

SEPTA Forward:
Bus Revolution

Transit Talks 2022

February 2022

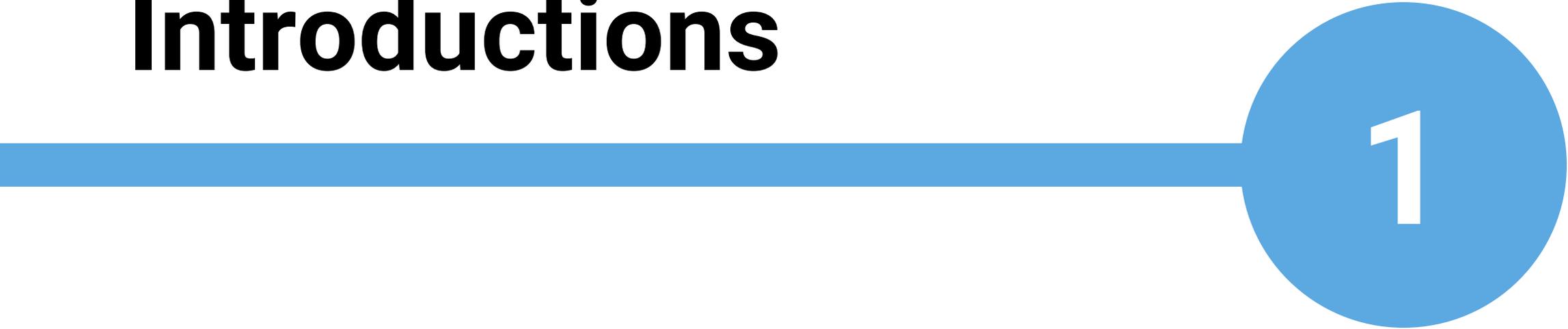


AGENDA

- 1 Welcome and Introductions
- 2 What We've Been Up To
- 3 How You Can Help
- 4 What's Next



