Agenda Item No.	01SUB 10/2/2017	4	SILVERSTROOM MY CITI BUS ROUTE
Author:	F Abrahams		**That public transport should be available to Silverstream Beach during festive season and summer holidays. This will also give access to the community along Silverstream Road to Atlantis, Mamre and Pella.**
How Resolved	Consensus		
Meeting Date:	16/02/2017		
Outstanding:	837		
Directorate:	AREA BASED SERVICE		

14-Nov-19	***The Marketing Information was submitted to the Subcouncil, see attached.***
12-Nov-19	An email was received from Ester Moag:" Dear Juron My tardy response is due to conflicting demands and tight timelines. We have just completed our Transport Month programme but have been working on the marketing approach for this service. I will forward the plan tomorrow. Please note that we have very tight timelines to roll out the marketing plan, however, if there is any information you are able to share with us re initiatives that Recreation and Parks would like us to take into account, then please send that to us urgently."
24-Oct-19	An email request was sent to Ester Moag:"Good day Ester, At our previous Subcouncil meeting, a decision was taken that a marketing campaign must be actioned for the seasonal MyCiti route to Silverstream beach. We accept that you might have limited knowledge on this matter, hence our request that an urgent meeting be scheduled, with yourself, the Subcouncil manager and Recreation and Parks to explain this challenge. Kindly schedule an electronic invitation for all the officials copied in the email. "
14-Oct-19	Ester Moag was contacted, Subcouncil still awaiting feedback as the understanding of Mr Tom Pressinger is not correct.

10-Oct-19	A telephonic discussion was held with Tom Pressinger: " My understanding is that the service will be provided at weekends and public holidays from 14 December 2019 to 05 January 2020 inclusive. Please will you contact Ester Moag, Head: Integrated Transport Communications for detail on how this service will be marketed."
19-Jun-19	An email was sent to Tom Press
28-May-19	An email was sent to Clari Holderness and Kapil Sing, " As our last Subcouncil meeting, held on 23rd May 2019, Subcouncil expressed the need for further information on the above mentioned MRA. Would you please investigate the possibility of a marketing campaign for the relevant area. Subcouncil also requested that a presentation be done on the way forward at one of the Subcouncil Activity day, which will be after the Council recess."
27-May-19	Mrs Wendy Pinder, has submitted the Transport report on the bus route.
21-Feb-19	A report (01SUB02/02/19) was tabled at the February 2019 Subcouncil meeting. Mr Tom Pressinger from the Transport Department was present and reported on the matter. The Subcouncil will correspond with the Department of Transport closer to the date of next Silverstroom My Citi Bus Route
21-Jan-19	No further progress on the matter, as the bus service was operating during the festive season
18-Oct-18	An email was sent to Clari Holderness and Kapil Sing to attend the Subcouncil meeting on 18 October 2018 in order to
01-Oct-18	An Memo was received from Claire Holderness. Please see attachement.

CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Councillor Fiona Abrahams
Proportional Councillor

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23 January 2017

The Manager
Subcouncil 1 – Blaauwberg
Royal Ascot
Bridle Way
Milnerton
7441

Dear Sir

NOTICE OF MOTION

In terms of Rule 17.1 of the Rules of Order for Sub-Council meeting of the City of Cape Town, I hereby submit the following motion for consideration during the meeting of Sub-Council 1 to be held on 16 February 2017.

MOTIVATION:

Silwerstroomstrand is situated approximately 10 km west of Atlantis. The resort is accessible from the West Coast Road (R27) on the Silwerstroomstrand Road but only by private transport. It falls within the Cape West Coast Biosphere Reserve and Koeberg Power Station, and is bordered by the nature reserve to the south. It has Blue Flag status with a tidal pool for those wanting a warmer dip without the waves. Families can make it a day to relax at one of the various picnic sites and braai areas, or for longer stays there are camping sites and comfortable bungalows. Silwerstroomstrand is named after the 'silver stream' to the north of the resort, which rises from a spring at the edge of the Atlantis Dunefield and supplies water to the town from its underground aquifer.

