

GREATER METRO TRANSIT STUDY – MEETING CURRENT NEEDS

IMPROVE THE TRANSIT EXPERIENCE

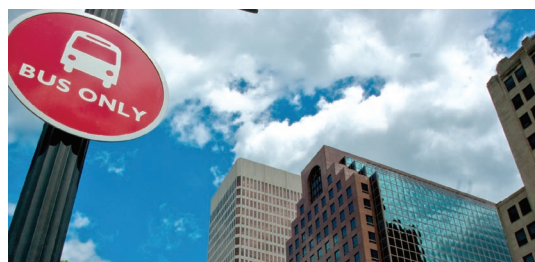
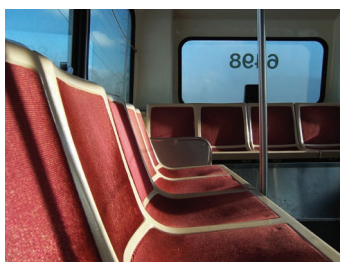
Locally designed shelters supported with local partnerships improve passenger amenities and aim to reflect the character of the neighborhood.



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-

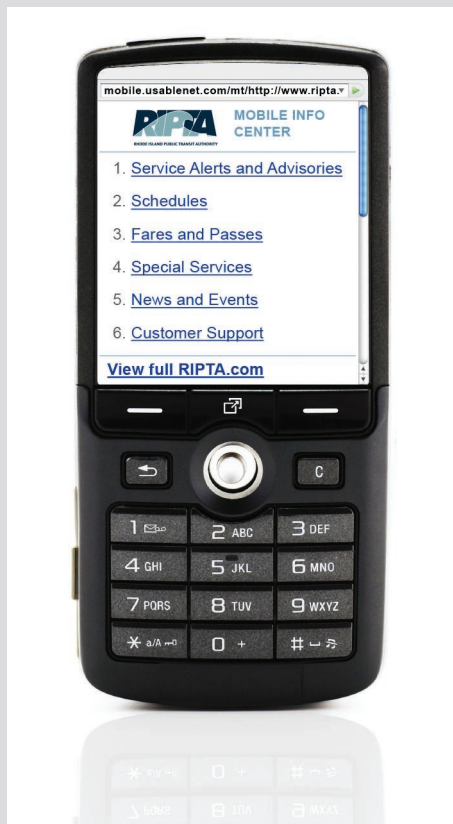


ules and then distributing them effectively on the RIPTA website and at transit hubs and bus stops. In addition, by using new technology, RIPTA can tell riders when the next bus is coming either on bus stop displays or their cellphones. This real-time information reduces the uncertainty of taking the bus and increases rider satisfaction. And finally, RIPTA will build new, well-designed bus stops that are consistent system-wide, yet specific by location, meaning that they can be both immediately identified by riders and useful in looking for detailed information. These will provide a safe and comfortable waiting environment, attract new riders, and project a positive image of the system.

FEATURES	MEDIUM VOLUME STOP	HIGH VOLUME STOP	KEY LOCAL AND HIGH ACTIVITY
Average Weekday Boardings	50-100	100-200	200-500
Number of Stops in Metro Area	58	35	9
RIPTA Bus Stop Sign	✓	✓	✓
Lighting	✓	✓	✓
Sign with Route ID/ Map	✓	✓	✓
Paved/Accessible Area	✓	✓	✓
Shelter/Seating	✓	✓	✓
Trash Can	✓	✓	✓
Current system map		✓	✓
Current schedule info		✓	✓
Bike rack		✓	✓
Unique Design		✓	✓
Public Art		✓	✓
Real-time schedule info			✓
Fare product vending			✓
Local area info/maps			✓
Landscaping			✓

Above: transit stop features, as they correspond to passenger volume

REAL-TIME BUS ARRIVAL INFORMATION ON YOUR MOBILE DEVICE



Intelligent Transportation System (ITS) technology enables real-time bus arrival information to be displayed online, at bus stops and to cellphones.

Better information and improved bus stops help riders access and enjoy the public transit experience

