

ITS Radar International

Subscriber survey report September 2009

December 2009
V1.5

CLIENT PROJECT REPORT**TRL Limited****CLIENT PROJECT REPORT 583****ITS RADAR INTERNATIONAL – SUBSCRIBER SURVEY REPORT
SEPTEMBER 2009**

Version: 1.5

by Jean Hopkin (TRL Limited) and David McGuigan (AECOM)

Prepared for: Project**Task Reference 429(387) HTRL****Client:****Network Services Highways Agency
(Emma Lunnon)**

Copyright TRL Limited December 2009

This report has been prepared for Network Services Division, Highways Agency. The views expressed are those of the author(s) and not necessarily those of the Highways Agency.

	Name	Date Approved
Project Manager	Jean Hopkin	30 November 2009
Technical Referee	Peter Vermaat	30 November 2009



CONTENTS

1	Executive Summary	1
2	Introduction	4
2.1	Background	4
2.2	Purpose of survey	4
2.3	Survey methodology	4
3	Survey results	6
3.1	Number of responses	6
3.2	Organising the information	6
3.3	Helpfulness of news on opportunities	8
3.4	Suggestions for Fact Sheets	8
3.5	Helpfulness of potential additional features	11
3.6	News contributions	13
3.7	Suggestions for other features or services	14
3.8	Other comments on the service	16
4	Analysis	17
5	Summary of the survey results	19
6	Recommendations	20
7	Appendix A – Questionnaire	21
8	Appendix B – Analysis of responses to questions on helpfulness of further features of the service	23

This report has been produced by TRL Limited, under/as part of a Contract placed by the Highways Agency. Any views expressed are not necessarily those of the Highways Agency.

If this report has been received in hard copy from TRL, then in support of the company's environmental goals, it will have been printed on recycled paper, comprising 100% post-consumer waste, manufactured using a TCF (totally chlorine free) process.

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. 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.

Against this background, the ITS Radar International project aims to gather intelligence and monitor developments in ITS in Europe and around the world, and to disseminate this information to staff in the Highways Agency, its contractors and others with an interest in the work of the HA, in an appropriate and timely manner.

The project provides a monthly email news service, a web site, an ad hoc enquiry service, information tracking on ITS standards, a directory of international ITS web sites and a limited number of Fact Sheets which report key ITS topics in more detail than is possible in news articles.

This report presents the results of a survey of subscribers to the ITS Radar International service. The survey was carried out in September 2009 as part of the review 18 months after the start of the project and follows on from two earlier surveys carried out in 2008. The survey was designed to seek feedback from users of the service, which could be used by the Highways Agency both to review the effectiveness of the current project and to contribute to the process of planning for continuing an ITS information service after March 2010.

The survey was distributed to all 404 subscribers in the HA, HA contractors and other organisations with an interest in ITS. The results of the survey cover four key aspects:

- Comments about the current service
- Views on how the information is organised on the web site
- Views on some additional features which could be provided if funding were available
- Suggestions for the future.

A total of 46 responses were received, representing a response rate of 11%; 20 respondents were from the Highways Agency, representing a 15% HA response rate.

The responses received were almost entirely positive and supportive of the current service although one respondent did not support the service on the grounds that it is too similar to the content of two magazines.

Considering the six themes which are used to organise the information currently, most of the respondents did not think that there is a better way of organising the information.

Most people found that the news on opportunities to take part in conferences, projects, consultation exercises etc is helpful and a few had taken them up.

A large number of suggestions were provided for topics for the three remaining Fact Sheets which the project is due to produce.

A wide range of suggestions for additional web content were received, of which key points were: more thorough reporting and appraisal, greater focus on evaluation results, the urban-interurban interface, and technology maintenance procedures.

Five individuals offered to contribute news articles.

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

Service enhancement	Perceived Benefit Category	Relative cost	Ranking of benefit cost evaluation
Online briefings and webinars	High	Medium	High
Additional web site content	Medium	Medium	Medium
Additional emails highlighting opportunities	Medium	Low	High
Telephone briefings	Low	Low	Medium

Suggestions for other features of the service focused largely on web based developments: web-based PowerPoint and video should be considered at the same time as online briefings and webinars, but other web based developments do not yet appear likely to be cost-effective. Other suggestions included an event calendar.

Two respondents were concerned about becoming overloaded with information.

A draft report of the survey was considered by a team of three independent Peer Reviewers as part of the 2009 project review. Some of the recommendations from that review have informed the project team’s recommendations on how the survey results should be used in decisions on the future of the ITS Radar International service.

