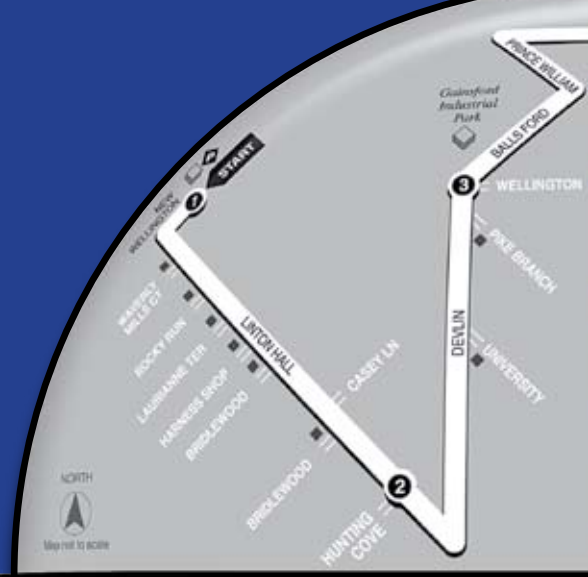


DESIGNING PRINTED TRANSIT INFORMATION MATERIALS

A Guidebook for Transit Service Providers



Frequency (in minutes) between buses

Number	Route	Monday through Friday		
		Peak	Midday	Evening
1	Waukesha/Brookfield	15-35	30	30
2	Arcadian	30-70	60	60
3	Hartwell	60-70	60	60
4	Grand	30-35	60	60
5	Prairie	60-70	60	60
6	St. Paul	60-70	60	60
7	Madison	30-35	60	60
8	Summit	35-60	60	60
9	Northview	60-70	60	60
15	Racine Avenue	60-70	60	60
218	New Berlin Industrial	60-70	60	60

ACKNOWLEDGEMENTS

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The guidebook and the supplementary Technical Memorandum may also be found at www.nctr.usf.edu/abstracts/abs77710.htm.

This guidebook is part of a growing interest in the development of industry standards in information material design. The further development of such standards would undoubtedly benefit individual transit customers and the transit industry as a whole. As part of this ongoing process, we welcome any feedback you may have on the guidebook's contents or the impact of any of its recommendations. Please send any comments you may have to cain@cutr.usf.edu.

The opinions, findings and conclusions expressed in this publication are those of the authors and not necessarily those of the U.S. Department of Transportation or the State of Florida Department of Transportation.

INTRODUCTION

BACKGROUND

Printed transit information materials are the mainstay of every transit agency's service information strategy. System maps, route maps, and schedules are the traditional means for providing service information to transit users. Such materials are a valuable resource because they are:

- **portable**—for use in pre-trip planning and to check trip progress
- **accurate**—providing details for planning complex trips
- **independent**—so trips can be planned without interaction with another entity

However, many people find using printed information aids like maps and schedules extremely difficult. These difficulties are exacerbated by instances of poor design and a lack of recognized design standards. Furthermore, transit users have a wide range of reasons for picking up printed information materials—some just want to know approximately where their bus goes, how often it comes, or the hours of service, while others need more detailed arrival and departure information in order to plan transfers or determine exact arrival times. Transit users also have different physical and cognitive abilities, transit experience, and information needs. In addition, transit systems across the country vary greatly, from those that have extensive route networks to those that have only three or four routes. The information needs associated with all these factors can vary dramatically.

Designing effective transit information materials is clearly a challenging task. However, resources are available to help:

- design guideline publications developed in the U.S. and in other countries
- research studies that have identified design options that maximize user comprehension
- high quality materials developed by transit agencies and design consultants that are based on best practice recommendations

This guidebook is based on a synthesis of the above resources. It is designed to help transit agencies develop user-friendly transit information materials for their fixed route bus services. This guide attempts to illustrate the wide variety of design styles that meet best practice requirements, though some of the strongly recommended design options are repeated often in different examples throughout the guide. There will always be trade-offs in material design due to financial and spatial constraints. This guidebook provides suggestions on how to address such trade-offs, while also showing how the information needs of different customers may be accommodated within one set of materials.

In summary, this publication has not been designed as a prescriptive “design manual,” but rather as a compilation of design recommendations based on successful industry practices. Further information on how the various recommendations have been derived can be found in the technical memorandum that accompanies this guidebook. This report can be downloaded at www.nctr.usf.edu/abstracts/abs77710.htm.

GUIDEBOOK SCOPE

This guidebook focuses on the design of **hand-held, printed materials** used to provide **transit trip planning** information for **fixed-route bus services**. As such, the guidebook does not cover the design of signage, online information, or any of the other information resources available to transit customers. The design of materials for rail-based transit services is also outside the scope of this publication. This guidebook focuses on the **English language only**. Provision of materials in other languages, and issues associated with translation, are also outside the scope of this publication.

As previously stated, this guidebook has not been designed as a prescriptive “design manual” but rather as a compilation of design recommendations based on successful industry practices. The recommendations reflect an interpretation of the composition of well designed information materials. The decision on whether to adopt any of these recommendations ultimately lies with the transit agency and/or the individual material designer.

It should also be noted that none of the examples in this guide perfectly match all of the recommendations. Some have been reformatted or rescaled to fit the layout of this publication. In some cases, this has resulted in types sizes below the 8 point minimum recommended (see p.4, **Type Size**).

GUIDEBOOK CONTENTS

This guidebook begins with a **General Publication Guidelines** section. This is followed by a section on **System Map Design**, and then a section on **Route Map/Schedule Design**. Route map design and schedule design have been addressed within the same section because their design elements are very closely related and because they are typically presented together. The guidebook ends with a section on **Instruction Design**. This section offers suggestions for the design and presentation of instructions that can help customers use the printed information materials effectively.

Within each section, the guidebook provides a series of design recommendations accompanied by examples of successful designs. In this way, the fundamental elements of good design are defined while also illustrating the wide variety of stylistic options that are available. Each section concludes with a **summary checklist** of important design elements to be considered.



GENERAL PUBLICATION GUIDELINES

THE TRIP PLANNING PROCESS

The table below shows the five stages required in planning a transit trip and the information aids used in each stage—system maps, route maps, and schedules.

A **system map** shows the alignment of all the agency’s transit routes. The system map is designed to give customers an overview of the complete system and its relationship to the geography of the area. A **route map** illustrates the alignment of an individual bus route and is typically designed to be used with a schedule to allow customers to determine **where** to board and disembark from each bus. A **schedule** (sometimes called a **timetable**) provides timing information for the buses serving a specific route. The schedule is typically used in conjunction with a route map to enable a customer to determine **when** to board and disembark from each bus, and to determine how long their journey will take.

INFORMATION MATERIAL PACKAGING OPTIONS

Information aids can be packaged in different ways, depending on the complexity of the system and the geographical characteristics of the area served.

Ride Guide

Also known as a **Schedule Book**, a **Ride Guide** packages a system map and individual route information together in one booklet. This format works well for smaller systems and is generally preferred by customers who use multiple system routes. Drawbacks of this approach are increased cost, reduced portability, and difficulties in keeping the guide up to date.

Individual Pamphlets

Using this approach, the system map and the individual route information are provided separately. Typically, the system map is provided as a separate fold-out map, while a series of individual pamphlets are used to show the route

map and schedule for each individual route. This approach is applicable to both small and large transit systems and is generally preferred by transit riders who only use a small number of routes. In general, the individual pamphlet approach is less costly, more portable, and easier to update.

System Brochure

A system brochure is a one-piece fold-out document that includes a system map along with the schedules for each individual route (typically printed on the reverse of the map). This approach is limited to relatively small systems with simple route structures.

DESIGN ELEMENTS

This section provides recommendations for general publication design. A summary of recommendations related to font style is on page 4. Font style can have a significant impact on material readability and should be carefully considered.

Typeface (Font)

- For labels and titles, sans serif fonts are recommended. Recommended examples include Helvetica, Gill Sans, and Univers.
- For body text, serif or sans serif fonts are both appropriate. Traditionally, serif fonts

Stage	Description	Information Aid Used
1	Locate trip origin and destination on system map	System map
2	Select bus routes and transfer point(s)	System map
3	Determine where to board and disembark from each bus	System Map/Route map
4	Identify correct section of schedule	Route map/Schedule
5	Determine when to board and disembark from each bus	Schedule

were used for body text, but now sans serif fonts are more commonly used for this purpose (as is the case in this document). Recommended examples include Times New Roman, Palatino, and Letter Gothic.

- Avoid using more than two typefaces in any single publication.

Type Size

Complaints that type sizes are too small to read are very common among transit customers, particularly from seniors and the visually impaired. Therefore, 10-16 point type sizes are recommended where possible. However, space restrictions often mean that smaller type sizes must be used. Sans serif fonts as low as 8 point can be used if necessary, as can serif fonts of 10 point or above. Overall, use the largest type size that is practical, and avoid the use of any sans serif fonts below 8 point and any serif fonts below 10 point.

Type Case

- Title Case should be used on most labels and titles, with UPPER CASE reserved for major headings only.
- Use lower case for body text.

Contrast/Print Color

In general, use dark lettering on a light background for text. White lettering on a very dark background can be used to enhance visibility.

Paper Finish

Information materials should generally be printed on paper that has a flat, matte, or egg-

shell finish. Glossy finishes attract glare from light reflection, diminishing readability. However, glossy paper has a higher level of durability, and some transit agencies prefer to use it for this reason.

ADA (Americans for Disabilities Act) Requirements

Federal ADA Accessibility Guidelines state that bus schedules, timetables, and maps are generally exempt from specific regulation but that anyone with a disability must be provided with any materials necessary to ensure that they receive the same information as any other individual. With printed transit information, the transit agency must provide the information in a format that accommodates the person's disability, such as large print, tactile maps, color coding, Braille, taped texts, or audio recordings. The general definition of large print is any print that is larger than that used in materials provided for the general population (typically 12-18 points). Requests for such materials are made by the person with the disability, and the agency is required to have the information available upon request.

Font style samples:

MAJOR HEADER

Title Case—Sub Header/Title

Body text

Body text example

Body text example

Sans serif, 16 point, Helvetica

Sans serif, 12 point, Univers

Sans serif, 10 point, Gill Sans

This is an example of a 8-point sans serif font (Gill Sans).
Avoid a sans serif font with a lower type size than this!

This is an example of a 10-point serif font (Times New Roman).
Avoid a serif font with a lower type size than this!

Checklist:

General Publication Guidelines

- ✓ Typeface—Use sans serif font for titles, sans serif or serif fonts for text
- ✓ Type case—Use initial or all caps for titles/headers, lower case for text
- ✓ Type size—Use 10-16 point where possible for sans serif fonts (never below 8 point) and 12-16 point where possible for serif fonts (never below 10 point)
- ✓ Color—Dark lettering on a light background is generally recommended
- ✓ Paper—Flat, matte, or eggshell is generally recommended

The system map is designed to provide an overview of the complete transit system and its relationship to area geography, helping customers to:

- identify their location relative to the surrounding physical environment
- identify their trip origin and destination
- determine which route, or combination of routes, they need to take

A system map needs to illustrate all the major transit system elements, including route alignments, transfer centers, and other major transfer points. A system map also needs to strike the correct balance between providing sufficient detail for customers that are new to the area without introducing too much “clutter.”

System Map Styles

There are two basic system map styles—**overlay** and **schematic**. An overlay map is basically a road map over which transit routes are superimposed. Overlay maps provide high levels of detail and are typically to scale, but customers often complain of difficulties in differentiating the transit service elements from other map features. Schematic maps are a simplified representation of the transit service area and the transit route alignments. Although they are typically not to scale, schematic maps are useful because they maximize readability and minimize “clutter.”

Three system map styles are featured in this guidebook. In the last few years, Geographic Information System (GIS) technology has been used to develop a “**GIS Overlay**” style that combines the topographic accuracy of overlay maps with the clarity of the schematic style. This full-color style provides the greatest level of flexibility for application to different urban and inter-urban environments and is particularly useful for systems covering large geographic areas. Transit agencies serving small to medium-sized urban areas often use the “**Semi-Schematic**” style, which is particularly useful in urban areas with grid-like street networks. Smaller systems with unusual geography may benefit from using the “**Full Schematic**” style more normally associated with rail systems. Applying this style of map to bus services is a relatively new concept, but has proven to be popular with customers and is being increasingly adopted by transit agencies. However, effective execution of the Full Schematic style requires a high level of skill and experience.

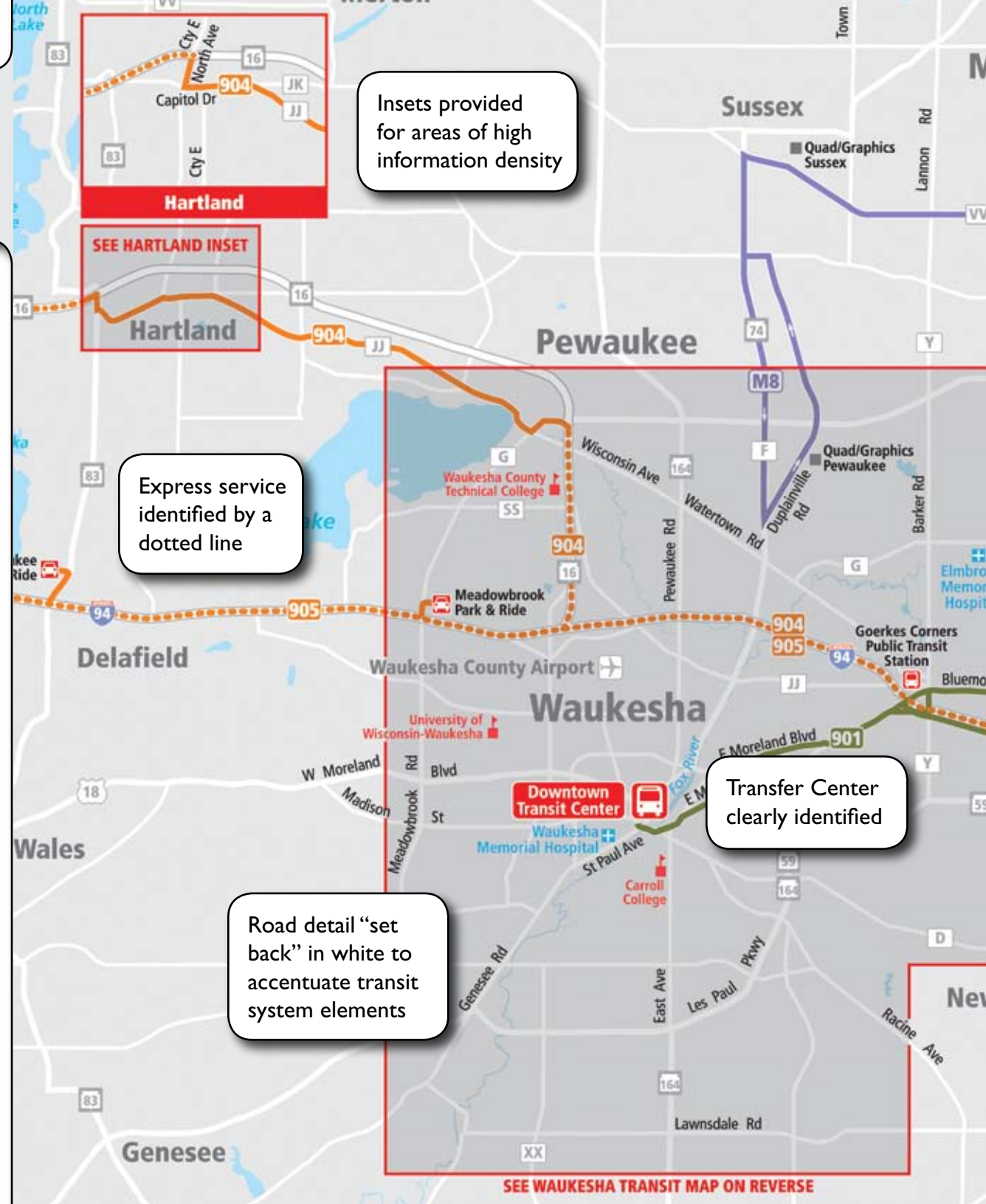
It is strongly recommended that the Full (four) Color approach is used for all system maps, as it significantly enhances clarity and readability. Further recommendations on color use are provided later in this section.

