


Traveler Information System: Graphic Route Information Panels



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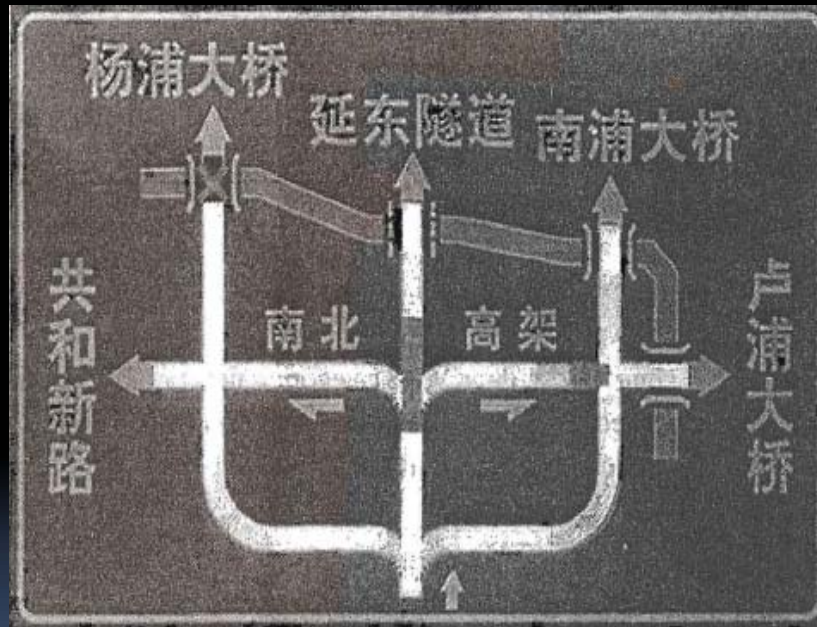
Traditional Method



