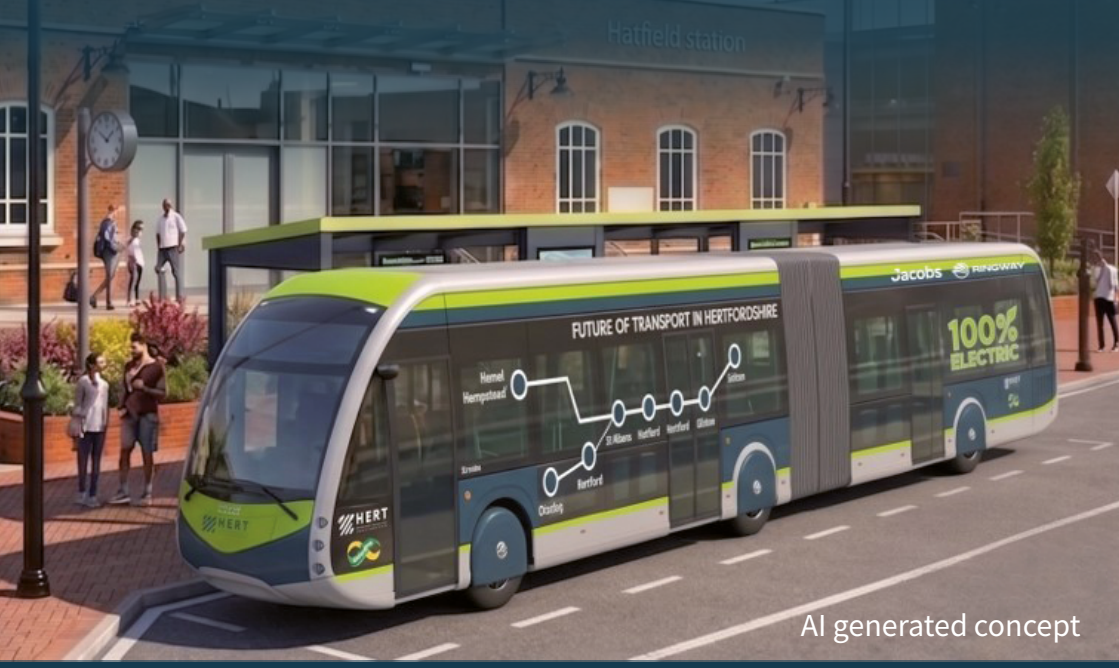
HERT

HERTFORDSHIRE | ESSEX
RAPID TRANSIT

A new form of transport that will make travelling across Hertfordshire from east to west easier for all.



AI generated concept

It aims to create:

- Frequent services — just turn up and go
- Bigger vehicles with multi-door access and more space
- A high-quality public transport experience

HERT will work alongside existing buses and help make travelling across the county quicker and easier for everyone.

Hertfordshire



Why we need HERT

Hertfordshire has great north–south transport, especially into London, but travelling east–west is slow and difficult

Severe congestion leads to:

- **Long, delayed bus journeys**
- **Rat-running on residential and rural roads**
- **Unreliable journeys times**
- **Poor air quality**
- **Safety issues for drivers, cyclists and pedestrians**

By 2040s...



Hertfordshire population will have increased by **300,000**



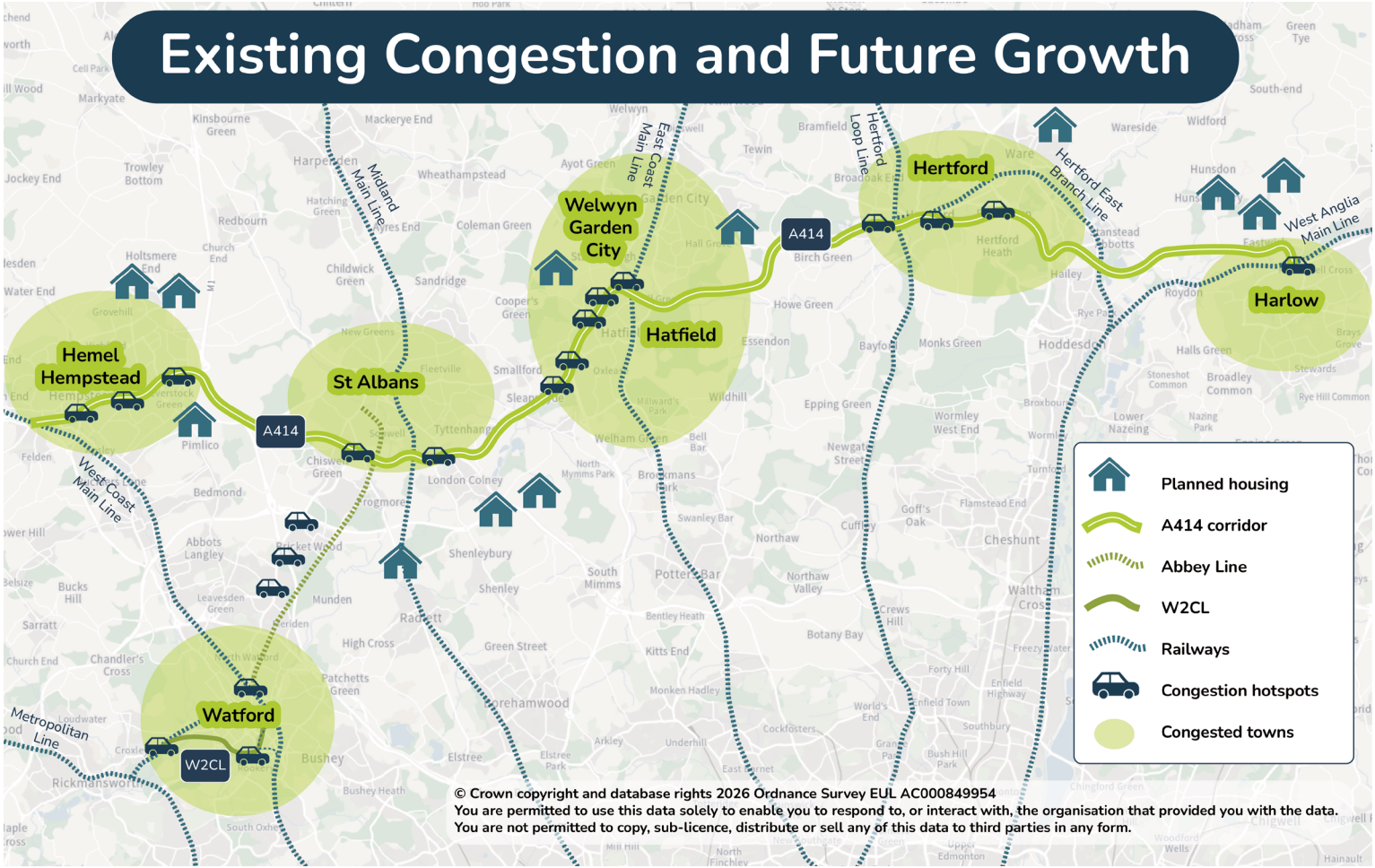
Over 50,000 new homes will have been built on A414 corridor

