

ITS Radar International

Subscriber survey report September 2008
(including Stakeholder recommendations)

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ITS RADAR INTERNATIONAL – SUBSCRIBER SURVEY REPORT SEPTEMBER 2008 (INCLUDING STAKEHOLDER RECOMMENDATIONS)

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1 Executive Summary

Background

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 initiatives. 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 was set up in March 2008 to offer the services provided by the two previous projects.

Introduction

This report presents the results of a survey of subscribers to the ITS Radar International project and the resultant analysis and conclusions. The survey was carried out in September 2008 as part of a review six months after the start of the project and follows on from an earlier survey carried out in April and May 2008, shortly after the ITS Radar International project was set up. It has been designed to obtain users' views on current features of the service and on other features which could be added to the service if further funding were available. The results of this survey inform the future plans for ITS Radar International.

Survey methodology

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:

- European vs international coverage
- the value of information on opportunities for the Highways Agency to become more involved in ITS developments through conferences, events, projects and other activities
- views on the web site
- and the helpfulness of various options for further enhancements of the service.

Results

A total of 28 responses were received, of which 12 were from Highways Agency staff, 6 from other public organisations and 10 from other non-public sector organisations.

The responses received are very positive and support the current service.

The proposed integration of the websites based on the existing [EU Watch](#) web site style and layout with an archive of existing material was supported by a large majority (25 out of 28) of respondents. This builds on the results of the previous survey in May when 35 out of 41 respondents were in favour of the principle of combining the websites.

All respondents were interested in European and non-European ITS information. The level of interest in Europe is greater than that in the rest of the world.

A large majority of respondents found it helpful to obtain news on opportunities to attend conferences, join projects and the like. Just over a third of respondents reported benefit from being aware of such opportunities. HA staff comments indicated that it assisted with performance and personal development.

Analysis

Responses to the suggested enhancements have been ranked in terms of perceived benefit and relative cost to provide a simple ranking of the "ratio" of benefits to costs as follows:

Service enhancements	Simple benefit/cost evaluation		
	Perceived Benefit Category	Relative Cost	Ranking of benefit cost evaluation
Combine websites	High	Medium	High
Fact sheets / Intelligence reports	High	Medium	High
Web links to international ITS web sites	Medium	Low	High
Telephone briefings	Medium	Low	High
Conference reports	Medium	High	Low
Online briefings & webinars	Medium	Medium	Medium
Additional web site content	Low	Medium	Low
Face to face workshops & seminars	Low	Medium	Low
Additional emails between newswires for conferences	Low	Low	Medium

The majority of topics that respondents stated an interest in, associated with the potential service enhancements, are already covered by the existing topic areas (which were confirmed in the subscriber survey undertaken in May). Further respondent interest areas can be described as being either “Data Management”, “Demand Management”, “Evaluation and Analytical Methods” and “Communications”. These interest areas are either sub-sets of the existing topics or span a number of existing topics. A view needs to be taken as to whether technology and the direction of HA activities have changed sufficiently for these interest areas to become topics in their own right and thus adjust the focus of the intelligence gathered.

The most popular additional feature of the service suggested by respondents is some kind of interactive discussion forum. Website access to conference papers and a policy specific newswire were also requested.

Conclusions (survey recommendations)

On the basis of the survey results, the following conclusions were drawn:

- The coverage of European and worldwide ITS developments is maintained
- Opportunities to attend conferences, join projects and the like should continue to be circulated
- The business cases for the following enhancements should be developed and prioritised:
 - Combining websites
 - Production of fact sheets/intelligence reports
 - Web links to international ITS websites
 - Telephone briefings
- The following enhancements should be subject to consideration for inclusion in the next review of the service scheduled for June 2009:
 - Online briefings and webinars
 - Additional emails between newswires
- The following enhancements suggested by users should be subject to consideration for inclusion in the next review of the service scheduled for June 2009:
 - Interactive discussion forums

- Website access to conference papers
- Policy newswire
- The following enhancements should not be considered further
 - Conference reports
 - Additional web site content
 - Face to face workshops and seminars

Stakeholder Workshop

The number of responses is small and the survey results are not necessarily representative of all subscribers. The results, analysis and conclusions of the survey were therefore discussed in a stakeholder workshop on 09 October 2008 to verify the findings.

