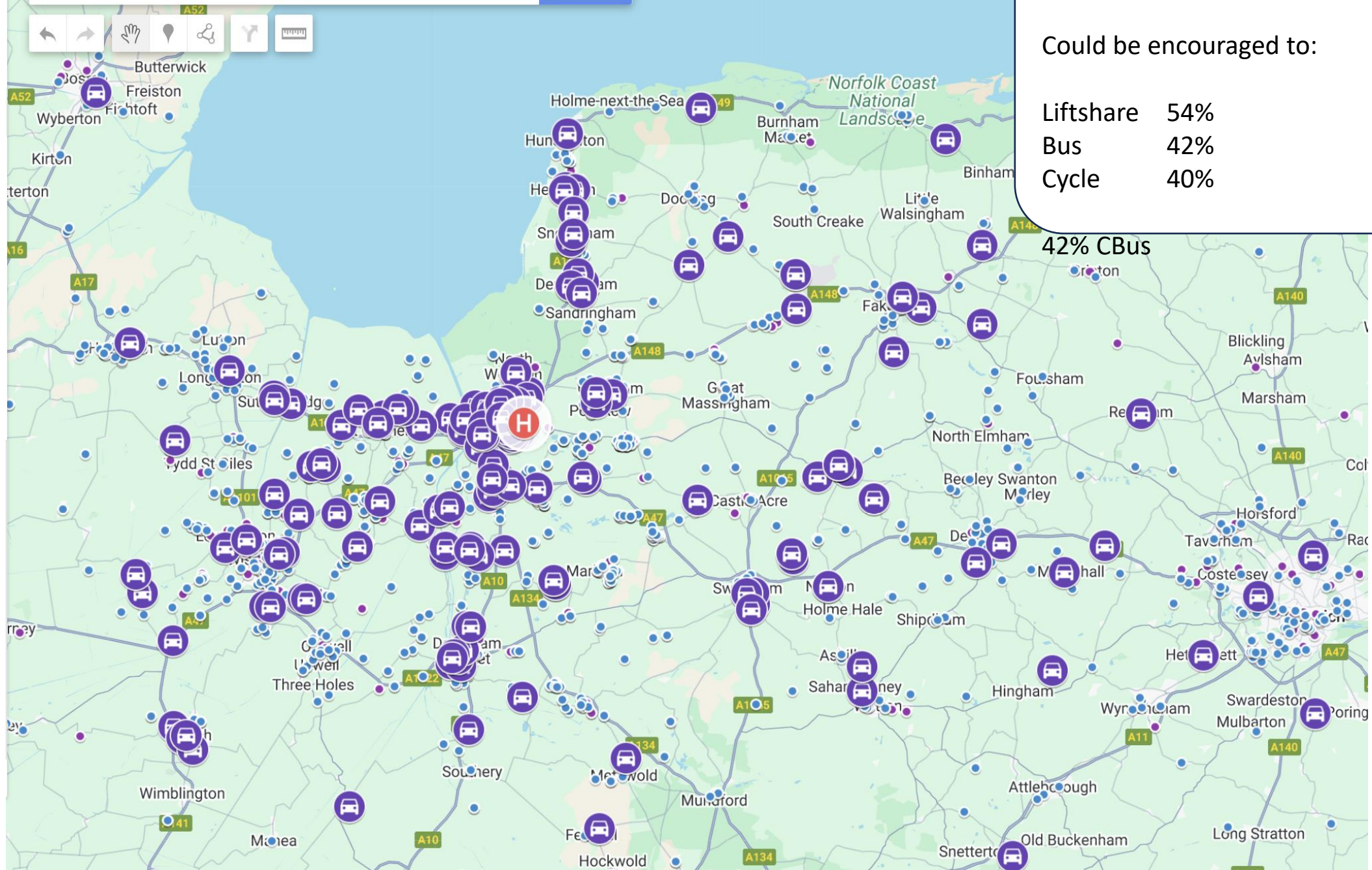
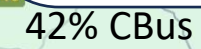
5,000 Staff

