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## City of York Council launches free mobile web travel service

**Tag: Local Government** Print article: Email article: This was published: 3 Dec 2008 - 06:55 am

**City of York Council** has teamed up with mxData to launch York Traffic, a free mobile and online service that provides residents and visitors with up-to-the minute travel information to plan their journey.

The service provides users with live information on car park occupancy, bus arrival information and live CCTV camera feeds across the city to view levels of road congestion. York Traffic is compatible with all mobile phones to ensure it is accessible to the widest possible audience.

The project is a key initiative in City of York Council's Local Transport Plan which aims to reduce car-borne commuting by promoting public transport and encouraging sensible car use. Providing live travel data direct to mobile phones is an important step to achieving this aim.

Darren Capes, Systems Team Manager, Director of City Strategy, City of York Council says: "Our goal is to give residents and visitors relevant information in a straight forward way, and we believe that this project with mxData will help to realise this vision. The availability of the information, free online and on the move, means that we're able to reach even more people in a way that suits their lifestyles."

York Traffic, which is now in Beta testing, is due to go live from Spring 2009. City of York Council is currently working with mxData to investigate partnerships with advertisers to offset the cost of the service.

Anne Marie Alexander, Business Development Manager for mxData says: "The team at City of York council have a really progressive approach to serving residents. The nature and penetration of mobile phones means that they are the ideal, unobtrusive way of delivering helpful information. I don't think it will be long before other local council's will be following York's lead."

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**City of York Council**

Posted by: Nichola

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