Stakeholder views were gathered on how the project objectives could best be met and agreed recommendations were made about the future delivery of the service.

Recommendations

The stakeholder workshop made the following recommendations:

1) Service enhancements

Service enhancements	Recommendation
Combining web sites	Proceed to business case
Fact sheets / Intelligence reports	Proceed to business case
Web links to international ITS web sites	Proceed to business case
Telephone briefings	Review in 2009
Additional web site content	Review in 2009
Online briefings & webinars	Review in 2009
Knowledge Transfer Network	Review in 2009
Conference reports	Do not consider further
Face to face workshops & seminars	Do not consider further
Additional emails between newswires to notify stakeholders of conferences	Do not consider further (see 2 below for alternative)

2) Further service enhancements for consideration in 2009 review

- Consider improvements to the provision of events information (in newswires and on the web site) as an alternative to sending out conference specific emails
- Video broadcasts of live seminars
- Links to knowledge transfer networks (KTN) as a way of providing an ITS forum
- Check quality, quantity and frequency of outputs

3) Ongoing project management recommendations

- Consider linkage with DfT Technology Watch project (when it is sufficiently mature) and DfT FITS project
- Explore opportunities for collaborating with InnovITS

- Explore opportunities for collaborating with ITS(UK)
- Consider EU research weblink page
- Consider means of obtaining knowledge from suppliers

The workshop also strongly recommended developing:

- a) a communications plan for raising the profile of the service within the Highways Agency and increasing website usage and
- b) a coherent plan for delivering the recommended service enhancements which will form part of the forward work plan for the project.

Next Steps

This report and a report reviewing the initial phase of the project will form the basis of the justification of recommendations for enhancing the service in the forward work plan.

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 subscriber survey and stakeholder workshop 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 service provided by the ITS Radar International project, the method of surveying subscribers and provides information on the responses received. It then proposes further features of the service to be delivered by the ITS Radar International project that could be added if funding could be made available.

The report of the survey was discussed in a workshop for key stakeholders on 09 October 2008. The outcome of the workshop is summarised in Section 3.7. The report will be circulated to key HA staff for comment.

2.2 Background

The Highways Agency 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 Highways Agency 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 provided the HA with a service to identify ITS opportunities in Europe from 2003 to 2007. The project focussed on four principal areas, namely:

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

ITS Radar provided a parallel 'ITS Intelligence' service for the HA in 2005 and 2006. 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.

In March 2008 the ITS Radar International project began, combining the service of HA EU Watch and ITS Radar. The project was designed to follow on from the two previous projects, but initially with a more limited service providing monthly news, an ad hoc 'Helpdesk' service and information tracking the development of ITS standards. The project was intended to operate at this level for the first six months, after which a review would inform decisions about the work to be carried out in the remainder of the project.

3 Six month project review

3.1 Purpose of survey

The purpose of the subscriber survey was to seek feedback from users of the ITS Radar International service, which will help define improvements to the ITS Radar International service and to select additional features if funding can be made available. The results of the survey were used in the stakeholder workshop on 09 October 2008. The workshop reviewed findings of the survey and discussed ideas for improving the service.

3.2 Survey methodology

A questionnaire survey was issued to 238 subscribers to the ITS Radar International news service on 2 September 2008 using an email invitation. Of these subscribers, 85 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 current service, views on some additional features which could be provided if funding were available 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. A reminder was included in the Newswire issued to subscribers on 17th September 2008, giving notice that the survey would close five days later.

3.3 Results

A total of 28 responses were received by 22nd September: 12 from Highways Agency staff, 6 from other public sector organisations and 10 from non-public organisation. The overall response rate was 12%, but slightly higher from the Highways Agency (14%).

Three respondents completed the 'word' version of the survey and 25 completed the 'on-line' version.

The responses to each section of the questionnaire are summarised in turn below.

3.3.1 Combining the two web sites

The first question about changes asked for views on combining the two separate project web sites into one, with some further explanation about how this is envisaged to work. Most of those who replied were happy to combine the two web sites.

The one negative response was from a member of the HA who stated that this was because combining the two sites does not appear to meet the requirements of the Transformational Government initiative.

