

ITS Radar International

Subscriber survey report April - May 2008

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PROJECT REPORT

TRL Limited

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ITS RADAR INTERNATIONAL – SUBSCRIBER SURVEY REPORT MAY 2008

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Network Services Highways Agency
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1 Executive Summary

The Highways Agency has an interest in gathering intelligence and monitoring developments in ITS (Intelligent Transport Systems) in Europe and around the world. The HA also has an interest in becoming more integrated with Europe and wishes to inform and be informed about European ITS developments. The HA EU Watch project and the ITS Radar project provided information services to the Highways Agency on ITS developments in Europe and around the world over the past few years. The ITS Radar International project has recently been set up to offer the services provided by the two previous projects.

This report presents the results of a survey of subscribers to the previous ITS Radar and EU Watch projects. The survey was carried out in April and May 2008, shortly after the ITS Radar International project was set up, to identify users' views on the various elements of the previous service. The results of this survey inform the future plans for ITS Radar International.

The survey was distributed to all subscribers, whether in the HA, HA contractors, or other organisations with an interest in ITS. The results of the survey cover four key aspects: the topics covered, web site, email news service ('Newswire') and opportunities for the Highways Agency to become more involved in ITS developments through conferences, events, projects and other activities.

A total of 41 responses were received, of which 13 were from Highways Agency staff, 22 from other organisations and 6 anonymous responses.

The survey responses were generally positive, supporting the service previously provided. The majority supported the idea of offering one integrated web site, rather than retaining the two separate sites for European and other information. All of the topics covered in the past were supported by at least half of the respondents, and most were interested in information from around the world, rather than from Europe in particular. It has been assumed that 'world wide' includes Europe, and therefore this indicates good support for information on European ITS developments¹. Some suggestions for additional topics were made; most of these can be included within existing topics.

The following recommendations are made on the topics covered:

- There is sufficient interest to retain all previously covered topics
- 'Sustainability and carbon footprint' should be added to the environment topic
- Add GIS and digital mapping to the Galileo/GNSS/GPS positioning topic and rename it 'Location referencing technology'
- Include ITS architecture and relevant enterprise architecture as a new topic
- Add eSafety to Safety topic.

It is recommended that the two existing websites should be combined into a single ITS Radar International website, subject to the requirements of the transformational government initiative.

The project should continue to publish monthly newswires carrying brief details of news items with more detail on the web site.

The project should continue to publish opportunities to attend conferences and join projects and should monitor uptake.

The results of the survey have been circulated amongst key staff in the Highways Agency for consideration of the recommendations. The report then provides the basis for preparing a report on the initial phase of the project and the forward work programme.

¹ However some respondents may have interpreted this differently; the meaning will be clarified in future subscriber surveys.

2 Introduction

2.1 General

This report has been prepared by TRL limited on behalf of the Highways Agency (HA) to summarise the findings from the initial subscriber survey and make recommendations for the future provision of the ITS Radar International service which has been commissioned under the HA 3/387 framework contract for research and development services.

The report describes the previous service provided by the ITS Radar and HA EU Watch projects, the method of surveying subscribers and provides information on the responses received. It then proposes changes to the service to be delivered by the ITS Radar International project.

It is to be circulated to key staff in the HA for comment.

2.2 Background

The HA has an interest in gathering intelligence and monitoring developments in ITS (Intelligent Transport Systems) in Europe and around the world. ITS is increasingly being used by the HA to improve services to travellers and to help meet the Department for Transport's (DfT) Public Service Agreement targets relating to improved journey time reliability, increased road safety, reduction in pollution and reduction in green house gases. The HA also has an interest in becoming more integrated with Europe and wishes to inform and be informed about European ITS developments. The work of the European Commission and European ITS projects influence activities and projects in the UK.

The **HA EU Watch** project has been providing the HA with a service to identify ITS opportunities in Europe since 2003. The project focussed on four principal areas, namely:

- Standards
- European ITS Research projects
- European Commission activities
- Galileo

ITS Radar has been providing 'ITS Intelligence' for the HA. The project summarised key information for decision makers and practitioners on innovative pilot projects worldwide and emerging ITS technologies. In the past, ITS innovations were scored according to pre-defined criteria including relevance to the HA. The project considered technologies deployed in other arenas and looked at their applicability in the world of transport.

3 Review of previous work

3.1 Purpose of survey

The purpose of the subscriber survey was to seek feedback from users of the ITS Radar and HA EU Watch services, which will help define the ITS Radar International service.

3.2 Survey methodology

A questionnaire survey was issued to 234 subscribers to the ITS Radar/ EU Watch news service on 21 April 2008 using an email invitation. Of these subscribers, 75 were from the

Highways Agency and most of the remainder were contractors supplying services to the Highways Agency.

