

What kind of information can be presented

Here is a list of the kind of information you could include in your guide:

- A map. We can create a custom map of the location of your organization and the area surrounding it with reference to bus routes, train lines, ferry routes, bike paths, rail trails, public toilets, information facilities, restaurants, cafes, parks, police stations and hospitals.
- We can also include the closest railway station, wharf and/or bus stops and how long it takes to walk from them to your site or venue.
- Service details or timetables (e.g. first and last service; frequency; weekends and weekdays; fare information; exactly which buses or trains to catch for inwards and outwards journeys).
- Access arrangements for people with disabilities on public transport routes and at train stations, including timetable information.
- Key visual landmarks for people on foot and unfamiliar with the area; nearest cross street.
- Estimated travel time from the nearest major centres or interchanges (e.g. City).
- Phone numbers and web addresses for public transport service providers.
- Location of taxi ranks and phone numbers for any local taxi services.
- Availability of facilities for cyclists - secure bike parking, showers/change facilities, lockers.

No need to worry about what is out there to use or where to start, our information experts will research and source the appropriate travel information that is tailored for your specific needs, interpret it in an easy to understand format and produce a **Transport Access Guide** for you to distribute through printed or electronic means.

Best Practice Guidelines

As of 2007, all transport information in Australia is required to meet basic principles regarding accessibility by people with impairments. This includes:

- basic text size and formatting provisions
- the use of colour
- accessibility to information.

TransitGraphics understands these requirements and will work to ensure the basic principles are met in the design and production of your **Transport Access Guide**.

Where to now

If you are interested in finding out more about how you can improve transport access to your site, call us on 02 6249 1655 or e-mail info@transitgraphics.com.au. One of our transport information experts will be happy to meet with you to outline what options are available.



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Is parking a problem? Here's one way to fix it now!



Do your staff have access to quality understandable transport alternatives?

By promoting the public transport alternatives, your staff and visitors have the opportunity to arrive relaxed and stress free, increase their physical activity, reduce the need for parking spaces at your site and help the environment by reducing greenhouse gas emissions.



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creating a seamless customer experience 



Transport networks can often be seen as hard to understand and complex transport alternatives. When making a decision to use a public transport versus the car, people often turn to the car as it is the easiest way to understand how to get from A to B. In Canberra, an extensive bus network exists that will allow staff and visitors to access your site quickly, easily and without too much fuss.

A very clear and effective way to show the options available is to make sure people know how to get to your site by bus, cycling or walking. TransitGraphics is an award winning transport information expert in producing **Transport Access Guides** for local and national clients.

By investing in a **Transport Access Guide**, you will not only help reduce the stress on parking around your site, but also your staff will see the benefits from increased physical activity and stress-free travel.

What is a Transport Access Guide?

A **Transport Access Guide** is a concise presentation of how to reach a site using public transport, walking or cycling. Its objective is to inform the public of access to public transport as well as to simplify travel and highlight key points of information. It can take many forms - from a map printed on the back of business cards or invitations, to more comprehensive information such as a booklet or large format map.

Transit Graphics specialises in producing **Transport Access Guides** for all organisations such as hospitals, shopping centres and universities for their own premises and for events they organise. Groups of businesses, in the same or neighbouring buildings, can also enjoy the benefits of having a **Transport Access Guide**.

Getting the most out of your Transport Access Guides.

There are many ways of using **Transport Access Guides** and appropriate formats for each. Possibilities include:

- in recruitment advertising (brief statement about public transport accessibility), in induction information
- on business stationery including, for example, small maps of transport access on business cards, invitations, "with compliments" slips and in advertising
- as a separate brochure or pocket sized timetables and maps to promote tourism and highlight alternative forms of transport to events
- in newspaper or magazine advertising (small map summarising access)
- sales information (map and/or text, with level of detail depending on space constraints and readers' needs)
- on your website in a format which can easily be downloaded, e.g. as a 'pdf' file
- as a single-page guide which can be referred to by reception and enquiry staff, or faxed or emailed to enquirers as needed.

We can customize the format to be provided in a variety of formats (different sizes, with varying amounts of details, in print and electronic versions), or in a form that you can adapt for multiple uses yourself.

Featured products

Transport Access Guides can be further enhanced with the following products which are also produced by TransitGraphics:

- Posters and timetable guides – comprehensive listing of all service times at the stops you have designated for staff to use.
- Stop Information - including timetables and maps for bus services.
- Wayfinding solutions – includes signage and information to help your staff and customers find the location of facilities in the area of your building or location.
- Web Solutions – web based information relating to your **Transport Access Guide** and facilities.

All information can be tailor-made to suit your own existing branding or corporate look or we will use the standards to match existing transport operators and government regulations.

For details on how TransitGraphics can help you gain better access for your business to transport facilities and reduce traffic congestion, parking issues and help the environment, call us on **02 6249 1655**, email info@transitgraphics.com.au or visit our website www.transitgraphics.com.au

Getting from **A** to **U** can be just so easy