

Rail improvements communications plan - information types and communication channels matrix

	Type of information	Audience	Responsibility	Likely communication channels
1	Strategic vision	All audiences: <ul style="list-style-type: none"> • Customers • Greater Wellington residents • Staff at partner organisations • Media • Councillors, local MPs • Students • Residents affected by work 	Led by GWRC/Metlink, to include ONTRACK and Tranz Metro. Programme name will be used.	<ul style="list-style-type: none"> • Metlink News • GWRC's Elements newsletter • Tranz Metro newsletter • Community liaison • Display at Wellington Station • Press ads • Press release/media • Metlink, GWRC and programme website, with links from ONTRACK and Tranz Metro • Open days
2	Planned disruptions - customers	<ul style="list-style-type: none"> • Customers • Media • Staff, particularly Metlink Service Centre staff 	Led by Metlink and Tranz Metro. Programme name will be used.	<ul style="list-style-type: none"> • Posters on trains and stations • Leaflets on trains and stations • Metlink, Tranz Metro and programme website • Media/press release • Tranz Metro phone lines • Press and radio ads • Metlink Service Centre
3	Planned disruptions – other stakeholders	<ul style="list-style-type: none"> • Affected residents • Motorists • Utility companies 	Led by ONTRACK. Programme name will be used.	<ul style="list-style-type: none"> • Pre-disruption letter/leaflet and follow up letter • Local paper ads • Community liaison
4	Unplanned disruptions	<ul style="list-style-type: none"> • Customers • Media • Staff, particularly Metlink Service Centre staff 	Led by Metlink and Tranz Metro. Programme name will be used.	<ul style="list-style-type: none"> • Metlink and Tranz Metro websites (linked to programme website) • Media • Metlink Service Centre • Phone lines/text
5	Milestones (celebrating completion of projects)	<ul style="list-style-type: none"> • All audiences 	Led by GWRC/Metlink, or ONTRACK. Programme name will be	<ul style="list-style-type: none"> • Event • Metlink, Tranz Metro, ONTRACK and programme websites

			used.	<ul style="list-style-type: none"> • Metlink News • Promotional material
6	Specific programme/project info	<ul style="list-style-type: none"> • Students • Train fans 	<p>Led by ONTRACK or GWRC/Metlink.</p> <p>Programme name will be used.</p>	<ul style="list-style-type: none"> • ONTRACK and programme website • Information for train publications