

Creating Passenger Guides Using the Templates

A passenger guide is often a transit system’s most important communications tool as it provides potential riders with “directions” for using the services. The toolkit includes Microsoft Publisher templates for three sizes of passenger guides. Which template you use will depend on the amount of information you have to convey.

- **Small Passenger Guide (Letter Size horizontal and vertical – Trifold – folds to 3.7” X 8.5”)**
This template is probably appropriate if you operate only demand response service, or only a single fixed route plus paratransit.
- **Medium Passenger Guide (Legal Size – folds to 3.5” X 8.5”)**
This template is a little larger and would allow room for a fixed route map and one or two schedules or description of multiple types of demand response service.
- **Large Passenger Guide (Tabloid Size – folds to 3.7” X 8.5”)**
This template is twice as large as the small passenger guide. It is appropriate if you operate a network of fixed routes and want to include a system map and schedules for several routes in the same guide. (Note. The 11” X 17” sheet folds in half to 11” X 8.5” and then folds like a standard trifold brochure.)

Once you decide what size guide is right for your system, use the following guidelines to develop content for your passenger guide.

SMALL PASSENGER GUIDE (horizontal and vertical letter-size trifold)

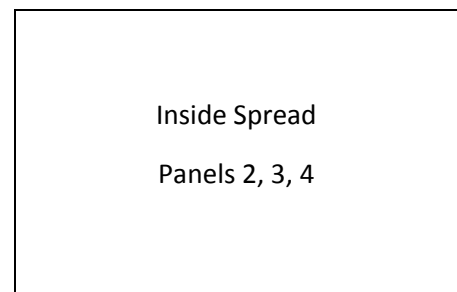
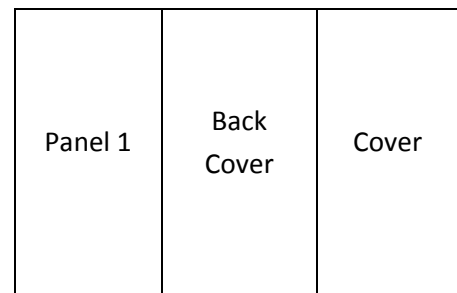
Note: When planning a letter-size trifold, horizontal and vertical refer to the orientation of the inside spread. The inside of a horizontal letter-size trifold reads from left to right; a vertical reads from top to bottom. When folding a horizontal letter-size trifold, Panel 1 folds from the left, over the center section (the inside of the Back Cover). The Cover folds from the right, over Panel 1.

When folding a vertical letter-size trifold, Panel 1 folds up from the bottom, over the center section (the inside of the Back Cover), and the Cover folds down from the top, over Panel 1.

1. Cover

Graphic/Photo

This space is for a photo or illustration that will immediately communicate that this guide relates to public transportation. Select a photo or illustration from the library that best represents your service. OR take your own photo using the guidelines provided.



Horizontal letter-size

Logo

Use your system name consistently on all informational and promotional materials. See instructions for developing a logo. If you don't have a logo, use a consistent type face and color for your name.

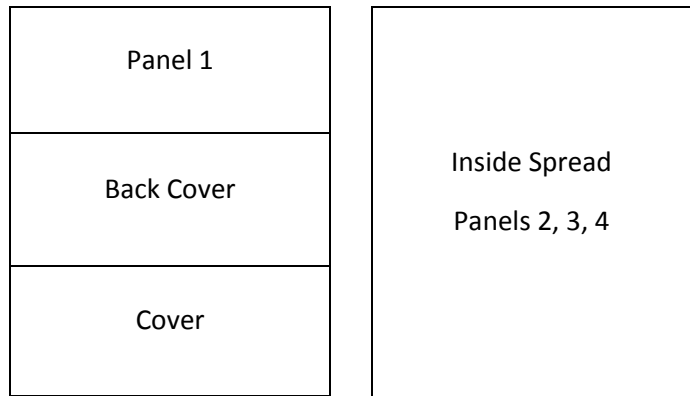
Phone Number and Website

Display your phone number and website prominently.

2. Panel 1

This is the first panel that the reader will see when they open the brochure. Use it to describe the services that you provide. Include information that will answer riders' basic questions such as:

- Where can I go on the bus
- What days and hours does it run
- Who is eligible to ride



Vertical letter-size

If you operate multiple types of service (local routes, intercity routes, demand response) clearly list and describe each one.

Remember to avoid jargon. Think like a potential passenger and use terms they will understand.