The questionnaire was designed to elicit comments about the previous service and suggestions for the future. Subscribers were invited to respond either by filling in an on-line response form or by completing the questionnaire which was attached to the email and returning it via email or by post. The version of the questionnaire which was attached to the email is provided in Annex 1.

3.3 Results

A total of 41 responses were received by 6 May: 13 from Highways Agency staff, 22 from other companies and 6 anonymous respondents who did not provide details. These responses are summarised here.

3.3.1 Topics of interest

The table (overleaf) shows the positive responses received, originating from HA, non-HA and anonymous subscribers regarding interest in previously covered topics; these are arranged in order of popularity with HA subscribers.

The on-line version of the survey form offered the option of selecting either 'Not Interested', interested in 'Europe' or interested 'Worldwide' coverage for each topic (it was not possible to select more than one). It was assumed during the design of the survey form that those who selected 'Worldwide' coverage would be interested in information from the whole world (including Europe) and those selecting 'Europe' wanted the information to be specifically focused on Europe only.

An alternative interpretation has been suggested that needs to be considered: that those who selected 'Worldwide' were interested in coverage outside Europe and may not have been interested in European developments. For this interpretation to hold, the user would have to have been able to select both 'Europe' and 'Worldwide' on the form, which was not possible. Future revisions of the survey form will remove this ambiguity.

Topic	Europe				World				HA Total	Grand Total and % of respondents	
	HA	Non HA	Anon	Total	HA	Non HA	Anon	Total			
1 ITS Technology	1	4	1	6	12	17	4	33	13	39	95%
2= ITS Pilots	2	7	2	11	10	13	4	27	12	38	93%
2= ITS Research	1	4	1	6	11	15	5	31	12	37	90%
2= ITS Policy	3	10	1	14	9	9	4	22	12	36	88%
2= Traffic management and control	2	3	2	7	10	14	4	28	12	35	85%
6 Roadside monitoring	2	7	2	11	8	10	3	21	10	32	78%
7= Traffic and travel information	1	8	1	10	8	12	5	25	9	35	85%
7= Road user charging	0	5	1	6	9	11	5	25	9	31	76%
9= Galileo/GNSS/GPS positioning	2	10	1	13	6	7	2	15	8	28	68%
9= Safety	3	1	2	6	5	10	4	19	8	25	61%
11= Standards	2	3	1	6	5	16	3	24	7	32	78%
11= Enforcement	1	3	1	5	6	10	4	20	7	25	61%
11= Environment	0	4	1	5	7	7	2	16	7	21	51%
14 Cooperative vehicle systems	0	4	1	5	5	10	2	17	5	22	54%

The suggestions made for additional topics or themes are listed below. The italicised comments in square brackets indicate how these relate to existing and potential new topics.

Suggestions from Highways Agency staff

- Systems that link highway networks across institutional boundaries [*covered by Traffic and Travel Information*]
- A post survey comment has been received requesting eSafety to be included in the topics [*add eSafety to Safety*]
- Wireless communications technology world wide [*covered by ITS Technology*]
- Sustainability (in addition to environment) world wide [*add to environment and include carbon footprint*]

Suggestions from those outside the Highways Agency:

- Road safety audit from all countries with guidelines they use [*not ITS*]
- Sustainability in design, installation and operation and beneficial impacts on green house gases [*add to environment and include carbon footprint*]
- ITS costs and benefits [*included in relevant topics*]
- Public private partnership in ITS [*included in relevant topics*]
- A dedicated thread on special events (conferences, exhibitions) or other resources (e.g. related webinars or podcasts) would be helpful [*included in ITS research*]
- ITS Architecture [*potential new topic with enterprise architecture*]

- Enterprise architecture [*potential new topic with ITS architecture*]
- Telematics [*covered by ITS technology*]
- Digital mapping [*add GIS to Galileo/GNSS/GPS*]
- Electronic tolling [*covered by road user charging*]
- ANPR [*covered by ITS technology*]

Suggestions from anonymous respondents who did not provide details:

- Traffic incident management [*covered by traffic management and control*]
- Active traffic management [*covered by traffic management and control*].

3.3.2 Questions about specific features of the service

The questions about the various features of the service, and the responses received, are listed below. Where relevant, comments on the responses are provided in brackets.

