

# ITS Radar International

Six month review and plan

January 2009  
V5

# CLIENT PROJECT REPORT

TRL Limited



## CLIENT PROJECT REPORT 267

### ITS RADAR INTERNATIONAL – SIX MONTH REVIEW AND PLAN

Version: 5

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Network Services Highways Agency  
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# 1 Introduction

## 1.1 General

This report has been prepared by TRL Limited on behalf of the Highways Agency (HA) to review the first six months of the project and develop a plan 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 follows from a report completed in July 2008 which reviewed the previous service provided by the ITS Radar and HA EU Watch projects and proposed how these services would be combined and delivered by the ITS Radar International project (Hopkin and McGuigan 2008).

The report summarises the results of two user surveys and a stakeholder workshop which considered the services provided and options for additional enhancements to the service (Section 2). The report also summarises information on indicators of the effectiveness of the project (Section 2.7).

During the workshop, stakeholders recommended that a communications plan be created to map out the future development of the ITS Radar International service. The conclusions from this review have been used to drive this communications plan. The action points from the plan are presented in this report (in Section 4).

The final part of the report summarises the strategy for delivering service enhancements, if the business case for them is approved (Section 5).

## 1.2 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 gas emissions. 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 provided '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.

The work of the Technology Watch project also needs to be taken into account. Technology Watch is a recently started two year project to provide the Department for Transport (DfT)

with structured, up to date information on vehicle-based active safety systems. These are systems which provide the driver with information or warnings to aid the driving task, or provide an intervention which assists the driver in avoiding an accident or mitigating its consequences. Information is provided on a web site which provides the DfT with a user-friendly knowledge base for active systems, aimed at enabling the DfT to develop policies based on the latest available information. For each system, casualty benefits, costs and risks, research, conferences, standards and industry information are included.

### 1.3 Project objectives and scope

The objectives of the ITS Radar International project are to:

- Review previous services (ITS Radar and EU Watch) and provide HA with a “smart service that will meet stakeholder requirements under a common “ITS International Radar” project
- Develop a methodology that will enable the dissemination of “up to date information” to be available on desktops
- Engage with HA/DfT stakeholders to fulfil their needs and expectations
- Gather intelligence on ITS activities in Europe and new ITS developments around the world
- Monitor the development of ITS standards
- Identify opportunities for the HA to become more involved in European ITS activities
- Respond to ad-hoc requests from HA staff for information about ITS developments
- Communicate the information to key stakeholders within the HA through electronic newswire service to HA
- Maintain a governance record of each activity.

These objectives are carried out through the following work packages which form the core of the project:

Work Package 0: Review of Previous ITS Radar and EU Watch Services

Work Package 1: Core information, basic service and dissemination

Work Package 4: Tracking ITS standards

At the start of the project a series of optional work packages were defined, covering possible enhancements to the service:

Work Package 2: Conference reports

Work Package 3: Intelligence reports/ Fact Sheets

Work Package 5: Web site harmonisation

Work Package 6: Service enhancements

One of the purposes of this review is to consider these additional work packages and whether additional funding should be sought to bring them into the scope of the project.

## 1.4 Review of previous service

The initial stage of the project involved a review of the previous service, which was carried out through a survey among the subscribers to the previous EU watch and ITS Radar services, in April and May 2008.

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 covered 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 were 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. Given that 'world wide' includes Europe, this indicated good support for information on European ITS developments. Some suggestions for additional topics were made; most of these can be included within existing topics.

The following recommendations were 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.

The recommendations on other aspects of the service were as follows:

- 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 were circulated amongst key staff in the Highways Agency so that they could consider the recommendations. A forward work programme was then developed to take into account the results of the survey and recommended actions.

## 2 Six month review

This section of the report summarises the achievements during the first six months of the project (to the end of September 2008), including statistics for the indicators of effectiveness of the project. It concludes with a summary of these indicators.

