

Effective Wayfinding Tools Increase Rider Confidence

Making public transport easy to use is key to creating a high-quality customer experience. Many riders visit our bus stops, stations, or even websites and leave unsure of how to buy a ticket or even get on the right route. That uncertainty is a barrier to enticing more people to adopt transit as their preferred mode of transportation.

We need to elevate riders' ability to use public transport with confidence, which is why UITP North America is focused on improving wayfinding and the legibility of our transit systems. Let's leverage the resources of the global UITP community to discover new and more effective ways to communicate our systems to our regular, occasional, and new riders.

After Harry Beck created a simplified schematic rail map for the London Underground, many other transit agencies emulated his line-and-dot design. Perhaps there are other areas where the industry can align to better convey bus networks and microtransit services in a similar manner. If we could standardize designs and symbols, riders would see using transit as familiar and comfortable no matter where they are in the world.

One way to explore public transport legibility is to visit any of our UITP cities and experience both the best practices and the challenges of navigating the local public transport systems, especially when we do not read or speak the local language. Doing so will compel us to address our own wayfinding gaps at home.

Join us at the UITP North American Forum 2024

This summer, we have a terrific opportunity to exchange ideas about wayfinding and system legibility in person at the **UITP North America Forum 2024**. Join me at our annual conference June 23-26, 2024, in Vancouver, British Columbia, Canada.

At the conference, you will interact with other members from the North America region and gain insights from UITP's worldwide knowledge and resources. A variety of sessions and technical tours will share best practices and innovative approaches to public transport.

[Click here](#) to register for the conference or learn more about the program and speakers. If you are interested in participating in the [technical visits](#), please [email Gioia Sarzo](#) to reserve your spot soon since space is limited.



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