Would it be helpful to you if the service were on one integrated web site or not? Yes: 35. No: 6
 [*All but one of the HA respondents prefer an integrated site*]

Did you find the monthly email 'Newswires' useful? Yes: 36 No: 4
 [*There were just two HA respondents who said they did not find the newswires useful*]

Would you like to have more detail in the 'Newswire' rather than a link to the web site? Yes 7 No 32
 [*There were just two HA respondents who prefer more detail in the Newswire*]

The comments about the email Newswire included a few specific comments but most were general statements about usefulness of the service:

- Prefer summary with link to more on site
- Prefer short emails with links to more detail as provided previously due to issues surrounding email
- The presentation of the email is a little overwhelming. Suggest use more of a bullet point approach with more detail on the web site
- Brief info about the headlines is very useful. It shouldn't be very short, but enough info for the beginners to understand details of the headlines. More details should be described on other pages. [*This comment contradicts two points above.*]
- Useful to gauge interest in particular issue
- Was very useful roundup of information
- Useful for scanning to identify items of interest to read in more detail
- It's a good way to keep up to date with new systems
- Thought they were really useful. Worth noting there are a number of sources sending Newswires e.g. Traffic Technology Today, so it would be good not to duplicate and use sources already established [*This is a source of information for the project*]

- Useful source of info
- They were very useful
- Very useful and interesting. Good to hear it's going to be continued.

Did you find it helpful to find detailed articles on the web site? Yes: 35 No 4

[Of the HA staff who responded to this question, 12 said 'yes' and 1 said 'no']

Do you find it helpful to receive news on opportunities to attend conferences, join projects? Yes 31 No 9

[Of the HA staff who responded, 10 said 'yes' and 3 said 'no'.]

Have you taken up any of these opportunities? Yes 10 No 30

[Two of those who had taken up opportunities were HA staff]

3.3.3 Suggestions for improved service

The questions eliciting suggestions or improving the service, and the responses received, are listed below.

Please make any comments about aspects of the service which you think should be expanded

- Maybe specific to my current role but how technology can assist in roadworks management and reducing associated delays (HA comment) *[this could be included in traffic management and control]*
- Road safety audit with the ramifications it could introduce with regard to Police Road Death Manual. (comment from outside the HA) *[not ITS]*
- More detailed information on Managed Motorways / Highways from around the world (like hard shoulder running, mandatory variable speed limits, ramp metering etc.) (comment from outside the HA) *[include in traffic management and control]*

Please make any comments about aspects of the service you found unnecessary

- All useful (HA comment)
- No unnecessary aspects (HA comment)
- Yet another web site. Just put the detail into the circulated news document (HA comment) *[most responses support short newswire]*
- Q-A section (non HA comment)

Please make any suggestions for other features or services here

- None of my colleagues have knowledge of the programme so it would be useful for further promotion of the web site (non HA comment) *[considering promoting further within HA]*
- Road safety articles (non HA comment) *[included in safety]*
- Identify reasonably low cost technologies that could enable more frequent and lower cost Non-Motorised User crossings that are equally safe as those currently in use (e.g. flashing LED studs forming zebra crossing give way lines) (non HA comment) *[Included in ITS technology]*

Please make any other comments about the service here

- We have government mandate to reduce the number of URLs within the public sector and a strict instruction that no new public sector funded ones should be

- created, This does not appear to be complying with this instruction (HA comment)
[The project is in discussion with Information Directorate about web site migration]
- Very useful service particularly for developments in Europe (non HA comment)
 - I found it a useful service and will look forward to its restoration (non HA comment)
 - I found it of slight interest as a summary of relevant developments (non HA comment)
 - I would appreciate more regular newsletters - or email alerts whenever new information becomes available (non HA comment)
 - Please just keep up the same good standard (non HA comment)
 - Try to be brief and comprehensive, filter out relevant information (non HA comment)
 - Formats of the services seemed about right (non HA comment)
 - It's a useful read and I for one am pleased that it will continue for another 2 years (non HA comment)

3.4 Conclusions from the survey

- The responses received generally support the approach that has been adopted in the past, i.e. providing headlines in email news with more detailed articles on the web site.
- The majority support an integrated web site.
- Most people find it helpful to receive information on opportunities, and a third of those interested in opportunities have taken up at least one opportunity; however only two respondents in the Highways Agency had taken up opportunities.
- All of the previously covered topics listed for reporting were useful to at least half of the respondents; cooperative vehicles and environment received less support than the others. At least 85% of respondents found the ITS Technology, ITS Pilots, ITS Research, ITS Policy, Traffic management and control and Traffic and travel information topics useful.
- Topics with least support from Highways Agency staff were: cooperative vehicle systems, enforcement, environment and standards.
- Generally, most people are interested in information from around the world, rather than from Europe in particular. It has been assumed that information from around the world includes European information, and therefore there is good support for information on European ITS developments. However, some respondents may have read the questionnaire to mean that they were asked to select either Europe or the rest of the world. The meaning of world wide will be clarified in the next subscriber survey.
- The majority of additional requested topics are covered by, and will be included in, the existing topics.