## 2.1 Users

The number of subscribers to the service is shown in Table 1 and Figure 1. The figures for March effectively show the subscribers 'inherited' at the end of the previous service. The project had been on hold for a period of several months and during this period many subscribers had moved on. Hence, when the first email was distributed, informing subscribers that the service was about to resume, many emails bounced and were returned without being delivered. These returns were used to trim the list of subscribers so that it included only active email addresses. This explains the drop in numbers between March and June.

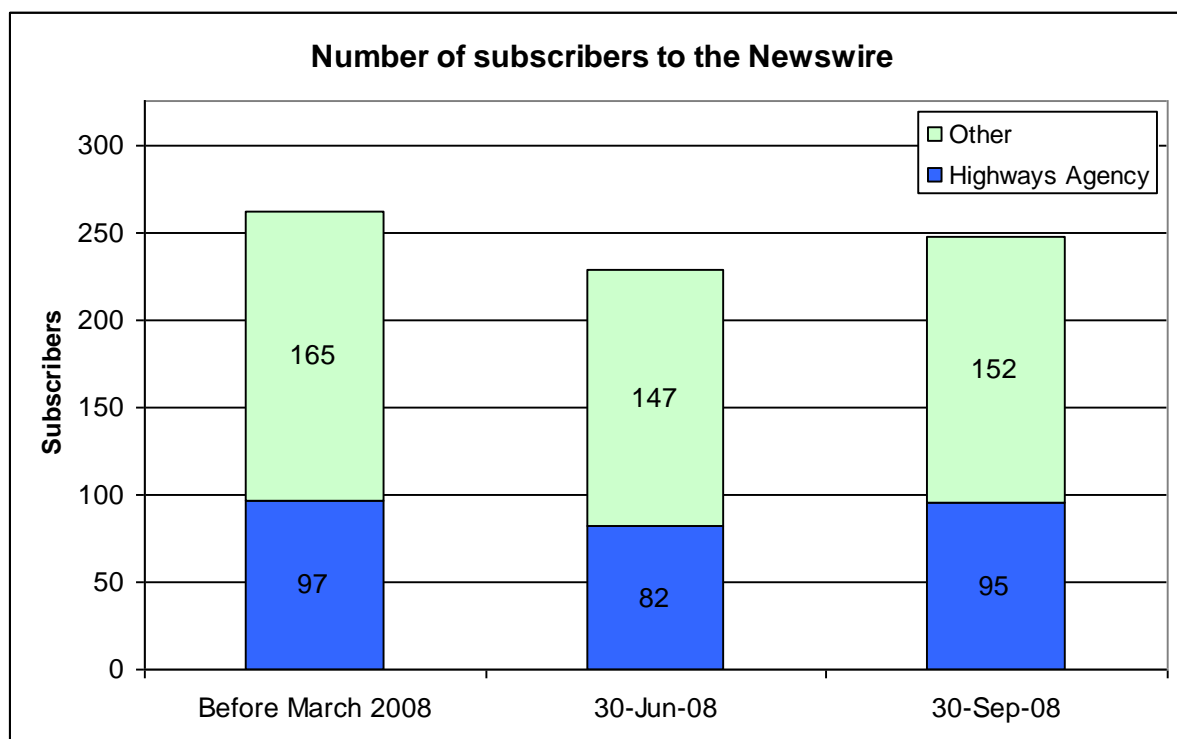
Since the project began, the Project Sponsor has been actively publicising the service within the Highways Agency, and this has resulted in a steady increase in the number of subscribers, so that by the end of September the number within the Highways Agency was almost as high as it had been under the previous project.

New subscribers are added every month, but this is partly off-set by the continuous 'churn' of people moving jobs, causing the email they have provided to bounce.

**Table 1 Number of subscribers within the Highways Agency and other organisations**

Organisation	Before March 2008	30 June 2008	30 September 2008
HA	97	82	95
Other	165	147	152
Total	262	229	247

**Figure 1 Number of subscribers within the Highways Agency and other organisations.**



## 2.2 The service provided

The following deliverables have been produced during the first six months of the project:

**Work package 0**

- Inception report/Project plan – Internal HA report, July 2008
- Subscriber survey results – published on EU Watch web site, July 2008.

