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Transit Marketing in Pennsylvania  
A Handbook of Effective Transit Marketing Aids

Prepared by:  
PETER MULLER-MUNK ASSOCIATES  
Division of Wilbur Smith and Associates  
2100 Smallman Street  
Pittsburgh, Pennsylvania 15222  
(412) 261-5161  
Project Director: George R. Scheuring

With the assistance of:  
Fitzgerald Toole and Alden, Inc.

Prepared for:  
The Bureau of Public Transit  
and Goods Movement Systems

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INTRODUCTION

DIRECTORY OF TRANSIT AGENCIES IN THE COMMONWEALTH

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GLOSSARY OF TERMS



This Transit Marketing Handbook is targeted toward the smaller transit systems which generally have more limited resources for marketing efforts. The small transit systems usually do not have marketing experts on their staffs and therefore must rely upon outside agencies or marketing consultants to design their aids or conduct their programs. Often these agencies sell a service, which may or may not be appropriate to the transit system's marketing needs. With a better understanding of what has been effective and guidelines for developing fundamental marketing aids, the transit managers will be more self-reliant and cost effective in the production and application of these marketing aids for their programs.

This handbook has been prepared as one of several projects being undertaken by the Pennsylvania Department of Transportation as part of the State Management Assistance (SMA) Program. The purpose of this project and handbook is to satisfy the need for a precise, comprehensive information exchange on the availability and usage of transit marketing items in Pennsylvania. In order to extract maximum benefits from past and current marketing efforts, the aids and promotions are evaluated as to their perceived benefits and effectiveness. In addition to their value as examples of marketing aids and programs which have been successful and effective, the evaluations suggest application and developmental guidelines for future use of the marketing aids.

Many manuals and handbooks on the subject of transit marketing have become available in recent years, sponsored by UMTA, state transportation departments, or individual transit systems, which deal in only certain specific aspects of marketing (often gimmick-oriented) or address the subject on a general or theoretical basis. There is a need to fill the understanding gap which exists between theory and the practical application of marketing aids, the level at which so much failure occurs. This handbook focuses upon actual examples of marketing aids to close this gap.

The criteria for determining the benefits and effectiveness of marketing aids and promotions were determined by perceived or measured results reported by the transit properties, and whether the aid or promotion functions as intended or achieved the objectives intended. Not all aids or promotions achieve ridership increases; some have as their purpose to increase awareness and understanding of transit services, while others serve to enhance the system image. The design and application of an aid can either enhance or inhibit its marketing effectiveness, and this is repeated with each use.

At the time of this study and preparation of this handbook, most transit systems in the state and throughout the country have very serious economic problems. These are not likely to disappear, but rather may become a fact of life for the foreseeable future. As cost cutting measures, marketing budgets have been reduced or in some instances eliminated making it imperative that marketing programs, and the marketing aids used, be more cost effective and productive.



The directory of participating properties in this study also illustrates their logotype, which identifies with each property in many marketing aids. Most of the logotypes reflect graphic trends toward using the letters, or acronym, in a distinctive graphic style as the logotype itself. This uniting of two or more characters to create new letter forms, or words, is sometimes referred to as a ligature. This approach results in an identity that is unique, obviously only to that entity, like the initials in our names. For promotional applications, printed or live, it enables somewhat lengthy authority names to be abbreviated when seen and pronounced. As the logotypes are not very abstract, they do not require an extensive amount of prior education, and advertising, to establish recognition of the authority's identity.

This directory lists the thirteen urban properties participating in the study as well as the Bureau of Public Transit and Goods Movement Systems, the study's sponsoring agency. The names of the contacts at each property may be used to obtain follow-up information about a particular information aid, its development, or cost. The study team acknowledges the cooperation of these properties and personnel for their assistance throughout the study.



Bureau of Public Transit and Goods  
Movement Systems  
Pennsylvania Department of Transportation  
1215 Transportation and Safety Building  
Harrisburg, Pennsylvania 17120  
(717) 787-7540

William C. Underwood, Director  
John Dockendorf, Division Chief  
Greg Schiavone, Marketing Coordinator

Altoona Metro Transit  
3301 Fifth Avenue  
Altoona, Pennsylvania 16602  
(814) 944-4074

Philip Fry, General Manager

# amtran



## DIRECTORY OF TRANSIT AGENCIES IN THE COMMONWEALTH



Berks Area Reading Transportation Authority  
1700 North Eleventh Street  
Reading, Pennsylvania 19604  
(215) 921-0601

Dennis D. Lourworse, Executive Director  
John Glase, Administrative Assistant



Cambria County Transit Authority  
726 Central Avenue  
Johnstown, Pennsylvania 15902  
(814) 535-5526

Harold C. Jenkins, Executive Director  
Michael A. Quinn, Transit Planner



County of Lackawanna Transit System  
North South Road  
Scranton, Pennsylvania 18504  
(717) 346-2061

James Decker, Executive Director



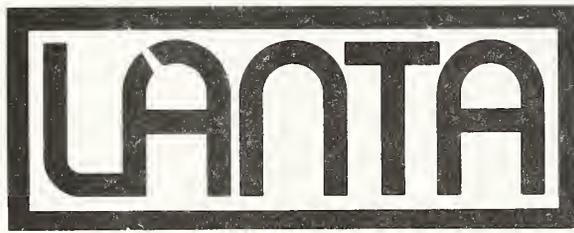
Capitol Area Transit  
901 North Cameron Street  
P. O. Box 1571  
Harrisburg, Pennsylvania 17105  
(717) 233-5657

Charles M. Weeks, III, Executive  
Director



Erie Metropolitan Transit Authority  
P. O. Box 2057  
Erie, Pennsylvania 16512  
(814) 459-4287

Thomas W. Burke, General Manager  
Raymond L. Fels, Public Relations  
Manager



Lehigh and Northampton  
Transportation Authority  
Twelfth and Cumberland Streets  
Allentown, Pennsylvania 18103  
(215) 435-4517

Armando V. Greco, Executive Director  
Denis J. Myers, Director of  
Development



Luzerne County Transportation Authority  
315 Northampton Street  
Kingston, Pennsylvania 18704  
(717) 288-9356

Harold E. Edwards, Executive Director  
Clayton A. Bloomburg, Marketing  
Manager



Port Authority of Allegheny County  
Beaver and Island Avenues - North Side  
Pittsburgh, Pennsylvania 15233  
(412) 237-7000

William W. Millar, Executive Director  
Michael J. Scanlon, Manager, Marketing  
and Media Relations



Red Rose Transit Authority  
45 Erick Road  
Lancaster, Pennsylvania 17601  
(717) 397-4246

James J. Lutz, Executive Director



Southeastern Pennsylvania  
Transportation Authority  
130 South Ninth Street  
Philadelphia, Pennsylvania 19107  
(215) 574-7300

J. T. Mack, General Manager  
Michael E. Herron, Manager, Marketing  
Services  
Jerome R. Thyberg, Manager, Graphics



Williamsport Bureau of Transportation  
1500 West Third Street  
Williamsport, Pennsylvania 17701  
(717) 326-2500

William E. Nichols, Jr., Manager



York Area Transportation Authority  
401 Yale Street  
York, Pennsylvania 17404  
(717) 846-1479

Alfred Kolb, Executive Director



Transit marketing in Pennsylvania has matured to a point wherein all large and smaller systems recognize the importance of marketing and have integrated its function into the management structure. While the resources and marketing budgets vary among properties, most have implemented marketing programs and utilize fundamental marketing aids. Thanks to state and federal capital subsidies, most smaller systems have been able to "rebuild" with new equipment and facilities which enable them to offer clean and reliable service. The operating subsidies have provided some breathing room in operating budgets to finance minimal marketing activities and in some instances to create marketing positions.

As evidence of the commitment to marketing, nearly half of the transit properties have a full-time marketing director. Working in concert with the manager and board, the director is responsible for program formulation, budget requests, and oversees the development of programs by the system's staff or agency. The director usually acts as a public relations liaison between the system and community or media. Most of these directors have an advertising or public relations education or background experience. The impetus for marketing in some smaller systems comes from the general manager, with assistance as required by an outside agency for specialized skills. In Johnstown, for example, the marketing function is performed primarily by the general manager, who skillfully handles both functions in one person; thus it is self integrating in the organization and less costly. The general manager is also the public relations person and one supports the effectiveness of the other's role.

AMTRAN typifies the profile of a smaller system working with a nominal marketing budget. AMTRAN's marketing function is well integrated organizationally. The position of marketing director is about three years old and now to the point where the board, which takes an active interest in the marketing program, considers it an essential activity. Marketing is discussed at twice a week staff meetings, and the general manager and marketing director meet informally occasionally as response to programs, opportunities, and planning. The marketing director is quite versatile and contributes to the actual production of certain marketing material such as the photography for an A/V presentation. AMTRAN is still in the process of building awareness and confidence in the system and their 1981/1982 market program reflects this mixture of objectives. For example, three major goals are (1) to increase ridership 10% through service development options, (2) to improve public information services by increasing available information in public places, and (3) to increase public confidence in AMTRAN as a worthwhile service by installing bus stop signs around the city and reducing bus breakdowns.

In contrast SEPTA's profile indicates the complexity of the marketing function within the state's largest transit system. SEPTA's marketing function is performed as one of the various separate but interrelated divisions of the Public Relations Department. The department includes Communications, Community Relations, Marketing, Advertising Products, Customer Services, and Graphics. SEPTA's marketing manager is totally responsible for producing all advertising and promotional campaigns and



supervising the transit advertising program. In addition, he works with all SEPTA divisions in order to inject marketing considerations into all projects such as: service changes, capital improvements having impact on ridership, fare structures, etc. The marketing department's activities include various promotional campaigns, corporate sales program, transit advertising, and research projects. The marketing budget is general but used primarily for advertising and promotion in response to requests and needs by other departments, and in effect marketing services the other departments like an outside advertising agency. The present staff of the public relations department is approximately thirty persons excluding telephone switch-board operations, and print shop personnel.

Trends in marketing techniques throughout the state suggest that smaller group contact yields more positive, and cost effective, results than mass advertising campaigns. Programs such as pre-sold industrial express routes, employer subsidized service, discounted pass sales through employers, and direct sales campaigns to the public have resulted in increased ridership with relatively low media investment. The cutbacks in subsidies and recent fare increases, combined with reduced marketing budgets have generally decreased the amount of marketing and caused a change in emphasis toward:

- selective and more effective use of marketing funds
- searching for alternate methods of funding marketing efforts
- more public relations efforts
- a major expenditure of effort publicizing fare increases and service changes
- improving basic marketing information aids such as maps, schedules, and signs
- improvement or strengthening of system identity
- directing marketing efforts toward subjects or population segments which most can result in increased ridership

The matrix on the following page depicts an inventory of the basic marketing aids compiled over the period of 1978 through 1981 used by the urban properties studied. Their basic operating statistics are indicated on the table on the following page for comparison. What marketing expenses cover varies among the properties, so no attempt should be made to compare the size of the system and its marketing and/or operating budget with the amount of marketing aids utilized.

In rank order of usage among all properties (not necessarily effectiveness), the most commonly used marketing aids are:

1. Timetables
2. Newspaper Advertisements
3. Radio Advertisements
4. User's Guide
5. Promotional Items
6. Complimentary Tickets
7. Service Development Program
8. Monthly Pass
9. Promotional Fares
10. Complaint Forms



BASIC OPERATIONAL CHARACTERISTICS OF STUDY PROPERTIES — 1982-1983

	Operating Expense (x 1,000)	Fare Box Revenue (x 1,000)	Total Annual Passengers (x 1,000)	Annual Vehicle Miles (x 1,000)	Annual Vehicle Hours (x 1,000)	Peak Vehicles	Total No. Of Employees	Base Fare 12-1-82
AMTRAN	1,314	400	1,264	532	49	24	41	.65
BARTA	4,320	1,766	4,735	1,768	152	42	95	.75
CCCTA	2,231	579	1,771	941	72	18	76	.60
CAT	4,621	1,878	5,137	1,713	145	61	131	.50
COLTS	2,972	819	2,814	1,109	90	26	81	.60
EMTA	3,970	1,371	4,821	1,654	139	66	119	.75
LANTA	4,500	1,334	4,874	1,902	144	50	118	.60
LCTA	4,159	1,433	5,147	1,724	142	49	113	.60
PAT	132,127	51,545	89,215	36,957	2,867	825	2,903	1.00/1.85*
RRTA	2,147	877	2,168	1,216	85	31	70	.65
SEPTA	391,289	168,568	345,647	63,023	5,541	1,829	7,819	.75/1.50*
WBT	1,260	295	1,185	574	39	12	34	.50
YATA	1,143	241	713	529	39	13	39	.60

\* For PAT and SEPTA first fare is for motor bus and the second fare is for commuter rail.



# Transit Marketing Handbook

	Lehigh Valley (Lehigh Valley RTA)	Phila (SEPTA)	Williamsp't (City Bus)	York (YATA)
82/83 Revenue Passengers (x,079	326,097	326,097	1,084	649
Service Area Population (x 10	254	3,900	52	65
Reported FY 83/84 Marketing	\$32	\$630	\$20	\$20

Marketing/Public Relations I		●		
Written Marketing Program	●	●		
Consultant Assistance	●			
Graphics Standards Manual		●		
Timetables	●	●	●	●
System Map	●	●		●
Yellow Page Map		●		
User's Guide	●	●	●	
Telephone Information Opera	●	●		
Complaint Forms		●		
Formal Driver Customer Awar		●		
Special Downtown Shelters				
Systemwide Bus Stop Shelter				
Systemwide Bus Stop Schedu				
Schedule & Map Displays	●	●		
Transit Education Program	●	●		
Audio/Visual Displays	●	●		
Newspaper Advertisements	●	●	●	●
Rider News Letters	●	●		
Press Releases	●	●	●	●
Radio Advertisements	●	●	●	●
T.V. Advertisements		●		
Billboards	●	●		
Bus Advertising (self awaren				●
Promotional Bus Paint Schem		●		●
Flyers	●	●	●	●
Promotional Items (paper, bu	●	●	●	
Direct Mail Campaigns/Prom	●			
Speakers Bureau				
Slogan/Jingles	●	●		
Monthly Pass	●	●		●
Tokens				
Reduced Fare Tickets	●		●	
Complimentary Tickets	●	●	●	●
Special Miscellaneous Fares		●		
Promotional Fares		●		
Service Development Program	●	●	●	
Seasonal Promotion			●	
Prize Programs	●			



# SUMMARY OF MARKETING PROGRAMS

BASI

AMT  
BAR  
CCT  
CAT  
COL  
EMT  
LAN  
LCT  
PAT  
RRT  
SEP  
WBT  
YAT

\* FC



SUMMARY OF MARKETING PROGRAMS



SUMMARY OF MARKETING PROGRAMS

BASIC OPERATIONAL CHARACTERISTICS OF STUDY PROPERTIES — 1982-1983

	Operating Expense (x 1,000)	Fare Box Revenue (x 1,000)	Total Annual Passengers (x 1,000)	Annual Vehicle Miles (x 1,000)	Annual Vehicle Hours (x 1,000)	Peak Vehicles	Total No. Of Employees	Base Fare 12-1-82
AMTRAN	1,314	400	1,264	532	49	24	41	.65
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WBT	1,260	295	1,185	574	39	12	34	.50
YATA	1,143	241	713	529	39	13	39	.60

\* For PAT and SEPTA first fare is for motor bus and the second fare is for commuter rail.

	Altoona (AMTRAN)	Read'g (BARTA)	Johnst'n (CCTA)	Harris'b'g (CAT)	Scrant'n (COLTS)	Erie (EMTA)	Allent'n (LANTA)	Wilkes- Barre (LCTA)	Pgh (PAT)	Lancaster (RRTA)	Phila (SEPTA)	Williamspt (City Bus)	York (YATA)
82/83 Revenue Passengers (x 1000)	1,227	4,487	1,638	4,605	2,684	4,512	4,482	4,817	81,086	2,079	326,097	1,084	649
Service Area Population (x 1000)	74	200	90	294	240	212	325	240	1,829	254	3,900	52	65
Reported FY 83/84 Marketing Budget (x 1000)	\$20	\$15	\$20	\$30	\$10	\$50	\$54	\$104	\$145	\$32	\$630	\$20	\$20

Marketing/Public Relations Director	●		●				●	●	●		●		
Written Marketing Program	●						●	●	●	●	●		
Consultant Assistance		●			●								
Graphics Standards Manual								●		●			●
Timetables	●	●			●								
System Map	●						●	●	●	●	●		●
Yellow Page Map		●		●									
User's Guide	●						●	●	●	●	●	●	
Telephone Information Operator				●						●			
Complaint Forms	●				●			●	●	●	●		
Formal Driver Customer Awareness Training	●												
Special Downtown Shelters		●						●		●			
Systemwide Bus Stop Shelters			●	●									
Systemwide Bus Stop Schedule Information				●									
Schedule & Map Displays				●									
Transit Education Program	●				●					●			
Audio/Visual Displays													
Newspaper Advertisements	●			●		●		●	●	●	●	●	●
Rider News Letters													
Press Releases								●	●	●	●	●	●
Radio Advertisements													
T.V. Advertisements													
Billboards													
Bus Advertising (self awareness)													
Promotional Bus Paint Scheme													
Flyers	●	●		●		●		●	●	●	●	●	●
Promotional Items (paper, buses, etc.)													
Direct Mail Campaigns/Promotions				●									
Speakers Bureau													
Slogan/Jingles													
Monthly Pass		●						●	●	●	●	●	●
Tokens		●						●	●	●	●	●	●
Reduced Fare Tickets													
Complimentary Tickets	●			●				●	●	●	●	●	●
Special Miscellaneous Fares	●												
Promotional Fares		●											
Service Development Program													
Seasonal Promotion	●	●		●									
Prize Programs	●												



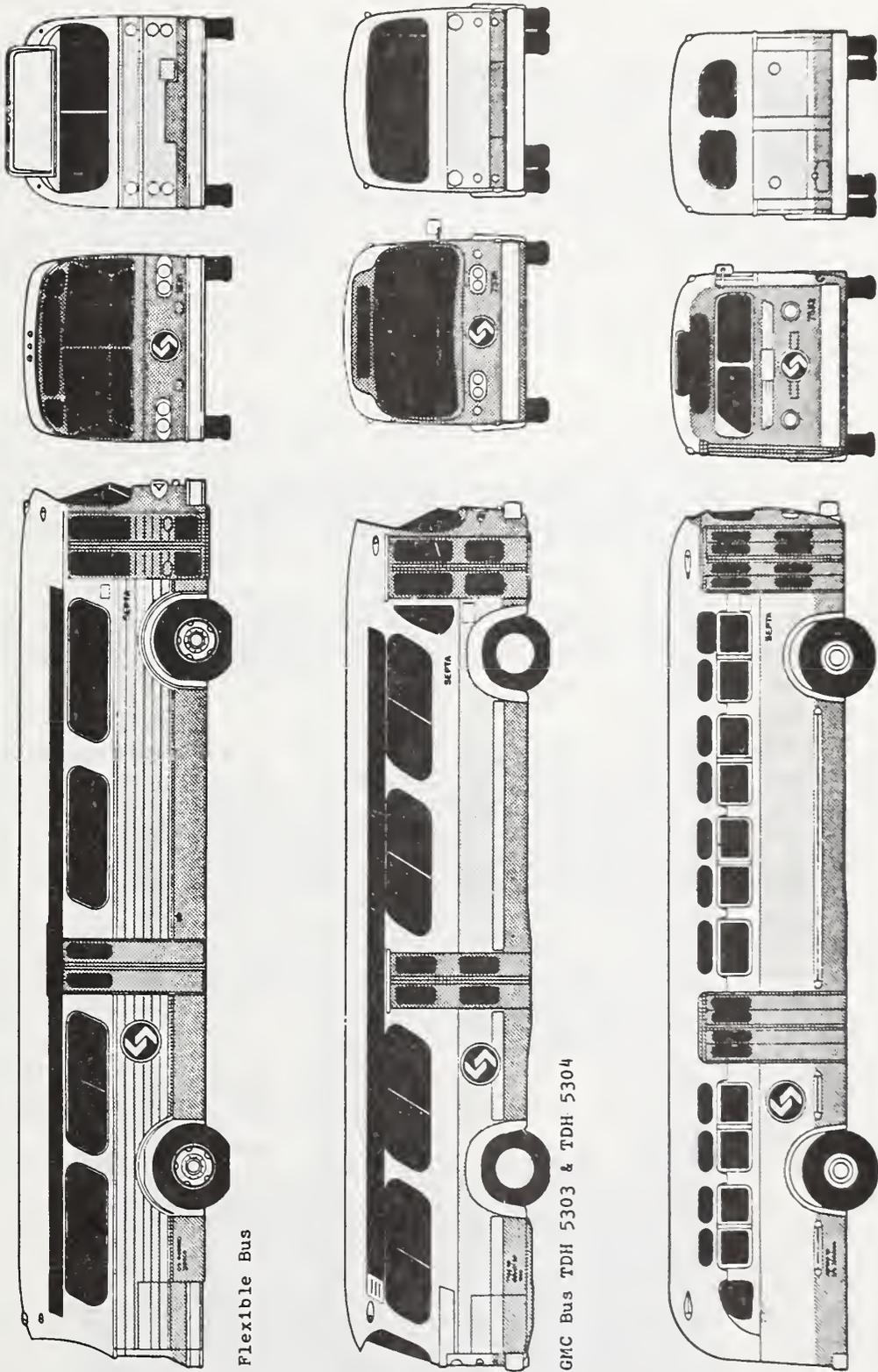


I. 8. I.8.10  
Vehicle Graphics

Vehicle Exteriors



Vehicle Diagrams



Flexible Bus

GMC Bus TDH 5303 & TDH 5304

GMC Bus TDH 5105



## CONCEPT

The timetable cover identifies a specific route and service type to the user and ranks in importance with other route identification cues, such as destination signs, bus stop signs, and route maps. The cover depicted here is for a large urban transit system bus route which transverses two subway lines. It clearly shows essential information such as the route number, route name, (termination points of route), connections with other modes, effective date, mode pictographs, telephone information, logotype and owners. The route name and number matches the designation used on vehicle head signs.

## DESIGN

Format: The cover is 3-3/4" x 8-1/2" folded which is vest pocket size. Route number, which is a key piece of information, is emphasized by large type size (60 point). Distinguishing information is located at the top of the cover for visual prominence in a schedule rack. The center section of the cover features pictographs of the mode(s) involved.

Color: Timetables are color coded by service type and mode with blue used for local bus routes. The route mode (bus) emphasized by a solid blue background, connecting modes have a 30% screen background.

Production: Timetables are printed on 60# offset stock (uncoated) with bleed on two edges of the cover. The Authority prepares and revises master art in their design department, and prints (or updates) timetables semiannually in their printing shop.

## BENEFITS AND EFFECTIVENESS

The schedule cover is a simple, yet functional design, which contains essential information necessary for the identification of the correct schedule. Important information is easily distinguished by its relative size and use of color as a background. Bus and other mode pictographs clearly denote this is "transit" information. A single bus pictograph, point of interest symbol(s), sports/entertainment facility symbol(s) or logotypes of corporations served through industrial express routes, could easily be substituted here.



**60**

35th St & Allegheny Av  
via Allegheny Av  
Richmond & Westmoreland

Showing connections with the  
Broad Street and Market-Frankford  
Lines

Effective February 1, 1981

Subject to Change



Information 574-7800



Southeastern Pennsylvania  
Transportation Authority

Route  
Identification

Auxiliary  
Information

Primary &  
Connecting  
Modes  
(Subject  
Can Vary)

Information  
Number &  
System  
Identification



## CONCEPT

The timetable is universally considered the most useful information tool by patrons in large and small transit systems. The timetable provides information on a per route basis regarding (1) when service is available (and its limitations), (2) where the route and its stops are located, and (3) how to use the service. The schedule depicted here consists of a cover panel, which also includes a route map and inside schedule panels.

The cover panel clearly identifies the route number, name, and service area along with a line map of the route. The line map shows time checkpoints for location and distance reference along the route. The cover panel also indicates the effective date, telephone information number, and owner's logotype.

The schedule panel presents departure times for various points along the route. The number of times listed (5) per direction minimizes the average time interval between stops to ten minutes or less, well within recommended schedule time-point interval standards. Fare and service limitation information is located on one of the schedule panels.

## DESIGN

Format: The folded timetable size is 4" x 8-3/4" and usually has four or six panels. The typeface is Helvetica medium and light in varying sizes: route number on cover - 36 point medium; route name on cover - 24 point medium; time-points on schedule - 10 point medium; departure times and street names on line map - 10 point medium.

Since research indicates a preference for this format, the schedule has a read-down listing of times per stop. Information on fares and service limitation is commonly inserted wherever blank space exists beneath the schedule.

Color: The timetable is printed in black and orange, the colors of the transit system. The black message on a white or shaded background provides a good contrast for readability. Shading is used to denote discount fare periods and to enhance the background of the cover line map.

Production: The artwork and revisions are prepared by an agency. Stock is 70# Dull Enamel.

## BENEFITS AND EFFECTIVENESS

The timetable example depicted here presents information in a simplified, easy to understand manner. Various types of information are organized on a folded panel basis. The type sizes are large and the spacing is wide, with a high contrast background for easy readability. The schedule format minimizes eye scanning and has a minimal number of footnotes.



**SATURDAY ONLY**

Route 1  
FROM DOWNTOWN  
TO KLINE VILLAGE,  
BERRYHILL, BELLEVUE

Route 1  
FROM KLINE VILLAGE  
BERRYHILL, BELLEVUE  
TO DOWNTOWN

3rd St. & Walnut St	Market St & Thomas St	Wyatt Rd & Wilson Pkwy	22nd St & Berryhill St	Osteopathic Hospital	Osteopathic Hospital	22nd St & Berryhill St	Wyatt Rd & Wilson Pkwy	Market St & Thomas St	Market St & Court St
6:35	6:48			7:03					
7:12	7:25	7:38			7:03	7:12	2 6:36	6:43	6:51
7:39	7:49		8:01			7:38	7:43	7:51	
8:06	8:16	8:26				8:01	8:06	8:15	
8:33	8:43		8:55				8:26	8:33	8:42
9:00	9:10	9:19				8:55	9:00	9:09	
9:30	9:40		9:50				9:19	9:25	9:34
9:50	10:00	10:09				9:50	9:55	10:04	
10:10	10:20		10:30				10:09	10:15	10:24
10:30	10:40	10:49				10:30	10:35	10:44	
10:50	11:00		11:10				10:49	10:55	11:04
11:10	11:20	11:29				11:10	11:15	11:24	
11:30	11:40		11:50				11:29	11:35	11:44
11:50	12:00	12:09				11:50	11:55	12:04	
12:10	12:20		12:30				12:09	12:15	12:24
12:30	12:40	12:49				12:30	12:35	12:44	
12:50	1:00		1:10				12:49	12:55	1:04
1:10	1:20	1:29				1:10	1:15	1:24	
1:30	1:40		1:50				1:29	1:35	1:44
1:50	2:00	2:09				1:50	1:55	2:04	
2:10	2:20		2:30				2:09	2:15	2:24
2:30	2:40	2:49				2:30	2:35	2:44	
2:50	3:00		3:13				2:49	2:55	3:04
3:10	3:20	3:29				3:10	3:15	3:24	
3:30	3:40		3:50				3:29	3:35	3:44
3:50	4:00	4:09				3:50	3:55	4:04	
4:10	4:20		4:30				4:09	4:15	4:24
4:30	4:40	4:49				4:30	4:35	4:44	
4:50	5:00		5:10				4:49	4:55	5:04
5:10	5:20	5:29				5:10	5:15	5:24	
5:35	5:45		6:00				5:29	5:35	5:44
6:11	6:21	6:30				6:00		6:05	6:13
7:04	7:15							7:15	7:23

Through routed to Second Street-Route 2

EXACT FARE REQUIRED • OPERATORS CARRY NO CHANGE

**BASIC FARE** - 35¢  
**TRANSFERS** - 5¢  
**"BIG FORTY" Ticket** - \$12.00  
**"10 RIDE" Ticket** - \$3.25

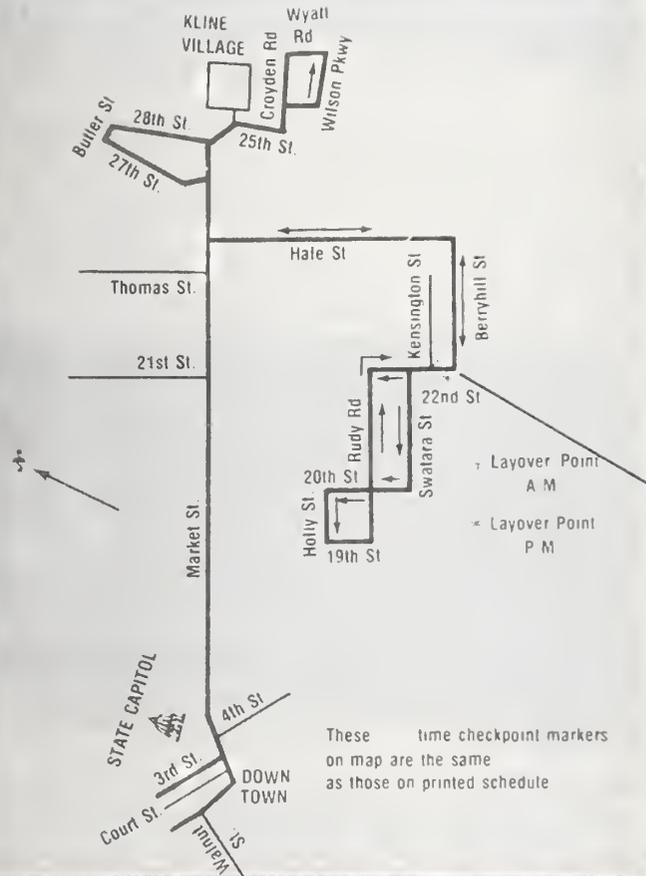
**No Sunday or Holiday Service**

- Senior Citizens free ride hours
- Properly certified disabled persons pay full fare during these hours

Light face type A.M. • Bold face type P.M.