SYSTEM MAP (County Level) GIS Overlay Style—Full Color Process

Agency: Waukesha Metro Transit (Waukesha, WI)
Designer: CHK America

Transit System Elements

- The alignment of each **route** should be identified by a unique color.
- The **route number** or letter should be clearly displayed.
- **Route names** should be based on the geographic area served by the route, typically defined by the route origin and destination, in addition to other major locations served.
- **Route variations** should be identified by a broken line.
- **Express routes** should be differentiated from standard routes.
- Major **transfer centers and transfer points** should be clearly identified. Where large numbers of routes converge, route numbers can be shown separately in an adjacent box.
- **Multimodal transfer points** should clearly indicate available modes, using both a symbol and accompanying label.
- Including time points or individual bus stops is generally not recommended as they can cause clutter; these are typically shown on individual route maps only.





Topographical Elements

- **Street names** should be included for major roads on or intersecting the route alignment. Other major roads not adjacent to any routes should also be identified on the map.
- All **points of interest/landmarks** served by the routes should be shown. Other landmarks should also be included, even if they are not served by any of the routes. If there are a large number of points of interest, it can be useful to provide a table detailing the routes serving each one (see p.10). A grid reference may also be included (see p.13).
- **Standardized symbols** should be used to identify different common landmarks like schools, hospitals, post offices, etc. At present, an accepted set of universal symbols does not exist, and each transit agency tends to develop its own set of symbols based on local conventions. However, www.ultimatesymbol.com provides a broad range of symbology that adheres to international norms wherever possible and can be a helpful resource.
- The map should be oriented to the **north**, if possible, and include a **compass rose**.

Legend

A legend should be provided to explain the meaning of the various symbols used on the map. However, the map should be designed so that it can be intuitively understood without having to refer to the legend. A scale should be provided if the overlay style is used. "Not to Scale" should be indicated if this is the case.

SYSTEM MAP (City Level) GIS Overlay Style—Full Color Process

Agency: Waukesha Metro Transit (Waukesha, WI)
Designer: CHK America

Use of Scales

One way to maximize the understandability of a system map is to present different areas at different scales. For example, a transit agency typically serves a county, which often features a primary urban center surrounded by smaller urban and rural areas. Presenting the service information at three different scale levels (for example, county, city, and downtown, as was done in Waukesha) allows the service information to be presented in a manageable way.

Use of Color

Color is of key importance on system maps, greatly enhancing the simplicity and readability of the materials.

- The system map should be on a **white or light-colored background**.
- Color coding should be used to identify different service routes. **A maximum of nine colors is recommended**, although it is possible to use as many as 13 separate colors. The nine colors recommended in the Manual of Uniform Traffic Control Devices (MUTCD) are **red, green, yellow, blue, orange, brown, purple, light blue, and black**.
- Use contrasting colors on adjacent routes.

Routes defined by number and a unique color. Adjacent routes feature contrasting colors.

Legend

WAUKESHA METRO TRANSIT	
<ul style="list-style-type: none"> 1 Waukesha/Brookfield 2 Arcadian 3 Hartwell 4 Grand 5 Prairie 6 St. Paul 	<ul style="list-style-type: none"> 7 Madison 8 Summit 9 Northview 13 Racine Avenue 218 New Berlin Industrial Park

WAUKESHA COUNTY EXPRESS

- 901 Waukesha Milwaukee Express
- 904 905 Oconomowoc Milwaukee Express

MILWAUKEE COUNTY TRANSIT SYSTEM

<ul style="list-style-type: none"> MB Quad/Graphics/Sussex/Pewaukee M10 Humboldt/Wisconsin 	<ul style="list-style-type: none"> T Transit Center P Park & Ride D Direction of Route --- Variation of service-see schedule --- Express Service (non-stop) ■ Place of Interest
--	---

<ul style="list-style-type: none"> H Hospital U University/School G Park/Cemetery/Golf Course Shopping Area A Airport 18 M 162 Highways 	<ul style="list-style-type: none"> H Hospital U University/School G Park/Cemetery/Golf Course Shopping Area A Airport 18 M 162 Highways
--	--

APPROXIMATE SCALE OF MAP

0
1/4
1/2
3/4
1

Mi

0
1/4
1/2
3/4
1

Km

Produced by CHK America www.mapusa.com

Route variations indicated using dashed line

Summary timing information for each route

Waukesha Metro Transit

Frequency (in minutes) between buses		Monday through Friday			Saturday		Sunday
Number	Route	Peak	Midday	Evening	Daytime	Evening	Daytime
1	Waukesha/Brookfield	15-35	30	30	30	30	30
2	Arcadian	30-70	60	60	60	60	60
3	Hartwell	60-70	60	60	60	60	-
4	Grand	30-35	60	60	60	60	60
5	Prairie	60-70	60	60	60	60	60
6	St. Paul	60-70	60	60	60	60	60
7	Madison	60-70	60	60	60	-	60
8	Summit	30-35	60	60	60	-	60
9	Northview	35-60	60	60	60	-	-
15	Racine Avenue	60-70	60	-	60	-	-
218	New Berlin Industrial Park	33-42	-	32	-	-	-



- If possible, use **saturated colors** for transit system elements. Avoid most pastels.
- **Partial color coding**, where each color is used to represent multiple routes, can be used if there are more routes than available colors. If this approach is employed, the following points should be followed:
 - Keep the number of routes per color approximately equal.
 - Use highly contrasting colors for adjacent routes.
 - Use patterned route lines to enhance differentiation.
- Indicate natural landmarks (parks, bodies of water) in their natural color (green, blue, etc).

Downtown Waukesha



Summary Service Timing Information

Summary service timing information (ideally, service span and approximate service frequency) should be provided for each route shown on the system map so that users who do not require detailed timing information can plan their trips without having to refer to individual route pamphlets.

Insets

Insets should be provided to clarify highly-dense areas such as city centers and major transfer centers. The insets should be clearly linked and logically positioned in relation to the represented area.

SYSTEM MAP

Semi-Schematic Style—Full Color Process

Agency: RTS (Gainesville, FL)

Designer: Group 5 Advertising

Points of Interest

Bus Routes

HUMAN RESOURCE SERVICES

City

Chamber of Commerce	1*, 2*, 5*, 6*, 11*, 15*, 17*, 24*, 43*
City Hall	1*, 2*, 5*, 6*, 11*, 15*, 17*, 24*, 43*
Gainesville Police Department	6, 10, 15*
Gainesville Regional Utilities	1, 2, 5, 6, 7, 10, 11, 15, 17, 24, 43
Regional Transit System Offices	2
Technology Enterprise Center	2
Wilhelmina Johnson Center	5, 10*

County

Alachua County Administration Building	1*, 2*, 5*, 6*, 11*, 15*, 17*, 24*, 43*
Alachua County Courthouse	1*, 2*, 5*, 6*, 11*, 15*, 17*, 24*, 43*
Alachua County Health Department	2, 7
Alachua County Library	1*, 2*, 5*, 6*, 11*, 15*, 17*, 24*, 43*
Alachua County Mental Health Services	13
Alachua County School Board	11
Alachua County Sheriff's Office	7
Alachua County Social Services	24
Voter Registration	1*, 2*, 5*, 6*, 11*, 15*, 17*, 24*

State

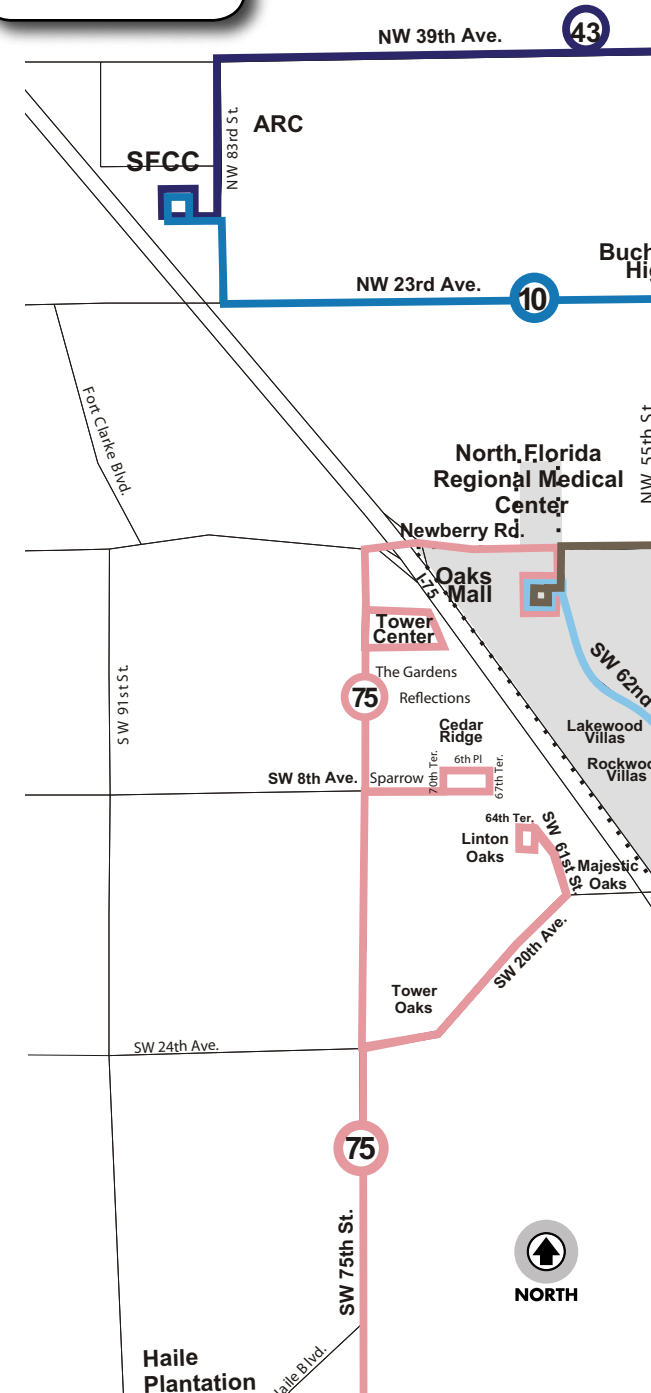
Alachua/Bradford Career Centers	13, 24
Florida Driver License Bureau	8
Florida Highway Patrol	8
Food Stamp Office	24
HRS Complex (Children & Family Services)	24
Tocachale	24
Tag Agency	8
Federal Courthouse	1*, 2*, 5*, 6*, 11*, 15*, 17*, 24*, 43*
Internal Revenue Service	1*, 2*, 5*, 6*, 11*, 15*, 17*, 24*, 43*
Social Security Administration	6*, 8, 13*, 15*, 29*
U.S. Post Office: Downtown Location	1*, 2*, 5*, 6*, 11*, 15*, 24*, 43*
U.S. Post Office: Main St Location	15
U.S. Post Office: SW 34th St Location	12*, 35
U.S. Post Office: University Station Location	5, 43*

HOSPITALS/MEDICAL FACILITIES

Alachua County Health Department	2, 7
American Red Cross	15
Civitan Regional Blood Center	8, 29
Family Practice Medical Facility	1*

- 1** route 1: butler plaza to downtown
- 2** route 2: downtown to health department
- 5** route 5: downtown to oaks mall
- 6** route 6: downtown to gainesville mall
- 7** route 7: downtown to eastwood meadows
- 8** route 8: northwood village to shands
- 9** route 9: mccarty to hunters run
- 10** route 10: downtown to santa fe community college
- 11** route 11: downtown to eastwood meadows
- 12** route 12: campus club to mccarty
- 13** route 13: florida works to shands
- 15** route 15: downtown to gainesville mall
- 16** route 16: shands to sugar hill
- 17** route 17: shands to downtown
- 20** route 20: oaks mall to mccarty
- 21** route 21: cabana beach to mccarty
- 24** route 24: downtown to job corps
- 29** route 29: shands to cobblestone
- 34** route 34: lexington crossing to the hub
- 35** route 35: mccarty to homestead
- 36** route 36: mccarty to homestead (via archer rd)
- 43** route 43: downtown to santa fe community college
- 75** route 75: oaks mall to butler plaza

Route naming based on To/From format



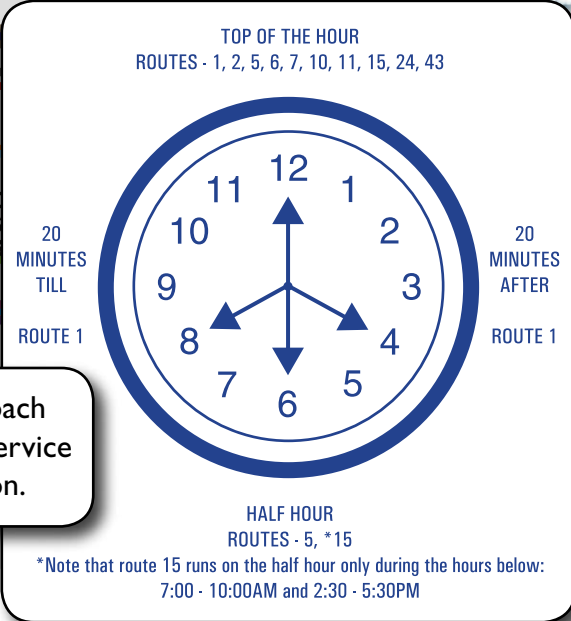


all 2007 Fixed-Route Service Monday - Saturday

- Route 1: Butler Plaza to Downtown**
Monday - Friday: 6:03am - 7:58pm. Every 30 minutes from 3:30pm - 6:30pm and every 20 minutes all other times. Saturday: 7:03am - 6:28pm every 30 minutes.
- Route 2: Downtown to Health Department**
Monday - Friday: 6:03am - 7:58pm hourly. Saturday: 7:03am - 5:58pm hourly.
- Route 5: Downtown to Oaks Mall**
Monday - Friday: 6:30am - 2:25pm. Every 20 minutes from 6:03am - 4:03pm, every 30 minutes from 4:03pm - 9:03pm and every 25 minutes from 9:03pm - 2:25pm. Saturday: 7:03am - 6:28pm. Every 30 minutes.
- Route 6: Downtown to Gainesville Mall**
Monday - Friday: 6:03am - 7:58pm hourly. Saturday: 7:03am - 5:58pm hourly.
- Route 7: Downtown to Eastwood Meadows**
Monday - Friday: 6:03am - 7:58pm hourly. Saturday: 7:03am - 5:58pm hourly.
- Route 8: Northwood Village to Shands**
Monday - Friday: 5:48am - 8:00pm. Every 30 minutes. Saturday: 6:30am - 6:27pm hourly.
- Route 9: McCarty to Hunters Run**
Monday - Friday: 6:27am - 2:18am. Every 8 minutes from 6:27am - 7:00pm, every 20 minutes from 7:00pm - 9:00pm and every 17 minutes from 9:00pm - 2:00am. Saturday: route 9/12 6:57am - 6:30pm. Every 45 minutes.
- Route 10: Downtown to SFCC**
Monday - Friday: 7:03am - 6:58pm hourly. Saturday: 7:03am - 5:58pm hourly.
- Route 11: Downtown to Eastwood Meadows**
Monday - Friday: 6:03am - 7:58pm hourly. Saturday: 7:03am - 5:58pm hourly.
- Route 12: Campus Club to McCarty**
Monday - Friday: 6:20am - 8:00pm. Every 9-12 minutes. Saturday: every 45 minutes.
- Route 16: Shands to Sugar Hill**
Monday - Friday: 6:03am - 2:15pm. Every 20 minutes from 6:03am - 6:33pm and every 30 minutes all other times. Saturday: 7:15am - 6:26pm hourly.
- Route 17: Shands to Downtown**
Monday - Friday: 6:43am - 1:59pm. Every 20 minutes from 6:43am - 6:43pm and every 30 minutes all other times. No Saturday service.
- Route 20: Oaks Mall to McCarty Hall**
Monday - Friday: 6:00am - 1:58am. Every 10 minutes from 6:00am - 6:30pm, every 30 minutes from 6:30pm - 9:00pm and every 25 minutes from 9:30pm - 1:58am. Saturday: 7:00am - 7:55pm. Every 30 minutes.
- Route 21: Cabana Beach to McCarty**
Monday - Friday: 6:43am - 6:07pm. Every 12 minutes. No Saturday service.
- Route 24: Downtown to Job Corps**
Monday - Friday: 6:03am - 7:58pm hourly. Saturday: 7:03am - 5:58pm hourly.
- Route 29: Cobblestone to Shands**
Monday - Friday: 7:15am - 10:45am hourly and 1:50pm - 5:12pm hourly. No Saturday service.
- Route 34: Lexington Crossing to the Hub**
Monday - Friday: 6:40am - 2:00am. Every 18 minutes from 6:40am - 6:22pm, every 27 minutes from 6:22pm - 9:05pm and every 23 minutes from 9:05pm - 2:00am. No Saturday service.