This beautiful resort which is close to Atlantis , Mamre, Pella are not so easily accessible to the communities of these areas. For these communities access to Silwerstream Beach are only for those families with private transport others need to hire transport to take them to the beach. The majority rather goes to Melkbos strand because public transport is easily accessible and available. During the festive season and holiday periods it becomes an expensive exercise to take families to the beach. Whilst the community for Atlantis , Mamre and Pella have a beach close to home, right on their door step.

IT IS PROPOSED THAT:

That public transport should be available to Silwerstream Beach during festive season and summer holidays this will also give access to the community along Silwerstream road to Atlantis , Mamre and Pella.

I so move,

Abraham
Proposer

23/01/2017
Date

Seconder

03/02/17.
Date

Silwerstroomstrand Service Communication Plan

December 2019 – January 2020

Head: Integrated Transport Communication
November 2019

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1. Approach

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Introduction

Silwerstroomstrand is one of South Africa's prestigious eco-labelled Blue Flag beaches. The Resort falls within the Cape West Coast Biosphere Reserve with Koeberg Nature Reserve on its southern border.

During the festive season a special MyCiTi service will operate on the following days between the Atlantis Station to the Resort:

- 7 & 8 December 2019
- 14, 15 & 16 December 2019
- 21 & 22 December 2019
- 26, 28 & 29 December 2019
- 1 January 2020
- 4 & 5 January 2020

Buses travelling **to** Silwerstroomstrand will depart from the Atlantis Station at 09h00 and 13h00.

Buses will depart **from** Silwerstroomstrand at 09h30, 13h30 and 18h00.

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Objectives

To promote the special holiday service between Atlantis Station and the Silwerstroomstrand Resort over the festive period.

Collateral and activities will be very specifically focused. The objectives are:

- To inform users and prospective users of the timetable and route between Atlantis Station and the Silwerstroomstrand Resort during the festive season.
- To encourage existing and potential users to take advantage of the special holiday service.

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Target Audiences

1. Existing MyCiTi users

   Inform existing users of the special holiday MyCiTi service between Atlantis Station and the Silwerstroomstrand area.

2. Potential MyCiTi users: (Local)

   Encourage potential users of this specific service and communicate the operational days and times.

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Key Messages

Did you know? There is a special holiday MyCiTi service from Atlantis station to the Silwerstroomstrand Resort on the following dates and times:

- 7 & 8 December 2019
- 14, 15 & 16 December 2019
- 21 & 22 December 2019
- 28 & 29 December 2019
- 1 January 2020
- 4 & 5 January 2020

  On the above dates buses will depart at 09h00 and 13h00 from Atlantis Station, and at 09h30, 13h30 and 18h00 from Silwerstroomstrand.

- Get going with MyCiTi in five easy steps.
- Places to go with MyCiTi's new app.

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Marketing Channels

The following channels will be deployed:

1. Community newspaper targeted advertorials and adverts
2. Cape West Coast Biosphere Reserve newsletter
3. Koeberg Nature Reserve newsletter
4. Posters
5. Online advertising
6. Sub-Councils database

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2. MyCiTi Collateral

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Advertorials and advertising

The community newspaper, Weskusnuus, serves the Atlantis area. A full page advertorial followed by targeted adverts will be placed in the community newspaper.

Messaging

Advertorial: Promote the convenience of using the special holiday MyCiTi service between Atlantis Station and Silwerstroomstrand Resort. Messaging must include the dates, times and route, as well as the process of how to get a **my**connect card.

Adverts: Promote the special holiday service to new and existing users including dates, times and routes.

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Newsletters

Advertise the special holiday service in both the Cape West Coast Biosphere Reserve and Koeberg Nature Reserve newsletters.

The newsletters must include information about the special holiday service, dates and times.