**1 Market St.**

**Berryhill-Bellevue Park,  
Penbrook,  
Kline Village Shopping Center,  
and Downtown Harrisburg**



**CAT** 

**INFORMATION:  
Call 238-8304**

Route Identification & Areas Served  
Time Checkpoints  
Information System Identification



**MONDAY THROUGH FRIDAY**

**Route 1**

FRM DOWNTOWN TO KLINE VILLAGE,  
BERRYHILL, BELLEVUE

**Route 1**

FROM KLINE VILLAGE, BERRYHILL,  
BELLEVUE TO DOWNTOWN

3rd St. & Walnut St.	Hale St. & Market St.	27th St. & Butler St.	Kline Village	Wyatt Rd. & Wilson Pkwy.	22nd St. & Berryhill St.	22nd St. & Berryhill St.	Wyatt Rd. & Wilson Pkwy.	27th St. & Butler St.	Market St. & Thomas St.	Market St. & Court St.
—	5:28	—	—	—	A 5:31	5:36	—	5:40	6:00	*6:10
5:55	6:08	—	—	—	A 6:11	6:16	—	6:20	6:20	*6:30
6:10	—	—	—	Z 6:35	—	—	Z 6:35	6:38	6:40	*6:50
—	6:38	—	—	—	A 6:41	6:46	—	—	6:50	7:00
6:40	6:58	—	—	—	A 7:01	7:06	Z 6:55	6:58	7:00	*7:10
—	—	—	—	—	—	—	Z 7:13	7:16	7:18	*7:28
6:35	6:48	6:50	—	—	—	—	—	7:18	7:20	*7:30
7:05	7:18	—	—	—	A 7:21	7:26	—	—	7:30	7:40
7:10	7:23	—	7:25	C 7:30	—	—	7:35	7:38	7:40	*7:50
7:20	7:33	—	—	—	A 7:41	7:46	—	—	7:50	*8:00
7:35	7:46	—	7:48	C 7:51	—	—	7:55	7:58	8:00	*8:10
7:45	7:58	—	—	—	A 8:01	8:06	—	—	8:10	8:20
7:50	8:03	—	8:05	C 8:10	—	—	8:15	8:18	8:20	*8:30
8:10	8:23	—	—	—	A 8:31	8:36	—	—	8:40	*8:50
8:20	8:33	8:35	—	—	—	—	8:55	8:58	9:00	*9:10
8:30	8:43	—	8:45	C 8:50	—	9:16	—	—	9:20	*9:30
8:50	9:03	—	—	—	A 9:11	—	9:35	9:38	9:40	*9:50
9:10	9:23	—	9:25	C 9:30	—	9:56	—	—	10:00	*10:10
9:30	9:43	—	—	—	A 9:51	—	10:15	10:18	10:20	*10:30
9:50	10:03	—	10:05	C 10:10	—	10:36	—	—	10:40	*10:50
10:10	10:23	—	—	—	A 10:31	—	10:55	10:58	11:00	*11:10
10:30	10:43	—	10:45	C 10:50	—	11:18	—	—	11:20	*11:30
10:50	11:03	—	—	—	A 11:11	—	11:35	11:38	11:40	*11:50
11:10	11:23	—	11:25	C 11:30	—	11:56	—	—	12:00	*12:10
11:30	11:43	—	—	—	A 11:51	—	12:15	12:18	12:20	*12:30
11:50	12:03	—	12:05	C 12:10	—	12:36	—	—	12:40	*12:50
12:10	12:23	—	—	—	12:27	—	12:55	12:58	1:00	*1:10
12:30	12:43	—	12:45	C 12:50	—	1:16	—	—	1:20	*1:30
12:50	1:03	—	—	—	1:07	—	1:35	1:38	1:40	*1:50
1:10	1:23	—	1:25	C 1:30	—	1:56	—	—	2:00	*2:10
1:30	1:43	—	—	—	1:47	—	2:15	2:18	2:20	*2:30
1:50	2:03	—	2:05	C 2:10	—	2:36	—	—	2:40	*2:50
2:05	2:18	—	—	—	2:22	—	2:50	2:53	2:55	*3:05
2:20	2:33	—	2:35	C 2:40	—	3:06	—	—	3:10	*3:20
2:35	2:48	—	—	—	2:52	—	3:20	—	3:25	*3:35
2:50	3:03	3:05	3:08	D 3:10	—	3:31	—	—	3:35	*3:50
3:05	3:18	—	—	—	3:22	—	3:50	—	3:55	*4:05
3:20	3:33	3:35	3:38	D 3:40	—	4:14	—	—	4:18	*4:28
3:35	3:48	—	—	—	3:52	—	4:20	—	4:25	*4:35
3:50	4:03	4:05	4:08	D 4:10	—	4:36	—	—	4:40	*4:50
4:05	4:18	—	—	—	4:22	—	4:50	—	4:55	*5:05
4:20	4:33	4:35	4:38	D 4:40	—	—	5:01	—	5:05	*5:15
4:35	4:48	4:50	4:53	D 4:55	—	8:51	—	—	5:05	5:25
4:40	4:53	—	—	—	4:57	8:52	—	—	5:25	5:35
4:55	5:08	—	—	—	5:12	—	5:35	—	5:40	*5:50
5:05	5:18	5:20	5:23	D 5:25	—	8:53	—	—	5:40	5:50
5:15	5:28	—	—	—	5:32	—	5:57	—	6:02	*6:10
5:35	5:48	5:50	5:53	D 5:55	—	8:56	—	—	6:30	*6:40
6:05	6:18	—	—	—	6:22	—	6:57	—	7:02	*7:10
6:35	6:48	6:50	6:53	D 6:55	—	—	—	—	7:20	*7:30
7:05	7:15	—	—	—	—	—	—	—	8:25	*8:35
8:05	8:15	—	—	—	—	—	—	—	—	—
9:05	9:15	—	—	—	—	—	—	—	—	—

\* - Through routed to Second Street - Route 2.  
A - Leave outbound from 22nd & Kensington Sts.  
B - Leave inbound from 22nd & Kensington Sts.

C - Make Kline Village loop outbound - Penbrook loop inbound.  
D - Make Kline Village & Penbrook loops outbound only.  
Z - Dmil Kline Village - make Penbrook loop inbound only.

Discount Fare Period



## CONCEPT

Timetables are a fundamental marketing aid, usually requiring a significant expenditure for preparation, printing and updating of the smaller transit system's marketing budget. Although there is experimentation, in some areas of the commonwealth, with telephone schedule information systems which could supplement or minimize the need for timetables, the printed and folded timetable still represents the state of the art for this type of information aid.

The cost of printing the timetable illustrated here is paid for by a local savings and loan association in exchange for advertising on the schedule. In addition, the sponsor's office and branch offices are outlets for the distribution of the timetables.

The timetable illustrated on the following page consists of a cover panel, two advertising panels, schedule panels and a line map (not shown). The cover identifies the name of the route, the transit system, and a rate schedule.

## DESIGN

Format: The timetable size is 8-1/2" x 11", with information organized into folding panels. The advertising is integrated into the layout of the schedule so that it seems to belong there. No essential transit information has been displaced by the advertising; rather, blank space is used for this purpose.

Color: The advertising message is distinguished by color from the transit information which mitigates its visual impact.

Production: The sponsor pays only the actual printing cost of the timetables - a one time charge payable directly to a local printer by the sponsor.

## BENEFITS AND EFFECTIVENESS

The cost of marketing transit services is reduced by utilizing a private sector sponsor to defray the printing cost of the timetables. This holds down the cost of providing transit services to the community and enables scarce marketing funds to be allocated for other marketing activities. The advertising message supports transit, subliminally encouraging use of transit, recognizing that public transit is of mutual benefit to sponsor and transit system. In addition to the advertising value, there is the symbolic value of the business community's support of the local transit system.



Green Sponsor Logotype

Fold

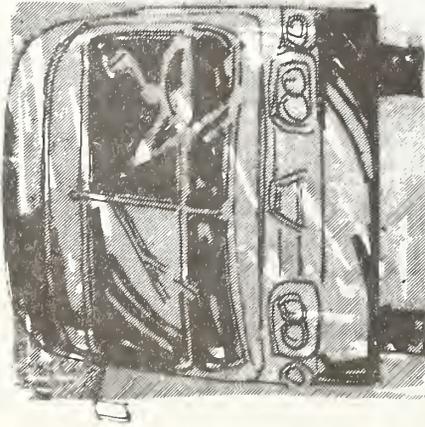
# BUS SCHEDULE

PROSPECT



CAMBRIA COUNTY  
TRANSIT AUTHORITY

# All Buses Lead To



### SERVICES

- Daily interest savings accounts
- Regular passbook savings accounts
- Certificate savings accounts
- Pay-By-Phone bill-paying accounts
- Monthly income savings certificates
- Direct Deposit of Social Security and other government checks
- Automatic Check Deposit Plan
- Keough Retirement Savings Program
- Individual Retirement Account Savings Program
- Passbook Loans
- 24 Hour automatic teller (Green Machine)
- Home Mortgage Loan
- Home Improvement Loan
- Mobile Home Loan
- Student Loan



225 Franklin St.  
Johnstown, Pa.  
(814) 535-8511

“Where Customers  
have been sending  
their Friends  
since 1870”



### BRANCHES

- 135 WEST MAIN ST., SOMERSET 15501
- 103 TENTH ST., BARNESBORO 15714
- 104 S. CENTER ST., EBENSBURG 15931
- 682 PHILADELPHIA ST., INDIANA 15701



### Information

Phone — 535-5526

Base Fare .....	45¢
2nd Zone .....	55¢
3rd Zone .....	65¢
Transfers .....	5¢
Handicapped .....	20¢
Handicapped Transfer .....	FREE



## CONCEPT

The route guide shown on the following pages is the system map for a medium-size transit authority. It shows all routes in relationship to each other, the geographic area the system serves, and complete information on the whole system.

Side one content includes:

1. The service area, routes and fare zones on a scale of 1" = 4000'
2. A route identification legend
3. An insert of a nearby town serviced by the transit system
4. The logotype and telephone information number of the transit system

Side two content includes:

1. An enlargement of the downtown area at an approximate scale of 1" = 5000', with major bus stop locations and important buildings indicated
2. The identification of the transit routes as associated reference information for the enlargement map
3. "How to spot your bus" information
4. Fares, fare regulations, and a brief history of the authority
5. The cover, which includes the system's address and telephone number
6. General information concerning:
  - Senior citizens' reduced fares and times applicable
  - Handicapped persons reduced fares and times applicable
  - Information center location and hours of operation
  - Schedules and their availability
  - Lost and found - where and how to retrieve lost articles
  - Charter service - service area and telephone number for further information

## DESIGN

Format: The map size is 23-1/2" x 17-7/8" flat and 9" x 4" folded. Graphic layout of information is sized in increments of the panel folds. The area depicted on side one is sufficiently large to allow extension of routes into outlying areas if necessary. The side one base map is a county(s) arterial network map showing areas, major highways, township boundaries, and railroads. Side two uses a double-line street map as a base with important buildings (trip generators) indicated.

Color: Side one is printed in four colors, and side two is printed in three colors. Color is used to differentiate information. All routes are a single color red over-printed on the base map with fare zones indicated by thin orange lines. The base map is printed in a neutral tone as background, visually subordinated to the transit routes and related information. Names of incorporated towns and trip generators are horizontally oriented and are distinguished by being printed in solid black.



On side two, color is used to accentuate the names of express routes and the location of bus stops in the downtown enlargement, and to reproduce and reinforce the color scheme on the front of the bus.

The white background of all parts of both sides of the map provides maximum contrast for all colors and tones.

Production: The master artwork for this map was prepared as color-separated art, utilizing a separate overlay for each different color or tone as a flat color printing process rather than four color process printing. The flat color printing process facilitates revisions and updates in a more economical manner, since only the printing plate affected must be revised.

#### DISTRIBUTION

The transit system provides the route map free of charge to customers. The maps are available at the transit system office's information center or will be mailed upon request.

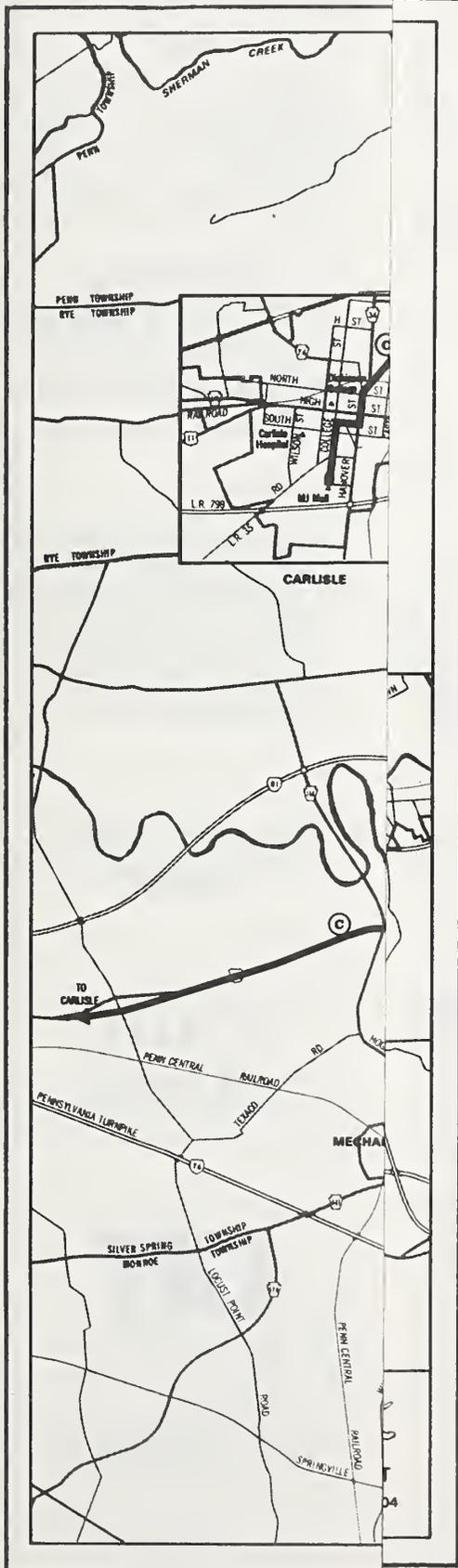
#### BENEFITS AND EFFECTIVENESS

The map is clear and uncluttered. The base map provides only essential, not extraneous reference information, to orient routes geographically. The principles of visual emphasis and subordination utilize color, tone, and value contrast to distinguish "transit service information" from background information, with the route configurations clearly identified. One of the benefits of the resultant readability is that the map can also be reproduced in black and white.

Other factors which contribute to a high degree of legibility are: (1) type size and style, (2) high contrast between lines and background, (3) horizontal orientation of route names and trip generators for easy readability, and (4) bold color and line weight for the routes. To reinforce its identity, the system's colors are utilized in the map.



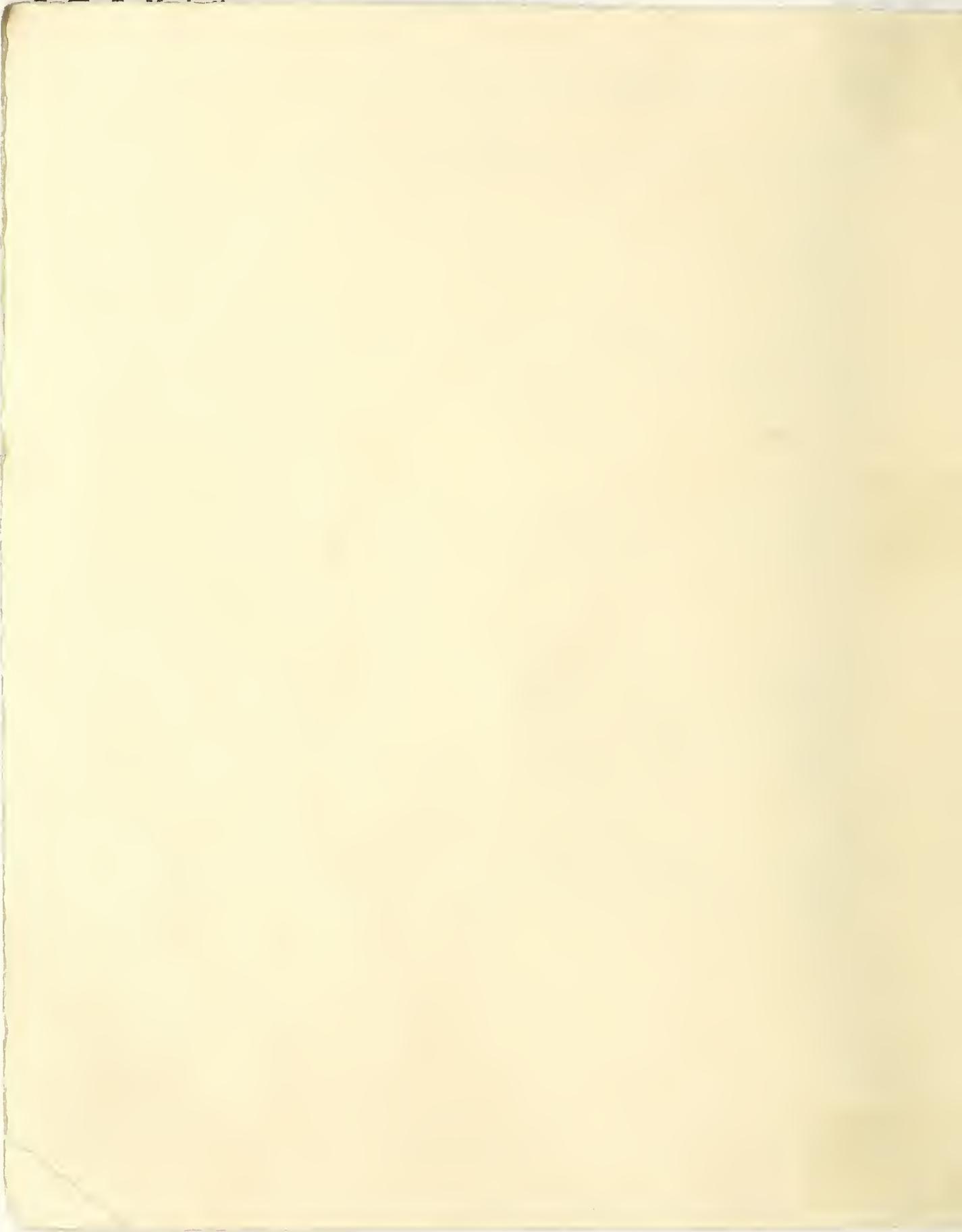
# Transit Marketing Handbook

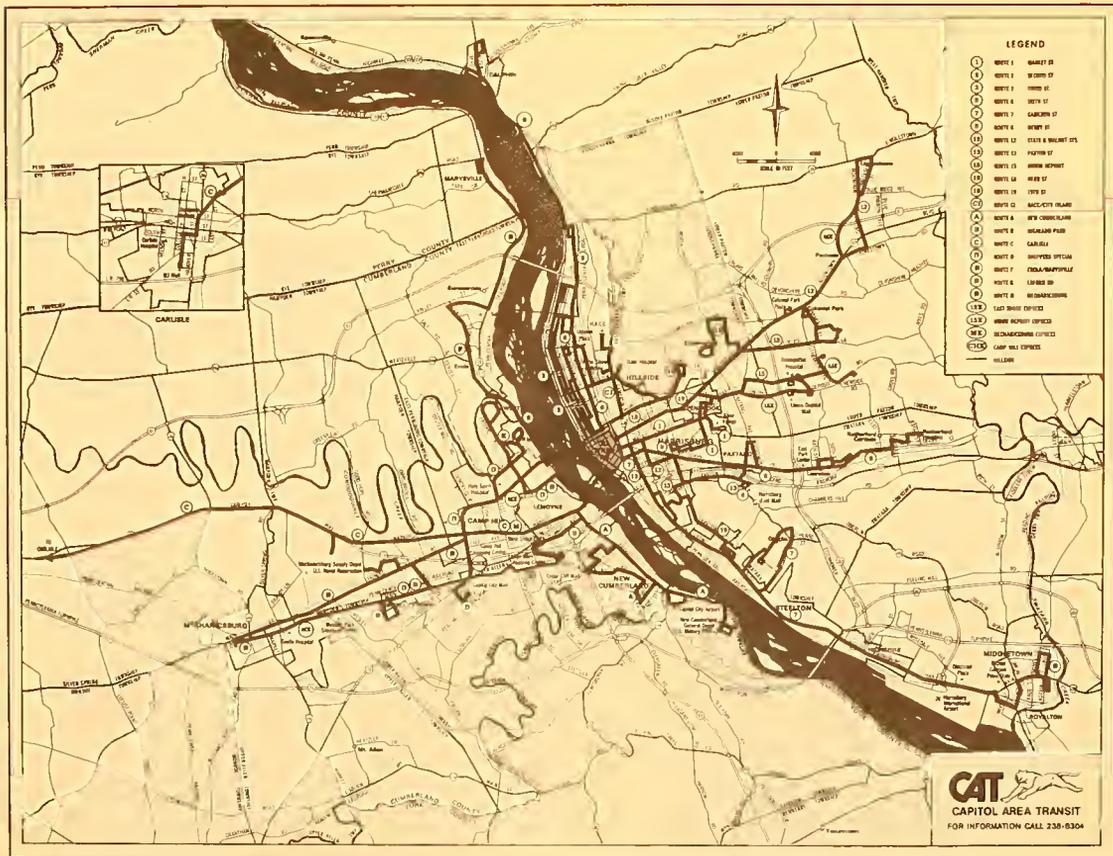




Transit  
Department

# User Information





## HOW TO SPOT YOUR BUS

available for each CAT route. Schedules show routing and give r locations. Schedules are available from your CAT operator or request by calling 238-8304

Found Department. Articles left on a bus are turned in to the pt for thirty (30) days. If you lose an article on the bus, call at 238-8304. Articles can be picked up at the main office at in Harrisburg, Pennsylvania.

ice anywhere in Cumberland and Dauphin Counties. If you are y or whatever, call 238-8304 for charter and ask about our rates.

### ROUTE IDENTIFICATION

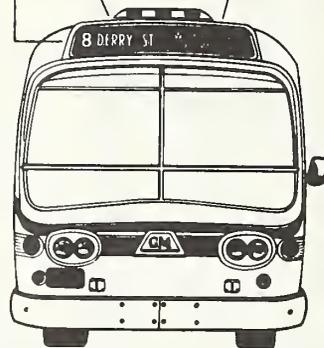
Route identification appears in the left-hand corner of the destination sign.

### ROUTE NAME

Route names indicate the general street traveled.

### END OF ROUTE

Final destination is indicated in smaller type (for example, the final destination of one trip on 8 Derry St. is at Wilhelm Lane in Paxtang, and would be so indicated).



## FARES

Basic Fare	369
Each Additional Zone	108
Transfer	056
Express Premium	056
City Island & Loop-the-Loop	156
Big Forty Ticket	\$12.00
Ten Ride Ticket	\$3.25

Tickets may be purchased from operators or at various participating businesses.

### EXACT FARE REQUIRED OPERATOR CARRIES NO CHANGE

When boarding bus please have your fare ready to deposit in farebox or your ticket ready to present to the operator. Senior citizens and handicapped persons please have your Identification Card ready to show the operator.

**CHILDREN** - One child five (5) years or younger is permitted to ride free when accompanied by an adult.

**SMOKING IS PROHIBITED ON ALL CAT BUSES**

The Cumberland-Dauphin-Harrisburg Transit Authority, operating under the name of CAPITOL AREA TRANSIT (CAT), was created under the Pennsylvania Municipality Authorities Act as a public agency to maintain and promote transit services in the Harrisburg Metropolitan Area. It is funded in part by Cumberland County, Dauphin County, The City of Harrisburg, The Commonwealth of Pennsylvania and the Urban Mass Transportation Administration. The seven member Board of Directors, appointed by Cumberland and Dauphin Counties and the City of Harrisburg has the responsibility for establishing policy to govern the operation of CAT.

## CAT TRANSIT ROUTES

### Local

- ROUTE 1 MARKET ST.
- ROUTE 2 SECOND ST.
- ROUTE 3 THIRD ST.
- ROUTE 6 SIXTH ST.
- ROUTE 7 CAMERON ST.
- ROUTE 8 DERRY ST.
- ROUTE 12 STATE & WALNUT STS.
- ROUTE 13 PAXTON ST.
- ROUTE 15 UNION DEPOSIT
- ROUTE 18 HERR ST.
- ROUTE 19 19TH ST.
- ROUTE CI HACC/CITY ISLAND
- ROUTE A NEW CUMBERLAND
- ROUTE R HIGHLAND PARK
- ROUTE C CARLISLE
- ROUTE D SHOPPERS SPECIAL
- ROUTE F ENOLA/MARYSVILLE
- ROUTE K ERFORD RD.
- ROUTE M MECHANICSBURG
- ROUTE LL LOOP-THE-LOOP
- HILLSIDE

### Express Service

- ROUTE 12X EAST SHORE EXPRESS
- ROUTE 15X UNION DEPOSIT EXPRESS
- ROUTE MX MECHANICSBURG EXPRESS
- ROUTE CHX CAMP HILL EXPRESS

## CAPITOL AREA TRANSIT

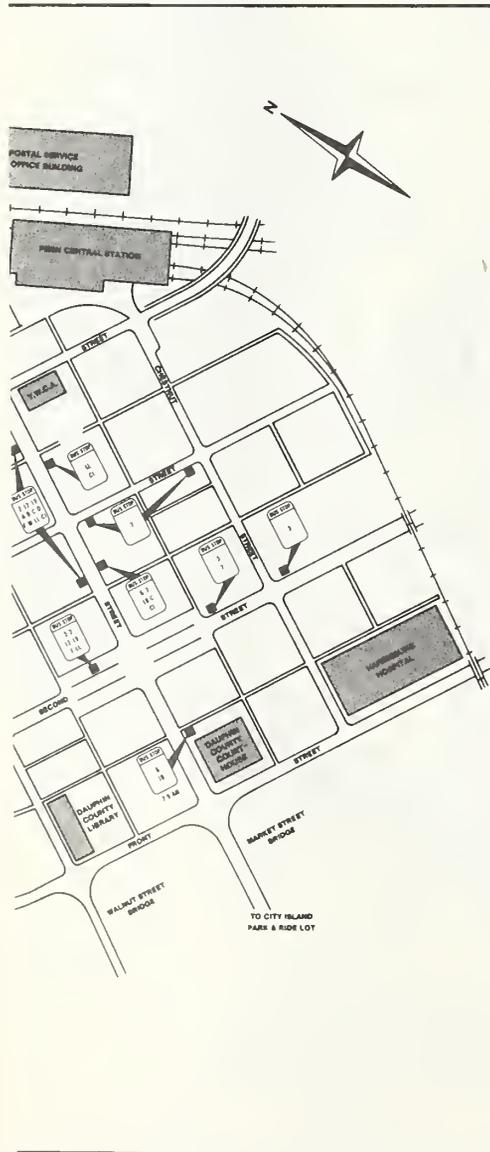
## ROUTE GUIDE

# CAT



901 N. CAMERON ST.  
P.O. BOX 2945  
HARRISBURG PA. 17105  
PHONE 717-238-8304

AN EQUAL OPPORTUNITY EMPLOYER





## CONCEPT

The single route map examples shown on the following pages are used on the timetables of a large and medium size transit system. They provide the transit user with a convenient guide to a single route and a geographic orientation. They share these characteristics:

1. The map is for a single route, with connecting routes and their streets shown for transfers.
2. Each street that has transit service is identified.
3. Other connecting modes or services are shown.
4. Major trip generators, transportation facilities, or line termination points are identified.
5. Schedule checkpoints and intersections are indicated for reference.
6. The direction of travel in loop portions of the route is indicated.
7. The route compass orientation is suggested. A novel feature of one map is a route location key which provides a convenient orientation reference for the user.

## DESIGN

Format: Route map proportions are scaled to the timetable panel size on which they are located, which necessitates simplification and distortion in some instances. The maps are located on the front or back of the timetables. The line weight of the map is bold on a clean background.

Color: Both maps are printed in the positive on a white or tone background for maximum contrast. Color is used to distinguish the route on one schedule, which is the same color used on other parts of the timetable.

Production: The artwork, which is a part of the timetable master art, was originally prepared by the transit properties based upon operational type "stick maps". Maps are reviewed for accuracy, and revised if necessary at each timetable reprinting.

## BENEFITS AND EFFECTIVENESS

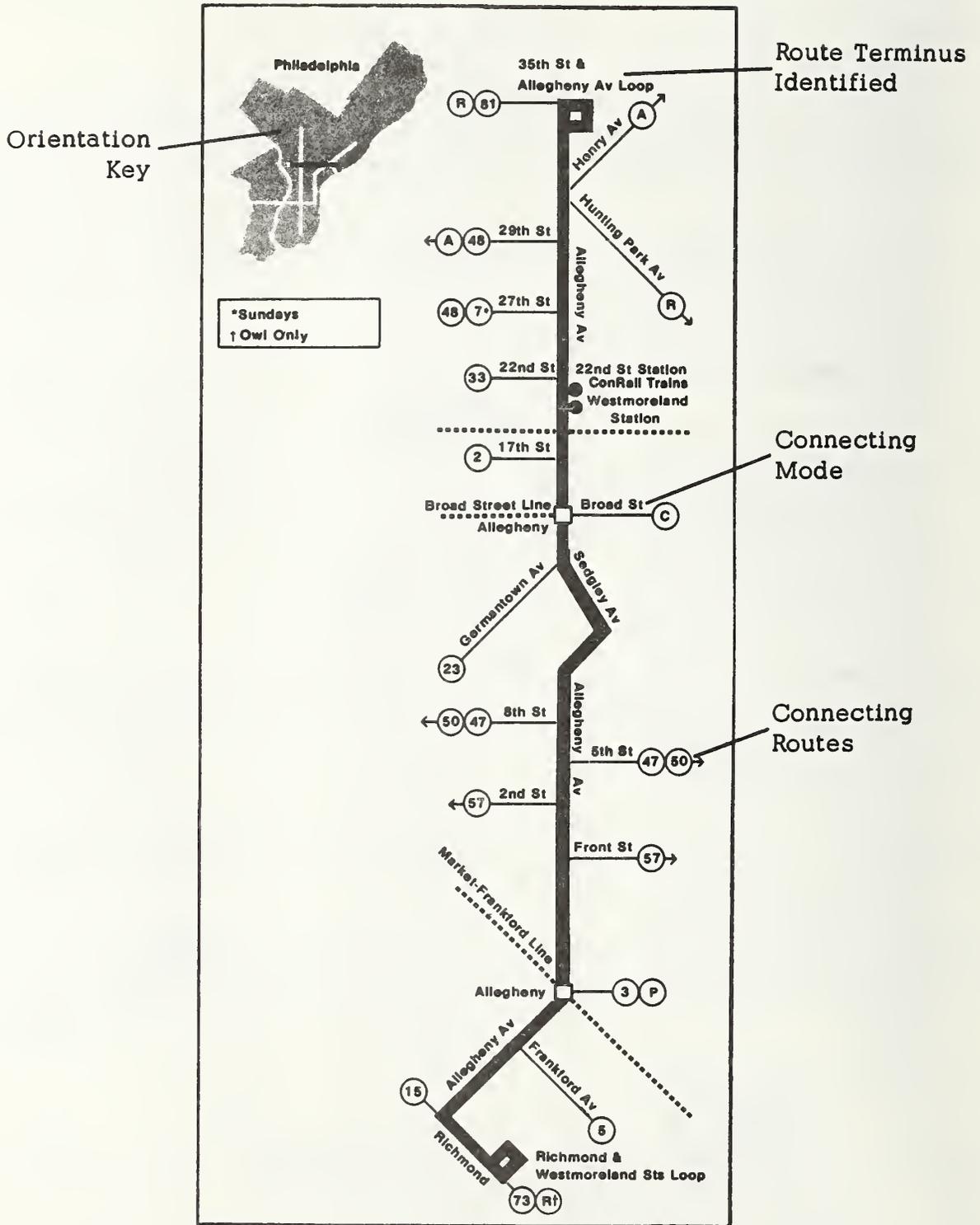
The maps are an integral part of the timetable which clarifies the route configuration and the user's perception of distance, time, and orientation. These contribute to the user's sense of security when planning or making a trip. The style of the maps are semi-schematic, very simplified and uncluttered, presenting only essential information about the route and its connections in type that is easy to read. Most names are oriented horizontally, the same direction as the schedule portion of the timetable. With these graphic attributes, the maps lend themselves easily to reproduction in other applications as well, such as street signage.





