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Committee       Passenger Transport  
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## **Launch of Hutt Valley Bus Improvements**

### **1. Purpose**

To provide an update about the promotional campaign to support the launch of improvements to bus services in the Hutt Valley.

### **2. Background**

The following improvements will be implemented on 25 October:

- a new network of bus services in the Hutt Valley
- a new bus fare structure for the Hutt Valley, Eastbourne and Wainuiomata

These improvements need to be communicated to local residents and the wider public prior to launch date.

### **3. Objectives of the promotional campaign**

We have developed a promotional campaign to meet the following objectives:

- to raise awareness and generate interest in the improvements to bus services
- to increase patronage and encourage trial of the new services
- to improve perceptions of users/potential bus users

### **4. Communication**

The promotional campaign will use a mixture of communication channels to ensure that our objectives are met. This includes:

- radio and press advertising
- posters

- new look webpages on the Greater Wellington website
- bus livery – there will be new look lime green buses on the three new high frequency routes. The message on the side of these buses will read: ‘going places every 15 minutes - daytime Monday to Saturday – regularly at other times’
- direct mail – newsletter and a letter to community groups

#### PR

- media releases and Q & A information for the media
- an article in Elements and HCC’s insert in the Hutt News
- promotional staff at key bus stops from 18 – 31 October handing out information and answering questions
- pre-launch party on 23 October
- free travel on bus routes 110-150 on 25 October

All printed material, high frequency buses and webpages will show the new arrow icon. This icon will provide a visual link between all elements of the network to help people see that there is improved integration.

The final designs and printed material will be shown to Councillors at the Committee meeting.

## **5. Schedule of promotional and communications activities**

- 29 - 30 September – Ridewell and AM/PM briefing
- 2 October - Cityline bus driver briefing
- 2 October – media release and Q & A information issued to the media
- 3 October - new look webpages will go live – information about the new services and fares are provided together with existing bus service information until 24 October, when the old bus routes and fares will be removed
- from 4 October - radio advertising
- 7/8 October - newsletter distributed to 51,000 households in the Hutt Valley, Eastbourne and Wainuiomata. The newsletter will also be available on buses and from information centres and libraries
- from 7 October - press advertising in the Upper Hutt Leader and Hutt News for 3 weeks

- 7 October - article and photo in HCC's insert in the Hutt News
- 7/8 October – article and photo in Elements, which is delivered to all households in the region
- from 8 October – new look paper timetables printed and will start to be available on HV buses and from Ridewell and timetable stockists. Window stickers will be sent to timetable stockists so it will be more obvious where timetables can be obtained from
- 8/9 October – a letter will be sent to community groups, together with the newsletter, to explain about the improvements
- from 13 October - posters on buses, at bus stops and libraries and information centres
- from 18 October - promotional staff at key bus stops and interchanges from 18-31 Oct. to approach bus users to see if they are aware of the changes, hand out information and answer queries
- 20 October – selected dairies along bus routes will be sent timetables in new timetable display boxes
- from 20 October - new timetables, posters, schematic maps to be displayed at bus stops. This will mean an increased amount of information at bus stops
- 23 October - pre-launch party at Westfield Queensgate's car park, Foodtown entrance, at 12-2pm. There will be two of the new look buses, promotional staff, and handouts and drinks available
- 24 October – new look signage at Waterloo and Queensgate bus stops. These signs will show the new arrow icon
- 25 October - launch day - free travel on bus routes 110-150. Buses will have colour coded destination blinds. The colours will match the colours on the new look paper timetables, maps and information at some of the bus stops
- 25 October – 10 out of 27 of the buses on the high frequency routes will have the new look. We anticipate that all the buses will be painted by the end of the year. To reduce confusion the buses that operate the high frequency routes but are still to be painted will have a sign that sits on the windscreen to confirm that they are high frequency buses.

## **6. Post campaign evaluation**

Following the campaign, in 2004 we will conduct market research to assess whether the campaign was successful and met our objectives.

## **7. Recommendation**

*That this report be received.*

Report prepared by:

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