1,200 Staff Parking Spaces

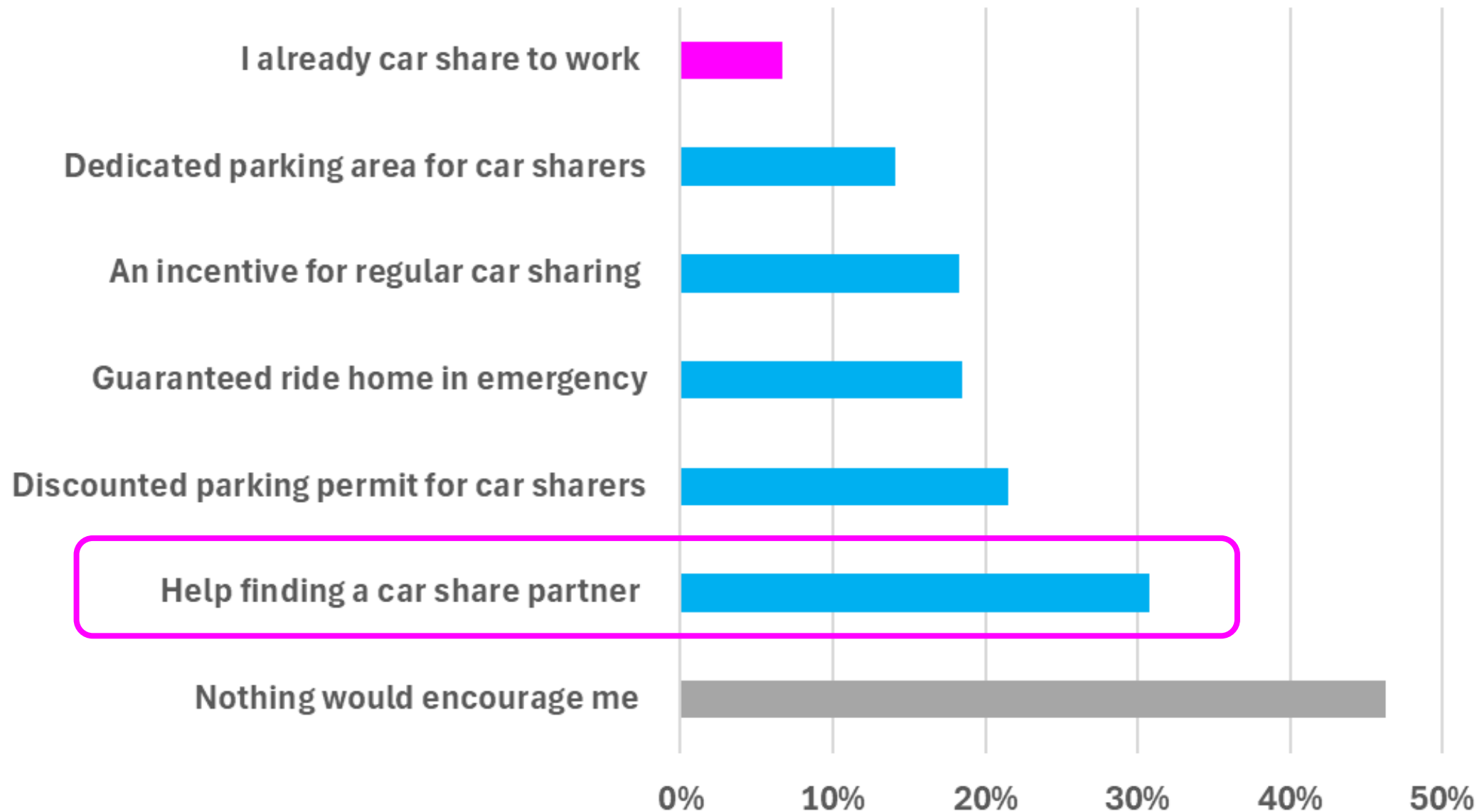
Car park full by 8.30

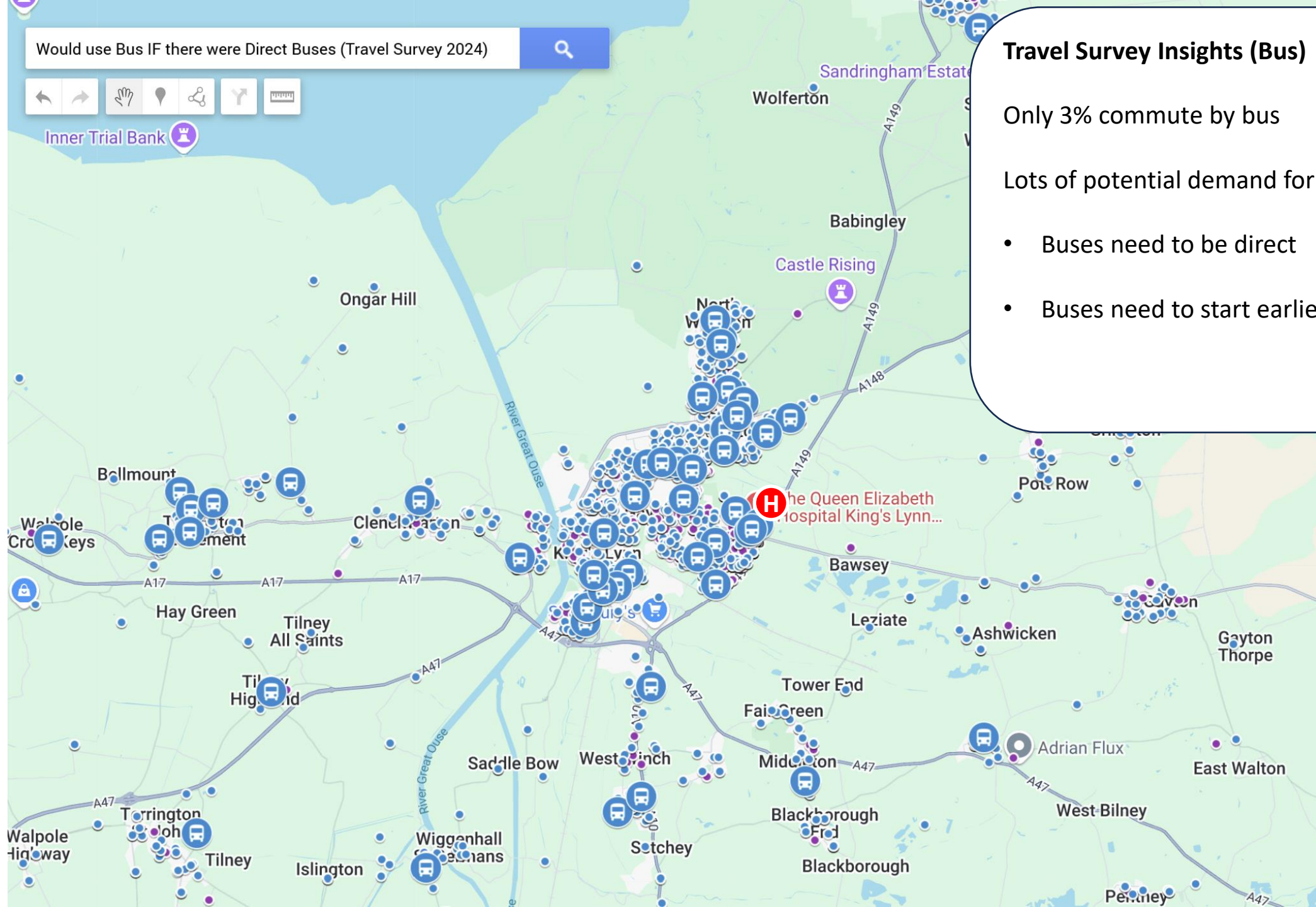
Gridlock 4pm – 5pm