Transit  
Marketing

User Information  
103 Maps

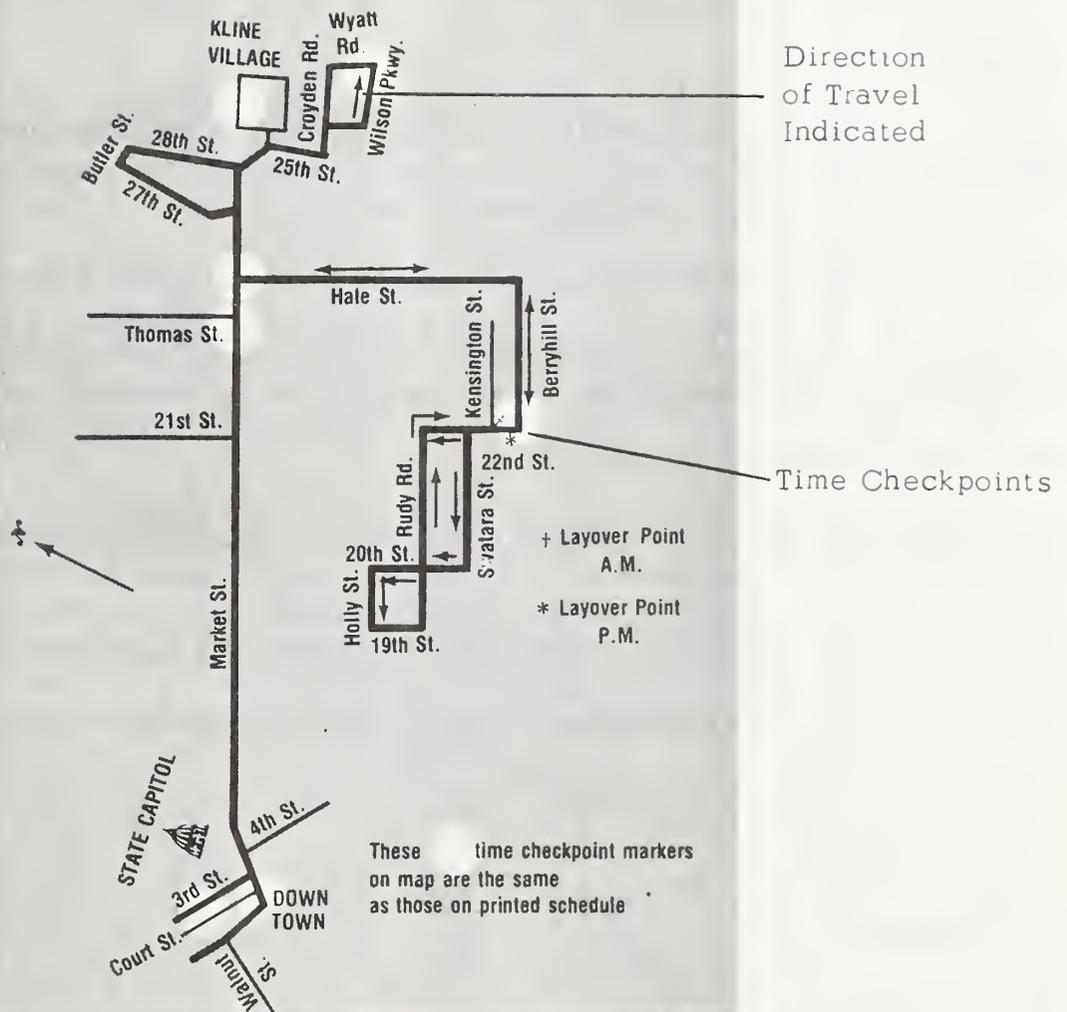


SEPTA Single Line Route Map



# 1 Market St.

Berryhill-Bellevue Park,  
Penbrook,  
Kline Village Shopping Center,  
and Downtown Harrisburg



# CAT



INFORMATION:  
Call 238-8304



## CONCEPT

The map depicted here is a yellow page insert placed in the local phone directory at no charge to the transit system. The map is located in the community services section of the directory. The map shows the routes in a schematic style, which simplifies the route configuration to straight and angled lines. The route numbers and major trip generators are identified with the route names listed below for reference. The route names are areas and termination points served by a particular route. The map also indicates the name of the transit system and logotype for identity reinforcement.

## DESIGN

Format: The system map size is a standard 9" x 12" telephone directory page. The full page system map has more prominence than the standard yellow pages block advertising and connotes the importance of transit.

Color: The map is printed single color black on a standard yellow page background.

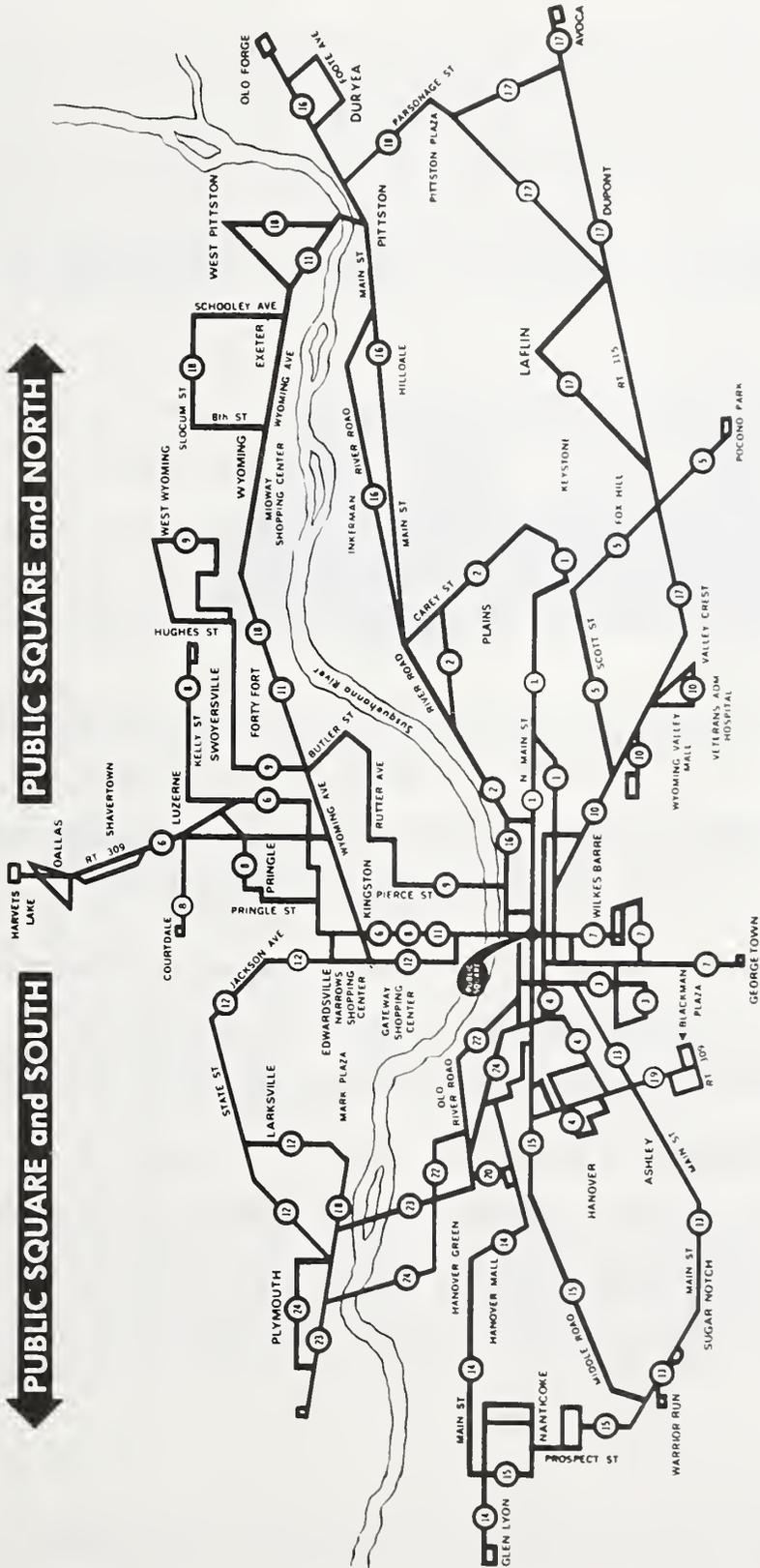
Production: The map was originally drawn by the transit system for a user's guide entitled "How to Ride the Bus" and was adapted for this application.

## BENEFITS AND EFFECTIVENESS

The map reads well for this type of application because of the schematic style, uncluttered appearance, line boldness, and large type sizes. As part of the yellow pages, the advertisement is part of a basic publication found in nearly every household and business in the community, which will be retained, not discarded, for possible future reference. Due to the full page size and nature of the advertisement, it will be easier for the users to locate this type of information in the directory.



**LUZERNE COUNTY TRANSPORTATION AUTHORITY  
SYSTEM MAP**



This map is schematic and is not drawn to scale.  
DRAWN BY LUZERNE COUNTY TRANSPORTATION AUTHORITY

- |                 |                               |                        |
|-----------------|-------------------------------|------------------------|
| ① MINERS MILLS  | ⑬ ASHLEY - SUGAR NOTCH        | ⑲ WEST SIDE CONNECTOR  |
| ② HUDSON        | ⑭ GLEN LYON NANTICOKE         | ⑳ BLACKMAN STREET      |
| ③ HEIGHTS       | ⑮ NANTICOKE via MIDDLE ROAD   | ㉑ LEE PARK             |
| ④ GROVE & BROWN | ⑯ OLD FORGE                   | ㉒ MALLERY - BRESLAU    |
| ⑤ PARSONS       | ⑰ AVOCA · DUPONT OAKWOOD PARK | ㉓ PLYMOUTH via CAREY   |
| ⑥ DALLAS        |                               | ㉔ PLYMOUTH via SHAWNEE |
| ⑦ GEORGETOWN    |                               |                        |



## CONCEPT

A medium size transit authority published the "FORGET THE FUSS - TAKE THE BUS" brochure which received considerable positive feedback from the public. The brochure provides comprehensive information about the system, organized by the most commonly asked questions of new riders. A convenient tabular format allows the user to quickly find specific information about service and how to use the system. Included in the brochure is a perforated post card to enable the public to send for bus schedules, additional brochures, and senior citizen and handicapped fare card information. A cartoon type illustration usually accentuates each subject, providing some humor to the serious nature of the subject matter. The majority of the brochure is devoted to the essential information (who, where, when, and what) necessary to use the system. The "WHEN" inside page is illustrated here as an example of style and typical essential information covered.

## DESIGN

Format: The brochure is 6" x 6", made from a cover and two flat inside sheets folded along their edges. The inside pages vary in size and must be bound together to form a complete page.

Color: The brochure is printed in two flat colors, a base color for text and illustrations and a second color for headings and the title of the brochure.

Production: The authority was assisted by an agency in the preparation of artwork and copy for the brochure, which was printed by a local printer.

## DISTRIBUTION

The brochure is distributed upon request by mail, on the authority's buses, at major schedule rack locations, and at the authority's offices.

## BENEFITS AND EFFECTIVENESS

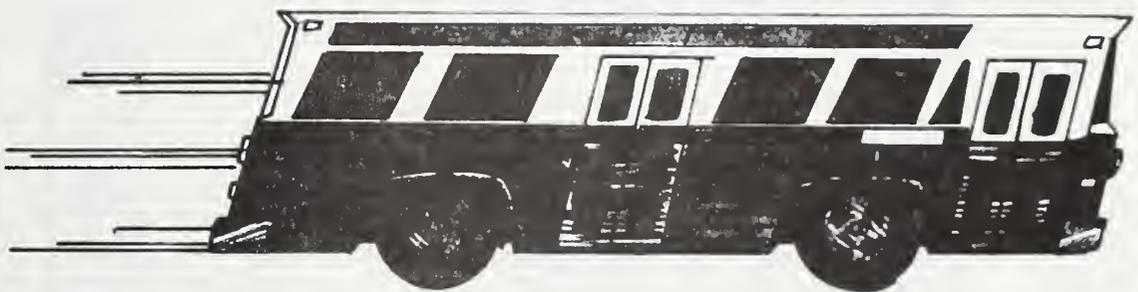
The unique format of the brochure distinguishes it from other "flyers", encouraging use and retention by potential users. The tabular format evokes a curiosity to open the brochure and investigate the contents. It is responsive to the user's informational needs and conveys a sense of being personally written for the user in an easy to understand manner. The copy is in a consistent style and tense and sized to be easily read.

## COST

The total cost for the original printing was \$3,065 for 15,000 copies, or 20.4¢ per unit.



# FORGET THE FUSS - TAKE A BUS



**WHO**, me?

**WHERE** does CCTA go?

**WHEN** can I catch one?

**WHAT** else should I know?

**HOW** can I help CCTA?

Side View  
Tabs

Front

Side View



## INFORMATION

If you have any questions about CCTA bus service, give us a call at 535-5526. Operators are on duty from 4:00 AM to 1:00 AM every weekday and from 5:00 AM to 6:00 PM on Saturday.

## READING YOUR BUS SCHEDULE

1. Select either the **Monday thru Friday** or the **Saturday** section of the schedule, depending on when you want to travel.

2. Locate the column listing the departure times for the direction you want to travel.

3. Examine the route map printed in your schedule which shows the streets your bus will travel. Determine the point on the map nearest to you. You can board the bus at any designated bus stop along the route.

4. To determine the correct time to arrive at a bus stop not listed in the schedule, estimate how many minutes the bus will take to travel from the last departure point listed in the schedule to your stop. Remember this is an estimated time; so try to be a few minutes early.

5. If a letter appears beside a listed time point, check the footnote to determine its meaning; it usually refers to a route change.



Fold  
and  
Bind

## BUS STOPS

Bus stop signs are placed throughout the CCTA service area. Simply locate the nearest bus stop for your route and get on the bus at that point. Buses will pick-up and discharge passengers at these points only. For those who live where bus stop signs have not yet been placed, CCTA will continue its "flag stop" policy. Just signal the bus operator to let him know you are waiting for the bus.

**WHEN** *can I catch one?*



## CONCEPT

The "POCKET ROUTE GUIDE" shown on the following pages has proven to be one of the most popular marketing aids produced by a medium size transit authority. The guide is now in its seventh edition and continues to increase in popularity. The booklet contains introductory information such as communities serviced, how to use the system, how to read a schedule, fares and fare regulations and special industrial express routes. It also contains promotional information on passes. The heart of the booklet is a compilation of all routes and their schedule frequency from Fifth and Penn, which is located in Penn Square Mall, a hub of the system. There are numerous bus stops in this area, since most bus routes pass through or terminate here. The specific departure point, destination, and last bus time are also indicated for each route. Examples of typical inside pages are shown here for style and content reference.

## DESIGN

Format: The booklet is 3-7/8" x 6-7/8", consisting of a front and back cover and 24 inside pages, staple-bound. Bold route numbers are listed randomly on pages in numerical order for convenience.

Color: The booklet is printed in a single color throughout, with the exception of the front and back cover which have a tan cloth texture background.

Production: The authority was assisted in the preparation of the artwork and copy by its agency.

## BENEFITS AND EFFECTIVENESS

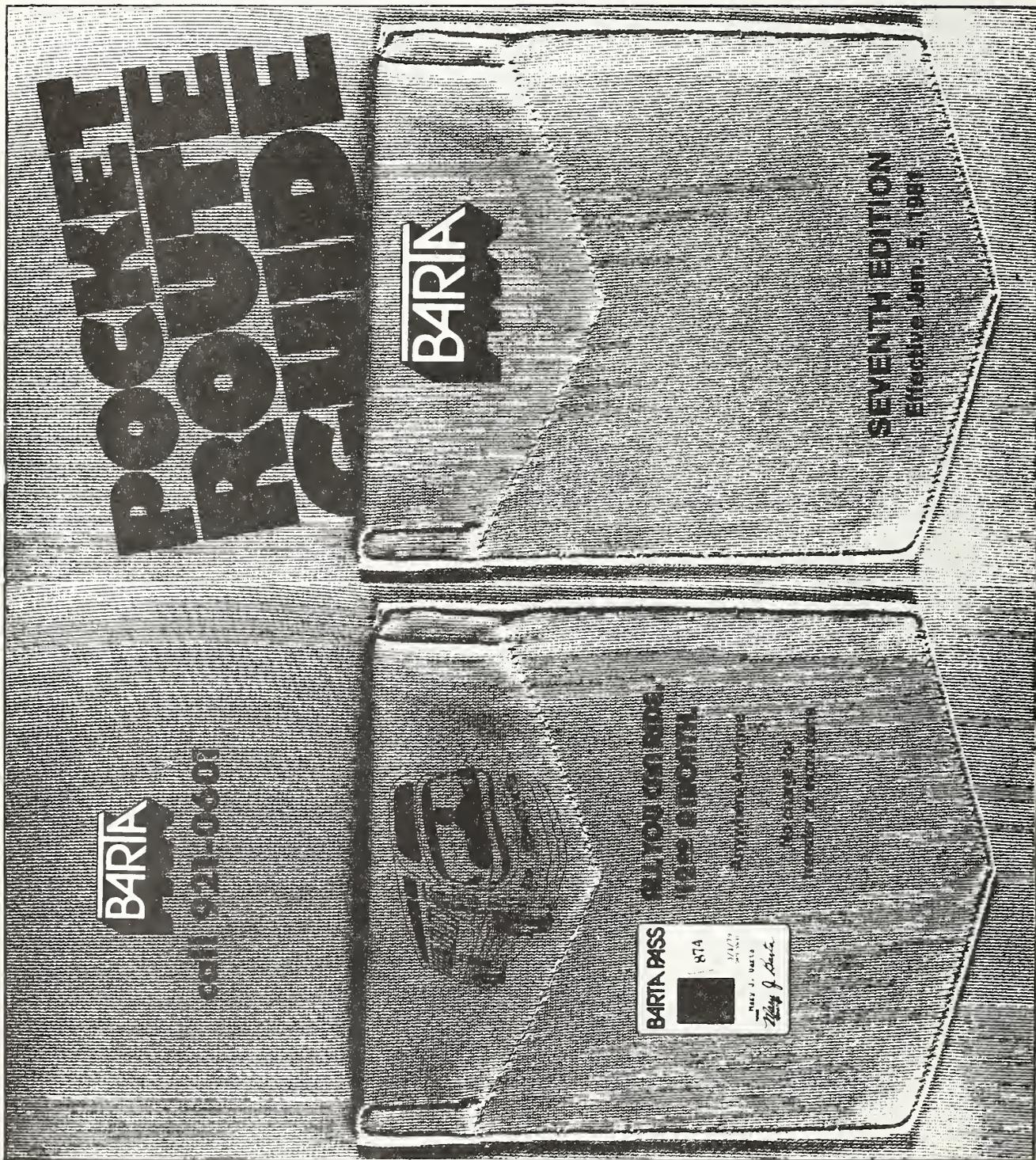
The pocket route guide provides a single source of scheduling information apropos to a system with moderate service frequency operating on clock face headways, wherein routes converge into a central downtown area. Unlike a system map, which is awkward to unfold and use, the booklet format is a convenient size to use and carry, thus encouraging retention and repeated usage. It is also less costly to produce than a map. In addition, the booklet adds a dimension of information usually not found in a map: the "where" as well as "when" of service is described. For the regular patron, the compilation of service information encourages travel on other routes for other trip purposes, such as shopping. For the occasional patron, the booklet creates an awareness of the extent of service and trip possibilities to many areas using public transit.

## COST

The artwork for the route guide in 1977 cost \$1,172, and the current printing cost is approximately 18¢ each.



Fold



Front Cover



Fold

**20** ROUTE Cotton St.

**20A** ROUTE Riverside

**MONDAY THRU FRIDAY (EXCEPT HOLIDAYS)**

**20** BARTA leaves 5th & PENN for COTTON ST.: A.M. - 6:25, 6:45, 7:10, 7:45, 8:15, 8:45, 9:15, then 15 minutes after the hour until 3:15, 3:45, 4:15, 4:45, 5:15 and 5:45 P.M.

**20A** BARTA leaves 6th & PENN for RIVERSIDE: A.M. - 6:15, 6:35, 7:15, 7:40, 8:15, 8:45, 9:15, 9:45, then 45 minutes after the hour until 2:45, 3:15, 3:45, 4:15, 4:40 and 5:15 P.M.

NOTE: Buses leaving 6th & PENN at 7:15, 7:40, 8:15 A.M., 4:15 and 4:40 P.M. continue to MET ED.

**20A** BARTA leaves 19th & COTTON for 6th & PENN: A.M. - 6:05, 6:25, 7:05, 7:30, 8:05, 8:35, 9:05, 9:35, then 35 minutes after the hour until 3:35, 4:05, 4:30, 5:05 and 5:35 P.M.

**20** BARTA leaves CENTRE AVE. & BERN ST. (RIVERSIDE) for 5th & PENN: A.M. - 6:15, 6:35, 7:00, 7:35, 8:00, 8:35, 9:05, then 5 minutes after the hour until 3:05, 3:35, 4:05, 4:35, 5:05 and 5:35 P.M.

**SATURDAY (EXCEPT HOLIDAYS)**

**20** BARTA leaves 5th & PENN for COTTON STREET: A.M. - 6:50, 7:45, 8:45, 9:45, 10:45, 11:45. P.M. - 12:45, 1:45, 2:45, 3:45, 4:45. Last bus at 5:45 P.M.

**20A** BARTA leaves 6th & PENN for RIVERSIDE: A.M. - 6:25, 7:15, 8:15, 9:15, 10:15, 11:20. P.M. - 12:15, then 15 minutes after each hour until 6:15 P.M.

**20A** BARTA leaves 19th & COTTON for 6th & PENN: A.M. - 6:15, 7:05, 8:05, 9:05, 10:05, 11:10. P.M. - 12:05, then 5 minutes after each hour until 6:05 P.M.

**20** BARTA leaves RIVERSIDE for 5th & PENN: A.M. - 6:40, 7:35, 8:35, 9:35, 10:45, 11:35. P.M. - 12:35, then 25 minutes before each hour until 5:35 P.M.

**22** ROUTE 11th St.  
12th St.

**22A** ROUTE Albright College

**MONDAY THRU FRIDAY (EXCEPT HOLIDAYS)**

**22** BARTA leaves 4th & PENN for ELEVENTH STREET: A.M. - 6:25, then 5 minutes before each hour and 25 minutes after each hour until 5:55 P.M. Last bus at 6:30 P.M.

NOTE: Buses leaving 4th & PENN at 6:25 and 6:55 A.M. continue to WESTERN ELECTRIC. Bus leaving 4th & PENN at 7:25 A.M. continues to DAVID CRYSTAL.

**22A** BARTA leaves 4th & PENN for ALBRIGHT COLLEGE via 13th STREET: A.M. - 6:13, 6:40, then 10 minutes after each hour and 20 minutes before each hour until 4:40, 5:05, 5:40, 6:10 P.M. Last bus at 7:45 P.M.

NOTE: Buses leaving 4th & PENN at 6:40, 7:10, 7:40 A.M. continue to DAVID CRYSTAL.

**22** BARTA leaves 12th & EXETER for 4th & PENN: A.M. - 5:12, 5:40, 5:55, 6:05, then every 15 minutes until 9:20 A.M., then 9:40, 9:55, 10:10, 10:25 and every 15 minutes until 4:40, 4:47, 5:10, 5:25, 5:40 P.M.

**SATURDAYS (EXCEPT HOLIDAYS)**

**22A** BARTA leaves 4th & PENN for ALBRIGHT COLLEGE: A.M. - 7:27, 8:45, then 15 minutes before each hour until 4:45, 5:25 P.M. Last bus at 6:05 P.M.

**22** BARTA leaves 4th & PENN for ELEVENTH STREET: A.M. - 8:05, 9:05, then 25 minutes after each hour and 5 minutes after each hour until 5:05 and 5:45 P.M. Last bus at 6:25 P.M.

**22** BARTA leaves 12th & EXETER for 4th & PENN: A.M. - 6:20, 7:20, 7:50, 8:30, then 10 minutes before each hour and 10 minutes after each hour and 30 minutes after each hour until 5:50 P.M.



## CONCEPT

All transit systems experience problems occasionally, which inconvenience or irritate patrons. Although the complaint procedures may vary among transit systems in the Commonwealth, all recognize this fact and have procedures for responding to the public in these matters.

The Passenger Service Report illustrated here is organized to record vital information and to facilitate disposition of the problem. The mail-out complimentary ticket shown on the following page can help soothe the inconvenienced customer's feelings. On the Passenger Service Report a checklist of the most common problems heads the page, with space for such vital facts as identification of the caller's name and telephone number, route, and who took the report. The signature of the person recording the complaint (operator's signature) is required. The bottom portion of the form is used to record the disposition of the problem, who received copies, and the investigator's signature.

Every complaint received is recorded on a Passenger Service Report form and given to the General Manager at the end of each day. He reviews each complaint and either follows up the complaint with a letter or phone call or refers the complaint to a department head responsible for overseeing the area in which the alleged infraction occurred. The department head subsequently investigates the issue and responds to the complainant personally or reports back to the General Manager and the General Manager makes a response.

## DESIGN

Format: A single page 8-1/2" x 11" bound in tablets is used, with each page individually numbered for positive identification and reference.

## BENEFITS AND EFFECTIVENESS

The Passenger Service Report symbolizes the use of formalized complaint procedures by the authority to help maintain good passenger relations. It saves time and promotes accuracy and consistency in the reporting and disposition of problems.

This authority has instituted a Distinguished Driver Award Program to recognize outstanding bus operators. The operators are evaluated quarterly on the basis of absenteeism, accidents, passenger relations, appearance, and attitude. With respect to passenger relations, the Passenger Service Reports are reviewed to determine what complaints have been directed at which operators. The number of complaints received has a direct bearing on the amount of points an operator can accumulate under this category; i.e., the more complaints, the fewer the points. Consequently, this passenger complaint procedure plays an important role in encouraging operators to increase their awareness of the importance of good passenger relations in the conduction of their duties.



**Transit  
Marketing  
Handbook**

**User Information  
105 Telephone Information**



**CAMBRIA COUNTY TRANSIT AUTHORITY  
PASSENGER-SERVICE REPORT**

Nº 0407

Date Received \_\_\_\_\_ 19 \_\_\_\_ Time: \_\_\_\_\_

- |   |  |                                     |
|---|--|-------------------------------------|
| <input type="checkbox"/> Commendation       | <input type="checkbox"/> Fares-Passes-I.D. | <input type="checkbox"/> Equipment  |
| <input type="checkbox"/> Discourtesy        | <input type="checkbox"/> Early             | <input type="checkbox"/> Scheduling |
| <input type="checkbox"/> Careless Driving   | <input type="checkbox"/> Late              | <input type="checkbox"/> Routing    |
| <input type="checkbox"/> By-Passed Stop     | <input type="checkbox"/> No Show           | <input type="checkbox"/> Smoking    |
| <input type="checkbox"/> Accident           | <input type="checkbox"/> Wrong Route       | <input type="checkbox"/> Other      |
| <input type="checkbox"/> Inadequate Service |  |                                     |

REPORTED BY	ADDRESS	PHONE
EMPLOYEE REPORTED	DATE OCCURRED	BUS NO:
ROUTE #	LOCATION	TIME
		<input type="checkbox"/> AM INBOUND <input type="checkbox"/>
		<input type="checkbox"/> PM OUTBOUND <input type="checkbox"/>
REPORT TAKEN BY	IN PERSON <input type="checkbox"/>	PHONE <input type="checkbox"/> LETTER <input type="checkbox"/>

DESCRIPTION — REMARKS

REPORT REFERRED TO:

OPERATOR'S  
SIGNATURE: \_\_\_\_\_

DISPOSITION:

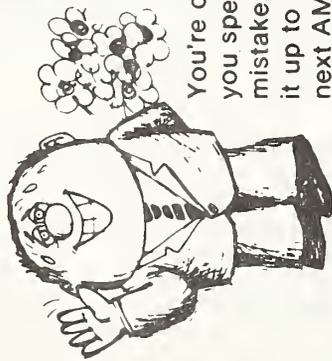
- COPY TO UNION  
 NO COPY TO UNION  
 COPY TO EMPLOYEE  
 REPORTED

\_\_\_\_\_/\_\_\_\_\_  
 Initials Date

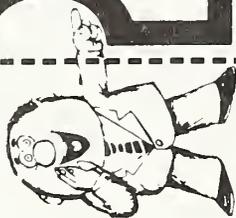
\_\_\_\_\_  
 INVESTIGATOR'S SIGNATURE



# WE APOLOGIZE...



You're our customer, and that makes you special. So when we make a mistake, we're serious about making it up to you. In the hopes that your next AMTRAN ride may be a great improvement over your last, please accept this — a complimentary ticket that entitles you to a ride on us, on any route, at any time. Please use it soon — we want to keep you a happy AMTRAN traveler!



273  
COMPLIMENTARY  
AMTRAN TICKET

We'd like to extend our sincerest apologies for the inconveniences you had with AMTRAN, and hope you'll accept this personalized complimentary ticket for your next ride. Please use it soon — we want to make up for our mistake!

Side One



**amtran**

3301 5th Avenue  
Altoona, Pa. 16602  
944-4074

Side Two



## CONCEPT

The bus stop sign example depicted on the following pages consists of two parts — the basic sign, which is the primary visual target for pedestrians and motorists, and separate panels for the segregation of secondary information. The bus pictograph, property logotype, and "welcome aboard" are the messages on the basic sign and provide recognition of the function of the sign, its owner, and a warm greeting from the owner. The route number, timetable portion of the schedule, and line route map are reproduced on separate secondary sign panels located beneath the basic bus stop sign. Signs are single faced mounted back to back for visibility from two directions.

## DESIGN

Format: Basic bus stop sign is 12" x 20", with 12" x 6" secondary sign aligned below. Utilizing separate panels for route information allows for flexibility and ease of change. The amount of secondary signs may vary per location and may be changed without disturbing the basic bus stop sign. Parking regulations or symbol can be added via the secondary sign.

Color: The transit system's colors are used to help reinforce identity recognition. Use of bright blue, and red on a white background provides a high visual impact and contrast from street background and the sign can be easily distinguished from regulatory signage.

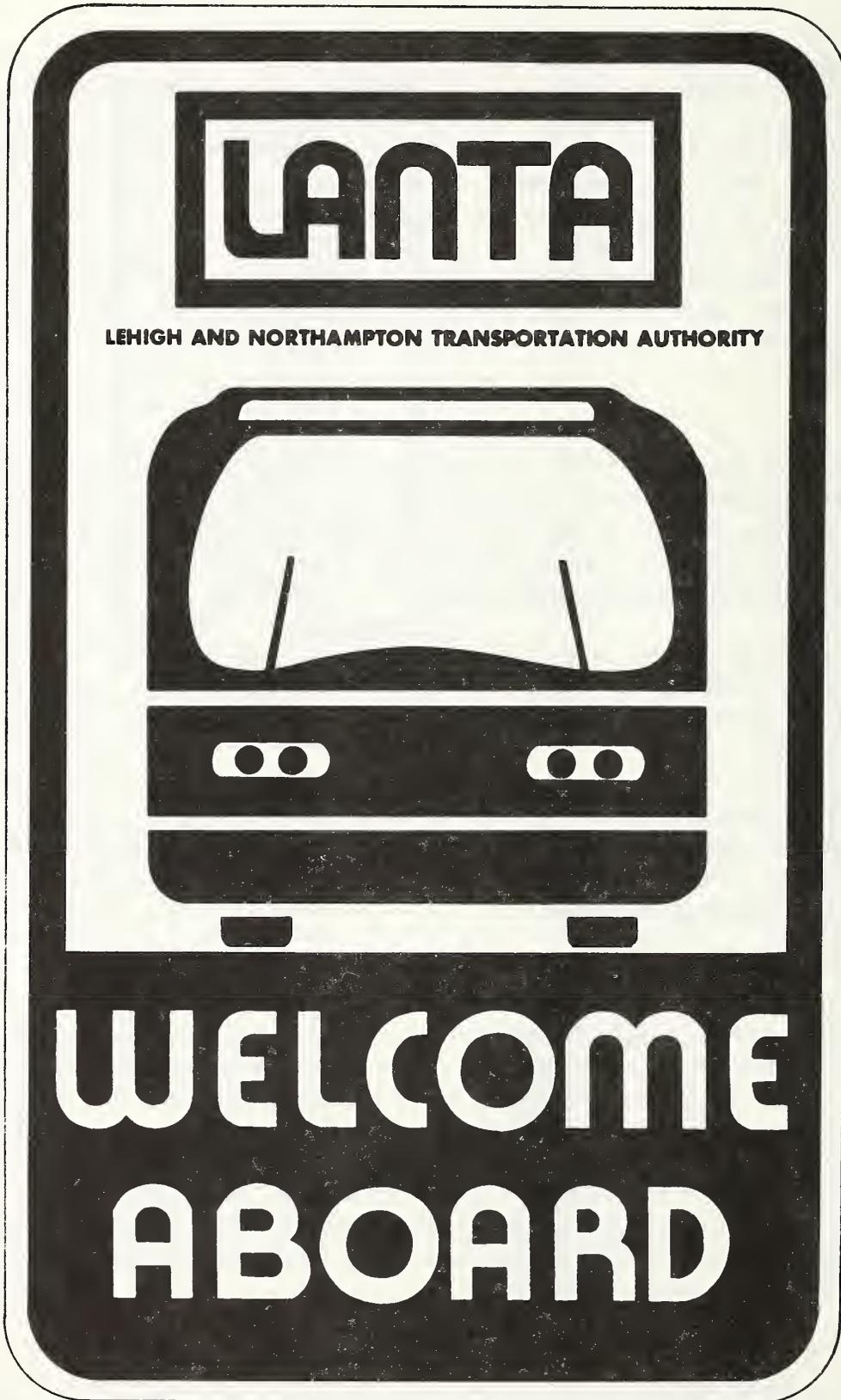
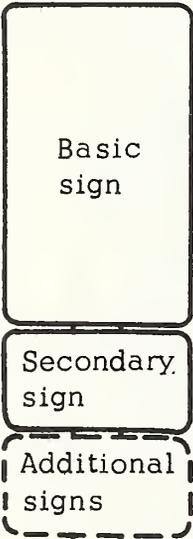
Production: Sign panels are .080 aluminum blanks with non-reflective messages. Basic bus stop sign message is silk screened and the secondary sign message is applied utilizing a \_\_mil vinyl decal with a clear coating. The decal method permits field applied message changes.

