

# TRAFFIC ALERT SERVICE 2013 SURVEY RESULTS

April 2013



## About the Service

HART's Traffic Alert Service (TAS) is offered as a courtesy to Hunterdon commuters providing notice of traffic incidents, road closures, construction information and other driving advisories.

Information is available via email during peak weekday commute hours (6:00 a.m.-8:00 a.m. and 3:30 p.m. - 5:30 p.m.)

Approximately 2,760 commuters currently subscribe to the service.

### Total alerts sent July 2012 – March 2013: 587

Incident Alerts:	336
Construction Alerts:	103
Congestion Alerts:	99
Weather Alerts:	45
Traffic Safety Alerts:	2
Informational Alerts:	2

HART's Traffic Alert Service is funded through the North Jersey Transportation Planning Authority (NJTPA) and the Federal Highway Administration (FHWA) in the interest of information exchange.

## Survey

HART conducts an annual survey of subscribers to obtain commuter shed information, gauge the value of the service to commuters and evaluate the impact of the service in mitigating traffic congestion.

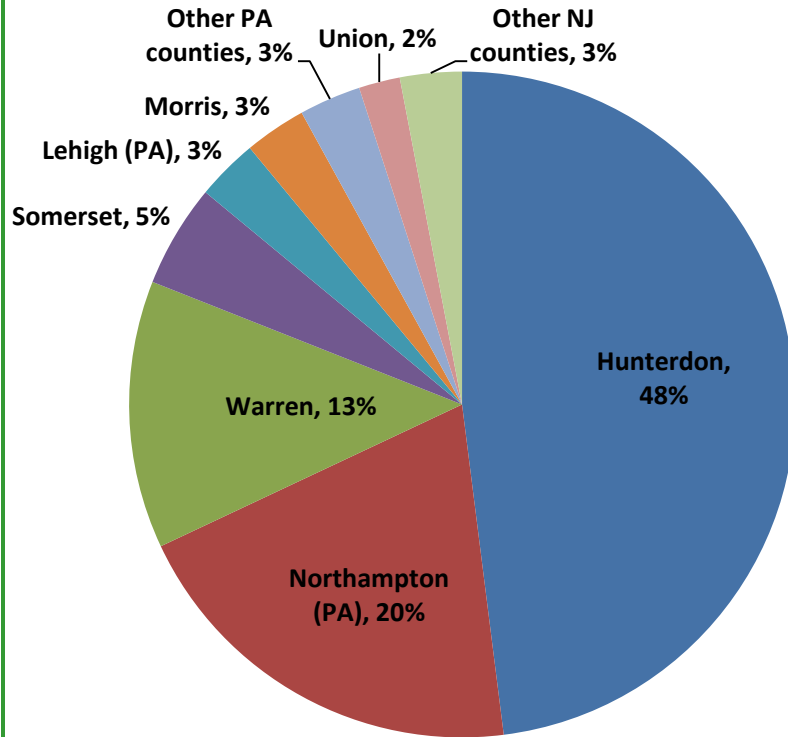
Subscribers are invited to complete the survey online through HART's website. A total of **473** surveys were returned; a **17%** response rate.

The following report provides a summary of the 2013 TAS Survey results.



