

**WRITTEN QUESTION TO THE MINISTER FOR TRANSPORT AND TECHNICAL SERVICES BY
DEPUTY R.G. LE HÉRISSIER OF ST. SAVIOUR**

ANSWER TO BE TABLED ON TUESDAY 11th SEPTEMBER 2007

Question

What have been the itemised costs to date of introducing a mobile phone texting service for bus arrival times?

Answer

The SMS text messaging system, which is due to be launched at the beginning of next month, is an added benefit from the installation of the Real Time Passenger Information system in the new Liberation Station bus station. It will provide real time information via the text messaging service on mobile phones for bus passengers anywhere on the Island.

The one-off costs associated with installing this system are -

	£
Software purchase and configuration	15,600
Paint marking of bus stops with text short codes	21,000
Set up costs for short code	750
Set up costs for mobile company	1,000
TOTAL	£38,350

The annual running costs are -

	£
Aggregator service charge	9,000
Short code rental charge	15,000
Annual licence fee for software	1,200
TOTAL	£25,200

Expressions of interest have already been invited from clients who may be interested in taking advantage of spare space on the text messages to advertise their products. The intention is that this advertising revenue will cover the revenue costs and contribute towards the one-off set up costs.