Transfer locations between routes

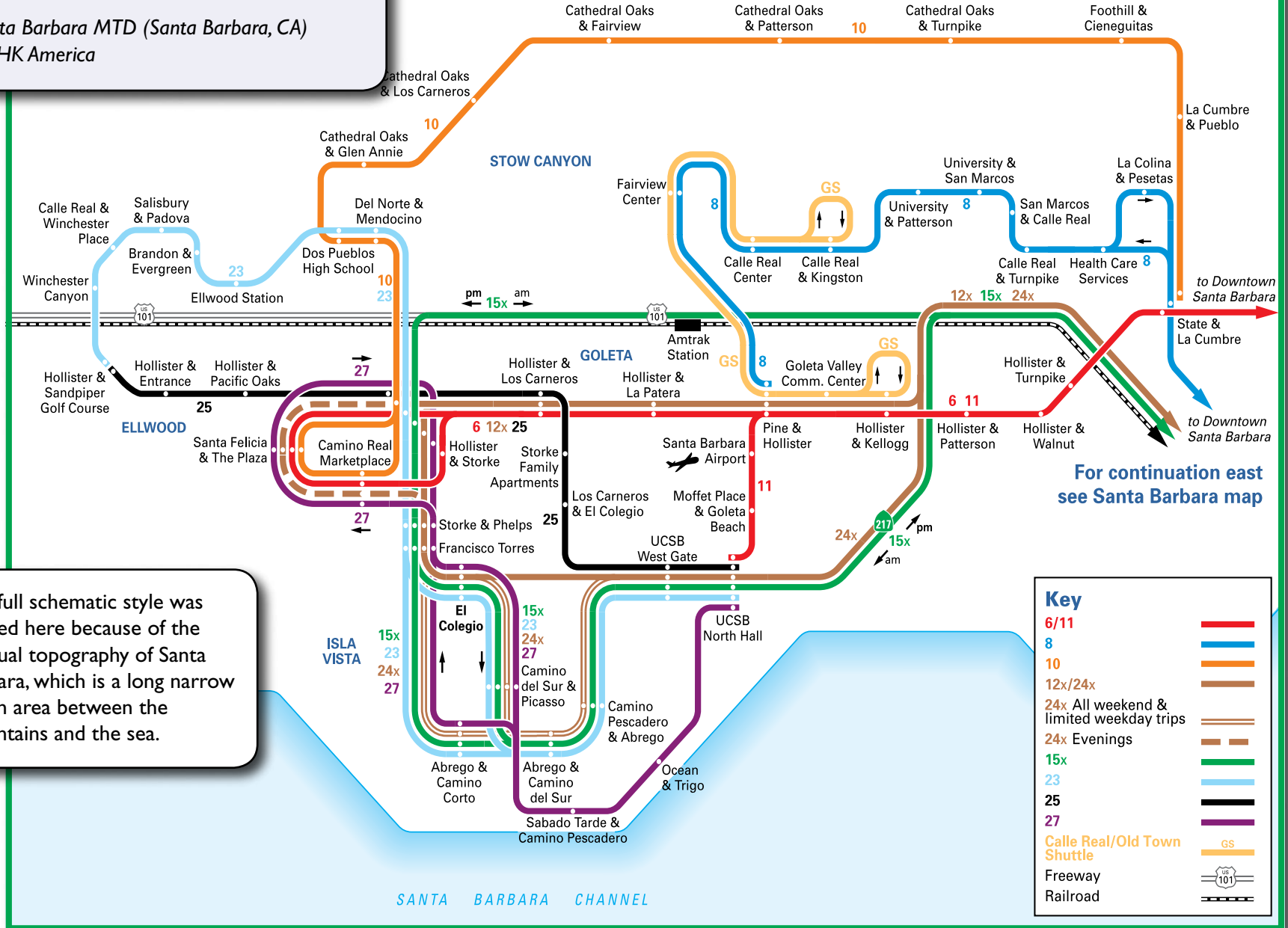
Transfer Locations	Bus Routes
Route 1	
SW 35th Blvd/Windmeadows Blvd	75
Archer Rd/34th St	12, 34
Archer Rd/23rd Terr	9, 12, 35, 36
Museum Rd/Newell Dr	8, 9, 12, 13, 16, 17, 20, 21, 29, 35, 36, 43
Shands (Center Dr)	8, 29, 35, 43
Downtown Station	2, 5, 6, 7, 10, 11, 15, 17, 24, 43
Route 2	
Downtown Station	1, 5, 6, 7, 10, 11, 15, 17, 24, 43
Sugar Hill	16
SE 15th St/SE 8th Ave	7
Food Lion Plaza	7
Health Department	7
NE 26th Terrace	11
Route 5	
Oaks Mall	20, 75
Newberry Rd/NW 43rd St	43
13th St/University Ave	8, 10, 29, 43
Downtown Station	1, 2, 6, 7, 10, 11, 15, 17, 24, 43
34th St/2nd Ave	34, 43



Clock-face extracted from the Gainesville, FL, Summer 2005 Schedule. Not consistent with the headway-based information shown above.

SYSTEM MAP (Goleta, Isla Vista & Ellwood)
Full Schematic Style—Full Color Process

Agency: Santa Barbara MTD (Santa Barbara, CA)
 Designer: CHK America



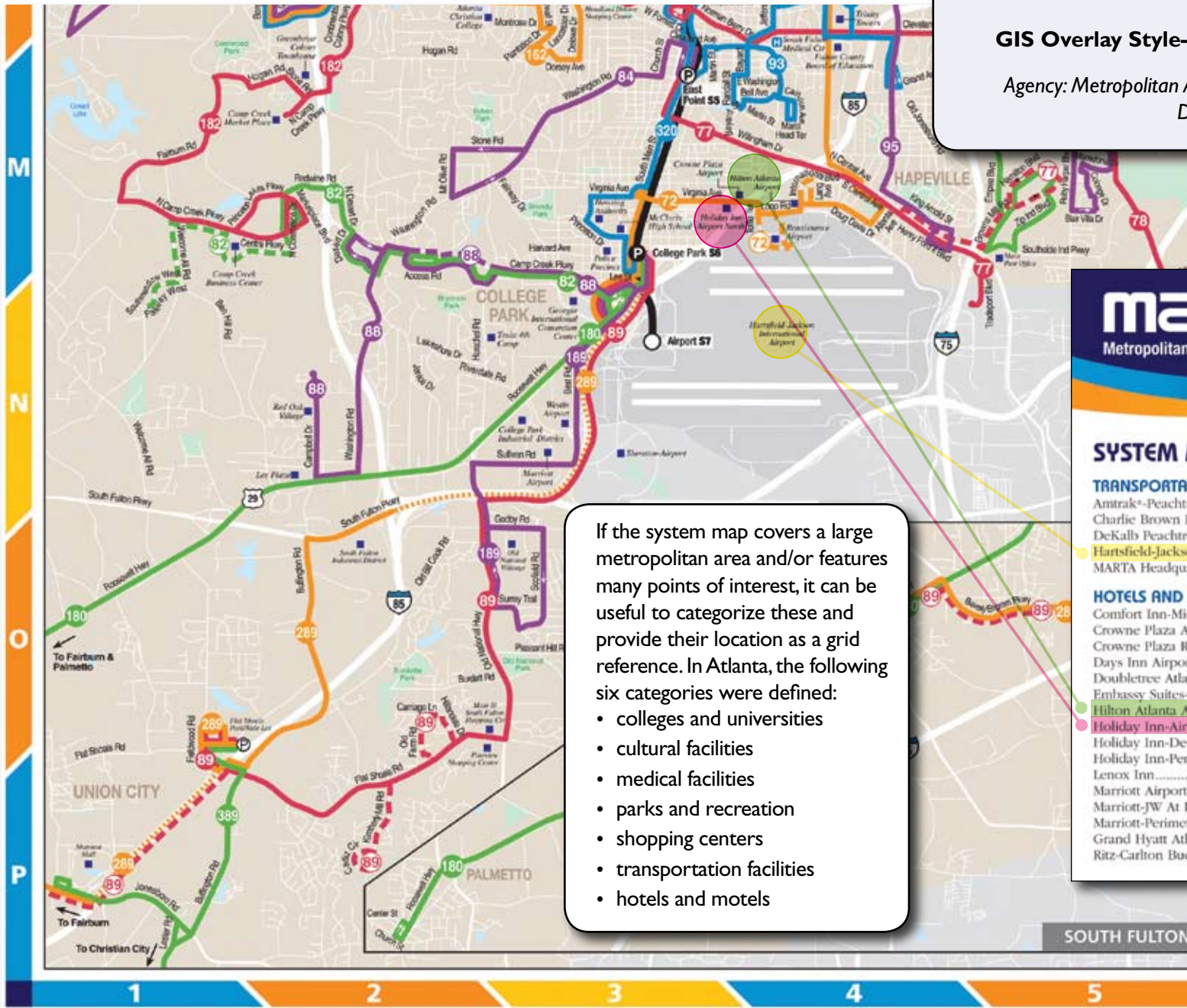
For continuation east
 see Santa Barbara map

The full schematic style was applied here because of the unusual topography of Santa Barbara, which is a long narrow urban area between the mountains and the sea.

Key	
6/11	
8	
10	
12x/24x	
24x All weekend & limited weekday trips	
24x Evenings	
15x	
23	
25	
27	
Calle Real/Old Town Shuttle	
Freeway	
Railroad	

SYSTEM MAP
GIS Overlay Style—Full Color Process

Agency: Metropolitan Atlanta RTA (Atlanta, GA)
Designer: Smartmaps, Inc.



If the system map covers a large metropolitan area and/or features many points of interest, it can be useful to categorize these and provide their location as a grid reference. In Atlanta, the following six categories were defined:

- colleges and universities
- cultural facilities
- medical facilities
- parks and recreation
- shopping centers
- transportation facilities
- hotels and motels

marta
Metropolitan Atlanta Rapid Transit Authority

SYSTEM MAP DESTINATIONS

TRANSPORTATION FACILITIES

Amtrak®-Peachtree StationI-5
Charlie Brown Fulton Airport ParkI-1
DeKalb Peachtree AirportF-7
Hartsfield-Jackson International AirportN-4
MARTA Headquarters (Lindbergh Center Station)H-5

HOTELS AND MOTELS

Comfort Inn-Midtown/BuckheadH-5
Crowne Plaza AirportM-4
Crowne Plaza RaviniaE-6
Days Inn Airport SouthO-3
Doubletree Atlanta BuckheadG-5
Embassy Suites-BuckheadG-5
Hilton Atlanta AirportM-4
Holiday Inn-Airport NorthM-4
Holiday Inn-DecaturI-7
Holiday Inn-PerimeterE-7
Lenox InnG-5
Marriott AirportN-3
Marriott-JW At LenoxG-5
Marriott-Perimeter CenterE-6
Grand Hyatt AtlantaG-5
Ritz-Carlton BuckheadG-5

Checklist: System Map Design

- ✓ A system map may be based on the GIS Overlay, Semi-Schematic, or Full Schematic Style. The GIS Overlay Style is the most flexible.
- ✓ A system map should show all the major **transit system elements**, including the basic alignment of each route, major transfer points, and transfer centers.
- ✓ A system map should also show all major **topographical elements**, including major street names and points of interest/landmarks.
- ✓ The system map should be on a **white or light-colored background** with color coding used to identify different service routes. A maximum of nine colors is recommended: **red, green, yellow, blue, orange, brown, purple, light blue, and black**.
 - Use contrasting colors on adjacent routes.
 - If possible, **use saturated colors** for transit system elements. Avoid most pastels.
 - **Partial color coding**, where each color is used to represent multiple routes, can be used if there are more routes than available colors.
 - Natural landmarks (parks, bodies of water) should be indicated in their natural color (green, blue, etc).
- ✓ **Symbols** should be used that are consistent with local conventions. A **legend** should be provided that identifies each symbol and also states the scale of the map (if to scale).
- ✓ Utilization of different **scales and insets** allows service information to be presented in a manageable way.

ROUTE MAP DESIGN

A **Route Map** illustrates the alignment of an individual bus route and is typically designed to be used with a schedule to allow customers to determine **where** to board and disembark from each bus. Time points illustrated on the route map directly correspond to service timing information provided on the schedule.

As with system maps, different overlay and schematic style options are available. Since route maps are presented at a much larger scale, a higher level of detail on the route alignment and the surrounding topography can be provided, though the colors and symbols used should be

consistent with those on the associated system map.

Unlike the system map, it is not necessary to use full color on route maps. Three different color options are presented here: **Full (Four) Color**, **Two Color**, and **One Color**. Using full color makes it possible to use the GIS Overlay style, matching the color scheme used in the system map, but it is also more expensive. The other formats are more likely to be schematic in style, providing less surrounding area detail but maximizing information clarity. These other formats are also generally less expensive.

Route Map Color Scheme Options

	Full (Four) Color	Two Color	One Color
Map style	GIS Overlay	GIS Overlay/Schematic	Schematic
Background color	Same as system map	White/light shade	White
Route color	Same as system map	Color used to define route alignment	Black (bolded)
Transfer points and other transit elements	Same as system map	Black/other dark color	Black
Street/road alignment	Same as system map	White/other light color	Black
Street names	Same as system map	Black/other dark color	Black/other dark color
Points of interest/landmarks	Same as system map	Black/other dark color	Black/other dark color

Route Title

The route title should be based on the area it serves, using either the area name or the route's start and end points. One or two major destinations served by the route may also be added to the title. The route should also be identified by a unique number or letter. The title should be shown in bold, large font on a banner at the top of the page. If possible, the banner should feature the same color used to represent the route on the system map.

Route Map Content

A route map should include the following:

- **an illustration of the route alignment**, preferably in the same color as shown on the system map and, if possible, in the same orientation as on the system map
- **route variations**, denoted by a broken line
- the **route number**
- major **points of interest (landmarks)** in the vicinity of route and corresponding **intersecting street names**
- **major streets and intersecting streets** in the route's vicinity
- **major topographical features** (rivers, lakes, parks, etc.) shown in their natural color, if possible
- **transfer points** with intersecting routes and with other transit modes

- **time points** spaced at 5- to 10-minute intervals based on major destinations and transfer points; intersecting street names at each time point should be displayed, if possible
- **bus stop locations**, if sufficiently limited in number
- **route direction**, clearly indicated using an arrow where service is in one direction only
- a **legend** and **compass rose**

Other Information

Other information that should be provided along with the route map and schedule includes:

- operator details (name, address, and phone number of operator)
- website address, helpline contact number
- fare information
- effective dates of schedule
- “how to use” instructions (see next section for details)

SCHEDULE DESIGN

A **schedule** (also known as a **timetable**) provides service timing information. The schedule is typically used in conjunction with a route map to enable a customer to determine **when** to board and disembark from each bus, and to determine how long their journey will take.