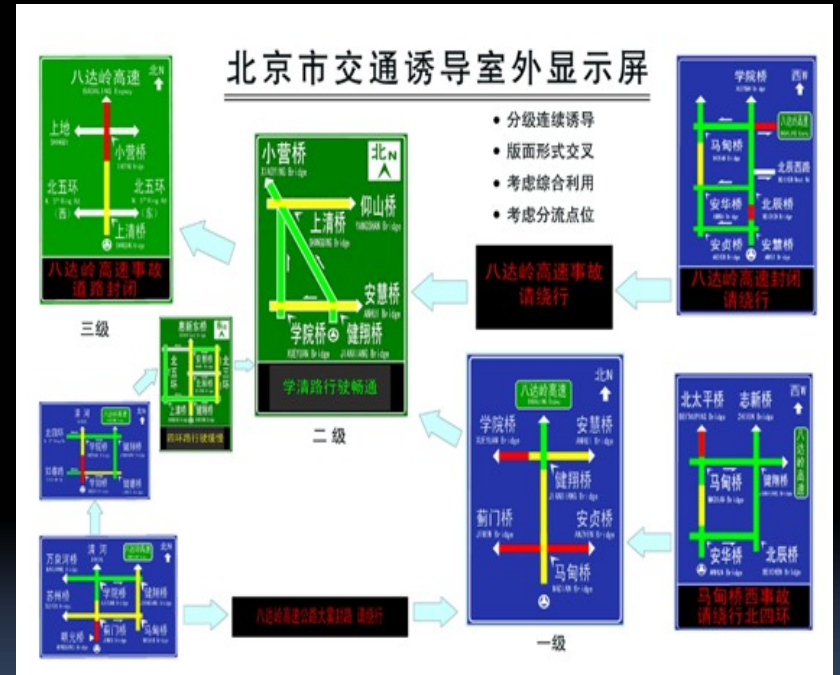
Australia



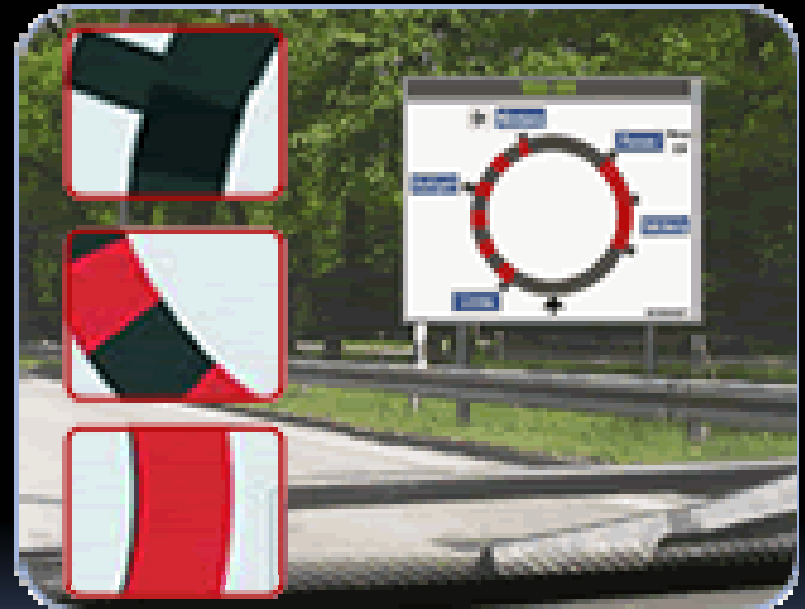
China



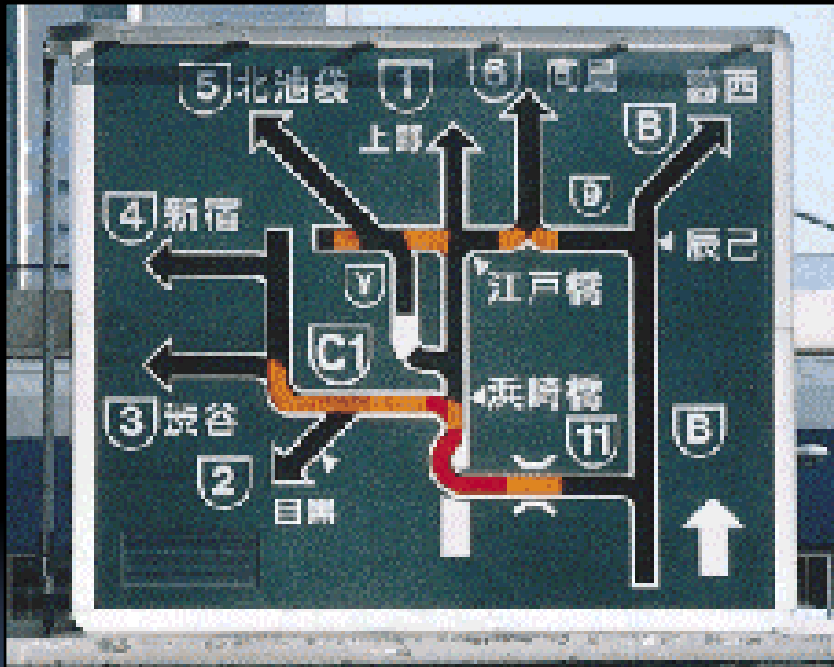