Bearing in mind the results of the survey and previous experience it is recommended that:

- The service should be continued
- The overall structure for organising the information should not be changed but further sub-categories for cross referencing articles into additional sub pages on the web site should be considered for the future
- There is no obvious gap in the information covered on the web site but there are some areas that could be worked on to improve the service or to make the existing features more prominent, such as greater focus on evaluation and research and the outcome of trials, the urban-interurban interface and more links to detailed sources of information, including expanding the directory of ITS web sites

- The project's Help Desk service should be promoted as a way of providing users with more in-depth information on specific topics
- The Fact Sheet topic suggestions are diverse. The list of topics has been provided to the Highways Agency and three will be selected; these Fact Sheets will then be prepared before March 2010
- Webinars, (including web based PowerPoint and video), emails between eNews to notify urgent information and an extension of the ITS links directory to include sources of analysis and data relevant to ITS, should be considered as options for inclusion in the service in future and a business case for these should be developed
- Telephone briefings and additional web site content did not receive sufficient support to be worth developing a business case immediately, but should be considered again in a future review
- A calendar of events should be considered as an option for the next phase of the project
- The project should approach the individuals who offered to contribute articles and invite them to submit drafts during December 2009 and January 2010
- To help address the question of information overload, a shortened format of the email news should be tested, and users' views sought on whether this format should continue
- Other suggestions for service improvements made by subscribers should be borne in mind in any future review of the service.

2 Introduction

2.1 Background

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

The report outlines the service provided by the ITS Radar International project and describes the method of surveying subscribers and the responses received. It then proposes further features of the service and other enhancements which could be provided if further funding could be made available.

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.

Against this background, the ITS Radar International project began in March 2008, and runs until March 2010. It follows on from two previous projects: HA EU Watch and ITS Radar. ITS Radar International aims to gather intelligence and monitor developments in ITS in Europe and around the world, and to disseminate this information to staff in the Highways Agency, its contractors and others with an interest in the work of the HA, in an appropriate and timely manner.

The project provides a monthly email news service, a web site, an ad hoc enquiry service, information tracking on ITS standards, a directory of international ITS web sites and a limited number of Fact Sheets which report key ITS topics in more detail than is possible in news articles.

2.2 Purpose of survey

The purpose of the subscriber survey was to seek feedback from users of the ITS Radar International service, which could be used by the Highways Agency both to review the effectiveness of the current project and to contribute to the process of planning for continuing an ITS information service after March 2010. The results of the survey will be included in an overall review of the project to be carried out by three Peer Reviewers during October 2009.

2.3 Survey methodology

An invitation to complete the questionnaire survey was issued to all 404 subscribers to the ITS Radar International eNews service on 16th September 2009, via an item in the monthly eNews email. Of these subscribers, 136 were from the Highways Agency and

just over 200 were contractors supplying services to the Highways Agency; around 50 others were in other public sector organisations (most in the UK but some in other countries).

Respondents were asked to complete the survey either on-line, using a link to a page on the project web site, or by completing a 'word' version of the questionnaire and emailing it to the project email address. The closing date for responses was initially set at 30th September 2009.

Reminder emails were sent to those who had not responded by 24th and 29th September. With the reminder on 29th September, the deadline for submitting responses was extended to 5th October. On 1st October a further reminder was sent by the HA Project Sponsor to all of the HA subscribers who had not replied by then.

The questionnaire was designed to elicit comments about the current service, views on how the information is organised on the web site, views on some additional features which could be provided if funding were available and suggestions for the future. Respondents were also asked whether they would be able to contribute short articles for the news service.

The topics for the questions were developed from the results of previous subscriber surveys and the outcome of the October 2008 stakeholder workshop and project review.

Before finalising the recommendations from the survey, the findings and initial conclusions were presented to a team of three independent peer reviewers who were contributing to the 2009 review of the project. The recommendations from the peer review were then used to inform the project team's recommendations on how the survey results should be used in decisions on the future of the ITS Radar International service.

3 Survey results

3.1 Number of responses

A total of 46 responses were received by 5th October - a response rate of 11%. There were 20 replies from Highways Agency staff, which represents a 15% response rate. The number of responses from other public sector organisations and non-public organisations is shown in Table 1.

Table 1 Number of respondents and response rates

Organisation type	Subscribers	Number of respondents	Response rate
HA	136	20	15%
Other	211	21	10%
Other public	57	5	9%
Total	404	46	11%

The relatively small size of the sample is such that the results can be used to develop qualitative conclusions and recommendations, but it is not possible to draw statistical inferences from the results.