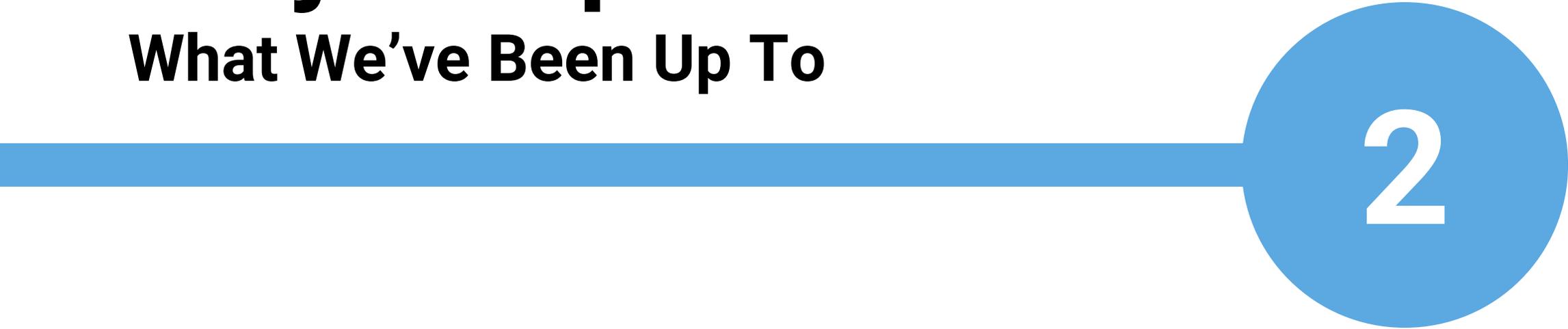
Welcome and Introductions



1

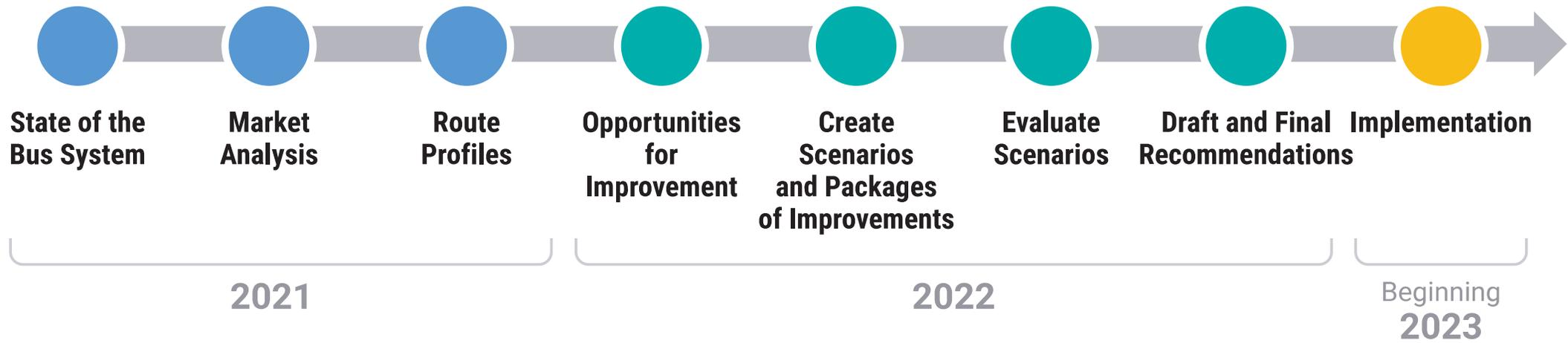
Project Update

What We've Been Up To



2

Project Approach

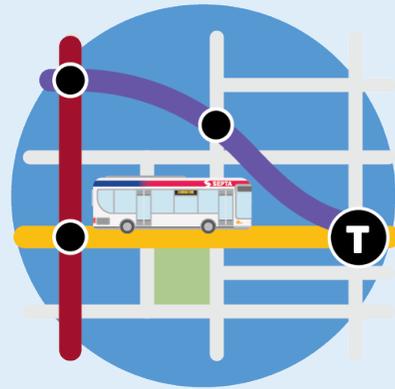


Existing Conditions

Identifying Opportunities and Understanding Priorities



Market Analysis



State of the System



Route Evaluations



**Stakeholder and
Community
Engagement**

Market Analysis

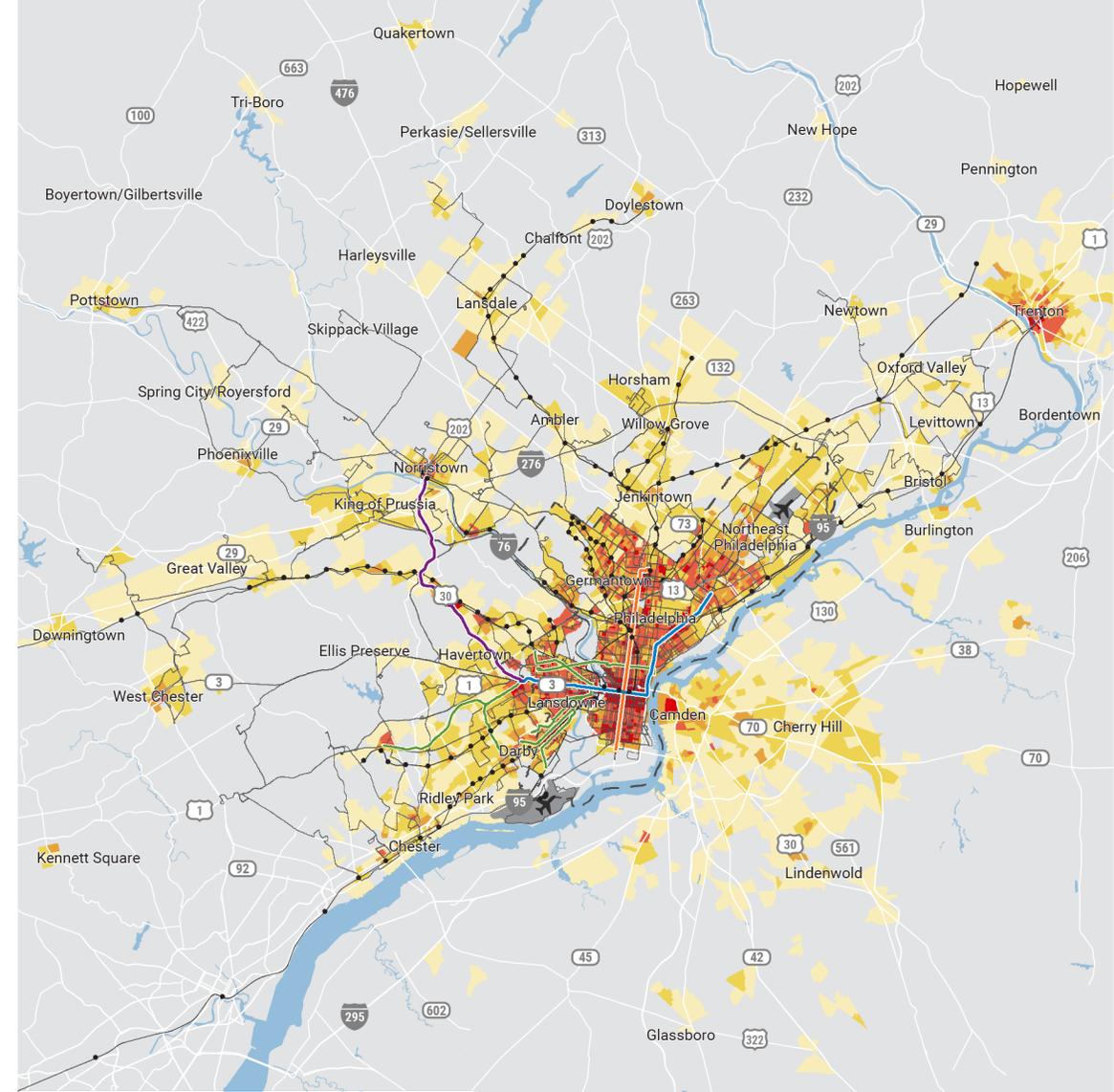
- Analysis of transit markets
 - Population and employment
 - Demographic characteristics
 - Land use
 - Travel flows
- Bus service in the context of markets/needs
- Impact of COVID on travel



