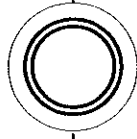


# **Changing Sign Of The Times At PRTC**



**PRESENTED TO**

**POTOMAC AND RAPPAHANNOCK  
TRANSPORTATION COMMISSION**

**APRIL 3, 2008**

## **Time To Change PRTC's Bus Stop Signs**

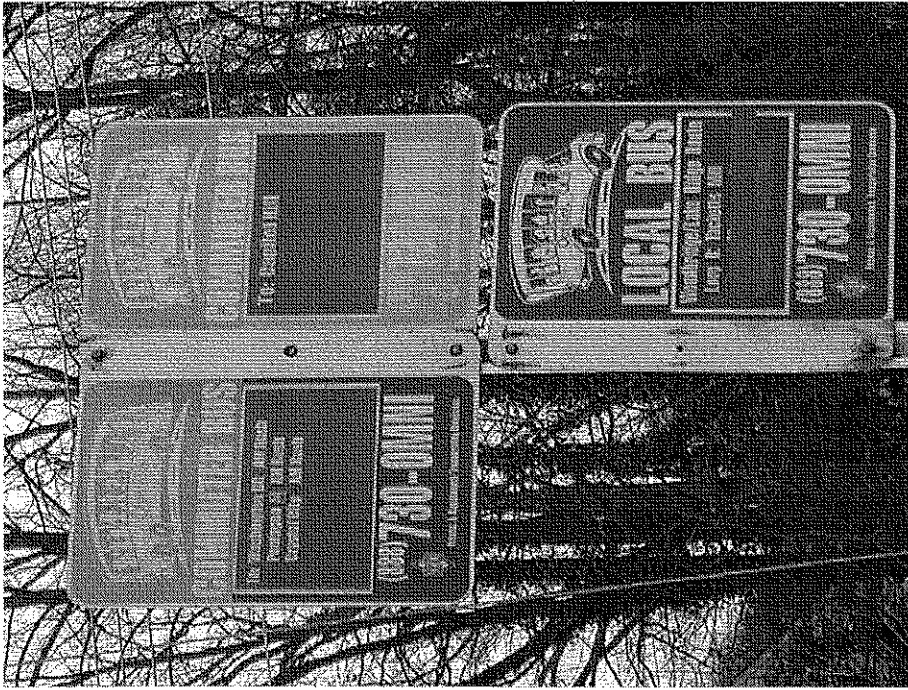
### **Why?**

- Many signs have aged and become practically illegible
- Like the buses, signs are “on the street” marketing – need to be in good condition

### **Rather than replacing signs in-kind, management concluded it would be wise to redesign – why?**

- Current signs are highly customized and expensive to produce
- Need one sign for each route serving a stop -- expensive
- Green background does not age well and becomes difficult to read
- At stops located in front of tree line, signs tend to blend into foliage

# A Look At The Current Signs



One sign needed for each route serving a stop – expensive

Each sign custom made for each bus stop – expensive and difficult to replace a sign quickly

To save money signs are reused – decal overlays don't present the best image of PRTC

Cartoon bus logo outdated and confusing

## **The Design Approach**

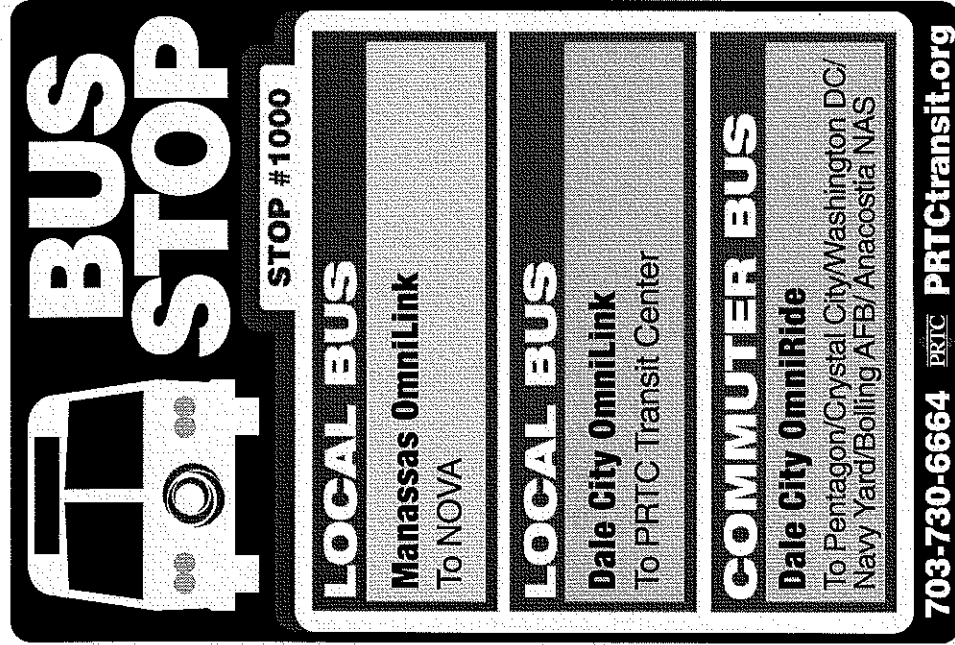
Armed with the knowledge of current sign deficiencies, researched “best practices” for sign design and investigated signage of other transit agencies.

### **What we learned?**

- High contrast color combinations are most visible - black & white is best
- Standardized (universal) symbols are best graphical elements
- Organize information in hierarchical manner – use graphical elements, font type and size to visually present order of importance
- Fonts with clean lines are most legible – keep it simple
- When using color coding maintain contrast between background and text

**All these lessons applied to the final design.**

## A Look At The New Signs



Each sign can accommodate up to three routes – cost effective

Standardization reduces cost of individual custom made signs

Easy to add or remove a route by applying decal

Bold header utilizes universal bus symbol – easy to ready white on black

Route decals use same route color as printed schedules

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## Cost Comparison

This comparison is based on:

- The purchase/production of 100 signs
- Installation at a PWC stop served by three routes (installation charges for Northern VA and DC slightly higher)

	CURRENT Sign Design	NEW Sign Design
Sign template (no destination info)	\$64.00	\$64.00
Destination decals	\$92.40	\$19.50
Assembly	\$2.00	\$5.00
Installation	\$151.00	\$75.00
TOTAL	\$309.40	\$163.50

**NEW Design Savings = \$146/sign**

## **Additional Benefits of NEW Sign Design**

- Less expensive u-channel poles can be used for stops served by multiple routes instead of more expensive round steel poles.
- Using a standard, non-custom decal makes it easy to add or remove route from a particular stop.
- No decal production delay for new stops or when routes are revised – standard decals can be pre-produced and stored on site.
- High visibility and neater appearance.

# Project Budget

## Allotted:

FY08 \$60K

FY09 \$60K

## Estimated Cost:

Design & development

\$5K

Sign production

\$40K

Sign Installations

\$45K

Purchase new poles

\$10K

Pole repair & new pole installation

\$15K

Contingency

\$5K

TOTAL

\$120K

*(Cost savings per sign accounted for in sizing budget)*

## **Timeline For Completion**

Development & Design – Finalize by April 30, 2008

Order poles and hardware – June 1, 2008

Produce sign templates and decals – June 1, 2008

Rolling installation schedule:

- Install one route/service area at a time
- Complete local (Prince William, Manassas and Manassas Park) installations first and then Northern Virginia and DC stops
- Begin July 1, 2008 – completed by December 31, 2008

# Questions?

