

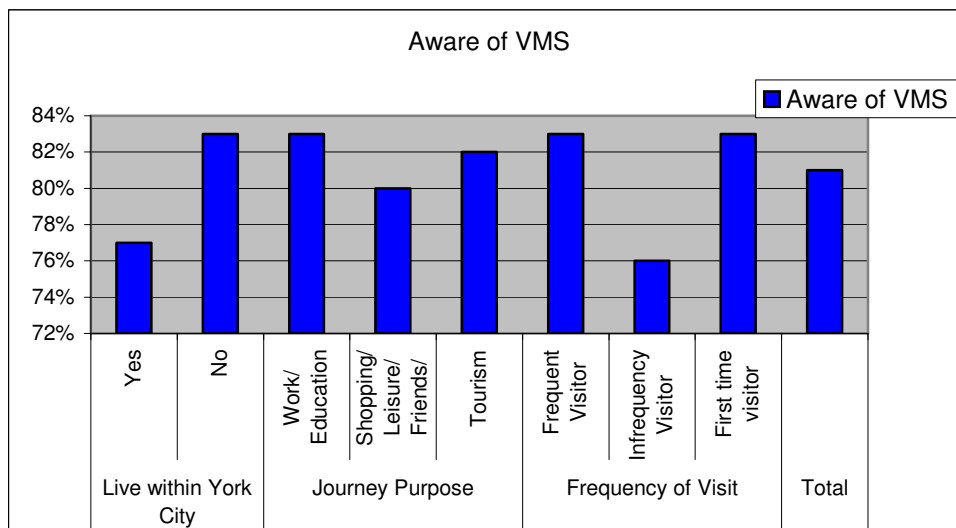
Annex A

Awareness of and reaction to VMS signs

The information below was captured as part of a survey of people who had parked in the City Centre Car Parks. The on street surveys took place between Monday 8th March and Saturday 20th March. In total 1006 interviews were conducted with members of the public. Trained market research interviewers administered the questionnaire. Only drivers using specified York car parks were interviewed as part of the survey. Around 100 interviews were conducted at each of 10 car parks namely; Union Terrace, Monk Bar, Shambles, Haymarket, Foss Bank, Marygate, St. George's Field, Piccadilly, Castle and Nunnery Lane.

The graph below shows that the majority of all respondents (81%) were aware of the Variable Message Signs (VMS) signs. Those that live within York City and infrequent visitors were those least likely to be aware of the signs. However, three quarters of respondents (77% and 76% respectively) in these categories were aware of the signs. 83% of first time visitors had noticed the VMS signs.

Awareness of VMS



Base: All respondents

Two thirds (67%) of all respondents stated that they “usually notice signs and take action”. First time visitors (82%) were the most likely to state they usually notice the signs and take action and those that live within York City were the least likely (51%).

People that live within the York City area were the most likely to state they usually notice the signs but ignore them; a fifth (21%) of people that live within York City stated they usually notice but ignore the VMS for car parks.

Overall 13% of respondents stated they don't notice VMS. Infrequent visitors were the most likely to not notice the VMS (18%).

How usually react to VMS when visiting York

		How React to VMS				Total Count
		Usually notice signs and take action	Usually notice signs and ignore them	Usually notice signs and used to take notice but don't now	I don't notice the signs	
Live within York City	Yes	51%	21%	13%	15%	282
	No	73%	10%	5%	12%	722
Journey Purpose	Work/ Education	62%	18%	11%	9%	309
	Shopping/ Leisure/ Friends/ Family	66%	13%	7%	14%	471
	Tourism	79%	5%	2%	14%	207
Frequency of Visit	Frequent Visitor	63%	17%	11%	9%	490
	Infrequency Visitor	66%	11%	5%	18%	278
	First time visitor	82%	4%	1%	13%	218
Total		67%	13%	7%	13%	1004

Opinion of VMS signs

Just over half (52%) of respondents felt having VMS for car parks was important and a further 28% thought they were very important to have. Only 7% felt VMS were not important.

People that are first time visitors, tourists or those that live outside of the York City area were the most likely to say that VMS for car parks are very important or important to have (92%, 90% and 85% respectively).