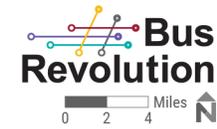
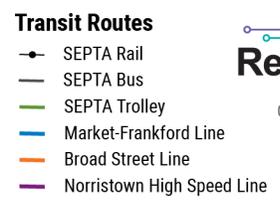
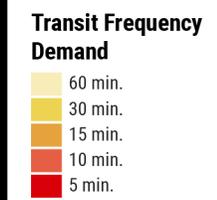
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The Philadelphia region has one of the strongest markets for frequent transit service in the country



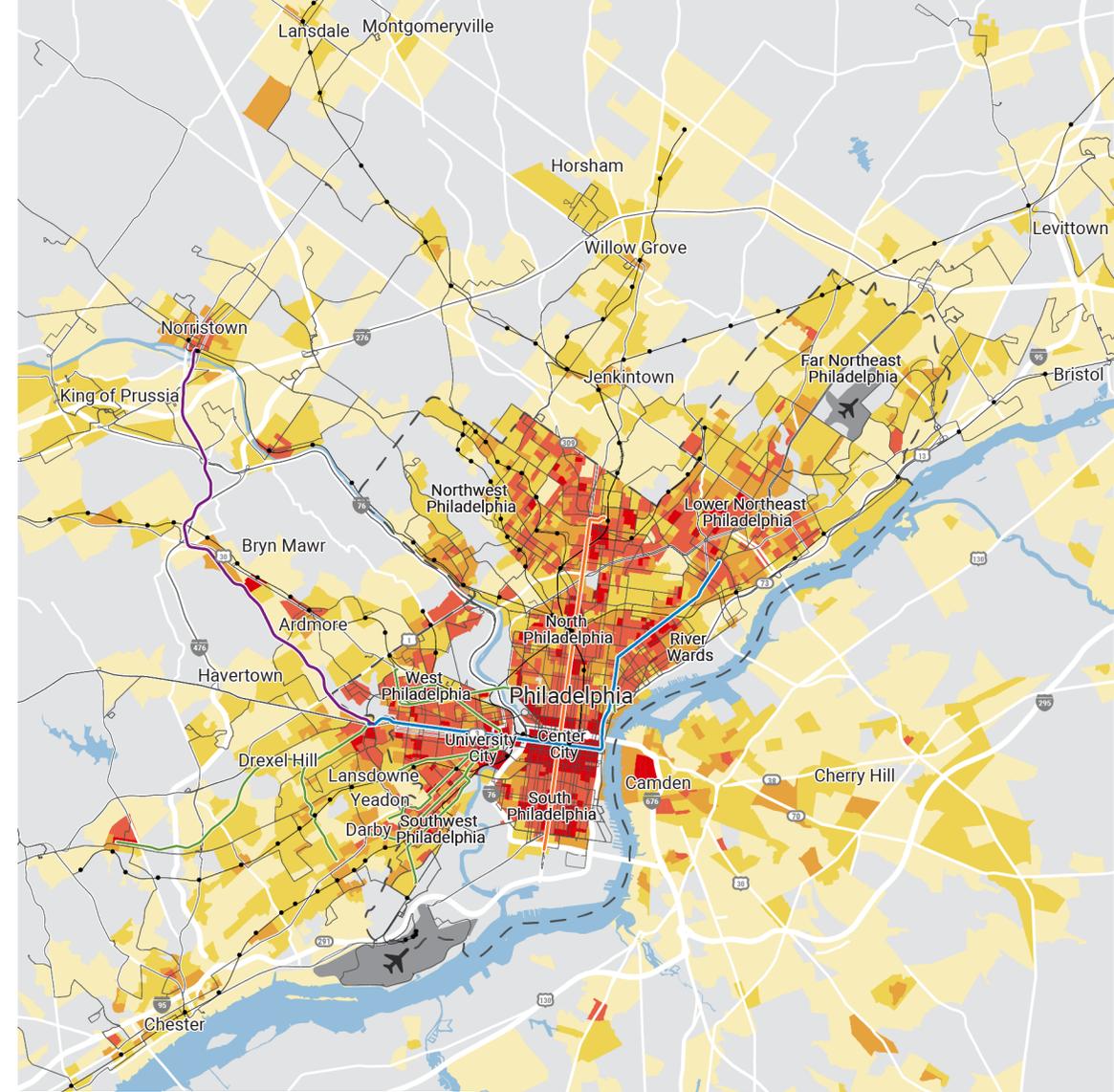
Composite Transit Demand
 Estimated demand for transit services calculated by adjusted employment and adjusted population per acre



Data Sources: Census Transportation Planning Products, Delaware Valley Regional Planning Commission. Map Created June 2021



Transit markets are strong in Center City and outside of the urban core.