Schedule Format

Service timing information is traditionally provided in a tabular schedule format, showing the times at which the service is scheduled to be at each time point along the route. Studies have shown that many people are unable to use this format correctly, while others do not need the level of accuracy that this format provides.

Other more simplified formats are available, such as the headway-based approach and the clock-face approach (see page 11 for examples). These formats benefit from being easier to understand but struggle to provide the level of accuracy that some customers require, and are also limited to services that are based on certain headways. For example, it is difficult to use the clock-face approach for headways of 25, 35, 40, 45, or 50 minutes.

For these reasons, this guidebook recommends a **two-tier approach** to the provision of service timing information. **Tier 1** provides detailed timing information in the traditional **tabular format** for those customers that require a high level of accuracy. **Tier 2** provides a simple **headway-based summary** of the service timing information for customers who do not need, or are unable to use, the tabular format.

It's important to note that customers' different information needs can be accommodated only if **both** tiers of information are provided.

TABULAR SCHEDULE DESIGN (TIER I)

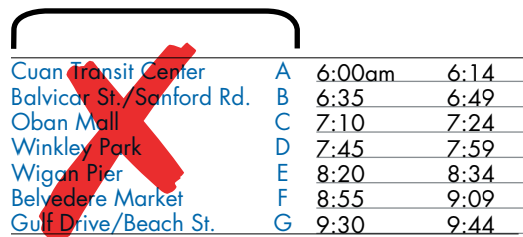
Layout

The route map and schedule should be positioned so that they may be viewed without the customer having to rotate or “flip” the page. Service direction should take priority over service variation across different days of the week. Thus, all service information pertaining to a specific direction of travel should be presented on the same page (or fold-out spread). Service information for the other direction of travel may be displayed on a different spread if necessary. If this is the case, it should be accompanied by its own route map.

Time Point Alignment

Studies show that aligning the time points horizontally, from left to right across the page, is easier for customers to use, as it is more natural for the human eye to scan in a horizontal progression from left to right. Most transit agencies already use the horizontal alignment approach, and it would be useful if this approach were adopted as an industry standard. Vertical time point alignment is not recommended.

Vertical time point alignment



	A	B	C	D
Cuan Transit Center	6:00am	6:14		
Balvicar St./Sanford Rd.	6:35	6:49		
Oban Mall	7:10	7:24		
Winkley Park	7:45	7:59		
Wigan Pier	8:20	8:34		
Belvedere Market	8:55	9:09		
Gulf Drive/Beach St.	9:30	9:44		

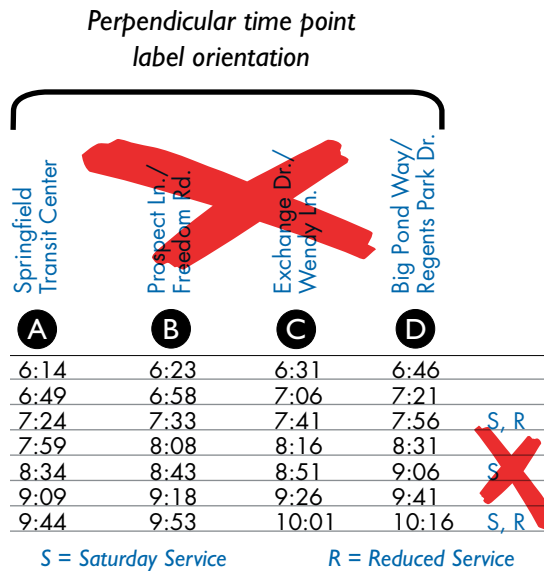
Time Point Labeling

Time points should be labeled using a number or letter that corresponds with that used in the schedule. The time point label should also include a time point name, which is normally based on the name of an adjacent landmark or the closest intersecting streets.

Time Point Label Orientation

Ideally, the time point labels should be oriented horizontally so they can be read in the same plane as the service timing information columns below them. If space is limited, or if the labels are long, the labels may be oriented at a 45° angle so that they can still be read without having to rotate the schedule to read the associated timing information below. Perpendicular time point label orientation is not recommended.

Perpendicular time point label orientation



	A	B	C	D
Springfield Transit Center	6:14	6:23	6:31	6:46
Prospect Ln./Freedom Rd.	6:49	6:58	7:06	7:21
Exchange Dr./Wendy Ln.	7:24	7:33	7:41	7:56 S, R
Big Pond Way/Regents Park Dr.	7:59	8:08	8:16	8:31
	8:34	8:43	8:51	9:06 S
	9:09	9:18	9:26	9:41
	9:44	9:53	10:01	10:16 S, R

S = Saturday Service R = Reduced Service

AM/PM Differentiation

Use the 12-hour clock for timing information. Differentiate AM and PM times using bold type for the PM times, and/or using clear AM/PM labeling. Use of the 24-hour clock is not recommended.

Column/Row Delineation

Schedule rows should be delineated using alternate row shading or using horizontal line separators. Vertical columns should be adequately spaced for clarity, but do not require delineation unless there are a large number of time points (approximately 15 or more).

Daily Service Variation

If service characteristics vary on different days (typically, weekend services have lower service frequencies), service timing information should be separated into individual schedule tables for each service frequency grouping. Label these groupings by the names of the days (i.e. “Monday to Friday”, “Saturday/Sunday”). Group labels like “Weekend”, “Weekday” and “Daily” are not recommended, as such terms can sometimes cause confusion. If there is no service on a particular day, this should be clearly stated. Attempting to integrate weekday and weekend information into the same schedule table is not recommended if these frequencies are different, as this can be a major source of confusion for customers.

Different daily service frequencies incorporated into the same schedule

Service Direction Labeling

Each schedule or schedule set should be accompanied by a prominently displayed service direction label. The label should be based on the route's start and end points, using the "To/From" label format. Direction labeling based on cardinal directions ("eastbound," "westbound", etc.) is not recommended, as some customers are not familiar with this concept, and because routes often change direction making these terms incorrect for some route sections. Use of the phrases "inbound" or "outbound" is not recommended, as these can also cause confusion.

Hybrid Approach

It is common for headways to vary over the course of the day, with the highest service frequencies during peak travel periods. Studies have shown that if service headways are 10 minutes or less, the majority of customers are "random arrivals" that do not require accurate timing information. Therefore, the sections of the schedule featuring headways of 10 minutes or less may be condensed by inserting a simple headway-based phrase such as "service operates every 10 minutes" in place of multiple rows of exact timing information (see example following). Use of this hybrid approach does not negate the need for a separate Tier 2 summary of service frequency and span.

If service headways are less than 10 minutes throughout the day, it may not be necessary to provide a tabular schedule at all. However, this approach should only be taken under careful consideration for routes with simple linear alignments.

From: Eugene Downtown			
To: Springfield Station			
Name: EmX Green Line			
LEAVE Eugene Station	Dads' Gates Station	Walnut Station	ARRIVE Springfield Station
S	1	2	H
MONDAY to FRIDAY			
AM	--	--	--
	--	--	--
	5:59	6:04	6:15
	--	--	--
	6:29	6:34	6:45
	6:44	6:49	7:00
	--	--	--
	6:59	7:04	7:15
Service operates every 10 minutes.			
PM	5:59	6:04	6:15
	6:09	6:14	6:25
	6:19	6:24	6:35
	6:29	6:34	6:45
	6:44	6:49	7:00
	7:04	7:09	7:20
	7:24	7:29	7:40
	7:45	7:50	8:01

Example of Hybrid Schedule Design—Agency/Designer: Lane Transit District, Eugene OR

SUMMARIZED SERVICE TIMING INFORMATION DESIGN (TIER 2)

It should be possible for riders to obtain basic service timing information without having to refer to a full tabular schedule. This can be done by providing a headway-based summary of service span and approximate frequency. It is recommended that some form of basic service timing information be provided even if only simplified approximations of actual service characteristics are feasible. An example is provided below.

This summary information should be positioned in a prominent location, such as the front cover of the route map/schedule pamphlet, or within the route's title banner.

**Route 12 service—
Richmond to Putney via Kingston**

Mon-Fri: Service every 15 to 20 minutes from 7:00am to 9:00pm

Saturday: Service every 15 to 30 minutes from 10:00am to 6:00pm

Sunday: No service

Schedule Terminology—Do's and Don'ts

	Service Direction Labeling	Timing Format	Daily Service Variation
Recommended	"To/From" format	12-hr clock	Actual days - Monday to Friday - Saturday, Sunday
Not Recommended	Northbound/Eastbound, etc. Inbound/Outbound	24-hr clock	Weekdays, weekends, daily

Checklist: Route Map Design

- ✓ The Route Map may be overlay or schematic. Unlike the system map, it is not necessary to use Full (Four) color. While the Full (Four) Color approach has certain advantages, Two Color and One Color approaches can also be effective.
- ✓ The route title should be based on the area it serves, using either the area name or using the route's start and end points.
 - One or two major destinations served by the route may also be added to the title.
 - The route should be identified by a unique number or letter.
- ✓ A route map should include the following information:
 - **an illustration of the route alignment**, preferably in the same color as shown on the system map and, if possible, in the same orientation as on the system map
 - **route variations**, denoted by a broken line
 - the **route number**
 - major **points of interest (landmarks)** in the vicinity of route, and corresponding **intersecting street names**
 - **major streets** and **intersecting streets** in the route's vicinity
 - **major topographical features** (rivers, lakes, parks, etc.), shown in their natural color if possible
 - **transfer points** with intersecting routes and with other transit modes
 - **time points** spaced at 5 to 10 minute intervals, based on major destinations and transfer points; intersecting street names at each time point should be displayed if possible
 - **bus stop locations**, if sufficiently limited in number
 - **route direction** clearly indicated using an arrow where service is in one direction only
 - a **legend** and **compass rose**

Checklist: Schedule Design

- ✓ A **two-tier approach** to the provision of service timing information is recommended;
 - **Tier 1:** Provides accurate service timing information using the tabular schedule format
 - **Tier 2:** Provides a simple headway-based summary of the service timing information for customers who do not need, or are unable to use, the tabular format.
- ✓ Provide the route map and associated service timing information on the same spread.
- ✓ Group all service information for to a particular direction of travel on the same spread. If necessary, show reverse direction on its own spread, along with a separate route map.
- ✓ If different time points are employed in the reverse direction, a separate route map for this direction should be provided.
- ✓ Align time points horizontally. Avoid vertical time point alignments.
- ✓ Each time point should be identified by a unique number or letter that corresponds with that used on the route map. Time points should also be labeled using an adjacent point of interest name and/or adjacent intersecting street names.
- ✓ Orient time point labels horizontally or at 45° angle. Avoid perpendicular time point labeling.
- ✓ Shade alternate rows or provide horizontal line separators.
- ✓ Use the 12-hour clock and differentiate the AM and PM times by bolding the PM times and/or by providing AM/PM labels. Use of the 24-hour clock is not recommended.
- ✓ Use "To/From" direction labeling. Avoid cardinal directions ("eastbound," "northbound").
- ✓ Use named days ("Monday to Friday") rather than groups ("Weekday," "Weekend").
- ✓ If some schedule sections feature headways of 10 minutes or less, a simple headway-based summary can be used in place of multiple rows of timing information.

Route number clearly displayed and color coded to match system map

Effective date

Summarized service timing information

Contact information

ROUTE 9

Metro

Waukesha Metro Transit

Northview

Effective June 4, 2007

Approximate travel time (In minutes)

7	● Downtown Waukesha
7	● County Government Center
8	● Huber Jail
6	● Silvernail Plaza
6	● WCTC

also serving:
General Electric Healthcare
Country Springs Hotel

Service Hours		
Weekdays:	Saturdays:	Sundays:
5:41am to 9:30pm	8:31am to 7:07pm	No Service

This route does not operate on the following holidays:
New Year's Day, Easter Sunday, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas Day.

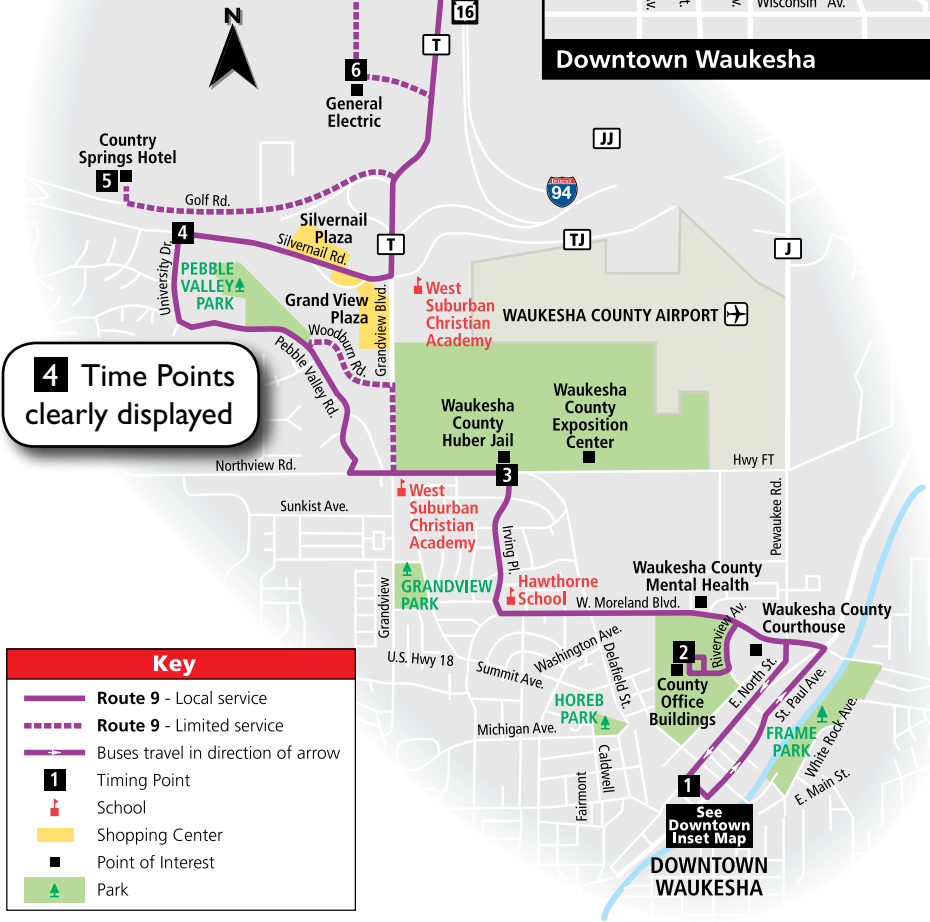
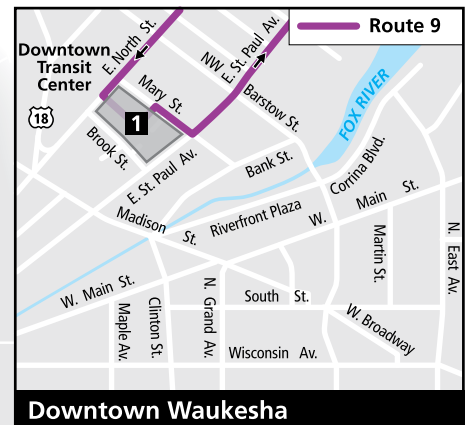
Information: 262-524-3636
www.waukeshametro.org

Route map matches style of system map —an advantage of the full color format

4 Time Points clearly displayed

Key

- Route 9 - Local service
- - - Route 9 - Limited service
- Buses travel in direction of arrow
- 1 Timing Point
- School
- Shopping Center
- Point of Interest
- Park