3.2 Organising the information

The first question about the service explained how the information on the web site and in the eNews is currently organised into six themes (European Research, European Policy, ITS Pilots, ITS Technologies, Standards and Location Referencing Technologies), and asked whether there is a way of organising the information that would meet needs better.

Most of those who replied said there was no better way of organising the information, implying that they were happy with the current approach. However 9 thought there was a way that would meet their needs better (Table 2).

Table 2 Organising the information

Is there a better way of organising the information?	Organisation			
	HA	Other	Other public	Total
No	19	16	2	37 (80%)
Yes	1	5	3	9 (20%)
Total	20	21	5	46

Of these, 7 people provided suggestions for organising the information differently. The comments are listed below. The italicised comments in square brackets indicate how these are currently covered or could be dealt with by an improved service.

From the Highways Agency staff member, the suggestion was:

- A filter to determine which pieces of content contain what types of information would be useful. Specifically a means to filter by presence of cost/benefit

information would be useful. *[The 'search' facility on the web site can already be used to identify articles containing specific words, and a common list of key words is already used to index all articles. The term 'evaluation' could be added to the list of key words for indexing future articles. Alternatively, an additional 'evaluation' category could be added to the web site themes with relevant articles indexed and displayed on an additional sub page.]*

The following suggestions were received from non-HA staff:

- By subject matter e.g. transport planning / appraisal / environment. At present how do you differentiate between ITS Pilots and European Research for ITS research that is being undertaken in Europe? *[possible alternative structure to be considered, articles that bridge more than one topic can appear on the web under more than one topic]*
- Could there be (sub?)groupings related to Monitoring, Communications etc i.e. key building blocks *[possible additional themes or structure for web site sub pages within current themes]*
- Mm, good question. You could look at Traffic Technology International and see how they have grouped their stories and headings in their weekly newslink. This provides crisp succinct headings with links to the detail. *[possible alternative structure; the service does currently provide brief articles with links to the detail]*
- Potentially look at a matrix approach which references key strategy areas such as safety, environment, congestion etc *[possible alternative structure for themes or for web site sub pages within current themes]*
- There could be a theme of pervasive technologies, unless you feel ITS covers it *[This is already covered in the research and ITS technologies themes]*

One of the suggestions concerned dissemination methods rather than how the information is organised:

- How about an RSS news feed (maybe you have one). *[Considered later under additional features of the service.]*

Two suggestions related to the nature of the information provided:

- Comparative studies looking at US for example *[The pilots and technologies news do cover US developments; the comparative element could be addressed by commissioning Intelligence Reports providing comparisons on issues, services or applications in different countries]*
- Would be useful to also link to developments in HA (and other) research *[The project's role is not to inform the HA about its own activities but a possible approach would be to include input from or links to the HA Research Compendium project and web site]*

Some of the additional categories suggested could be used to cross-reference articles on the web site, which could then be displayed in additional 'sub pages' on the site.

3.3 Helpfulness of news on opportunities

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

The majority found these helpful (Table 3) and 7 said they had taken up some of these opportunities, 4 of whom are from the Highways Agency (Table 4).

Table 3 Helpfulness of news on opportunities

Helpful to have news on opportunities	Organisation			
	HA	Other	Other public	Total
Yes	18	20	4	42 (91%)
No	2	1	1	4 (9%)
Total	20	21	5	46

Table 4 Take up of opportunities

Taken up any of these opportunities	Organisation			
	HA	Other	Other public	Total
Yes	4	1	2	7 (15%)
No	16	20	3	39 (85%)
Total	20	21	5	46

The details provided by those who had taken up opportunities are listed below:

- Contacted HA regarding trial and R&D projects e.g. fibre optics sensing for traffic detectors
- CVIS demonstration, Helmond, Holland, 13-14 May 2009
- Emergency Services Show 2008 and now 2009
- BAPCO roadshow events around the UK
- InnovITS event
- I have often pointed our consultant in the direction of these events to enable them to capture current best practice, latest development etc
- Sometimes, but nonetheless even if we do not go we can often track the details and look at the papers.

A comment from a respondent outside the HA who had not taken up any opportunities was also made here:

- I am reluctant to consider these as I assume the existing consultants would acknowledge and prioritise any strategic opportunities.

3.4 Suggestions for Fact Sheets

The survey explained that the project has funding to produce six Fact Sheets and that the first three were in preparation, covering: Managed Motorways, Cooperative Vehicle

Systems and EasyWay. Respondents were asked to provide suggestions for the other three topics.