## BENEFITS AND EFFECTIVENESS

The bus stop sign example used here provides more information than the location of the stop. The secondary sign provides users with convenient route and schedule information and a line map for basic geographic orientation. The information is well organized graphically, presented in a simplified style easy to read. It is also very beneficial at transfer locations, or multi-route stops wherein users may not have the schedule for the transfer route. Employed and maintained on a systemwide basis, this signage decreases the dependence upon schedules and telephone information and builds confidence in the user's willingness to use transit for other than routine trips.

## COSTS

The latest fabrication cost available is \$25 - \$30 per sign including the post (2 basic sign panels and 2 secondary panels), and \$.35 per vinyl decal.



System  
Identification

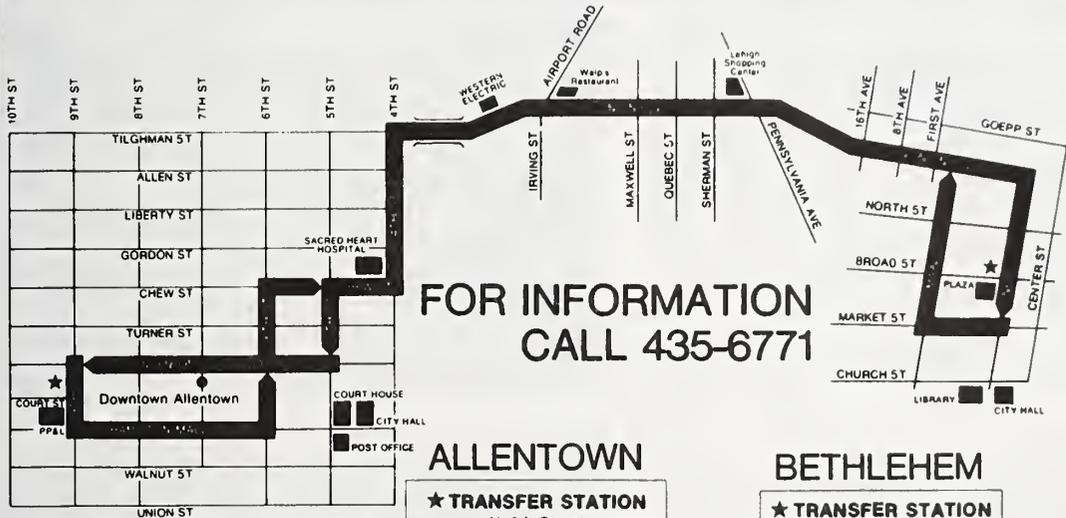
Mode  
Identification

Owner's  
Greeting

Basic Bus Stop Sign



**43**



**FOR INFORMATION  
CALL 435-6771**

**ALLENTOWN**

★ **TRANSFER STATION**  
N. 9th Street  
(between Linden and Court Sts.)

**BETHLEHEM**

★ **TRANSFER STATION**  
Broad and New Sts.



● In Allentown, the bus loops down 7th St. to 6th and Hamilton before it reaches 9th.

**Secondary Sign Panel Decal Side One**

MONDAY thru FRIDAY																																																																																																																							
EASTBOUND					WESTBOUND																																																																																																																		
ALLENTOWN TO BETHLEHEM					BETHLEHEM TO ALLENTOWN																																																																																																																		
Hamilton Mall ★	Sacred Heart Hospital	Western Electric	Union at Fenwick	Union at Airport Rd	Union at Penna. Av	Lehigh Shopping Center	Union at 8th Av	New at Broad—Arrive ★	New at Broad—Leave ★	Main at Broad N.E. Corner	Union at 8th Av	Union at Penna. Av	Lehigh Shopping Center	Union at Airport Rd	Western Electric	Sacred Heart Hospital	Hamilton Mall	9th at Linden ★																																																																																																					
AM	5:15	5:22	5:30	5:32	5:38	5:42	5:50	6:02	6:05	6:09	6:14	6:20	6:22	6:30	6:37	6:42	6:45	6:50	6:55	7:00	7:07	7:12	7:14	7:22	7:30	7:37	7:42	7:44	7:52	8:06	8:12	8:23	8:24	8:34	8:40	6:49	8:54	9:00																																																																																	
PM	11:25	12:32	12:40	12:42	12:48	12:52	1:00	1:04	1:06	1:10	1:14	1:20	1:22	1:28	1:34	1:40	1:45	1:52	2:00	2:02	2:08	2:14	2:20	2:24	2:32	2:42	2:48	2:54	3:00	3:04	3:12	3:22	3:28	3:40	3:44	3:52	4:02	4:08	4:20	4:24	4:34	4:40	4:49	4:54	5:00																																																																										
AM	5:45	5:52	6:00	6:02	6:08	6:12	6:20	6:32	6:35	6:39	6:44	6:50	6:52	7:00	7:07	7:12	7:14	7:22	7:30	7:37	7:42	7:44	7:52	8:06	8:12	8:23	8:24	8:34	8:40	6:49	8:54	9:00	9:04	9:14	9:20	9:29	9:34	9:40	9:44	9:54	10:00	10:09	10:14	10:20	10:24	10:34	10:40	10:49	10:54	11:00	11:04	11:14	11:20	11:29	11:34	11:40	11:44	11:52	12:02	12:08	12:20	12:24	12:34	12:40	12:49	12:54	1:00	1:04	1:14	1:20	1:29	1:34	1:40	1:44	1:54	2:00	2:05	2:14	2:20	2:24	2:34	2:40	2:49	2:54	3:00	3:04	3:14	3:20	3:29	3:34	3:40	3:44	3:52	4:02	4:08	4:20	4:24	4:34	4:40	4:49	4:54	5:00	5:04	5:12	5:22	5:28	5:40	5:44	5:54	6:00	6:06	6:10	6:14	6:20	6:24	6:34	6:40	6:46	6:50

**Secondary Sign Panel Decal Side Two**



## CONCEPT

Bus shelters are an important supportive facility for the comfort and protection of waiting passengers. As well as indicating the location of a major bus stop, they symbolize transit's presence in the community and by the quality of their design and amenities, contribute to transit's image.

Most of the shelters shown here are located in downtown shopping malls, customer designed to relate to (or enhance) their environment. These malls are characterized by open and spacious pedestrian walkways, with preferential treatment of public transit vehicles and their associated stops. The transit shelters are permanent structures, which by their appearance, materials, color, etc., relate to or constitute the main distinguishing feature of a common design theme in the mall. Some shelters also have user information aids, such as manned information centers, system maps, departure times of routes serving that stop or posted schedules, and other transit information. They also may integrate other public services, such as telephones, newspaper vending, mailboxes, litter bins, etc., with the location and design for the convenience of patrons.

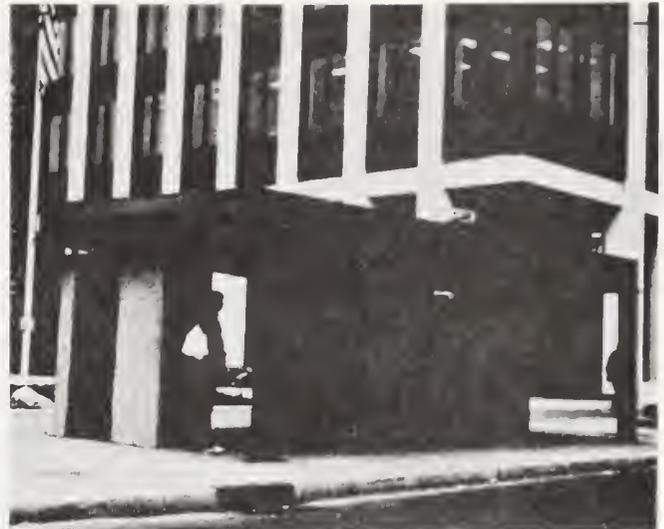
Most of these custom designed shelters were not produced and paid for by the local transit authority, but rather provided by the city, or redevelopment authority as a part of downtown revitalization programs. Naturally, a high degree of coordination between the city and the transit authority was necessary in the location, design and maintenance requirements of the shelters. Although some shelters are rather closed, very few incidents of vandalism have been reported by those cities.

## BENEFITS AND EFFECTIVENESS

The custom designed shelters are important pedestrian structures providing comfort, protection, and a pleasant waiting atmosphere not only to transit users but non-users as well. With a more pleasant waiting atmosphere, the public is encouraged to shop in the revitalized area using transit. The attractiveness of the shelters also conveys an innovative and progressive image of the transit system as well as the shopping district, which mutually benefits the merchants and transit system.



Reading - Penn Square Mall



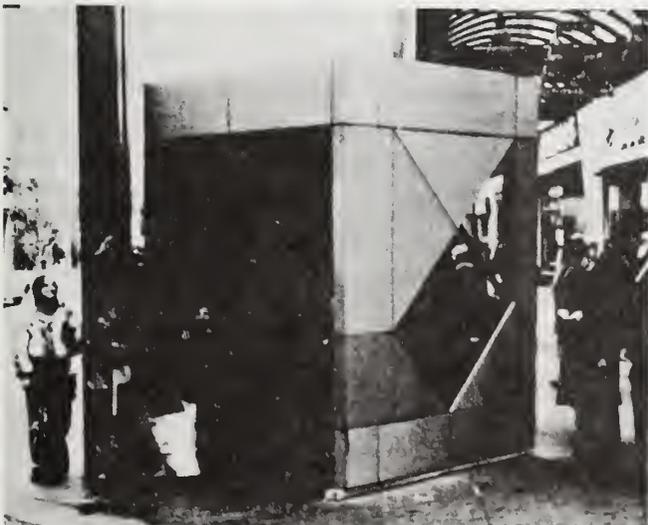
Erie - State Street Mall



Wilkes-Barre - Public Square



Philadelphia - Spruce & 6th Street



Allentown - Hamilton Mall



Wilkes-Barre - Standard Shelter



## CONCEPT

The bus stop pylon shown here is used in Public Square, which is the center of the shopping district in downtown Wilkes-Barre. These pylons were installed as part of a downtown revitalization program that included a continuous pedestrian walkway canopy, bus shelters, and other streetscape furniture; this program was paid for by the Wilkes-Barre Redevelopment Authority. Most routes begin or end at this "hub" of the transit system with a high volume of transit activity and multi-route boarding locations.

The pylon indicates the names of routes stopping at that location as well as the weekday and weekend departure times of these routes. It also indicates the boarding locations of other bus routes around Public Square and its vicinity.

## DESIGN

Format: The pylon is a two sided aluminum framed structure mounted between two posts which are direct buried into the sidewalk area. A separate sheet of paper, which indicates the departure times of buses from that stop, is applied to a background panel containing common information. A hinged door with locks provides access in order to change the departure times sheet periodically.

Color: The display frame and posts are natural aluminum. Panel background color is medium gray with a black and white message. The route indicator sign on top of the display carries the message in the system colors of red and blue.

Production: The pylons were produced locally according to the transit authority's specifications and installed by the city of Wilkes-Barre.

## BENEFITS AND EFFECTIVENESS

The pylons are a functional solution for the multi-route stops and associated information required in the Public Square area. By their function and impact, the pylons convey a progressive image of the transit system and the importance of transit to the shopping area. The basic idea is adaptable to similar applications in downtown areas or shopping malls. It provides the user with specific schedule information (departure times) needed at the stops, and the format allows for revision to this information. This information is secured and weather sealed. Transit promotional information or service announcements may also be displayed in this flexible format.

## COST

The original cost of these units is estimated to be in the range of \$800 - \$1,000 a-piece plus installation.



**THESE BUSES DEPART FROM HERE**

- 6 DALLAS**
- 8 SWOYERSVILLE**  
(Court Dale)
- 9 SWOYERSVILLE**  
(Atherton Park)
- 11 WEST PITTSBURGH**
- 12 LARKSVILLE**

**Bus Routes and  
Boarding Locations**

- Dallas
- Swoyersville (Court Dale)
- Swoyersville (Atherton Park)
- West Pittsboro
- Larksville
- Dallas
- Swoyersville (Court Dale)
- Swoyersville (Atherton Park)
- West Pittsboro
- Larksville
- Dallas
- Swoyersville (Court Dale)
- Swoyersville (Atherton Park)
- West Pittsboro
- Larksville

**These Buses Depart From Here**

Destination	6 Dallas	8 Swoyersville (Court Dale)	9 Swoyersville (Atherton Park)	11 West Pittsboro Early Park Center Boarding	12 Larksville Philmont Boarding
7:00					
7:15					
7:30					
7:45					
8:00					
8:15					
8:30					
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5:00					
5:15					
5:30					
5:45					
6:00					

Wilkes-Barre - Public Square Schedule Kiosk



## CONCEPT

The schedule and map displays shown here are utilized by the transit systems in Altoona and Lancaster. The Altoona (AMTRAN) displays are a custom design developed by the transit system especially for the unique conditions in two shopping malls served by the transit system. The Lancaster (RRTA) display is used throughout the system and is the latest state of the art in commercially available schedule racks. Both types organize the information into tiers of pockets for the system's timetables, users guide, special services information, and various promotional flyers. The AMTRAN units also feature a large route map panel above the schedule racks for route orientation.

## DESIGN

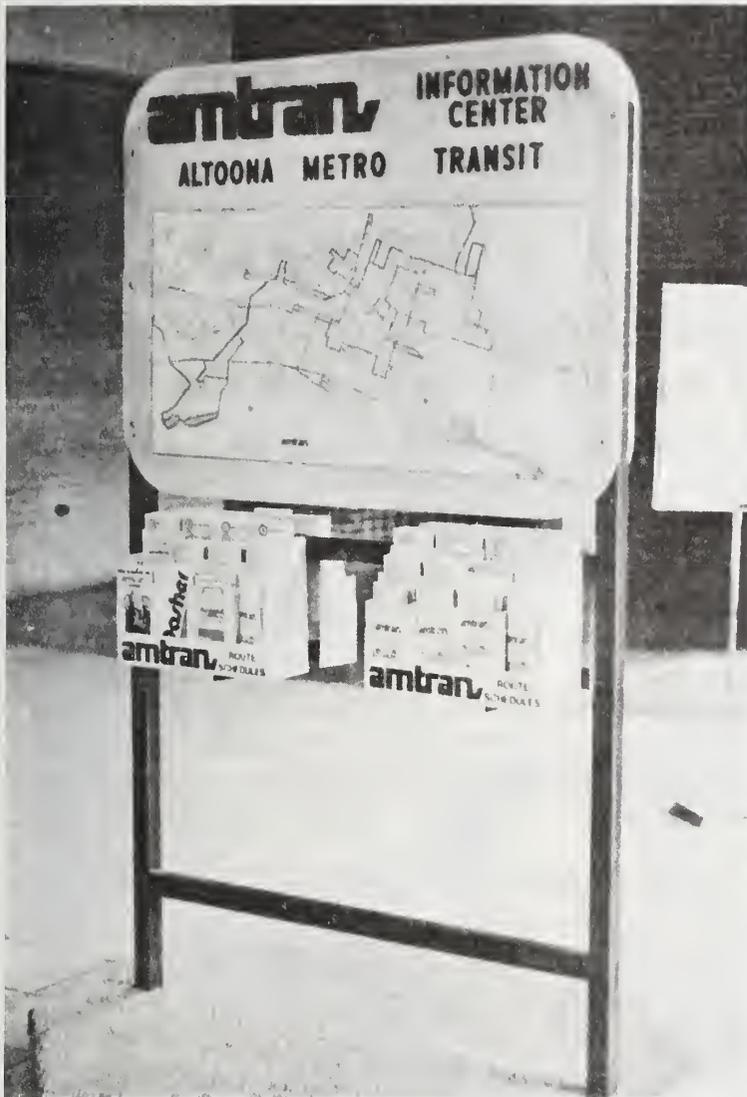
Format: All display units are free standing with the larger and heavier structures being less portable than the RRTA schedule rack. The custom designed units are two-sided island type displays utilizing commercially available schedule racks either attached to a frame or top. The RRTA rack has sliding dividers to vary the size of the pockets if necessary.

Color: The RRTA rack is an integrally colored plastic material in golden yellow, which has a high visual impact wherever located. The logotype is reproduced in the system colors, red and blue, for identity reinforcement. The modern custom designed unit is basically white with messages in green, mounted on neutral posts. The routes on the map are color coded. AMTRAN's rustic custom designed unit, resembling a wishing well, has a dark stain and natural materials.

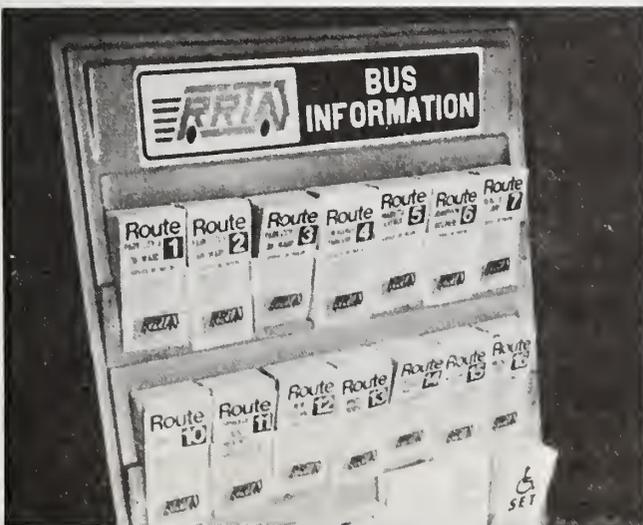
Production: The custom designed units were designed and produced by AMTRAN. Only one station mall unit was constructed. The rack used by RRTA was purchased on a competitive bid basis and is vacuum formed from plastic sheet, a very economical production method.

## BENEFITS AND EFFECTIVENESS

The schedule and map displays serve as mini-information centers, disseminating transit information at various locations throughout the community. The RRTA rack is functional and clean in design, efficiently displaying the schedules and other information. The entire face of the schedules and flyers can be seen through the continuous clear pocket, allowing positive identification and maximum visual impact of the schedule graphics. The AMTRAN custom designed units are attractive and functional additions to their mall locations, conveying a positive image about the system. The map panel aids in trip planning and expresses the extent of transit service within the community.



Altoona - Logan Valley Mall



Lancaster - Standard Schedule Rack



Altoona - Station Mall



## CONCEPT

The coloring book, of which the cover and a typical inside page are depicted here, is used by the Southeastern Pennsylvania Transportation Authority as a component in their SEPTA School Program. The program was developed in concert with and co-sponsored by the School District of Philadelphia and is directed toward both elementary and secondary educational levels. The objective of the program is to make Philadelphia's youth more transit-conscious, more transit-savvy, and more transit-considerate. It presents urban transportation in the context of the "Three Es": energy, economy, and ecology.

Qualified, specially chosen operator-instructors from SEPTA's training department man the vehicle. Responding to as many as two requests per day, they sidle the bus alongside the school building, plug in their projector, and are able to recap everything a young person should know about transit. Once a date for the bus visit is confirmed by SEPTA's Community Relations Department, 50 minute periods are scheduled for separate classes of up to 32 students each.

The program consists of various components including the APTA "Getting Around" multi-media kit, which is the focal point of the program, the Community Service Bus, a refurbished GM-5000 rolling classroom, and the Public Transit Coloring Book for the kindergarten to third grade students.

The ten page coloring book, which was created by SEPTA's Graphics Design Department, serves as a primer on mass transit. The main character throughout the drawings is a nameless individualistic and obstreperous duck. Accompanied by a series of humorous verses, he illustrates the do's and (mostly) the don'ts of transit safety, courtesy, and convenience.

## BENEFITS AND EFFECTIVENESS

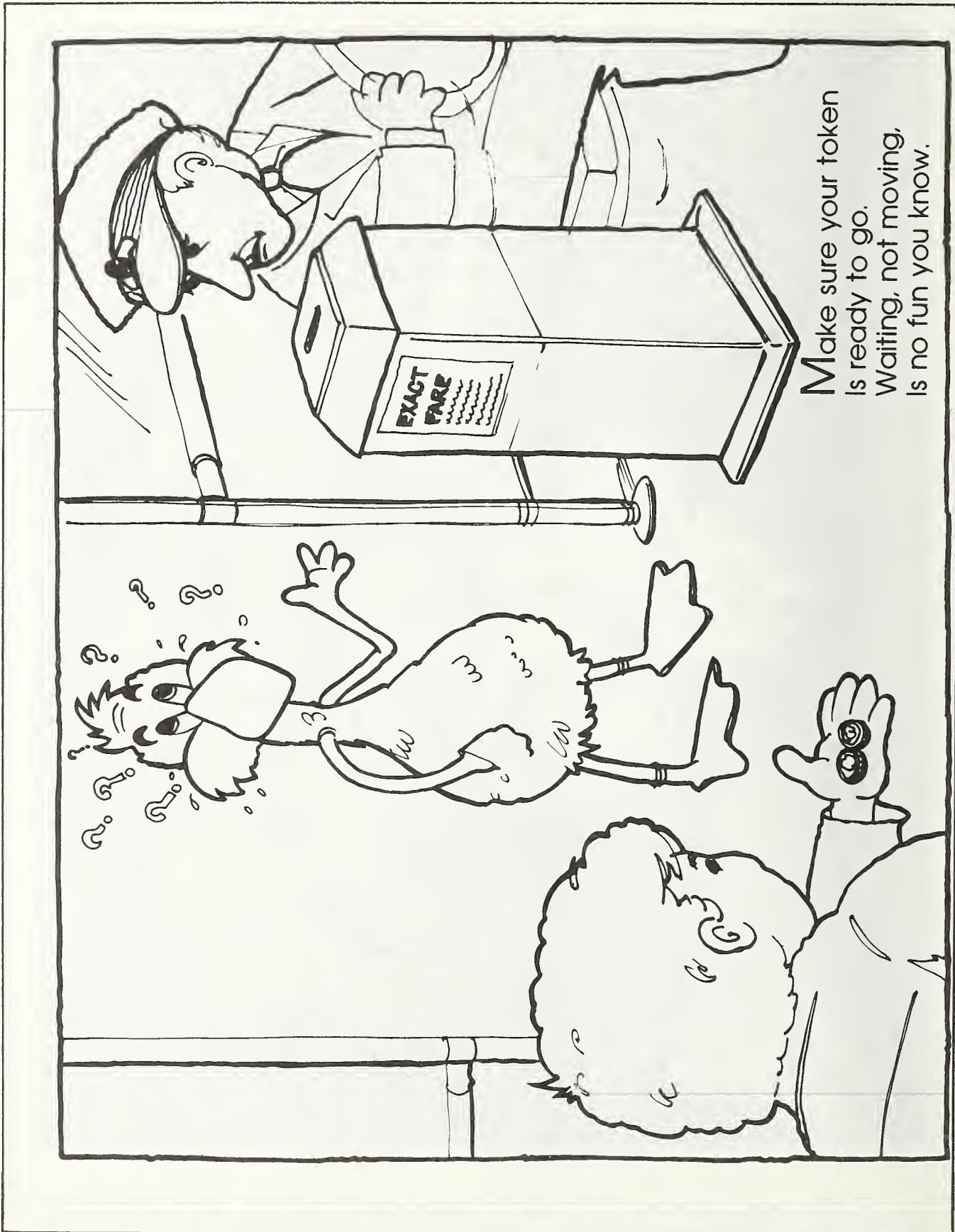
The SEPTA program is comprehensive in its approach, using an array of the latest teaching aids to communicate the transit message in an informative and entertaining manner. The format is a teaching vehicle (visual imagery), quite common and popular among this age group, not only at school but at home as well. Some schools are so pleased with the coloring book, that extra copies have been requested for use in their curriculum without the rest of the program. The coloring book, by its drawing style and humorous verses, is interesting not only to its targeted audience, but to adults as well, which should help adults to encourage children to use the book.



Take a ride with me.  
Learn what you should know.  
Learn what you should see.  
We'll have fun, you'll see.  
Everywhere we go.



# Transit Marketing Book A Coloring Book from SEPTA



Make sure your token  
is ready to go.  
Waiting, not moving,  
is no fun you know.



## CONCEPT

The Port Authority of Allegheny County (PAT) has been involved since 1978 in a Transit Educational Program directed toward secondary education level students. In addition to introductory instructions on the use and benefits of public transit, other objectives of the program include teaching energy conservation through the use of transit, and reducing damage and vandalism to transit vehicles. The program was developed by the Advertising and Public Relations office and stems from PAT's energy conservation program developed following the gasoline shortages in 1977.

The program has averaged, at its peak, about one or two presentations per week at city and suburban high schools. It is conducted by two or three persons from PAT including a driver, and utilizes a specially equipped GM "New Look" bus as a field classroom. The seating and interior of the bus have been modified to permit the use of audio/visual equipment and demonstrations on actually using the bus. The introductory A/V program provides a brief history of PAT and an overview of its services available to the public. The students are also instructed on the economic and energy saving benefits of using transit both for them and the community. The subject of vandalism to transit vehicles and who ultimately pays for the damage is stressed. There is a question and answer session, then a short demonstration ride concludes the session which requires about one high school period for a class of thirty to forty students. The students are given a free plastic tote bag and user's guide as a gift and source of further detailed transit information.

## BENEFITS AND EFFECTIVENESS

Although most Transit Educational Programs are directed toward the elementary educational level, PAT feels that at the secondary level the program is more useful when students are ready and able to use transit on their own. In addition to receiving a positive orientation concerning public transit's role and benefits to the community, students learn how transit can effectively serve some of their transportation needs. Particularly for this age group, transit provides a logical transportation alternative to the family automobile (which may not always be available for their use) and contributes toward their emerging sense of independence.



## CONCEPT

The Altoona Metro Transit Authority uses two slide presentations as a marketing aid to encourage the public to use transit. The two shows which provide an introduction to AMTRAN and how to master AMTRAN, are oriented toward adults and children (under twelve) respectively. Presentations to civic groups, senior citizens, employees, and schools have been made as requested by these groups or initiated by the transit authority.

The slide show and accompanying script (an example of the childrens script is shown below) run about 15 minutes and are usually given by the authority's Marketing Specialist, who synchronizes the projector with script tape-recorded by professionals. The subjects include a brief history of AMTRAN, the types of services and promotional fares offered, benefits, and how to use the system. The segments dealing with benefits and how to use the system focus on a model passenger, AMBER, as she takes a typical trip using AMTRAN.

The presentation was jointly developed by the Marketing Specialist, who did the photography and script development, and disc jockey's from a local radio station, who produced the tape at a cost of approximately \$700. for the two shows.

## BENEFITS AND EFFECTIVENESS

The presentation provides a means of communicating transit's message in an entertaining and informative manner, and encourages use by increasing knowledge of the system. To reduce production costs, portions of the children's and adults' shows contain the same material. AMTRAN made maximum utilization of its marketing resources and ingenuity to produce locally oriented presentations for a rather low budget.

AMTRAN SLIDE PRESENTATION  
(Children's Show)

FINAL SCRIPT: MARCH 28, 1980

(Theme: Going Your Way/VOCAL OPEN INTO INSTRUMENTAL BED)

THE ALTOONA METRO TRANSIT AUTHORITY PRESENTS "GOING YOUR WAY"...  
BY BUS. AMTRAN BUS, THAT IS. (1) (Slide No.)

FROM THE SEEMINGLY SIMPLE STREETCARS AND TROLLEYS THAT POUNDED THE  
PAVEMENTS OF YESTERDAY... (2)

TO THE HIGH SPEED, DIESEL OR NUCLEAR POWERED TRANSPORTATION SYSTEMS  
OF TOMORROW... (3)

PUBLIC TRANSIT IS A VERY IMPORTANT PART OF EVERY CITY... (4)



## CONCEPT

The portable information booth depicted below is used by the Lehigh and Northampton Transportation Authority (LANTA). It is used to bring transit information to the public at malls, local businesses and special events. Here the booth was set up for a week long energy conservation fair in Allentown.

## BENEFITS AND EFFECTIVENESS

The portable information booth effectively disseminates transit information at public places or where large crowds gather for an event. The unit shown here prominently displays the system logotype, insuring recognition of its function. It is compact and lightweight, and can be easily set up and dismantled into three flat panels for transportation and storage.



Allentown - Portable Information Booth





The transit marketing specialist should keep in mind that all advertising media do not serve the same purpose. Printed materials, including newspaper advertisements, should be primarily used for informational purposes. Broadcast commercials are geared to promoting initial concepts, or images, the purpose being to motivate people to read printed materials or telephone the transit property for specific information. Outdoor advertising is limited to general images or ideas.

Take, for example, a pass program that a transit property wishes to introduce. The transit property could use both broadcasting and outdoor boards to introduce the concept of passes, and do it dramatically. However, these media are limited in the areas of space and time. Therefore, newspaper advertisements would be required to explain in detail how the pass system works, how much it costs, and how to get a pass.

In addition to newspaper ads, printed flyers or brochures also would be required, to be distributed directly to the consumer by the transit property. More often than not, these printed materials could be the same design and text as the newspaper ad.

There is another item that should be considered when developing a media marketing approach and that is targeting an audience. Very often, television, with its wide-spread signal, goes far beyond the transit property's immediate market. This "waste" should be considered in terms of degree. In addition, costs for commercial time on television are usually higher than other media because of overhead operating costs. But the marketing specialist should remember that because of its dramatic visual effect, television is a very effective way to communicate directly. Radio, although lower in cost, also provides some waste, but to a lesser degree. In addition, since there are usually more radio stations in a specific marketing area, marketing specialists can pinpoint audiences according to demographics, i.e., teenagers, young marrieds, older citizens, males, housewives, etc. And because of radio's lower costs, transit properties can run more commercial spots providing better coverage.



## CONCEPT

The two newspaper advertisements shown here are a part of a series of 10 different small space black and white newspaper advertisements used by a medium sized property. Each advertisement deals with a different reason for not using the family car. The message is simple - it is more sensible to use the bus. Although the reasons stated in the advertisements are serious in nature, the tone of the advertisements is humorous.

## DESIGN

Format: These particular advertisements are 28 picas wide ( in some newspapers, this would equal three columns) by 70 agate lines in depth. The text is short and simple to understand and is set in easy to read type, and the name and telephone number of transit property are prominently displayed. In addition, an illustration is used to enhance the layout.

Production: The graphic approach used, straight copy and line art, rather than half tones, permits better reproduction in the newspaper. These advertisements apparently were provided as photostats and the name and telephone number of the property involved dropped in at the publication.

## BENEFITS AND EFFECTIVENESS

The advertisements are eye-catching and humorous, but simple and generic. Any transit property could use the same advertisements because the basic body copy does not identify it. The identification of the transit property is outside of the body copy. They probably were provided by an outside source. As a result, the property was able to conduct a sustaining and effective advertising campaign without incurring expensive production costs. By keeping their costs low, the property also was able to repeat the series several times which increases the awareness factor. Obviously, not all readers of the newspaper saw each advertisement in the series the first time it was published. Once the reader realized that each advertisement was one of a series, the reader then was motivated to look for the remaining advertisements. And, by using humorous illustrations, the reader was left with a positive image even though some of the reasons dealt with negative subjects.

## COSTS

The latest insertion costs for these advertisements, in the same market they were originally published, is \$121.80 per insertion, based on an average line rate of 58 cents.



## Need a good reason to ride your bus?



Reason No. 7...

## It's cheaper than driving.

It costs no more to ride your bus to work today than it did  
three years ago.

Today riding your bus is even a bigger bargain. So ride your bus.

The price of gas is not coming down. We're going **your** way.

Call us to find out when.



45 Erick Road, Lancaster, PA 17601 397-4246

## Need a good reason to ride your bus?



Reason No. 9...

## You'll extend the life of your car.

It makes sense. Drive less and your car  
will last longer . . . particularly  
during the winter.

Driving less means fewer potholes, fewer road salts and  
cinders, and fewer fender-bender chances. Your car will  
thank you. And so will your checkbook. We're going

**your** way. Call us to find out when.



45 ERICK ROAD, LANCASTER, PA 17601 397-4246



## CONCEPT

The purpose of this advertisement was to promote express bus service to nine different industrial parks within the transit system. Each industrial park is identified in the same ad. Each identification of the various industrial parks includes a map, a schedule, and a summary of the route to the park.

## DESIGN

Format: This particular design is a full page newspaper ad, divided into three columns with three industrial parks listed per column. It is a basic, straightforward graphic approach.