9 From Downtown to WCTC

Downtown Transit Center	County Office Building	Northview & Irving	University & Silvernail	Country Springs Hotel	GE Healthcare	WCTC
1	2	3	4	5	6	7
MONDAY THROUGH FRIDAY						
5:55	6:00	6:05	6:12	--	6:17	6:23
6:30	6:35	6:40	6:47	--	6:52	6:58
7:05	7:10	7:15	7:22	--	7:27	7:34
7:40	7:48	7:55	8:02	--	8:07	8:14
8:50	8:57	9:04	9:11	--	--	9:17
9:50	9:57	10:04	10:11	--	--	10:17
10:50	10:57	11:04	11:11	--	--	11:17
11:50	11:57	12:04	12:11	--	--	12:17
12:50	12:57	1:04	1:11	--	--	1:17
1:50	1:57	2:04	2:11	2:17	--	2:23
3:00	3:07	3:14	3:21	--	--	3:27
3:35	3:43	3:50	3:57	--	--	4:03
4:10	4:15	4:20	4:27	4:33	--	4:39
4:45	4:51	4:56	5:03	--	--	5:09
5:15	5:20	5:25	5:30	5:36	--	5:42
6:15	6:20	6:25	6:30	6:36	--	6:42
7:15	7:20	7:25	7:30	7:36	--	7:42
8:15	8:20	8:25	8:30	8:36	--	8:42
9:15	9:20	9:25	9:30	--	--	--

9 From WCTC to Downtown

WCTC	GE Healthcare	Country Springs Hotel	University & Silvernail	Northview & Irving	County Office Building	Downtown Transit Center
7	6	5	4	3	2	1
MONDAY THROUGH FRIDAY						
--	--	--	--	5:41	5:47	5:52
--	--	--	6:07	6:14	6:20	6:25
6:31	--	6:36	6:42	6:49	6:55	7:00
7:06	--	7:11	7:17	7:24	7:30	7:35
7:35	--	7:40	7:46	7:53	7:59	8:04
8:22	--	--	8:27	8:34	8:40	8:45
9:20	--	--	9:25	9:32	9:39	9:47
10:20	--	--	10:25	10:32	10:39	10:47
11:20	--	--	11:25	11:32	11:39	11:47
12:20	--	--	12:25	12:32	12:39	12:47
1:20	--	--	1:25	1:32	1:39	1:47
2:28	--	--	2:33	2:40	2:47	2:55
3:28	3:32	--	3:43	3:50	3:57	4:05
4:07	4:10	--	4:21	4:28	4:35	4:42
4:41	4:44	--	4:55	5:02	5:07	5:12
5:12	5:15	--	5:25	5:32	5:37	5:42
5:50	--	--	5:55	6:02	6:07	6:12
6:50	--	--	6:55	7:02	7:07	7:12
7:50	--	--	7:55	8:02	8:07	8:12
8:50	--	--	8:55	9:02	9:07	9:12

9 From Downtown to WCTC

Downtown Transit Center	County Office Building	Northview & Irving	University & Silvernail	Country Springs Hotel	GE Healthcare	WCTC
1	2	3	4	5	6	7
SATURDAYS						
8:50	8:55	9:01	9:07	9:13	--	9:19
9:50	9:55	10:01	10:07	--	--	10:13
10:50	10:55	11:01	11:07	--	--	11:13
11:50	11:55	12:01	12:07	12:13	--	12:19
12:50	12:55	1:01	1:07	--	--	1:13
1:50	1:55	2:01	2:07	--	--	2:13
2:50	2:55	3:01	3:07	3:13	--	3:19
3:50	3:55	4:01	4:07	--	--	4:13
4:50	4:55	5:01	5:07	--	--	5:13
5:50	5:55	6:01	6:07	6:13	--	--
6:50	6:55	7:01	7:07	--	--	--

9 From WCTC to Downtown

WCTC	GEC Healthcare	Country Springs Hotel	University & Silvernail	Northview & Irving	County Office Building	Downtown Transit Center
7	6	5	4	3	2	1
SATURDAYS						
--	--	--	8:31	8:37	8:42	8:47
9:25	--	--	9:31	9:37	9:42	9:47
10:25	--	--	10:31	10:37	10:42	10:47
11:25	--	--	11:31	11:37	11:42	11:47
12:25	--	--	12:31	12:37	12:42	12:47
1:25	--	--	1:31	1:37	1:42	1:47
2:25	--	--	2:31	2:37	2:42	2:47
3:25	--	--	3:31	3:37	3:42	3:47
4:25	--	--	4:31	4:37	4:42	4:47
5:25	--	--	5:31	5:37	5:42	5:47
--	--	6:25	6:31	6:37	6:42	6:47

am times (times shown in light type) pm times (times shown in bold type)

THIS ROUTE DOES NOT OPERATE ON SUNDAYS

To/From route naming convention

Days of operation

Horizontal time point alignment & labeling

PM times shown in bold

ROUTE MAP/SCHEDULE GIS Overlay Style—Full Color Process

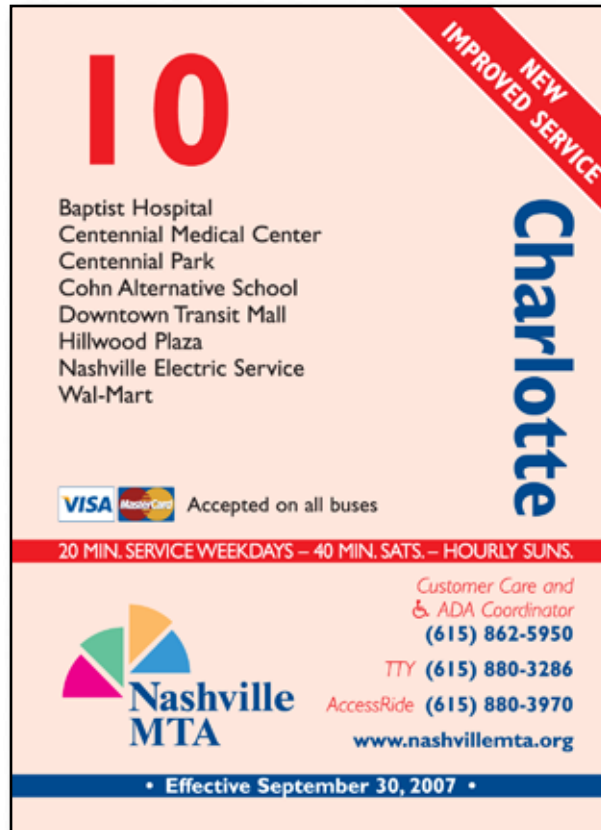
Agency: Waukesha Metro Transit (Waukesha, WI)
 Designer: CHK America

Route number clearly displayed and color coded to match system map

Summarized service timing information

Contact information

Effective date



10 **Charlotte**

NEW IMPROVED SERVICE

Baptist Hospital
Centennial Medical Center
Centennial Park
Cohn Alternative School
Downtown Transit Mall
Hillwood Plaza
Nashville Electric Service
Wal-Mart

VISA MasterCard Accepted on all buses

20 MIN. SERVICE WEEKDAYS – 40 MIN. SATS. – HOURLY SUNS.

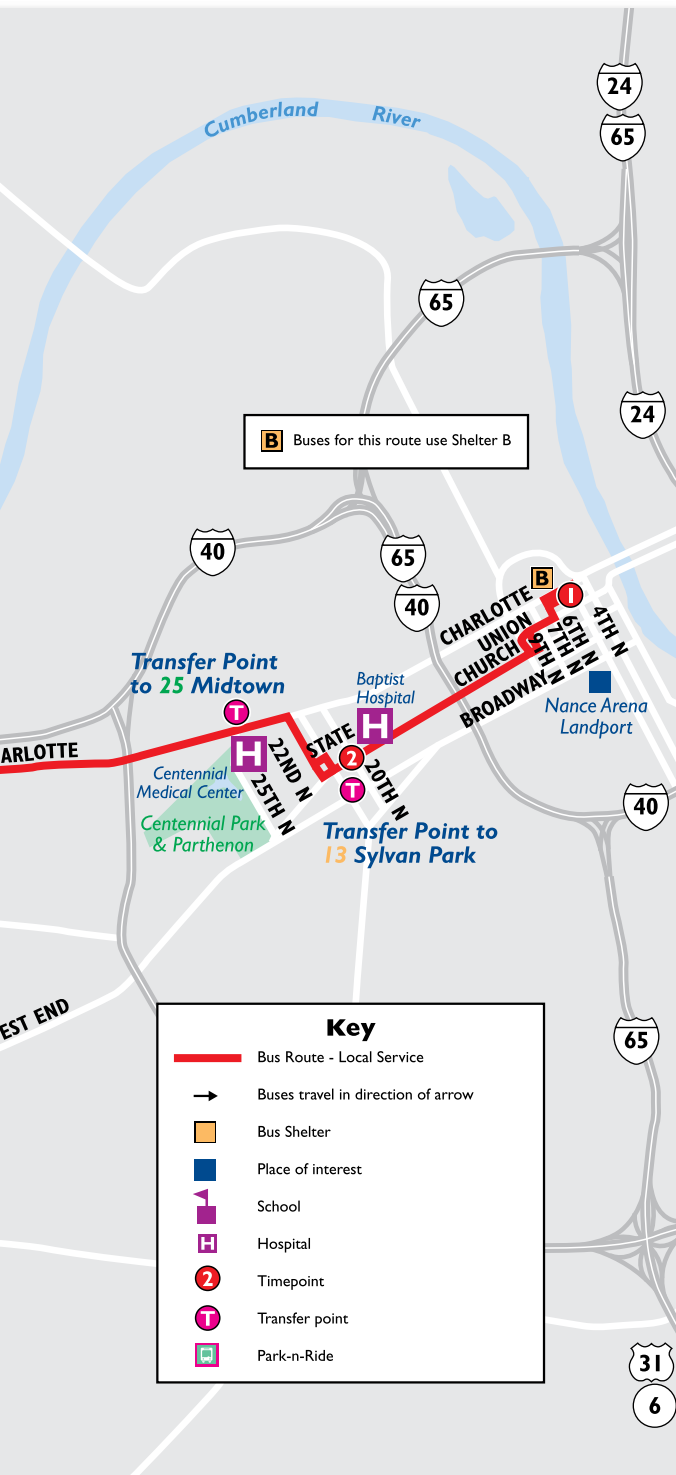
Customer Care and ADA Coordinator
(615) 862-5950
TTY (615) 880-3286
AccessRide (615) 880-3970
www.nashvillemta.org

• Effective September 30, 2007 •



**ROUTE MAP/SCHEDULE
GIS Overlay Style—Full Color Process**

Agency: Nashville MTA (Nashville, TN)
Designer: CHK America



MONDAY TO FRIDAY from Downtown

Downtown Transit Mall Shelter B	20th & Church	Charlotte & 46th	White Bridge & Charlotte	Premier & American	Charlotte & Annex	Wal-Mart
1	2	3	4	5	6	7
Average 16 minutes from this stop	7 minutes	16 minutes	25 minutes	27 minutes	30 minutes	40 minutes
5:40	5:48	5:57			6:04	6:10
6:15	6:23	6:32			6:39	6:45
6:35	6:43	6:52			6:59	7:05
6:55	7:07	7:16			7:24	7:30
7:15	7:27	7:36			7:44	7:50
7:35	7:47	7:56			8:04	8:10
7:55	8:07	8:16			8:24	8:30
8:15	8:27	8:36			8:44	8:50
8:35	8:47	8:56			9:04	9:10
8:55	9:03	9:13			9:22	9:28
9:15	9:23	9:33			9:42	9:48
9:35	9:43	9:53			10:02	10:08
9:55	10:03	10:13			10:22	10:28
10:15	10:23	10:33			10:42	10:48
10:35	10:43	10:53			11:02	11:08
10:55	11:03	11:13			11:22	11:28
11:15	11:23	11:33			11:42	11:48
11:35	11:43	11:53			12:02	12:08
11:55	12:03	12:13			12:22	12:28
12:15	12:24	12:33		12:42	12:45	12:51
12:35	12:44	12:53		1:02	1:05	1:11
12:55	1:04	1:13		1:22	1:25	1:31
1:15	1:24	1:33		1:42	1:45	1:51
1:35	1:44	1:53		2:02	2:05	2:11
1:55	2:04	2:13		2:22	2:25	2:31
2:12	2:22	2:32		2:42	2:46	2:52
2:30	2:40	2:50		3:00	3:04	3:10
2:48	2:58	3:08		3:18	3:22	3:28
3:06	3:16	3:27		3:37	3:41	3:47
3:24	3:34	3:45		3:55	3:59	4:05
3:42	3:52	4:03		4:13	4:17	4:23
4:00	4:10	4:21		4:31	4:35	4:41
4:18	4:28	4:39		4:49	4:53	4:59
4:36	4:46	4:57		5:07	5:11	5:17
4:54	5:04	5:15		5:25	5:29	5:35
5:12	5:22	5:33		5:43	5:47	5:53
5:30	5:40	5:50		6:00	6:04	6:10
5:48	5:56	6:04		6:13	6:16	6:22
6:15	6:23	6:32		6:39	6:42	6:47
7:15	7:23	7:31	7:36			
8:15	8:23	8:31	8:36			
9:15	9:23	9:31	9:36			
10:15	10:23	10:31	10:36			
12:15	Night Owl – please see note for details					

Notes:) The **Central City Night Owl Service** is available seven nights a week, offering one trip from the Downtown Transit Mall to MTA bus stops on regular bus routes. The service originates from Shelter A, with White Bridge Road as its boundary on the west side.

a.m. trips p.m. trips

Days of operation

Summarized service timing information

AM and PM service differentiated using color. Alternate row shading enhances readability.

ROUTE
5

GOLDEN EAST

ROUTE
5

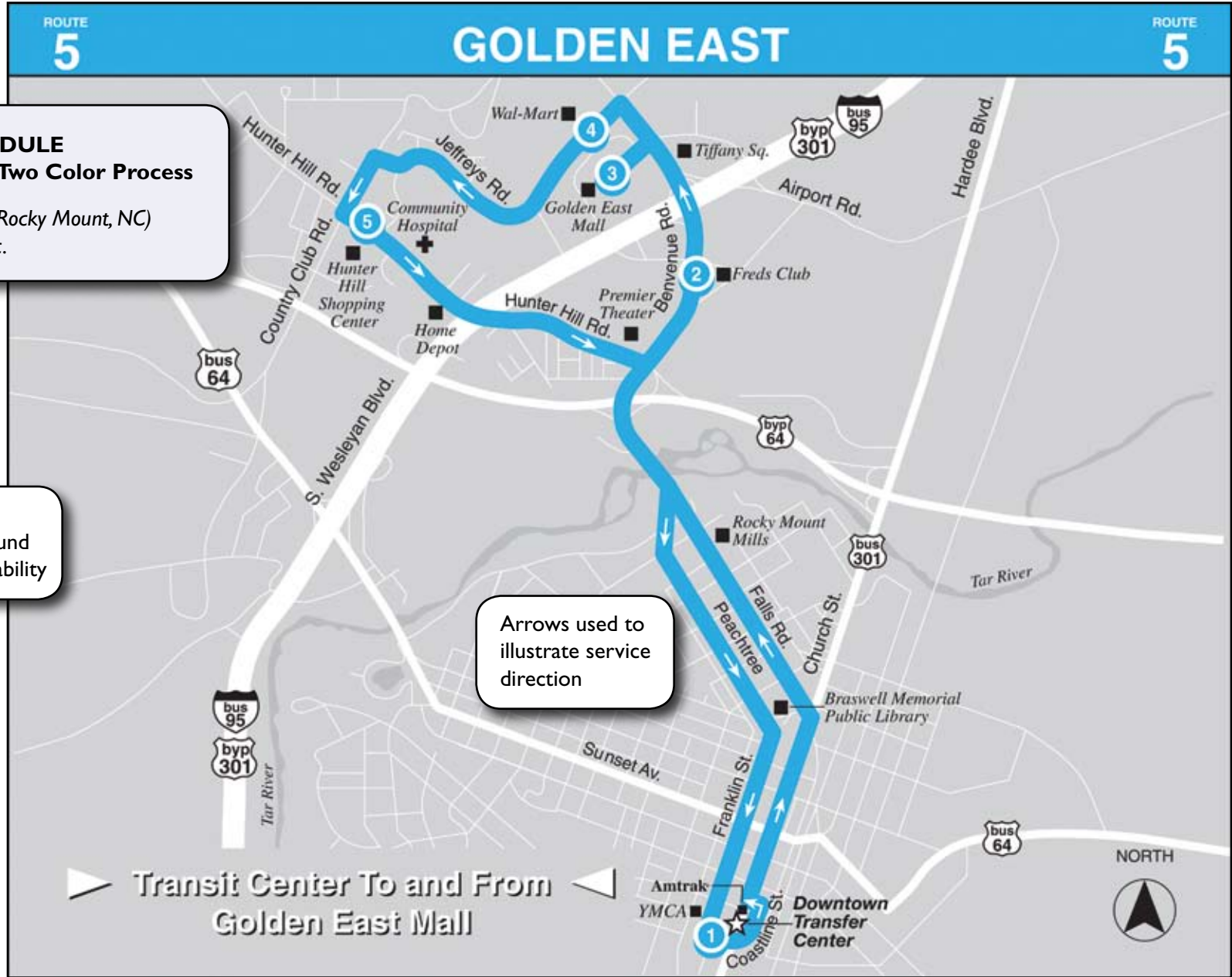
ROUTE MAP/SCHEDULE GIS Overlay Style—Two Color Process

Agency: Tar River Transit (Rocky Mount, NC)
Designer: Smartmaps, Inc.

