

Report 13.64
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Committee Economic Wellbeing
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Public Transport Marketing Campaign 2013

1. Purpose

The purpose of this report is to inform Councillors about a planned public transport marketing campaign.

2. The decision-making process and significance

Officers recognise that the matters referenced in this report may have a high degree of importance to affected or interested parties.

The matter requiring decision in this report has been considered by officers against the requirements of Part 6 of the Local Government Act 2002 (the Act). Part 6 sets out the obligations of local authorities in relation to the making of decisions.

2.1 Significance of the decision

Part 6 requires Greater Wellington to consider the significance of the decision. The term 'significance' has a statutory definition set out in the Act.

Officers have considered the significance of the matter, taking the Council's significance policy and decision-making guidelines into account. Officers recommend that the matter be considered to have low significance.

Funding is provided in the budget for this campaign. While there may be some impact on people this will run for a fixed period of time.

Officers do not consider that a formal record outlining consideration of the decision-making process is required in this instance.

3. Marketing campaign

3.1 Campaign proposal

Strategic marketing and communication campaigns are implemented to build or maintain awareness of a brand, product or service. The marketing campaign

called “It’s Your Transport” aims to showcase public transport as a service that is there for everybody to use and to remind the public that they contribute towards public transport funding through rates and taxes. By giving passengers/customers/users a sense of ownership it is hoped that we can start to build a relationship, open dialogue and continue to engage them at an emotional level.

The main element of the campaign will be a public art competition. The campaign will encourage the public to artistically express their positive experiences using the integrated public transport network that exists in Wellington. Press, radio, posters on trains/buses and Your Transport Today (the new Metlink News newsletter) will be used to drive awareness of the campaign. A press release will be sent to all community papers to get the community onboard. A brief and toolkit will be sent to schools, design students and our public transport operators who will help drive the campaign through their social networks.

Once competition entries have been submitted, the public will vote on which designs they like. The most popular designs will then be produced and turned into ‘wraps’ on the various modes.

There will be terms and conditions in place to govern entries and templates will be provided to ensure that the artwork can be easily transformed into bus and train wraps.

3.2 Timing

The use of the new Matangi fleet on all lines and new technology being used across the whole public transport network means there has never been a better time for the public to be using public transport. The increased petrol price and the need for more sustainable transport solutions add weight to the timing of the campaign.

The campaign is due to be launched on 20 March 2013 and is intentionally being built to be extended over the next few years. It also replaces the Council’s participation in the Metlink City Safari that no longer takes place.

3.3 Benefits

The campaign benefits would be:

- New interactive approach encouraging the public’s participation
- Engaging with communities across the network, bringing together various communities
- Educating people about public transport and its benefits
- Building/raising awareness of the Metlink and GWRC brands
- Giving people a sense of ownership, ownership of the brand, the campaign or the mode of public transport they use or want to use

- Instil pride in people who use public transport.

The risks can be summarised as follows:

- Complaints regarding the covering of windows on all modes
- Not enough entries.

3.4 Campaign implementation

A decision needs to be made regarding the use of wraps on train windows. Covering windows would provide a test for the proposed advertising on trains' initiative. It is recommended that limited wraps be applied to the windows of two train vehicles.

The photo below shows the impact that a wrap can have when covering approximately 30% of the windows on the middle section of a Matangi train. There were no complaints received from the public during the 18 months this wrap was on the train.



3.5 Collaborative approach with PT Operators/asset owners

The main public transport operators have been approached to participate in the campaign and they have all welcomed their inclusion, offering buses, trains and ferries to be 'wrapped' in the final product for six months following the launch of the campaign. At the time of writing this paper, we have agreement from asset owners and operators for the following:

- NZ Bus for the full wrap of a Go Wellington and Valley Flyer Bus, as well as three bus backs
- Transit Coaches, to part wrap of two buses in the Wairarapa
- East by West Ferries, to wrap the inside panels of the top deck of one ferry
- Mana, for one bus back
- Usabus, (Otaki) for one bus back

We propose that GWRC wrap one SW and one Matangi car.

4. **Budget**

The cost of the campaign will be met by our existing budget. Some operators have agreed to split the cost for the production and installation of the wraps.

5. **Communication**

Communication with the public and public transport operators is inherent in this marketing campaign as outlined throughout the report.

6. **Recommendations**

That the Committee:

1. *Receives the report.*
2. *Notes the content of the report.*
3. *Agrees to the implementation of the campaign.*
4. *Agrees to make one SW and one Matangi car available for the campaign with the wrap on the windows to be restricted to 30% maximum with Contavision material at 40%.*

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