3. Back Cover

Fares & Fare Media

Clearly list the ways in which passengers can pay their fare and provide prices for each.

- Cash
- Tickets
- Passes

If your fares are trip specific (for example, based on distance), provide some sample fares. If no fare is given, people may assume it is "too expensive."

If you offer discounted fares for older adults, persons with disabilities, youth or veterans, clearly show these fares and what the criteria are to qualify. For example, what age is considered a senior or youth, is certification required for disability fare, what type of ID is required to receive the discount.

If you offer pre-paid passes and tickets, tell passengers where they can buy them.

Rules to Ride By

This is a good place to provide a list of guidelines for using the service. Address the things that most passengers need to know. Do not try to include a rule for every possible event. A longer list can be included on your website or posted in the bus if needed.

Contact Information

Repeat your phone number and web address. This is also the place to include your street or mailing address and a contact email if desired.

4. Inside Spread

The inside spread is the place to provide the details of how to use your transportation service.

Fixed Route

If you operate fixed routes, you will want to include:

- Map of the route or routes (See the Map Maker Template)
- Schedule/timetable for each route (schedules can be copied from Excel into Publisher or you can use the Schedule Maker Template included in the templates)
- By also including a fare chart on the inside spread, it can be used as a small poster to provide complete information about your service.

Note about Schedules: The schedule can be constructed in one of two ways:

- Show only major stops (and indicate that other signed stops or flag stops are available along the route)
- Show every stop (and indicate that buses pick up ONLY at the stops shown on the schedule)

For each stop on the schedule, make sure that the description is clear enough to allow the rider to find the stop. For example, even if there is only one stop in a community, be specific about where it is:

Dutch's Market/Brownville is better than just Brownville.

Demand Response

If you operate demand response service, you will want to include:

- Map which defines the area within which you provide service
- Days and hours of service
- Instructions for making a reservation
- Guidelines for using the service

MEDIUM PASSENGER GUIDE (Legal Size – folds to 3.5" X 8.5")

1. Cover

Graphic/Photo

This space is for a photo or illustration that will immediately communicate that this guide relates to public transportation. Select a photo or illustration from the library that best represents your service. OR take your own photo using the guidelines provided.

Logo

Use your system name consistently on all informational and promotional materials. See instructions for developing a logo. If you don't have a logo, use a consistent type face and color for your name.

Phone Number and Website

Display your phone number and website prominently.

Back Cover	Cover	First Spread Panels 1, 2
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Inside Spread Panels 3, 4, 5, 6

2. Panel 1

This is the first thing that the reader will see when they open the brochure. Use it to describe the services that you provide. Include information that will answer riders' basic questions such as:

- Where can I go on the bus
- What days and hours does it run
- Who is eligible to ride

If you operate multiple types of service (local routes, intercity routes, demand response) clearly list and describe each one.

Remember to avoid jargon. Think like a potential passenger and use terms they will understand.

3. Panel 2

Rules to Ride By

This is a good place to provide a list of guidelines for using the service. Address the things that most passengers need to know. Do not try to include a rule for every possible event. A longer list can be included on your website or posted in the bus if needed.

4. Back Cover

Fares & Fare Media

Clearly list the ways in which passengers can pay their fare and provide prices for each.

- Cash
- Tickets
- Passes

If your fares are trip specific (for example, based on distance), provide some sample fares. If no fare is given, people may assume it is “too expensive.”

If you offer discounted fares for older adults, persons with disabilities, youth or veterans, clearly show these fares and what the criteria are to qualify. For example, what age is considered a senior or youth, is certification required for disability fare, what type of ID is required to receive the discount.

If you offer pre-paid passes and tickets, tell passengers where they can buy them.

Contact Information

Repeat your phone number and web address. This is also the place to include your street or mailing address and a contact email if desired.

4. Inside Spread

The inside spread is the place to provide the details of how to use your transportation service.

Fixed Route

If you operate fixed routes, you will want to include:

- Map of the route or routes (instructions for creating a simple map are included with the Map Maker Template)
- Schedule/timetable for each route (schedules can be copied from Excel into Publisher or you can use the schedule table included in the template)
- By also including a fare chart on the inside spread, it can be used as a small poster to provide complete information about your service.

