

Portland, Maine

Portland Regional Transit Map and Timetable

The Portland Area Comprehensive Transportation System (PACTS), in cooperation with the Greater Portland Council of Governments (GPCOG), saw the need for a singular transit map and timetable covering the greater Portland area.

Nelson\Nygaard was commissioned to develop this regional guide and create a publication for transit patrons which presents information for all operators in the area, including Greater Portland Transit District METRO, South Portland City Bus, Casco Bay Island Transit District, Intercity Shuttle-Bus, Zoom Turnpike Express, and the Amtrak Downeaster.

As a result, Nelson\Nygaard created the first regional map and timetable for the greater Portland area – a full-color brochure measuring 3.5 x 8.5 inches when folded, expanding to 25.5 x 28 inches when opened. The map and rider information appears on one side and the schedules on the other.

Synthesizing the various geographic and schedule data from the various operators into common formats proved challenging. The goals were to create a well-designed, easy to understand, comprehensive and cartographically attractive product. Keeping the end-user in mind, Nelson\Nygaard decided to color match routes and schedule headings to ensure an intuitive, clear connection between the map and timetable.

The map incorporates individual routes, local geography, transfer points, stop locations and key destinations, while maintaining an easy to read, uncluttered style. Also included in the design is general rider information such as fares and agency contact numbers, as well as information on connecting to transit beyond the Portland area.

The final map can be viewed at:
http://www.gpcog.org/Transportation_and_Land_Use/transit_guide.php



Project Duration:
2009

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\$15,000

For more information:
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