

Rationale for installation of freestanding totems

The totems provide digital Real Time Display of Information (RTPI) about buses, travel planning and other public interest information such as government and local authority information about COVID.

The primary reason for installing the totems is to provide RTPI, this provides up to date information to passengers about arrival and departure times of their buses, significantly enhancing their journeys by giving them more accurate information about bus services. This information changes from minute to minute and so a digital format is required. The benefit to passengers is clear; it is much more accurate than a paper timetable as delays can be reported on a minute by minute basis; paper timetabling simply is no longer fit for purpose in areas which service a significant number of routes. The displays are much more readable for passengers, allowing them to observe social distancing measures whilst checking bus times.

Benefits to the public and council are as follows:

- Promotes MASS / Modal shift to public transport in line with the Cannock Local Plan 2014 key priority to improve bus services in a move to sustainable transport
- Minimises the environmental impact of visitors within a town; attracts new users who otherwise may have driven into the town centre, thereby reducing congestion, pollution, parking
- Improved accessibility for disadvantaged groups – paper timetabling can be difficult to read and interpret for older people and those with accessibility needs. RTPI is much easier to understand.
- Enhanced transport information increases visitor numbers, bringing increased footfall to town centres, something which

is vitally important for the survival of our high streets.



Although some transport users may make use of mobile apps as a way of monitoring arrival times this disadvantages certain sectors of society who do not have access to such technology.

In addition to the provision of RTPI is the capacity to display advertisements on the screens. These advertisements are interspersed between the transport information on a 300 second loop; each advert is displayed for no more than 10 seconds before being replaced by transport information.

Displaying advertisements provides secondary community benefits:

- Provides a mechanism to effectively promote the safe return to the High Street/COVID/social distancing messages to the general public
- Provides local companies including charities and public interest groups with access to cost effective advertising, supported by the local authority.
- Generates additional revenue to the local authority which is in turn invested in local infrastructure.