Rospa 2012

Traffic Scotland

The Changing Face of Traffic Information Delivery

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Traffic Scotland “The way we were...”

- Public awareness of Traffic Scotland website low
- No integration of public transport information
- Poor availability of information “on the move”
- No smartphones but limited PDA/wap content
- Limited radio output but not optimised
- A trial “defects” line
- No social media
- No Multi Agency Response Team
- No overarching development strategy
Traffic Scotland Information Hierarchy & Service Platforms

- **Pre-Trip/On trip**
- **On-Trip**

- **Desktop & Mobile Website**
- **Internet Radio Service**
- **Mobile web application and Smartphone Apps**
- **Twitter / RSS feeds**
- **Traffic Customer Care Line**
- **VMS/Kiosks**

Potential Audience Reach

- Max delivered to date **115m page impressions** in month of Dec 2010 equates to **1.1m distinct IP addresses**
  - Resilient to spike demand.

- **Potential to deliver to circa 1.5 million users** over a 24 hour period

- Currently **203,060 downloads** for iPhone/Android/Blackberry/Windows 7
  - Stats feed through to TS website usage

- Twitter has **currently 20,556 followers** and growing. Increasing two way communication with users

- Normal demand **70 calls per day**
  - However dramatic seasonal and event driven spikes in demand
  - Automated messages includes Traffic Scotland Radio

- **203 VMS** and currently **3 TS kiosks**: Gretna Green (A74); Ballinluig Services (A9) and Harthill Service (M8)
Provision of Variable Message Signs

*203 Variable Message Signs
TSIS Live Eye Views
Weather

Traffic Scotland

Gritters & Winter Salt Treatment

Planned treatment information valid from 17 Oct 2012 - 15:00 to 18 Oct 2012 - 14:59.

The Gritters & Winter Salt Treatment map view page provides details of planned winter salt treatment across Scotland following the mid-day forecast for that period. Using the layer options on the left it is possible to view all routes for which winter salt treatments are planned or not planned. Routes for which no treatment plan data has been provided can also be viewed.

Clicking on a route will provide further information. Further information is also available relating to the number of winter service vehicles currently active on the network. This information is updated daily.

Discretion
Dependent on the forecast weather conditions, up to 90 gritters are deployed to provide precautionary salt treatments to trunk roads. To patrol and provide additional salt treatments, a further 40 gritters are routinely deployed as required.

The gritter fleet for trunk roads has a total of 190 vehicles available for spreading salt and ploughing. The remaining gritters are available to provide support to the frontline and patrol vehicles, as well as to cover breakdowns and essential maintenance.

When severe wintry weather is affecting the whole country, all available vehicles are deployed. The maximum number of gritters that will be counted within the planned treatment information on this page is 120.

Gritters for Salt Treatment
- 13

Gritters for Winter Patrol
- 0

Planned number of gritters to be deployed
- 13

Footway Treatment
- Salting or other treatment of footways.

Footway Treatment
- 1

Disclaimer
Please note that this information is indicative only. The Winter Service decision makers continually monitor the weather forecasts and actual conditions. The actual treatments provided will be amended as forecasts and conditions change but this page will not be updated to reflect operational changes. The Gritters & Winter Salt Treatment Information
### Journey Times

Select a start point to see the journey times to each of the available destinations.

**Starting point:**

M90 J11 Barnhill

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<table>
<thead>
<tr>
<th>Destination</th>
<th>Current Journey Time</th>
<th>Typical Journey Time</th>
<th>Delay</th>
<th>Distance (km)</th>
<th>Average Speed</th>
</tr>
</thead>
<tbody>
<tr>
<td>A9(T) A924 Pitlochry South</td>
<td>37 mins</td>
<td>35 mins</td>
<td>3 mins</td>
<td>47.3 km / 29.0 miles</td>
<td>77 km/h / 48 mph</td>
</tr>
<tr>
<td>A9(T) A823 Glenelg</td>
<td>25 mins</td>
<td>18 mins</td>
<td>6 mins</td>
<td>27.3 km / 16.0 miles</td>
<td>65 km/h / 41 mph</td>
</tr>
<tr>
<td>A90 (T) ABS Dundee</td>
<td>15 mins</td>
<td>15 mins</td>
<td>No delay</td>
<td>24.3 km / 15.0 miles</td>
<td>96 km/h / 60 mph</td>
</tr>
<tr>
<td>ABS Dundee City Centre</td>
<td>20 mins</td>
<td>21 mins</td>
<td>No delay</td>
<td>30.8 km / 19.0 miles</td>
<td>91 km/h / 57 mph</td>
</tr>
</tbody>
</table>
Key developments over last 12 months