China



Germany



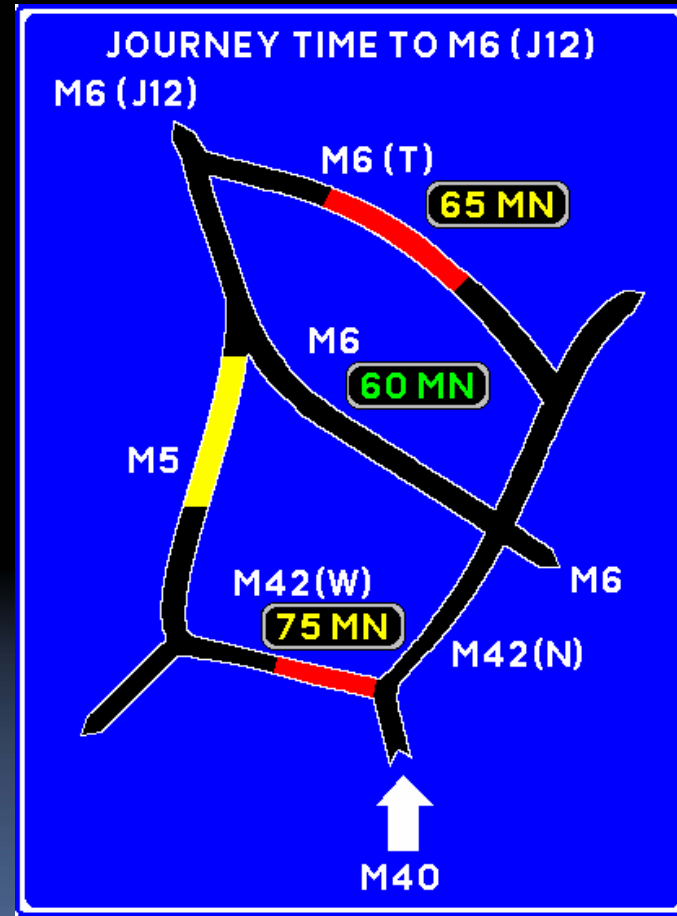
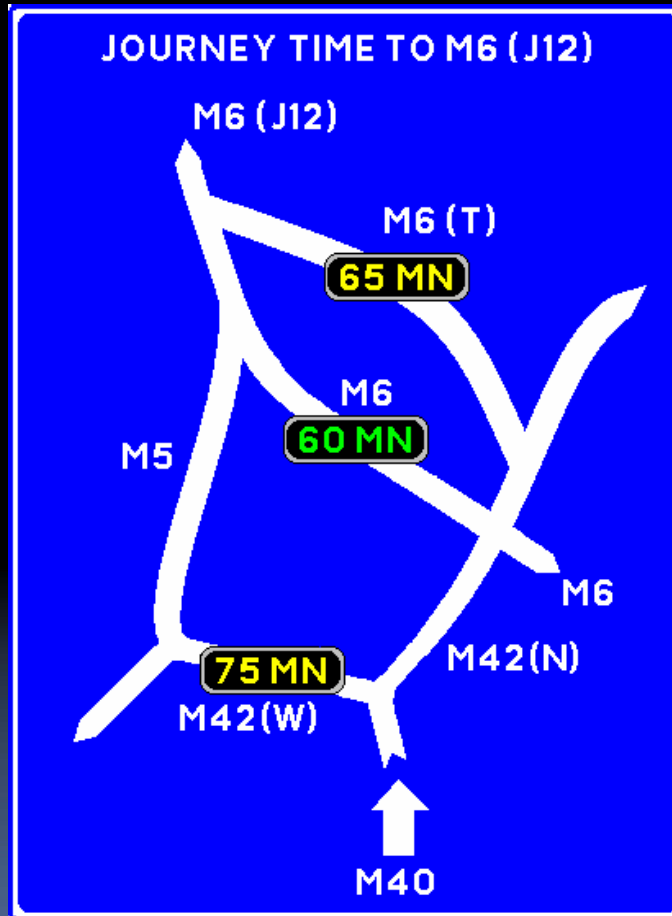
Japan