Colored route on
grayscale background
maximizes noticeability

Arrows used to
illustrate service
direction

▶ Transit Center To and From
Golden East Mall ◀



1	2	3	4	5	1
BUS STARTS at Downtown Transfer Center	Bus Leaves from Hunter Hill Shopping Center	Bus Leaves from Wal-Mart Shopping Center	Bus Leaves from Golden East Mall	Bus Leaves from Benvenue at Fred's Club	BUS ENDS at Downtown Transfer Center

Horizontal time point alignment & labeling

MONDAY – FRIDAY

Days of operation

A.M.	7:15	7:22	7:30	7:33	7:37	7:45
	8:15	8:22	8:30	8:33	8:37	8:45
	9:15	9:22	9:30	9:33	9:37	9:45
	10:15	10:22	10:30	10:33	10:37	10:45
	11:15	11:22	11:30	11:33	11:37	11:45
P.M.	12:15	12:22	12:30	12:33	12:37	12:45
	1:15	1:22	1:30	1:33	1:37	1:45
	2:15	2:22	2:30	2:33	2:37	2:45
	3:15	3:22	3:30	3:33	3:37	3:45
	4:15	4:22	4:30	4:33	4:37	4:45
	5:15	5:22	5:30	5:33	5:37	5:45

Horizontal lines used to separate rows

SATURDAY

A.M.	9:15	9:22	9:30	9:33	9:37	9:45
	9:45	9:52	10:00	10:03	10:07	10:15
	10:15	10:22	10:30	10:33	10:37	10:45
	10:45	10:52	11:00	11:03	11:07	11:15
	11:15	11:22	11:30	11:33	11:37	11:45
	11:45	11:52	12:00	12:03	12:07	12:15
P.M.	12:15	12:22	12:30	12:33	12:37	12:45
	12:45	12:52	1:00	1:03	1:07	1:15
	1:15	1:22	1:30	1:33	1:37	1:45
	1:45	1:52	2:00	2:03	2:07	2:15
	2:15	2:22	2:30	2:33	2:37	2:45
	2:45	2:52	3:00	3:03	3:07	3:15

PM times shown in bold

AM/PM labeling

route

75

Oaks Mall to Butler Plaza

All routes are wheelchair accessible

Monday to Friday

Every 35 minutes

6:00am - 10:00am
5:00pm - 8:16pm

Every 53 minutes

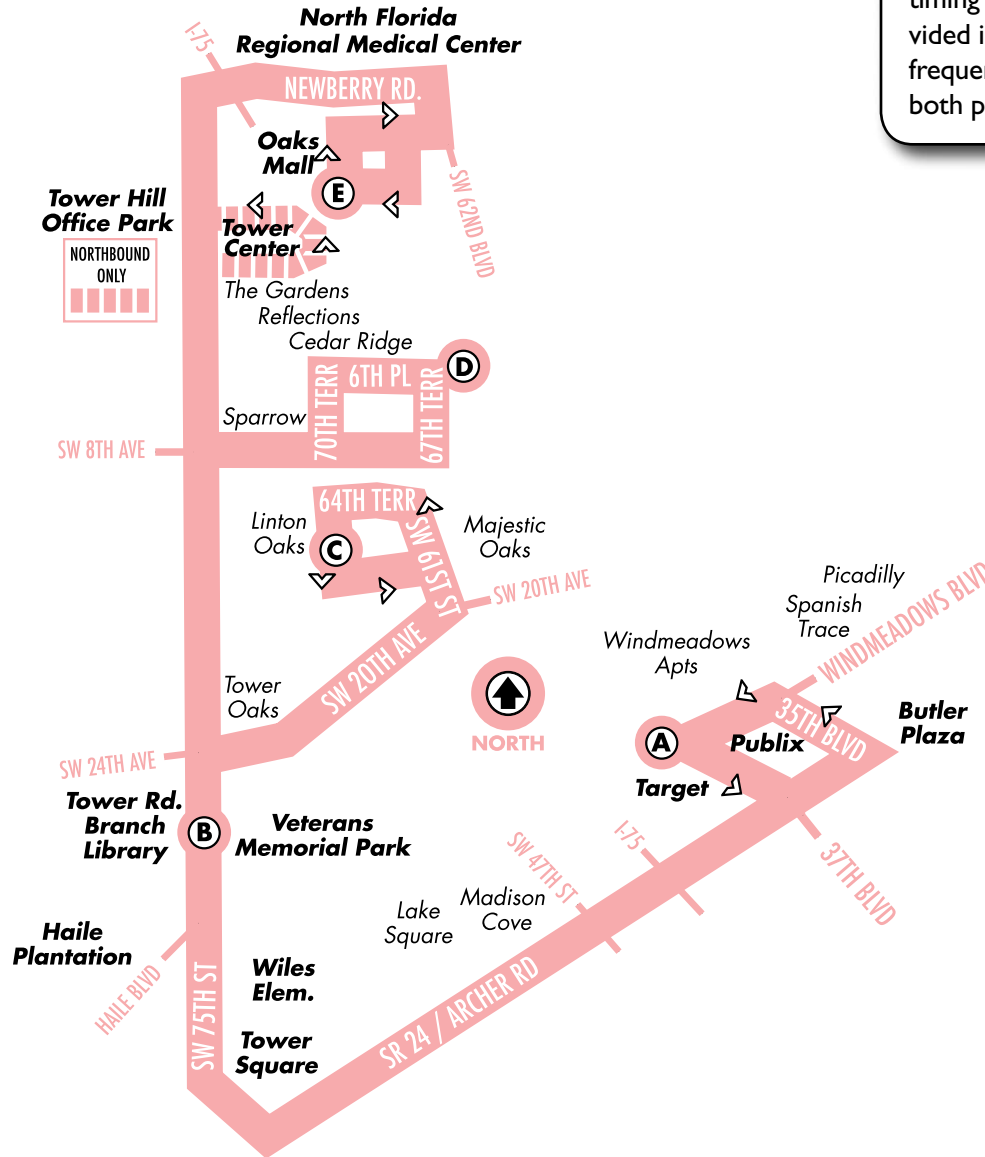
all other times

Saturday

Every 90 minutes 6:40 am - 6:39pm

Route number clearly identified alongside route start and end points

Summarized service timing information provided in banner. Service frequency and span are both provided.



ROUTE MAP/SCHEDULE Schematic Style—Two Color Process

Agency: RTS (Gainesville, FL)
Designer: Group 5 Advertising

MONDAY TO FRIDAY

connecting routes

OAKS MALL (E) CEDAR RIDGE (D) LINTON OAKS (C) SW 41ST PL/ VET MEM PK (B) SW 35TH/ WINDM (A) SW 35TH/ WINDM (A) SW 41ST PL/ VET MEM PK (B) LINTON OAKS (C) CEDAR RIDGE (D) OAKS MALL (E)

5,20 1 1 5,20

Oaks Mall to Butler Plaza					Butler Plaza to Oaks Mall				
6:00am	6:14	6:23	6:31	6:46	6:15am	6:30	6:40	6:50	7:05
6:35	6:49	6:58	7:06	7:21	6:50	7:05	7:15	7:25	7:40
7:10	7:24	7:33	7:41	7:56	7:25	7:40	7:50	8:00	8:15
7:45	7:59	8:08	8:16	8:31	8:00	8:15	8:25	8:35	8:50
8:20	8:34	8:43	8:51	9:06	8:35	8:50	9:00	9:10	9:25
8:55	9:09	9:18	9:26	9:41	9:10	9:25	9:35	9:45	10:00
9:30	9:44	9:53	10:01	10:16	9:45	10:00	10:10	10:20	10:35
10:05	10:19	10:28	10:36	10:51	10:20	10:35	10:45	10:55	11:10
10:57	11:11	11:20	11:28	11:43	10:55	11:10	11:20	11:30	11:45
11:50	12:04pm	12:13	12:21	12:36	11:47	12:02pm	12:12	12:22	12:37
12:42	12:56	1:05	1:13	1:28	12:40	12:55	1:05	1:15	1:30
1:35	1:49	1:58	2:06	2:21	1:32	1:47	1:57	2:07	2:22
2:27	2:41	2:50	2:58	3:13	2:25	2:40	2:50	3:00	3:15
3:20	3:34	3:43	3:51	4:06	3:17	3:32	3:42	3:52	4:07
4:12	4:26	4:35	4:43	4:58	4:10	4:25	4:35	4:45	5:00
5:05	5:19	5:28	5:36	5:51	5:02	5:17	5:27	5:37	5:52
5:40	5:54	6:03	6:11	6:26	5:55	6:10	6:20	6:30	6:45
6:15	6:29	6:38	6:46	7:01	6:30	6:45	6:55	7:05	7:20
6:50	7:04	7:13	7:21	7:36					
7:30	7:44	7:53	8:01	8:16					

Time point labels oriented at a 45° angle

Intersecting route information

Days of operation

PM times shown in bold

SATURDAY

connecting routes

OAKS MALL (E) CEDAR RIDGE (D) LINTON OAKS (C) SW 41ST PL/ VET MEM PK (B) SW 35TH/ WINDM (A) SW 35TH/ WINDM (A) SW 41ST PL/ VET MEM PK (B) LINTON OAKS (C) CEDAR RIDGE (D) OAKS MALL (E)

5,20 1 1 5,20

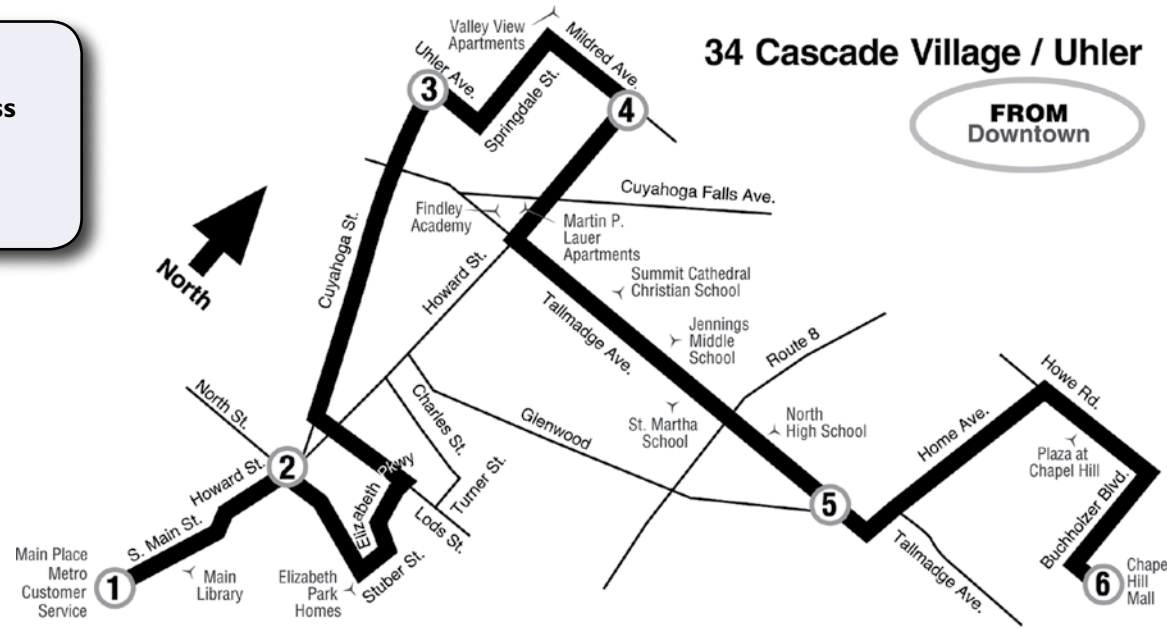
Oaks Mall to Butler Plaza					Butler Plaza to Oaks Mall				
7:30	7:41	7:51	7:58	8:09	6:40	6:55	7:05	7:12	7:28
9:00	9:11	9:21	9:28	9:39	8:10	8:25	8:35	8:42	8:58
10:30	10:41	10:51	10:58	11:09	9:40	9:55	10:05	10:12	10:28
12:00	12:11	12:21	12:28	12:39	11:10	11:25	11:35	11:42	11:58
1:30	1:41	1:51	1:58	2:09	12:40	12:55	1:05	1:12	1:28
3:00	3:11	3:21	3:28	3:39	2:10	2:25	2:35	2:42	2:58
4:30	4:41	4:51	4:58	5:09	3:40	3:55	4:05	4:12	4:28
6:00	6:11	6:21	6:28	6:39	5:10	5:25	5:35	5:42	5:58

ROUTE MAP/SCHEDULE
Schematic Style—One Color Process

Agency: Metro RTA (Akron, OH)
Designer: Metro RTA

34 Cascade Village / Uhler

FROM
Downtown



34 Cascade Village / Uhler

Effective: August 26, 2007

With Service To:

- Chapel Hill Mall and Plaza
- Jennings Middle School
- Lauer Apartments
- Valley View Apartments
- North High School

All Metro Buses are wheelchair accessible



Regional Transit Authority
416 Kenmore Blvd.
Akron, Ohio 44301
www.akronmetro.org

SERVING SUMMIT COUNTY

For information call
Monday through Friday (8:00 am – 5:30 pm)
Saturday and Sunday (9:00 am – 3:00 pm)

Akron & Southern Summit County
330-762-0341

Cleveland and
Northern Summit County
1-800-227-9905

Ohio Relay Service TTY:
7-1-1 or (800) 750-0750

Monday – Friday
(Times shown below are departure times)