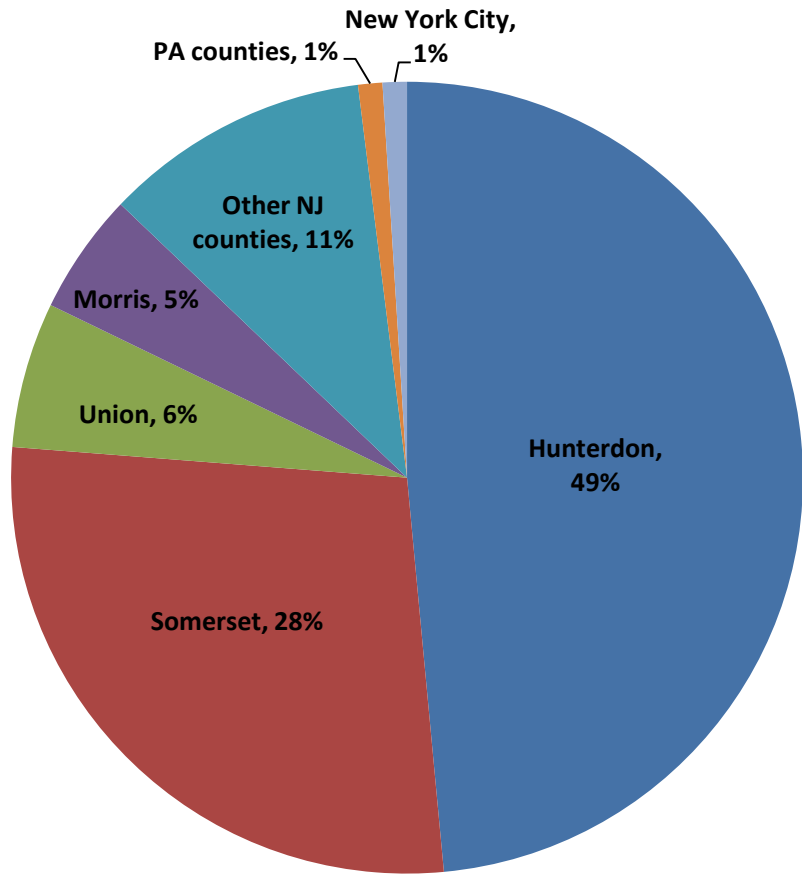
# SUBSCRIBER PROFILE

## RESIDENCE



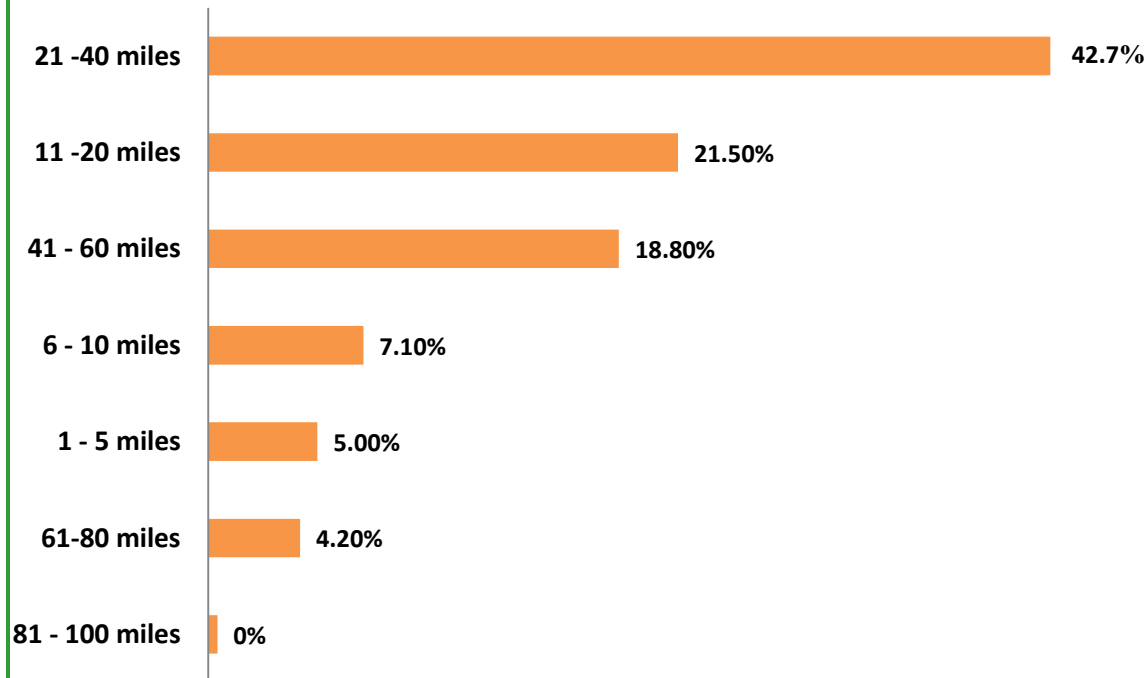
*"This alert system has saved me hours and hours of sitting in traffic! Thanks! Please keep up the good work."*