Journey Times:

- City of Edinburgh
- M8
- Glasgow box (April 2012)
- A9 (August 2012)
- Dundee/Aberdeen Journey Times (October 2012)
- Expansion of Edinburgh Routes (October 2012)
### Traffic Scotland website usage

<table>
<thead>
<tr>
<th>Year</th>
<th>Page Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>31 m</td>
</tr>
<tr>
<td>2007</td>
<td>35 m</td>
</tr>
<tr>
<td>2008</td>
<td>58 m</td>
</tr>
<tr>
<td>2009</td>
<td>137m (52m December 2009)</td>
</tr>
<tr>
<td>2010</td>
<td>328m (113 m December 2010)</td>
</tr>
<tr>
<td></td>
<td>- Q1: 115m</td>
</tr>
<tr>
<td></td>
<td>- Q4: 171m</td>
</tr>
<tr>
<td></td>
<td>- 06 December – 21.6m</td>
</tr>
<tr>
<td>2011</td>
<td>189m. (8 Dec 2011 12m)</td>
</tr>
</tbody>
</table>
Year on Year Performance

Page Impressions 2006
Page Impressions 2007
Page Impressions 2008
Page Impressions 2009
Page Impressions 2010
Page Impressions 2011
Page Impressions 2012
TSIS Development Challenges

Information overload
• Rapid growth in the use of Traffic Scotland
• Increasing data available from various sources e.g. 230 Live Traffic Cameras on website and journey time coverage
• This presents issues for user in respect of ease of navigation
• Challenge is to ensure effective delivery of content to users in a way they can easily consume

Recent Key Developments
→ New information channels
→ Improved presentation & re-design of pages to accommodate new data and aid user navigation
→ Bookmarking favourites
Response - Personalisation of Content

- Focus is now on developing capability to deliver “My Traffic Scotland” service
- Requires investment in back office infrastructure to deliver
- Outputs from investment should start to come through during 2013
- Builds upon improvements already delivered
- Expanded number of routes where Live Traffic Cameras can be selected and viewed by individual route
- Regionalised Traffic Scotland Radio Service on desktop, mobile and Smartphone services
Reimagining Computing Devices…

• THEN... (Desktops / Notebooks)

• NOW... (Tablets / Smartphones)
Growth of user access to internet using smart devices

**Mobile Users > Desktop Internet Users Within 5 Years**

TSIS Mobile Service
Iphone/Android/Blackberry/Windows 7
Traffic Scotland Mobile Service

• “Smart” devices offered chance to improve the way information is presented and delivered to users
• Decision taken to overhaul Traffic Scotland Mobile Service
• Traffic Scotland also worked in close partnership with Traveline Scotland
  – to expand existing “on the move” travel applications and ensure they cover both public transport and the strategic road network
• Developed unique Smartphone app which integrates public transport and traffic information in Scotland
New mobile TS website features:

- What's near me
  - Real-time information relevant to the users’ location and distances to events
  - Map based views
- Traffic Condition information (current incidents, roadworks, journey times, LEVs)
- Park and Ride
- Weather station data
- Winter precautionary treatment plans
- Specialised Information for HGV users (lorry parks, height and weight restrictions)
- Campaigns (such as winter driving)
- Bookmarking
- Links to other traffic / journey planning mobile applications
- Social media integration
- Internet traffic radio – Traffic Scotland Radio including 5 regional feeds

Subsequent Phases

- Further personalisation, alerts and pushing information
Server requests by mobile operating system:

- Apple iOS – 50%
- Google Android – 32%
- Other – 18%
Challenges of Mobile Technologies and Social Media

- High expectations of users
- High-spec devices
- Smartphone is becoming the device of choice
- Variations in connectivity & data transmission
- Growth in social media

Response – Personalisation of Content

- “My Traffic Scotland”
- Back office investment required
- Builds on improvements already delivered
- Expanded Live Traffic Camera by individual route
- Regionalised Traffic Scotland Radio Service
Use of Social Media

