



# Marketing Workshop #3: Passenger Information

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March 10, 2022, 2:00-3:30 PM ET



U.S. Department of Transportation  
Federal Transit Administration

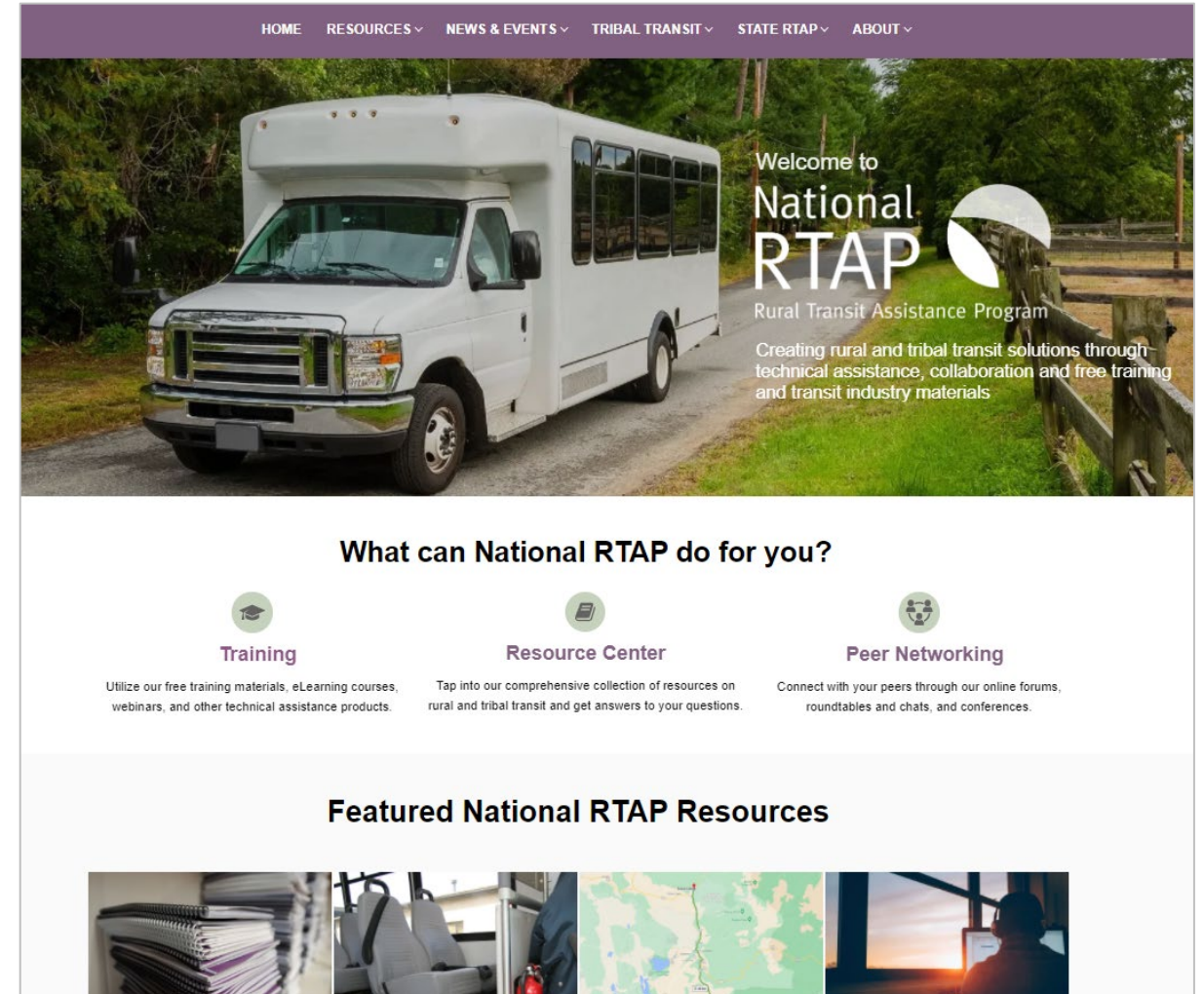
# Participation Guidelines

- Presentation: Participants will be muted
- Q&A and Workshop: You can unmute to ask questions or share comments
- Throughout: Put questions and comments in chat
- Workshop: ~5 volunteers will share their agency's passenger guide and ideas for improvement
- The slides and a recording of the presentation only will be posted to our Webinars page
- Fill out the brief survey at the end



# National Rural Transit Assistance Program

- Technical assistance center funded by FTA through the Section 5311 Program
- Free training materials and technical assistance to rural and tribal transit providers and state RTAPs
- Review Board – 14 state DOT and rural and tribal transit agency staff
  - Soliciting nominations for new members in 2022-2023. Visit our News page for details and the form. Due 3-31-22.
- Learn more at [nationalrtap.org](https://nationalrtap.org)





# Speaker Introduction



## **Selena Barlow**

### **Owner, Transit Marketing LLC**

- More than 25 years of experience marketing public transportation services throughout the U.S.
- Areas of expertise include marketing plan development, market research, community outreach, and creation of marketing tools and campaigns.
- Much of her work has focused on rural and small urban communities where marketing can have the greatest impact on ridership.
- She holds an MBA, with focus on marketing, from the University of Arizona, and a BS in Advertising from the University of Florida.



# Public Transit Marketing

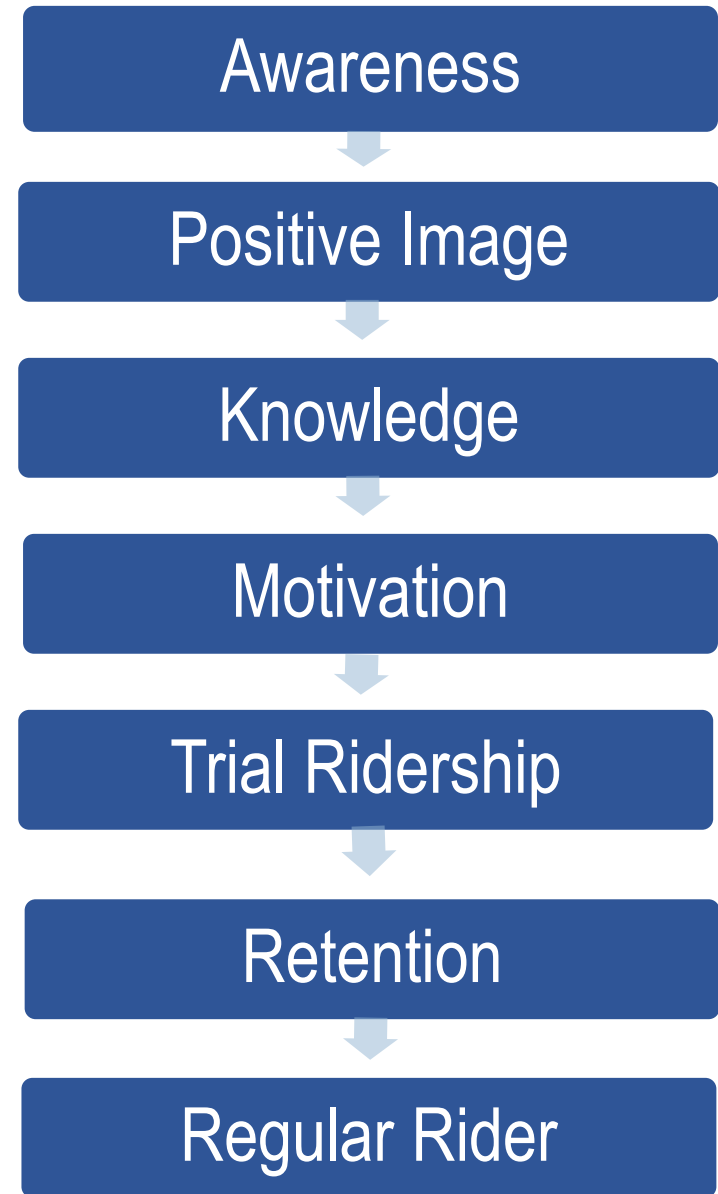


## More Passenger Information Tools

Passenger Guides, Signage and Apps

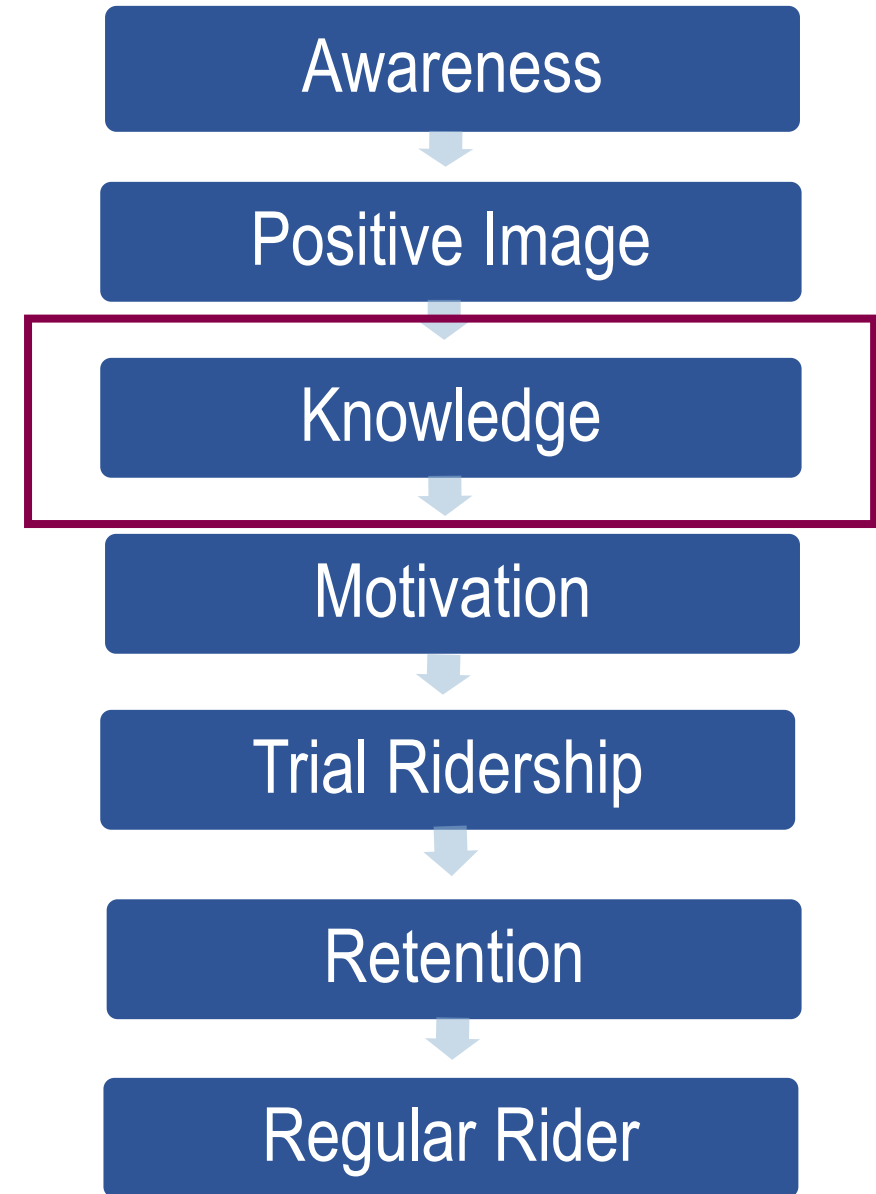
# Six Class Series

- Awareness Building
- Customer Focused Websites
- More Passenger Information Tools
- Community Based Marketing
- Transit Passenger Research
- Improving the Passenger Experience



# Six Class Series

- Awareness Building
- Customer Focused Websites
- **More Passenger Information Tools**
- Community Based Marketing
- Transit Passenger Research
- Improving the Passenger Experience





# Passenger Information

- The first component of the passenger experience for many riders
- The “Directions” for using public transit
- A core element of your service
- Your most fundamental marketing tool



# Websites are the Swiss Army Tool of passenger info

But they require the potential rider to seek them out



# Other Passenger Info Tools Offer Different Advantages

- They are better for some passengers
- They are what is needed at specific points in time
- They lend themselves to specific purposes
- They serve as promotional tools





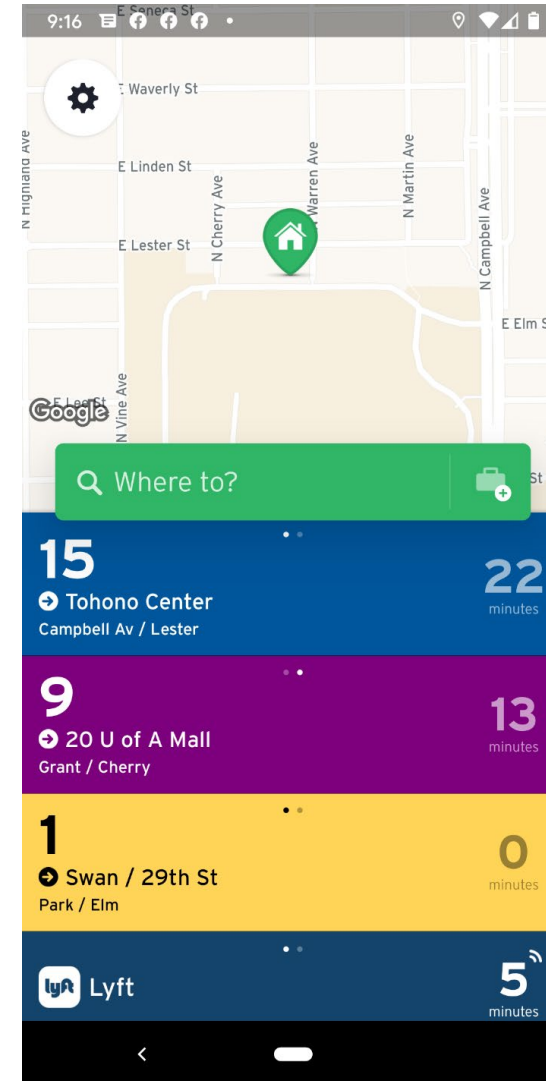
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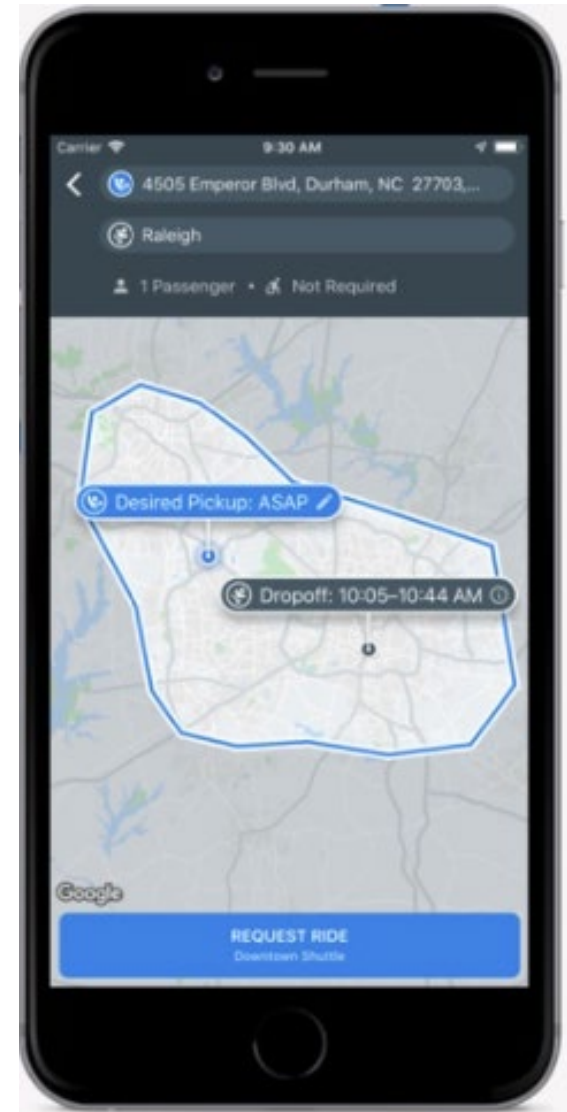
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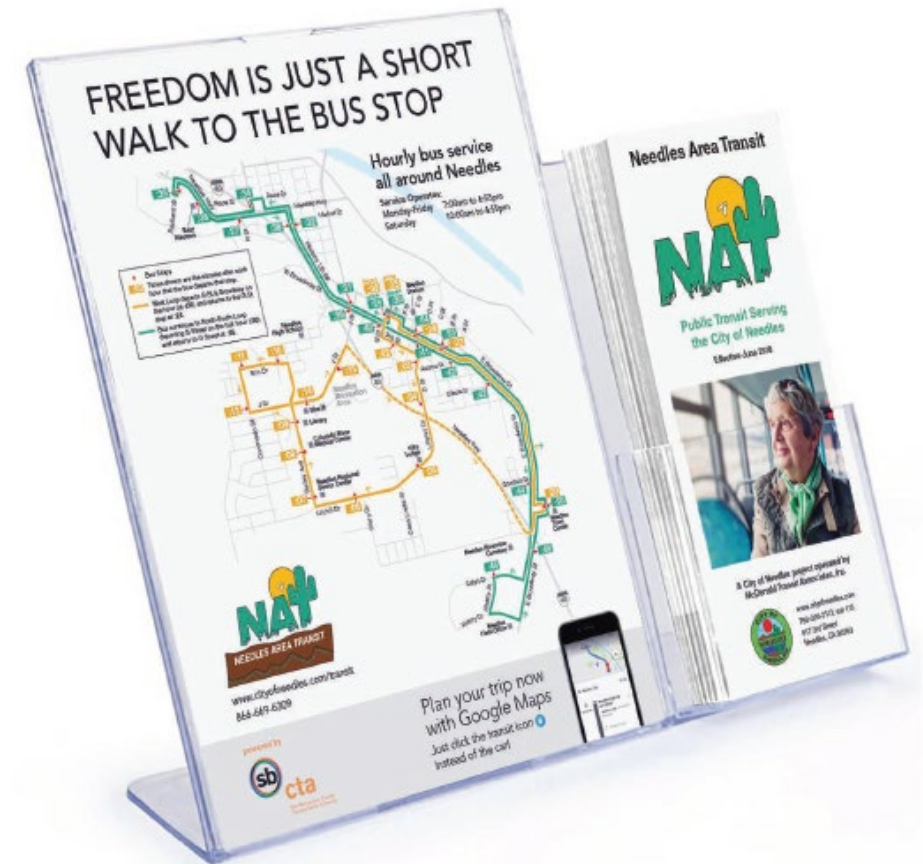
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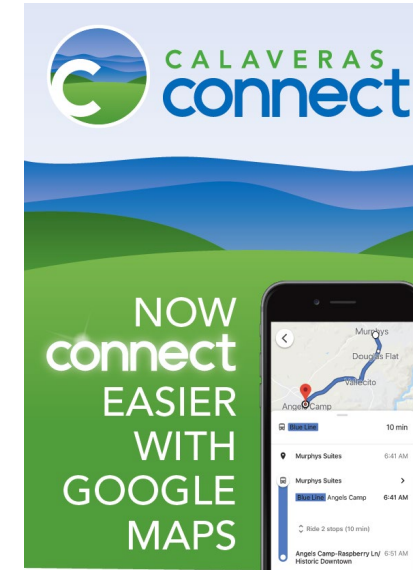
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# More Passenger Information Tools

- Printed Passenger Guides
- Community Displays
- Bus Stop Signs and Displays
- Customer Facing Apps
- Front Line Staff



**DEPARTURE TIMES**  
Valley Springs/Vista del Lago

Red Line Monday-Friday	
AM	PM
6:20	12:20
7:50	1:50
9:20	3:20
10:50	4:50
	6:50

Use Token Transit to purchase a pass using your Smartphone. Download from the App Store or Google Play, or send a text message to the number 41411 with the word TOKEN.

209-754-4450 CalaverasConnect.org



209-754-4450 CalaverasConnect.org

**Transit Map and Rider Guide**

**How to use this guide:**

1. Find the line you want to ride on the map.
2. Find the stop you want to get on or off at.
3. Find the departure times for the line you want to ride.
4. Find the fare for the line you want to ride.

**How to pay your fare:**

1. Buy a fare card at the Calaveras Connect office or at the bus stop.
2. Load your fare card with cash or a credit/debit card.
3. Tap your fare card on the fare reader when you board the bus.
4. Transfer to another line within 90 minutes of boarding.

**Cash Fares**

Fare Type	One-Way	Round-Trip	Transfer
Adult (18-64)	\$2.00	\$3.50	\$1.50
Student (18-24)	\$1.00	\$1.75	\$0.75
Senior (65+)	\$1.00	\$1.75	\$0.75
Child (5-17)	\$0.50	\$0.85	\$0.35

**Tickets and Passes**

Product	Price	Valid For
One-Way Ticket	\$2.00	One-Way
Round-Trip Ticket	\$3.50	Round-Trip
Transfer Ticket	\$1.50	Transfer

**Holidays**

Service is suspended on New Year's Day, New Year's Eve, Martin Luther King Jr. Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Eve, and Christmas Day. Service is also suspended on the day after Thanksgiving and the day after Christmas.

**Special Events**

Service is suspended on the day of the event. Please check the website for more information.

**CONNECTING TO regional transit services**

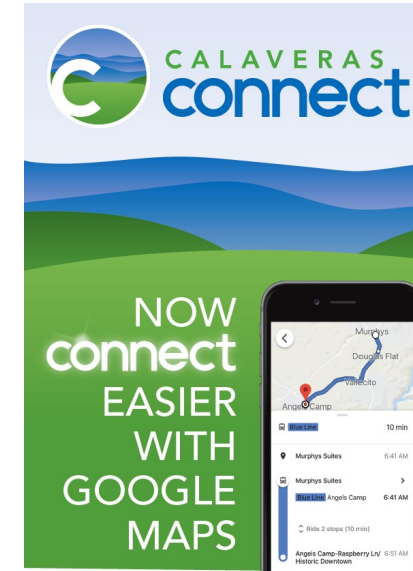
Calaveras Connect has agreements with regional transit agencies to provide seamless transfers. Please check the website for more information.

**Map of the region showing transit lines and stops.**

209-754-4450 CalaverasConnect.org

# Answer Rider's Questions...

- Where can I go on public transit?
- How do I get from here to there?
- When/how often does it run?
- How do I make a reservation?
- Where do I catch it?
- How much does it cost?
- How do I pay?



**DEPARTURE TIMES**  
Valley Springs/Vista del Lago

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**Transit Map and Rider Guide**

**How to use CONNECT**

1. Get on board the bus or at the designated stop. Call to reserve a seat.
2. Pay the fare by cash, credit card, or by using a Token Transit pass.
3. If you are unable to pay the fare, you will be asked to leave the bus.
4. If you are unable to pay the fare, you will be asked to leave the bus.

**How to pay your fare**

1. Pay by cash. Cash fares are \$2.00 for adults and \$1.00 for children.
2. Pay by credit card. Credit card fares are \$2.00 for adults and \$1.00 for children.
3. Pay by Token Transit. Token Transit passes are available for purchase.
4. Pay by other methods. Other methods of payment are accepted.

**Cash Fares**

Fare Type	Adult	Child
Single Ride	\$2.00	\$1.00
Transfer	\$1.00	\$0.50
Transfer (with Transfer)	\$1.00	\$0.50

**Tickets and Passes**

Pass Type	Adult	Child
Single Ride	\$2.00	\$1.00
Transfer	\$1.00	\$0.50
Transfer (with Transfer)	\$1.00	\$0.50

**Holidays**

Service is suspended on New Year's Day, New Year's Day, and on other holidays.

**Special Events**

Service is suspended on special events.

**CONNECTING TO regional transit services**

Calaveras Connect is a member of the regional transit system.

**Map**

**Red Line**

Line	Route	Frequency
Red Line	Valley Springs to Vista del Lago	Hourly

**Green Line A**

Line	Route	Frequency
Green Line A	San Andreas to San Juan	Hourly

**Green Line B**

Line	Route	Frequency
Green Line B	San Andreas to San Juan	Hourly

**Purple Line**

Line	Route	Frequency
Purple Line	San Andreas to San Juan	Hourly

**Blue Line**

Line	Route	Frequency
Blue Line	San Andreas to San Juan	Hourly

**Saturday Hopper**

Line	Route	Frequency
Saturday Hopper	San Andreas to San Juan	Hourly

209-754-4450 CalaverasConnect.org



# Answer Rider's Questions..

- ...but consider when each tool will be used and what questions are most relevant at that time



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- **Don't try to convey everything in every communication**



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- **Don't try to convey everything in every communication**

## GUIDELINES

• VVTA buses operate weekdays 6 a.m. to 9 p.m., Saturdays 7 a.m. to 8 p.m., Sundays 8 a.m. to 6 p.m. • VVTA fare not valid on Barstow Area Transit routes • BAT buses operate weekdays 7 a.m. to 7 p.m., Saturdays 9 a.m. to 5 p.m., Sundays 8 a.m. to 4 p.m. • BAT fare not valid on VVTA routes • No service is provided on following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day • Fare due when boarding • Exact change required • Pennies not accepted • Fare good for single direction trip only • Discount & Student Passes require presentation of photo I.D. when boarding; passes are not transferable and only valid to person originally issued; use by others is fare evasion, resulting in confiscation, possible prosecution, and fines • Drugs, weapons, open containers of alcohol are prohibited • Only non-alcoholic drinks are allowed in solid containers with lids (paper cups not allowed) • No smoking or eating on bus • Operator reserves right to refuse service to persons who are intoxicated, abusive, offensive to others, or not properly clothed • Service animals are permitted • Small dogs and cats in a locked commercial carrier, kept in seat with passenger, are permitted • Arrive at bus stop 5 minutes prior to scheduled departure • Do not move, change seats, or talk to driver while bus in motion • Carry-ons, which may include a pet carrier, limited to 2 packages on Route 15 B-V Link and 6 on all other routes; dimensions limited to 22 inches X 9 inches X 14 inches; must remain in passenger lap or under seat; larger items not permitted • Drivers not responsible for remembering where passengers wish to disembark • VVTA not responsible for lost or stolen items • In case of floods or severe snow conditions, buses will return to nearest safe layover zone to await further instructions; every attempt possible will be made to pick up all passengers and deliver them to their respective destinations • Soliciting or distributing literature in buses is prohibited • Service inquiries or comments may be directed to (760) 948-4021

EFFECTIVE: SEPTEMBER 12, 2018

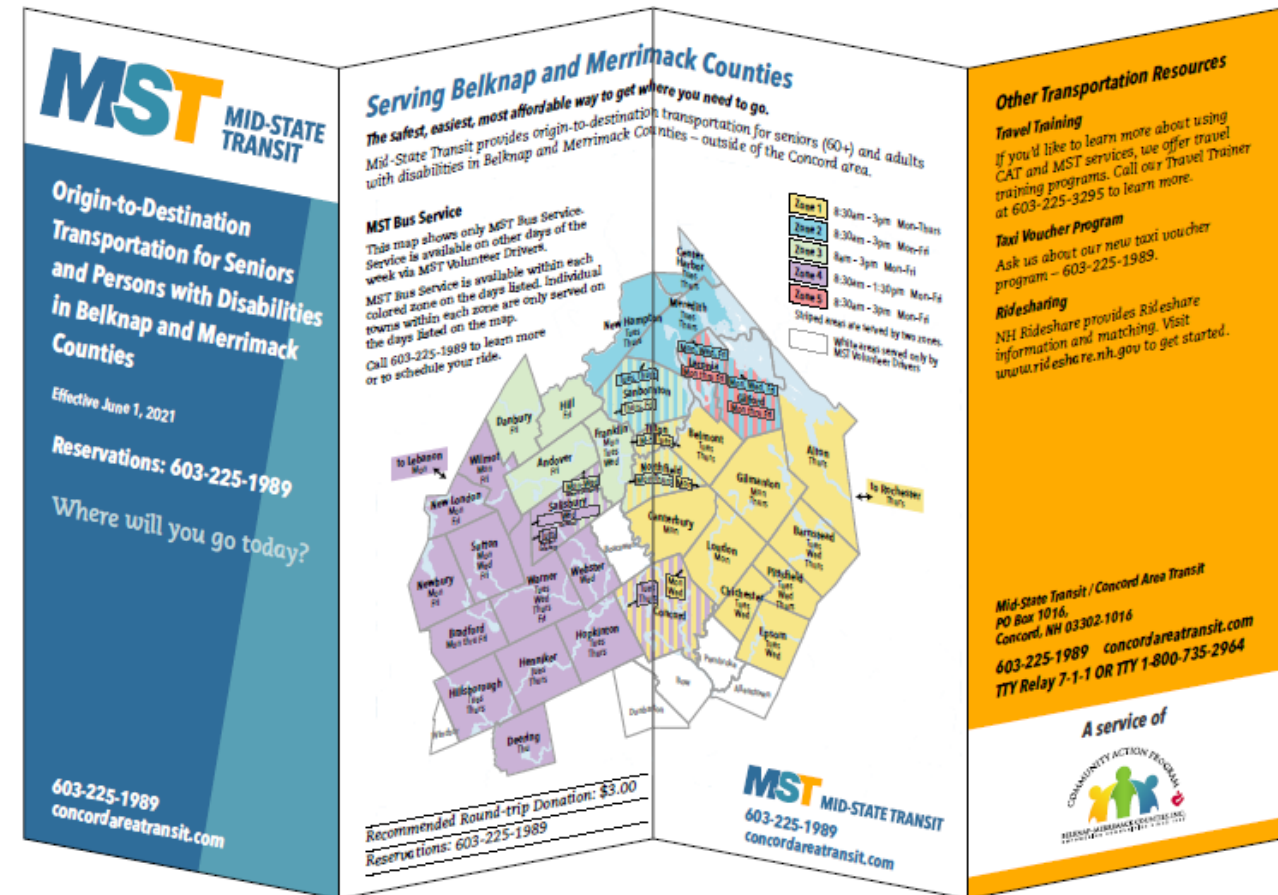


# Passenger Guides



# Printed Guide

- For some new riders, your printed passenger guide will be their first experience with your transit service.
- For regular riders it may be a handy reference.



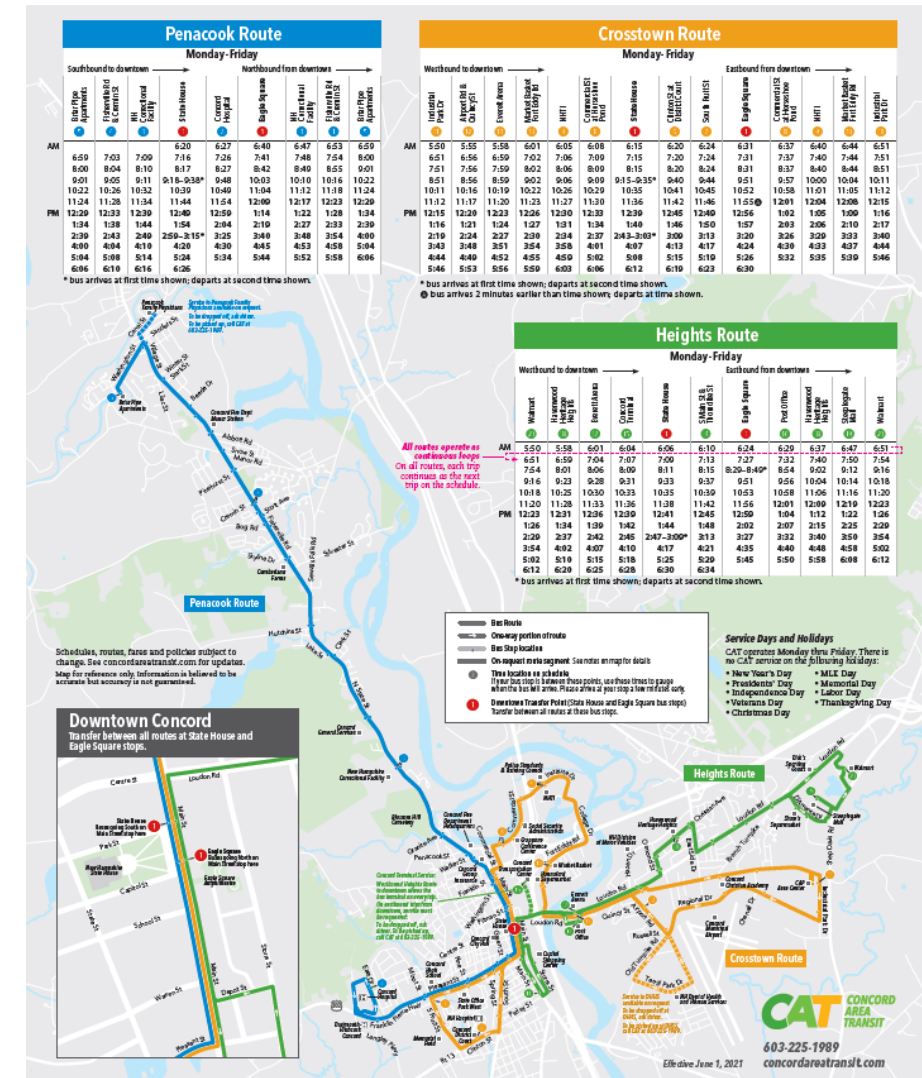


# Printed Guide

Provide a clear overview without overwhelming or confusing.

## Fixed Route

- System Map
- Schedules
- Fares & How to
- Ways to learn more
  - Website
  - Apps
  - Customer Service



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### Accessibility

All CAT buses are wheelchair accessible via lifts or ramps. Once on board, the transit driver will secure your wheelchair or scooter.



### Bikes on the Bus



All CAT buses are equipped with bike racks. Ride your bike to the bus stop and then take it along for easy access to your destination.

### Rules of the Road

For everyone's comfort and safety, please:

- No food or drink on the bus.
- No smoking on the bus.
- Mobility devices (wheelchairs and scooters) are required to be secured by the driver.
- Please use headphones when listening to audio.
- Unruly passengers will not be transported.

For more information, please visit [concordareatransit.com](http://concordareatransit.com).

### Title VI

Concord Area Transit (CAT) ensures that no person shall, on the grounds of race, color, national origin, be excluded from participating in, denied the benefits of or subjected to discrimination on the basis of the provision of public transportation services provided by CAT. Any person who would like additional information on CAT's non-discrimination policy or believe that they individually or as a member of a specific class of persons has been subjected to discrimination on the basis of race, color or national origin may file a complaint with CAT within 180 days of the date of alleged discrimination.

For questions or concerns, please contact Mobility Manager, Concord Area Transit at 603-225-1989 or 1-800-735-2964 TTY. You may also send a letter to: CAPMCI, Attn: Mobility Manager, Concord Area Transit, P.O. Box 1016, Concord, NH 03302-1016.

### Transportation for Seniors and Persons with Disabilities



Origin-to-destination transportation is provided to persons with disabilities and seniors in the greater Concord area, as well as communities throughout Belknap and Merrimack Counties. Service is by advance reservation and vehicles are wheelchair accessible.

For more information about eligibility for these services, call the CAT office at 603-225-1989, (TTY Relay 7-1-1) or for TTY 1-800-735-2964.

### CAT ADA Paratransit

For persons with disabilities who are unable to use fixed route bus service and are eligible under the Americans with Disabilities Act (ADA) guidelines.

- Serves locations within 1/4 mile of a CAT bus route and operates the same hours as CAT fixed route services. Fare is \$2.50.
- Reservation can be made up to 3:30pm the day before or as much as 7 days in advance by calling 603-225-1989.

### CAT Senior Bus

For seniors (60+) in the Greater Concord Area (Boscawen, Bow, Concord, Pembroke, Penacook & Salisbury).

Operates Monday through Friday 8:00am to 3:00pm.

- There is a \$1.00 requested donation
- Reservations can be made up to 2:30pm the day before or as much as 7 days in advance by calling 603-225-1989.

### Mid-State Transit

For seniors (60+) and persons with disabilities outside of the Concord area.

- Service is available in Belknap and Merrimack Counties, including the communities of Alton, Andover, Barnstead, Belmont, Bradford, Center Harbor, Chichester, Contoocook, Dunbury, Epsom, Franklin, Gilford, Gilmanton, Henniker, Hill, Hopkinton, Laconia, Loudon, Meredith, New Hampton, New London, Newbury, Northfield, Pittsfield, Sutton, Tilton, Warner, Webster, and Wilton.

