Understanding a public transit system is the key to using it. RIPTA will improve the experience of riders by clearly identifying its services and communicating how they work, through branding, providing better information through new technology, and building new bus stops.

**KNOW WHAT IT IS AND WHERE IT GOES**

Making a public transit system clear to identify, easy to understand, and comfortable to use encourages people to use it. To improve the experience of its system, RIPTA proposes the following three enhancements. The first is develop service brands, including identifiable colors and graphics on vehicles, signage, and information materials, for through routes, rapid bus and transit hubs. An example is the creation of a “20 minute” network that identifies all routes that have a consistent frequency of busses 20 minutes or less apart. These include routes 56, 1/42, 28/50, 31/57, 11/99, transit hubs, LINK trolleys and a future streetcar. A multifaceted marketing program would use mainstream media, social networking and on-street efforts to educate passengers about the redesigned system. The second is to improve all forms of communication between RIPTA and the public. This begins by creating up-to-date RIPTA system maps and sched-
Better information and improved bus stops help riders access and enjoy the public transit experience.