	1 Main Place	2 Howard & North	3 Cuyahoga & Uhler	4 Howard & Mildred	5 Glenwood & Tallmadge	6 Chapel Hill Mall
AM	6:20	6:24	6:30	6:34	6:41	6:53
	6:50	6:54	7:00	7:05	7:14	7:26
	7:20	7:24	7:30	7:35	7:44	7:57
	7:50	7:54	8:00	8:05	8:14	8:26
	8:20	8:24	8:30	8:35	8:44	8:56
	8:50	8:54	9:00	9:05	9:14	9:26
	9:20	9:24	9:30	9:35	9:44	9:56
	10:00	10:04	10:10	10:15	10:24	10:36
	10:40	10:44	10:50	10:55	11:04	11:16
	11:30	11:34	11:40	11:45	11:54	12:06
PM	12:10	12:14	12:20	12:25	12:34	12:46
	12:50	12:54	1:00	1:05	1:14	1:26
	1:30	1:34	1:40	1:45	1:54	2:06
	2:10	2:14	2:20	2:25	2:34	2:46
	2:50	2:54	3:00	3:05	3:14	3:26
	3:25	3:29	3:35	3:40	3:49	4:01
	3:55	4:00	4:05	4:10	4:19	4:31
	4:20	4:25	4:30	4:35	4:44	4:56
	5:15	5:19	5:25	5:30	5:39	5:51
	5:50	5:54	6:00	6:05	6:14	6:26
	6:20	6:24	6:29	6:32	6:38	6:48
	7:30	7:34	7:39	7:42	7:48	7:58
	8:40	8:44	8:49	8:52	8:58	9:11

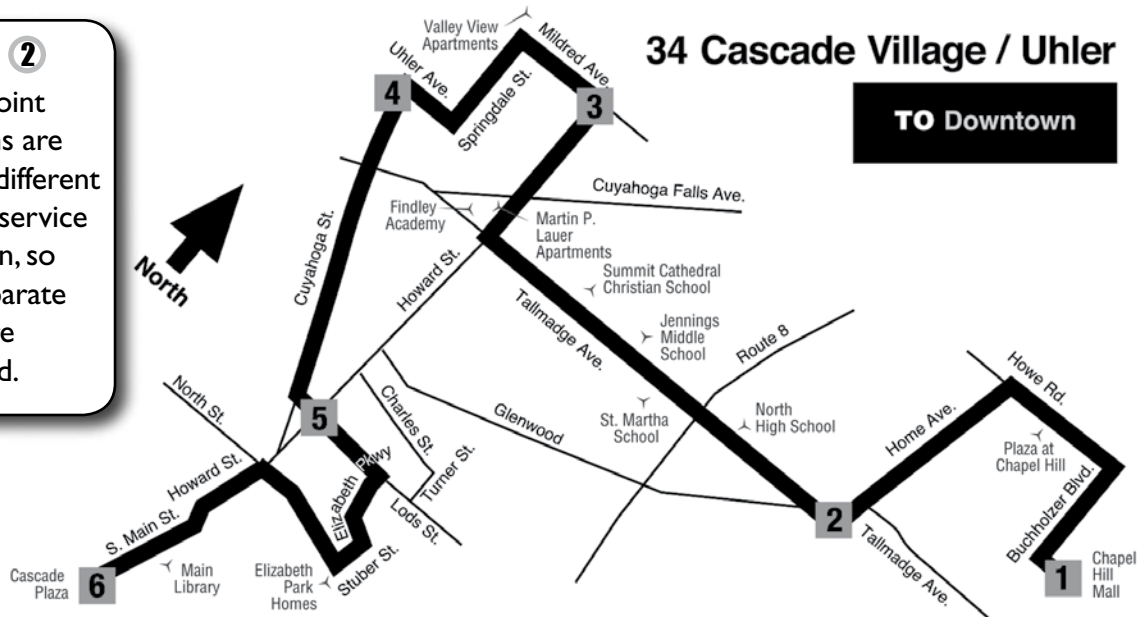
Saturday
(Times shown below are departure times)

	1 Main Place	2 Howard & North	3 Cuyahoga & Uhler	4 Howard & Mildred	5 Glenwood & Tallmadge	6 Chapel Hill Mall
AM	7:00	7:04	7:08	7:12	7:20	7:30
	8:20	8:24	8:28	8:32	8:40	8:50
	11:00	11:04	11:08	11:12	11:20	11:30
	12:20	12:24	12:28	12:32	12:40	12:50
PM	1:40	1:44	1:48	1:52	2:00	2:10
	3:00	3:04	3:08	3:12	3:20	3:30
	4:20	4:24	4:28	4:32	4:40	4:50
	5:40	5:44	5:48	5:52	6:00	6:10
	7:00	7:04	7:08	7:12	7:20	7:30

Sunday
(Times shown below are departure times)

	1 Main Place	2 Howard & North	3 Cuyahoga & Uhler	4 Howard & Mildred	5 Glenwood & Tallmadge	6 Chapel Hill Mall
AM	9:40	9:44	9:48	9:52	10:00	10:10
	11:00	11:04	11:08	11:12	11:20	11:30
PM	12:20	12:24	12:28	12:32	12:40	12:50
	1:40	1:44	1:48	1:52	2:00	2:10
	3:00	3:04	3:08	3:12	3:20	3:30
	4:20	4:24	4:28	4:32	4:40	4:50
	5:40	5:44	5:48	5:52	6:00	6:10
	7:00	7:04	7:08	7:12	7:20	7:30

5 2
 Time point locations are slightly different in each service direction, so two separate maps are provided.



34 Cascade Village / Uhler

TO Downtown

Monday - Friday
 (Times shown below are departure times)

	1 Chapel Hill Mall	2 Glenwood & Talmadge	3 Howard & Mildred	4 Cuyahoga & Uhler	5 Howard & Lods	6 Cascade Plaza
AM	5:44	5:54	6:02	6:06	6:10	6:20
	6:12	6:22	6:30	6:34	6:39	6:50
	6:40	6:50	6:58	7:02	7:07	7:20
	7:00	7:13	7:21	7:26	7:31	7:43
	7:37	7:50	7:58	8:03	8:08	8:17
	8:05	8:18	8:26	8:31	8:36	8:45
	8:40	8:53	9:01	9:06	9:13	9:20
	9:08	9:21	9:29	9:34	9:39	9:48
	9:35	9:48	9:56	10:01	10:06	10:15
	10:05	10:18	10:26	10:31	10:36	10:45
	10:48	11:01	11:09	11:14	11:19	11:28
PM	11:28	11:41	11:49	11:54	11:59	12:08
	12:30	12:33	12:41	12:46	12:51	1:00
	1:30	1:43	1:51	1:56	2:01	2:10
	2:10	2:23	2:31	2:36	2:41	2:50
	2:50	3:03	3:11	3:16	3:21	3:30
	3:15	3:20	3:30	3:35	3:40	3:55
	3:55	4:08	4:16	4:21	4:26	4:35
	4:38	4:51	4:59	5:04	5:09	5:18
	5:08	5:20	5:28	5:33	5:38	5:50
	5:36	5:48	5:56	6:01	6:06	6:20
	6:55	7:05	7:11	7:14	7:18	7:30
	8:06	8:16	8:22	8:25	8:28	8:40
	9:16	9:26	9:32	9:35	9:38	9:50

Saturday
 (Times shown below are departure times)

	1 Chapel Hill Mall	2 Glenwood & Talmadge	3 Howard & Mildred	4 Cuyahoga & Uhler	5 Howard & Lods	6 Cascade Plaza
AM	6:23	6:33	6:41	6:44	6:50	7:00
	7:43	7:53	8:01	8:04	8:10	8:20
	9:01	9:13	9:21	9:24	9:30	9:40
PM	10:19	10:31	10:39	10:42	10:48	11:00
	11:39	11:51	11:59	12:02	12:08	12:20
	12:59	1:11	1:19	1:22	1:28	1:40
	2:19	2:31	2:39	2:42	2:48	3:00
	3:39	3:51	3:59	4:02	4:08	4:20
	4:59	5:11	5:19	5:22	5:28	5:40

Sunday
 (Times shown below are departure times)

	1 Chapel Hill Mall	2 Glenwood & Talmadge	3 Howard & Mildred	4 Cuyahoga & Uhler	5 Howard & Lods	6 Cascade Plaza
AM	9:01	9:13	9:21	9:24	9:30	9:40
	10:18	10:31	10:39	10:42	10:48	11:00
PM	11:39	11:51	11:59	12:02	12:08	12:20
	12:59	1:11	1:19	1:22	1:28	1:40
	2:19	2:31	2:39	2:42	2:48	3:00
	3:39	3:51	3:59	4:02	4:08	4:20
	4:59	5:11	5:19	5:22	5:28	5:40
	6:19	6:31	6:39	6:42	6:48	7:00

Time point labels oriented at a 45° angle

PM times shown in bold

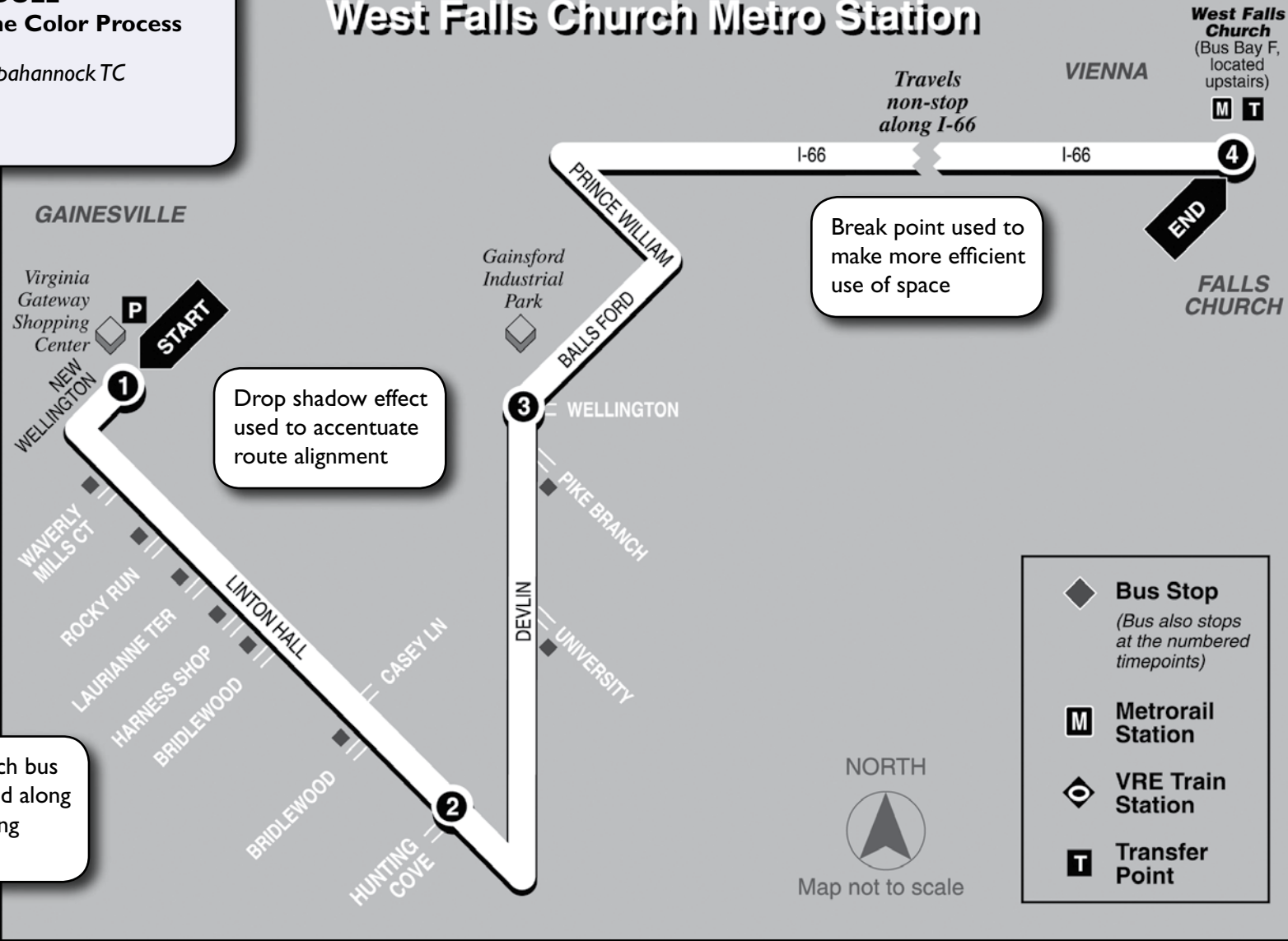
Alternate row shading used to enhance readability

LINTON HALL METRO DIRECT

► From Linton Hall To ► West Falls Church Metro Station

ROUTE MAP/SCHEDULE
Schematic Style—One Color Process

Agency: Potomac and Rappahannock TC
(Woodbridge, VA)
Designer: Smartmaps, Inc.



Location of each bus stop is provided along with intersecting street names

1
BUS STARTS
 at
 Virginia Gateway
 Shopping Center
 Commuter Lot

2
Bus Leaves
 from
 Linton Hall
 and
 Hunting Cove Place

3
Bus Leaves
 from
 Balls Ford
 and
 Wellington

4
BUS ENDS
 at
 West Falls Church
 Metro Station
 (Bus Bay F)

Horizontal time point alignment & labeling

MONDAY – FRIDAY

Days of operation

A.M.	6:20	6:30	6:40	7:13
	7:20	7:32	7:41	8:13
	8:20	8:32	8:41	9:13
	9:15	9:27	9:38	10:10
	10:15	10:27	10:38	11:10
	11:10	11:22	11:33	12:05
P.M.	12:10	12:22	12:33	1:06
	1:05	1:17	1:28	2:01
	2:10	2:22	2:33	3:05
	3:10	3:22	3:33	4:07
	4:15	4:27	4:38	5:12
	5:15	5:27	5:39	6:17
	6:20	6:32	6:43	7:16
	7:20	7:32	7:43	8:14
	8:15	8:23	8:33	9:04
	9:05	9:13	9:22	9:53

PM times shown in bold

SATURDAY AND SUNDAY

A.M.	9:15	9:27	9:38	10:10
	10:15	10:27	10:38	11:10
	11:10	11:22	11:33	12:05
	12:10	12:22	12:33	1:06
P.M.	1:05	1:17	1:28	2:01
	2:10	2:22	2:33	3:05
	3:10	3:22	3:33	4:07
	4:15	4:27	4:38	5:12
	5:15	5:27	5:39	6:17
	6:20	6:32	6:43	7:16
	7:20	7:32	7:43	8:14
	8:15	8:23	8:33	9:04

Double-row alternate shading



AM/PM labeling

04

INSTRUCTION DESIGN

Using printed transit information materials can be a difficult task for many people, particularly for the first-time user. Many people have difficulties reading a map, and using a schedule can be particularly problematic. Providing clear instructions on how the materials should be used can help people to use the materials properly. Good instructions provide both explanatory text and a graphic illustration of correct schedule use. These instructions should be placed in close proximity to the information aids they are describing. Depending on space availability, three different instruction levels are possible:

- schedule instruction
- schedule and map instruction
- full trip instruction

SCHEDULE INSTRUCTION

If limited space is available, this form of instruction focuses on the most challenging part of the trip planning task—schedule use. The instruction box uses a graphical example to clearly illustrate the steps involved in correct schedule

use. This instruction box should be positioned in close proximity to the schedule. This form of instruction is recommended when the route information is packaged in *individual pamphlets*.

HOW DO I READ the SCHEDULE GUIDE?

To take the bus from Cottage Hospital to La Cumbre Plaza:

Line 3 - Toward Cottage Hospital Weekdays - Monday through Friday					
Transit Center	Cottage Hospital	Treasure & Samarkand	State & San Roque	State & La Cumbre	
(A)	(B)	(C)	(D)	(E)	
5:50	5:57	6:03	-----	-----	
6:00	6:10	6:14	6:18	6:27	

- 1 Find the right bus schedule and direction for the specific day you want to travel (e.g. Weekdays - Monday through Friday).
- 2 Locate the time point closest to where you want to board (e.g. Cottage Hospital at time point B).
- 3 Read down the column of times under the heading until you find your desired departure time (6:10).
- 4 Read across this line of the schedule to the time listed below State & La Cumbre (6:27). This is your arrival time.