What would encourage you to car share to work



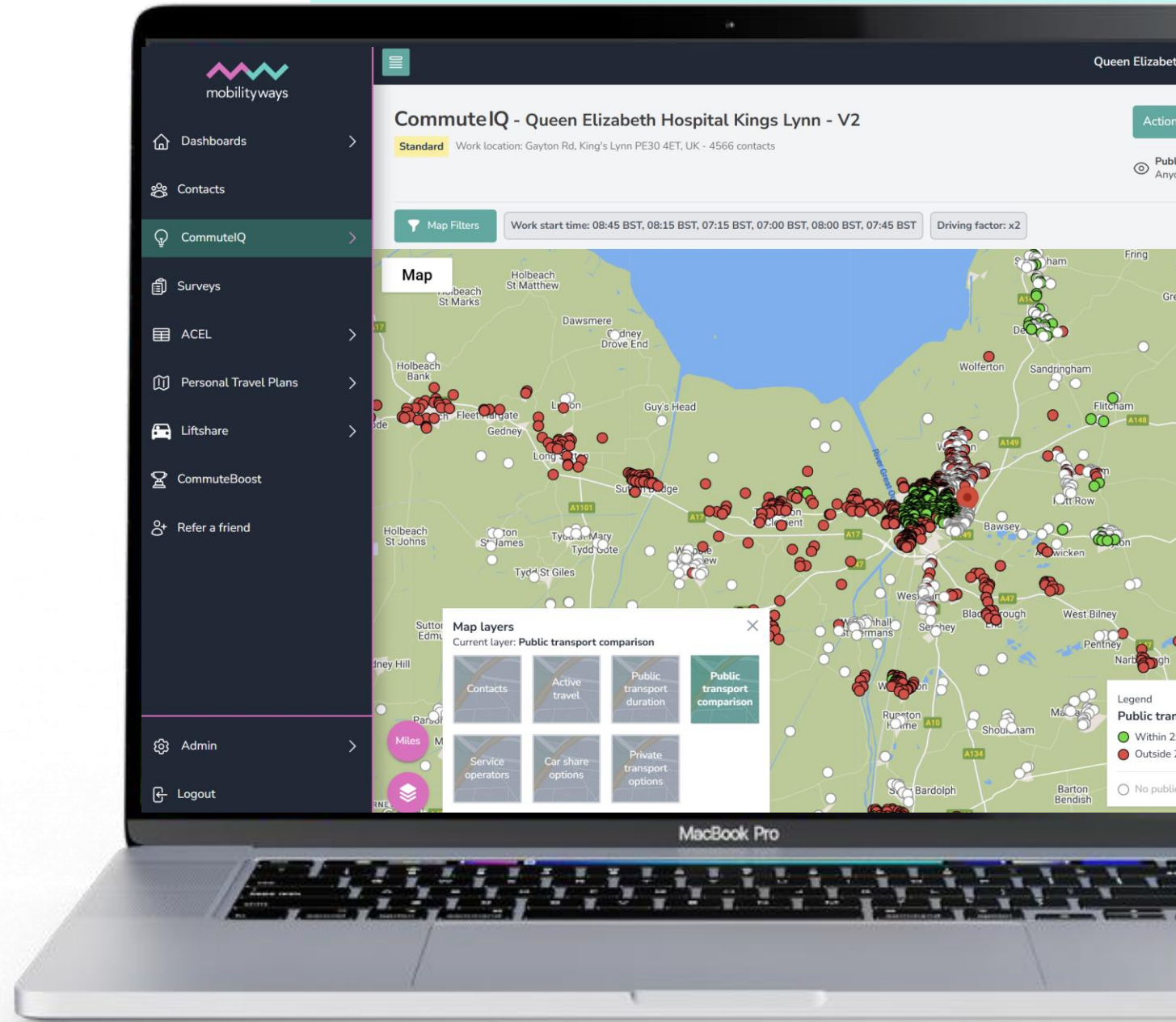


MEASURE > REDUCE > REPORT

CommuteIQ®

