

Espanol

Who's new

- busbyd
- nksalone
- mkristl
- Turvey
- David McGuigan

Who's online

There are currently 1 user and 2 guests online.

Online users

- dick_mans

> Congestion	
Study Analysis	
ITS Description	45 VMS signs were commissioned and installed in London between 1994 and 1999 (and a further 100 potential sites identified) in order primarily to assist drivers in seeking appropriate routes to avoid congestion, and disseminate information on incidents. Each sign was able to present 4 lines of 15 characters with messages providing immediate and advance warning.
Context/problems to be solved/objectives	Study sought to understand the impact of VMS and how it could be used more effectively, for example how important the types of message, immediacy and level of detail are to drivers, both in effecting their routing and in effecting the degree to which they use/understand/remember the information being displayed on the signs.
Level of maturity	plot on road
Planning and implementation	
Technical Requirements/Standards	
Number of stakeholders	3. Local government, road users, equipment manufacturers.
Service Responsible/champion	public stakeholder – regional or local
Financial Feasibility (investment cost, maintenance cost, lifecycle duration, lifecycle cost, sales until now)	
Legal Feasibility	
Business Model	Free Model (free service – offered by authorities / socio-economic benefits generated)
Business model additional information	
Obstacles	
Lessons learnt and factors of success	Low proportion of driver noticing VMS information has implications to placement of the signs in order to make them more effective and relevant. Additionally immediate warning/current information needed to be stressed more at the expense of advance information, which decreases the usage/degree to which drivers take notice of the messages.
Type of evaluation	Ex - post Evaluation
Methodologies Used	Questionnaire study sought to understand driver response logic and attitudes, along with examining how drivers would react in differing situations. These responses were used to develop logistic regression models describing the probability of diversion in response to differing messages. The second, stated response, questionnaire, polled a set of drivers heading south into london at a key junction where traffic then took two routes. Drivers taking each route were presented with a congestion scenario specific to the direction in which they were to travel and asked what their response would be in given scenarios and varying; location; cause of problem and what to do/expect.

Assessment Results Description

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