Importance of VMS

		Importance of VMS					N=
		Very Important	Important	Neither	Not Important	Not at all Important	
Live within York City	Yes	18%	49%	24%	7%	1%	283
	No	32%	53%	9%	5%	1%	718
Journey Purpose	Work/ Education	26%	50%	15%	7%	3%	309
	Shopping/ Leisure/ Friends/ Family	27%	52%	14%	6%	0%	468
	Tourism	34%	56%	9%	0%	0%	206
Frequency of Visit	Frequent Visitor	24%	51%	16%	8%	1%	490
	Infrequency Visitor	28%	53%	14%	4%	0%	275
	First time visitor	39%	53%	7%	0%	1%	218
Total		28%	52%	13%	6%	1%	1006

In general respondents tended to find VMS useful; 38% of respondents rated the signs as very useful and a further 46% thought they were useful. The results were similar across all categories of people. Slightly more people travelling to York for tourism and first time visitors rated the signs as very useful or useful (48% and 44% each respectively).

Usefulness of VMS

		Usefulness of VMS					N=
		Very Useful	Useful	Neither	Not Very Useful	Not at all Useful	
Live within York City	Yes	25%	51%	16%	7%	1%	281
	No	43%	44%	8%	4%	1%	717
Journey Purpose	Work/ Education	32%	48%	11%	7%	2%	309
	Shopping/ Leisure/ Friends/ Family	38%	46%	10%	5%	1%	465
	Tourism	48%	44%	7%	1%	0%	206
Frequency of Visit	Frequent Visitor	32%	48%	12%	6%	1%	488
	Infrequency Visitor	42%	45%	9%	4%	0%	274
	First time visitor	48%	44%	6%	1%	0%	218
Total		38%	46%	10%	5%	1%	1006

Just over a third (37%) of all respondents said they did not know how reliable VMS are. 15% of respondents thought they were correct every time and a third (35%) felt they were correct most times.

First time visitors were the most likely to state they did not know how reliable the VMS were; 76% of first time visitors said don't know. 17% of first time visitors felt they were correct most of the time and only 2% felt they were correct every time.

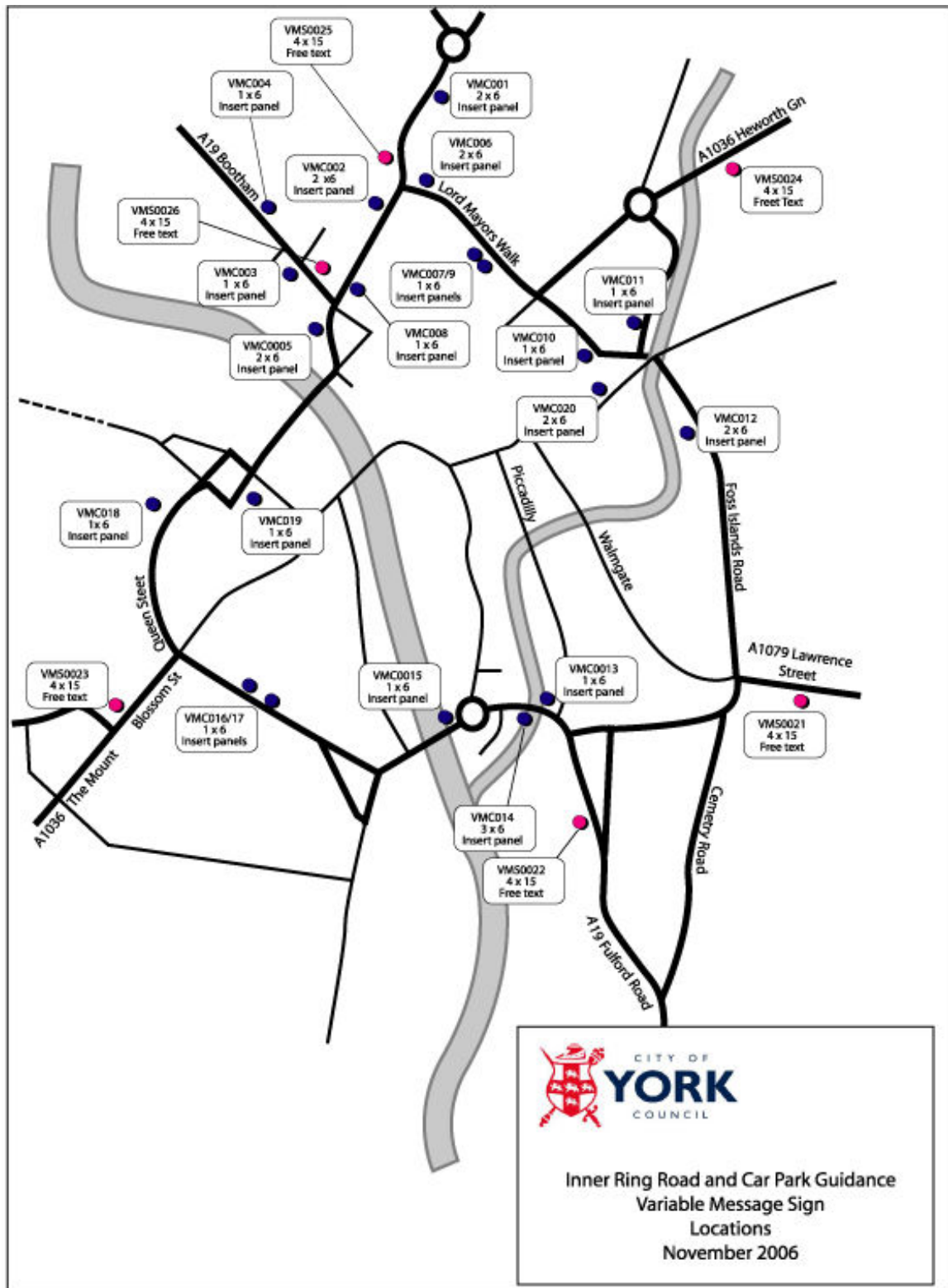
Frequent visitors to York, those that live within the York area and those travelling for work purposes were those least likely to state they don't know how reliable VMS signs are (16%, 22% & 16% respectively) and those most likely to state they felt the signs were correct most times (46%, 45% & 42% respectively) or every time (21%, 14% & 24% respectively).