Production: With the exception of the headline, the logotype at the bottom and the route maps, the rest of the type for the ad could have been set by the publication. The type is readable, except on the route maps. This may have been caused by reducing photostats of the route maps already imprinted on the system's schedules.

## BENEFITS AND EFFECTIVENESS

This type of approach puts all express service together in one ad. As soon as the reader sees the ad, he understands the message and, if interested, can easily find the information about any particular service. There is also a special telephone number and the name of an individual in case the reader needs more information. In addition, individual ads can be easily taken from this full page advertisement for use in specialized publications, such as company newsletters. This approach is cost effective to promoting the express service, and can also be used to promote different park and ride lots. Since this is strictly an informational ad, additional cost savings can be realized by having the publication set most of the type.



# NEED A RIDE TO WORK?

## Use Barta's Industrial Express Bus Routes!

### Cartech Express - Route 1



Leave Gilbert Associates  
(return via same route)

### NOTE:

Although these routes are designed to serve the industries shown, anyone may ride them. Before riding, call Gerald Larish at 921-0601.



### Cartech Express - Route 2



Leave Gilbert Associates  
(return via same route)

### Western Electric Express



Leave Giorgio Foods  
(return via same route)

### MONDAY THRU FRIDAY (EXCEPT HOLIDAYS)

7:10 A.M.  
7:20 A.M.  
7:30 A.M.  
7:40 A.M.  
arrive 7:45 A.M.  
5:05 P.M.  
Leave Gilbert Associates  
(return via same route)

### MONDAY THRU FRIDAY (EXCEPT HOLIDAYS)

6:25 A.M.  
6:30 A.M.  
6:35 A.M.  
arrive 6:50 A.M.  
3:45 P.M.  
Leave Giorgio Foods  
(return via same route)

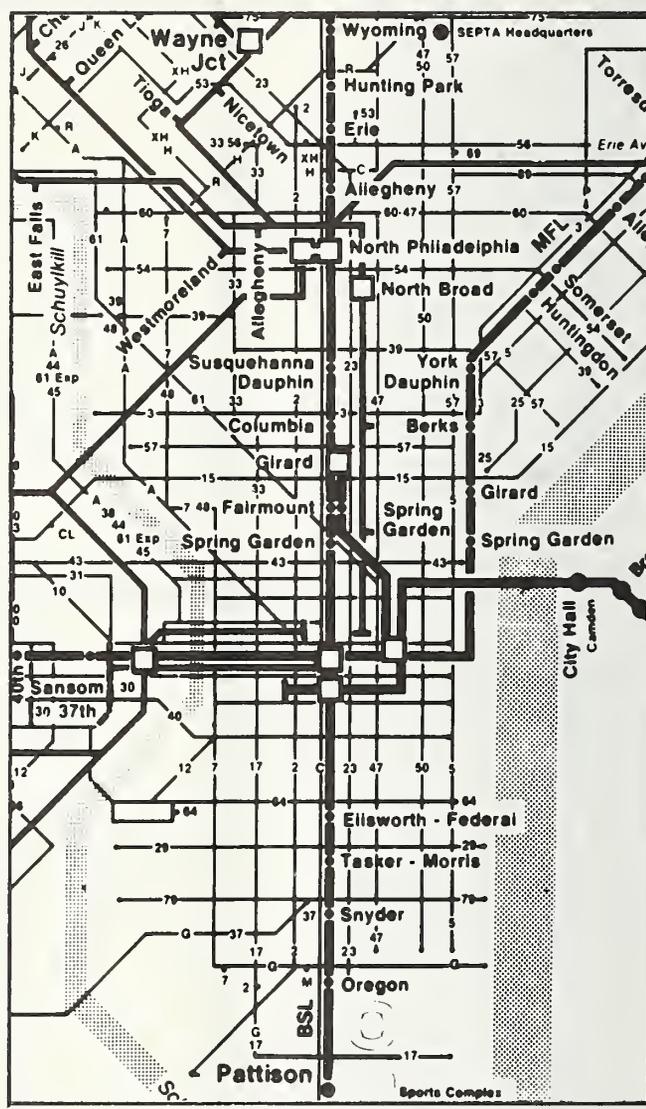
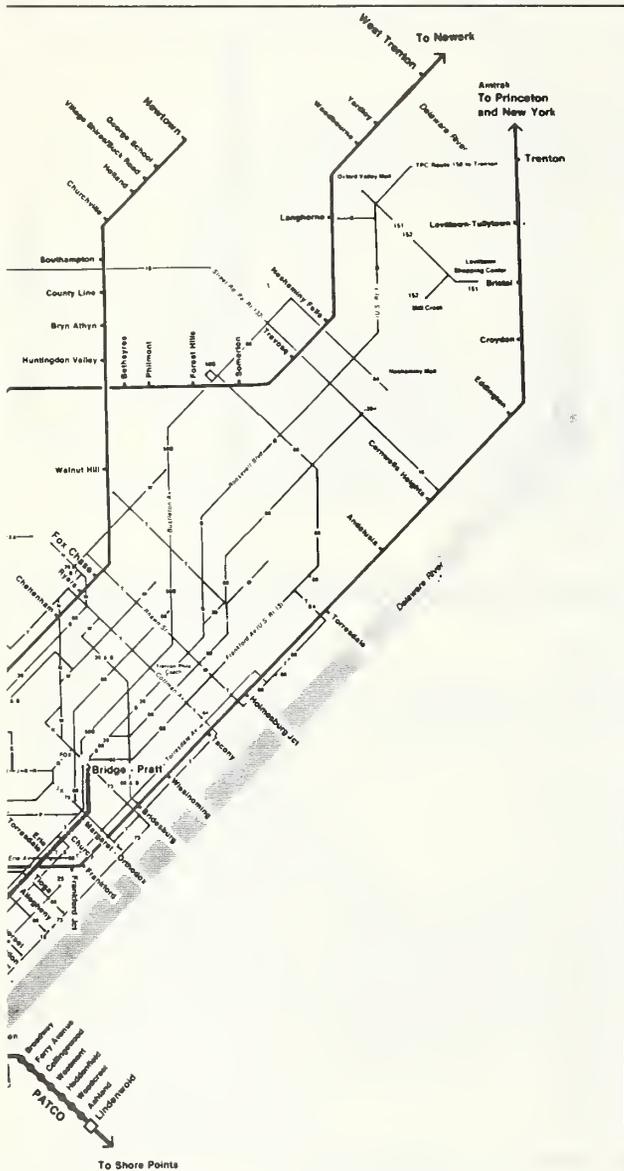


**Transit  
Marketing  
Handbook**

**Promotion and Advertising  
201 Newspaper Advertisements**

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Actual Printed Size of Map

LEGEND

- Surface Routes
- Rapid Transit Lines
- BSL—Broad Street Line MFL—Market-Frankford Line
- Subway-Surface Lines in Tunnel
- PATCO (Lindenwold) Line
- SEPTA Regional Rail Lines



## CONCEPT

The newspaper supplement describes the transit system, includes system maps, how to ride instructions, and symbols used throughout the system. It also includes transportation telephone numbers, and information on how to obtain the guide itself. It is an easy-to-use guide to be retained by the user.

## DESIGN

Format: This four page insert is printed on a standard newspaper wide by 129 picas deep, folded once to fit a newspaper page of 13 inches by 19 inches. It could be published as a supplement to a newspaper or property's system. It is well laid out and easy to read.

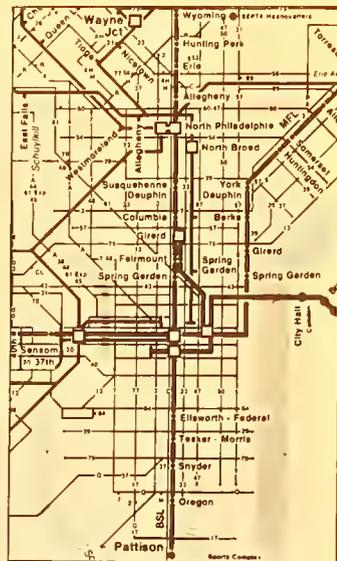
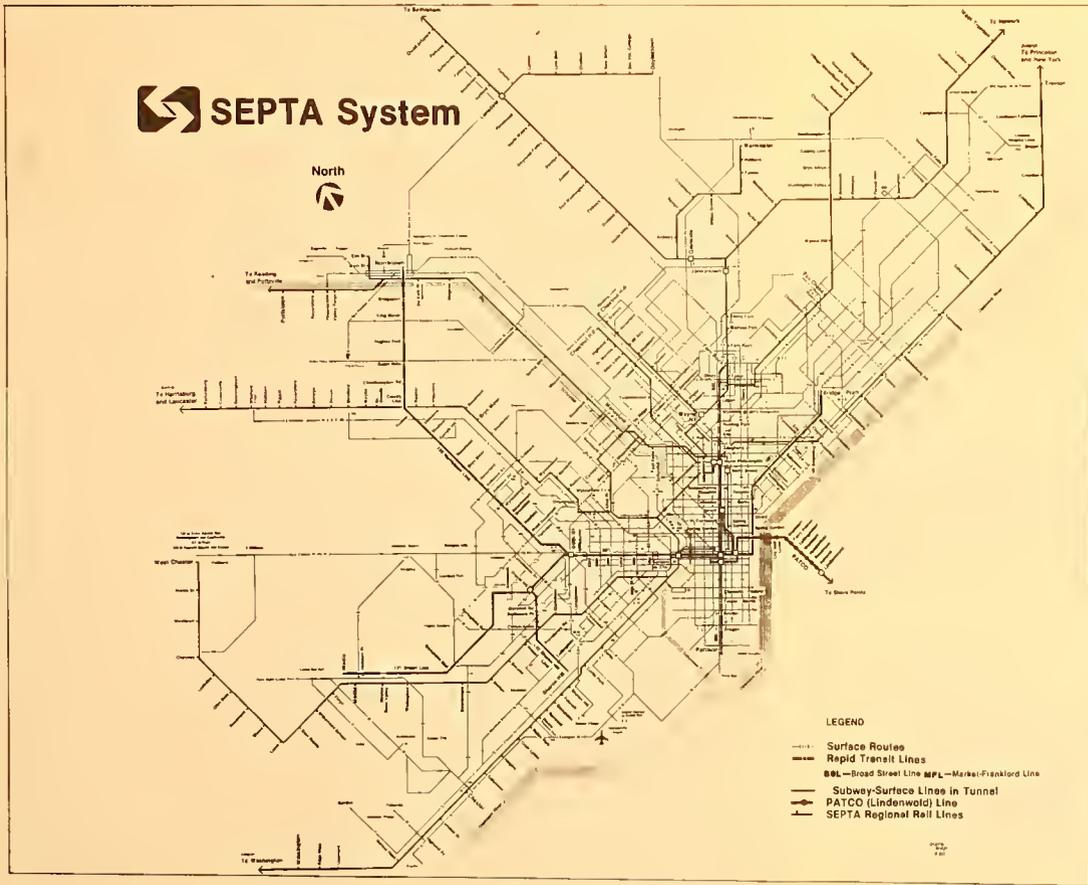
Production: This user aid employs simple graphics of the transit system, plus a blown-up map of the area. It uses the signs and symbols used on subway signs and as destination signs.

## BENEFITS AND EFFECTIVENESS

A system map and guide is one of the most effective ways that could develop. By developing it as a supplement to a newspaper is ensuring as wide a distribution as possible. Although this particular insert was developed for a newspaper, the cause of the schematic maps and the guide is measured by the number of homes it serves and the number of housing units within the transit system's distribution areas. In addition, it provides a quick reference. An aid of this type not only provides basic information, by showing the user how to use the system. And by overprinting the insert, additional information, such as government buildings, can be added.

## COSTS

The cost of running this ad was approximately \$100,000 on two major daily newspapers. This cost should be considered inserts and use as a rule of thumb. Both production and insertion costs are low. If agencies on budgets, might consider sharing the cost of the insert. It could use it as an advertising vehicle.

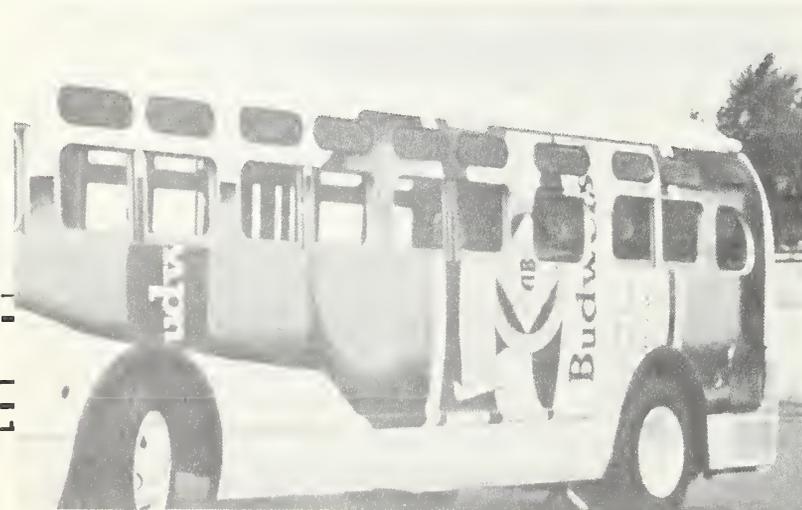


Actual Printed Size of Map



# CLYDESDALES?

So...for a FREE RIDE on **BARIA**

A cartoon illustration of a Clydesdale horse's head and neck. The horse has a surprised or questioning expression. A speech bubble above its head contains the text "WHAT? NO CLYDESDALES?".

**WHAT?**  
NO CLYDESDALES?

Nope! Just 3 B's  
for a FREE RIDE!

Teaser Ad



## CONCEPT

The black and white newspaper advertisement here is a promotion for free ride services. What makes it unique is that the local transit property involved has the free service underwritten by a sponsor, by permitting that sponsor, a Budweiser Beer distribution to paint a bus especially for the occasion. The local property is able to develop an interesting promotion at little or no cost, while the sponsor receives a unique advertising medium.

## DESIGN

Format: Because of the use of the bus as a graphic, and a fairly long headline, this ad was designed vertically. This particular ad is 83 picas wide by 75 agate lines deep, or 13 and 3/4 inches wide by 5 and 3/8 inches deep. The headline is bold and deals with a familiar subject, the Clydesdale horses, creating instant recognition for the reader. The body copy and the illustration quickly explain the promotion.

Production: Although a simple black and white ad, the graphics incorporate a straight half tone of a bus and a humorous illustration of a horse. The type is easy to read and the overall ad is bold and stands out on the page.

## BENEFITS AND EFFECTIVENESS

Free ride promotions are effective not only from the fact that people are getting something for free, but also because it requires the user to actively participate by riding the bus. However, free ride promotions are not free, and the real cost must come from operating costs. By having a third party sponsor, the transit property's costs are paid for, and there is no effect on operating costs. In addition, the uniqueness of this promotion, with a well recognized product container painted on the sides of the bus, makes it a fun promotion for everyone involved, both riders and operators. The sponsor enjoys a unique advertising medium as well. The sponsor's cost should include the painting of the bus, direct payment of operating costs, i.e., the driver's salary, and the fixed per mile costs, plus a part of any advertising program. Overall, including the resulting publicity and positive good will, this was a cost effective campaign for the sponsor as well.

## EVALUATION

Retailers offer a vast untapped marketing resource for transit operators particularly during periods when the retailers are involved in concentrated marketing programs of their own, as for example, during the Christmas holidays and back-to-school sales promotions. Transit properties should develop realistic promotional costs and make an effort to sell their service as an advertising medium.



# WHAT? NO CLYDESDALES?

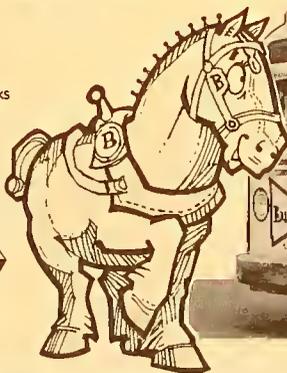
Nope! It's Barta's **BUDWEISER BUS**...for a **FREE RIDE** on **BARTA**

Starting Monday, Oct. 13, BARTA's Budweiser Bus begins service on BARTA's bus routes throughout Berks County. Look for it! When you ride this bus, The Ride's on Us! No fare will be charged. (Free ride offer expires Oct. 18.)

IT'S SMART'A  
TO RIDE



CALL 921-0601 FOR SCHEDULE  
INFORMATION



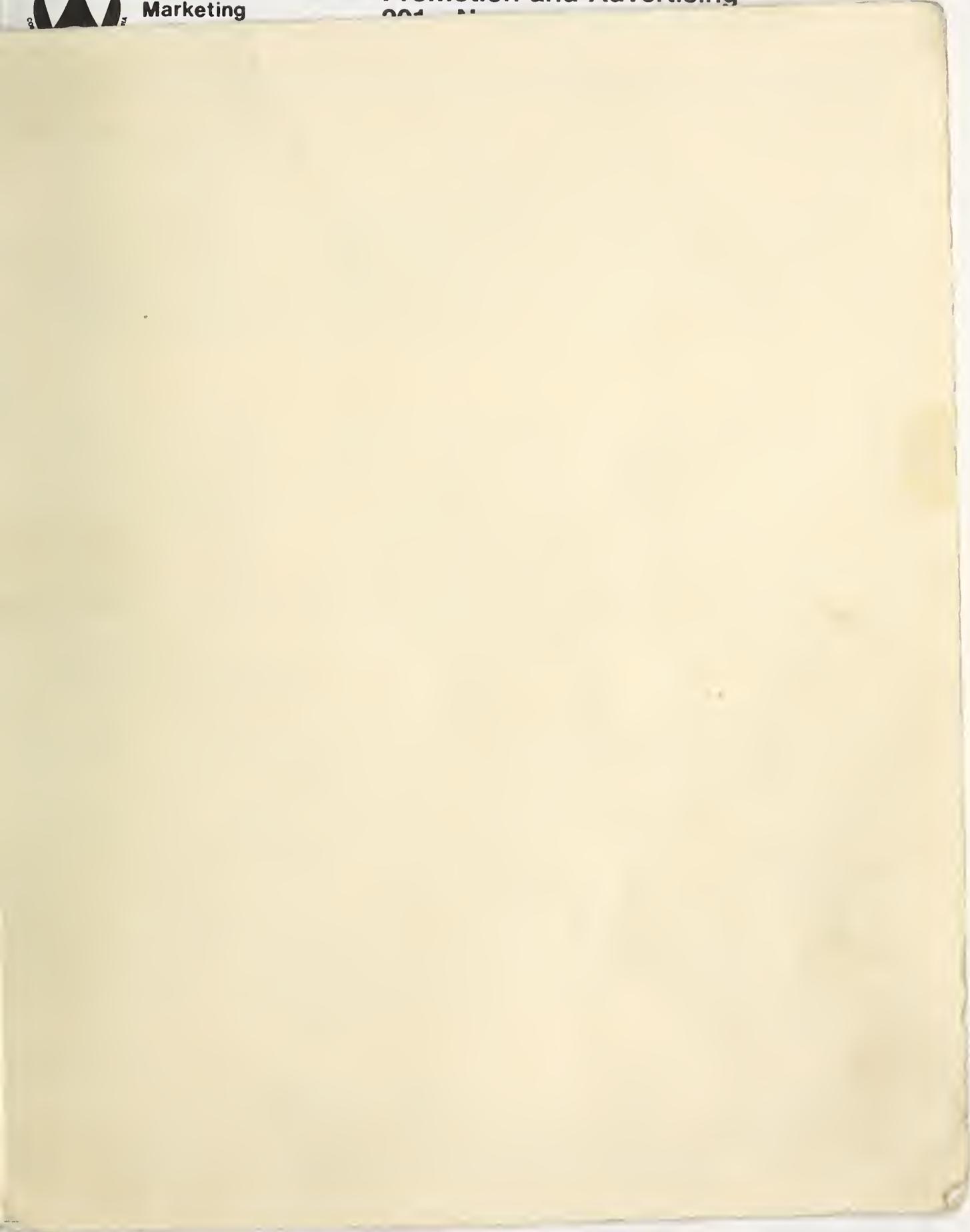
Nope! Just **3 B's**  
for a **FREE RIDE!**

Teaser Ad



**Transit  
Marketing**

**Promotion and Advertising**  
001 11





CONCEPT

The ad depicted here is an example of targeted newspaper advertising. It was used as part of a multi-media campaign to introduce new bus service to a specific area. The ad identifies the specific area and residential units to be served by the new route, and includes a schedule and map for reference and retention by potential users. The 600 line ad (shown reduced here) was run in the Reading Eagle Sunday edition the day before service began.

BENEFITS AND EFFECTIVENESS

The ad headline is catchy and personalized to attract the attention of residents in this area implying the service is specifically meant for them. The ad also provides complete information describing the service which may aid in the decision to use the service. Targeting the ad to a specific route, then measuring the productivity of that route, provides the transit authority with a tangible measurement of the effectiveness of the advertising campaign.

# Here's your bus, **SPRING TOWNSHIP!**

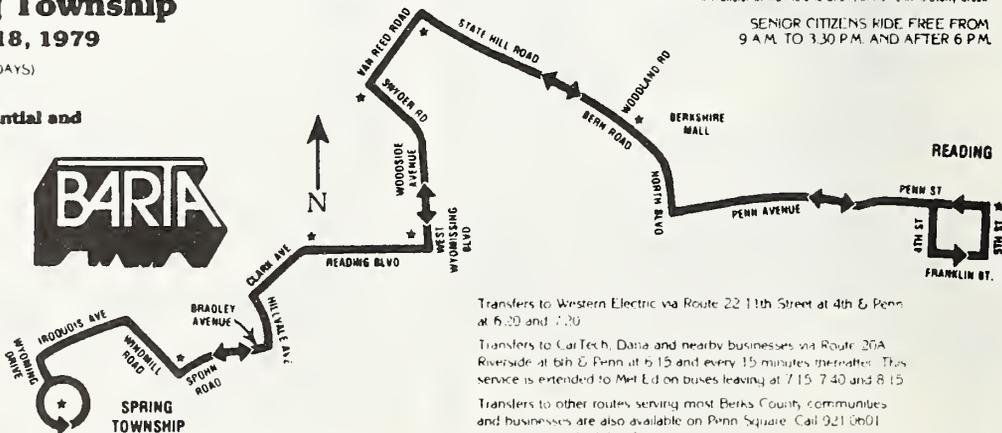
Leave Wilson Townhouses Wyoming Dr	Arrive Windmill Rd & Spohn Rd	Arrive Clark & Reading Blvd	Arrive Reading Blvd & W. Wye Blvd	Arrive Snyder & War Reed Rds	Arrive War Reed & State Hill Rds	Arrive Berkshire Mall Avenue	Arrive 5th & Penn Sts	Leave 5th & Penn Sts	Berkshire Mall	Arrive W. Wye Blvd	Arrive Spohn & W. Wye Rds	Arrive Reading Blvd & W. Wye Blvd	Arrive 5th & Penn Sts	Arrive W. Wye Blvd	Arrive W. Wye Blvd	
5:30 AM	5:52	6:05	6:17	6:30	6:42	6:55	7:07	7:20	7:32	7:45	7:57	8:10	8:22	8:35	8:47	9:00
6:45	6:47	6:50	6:52	6:55	6:57	7:00	7:10	7:25	8:00	8:08	8:10	8:13	8:15	8:17	8:20	8:20
7:30	7:32	7:35	7:37	7:40	7:42	7:45	7:53	8:05	8:08	8:10	8:10	8:13	8:15	8:17	8:20	8:20
8:30	8:32	8:35	8:37	8:40	8:42	8:45	8:53	9:05	9:08	9:10	9:10	9:13	9:15	9:17	9:20	9:20
9:30	9:32	9:35	9:37	9:40	9:42	9:45	9:53	9:55	10:05	10:10	10:10	10:13	10:15	10:17	10:20	10:20
10:30	10:32	10:35	10:37	10:40	10:42	10:45	10:53	10:55	11:05	11:10	11:10	11:13	11:15	11:17	11:20	11:20
11:30	11:32	11:35	11:37	11:40	11:42	11:45	11:53	11:55	12:05	12:10	12:10	12:13	12:15	12:17	12:20	12:20
12:30 PM	12:32	12:35	12:37	12:40	12:42	12:45	12:53	12:55	1:05	1:10	1:10	1:13	1:15	1:17	1:20	1:20
1:30	1:32	1:35	1:37	1:40	1:42	1:45	1:53	1:55	2:05	2:10	2:10	2:13	2:15	2:17	2:20	2:20
2:30	2:32	2:35	2:37	2:40	2:42	2:45	2:53	2:55	3:05	3:10	3:10	3:13	3:15	3:17	3:20	3:20
3:30	3:32	3:35	3:37	3:40	3:42	3:45	3:53	3:55	4:05	4:10	4:10	4:13	4:15	4:17	4:20	4:20
4:30	4:32	4:35	4:37	4:40	4:42	4:45	4:53	4:55	5:05	5:10	5:10	5:13	5:15	5:17	5:20	5:20
5:30	5:52	5:55	5:57	6:00	6:02	6:05	6:15	6:20	6:30	6:33	6:35	6:38	6:40	6:42	6:45	6:45
6:15	6:17	6:20	6:22	6:25	6:27	6:30		5:50	6:00	6:03	6:05	6:08	6:10	6:12	6:15	6:15

## Route 28, Spring Township STARTS MONDAY, JUNE 18, 1979

MONDAY THROUGH FRIDAY (EXCEPT HOLIDAYS)

Serving these important residential and commercial centers:

- WILSON TOWNHOUSES
- CORNWALL TERRACE
- MIDVALE MANOR
- PRESIDENTIAL ARMS
- SPRINGWOOD APARTMENTS
- WHITFIELD
- WILL-O-HILL
- BERKSHIRE ESTATES
- DREXELWOOD
- COLONY PARK
- WELLINGTON DOWNS
- WOODLAND PLAZA
- EXECUTIVE ESTATES
- BERKSHIRE MALL



\* Transfer at Mall to 6:40 bus to 5th & Penn to Stony Creek

SENIOR CITIZENS RIDE FREE FROM 9 A.M. TO 3 P.M. AND AFTER 6 P.M.

Transfers to Western Electric via Route 22 11th Street at 4th & Penn at 6:20 and 7:20

Transfers to Car Tech, Dana and nearby businesses via Route 20A Riverside at 6th & Penn at 6:15 and every 15 minutes thereafter. This service is extended to Mt. Ed on buses leaving at 7:15, 7:40 and 8:15

Transfers to other routes serving most Berks County communities and businesses are also available on Penn Square. Call 921-0601 for additional schedule information



# NEWS from

3301 Fifth Ave. / Altoona, Pa. 16602

## Contact

FOR IMMEDIATE RELEASE:

SEPTEMBER 1, 1981

News releases provide a format for communicating information about the transit system to the media and employees. The news release form depicted here is multi-purpose, used for external and internal communication of the Altoona Metro Transit Authority (AMTRAN). The pre-printed information includes a bold heading, logotype and address along with contact information. The publication date and subject title always begin the story.

The format used here is quite flexible and is easily distinguishable from the system's letterhead, clearly indicating that the information is available to the public. News releases may be used to secure publicity which may enhance public relations efforts. Some guidelines for effectively using news releases are:

1. To minimize the time and effort required to write news releases, utilize as many existing information resources as possible, such as a bus manufacturer's description of new vehicles which may be delivered shortly.
2. News releases should be concise, written for their informative value and delivered well in advance of the deadline for printing or broadcast. Be sure to know the deadlines of local media.
3. Do not confuse news with advertising. Before writing the news release, there should be a legitimate story with news value.
4. Provide the newspaper, radio and television editors with names to call during office hours, at night, and on weekends in case of an emergency.
5. If new services are being introduced, the manager of the transit system could speak in a public place such as a local civic club meeting. A news release should be sent to the media to get the story out to the public.



Following are representative samples of radio advertising used by various transit systems within the study area.

SCRIPT 1. This is one of a series of spots used to introduce the RTS-II bus, utilizing a familiar and popular theme at the time -- space invaders. The spots all used theme music similar to that used in a popular movie, Close Encounters of the Third Kind. This is an effective use of a commercial idea, tying into a well known theme. As a result, the audience has instant awareness and recognition. In this case, the theme was further carried out through a tag line, "For a ride that's out of this world." The spots convey the message that bus riding is not only pleasant, but it is the future in transportation.

SCRIPT 2. This is another in a series of different spots for a particular system, these promoting bus riding in general. The one reprinted here used an impersonator of a famous disc jockey (Wolfman Jack), who introduces a group of singers who in turn are impersonating well known pop artists. This is a good example of a contemporary theme. The spot is very upbeat and well executed.

SCRIPTS 4 & 5. These commercials demonstrate an effective promotion for two different services. One is a special free zone service, and the other a pass program. Both were produced for the same transit property. The scripts are well done and the message is clear. In addition, they promote the transit system's telephone number, permitting the listener to get more information.

SCRIPT 6. This is a good example of a humorous commercial done with a limited budget. This spot, and others like it that were used at the same time, are generic packaged spots. They can be used by any transit system which only has to add their identification at the beginning or the end of the spot. These spots are entertaining and informational without being specific and are obviously professionally produced. Small transit operations with limited budgets should consider using this cost effective approach to radio production.



SCRIPT 1: RTS-II NEW BUS INTRODUCTION 60 sec

Voice 1: Mike, run for your life! We're being invaded from outer space!

Voice 2: What?!

Voice 1: Look...a UFO has landed right here on Main Street!

Voice 2: Well, that's not a UFO...that's one of the new buses.

Voice 1: Oh, no! They're beaming people aboard. This is terrible!

(10 sec)

Voice 2: Jack, settle down, It's just one of the seven new buses that are now in service.

Voice 1: Look at that strange marking on the side — CCTA. Look at that sign on the front — Moxham...Probably how they spell "Martian".

Voice 2: I know they're the most modern buses in service anywhere in the country, but they don't look like spaceships.

Voice 1: Look, Mike! Some people are escaping out the back door! But they're smiling! Probably relieved to be away from those horrible Martians.

Voice 2: Jack, will you knock it off? Those people are just getting off the bus. And they're smiling because they've just had a very comfortable ride and didn't have to fight traffic or look for a place to park.

(30 sec)

Voice 1: Oh, that's amazing! The exo-steps just turned into an elevator platform. Probably for a Land Rover so the aliens can go exploring.

Voice 2: No, that's just their special wheelchair accommodator.

Voice 1: It's taking off. Wow, is that quiet!

Voice 2: Yes, it has a very quiet engine. As a matter of fact...

Voice 1: What's the matter?

Voice 2: That was my bus!

Music: Theme from Close Encounters of the Third Kind.

Announcer: For a ride that's out of this world, take a new bus from the Cambria County Transit Authority.

SCRIPT 2: THE PERFECT PICK ME UP 60 sec

Announcer: (impersonating disc jockey Wolfman Jack) WBT presents the Middy Special! Here's Rooftop:

Music: (singers) Once you get started...  
It's a habit that you like.  
The bus saves you money.  
It's a better way to ride.

Announcer: Dy-no-mite! And here's Barry Mandolin and "WBT, You Sure Are Convenient":

Music: (singer) The bus goes wherever I've been,  
I ride it over and over again.

Announcer: And now with "WBT's Got The Speed I Need", here's Diana Zloss:

Music: (singer) Come on now, ease on out, take me out  
the road.  
Come on now, I'm ridin' those big wheels  
down the road.  
Well, don't you worry 'bout nothin'  
It's an easy mode.  
Ridin' in comfort quickly down the road.

Announcer: Next week WBT moves again. Till then, take a WBT bus — it's "the perfect pick me up".



SCRIPT 4: DASHER PROMOTION 60 sec

Announcer: AMTRAN presents "DASH"

Music: "Ticket To Ride"

Announcer: DASH—for short trips in the downtown area. A new convenience...DASH stands for "Downtown Altoona Short Hop". All coach rides in any direction around the downtown—Station Mall area between 9:00 a.m. and 3:30 p.m. will be free, provided you board and exit within the DASH zone. Just tell the operator that you're a DASHER and you pay no fare. Instead, you'll be given DASH board to be returned to the operator when you exit at the end of your short hop. AMTRAN...hopes that you will enjoy DASH and that you will use it often. Why not investigate into the benefits of being a regular rider to and from downtown...with DASH?

Music: "Ticket To Ride"

Announcer: DASH—another feature from AMTRAN, your transportation system.

