



Bus Stop Sign Redesign

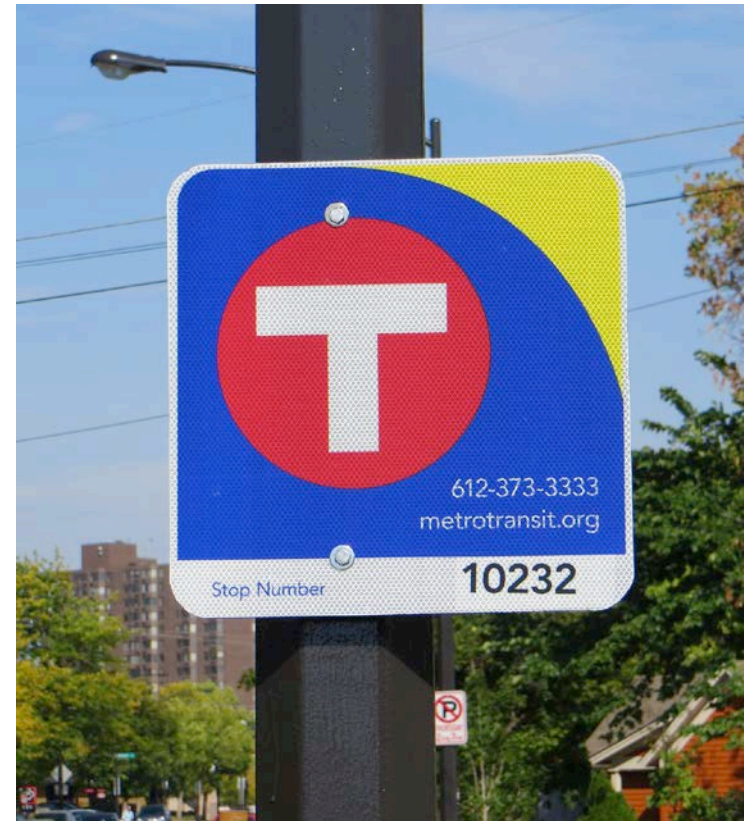
Ben Rajkowski, Transit Information Services Supervisor
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Bus Stop Sign Redesign

Current



New



Metro Transit Visual Identity



 **Metro Transit**
Park & Ride

Park here FREE and ride to work
metrotransit.org 612-373-3333

For transit customers and carpoolers only
No overnight parking
Violators will be ticketed & towed at owner's expense
No trespassing, soliciting or skateboarding



Design Goals

Front



Back



Improving Customer Service



- ← Phone Number
- ← Website
- ← Stop Number

Improving Customer Service

Stop Number

Route Number


Real Time Departures

Scheduled Departures

Route	Departs
3A Como-MaryInd/Dwtn Mpls/To Hennepin	Due
16 Univ Av / Minneapolis / To Hennepin	Due
50 Ltd Stop / Univ Av / Target Field	9 Min
94B Express / Minneapolis / Via Cap	10 Min
3 Dwtn Mpls / Target Field	14 Min
16 Univ Ave/Minneapolis/Target Field	16 Min
3 Dwtn Mpls / To Hennepin	19 Min
16 Univ Ave/Minneapolis/Target Field	19 Min
94C Express / Minneapolis / Target Field	19 Min
50 Ltd Stop / Univ Av / To Hennepin	9:57

Next Steps



- Enhanced Transit Information
- QR Codes 
- Sign Rollout

Questions?

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Suburban Providers Sign Examples