The responses received are grouped in the list below into the types of topic covered. The note in brackets after each item indicates whether the suggestion originated from staff in the Highways Agency, elsewhere in the public sector and other organisations.

Technologies

- Traffic Information Technologies of the Future - their uses, viabilities and constraints [HA]
- Mobile and wireless communications [HA]
- Dedicated lanes technology (incl. hard shoulder running for coaches/buses) [HA]
- New/emerging technology for control rooms [HA]
- Technology for Environmental Benefit (going to need a lot more of this in the coming years) [HA]
- Technology that improves value for money (going to also need a lot more of this in the coming years as well) [HA]
- Transportable Gantries [HA]
- Traffic sensors [other public]
- Wireless detector technologies [other]
- Wireless network implementations [other]
- Lighting related article, perhaps Intelligent Motorway Lighting [other].

Services

- Incident Management [HA]
- Electronic Fee collection (including tolling) [other]
- Electronic Toll Collection, Interoperability [other]
- High Occupancy Toll lanes [other]
- Road safety applications [other public]
- In vehicle systems - the views of ITS, Policy and the Manufacturers Market [HA].

Supporting services and applications, cross-cutting issues

- ITS architecture [HA]
- Hard Shoulder Monitoring [HA]
- Heavy vehicle compliance [other]
- CCTV related article, perhaps Traffic Camera Service [other]
- DDA issues (Disability Discrimination Act) [other public]
- TI2011+.DATEX principles [HA]
- Data exchange [other public]
- Project MESA - improved communications technology for the Traffic Officer Service [HA].

Maintenance

- Technology Maintenance [HA]

- CCTV Maintenance [HA].

Urban/ interurban traffic management and coordination

- IUTMC [HA]
- Integrated Traffic Management (connecting motorway controls / ramp metering to junction / local road signals) [other]
- Urban / Inter-Urban coordination [other]
- Urban and inter-urban standards, particularly opportunities for convergence of these [other].

Environment/ sustainability issues

- Energy/carbon efficiency for ITS [HA]
- Alternative Sources of Energy [HA]
- Environmental issues (noise measurement, data fusion, GIS) [HA]
- Sustainability [other public]
- Greenhouse Gas Emissions reduction [other]
- ITS`s contribution towards meeting sustainability objectives [other].

Other issues

- Intermodal aspects [other public]
- Multimodal interchanges [other]
- Current statistics and KPIs so a base line can be created [other public]
- Journey time reliability [HA]
- The future (when it will arrive, what it will look like, how we will get there) [other public].

Two of the suggestions received were either not relevant to the role of the Highways Agency, or not ITS and are therefore beyond the scope of the current project:

- One of the surveys should be on Implementation of ITS technology in developing countries: Barriers and Opportunities [private sector comment]
- Rail systems [private sector comment].

Some of the suggestions under the 'supporting services' heading relate to Fact Sheets which were prepared under the EU Watch project and may benefit from being updated:

- Data Exchange
- MESA Project.

Apart from two mentions of sustainability, the remaining suggestions are almost entirely unique. The list of suggestions has been provided to the Highways Agency so that a decision can be made on which three topics should be pursued.

3.5 Helpfulness of potential additional features

In a future project it may be possible to obtain funding to add further features to the ITS Radar International service. Ideas for additional features were generated in previous subscriber surveys.

At the stakeholder workshop which reviewed the project in October 2008, agreement was obtained to develop the business case for enhancing the service by providing some additional features; the features selected were those which were perceived to have the greatest benefit, set against the relative costs.

The review also recommended that some enhancements should be considered in the 2009 review. Following discussions with the HA project sponsor, it was agreed that this review should consider these, plus one which had been recommended in 2008 but which the Project Board had not supported for development in 2008. In addition, the recent launch of the new web site and harmonised service provided an opportunity to review the need for additional material on the web site. The survey therefore sought subscribers' views on the following four service enhancements:

- Telephone briefings
- Online briefings and webinars
- Additional emails between the monthly news, highlighting opportunities
- Additional web site content.

Respondents were asked how helpful these features would be. To provide a way of ranking the responses, these have been 'scored' in the same way as the responses to the equivalent questions in the 2008 subscriber survey, 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 feature was then used to categorise it as either low, medium or high perceived benefit as follows:

Low perceived benefit	>0 to 15
Medium perceived benefit	>15 to 30
High perceived benefit	>30

Tables detailing the responses to each of the questions about further features are provided in Annex 2. The perceived benefit scores are summarised in Table 5, listed in descending order of the overall score and category.