# Work Destination



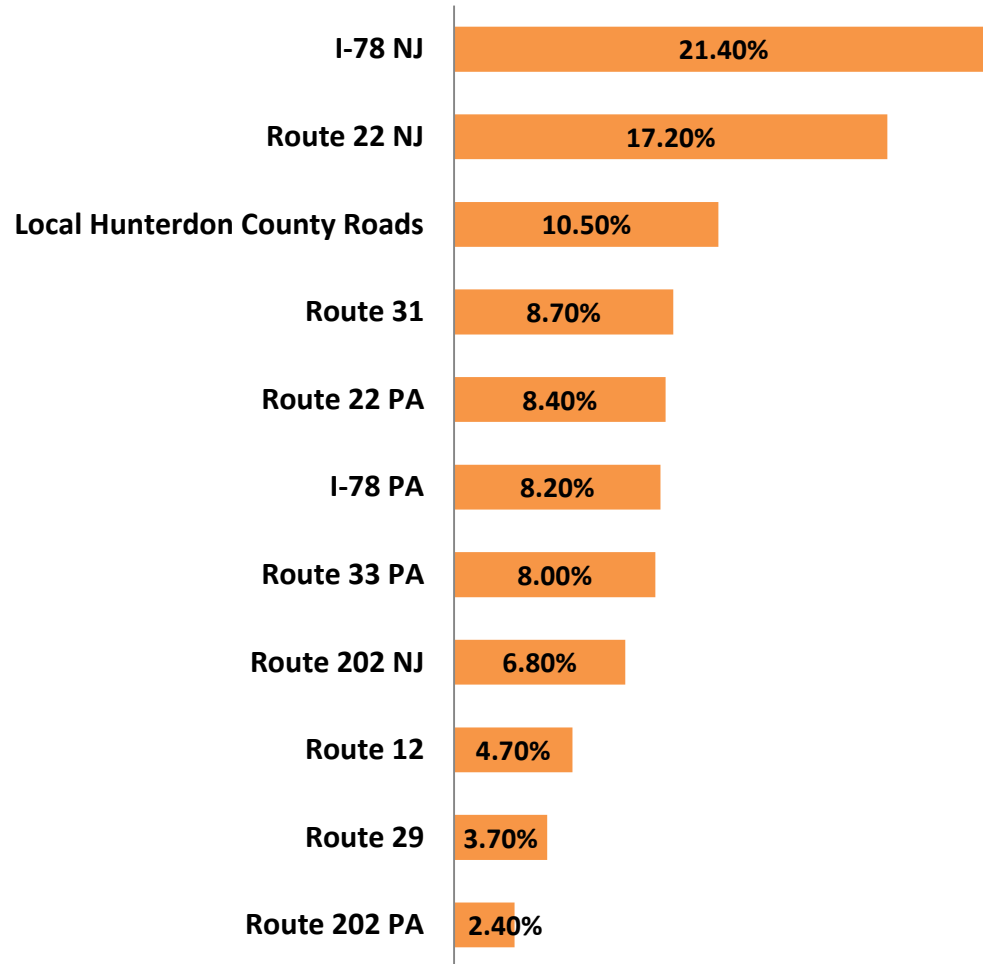
*“No one else (not even 511nj) does normal Hunterdon traffic – unless there’s a 10 mile backup. You are the most reliable source.”*

## Commute Length – One Way



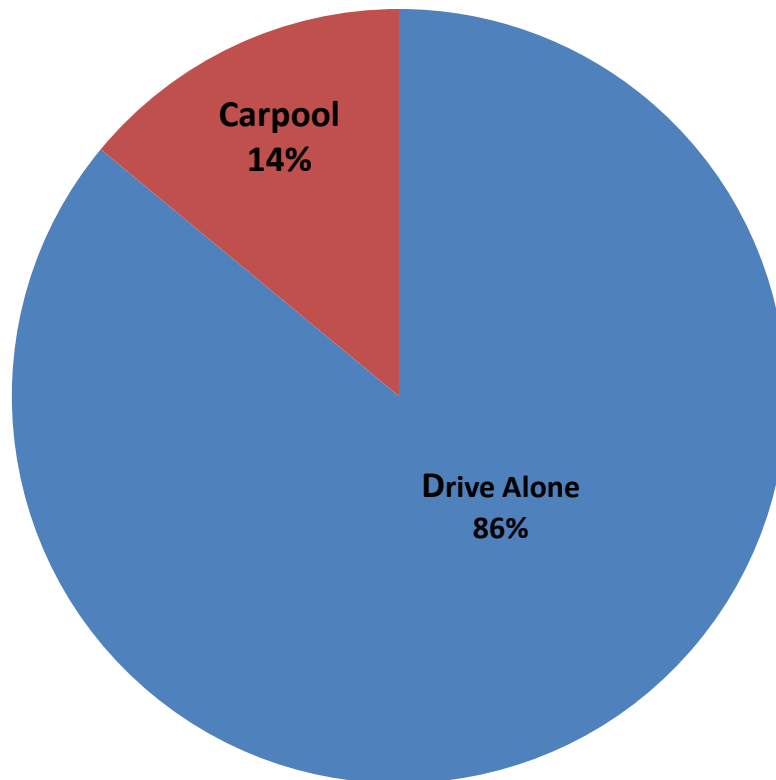
*“I love the alerts. They help to keep me informed about potential traffic situations/congestion, etc. I would really miss this service if it were no longer available.”*