Happy to combine web sites	Organisation			Total
	Highways Agency	Non Public	Other Public	
Yes	10	9	6	25
No	1			1
Don't Know	1	1		2
Total	12	10	6	28

3.3.2 Interest in information from within Europe only and global coverage

The next question asked people to indicate their level of interest in ITS information from Europe and elsewhere in the world. The level of interest is stronger for Europe than for the rest of the world, but no respondents said they were not interested in such information.

Interest in ITS information inside Europe	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Interested	7	9	6	22
Some Interest	5	1		6
No interest				0
Total	12	10	6	28

Interest in ITS information for rest of world (outside Europe)	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Interested	4	5	1	10
Some Interest	8	5	5	18
No Interest				0
Total	12	10	6	28

3.3.3 Helpfulness of news on opportunities

The service provides news on opportunities to attend conferences, workshops and other events, join European projects, and participate in European consultation exercises.

The majority found these to be helpful and 10 people said they had benefited from such opportunities.

Helpful to have news on opportunities	Organisation			
	Highways Agency	Non Public	Other Public	Total
Yes	9	10	5	24
No	3			3
Not answered			1	1
Grand Total	12	10	6	28

Benefited from news of opportunities	Organisation			
	Highways Agency	Non Public	Other Public	Total
Yes	4	4	2	10
No	8	6	4	18
Grand Total	12	10	6	28

The details provided for those who had benefited from opportunities are listed below.

Comments from the Highways Agency staff:

- Helped with project research and strategic planning.
- I am in the final stages of a 'Highway Engineering and Planning MSc'. Access to this information provides helps with my development within in this industry

- in helping me to make the best use of my time and in staying informed.
- Networking with other like-minded organisations in a social environment.

Comments from the staff of other organisations:

- Opportunities in Ireland.
- Hints to project in my professional domain that I had not heard of before.
Good resource - get an overview on standardisation and search for information about particular standards.

There was an additional comment from someone who had not actually taken up any of the opportunities, but nevertheless found the information helpful.

- I have not benefited from any conference invitations that the HA has informed me about but as a general rule I do find it important to be aware of conferences that are relevant to my subject-interests. As an independent consultant being aware of such opportunities is very important

3.3.4 Helpfulness of potential additional features

It may be possible to obtain funding to add further features to the ITS Radar International service. Ideas for additional features were generated on the basis of the previous service offered and the responses to the survey in April 2008. Respondents were asked to indicate how helpful these features would be.

To provide a way of ranking the responses, these have then been 'scored' using the following values to summarise the perceived benefits:

Very helpful	2
Helpful	1
No answer/ no interest	0
Prefer funding to go elsewhere	-1

The total score for each additional features is then used to categorise it as either low, medium or high perceived benefit as follows:

Low perceived benefit	>0 to 18
Medium perceived benefit	>18 to 37
High perceived benefit	>37

Tables detailing the responses to each of the questions about further features are listed in Annex 2. The perceived benefit scores are summarised in Table 1 (overleaf), listed in descending order of overall score and category.

The Fact Sheets and Intelligence Reports (H) score far more than any of the other options in each type of organisation, but particularly within the Highways Agency. Web links to international ITS web sites (M) ranked second.

Three of the features received similar scores: telephone briefings (M), conference reports and online briefings (M) and webinars (M). Within the HA, additional web site content (L) and face to face workshops and seminars (L) also received similar scores, although these features were slightly less popular outside the HA.

Additional emails between newswires (L) received the lowest perceived benefit score.

Table 1: Perceived benefit scores for further features of the service

Service enhancements	Organisation score				Category
	Highways Agency	Non Public	Other Public	Total	
Fact sheets / Intelligence reports	18	16	9	43	High
Web links to international ITS web sites	12	15	6	33	Medium
Telephone briefings	9	9	7	25	Medium
Conference reports	6	11	7	24	Medium
Online briefings & webinars	6	10	5	21	Medium
Additional web site content	6	6	5	17	Low
Face to face workshops & seminars	5	5	5	15	Low
Additional emails between newswires for conferences	1	6	4	11	Low

Further elaboration of items considered to be 'helpful' or 'very helpful' were requested and are listed below. Many of these interests are already provided for in the current service. The italicised comments in square brackets indicate where these are not currently covered or provided and how these could be dealt with in an improved service.