**Work Package 1**

- Regular newsletters, one each covering EC Policy, European Research, ITS Standards and Galileo – May, June, July and September
- Email Newswire ‘headlines’ – May, June, July and September covering 126 articles
- News articles from newsletters and Newswires published on EU Watch and ITS Radar web sites - 189 articles
- Opportunities identified for Highways Agency participation in European ITS - 24 opportunities sent to the HA using emails and Newswire articles and one posted on the ‘Events’ page of the ITS Radar web site
- One response to a Help Desk enquiry on technologies for vehicle detection
- Workshop with key stakeholders held in October 2008 was attended by 7 HA staff and one from DfT.

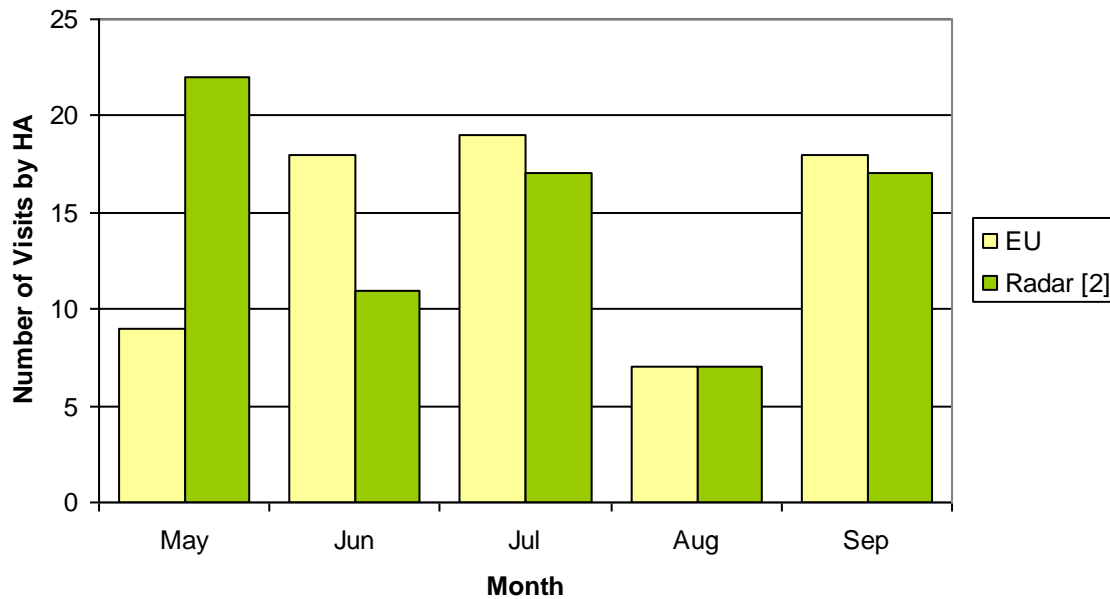
**Work Package 4**

- Database of the ISO TC 204 and CEN TC 278 working group standards developments - updated in May and July 2008.

**2.3 Use of the web sites**

An analysis of use of the web sites is available in a separate report (Ball, Hopkin and McGuigan 2008); key points are summarised here.

The number of visits from HA IP addresses varied quite considerably from month to month, averaging about 16 per month to each site in the months when a newswire was published (see Figure 1 below).



**Figure 2 - Visits from HA IP Addresses**

Visits from other addresses ranged from around 2,100 to 8,200 in a month to the EU Watch web site and 4,300 to 8,700 per month to the ITS Radar web site. These include visits from web crawlers (search engines and automated 'bots'). Analysis of visits to the ITS Radar web site which excludes web crawlers showed total visits around 110 visits per month in June and July, rising to 131 in September.

On average each visit involved viewing between 3 and 4 pages, averaging between 2 and 3 minutes per visit. The most popular pages were the news stories on the EU Watch web site and the Library (containing the news articles) on the Radar site.