SCRIPT 5: SUPER RIDER PROMOTION 60 sec

Sound Effects: Gong

Announcer: Faster than a coin changer, more powerful than a transfer slip, able to make forty trips on a single ticket—it's Super Rider.

(music)

Announcer: Super Rider—a forty trip reduced rate super ticket good on all AMTRAN coaches, all AMTRAN routes, all day, every day. Just twelve dollars buys sixteen dollars worth of fast, convenient, efficient AMTRAN public transportation. It's like getting four dollars worth of transportation absolutely free. Super Rider is the super ticket and a super deal. AMTRAN is a super public transportation system... the best anywhere in central Pennsylvania. Ask your AMTRAN coach operator about Super Rider the next time you ride or call AMTRAN information at 944-4074. That's 944-4074. And get complete details about the Super Rider. Once you do, you'll have to agree that Super Rider is a super ticket and AMTRAN is a super system. Remember...faster than a coin changer, more powerful than a transfer slip, able to make forty trips on a single ticket, Super Rider...one of the new super ideas from AMTRAN, your transportation system.

SCRIPT 6: BOY MEETS GIRL 60 sec

Sound Effects: Traffic Noises, Bus Door Closing

Bus Operator: Thank you. Step to the rear, please. Thank you.

Girl: (As if thinking to herself) There he is.

Boy: (As if thinking to himself) There she is. Maybe she'll sit next to me today.

Girl: (As if thinking to herself) Oh, the seat next to him is empty. Should I sit there?

Boy: (As if thinking to himself) She's coming this way. Oh please, sit here, please.

Girl: (As if thinking to herself) Yes, I'll do it. (Louder, in normal speaking voice) Pardon me, is this seat taken?

Boy: Uh, no, have a seat.

Girl: (As if thinking to herself) I did it.

Boy: (As if thinking to himself) She did it. Now maybe something will happen instead of just getting off at the same stop and walking our separate ways.

Girl: (As if thinking to herself) If something doesn't happen now, I'm through getting off two stops early. How do I even know he's worth it?

Boy: (As if thinking to himself) I can't pass up this chance. I've got to think of something clever to say. Uh...I know: (Louder, in normal speaking voice) Uh, excuse me, uh, do you have the time?

Girl: Uh, oh yeah, it's...8:30. The bus is right on schedule, huh?

Boy: On the nose. That's good, cause I'd sure hate to miss you.

Girl: Yeah, me too. Oh, you mean the bus...

Boy: Yeah, uh, I meant the bus, yeah, that's what I meant...

Girl: Yeah, me too. The bus...good old bus...

Boy: Uh, what would my life be like without the bus?

Girl: Took the words right out of my mouth.

Boy: (Fading out) The bus, yes, the bus...

Music:

Announcer: Next time you share a seat on the bus, it may not be with a stranger. We're the Erie Metropolitan Transit Authority and we'll get you there.



## CONCEPT

The billboard shown here is one of several utilized as part of a promotional campaign dealing with reasons to ride the bus. It is related to ten different newspaper and radio advertisements (reference 201 Newspaper Advertisements in this handbook for examples) dealing with different reasons for not using the car. The headline is familiar, derived from a movie popular several years ago, and the same illustration is used as in the newspaper advertisements.

## BENEFITS AND EFFECTIVENESS

The billboard's message is simple and the use of the same basic illustration and copy is a good example of cost-effective image and idea reinforcement. The message suggests a contrast and solution to the traffic-weary automobile user: ride the bus.



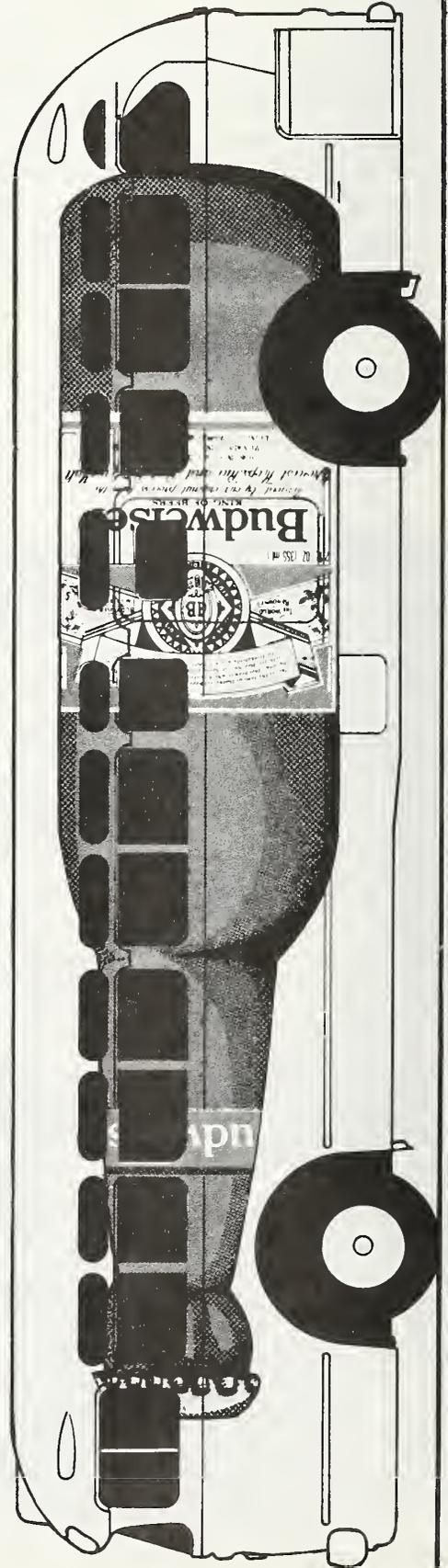


## CONCEPT

The bus shown here features an exterior advertisement that is also a promotion for free ride services underwritten by the sponsor, Budweiser Beer. (refer to 201 Newspaper Advertising in this handbook for further information). The bus features the company's most recognized product, a bottle of Budweiser Beer, painted on the sides of the bus with additional advertising on the front and rear of the bus. The interior advertising cards also promoted Budweiser Beer. The bottle and label were authentically reproduced in super scale on a white background.

## BENEFITS AND EFFECTIVENESS

The advertisement and promotion received a popular reception from the public and much recognition from the media, due to the unusual ad and free rides offered on the occasion. The local property was able to develop an interesting promotion at little or no cost, while the sponsor gained a unique advertising medium. The subject matter was also an appropriate one for this type of application, since it was already widely recognized and compatible to the bus's proportions and characteristics.



Exterior Advertising - BARTA Budweiser Bus



## CONCEPT

The bus interior advertising card indicates what a bargain local funding shares are of the total cost of providing transit to the community. The cost of the RTS-II transit bus is used as an example wherein the amounts provided by various funding sources are identified. Each vehicle in the fleet displayed the card, exposing the message to nearly all of the existing riders.

## BENEFITS AND EFFECTIVENESS

The system which developed this card does not have a marketing budget and is supported by thirteen local boroughs and two large shopping centers on a purchase of service contract.

When the cost of the newly arrived vehicles was reported in the media, some concern and criticism arose concerning the high cost.

The message is straightforward and, by the proportional amounts indicated, quite convincing of what a bargain transit is (in this instance 3%). The card technique provided an extremely low cost method of communicating a little known but important fact about the transit system.

**YATA MAKES YOUR TAX DOLLARS WORK FOR YOU**

**THIS BUS COST \$120,000**

<b>Federal Share</b>	<b>96,000</b>
<b>State Share</b>	<b>20,000</b>
<b>Local Share</b>	<b>4,000</b>

**In Many Instances The Local Share Comes From  
Federal Revenue Sharing Funds.**

**YATA Helps you Get Your Tax Dollars Back Home.**



## CONCEPT

The vehicles represented here have a promotional exterior paint scheme based upon the Pittsburgh Steelers' appearance in the 1980 Super Bowl. They were developed by the Port Authority of Allegheny County (PA) to symbolize PAT's support of the Steelers during a time when a sense of excitement and spirit ran high throughout the area concerning the Steelers and their impending appearance in their fourth Super Bowl in six years. Capitalizing upon "Steeler mania", a "Terrible Trolley" was painted and used as a centerpiece of a rally in front of City Hall attended by political leaders, the PAT Executive Director and several board members, and the head coach and management of the Steelers. The event and vehicles generated much publicity in the printed and live media both locally and nationally.

## DESIGN

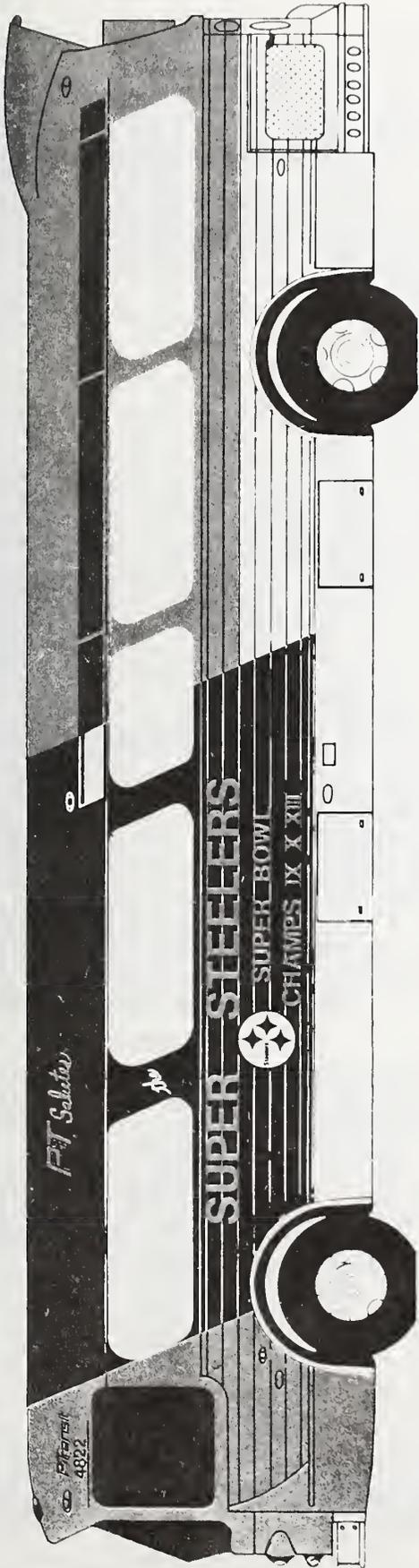
Format: The "Terrible Trolley" (or Bus) theme was derived from a popular cheering item "The Terrible Towel", alleged to be the secret weapon of Steeler fans. The broad vertical stripe was consistent with the "billboard type" paint scheme PAT utilizes on their trolleys. Thus the promotional color scheme was easily adapted to an established format.

Color: The colors match the Steeler Black and Gold team colors.

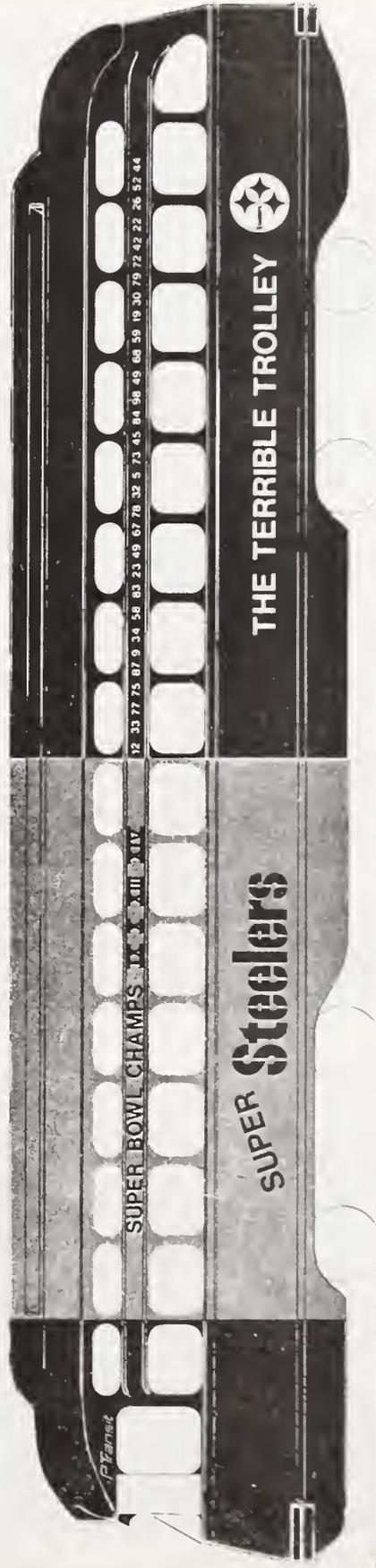
Production: The idea was conceived by the PAT Public Relations and Advertising manager, and with the cooperation of the trolley paint shop crew took less than two weeks to complete.

## BENEFITS AND EFFECTIVENESS

The "Terrible Trolley" (and Bus) are a dramatic success story in PAT's continuing Public Relations Program because they were the right idea at the right place and time. Caught up in the spirit of the times, the public and media reacted enthusiastically; in fact, both vehicles eventually became post card subjects. The vehicles with their unusual paint schemes were used in revenue service and became mobile billboards for PAT and the Steelers. After the championship game and hoopla surrounding the introduction of the "Terrible Trolley" and "Super Steelers" Bus were over, things settled down in Pittsburgh for the winter of 1980. The trolley and bus, however, continued to operate in revenue service reminding the public of a fun time and PAT's spark of imagination and sense of humor.



Super Steelers Bus - PAT



Terrible Trolley - PAT



## CONCEPT

The vehicles shown here have special Christmas exterior and interior decorations and were prepared and operated by the Cambria County Transit Authority (CCTA) and the Altoona Metro Transit Authority (AMTRAN). The decorations were topical, used to promote the use of transit during the Christmas shopping season. Each bus featured a decorated tree set up in the rear of the bus interior and garlands lining the handrails or window frames, as well as some exterior decoration. AMTRAN used its DASHER bus, which appropriately shuttles between two major malls in the area.

The windows of the CCTA Christmas decorated bus depict scenes from the Twelve Days of Christmas theme, which tied in with the authority's promotion. In order to encourage CBD Christmas sales for the 1978 Christmas season, the Retail Committee of the Greater Johnstown Chamber of Commerce agreed to pay for inbound transit services from December 11th through December 23rd. This promotion coincided with the Authority's Twelve Days of Christmas promotion, utilizing a bus decorated in a Twelve Days of Christmas theme. For these twelve days, all inbound rides on any authority bus were free from 10 AM to 6 PM.

## DESIGN

Production: All decorations or markings used on the buses were temporary, able to be removed or washed off. The Twelve Days of Christmas scenes were painted on the windows of the CCTA bus by local high school art students.

## BENEFITS AND EFFECTIVENESS

For each system the decorated bus provided an appropriate promotional theme for the Christmas shopping season. This tied in with ongoing advertising and fare promotions to encourage the use of transit for shopping purposes. The decorated buses are unique, and this novel quality attracted media publicity and curious riders as well. The decorations in the context of the bus were a conversation item, converting the starkness of the bus to a more humane atmosphere which provided something to smile about, admire, and most importantly remember.

For CCTA these promotions were arranged at no cost to the authority. All advertising is paid for by the merchant. The Chamber reimbursed the authority the base fare for each free ride (excluding senior citizens) for a total of 2,278 passengers at a cost of \$1,025.10.



Altoona - Christmas Interior



Johnstown - 12 Days of Christmas



Johnstown - 12 Days of Christmas



## CONCEPT

The vehicle depicted here is part of the fleet operated by the Southeastern Pennsylvania Transportation Authority (SEPTA). It is representative of their new paint scheme, which was developed during the 1976 Bicentennial Celebration and later adapted as the paint scheme of all SEPTA vehicles.

The paint scheme features a stripe around the beltline of the vehicle, interrupted only by the SEPTA logotype which is prominently displayed on the sides and front of the vehicle. The full name of the authority is identified on the rear of the bus and the vehicle number is indicated on four sides of the bus. These identification standards apply to all vehicles of this type for consistent identification.

## DESIGN

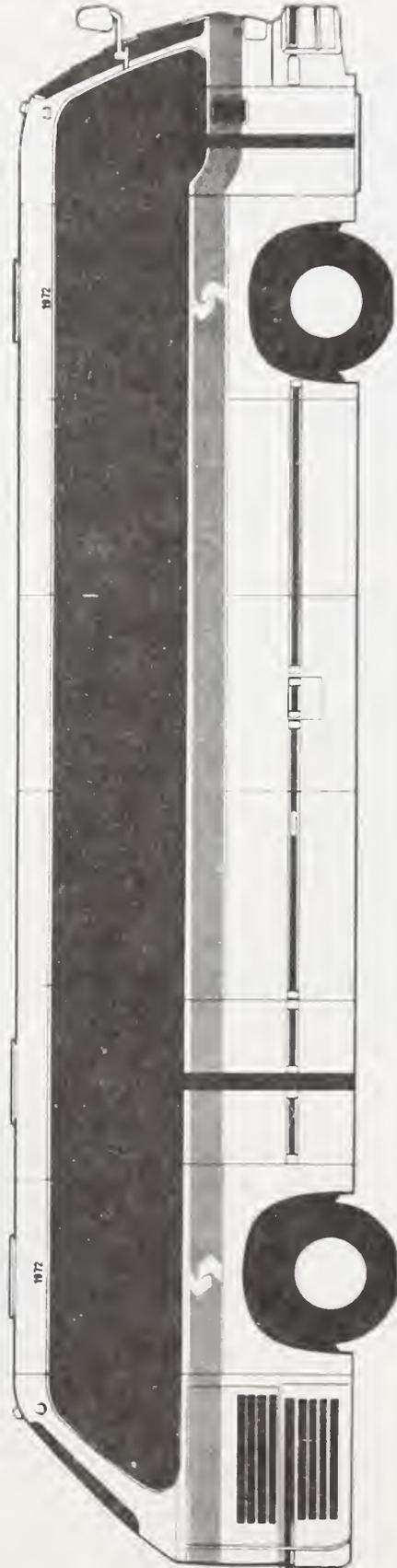
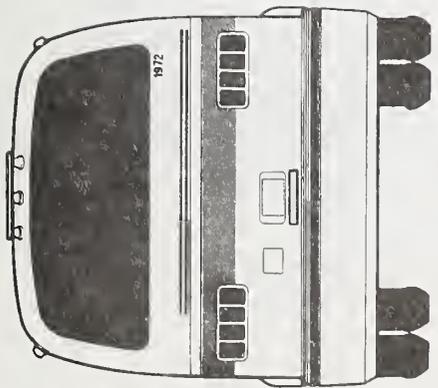
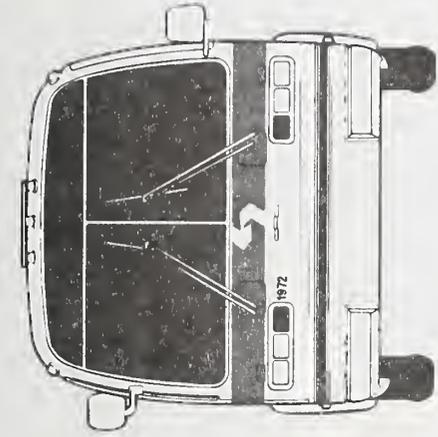
Format: The stripe and logotypes are 12" wide and are located in the area designated for graphics by the bus manufacturer. The logotype is located to balance the red and blue colors on the side view and to be prominently visible to boarding passengers.

Color: Vehicles, which can be painted have a light gray background, providing contrast for the stripe and markings.

Production: The beltline stripe is painted on the vehicle; all other markings are pre-spaced Fasson Fas-Cal 706 2 mil vinyl die cut letters or numbers. The logotypes are 3M Scotchlite Controltac Reflective film 7 mil.

## BENEFITS AND EFFECTIVENESS

The vehicle paint scheme is exemplary, both from the standpoint of its design and the consistency with which it is applied. The design is simple and attractive, adaptable to a variety of vehicle types and application techniques. It is one of the few color schemes in the country which successfully integrates the logotype with the paint scheme. Although it is the largest system in the state, with the greatest number of different types of vehicles and modes in operation, SEPTA enjoys a high recognition factor, projecting to the public the idea of progress toward the development of a fully-coordinated transit system.



Exterior Identification - SEPTA RTS-II



## CONCEPT

The Monthly Pass and Ten Trip Ticket flyers shown here are part of a major promotional campaign by the Red Rose Transit Authority (RRTA). The campaign also utilized newspaper advertisements, posters, radio spots and bus cards in the media mix. The purpose of the collection of flyers is to describe the monthly pass, how to obtain and use it, and the cost and the benefits of using passes and tickets (discount and convenience) over cash fares for regular riders. The flyers also feature a clip-off mail-in coupon for the purchase of a pass or tickets or further information about either. The large flyers (shown flat here) are introductory in nature and have a zone map on one side. They are supplemented by a series of smaller flyers which provide general information on a zone basis, including cost and the associated charges of various zone transfers using a fictitious character, "Red Rose Rosie". The flyers are distributed through schedule racks on the buses, the transit offices, mail, and most of the other outlets for timetables.

## DESIGN

Format: The large flyers, which may be used as posters, are 8-1/2" x 11" flat. The smaller flyers are 7" x 10-1/2" flat and 3-1/2" x 7" folded. A common format and artwork ties the flyers together visually and functionally.

Color: The flyers are basically black and white, with color used on the cover to distinguish between the pass and ticket information. The golden yellow used on the ticket flyers has a high visual impact when displayed.

Production: RRTA was assisted by a local marketing agency in the development of the artwork and text.

## BENEFITS AND EFFECTIVENESS

The flyers are simple and easy to understand with thematic graphics that are bold and reinforce the message. The thematic graphics, in effect, became a visual symbol or banner under which the passes and tickets were promoted. The multiple use of the thematic artwork, with the systematic design approach to the series of flyers, and a common format is a cost effective solution. These graphic attributes enable the users to easily identify any flyer as part of a related group of information.



**GENERAL INFORMATION**

**TEN TRIP**



**TICKET**

no cash needed  
buses

For more information  
call RRTA at 397-4246.

**ZONE #2**

**GENERAL INFORMATION**

New from  
RRTA

**TEN TRIP**



**TICKET**

Saves you money • Convenient • no cash needed  
Good on all RRTA buses

For more information  
call RRTA at 397-4246.

**Saves you money**

**G**

Just imagine, no more  
The RRTA Ten Trip Ticket  
No ti

New from  
RRTA

**TEN TRIP**



**TICKET**

Saves you money • Convenient • no cash needed  
Good on all RRTA buses



Transit  
Marketing

Promotion and Advertising

2025 - 2026



RRTA

# TEN TRIP TICKET

**Saves you money • Convenient • no cash needed  
Good on all RRTA buses**

Just imagine no more hunting for change. The driver pays for it. You just pay for the ticket. The RRTA Ten Trip Ticket is good for ten one-way bus rides. Transit is available rain or shine. No time limit on using it either. Convenient. And the Ten Trip Ticket saves you money. **REVISED OCT. 1, 1980**

45 Erick Road  
Lancaster, PA 17601  
397-4246

Large Flyer - Side One Flat

**BASE ZONE  
GENERAL INFORMATION**

New from  
RRTA

## TEN TRIP TICKET

Saves you money • Convenient • no cash needed  
Good on all RRTA buses

For more information  
call RRTA at 397-4246

**ZONE = 1  
GENERAL INFORMATION**

New from  
RRTA

## TEN TRIP TICKET

Saves you money • Convenient • no cash needed  
Good on all RRTA buses

For more information  
call RRTA at 397-4246

**ZONE = 2  
GENERAL INFORMATION**

New from  
RRTA

## TEN TRIP TICKET

Saves you money • Convenient • no cash needed  
Good on all RRTA buses

For more information  
call RRTA at 397-4246

Please print clearly

Name \_\_\_\_\_

Address or RD # \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Please send me more information about a \_\_\_\_\_ Zone Ten Trip Ticket

Please send me a \_\_\_\_\_ Zone Ten Trip Ticket

My check or money order for \_\_\_\_\_ is enclosed

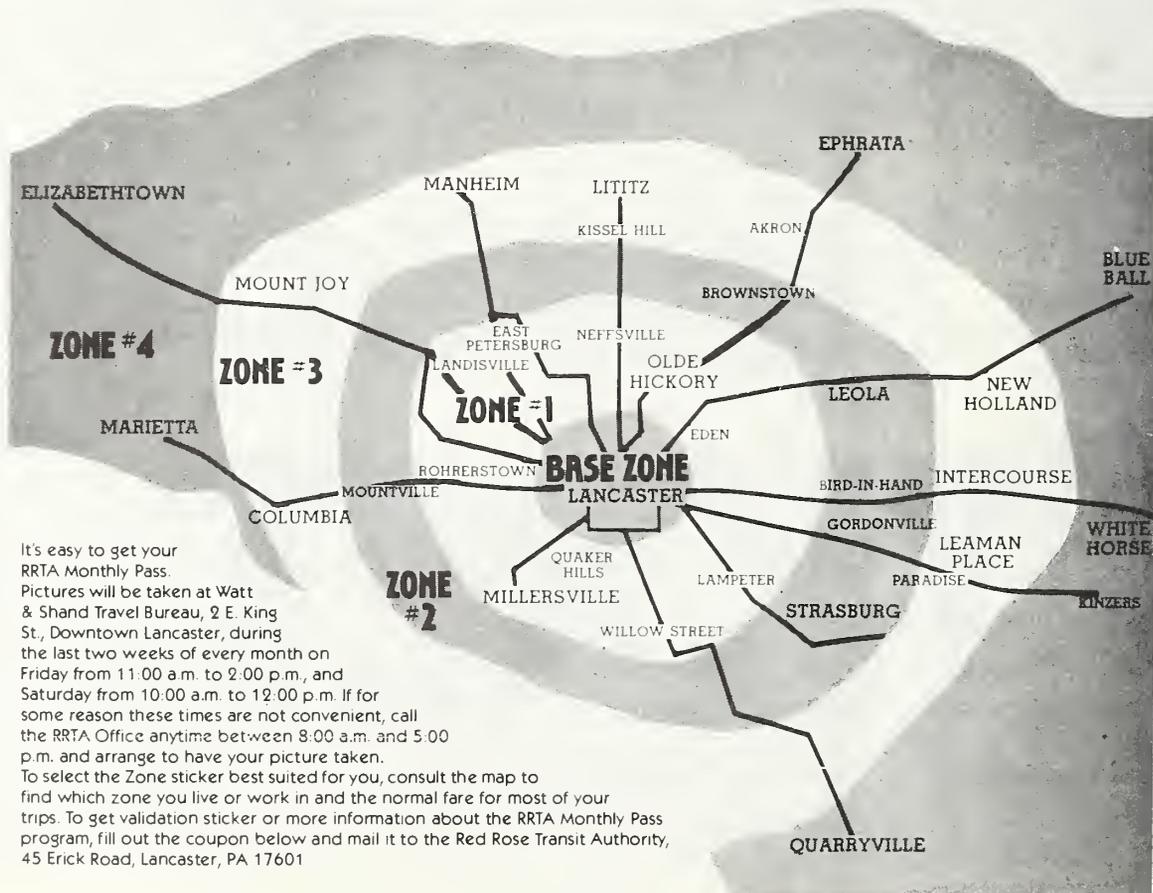
Saves you money • Convenient • no cash needed  
Good on all RRTA buses

Mail in Coupon on Side Two of Flyer Depicted

# Zone Map

This map shows the five RRTA fare zones and the price of the RRTA monthly pass validation sticker for each zone.

YOUR NORMAL 1-WAY FARE	STICKER BEST SUITED FOR YOU	STICKER PRICE	YOU SAVE
50 cents	Base	\$13.00	\$ 7.00
65 cents	1 Zone	15.50	10.50
75 cents	2 Zones	17.50	12.50
90 cents	3 Zones	22.00	14.00
\$1.15	4 Zones	29.50	16.50



It's easy to get your RRTA Monthly Pass. Pictures will be taken at Watt & Shand Travel Bureau, 2 E. King St., Downtown Lancaster, during the last two weeks of every month on Friday from 11:00 a.m. to 2:00 p.m., and Saturday from 10:00 a.m. to 12:00 p.m. If for some reason these times are not convenient, call the RRTA Office anytime between 8:00 a.m. and 5:00 p.m. and arrange to have your picture taken. To select the Zone sticker best suited for you, consult the map to find which zone you live or work in and the normal fare for most of your trips. To get validation sticker or more information about the RRTA Monthly Pass program, fill out the coupon below and mail it to the Red Rose Transit Authority, 45 Erick Road, Lancaster, PA 17601

Please print clearly:

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address or R.D. # \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please send me more information about the RRTA Monthly Pass \_\_\_\_\_

Please send me a \_\_\_\_\_ Zone validation sticker for the month of \_\_\_\_\_

My check or money order for \_\_\_\_\_ is enclosed.  
(Checks should be made payable to the Red Rose Transit Authority)





## CONCEPT

The Shoppers Guide on the following pages is used by the Lehigh and Northampton Transportation Authority (LANTA). Its purpose is to provide the public with a listing of all the shopping centers in the service area reachable by LANTA. The guide identifies the shopping centers served, categorized by area, and provides a brief description of the schedule of service, noting any special fare requirements or service limitations. LANTA's telephone information number is indicated for further information.

The second side indicates other shopping areas served, fares, information on tickets and passes and general information about the system and special programs. The agencies handling LANTA tickets and passes are also identified. The guides are distributed through ticket and passes agencies, schedule racks, information centers, vehicle schedule holders, and the mail, using the self-mailer panel.

## DESIGN

Format: The shoppers guide (shown flat here) is 7" x 13-1/2" flat and 3-1/2" x 7" folded. The information conforms to the panel foldings for layout. The copy is set in Helvetica type with 12 point headings and 8 point text.

Color: A two color combination is used to vary and distinguish each updated edition. By printing the headings in a color and the text in a neutral tone, the headings are visually emphasized for easy reference in finding a specific shopping center.

Production: LANTA was assisted in the design and copy development by its local agency.

## BENEFITS AND EFFECTIVENESS

The shoppers guide provides the user with a convenient information source which focuses upon a certain trip purpose. The authority also publishes other guides, such as a recreational guide. These guides, individually and collectively increase the users awareness of the extent of the transit service available for shopping and recreational purposes. These are traditionally areas of high automobile usage. The guide is easy to read and understand and its small size encourages retention.



## The easiest, most economical way to ride your bus!

Just show your RRTA Monthly Pass with current validation sticker to the driver on any RRTA bus and off you go! No more change to carry, no more transfers—just one Pass which entitles you to a month of unlimited rides within a specified zone.

And best of all, the RRTA Monthly Pass saves you money!

REVISED OCT. 1, 1980



45 Erick Road  
Lancaster, PA 17601  
397-4246

## Zone Map

This map shows the five RRTA fare zones and the price of the RRTA monthly pass validation sticker for each zone.