# Roadway Preferences



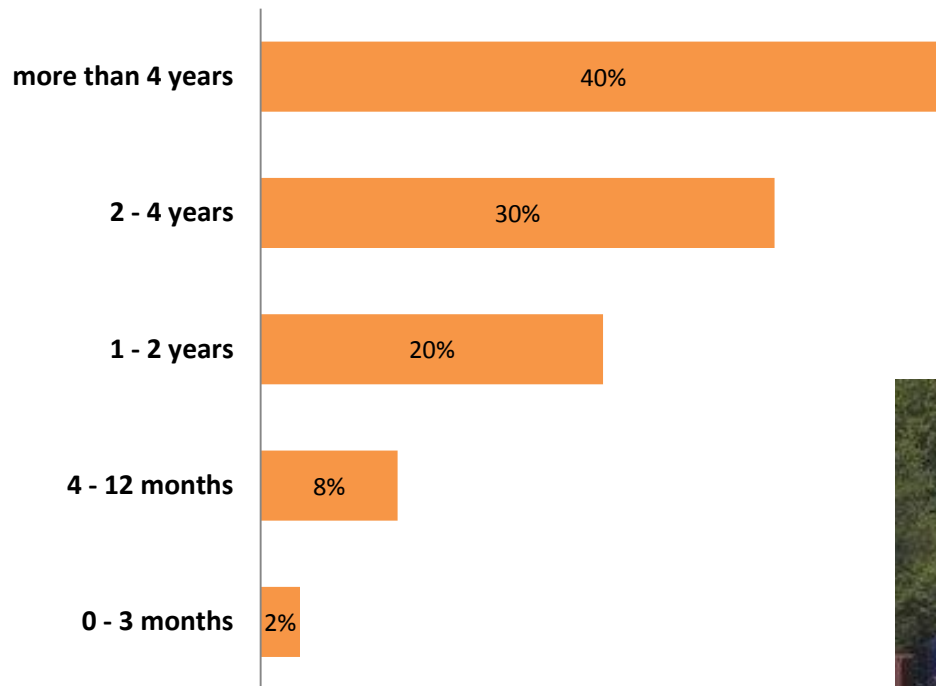
*"I think the service is fantastic and so personalized."*

## Commute Mode Hunterdon Bound Subscribers



*“The service you provide is extremely helpful in planning our driving routes.”*

# How Long Subscribed to Service



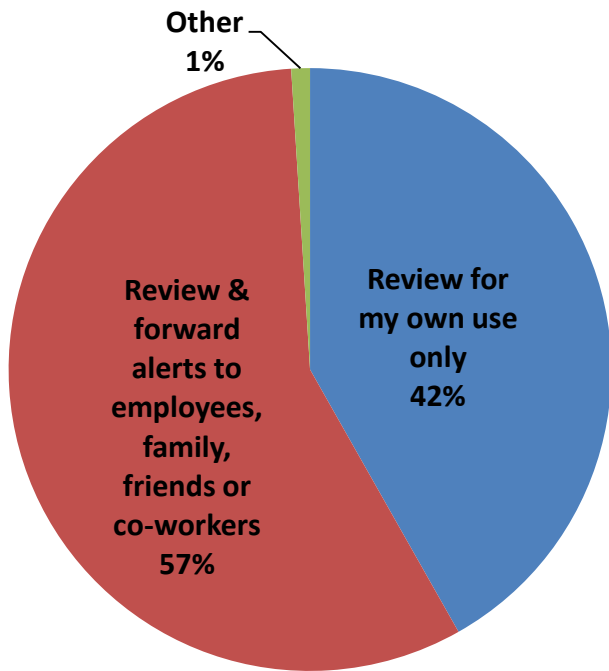
*“Great little service! Far more helpful than having to check a website each morning before leaving for work.”*

*“No doubt it has saved me hundreds of hours over the last 8+ years. Thank you!”*