Posters

A3 Posters advertising the special holiday service will communicate dates, times, route and the process of how to get a **my**connect card.

Posters will be placed at the Atlantis Station, Mall, libraries and clinics.

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Sub-Council

The Sub-Council will be provided with electronic versions of the advertorial and poster with a request to distribute it to their:-

1. Councillors
2. Sub-Council electronic pages
3. Database of interested and affected parties in the Atlantis area

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3. MyCiTi Online Advertising

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Digital Objectives

- To target people living or visiting the Atlantis area.
- To promote the use of the special holiday service between Atlantis Station and Silwerstroomstrand Resort.
- To communicate the dates, times and route to users and potential users.
- Promote the convenience of the MyCiTi service.
- Promote the use of the MyCiTi app.

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Online Advertising

Messaging: #ChooseMyCiTi

- Focus of the online advertising is to encourage locals and visitors to use the MyCiTi service over the festive season to access this particular location – specific times (timetable integration)

Channels

- Google search
- Banner display adverts on https://www.westcoastway.co.za/koeberg-nature-reserve/ and https://www.capebiosphere.co.za/

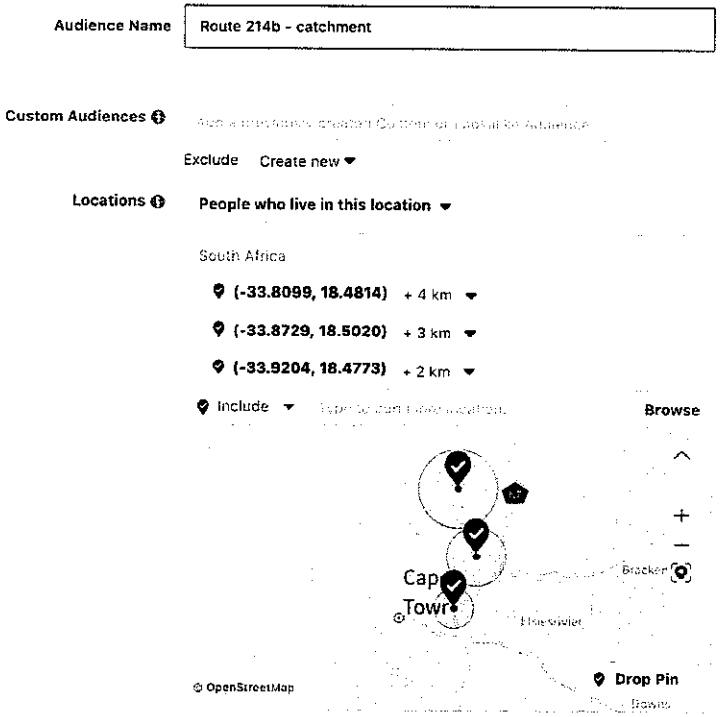
Audience targeting strategy

- Vicinity media: Hyperlocal geo-targeting – people living or visiting the catchment area (3 – 5km radius from a stop or station) in Atlantis, Mamre and Pella.

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Geo-targeting

- Hyperlocal target by radius allows us to reach people who live in catchment areas of routes with area-specific messaging
- E.g. “Did you know that there’s a MyCiTi bus route that travels to Silverstroomstrand Resort during these times?”



Potential audience:

Potential reach: 510,000 people

Audience details:

- Location – Living in:
  - South Africa: Latitude -33.81 Longitude 18.48 Blouberg (+4 km) Limpopo; Latitude -33.92 Longitude 18.48 Cape Town (+2 km), Latitude -33.87 Longitude 18.50 Milnerton (+3 km) Western Cape
- Age:
  - 18-65+

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Creative & messaging strategy

Messaging will be split across two broad types:

- Content-driven messaging (”soft sell”)
- Call to action oriented messaging (“hard sell”)

Spend would be split between these types using the ratio:

- Content: 30%
- Call to action: 70%

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