

Designing Printed Transit Information Materials

provides recommendations to public transit agencies for designing trip planning materials such as system maps, route maps, and schedules. The guidebook also provides a wide variety of best practice examples selected from transit agencies across the country. Topics include:

General Publication Guidelines

Describes the transit trip planning process and the different options for packaging the information materials. This section also offers recommendations for font style, font size, print color, and paper type.

System Map Design

The system map is designed to provide an overview of the complete transit system and its relationship to area geography. This section provides an overview of different system map styles and identifies the key features that should be included.

Route Map/Schedule Design

Route maps and schedules are used to determine where and when to board and disembark from each bus. This section offers suggestions on how to provide understandable service timing information using a combination of the traditional tabular schedule and summarized headway-based information. The section also illustrates schedule design practices to avoid.

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. This section provides suggestions on how to design clear instructions under different spatial constraints.

This guidebook, as well as the technical memorandum describing how the various recommendations have been derived, may be downloaded at www.nctr.usf.edu/abstracts/abs77710.htm. To request a copy of **Designing Printed Transit Information Materials**, contact:

Alasdair Cain
USF Center for Urban Transportation (CUTR)
4202 E. Fowler Avenue, CUT100
Tampa, Florida 33620-5375
(813) 974-5036, cain@cutr.usf.edu