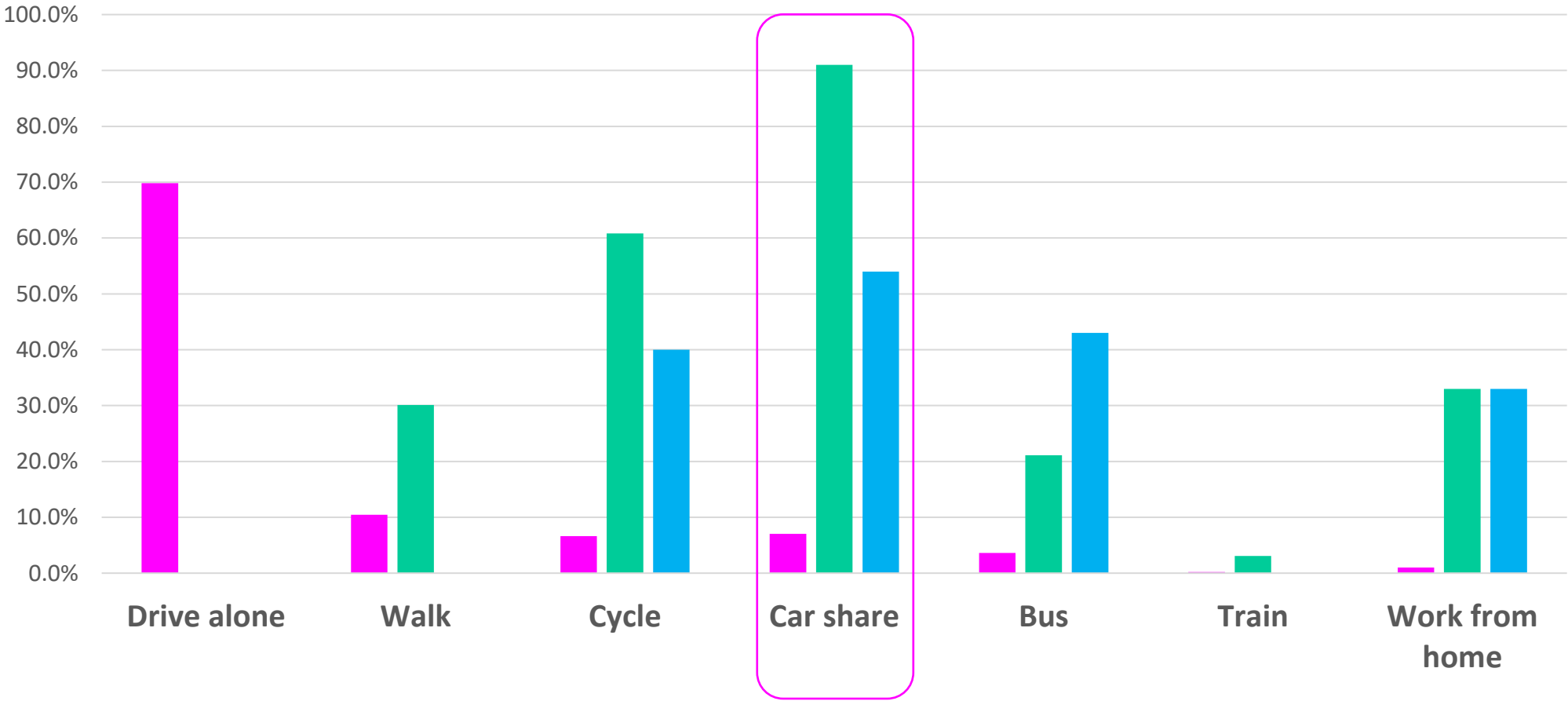
Discover the opportunity

Interactive Dashboard and Maps allow you to explore the real-world sustainable commuting potential for your team



How do QEH staff commute **today**,
+ **could commute tomorrow**.
+ **could be encouraged to**.

[Travel Survey]
[CommuteIQ]
[Travel Survey]