Composite Transit Demand

Estimated demand for transit services calculated by adjusted employment and adjusted population per acre

Transit Frequency Demand



Transit Routes

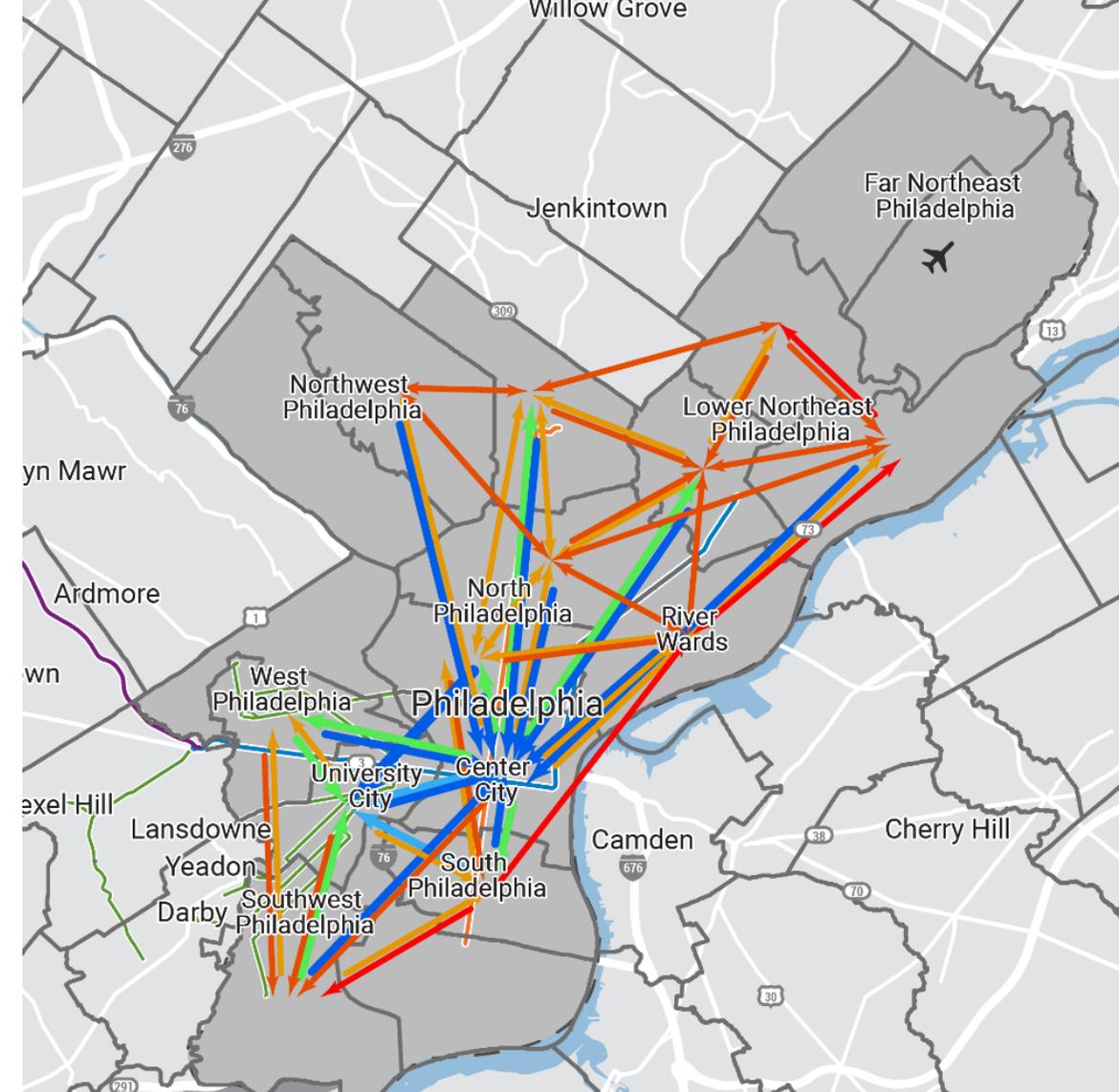
- SEPTA Rail
- SEPTA Bus
- SEPTA Trolley
- Market-Frankford Line
- Broad Street Line
- Norristown High Speed Line



Data Sources: Census Transportation Planning Products, Delaware Valley Regional Planning Commission. Map Created June 2021



Transit is serving trips into Center City successfully but missing trips between neighborhoods.



Transit Mode Split

Percent of trips during AM peak by transit mode between travel zones with high underlying transit demand with more than 5,000 trips