Netherlands

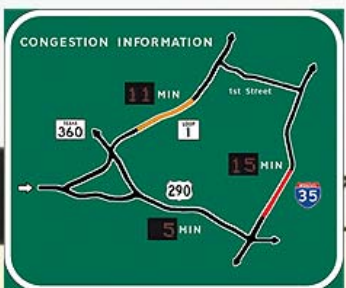


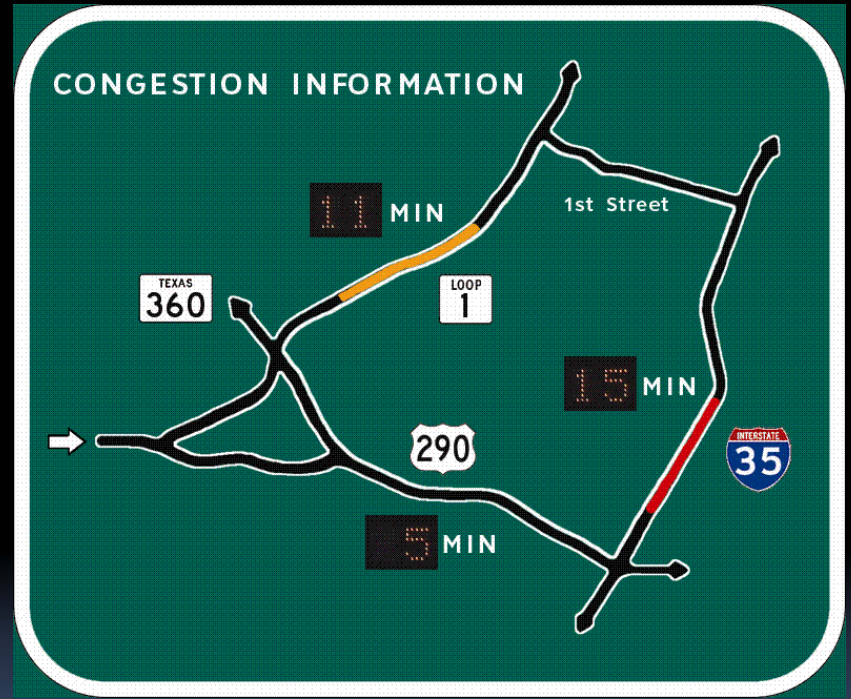
United Kingdom



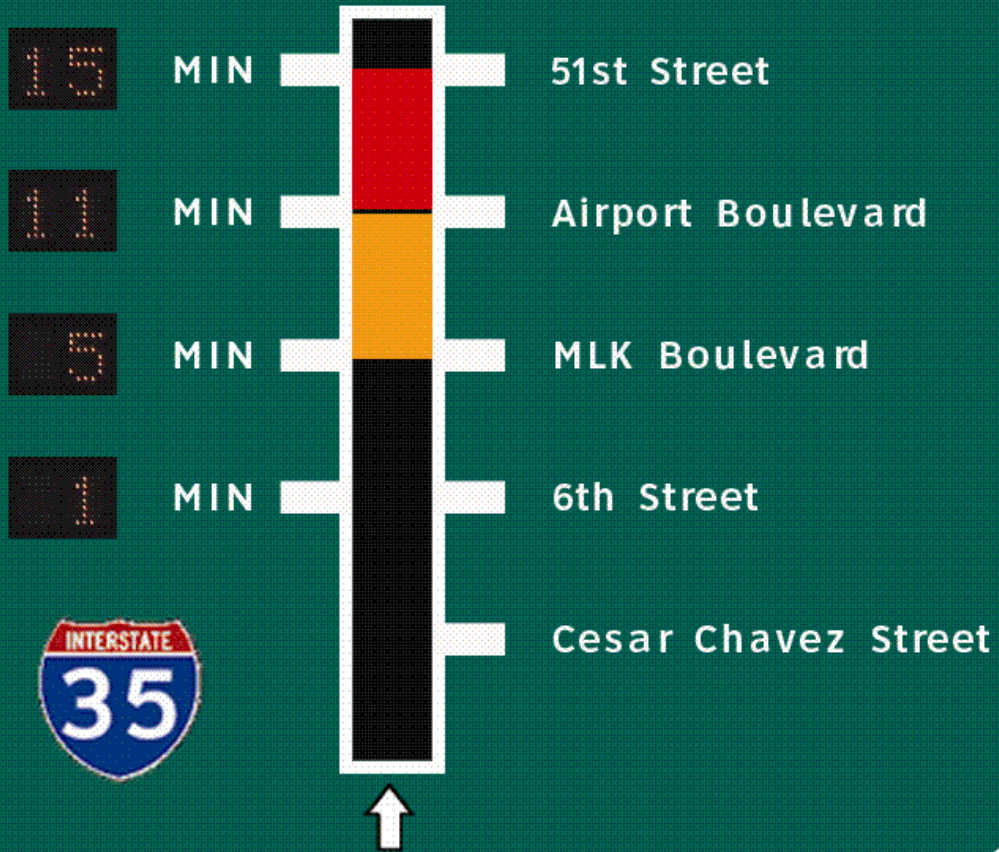


1 SOUTH 1/2
Brodie Lane
1 NORTH
Westgate Blvd 2





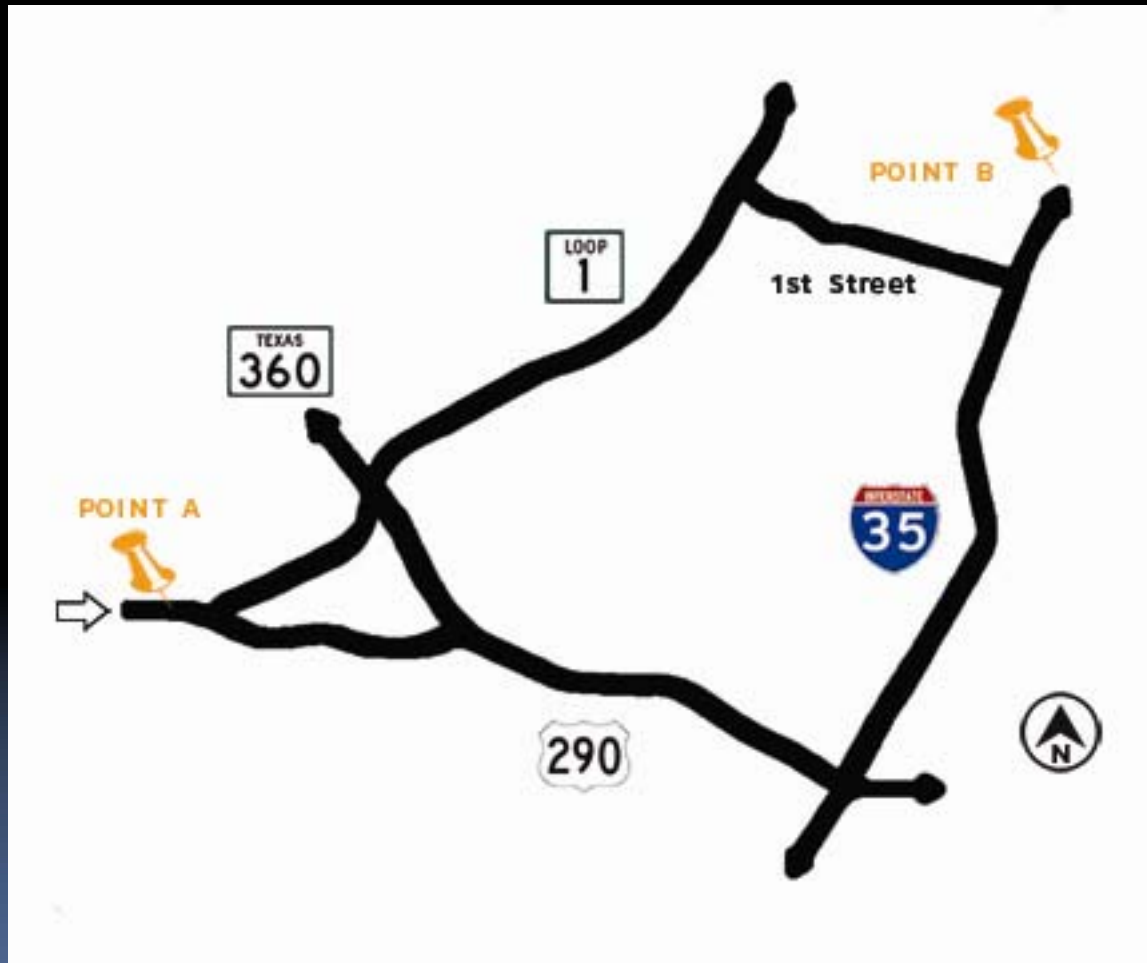