YOUR NORMAL 1-WAY FARE	STICKER BEST SUITED FOR YOU	STICKER PRICE	YOU SAVE
50 cents	Base	\$13.00	\$ 7.00
65 cents	1 Zone	15.50	10.50
75 cents	2 Zones	17.50	12.50
90 cents	3 Zones	22.00	14.00
\$1.15	4 Zones	29.50	16.50



Please print clearly

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address or R.O. # \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please send me more information about the RRTA Monthly Pass \_\_\_\_\_

Please send me a \_\_\_\_\_ Zone validation sticker for the month of \_\_\_\_\_

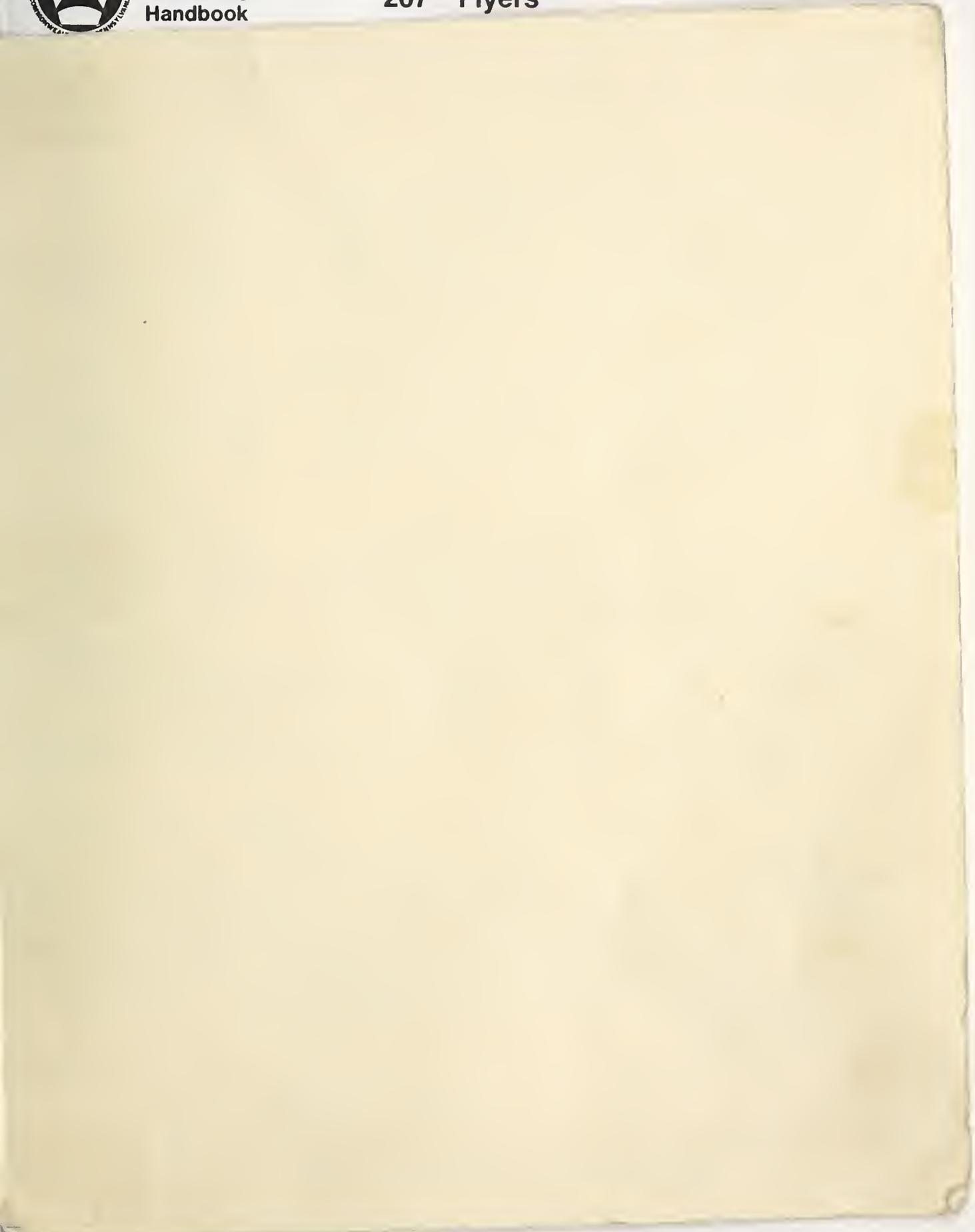
My check or money order for \_\_\_\_\_ is enclosed  
(Checks should be made payable to the Red Rose Transit Authority)





**Transit  
Marketing  
Handbook**

**Promotion and Advertising  
207 Flyers**





Fold



**LEHIGH AND NORTHAMPTON TRANSPORTATION AUTHORITY**  
12th & Cumberland Streets  
Allentown, PA 18103

**SHOPPER'S GUIDE**  
**SHOPPER'S GUIDE**



**Lehigh and Northampton Transportation Authority**

Multiple Store Shopping Areas  
Served by LANTA

Bulk Rate  
U. S. Postage  
**PAID**  
Allentown, PA  
Permit No. 43

**SENIOR CITIZENS**  
Senior Citizens (65 and older) ride LANTA free weekdays 9:00 A.M. - 3:30 P.M. and all day Saturday. The medicare card is accepted by LANTA drivers as a boarding pass.

**PROGRAMS FOR THE HANDICAPPED**  
Persons who find it difficult to use LANTA because of a physical or mental impairment may be eligible for certain reduced fares or special transit programs. Please call 435-6771 if you or someone you know is interested in finding out about LANTA's "handicapped persons" programs.

**INFORMATION**  
If you need further information about LANTA service, please call 435-6771 in the Allentown-Bethlehem area and 258-0479 in the Easton-Slatebelt area. One of our consumer information specialists will be happy to help you. LANTA does not operate on Sundays or Holidays Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day or New Year's Day.

**DID YOU KNOW?**  
LANTA was established in March, 1972 by the counties of Lehigh and Northampton to provide area residents with convenient and economical bus transportation. The buses that make up our fleet are new, clean and comfortable; warm as toast in the winter and cool in the summer. We hope that the next time you take a shopping trip, you'll give LANTA a try. We know you'll be glad you did! We look forward to welcoming you aboard.

11-79-10M

**LANTA ALSO SERVES SHOPPING AREAS IN THESE BOROUGHS:**

Catasauqua	North Catasauqua
Coplay	Northampton
East Bangor	Pen Argyl
Emmaus	Roseto
Fountain Hill	Slatington
Freemansburg	Walnutport
Glendon	West Easton
Hellertown	Wilson
Macungie	Wind Gap

**FARES** 40¢ - Peak hours  
30¢ - 10AM - 3PM  
& all day Saturdays  
5¢ - Transfers

- All fares exact change please.
- Place your exact change fare directly into the farebox as you board.
- Purchase transfers directly from the driver.

**TICKETS AND PASSES** are a special bargain:  
10-ride ticket - \$3.75 or 375¢ per ride  
40-ride ticket - \$14.75 or about .37¢ per ride  
Monthly Pass - \$14.75 - good for unlimited rides during one calendar month - the more you ride the more you save!

Tickets eliminate the need for exact change. The Pass eliminates the need for exact change and transfers. Tickets are available from all LANTA drivers and from LANTA headquarters at 12th and Cumberland, Allentown. Tickets and passes are available from various agents in the A-B-E area.

**AGENCIES HANDLING LANTA Tickets and Passes** include, in Allentown, Hess's, Hamilton Mall at 9th St., Family Center, 810 Hamilton Mall, Merchant's Bank, 7th and Hamilton Bank only, Clyde Minkish, 11 N 6th St., in Bethlehem, Orr's, Broad and Main Sts., in Easton, Orr's, Center Square, Easton National Bank, Center Square Bank only and Leslie's, 45 Center Square.



Fold

**LANTA BUS SERVICE TO:**

**AREA MALLS**  
**SHOPPING CENTERS**  
**PLAZAS**  
**ALLEN TOWN AREA**  
**HAMILTON MALL**

All LANTA routes in the Allentown area serve center city Allentown. In addition, Routes 1, 43 and 39 connect downtown Allentown to the Bethlehem area. Also a transfer from Route 22 to Route 1 allows Easton residents access to Hamilton Mall.

**ALLEN STREET SHOPPING CENTER**  
Route 44 (Allen Street) and Route 16 (North 15th Street) serve this center at 15th and Allen hourly.

**CREST PLAZA**  
Three round trip buses operating between Allentown and Slatington pass the Plaza on Cedar Crest Boulevard in Western Allentown.

**FAIRGROUNDS—BIG MARKET**  
LANTA's Route 2 (22nd and Highland), and Route 3 (30th and Greenleaf) serve the Fairgrounds. The two schedules combined show buses passing 17th and Chew Streets every half hour.

**19TH STREET SHOPPING CENTER**  
at 19th and Hamilton Streets is served about every hour by Route 45 and twice during the midday by Route 49 (Slatington).

**PARKWAY SHOPPING CENTER**  
Routes 15 and 36 serve the Parkway Shopping Center on Lehigh Street. Route 15 travels from Allentown down 15th Street to the Center. Route 36 passes the shopping center on the way to Emmaus.

**SOUTH MALL**

at 33rd and Lehigh Streets is served hourly during the off-peak hours by LANTA's Route 36. This bus operates between Allentown and Macungie.

**TREXLETTOWN MALL**

is now served by LANTA's Route 45, the South 24th Street-Trexletown bus. It travels from 7th and Walnut Street through Southwest Allentown to Trexletown six times daily. Service to the Mall is also available to residents in the Ancient Oaks and Shepherd Hills areas.

**WHITEHALL & LEHIGH VALLEY MALLS**  
which lie north of Allentown are served by Route 5 (Whitehall), and Route 4 (Northampton). Route 5 provides service to the Malls hourly from 10 a.m. to 4 p.m. daily and Saturday. Route 4 goes to the Malls every hour from 9:50 a.m. to 2:40 p.m. Both routes terminate in downtown Allentown and allow for easy transfer to other LANTA bus routes.

**SATURDAY SERVICE TO LEHIGH VALLEY & WHITEHALL MALLS**

For Easton and Bethlehem residents, LANTA has introduced special direct bus service between downtown Easton and Bethlehem and the Lehigh Valley and Whitehall Malls. Each Saturday LANTA operates live round trips between center city Easton and Bethlehem's transfer points and the Lehigh Valley and Whitehall Malls. The one-way fare for this direct service is only 30¢. This is another example of what LANTA is doing to provide the ultimate in economy and convenience for the Lehigh Valley. Call 258-0479 for schedule details on this special Saturday service.

**BETHLEHEM AREA \***

**BETHLEHEM CENTER CITY PLAZA**

All LANTA Routes in the Bethlehem area serve center city Bethlehem. In addition, Routes 1, 43 and 39 connect Allentown to Bethlehem and Route 22 connects Easton to Bethlehem.

**LEHIGH SHOPPING CENTER**

is served by LANTA's Routes 1, 43, and 8. Routes 1 (Hanover Ave.) and 43 (Union Boulevard) combined provide twenty-minute service to the center from both Allentown and Bethlehem. Route 8 runs to Westgate and downtown Bethlehem every other hour during the midday.

**SHOPPER'S VILLAGE**

located at Catasauqua Road and Pennsylvania Avenue is served by LANTA's Route 8 (Westgate).

**SPRING HILL SHOPPING CENTER**

LANTA's Route 12 which operates between downtown Allentown-Bethlehem and Hellertown.

**STEFKO BLVD. SHOPPING CENTER**

Bus Route 10 (Stefko Boulevard) provides service to this center every other hour during the midday six days a week.

**WESTGATE MALL**

LANTA's Route 8 operates from downtown Bethlehem to the Mall about every two hours. Route 8 also runs from the Mall to Union Blvd and Club Ave for connections to Route 43 (Allentown).

**EASTON AREA \***

**EASTON CENTER SQUARE**

All LANTA routes operating in the Easton area serve downtown Easton. Routes 1 and 22 connect residents of Allentown and Bethlehem to the Easton shopping district as well.

**BANGOR/SLATEBELT**

The area north of Easton is connected to downtown Easton by Route 30 which operates every two hours.

**PALMER PARK MALL**

LANTA Route 25 (Northampton Street) travels between downtown Easton and the Mall every hour during the midday six days a week.

**25th STREET SHOPPING CENTER**

is served by the same Route 25 on an hourly basis. The three major shopping areas are thus connected by one bus route.

**PHILLIPSBURG, N.J.**

For a nickel you can transfer to buses being operated between Easton and Phillipsburg by the Phillipsburg Bus Service. Most of LANTA's Easton buses connect with the Phillipsburg service.

LANTA also serves many other stores—discount department stores and grocery stores—far too many to list here. Please call LANTA at 435-6771 in Allentown and Bethlehem and at 258-0479 in the Easton/Slatebelt area if you would like further information.



## CONCEPT

The flyer depicted here was part of a new bus arrival and promotion by the Williamsport Bureau of Transportation (WBT). The arrival of the new equipment was an important progress milestone for the city-owned and operated transit system. It also heralded the beginning of significantly more comfortable and reliable service for the riders. WBT promoted the arrival of its new equipment with a package of free rides, a new paint scheme and logotype for the system, flyers, newspaper articles and television news coverage. The flyers were distributed prior to and during the dedication ceremonies, which were held at Center City Mall on June 9, 1980 where new buses were on display.

The flyer describes the features and improvements offered by the new equipment as well as the free time benefits of using public transit. It also promoted the ride free offer which was in effect from 10 A.M. to 4 P.M. the day of the dedication.

## DESIGN

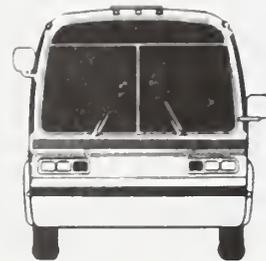
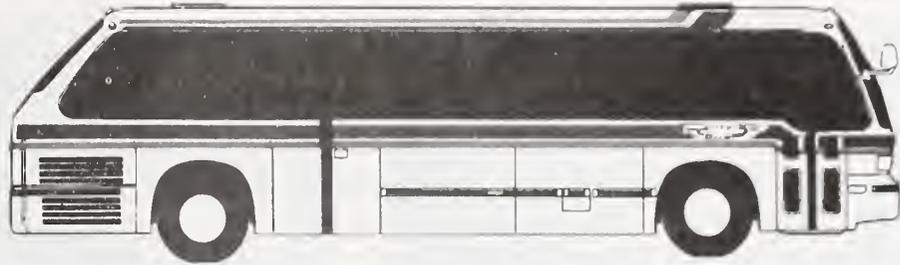
Format: The flyer size is 10" x 14" flat and 4-3/4" x 10" folded, printed on two sides with the story summarized in bold headlines.

Color: The system colors, red and blue, are used to accurately reproduce the new logotype and paint scheme and to emphasize the headlines.

Production: WBT was assisted by a local agency in the design and copy of the flyer.

## BENEFITS AND EFFECTIVENESS

The flyer, along with newspaper advertisements, was instrumental and cost effective in informing the public of the impending arrival of the new equipment. It also provided a format for a detailed description of what to expect in the equipment improvements and the new identity graphics, which helped increase awareness of the new system identity in advance of actual service. The free ride offer added to the anticipation and provided an incentive for non-riders to try using transit and the new equipment.



# New city buses offer sensibility, luxury, & free time

## sensibility

Riding the bus means more than just saving gas. It means no more annoying traffic snarls, no more parking problems, no more worry about what's happening to your car in the parking lot.

Riding the bus means that you let someone else do the driving. It means a cool ride in the summer and no worry about snow and ice in the winter.

When you stop to think about it, the bus not only saves you money, but it acts as the cheapest chauffeur in town.

Bus tokens are available for only four for a dollar. Transfers are free. Senior citizens and handicapped persons get special rates as well.

It's only sensible: ride city bus.

There are also touch bars beside each seat. All you have to do is tap the bar with your finger when you want to get off the bus.

Even getting on board is easier than ever before: the new buses can stoop down to the curb so you don't have to stretch to make that first step. And a wheelchair lift is built into each new bus.

## free time

Really, wouldn't it be much more enjoyable to let someone else wrestle with traffic?

When you ride the bus you have time to read, time to think things over...or time to just plain relax.

Add a little free time to your schedule: ride city bus.

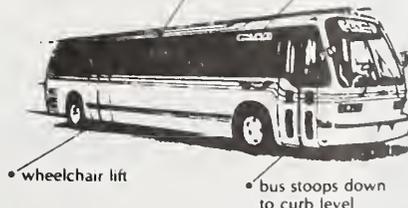
## luxury

Williamsport's new buses offer more than just a carefree way to get around town.

They offer outstanding luxury. Plush seats, tinted glass, complete air conditioning. And above all, a smooth comfortable ride.

# ride free

- touch bars beside each seat signal driver when to stop
- tinted glass windows
- side destination sign
- fully air conditioned



That's right, ride free from 10:00 a.m. to 4:00 p.m. on Monday, June 9th. That's the day the new city buses will hit the street. On this same day, you'll be able to see one of the new buses on display in the center city mall from 10:00 a.m. to 2:00 p.m. A dedication ceremony will take place at noon.

You can help celebrate by riding city bus free that day, anytime between 10:00 a.m. and 4:00 p.m.



For information concerning routes call 326-2500, the Williamsport City Bus.



## CONCEPT

The promotional items shown here are representative of token gifts given away or sold by transit systems to the public, employees or students. They are relatively inexpensive marketing aids judiciously used to commemorate an occasion or achievement and include the following purposes:

BARTA and AMTRAN Key Rings - These items were initially produced for the grand opening of new offices and given away to visitors, media and dignitaries. They are used for speaking engagements to civic groups, employers, visitors, and occasionally to compensate some riders with serious complaints.

AMTRAN T-Shirt - This item is sold for approximately \$3.00 at festivals and presentations to civic groups as a novelty with local flavor. It comes in several sizes and is reproduced in the AMTRAN system color.

SEPTA Transit Coloring Book - This item is given to elementary school children and serves as a primer for courtesy (do's and don'ts) while using transit.

RRTA Crocheted Rose - The red rose is the symbol of Lancaster and the RRTA system. The rose is very small, worn on the lapel or dress. It is worn by RRTA's employees and given as a commemorative item following presentation to civic groups, employers and students.

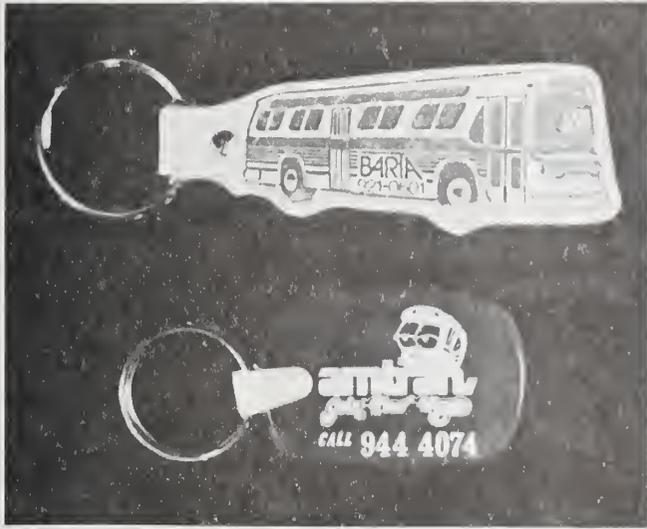
PAT Energy Conservation Tote Bag - This plastic bag, which contains a user's guide, was produced for the secondary education program as a token gift for students attending the presentation.

LCTA Briefcase - This item was given to LCTA operators completing the Driver Training Program. The briefcase provided convenient file storage for the papers and brochures accumulated during the course.

PAT Folding Bus - This is a paper fold-up bus which serves as a bank when assembled. It is given away at schools and on the Ambassador Bus. This item is traditionally the most popular among all systems in the state.

## BENEFITS AND EFFECTIVENESS

Promotional items help to create good will and a positive image of the transit authority by the recipient. They provide a convenient means of showing appreciation, while promoting the transit system. The use and retention of these items provides free additional advertising for the authorities, increasing awareness of transit and its services.



Reading & Altoona - Key Rings



Altoona - Promotional "T" Shirt



Philadelphia - Coloring Book



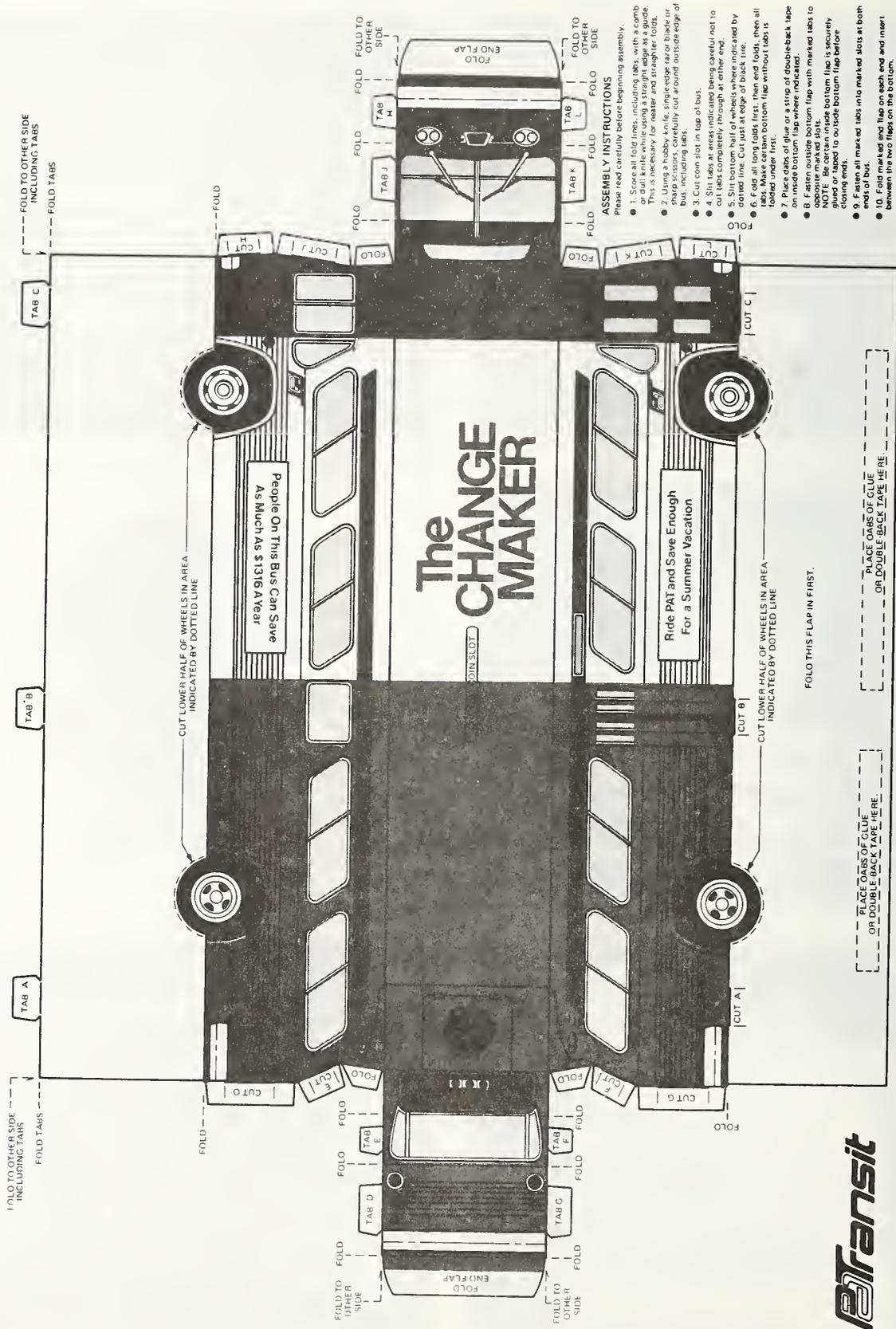
Lancaster - Crochet Rose



Pittsburgh - Tote Bag



Wilkes-Barre - Briefcase



- ASSEMBLY INSTRUCTIONS**  
Please read carefully before beginning assembly.
1. Score all fold lines, including tabs with a comb or dull knife while using a straight edge as a guide. This is necessary for neater and straighter folds.
  2. Using a hobby knife, single-edge razor or blade (or other sharp object), carefully cut around outside edge of bus, including cut slot in top of bus.
  3. Cut cut slot in top of bus.
  4. Slot tabs at areas indicated being careful not to cut tabs completely through at either end.
  5. Slot bottom half of wheels where indicated by dotted line. Cut just at edge of black tire.
  6. Fold all long folds first, then end folds, then all other folds. Fold bottom flap without tabs is folded under first.
  7. Place strips of glue or a strip of double-back tape on inside bottom flap where indicated.
  8. Fasten outside bottom flap with marked tabs to opposite marked slots.
  9. Fold bottom flap. This flap is assembly glued or taped to outside bottom flap before closing ends.
  9. Fasten all marked tabs into marked slots at both ends of bus.
  10. Fold marked end flap on each end and insert bottom flap into slot on bottom.
- SKILL LEVEL - 10 years and up.**





## CONCEPT

The "Gas Savers" flyer shown on the following pages was used by the Lehigh and Northampton Transportation Authority (LANTA) to promote and solicit interest in establishing a 60-day trial transit service between Allentown and Coopersburg. The start of this service was contingent upon the sale of thirty-five monthly passes, reflecting the authority's new policy toward service expansion. The flyer was mailed to residents who live in the vicinity of the proposed route and was distributed through a local citizens' committee which helped LANTA with the promotion efforts.

The flyer contains a complete description of the service, proposed schedule, routing, fares, how to use the service and conditions of its establishment. It also spells out the economic benefits of using transit, where to purchase passes in Coopersburg, and has a mail-in coupon to purchase the pass. The name and telephone number of LANTA's Marketing Director is listed as a contact for further information.

## DESIGN

**Format:** The flyer is 11" x 17" flat and 3-5/8" x 8-1/2" folded, printed on two sides. The route and scheduling and how to use the bus information are organized on one side, similar to how this information might be organized in a timetable. The benefits, conditions and how to purchase information are organized on the other side. A space for addressing is located on the face panel.

**Color:** The flyer is printed single color with a solid printing on the face panel to accentuate the graphics.

**Production:** LANTA was assisted in the development of the flyer by its agency and the local citizens' committee. It is printed on a heavyweight coated stock to withstand the rigors of mailing.

## BENEFITS AND EFFECTIVENESS

Although the service was promoted in other media and through meetings, the flyer was an appropriate vehicle not only to provide detailed information about the proposed service, but also to solicit sales for the passes. The flyers have a means for response and indicate who to contact for further information. The flyer could be retained and studied at the recipient's convenience. It also provided the right combination of information on routing, scheduling, fares, and "how to" essential for anyone who is seriously considering trying transit. More than fifty passes were sold, surpassing the original goal, and service was established with free fares for the first week as LANTA's welcoming gesture of appreciation to their new riders.



# GAS SAVERS

BULK RATE  
PAID  
Allentown, Pa.

**LANTA CAN SAVE YOU MONEY.**  
Follow this calculation to get some idea of how much you can save by taking advantage of public transportation.

**Commuting by car costs you:**  
Round-trip mileage, Coopersburg-Allentown ..... 20 miles  
Cost of operating your car per mile ..... \$7.40  
Daily cost ..... 57¢ per mile  
Multiplied times 22 average working days per month ..... X 22  
**TOTAL MONTHLY AUTO COSTS** ..... \$162.80  
(add any monthly parking fees)  
**RIDING LANTA COSTS YOU:**  
**MONTHLY PASS COST:** ..... \$14.75

\*Some savings—up to 80%—if you use LANTA for your entire commute. \*\*Some savings—up to 80%—if you use LANTA for your entire commute.

**SENIOR CITIZENS RIDE LANTA FREE.**  
Senior Citizens, 65 years of age or older, ride LANTA free from 9 a.m. to 3:30 p.m. daily and all day Saturday. The Medicare Card is the accepted boarding pass. Persons without Medicare cards should call LANTA at 435-6771 for information about an alternative identification card.

**HANDICAPPED PERSONS RIDE LANTA** for one-half fare (20%) during the off-peak hours and on Saturdays. Call LANTA at 435-6771 for information on eligibility and registration requirements.

## BUS SERVICE between Allentown and Coopersburg will begin March 1, 1980 IF....

Dear Neighbor,  
LANTA and a group of Coopersburg area residents have been meeting since December to plan for an experimental bus run between Coopersburg and Allentown.  
The service described in this brochure will begin March 1 if—and only if—35 monthly passes at \$14.75 each are sold by February 22. On the service begins after an initial 60-day trial period, it will be continued only if there is a significant level of ridership (about 75 people a day).  
If the route and schedule detailed in this brochure meets your needs—for work trips or for shopping—please mail in the coupon below for your monthly pass. Passes are also available at the Coopersburg Borough Hall's Secretary's Office.  
If you have questions about the service, please call 435-6771 (LANTA) and ask for Denis Meyers. He'll be happy to help you.  
Remember... please give this service a chance. Buy your \$14.75 monthly pass before February 22.

Thank you,  
Coopersburg Transportation Committee  
February 1, 1980

### \$14.75 Ride Unlimited Monthly Pass

The unlimited ride, monthly pass is your best bargain. Ride as many times as you wish for the entire month of March for just \$14.75.

#### A great savings:

- The more you ride, the more you save.
- Check your "savings chart" listed elsewhere in this brochure.
- It eliminates the need to carry exact change... just show your pass to the driver as you board.
- It eliminates the need to purchase transfers.

#### Unlimited ride Monthly Passes are available:

- At the Coopersburg borough hall (secretary's office)
- By mail from LANTA. Clip coupon and mail it and your check for \$14.75 payable to "LANTA" to LANTA-Coopersburg, P.O. Box 100, Allentown, PA 18103

**FARES:**  
\$14.75 Unlimited Ride Monthly Pass  
40¢ Peak Hours  
50¢ Daily 10-5, and All Day Saturday  
5¢ Transfer  
ALL RATES EXACT CHANGE PLEASE

Enclosed is \_\_\_\_\_ for \_\_\_\_\_ passes(s)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone # \_\_\_\_\_





## CONCEPT

The Personal Trip Planner is a direct mail brochure used by the Red Rose Transit Authority to solicit requests for trip planning information which may be satisfied by RRTA transit service. One side of the brochure has space for the potential rider to describe up to four trips in terms of where to where, arrival time desired, and day of the week. The brochure is geared toward regularly made trips. The user indicates his or her name and address at the bottom of this side. The second side describes the purpose of the Personal Trip Planner and lists popular destinations served by RRTA. A similar brochure, oriented toward work-related trips, is distributed through major employers in order to canvass employees.

If they can be of service, the transit authority supplies a written response on how to get there by bus, exactly how to get there, which bus to take, where to catch the bus, what time to be at the bus stop, how much the trip will cost, and when the rider will get to his or her destination.

## DESIGN

Format: The brochure is 8-1/2" x 11" flat and 3-5/8" x 8-1/2" folded and is printed black on cover weight stock. The brochure is stapled or taped shut for the return mailing to the authority.

Color: This brochure is printed black on a light blue stock; the employee's brochure is printed black on yellow stock.

Production: The authority was assisted in the development of the brochure by its agency.

## BENEFITS AND EFFECTIVENESS

Both the general and employee-oriented Personal Trip Planning brochures have been effective for the authority, as evidenced by the high response rate among residents and employees and the ridership increases attributable to this program. The brochure is simple to use, designed to obtain information in a consistent manner. The brochure enables the authority to gauge the latent demand for transit for specific geographic areas or employers. It deals with the information barriers in a personalized manner, to help the potential user feel more secure and motivate usage.



**RRTA BUSES  
TRAVEL TO MANY OF  
THE SAME PLACES  
YOU DO**

East  
Towne  
Mall

K-Mart

Manheim

Luther Acres

Lancaster  
General  
Hospital

North Museum

Downtown  
Lancaster

AMTRAK  
Station

Lititz

Elizabethtown College

Millersville State  
College

Osteopathic  
Hospital

Lancaster County Park

**WITH A LITTLE PLANNING  
WE CAN RIDE  
TOGETHER**

ANOTHER SERVICE FROM RRTA

# Personal Trip Planning

Every day RRTA buses travel to many of the same places you do. And with a little planning we can ride together. That's what Personal Trip Planning is all about. Tell us some of the trips you make regularly in Lancaster City or County, and we'll tell you how to get there by bus. Exactly how to get there. Which route to take. Where to catch the bus. What time to be at the bus stop. How much your trip will cost. And when you'll get to your destination. Just fill out the inside of this brochure and mail it to RRTA. We'll write back telling you the best bus connections for the trips you had in mind.

**Especially for you from RRTA . . .  
Personal Trip Planning**

PLACE  
POSTAGE  
HERE

**RED ROSE TRANSIT AUTHORITY**  
Red Rose Transit Authority  
45 Erick Road  
Lancaster, PA 17601

TO: \_\_\_\_\_

FROM: \_\_\_\_\_

Side One

## RRTA Personal Trip Planning

Please send me information about RRTA bus connections for the following trip(s):

NOTE: If either location is a street address or rural route, please tell us the nearest intersection.