Transit mode split

- < 5% - 10%
- 10% - 15%
- 15% - 25%
- 25% - 35%
- 35% - 45%
- 45% - 70%

Travel flow zones

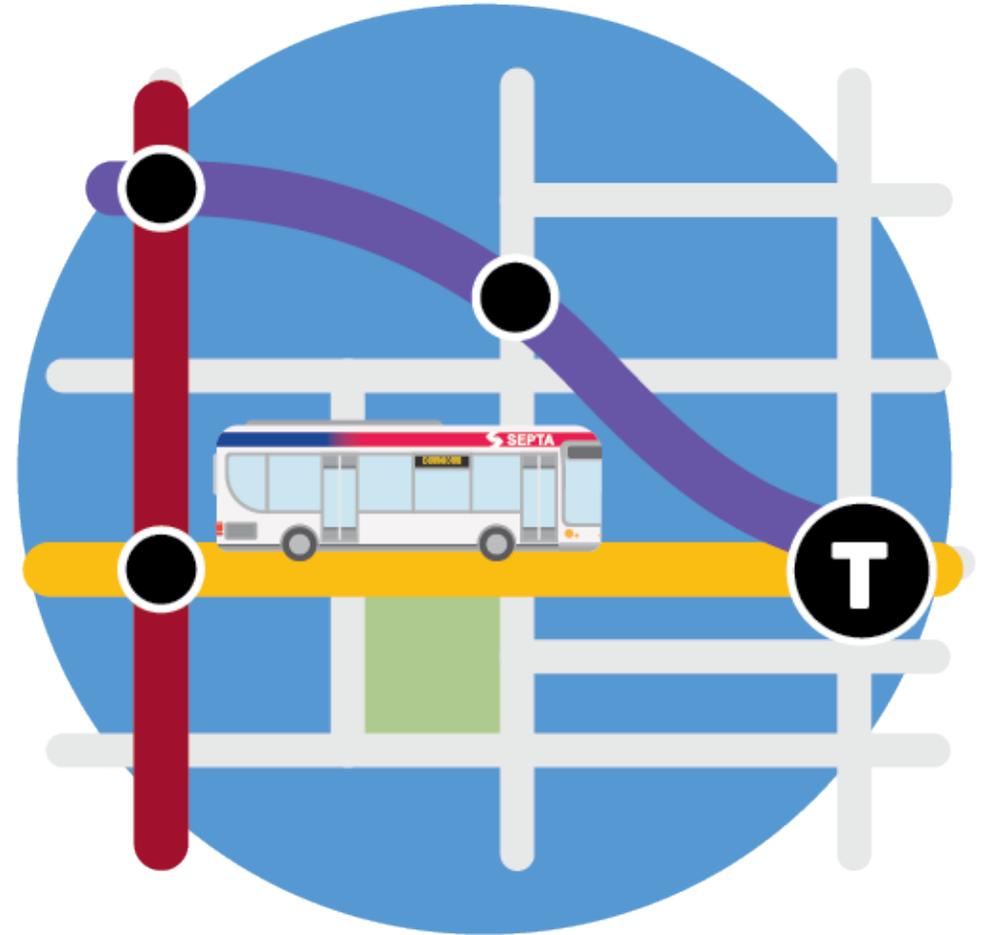
- Geographies
- Philadelphia City Limits

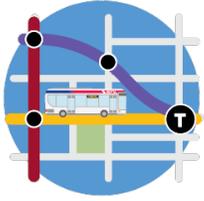


State of the System

- Analysis of SEPTA's bus network
 - Where service is going
 - When it is available
 - Usability
 - Performance
 - Ridership
- Identify strengths and weaknesses

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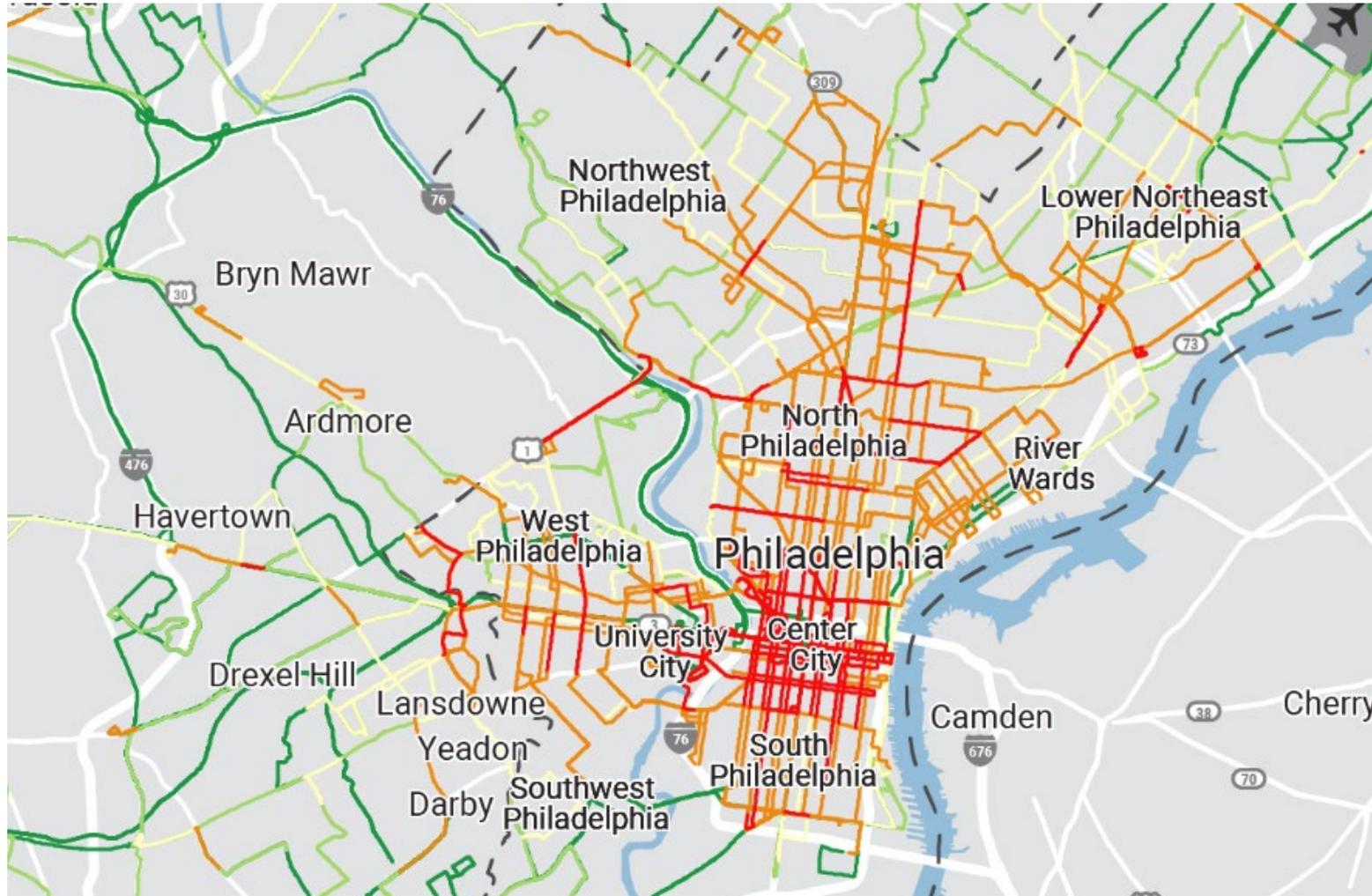
The biggest opportunity to improve bus service is to make it more reliable.