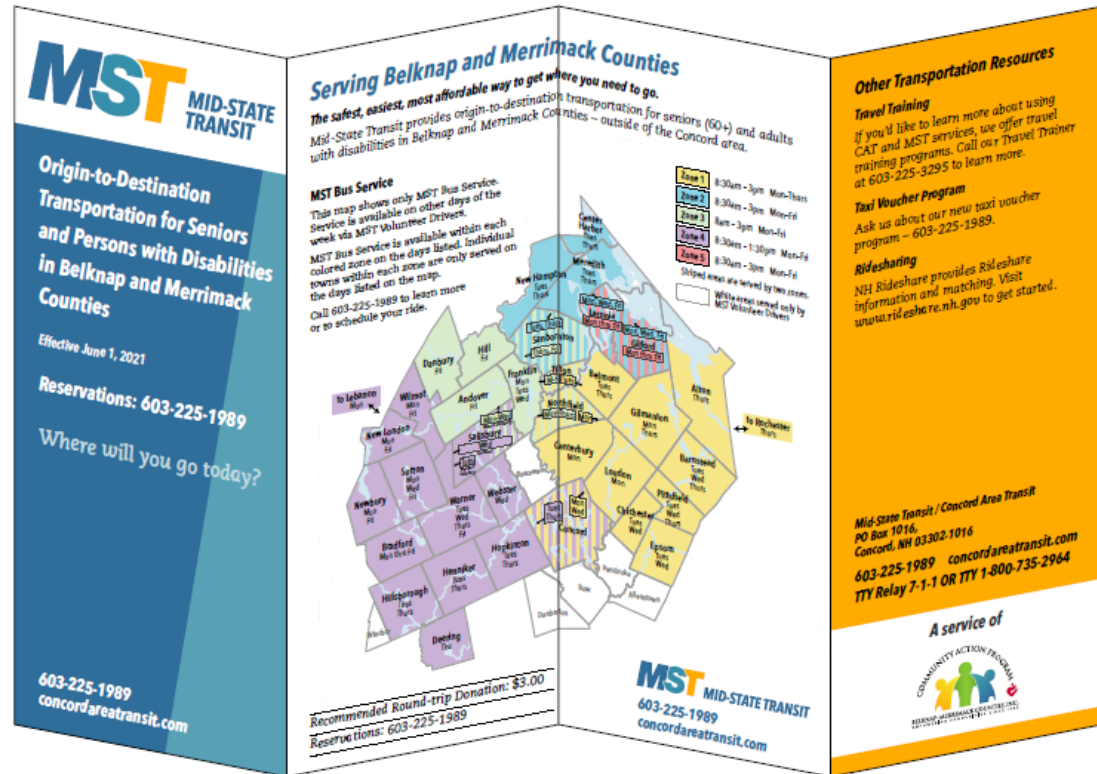
- Service is available Monday through Friday 8:30am to 3pm. \$3.00 donation recommended.
- Reservations can be made up to 2:30pm the day before or as much as 7 days in advance by calling 603-225-1989.



This publication was developed with funds provided by the National Aging and Disability Transportation Center (NADTC). The NADTC is administered by Elderspace in partnership with the National Association of Area Agencies on Aging, with funding from the U.S. Department of Transportation, Federal Transit Administration and with guidance from the U.S. Administration for Community Living.

# Printed Guide

Provide a clear overview without overwhelming or confusing.




## Demand Response

- Map
- Eligibility
- Hours/Days of Operation
- Registration/Reservation
- Fares & How to
- Ways to learn more
  - Customer Service
  - Website
  - App



# Printed Guide

Provide a clear overview without overwhelming or confusing.



Mid-State Transit (MST) is operated by the Belknap-Merrimack Community Action Program and includes the programs previously referred to as Rural Transit Service and Volunteer Driver Program.

### Register for Mid-State Transit

Call 603-225-1989 (TTY Relay 7-1-1 OR TTY 1-800-735-2964)

- If it is your first time using Mid-State Transit, please call us to register. Registration is free and only take a few minutes.
- Once we know where you live, we can let you know more about the transportation services available in your community.
- MST Service is available Monday through Friday.
- Some trips are provided by bus, while others utilize volunteer drivers. Either way, the vehicle will pick you up at and bring you back to your home.
- Advance reservation is required for all trips.

### Riding MST

MST is a safe, easy, affordable way to get from your home to the places you need to go.

- We offer a combination of origin-to-destination bus service and volunteer driver services to meet your transportation needs.
- You can use MST to travel for any purpose – shopping, doctor's appointments, or personal business.
- Our vehicles will pick you up and bring you back to your home.
- Service is donation based. A \$3.00 round-trip donation is recommended.

### MST Bus Service

Our buses provide transportation within specific zones, on specific days of the week. See the map in this guide or call us to find out what days your town is served by the bus.

- Most buses run from 8:30 AM to 3:00 PM.
- You can make a reservation for the bus by calling anytime up to 2:30 PM the day before you wish to travel.
- Buses are wheelchair lift equipped.

### MST Volunteer Drivers

To expand the services that we can provide, MST uses Volunteer Drivers for trips that are not accommodated by our bus schedule.

- Volunteer driver services are available Monday-Friday, 5:00am to 6:00pm.
- Volunteer driver rides are available throughout Belknap and Merrimack Counties excluding Hooksett and including the towns of Hillsborough, Windsor, and Deering.
- If your trip is outside our regular bus service schedule, you should schedule your ride 3-7 business days in advance.

### Call 603-225-1989 to reserve your ride

Call at least one day ahead for local trips. Call 3-7 days ahead for trips outside your zone. We will make every effort to accommodate your transportation needs.

## Demand Response

- Map
- Eligibility
- Hours/Days of Operation
- Registration/Reservation
- Fares & How to
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# One Guide or Several?

## **Single Guide for All Services**

- If services operate as a “network”
- To provides the big picture
- Simplifies distribution
- Encourage cross-use of routes and services

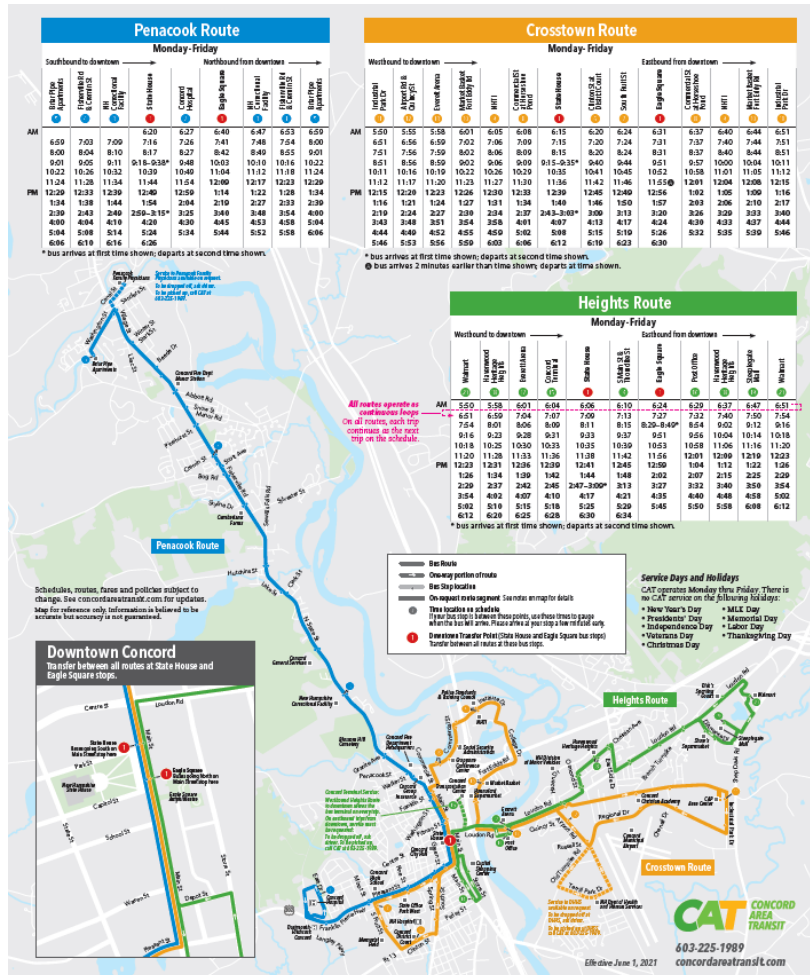
## **Fold out vs Schedule Booklet**

- Size/complexity of system map
- Number of schedules
- Do you want to use the guide as a wall display
- Ability to use maps and schedules in a coordinated way





# One Guide: Folded vs Booklet?



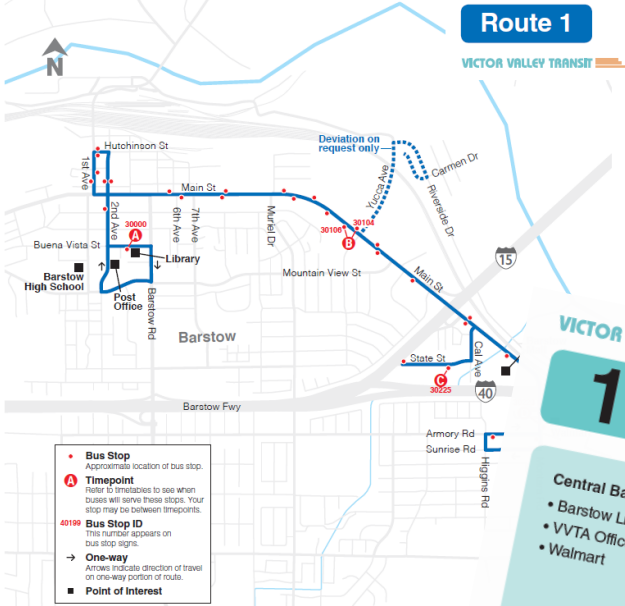
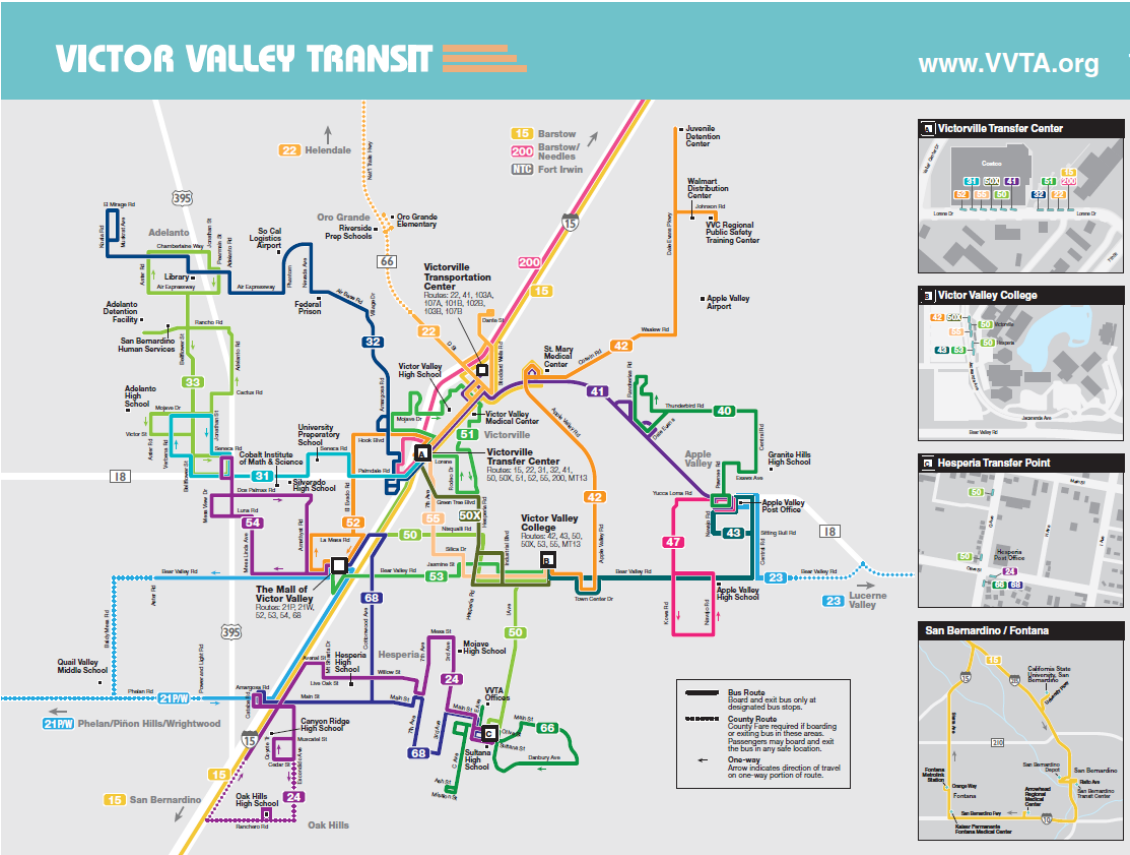
# One Guide or Several?

## Individual Guides or Schedules

- If services have distinctly different service areas and target markets
- If there are too many routes/services to include in a single guide
- If some route schedules change frequently while others do not



# Overview + Individual Route Guides



Monday-Friday

	Portales Ct & E Buena Vista	Main St & Yucca Ave	State St VVTA Office Arrive	State St VVTA Office Depart	Walmart Arrive	Walmart Depart	Main St & Yucca Ave	Portales Ct & E Buena Vista
	A	B	C		D		B	A
AM	6:00	6:10	6:17	6:22	6:30	6:35	6:42	6:52
	7:00	7:10	7:17	7:22	7:30	7:35	7:42	7:52
	8:00	8:10	8:17	8:22	8:30	8:35	8:42	8:52
	9:00	9:10	9:17	9:22	9:30	9:35	9:42	9:52
	10:00	10:10	10:17	10:22	10:30	10:35	10:42	10:52
	11:00	11:10	11:17	11:22	11:30	11:35	11:42	11:52
PM	12:00	12:10	12:17	12:22	12:30	12:35	12:42	12:52
	1:00	1:10	1:17	1:22	1:30	1:35	1:42	1:52
	2:00	2:10	2:17	2:22	2:30	2:35	2:42	2:52
	3:00	3:10	3:17	3:22	3:30	3:35	3:42	3:52
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	7:00	7:10	7:17	7:22	7:30	7:35	7:42	7:52

Saturday / Sunday

	Portales Ct & E Buena Vista	Main St & Yucca Ave	State St VVTA Office Arrive	State St VVTA Office Depart	Walmart Arrive	Walmart Depart	Main St & Yucca Ave	Portales Ct & E Buena Vista
	C		D		B		A	
Local Route								
Mon-Fri			6:00	6:05	6:10	6:15	6:20	6:25
Saturday			6:00	6:05	6:10	6:15	6:20	6:25
Sunday			6:00	6:05	6:10	6:15	6:20	6:25

by construction, other conditions.



# Some Basic Design Elements



# Maps

Can Answer Many Questions





# Maps can answer...

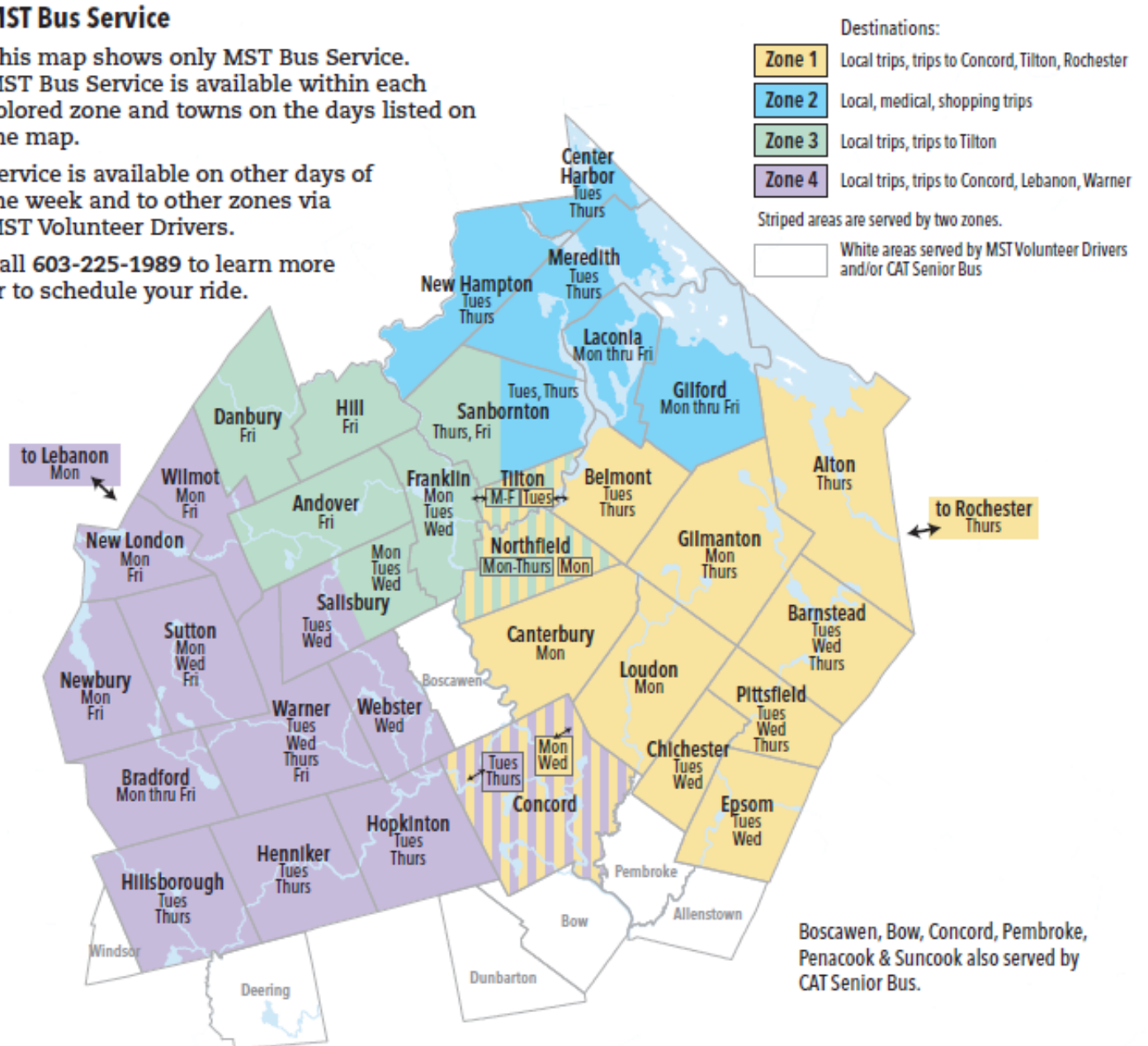
- Where can I go on transit?
- Can I get to...?
- How do I get from here to there?
- Where do I catch the bus?

## MST Bus Service

This map shows only MST Bus Service. MST Bus Service is available within each colored zone and towns on the days listed on the map.

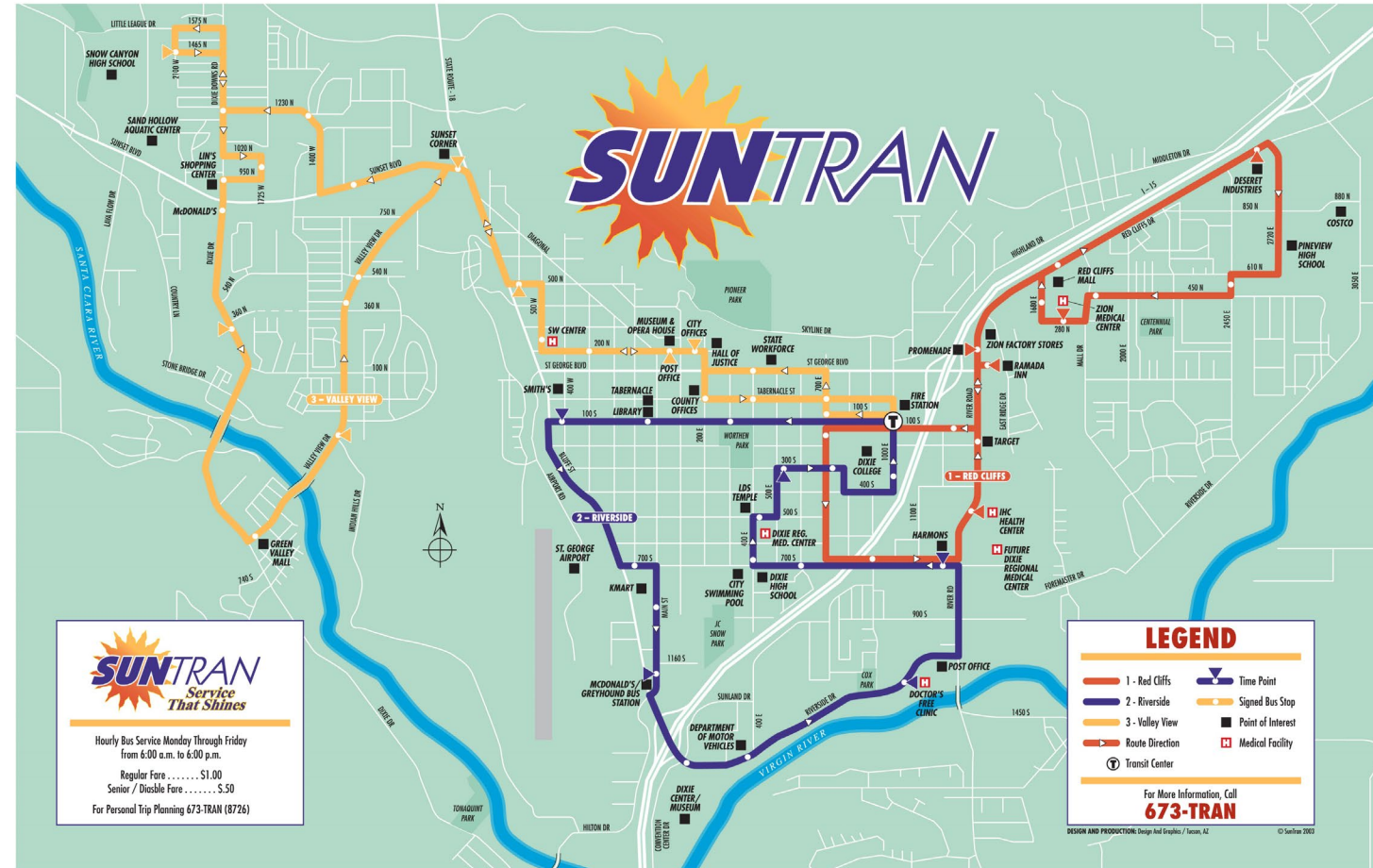
Service is available on other days of the week and to other zones via MST Volunteer Drivers.

Call 603-225-1989 to learn more or to schedule your ride.



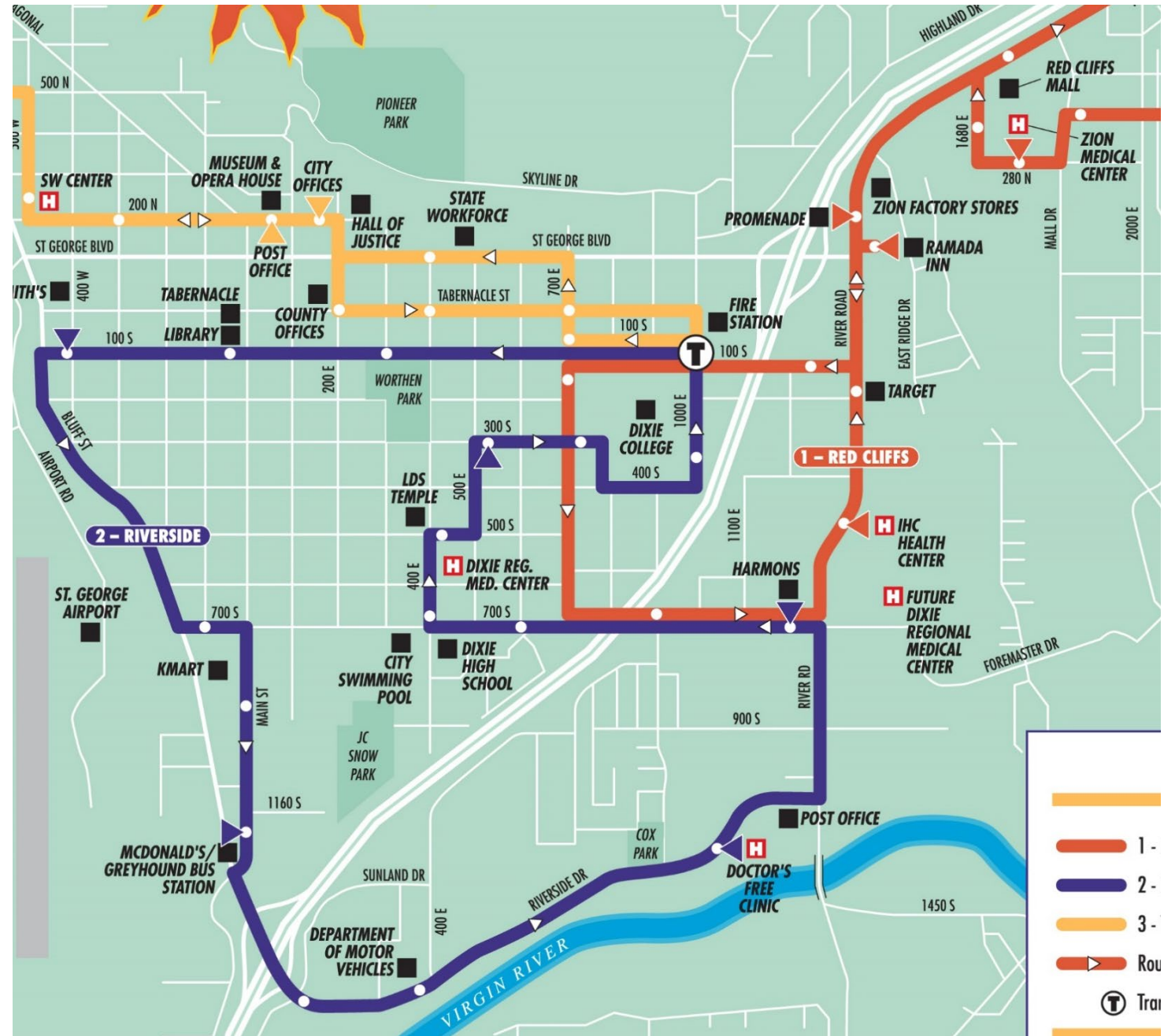
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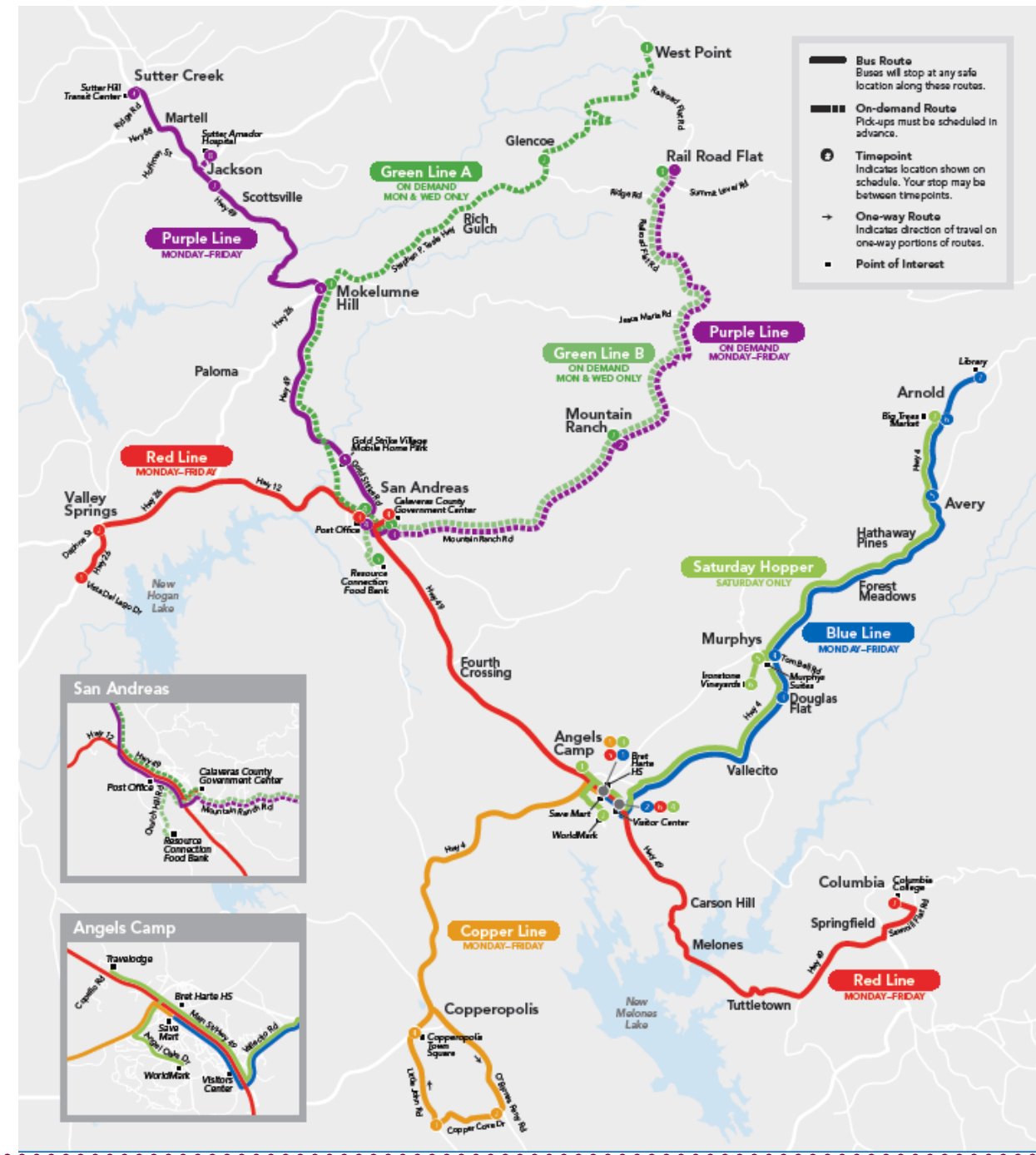
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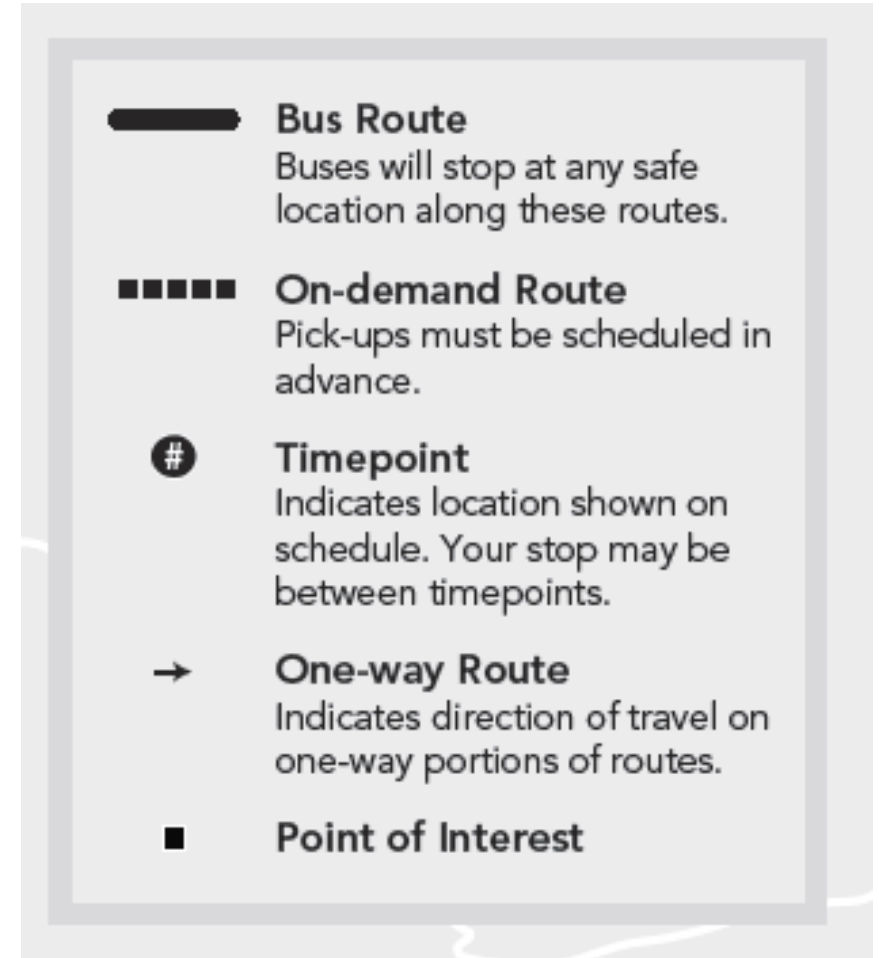
# Map Best Practices

- Make it functional
- Use legible type sizes
- Color code routes
- Have a clear legend
- Use detail maps for important locations or congested areas
- Show key destinations
- Show both fixed route and demand response services



