

## 7. PUBLIC PASSENGER TRANSPORT SYSTEM BRANDING

<b>Officer responsible</b> Director of Policy	<b>Author</b> Stuart Woods, DDI 371-1615
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The purpose of this report is to update the committee on the progress of the Public Transport Branding process and the next steps proposed.

During the earlier parts of this year, a joint study between the Christchurch City Council, Environment Canterbury, the two bus operators and a consultancy has been reviewing the branding of the public passenger transport system. The City Council has a key role in the promotion of the public transport system brand, through its provision of infrastructure. The study has been through a number of stages:

- collecting the views of a wide range of interested parties,
- testing the summation of those views,
- producing and confirming a design brief
- producing and testing a number of design options (currently occurring)

The groups engaged in this process have included both the former City Services Committee (with all Councillors invited) and a Community Board Reference group (made up of two representatives from each board).

At the time of writing this report, arrangements for a Sustainable Transport and Utilities committee seminar on Monday 10 December, in which feedback on the design options will be sought, are under way. Shortly afterwards the study timeframe aims to present a report of the consultation undertaken on the design options to the Councils for consideration with recommendations for adoption of a preferred brand option. To allow the branding process to fit into the timetables of other public transport projects, notably the RTI suburban stops rollout and the SmartCard ticketing project, it is hoped that a Council sign-off on the branding could occur prior to Christmas.

To this end, it is proposed that the Land Transport Sub-Committee receive that report of branding options and recommendations and confirm a recommended branding option.

Following the adoption of a brand option, a branding manual will be created and a rollout plan for the brand will be finalised.

**Recommendation:** That the Land Transport Subcommittee receives the report on public transport system branding and be delegated authority to adopt an option.