For the EU Watch web site, details of documents downloaded were available. Over the five month monitoring period the number of downloads of newsletters ranged from 600 for the Galileo newsletters to almost 1,000 for the standards newsletters. The other documents downloaded most frequently were the ITS standards tracking spreadsheet (275 times) and the list of opportunities (222 times). Older documents produced in the previous project continued to be downloaded, showing that these documents have lasting value beyond the time when they are first posted on the web site. For example the most popular was the 2007 DATEX II Fact Sheet, which was downloaded 110 times between May and September 2008.

There has been a decline in the number of visits to the web sites since the service re-started in May 2008, and this has been reflected in a decline in the number of documents downloaded.

There is an on-going need to stimulate interest in the web sites and the activities set out in the communications plan (which are summarised in Section 4) aim to address this.

## 2.4 Subscriber survey

Following on from the review of the previous service carried out among users of the service in April and May 2008, a further user survey was carried out in September 2008. This was designed to look forward, obtaining 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 report of the survey ([Hopkin and McGuigan 2008](#)) is available on the EU Watch web site and the main points are summarised here.

The survey was distributed to all subscribers, whether in the HA, HA contractors, or other organisations with an interest in ITS. The results covered 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
- Helpfulness of various options for further enhancements of the service.

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 of respondents.

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.

Responses to the suggested enhancements were ranked in terms of perceived benefit and relative cost to provide a simple ranking of the “ratio” of benefits to costs (see Table 2). This analysis was then used as the basis for developing recommendations on making a business case for enhancements to the service. These recommendations were considered at a stakeholder workshop held in October 2008. The recommendations from that workshop are summarised in the following sub section of this report.

**Table 2 Evaluation of benefits and costs of service enhancements**

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

On the basis of the survey results, recommendations were made on other elements of the service as follows:

- 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.

## 2.5 Stakeholder workshop

The results, analysis and recommendations of the survey were discussed in a stakeholder workshop on 09 October 2008. The workshop was attended by seven stakeholders from the Highways Agency and one from DfT. Table 3 summarises the workshop recommendations concerning service enhancements.

**Table 3 Workshop recommendations on 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 emails between newswires for conferences	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 web site content	Do not consider further

The workshop also recommended developing a communications plan for raising the profile of the service within the Highways Agency. The Highways Agency has developed this plan in conjunction with the project team and the activities involved in the plan are summarised in Section 4. These activities will form part of the forward work programme for the project.

## 2.6 Work to harmonise the two services

Following the outcome of the first survey of subscribers, work began on harmonising the two services. This has covered coordinating the search for material to publicise, access to the web sites and developing initial ideas on harmonisation of the two web sites. These are outlined briefly below.

### Coordination of information search process

To improve the coordination between the EU Watch and ITS Radar elements of the project, a harmonised spreadsheet has been developed to maximise efficiency of searching for material. This contains details of all of the sources used and includes a place for adding new areas for investigation and a 'log' of the articles published. It is updated each month and shared by email between TRL and Faber Maunsell, with the 'master' held at TRL. The

option of giving remote access to the master file will be reviewed once experience of exchanging updates via email has been gained.

### **Access to the web sites**

In conjunction with colleagues in Highways Agency Information Directorate, a new URL was created: <http://www.highways.gov.uk/itsradar>. This provides access to a 'portal' page providing brief information about the project and links to the two project web sites.

To harmonise access to the two sites, the password protection feature was removed from the ITS Radar web site in June 2008, bringing this into line with the EU Watch web site.

### **Harmonisation of the two web sites**

Initial ideas on harmonising the two web sites have been explored, based on combining the two services into a site that is a modified version of the EU Watch web site. A list of possible changes was developed and included in the WPO report.

Initial discussions have also been held with the EU Watch web site developer to discuss ideas for harmonising the two sites and approximate costs, in preparation for developing the business case.

## **2.7 Summary of indicators of effectiveness**

The following indicators have been agreed for monitoring the effectiveness of the project:

1. Visits to web site from HA IP addresses
2. Total visits to web site
3. Total visits to events page
4. Number of news articles produced
5. Number of 'Help Desk' responses produced
6. Number of opportunities identified and feedback on uptake
7. Stakeholder workshops
8. Numbers of HA subscribers.