# Map Best Practices

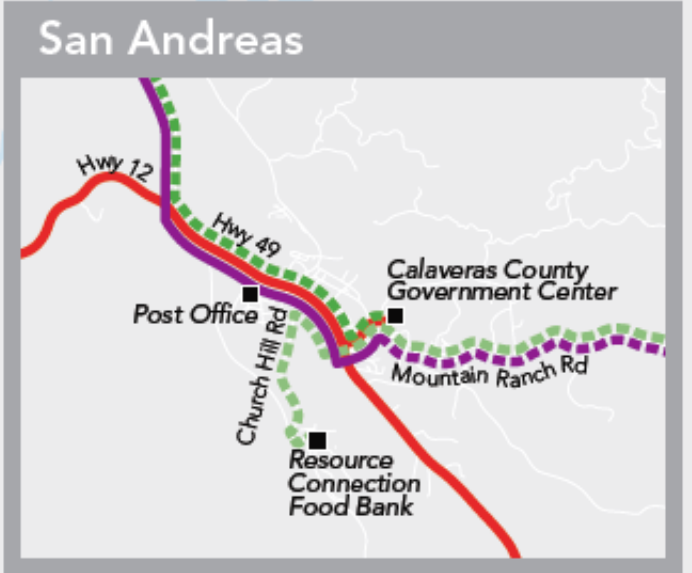
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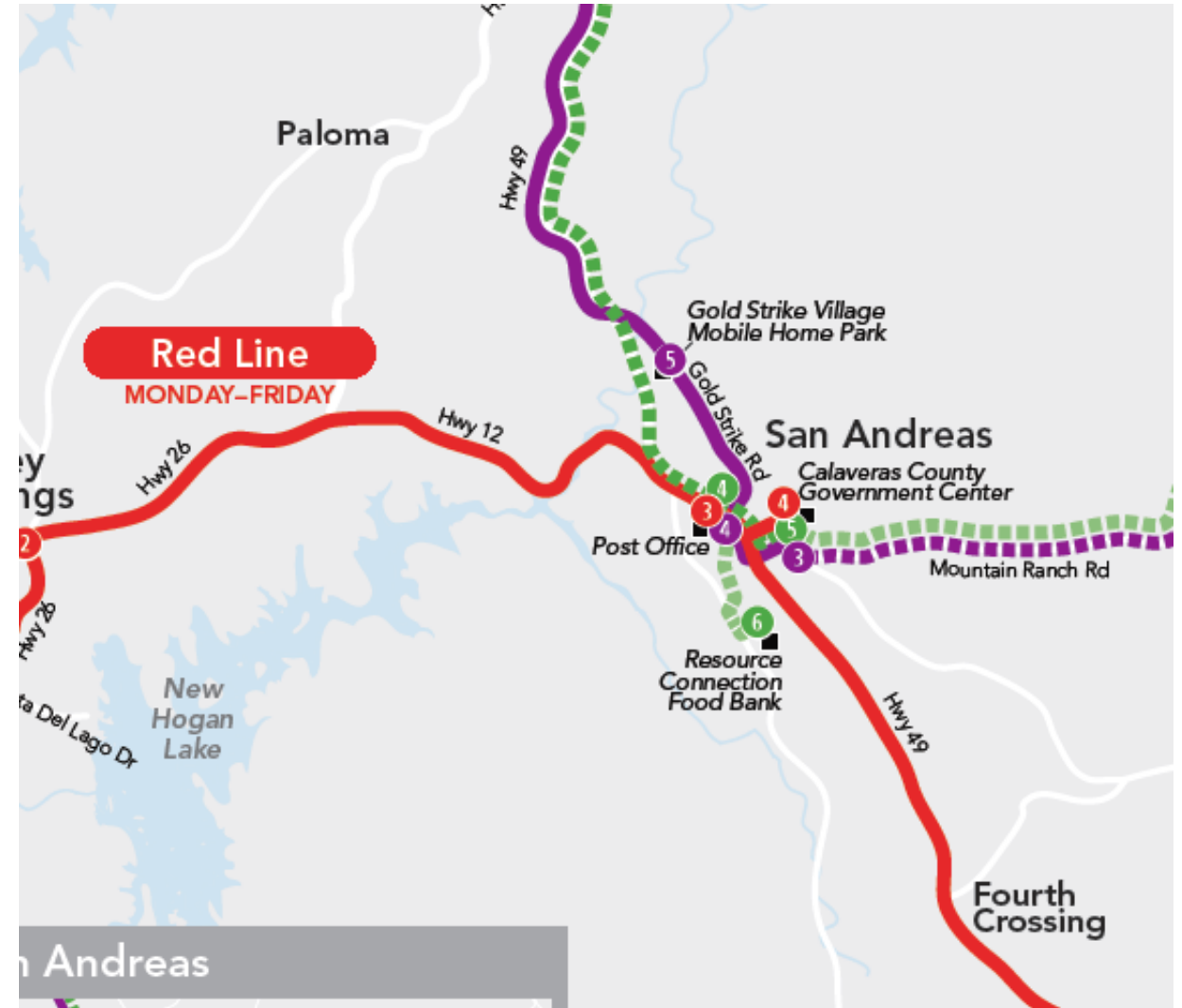
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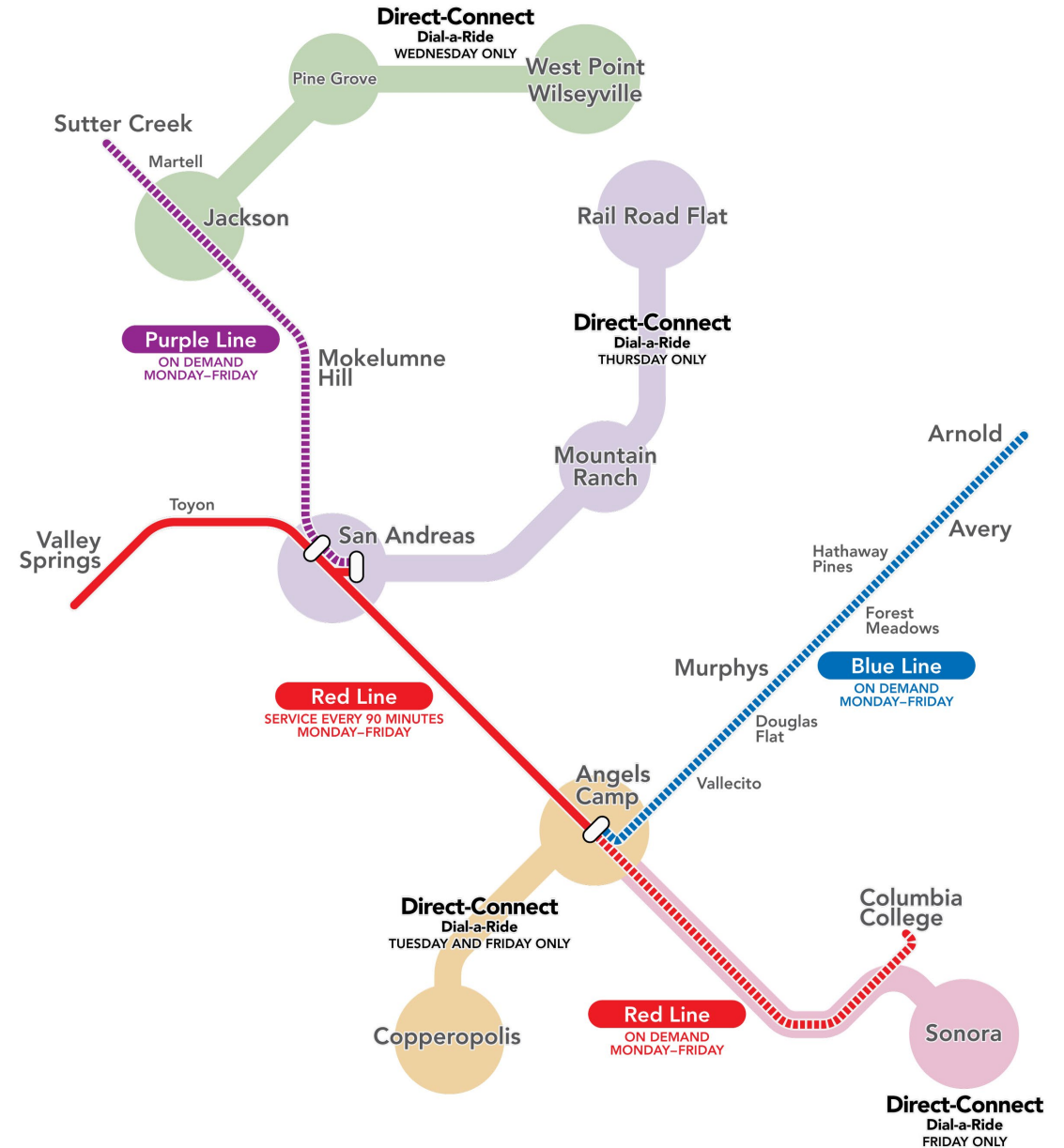
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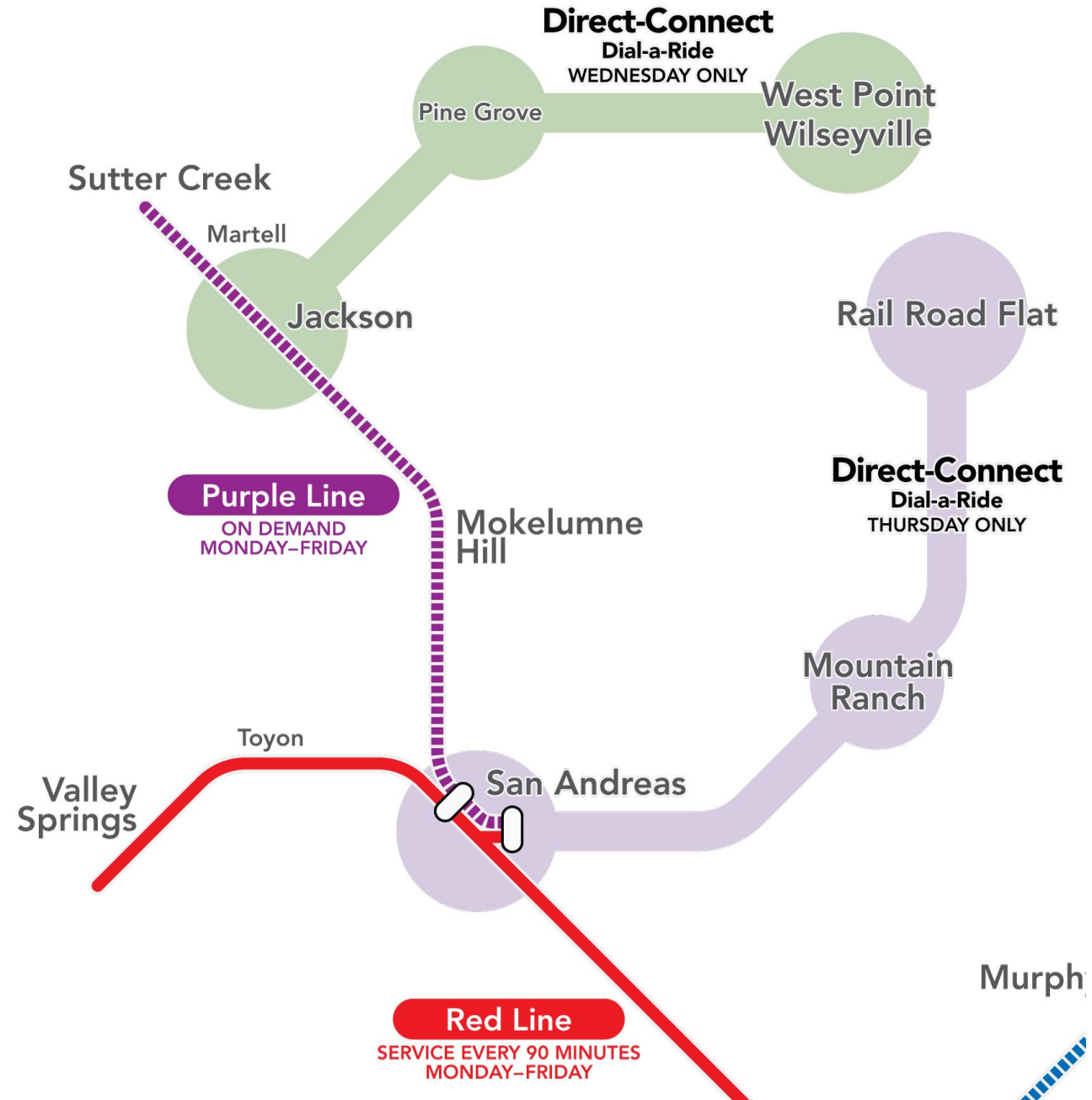
# Map Best Practices

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- Use legible type sizes
- Color code routes
- Have a clear legend
- Use detail maps for important locations or congested areas
- Show key destinations
- Show both fixed route and demand response services



# Map Best Practices

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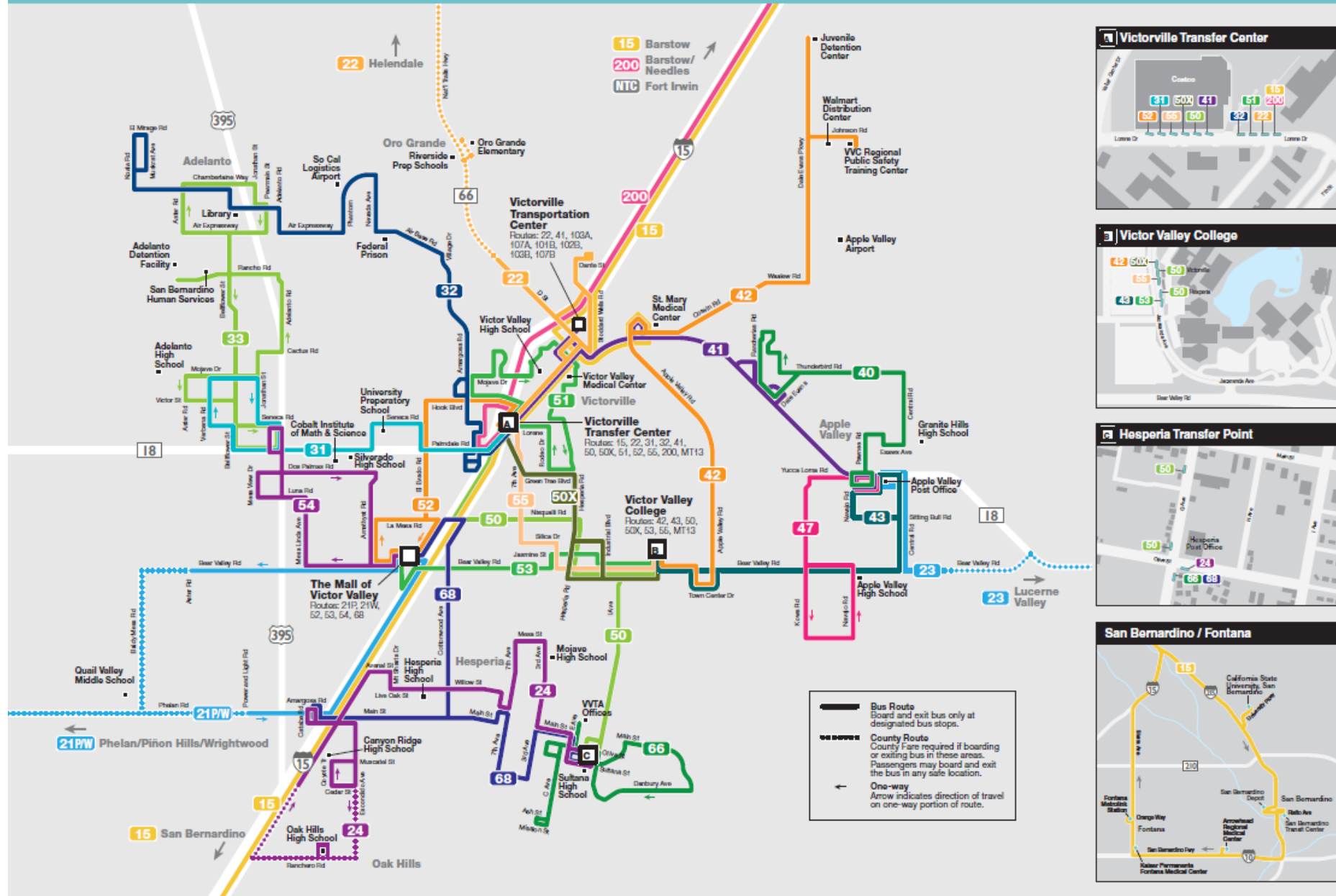
# Every Map is Unique

What does your map need to communicate?

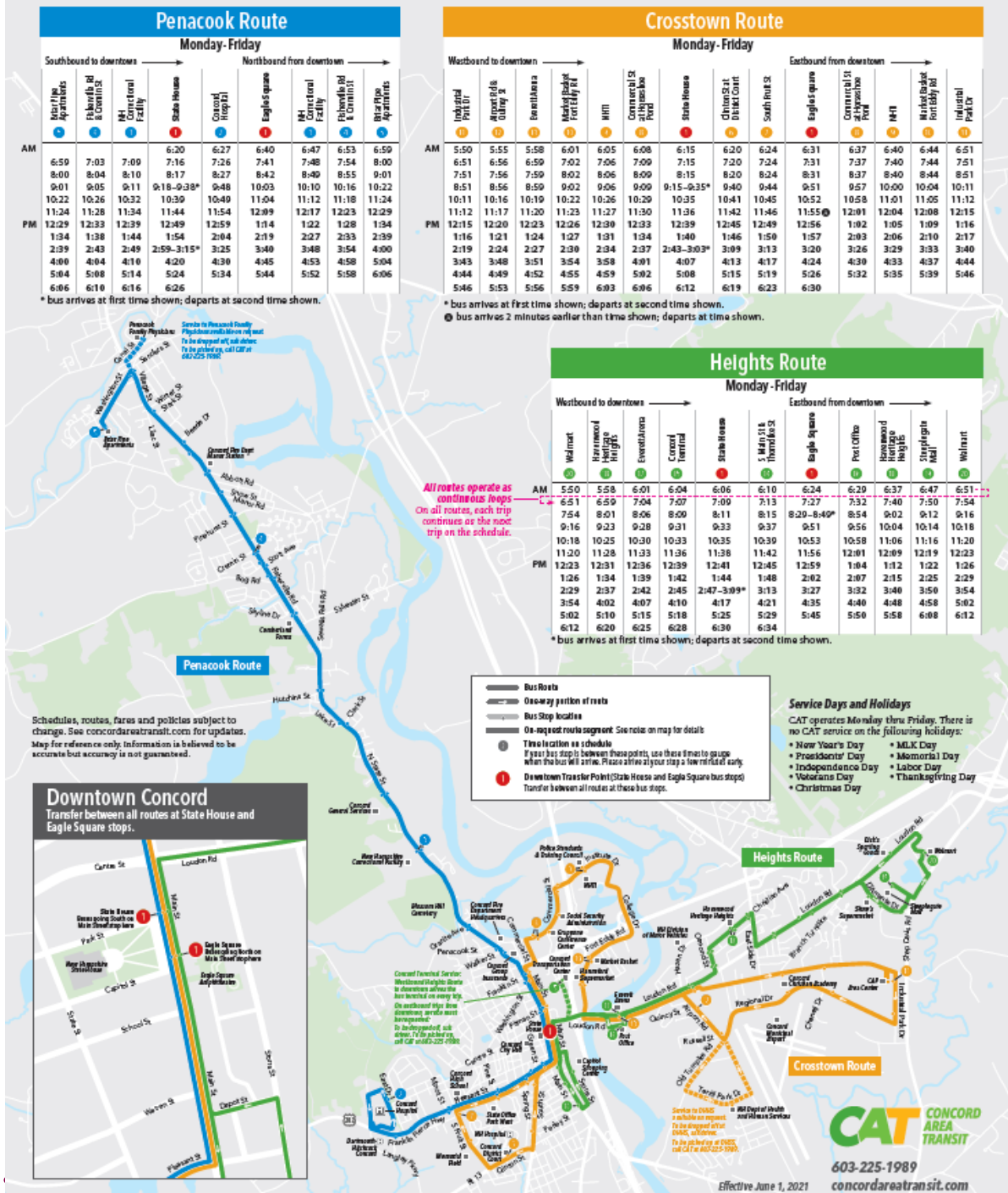




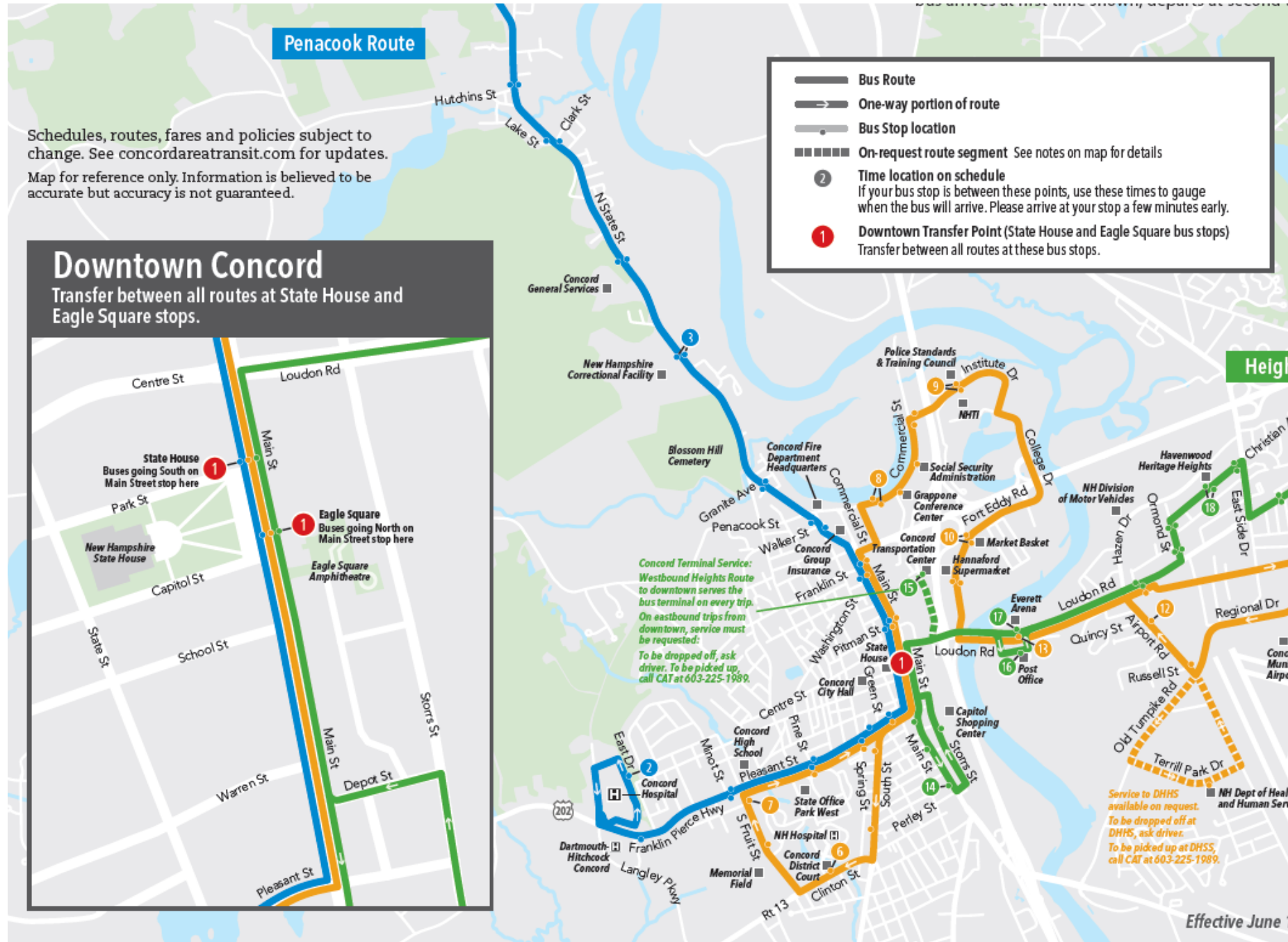
## Fixed Routes, Destinations, Connections and Details



# Fixed Routes, Destinations, Connections and Details

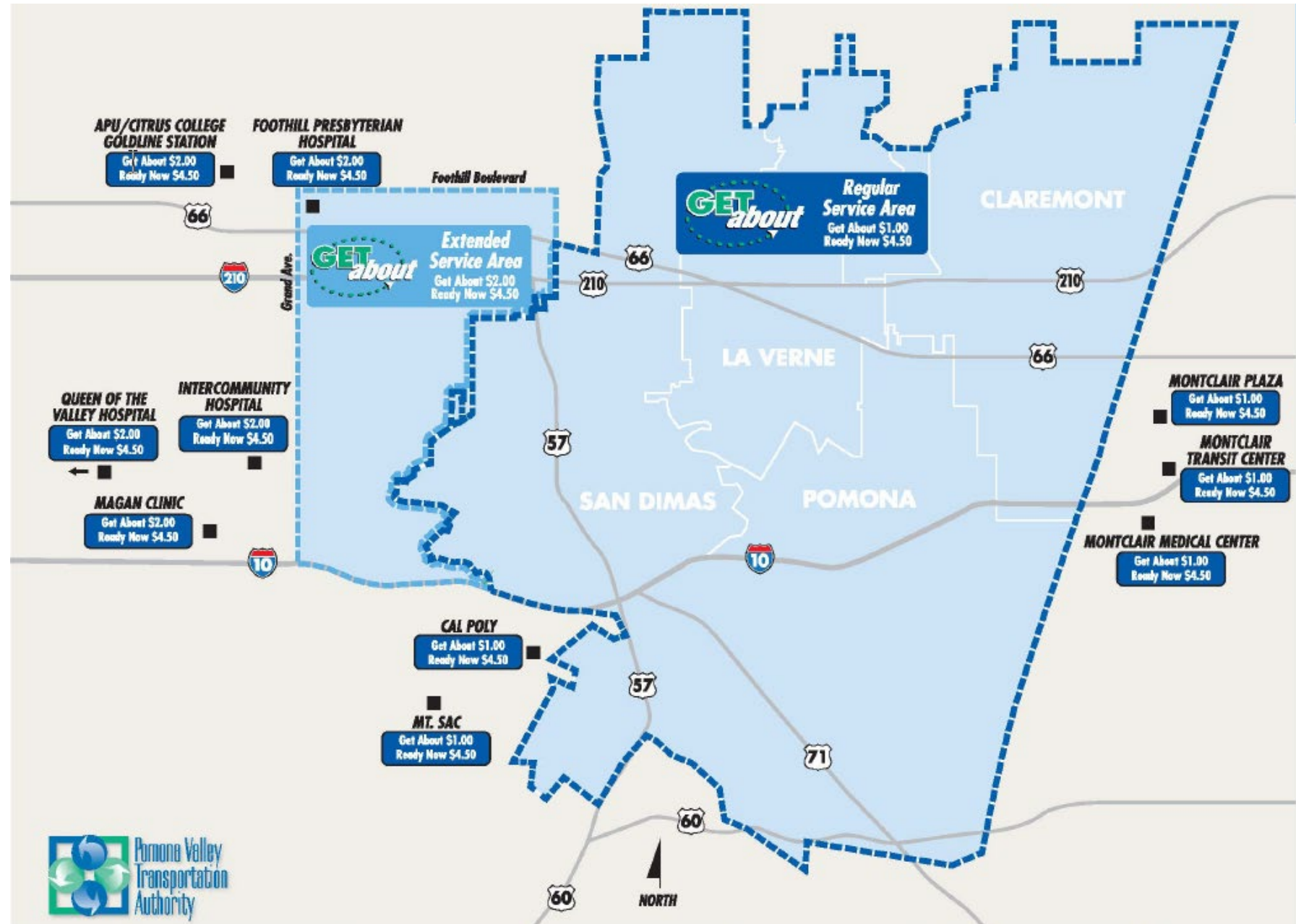


# Fixed Routes, Destinations, Connections and Details





Demand  
Response  
service area with  
specific  
destinations



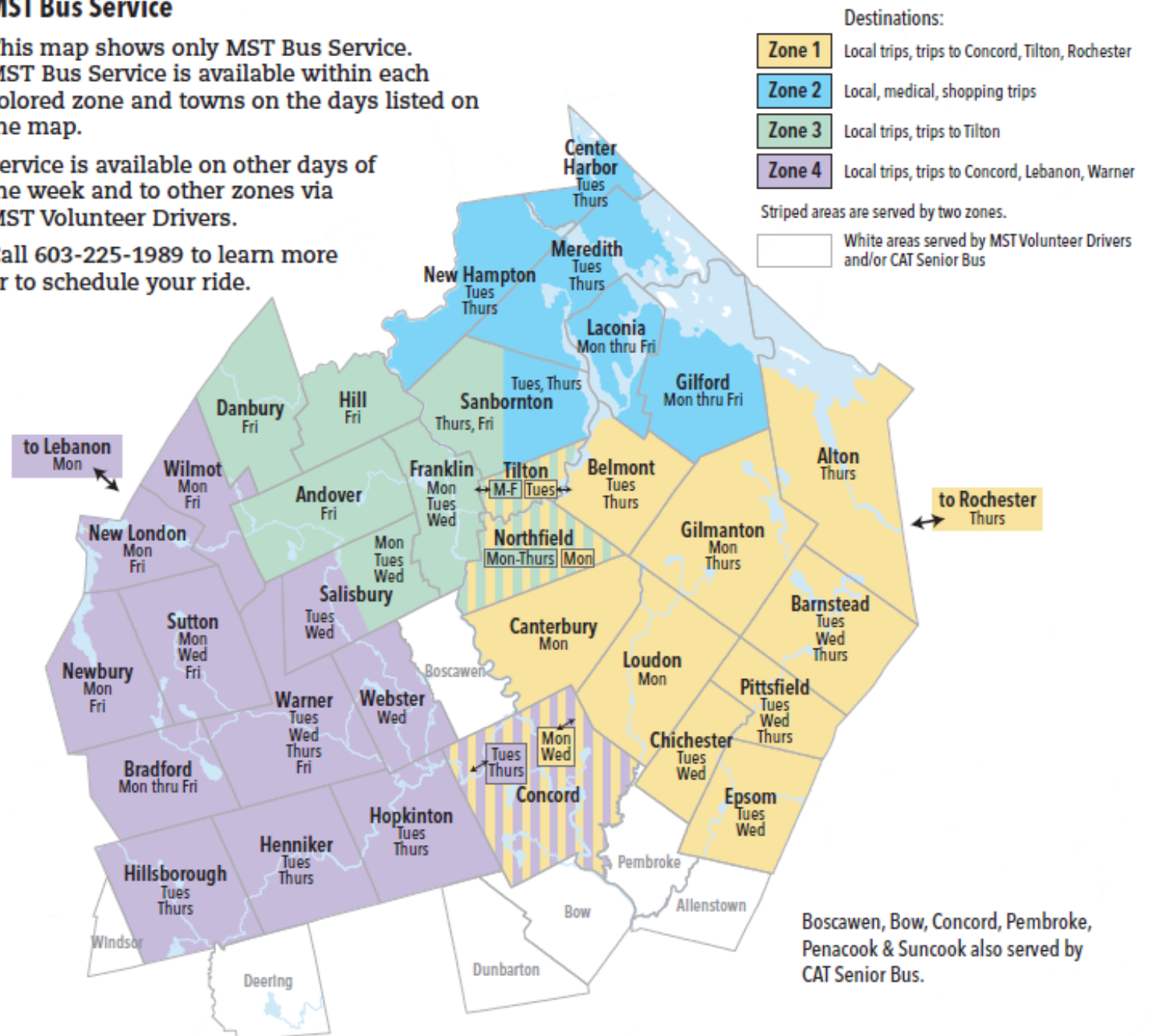
# Demand Response service area with multiple zones

## MST Bus Service

This map shows only MST Bus Service.  
MST Bus Service is available within each  
colored zone and towns on the days listed on  
the map.

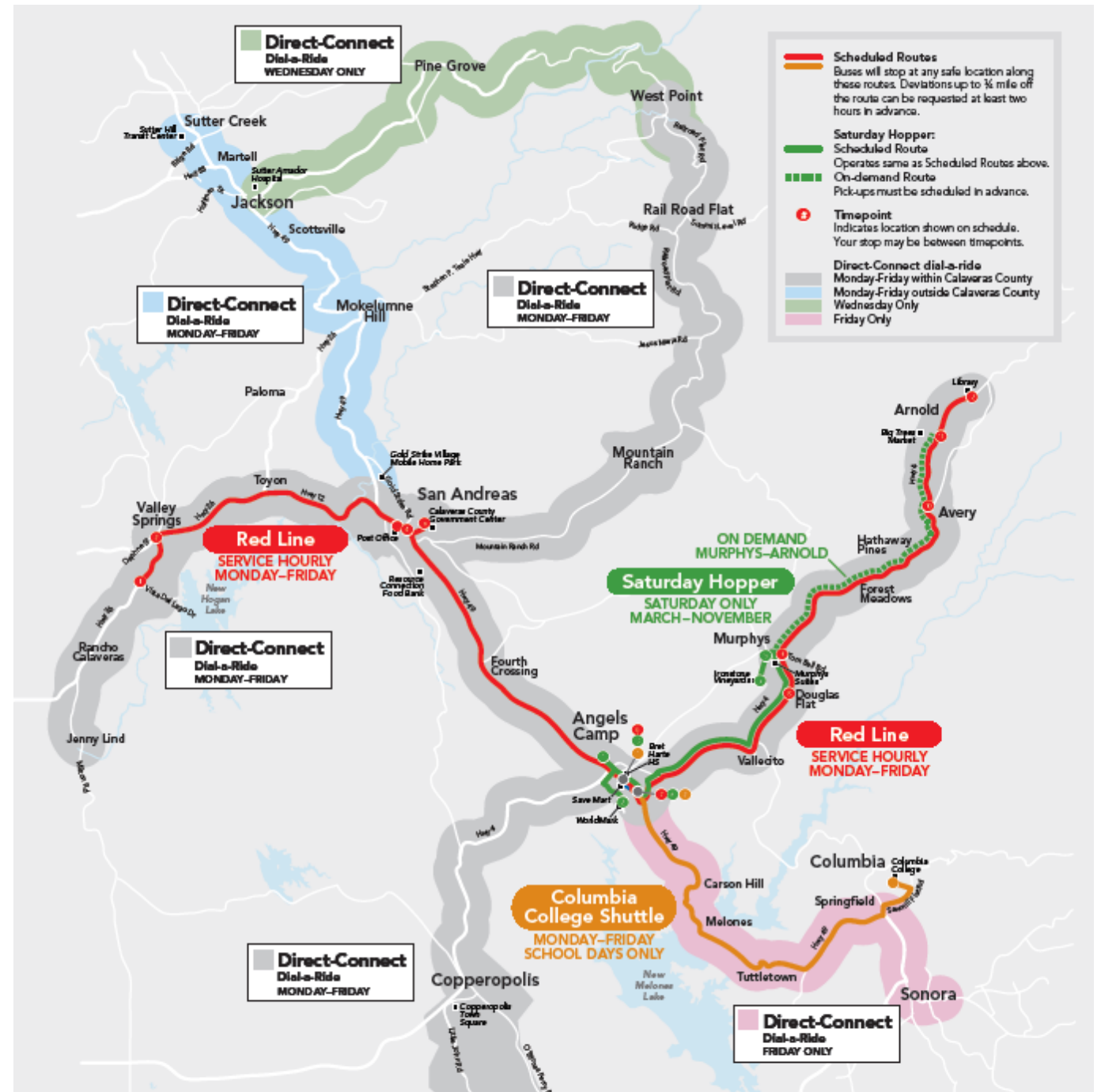
Service is available on other days of  
the week and to other zones via  
MST Volunteer Drivers.

Call 603-225-1989 to learn more  
or to schedule your ride.





# Demand Response and Fixed Route Services with different service days



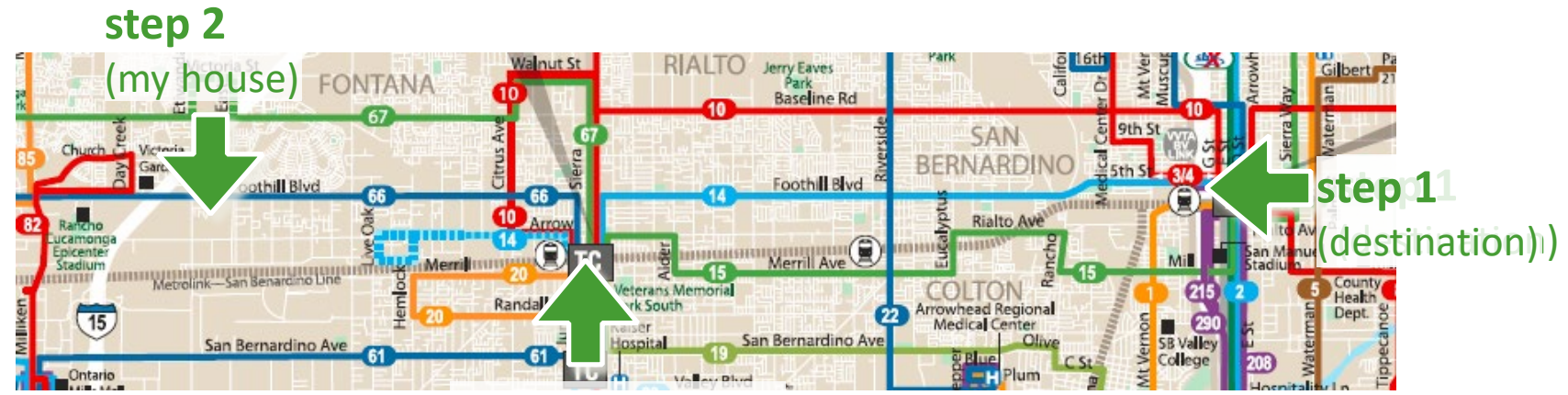
# Schedules

When do I catch the bus?  
Schedules are Challenging



# Schedules

Reading schedules is a challenge for most new riders

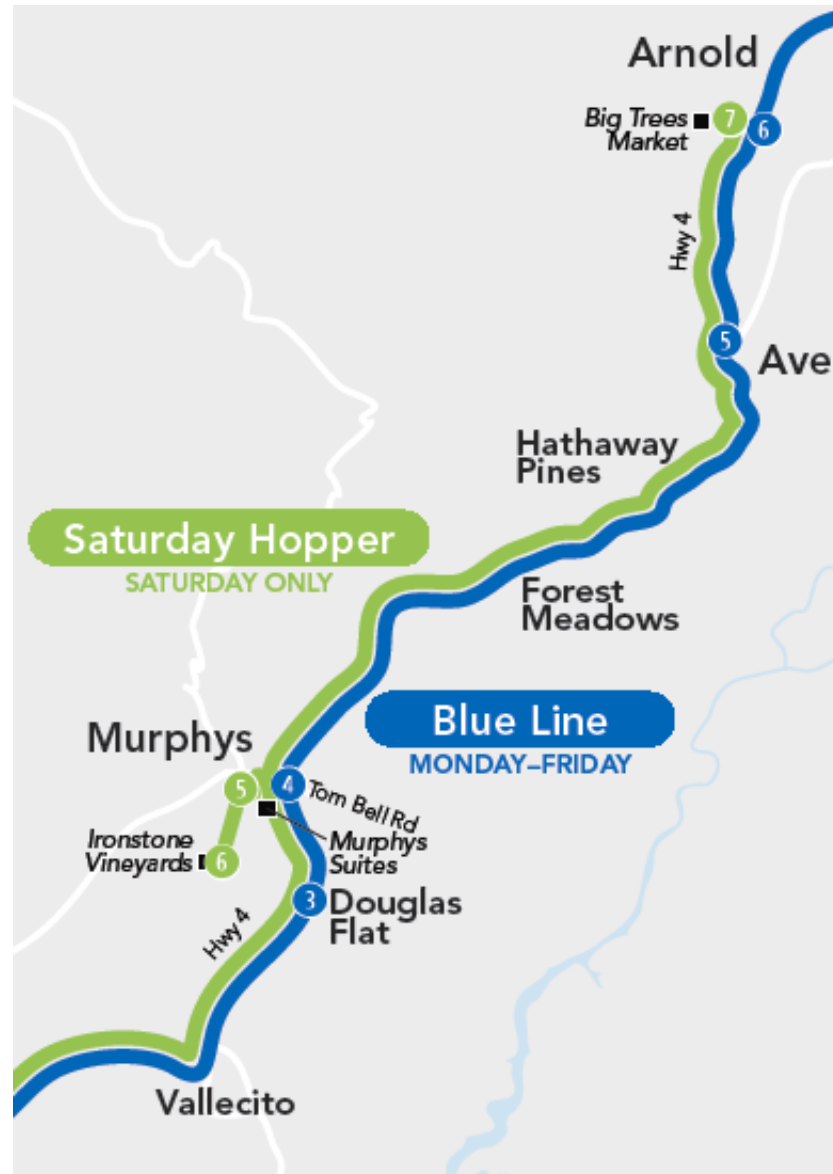


**ROUTE 66: MONDAY - FRIDAY**

WESTBOUND				EASTBOUND			
D	C	B	A	D	C	B	A
Fontana Metrolink	Fontana Metrolink	Fontana Metrolink	Fontana Metrolink	Fontana Metrolink	Fontana Metrolink	Fontana Metrolink	Fontana Metrolink
5:30	5:33	5:35	5:38	5:44	5:54	5:54	5:40
5:40	5:43	5:45	5:48	5:54	6:04	6:04	5:50
5:50	5:53	5:55	5:58	6:04	6:14	6:14	6:00
6:00	6:03	6:05	6:08	6:14	6:24	6:24	6:10
6:10	6:13	6:15	6:18	6:24	6:34	6:34	6:20
6:20	6:23	6:25	6:28	6:34	6:44	6:44	6:30
6:30	6:33	6:35	6:38	6:44	6:54	6:54	6:40
6:40	6:43	6:45	6:48	6:54	7:04	7:04	6:50
6:50	6:53	6:55	6:58	7:04	7:14	7:14	7:00
7:00	7:03	7:05	7:08	7:14	7:24	7:24	7:10
7:10	7:13	7:15	7:18	7:24	7:34	7:34	7:20
7:20	7:23	7:25	7:28	7:34	7:44	7:44	7:30
7:30	7:33	7:35	7:38	7:44	7:54	7:54	7:40
7:40	7:43	7:45	7:48	7:54	8:04	8:04	7:50
7:50	7:53	7:55	7:58	8:04	8:14	8:14	8:00
8:00	8:03	8:05	8:08	8:14	8:24	8:24	8:10
8:10	8:13	8:15	8:18	8:24	8:34	8:34	8:20
8:20	8:23	8:25	8:28	8:34	8:44	8:44	8:30
8:30	8:33	8:35	8:38	8:44	8:54	8:54	8:40
8:40	8:43	8:45	8:48	8:54	9:04	9:04	8:50
8:50	8:53	8:55	8:58	9:04	9:14	9:14	9:00
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9:20	9:23	9:25	9:28	9:34	9:44	9:44	9:30
9:30	9:33	9:35	9:38	9:44	9:54	9:54	9:40
9:40	9:43	9:45	9:48	9:54	10:04	10:04	9:50
9:50	9:53	9:55	9:58	10:04	10:14	10:14	10:00
10:00	10:03	10:05	10:08	10:14	10:24	10:24	10:10
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10:20	10:23	10:25	10:28	10:34	10:44	10:44	10:30
10:30	10:33	10:35	10:38	10:44	10:54	10:54	10:40
10:40	10:43	10:45	10:48	10:54	11:04	11:04	10:50
10:50	10:53	10:55	10:58	11:04	11:14	11:14	11:00
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11:30	11:33	11:35	11:38	11:44	11:54	11:54	11:40
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1:30	1:33	1:35	1:38	1:44	1:54	1:54	1:40
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3:30	3:33	3:35	3:38	3:44	3:54	3:54	3:40
3:40	3:43	3:45	3:48	3:54	4:04	4:04	3:50
3:50	3:53	3:55	3:58	4:04	4:14	4:14	4:00
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12:20	12:23	12:25	12:28	12:34	12:44	12:44	12:30
12:30	12:33	12:35	12:38	12:44	12:54	12:54	12:40
12:40	12:43	12:45	12:48	12:54	1:04	1:04	12:50
12:50	12:53	12:55	12:58	1:04	1:14	1:14	1:00
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1:10	1:13	1:15	1:18	1:24	1:34	1:34	1:20
1:20	1:23	1:25	1:28	1:34	1:44	1:44	1:30
1:30	1:33	1:35	1:38	1:44	1:54	1:54	1:40
1:40	1:43	1:45	1:48	1:54	2:04	2:04	1:50
1:50	1:53	1:55	1:58	2:04	2:14	2:14	2:00
2:00	2:03	2:05	2:08	2:14	2:24	2:24	2:10
2:10	2:13	2:15	2:18	2:24	2:34	2:34	2:20
2:20	2:23	2:25	2:28	2:34	2:44	2:44	2:30
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2:40	2:43	2:45	2:48	2:54	3:04	3:04	2:50
2:50	2:53	2:55	2:58	3:04	3:14	3:14	3:00
3:00	3:03	3:05	3:08	3:14	3:24	3:24	3:10
3:10	3:13	3:15	3:18	3:24	3:34	3:34	3:20
3:20	3:23	3:25	3:28	3:34	3:44	3:44	3:30
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3:40	3:43	3:45	3:48	3:54	4:04	4:04	3:50
3:50	3:53	3:55	3:58	4:04	4:14	4:14	4:00
4:00	4:03	4:05	4:08	4:14	4:24	4:24	4:10
4:10	4:13	4:15	4:18	4:24	4:34	4:34	4:20
4:20	4:23	4:25	4:28	4:34	4:44	4:44	4:30
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4:50	4:53	4:55	4:58	5:04	5:14	5:14	5:00
5:00	5:03	5:05	5:08	5:14	5:24	5:24	5:10
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5:40	5:43	5:45	5:48	5:54	6:04	6:04	5:50
5:50	5:53	5:55	5:58	6:04	6:14	6:14	6:00
6:00	6:03	6:05	6:08	6:14	6:24	6:24	6:10
6:10	6:13	6:15	6:18	6:24	6:34	6:34	6:20
6:20	6:23	6:25	6:28	6:34	6:44	6:44	6:30
6:30	6:33	6:35	6:38	6:44	6:54	6:54	6:40
6:40	6:43	6:45	6				