Suggestions and comments from Highways Agency:

- Enforcement Systems, CCTV, ANPR, VMS.
- Feedback from schemes implemented "on-site", emerging technologies for vehicles counting, classification and speeds, road tolling technologies, incident management and traffic monitoring technologies.
- Network Management across institutional boundaries and modal boundaries.
- Technological developments in the period 5-15 years (research project findings and analysis).
- The bi-annual meetings of the PROJECT MESA global forum.
The practical operation of new network management measures along with new ways to deliver TTM and ETM¹ in a MM² environment.
Also innovation in capturing and relaying real time info to the travelling public quicker and with increased accuracy.
- Vehicle recovery [*not ITS*]
Technical interfaces.
Traffic Officer Service like schemes.
Data sharing [*possible additional focus*].
- In depth reports may be useful when related to managed motorways systems [*possible topic for Fact Sheet/ Intelligence Report*].
- Appraisal / Modelling of ITS [*included in relevant topics but possible additional focus*].

¹ Temporary Traffic Management and Emergency Traffic Management

² Managed Motorway

- It would be very useful to have one location where we could access to conference papers, defined by subject/technology area [*possible enhancement to service*].
Also interested in the development of a forum for the marketplace to discuss new technologies and their potential application to ITS [*possible enhancement to service*].
- It would be helpful to know what topics are available which are relevant to my work/research. If appropriate, I would be keen to attend briefings, seminars and obtain fact sheets.

Suggestions and comments from those outside the Highways Agency were as follows:

- Tele-communications [*included in relevant topics but communications is a possible area for additional focus*].
- CVHS.
Congestion Charging, Integrated network Management, Demand Management [*included in relevant topics but demand management is a possible additional focus*].
- Standardisation certainly is an issue that touches on most people's professional activities without many having the time to keep track.
Also, webinars provide a valuable resource to get hands-on experience and insight into technologies and tools. They have the advantage - compared to e.g. face-to-face workshops - that they do not require particular resources on the consumer's end. Preferred topics for me would be data modelling techniques and tools, standards in that domain and relevant Internet technologies - in particular web services [*data management and evaluation & analytical methods are possible areas for additional focus*].
- ITS to do with Public Transport - e.g. smartcards, payment systems, traffic information, vehicle-monitoring, route-finding, vehicle-routing, Demand-Responsive Transport, real-time information.
- Travel information, traffic management, EU added value, national master plans (across Europe).
- Any topic regarding highways, public transport, logistics, etc.
- Real time data and forecasting [*included in relevant topics but evaluation & analytical methods is a possible area for additional focus*].
- New developments, Lessons, Evaluations [*included in relevant topics but evaluation & analytical methods is a possible area for additional focus*].
- Multimodal traveller information
Traffic modelling [*evaluation & analytical methods is a possible area for additional focus*]
Web 2.0 services and software
- European Standards work
Data quality [*data management is a possible area for additional focus*].
- Short reports backed up with web links for in depth information preferred.
- Fact Sheets/ Intelligence Reports on specific topics.
- Webinars and conference report.

3.3.5 Further suggestions for other features or services

An opportunity was provided for respondents to suggest other features or services that could be incorporated into the ITS Radar International service. The italicised comments in square brackets indicate how these could be dealt with in an improved service.

Suggestions from those working in the Highways Agency were as follows:

- Discussion Forums [*possible enhancement to service*].
- Technologies concerning broadband wireless communications such as PROJECT MESA [*included in relevant topics but communications is a possible area for additional focus*].

Suggestions from those outside the Highways Agency were as follows:

- Standard report and news targeted towards policy staff [*possible enhancement to service*].
- Q-A session [*possible enhancement to service*].
- It might be worthwhile to consider user content driven approaches ("Web 2.0"), e.g. electronic forums, provide users the ability to set up related Blogs, etc. Certainly the usability of these approaches have to be assessed carefully. Nevertheless - given the earthquake they have created on the wider Internet - there might be a potential for ITS Radar as well, if proper components are chosen carefully and assembled in a way that makes sense [*possible enhancement to service*].

3.3.6 Other comments on the service

The final question elicited other comments on the service, and the responses received were few, but positive; these are listed below.

Highways Agency comments:

- I rely on the push element of the service and always benefit from the e-mail. I would not use the site if I had to remember to access it myself.
- I use the information as an overview of what's going on rather than an in depth knowledge seeking asset.
- It's a good service and hopefully will not disappear.

Comments from other organisations

- Very good idea and well implemented! Please, go on.