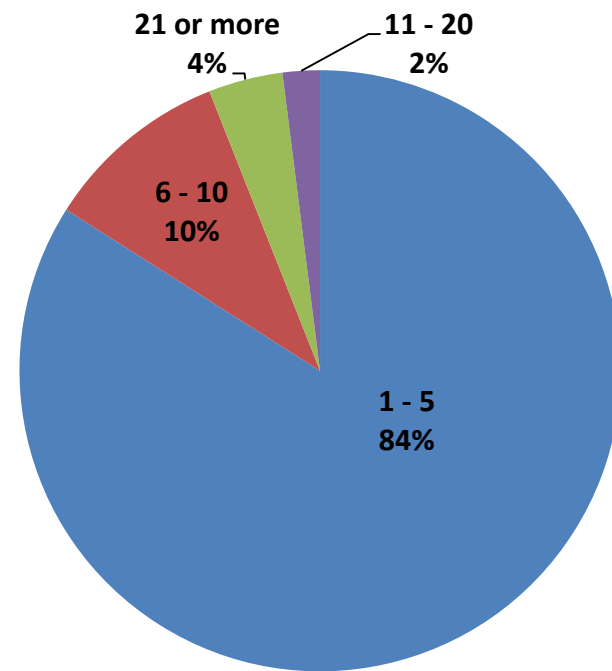




## How Subscribers Use Alerts



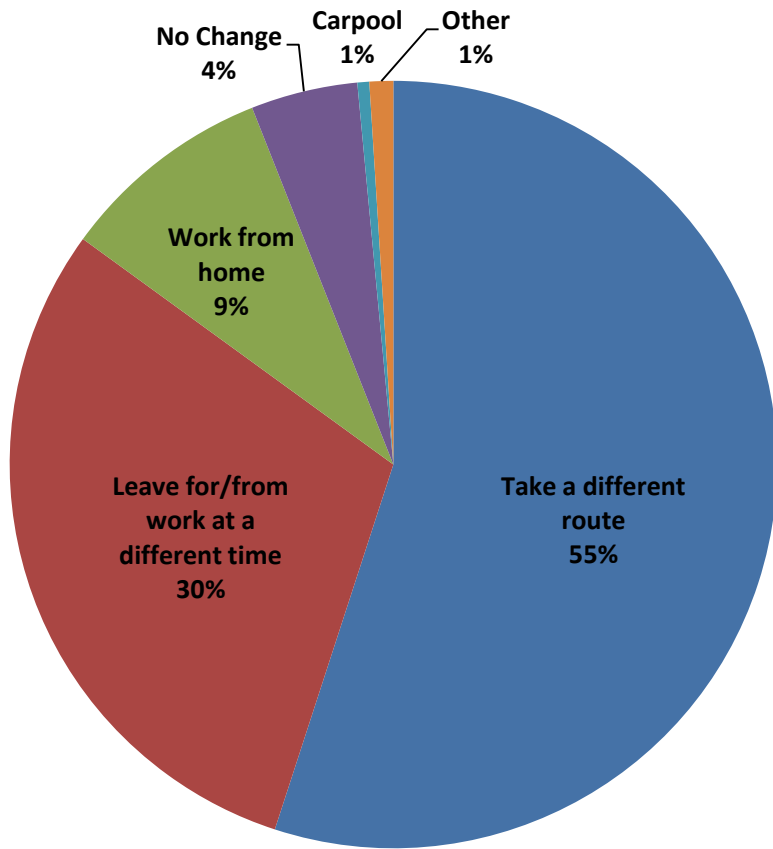
## Number of people the alerts are forward to



*“Good service.  
It has been helpful on several occasions  
to minimize my traffic delays and to advise others.”*