# Schedule Best Practices


- Make them as clear as possible
- Use them in tandem with maps
- Clearly define direction
- Clearly identify timepoints
- Specify days operated



## Blue Line Monday-Friday


### Eastbound

Angels Camp to Arnold

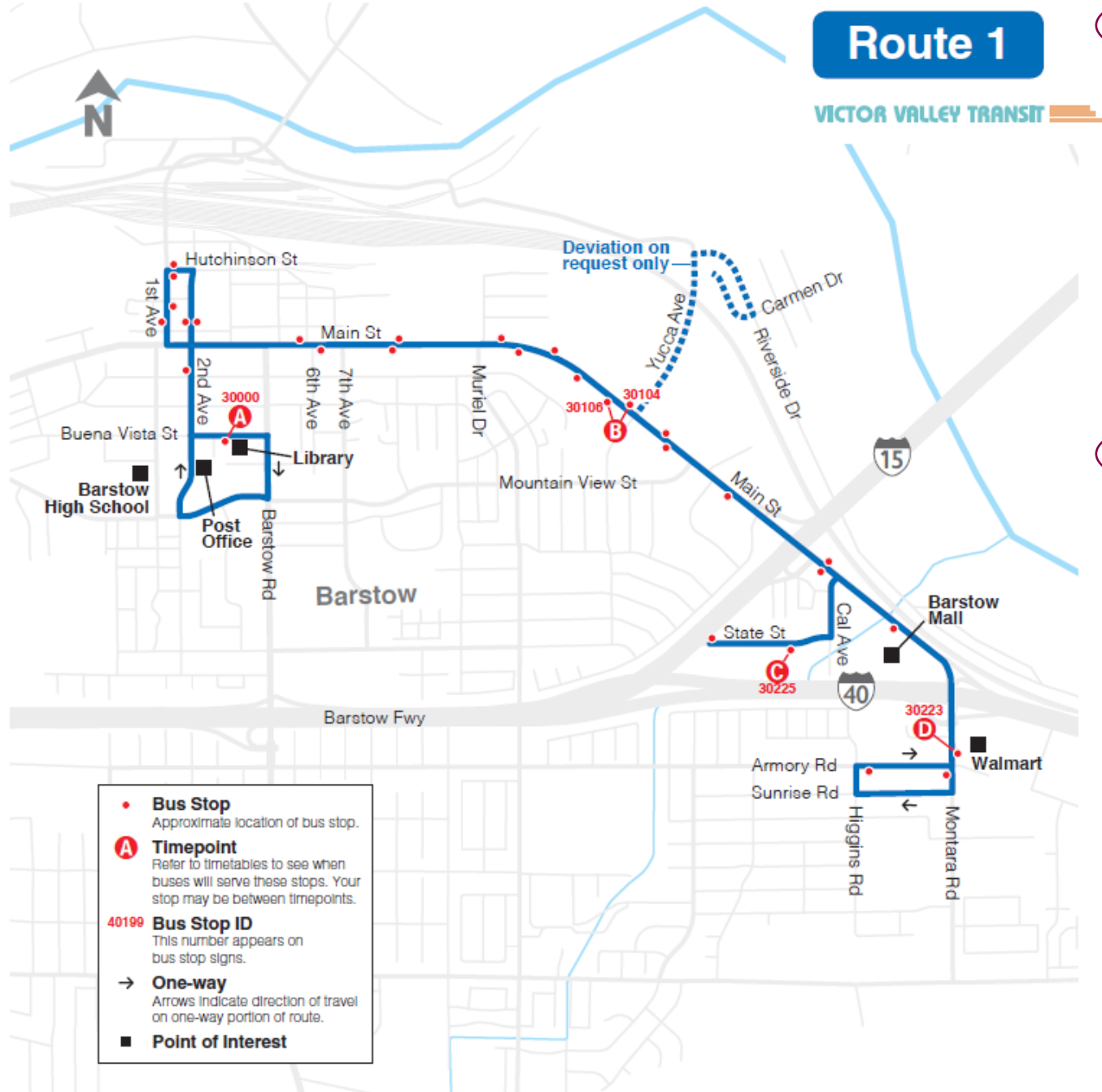
	<b>Depart</b> 						<b>Arrive</b>
	Angels Camp	Angels Camp	Douglas Flat	Murphys	Avery	Arnold	Arnold
	Transfer Stop / Save Mart	Visitors Center	Ansil Davis Rd / SR 4	Tom Bell Road Car Wash	Avery Hotel Rd	Big Trees Market	Library / Blagen Rd
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
AM	5:40	5:42	5:51	5:56	6:09	6:13	6:18
	8:40	8:42	8:51	8:56	9:09	9:13	9:18
	11:40	11:42	11:51	11:56	12:09	12:13	12:18
PM	2:40	2:42	2:51	2:56	3:09	3:13	3:18
	5:40	5:42	5:51	5:56	6:09	6:13	6:18
	7:00	7:02	7:11	7:16	7:29	7:33	7:38

### Westbound

Arnold to Angels Camp

	Depart 						Arrive
	Arnold	Arnold	Avery	Murphys	Douglas Flat	Angels Camp	Angels Camp
	Library / Blagen Rd	Big Trees Market	SR 4	Murphys Suites	SR 4	Raspberry Lane	Bret Harte High School
	<b>7</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
AM	6:20	6:24	6:28	6:41	6:46	6:51	7:00
	9:20	9:24	9:28	9:41	9:46	9:51	10:00
PM	12:20	12:24	12:28	12:41	12:46	12:51	1:00
	3:20	3:24	3:28	3:41	3:46	3:51	4:00
	6:20	6:24	6:28	6:41	6:46	6:51	7:00
	7:40	7:44	7:48	8:01	8:06	8:11	8:20





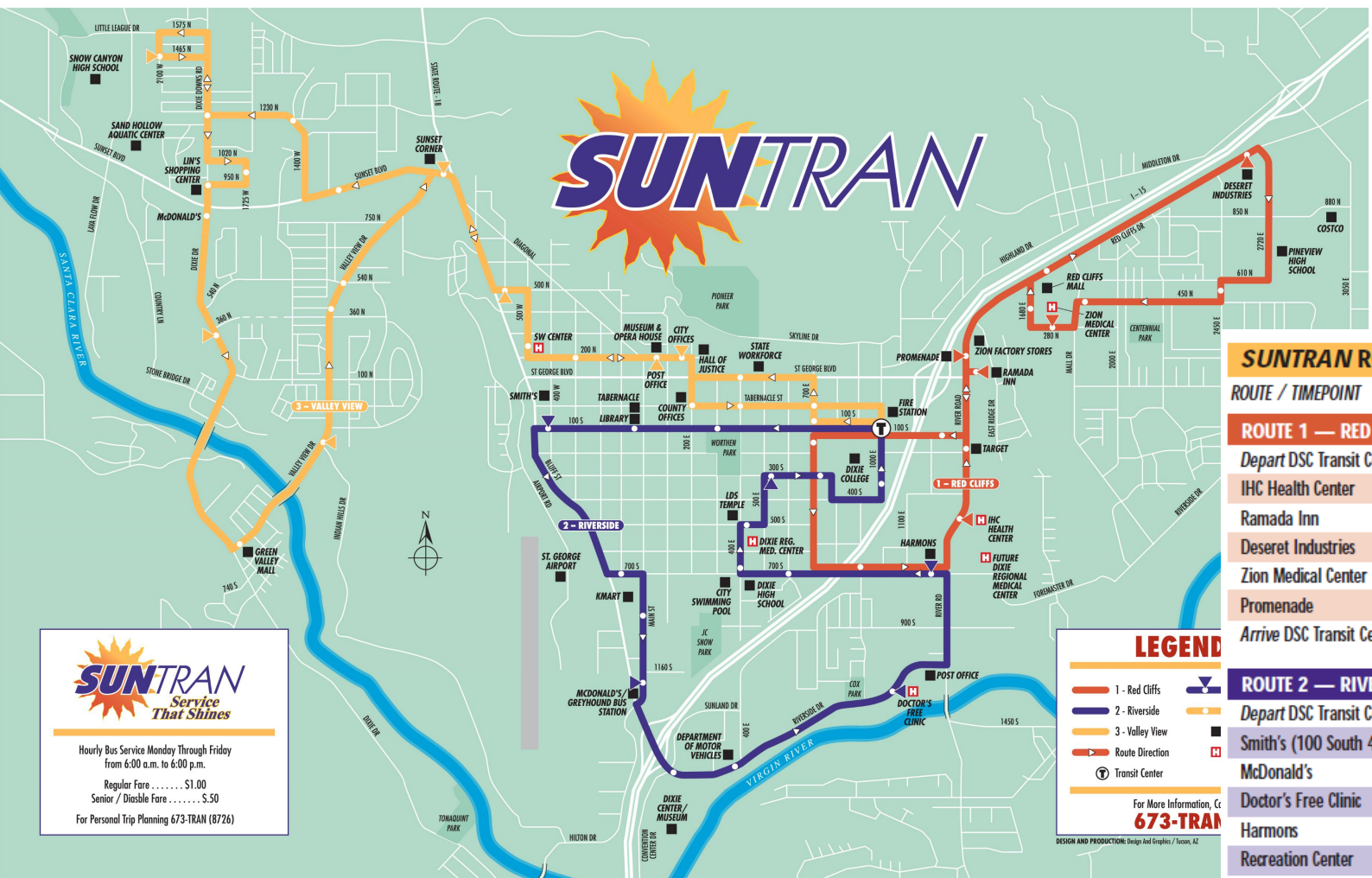
## Monday-Friday

Eastbound					Westbound		
Portales Ct & E Buena Vista	Main St & Yucca Ave	State St VTA Office Arrive	State St VTA Office Depart	Walmart Arrive	Walmart Depart	Main St & Yucca Ave	Portales Ct & E Buena Vista
<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">A</span>	<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">B</span>	<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">C</span>			<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">D</span>	<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">B</span>	<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">A</span>
AM	6:00	6:10	6:17	6:22	6:30	6:35	6:42
	7:00	7:10	7:17	7:22	7:30	7:35	7:42
	8:00	8:10	8:17	8:22	8:30	8:35	8:42
	9:00	9:10	9:17	9:22	9:30	9:35	9:42
	10:00	10:10	10:17	10:22	10:30	10:35	10:42
	11:00	11:10	11:17	11:22	11:30	11:35	11:42
PM	12:00	12:10	12:17	12:22	12:30	12:35	12:42
	1:00	1:10	1:17	1:22	1:30	1:35	1:42
	2:00	2:10	2:17	2:22	2:30	2:35	2:42
	3:00	3:10	3:17	3:22	3:30	3:35	3:42
	4:00	4:10	4:17	4:22	4:30	4:35	4:42
	5:00	5:10	5:17	5:22	5:30	5:35	5:42
	6:00	6:10	6:17	6:22	6:30	6:35	6:42
	7:00	7:10	7:17	7:22	7:30	7:35	7:42

## Saturday / Sunday

Eastbound					Westbound		
Portales Ct & E Buena Vista	Main St & Yucca Ave	State St VTA Office Arrive	State St VTA Office Depart	Walmart Arrive	Walmart Depart	Main St & Yucca Ave	Portales Ct & E Buena Vista
<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">A</span>	<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">B</span>	<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">C</span>			<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">D</span>	<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">B</span>	<span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">A</span>
AM	8:00	8:10	8:17	8:22	8:30	8:35	8:42
	9:00	9:10	9:17	9:22	9:30	9:35	9:42
	10:00	10:10	10:17	10:22	10:30	10:35	10:42
	11:00	11:10	11:17	11:22	11:30	11:35	11:42
	12:00	12:10	12:17	12:22	12:30	12:35	12:42
PM	1:00	1:10	1:17	1:22	1:30	1:35	1:42
	2:00	2:10	2:17	2:22	2:30	2:35	2:42
	3:00	3:10	3:17	3:22	3:30	3:35	3:42
	4:00	4:10	4:17	4:22	4:30	4:35	4:42





Hourly Bus Service Monday Through Friday  
from 6:00 a.m. to 6:00 p.m.

Regular Fare ..... \$1.00  
Senior / Disabled Fare ..... \$0.50

For Personal Trip Planning 673-TRAN (8726)

SUNTRAN ROUTE SCHEDULE

Times are approximate and may vary due to traffic and weather conditions.

ROUTE / TIMEPOINT	AM TIMES												PM TIMES											
ROUTE 1 — RED CLIFFS																								
Depart DSC Transit Center	6:30	7:30	8:30	9:30	10:30	11:30	12:30	1:30	2:30	3:30	4:30	—	—											
IHC Health Center	6:35	7:35	8:35	9:35	10:35	11:35	12:35	1:35	2:35	3:35	4:35	—	—											
Ramada Inn	6:37	7:37	8:37	9:37	10:37	11:37	12:37	1:37	2:37	3:37	4:37	—	—											
Deseret Industries	6:41	7:41	8:41	9:41	10:41	11:41	12:41	1:41	2:41	3:41	4:41	—	—											
Zion Medical Center	6:47	7:47	8:47	9:47	10:47	11:47	12:47	1:47	2:47	3:47	4:47	—	—											
Promenade	6:50	7:50	8:50	9:50	10:50	11:50	12:50	1:50	2:50	3:50	4:50	—	—											
Arrive DSC Transit Center	6:54	7:54	8:54	9:54	10:54	11:54	12:54	1:54	2:54	3:54	4:54	—	—											
ROUTE 2 — RIVERSIDE																								
Depart DSC Transit Center	7:00	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	—	—											
Smith's (100 South 400 West)	7:04	8:04	9:04	10:04	11:04	12:04	1:04	2:04	3:04	4:04	5:04	—	—											
McDonald's	7:08	8:08	9:08	10:08	11:08	12:08	1:08	2:08	3:08	4:08	5:08	—	—											
Doctor's Free Clinic	7:11	8:11	9:11	10:11	11:11	12:11	1:11	2:11	3:11	4:11	5:11	—	—											
Harmans	7:14	8:14	9:14	10:14	11:14	12:14	1:14	2:14	3:14	4:14	5:14	—	—											
Recreation Center	7:20	8:20	9:20	10:20	11:20	12:20	1:20	2:20	3:20	4:20	5:20	—	—											
Arrive DSC Transit Center	7:25	8:25	9:25	10:25	11:25	12:25	1:25	2:25	3:25	4:25	5:25	—	—											

ROUTE 3 — VALLEY VIEW

Depart DSC Transit Center	—	6:30	7:30	8:30	9:30	10:30	11:30	12:30	1:30	2:30	3:30	4:30	5:30
City Offices	—	6:34	7:34	8:34	9:34	10:34	11:34	12:34	1:34	2:34	3:34	4:34	5:34
Sunset Corner	—	6:41	7:41	8:41	9:41	10:41	11:41	12:41	1:41	2:41	3:41	4:41	5:41
Sierra Pointe Apartments	6:00	6:47	7:47	8:47	9:47	10:47	11:47	12:47	1:47	2:47	3:47	4:47	5:47
360 N. Dixie Dr.	6:06	6:53	7:53	8:53	9:53	10:53	11:53	12:53	1:53	2:53	3:53	4:53	5:53
Valley View Dr./Indian Hills Dr.	6:10	6:57	7:57	8:57	9:57	10:57	11:57	12:57	1:57	2:57	3:57	4:57	5:57
500 North/Bluff St.	6:17	7:04	8:04	9:04	10:04	11:04	12:04	1:04	2:04	3:04	4:04	5:04	6:04
Main Street Post Office	6:22	7:09	8:09	9:09	10:09	11:09	12:09	1:09	2:09	3:09	4:09	5:09	6:09
Arrive DSC Transit Center	6:29	7:16	8:16	9:16	10:16	11:16	12:16	1:16	2:16	3:16	4:16	5:16	6:16

# Detailed Intercity Schedule with Context

## Verde Shuttle Schedule - Effective July 1, 2021 / Horario de Verde Shuttle - Vigente el 1 de julio de 2021

### WEDNESDAY THROUGH SUNDAY/MIÉRCOLES A DOMINGO

### MONDAY-TUESDAY/LUNES Y MARTES

		AM																		PM																AM																PM															
Cottonwood	Mingus Ave eastbound	1	Depart Cottonwood Library	6:00	6:45	7:30	8:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00	3:45	4:30	5:15	6:00	6:45	8:15	9:45	6:00	7:30	9:00	10:30	12:00	1:30	3:00	4:30	6:00																																			
		2	Mingus at 8th St (By Walking Bridge)	6:01	6:46	7:31	8:16	9:01	9:46	10:31	11:16	12:01	12:46	1:31	2:16	3:01	3:46	4:31	5:16	6:01	6:46	8:16	9:46	6:01	7:31	9:01	10:31	12:01	1:31	3:01	4:31	6:01																																			
		3	Mingus at Main St (Old Circle K)	6:02	6:47	7:32	8:17	9:02	9:47	10:32	11:17	12:02	12:47	1:32	2:17	3:02	3:47	4:32	5:17	6:02	6:47	8:17	9:47	6:02	7:32	9:02	10:32	12:02	1:32	3:02	4:32	6:02																																			
		4	Upper Red Rock Loop Rd (Courtyard by Marriott)	6:21	7:06	7:51	8:36	9:21	10:06	10:51	11:36	12:21	1:06	1:51	2:36	3:21	4:06	4:51	5:36	6:21	7:06	8:36	10:06	6:21	7:51	9:21	10:51	12:21	1:51	3:21	4:51	6:21																																			
		5	Foothills Dr (Across from Verde Valley Medical Center)	6:22	7:07	7:52	8:37	9:22	10:07	10:52	11:37	12:22	1:07	1:52	2:37	3:22	4:07	4:52	5:37	6:22	7:07	8:37	10:07	6:22	7:52	9:22	10:52	12:22	1:52	3:22	4:52	6:22																																			
West Sedona	89A eastbound to Sedona	6	Arroyo Pinon Dr	6:23	7:08	7:53	8:38	9:23	10:08	10:53	11:38	12:23	1:08	1:53	2:38	3:23	4:08	4:53	5:38	6:23	7:08	8:38	10:08	6:23	7:53	9:23	10:53	12:23	1:53	3:23	4:53	6:23																																			
		7	Stutz Bearcat Dr (Golden Goose Amer. Grill)	6:24	7:09	7:54	8:39	9:24	10:09	10:54	11:39	12:24	1:09	1:54	2:39	3:24	4:09	4:54	5:39	6:24	7:09	8:39	10:09	6:24	7:54	9:24	10:54	12:24	1:54	3:24	4:54	6:24																																			
		8	Shelby Dr (Wells Fargo Bank)	6:25	7:10	7:55	8:40	9:25	10:10	10:55	11:40	12:25	1:10	1:55	2:40	3:25	4:10	4:55	5:40	6:25	7:10	8:40	10:10	6:25	7:55	9:25	10:55	12:25	1:55	3:25	4:55	6:25																																			
		9	Sunset Dr (Walgreens)	6:27	7:12	7:57	8:42	9:27	10:12	10:57	11:42	12:27	1:12	1:57	2:42	3:27	4:12	4:57	5:42	6:27	7:12	8:42	10:12	6:27	7:57	9:27	10:57	12:27	1:57	3:27	4:57	6:27																																			
		10	Northview Rd	6:28	7:13	7:58	8:43	9:28	10:13	10:58	11:43	12:28	1:13	1:58	2:43	3:28	4:13	4:58	5:43	6:28	7:13	8:43	10:13	6:28	7:58	9:28	10:58	12:28	1:58	3:28	4:58	6:28																																			
South Sedona	Hwy 179 southbound	11	Soldiers Pass Rd	6:30	7:15	8:00	8:45	9:30	10:15	11:00	11:45	12:30	1:15	2:00	2:45	3:30	4:15	5:00	5:45	6:30	7:15	8:45	10:15	6:30	8:00	9:30	11:00	12:30	2:00	3:30	5:00	6:30																																			
		12	Tlaquepaque South	6:33	7:18	8:03	8:48	9:33	10:18	11:03	11:48	12:33	1:18	2:03	2:48	3:33	4:18	5:03	5:48	6:33	7:18	8:48	10:18	6:33	8:03	9:33	11:03	12:33	2:03	3:33	5:03	6:33																																			
		13	Copper Cliffs Dr (Across from Hillside Shopping Ctr)	6:34	7:19	8:04	8:49	9:34	10:19	11:04	11:49	12:34	1:19	2:04	2:49	3:34	4:19	5:04	5:49	6:34	7:19	8:49	10:19	6:34	8:04	9:34	11:04	12:34	2:04	3:34	5:04	6:34																																			
		14	Arrow Dr (at roundabout)	6:36	7:21	8:06	8:51	9:36	10:21	11:06	11:51	12:36	1:21	2:06	2:51	3:36	4:21	5:06	5:51	6:36	7:21	8:51	10:21	6:36	8:06	9:36	11:06	12:36	2:06	3:36	5:06	6:36																																			
		15	Poco Diablo Resort	6:37	7:22	8:07	8:52	9:37	10:22	11:07	11:52	12:37	1:22	2:07	2:52	3:37	4:22	5:07	5:52	6:37	7:22	8:52	10:22	6:37	8:07	9:37	11:07	12:37	2:07	3:37	5:07	6:37																																			
Uptown Sedona	Hwy 179 northbound	16	Morgan Rd (at roundabout)	6:39	7:24	8:09	8:54	9:39	10:24	11:09	11:54	12:39	1:24	2:09	2:54	3:39	4:24	5:09	5:54	6:39	7:24	8:54	10:24	6:39	8:09	9:39	11:09	12:39	2:09	3:39	5:09	6:39																																			
		17	Sombart Ln (Arabella Hotel)	6:40	7:25	8:10	8:55	9:40	10:25	11:10	11:55	12:40	1:25	2:10	2:55	3:40	4:25	5:10	5:55	6:40	7:25	8:55	10:25	6:40	8:10	9:40	11:10	12:40	2:10	3:40	5:10	6:40																																			
		18	Tlaquepaque North	6:41	7:26	8:11	8:56	9:41	10:26	11:11	11:56	12:41	1:26	2:11	2:56	3:41	4:26	5:11	5:56	6:41	7:26	8:56	10:26	6:41	8:11	9:41	11:11	12:41	2:11	3:41	5:11	6:41																																			
		19	Outlaw Grille	6:43	7:28	8:13	8:58	9:43	10:28	11:13	11:58	12:43	1:28	2:13	2:58	3:43	4:28	5:13	5:58	6:43	7:28	8:58	10:28	6:43	8:13	9:43	11:13	12:43	2:13	3:43	5:13	6:43																																			
		20	Sedona Municipal Parking Lot – arrive	6:44	7:29	8:14	8:59	9:44	10:29	11:14	11:59	12:44	1:29	2:14	2:59	3:44	4:29	5:14	5:59	6:44	7:29	8:59	10:29	6:44	8:14	9:44	11:14	12:44	2:14	3:44	5:14	6:44																																			
West Sedona	89A westbound to Cottonwood	21	Sedona Municipal Parking Lot – depart	6:45	7:30	8:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00	3:45	4:30	5:15	6:00	6:45	7:30	9:00	10:30	6:45	8:15	9:45	11:15	12:45	2:15	3:45	5:15	6:45																																			
		22	Jordan Rd & 89A	6:46	7:31	8:16	9:01	9:46	10:31	11:16	12:01	12:46	1:31	2:16	3:01	3:46	4:31	5:16	6:01	6:46	7:31	9:01	10:31	6:46	8:16	9:46	11:16	12:46	2:16	3:46	5:16	6:46																																			
		23	Forest Rd & 89A	6:47	7:32	8:17	9:02	9:47	10:32	11:17	12:02	12:47	1:32	2:17	3:02	3:47	4:32	5:17	6:02	6:47	7:32	9:02	10:32	6:47	8:17	9:47	11:17	12:47	2:17	3:47	5:17	6:47																																			
		24	Soldiers Pass Rd (Whole Foods)	6:50	7:35	8:20	9:05	9:50	10:35	11:20	12:05	12:50	1:35	2:20	3:05	3:50	4:35	5:20	6:05	6:50	7:35	9:05	10:35	6:50	8:20	9:50	11:20	12:50	2:20	3:50	5:20	6:50																																			
		25	Mountain Shadows Dr (Hampton Inn)	6:52	7:37	8:22	9:07	9:52	10:37	11:22	12:07	12:52	1:37	2:22	3:07	3:52	4:37	5:22	6:07	6:52	7:37	9:07	10:37	6:52	8:22	9:52	11:22	12:52	2:22	3:52	5:22	6:52																																			
Cottonwood	Mingus Ave westbound	26	Coffee Pot Dr (Arco)	6:53	7:38	8:23	9:08	9:53	10:38	11:23	12:08	12:53	1:38	2:23	3:08	3:53	4:38	5:23	6:08	6:53	7:38	9:08	10:38	6:53	8:23	9:53	11:23	12:53	2:23	3:53	5:23	6:53																																			
		27	Rodeo Rd (Safeway)	6:54	7:39	8:24	9:09	9:54	10:39	11:24	12:09	12:54	1:39	2:24	3:09	3:54	4:39	5:24	6:09	6:54	7:39	9:09	10:39	6:54	8:24	9:54	11:24	12:54	2:24	3:54	5:24	6:54																																			
		28	Adante Dr / Stutz Bearcat Dr (NextCare Urgent Care)	6:55	7:40	8:25	9:10	9:55	10:40	11:25	12:10	12:55	1:40	2:25	3:10	3:55	4:40	5:25	6:10	6:55	7:40	9:10	10:40	6:55	8:25	9:55	11:25	12:55	2:25	3:55	5:25	6:55																																			
		29	Dry Creek Rd	6:56	7:41	8:26	9:11	9:56	10:41	11:26	12:11	12:56	1:41	2:26	3:11	3:56	4:41	5:26	6:11	6:56	7:41	9:11	10:41	6:56	8:26	9:56	11:26	12:56	2:26	3:56	5:26	6:56																																			
		30	Foothills Dr (Verde Valley Medical Center)	6:57	7:42	8:27	9:12	9:57	10:42	11:27	12:12	12:57	1:42	2:27	3:12	3:57	4:42	5:27	6:12	6:57	7:42	9:12	10:42	6:57	8:27	9:57	11:27	12:57	2:27	3:57	5:27	6:57																																			

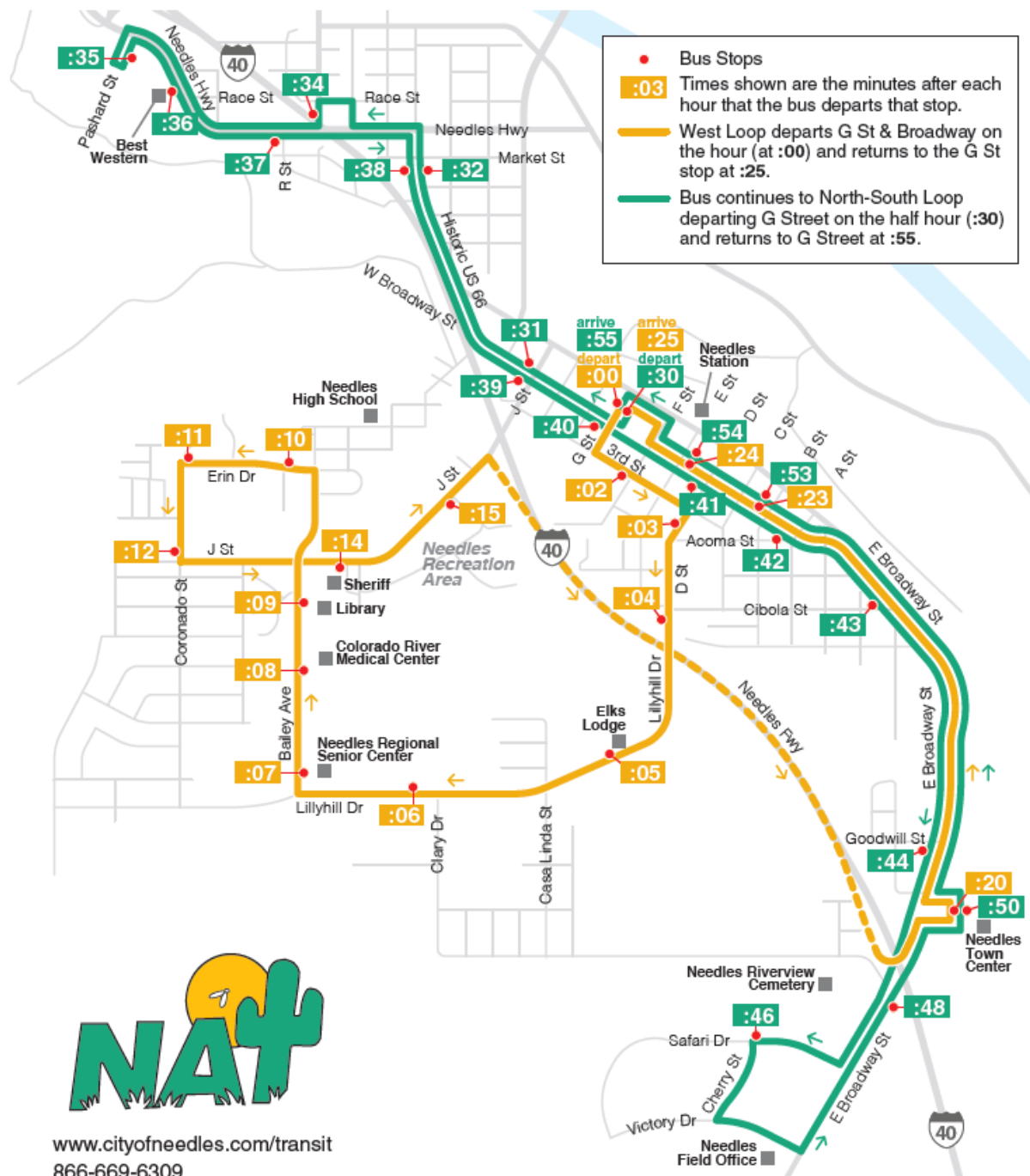
# Verde Shuttle Schedule - Effective July 1, 2021 / Horario de Verde

WEDNESDAY THROUGH SUNDAY / MIÉRCOLES A DOMINGO

		AM					PM									
Cottonwood	Mingus Ave eastbound	1	Depart Cottonwood Library	6:00	6:45	7:30	8:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00
		2	Mingus at 8th St (By Walking Bridge)	6:01	6:46	7:31	8:16	9:01	9:46	10:31	11:16	12:01	12:46	1:31	2:16	3:00
		3	Mingus at Main St (Old Circle K)	6:02	6:47	7:32	8:17	9:02	9:47	10:32	11:17	12:02	12:47	1:32	2:17	3:00
West Sedona	89A eastbound to Sedona	4	Upper Red Rock Loop Rd (Courtyard by Marriott)	6:21	7:06	7:51	8:36	9:21	10:06	10:51	11:36	12:21	1:06	1:51	2:36	3:2
		5	Foothills Dr (Across from Verde Valley Medical Center)	6:22	7:07	7:52	8:37	9:22	10:07	10:52	11:37	12:22	1:07	1:52	2:37	3:2
		6	Arroyo Pinon Dr	6:23	7:08	7:53	8:38	9:23	10:08	10:53	11:38	12:23	1:08	1:53	2:38	3:2
		7	Stutz Bearcat Dr (Golden Goose Amer. Grill)	6:24	7:09	7:54	8:39	9:24	10:09	10:54	11:39	12:24	1:09	1:54	2:39	3:2
		8	Shelby Dr (Wells Fargo Bank)	6:25	7:10	7:55	8:40	9:25	10:10	10:55	11:40	12:25	1:10	1:55	2:40	3:2
		9	Sunset Dr (Walgreens)	6:27	7:12	7:57	8:42	9:27	10:12	10:57	11:42	12:27	1:12	1:57	2:42	3:2
		10	Northview Rd	6:28	7:13	7:58	8:43	9:28	10:13	10:58	11:43	12:28	1:13	1:58	2:43	3:2
South Sedona	Hwy 179 southbound	11	Soldiers Pass Rd	6:30	7:15	8:00	8:45	9:30	10:15	11:00	11:45	12:30	1:15	2:00	2:45	3:3
		12	Tlaquepaque South	6:33	7:18	8:03	8:48	9:33	10:18	11:03	11:48	12:33	1:18	2:03	2:48	3:3
		13	Copper Cliffs Dr (Across from Hillside Shopping Ctr)	6:34	7:19	8:04	8:49	9:34	10:19	11:04	11:49	12:34	1:19	2:04	2:49	3:3
		14	Arrow Dr (at roundabout)	6:36	7:21	8:06	8:51	9:36	10:21	11:06	11:51	12:36	1:21	2:06	2:51	3:3
		15	Poco Diablo Resort	6:37	7:22	8:07	8:52	9:37	10:22	11:07	11:52	12:37	1:22	2:07	2:52	3:3
		16	Morgan Rd (at roundabout)	6:39	7:24	8:09	8:54	9:39	10:24	11:09	11:54	12:39	1:24	2:09	2:54	3:3
Uptown Sedona	Hwy 179 northbound	17	Sombart Ln (Arabella Hotel)	6:40	7:25	8:10	8:55	9:40	10:25	11:10	11:55	12:40	1:25	2:10	2:55	3:4
		18	Tlaquepaque North	6:41	7:26	8:11	8:56	9:41	10:26	11:11	11:56	12:41	1:26	2:11	2:56	3:4
		19	Outlaw Grille	6:43	7:28	8:13	8:58	9:43	10:28	11:13	11:58	12:43	1:28	2:13	2:58	3:4
		20	Sedona Municipal Parking Lot – arrive	6:44	7:29	8:14	8:59	9:44	10:29	11:14	11:59	12:44	1:29	2:14	2:59	3:4
		21	Sedona Municipal Parking Lot – depart	6:45	7:30	8:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00	3:4
		21	Jordan Rd & 89A	6:46	7:31	8:16	9:01	9:46	10:31	11:16	12:01	12:46	1:31	2:16	3:01	3:4
	Jordan Rd southbound	22	Forest Rd & 80A	6:47	7:32	8:17	9:02	9:47	10:32	11:17	12:02	12:47	1:32	2:17	3:02	3:4



# Hourly Timepoint Schedule



www.cityofneedles.com/transit  
866-669-6309

## Needles Loop Route

### Service Operates:

Monday-Friday 7:00am to 6:55pm  
Saturday 10:00am to 4:55pm

No service on New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving Day, and Christmas Day.