3.4 Analysis

Having grouped the further features considered according to whether they are perceived by users to offer high medium or low potential benefits, the relative costs of these features was reviewed. This was done on the basis of previous experience, and estimates of the time and resources involved both to establish the features and to operate them as part of the on-going service.

To help with the process of selecting these, the estimated cost involved in introducing the various enhancements was categorised as 'high', 'medium' and 'low' cost.

In the case of combining the web sites, the perceived benefit was not derived in the same way as the other features. There appears to be a strong business case because it has support

from the majority of survey respondents, it improves access and integration of the two services and assists with the Transformational Government initiative.

Table 2 summarises the results of this analysis, with the perceived benefit categorisation from Table 1.

Table 2 Relative cost and perceived benefit of possible further features of the service

Service enhancements	Perceived Benefit Category	Relative cost
Combining web sites	High	Medium
Fact sheets / Intelligence reports	High	Medium
Web links to international ITS web sites	Medium	Low
Telephone briefings	Medium	Low
Conference reports	Medium	High
Online briefings & webinars	Medium	Medium
Additional web site content	Low	Medium
Face to face workshops & seminars	Low	Medium
Additional emails between newswires for conferences	Low	Low

Those features with the following combinations of benefits and costs were assessed as having a 'high' benefit cost evaluation ranking and were considered to be the ones which, on the basis of the survey results, should be recommended for further consideration:

- High benefit, medium cost
- High benefit, low cost
- Medium benefit, low cost

Another group was considered to have insufficient support in comparison to the costs involved, and therefore should not be taken further:

- Low benefit, high cost
- Low benefit, medium cost
- Medium benefit, high cost

The third group of features between these two extremes was considered to be worth further investigation at the next project review in June 2009:

- High benefit, high cost
- Medium benefit, medium cost
- Low benefit, low cost

Table 3 shows which services fall into each of these groups.

Table 3 Recommendations for further features of the service based on the survey

Service enhancements	Recommendation
Combining web sites	Proceed to business case
Fact sheets / Intelligence reports	Proceed to business case
Web links to international ITS web sites	Proceed to business case
Telephone briefings	Proceed to business case
Conference reports	Do not consider further
Online briefings & webinars	Review in 2009
Additional web site content	Do not consider further
Face to face workshops & seminars	Do not consider further
Additional emails between newswires for conferences	Review in 2009

3.5 Conclusions from the survey

- The responses received supported the combination of European and international coverage.
- The majority support an integrated web site.
- Most people find it helpful to receive information on opportunities and just over a third of respondents had benefited from them, including four people from the Highways Agency.
- Most users' specific interests that were mentioned are covered by the current scope of the project, but the following, although covered, are not focused on within the current topics:
 - Data management
 - Demand management
 - Evaluation and analytical methods
 - Communications.
- There was a wide range of support for the various options for further features of the service.
- If there are resources available for enhancing the service, then the Fact Sheets and Intelligence Reports are clearly the most highly rated of the options presented.
- Several of the further features considered do not appear to be worth pursuing further, while online briefings and webinars and additional emails between newswires appear to be worth investigating further for consideration in future enhancements.
- Subscriber suggestions for interactive discussion forums, website access to conference papers and a dedicated policy news service have a degree of support which should be explored further.

3.6 Recommendations from the survey

- The coverage of European and worldwide ITS developments should be maintained.
- Opportunities to attend conferences, join projects and the like should continue to be circulated.
- The following topics should be considered for further attention within the project:
 - Data management
 - Demand management
 - Evaluation and analytical methods
 - Communications.
- The business cases for the following enhancements should be developed and prioritised:
 - Combining websites
 - Production of fact sheets/intelligence reports
 - Web links to international ITS websites
 - Telephone briefings.
- The following enhancements will be subject to consideration for inclusion in the next review of the service scheduled for June 2009:
 - Online briefings and webinars.
 - Additional emails between newswires.
- The following enhancements suggested by respondents will be subject to consideration for inclusion in the next review of the service scheduled for June 2009:
 - Interactive discussion forums
 - Website access to conference papers
 - Policy newswire.
- The following enhancements should not be considered further
 - Conference reports
 - Additional web site content
 - Face to face workshops and seminars

3.7 Recommendations for the project from the workshop

Stakeholder workshop

Because the number of responses is small, the survey results are not necessarily representative of all subscribers. The results, analysis and recommendations of the survey were therefore discussed in the stakeholder workshop on 09 October 2008 to verify the findings.