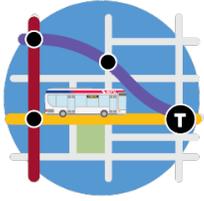
Much of **SEPTA's bus service** in the City of Philadelphia travels **8 mph**

Most of the urbanized area travels at **10 mph or less**

In U.S. "average" bus speed is **13-14 miles per hour***

Walking speed is **3-4 miles per hour**





There are also opportunities to better match service with demand (and explain it more clearly).

Metro Network	Fast, frequent, high quality services that operate in dedicated right-of-way	 RAPID TRANSIT	 TROLLEY	 BRT			
Frequent Network	Metro Network plus Rapid Bus and Frequent Local Bus	 RAPID TRANSIT	 TROLLEY	 BRT	 RAPID BUS	 LOCAL BUS	
Local Network	Local services in areas between and beyond the Frequent Network				 LOCAL BUS	 MICRO-TRANSIT	
Regional and Commuter Services	Provide longer distance regional connections					 LIMITED STOP BUS	 REGIONAL RAIL

Route Evaluation (Route Profiles)

- Analysis of SEPTA's individual bus routes
 - Where service is going
 - When it is available
 - Usability
 - Performance
 - Ridership
- Identify strengths and weaknesses

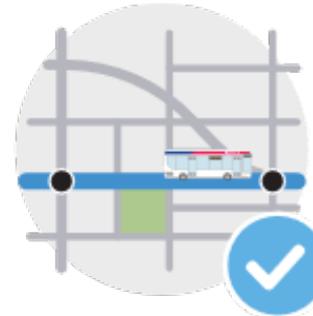


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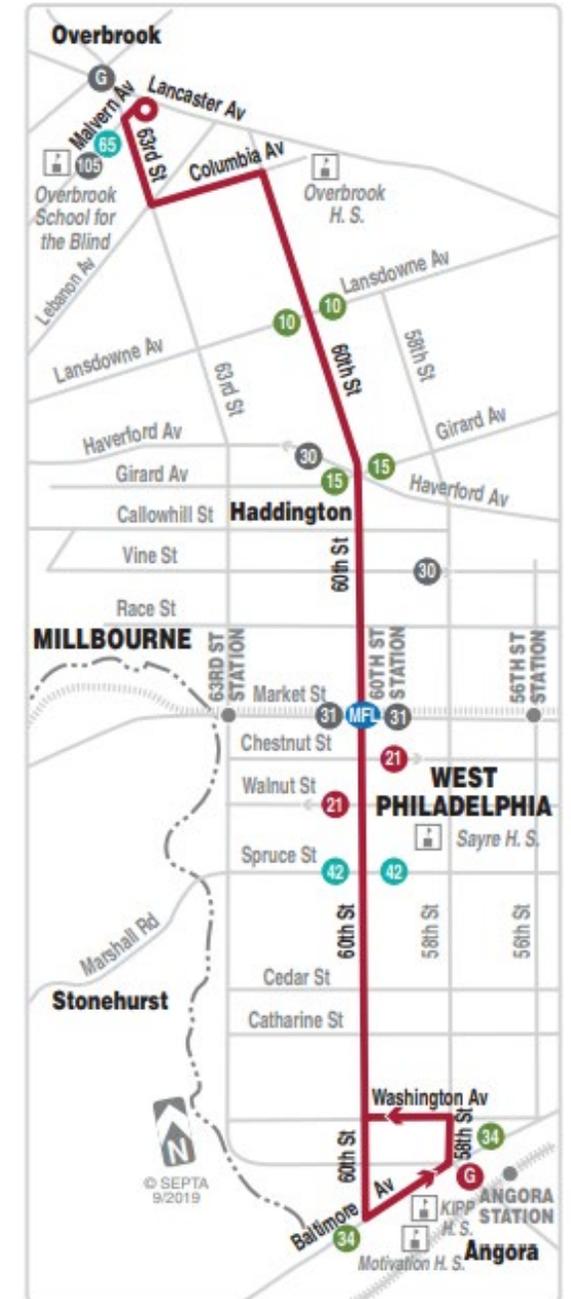
SEPTA has a lot of bus routes that carry a lot of riders.