In addition, the performance of the project is monitored using the Highways Agency Framework for Performance Measurement – Safety Standards and Research.

Table 4 summarises the performance against those indicators from May 2008, when publication of news items began. This shows that the number of subscribers within the HA increased, but this was not reflected in a corresponding increase in the number of visits from HA IP addresses. The total combined number of visits to both web sites has declined over time, but the variability in numbers of visits and the large proportion of visits by 'bots' mean that these do not necessarily indicate a change in popularity of the site among users. An alternative source of web site monitoring information has been obtained that will enable visits from genuine users to be monitored on both sites from mid-November 2008.

Although the subscriber surveys have identified users who had taken up opportunities publicised through the project, there is no formal mechanism whereby users can inform the project if they take up any of the opportunities, and no feedback, whether formal or informal, has been obtained. Methods of obtaining feed back via the monthly newswires will be investigated.

**Table 4 Summary of performance indicators**

	May 08	June 08	July 08	August 08	Sept 08	Oct 08
HA visits	31	29	36	14	35	25
Total visits	17,015	14,006	12,170	8,922	6,581	7,457
Events page visits	6	7	62	16	16	N/A
News articles published	54	40	41	-	54	51
Help desk responses	0	0	0	0	1	0
Opportunities identified	6	5	3	-	9	5
Stakeholder workshops	0	0	0	0	0	1 – attended by 8 stakeholders
HA subscribers	77	82	85	85	95	97

### 3 Options for service enhancements

#### 3.1 Service enhancements to be considered further

Following the outcome of the user surveys and the review of recommendations during the stakeholder workshop, it was agreed to recommend to the Project Board that a business case should be developed for the following service enhancements:

- Fact Sheets and Intelligence Reports (WP3)
- Web site harmonisation (WP5)
- Web links to international ITS web sites.

Seven further options will be reviewed in 2009:

- Telephone briefings
- Online briefings and webinars
- Additional web site content
- Knowledge Transfer Network
- Improved events information
- Video broadcast of live seminars
- ITS forum.

This section provides an outline of the first three service enhancements.

#### 3.2 Fact Sheets and Intelligence Reports

Detailed information would be compiled on ITS topics selected by the HA. The Fact Sheets and Intelligence Reports would provide a concise document summarising the state of the art

on the topic selected, and are expected to be similar to those produced under the previous EU Watch and ITS Radar projects. They would be published on the project web site. It is anticipated that the work would be limited to about 5 days per topic and that a maximum of one per month would be produced.

A voting process could be introduced via the Newswires to elicit suggestions for topics to be covered. These suggestions would need to be 'vetted' by the Highways Agency.

### **3.3 Harmonisation to create ITS International Radar web site**

Following from the introduction of the single URL in September 2008, the next phase of web site harmonisation would be to combine the services into one site.

The intention would be to adapt the EU watch web site to include ITS Radar. This could be done in two ways:

- Maintain the existing general layout, but add further pages to cover further topics such as 'International', 'Technology developments' and 'Events'. At the same time, provide additional archive pages to reduce the amount of information stored on any one page
- Update the layout to provide wider 'pages' by moving the 'buttons' linking to topic areas from the side to the top of each page. This option would provide greater flexibility for revising the layout in future because it would then be possible for members of the project team to add further pages and sub pages using the Content Management System.

The previous ITS Radar site would be maintained so that searches from the new site would continue to identify ITS Radar material.

It is suggested that a business case should be developed for both of these options.

If this phase is agreed, the aim would be to complete the work by the end of March 2009.

### **3.4 Web links to international ITS web sites**

This additional service would involve providing a page of the web site devoted to links to international ITS web sites. The links would be grouped into broad categories, and would include the sites used as sources for news articles. The links would be checked monthly as part of the process of checking the project web site when the news articles are produced.

## **4 Strategy for encouraging HA use of the service**

### **4.1 Activities in November 2008 – January 2009**

A marketing and communications strategy for the project has been developed by the Highways Agency in consultation with the project team. The table below shows the Action Plan which has been developed as part of this strategy.

