

4. I-STATIONS

General Managers responsible:	General Manager Public Affairs and General Manager City Environment
Officers responsible:	Diane Keenan and Don Munro Manager
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PURPOSE OF REPORT

1. The purpose of this report is to show the Council exciting new technology available to direct locals and visitors around the central city while promoting Christchurch in the rest of New Zealand, and to gain approval to:
 - Enter into a contractual arrangement with I-Station for the installation of seven I-Stations in the central city in sites agreed by Council staff.
 - Staff sign off for any additional future sites and continuing the contract if successful.

EXECUTIVE SUMMARY

2. I-Stations are touch screen interactive information booths that provide a variety of information to locals and visitors, including what's on in the area, places to visit, where to eat, tours available, etc. A map can also be printed out giving directions to an intended location. The I-Stations are not in competition with the local tourist information office but are an additional service available 24 hours, seven days a week.
3. The company is New Zealand based and is currently installing I-Stations throughout the North Island in major tourist centres and is now actively pursuing sites in the South Island.
4. The company also plans to market this technology globally thus further expanding the potential to advertise Christchurch and Canterbury to a global market. Once I-Stations are installed in Christchurch all the information they contain about Christchurch will be available country wide, promoting Christchurch in the rest of New Zealand and later overseas. I-Station is the only company providing this level of service in New Zealand.
5. In return for allowing I-Station to install I-Stations in the central city on Council land the Council can have control of the 'Welcome to Christchurch' section on the Website to promote the central city, Christchurch and the Canterbury area at no cost to the Council (excluding staff time). The Marketing Service Manager and Marketing Manager are happy with this arrangement.
6. I-Stations - The company will be responsible for all maintenance and upkeep. They will also contract the cleaning of all the booths twice daily.
7. Council lawyers are working on a contract similar to those for the bollards and other contracts to occupy Council land. This is a comprehensive contract, covering all issues to do with correct use and maintenance of Council land and the booths themselves, content of advertising, damage, liability, etc.
8. The locations for the seven initial I-Stations are:

The City Mall, Colombo/Cashel intersection
Oxford Terrace/Cashel Corner
Worcester Street, intercity bus terminal
Cathedral Square
Outside the casino
Victoria Square
Worcester Street bridge

9. The I-stations will replace the pink information bollards in the City Mall/Oxford Terrace Corner and in Victoria Square. There may well be other I-Stations located in the central city and in suburban malls but as these are on private land they are not Council responsibility.
10. Once contractual arrangements are made the Marketing, Communication and IT teams will decide on and provide the information required for the 'Welcome to Christchurch' section of the I-Station information. This information will include: a welcome to Christchurch, history and heritage, core funded events, arts and attractions, parks, community service like pools and information on getting around including the bus exchange, bike info and the shuttle and likely much more.

FINANCIAL AND LEGAL CONSIDERATIONS

11. No financial outlay required, other than a power supply. The footprint of the booths are such that no resource consent is required. A contract limiting I-Station to an initial three year licence is proposed.

STAFF RECOMMENDATIONS

It is recommended:

- (a) That pursuant to Section 334(1)(d) of the Local Government Act 1974 the Council approve the installation of seven touch screen I-Stations in the following locations and declare that they do not unduly impede vehicular traffic using the roads.

The City Mall, Colombo/Cashel intersection
Oxford Terrace/Cashel Corner
Worcester Street, intercity bus terminal
Cathedral Square
Outside the casino
Victoria Square
Worcester Street bridge

- (b) That the Transport and City Streets Manager be delegated power to:
 - (i) Enter into a contract to install seven I-Stations in the central city for an initial three year term to assess performance of both the information booths and the company's ability to provide the level of service required; and
 - (ii) Consent to additional sites within this three year period if he/she agrees they are needed; and
 - (iii) Grant a further three year extension of this contract if it has been successful and other technology or providers are not seen as a better option.

BACKGROUND ON I-STATIONS

12. This address shows a mock up of what the system is like. <http://istation.no-ip.org/gui>
This can also be demonstrated in the Council meeting.

OPTIONS

13. The Council could just continue with signage and brochures to help people get around as at present. However there is a danger of becoming obvious by our absence from this system.
14. At present there are no other firms offering this kind of service with the same coverage of New Zealand. I-Station does seem to be ahead on the technology. The company is looking to start in Australia and franchising in to the USA and Europe.

PREFERRED OPTION

15. Approve installation of the booths on a trial basis and monitor performance of both the booths and the company's performance in providing the agreed level of service. If we move on this they could be in by Christmas.

ASSESSMENT OF OPTIONS

The Preferred Option

	Benefits (current and future)	Costs (current and future)
Social	Help people get information on the Council and other activities. Promote Christchurch to the rest of NZ.	None
Cultural	Help people get information on the Council and other activities. Promote Christchurch to the rest of NZ.	None
Environmental	Alternative to print advertising.	Some space on the footpath
Economic	Help people get information on the Council and other activities. Promote Christchurch to the rest of NZ.	Some staff time
<p>Extent to which community outcomes are achieved: Aligns well with community outcomes</p> <p>Impact on Council's capacity and responsibilities: Some staff time</p> <p>Effects on Maori: None</p> <p>Consistency with existing Council policies: Yes including - Central City Revitalisation Strategy</p> <p>Views and preferences of persons affected or likely to have an interest: Katherine Ward, Marketing Services Manager - very happy Richard Stokes, Marketing Manager – happy Central City Team – excited, can't wait Weng Kei Chen, City Streets – Approved the proposed locations Lisa Findlater, Marketing Co-ordinator City & Corporate – looking forward to seeing and being involved with the content Christian Anderson, Departmental Manager IM&CT Programme & Planning – is happy with the setup</p> <p>Other relevant matters:</p>		

Maintain The Status Quo (If Not Preferred Option)

	Benefits (current and future)	Costs (current and future)
Social		Less options and information for the public and visitors
Cultural		Less options and information for the public and visitors
Environmental		No space taken up on footpath
Economic		Maybe more need for print material
<p>Extent to which community outcomes are achieved: Primary alignment unchanged</p> <p>Impact on Council's capacity and responsibilities: No change</p> <p>Effects on Maori: No change</p> <p>Consistency with existing Council policies: No change</p> <p>Views and preferences of persons affected or likely to have an interest: It would be a shame not to be included –Central City Team</p> <p>Other relevant matters:</p>		