- Ideal for instant personal communication with users
- Two way communication is resource intensive: it needs 24/7/365 commitment
- Provides a direct channel to customer for more frequent updates
- Uses concept of a “trusted friend” and provides human face to organisations
- Good for spotting and quickly correcting mis-information
- Ideal for viral marketing and user engagement
- We are still on a learning curve
Traffic Scotland Radio

The Traffic Scotland internet radio service provides frequent national traffic and travel information bulletins focused on the strategic motorway and trunk road networks streamed over the internet. The service is available through the Traffic Scotland desktop and mobile websites as well as the free Traffic Scotland/Traffic Scotland smartphone apps on iPhone, Android and the latest BlackBerry platforms. Drivers are reminded not to use mobile phones or other devices whilst driving.

Please note that pausing the audio broadcast performs the same function as the ‘Start’ button that was a feature of the previous player. If you experience any technical issues when using this service please inform us through the feedback form.

Please note that this trial service currently requires JavaScript to be enabled. Please check the Traffic Scotland website regularly for further information regarding the availability of this service. You can also access the service through the free Traffic Customer Care Line or through the third party TuneIn mobile application available on iPhones, Androids, Blackberry and other mobile devices.

Traffic Scotland Radio features

- Regular pre-recorded audio bulletins providing timely traffic updates and forewarning of incidents, 24/7, as a national broadcast updated with information up to three times each hour.
- Information on the latest network condition direct from the Traffic Scotland Control Centre (TSCC) including incidents, congestion, roadworks, events, severe weather warnings and public transport information.
- Information broadcast in different formats to ensure it is compatible both for the desktop website users as well as those accessing this service on the move on an Internet enabled mobile device.
- Broadcasts delivered as automated message service on the Traffic Customer Care Line providing national traffic and travel information together with regional bulletins.
- A higher frequency of broadcasts during events such as extreme winter weather ensuring people get the latest information in a timely fashion.
- Information for strategic routes that, while not the responsibility of Transport Scotland, have a key impact on the trunk road network.
- Other relevant driving messages such as advice for driving in poor weather conditions, accident related information, safety campaigns etc.

Disclaimer

Please note that depending on your internet or mobile phone service provider Traffic Scotland Radio will impact on data usage allowances. Please note that this trial service is only available on the latest BlackBerry devices. Drivers are reminded not to use mobile phones or other devices whilst driving. Please note that this is currently a trial service. Check the Traffic Scotland website regularly for further updates.

TuneIn is an external website/application not provided by Traffic Scotland. Traffic Scotland is not responsible for the content of external websites. The inclusion of a link to a third party website from www.trafficscotland.org should not be understood as an endorsement.

Readers should take specific advice independent of the Website in respect of their own specific situations.
Supplements and enhances existing live traffic information on the TS website
Complements traffic information on local and commercial radio
Delivers content 24/7 with more frequent updates during extreme weather conditions
Uses mobile technology to deliver these updates to drivers on a device users carry with them
Reduces heavy demand on the Traffic Customer Care Line during extreme weather and other events
Available on multiple platforms
Traffic Scotland Radio is a “dip in” service:

- Three bulletins per hour at peak times
- Two bulletins per hour during weekends and off-peak times
- Planned (roadworks) bulletins
- Planned public transport bulletins (e.g. rail engineering works)
- Additional alert or event bulletins relating to weather warnings or major event information
- Campaign messages e.g. cross promotion of other journey planning services (Traveline Scotland), deer, eco driving, ready winter etc
Challenges

• Effective communication with users vital to TSIS future
• Trend is away from fixed infrastructure towards connected mobile devices
• Growth in use of mobile devices is increasing rapidly
• Need to adapt to growth in and changes to social media networks
• Live traffic information must follow the narrative of real time events so needs strong editorial control
• Increased volume of information risks user overload
• Increasing content means greater effort required to proactively manage it
• Safety issues; i.e. using phone whilst driving
Summary

- TSIS is a high profile public facing aspect of what Agency delivers
- Constant need to maintain and sharpen customer focus
- Technical systems which deliver content are key to front end service delivery
- Development strategy provides discipline to meet European / UK / National policy drivers; but needs regular review
- Mobile service delivers cost effective and carbon friendly solutions
- Need to sustain investment to both enhance service and keep pace with evolving technology
- Effective communication by the service can support Scotland’s ability to both maintain network integrity and through competent delivery, support economic growth