

Report 15.532  
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Committee Sustainable Transport Committee  
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## **Public Transport Transformation Programme – communication and stakeholder engagement strategy**

### **1. Purpose**

To inform the Committee of work undertaken to develop a communication and stakeholder strategy supporting the Public Transport Transformation Programme (PTTP). A summary of this Strategy is attached.

### **2. Background**

The brief for this Strategy is to:

- develop an integrated, strategic communications and stakeholder engagement approach to support PTTP and its composite projects; and
- tell the transformation story so that there is better understanding of the planned improvements to public transport in the greater Wellington Region and the benefits they will deliver to customers and other stakeholders. This will be achieved through a range of tactics.

The overarching objective for the Strategy is to build understanding and support for PTTP through the 12 – 24 month period from October 2015.

### **3. Comment**

The Strategy provides the strategic context for the programme, together with its objectives and maps key stakeholders and target audiences. Key messages for the programme are proposed under the umbrella:

“We want to move even more people onto public transport to become a smarter, cleaner region and make greater Wellington an even greater place to live, work and play.”

Project specific messages are also identified.

A two-pronged strategic communications approach is proposed, supported by a number of tools and tactics for both internal and external communications.

#### **4. The decision-making process and significance**

No decision is being sought in this report.

##### **4.1 Engagement**

Engagement on this matter is unnecessary.

#### **5. Recommendations**

*That the Committee:*

- 1. **Receives the report.***
- 2. **Notes the content of the report.***

Report approved by:

**Wayne Hastie**  
General Manager  
Public Transport