



Highlights:

A service brochure is both a marketing tool and an informational piece. An effective ride guide provides the following:

- A timetable that is simple, clear and easy to read.
- Color-coded route maps with major intersections and landmarks clearly noted.
- Fare, transfer and other relevant information in a nutshell.
- Graphics which are appealing and pertinent to the target market.

Majic Consulting Group:

Increasing the efficiency and effectiveness of public transportation through improved marketing, planning and management.

How to Design an Award-Winning Ride Guide

What qualifies a service brochure for a First Place AdWheel Award?

Service brochures, system maps and schedules function as both customer service informational pieces and marketing tools. Here are ten guidelines to help you develop an award-winning ride guide.

1. Illustrate Exact Locations

A rider's first need is to determine if he can travel from where he is to where he wants to go. Clearly indicating major cross-streets and intersections on your route map will help potential riders clarify which route will take them to their destinations.

2. Include Points of Interest

Riders often do not know the name of street intersections, but they usually know landmarks such as the mall or schools. Including points of interest in the route

map with an image or icon will enhance your ride guide.

3. Generalization of Detail

Too much detail may make the map look cluttered and difficult to read; too little and the rider may not be able to determine where your service goes. Having generalizations in some parts and excessive detail in



Majic Consulting Group designed this First Place AdWheel award-winning Ride Guide and Map for the Breeze Bus.

others is confusing. An inset or offset map can be an effective way to provide more detail where it is required.

4. Highlight Connecting Transit Lines

Transfers are one of the most confusing aspects of transit and often discourage potential riders from

completing their trips using public transit. Their choice to take public transportation may depend on their familiarity with connecting transit systems. Provide information about other transit services that riders may need to get to their destinations.

5. Schedule Format

The usual scenario is that the prospective rider first determines the time he needs to arrive at his destination. The timetables should be formatted to allow a potential rider to easily read *destination to origin* or *right to left* or *bottom to top*. Loops are often puzzling to new riders. One method used to simplify the schedule is to shade the outbound times in one color and the inbound in a different color.

6. Depict Bus Sign So People Know What to Look For

New riders need to know where they can catch the bus or train. Incorporating an image of the bus stop sign on your route map or

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Award-Winning Ride Guide (continued)

ride guide will help riders recognize the sign post at an intersection and know where they need to wait for the bus.

7. Identify Your Market

What are the demographics for your market? If there is a heavily populated ethnic community in the area, then translating your message into that language will give non-English speaking potential riders the same accessibility as everyone else.

8. Fares and Special Needs

Be sure your brochure emphasizes information about any discounted fares that are available for ADA-certified persons, and lets riders know that the bus is wheelchair-equipped. If bike racks are available, this ought to be noted as well. Fares need to be the focal point, and details about transfers, discounts and where passes can be purchased is important. Information should be formatted so that anyone unfamiliar with the system can reference it easily.

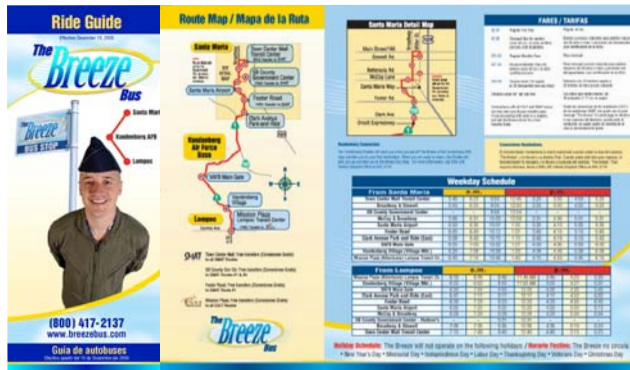
9. Inter-Line Service

Highlighting routes that continue as a different route number/name will

make it easier for new riders to know that they do not need to transfer to another bus to get to their destination.

10. Color & Graphics

Color and graphics not only add interest, they provide clarity. Color-code your routes. Then color-code the schedules to match the routes. Color-coding your ride guide will not only allow differentiation, but will engage the potential rider. Finally, integrate images of people enjoying the ride instead of just a picture of a bus. This makes the rider feel more connected!



The target market for the Breeze was from the Air Force Base, so the cover depicted an Air Force officer. It also includes a bus stop sign and a simplified graphic of the area served.

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