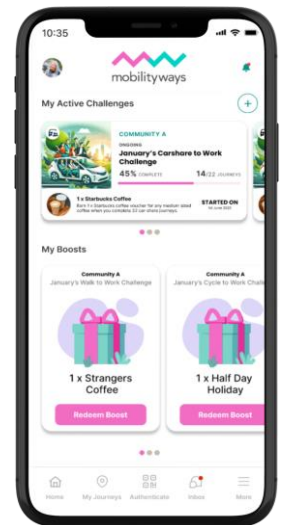


IVORA Increase Vehicle Occupancy in Rural Areas

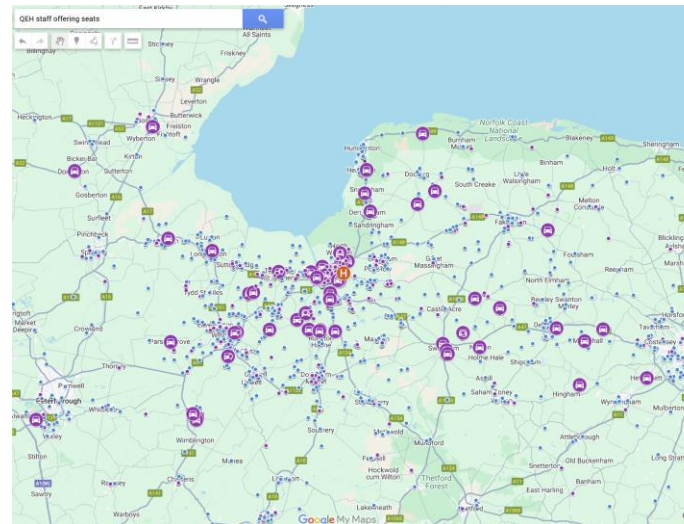
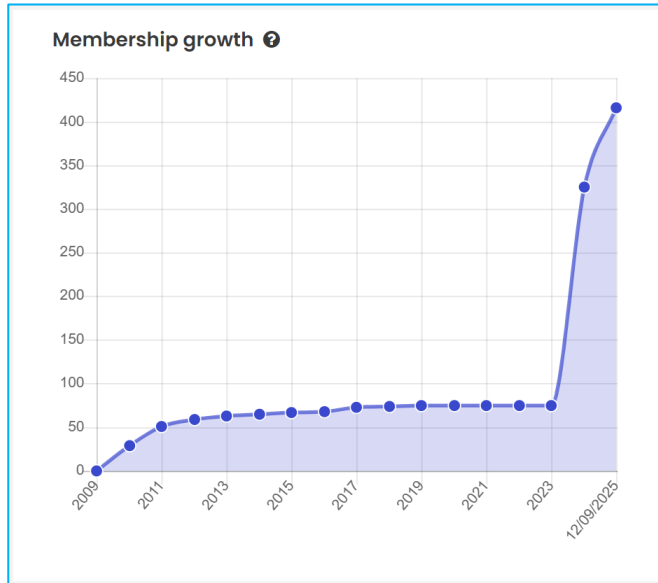


IVORA Strategy: Measure, Action, Measure ..

- Measure:** OccCam™ detects if a moving car is shared
 POLidar™ detects if parked car was shared
 Mobilitways App authenticates mode
- Incentive:** Liftshare Parking Bays
 Mobilityways App Incentives / Campaigns
- Promote:** Liftshare website and via App
 New sustainable travel intranet and web
 VMS and onsite events
- Partner:** Data > SMT engagement + Bus companies

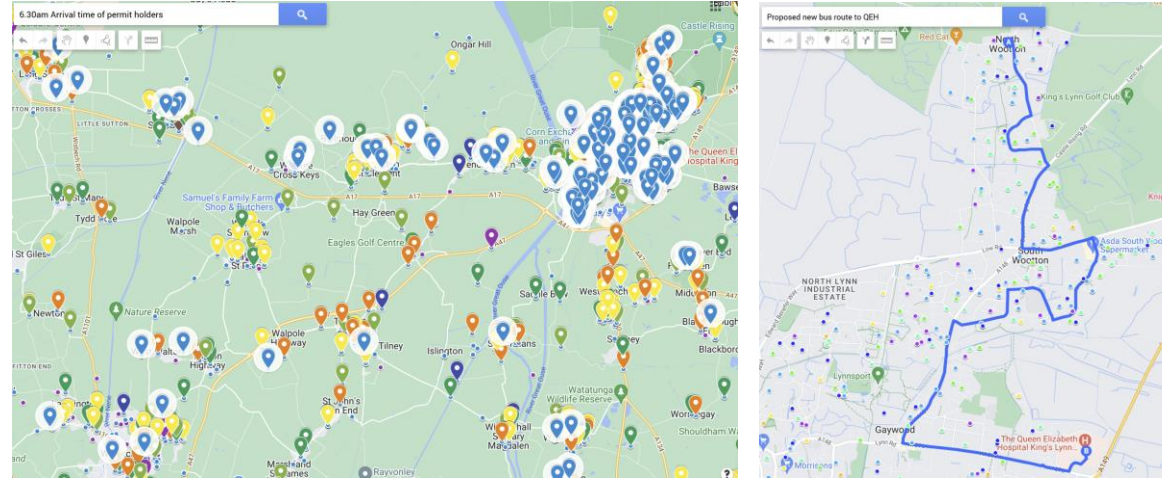


Outcomes: 50,000 miles shared in first year



Historic savings	12 month forecast
	Money savings £85,321
	CO2 reduction 64.00 tonnes
	Miles saved 292,296 miles