<b>What</b>	<b>Who</b>	<b>When</b>
Email HA Divisional Directors and Team Leaders requesting nominations	G Seaton	Feb 09
Send out email with subscribe button and requesting that subscribers cascade it to colleagues interested in ITS	J Hopkin D McGuigan	Dec 08
Include an item in local Agency Briefings	G Seaton	Feb 09
Publish articles in HA Update bulletin	G Seaton	Feb 09
Publish article in HA Network magazine	G Seaton	March 09
Put an item in Now and Next column on front page of Portal	G Seaton	Feb 09
Provide a website link on the Portal	G Seaton	Feb 09
Produce a flier/poster for HA offices	G Seaton	Feb 09
Publish article in DfT internal bulletin	G Seaton	Dec 08
Provide a website link and item on Partnetnet	G Seaton	Dec 08
Liaise with DfT Technology Watch, ITS Toolkit and FITS project sponsors	G Seaton J Hopkin D McGuigan	Feb 08
Invite HA Technology Guide users to subscribe to Newswire	G Seaton	Jan 09
Add item to newswire requesting contributions from supply chain	J Hopkin D McGuigan	Feb 09
Liaise with InnovITS and ITS(UK)	G Seaton D Cowell J Hopkin D McGuigan	Dec 08 onwards
Vet supply chain contributions and prepare for publication	G Seaton J Hopkin D McGuigan	Feb 09 onwards
Produce targeted fact sheets/intelligence reports	J Hopkin D McGuigan	April 09 onwards*
Provide web links to international ITS web sites	J Hopkin D McGuigan	April 09*
Combine two existing websites and develop new logo	J Hopkin D McGuigan	April 09*
Monitor and report subscriber uptake	J Hopkin D McGuigan	Monthly
Monitor and report web site visits	J Hopkin D McGuigan	Monthly
Measure HA benefit from being aware of opportunities	J Hopkin D McGuigan	June 09
Report progress with collaborative efforts	J Hopkin D McGuigan	Monthly
Monitor and report published supply chain contributions	J Hopkin D McGuigan	Monthly

\*Postponed from Feb 09 following delay in approval by Project Board – see Section 5.2

The indicators of use of the web sites and the number of HA subscribers will continue to be monitored to identify the extent to which these activities result in an increase in subscribers and web site visits from the Highways Agency.

## 4.2 2009 review

Other activities which are beyond the current remit of the project should be considered in the review in June 2009 if further work is needed to encourage HA use of the service. These could include:

- Briefing sessions in HA offices
- Consider breaking down the ITS domain into applications that make it more pertinent to users
- Develop a means of involving the supply chain further to enhance the service.

## 5 Strategy for delivering service enhancements

### 5.1 Business case development

In December 2008, the Project Board approved the proposal to develop the business case for the first three enhancements:

- Fact Sheets and Intelligence Reports (WP3)
- Web site harmonisation (WP5)
- Web links to international ITS web sites.

The business case for these service enhancements will be developed during January 2009.

### 5.2 Delivery

It is assumed that if funding is available, approval for these enhancements will be given by mid February 2009. Work could start on the services as soon as approval has been obtained, with the aim of delivering the web links and the first Fact Sheet or Intelligence Report within one month and the harmonised web site by the end of March 2009.

Timetable for delivery of service enhancements	Planned date
Approval for additional tasks	13 February 2009
Web links to international ITS web sites from	1 April 2009
Fact Sheets/ Intelligence Reports from	1 April 2009
Harmonised web site available from	1 April 2009

### 5.3 Next steps

This report has been posted on the project web site. The number of times it is viewed on the site will be monitored as part of the process of on-going web site monitoring.

Use of the web site and number of subscribers will be monitored regularly to identify whether the communications activities are resulting in greater use of the service.

A further review of the project will be carried out in June 2009. This will include further options for service enhancements and a review of the total value of the task and the duration of the task.

The Highways Agency Information Directorate is also due to review project web sites in 2009, as part of the Transformational Government initiative. This review will determine whether the project web site will need to be re-vamped as part of this wider initiative.

## 6 References

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