

New UK Studies Examine User Attitudes to AHS

British transport officials are dipping their toes into the Automated Highway System (AHS) research world, with a small study underway to examine user attitudes to potential future AHS deployment. **Transport & Travel Research Ltd. (TTR)** and the **Transport Research Laboratory (TRL)** have been commissioned by the **UK Highways Agency** to undertake the study.

The project aims to identify the groups most likely to adopt the technology soon after its introduction and then will consider in detail the factors which may lead to acceptance or rejection of such systems. Using this information and input from the automobile industry, highway transport planners, ITS experts and other interested parties, recommendations will be made on the most appropriate strategy for implementing AHS.

A workshop to present results and plot next steps is planned for early 2001. Current plans are for a two day event, which will include a key note speaker representing the Highways Agency and the Department of the Environment, Transport and the Regions, TTR speakers presenting results and conclusions, and other speakers / experts on relevant issues. The Highways Agency hopes to have a robust representation at the workshop from other AHS and similar programs worldwide.

The UK Highways Agency, established in 1994, is an executive agency of the Department of Environment, Transport and the Regions. The Secretary of State is responsible for overall Government

policy on motorways and trunk roads in England and for determining the strategic framework and the financial resources within which it operates. The Secretary of State's strategic aim for the Highways Agency is "to contribute to sustainable development by maintaining, operating and improving the trunk road network in support of the Government's integrated transport and land use planning policies."

Transport and Travel Research Ltd was formed in 1991 and provides a range of transport consultancy services to public and private sector organisations in the UK and Europe. TTR is involved in transport policy assessment, local transport plan appraisal, multi-modal transport assessment, market and social research as well as transport telematics and information systems.

The Transport Research Laboratory (www.trl.co.uk) is an independent, internationally recognised research center in surface transport issues. For more than 60 years TRL has worked closely with customers in the public, private and independent sectors of the UK and world-wide, providing research based technical help which enables customers to obtain improved value for money, generate competitive advantage and a better understanding of transport problems.

For further information, contact Davina Fereday at TTR's Lichfield office, UK on +44.1543.416416, email: ttr@compuserve.com