

30. PUBLIC PASSENGER TRANSPORT NETWORK IMAGE AND BRANDING

Officer responsible Director of Policy	Authors Stuart Woods, Transportation Policy Leader, DDI 371 1615 Dave Hinman, Central City Policy Leader, DDI 371 1804
Corporate Plan Output: Advice to Council	

The purpose of this report is to expand upon the Chairman's report on this same subject.

Our Future Our Choice, the joint Public Passenger Transport Strategy of the City and Regional Council's was adopted by the two authorities in 1998. The strategy outlined many improvements identified as needed for implementation, which were adopted by the Councils through the strategy's work. One such improvement related to the image and branding of the Public Passenger Transport Network. It was nominally allocated to the Regional Council at the time of the adoption of the joint Public Passenger Transport Strategy, but does of course have major interest to the City Council as the provider and owner of the system infrastructure. The image and branding of the system is most clearly expressed to the users via the system infrastructure, vehicles and information sources (timetables, BusInfo, etc.).

Specifically in relation to this matter, the Policy adopted by the City Council in June 1998 provided that:

"The Christchurch City Council will work with the Canterbury Regional Council to undertake the following:

- *Improved image and livery"*

Whilst almost all other implementation matters identified for action by now have been acted upon, this image and branding issue has yet to have a resolution.

Initially some 18 months ago, the Regional Council initiated discussions with the operators on this matter through the regular liaison meetings that they held. Many issues were raised regarding imaging and branding that caused some delay in progress of the work. At about the same time the Regional Council also began a reappraisal of its own branding, and decided to put on hold the above work.

More recently, Environment Canterbury again recognised that the image and branding of the Public Passenger Transport Network was the key outstanding item from the Public Passenger Transport Strategy which had not progressed. Consequently, the Council tendered for consultants to assist with managing the process for resolving this item. Environment Canterbury has since engaged two external agencies to assist the process – Reputation Public Relations Ltd and Integrated Design Ltd.

During a series of initial presentations that were held with stakeholders to inform them of the process and study, a workshop summary booklet was distributed. This is the attachment to Councillor O'Rourke's report on this matter. There was an attempt to arrange a presentation to City Councillors but this was not successful at that time as it clashed with the busiest period of the Annual plan consideration process.

A number of events have since occurred, which have resulted in this supporting report to Councillor O'Rourke's.

At the presentation held for City Council staff, it was raised that there is a dual responsibility for the public passenger transport system in Christchurch, with the City Council being directly responsible for some aspects of the system (ie infrastructure). Therefore the image and branding directly affects and is affected by the actions of each Council. It was also noted that the operators are also key stakeholders. Given that, the suggestion was made that the study therefore should be a partnership, and not simply an Environment Canterbury project. The following day (7 March) a letter was sent to Environment Canterbury reinforcing this view and that the City Council officers considered that the study management group should include, at least, City Council representation.

A letter was received in reply, accepting that it will be essential for both Councils to contribute jointly to this project, and proposing a joint project co-ordination team (with suggested terms of reference to be finalised). It is not clear as to the place of the proposed team in the study management structure at this time, as the invitation is yet to be explored and the team has not met. Joint project teams have worked very well in the past, the most recent example being the Bus Exchange "Core Group".

In the meantime, another process was occurring. A similar presentation on the proposed study had been made to bus operators. The operators responded in a similar fashion to the City Council staff regarding the management of the study and possible impacts of decisions resulting from the study. This led to a meeting between the operators and senior representatives of the two Councils to discuss the issues. We understand that Environment Canterbury is discussing with the operators an appropriate form of relationship for progressing the study.

From this point, the next step appears to be to slow the initial consultation phase begun recently whilst the management structure of the study is further explored and resolved.

Arrangements have been made for staff from Environment Canterbury to attend and make a short presentation to the meeting of the City Services Committee.

- Recommendation:**
1. That the Council support the study for reviewing the image and branding of the public passenger transport system, subject to the study including the City Council as an equal partner (indicated by at least incorporating Council staff representation on the study project management team).
 2. That the Council recommend to Environment Canterbury that in managing the study, the importance of support for and input by the operators into the study is recognised.

Chairman's

Recommendation: That the above recommendation be adopted.