Table 5 Perceived benefit scores for further features of the service

Service enhancement	Organisation				Category
	HA	Other	Other public	Total	
Online briefings and webinars	13	17	6	36	High
Additional web site content	2	17	6	25	Medium
Additional emails highlighting opportunities	5	9	7	21	Medium
Telephone briefings	-1	-3	-3	-7	Low

Of the 25 people who thought additional web site content would be helpful, 14 provided suggestions. These are listed below, grouped according to the type of organisation represented. The italicised comments in square brackets indicate how these are currently dealt with or could be provided with an enhanced service.

HA

- Calendar of events. *[A spreadsheet listing opportunities is provided, a calendar of events should be considered as an option for enhancing the service in future]*
- Technology maintenance procedures throughout Europe. *[Maintenance could be included in the remit of technology news in a future project].*

Other public

- Debriefing of trial projects and new technologies. *[Articles on the outcome of trials are provided currently; debriefing on these could be a focus for online briefings if these become a feature of a future service]*
- More content on evaluation. *[This is within the scope of the current project; greater effort could be devoted to following up completed projects to announce the availability of evaluation results]*
- RSS feeds, forums, web based PowerPoint, video, and blog. How about YouTube, flickr, and twitter (or not) as methods of delivery. This would also help engage the informed and interested public. I realise all these things take time, direction, and input from others, but they are (to my mind) worth striving for. However having said all this, you have asked the question, and the current product is good. Hope this is useful. *[The eNews already notifies subscribers when new articles are posted on the web site; experience of forums in other ITS knowledge-sharing projects indicates that the level of participation is not yet likely to be sufficient to justify the investment involved in setting up, monitoring and maintaining them but should be borne in mind as options for the future; web-based presentations will be considered with online briefings and webinars; social networking approaches to engage informed members of the public are beyond the current remit of the project, which is aimed at HA staff].*

Other organisations

- Survey: focus on of barriers and opportunities to study/implement ITS technology; brief discussion to learn more about some of the interesting returns; conclusion of the survey; produce a brief paper about the survey topics. All these can be done on a website. Anybody can issue a topic of interest and request for the HA to approve to carry out a survey and produce the final conclusion. *[This could form a focus for a forum if these become part of the service in future]*
- Evaluation Reports. *[This is within the scope of the current project; greater effort could be devoted to following up completed projects to announce the availability of evaluation results]*
- Improve ways of making existing content more widely available and combining with other information sources directly such as RSS feeds. *[The service is freely available to the target audience in the HA and its contractors. RSS feeds are not feasible given the requirement for the HA to review the content before publication]*
- Initiatives and projects which bridge the urban / inter-urban boundary across UK and Europe *[This is within the current remit; greater effort could be devoted to identifying suitable material in this area in future]*
- Links through to larger bodies of research would be useful. Much content is topical; more thorough appraisals in greater numbers would be appreciated. *[Links to sources are provided; the Help Desk service is available for more in-depth investigations]*
- Links to project evaluations e.g. the Easyway evaluations, US evaluations etc. *[Links to these are available on the web site, but greater effort could be devoted to announcing the availability of evaluation results]*
- More detailed information on key developments / technologies or direct links to more detailed information. *[The service is designed to provide a starting point from which users can find more detailed information; where available, links are provided to enable the reader to look for more information]*
- More detailed information on project work *[As above, the service is designed to provide a starting point for finding more information, rather than to provide full details on particular projects]*
- Research and activities outside of Europe. *[These are covered in the pilots and technologies news, and to a limited extent in the location and positioning news].*

The analysis of the relative cost and perceived benefits of these further features and recommendations on which should be taken forward for business case development are presented in Section 4. These suggestions will be considered by the project team, the peer reviewers and the Project Board.

3.6 News contributions

The Highways Agency is keen to encourage members of its supply chain to contribute short articles for publication in the ITS Radar International news service. In order to be considered for publication, such articles would need to meet editorial policy

requirements. Respondents were asked whether they would like to contribute in this way.

Ten positive replies were received: 1 from the Highways Agency, 2 from other public organisations and 7 from other organisations (Table 6).

Table 6 Willingness to contribute news articles

Would like to contribute	Organisation			Total
	HA	Other	Other public	
Yes	1	7	2	10 (22%)
No	17	14	2	33 (72%)
Not answered	2	0	1	3 (7%)
Total	20	21	5	46

The following responses were received from those who indicated that they would like to contribute:

- Climate change and Greenhouse Gas Emission reduction
- HA's Traffic Camera Service
- Project MESA
- Regional UTMC as a method of the HA meeting the requirements of the Traffic Management ACT
- CCTV related article, perhaps Traffic Camera Service. Lighting related article, perhaps Intelligent Motorway Lighting).