Stakeholder views were gathered on how the project objectives could best be met and agreed recommendations were made about the future delivery of the service.

The workshop confirmed the project vision, business case and objectives.

Service enhancement recommendations

The stakeholder workshop endorsed seven out of the ten recommendations from the user survey. The workshop recommended that telephone briefings were moved from the 'proceed to business case' category to 'review in 2009'; additional emails between newswires for conferences were moved from 'review in 2009' to 'do not consider further'; and additional web site content was moved from 'do not consider further' to 'review in 2009'. Table 4 summarises the workshop recommendations concerning service enhancements.

Table 4 Workshop recommendations for further features of the service

Service enhancements	Recommendation
Combining web sites	Proceed to business case
Fact sheets / Intelligence reports	Proceed to business case
Web links to international ITS web sites	Proceed to business case
Telephone briefings	Review in 2009
Additional web site content	Review in 2009
Online briefings & webinars	Review in 2009
Knowledge Transfer Network	Review in 2009
Conference reports	Do not consider further
Face to face workshops & seminars	Do not consider further
Additional emails between newswires to notify stakeholders of conferences	Do not consider further (but consider alternatives)

Further service enhancements for consideration in 2009 review

The workshop also agreed that the following additional enhancements should be considered for the next service review:

- Consider improvements to the provision of events information such as a calendar of events and an events tracker as an alternative to sending out conference specific emails
- Video broadcasts of live seminars via the website
- Investigate Knowledge Transfer Networks as a way of providing an ITS forum; this could either involve setting up a new network or providing a link to an existing Knowledge Transfer Network.
- The current quality, quantity and frequency of outputs (newswires etc) is currently satisfactory but needs to be considered at further review points

The workshop recommended that two ideas which emerged from the survey should not be considered further: web site access to conference papers (due to copyright issues) and policy news (because it is already covered by the existing service).

Ongoing project management recommendations

The workshop made the following recommendations regarding the current delivery of the service:

- Consider linkage with DfT technology Watch project when it has reached sufficient maturity
- Explore what InnovITS and DfT (FITS project) are doing in terms of an ITS Wiki

- Explore synergies with InnovITS activities and scope for collaboration
- Explore feasibility of collaborating with ITS(UK) through Dave Cowell who is a board member
- Consider a weblinks page connecting to EU research websites such as CVIS, COOPERS etc
- Consider means of obtaining knowledge from suppliers in return for receiving the benefits of the ITS Radar International service

The workshop also strongly recommended developing:

a) a communications plan for raising the profile of the service within the Highways Agency to increase website usage, based on a range of ideas discussed in the workshop and

b) a coherent plan for developing the recommended service enhancements which will form part of the forward work plan for the project.

3.8 Next steps

This report has been presented to the Project Board and the recommendations have been endorsed.

This report and a report reviewing the initial phase of the project will form the basis of the justification of recommendations for enhancing the service in the forward work plan.

Appendix A. Questionnaire

ITS Radar International - Subscriber survey September 2008

Between 2005 and 2007, two projects monitored ITS developments for the Highways Agency: [EU Watch](#) (Europe) and [ITS Radar](#) (around the world). These provided regular reports to HA staff and contractors and recommended areas for further Highways Agency involvement. They provided an emailed newswire service, web sites, an email enquiry service, reports on conferences and specific areas of interest, tracking the progress of ITS standards and monitoring opportunities for the HA.

In March 2008 the Highways Agency commissioned further work, combining experience from the two earlier projects into one: ITS Radar International. In April, as part of a review of the services previously provided, we sent out a survey to subscribers. Feedback from the survey has been used to plan the way that the service is to be provided over the next 18 months. The report from the April survey is available at [online](#).

This second survey builds on the feedback of the first and seeks comment on other possible enhancements. Please take a few moments to consider these and to provide any comments, adding suggestions where appropriate.

This survey will take no longer than 5 minutes to complete and we would be very happy to receive your feedback.

This survey form is also available online at www.itsradar.co.uk/survey/survey0809.php.