Reading a schedule a step-by-step guide

- 1 Find the schedule for the day of the week and the direction you plan to travel.
- 2 Find the timepoints nearest your origin and destination. Timepoints are shown on the route map. Bus stops may be between timepoints.
- 3 Read downward in a column to see times when a trip will be at a given timepoint. Read the times across to the right to see when the trip reaches other timepoints. If no time is shown, that trip does not serve the area of that timepoint.
- 4 The route number in the left column will appear in the sign above the windshield.

How Do I Read a Schedule Guide?
Agency/Designer: Santa Barbara MTD
(Santa Barbara, CA)

Reading a Schedule: A Step-by-Step Guide
Agency/Designer: Metro Transit (Minneapolis, MN)

Instructions
Agency: Potomac and Rappahannock TC
Designer: Smartmaps, Inc. (Woodbridge, VA)

INSTRUCTIONS

For your safety, do not run along side or after buses.

- The route always runs from left to right.** The map and timetable are also read from left to right.
- The bus stops here at listed times.** Look for the matching symbol below the map.
- Transfer point.** Shows where you may transfer to another bus. Buses will only wait for transferring passengers at pickup locations. At drop off locations, buses will drop and go.
- The bus stops at each of the times listed below the symbol.**
- The bus loops here sometimes.** Tip: Look for questions and answers below the map.
- Indicates Commuter Lots available along the bus route.**
- Indicates points of interest along the route.**
- The timetable shows WHEN the bus stops.** Times are always approximate and depend upon traffic and weather conditions. Shaded trips operate on modified holidays.

Schedule & Map Instruction

If more space is available, instructions can include route map use and/or system map use. This more detailed level of instruction can be provided when transit information materials are packaged into a **Ride Guide** or if a separate **“How To” pamphlet** is provided.

These headings tell which days of the week the list applies.

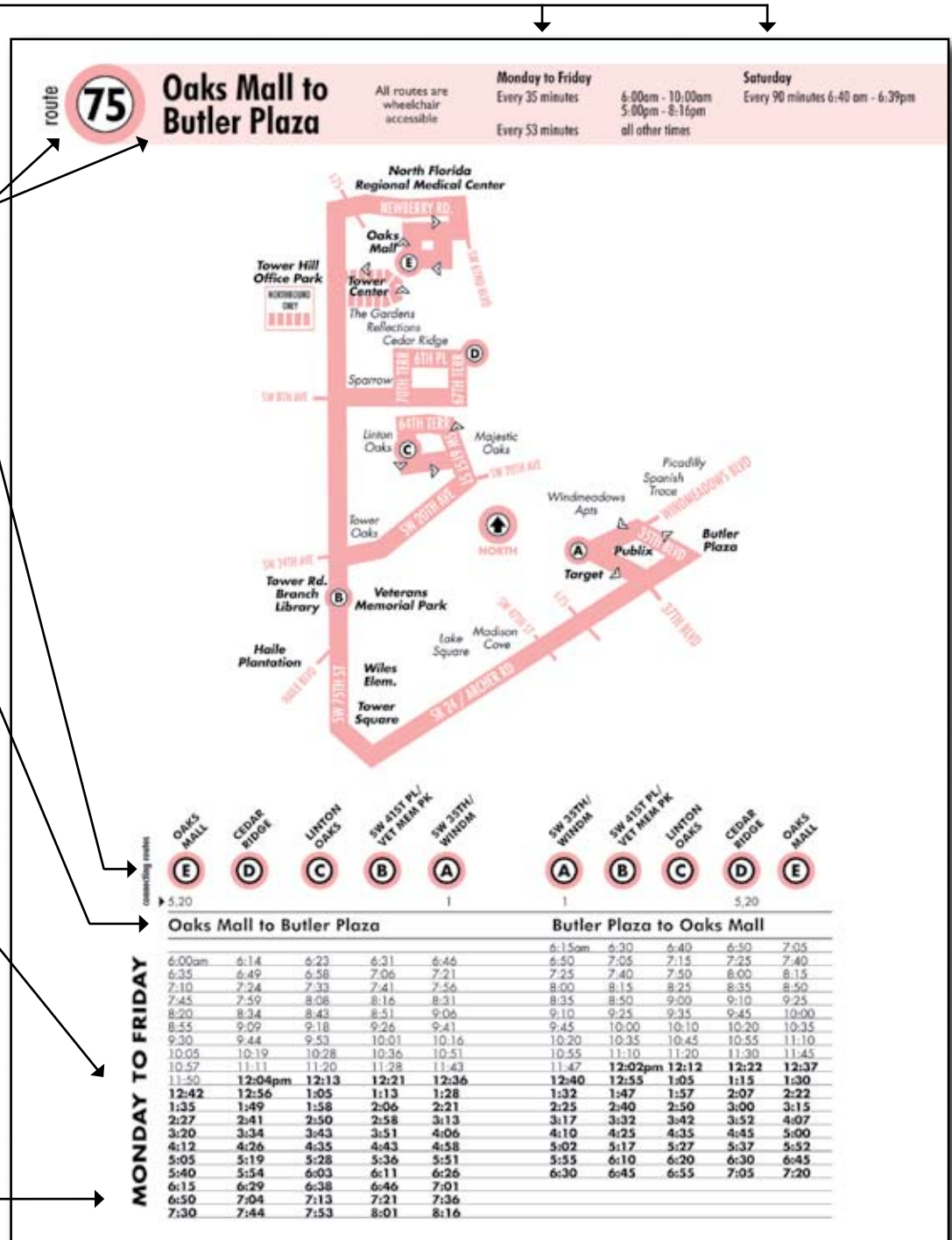
The route number and name of the route are found on the top of the page.

Called timepoints—These are not the only stops on the route, but the ones that correspond to the times listed below each one. The letter in the circle can be found on the map for that route to pinpoint the location.

These headings tell the direction the route travels for the times listed.

The times can be read two ways. Reading each column from top to bottom, you can see each time that the bus stops at the timepoints. Reading from left to right, you can see when each trip will travel from one timepoint to another.

Bold Type indicates pm times



Page 34:
Reading the Schedule
Agency: RTS (Gainesville, FL)
Designer: Group 5 Advertising

Page 35:
PASSPORT: Student Rider Guide 2007-2008
Agency/Designer: Nashville MTA (Nashville, TN)



HOW to PLAN YOUR TRIP to SCHOOL

The best way to plan your route is to work backwards from the time you need to get to school—that way, you'll never be late!

- Use the school listings on pages 7–11 to determine the route that serves your school. Using the bus schedule for your school route, find the timepoints for "Weekdays from Downtown." (See "How to Read a Bus Schedule" on page 3.) On the pocket schedule, find the stop closest to your school and follow the column down to the time you need to arrive at school. Write the route and arrival time under "MY SCHOOL" on the inside covers.
- From your arrival time on the pocket schedule, move to the far left to find the time the bus leaves downtown in order to get to your stop. Write this departure time under "MY CONNECTION" on the inside covers.
- Use the "Area Bus Routes" list on page 6 to determine the routes that serve your area of town. Using the map on the bus schedule for each route, find the most

convenient stop for you. Write the route number under "MY HOME" on the inside covers.

- Using the bus schedule for your home route, find the timepoints for "Weekdays to Downtown." On the pocket schedule, look at the far right column and find the departure time for your connection to school. Move up the column to a time that will get you downtown in plenty of time to make your connection. Note this arrival time under "MY CONNECTION" on the inside covers.

- From your connection arrival time, follow the row to the far left to find the time the bus leaves your home bus stop. Write this departure time under "MY HOME" on the inside covers.

Work backwards to get home from school. Be sure you are looking at the schedule for the buses heading in the right direction! Make your notes for your return ride on the back inside cover.

2

the right way to go



HOW to READ a SCHEDULE

MTA offers more than 40 bus routes serving the metro area. Routes are designated by a route number and destination. Maps and schedules for each route are available at MTA displays around town, online at www.nashvillemta.org or by calling MTA Customer Care at (615) 862-5950.

All bus schedules have a map of the route and a list of timepoints the bus runs along the route. Timepoints are organized by day

(times are different for weekdays, Saturdays, and Sundays/holidays) and direction of travel (to downtown/from downtown). Timepoints are read in columns and rows. To find the estimated times a bus stops at a particular spot, read down the column for the location. To determine the times that a particular bus will stop at other stops, read across the row (left to right). This is how you determine the time you need to get on a bus to get to where you are going on time.

Day Direction of Travel

Bus stops along the route

WEEKDAYS		to Downtown				
Porter & Greenwood	McGavock & Riverside	Piedmont & Stratford	Rosebank & Riverside	Shelby & 19th	Downtown Transit Mall	
3	4	5	6	2	1	
8 minutes	10 minutes	16 minutes	24 minutes	41 minutes		
5:00		5:06	5:16	5:24	5:40	
5:29		5:35	5:45	5:53	6:15	
5:53		5:59	6:09	6:17	6:35	
6:14		6:20	6:30	6:38	6:55	
6:33		6:39	6:49	6:57	7:15	
6:53		6:59	7:09	7:17	7:35	
7:13		7:19	7:29	7:37	7:55	
7:34		7:40	7:50	7:58	8:15	
8:03		8:09	8:19	8:27	8:45	
8:34		8:40	8:50	8:58	9:15	
9:04		9:10	9:20	9:28	9:45	
9:34		9:40	9:50	9:58	10:15	
10:04		10:10	10:20	10:28	10:45	
10:34		10:40	10:50	10:58	11:15	
11:04		11:10	11:20	11:28	11:45	
11:34		11:40	11:50	11:58	12:15	
12:31		12:37	12:50	12:58	1:15	
1:01		1:07	1:20	1:28	1:45	

Timepoint

Read across the row to find what time your bus stops at other locations

Read down the column to see the times the bus stops at your location

If a symbol or letter appears next to a time, check the pocket schedule notes for more information

the right way to go

3

STEP THREE

Check the Fare insert in this brochure to determine your fare. If the fare sheet is missing, you can find a fare table and zone map in the Transit Guide or online at goldengatetransit.org (Click "Fare Programs").

To determine your fare, find the portion of the Fare Table appropriate to you (i.e., Adult, Senior/Disabled or Youth); then find the numbers of the Fare Zones where your trip begins and ends.

If you plan to ride the bus often, you can save money by purchasing ticket books or by using a TransLink (prepaid) card. Ticket books contain 20 tickets and are valid for up to 6 months. To learn more about Ticket Books or TransLink, visit goldengate.org.

Check the Fare Table and Zone Map to determine your fare.

Fare Zone/Service Area Map

Golden Gate Transit (GGT) bus and ferry service extends from San Francisco to Sausalito. The GGT Service Area is divided into fare zones as shown on the map below. Fares vary according to distance traveled and number of Fare Zones. Boarding is allowed on any bus or ferry. See pages 3-4 for information about fares and how they relate to Fare Zones.



Fare Tables - Bus (Effective July 1, 2005)

Fares Subject to Change
See Stop at left or the Stop-out on back cover for Destinations.

Adult Cash Fare		
From	To	
1	2	\$1.00
1	3	\$1.50
1	4	\$2.00
1	5	\$2.50
1	6	\$3.00
1	7	\$3.50
1	8	\$4.00
1	9	\$4.50
1	10	\$5.00
2	3	\$1.00
2	4	\$1.50
2	5	\$2.00
2	6	\$2.50
2	7	\$3.00
2	8	\$3.50
2	9	\$4.00
2	10	\$4.50
3	4	\$1.00
3	5	\$1.50
3	6	\$2.00
3	7	\$2.50
3	8	\$3.00
3	9	\$3.50
3	10	\$4.00
4	5	\$1.00
4	6	\$1.50
4	7	\$2.00
4	8	\$2.50
4	9	\$3.00
4	10	\$3.50
5	6	\$1.00
5	7	\$1.50
5	8	\$2.00
5	9	\$2.50
5	10	\$3.00
6	7	\$1.00
6	8	\$1.50
6	9	\$2.00
6	10	\$2.50
7	8	\$1.00
7	9	\$1.50
7	10	\$2.00
8	9	\$1.00
8	10	\$1.50
9	10	\$1.00

Senior or Disabled Discount Cash Fare		
From	To	
1	2	\$0.75
1	3	\$1.13
1	4	\$1.50
1	5	\$1.88
1	6	\$2.25
1	7	\$2.63
1	8	\$3.00
1	9	\$3.38
1	10	\$3.75
2	3	\$0.75
2	4	\$1.13
2	5	\$1.50
2	6	\$1.88
2	7	\$2.25
2	8	\$2.63
2	9	\$3.00
2	10	\$3.38
3	4	\$0.75
3	5	\$1.13
3	6	\$1.50
3	7	\$1.88
3	8	\$2.25
3	9	\$2.63
3	10	\$3.00
4	5	\$0.75
4	6	\$1.13
4	7	\$1.50
4	8	\$1.88
4	9	\$2.25
4	10	\$2.63
5	6	\$0.75
5	7	\$1.13
5	8	\$1.50
5	9	\$1.88
5	10	\$2.25
6	7	\$0.75
6	8	\$1.13
6	9	\$1.50
6	10	\$1.88
7	8	\$0.75
7	9	\$1.13
7	10	\$1.50
8	9	\$0.75
8	10	\$1.13
9	10	\$0.75

Youth Cash Fare		
From	To	
1	2	\$0.50
1	3	\$0.75
1	4	\$1.00
1	5	\$1.25
1	6	\$1.50
1	7	\$1.75
1	8	\$2.00
1	9	\$2.25
1	10	\$2.50
2	3	\$0.50
2	4	\$0.75
2	5	\$1.00
2	6	\$1.25
2	7	\$1.50
2	8	\$1.75
2	9	\$2.00
2	10	\$2.25
3	4	\$0.50
3	5	\$0.75
3	6	\$1.00
3	7	\$1.25
3	8	\$1.50
3	9	\$1.75
3	10	\$2.00
4	5	\$0.50
4	6	\$0.75
4	7	\$1.00
4	8	\$1.25
4	9	\$1.50
4	10	\$1.75
5	6	\$0.50
5	7	\$0.75
5	8	\$1.00
5	9	\$1.25
5	10	\$1.50
6	7	\$0.50
6	8	\$0.75
6	9	\$1.00
6	10	\$1.25
7	8	\$0.50
7	9	\$0.75
7	10	\$1.00
8	9	\$0.50
8	10	\$0.75
9	10	\$0.50

STEP FOUR

Board the Bus Make sure you get to the bus stop about five minutes before the scheduled stop time and that you're on the correct side of the road for the direction you're headed. When the bus approaches, check the number and destination on the front of the bus to verify that you're catching the right one. If you're not sure, you can always ask the bus operator which bus to take.



GGT bus stops are clearly marked.



Always check the destination sign on the front of the bus.

Make sure the driver can see you and wave to him/her to indicate that you wish to board. When the bus stops, allow passengers to get off before you board. Upon boarding, you will see the fare box, which is where you'll deposit your cash or ticket. If you're using cash, remember that drivers don't carry change, so you'll need to have the exact amount with you. If you have a transfer, show it to the driver.

Tell the driver where you are going. If you need to take more than one bus to reach your destination, pay your full fare and ask the driver for a transfer, because transfers are only issued when you pay your fare. Transfers cannot be used to make a round trip.

0123456
TUESDAY
31
DEC 2001
NO ROUNDTRIP
SF 1 N 2 2
Mar 2 3 W 3 3
4 4 E 4 4
5 5 S 5 5
6 6 VAL 6 6
7 7 S 7 7
Sort 8 8 S 8 8
EB 10 Lock 9 9
0 0

Drivers don't carry change - exact fare required.



date transfer is valid
zone originated from will be punched by driver
transfer will be torn to indicate time it expires

STEP FIVE

Getting Off the Bus

For your convenience, the bus driver will announce major bus stops. The driver will also announce any stop upon request. This service assists passengers with disabilities, as well as those who are unfamiliar with the route. About a block prior to your stop, press the rubber strip between the windows or above your seat to signal the driver to stop. Wait for the bus to make a complete stop before leaving your seat. Don't forget your belongings.



Press the strip to signal the bus driver to stop at the next bus stop





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