It is proposed that these individuals should be invited to provide articles for publication in the next few months.

Two responses were anonymous so it will not be possible to follow these up:

- Would not exclude this, but we do provide text sometimes for other outlets
- Need for reporting of project outcomes to help inform decision making.

3.7 Suggestions for other features or services

The survey invited people to suggest other features or services to enhance those already on offer.

The 6 replies are listed below. The italicised comments in square brackets indicate recommendations on how these should be dealt with, based on the Peer Review and discussions between the project team and the Project Sponsor.

Highways Agency suggestions:

- An update posted on ITS Radar resulting from the latest global MESA meeting. These meetings are held bi-annually in Europe and the US. *[This is already within the scope of the existing service and is therefore monitored regularly; an update on this will be provided in a forthcoming edition of the standards news]*

- ITS wiki or links with any existing ITS wikis (perhaps one way of getting supply chain contributions). *[Experience of wikis in other ITS knowledge-sharing projects indicates that the level of participation is not yet likely to be sufficient to justify the investment involved in setting up, monitoring and maintaining such services, but should be borne in mind as options for the longer term future].*

Other public organisation suggestions:

- RSS feeds, forums, web based PowerPoint, video, and blog. How about YouTube, flickr, and twitter (or not) as methods of delivery. This would also help engage the informed and interested public. I realise all these things take time, direction, and input from others, but they are (to my mind) worth striving for. However having said all this, you have asked the question, and the current product is good. *[The eNews already notifies subscribers when new articles are posted on the web site; experience of forums in other ITS knowledge-sharing projects indicates that the level of participation is not yet likely to be sufficient to justify the investment involved in setting up, monitoring and maintaining them but should be borne in mind as options for the future; web-based presentations will be considered with online briefings and webinars; social networking approaches to engage informed members of the public are beyond the current remit of the project, which is aimed at HA staff].*

Other organisation suggestions:

- Adding even more articles is to be discouraged - information overload! I want to use ITS as a pointer so it has to be easy to scan. Providing links to deeper information when a topic of interest is picked up is the service I am after. *[Where an article refers to a project or programme, contact points and links to further information are provided where they are available]*
- Better integration with other institutions to access their publications and some means of identifying sources of analysis and data would be useful. *[Articles refer to sources of information where available; the project's directory of links to ITS web sites could be expanded to include more links to institutions and key organisations providing information, such as the international transport research database]*
- RSS Feed to provide information on a daily basis *[The resources available are not sufficient, either to prepare information on a daily basis, or for the HA to review it daily].*

In summary, it is proposed that the following suggestions be considered further as possible components of a future ITS information service:

- The project's directory of links to ITS web sites should be reviewed to establish whether there is scope for expanding its coverage of sources of analysis and data relevant to ITS
- The case for web-based PowerPoint and video should be considered, along with online briefings and webinars (which are discussed further in Section 4).

3.8 Other comments on the service

The final question elicited other comments on the service. Just over a quarter of respondents (13) provided responses. Of these, 10 were unreservedly positive and supportive. Two of the HA staff raised concerns with the quantity of information provided and the lack of time available to deal with it; one of these was raised in the context of possible further expansion of the service. Another respondent (the last HA comment listed below) did not support the service on the grounds of its similarity with two magazines.

Highways Agency comments:

- I find it useful to be aware of the emerging findings/developments in this wide ranging field. The US findings on WIMs have helped in our group's work with VOSA in this same area. This service is similar to the GNN role in reviewing technical press and its value should not be underestimated.
- Impressed by the new web site and general look and quality of service
- ITS Radar is very good
- The service provides me information on a wider sphere of topics than I come across in my daily routine, thereby helping me to avoid developing a Silo mentality and encourages me too delve deeper into subjects that are of interest
- Useful snippets of information
- There needs to be a balance on quantity. Whilst these may be interesting, part of the problem I have in getting through some of the content each month, is time in the day. If there is more information added then the chances will be reduced further
- Too many emails. Most newsletters get deleted before they are even read
- I do not believe the Agency should be paying for this as it stands. It is far too similar to TEC/Traffic Technology magazine stuff which is free.

Other public organisation comments:

- I have found the service to be very useful
- Keep up the good work
- Since I'm working in Germany not all items of the site are relevant for me; yet I like the approach.

Other organisation comments:

- The service is fantastic; it has timely information across a wide topic area
- Very useful service, keep it up.

