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Committee Passenger Transport Committee
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System Identifier for Greater Wellington's Bus and Train Network - Name and Launch

1. Purpose

To adopt Metlink as the name for Greater Wellington's bus and train network and agree a launch timeframe.

2. Background

At the Councillors workshop held on 12 July, Councillors suggested that we use "Metlink" as the name for Greater Wellington's bus and train network. Officers were asked to investigate the availability of this name.

There was also some discussion about the timing of the launch of the system identifier. This now needs to be agreed so that the work can be undertaken.

3. The name for the system identifier

Since the workshop we have applied to register Metlink as a trademark and have received a Notice of Acceptance from the Intellectual Property Office of New Zealand. Assuming that there is no opposition then we will receive a certificate of registration in six months in January 2005.

The system identifier aims to help integrate and identify the bus and train network in Greater Wellington in order to make it easier to understand. The name "Metlink" supports this by suggesting that buses and trains link metropolitan areas in the region. Once the name is agreed it will be used, together with the arrow icon that we have developed, to link all elements of the public transport network including buses and trains, bus stops, stations, the website, call centre, paper timetables and promotional material.

4. Launch

There are two options for launching the system identifier:

1. It is introduced in April 2005 linked to the launch of a new separate public transport website and the renaming of the Ridewell call centre. New pocketsize timetables will be introduced in all areas outside the Hutt Valley (they are already used in the Hutt Valley) and new timetable holders for timetable outlets across the region. This will be followed by the phased introduction of decals on buses and trains and new bus stop signs in Wellington's CBD. The system identifier will be rolled out on all other elements of the public transport network over time. The introduction of refurbished trolley buses and English Electric trains, and the announcement about the new rail contract around mid 2005 will support and build on the introduction of the system identifier.
2. The launch is delayed until mid 2005 when we start to introduce the refurbished trolley buses and announce the new rail contract. Given the number of activities required to launch the system identifier, it would be a gradual introduction from that time onwards similar to option 1.

We anticipate that we will complete work on the new public transport website in early September. In the interim between September and the launch date we plan to replace the old webpages on the GWRC site with the new look public transport site. It will be launched as a separate website when we launch the system identifier.

5. Communication

A full communications plan will be presented to Councillors at a later stage.

6. Recommendations

1. *That the Committee adopts Metlink as the name for the system identifier for Greater Wellington's bus and train network.*
2. *That the Committee agrees that Metlink will be launched in approximately April 2005.*

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