Times shown are the minutes after each hour that the bus departs that stop.

Bus may arrive a few minutes late due to deviation service requests, but will not depart a stop before the time listed.

Time	Location	Near or across from
:00	depart G St at Broadway	Chamber of Commerce
:02	Third St at F St	City Offices
:03	D St btwn 3rd & Acoma	Vacant lot
:04	D St at Cibola	Katie Hohstadt School
:05	Lily Hill Dr at Elks Lodge	Elks Lodge
:06	Lily Hill Dr at Clary Dr	Mesa Grande Apts
:07	Bailey Ave at Lily Hill Dr	Senior Center
:08	1401 Bailey Ave	Needles Hospital
:09	1111 Bailey Ave	Needles Branch Library
:10	Erin Dr at Bailey Ave	Vista Colorado School
:11	Erin Dr at Coronado	Riverview Terrace
:12	Coronado at J St	Buy Rite Market
:14	J St at Civic Center	City/County Complex
:15	J St at Hospitality Ln	Curbside@Dollar General
:20	Needles Towne Center	Rite Aid
:23	Broadway at B St	Hardware Express
:24	Broadway at E St	Palo Verde College
:25	arrive G St at Broadway	Chamber of Commerce
:30	depart G St at Broadway	Chamber of Commerce
:31	Broadway at J St	Between J & K Streets
:32	Broadway at Market	Lube & Auto
:34	Q Street at Needles Hwy	Desert Mirage
:35	Pashard St at Ndlis Hwy	Carl's Jr
:36	Needles Hwy at U St	Best Western
:37	Needles Hwy at R St	Active Towing
:38	Broadway at Market	Vacant lot
:39	Broadway at J St	Between K St Hill & J St
:40	Broadway at G St	Credit Union
:41	Broadway at D St	Palo Verde College
:42	Broadway at A St	Hardware Express
:43	Broadway at Cibola	West of Intersection
:44	Broadway at Goodwill	Phillips Construction
:46	Safari Dr at Cherry St	Northwest side
:48	Highway 95	Cemetery
:50	Needles Towne Center	Rite Aid
:53	Broadway at B St	Hardware Express
:54	Broadway at E St	Palo Verde College
:55	arrive G St at Broadway	Chamber of Commerce

## GREEN LINE: EAST BULLHEAD CITY

Bus Stop Location	Monday thru Friday			Weekend		
	First Bus	Hourly Service	Last Bus	First Bus	Hourly Service	Last Bus
1 Depart City Square	6:00	:00	6:00	8:00	:00	2:00
2 Sierra Vista/Ramar	6:03	:03	6:03	8:03	:03	2:03
3 Monte Vista/Rio Vista	6:04	:04	6:04	8:04	:04	2:04
4 Rio Vista/Talc	6:05	:05	6:05	8:05	:05	2:05
5 Rio Vista/Toro	6:06	:06	6:06	8:06	:06	2:06
6 Arriba/Rio Vista	6:08	:08	6:08	8:08	:08	2:08
7 Gold Rush/Ramar	6:10	:10	6:10	8:10	:10	2:10
8 Goldrush Bussines Ctr.	6:11	:11	6:11	8:11	:11	2:11
9 WARMC	6:18	:18	6:18	8:18	:18	2:18
10 Desert Foothills/Desert Canyon	6:25	:25	6:25	8:25	:25	2:25
11 Canyon Walk Apts.	6:26	:26	6:26	8:26	:26	2:26
12 Parkway/Landon Dr.	6:29	:29	6:29	8:29	:29	2:29
13 Airpark Dr.	6:31	:31	6:31	8:31	:31	2:31
14 Canyon Rd.	6:40	:40	6:40	8:40	:40	2:40
15 Joshua Springs	6:41	:41	6:41	8:41	:41	2:41
16 Adobe/Canyon Rd.	6:43	:43	6:43	8:43	:43	2:43
17 Walmart	6:46	:46	6:46	8:46	:46	2:46
1 Arrive City Square	6:54	:54	6:54	8:54	:54	2:54

## Reading the Timetables

The timetable for each route is shown on the color-coordinated schedules. For each bus stop served by the route, the schedule shows:

- First bus on weekdays
- Minutes past each hour when the route serves each stop
- Last bus on weekdays
- Saturday service




Caregivers and

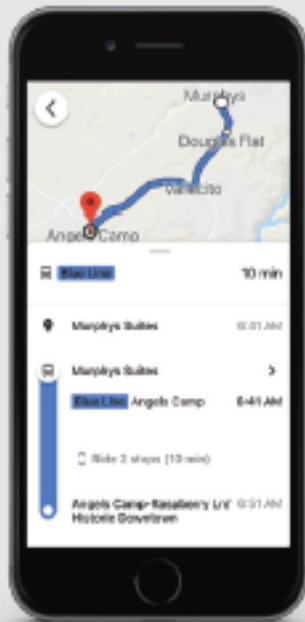




# Offer Trip Planning Alternatives

## Use Google Maps to plan your trip on a smartphone or computer


Once you put in your starting point and destination, just click the transit icon  instead of the car. Google Maps will give you detailed bus route and schedule information, including connections to Amador and Tuolumne County transit systems.



## Three great ways to get transit info on the go:

Track your bus in real time at the new **VVTA.org**



Plan your trip with **Google Maps** - just click the transit icon 



Or download the **Transit App** for next bus info



# How much does it cost?



# Fares

- Clarity
- Show options
- Define categories clearly
- If there are zones, define them and/or show them on the map or schedules.

## How to pay your fare

- 1 **Pay your fare in cash** by putting the exact amount in the farebox when you board. (Drivers do not carry change or accept checks or credit cards).
- 2 **Use Token Transit** to purchase a pass using your Smartphone. Download on the App Store or Google Play, or send a text message to the number 41411 with the word TOKEN.
- 3 **Buy an All-Day Pass** from the driver. Just put \$5.25 in the farebox and the driver will give you a pass good for unlimited rides for the day.
- 4 **Purchase a ticket book** or unlimited-ride **monthly pass** from the bus driver or at the customer service center – 750 Industrial Way, San Andreas. See [CalaverasConnect.org](http://CalaverasConnect.org) for details.



# Fares

- Clarity
- Show options
- Define categories clearly
- If there are zones, define them and/or show them on the map or schedules

## Cash Fares

	One-way, one-zone travel	Zone Charge per additional zone	Saturday Hopper
Adults (ages 13-64)	\$2.00	\$ .25	\$3.00
Students (with ID)	\$2.00	\$ .25	\$3.00
Youth (ages 7-12)	\$ .50	-	\$ .50
Seniors (age 65+), Veterans, Persons with Disabilities*	\$1.00	\$ .25	\$1.50

## Tickets and Passes

	Ticket Book (15 tickets)	All-Day Pass	Monthly Pass
Adults (ages 13-64)	\$28	\$5.25	\$60
Students (with ID)	\$28	\$5.25	\$45
Seniors (age 65+), Veterans, Persons with Disabilities*	\$14	\$5.25	\$40

\* must apply in advance to qualify for a Reduced Fare.

Children age 6 and under ride free with fare-paying adult.

Base fares apply to travel within a zone. Passengers traveling into another zone on Red Line or Purple Line (indicated on schedules), or transferring to another bus pay an additional 25¢ per zone.





# Fares

- Clarity
- Show options
- Define categories clearly
- If there are zones, define them and/or show them on the map or schedules

## Cash Fares

	Local Fare	County Fare
Adults	\$1.50	\$2.50
Age 6-13 and Students*	\$1.25	\$2.25
Seniors, Veterans, Persons with Disabilities, Medicare**	\$ .75	\$ .75

Children age 5 & under ride free when accompanied by a fare-paying adult. Limit 3 children free per adult (additional children pay student fare).

Exact change required - farebox and driver cannot make change. Pennies not accepted.

Fare valid for one-way travel only.

## Day Passes

	Local Fare	County Fare
Adults	\$4.00	\$6.00
Age 6-13 and Students*	\$3.50	\$5.00
Seniors, Veterans, Persons with Disabilities, Medicare**	\$2.00	\$3.00

## 31-Day Passes

Valid for 31 days from first use	Local Fare	County Fare
Adults	\$55	\$80
Age 6-13 and Students*	\$45	\$70
Seniors, Veterans, Persons with Disabilities, Medicare**	\$27	\$40

Passes are not transferable and may only be used by the person originally issued. Misuse may result in confiscation and possible prosecution and fines.

No refunds or replacements if passes are lost, stolen, damaged or unused.

\* Students age 14 and above must show student photo ID.

\*\* Must show photo ID for Senior (age 60+), Persons with Disabilities, and Medicare fare. Must show military photo ID for Veterans fare.



# Fares

- Clarity
- Show options
- Define categories clearly
- If there are zones, define them and/or show them on the map or schedules.



# Demand Response Guides

How do I make a reservation?

There's generally more to it than the phone number



# Demand Response Reservation Instructions

- Think like a person who has never used your service before.
- Be clear and complete, but succinct.
- Focus on facts that are important to most riders.
- Refer to your website or a users-manual for detailed rules and exceptions.

## RIDING CARTS IS AS EASY AS 1-2-3-4

### 1. Get Registered - 262-8900

Before you ride the first time, you'll need to get registered so you are in our system. Just call or visit our office on a weekday between 8 AM and 5 PM. Registration is free and can be done over the phone.

### 2. Buy a Punch Card or Set up a Ticketless Account

Our drivers don't handle money, so you'll need to buy a punch card or set up a ticketless account with CARTS to pay for your trips. You can visit our office, handle it over the phone or purchase on our website with a credit or debit card.

### 3. Schedule Your Trip at Least a Day Before — 262-8900

CARTS service is provided by advance reservation. You must schedule your trip no later than 5 PM the business day before you plan to travel. *(If you're traveling on Monday - remember to call on the Friday before as our office is closed on weekends.)*

### 4. Be Ready for Your Pickup

When you make your reservation, you will be given a pickup time. The vehicle may arrive as much as 15 minutes before or after the scheduled pickup time. Be sure to be ready when your ride comes. The driver can wait no more than 5 minutes. If you no longer need a trip, be sure to cancel your reservation at least 2 hours before the pickup time.



## Rider Guide

CARTS is for *EVERYONE*...

*Ride with us.*

*We're going your way!*

Revised: 06/04/2019

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### Welcome to CARTS!

This guide was developed to help provide riders with the information they need to successfully ride CARTS.

### What is CARTS?

Central Area Rural Transit System, Inc. is the public transportation provider for the Central Klamath Peninsula.

CARTS provides safe, convenient public transportation services within the cities of Siskiyou and Klamath, the communities of Pungy River, Kaskof, Niskaki and Sterling, and all areas in between. We operate seven days a week from 6:00 a.m. to 11:00 p.m. and we provide rides for work trips seven days a week, 24 hours a day. Call us for a ride today. We're going your way!

### Contact Us!

Central Area Rural Transit System, Inc.  
43530 Kalamity Beach Road  
P.O. Box 995  
Siskiyou, AK 99569  
Email: carts@slaska.net

### Important Phone Numbers

Office.....248-8900  
Cancellation Line.....248-3838  
Fax.....248-6222

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### Door-To-Door Service

CARTS provides door-to-door service – this means you must meet the driver at the main door, main level or first floor of a building for an escort to the vehicle.

Please be ready to board the vehicle upon arrival. For safety and security reasons, drivers are not to leave sight of their vehicle by entering private homes and buildings, or go to rooms to pick up riders. Facility staff should be ready to assist the individual in and out of the building, if necessary.

Drivers do not carry people, mobility devices or packages. If this level of assistance is required an escort should be provided by the passenger.

If your condition is very fragile and you require specialized care in transit, you must provide a personal care attendant. CARTS drivers are not trained as paramedics.

### Boarding Wheelchairs and Other Mobility Devices

CARTS will make every attempt to accommodate your wheelchair. Wheelchairs larger or that exceed the weight or size limits of our wheelchair lift may be denied service aboard CARTS accessible vehicles. Please be sure that wheelchairs, or other mobility devices, are clean, safe and in good working condition before traveling.

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### Service Area

CARTS service area includes Kaskof, Klamath, Siskiyou, Sterling, Niskaki and all points between.

There are thirteen zones:

North Niskaki.....	Mile 29 to end of road
South Niskaki.....	Mile 15 to Mile 29
Klamath.....	4 Lane to Mile 15
Klamath Spur Highway.....	Churchill Avenue to 4 Lane
Sterling Highway North.....	Whisper Lake to Boundary St.
Sterling Highway South.....	Skyview to Irish Hills
Sterling.....	Binge Landing to Whisper Lake
Pungy River Road West.....	Siskiyou City Limits to Mile 8
Pungy River Road East.....	Mile 8 to end of road
Siskiyou.....	Boundary to College Loop
Klamath East.....	College Loop to Bridge Avenue
Klamath West.....	Bridge Avenue to Mile 8 Klamath
Kaskof.....	Irish Hills to North End Coho Loop

\*Note: The information listed above is for descriptive purposes only and may not be exact. For more information contact the CARTS office.

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\*Note: The information depicted in this map is for a graphical representation only and may not be exact. For more information contact the CARTS office.

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### Ride Cost

Passengers are charged one punch for each zone traveled through. Quick stopovers (post office, bank etc.) can be made, and will be charged equal to one zone.

### Methods of Payment

All fare payments can be made using the following methods:

Punchcards are available in three denominations:

Five punches.....	\$12.50
Ten punches.....	\$25.00
Twenty punches.....	\$50.00



You can stop by the CARTS office on E-Beach to pick up punchcards, or cards can be purchased on our website and through the mail.

Drivers DO NOT sell punchcards.

### Ticketless Fare Account

For passenger convenience, CARTS offers "Ticketless Fare Account". This allows pre-payment of the fare and avoid the need to carry a punchcard or token. Customers can purchase any number of punches in person at the office, through the mail or through our website. Those punches are in your ride bank. When a trip is booked, the appropriate fare will be encumbered. When a trip is performed, the fare will be deducted from the "Ticketless Fare Account". If the trip is cancelled or not delivered, the fare is returned to your account. When scheduling rides CARTS Customer Service can tell you if you have enough punches in your bank for travel or if you need to reload it.

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32  
8 ½ X 11  
pages







**PUBLIC TRANSPORTATION FOR  
EVERYONE THROUGHOUT THE  
CENTRAL PENINSULA**

Accessible Door-to-Door Transportation  
Monday-Friday By Advance Reservation

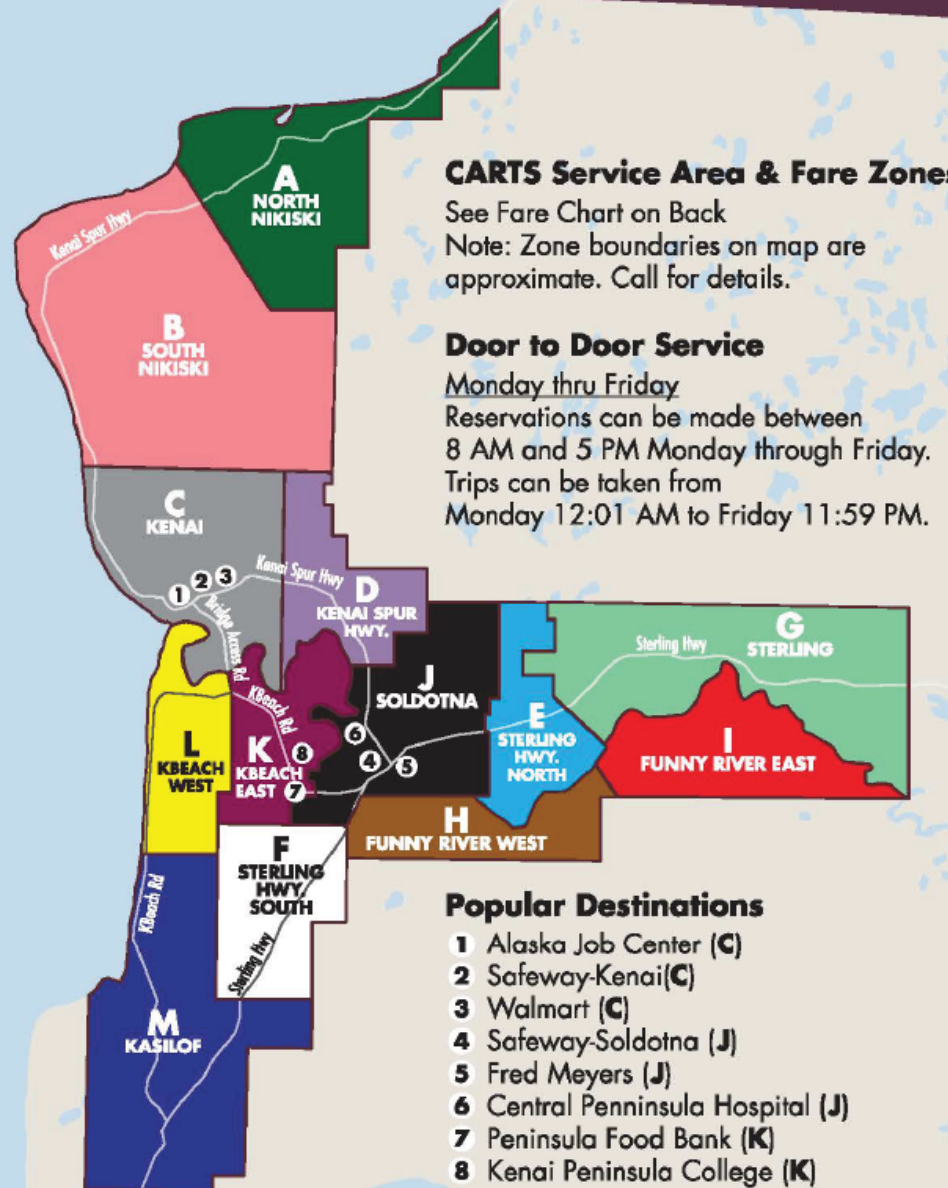


For More Information or Reservations

**ridecartsak.org**  
**907.262.8900**

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**1. Get Registered - 262-8900**

Before you ride the first time, you'll need to get registered so you are in our system. Just call or visit our office on a weekday between 8 AM and 5 PM. Registration is free and can be done over the phone.

**2. Buy a Punch Card or Set up a Ticketless Account**

Our drivers don't handle money, so you'll need to buy a punch card or set up a ticketless account with CARTS to pay for your trips. You can visit our office, handle it over the phone or purchase on our website with a credit or debit card.

**3. Schedule Your Trip at Least a Day Before – 262-8900**

CARTS service is provided by advance reservation. You must schedule your trip no later than 5 PM the business day before you plan to travel. (If you're traveling on Monday - remember to call on the Friday before as our office is closed on weekends.)

**4. Be Ready for Your Pickup**

When you make your reservation, you will be given a pickup time. The vehicle may arrive as much as 15 minutes before or after the scheduled pickup time. Be sure to be ready when your ride comes. The driver can wait no more than 5 minutes. If you no longer need a trip, be sure to cancel your reservation at least 2 hours before the pickup time.





**CARTS Fare Chart:** Find your start zone and end zone to see how many punches your ride will cost. Each punch costs \$2.50, plus Borough sales tax.

Start ► End ▼	A N. Nikiski	B S. Nikiski	C Kenai	D Kenai Spur Hwy	E Sterling Hwy N	F Sterling Hwy S	G Sterling	H Funny Riv W	I Funny Riv E	J Soldotna	K KB East	L KB West	M Kasilof
A N. Nikiski	1	2	3	4	6	5	7	6	7	5	4	4	5
B S. Nikiski	2	1	2	3	5	4	5	5	6	4	3	3	4
C Kenai	3	2	1	2	4	3	5	4	5	3	2	2	4
D Kenai Spur Hwy	4	3	2	1	3	3	4	3	4	2	3	3	4
E Sterling Hwy N	6	5	4	3	1	3	2	3	4	2	3	4	4
F Sterling Hwy S	5	4	3	3	3	1	4	3	4	2	2	3	2
G Sterling	7	5	5	4	2	4	1	4	5	3	4	5	5
H Funny Riv W	6	5	4	3	3	3	4	1	2	2	3	4	4
I Funny Riv E	7	6	5	4	4	4	5	2	1	3	4	5	5
J Soldotna	5	4	3	2	2	2	3	2	3	1	2	3	3
K KB East	4	3	2	3	3	2	4	3	4	2	1	2	3
L KB West	4	3	2	3	4	3	5	4	5	3	2	1	2
M Kasilof	5	4	4	4	4	2	5	4	5	3	3	2	1

### A Few Important Tips

- CARTS is the public transportation provider for the Kenai Peninsula. We work to share rides so you will often be riding with your neighbor.
- CARTS uses a variety of types of vehicles. All are equipped with the latest technology in wheelchair ramps, lifts and restraints. Sometimes CARTS will send a cab for you.
- If you use CARTS regularly, you can set up a standing reservation and not have to call every day or week.
- When you make a reservation, "opt in" and CARTS will send you an automated text message the day before your trip to remind you.
- When it is time for your trip, make sure that you are where you can see the vehicle arrive. Drivers are not allowed to leave sight of the vehicle.
- For a complete set of service guidelines, please visit our website or ask for a copy of our full passenger guide.



**PUBLIC TRANSPORTATION FOR  
EVERYONE THROUGHOUT THE  
CENTRAL PENINSULA**

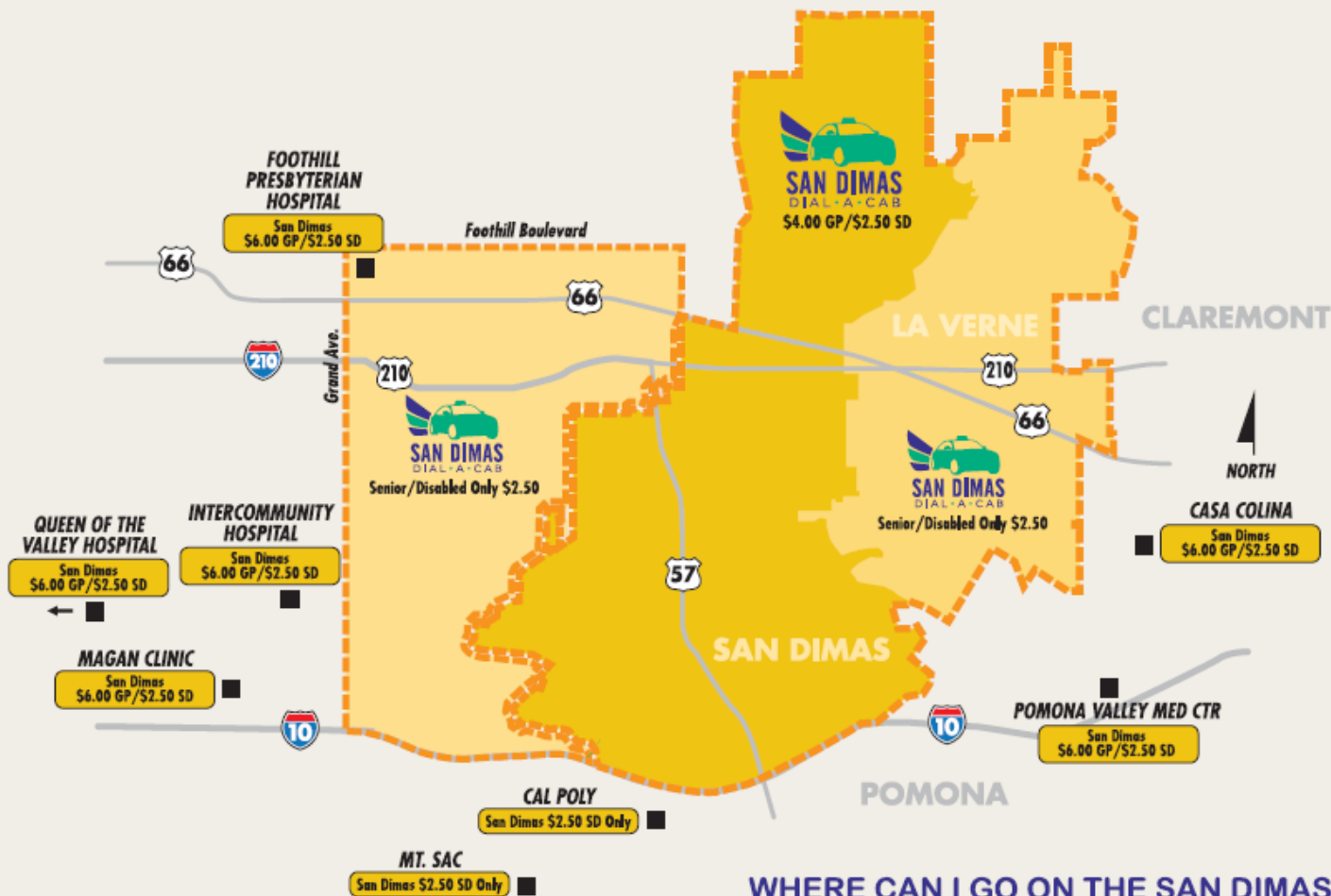
Accessible Door-to-Door Transportation  
Monday-Friday By Advance Reservation



For More Information or Reservations

**ridecartsak.org**  
**907.262.8900**





### SAN DIMAS DIAL-A-CAB

Served by San Dimas Dial-A-Cab

Served by San Dimas Dial-A-Cab – Senior/Disabled Only

**Fares**  
 GP = General Public  
 SD = Seniors (60+) and Persons with Disabilities

### WHERE CAN I GO ON THE SAN DIMAS DIAL-A-CAB?

This map shows where you can go using the San Dimas Dial-A-Cab. Everyone can travel anywhere within the city limits of San Dimas. Seniors and Persons with Disabilities can also travel in the extended service area which is shown on the map.

Plus, we can take you to selected medical destinations in nearby communities.

- Foothills Presbyterian Hospital
- Intercommunity Hospital
- Queen of the Valley Hospital
- Magan Clinic
- Pomona Valley Medical Center
- Casa Colina

### WHO CAN USE THE SAN DIMAS DIAL-A-CAB?

The service is for everyone living in or visiting San Dimas.

### WHEN DOES THE SAN DIMAS DIAL-A-CAB OPERATE?

Dial-A-Cab operates 24 hours per day, 7 days a week.

### HOW DO I REQUEST A RIDE?

To request a ride, call **909-622-4435**, **711** for hearing impaired.

- You can request an immediate ride by calling at least 45 minutes in advance of when you want to be pickup up.
- You can also make an advance reservation up to 7 days ahead.

Be prepared to tell the dispatcher:

- The address where you want to be picked up
- The address of your destination
- Your phone number
- If you use a wheelchair or mobility device, or require special assistance

### HOW MUCH DOES A RIDE COST?

Below are the fares for a one-way trip.

#### GENERAL PUBLIC


For Trips within San Dimas .....	\$4.00
To Outlying Medical Facilities .....	\$6.00

#### SENIORS (60+) AND PERSONS WITH DISABILITIES


For trips within San Dimas .....	\$2.50
Extended Service Area and to outlying medical and educational destinations	

# Multilingual

- When possible, integrate English and non-English info into a single info tool for ease of distribution/access



**BUS RIDER'S  
GUIDE**



**Public Transit in  
Cottonwood - Clarkdale  
Verde Village**  
[www.ride-cat.com](http://www.ride-cat.com)

**(928) 634-2287**  
**Arizona Relay Service 7-1-1**

**EFFECTIVE OCTOBER 1, 2021**





# Multilingual

- When possible, integrate English and non-English info into a single info tool for ease of distribution/access



## Bus Service in Cottonwood, Clarkdale and Verde Village

### Mon – Fri - Every 45 minutes

CAT service includes four routes that connect every 45 minutes at the Cottonwood Library from 6:45 AM to 6:45 PM. You can transfer between routes with no waiting. Our CAT Connect after hours shuttle (6:45 PM - midnight) provides service from the Cottonwood Library to requested stops along the red, blue, yellow and green routes, Wed-Sun.

### Where to Catch the Bus

CAT bus stops are located all along the route and are shown on the map included in this guide. For your safety, buses only stop at designated bus stops which have this sign.



### When to Catch the Bus

Buses run from 6:45 AM to 6:45 PM. Schedules for each route are included in this guide. The bus schedule lists the pickup times for major bus stops, however the bus will pick you up at any stop shown on the map. If you are boarding at a stop not shown on the schedule, simply use the time for the closest stop before yours.

### CAT Paratransit

CAT Paratransit provides origin to destination transportation services for persons with disabilities who are unable to use CAT fixed route buses. Service is provided to locations that are within 3/4-mile of a fixed route bus stop. These services are shared-ride and require reservations be made by 5:00 PM the day before. Vans pick riders up at the curb by their home, and drop them at the curb by their destination. The one-way fare is \$2.00. For more information or a paratransit eligibility application, call CAT at (928) 634-2287 or visit [www.ride-cat.com](http://www.ride-cat.com).

### Verde Shuttle Service Between Cottonwood and Sedona

Verde Shuttle provides commuter service from the Cottonwood Library to Sedona from 6 AM to 11 PM Wed-Sun and 6 AM to 7 PM Mon-Tues. For Verde Shuttle schedule or more information, call (928) 282-0938 or visit [www.verdes shuttle.com](http://www.verdes shuttle.com).

### Fares

CAT	Full	Discount
Regular	\$1.00	\$0.50
Day Pass	\$3.00	\$1.50
Monthly Pass	\$40.00	\$20.00

### All Day Access (CAT, Verde Shuttle and Navajo-Apache Transit)

Day Pass	\$6.00	\$3.00
Monthly Pass	\$70.00	\$35.00

■ Discount fares are available to seniors (60+), Veterans (with ID), students (with ID) and certified LITS.

■ Pay your fare to the driver when boarding the bus. Exact change is required. Ask driver for transfer, if you will be changing buses at the Library.

■ Day Passes and Monthly Passes are good for unlimited rides during the designated time. They can be purchased at pass outlets shown on the map, or by phone at (928) 634-2287. We accept all major credit cards.

**PASS**

## Servicio de autobús en Cottonwood, Clarkdale y Verde Village

### Lun – Vie - Cada 45 minutos

El servicio CAT incluye cuatro rutas que se conectan cada 45 minutos en la Biblioteca Cottonwood de 6:45 AM a 6:45 PM. Puede transferir entre rutas sin esperas. Nuestro servicio de transporte CAT Connect después de horas shuttle (6:45 PM - medianoche) brinda un servicio desde la Biblioteca Cottonwood hasta las paradas solicitadas a lo largo de las rutas roja, azul, amarilla y verde, Mier-Dom.

### Dónde tomar el autobús

Las paradas de los autobuses de CAT están ubicadas a lo largo del recorrido y se muestran en el mapa incluido en esta guía. Para su seguridad, los autobuses sólo se detienen en las paradas de las guías con este letrero.



### Cuándo tomar el autobús

Los autobuses operan de 6:45 AM a 6:45 PM. En esta guía se incluyen los horarios de cada ruta. El horario indica las horas de llegada a las principales paradas de autobús; sin embargo, el autobús se detendrá en todas las paradas que aparecen en el mapa. Si va a tomar el autobús en una parada que no aparece en el horario, simplemente use como referencia la hora que aparece en la parada más cercana a la suya.

### CAT Paratransit

CAT Paratransit ofrece el servicio de transporte desde el lugar de origen hasta el lugar de destino para personas con discapacidades que no pueden utilizar los autobuses CAT de ruta fija. Este servicio se proporciona en lugares que se encuentran a 1/4 de milla de una parada de autobús de ruta fija. El viaje se hace con otras personas y es necesario reservar

antes de las 5 PM del día anterior. Las monedas recogen a los pasajeros en el borde de la acera de su casa y los dejan en el borde de la acera del lugar de destino. La tarifa por un viaje sencillo es de \$2.00. Para obtener más información o una solicitud de elegibilidad para paratransit, llame a CAT al (928) 634-2287 o visite [www.ride-cat.com](http://www.ride-cat.com).

### Servicio de Verde Shuttle Entre Cottonwood y Sedona

Verde Shuttle ofrece un servicio de transporte desde la Biblioteca Cottonwood hasta Sedona de 6 AM a 11 PM Mier-Dom y de 6 AM a 7 PM Lun-Mar. Para el horario de Verde Shuttle o más información, llame al (928) 282-0938 o visite [www.verdes shuttle.com](http://www.verdes shuttle.com).

### Tarifas

CAT	Completo	Descuento
Regular	\$1.00	\$0.50
Pass de Día	\$3.00	\$1.50
Pass Mensual	\$40.00	\$20.00

### Todo Acceso (CAT, Verde Shuttle y Navajo-Apache Transit)

Pass de Día	\$6.00	\$3.00
Pass Mensual	\$70.00	\$35.00

■ Tarifas con descuento están disponibles para personas mayores (60+), Veteranos (con identificación), estudiantes (con identificación) y LITS certificados.

■ Pague su tarifa al conductor al abordar el autobús. Se requiere cambio exacto. Pídale al conductor que lo transfiera, si cambiará de autobús en la biblioteca.

■ Los pases diarios y mensuales son válidos para viajes ilimitados durante el tiempo designado. Se pueden comprar en los puntos de venta de pases que se muestran en el mapa o por teléfono al (928) 634-2287. Aceptamos las principales tarjetas de crédito.

**PASS**

GREEN ROUTE		Monday – Friday		6:45 AM – 6:32 PM													
Bus Stop																	
1	Depart – Cottonwood Library	6:45	7:30	8:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00	3:45	4:30	5:15	6:00
2	Willard St. / N. Main St. (Jen's Club Park)	6:47	7:32	8:17	9:02	9:47	10:32	11:17	12:02	12:47	1:32	2:17	3:02	3:47	4:32	5:17	6:02
3	W. Balboa St. / N. Main St.	6:50	7:35	8:20	9:05	9:50	10:35	11:20	12:05	12:50	1:35	2:20	3:05	3:50	4:35	5:20	6:05
4	E. Cherry St. / S. Main St.	6:54	7:39	8:24	9:09	9:54	10:39	11:24	12:09	12:54	1:39	2:24	3:09	3:54	4:39	5:24	6:09
5	Hwy 260 / Rodas Dr. (Walmart)	7:01	7:46	8:31	9:16	10:01	10:46	11:31	12:16	1:01	1:46	2:31	3:16	4:01	4:46	5:31	6:16
6	1st St. (Adelphi Union High School)	7:06	7:51	8:36	9:21	10:06	10:51	11:36	12:21	1:06	1:51	2:36	3:21	4:06	4:51	5:36	6:21
7	S. 6th St. / E. Elm St.	7:10	7:55	8:40	9:25	10:10	10:55	11:40	12:25	1:10	1:55	2:40	3:25	4:10	4:55	5:40	6:25
8	E. Cottonwood St. / S. Willard St. (Cottonwood Healthcare)	7:12	7:57	8:42	9:27	10:12	10:57	11:42	12:27	1:12	1:57	2:42	3:27	4:12	4:57	5:42	6:27
9	E. Mingus / S. Willard (Cottonwood Village)	7:15	8:00	8:45	9:30	10:15	11:00	11:45	12:30	1:15	2:00	2:45	3:30	4:15	5:00	5:45	6:30
10	Arrive – Cottonwood Library	7:17	8:02	8:47	9:32	10:17	11:02	11:47	12:32	1:17	2:02	2:47	3:32	4:17	5:02	5:47	6:32

RED ROUTE		Monday – Friday 6:45 AM – 6:31 PM														
Bus Stop																
COTTONWOOD TO CLARKDALE																
1 Depart – Cottonwood Library	6:45	7:30	8:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00	3:45	4:30	5:15	6:00
2 Cottonwood St. & 6th St.	6:47	7:32	8:17	9:02	9:47	10:32	11:17	12:02	12:47	1:32	2:17	3:02	3:47	4:32	5:17	6:02
3 E. Cottonwood St. / S. Willard St.																