The conclusion from these comments is that there is support for the service as it stands, although one change will be investigated. Following the Peer Review, which took up the point of information overload and the reviewers' own experiences, it is proposed to try out an abbreviated format for the email news service and to canvas subscribers' opinions on this variant of the service.

4 Analysis

Having grouped the further features of the service according to whether they are perceived by users to offer high, medium or low potential benefits (as summarised in Table 5), the relative cost of these features was reviewed. This was done in the 2008 review on the basis of previous experience, and estimates of the time and resources involved in establishing the features and operating them as part of the on-going service; the same relative costs were assumed to apply in 2009. 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.

The first two columns in Table 7 summarise the results, using the perceived benefit classification from Table 5.

As in the 2008 review, the 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 worth recommending for further consideration:

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

Those with a 'medium' benefit cost evaluation ranking were considered to be worth further investigation at a future date; these were the features with:

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

Other combinations of benefit and cost rankings would not have been considered to have enough support to be taken further. In this case, no features were in this category.

The last column in Table 7 shows the results of this assessment, with a recommendation to develop the business case for two of the services.

Table 7 Relative cost and perceived benefit of possible further features of the service

Service enhancement	Perceived Benefit Category	Relative cost	Recommendation
Online briefings and webinars	High	Medium	Proceed to business case
Additional web site content	Medium	Medium	Proceed to business case
Additional emails highlighting opportunities	Medium	Low	Investigate in future
Telephone briefings	Low	Low	Investigate in future

In addition, taking up the other suggestions made in the survey, an extension of the ITS links directory to include further sources of analysis and data relevant to ITS is

considered to be a low cost addition to the service which is worth proceeding to a business case assessment; when considering online briefings and webinars, the case for web-based PowerPoint and video should be considered.

5 Summary of the survey results

- Almost all of the responses received supported the continuation of the service
- Considering the six themes which are used to organise the information currently, most of the respondents did not think that there is a better way of organising the information; the six themes should therefore be retained as the main focus for collecting and disseminating information. However suggestions for other ways of organising the information could be used to develop additional categories for cross referencing articles into additional sub pages on the web site.
- Most people found that the news on opportunities to take part in conferences, projects, consultation exercises etc is helpful and a few had taken them up
- A large number of suggestions were provided for topics for the three remaining Fact Sheets which the project is due to produce and these should be reviewed carefully
- One possible further feature of the service which is perceived as being highly beneficial is online briefings or webinars; debriefing on trial projects and new technologies would be one possible focus for these
- Two possible further features are perceived to be of 'medium' benefit: additional web site content and additional emails highlighting opportunities between publications of the email news
- Telephone briefings are perceived to be of 'low' benefit
- A wide range of suggestions for additional web content were received and the following should be considered further as options for enhancing the service in future:
 - A calendar of events
 - More focus on technology maintenance procedures, the interurban-urban interface and evaluation results
- Some suggestions were received for more thorough reporting and appraisal; the project Help Desk could potentially provide such a service
- Five individuals offered to contribute news articles and these should be contacted and asked to submit material
- Suggestions for other features of the service focused largely on web based developments: RSS feeds, web based 'PowerPoint', video, blogs, ITS Wikis; web-based PowerPoint and video should be considered at the same time as online briefings and webinars, but other web based developments do not yet appear to be likely to be cost-effective
- General comments on the service were overwhelmingly positive and supportive but one respondent did not support the service on the grounds that it is too similar to the content of two magazines
- Two respondents were concerned about becoming overloaded with information.

6 Recommendations

The survey responses suggest the following:

- The service should be continued
- The overall structure for organising the information should not be changed but further sub-categories for cross referencing articles into additional sub pages on the web site should be considered for the future
- There is no obvious gap in the information covered on the web site but there are some areas that could be worked on to improve the service or to make the existing features more prominent, such as greater focus on evaluation and research and the outcome of trials, the urban-interurban interface and more links to detailed sources of information, including expanding the directory of ITS web sites
- The project's Help Desk service should be promoted as a way of providing users with more in-depth information on specific topics
- The Fact Sheet topic suggestions are diverse. The list of topics has been provided to the Highways Agency and three will be selected; these Fact Sheets will then be prepared before March 2010
- Webinars, (including web based PowerPoint and video), emails between eNews to notify urgent information and an extension of the ITS links directory to include sources of analysis and data relevant to ITS, should be considered as options for inclusion in the service in future and a business case for these should be developed
- Telephone briefings and additional web site content did not receive sufficient support to be worth developing a business case immediately, but should be considered again in a future review
- A calendar of events should be considered as an option for the next phase of the project
- The project should approach the individuals who offered to contribute articles and invite them to submit drafts during December 2009 and January 2010
- To help to address the question of information overload, a shortened format of the email news should be tested, and users' views sought on whether this format should continue
- Other suggestions for service improvements made by subscribers should be borne in mind in any future review of the service.