CONGESTION INFORMATION



Survey

- Online survey from 3/13/08 – 3/24/08
- 61 fully completed surveys
- Scenario based questions

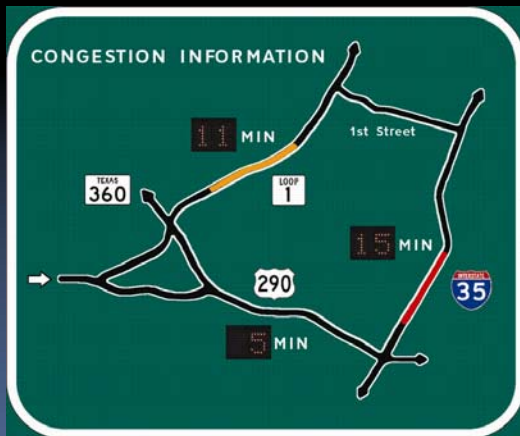
Scenario A





How effective is the sign above in choosing a route from Point A to Point B?

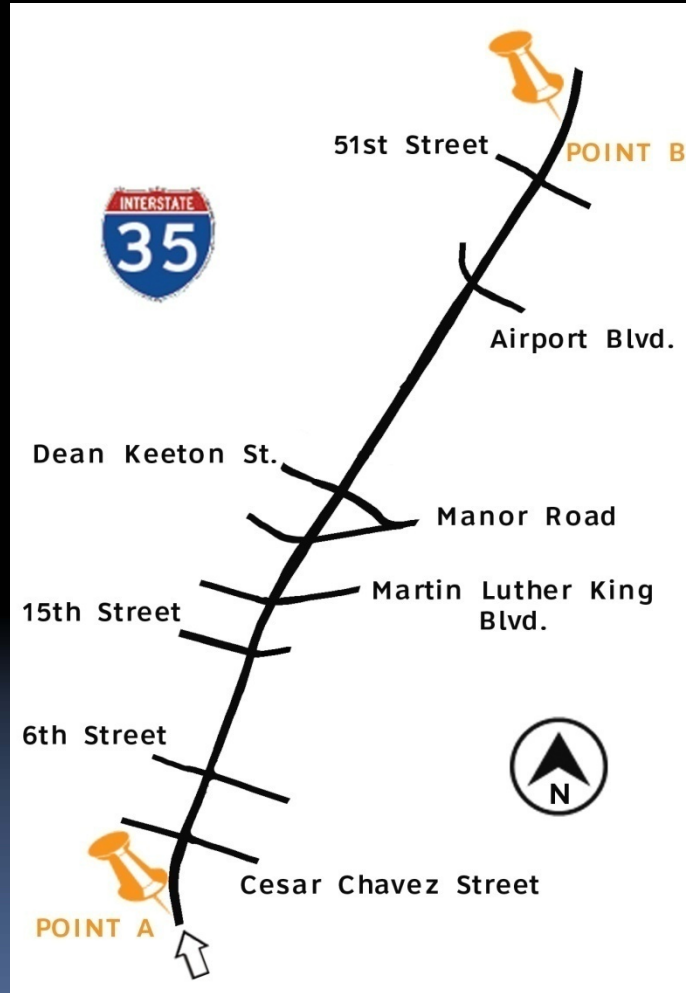
Answer Options	Response Percent	Response Count
Highly Ineffective	0.0%	0
Ineffective	14.5%	9
Neither	12.9%	8
Effective	67.7%	42
Highly Effective	4.8%	3



How effective is the sign above in choosing a route from Point A to Point B?