Most of these bus routes are well designed.



Make routes as direct as possible

Avoid deviating from the most direct path unless there is a compelling reason



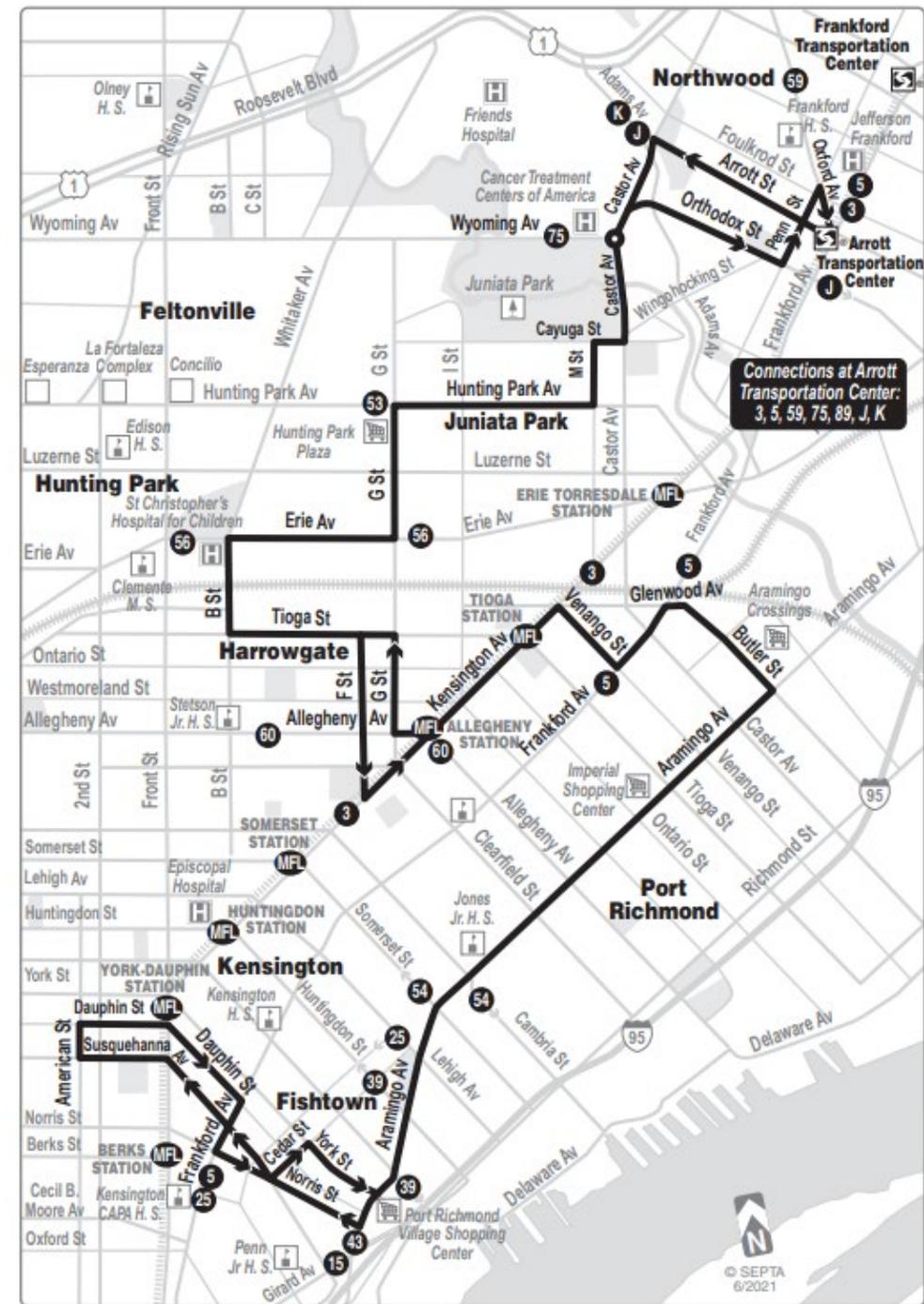


But there are a lot of routes that don't work as well.