Reliability of VMS

		Reliability of VMS					N=
		Correct every time	Correct most times	Correct sometimes	Hardly ever correct	Don't Know	
Live within York City	Yes	14%	45%	13%	6%	22%	283
	No	15%	31%	8%	3%	43%	723
Journey Purpose	Work/ Education	24%	42%	12%	6%	16%	309
	Shopping/ Leisure/ Friends/ Family	14%	38%	10%	3%	36%	471
	Tourism	5%	18%	5%	1%	70%	208
Frequency of Visit	Frequent Visitor	21%	46%	12%	5%	16%	490
	Infrequency Visitor	15%	29%	9%	4%	43%	279
	First time visitor	2%	17%	5%	1%	76%	219
Total		15%	35%	9%	4%	37%	1006

Base: All respondents

Annex B



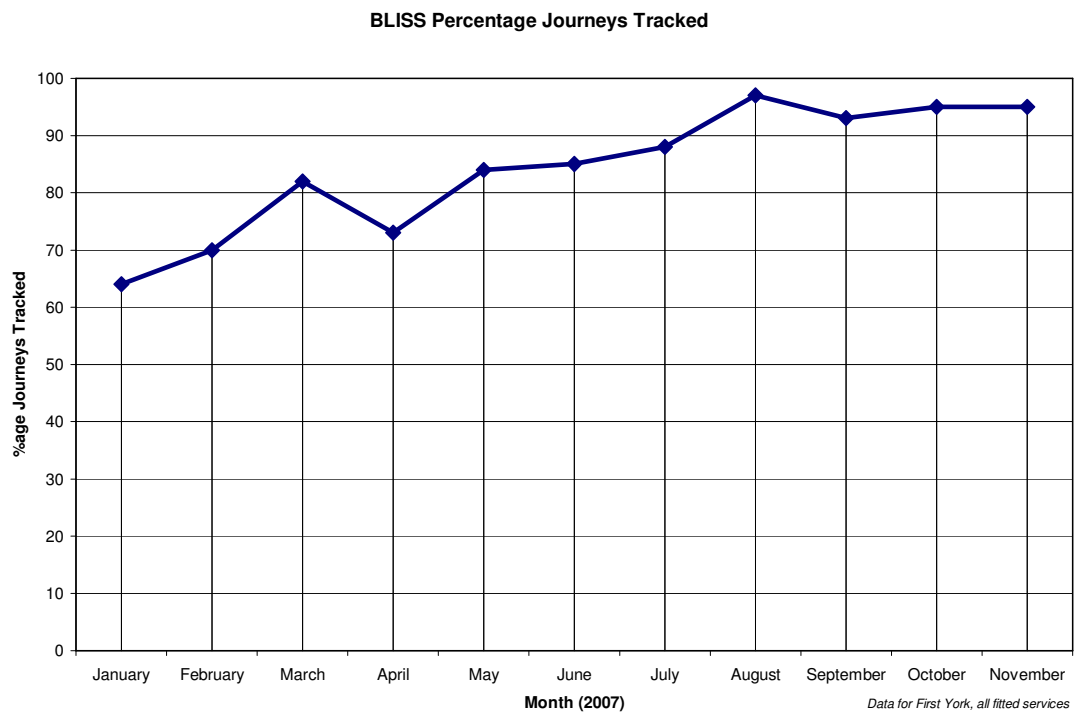
Annex C



Annex D

BLISS – Percentage of Bus Journeys Tracked

This Annex shows graphically the improvement in Bliss operation for a number of First services in the City. Each group of bars relates to one service, as listed across the bottom. The height of the bars indicates the numbers of journeys per month that were tracked by the BLISS system, compared to how many journeys were actually made. A bar running the full height of the graph would indicate 100%; i.e. every journey run had been successfully tracked and monitored by the BLISS system. It can be seen from the graph that between January and October 2007 from around 63% to 90%.