3.5 Recommendations

The survey dealt with four different aspects of the previous service: topics covered, web sites, the Newswire and opportunities for the Highways Agency. The recommendations on each of these aspects are summarised here.

Topic coverage

There is sufficient interest to retain all previously covered topics.

There is good support for receiving information on developments both in Europe and around the world.

'Sustainability and carbon footprint' should be added to the environment topic.

Add GIS and digital mapping to the Galileo/GNSS/GPS positioning topic and rename it 'Location referencing technology'.

Include ITS architecture and relevant enterprise architecture as a new topic.

Road safety audit is not an ITS topic and is therefore outside the scope of this project.

Add eSafety to Safety topic.

The comments received will inform the focus of intelligence gathering and dissemination.

Web sites

The two existing websites should be combined into a single ITS Radar International website (subject to the requirements of the Transformational Government initiative).

Newswire

The project should continue to publish monthly newswires carrying brief details of news items with more detail on the web site. The slightly different approaches to the Newswire in the two previous projects should be brought into line when the web sites are combined.

Opportunities

The project should continue to publish opportunities to attend conferences and join projects and monitor uptake.

3.6 Next steps

The results of the survey have been circulated amongst key staff in the Highways Agency for consideration of the recommendations and agreement has been reached on the recommendations, subject to minor clarifications in the report.

The material in this report, and associated comments from key HA staff, have been used as the basis for preparing a report on the initial phase of the project and the forward work programme.

The project has implemented the recommendations on topic coverage, the newswire and the opportunities.

Work towards web site harmonisation will take place in stages:

1. Provide access to the two separate sites using an HA url, with a front page containing a summary of the project and links to the two project web sites
2. Following the six-month project review in the autumn of 2007, work towards combining the two web sites into one before the spring of 2008.

A further consultation with subscribers is planned in September 2008, when responses to the service provided in the first few months will be reviewed by means of a further survey and a workshop for key stakeholders in October 2008.

Appendix A. Questionnaire

ITS Radar International Survey – April 2008 [Name.....]

Between 2005 and 2007 the Highways Agency (SSR) commissioned two projects to monitor ITS developments: **EU Watch** (Europe) and **ITS Radar** (around the world). These provided regular reports to Highways Agency staff and contractors and recommended areas for further Highways Agency involvement. The projects provided an emailed Newswire service, web sites (www.haeuwatchits.info and www.itsradar.co.uk), an email enquiry service, reports on conferences and specific areas of interest, tracked the progress of ITS standards and monitored opportunities for further Highways Agency participation.

The Highways Agency has now commissioned a further two year project to provide an information service on ITS developments which combines the experience from the previous two projects into one project: **ITS Radar International**. Our first task is to review the service previously provided under EU Watch and ITS Radar and plan the service that is to be provided over the next two years. We are seeking feedback from users to help us to define this service. Please would you take a few moments to reflect on the value of the previous service and to suggest changes and improvements, by filling in your name and replying to the questions below. Reply online via this [link](#): or enter replies in this document and email to TRL (see details below).

1. Is it useful for you to receive regular information on the themes we covered previously?

(Please ✓ the themes which are useful to you and indicate interest in European or world wide ITS)

	Europ	World		Europe	World
ITS Policy			ITS Research		
ITS Technology			ITS Pilots		
Traffic management & control			Traffic & travel		
Safety			Roadside monitoring		
Standards			Galileo/GNSS/GPS		
Cooperative vehicle systems			Environment		
Road User Charging			Enforcement		

2. Are there any additional themes that it would be useful for to cover on a regular basis? – Please indicate whether European or world wide

3. Would it be helpful to you if the service were on one integrated web site or not? Yes
No

4. Did you find the monthly email 'Newswires' useful? Yes
No

5. Previously we provided short news articles in the 'Newswire' with a link to a more detailed article on the web site. Would you like to have more detail in the 'Newswire' rather than a link to the web site? Yes
No

6. Please make any comments about the email 'Newswires' here:

7. Did you find it helpful to find detailed articles on the web site? Yes
No

8. Do you find it helpful to receive news on opportunities to attend conferences, join projects Yes
No

PLEASE TURN OVER

9. Have you taken up any of these opportunities?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

10. Please make any comments about aspects of the service which you think should be expanded:

11. Please make any comments about aspects of the service you found unnecessary:

12. Please make any suggestions for other features or services here:

13. Please make any other comments about the service here:

Please email your reply to the ITS International Radar Project Manager at TRL by **24TH April 2008**:

jhopkin@trl.co.uk - J Hopkin, TRL, Crowthorne House, Nine Mile Ride, Wokingham, Berkshire RG40 3GA