YELLOW ROUTE		Monday – Friday		6:15 AM – 4:53 PM											
Bus Stop															
1	Depart – Cottonwood Library	6:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00	3:45	4:30		
2	Mingus Ave. / N. Main St. (Old Circle K)	6:18	9:03	9:48	10:33	11:18	12:03	12:48	1:33	2:18	3:03	3:48	4:33		
3	S. Main St. at SR89A (First City)	6:21	9:06	9:51	10:36	11:21	12:06	12:51	1:36	2:21	3:06	3:51	4:36		
4	Hwy 260 at Fir St. (Lakes in the Sky)	6:23	9:08	9:53	10:38	11:23	12:08	12:53	1:38	2:23	3:08	3:53	4:38		
5	Godard Rd. / Hwy 260 (The Manor Office)	6:26	9:11	9:56	10:41	11:26	12:11	12:56	1:41	2:26	3:11	3:56	4:41		
6	Wild-Mart Garden Center	6:29	9:14	9:59	10:44	11:29	12:14	12:59	1:44	2:29	3:14	3:59	4:44		
7	12th St. at Christian Care	6:35	9:20	10:05	10:50	11:35	12:20	1:05	1:50	2:35	3:20	4:05	4:50		
8	Cottonwood St. at 6th St.	6:37	9:22	10:07	10:52	11:37	12:22	1:07	1:52	2:37	3:22	4:07	4:52		
9	E. Cottonwood St. / Willard St. (Cottonwood Healthcare)	6:38	9:23	10:08	10:53	11:38	12:23	1:08	1:53	2:38	3:23	4:08	4:53		
10	Verde Valley Medical Center	6:41	9:26	10:11	10:56	11:41	12:26	1:11	1:56	2:41	3:26	4:11	4:56		
11	Arrive – Cottonwood Library	6:44	9:29	10:14	10:59	11:44	12:29	1:14	1:59	2:44	3:29	4:14	4:59		

BLUE ROUTE		Monday – Friday		6:45 AM – 6:32 PM	
If the policy of the City of Cottonwood is to completely eliminate the Old Circle K, then a Transportation service will be provided until an expansion, cuts, routing change, age, gender or disability. To be eligible for the Transportation Management (602) 634-2257, banned@cityofcottonwood.gov, or ADOT will be the office at (602) 712-3446 or Cw@cityofcottonwood.gov					
Bus Stop					
COTTONWOOD					
1 Depart – Cottonwood Library	6:45	7:30	8:15	9:00	
2 Mingus Ave. / N. Main St. (Old Circle K)	6:48	7:33	8:18	9:03	
3 S. Main St. at SR89A (First City)	6:51	7:36	8:21	9:06	

It is the policy of the City of Cottonwood to comply with Title VI of the Civil Rights Act of 1964. Transportation services will be provided without regard to race, color, national origin, age, gender or disability. To file a complaint, contact: The Transportation Manager (928) 634-2287, [trans@cityofcottonwood.gov](mailto:trans@cityofcottonwood.gov), or ADO Civil Rights office at (928) 712-0946 or [civilrights.dhs.gov](http://civilrights.dhs.gov).

To request information in alternative formats or languages, contact: The Transportation Administrator at (928) 634-

# Multilingual

## Verde Shuttle Cottonwood-Sedona Direct. Fast. Only \$2.00 It's Just that Easy!

### New Verde Shuttle Buses

Ride our brand-new buses. They're the cool, clean, affordable way to travel between Cottonwood and Sedona.

### Anyone Can Ride

Each bus is equipped with a wheelchair lift and bike racks for up to three bikes.



### Verde Shuttle Route

Ride direct between Cottonwood and Sedona. Our bus stops are clearly marked. Check out the map to find the best location for you.

#### In Cottonwood...

Verde Shuttle picks up and drops off at the Cottonwood Library at Garrison Park. This stop offers free parking, bike racks and quick connections to local Cottonwood buses.

#### In Sedona...

Verde Shuttle stops are conveniently located near hotels, restaurants, shopping ... everywhere you need to go, including West Sedona, Uptown, Tlaquepaque, and south to Poco Diablo Resort. You can also park and ride or lock your bike at the Sedona Municipal Lot in Uptown.

### Verde Shuttle Schedule

Our buses run from 6 AM to 10:30 PM, Wednesday thru Sunday - when the most people need to travel to and from Sedona. On Monday and Tuesday, when some businesses are closed, we operate 6 AM to 6 PM. See the schedule for details.

### CAT and CAT Direct Connections

All CAT routes connect with the Verde Shuttle at the Cottonwood Library—and transfers are free! Arriving in Cottonwood after 6:00 PM? The CAT Connect After Hours Shuttle meets every Verde Shuttle (Wed thru Sun evenings) at the Cottonwood Library and provides service to any CAT bus stop in Cottonwood, Verde Village or Clarkdale. Just let the driver know where you need to go. For details, visit [verdes shuttle.com](http://verdes shuttle.com).

## Verde Shuttle Cottonwood-Sedona Directo. Rápido. Solo \$2.00 ¡Es así de fácil!

### Nuevos autobuses de Verde Shuttle

Viaja en nuestros autobuses nuevos. Es la forma fría, limpia y barata de viajar entre Cottonwood y Sedona.

### Cualquiera puede viajar

Cada autobús está equipado con un elevador para sillas de ruedas y portabicicletas para hasta tres bicicletas.

### Ruta Verde Shuttle

Viaja directamente entre Cottonwood y Sedona. Nuestras paradas de autobús están claramente señalizadas. Consulte el mapa para encontrar la mejor ubicación para usted.

#### En Cottonwood...

Verde Shuttle lo recoge y deja en la biblioteca Cottonwood en Garrison Park. Esta parada ofrece estacionamiento gratuito, portabicicletas y conexiones rápidas con los autobuses locales de Cottonwood.

#### En Sedona...

Las paradas de Verde Shuttle están convenientemente ubicadas cerca de hoteles, restaurantes, tiendas ... todos los lugares a los que necesite ir, incluyendo West Sedona, Uptown, Tlaquepaque y al sur para Poco Diablo Resort. También puede estacionar y viajar o asegurar su bicicleta en Sedona Municipal Lot en Uptown.

### Horario de Verde Shuttle

Nuestros autobuses funcionan de 6:00 AM a 10:30 PM, de miércoles a domingo, cuando la mayoría de la gente necesita viajar hacia y desde Sedona. Los lunes y martes, cuando algunos negocios están cerrados, operamos de 6 AM a 6 PM. Consulte el horario para obtener más detalles.

### CAT y Conexiones Directas CAT

Todas las rutas CAT se conectan con el Verde Shuttle en la biblioteca de Cottonwood, y los traslados son gratuitos! ¡Llega a Cottonwood después de 6 PM? El servicio CAT Connect After Hours Shuttle (servicio vespertino después del horario de CAT) se encuentra con todos los autobuses de Verde Shuttle en la biblioteca de Cottonwood y brinda servicio a cualquier parada de autobús CAT. Para obtener más información, visite [verdes shuttle.com](http://verdes shuttle.com).



## Rider's Guide Guía del pasajero

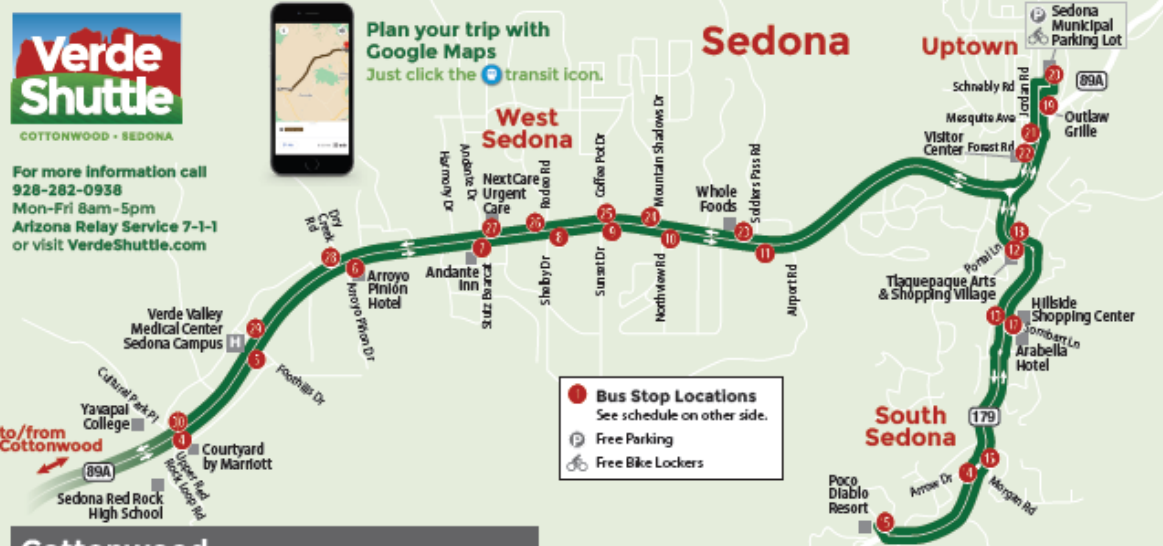
Effective July 1, 2021  
Vigente el 1 de julio de 2021

### Public Transit Connecting Cottonwood and Sedona

Conexión de transporte público  
Cottonwood y Sedona



928-282-0938  
[VerdeShuttle.com](http://VerdeShuttle.com)



All CAT routes connect with the Verde Shuttle at the Cottonwood Library—and transfers are free! Arriving in Cottonwood after 6:00 PM? The CAT Connect After Hours Shuttle meets every Verde Shuttle (Wed thru Sun evenings) at the Cottonwood Library and provides service to any CAT bus stop in Cottonwood, Verde Village or Clarkdale. Just let the driver know where you need to go. For details, visit [verdes shuttle.com](http://verdes shuttle.com).

Todas las rutas CAT se conectan con el Verde Shuttle en la biblioteca de Cottonwood, y los traslados son gratuitos! ¡Llega a Cottonwood después de 6 PM? El servicio CAT Connect After Hours Shuttle (servicio vespertino después del horario de CAT) se encuentra con todos los autobuses de Verde Shuttle en la biblioteca de Cottonwood y brinda servicio a cualquier parada de autobús CAT. Para obtener más información, visite [verdes shuttle.com](http://verdes shuttle.com).

### Fares/Tarifas

Verde Shuttle	Regular*	Discount**
One-Way Un solo sentido	\$2.00	\$1.00
Trips Within Sedona Viajes dentro de Sedona	\$1.00	\$.50
All Access Day Pass Pase de un día	\$6.00	\$3.00
Monthly Pass Pase mensual	\$60.00	\$30.00

\* Verde Shuttle cash fare includes a free transfer to/from CAT

\*\* Seniors (60+), Veterans (with ID), Students (with ID), Certified LITS and Persons with Disabilities

\* La tarifa en efectivo de Verde Shuttle incluye un servicio de traslado gratuito a/desde CAT

\*\* Personas mayores (60+), veteranos (con identificación), estudiantes (con identificación), LITS certificados y personas con discapacidades

928-282-0938 [VerdeShuttle.com](http://VerdeShuttle.com)



# Multilingual

**Verde Shuttle Schedule - Effective July 1, 2021 / Horario de Verde Shuttle - Vigente el 1 de julio de 2021**

		WEDNESDAY THROUGH SUNDAY / MIÉRCOLES A DOMINGO																				MONDAY-TUESDAY / LUNES Y MARTES												
		AM										PM										AM				PM								
Cottonwood West Salina	Mingus Ave eastbound 89A eastbound to Sedona	1	Depart Cottonwood Library	6:00	6:45	7:30	8:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00	3:45	4:30	5:15	6:00	6:45	8:15	9:45	6:00	7:30	9:00	10:30	12:00	1:30	3:00	4:30	6:00		
		2	Mingus at 8th St (By Walking Bridge)	6:01	6:46	7:31	8:16	9:01	9:46	10:31	11:16	12:01	12:46	1:31	2:16	3:01	3:46	4:31	5:16	6:01	6:46	8:16	9:46	6:01	7:31	9:01	10:31	12:01	1:31	3:01	4:31	6:01		
		3	Mingus at Main St (Old Circle K)	6:02	6:47	7:32	8:17	9:02	9:47	10:32	11:17	12:02	12:47	1:32	2:17	3:02	3:47	4:32	5:17	6:02	6:47	8:17	9:47	6:02	7:32	9:02	10:32	12:02	1:32	3:02	4:32	6:02		
		4	Upper Red Rock Loop Rd (Courtyard by Marriott)	6:21	7:06	7:51	8:36	9:21	10:06	10:51	11:36	12:21	1:06	1:51	2:36	3:21	4:06	4:51	5:36	6:21	7:06	8:36	10:06	6:21	7:51	9:21	10:51	12:21	1:51	3:21	4:51	6:21		
		5	Foothills Dr (Across from Verde Valley Medical Center)	6:22	7:07	7:52	8:37	9:22	10:07	10:52	11:37	12:22	1:07	1:52	2:37	3:22	4:07	4:52	5:37	6:22	7:07	8:37	10:07	6:22	7:52	9:22	10:52	12:22	1:52	3:22	4:52	6:22		
		6	Arroyo Pínon Dr	6:23	7:08	7:53	8:38	9:23	10:08	10:53	11:38	12:23	1:08	1:53	2:38	3:23	4:08	4:53	5:38	6:23	7:08	8:38	10:08	6:23	7:53	9:23	10:53	12:23	1:53	3:23	4:53	6:23		
		7	Stutz Bearcat Dr (Golden Goose Amer. Grill)	6:24	7:09	7:54	8:39	9:24	10:09	10:54	11:39	12:24	1:09	1:54	2:39	3:24	4:09	4:54	5:39	6:24	7:09	8:39	10:09	6:24	7:54	9:24	10:54	12:24	1:54	3:24	4:54	6:24		
		8	Shelby Dr (Wells Fargo Bank)	6:25	7:10	7:55	8:40	9:25	10:10	10:55	11:40	12:25	1:10	1:55	2:40	3:25	4:10	4:55	5:40	6:25	7:10	8:40	10:10	6:25	7:55	9:25	10:55	12:25	1:55	3:25	4:55	6:25		
		9	Sunset Dr (Walgreens)	6:27	7:12	7:57	8:42	9:27	10:12	10:57	11:42	12:27	1:12	1:57	2:42	3:27	4:12	4:57	5:42	6:27	7:12	8:42	10:12	6:27	7:57	9:27	10:57	12:27	1:57	3:27	4:57	6:27		
		10	Northview Rd	6:28	7:13	7:58	8:43	9:28	10:13	10:58	11:43	12:28	1:13	1:58	2:43	3:28	4:13	4:58	5:43	6:28	7:13	8:43	10:13	6:28	7:58	9:28	10:58	12:28	1:58	3:28	4:58	6:28		
South Salina	Hwy 179 southbound	1	Soldiers Pass Rd	6:30	7:15	8:00	8:45	9:30	10:15	11:00	11:45	12:30	1:15	2:00	2:45	3:30	4:15	5:00	5:45	6:30	7:15	8:45	10:15	6:30	8:00	9:30	11:00	12:30	2:00	3:30	5:00	6:30		
		2	Tlaquepaque South	6:33	7:18	8:03	8:48	9:33	10:18	11:03	11:48	12:33	1:18	2:03	2:48	3:33	4:18	5:03	5:48	6:33	7:18	8:48	10:18	6:33	8:03	9:33	11:03	12:33	2:03	3:33	5:03	6:33		
		3	Copper Cliffs Dr (Across from Hillside Shopping Ctr)	6:34	7:19	8:04	8:49	9:34	10:19	11:04	11:49	12:34	1:19	2:04	2:49	3:34	4:19	5:04	5:49	6:34	7:19	8:49	10:19	6:34	8:04	9:34	11:04	12:34	2:04	3:34	5:04	6:34		
		4	Arrow Dr (at roundabout)	6:36	7:21	8:06	8:51	9:36	10:21	11:06	11:51	12:36	1:21	2:06	2:51	3:36	4:21	5:06	5:51	6:36	7:21	8:51	10:21	6:36	8:06	9:36	11:06	12:36	2:06	3:36	5:06	6:36		
		5	Poco Diablo Resort	6:37	7:22	8:07	8:52	9:37	10:22	11:07	11:52	12:37	1:22	2:07	2:52	3:37	4:22	5:07	5:52	6:37	7:22	8:52	10:22	6:37	8:07	9:37	11:07	12:37	2:07	3:37	5:07	6:37		
		6	Morgan Rd (at roundabout)	6:39	7:24	8:09	8:54	9:39	10:24	11:09	11:54	12:39	1:24	2:09	2:54	3:39	4:24	5:09	5:54	6:39	7:24	8:54	10:24	6:39	8:09	9:39	11:09	12:39	2:09	3:39	5:09	6:39		
		7	Sombart Ln (Arabella Hotel)	6:40	7:25	8:10	8:55	9:40	10:25	11:10	11:55	12:40	1:25	2:10	2:55	3:40	4:25	5:10	5:55	6:40	7:25	8:55	10:25	6:40	8:10	9:40	11:10	12:40	2:10	3:40	5:10	6:40		
		8	Tlaquepaque North	6:41	7:26	8:11	8:56	9:41	10:26	11:11	11:56	12:41	1:26	2:11	2:56	3:41	4:26	5:11	5:56	6:41	7:26	8:56	10:26	6:41	8:11	9:41	11:11	12:41	2:11	3:41	5:11	6:41		
		9	Outlaw Grille	6:43	7:28	8:13	8:58	9:43	10:28	11:13	11:58	12:43	1:28	2:13	2:58	3:43	4:28	5:13	5:58	6:43	7:28	8:58	10:28	6:43	8:13	9:43	11:13	12:43	2:13	3:43	5:13	6:43		
		Upstream Salina	Jordan Rd northbound Jordan Rd southbound	1	Sedona Municipal Parking Lot – arrive	6:44	7:29	8:14	8:59	9:44	10:29	11:14	11:59	12:44	1:29	2:14	2:59	3:44	4:29	5:14	5:59	6:44	7:29	8:59	10:29	6:44	8:14	9:44	11:14	12:44	2:14	3:44	5:14	6:44
2	Sedona Municipal Parking Lot – depart			6:45	7:30	8:15	9:00	9:45	10:30	11:15	12:00	12:45	1:30	2:15	3:00	3:45	4:30	5:15	6:00	6:45	7:30	9:00	10:30	6:45	8:15	9:45	11:15	12:45	2:15	3:45	5:15	6:45		
3	Jordan Rd & 89A			6:46	7:31	8:16	9:01	9:46	10:31	11:16	12:01	12:46	1:31	2:16	3:01	3:46	4:31	5:16	6:01	6:46	7:31	9:01	10:31	6:46	8:16	9:46	11:16	12:46	2:16	3:46	5:16	6:46		
4	Forest Rd & 89A			6:47	7:32	8:17	9:02	9:47	10:32	11:17	12:02	12:47	1:32	2:17	3:02	3:47	4:32	5:17	6:02	6:47	7:32	9:02	10:32	6:47	8:17	9:47	11:17	12:47	2:17	3:47	5:17	6:47		
5	Soldiers Pass Rd (Whole Foods)			6:50	7:35	8:20	9:05	9:50	10:35	11:20	12:05	12:50	1:35	2:20	3:05	3:50	4:35	5:20	6:05	6:50	7:35	9:05	10:35	6:50	8:20	9:50	11:20	12:50	2:20	3:50	5:20	6:50		
6	Mountain Shadows Dr (Hampton Inn)			6:52	7:37	8:22	9:07	9:52	10:37	11:22	12:07	12:52	1:37	2:22	3:07	3:52	4:37	5:22	6:07	6:52	7:37	9:07	10:37	6:52	8:22	9:52	11:22	12:52	2:22	3:52	5:22	6:52		
7	Coffee Pot Dr (Arco)			6:53	7:38	8:23	9:08	9:53	10:38	11:23	12:08	12:53	1:38	2:23	3:08	3:53	4:38	5:23	6:08	6:53	7:38	9:08	10:38	6:53	8:23	9:53	11:23	12:53	2:23	3:53	5:23	6:53		
8	Rodeo Rd (Safeway)			6:54	7:39	8:24	9:09	9:54	10:39	11:24	12:09	12:54	1:39	2:24	3:09	3:54	4:39	5:24	6:09	6:54	7:39	9:09	10:39	6:54	8:24	9:54	11:24	12:54	2:24	3:54	5:24	6:54		
9	Adante Dr / Stutz Bearcat Dr (NextCare Urgent Care)			6:55	7:40	8:25	9:10	9:55	10:40	11:25	12:10	12:55	1:40	2:25	3:10	3:55	4:40	5:25	6:10	6:55	7:40	9:10	10:40	6:55	8:25	9:55	11:25	12:55	2:25	3:55	5:25	6:55		
10	Dry Creek Rd			6:56	7:41	8:26	9:11	9:56	10:41	11:26	12:11	12:56	1:41	2:26	3:11	3:56	4:41	5:26	6:11	6:56	7:41	9:11	10:41	6:56	8:26	9:56	11:26	12:56	2:26	3:56	5:26	6:56		
West Salina Cottonwood	89A westbound to Cottonwood	1	Foothills Dr (Verde Valley Medical Center)	6:57	7:42	8:27	9:12	9:57	10:42	11:27	12:12	12:57	1:42	2:27	3:12	3:57	4:42	5:27	6:12	6:57	7:42	9:12	10:42	6:57	8:27	9:57	11:27	12:57	2:27	3:57	5:27	6:57		
		2	Cultural Park Pl (Yavapai College)	6:58	7:43	8:28	9:13	9:58	10:43	11:28	12:13	12:58	1:43	2:28	3:13	3:58	4:43	5:28	6:13	6:58	7:43	9:13	10:43	6:58	8:28	9:58	11:28	12:58	2:28	3:58	5:28	6:58		
		3	Mingus at Main St (Circle K)	7:17	8:02	8:47	9:32	10:17	11:02	11:47	12:32	1:17	2:02	2:47	3:32	4:17	5:02	5:47	6:32	7:17	8:02	9:32	11:02	7:17	8:47	10:17	11:47	1:17	2:47	4:17	5:47	7:17		
		4	Mingus at 8th St (Across from Walking Bridge)	7:18	8:03	8:48	9:33	10:18	11:03	11:48	12:33	1:18	2:03	2:48	3:33	4:18	5:03	5:48	6:33	7:18	8:03	9:33	11:03	7:18	8:48	10:18	11:48	1:18	2:48	4:18	5:48	7:18		
		5	Arrive Cottonwood Library	7:19	8:04	8:49	9:34	10:19	11:04	11:49	12:34	1:19	2:04	2:49	3:34	4:19	5:04	5:49	6:34	7:19	8:04	9:34	11:04	7:19	8:49	10:19	11:49	1:19	2:49	4:19	5:49	7:19		
		Cottonwood	Mingus Ave westbound	6																														
				7																														
				8																														
				9																														
				10																														

PM times are in bold. The CAT Connect After Hours Shuttle meets every Verde Shuttle (Wed thru Sun evenings) at the Cottonwood Library and provides service to any CAT bus stop in Cottonwood, Verde Village or Clarkdale. Just let the driver know where you need to go.

Las horas PM están en oscuro. El Servicio Nocturno CAT Connect funciona de miércoles a domingo, desde las 6 pm hasta el último autobús. Se reunirá con cada autobús Verde Lynx y llevará a los pasajeros de la biblioteca de Cottonwood al destino en Cottonwood, Clarkdale y Verde Village. Simplemente dígame al conductor a dónde debe ir.

Find out more at/Obtenga más información [www.ride-cat.com](http://www.ride-cat.com) or call/o llame al 928-282-0938 Mon-Fri, 8 AM - 5 PM/Lun-Vie, 8 AM - 5 PM

**Unlimited Ride Passes/  
Pases de viaje ilimitados**

	Regular	Discount**
Verde Shuttle Monthly Pass Pase mensual de Verde Shuttle	\$60.00	\$30.00
All-Access Day Pass* Pase de Día Todo-Acceso	\$6.00	\$3.00
All-Access Monthly Pass* Pase Mensual Todo-Acceso	\$70.00	\$35.00

\* All-Access Passes are good on Verde Shuttle, CAT and Yavapai Apache Nation Transit.

\*\* Seniors (60+), Veterans (with ID), Students (with ID),  
Certified LITS and Persons with Disabilities

\*\* Personas mayores (60+), veteranos (con identificación), estudiantes (con identificación), LITS certificados y personas con discapacidades

### Pass Sales Outlets/ Puntos de venta De Pases

### Cottonwood

CAT Office – 340 Happy Jack Way

Public Library - 100 S 6th St

City Finance Dept. – 821 N Main St

## Sedona

Finance Department – City Hall

It is the policy of the City of Cottonwood to comply with Title VI of the Civil Rights Act of 1964. Transportation services will be provided without regard to race, color, national origin, age, gender or disability. To file a complaint, contact: The Transportation Manager at (928) 634-2287, [trans@cottonwoodaz.gov](mailto:trans@cottonwoodaz.gov), or ADOT Civil Rights office at (602) 713-6946 or [CivilRights@adot.gov](mailto:CivilRights@adot.gov).

To request information in alternative formats or languages, contact: The Transportation Administrator at (928) 634-2287, [transit@cottonwoodaz.gov](mailto:transit@cottonwoodaz.gov).  
To request reasonable modification to transit policies or procedures, contact: The ADA Administrator at (928) 634-2287, [transit@cottonwoodaz.gov](mailto:transit@cottonwoodaz.gov).

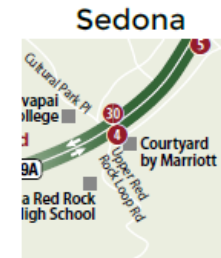
En la política de la Ciudad de Cottonwood cumplir con el Título VI del Acta de Derechos Civiles de 1964. Los servicios de transporte se proporcionarán sin importar raza, color, origen nacional, edad, género o discapacidad. Para presentar una queja, comuníquese con: El Gerente de Transporte al (928) 834-2287, [transport@cottonwood.gov](mailto:transport@cottonwood.gov), o la oficina de derechos civiles de ADOJ al (602) 713-8464 o [CivilRights@co.cajon.gov](mailto:CivilRights@co.cajon.gov).

# Multilingual

- When possible, integrate English and non-English info into a single info tool for ease of distribution/access



## Service to Courtyard by Marriott *Servicio al Courtyard by Marriott*



### Cottonwood



All CAT routes connect with the Verde Shuttle at the Cottonwood Library—and transfers are free!

CAT Connect After Hours Shuttle takes evening Verde Shuttle riders to any bus stop in the Cottonwood area.

*Todas las rutas CAT se conectan con Verde Shuttle en la biblioteca de Cottonwood, y los traslados son gratuitos!*

*CAT Connect After Hours Shuttle lleva a los pasajeros del Verde Shuttle por la noche a cualquier parada de autobús en el área de Cottonwood.*

### Cottonwood to Sedona *Cottonwood a Sedona*

WED-SUN  
MIE-DO

depart  
salir

Cottonwood  
Library  
1

AM

6:00 6:21  
6:45 7:06  
7:30 7:51  
8:15 8:36  
9:00 9:21  
9:45 10:06  
10:30 10:51  
11:15 11:36

PM

12:00 12:21  
12:45 1:06  
1:30 1:51  
2:15 2:36  
3:00 3:21  
3:45 4:06  
4:30 4:51  
5:15 5:36  
6:00 6:21  
6:45 7:06  
8:15 8:36  
9:45 10:06

MON-TUE  
LUN-MAR

depart  
salir

Cottonwood  
Library  
1

AM

6:00 6:21  
7:30 7:51  
9:00 9:21  
10:30 10:51

PM

12:00 12:21  
1:30 1:51  
3:00 3:21  
4:30 4:51  
6:00 6:21

### Sedona to Cottonwood *Sedona a Cottonwood*

WED-SUN  
MIE-DO

depart  
salir

Cultural  
Park Pl  
30

AM

6:58 7:19  
7:43 8:04  
8:28 8:49  
9:13 9:34  
9:58 10:19  
10:43 11:04  
11:28 11:49

PM

12:13 12:34  
12:58 1:19  
1:43 2:04  
2:28 2:49  
3:13 3:34  
3:58 4:19  
4:43 5:04  
5:28 5:49  
6:13 6:34  
6:58 7:19  
7:43 8:04  
9:13 9:34  
10:43 11:04

MON-TUE  
LUN-MAR

depart  
salir

Cultural  
Park Pl  
30

AM

6:58 7:19  
8:28 8:49  
9:58 10:19  
11:28 11:49

PM

12:58 1:19  
2:28 2:49  
3:58 4:19  
5:28 5:49  
6:58 7:19

Effective July 1, 2021  
Vigente el 1 de julio de 2021

Get all the details and plan your trip at [VerdeShuttle.com](https://VerdeShuttle.com) or click in Google Maps for transit directions.

Obtenga todos los detalles y planifique su viaje en [VerdeShuttle.com](https://VerdeShuttle.com) o haga clic en Google Maps para obtener indicaciones de tránsito.





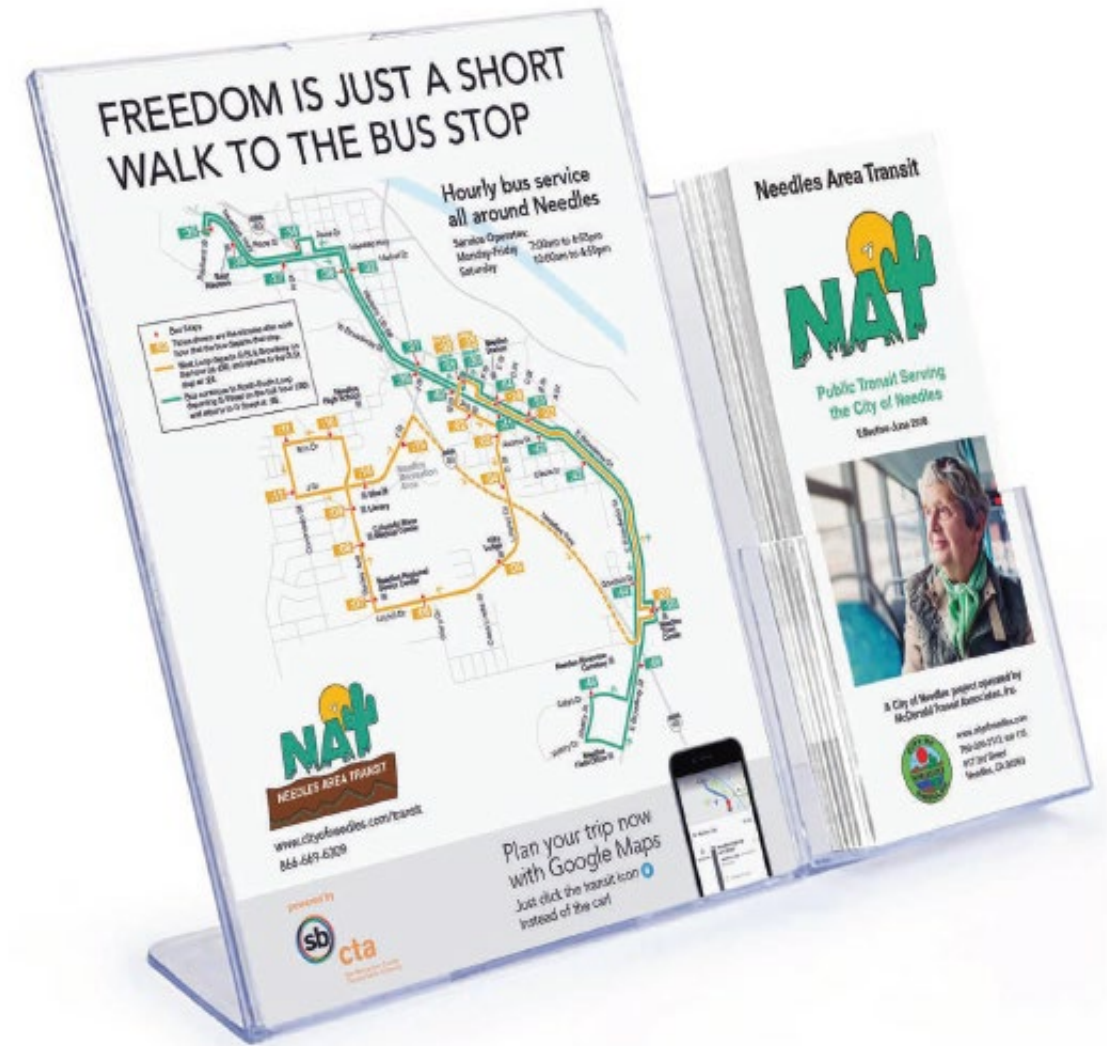
# Displays

Passenger Information as a Promotional Tool

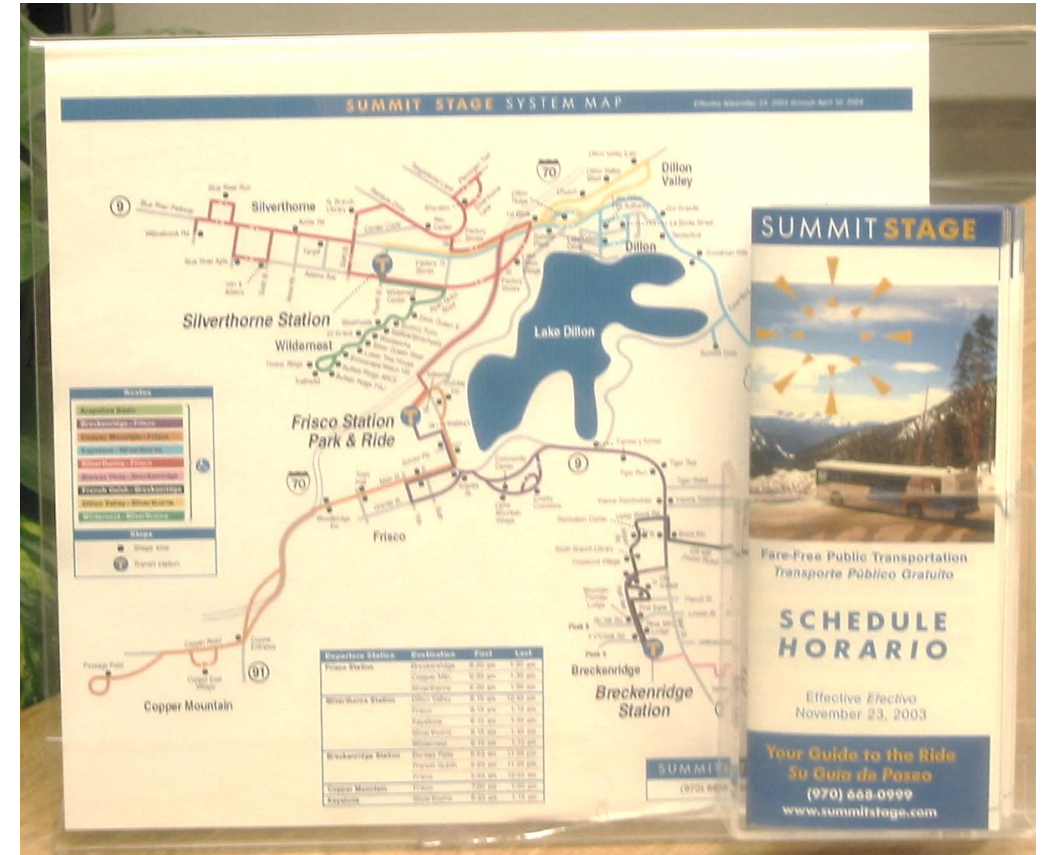


# Passenger Guide Displays

- Through broad distribution a printed guide can be used as a promotional tool for **building awareness**.



- Through broad distribution a printed guide can be used as a promotional tool for **building awareness**.



# Permanent Info Displays

- Info Displays at high traffic locations offer broad exposure and **long-term** promotional value





# Permanent Info Displays

- Info Displays at high traffic locations offer broad exposure and long-term promotional value
- Displays can be customized for the audience and location



# Permanent Info Displays

- Info Displays at high traffic locations offer broad exposure and long-term promotional value
- Displays can be customized for the audience and location
- Locations
  - Colleges & Schools
  - Social Service Offices
  - Medical Facilities
  - Employment Centers
  - Public Facilities



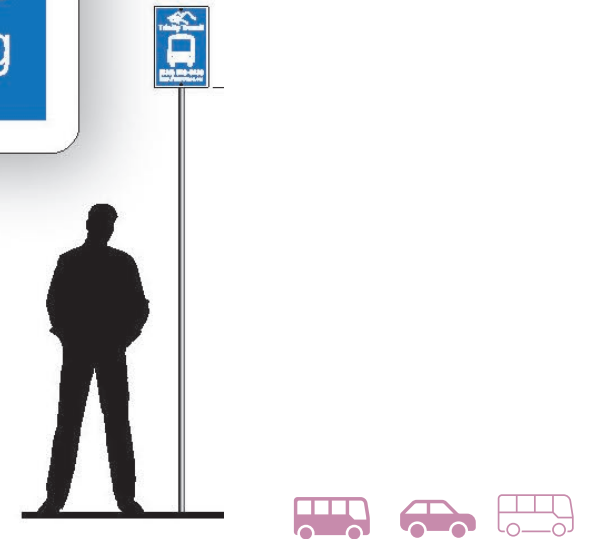
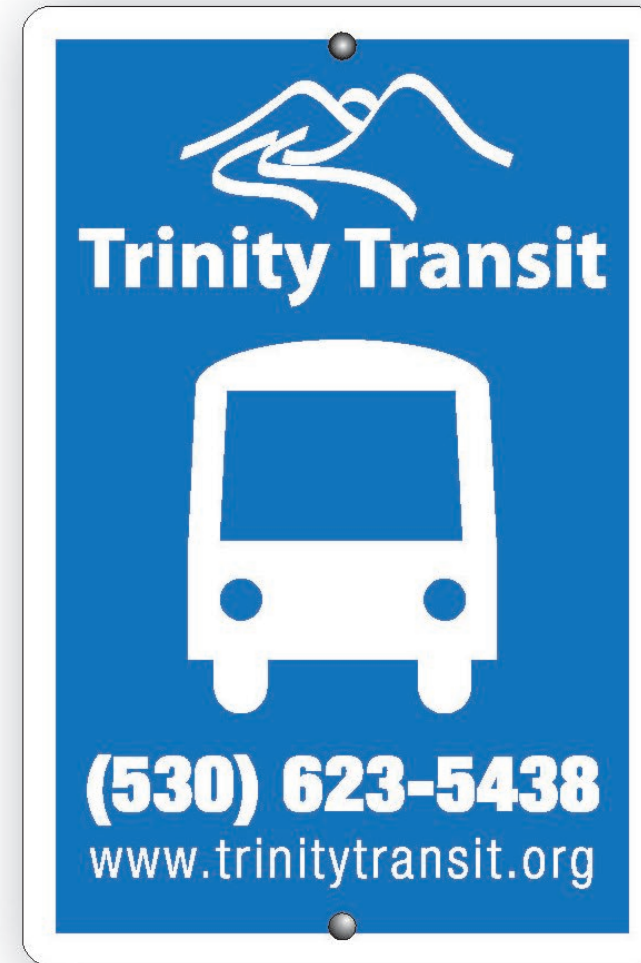
# Bus Stop Signage



# Bus Stop Signage

## Basic Functions

- Awareness - provides 24/7 advertising
- Let's rider know they are in the right place
- Connects potential riders with additional information sources (website, phone, and more)





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# Bus Stop Signage

## Basic Functions

- Awareness - provides 24/7 advertising
- Let's rider know they are in the right place
- Connects potential riders with additional information sources (website, phone, and more)



# Beyond the basics

- Additional info at the Bus Stop is most important for...
  - New Riders
  - Tourists or transient users
  - Spontaneous riders





**100** Bakersfield-Lancaster  
via Town – Town – Town  
Town – Town

**140** Lamont-Bakersfield N  
via Town – Town – Town  
Town – Town

**227** Lake Isabella-Ridgecrest  
via Town – Town – Town  
Town – Town

**250** California City-Lancaster  
via Town – Town – Town  
Town – Town

**BUS STOP: 000**

**800-323-2396**  
*www.KernTransit.org*

What routes  
serve this  
stop?