7 Appendix A – Questionnaire

ITS Radar International monitors ITS developments for the Highways Agency in Europe and around the world. We provide regular reports to HA staff and contractors and identify recommended areas for further Highways Agency involvement. The project provides an email News service, a web site, a 'Help Desk' email enquiry service, Fact Sheets on specific areas of interest and updates on the progress of ITS standards.

Following our review in September 2008, some additional services were commissioned by the Highways Agency: a new web site has been launched (reached via <http://www.highways.gov.uk/itsradar>) which integrates the two previous web sites; the scope of the standards monitoring has been extended to include ETSI standards; a directory of links to international ITS web sites is now provided and Fact Sheets are in preparation.

A part of the continuous improvement process is to seek further feedback on the service and elicit comment on other possible enhancements. Please take a few moments to consider these and to provide any other comments, inserting ✓ in the relevant boxes and adding suggestions where appropriate.

This survey form is also available online at [ITS Radar International - Subscriber Survey - September 2009](#)

1 Please indicate whether you work for the Highways Agency (HA) or another organisation:

HA	<input type="checkbox"/>
Other public	<input type="checkbox"/>
Other	<input type="checkbox"/>

2a The information we gather is organised into six themes: European Research, European Policy, ITS Pilots, ITS Technologies, Standards and Location Referencing Technologies. This is how the information is grouped on the web site and in the eNews. Is there a way of organising the information that would meet your needs better?

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

2b If yes, please indicate how you would prefer the information to be organised:

3 Do you find it helpful to obtain news on opportunities to attend conferences, join projects etc?

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

4a Have you taken up any of these opportunities?

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

4b If yes, please provide details:

5 We have funding to produce six Fact Sheets. Following a poll among subscribers we are working on the first three: Managed Motorways, Cooperative Vehicle Systems and EasyWay. If you have any suggestions for the other three topics, please list them below:

6 It may be possible to obtain funding to add further features to the service.

Please indicate how helpful you would find the following:

	Very helpful	Helpful	No interest	Prefer funding to go elsewhere
6a Telephone briefings on topics nominated by subscribers (based on a brief investigation by the project team), for a small audience of HA and supply chain staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6b Online briefings or 'webinars' on topics nominated by subscribers (based on a brief investigation by the project team), for a small audience of HA and supply chain staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6c Option to subscribe to a service providing additional emails between the monthly eNews, highlighting conferences and other opportunities identified at short notice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6d Additional web site content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7 If you would find it helpful to have additional web site content, please provide details below.

8a The Highways Agency is keen to encourage members of its supply chain to contribute short articles which meet editorial policy requirements to be considered for publication in the ITS Radar International news service. Would you like to contribute in this way?

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

8b If yes, please provide any suggestions for article topics which you could contribute here:

9 Please record any suggestions for other features or services here:

10 Please record any other comments about the service here:

Please email or post your reply to ITS International Radar at TRL by **30th September 2009**:
ITSRadarInternational@trl.co.uk - J Hopkin, TRL, Crowthorne House, Nine Mile Ride, Wokingham, Berkshire RG40 3GA

8 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 summarised the ratings (as described in Section 3.5).

Telephone briefings	Organisation			
	HA	Other	Other public	Total
Very Helpful		2		2
Helpful	4	1		5
No interest	11	10	1	22
Prefer funding to go elsewhere	5	8	3	16
Total	20	21	5	45
Perceived benefit rating	-1	-3	-3	-7

Online briefings and webinars	Organisation			
	HA	Other	Other public	Total
Very Helpful	2	4	2	8
Helpful	12	10	2	24
No interest	3	6	1	10
Prefer funding to go elsewhere	3	1		4
Total	20	21	5	46
Perceived benefit rating	13	17	6	36

Additional emails highlighting opportunities	Organisation			
	HA	Other	Other public	Total
Very Helpful	1		3	4
Helpful	8	11	1	20
No interest	6	8		14
Prefer funding to go elsewhere	5	2		7
Total	20	21	4	45
Perceived benefit rating	5	9	7	21

Additional web site content	Organisation			
	HA	Other	Other public	Total
Very Helpful		3	2	5
Helpful	7	11	2	20
No interest	7	7		14
Prefer funding to go elsewhere	5			5
Total	19	21	4	44
Perceived benefit rating	2	17	6	25