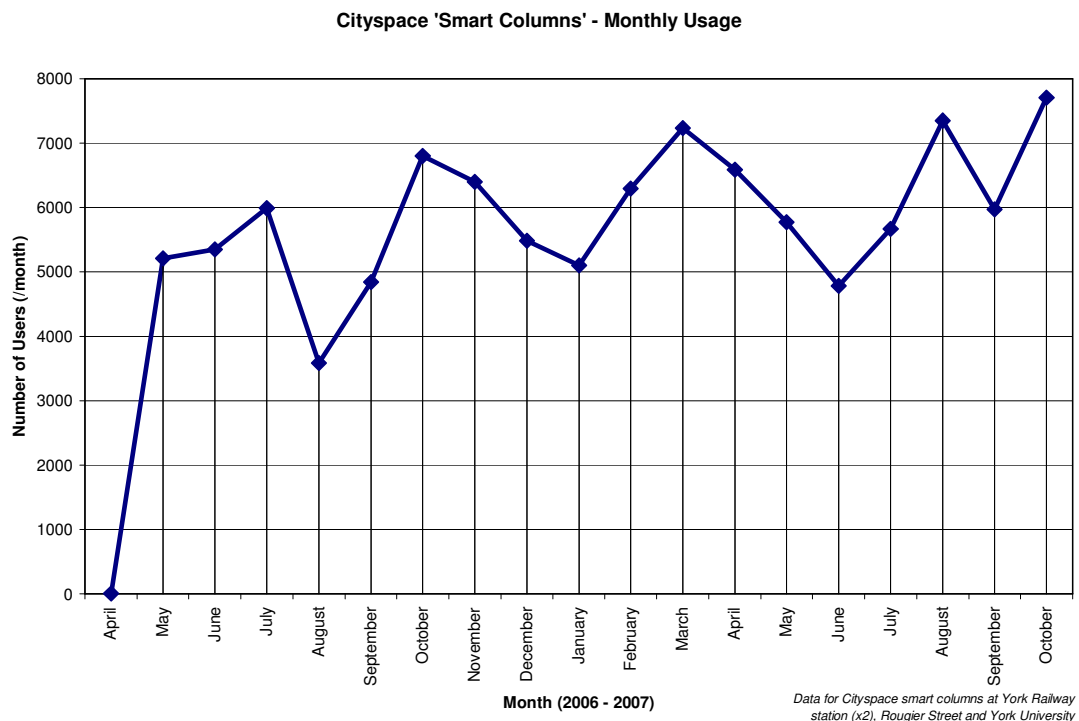
Annex E

Cityspace Smart Column Public Usage Data

Each month, Cityspace prepare usage data for the Smart Column interactive kiosks. This data provides information covering the use of the Columns outside the Railway Station, on Rougier Street, at the University and at Front Street Acomb. The computer located inside the Column collects the data automatically.

Monthly Usage Graph - 2005/2006 vs 2006/2007

This chart shows the total users per month for your network for this year and last year.



Usage Statistics

The table below breaks down the total usage levels at each terminal, showing more detail. ('Channel' relates to the various services offered by the Smart Columns, such as News, Local Mapping, Travel Information, etc).

SMART COLUMN...	NUMBER OF USERS	AVERAGE USERS PER DAY *	NUMBER OF CHANNELS	AVERAGE CHANNELS PER USER	TOTAL USAGE TIME (HRS)	AVERAGE TIME PER USER (MINS)
Close to Waremart, Front Street, Acomb, York (825)	1,054	35	2,939	2.8	60.88	3.5
Opposite Royal York Hotel, Station Road, York (816)	1,583	57	4,316	2.7	100.72	3.8
Outside McMillans, Rougier Street, York (818)	1,249	45	3,397	2.7	74.62	3.6
Outside York Station, Station Road, York (822)	1,000	33	2,926	2.9	59.76	3.6
York University, University Road, York (820)	1,082	36	3,502	3.2	70.27	3.9
TOTAL	5,968		17,080		366	
AVERAGE	1,194	41	3,416	2.9	73	3.7

**To give a true representation of the popularity of an individual terminal, 'Average Users per Day' is calculated by dividing the number of users per terminal by the total number of days during which it was in full operation.*