If nothing changes now...



- **Constant traffic,** with delays to all journeys
- **Poor health,** environmental and sustainability outcomes
- **Lack of investment,** with business choosing to invest in other parts of the country
- **Reduced economic growth,** with less access to jobs, education and training

Existing Congestion and Future Growth



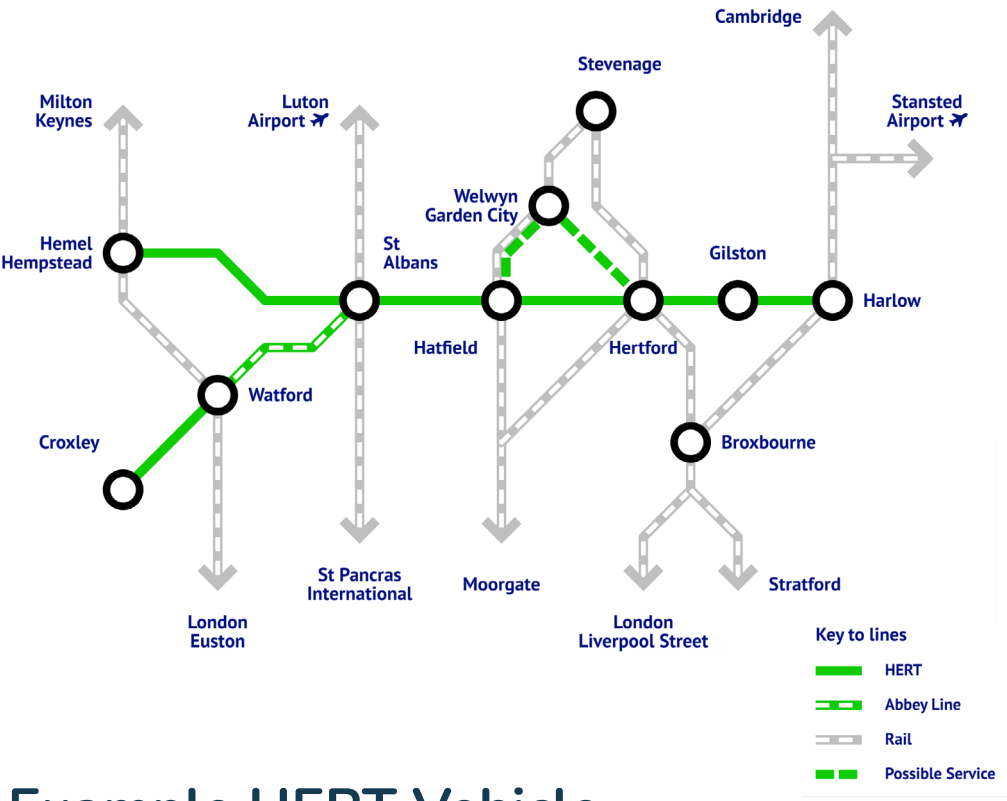
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Benefits of HERT

- **Improving** east-west connections
- **Connecting** communities, town centres and businesses
- **Ease** congestion
- **Improved** air quality
- **Connecting** rail stations
- **Sustainable development,** with better public transport connections
- **Faster** journey time between towns
- **Increased** economic growth with improved access to jobs, education and training



Proposed HERT Route



Example HERT Vehicle

USB charging ports

Comfortable seats

100% electric

Wide aisles

Step-free access



Floor to ceiling windows

Real-time information

Full digital connectivity

Multi-door entry and exit

Making Hertfordshire Sustainable

What's Next?

Following the event, we will publish a prospectus where you can explore HERT in more detail and learn more about our vision for the future.



For further information please visit

www.hertfordshire.gov.uk/HERT

Hertfordshire