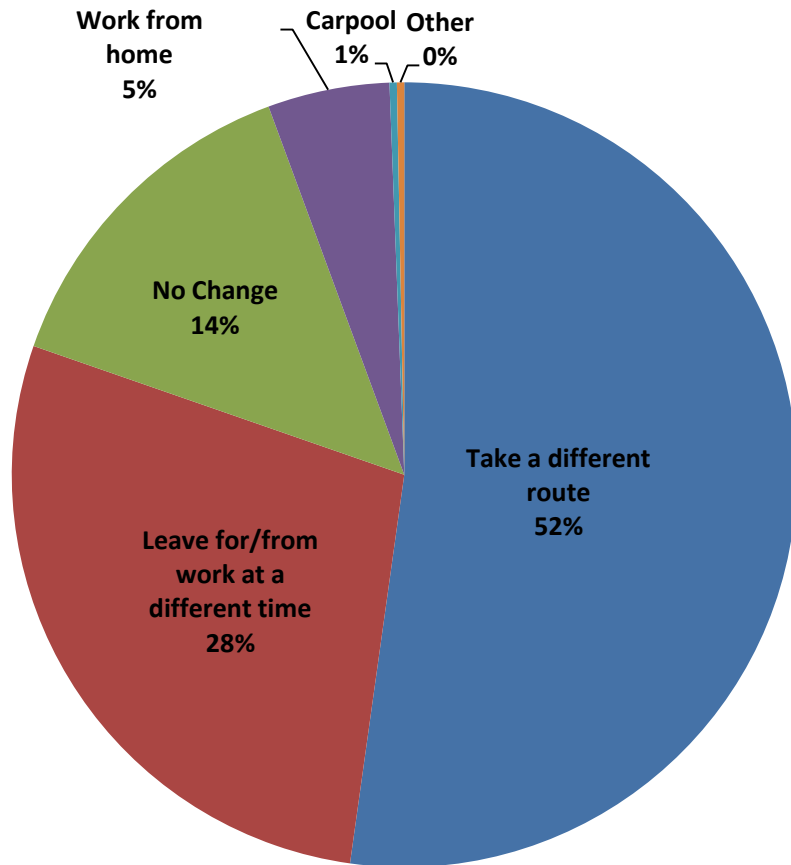
# Subscriber Response to Alerts

## Response to Incident Alerts



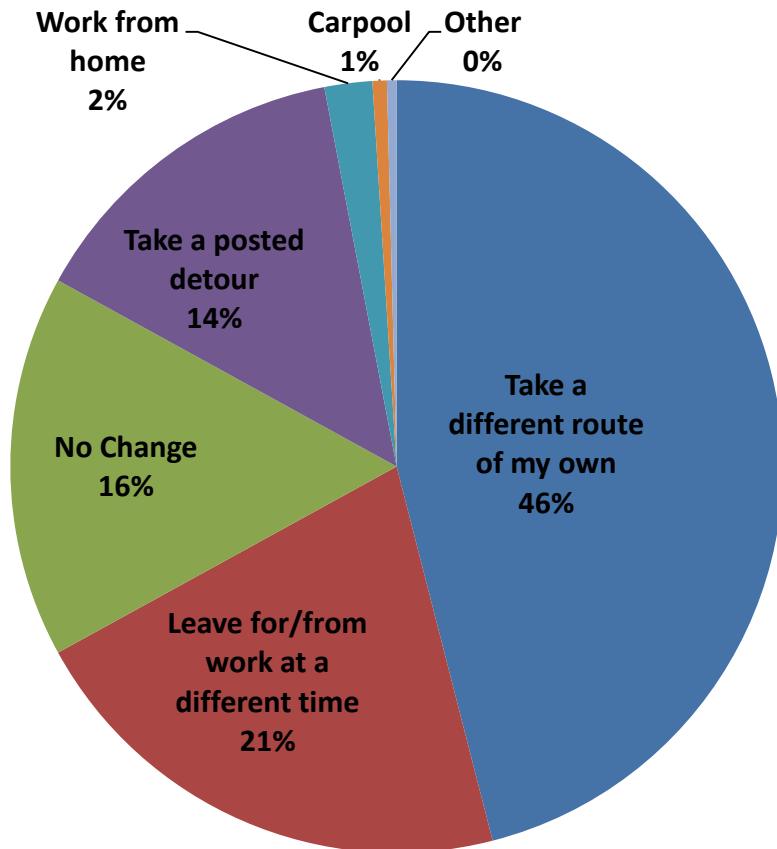
*"I think you are doing an excellent job and really appreciate having this free service, thank you!"*

