



Report 04.239  
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Committee Passenger Transport Committee  
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## Timing for developing a system identifier for the public transport network in Wellington

### 1. Purpose

To provide an update about the timing for developing a system identifier, or parent brand, for public transport in the Wellington region.

### 2. Background

A process for the development of a system identifier was supported at the last Passenger Transport Committee Meeting in March (report 04.167 - point 7) and this process is now being implemented.

### 3. Process and timeline

The timeline below shows when the various stages of the process will be completed by:

Activity	Completion date
1. Conduct a workshop with operators to inform them of the process	30 April
2. Conduct additional research with potential users of public transport	30 June
3. Develop the brand rationale and consumer proposition and then generate additional names	Early July
4. Provide feedback to Councillors and operators	Mid July
5. Conduct research to assess the potential names for the system identifier	30 July
6. Workshop for Councillors and operators to feedback the market research results and finalise the name	Early August

Once the name for the system identifier is agreed, promotional material can then be finalised. It is anticipated that the system identifier will be introduced when the new public transport website is launched around the end of September 2004.

#### **4. Communications**

There is nothing to communicate at this stage.

#### **5. Recommendation**

*That this report is received.*

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