Answer Options	Response Percent	Response Count
Highly Ineffective	3.3%	2
Ineffective	1.6%	1
Neither	6.6%	4
Effective	45.9%	28
Highly Effective	42.6%	26

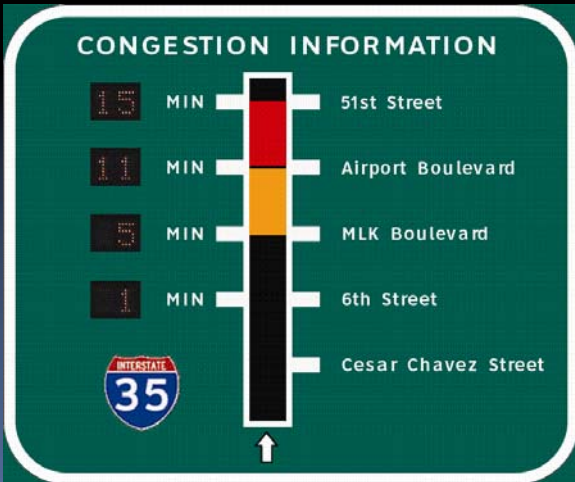
Scenario B





How effective is the sign above in choosing a route from Point A to Point B?

Answer Options	Response Percent	Response Count
Highly Ineffective	1.6%	1
Ineffective	16.4%	10
Neither	3.3%	2
Effective	68.9%	42
Highly Effective	9.8%	6



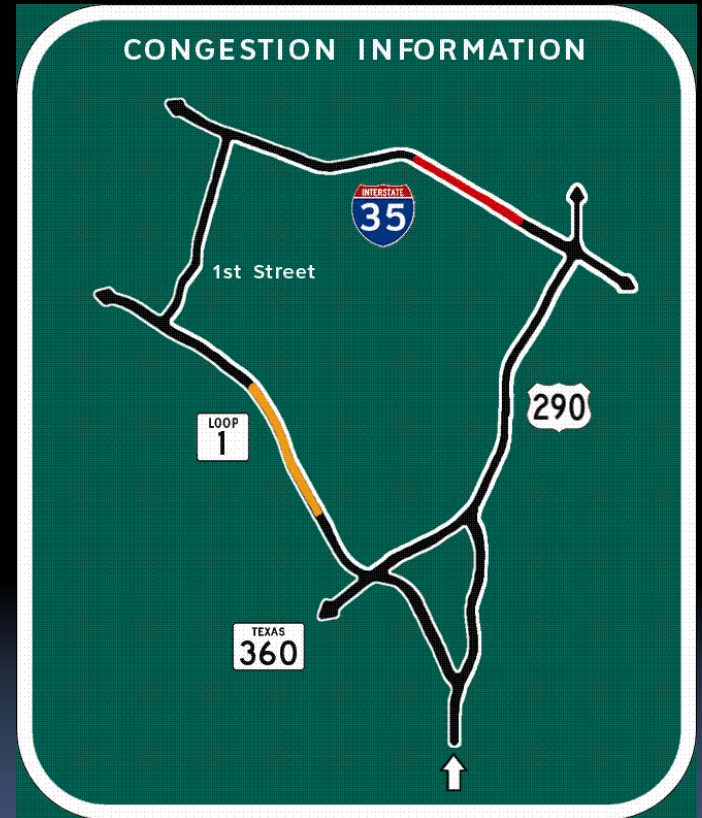
How effective is the sign above in choosing a route from Point A to Point B?

Answer Options	Response Percent	Response Count
Highly Ineffective	3.3%	2
Ineffective	1.6%	1
Neither	9.8%	6
Effective	44.3%	27
Highly Effective	41.0%	25

Sign Orientation



VS



Summary

- The implementation of Graphic Route Information Panels (GRIPs) shows potential
- Currently in trial in cities around the world
- Overall positive results
- In-depth analysis still pending

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