

# Bus flags discussion

7/2/25 RAC Meeting



# Agenda

- Background
- Review Metro's temporary BBNR bus flag effort
- Define priorities for future bus flags
- Next steps

# Background

- Metro learned a lot from designing and installing BBNR temporary flags
- DMVMoves has identified unified regional bus flags as a priority for improving regional transit in the future

# Customer research

## December 2023 Better Bus Network survey

- ✓ Both frequent and infrequent Metrobus riders reported **bigger signs with larger and bolder fonts** are a top priority.
- ✓ Over 70% of all Metrobus customers who have used other systems in the region said other systems have more helpful signage than Metrobus.



# Previous Metro bus flag

## Icons are not clear

Customers recognize "M" Metro logo but not Metrobus or Metro Shuttle icon

No indication of where these routes are heading

**Color choices undermine comprehension**  
Blue color background is hard to read at night

## Text is hard to read

"Metrobus" in vertical orientation forces customers to crane their neck



**Customers are unfamiliar with Metro jargon**  
Customers don't understand what the blue express bus strip indicates or what Next Bus means



# Conflicting bus stop ID



# Temporary BBNR bus flag



- ✓ Displays both old and new routes, including new destinations
- ✓ Icon for 24-hour service
- ✓ New 202-GO-METRO phone number

# Temporary BBNR bus flag (1 route)



- ✓ Route number is double-height at all 1-route stops (~70% of all stops)
- ✓ Contact information text on white background maximizes color contrast
- ✓ Metrobus side column maintains reflective quality



# Feedback on temporary BBNR bus flags

- What works?
- What doesn't?

# What do you want to see in future bus flags?

- What kind of information is most important to display?
- Should the flag be a similar size/shape to the current design or something different?
- How do you feel about combining multiple agencies on a single flag?
- What specific accessibility features are most useful?

# Next steps

- **Summer 2025**
  - Revise draft future flag design with input from internal Metro stakeholders
- **Summer-Fall 2025**
  - Produce prototype signage for customer testing in collaboration with regional partners
- **Fall 2025**
  - Confirm regional partners' participation

# Questions?

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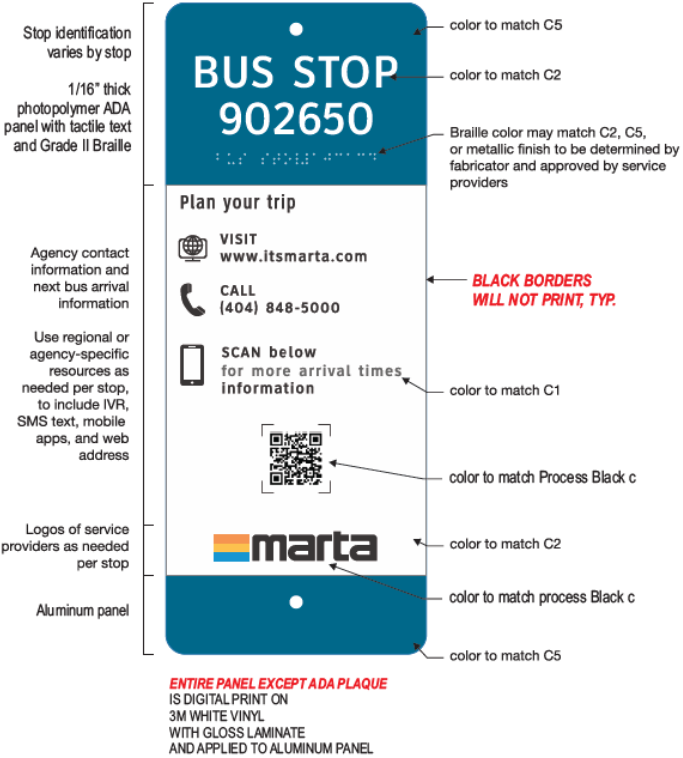
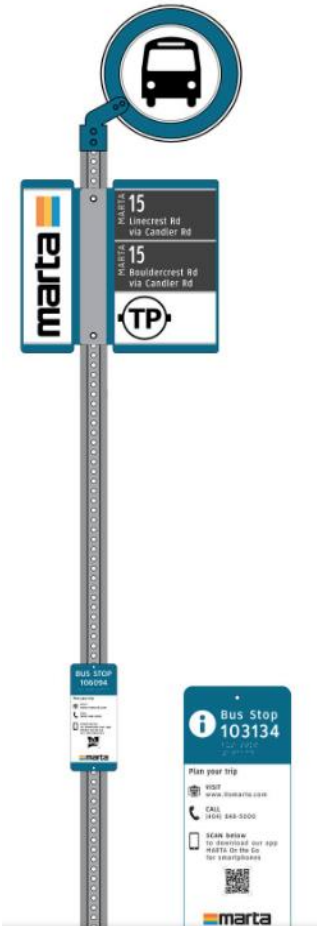
**Teddy Krolik**

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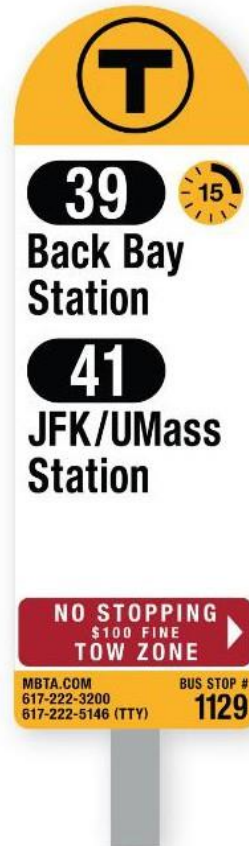
# Appendix: Bus flag references