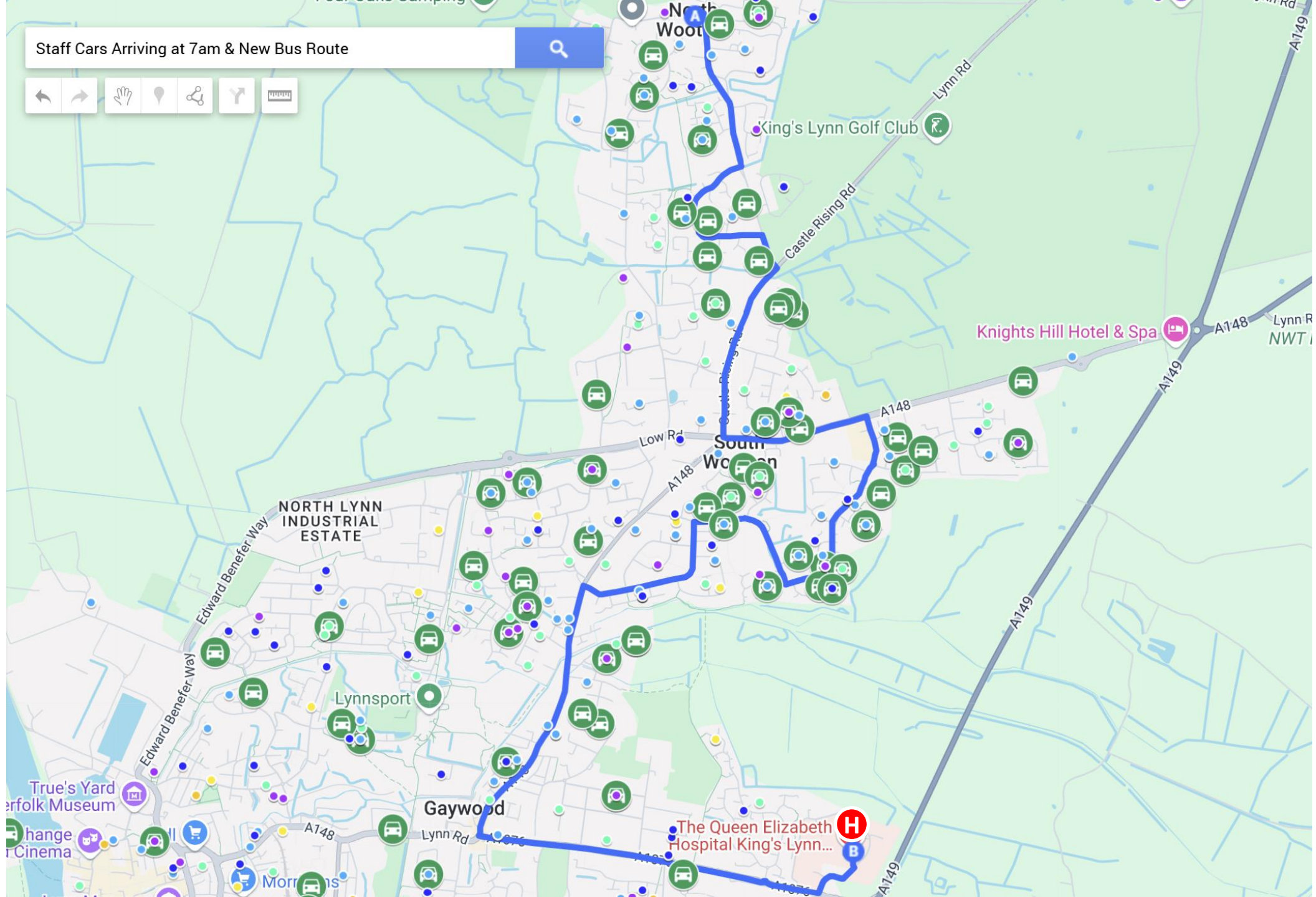
Bonus Outcome: New Buses and more cycling



“The data insights provided by Mobilityways have been incredibly insightful and really helped us to plan new commercial bus routes and times to better suit QEH staff”.

