

### 13. PUBLIC PASSENGER TRANSPORT IMAGE AND BRANDING

The Board considered a report informing it of the project being undertaken to review the image and branding of the Christchurch Public Passenger Transport system. This review is being conducted as a joint study with partners being the Christchurch City Council, Environment Canterbury, and the two main operators in Christchurch. This is particularly appropriate given that these are the parties contributing to the various elements of the system's image and brand.

The Board **resolved**:

1. To endorse the study.
2. To appoint Lynda Carter and Phil Clearwater (with alternates being Elizabeth Maunsell and Sonia Gill) to participate in a combined community boards consultative group.