

32. PUBLIC PASSENGER TRANSPORT IMAGE AND BRANDING

Officer responsible Transport Policy Leader	Author Stuart Woods, DDI 3711615
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The purpose of this report is to inform the Committee of progress on the project being undertaken to review the image and branding of the Christchurch Public Passenger Transport system. This review initially was reported to the Committee in April this year, with the following recommendations being passed:

1. That the Council note the Environment Canterbury study for reviewing the image and branding of the public passenger transport system, and that should it proceed:
 - (a) The study includes the City Council as an equal partner (indicated by at least incorporating Council staff representation on the study project management team).
 - (b) The importance of support for and input by the operators into the study be recognised.
2. That any proposal for branding involving Christchurch City Council infrastructure or buses operated by the RedBus company be developed via the City Services Committee and CCHL.

Following a number of meetings with Environment Canterbury staff, the management structure for the review has been revised. The core group for overseeing the project now has representation from the City Council and both bus operators being added to the original structure. Therefore the study is now being conducted as a joint study with partners being the 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. It addresses the concerns raised by both the operators and the City Council regarding the study process when originally mooted.

The previous report to this Committee on this study noted that the 1998 the adopted joint City and Regional Councils' public passenger transport strategy for Christchurch identified amongst its priority list of projects improving the image and system brand. It is the only one which has not had some progress made on it. Initially this was a result of a desire to get the house in order before we try to promote it. A number of other issues have also since contributed to it not being promoted.

We now have a good product (system) to promote, which is being reflected in very positive feedback in satisfaction ratings in Bus User surveys. There are measurable results that can be attributed to the response by the public to the improvements to the system.

However the image does not match the experience. Public perception of public passenger transport is poor, and has been for many years.

The study is proposed with a staged approach. From here the stages include:

- Stakeholder consultation for information gathering
- Staff prepare a image and brand design brief
- Stakeholder consultation for reviewing key issues in the brief
- Consultants design a variety of options in response to the brief
- Consultation for and gauging reaction and acceptance of various image and branding options
- Design refinements
- Approval of imaging and branding proposals through relevant Council processes

Further consultation with Councillors will occur at a number of points during these stages. The next stage of the study in relation to Councillor involvement is to identify issues and areas of concern including how (re)-branding would be incorporated in the system and key images and elements of a public passenger transport brand. This will be arranged shortly.

Chairman's

Recommendation: That the information be received.