# Atlanta



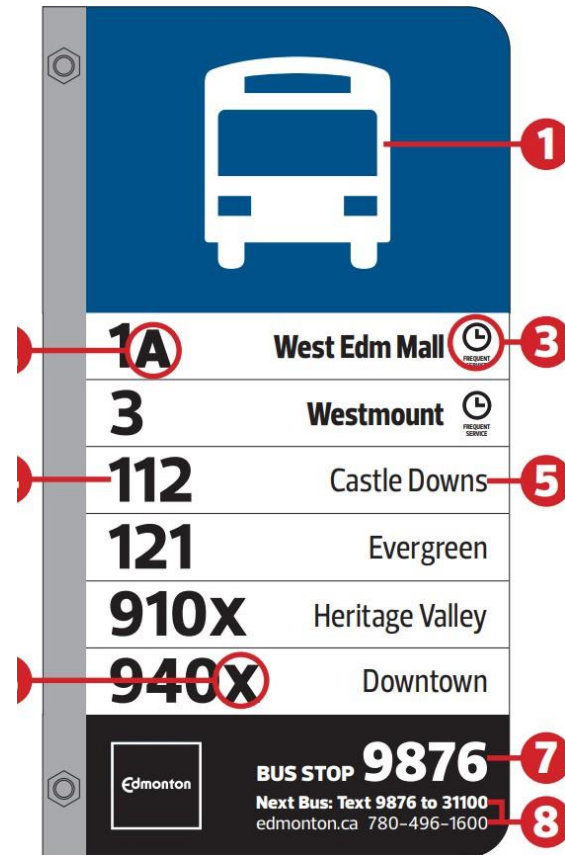
# Boston



# Chicago



# Edmonton



1. The bus icon lets you know Edmonton Transit buses stop here.

2. This indicates a branch of a route.

3. The clock means this route stops here every 15 minutes or better at most times of day.

4. New bus routes that will stop here starting August 30, 2020.

5. The final destination for this route.

6. Rapid (express) routes are marked with an 'X'.

7. Bus stop ID number.

8. Check when your next scheduled bus will arrive.

# London

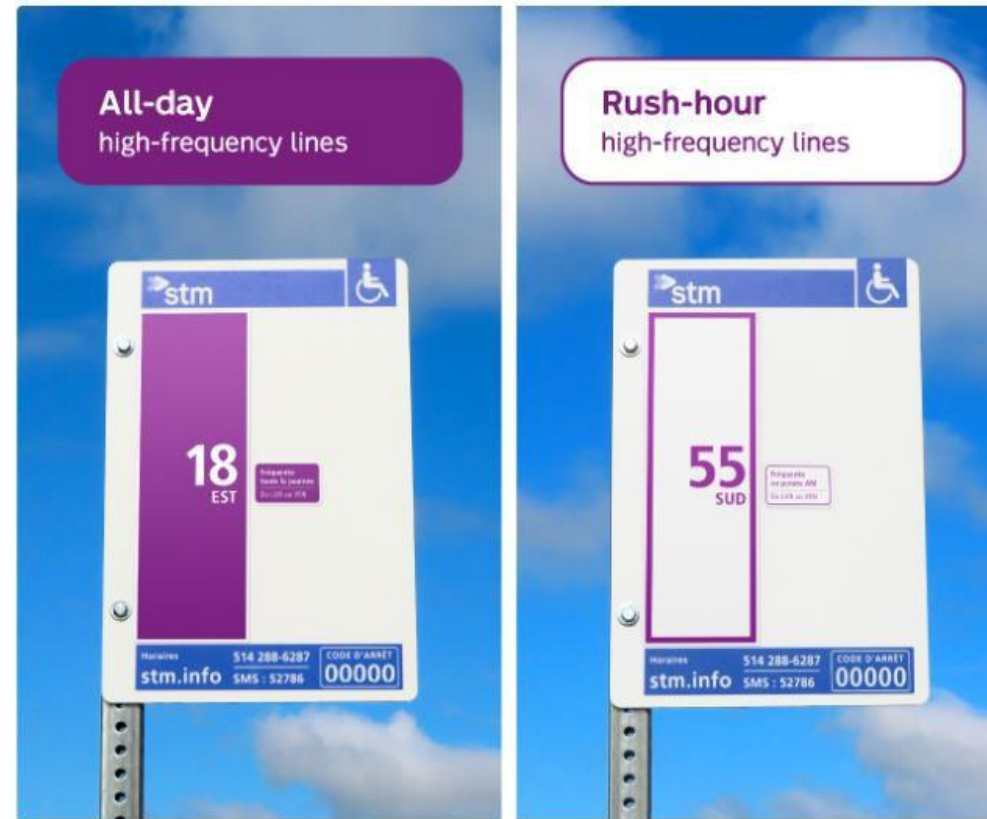




# Miami



# Montreal




# SF Bay area

## Elements of prototype bus stop signs

Bus line number in  
largest type size

Agency logos  
and/or customer  
service info

*Alternate footer if  
only one agency*






**El Cerrito  
del Norte**

**580** San Rafael

**580<sup>x</sup>** San Rafael  
Monday – Friday Rush Hours

**704** San Francisco  
Limited Hours

   Call 511 for  
departure times  
Stop  
ID **42183**

Regional color  
and modal icon

Bus stop location

Bus line destination

Special service info  
and/or name (e.g., All  
Nighter)

**800** San Francisco  
ALL NIGHTER

Stop ID and 511 info for  
departure times