A vertical bus route sign for Brunswick Explorer. The sign has a blue and green header with the logo and slogan. Below is a green bar with the route name. The main body is light green and lists stops with blue square icons containing numbers. A vertical arrow on the left indicates the direction of travel. A 'YOU ARE HERE' marker points to Bowdin College. The bottom is a blue bar with contact information.

**brunswick explorer**  
*The bus for Everyone.*

**WESTBOUND TO SWEETSER**

**BUSES OPERATE MONDAY THROUGH FRIDAY  
FROM 7:30 A.M. TO 5:30 P.M.**

**130 SWEETSER**

**134 WAL-MART**

**140 MERRYMEETING PLAZA**

**144 PEJESCOT TERRACE**

**151 WOODLAND TOWER**

**154 GILMAN AVENUE**

**100 HANNAFORD**

**102 MAINE STREET STATION**

**107 BOWDIN COLLEGE** **◀ YOU ARE HERE**

**110 PARKVIEW HOSPITAL**

**113 THORTON OAKS RETIREMENT CENTER**

**800-444-6207**  
**WWW.BRUNSWICKEXPLORER.ORG**

Where does this  
bus go and when?

**NAT**  
**NEEDLES AREA TRANSIT**

Bus Stop #23

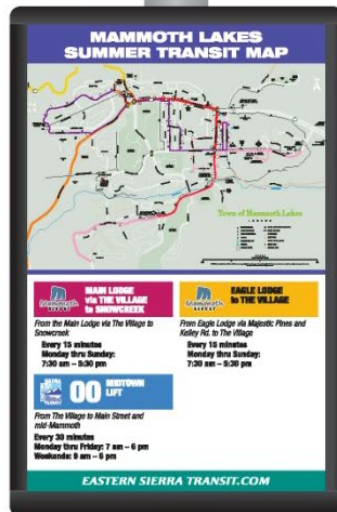
	Monday-Friday		Saturday	
	AM	PM	AM	PM
Departs at:	7:36	12:36	10:36	12:36
<b>:36</b>	8:36	1:36	11:36	1:36
	9:36	2:36		2:36
	10:36	3:36		3:36
	11:36	4:36		4:36
		5:36		
		6:36		

866-669-6309 [www.cityofneedles.com/transit](http://www.cityofneedles.com/transit)

What times does the bus serve this stop?



Where am I and  
where can I go  
from here?



11"x17" printed  
10.25"x10.75" visible



FREE

TOWN OF MAMMOTH LAKES  
SUMMER TRANSIT

**TOWN TROLLEY**

Canyon Lodge – The Village –  
Snowcreek Athletic Club

Every 20 minutes  
Mon–Sun: 9:00 am – 10:00 pm

The last bus leaves Canyon Lodge at 9:40 pm

**MIDTOWN LIFT**

Vons – The Village

Every 30 minutes  
Mon–Sun: 7:00 am – 6:00 pm

The last bus leaves this stop at 5:45 pm

**REDS MEADOW  
DEVILS POSTPILE  
SHUTTLE**

The Village – Mammoth Adventure Center –  
Devils Postpile – Reds Meadow

Mon–Sun:  
7:15 am, 8:00 am, 8:45 am,  
9:30 am, 10:15 am and 11:00 am

**MAS  
BIKE SHUTTLE**

The Village –  
Mammoth Mountain Adventure Center

Every 30 minutes  
Mon–Sun: 9:00 am – 5:30 pm

[www.EasternSierraTransit.com](http://www.EasternSierraTransit.com)

# Stop Specific Info Display

- Stop specific information panel created in MS Publisher
- Customized for each stop with addition of:
  - Stop number
  - Digital decals
  - “You are Here” symbol
- Printed on digital printer, placed in standard 11 X 17 sign holder



# Stop Specific Info Display

- Route Map
  - Fixed Route & Demand Response
  - You are Here Designation
- Schedule
  - Stop specific departure times
  - Demand Response Hours and Contact
- Mobile Fare Payment Info
- QR Code or directions for realtime info



## DEPARTURE TIMES

### San Andreas Post Office

**Red Line**  
Monday-Friday

to Arnold

AM	PM
6:27	12:47 7:07
7:27	1:47 8:07
8:27	2:47
9:47	3:47
10:47	5:07
11:47	6:07

**Saturday Hopper**  
Saturday Only

to Murphys/Arnold

AM	PM
9:45	

**Direct Connect Dial-a-Ride**  
Monday-Friday

Call 209-754-4450 or use the Spare App to request a ride.

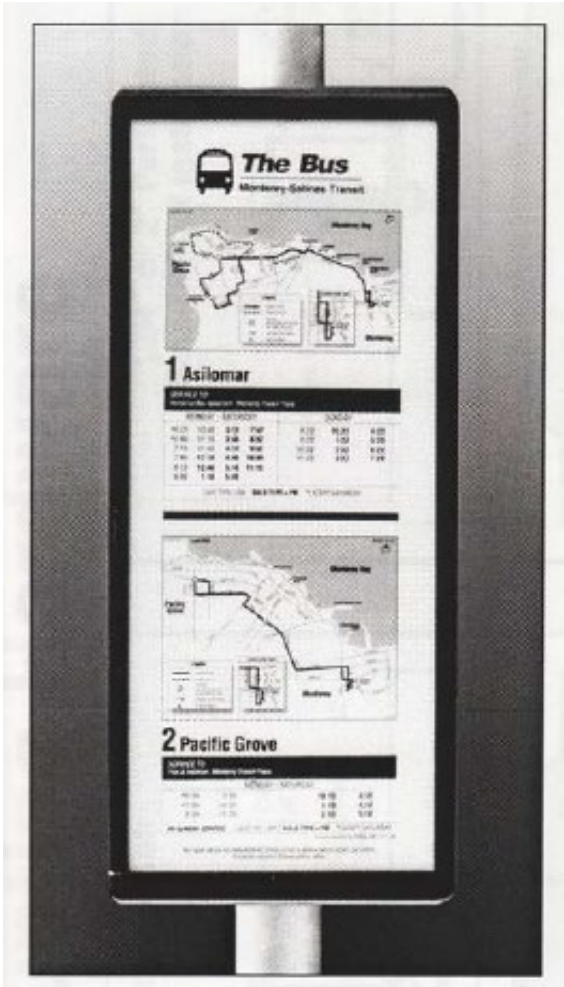
 Use the **Token Transit App** to purchase a pass using your Smartphone.



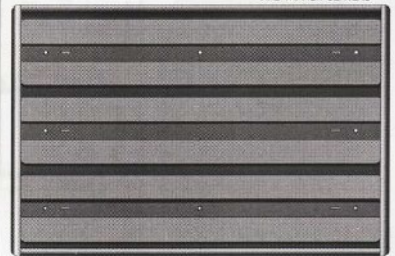










The map shows various routes connecting different locations in the area. Key locations include Sutter Creek, Martell, Jackson, Mokelumne Hill, Teton, Valley Springs, San Andreas, Mountain Ranch, Rail Road Flat, West Point, Wilseyville, Arnold, Murphys, Angels Camp, Copperopolis, Columbia College, Sonora, and Forest Meadows. Different colored lines represent different service types: Red Line (Monday-Friday), Saturday Hopper (Saturday Only), and Direct-Connect Dial-a-Ride (various days). A blue dot labeled 'YOU ARE HERE' is located at San Andreas. A QR code is visible in the bottom left corner of the map area.

209-754-4450

CalaverasConnect.org

# Changeable Information Panels



<p><b>Tabloid Size</b></p> <p>Displays a 11" x 17" sheet</p>  <p><b>RCH 11/17</b> Display: 11" x 17" Overall size: 12" x 19"</p>	 <p><b>RCH 11/22</b> Display: 11" x 22" Overall size: 12" x 23"</p>	<p><b>Large Format Map Case</b></p> <p>36" x 24" DISPLAY AREA IDEAL FOR BUS SHELTERS AND TRANSIT CENTERS</p> 			
<p><b>Wide Series</b></p> <p><b>Letter Size</b></p> <p>Displays a 8 1/2" x 11" sheet</p>  <p><b>RCH-11</b> Display: 8 1/2" x 11" Overall size: 9 1/2" x 12"</p>		<p><b>Legal Size</b></p> <p>Displays a 8 1/2" x 14" sheet</p>  <p><b>RCH-14</b> Display: 8 1/2" x 14" Overall size: 9 1/2" x 15"</p>	 <p><b>RCH-17</b> Display: 8 1/2" x 17" Overall size: 9 1/2" x 18"</p>	 <p><b>RCH-22</b> Display: 8 1/2" x 22" Overall size: 9 1/2" x 23"</p>	 <p><b>RCH-24</b> Display: 8 1/2" x 22" Overall size: 9 1/2" x 23"</p>
<p><b>Slim Series</b></p> <div data-bbox="876 1086 988 1226">  <p><b>RCH-6-11</b> Display: 6" x 11" Overall size: 7 1/4" x 12"</p> </div> <div data-bbox="1011 1055 1126 1226">  <p><b>RCH-6-14</b> Display: 6" x 14" Overall size: 7 1/4" x 15"</p> </div> <div data-bbox="1149 1022 1261 1226">  <p><b>RCH-6-17</b> Display: 6" x 17" Overall size: 7 1/4" x 18"</p> </div> <div data-bbox="1284 989 1398 1226">  <p><b>RCH-6-22</b> Display: 6" x 22" Overall size: 7 1/4" x 23"</p> </div> <div data-bbox="1421 956 1533 1226">  <p><b>RCH-6-24</b> Display: 6" x 24" Overall size: 7 1/4" x 25"</p> </div>					

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# Info Display at the Transit Center

- Changeable Panel in permanent fixture.
- Complete information for routes serving transit center.



# Info Display at the Transit Center

- Changeable Panel in permanent fixture.
- Complete information for routes serving transit center.





# Creating Passenger Info Tools



# Technical Tips

- Templates in National RTAP Marketing Toolkit
- Creating Maps and Schedules in Publisher and Excel
- Using Publisher to Customize Bus Stop Displays



National RTAP  
Rural Transit Assistance Program

Chat Online Email 888-589-6821

Search...

HOME RESOURCES NEWS & EVENTS TRIBAL TRANSIT STATE RTAP ABOUT

## Marketing Toolkit

RESOURCES > TOOLKITS

### Marketing Templates

Below are links to templates created in MS Publisher 2007 for print, advertising and signage materials. The compressed "Zip" packages include the editable Publisher template file and a PDF of the original template for reference. The first passenger guide template - Style 1 letter size with map and schedule - includes instructions for working with the template. You can use these instructions as guidelines when editing the other templates.

There are also templates for Other Promotional Tools, and at the bottom there are Template Utilities, including instructions on how to customize the templates in Publisher and how to print your finished product. Also see the Other Tools page for resources and guidance on using the tools and implementing the strategies covered in this toolkit

#### How to download and open the "Zipped" Template Packages

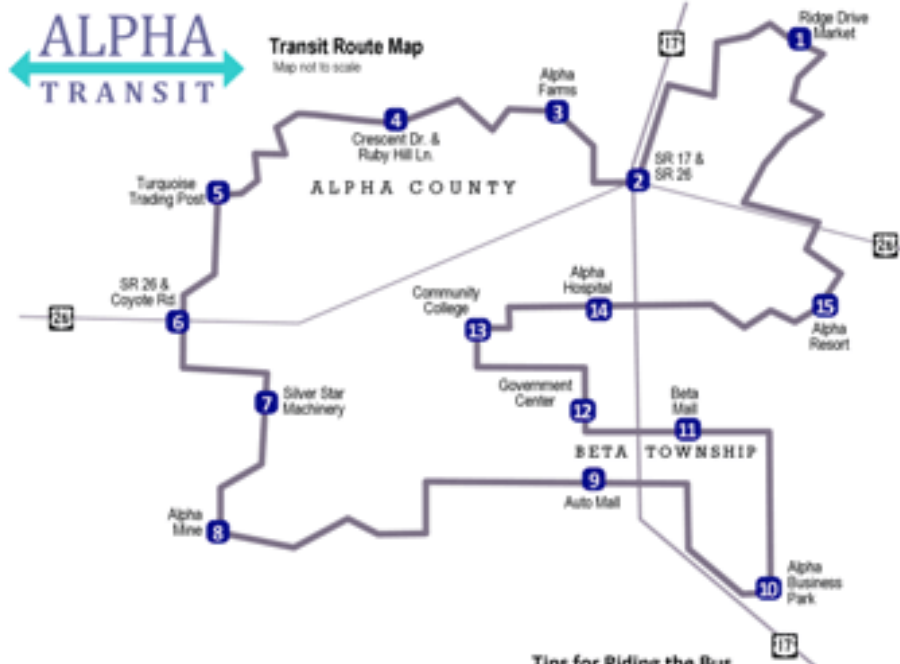
**To download:** Click on the "Download compressed "Zip" package of this template" link under the template you have chosen. Then select "Save as" from the dialog box that opens and direct it to the folder you choose on your computer.

SHARE THIS PAGE



# Guide Templates for Publisher

Serving Greater Alpha County and the Beta Township Community



## Tips for Riding the Bus

- You can catch the bus at any of the stops shown on the schedule.
- You can also flag the bus down at any location along the route where it is safe to stop. If you plan to catch the bus at other than a bus stop, it is a good idea to call ahead so the driver can be alerted to look for you.
- Please be ready to pay your fare when you board, with exact cash or a ticket. Drivers do not carry change.

© Copyright 2015 Alpha Transit LLC



## Bus Schedule

Monday through Saturday (every two hours from 6am to 5pm)			(Substitute your departure time)	
Sunday (every two hours from 10am to 4pm)				
Daily Departures			First AM Bus	First PM Bus
AM: 6:00, 8:00, 10:00				
PM: 12:00, 2:00, 4:00, 6:00				
1. Ridge Drive Market	6:00	12:00		
2. Intersection of SR 17 & SR 26	6:10	12:10		
3. Alpha Farms	6:16	12:16		
4. Crescent Dr. & Ruby Hill Ln.	6:23	12:23		
5. Turquoise Trading Post	6:29	12:29		
6. Intersection of SR 26 & Coyote Rd.	6:35	12:35		
7. Silver Star Machinery	6:40	12:40		
8. Alpha Mine	6:45	12:45		
9. Auto Mall	6:53	12:53		
10. Alpha Business Park	6:59	12:59		
11. Beta Mail	7:05	1:05		
12. Government Center	7:09	1:09		
13. Community College	7:14	1:14		
14. Alpha Hospital	7:18	1:18		
15. Alpha Resort	7:26	1:26		
1. Return to Ridge Drive Market	7:45	1:45		

For current schedule updates and information:  
800-000-0000  
AlphaTransit.org

Serving Greater Alpha County and the Three Rivers Community



## High Falls Route:

There are two buses in service daily for each of the Three River areas.

**Monday through Saturday:**  
Departs hourly 7 a.m. - 5 p.m.  
Returns hourly 8 a.m. - 6 p.m.

**Sunday:**  
Departs hourly 8 a.m. - 4 p.m.  
Returns hourly 9 a.m. - 5 p.m.

**Note:** The yellow highlighted columns on the schedules inside this brochure show the Sunday scheduled hours.



## Inter-area Connection Route

Two buses also provide an inter-area connection route between each of the Three River areas to business, educational, and government locations.

**Monday through Saturday:**  
Departs hourly 7:15 a.m. - 5:15 p.m.  
Returns hourly 8:15 a.m. - 6:15 p.m.

**Sunday:**  
Departs hourly 8:15 a.m. - 4:15 p.m.  
Returns hourly 9:15 a.m. - 5:15 p.m.

**Note:** The yellow highlighted columns on the schedules inside this brochure show the Sunday scheduled hours.

**Free transfer slips** are available so passengers may transfer to any one of the local area buses along the inter-area connection route. Conversely, free transfer slips also are available to local area (Thunder Valley, High Falls, and Deep Springs) riders who wish to transfer to the Inter-area Connection Route.



## High Falls (Highlighted yellow columns indicate Sunday hours)

Southbound		AM					PM				
1—Canyon Homes	7:00	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00
2—HF Golf Course	7:05										
3—Community College	7:12										
4—County Hospital	7:15										
5—Senior Village	7:20										
6—Three River Mall	7:28										
7—Government Center	7:33										
8—Courthouse	7:40										
9—Post Office	7:44										
10—Interstate Bus Depot	7:50										
11—Business District	7:54										
11—Business District	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00
10—Interstate Bus Depot	8:04										
9—Post Office	8:10										
8—Courthouse	8:14										
7—Government Center	8:21										
6—Three River Mall	8:26										
5—Senior Village	8:34										
4—County Hospital	8:39										
3—Community College	8:42										
2—HF Golf Course	8:49										
1—Canyon Homes	8:54										

## Inter-area Route

Connections through High Falls (Highlighted yellow columns indicate Sunday hours)

Eastbound		AM					PM				
5—Government Ct.	7:58	8:15	9:15	10:15	11:15	12:15	1:15	2:15	3:15	4:15	5:15
6—Three River Mall	8:04										
7—County Hospital	8:20										
8—Community College	8:24										
8—Community College	8:48										
7—County Hospital	8:52										
6—Three River Mall	9:08										
5—Government Ct.	9:14										



AlphaTransit.org • 800-000-0000



# Map and Schedule Maker Tools

## Publisher 2007 Simple Map Maker Instructions and Tools

**Step #1**  
Draw a line.  
Hold down shift key to  
keep line straight.

### Step #2

To add thickness and color — right-click the line and select “Format Auto-Shape.”

**Please Note:** The points shown on the line below are visible only while in "Edit Points" mode (see Step #3).

### Step #3

**Step #3a**  
Click on the line to add a point, and drag the point to move it.

**Step #3b**  
Add points as needed to show the route the bus will navigate.

#### Step #4

**Step #4 a**  
To change the color of the number style, right-click the group and select "Format Object" and choose a new fill color. Then ungroup the numbers and drag each into position along the route.

#### Step #4b

Optionally, add street names or landmarks descriptions next to the bus stop numbers. (There are text boxes below — edit with your text and place on map.)

See Step #5 below

[illegible]

MS Publisher

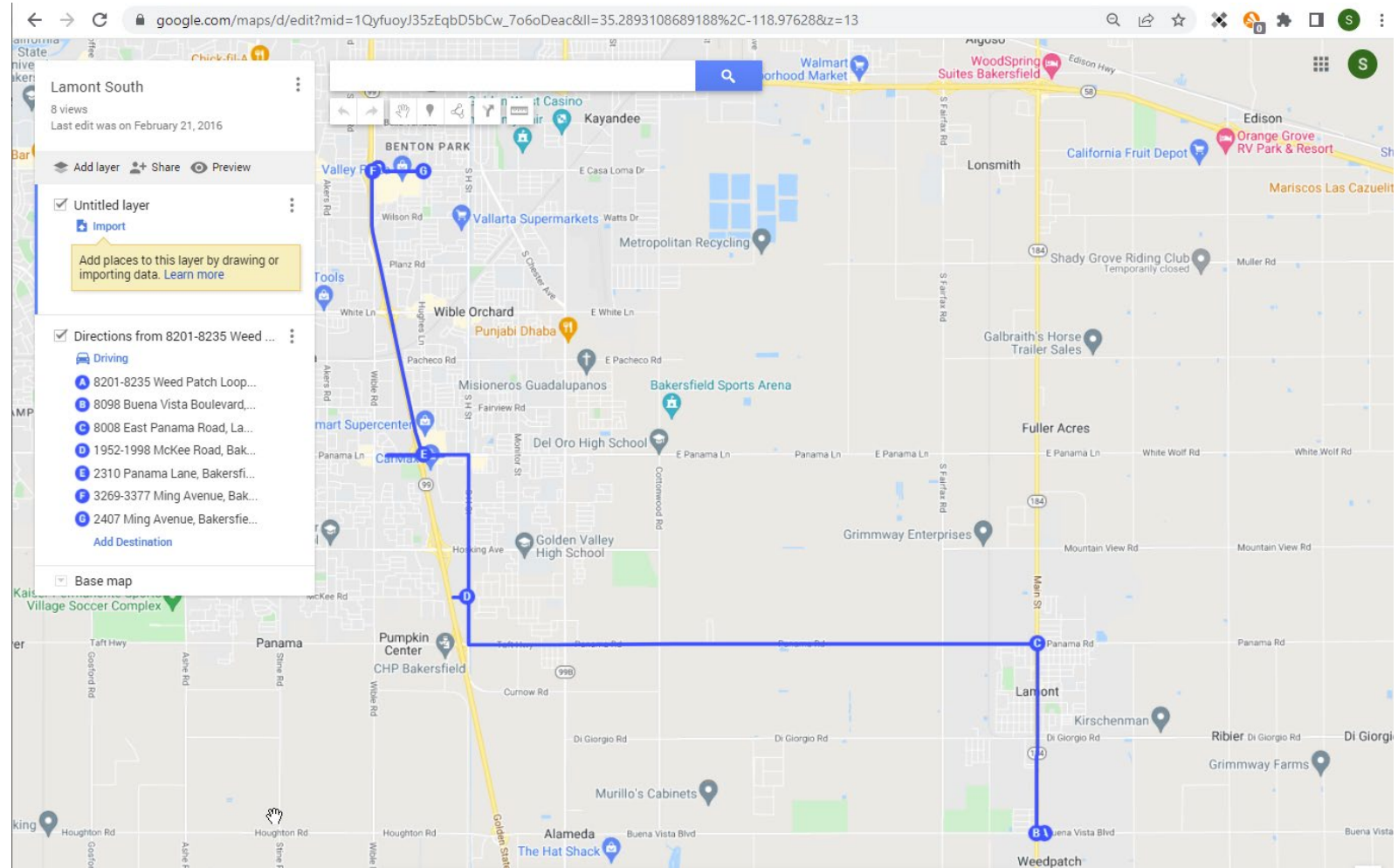
MS Excel





# Google Maps - [mymaps.google.com](https://mymaps.google.com)

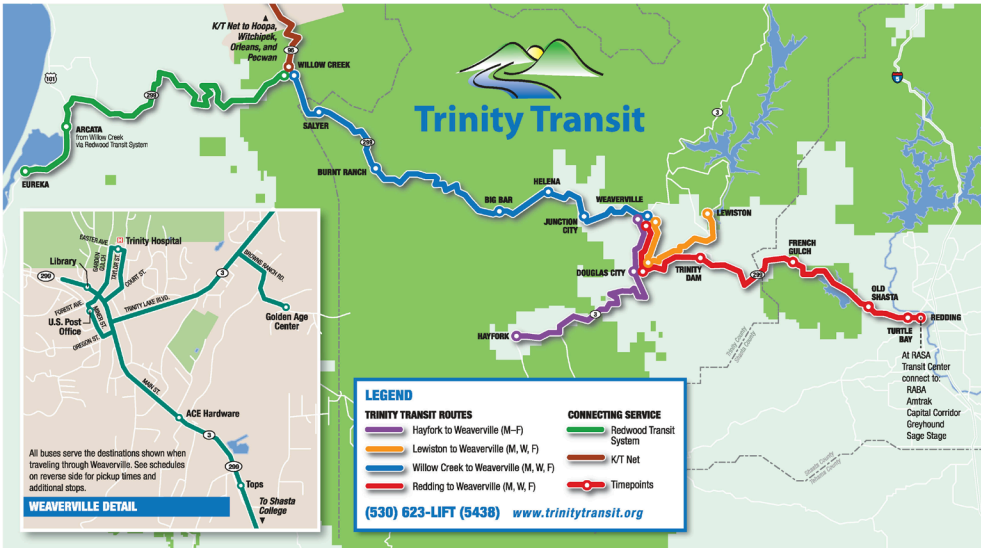
- Not print quality maps
- Good to provide to a graphic artist as a starting point or as a base to draw over



# Graphic Design Assistance

- Worthwhile investment - especially for maps
- Create distinct elements that can be reformatted and repurposed for varied uses
  - Passenger Guide
  - Website
  - Info Displays
- Ask for jpgs, vector art (.eps files) and native artwork (.ai files)
- Community College graphics students
- Free lance graphic artist
- Free graphics software
  - Alternatives to Adobe Illustrator
    - Inkscape
    - Gravit
  - Mapping???
  - Mapline
  - Steep learning curve





**Eastbound Intercity Schedule: Humboldt County – Trinity County – Redding Mon, Wed, Fri**

Eureka (RTS Mainline)	Arcata (Xfer to Rts 299)	Arrive Willow Creek (Xfer to Trinity Transit)	Depart Willow Creek (Library)	Arrive Weaverville (Library)	Depart Weaverville (Library)	Douglas City	Redding (RABA Transit Center)
7:46	8:25	9:25	9:45	11:11	7:35	7:48	8:46
2:39	3:40	4:30	4:30	5:55	1:05	1:18	2:16

**Westbound Intercity Schedule: Redding – Trinity County – Humboldt County Mon, Wed, Fri**

Redding (RABA Transit Center)	Douglas City	Arrive Weaverville (Library)	Depart Weaverville (Library)	Arrive Willow Creek	Depart Willow Creek	Arcata (RTS 299)	Eureka (RTS Mainline)
8:40	10:50	11:03	7:55	9:18	9:45	10:40	12:09
3:00	4:10	4:23	2:45	4:08	4:40	5:30	6:23

See reverse side for a complete Trinity Transit schedule showing all routes and bus stops

**Days of Service**

All Trinity Transit routes run Monday, Wednesday and Friday

Hayfork to Weaverville route runs Monday through Friday

**One-Way Intercity Fares**

	Eureka	Arcata	Willow Creek	Weaverville	Douglas City	Redding
Eureka	—	\$2.50	\$6.00	\$16.00	\$18.00	\$26.00
Arcata	\$2.50	—	\$1.50	\$13.50	\$15.50	\$23.50
Willow Creek	\$6.00	\$3.50	—	\$10.00	\$12.00	\$20.00
Weaverville	\$16.00	\$13.50	\$10.00	—	\$1.50	\$2.00
Douglas City	\$18.00	\$15.50	\$12.00	\$2.00	—	\$1.50
Redding	\$26.00	\$23.50	\$20.00	\$10.00	\$8.00	—

The chart shows full priced adult fares. Discounted fares may be available for seniors and/or students.

**Contact Info**

Trinity Transit  
530-623-5438  
[trinitytransit.org](http://trinitytransit.org)

Redwood Transit System (Humboldt County)  
707-443-9026  
[redwoodtransit.org](http://redwoodtransit.org)

RABA (Redding Area Bus Authority)  
530-241-2877  
[rabadot.com](http://rabadot.com)

K/T Net (Hoopla)  
530-428-1182

Sage Stage (Modoc County)  
530-233-6410  
[sagestage.com](http://sagestage.com)

## Trinity County Connects You To the County, The Coast, Redding and The Region

### Regional Bus Service – Monday, Wednesday and Friday

Trinity Transit provides regional bus routes that connects the communities of Trinity County and provides service to Willow Creek in Humboldt County and Redding in Shasta County. Trinity Transit is part of a network of regional transit routes that allow you to travel throughout northern California. Please note that Trinity Transit's Redding, Willow Creek and Lewiston routes only operate on Monday, Wednesday and Friday.

### Hayfork to Weaverville Connection – Monday through Friday

Trinity Transit's route between Hayfork and Weaverville operates three round trips every weekday, making it an economical way to commute between the two towns for work, school, shopping or medical appointments.

### Local Service within Weaverville

This guide provides complete route and schedule information for Trinity Transit's intercity routes. For information about local service within Weaverville please see our Weaverville brochure or visit [trinitytransit.org](http://trinitytransit.org)



## Trinity Transit

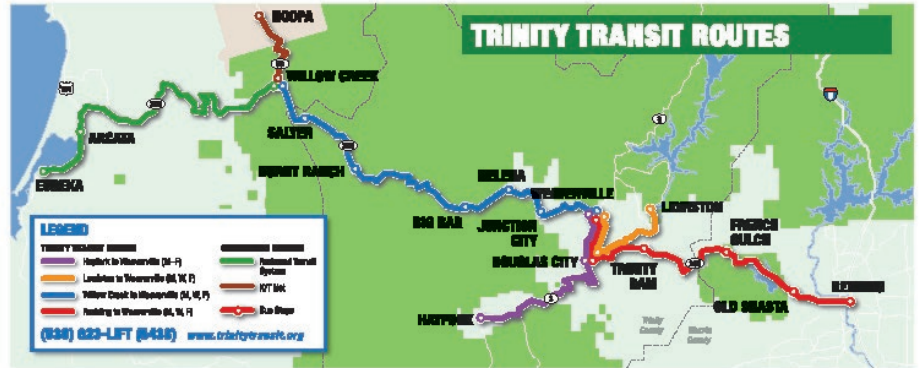
TIMETABLES FARES

**PLAN A TRIP**

Start: Select a stop...  
End: Select a stop...  
Address, placename, or intersection to Address, placename, or intersection

When: Leave at 10/7 8:23 Plan your trip with [Google Transit](#)

**REGIONAL MAP:** Click a colored route in the map to see timetable information.



## Commute from Hayfork to Weaverville

On Trinity Transit and **Save More Than \$200 a Month**

Trinity Transit offers three round trips per day between Hayfork and Weaverville, Monday through Friday. Ride one-way for \$4.00 or buy an unlimited ride monthly pass for \$60.00.

For complete information about bus stops and schedules visit [www.trinitytransit.org](http://www.trinitytransit.org) or pick up our Rider's Guide at (((LOCATION))).

**Trinity Transit connects you to the County, the Coast, Redding and the Region** (530) 623-LIFT (5438) [www.trinitytransit.org](http://www.trinitytransit.org)



**MAMMOTH LAKES SUMMER TRANSIT MAP**

**MAIN LODGE VIA THE VILLAGE to SNOWCROCK**  
From the Main Lodge via The Village to Snowpack  
Every 15 minutes  
Monday thru Sunday:  
7:30 am - 9:30 pm

**EAGLE LODGE to THE VILLAGE**  
From Eagle Lodge via Majestic Plaza and Kellie Rd. to The Village  
Every 15 minutes  
Monday thru Sunday:  
7:30 am - 9:30 pm

**00 BUSSTOP LIFT**  
From The Village to Main Street and mid Mammoth  
Every 15 minutes  
Monday thru Friday: 7 am - 6 pm  
Weekends: 9 am - 6 pm

**EASTERN SIERRA TRANSIT.COM**

11"x 17" printed  
10.25"x 10.75" visible



**CALAVERAS connect**

**DEPARTURE TIMES**  
Angels Camp—Save Mart

Red Line Monday-Friday to Arnold		Columbia College Shuttle w/ school days to Columbia College		Saturday Hopper Saturday Only to Murphys/Arnold	
AM	PM	AM	PM	AM	PM
6:55	12:15	8:15	3:10	10:10	12:10
7:55	1:15	8:20	5:30	11:10	1:10
8:55	2:15	10:25			3:10
10:15	3:15				4:10
11:15	4:15				5:10
	5:35				
	6:35				

**209-754-4450** **CalaverasConnect.org**

11"x 17" printed





# Custom displays for each stop or location



## DEPARTURE TIMES

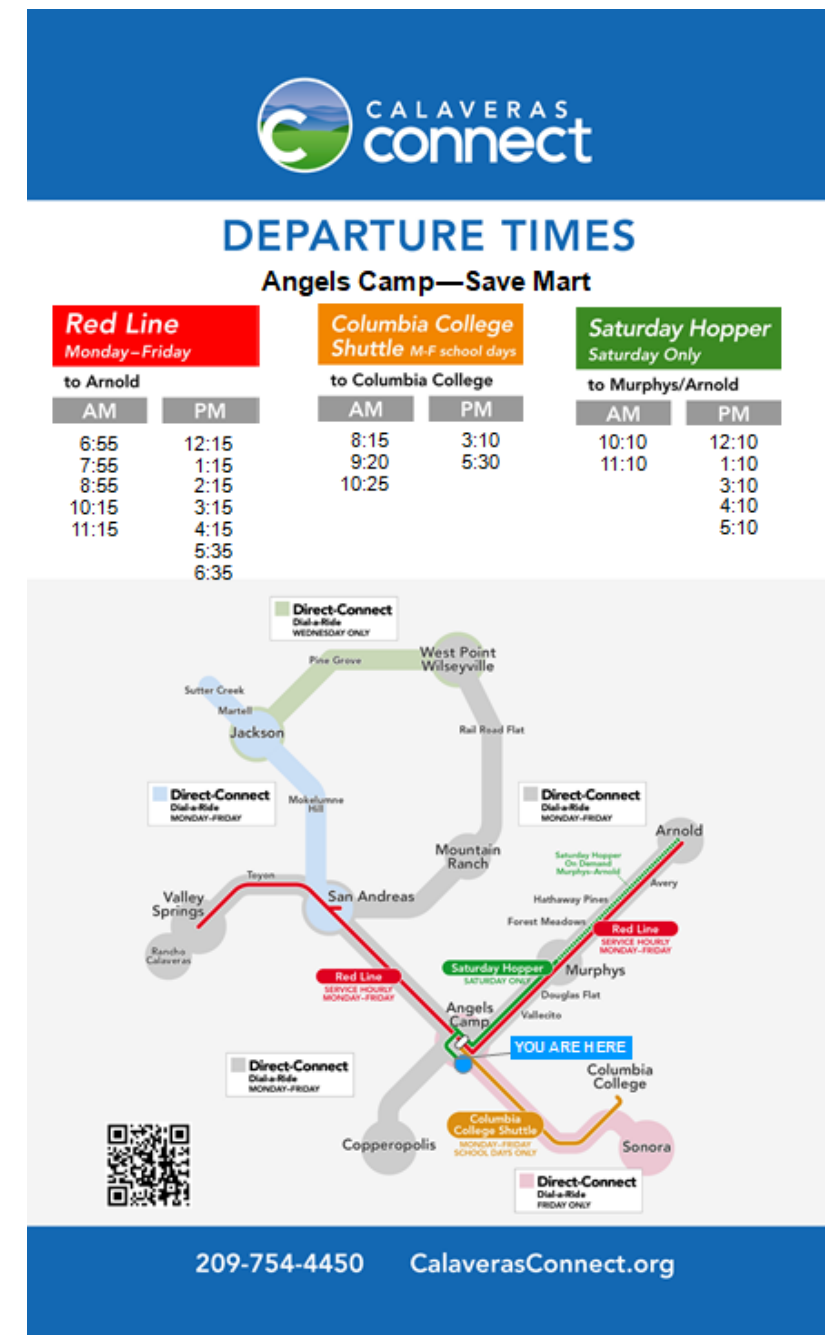


209-754-4450

[CalaverasConnect.org](http://CalaverasConnect.org)



# Custom displays for each stop or location



FREE

TOWN OF MAMMOTH LAKES  
SUMMER TRANSIT

**TOWN TROLLEY**

Canyon Lodge – The Village –  
Snowcreek Athletic Club

Every 20 minutes  
Mon–Sun: 9:00 am – 10:00 pm

The last bus leaves Canyon Lodge at **9:40 pm**

**MIDTOWN LIFT**

Vons – The Village

Every 30 minutes  
Mon–Sun: 7:00 am – 6:00 pm

:15  
after the hour

:45  
after the hour

The last bus leaves this stop at **5:45 pm**

**REDS MEADOW  
DEVILS POSTPILE  
SHUTTLE**

The Village – Mammoth Adventure Center –  
Devils Postpile – Reds Meadow

Mon–Sun:  
7:15 am, 8:00 am, 8:45 am,  
9:30 am, 10:15 am and 11:00 am

**MAS  
BIKE SHUTTLE**

The Village –  
Mammoth Mountain Adventure Center

Every 30 minutes  
Mon–Sun: 9:00 am – 5:30 pm

**SUMMER TRANSIT ROUTES**  
last modified 10/2015

TOWN TROLLEY

MIDTOWN LIFT

REDS MEADOW SHUTTLE

MAS BIKE SHUTTLE

LAKES BASIN TROLLEY

OLD MAMMOTH LIFT

RIDE LOT

BUS STOP

POINT OF INTEREST

CREST STOP

YAHITS STOP

HOSPITAL

PARK & RIDE LOT

ROUTE DIRECTION

YOU ARE HERE

[www.EasternSierraTransit.com](http://www.EasternSierraTransit.com)

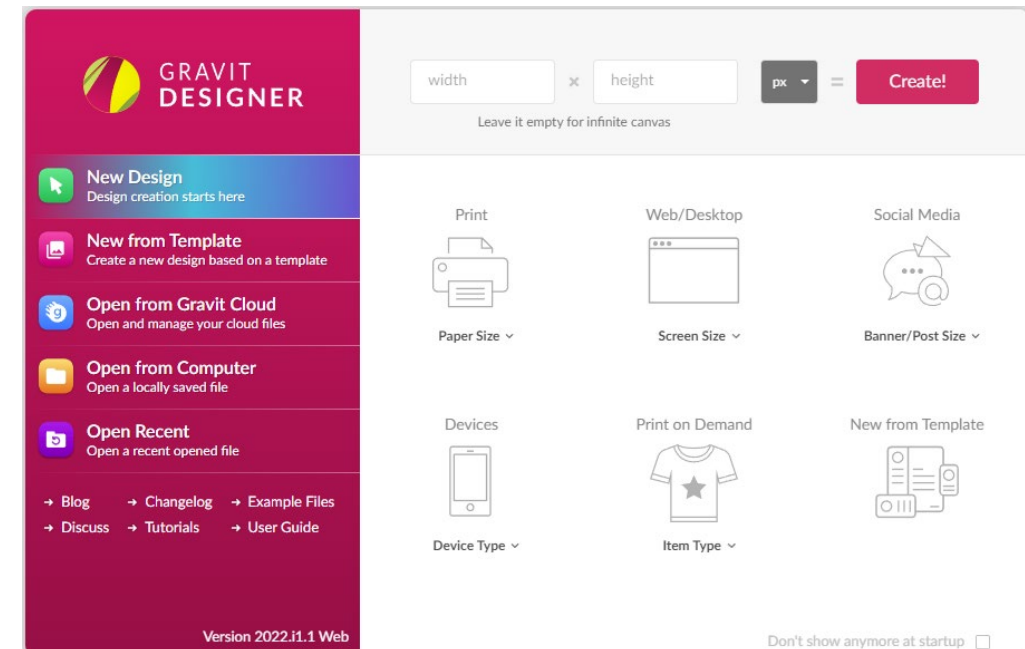
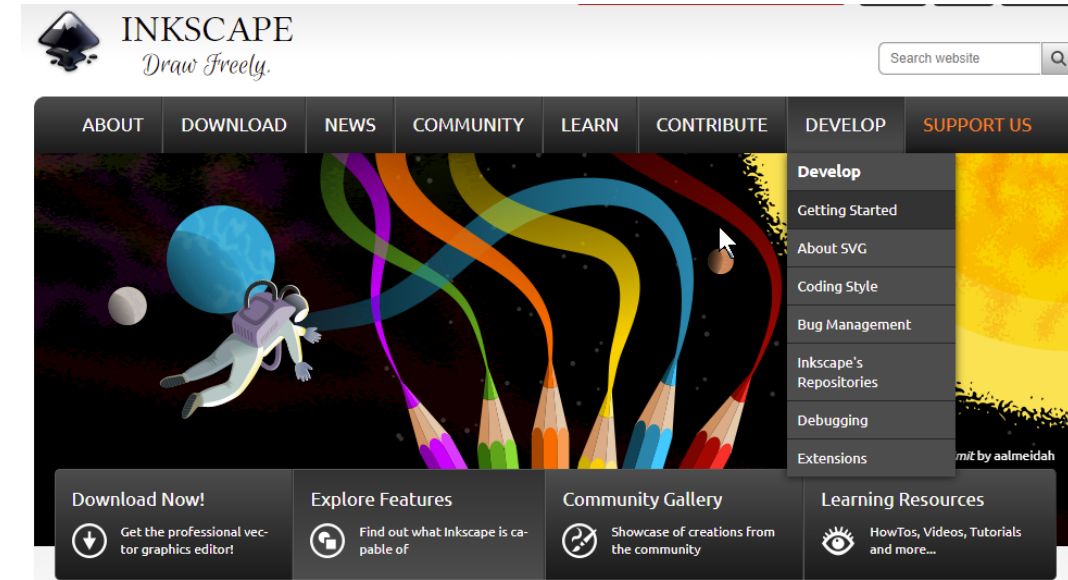
# Custom Info Display

- Create base artwork with map, header and footer
- Use to create master page in Microsoft Publisher
- Customize page for each stop with addition of “digital decals” and “You are Here” symbol
- Print on digital color printer, placed in standard 11 X 17 sign holder



# Graphic Design Assistance

- Free lance graphic artist
- Community College graphics students
- Free graphics software
  - Alternatives to Adobe Illustrator
    - Inkscape
    - Gravit
  - Steep learning curve





# Graphic Design Cost Examples

## **Fixed Route Guide (legal/tabloid)**

- System Map & Schedules
- Fares & General Info
- 4-5 route system guide:
  - \$2,500-\$5,000
- 10-12 route system guide:
  - \$5,000-\$8,000
- Map only
  - \$250-500/route

## **Demand Response Guide (letter)**

- Service Area Map
- Fares
- Reservation & General Info
- \$500-\$2,000



# Customer Info Apps



# Apps

## ■ What are apps for?

- Apps do not take the place of your website, printed schedules or customer service.
- Apps do some **specific functions** very well.
- Apps provide information quickly and easily on mobile devices when customers are traveling.