# Response to Congestion Alerts



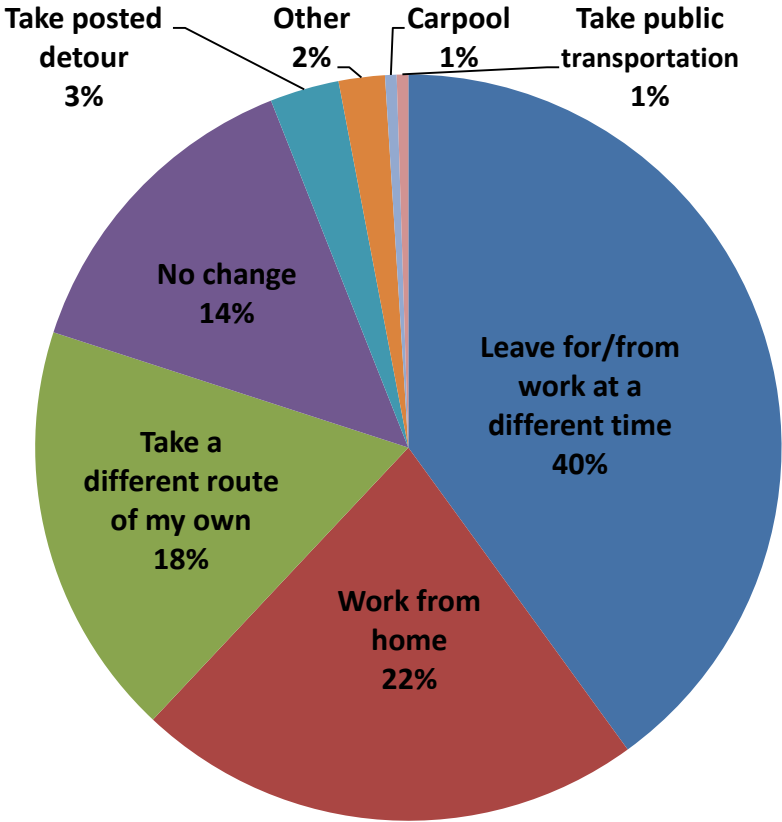
*“Appreciate the alerts while at home/work – so that I can plan trips to/from my worksite accordingly.”*

## Response to Construction Alerts



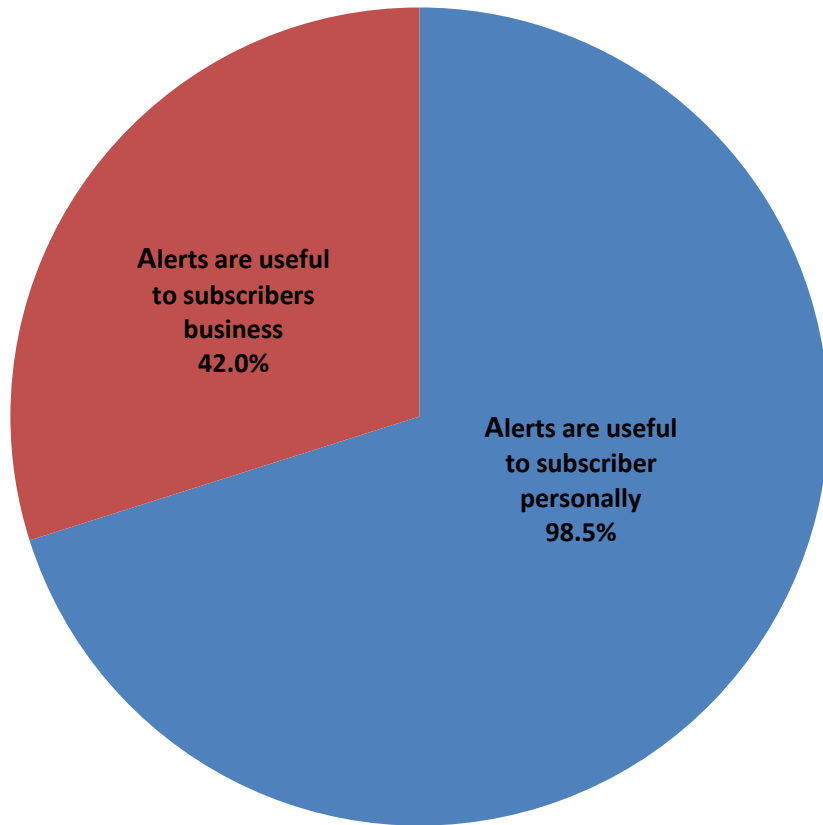
*"This service keeps me informed and allows me to plan better."*