1. Please indicate whether you work for the Highways Agency (HA), another public organisation, or outside the public sector:		HA	
		Other Public	
		Non Public	
2. At present, the long term plan is to combine our two separate web sites into one. It is likely that the joint site will be based on the existing EU Watch web site style and layout. An archive of existing material will be ported across to the new site. Are you happy for the two sites to merge in this way?		Yes	
		No	
		Don't Know	
3. If no, please indicate why not:			
4. Please indicate your level of interest in ITS information from within Europe only and global coverage outside Europe:			
		Very Interested	Some interest
	Inside Europe		
	Rest of the world (outside Europe)		
5. Do you find it helpful to obtain news on opportunities to attend conferences, join projects etc?		Yes	
		No	
6. Have you benefited from being aware of these opportunities?		Yes	
		No	
7. If yes, please provide details:			

8. It may be possible to obtain funding to add further features to the ITS Radar International service.

Please indicate how helpful you would find the following:	Very helpful	Helpful	No interest	Prefer funding to go elsewhere
Conference reports				
In depth reports on specific topics (Fact Sheets/ Intelligence Reports)				
Web links to international ITS web sites				
Additional web site content				
Face to face workshops and seminars				
On line briefings or webinars				
Telephone briefings				
Additional emails between newswires highlighting conferences				

9. If you have selected 'Helpful' or 'Very helpful' above, which specific topics would you be interested in?

10. Do you have any further suggestions for other features or services that could be incorporated into ITS Radar International that you would find useful?

11. Please record any other comments about the service here:

The results from this survey will be used to create a survey summary report. If you wish your name to be attributed to your comments above, please enter your name in the box below:

Please note that the all information collected for this survey will be used for the purpose of steering and improving the ITS Radar International service only. Any personal information collected will not be passed on to third parties.

Please email or post your reply to ITS International Radar at TRL by **18TH September 2008**:
jhopkin@trl.co.uk - J Hopkin, TRL, Crowthorne House, Nine Mile Ride, Wokingham, Berkshire RG40 3GA



Appendix B. Analysis of responses to questions on helpfulness of further features of the service

The following tables show the number of staff from the HA and other organisations who rated each of the suggestions for further features of the service as very helpful, helpful, no interest and 'prefer funding to go elsewhere'. The last row in each table shows the perceived benefit score which summarises the ratings (and is described in Section 3.3.4).

Fact sheets / Intelligence reports	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Helpful	6	6	3	15
Helpful	6	4	3	13
No Interest	0	0	0	0
Prefer funding to go elsewhere	0	0	0	0
Total	12	10	6	28
Overall score	18	16	9	43

Web links to international ITS web sites	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Helpful	1	5	1	7
Helpful	10	5	4	19
No Interest	1	0	1	2
Prefer funding to go elsewhere	0	0	0	0
Total	12	10	6	28
Overall score	12	15	6	33

Telephone briefings	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Helpful	0	0	0	0
Helpful	3	1	1	5
No Interest	6	8	5	19
Prefer funding to go elsewhere	3	1	0	4
Total	12	10	6	28
Overall score	9	9	7	25

Conference reports	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Helpful.	2	2	1	5
Helpful	6	7	5	18
Not answered	0	1	0	1
Prefer funding to go elsewhere	4	0	0	4
Total	12	10	6	28
Overall score	6	11	7	24

Online briefings & webinars	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Helpful	1	2	1	4
Helpful	6	6	3	15
No Interest	3	1	2	6
Not answered	0	1	0	1
Prefer funding to go elsewhere	2	0	0	2
Total	12	10	6	28
Overall score	6	10	5	21

Additional web site content	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Helpful		1	1	2
Helpful	7	5	3	15
No Interest	3	2	2	7
Not answered	1	1		2
Prefer funding to go elsewhere	1	1		2
Total	12	10	6	28
Overall score	6	6	5	17

Face to face workshops & seminars	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Helpful	1	1	1	3
Helpful	6	4	3	13
No Interest	1	3	2	6
Not answered	1	1	0	2
Prefer funding to go elsewhere	3	1	0	4
Total	12	10	6	28
Overall score	5	5	5	15

Additional emails between newswires for conferences	Organisation			
	Highways Agency	Non Public	Other Public	Total
Very Helpful	1	1	1	3
Helpful	3	4	2	9
No Interest	3	5	3	11
Not answered	1	0	0	1
Prefer funding to go elsewhere	4	0	0	4
Total	12	10	6	28
Overall score	1	6	4	11