## ■ What apps can do well

- Trip Planning
- Comparing Modes
- Real-time Transit Information
- Trip Requests for Demand Response
- Mobility-as-a-Service (MAAS) – all of the above
- Fare Payment



# Trip Planning Apps

## ■ Most Useful Apps:

- GTFS Based
- Broadly used by customers
- Work across systems
- Public & Free
- Continually updated and improved

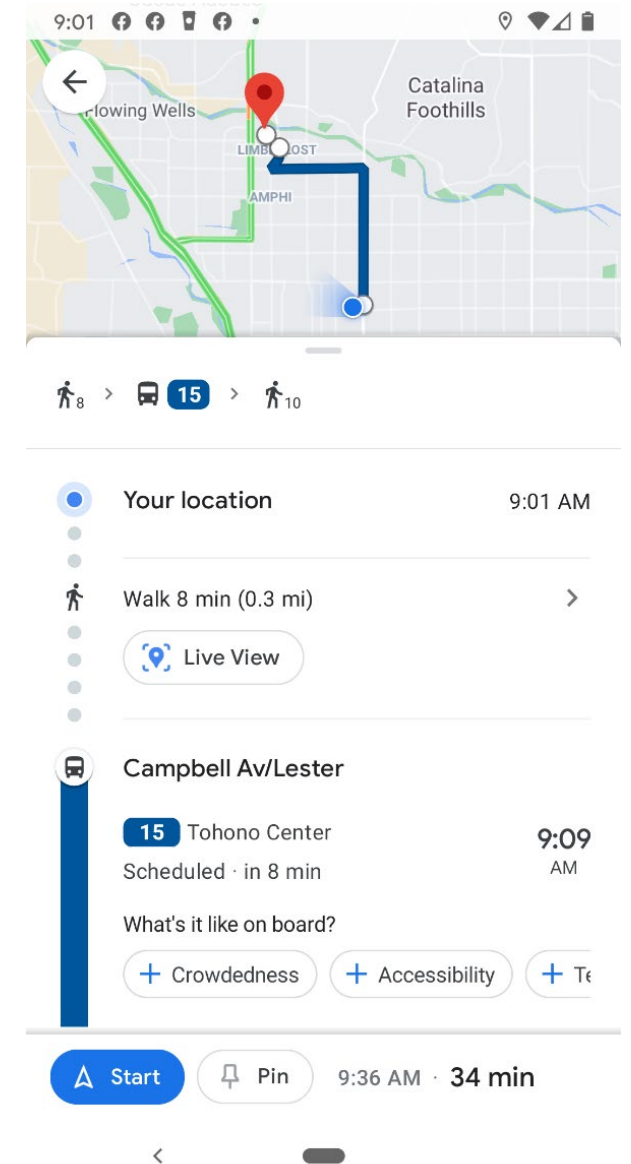
## ■ Google Maps

## ■ Apple Maps

## ■ Transit

## ■ Moovit

## ■ One Bus Away

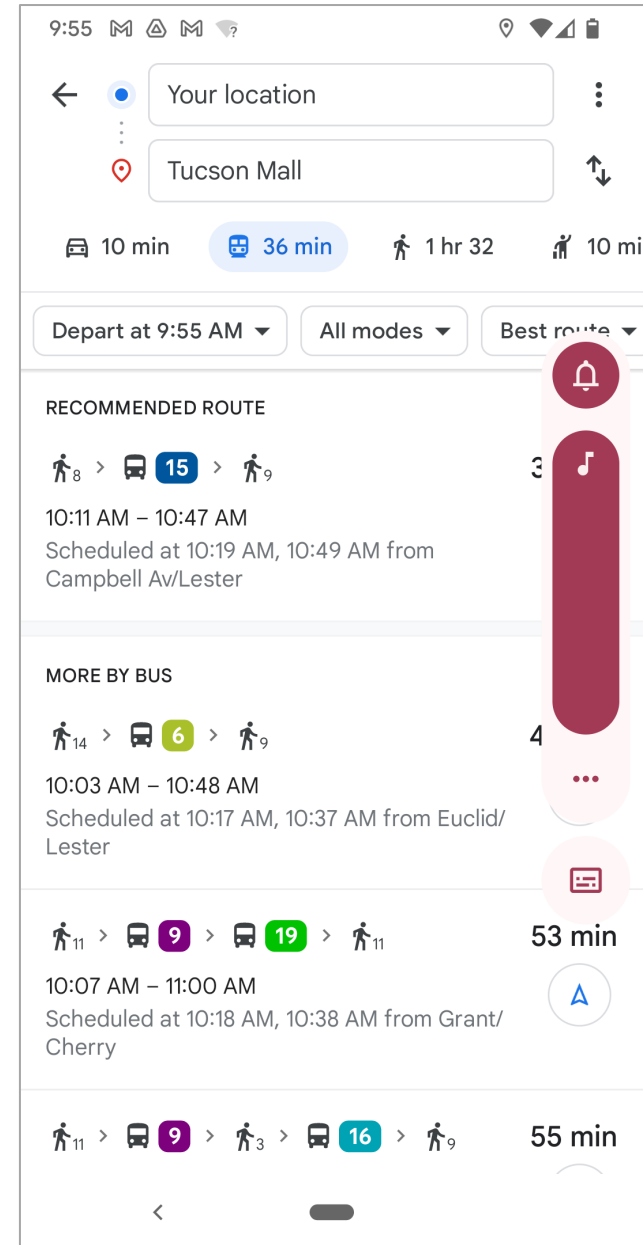




# Trip Planning Apps

## ■ Functions

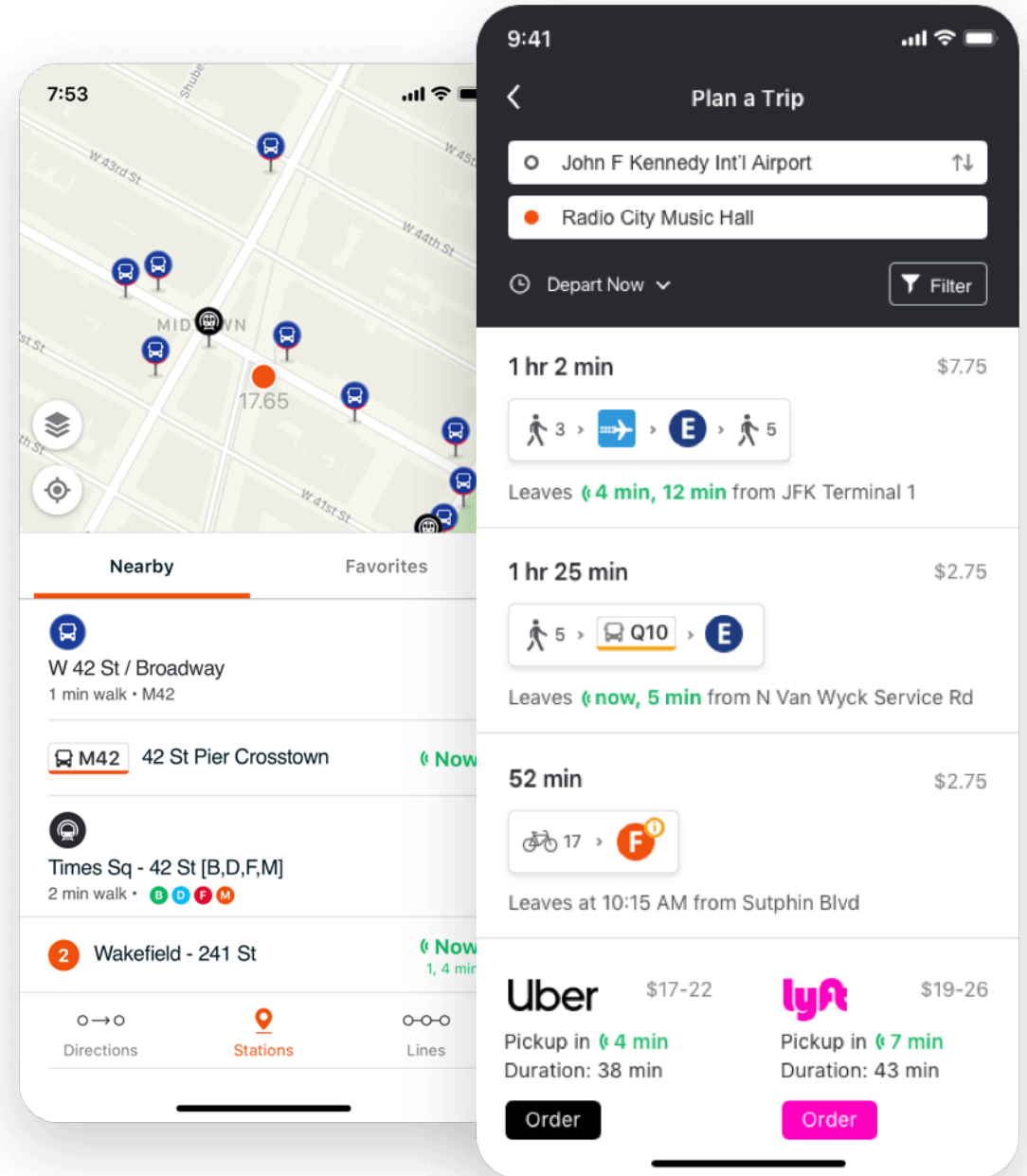
- Provides Transit Trip Planning
- Compares Modes
- Shows Fares (if included in GTFS)
- Provide “audio” directions
- Realtime Information (GTFS Realtime)
- Fare Payment can be integrated



# Trip Planning Apps

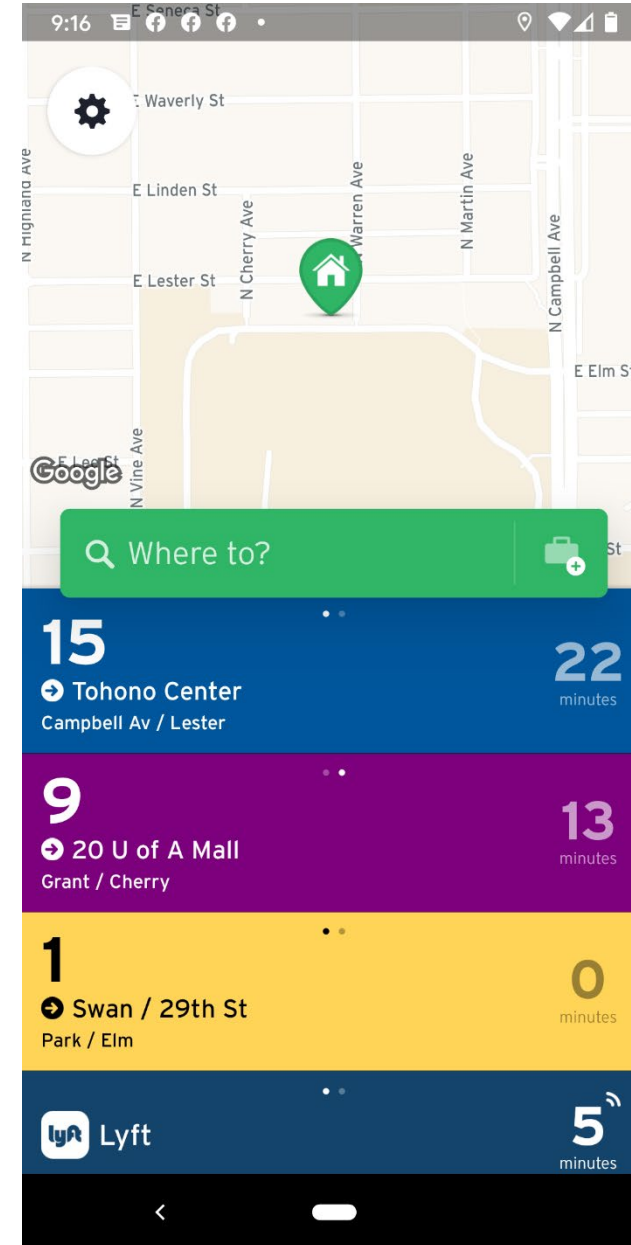
## ■ Functions

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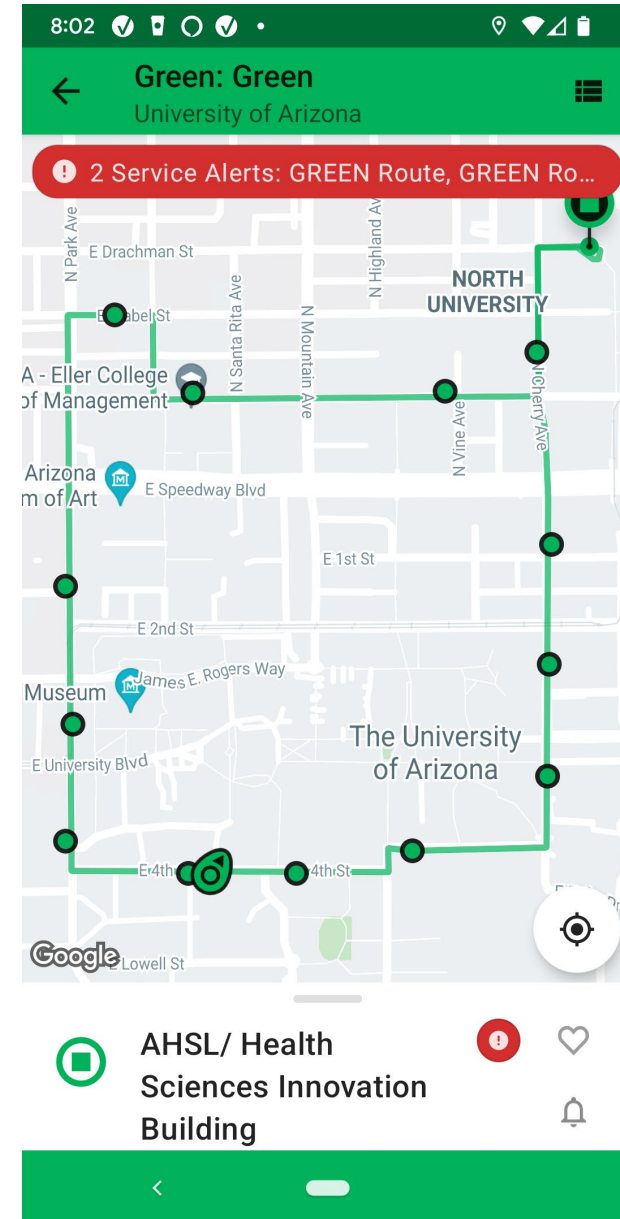
# Real Time Apps

- Functions
  - Provide Realtime Information
  - May include Trip Planning
- Popular
  - Transit
  - Moovit
  - Google Maps



# Real Time Apps

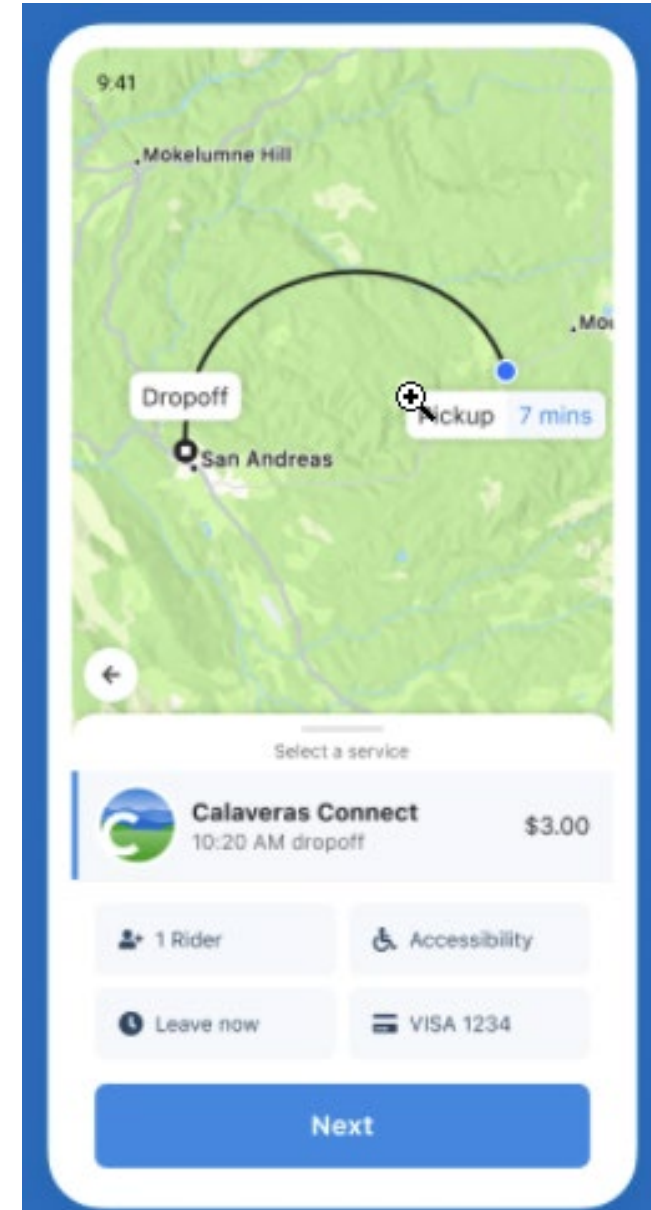
- Functions
  - Provide Realtime Information
  - May include Trip Planning
- Popular
  - Transit
  - Moovit
  - Google Maps





# Demand Response Apps

- Trip requests
- Trip tracking
- Fare payment
- Automated Calls or Texts
  - Confirmations
  - Ride on way



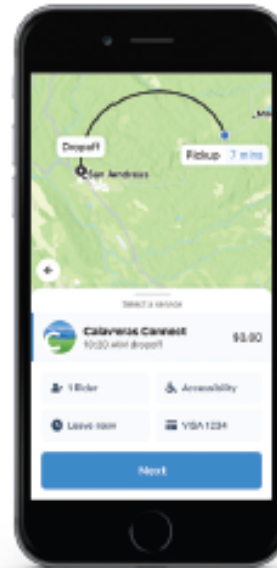
# Promote Trip Planning and Reservation Apps in Printed Guide

## Schedule a ride with the Spare App




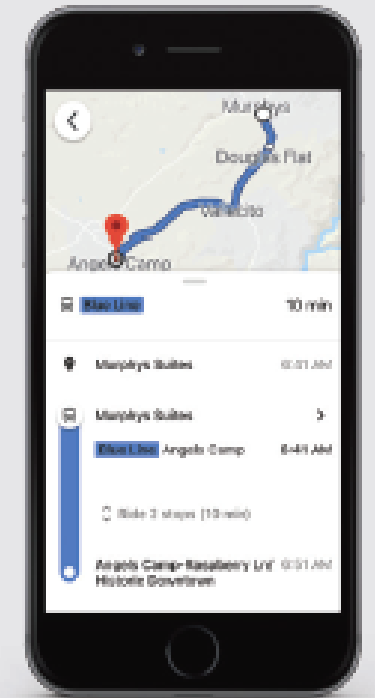
The **Spare App** lets you schedule a ride or make a future reservation using your smart phone. Then its real-time vehicle tracking lets you see exactly where your ride is and when it will pick you up. Here's how it works.

- 1 Download the Spare Rider App from Google Play or the App Store.
- 2 Register by providing your phone number.
- 3 Now you're ready to schedule your trip. Just tell the app where you want to go and when. It will let you know what time to expect the vehicle.
- 4 When it's near time for your ride, the app will provide you with real-time vehicle location updates so you know exactly when you'll be picked up.



## Use Google Maps to plan your trip on a smartphone or computer

Once you put in your starting point and destination, just click the transit icon  instead of the car. Google Maps will give you detailed bus route and schedule information, including connections to Amador and Tuolumne County transit systems.



# Front Line Staff



# Front Line Staff

- For some riders, transit employees are a primary source of passenger information
- Make it an explicit part of the job for front line staff
- Include it in training – customer service AND passenger information





# Summary



# Passenger Information

- The first component of the passenger experience for many riders
- The “Directions” for using public transit
- A core element of your service
- Your most fundamental marketing tool



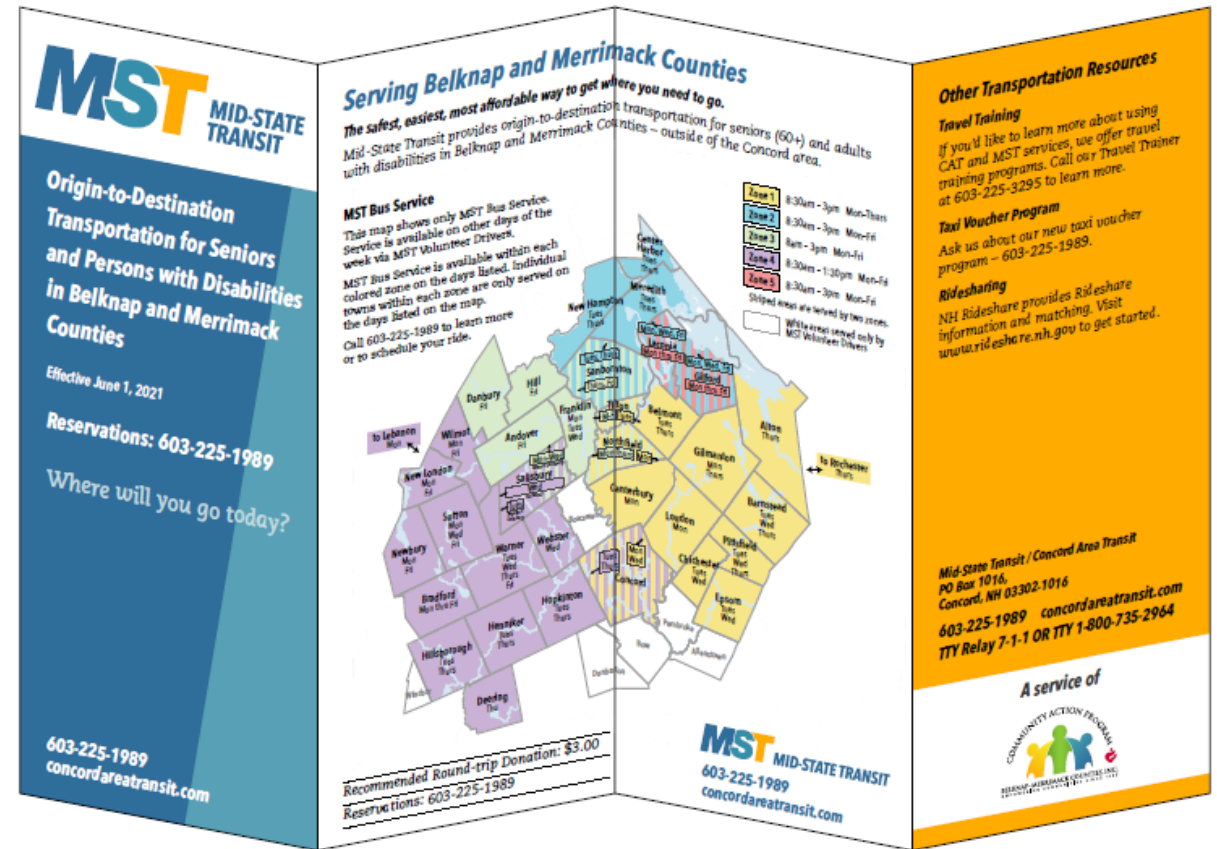
# Passenger Information Tools

- Website
- Passenger Guides
- Community Info Displays
- Bus Stop Signage and Displays
- Apps
- Front Line Staff



# Passenger Information Tools

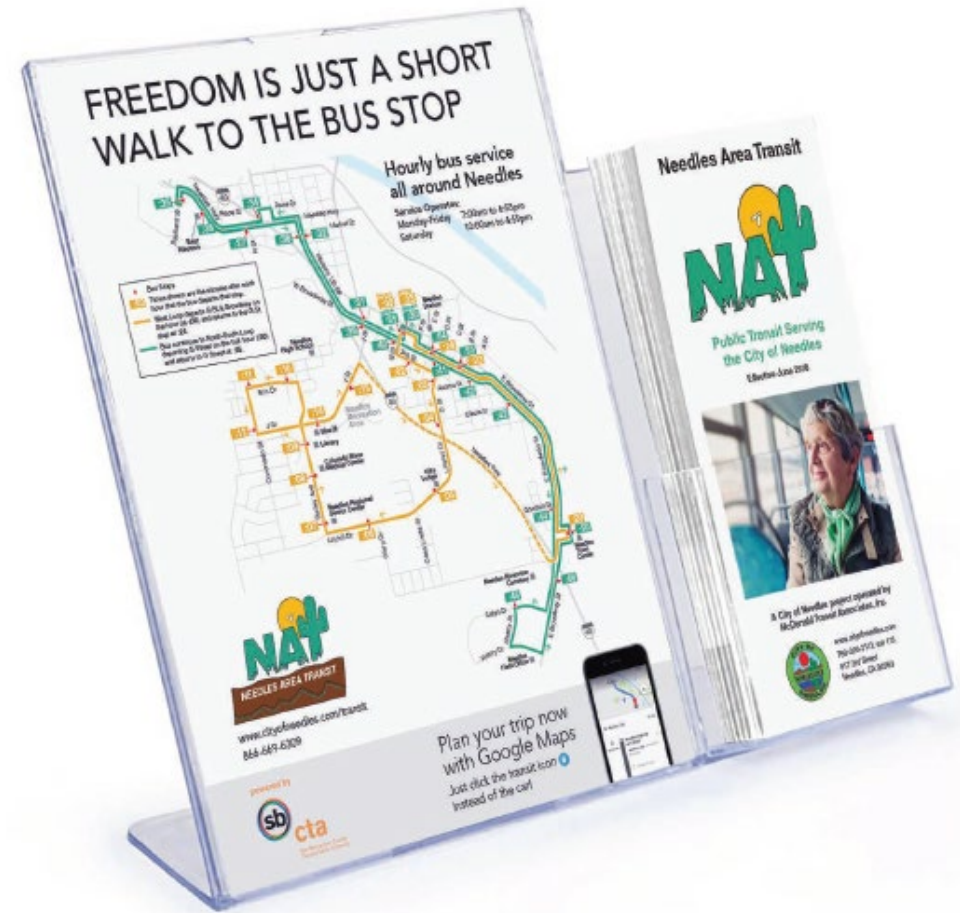
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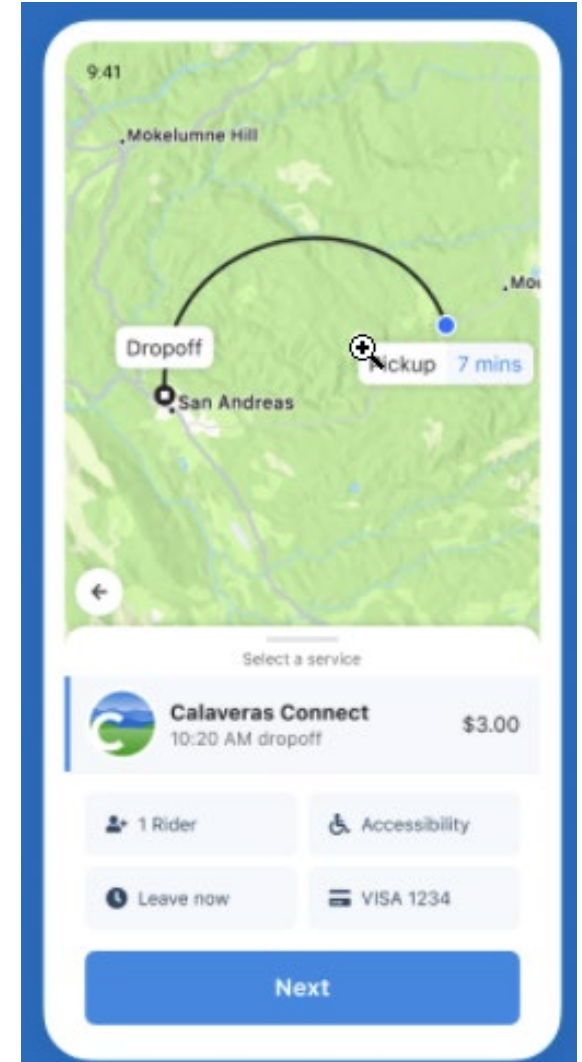
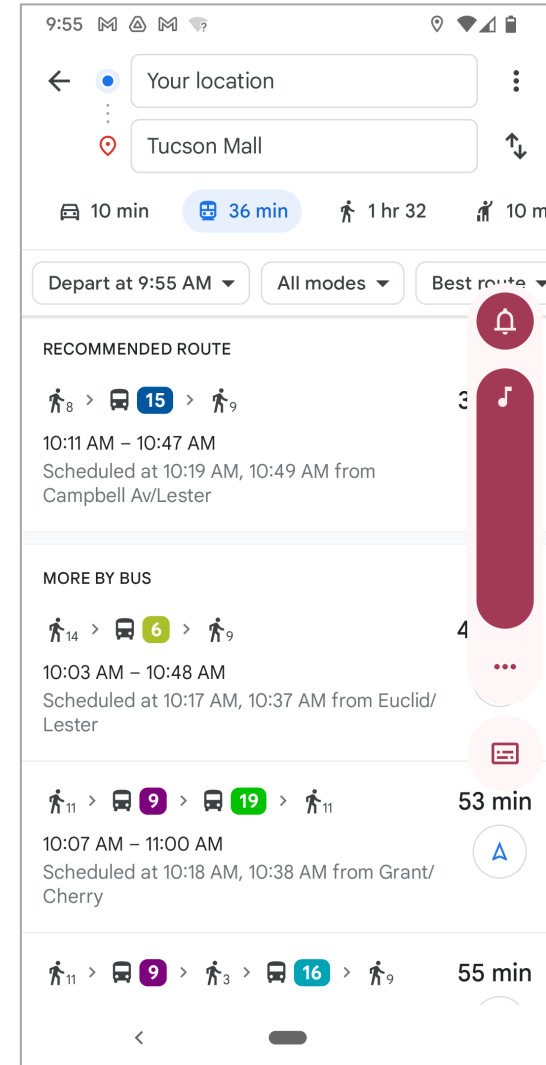
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Selena Barlow

Transit Marketing<sub>LLC</sub>

[selenabarlow@transitmarketing.com](mailto:selenabarlow@transitmarketing.com)

520.322.9607



# Upcoming Marketing Related Webinars

## **Marketing Workshop 4: Community Based Marketing**

April 5, 2:00-3:30 PM ET

## **Tools for Marketing & Trip Planning: Website Builder & GTFS Builder**

April 20, 2:00-3:15 PM ET – *Save the Date*

## **GTFS: Three Steps to Trip Planning**

May 19, May 26, June 9, 1:00-2:00 PM ET

## **Marketing Workshop 5: Transit Passenger Research**

May 24, 2:00-3:30 PM ET – *Save the Date*

## **Marketing Workshop 6: Improving the Passenger Experience**

June 28, 2:00-3:30 PM ET – *Save the Date*

Register at:

[nationalrtap.org/Webinars](https://nationalrtap.org/Webinars)

# Other Upcoming Events

## WEBINARS

[nationalrtp.org/Webinars](https://nationalrtp.org/Webinars)

### **Building Better Bus Stops: Planning and Partnerships**

March 14, 2022, 2:00-3:00 PM ET

### **Risky Business: Transit Insurance and Risk Management**

March 31, 2022, 2:00-3:30 PM ET

## ROUNDTABLES

[nationalrtp.org/Peer-Roundtables-and-Chats](https://nationalrtp.org/Peer-Roundtables-and-Chats)

### **Intercity Bus Peer Roundtable**

March 16, 2:00-3:30 PM ET

### **Tribal Transit Peer Roundtable**

March 28, 2:30-4:00 PM ET

### **Everyone on the Bus Twitter Chat**

April 12, 2:00-3:00 PM ET

# Workshop

## How to evaluate and improve our passenger guides

- Does the guide answer the questions riders have?
- How useful is the guide in introducing new riders to your services?
- How useful is the guide in providing a resource for regular riders?
- Is the guide easy to understand or confusing?
- Is the information included in the guide too much, not enough or just right?

# Thank You!



## National Rural Transit Assistance Program

888-589-6821 | [nationalrtap.org](http://nationalrtap.org) | [info@nationalrtap.org](mailto:info@nationalrtap.org)

Find us on Facebook, Twitter, YouTube, LinkedIn & Instagram



U.S. Department of Transportation  
Federal Transit Administration