Lynx Bus Director

Staff Cars Arriving at 7am & New Bus Route



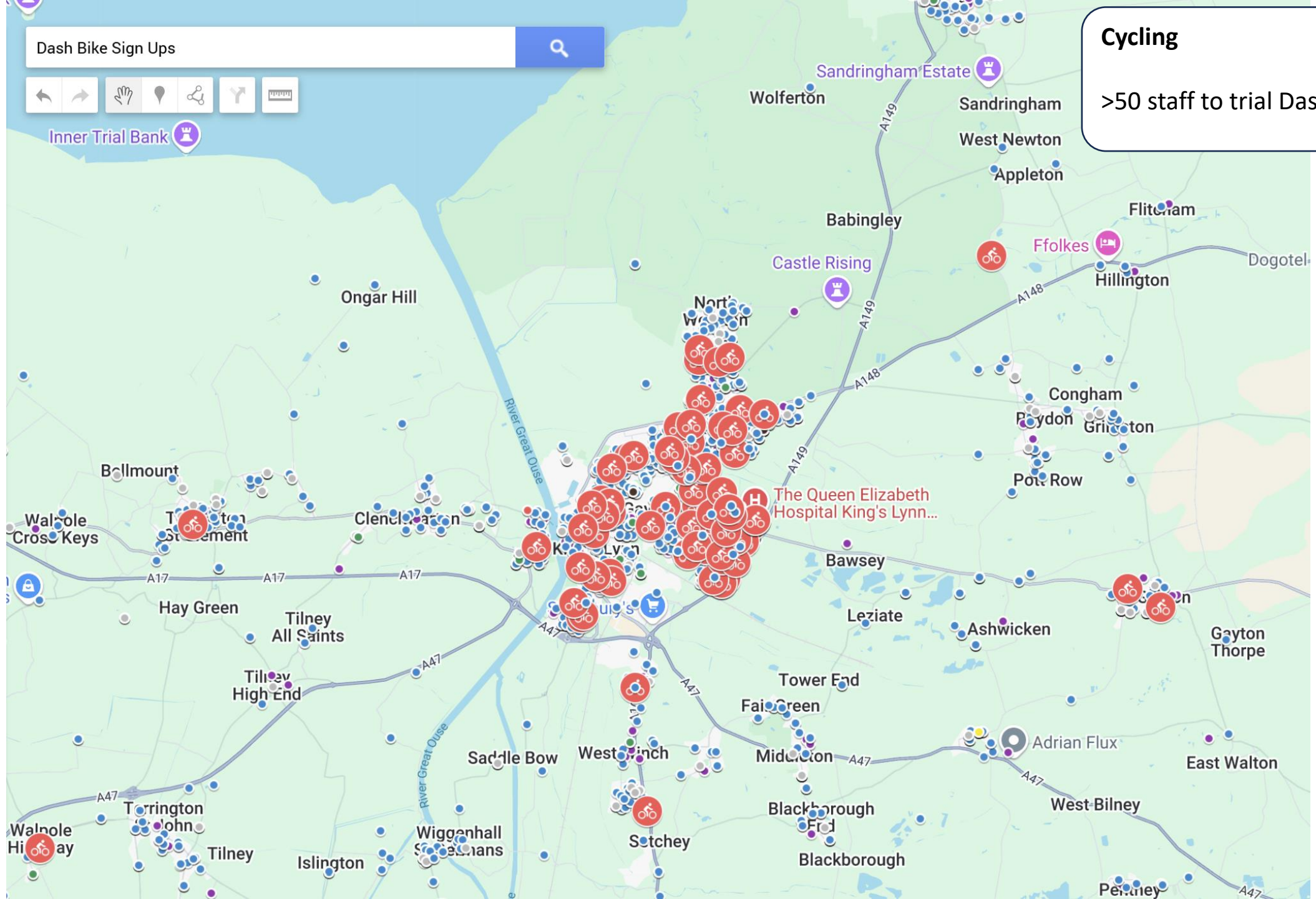
Dash Bike Sign Ups



Inner Trial Bank

Cycling

>50 staff to trial Dash E Bikes



In summary:

- IVORA > **Increasing Vehicle Occupancy in Rural Areas is possible.**
- Your audience are individuals wanting door to door convenience
- Personalise support to each individual, use tech to automate comms.
- Measure car occupancy, Empty seats = Amazing low cost opportunity
- Be curious, be brave and collaborate.



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