

# RESEARCH SUMMARY

- Title:** Intelligent Speed Adaption - Drivers' experiences
- Objective:** Drivers' and managers' experiences of using ISA systems in council vehicles
- Date:** December 2009
- Methodology:** 8 in-depth interviews with staff who drive as part of their jobs and managers from Southwark and Kensington & Chelsea borough councils

## Key findings:

- The concept of the ISA system tested within this trial was generally well received and those interviewed saw a potential positive role for it within councils. This is despite the fact that they experienced technical setbacks and felt the system could result in negative reactions from other road users.
- Most customers were able to outline specific benefits that have resulted from the system being part of their council work including:
  - A reduction in instances of illegal behaviours benefits all levels by helping drivers retain work and helping managers retain workers.
  - The system reduces wear on the vehicle, which is important for Fleet Managers who do not want to replace or service vehicles repeatedly.
  - The system appears to make vehicles more environmentally friendly by lessening CO2 emissions.
  - ISA was seen as a way to reduce accidents and congestion on London roads by controlling the speed limit.
- There is an initial period where a driver must adapt to being governed to the speed limits but after learning how the system works, drivers feel quite comfortable about operating their vehicles.
- In order to ensure that drivers are using the system and not taking advantage of the voluntary override (which would render the system redundant), monitoring the system should be made easy for managers who have limited time.
- Training sessions and educational materials would greatly help to make drivers feel more confident and to reinforce the benefits and theory behind what the ISA system is meant to do.

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