	LOCATION FROM	LOCATION TO	ARRIVING BY	DAY
<b>TRIP 1</b>			___ : A.M. or ___ : P.M.	___ WEEKDAY or ___ SATURDAY
<b>TRIP 2</b>			___ : A.M. or ___ : P.M.	___ WEEKDAY or ___ SATURDAY
<b>TRIP 3</b>			___ : A.M. or ___ : P.M.	___ WEEKDAY or ___ SATURDAY
<b>TRIP 4</b>			___ : A.M. or ___ : P.M.	___ WEEKDAY or ___ SATURDAY

NAME \_\_\_\_\_

STREET \_\_\_\_\_

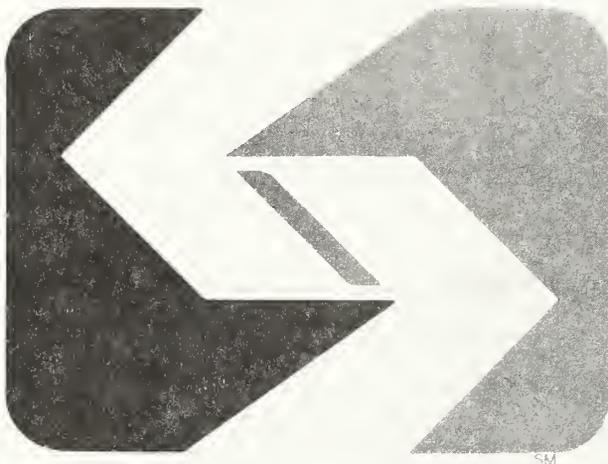
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_ PHONE \_\_\_\_\_

Side Two



Logotypes serve to portray, identify and define the transit system as well as promote the image of the system strongly in a broad range of applications, developing a positive reaction to the transit system. The SEPTA logotype is simple, bold, connotes the nature of SEPTA's business (transit), and is easily adaptable to a wide range of applications. Although there is always a certain amount of subjectivity in deciding upon a logotype, some basic factors to consider are:

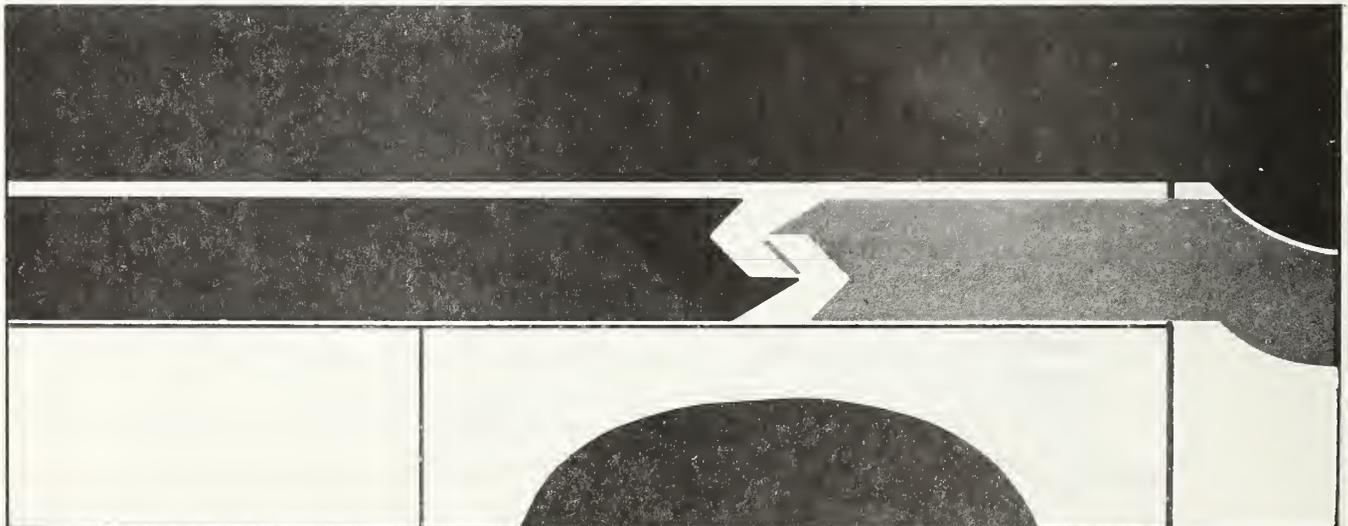
1. Logotypes should be unique, insofar as you are aware.
2. Logotypes should be simple, not complicated to produce or print.
3. Logotypes should communicate effectively in all two dimensional and three dimensional applications (on the bus at 200 feet as well as on stationery).
4. Logotypes should work equally well when reproduced in black and white.



Logotype



Timetable Identification



Vehicle Identification



CONCEPT

The slogan depicted below, "Going Your Way", is used by the Altoona Metro Transit (AMTRAN) as a promotional by-line on a variety of printed applications such as user's guides, flyers and newspaper advertising. A jingle version is used as a closing on radio spots. The slogan's distinctive graphic design is copyrighted for the exclusive use of the authority in its promotional applications. The slogan is usually reproduced in the vicinity of the AMTRAN name and address to reinforce the association with the transit system. The key chain shows a single line adaptation of the slogan.

The slogan and jingle, in a distinctive graphic design and verse versions, are striking phrases which, through repetition, have become synonymous with AMTRAN. The phrase "Going Your Way" has a strong transit connotation, promoting a service offered by the transit system.



Slogan



DASHER Timetable/Flyer



User's Guide



Key Chain



CONCEPT

The pass shown below is used by Red Rose Transit Authority (RRTA) as an unlimited ride monthly pass which saves thirty percent off the normal cash fare with regular weekday usage. The photopass is laminated in plastic and validated each month with a self-adhesive sticker (not shown) color coded to each fare zone. The authority uses the Identocard system and equipment to make up each pass. The equipment consists of a camera, a print developer and a card laminator, which are operated by the authority's marketing specialist. Passes can be issued in several minutes, either in RRTA's offices or in the field, since the equipment is portable. The Identocard system provides a second dated photograph of the user for the authority's records or use in re-issuing a lost pass.

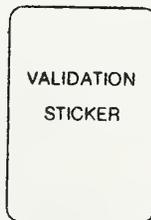
BENEFITS AND EFFECTIVENESS

The Identocard pass system discourages counterfeiting and when compared with the cost of printing paper passes every month for each zone, has proven to be more economical for the authority. The photograph personalizes the pass in a form that encourages retention and re-validation each month. Validation stickers can be purchased at many convenient outlets throughout the service area.

COSTS

The Identocard equipment and cards cost the authority \$2,258; materials and a six month supply of validation stickers cost \$430. A special "Monthly Flyer" graphic design, newspaper advertising, brochures and mail-in flyer (refer to 207 Flyers) were used for promotion and cost a total of \$1,691.

**RRTA PASS**



12-23-80  
Date Issued

Visitor  
Number

George Scheuring  
Name

George Scheuring  
Signature

Identocard Lancaster, Pa

Side One

**Show your  PASS...**

... with current validation sticker to RRTA driver. You may ride on any RRTA bus during the times listed on RRTA schedules.

There will be a Zone Charge if you ride through more zones than those shown on your validation sticker.

Only you may use your RRTA pass. If presented by anyone other than the person whose name and picture appear on the front, this pass will be confiscated by the driver and a cash fare will be collected.

Replacement fee if lost or stolen: \$5.00

**IF FOUND, PLEASE DROP IN ANY U.S. MAIL BOX.**

**RETURN POSTAGE GUARANTEED:**

 **RED ROSE TRANSIT AUTHORITY**

45 Erick Road • Lancaster, PA 17601  
Tel. (717) 397-4246

Side Two



## CONCEPT

The discount tickets shown below are used by Altoona Metro Transit (AMTRAN). The tickets provide a stipulated number of rides at a reduced fare. Unlike a pass, no time limit is placed upon use of the tickets. The Easyrider is good for ten one-way rides, which for the regular rider equates to about a week; the Superider is good for forty rides, which equates to about a month for the regular rider. The Easyrider is priced for a savings of five cents or about twelve percent per ride. The Superider is priced for a savings of ten cents or about twenty-five percent per ride.

There are several types of discount tickets currently in use among transit properties in the state. The AMTRAN ticket is a "punch type", whereby the operator punches each number out with each use. The Port Authority of Allegheny County (PAT) uses a perforated ticket bought in ten-ticket sheets, which can be fed into electronic fare boxes. Still other systems use small individual tickets which can be dropped in a conventional fare box. The fare collection equipment and methods usually determine the most suitable ticket type.

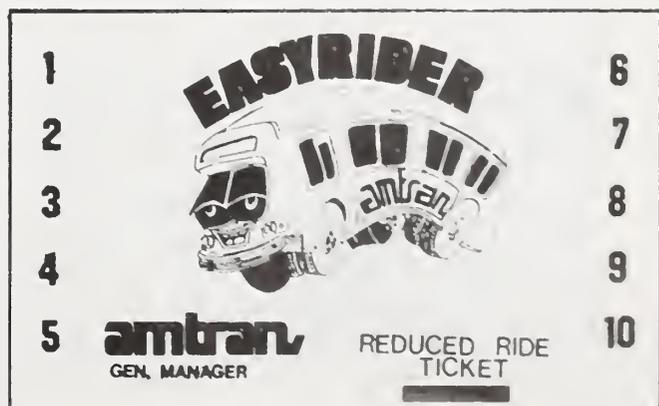
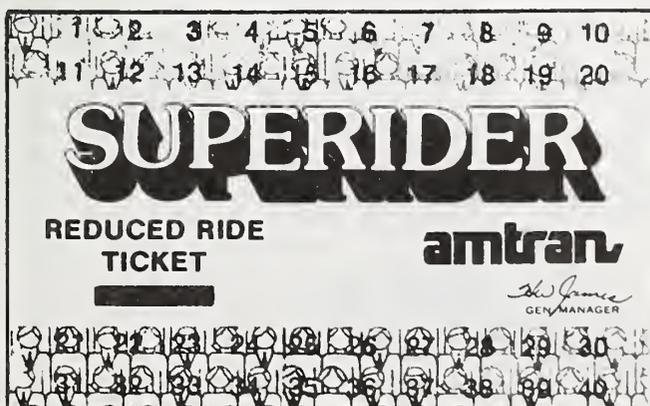
## DESIGN

Format: The AMTRAN tickets have distinctively different formats to easily distinguish between the two. The graphic layout, style and orientation of the numbers are noticeably different. In addition, they are printed in two different colors, which vary with each reprinting.

## BENEFITS AND EFFECTIVENESS

Discount tickets provide reduced fares and convenience without time limitations on use for the rider. Thus, they are more attractive to the regular rider who occasionally cannot use transit or the occasional rider. In either case, purchase of the ticket commits the rider to use transit a certain number of times and provides the authority pre-payment for these rides.

COST: Cost for printing 5,000 Easyrider tickets \$165; 5,000 Superider tickets \$164.95.





## CONCEPT

The free bus ride coupon shown below is used as part of a "bus-to-us" promotional campaign by the Luzerne County Transportation Authority (LCTA) and Boscov's Boston Store, a major department store in downtown Wilkes-Barre. The promotion originated as part of a three-day grand opening celebration whereby free ride home coupons were given by Boscov's or clipped from newspaper advertising for minimal purchases. The redemption tickets included as part of the ticket require validation by the department store before they may be dropped in the fare box. The coupons, which have a time limit on redemption, are published periodically by Boscov's as part of major seasonal newspaper advertising campaigns.

There are many other types and opportunities for promotional fares such as:

- Mall openings
- Special off-peak fares
  - discounted Tuesdays
  - ten cent fares for inbound/Saturday trips
  - moonlight madness (late hours)
- Seasonal fares:
  - free rides (reimbursed by merchants) on Saturdays or Sundays between Thanksgiving and Christmas
  - wild card bus (free rides)

## BENEFITS AND EFFECTIVENESS

Fare promotions attract riders and provide an economic incentive to use or try transit. They are most effective when tied in with other trip generating promotions such as the retail example cited here. The coupon idea is also free advertising for LCTA, paid for by the department store at a cost of \$8,698, during the period of August '80 — February '81.

# FREE BUS COUPON



**RIDE THE BUS  
FREE**

**BOSCOV'S BOSTON STORE  
IS BUSTING OUT ALL OVER  
FREE BUS RIDES TO WHEREVER YOU LIVE!**



The function of Service Planning and Development is to translate market research findings into services that will induce or permit potential riders to convert auto trips into transit trips. Several representative examples are described here.

## **Hamilton Technology Service-RRTA**

Hamilton Technology, a major Lancaster employer, and RRTA initiated an employer-subsidized transit program in the fall of 1980. Ham Tech distributed "Personal Trip Planners" (refer to 209 Direct Mail) survey forms to employees, with approximately 149 (twenty-five percent of the total work force) responding in favor of riding RRTA. In December 1980, Ham Tech began to pay the Base Zone Pass Fare (\$13.00) for any employee wishing to travel by bus.

At this writing, 112 employees participate in the program, with more expected to follow; only three employees have failed to renew their passes. Accounting and billing procedures have been established and accepted by both parties. The program has increased ridership as well as revenues, for a relatively low cost to the authority of \$415. From January 1981 to February 1981, ridership increased 9.94 percent in the county and the Ham Tech revenue accounted for 18.2 percent of the revenue received during February 1981.

## **Dasher Service-AMTRAN**

DASHER is a frequent and inexpensive (15¢) downtown shuttle service operated by AMTRAN, connecting the downtown and Station Mall area in Altoona. The DASHER makes a complete loop between these two areas every fifteen minutes and has over twenty-three stops along the way, convenient to other retail stores and facilitating transfers to other AMTRAN routes. Because the Station Mall area is a major trip generator and is located on the edge of the downtown area, DASHER provides a vital (and logical) link between the older shopping area and the new mall. The minimum fare is similar to a transfer charge, since a high percentage of DASHER passengers are transferring from routes terminating in the downtown area. DASHER is operated to coincide with prevailing shopping hours, uses buses with bold exterior identification, and is promoted continually in newspapers and radio advertising and flyers.

## **Air Products Company Service-LANTA**

This service was developed by LANTA to better serve the specific transit needs of plant workers of the Air Products Company in Allentown. The service, which is subsidized by the employer, presently has about sixty riders per day. Service implementation involved a redesign of an existing route. Two out-bound trips on Route 47 were re-scheduled to meet workers' shift hours (day shifts) and routed through a neighborhood north of the existing route. There also was an extension of another route providing an additional two trips into the Air Products plant - this extension did not survive an initial ninety-day experimental period. The current cost is about \$2,200 per month, of which \$1,100 is being provided by Air Products as a subsidy.

## **Johnstown Accessibility Service-CCTA**

CCTA, which serves residents of the Johnstown area, inaugurated lift-equipped service on six authority routes in February 1980, using seven GMC wheelchair-accessible buses. To prepare for and market the service, numerous meetings were held with local agencies working with the handicapped; a slide show explaining how to use the buses, and on-site demonstrations were given by the CCTA staff. Each operator also received a two-hour orientation in the correct use of the wheelchair-lift. With the assistance of employers and agencies, the locations of wheelchair handicapped were plotted and in some instances, minor route adjustments were made to better serve these passengers. Statistics compiled from June through December 1980 reflect patronage exceeding 265 per month, which, with only seven buses, compares very favorably with larger U.S. transit systems employing hundreds of lift-equipped buses.



## CONCEPT

The primary goal of Public Relations is to inform and enhance the public's predisposition toward transit and to foster its use. The newspaper article depicted here establishes awareness of a very important (and beneficial) aspect of the daily transit operation of the Port Authority of Allegheny County (PAT). The article appeared in the daily newspaper at an appropriate time, about a week after a PAT driver and dispatchers played a vital communications role in the dramatic rescue of a helicopter pilot downed in the Ohio River. In this particular incident, the pilot was rescued within five minutes of the initial report, thanks to the PAT dispatcher's direct link with the police.

At the invitation of the PAT Manager of Advertising and Public Relations, the two local newspapers (and the public) were provided with insight as to the role and impact of the dispatchers, the ears and eyes of the system.

## BENEFITS AND EFFECTIVENESS

The article details the vital communications role the PAT mobile radio network dispatchers play in reporting crimes and fires, accidents and emergencies, as well as in reporting traffic conditions. The article made the public aware of the impact and benefits which PAT's presence brings to the community; the buses not only provide transit service but patrol the neighborhoods as well.

# PAT's 'Voices' Keep Watch Over Area

By JERRY BYRD

They monitor 15 telephone lines, answer radio calls from a hundred cars snarled in traffic, contend with criminals and curse the weather when it makes them wish they had stayed in bed.

Seated in a small fourth-floor room behind six blaring radio consoles, the men are the transit system's equivalent of air-traffic controllers.

Usually working eight-hour shifts, split in the middle by four unpaid off hours, PAT's radio dispatchers are the communications link for the county's bus and trolley system, emergency services and the people they serve.

Drivers of trolleys and buses from the South Hills, West Mifflin, East Liberty, Ross, Collier and Harman Township garages are the eyes of the system.

The dispatchers are the ears and the voice of the system.

Acting together in the last five months, the dispatchers:

✓ Steered rescuers to a pilot whose helicopter crashed in the Monongahela River.

✓ Sent emergency units to a fire last week at the Gateway Clipper Inc., offices on a barge docked at the Mon Wharf.

✓ Coordinated police capture of a man who hijacked a bus in East Liberty.

✓ And, last Friday, alerted police to a runaway truck that had lost its brakes on the Fort Pitt Bridge ramp.

"Both the drivers and the dispatchers know this area like the palms of their hands," said area supervisor Al Zotter. "The drivers travel their routes every day.

"And these dispatchers are all former drivers," Zotter said, nodding toward the four men handling the radios at PAT headquarters in Manchester. "They have to know the area, because they've got to know what to do in critical situations."

But critical or emergency situations are rare. What is normal is a pace so hectic that dispatchers often don't know it's time to go home until they're tapped on the shoulder.

During peak hours between 6 and 9:30 and 3:30 and 6:30, the consoles are ablaze in flashing lights. Radios crackle with conversations among harried bus drivers and their dispatchers. Telephone buttons, hooked to as many as 40 outside boxes, blink.

The drivers call in their locations, passenger problems, weather conditions, major traffic tie-ups, fires or accidents.

Their reports set off a slew of activities, all monitored by the radio room supervisor.

All 962 of PAT's buses and 92 of its trolleys are equipped with the two-way radio system, in operation since 1972. As a backup system, PAT telephones are installed on utility poles throughout the county.

Working silently behind the scene is a giant tape recorder that tapes every call coming into the radio room.

"In case of a bad emergency we can determine the exact time it happened just by replaying the tape," Zotter said. Recordings involving police cases are transferred to smaller discs for official use, he said.

Robert Hay, stationed at the main console, takes calls from scores of PAT outside telephones. His switchboard lights up when a trolley operator or Collier Township bus driver keys his two-way radio.

The main console can be used to link a bus driver directly with city police, ambulance units or the county sheriff's office.

And every dispatcher has a story.

Gus Reed was on duty during the evening rush hour Wednesday, when the operator of a 51C Carrick bus crossing the Smithfield Street Bridge radioed that he saw smoke coming from the area where the Gateway Clipper fleet is docked on the Monongahela River.

Reed called police. Firefighters arrived in time to keep the fire in the fleet's business office from spreading to boats tied up nearby.

Then there was the case of Bernie Hollinger, who took the call from Paul Meister, driving an 18E Manchester Express Bus the morning of Jan. 16. Meister reported seeing a helicopter spin out of control and fall into the Mon River.

Hollinger switched the call to Warren Snyder, operating the main switchboard. Snyder pushed the "hotline" button linking PAT with city police. The helicopter pilot was saved.

Bus drivers themselves have been honored for individual heroics.

John Bogden chased a man who had attempted a rape in November. Bogden left his 54-C North Side-Oakland-South Side bus to investigate screams at an Oakland intersection.



**CONCEPT**

The bus interior advertising card depicted here is used by the Port Authority of Allegheny County (PAT) and was inspired by a series of newsmaking incidents in a span of several months. The drivers' prompt and correct actions prevented a runaway car from endangering lives in one community, prevented an assault on a young woman, and played a key role in the dramatic rescue of a helicopter pilot downed in the Ohio River. The drivers are identified by photograph and name and the incidents briefly described on the card produced by PAT's Advertising and Public Relations Department. The cards were installed in the buses in April 1981, only several months after the incidents occurred.

**BENEFITS AND EFFECTIVENESS**

The car card version of these incidents provided PAT with a permanent promotion of news stories which the public might otherwise forget. The medium used revived awareness of the incidents and, by repetitive exposure, reinforced the public's memory of the incidents and enhanced the image of the authority and the drivers as a whole. The recognition accorded the drivers also promoted good will in employee relations between the authority and drivers.

*Extra Effort Makes PAT'S People Special*

**January 16, 1981:**  
Operator Paul Meister radios PAT's Traffic Department of helicopter crash into Ohio River. By immediately notifying police, pilot is saved from serious or fatal injury.



Paul Meister  
Ross Division

**November 19, 1980:** Operator John Bogden rescues a young woman from an assault in Oakland.



John Bogden  
Ross Division

**October 27, 1980:**  
Operators Bill Dawson and Joseph Manning stop a runaway car from possibly endangering lives in Tarentum.



Bill Dawson Joseph Manning  
Harmar Division

*PATransit*



There are numerous miscellaneous promotions which do not neatly fit into the other marketing aids categories in this handbook but are noteworthy because of their potential to increase awareness, improve image, or by the prizes offered, provide an incentive to try transit. Some representative examples are included here:

## Green Stamps Prizes Highlight Arrival of New Buses

To promote the arrival of its new buses, the Red Rose Transit Authority (RTA) sponsored a contest to guess the exact arrival time for the delivery of the buses. The range of dates the buses were expected and the specific location were specified. A sample newspaper advertisement is shown. Entry blanks were also distributed aboard buses.

## Ten Millionth Passenger is \$710 Richer

To promote the imminent achievement of an important ridership milestone, the County of Lackawanna Transit System (COLTS) awarded a \$500 U.S. Savings Bond and an annual pass (total value \$710) to the lucky ten-millionth passenger. A sample newspaper ad is shown, encouraging the public to ride to be eligible to win. The presentation generated news stories in all local media.

**PRIZES**  
**1st Prize**  
120,000 S&H Green Stamps  
**2nd Prize**  
80,000 S&H Green Stamps  
**3rd Prize**  
40,000 S&H Green Stamps  
**4th Prize**  
The next 100 closest guesses receive a \$100 Green Stamp bus pass.

**You can win up to 120,000 S&H Green Stamps in the RTTA New Bus Sweepstakes**

Red Rose Transit Authority is having a celebration and we're inviting everyone to participate! A brand new set of buses will totally replace the current RTTA fleet—the oldest bus fleet in America, and it's about time!

The 24 new buses are scheduled to arrive in Lancaster sometime between January 24 and February 13. Nobody knows the exact time and date of arrival for sure. But if you can guess the exact time at day the first one passes the Soldiers and Sailors monument in First Square, you could win 120,000 Green Stamps rich!

Just complete the entry blank (it's all cut and insert) in any envelope. Make sure the words "New Bus Sweepstakes" appear on the outside of the envelope. Then give it to any RTTA bus driver or mail it to the address shown below. Winners will be announced on February 11, 1977.

**OFFICIAL SWEEPSTAKES RULES**

**RED ROSE TRANSIT AUTHORITY**  
**New Bus Sweepstak**

I hereby certify that I am a resident of the County of Lancaster, Pennsylvania, and I am at least 18 years of age as of the date of this sweepstakes.

Name \_\_\_\_\_ (Print Name)  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

**ENTER OFTEN, AND DON'T FORGET—RIDE RTTA—EVERY DAY**  
 Red Rose Transit Authority, 825 East Chestnut Street, Lancaster, Pennsylvania 17602.

**ON FRIDAY, JUNE 4<sup>TH</sup> ONE OF OUR PASSENGERS WILL BE \$710 RICHER.**

**WILL YOU BE THE 10-MILLIONTH PASSENGER ON**

**COLTS**

**?**

ON FRIDAY, JUNE 4<sup>th</sup>, OUR STATISTICS SHOW THAT ON A CERTAIN ROUTE, AT A CERTAIN TIME, COLTS WILL CARRY ITS 10-MILLIONTH PASSENGER. THAT PERSON WILL WIN A \$500 U.S. SAVINGS BOND AND A YEAR'S PASS ON COLTS (TOTAL VALUE \$710). NINE OTHER PASSENGERS ON OTHER ROUTES WILL WIN SAVINGS BONDS AND PASSES, TOO. HOW CAN YOU WIN?

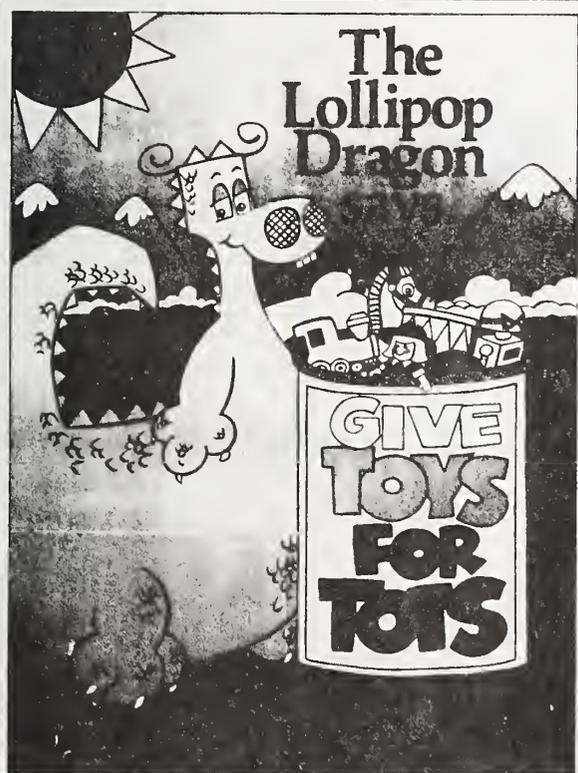
**RIDE ON!**

COUNTY OF LACKAWANNA TRANSIT SYSTEM



## Toys Exchanged for Free Rides in Johnstown

The Cambria County Transit Authority (CCTA) and several other transit properties within the state assisted the Marine Corps Reserves in their annual toys for needy tots drive by giving a free inbound bus ride for a gift donation between December 3rd and 20th. The gifts are collected on the bus. A poster provided by the Marine Corps Reserves to promote the campaign is shown below - a very positive image builder for transit!



### AND THE CAMBRIA COUNTY TRANSIT AUTHORITY

From December 8 thru December 20, all Cambria County Transit Authority passengers riding **INBOUND** may ride for **FREE** with the donation of a new or useable toy for **TOYS FOR TOTS**.

\*\*\*\*\*  
Transit Authority bus operators (Santa's Helpers!) will also accept toys from our friends who do not ride the bus. So please help Santa in his efforts to put a smile on every child's face on Christmas morning. Merry Christmas!

## "Lonely Ladies" Ride Free in Williamsport

The Williamsport Bureau of Transit (WBT) offers a unique fare promotion annually on the first day of deer hunting season, whereby the deer hunters' wives (or any lady) can ride free by clipping the coupon in the newspaper ad shown below. The Williamsport Center City Association sponsors the promotion and reimburses the authority for each coupon ride.

### CENTER CITY WILLIAMSPORT

# Lonely Ladies' Day

## MONDAY, NOVEMBER 26th

FIRST DAY OF  
DEER HUNTING

BIG  
SELECTION

BEST  
VALUES

**Free**  
**BUS RIDE**

Just present this coupon to  
Bus Driver and it's a **FREE RIDE**  
on a Williamsport Bus  
One Person per coupon  
(LADIES ONLY)

Good Only on **MONDAY, NOVEMBER 26**

Sponsored by Williamsport Transportation Auth.  
and Williamsport Center City Assoc.



### Busload of Prizes Drawing Held in Williamsport

To promote greater use of transit for off-peak hours, the Williamsport Bureau of Transit (WBT) and the Center City Association sponsored a drawing for a busload of prizes. The local merchants who participated donated prizes from their stores. The raffle-style ticket shown below was given to riders by the driver; it could be deposited at participating stores indicated on the back of the ticket.

### Employers Breakfast Kicks off Pass Sales Campaign

To inaugurate a major campaign directed toward increasing ridership among 267 local firms, through a variety of pass or subsidy programs, the Luzerne County Transportation Authority (LCTA) sponsored a breakfast for sixty executives from major firms. The benefits transit offers them and their employees were explained. A pledge card and monthly pass were given to each attendee as a personal appeal and incentive to give transit a try.

2700 No.

**GOING OUR WAY DAY**  
"Drawing For"  
BUS LOAD OF PRIZES  
SATURDAY... JUNE 3, 1978

sponsored by  
**WBT AND CENTER CITY ASSOCIATION**  
Drawing held on THE MALL  
12:00 noon to 2:00 P.M.  
Deposit stub before 12:00 Noon on June 3rd in participating stores listed on back of this ticket  
Winner need not be present

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_ No. 2700

  
**1981 BUS-TO-WORK CAMPAIGN**  
PLEDGE CARD

*try*

I pledge to GO BUS twice a month for three months.

I will promote the use of the Bus by others.

I will provide space on my firm's bulletin board for LCTA Informational Posters.

(Signed) *benefit* MAKE CHECKS PAYABLE TO: **LCTA** *yourself!*  
Date \_\_\_\_\_

PLEASE . . . keep this pledge for your ready reference.  
(OVER FOR SAVINGS VIA BUS!)



The following terms are those most frequently used by marketing, design advertising, printing, and publishing personnel. In most cases, the definitions are general and have not been defined specifically for transit products and services.

Advertising. A paid presentation of the merits of a product by way of newspapers, television, radio, magazines, billboards, and direct mail.

Audio/Visual. A presentation using slides or film in conjunction with a sound track or script.

Blow-Up. An enlargement of a drawing, photo, or photostat.

Caption. The heading of a page, chapter, or document. Also the description appearing with an illustration.

Closing Date. The date on which all material must be submitted to the publisher.

Conceptual Design. The basic idea described in a form sufficient to grasp, evaluate, and cost estimate.

Contest. A sales device used to promote consumer participation by giving prizes to those with the best ideas about a product or service.

Copy. Material to be reproduced by the printer or engraver.

Coupon. A certificate exchangeable for a discount on a product or service.

Crop Marks ("Cropping"). Markings added to a drawing or a tissue overlay to eliminate unwanted details, to change the size of the picture, or to emphasize certain ideas.

Design Director. One who has the overall responsibility for design development and client liaison.

Dummy. A preliminary full-size layout of a booklet or other printed or display material.

E.D. Abbreviation used in ordering newspaper space to indicate that an advertisement is to be run every day.

Flat Rate. A uniform rate for advertising space, with no discount for quantity or time.

Format. The style or make-up of a book or printing piece, the arrangement.



Free Lance. Describes a copywriter or artist who works for himself and hires out on a piecework basis.

Game. A sales promotion device that offers prizes to winners strictly according to chance (no skill required).

Halftone. Used to produce tones of gray in a photograph.

Justify. Spacing type so that each line fills out to the proper column width.

Layout. The way copy and art are arranged on a page, flyer, or sign; a sketch of the way it should look.

Local Rate. A newspaper's special rate for local advertisers as compared to the higher rates for national advertisers.

Logotype (or Logo). A firm name or individual signature that has been set or engraved in a standard form. Also, two or more letters combined on a single piece of type.

Marketing Mix. The combination of marketing functions performed by a firm.

Master Art. Art that will be used to print or silk screen an item.

Medium (Media). Any vehicle by which advertising is communicated to the public: newspapers, magazines, billboards, radio, television, etc.

Message. The content of a sign, advertisement, or printed piece.

Milline Rate. A milline is one line of advertising circulated among one million newspaper readers. The milline rate is determined by multiplying the publication's line rate by one million, then dividing by its circulation.

Overlay. A sheet of transparent paper or acetate placed over artwork to show where additional artwork color or lettering should appear.

Pantone Match System (PMS). A standardized color ink system used to specify printed colors.

Photostat. A photographic reproduction made from a paper negative instead of a film negative. A stat can be either positive or negative.

Point. In printing, the unit measuring depth of a line or letter. There are 72 points to an inch.



Proof. A preliminary printing or engraving which allows inspection and correction.

Public Relations. The promotion of goodwill to create a positive image to customers, employees, suppliers, unions, and the general community.

Rate Card. A card or folder on which appear space rates, circulation, and other data for an advertiser's use.

Register. To perfectly align printing.

Silk-Screen Process. A fairly inexpensive method of reproducing small quantities of colorful display materials, car cards, and the like. Paints are impressed onto cardboard through silk stencils.

Spot Announcement. A brief advertising commercial usually lasting only a few seconds.

Target Market. The most likely purchasers of a product. In transit, usually the poor, young, elderly, and others without cars.

Tear Sheet. A page bearing an advertisement, torn from a newspaper, for use of the advertiser.

Value Contrast. The relative lightness and darkness between message and background.

Visual. A very complete, carefully done advertising layout. Also called a "comprehensive."







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