# Response to Weather Alerts



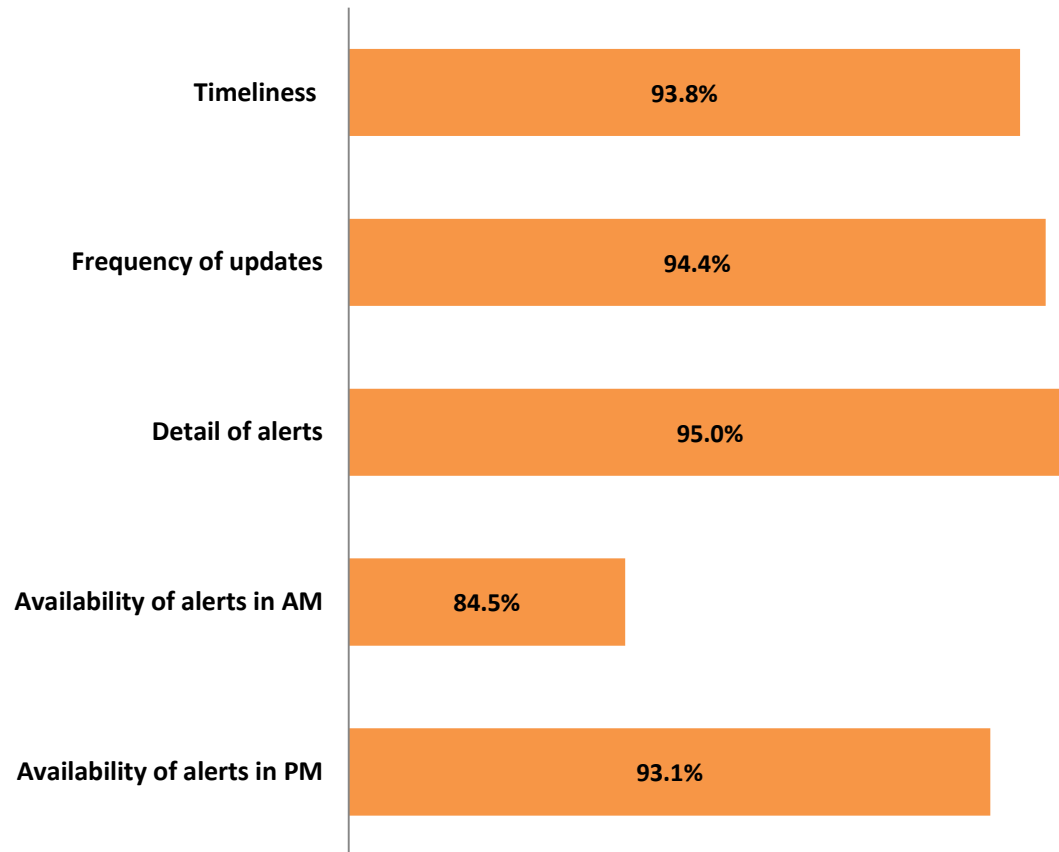
*“The traffic alerts are the best along with the weather alerts. This information is always passed on to the other employees I work with.”*

## Subscriber Satisfaction



***“The email updates are terrific! I don’t mind that there aren’t text updates as I would check them while driving, which is foolish, I know! I appreciate the alerts and I check every morning before I leave for work. Keep up the great work! Thanks!”***

## Quality of Alerts “Good or Excellent”



## Subscriber Questions~ HART Responses

### **Is there a method for subscribers to notify HART when they encounter traffic conditions?**

Yes. HART offers “**Tell-it 2 TAS**”, a notification service that subscribers can use to report traffic conditions from the road via hand held voice message. For more information on the Tell-it 2 TAS service [Click Here](#).

### **Is there any way that alerts can be sent quicker or more timely?**

The HART Traffic Alert Service (TAS) is an information forwarding service. We send out the incident information as quickly as we receive it and format it for alerts.

### **Can alerts be sent earlier in the morning (before 6:00am) and later in the evening? How about weekend alerts?**

HART's staffing does not allow for us to provide the alerts any earlier or later than they are currently provided or on weekends.

### **Does HART provide alternate routes and detours with alerts?**

When an alternate route is provided by law enforcement, local or state officials, HART provides this information with alerts.

### **Is there a way for HART to provide more detail in the alerts? (length of backup, duration of closure, which lanes)**

The HART Traffic Alert Service (TAS) is an information forwarding service. We provide as much detail as is provided to HART by local law enforcement, traffic monitoring services and other sources.

### **Why do you only provide alerts for certain roads? I'm interested in alerts for I-287, I-80, Rte 1 and other roads not in Hunterdon County.**

HART provides alerts for roads that are in or a portion of the road runs through Hunterdon County. I-287, I-80, Rt 1 and others are not in and do not run through Hunterdon County. We recommend that you visit [tmacouncilnj.org](http://tmacouncilnj.org) and [511nj.org](http://511nj.org) to sign up for additional traffic alert services.