

Officer responsible Community Relations Manager	Author Melanie Williams
Corporate Plan Output: Central City Marketing	

The purpose of this report is to provide the Council with information on the development of a Park and Ride promotion.

BACKGROUND

During the February City Services Committee meeting, Committee members requested that City Centre Marketing provide information on the development of a Park and Ride promotion incorporating the Council parking buildings and the Shuttle. Committee members requested that the expenditure for this promotion be met from the \$50,000 revenue allocated to City Centre Marketing by the Parking Unit. This revenue had previously been allocated to the promotion of a complimentary parking scheme.

THE PROMOTION

The objective of this promotion will be to encourage people to drive into the city, park in a Council parking building and then use the Shuttle to move quickly around the City Centre. Citizens (in general) don't come into the City Centre to use the Shuttle or the parking buildings - these are not ends in themselves. Our advertising will need to show people why they should come in to the City Centre and then tell them it is now even easier if they take advantage of these two Council services.

Presently the Shuttle is almost always full from 12pm to 2pm so we don't wish to encourage more people to use it at this time. This may change however if there is another Shuttle added to the route. What we can do is encourage people who are already using the Shuttle to also use the parking buildings.

In line with this promotion, Parking Unit staff and City Centre Marketing staff will review existing parking building signage to direct car park users to the Shuttle.

The essence of this promotion will be to provide a campaign that reaches the public at times when they may be intending to visit the City Centre or to give them a reason to visit the City Centre. The campaign will consist of:

- Billboards on the way in to the City Centre
- Radio advertising during the morning programmes to catch people before they have made their final decision about their day's activities
- Print advertising
- Advertisements on the side of the Shuttle if possible
- Promotional material on the inside of the Shuttle
- Signage and advertising within the parking buildings.

TIMING

As this funding does not become available until the new financial year, we will not begin the promotion until that time. However, City Centre Marketing will plan and book the promotional elements so the campaign can begin in July 1999. This delay in beginning may be to our advantage as the Shuttle may not be as full over the lunchtime

period when the initial excitement has died down, the tourism patronage is less and the City Centre is always quieter over the winter months.

In the meantime, City Centre Marketing is including the Park and Ride concept in radio advertising for the new Farmers Parking Building, a campaign City Centre Marketing are undertaking for the Parking Unit.

Chairman's

Recommendation: That the information be received.