

Kizoom in the news

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Winchester traffic alerts develop Tube technology

Hampshire County Council is piloting a travel information service that will advise motorists how to avoid rush hour congestion via personalised travel information sent by phone or email.

Operating out of Hampshire's traffic and travel information centre, the Alerts service is being supplied by transport technology firm Kizoom and is being trialled by local authority staff until the autumn. It delivers route specific information which can be requested by subscribers to help plan the quickest route by avoiding congestion when travelling to and from Winchester during peak hours.

By monitoring Hampshire's ROMANSE road management system and other transport data, the Kizoom system can advise users on the best route to take. The traffic alert technology being used in the Hampshire trial builds on the system used by the company to provide Transport for London's Tube alerts service.

Tony Brown, head of intelligent transport systems at Hampshire County Council, said: "Kizoom's Alerts service is an important pilot scheme as part of our wider initiative to manage incidents and road congestion and drive uptake of public transport. We see the personalisation of travel information as key to having a real impact as it conveniently equips drivers to make route and journey time decisions. If you're alerted to the fact that the M3 is gridlocked into Winchester at 8.15am and the car park is full, you're more likely to leave later, change route or take the train."

Tim Halford, regional development manager at Kizoom, added: "In piloting Alerts, Hampshire is embracing personalisation in transport technology which is the key to getting traffic flowing and people moving. In this initiative, Hampshire recognises the power of the mobile phone and personal email for delivering proactive information; using the right channel at the moment of decision - home or office - empowers the travelling public and directly contributes to modal shift."

Within the pilot scheme, emails are sent free and texts are supplied at 10p per alert, a cost being picked up by the council. Both public and privately funded models are being considered for the longer term as is the integration of comparable rail departures into the alert services.