

From: [ECInfo](#)
To: [Mailroom Mailbox](#)
Subject: FW: Long-Term Plan submission form [#100] EMAIL:05270797
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----- Original Message -----

From: Dolan Leo
Received: 12/04/2015 8:39 p.m.
To: ECInfo; Environment Canterbury; Services Customer; Services Customer;
Webmaster@ecan.govt.nz
Subject: Long-Term Plan submission form [#100]

Your name * Leo Dolan

Address *

Postcode

Contact phone number *

Email

Date Sunday 12 April 2015

Contact details • I do not wish my contact details to be made public

Your submission

The proposal to "spend more on encouraging bus patronage" involves inherent risk. It assumes money spent on Marketing (branding, publicity, promotion, whatever) will guarantee increased patronage. The only certainty is money will be spent.

Before undertaking a marketing approach, greater emphasis should be placed on achieving stated Policy 3.4 "Ensure high standards of reliability and punctuality".

Ensuring punctuality of services, especially for regular peak time travellers, would involve little cost and patronage will improve. Put your primary effort into ensuring punctuality and in doing so retain existing users. Failure influences existing users to adopt other options, either totally or partially. The primary focus should be converting regular users to every day use. Services that arrive late will not achieve that.

Expenditure on Marketing (branding, publicity, whatever) should be minor and secondary to a high standard of customer service. Being able to advertise punctuality would be a good marketing line. I suggest the important/essential baseline marketing factors for a public transport organisation have already been achieved.

What do you want Environment Canterbury to do?

Work to achieve stated Policy 3.4 "Ensure high standards of reliability and punctuality".

Examine why semi-regular passengers (same route, same timeframe) use the service irregularly.

Analyse why punctuality is not resolved despite complaints about timeliness.

Get this right before adopting a marketing spend that

may bring in new passengers to experience a service that is not meeting timeliness objectives (temporary patronage).