Demand Response

If you operate demand response service, you will want to include:

- Map which defines the area within which you provide service
- Days and hours of service
- Instructions for making a reservation
- Guidelines for using the service

LARGE PASSENGER GUIDE (Tabloid – folds to 3.7" X 8.5")

1. Cover

Graphic/Photo

This space is for a photo or illustration that will immediately communicate that this guide relates to public transportation. Select a photo or illustration from the library that best represents your service. OR take your own photo using the guidelines provided

Logo

Use your system name consistently on all informational and promotional materials. See instructions for developing a logo. If you don't have a logo, use a consistent type face and color for your name.

Phone Number and Website

Display your phone number and website prominently.

2. Panel 1

This is the first thing that the reader will see when they open the brochure. Use it to describe the services that you provide. Include information that will answer riders' basic questions such as:

- Where can I go on the bus
- What days and hours does it run
- Who is eligible to ride

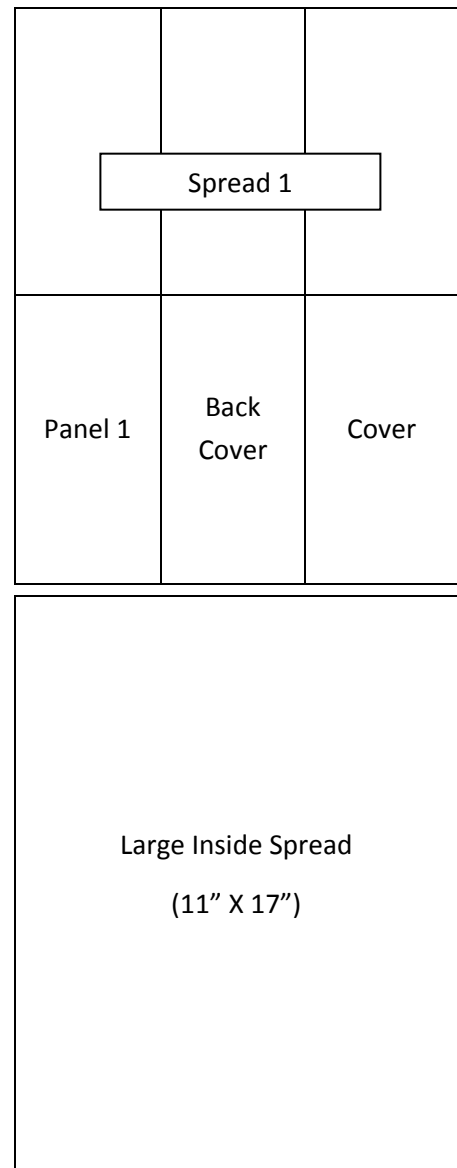
If you operate multiple types of service (local routes, intercity routes, demand response) clearly list and describe each one. Remember to avoid jargon. Think like a potential passenger and use terms they will understand.

3. Back Cover

Fares & Fare Media

Clearly list the ways in which passengers can pay their fare and provide prices for each.

- Cash
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Rules to Ride By

This is a good place to provide a list of guidelines for using the service. Address the things that most passengers need to know. Do not try to include a rule for every possible event. A longer list can be included on your website or posted in the bus if needed.

Contact Information

Repeat your phone number and web address. This is also the place to include your street or mailing address and a contact email if desired.

4. Spread 1 and Large Inside Spread

Spread 1 (11” X 8.5”) and the large inside spread (11”X 17”) give you two large spaces to display maps and schedules. Depending on the size and shape of your service area map, you can use these areas in several ways:

Option 1: Use Spread 1 for a service area map that shows all of your fixed routes and/or demand response service areas. Then use the large inside spread for schedules for and details about the individual services.

Option 2: Place the service area map in the large inside spread. Then use the remaining spaces for schedules.

Option 3: Include an individual map for each route and place the schedule for that route adjacent to the map.

Option 4: If you operate a large network of routes, you might create a “system map” brochure, which simply includes the service area map and general information about each route (days it operates, span of service and frequency). Then you can create separate schedules for each route using one of the smaller templates.

Notes about making Maps and Schedules easy to use.

1. Use color coding to relate the schedules to the routes on the map. So, for example, if a route is shown in red on the map, then the header for that schedule should be the same red.

2. Schedules can be constructed in one of two ways:

- Show only major stops (and indicate that other signed stops or flag stops are available along the route)
- Show every stop (and indicate that buses pick up ONLY at the stops shown on the schedule)

For each stop on the schedule, make sure that the description is clear enough to allow the rider to find the stop. For example, even if there is only one stop in a community, be specific about where it is:

Dutch’s Market/Brownville is better than just Brownville.

3. Numbered timepoints – with the numbers shown both on the map and the schedule – can make it easier for passengers to understand the relationship between the route and schedule.