



## 9. PUBLIC PASSENGER TRANSPORT IMAGE AND BRANDING

The Board was provided with details of the joint project being undertaken to review the image and branding of the Christchurch Public Passenger Transport System. The joint study involved the City Council, Environment Canterbury and the two main bus operators in Christchurch.

Stuart Woods and Dave Hinman were in attendance.

Some opposition was expressed about the need for the study and the cost consequences of undertaking the review.

The Board **decided**:

1. That the study to review the image and branding of the city's public passenger transport system be endorsed.
2. That Diana Bradley and Mike Wall represent the Board on the combined Community Boards' Consultative Group.