Avoid complicated routing

A simpler route structure will attract more riders than a complex one



Stakeholder and Community Input

- Engagement activities
 - Transit talks / Virtual meetings
 - Stakeholder interviews
 - Small group meetings
 - Pop-ups at transit stations and bus stops
 - Transit ambassadors
 - Online activities and surveys
 - Household telephone survey
- Initially about service improvements, then trade-offs

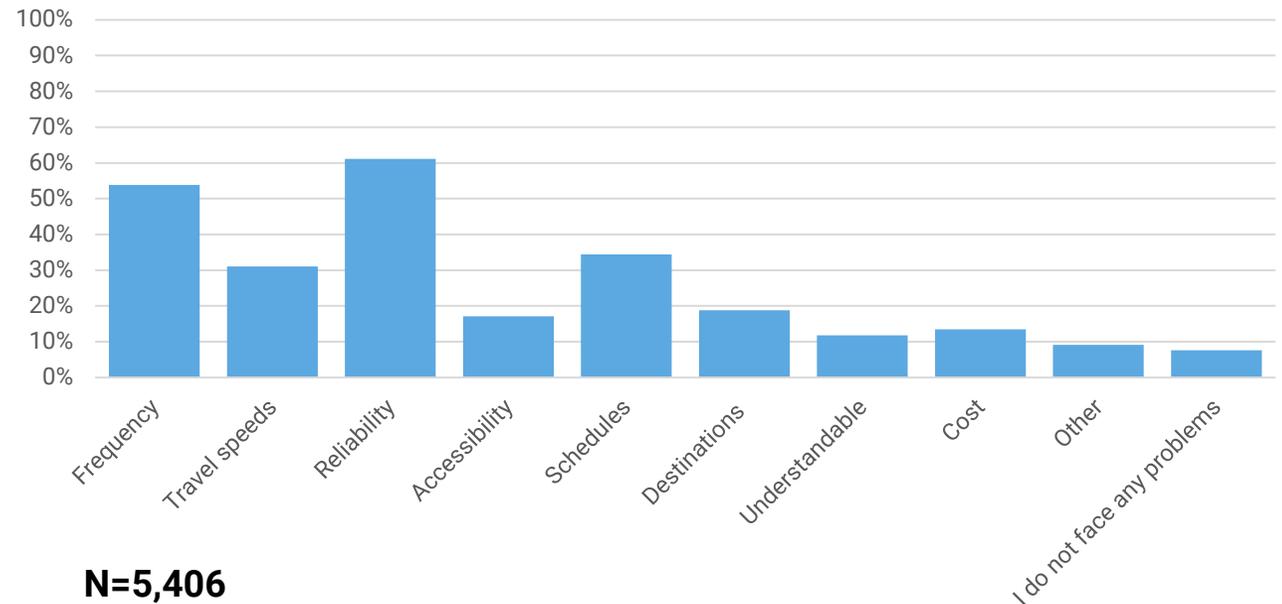
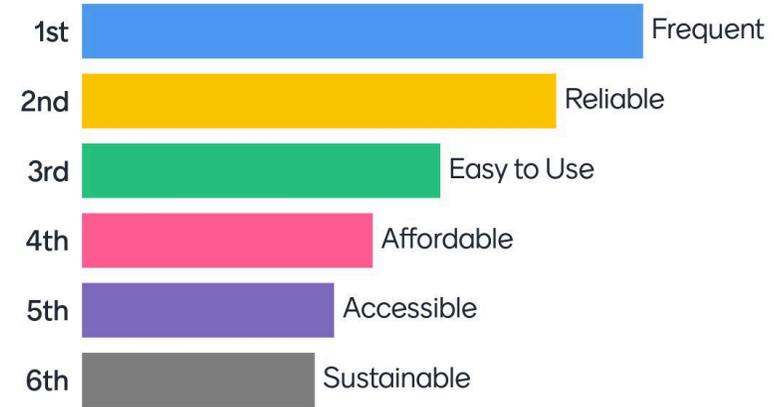


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**Nearly every time,
people said they
want more
frequent and more
reliable service.**

What is most important to you about SEPTA's bus network?



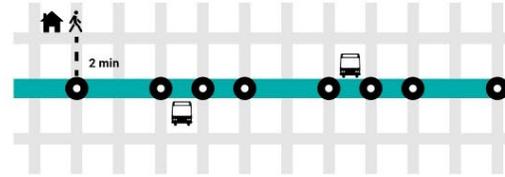
N=5,406

*survey weighted for race



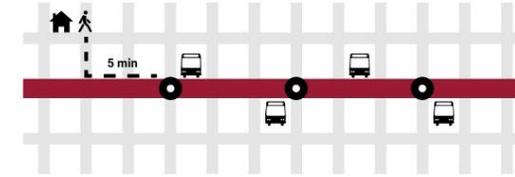
We asked riders what they'd be willing to trade, in order to get a faster, more reliable bus ride.

A shorter walk to a slower bus?



OR

A slightly longer walk to a faster bus?



A bus that takes an indirect path and is slower but stops closer to your destination?

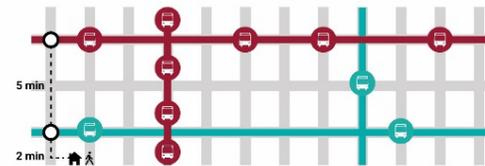


OR

A bus that travels more directly and is faster, but stops a little bit further from your destination?

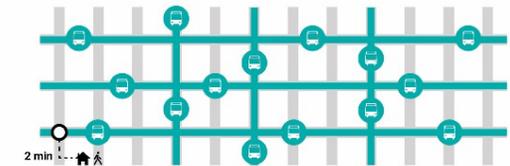


More high frequency routes, but fewer bus routes overall?



OR

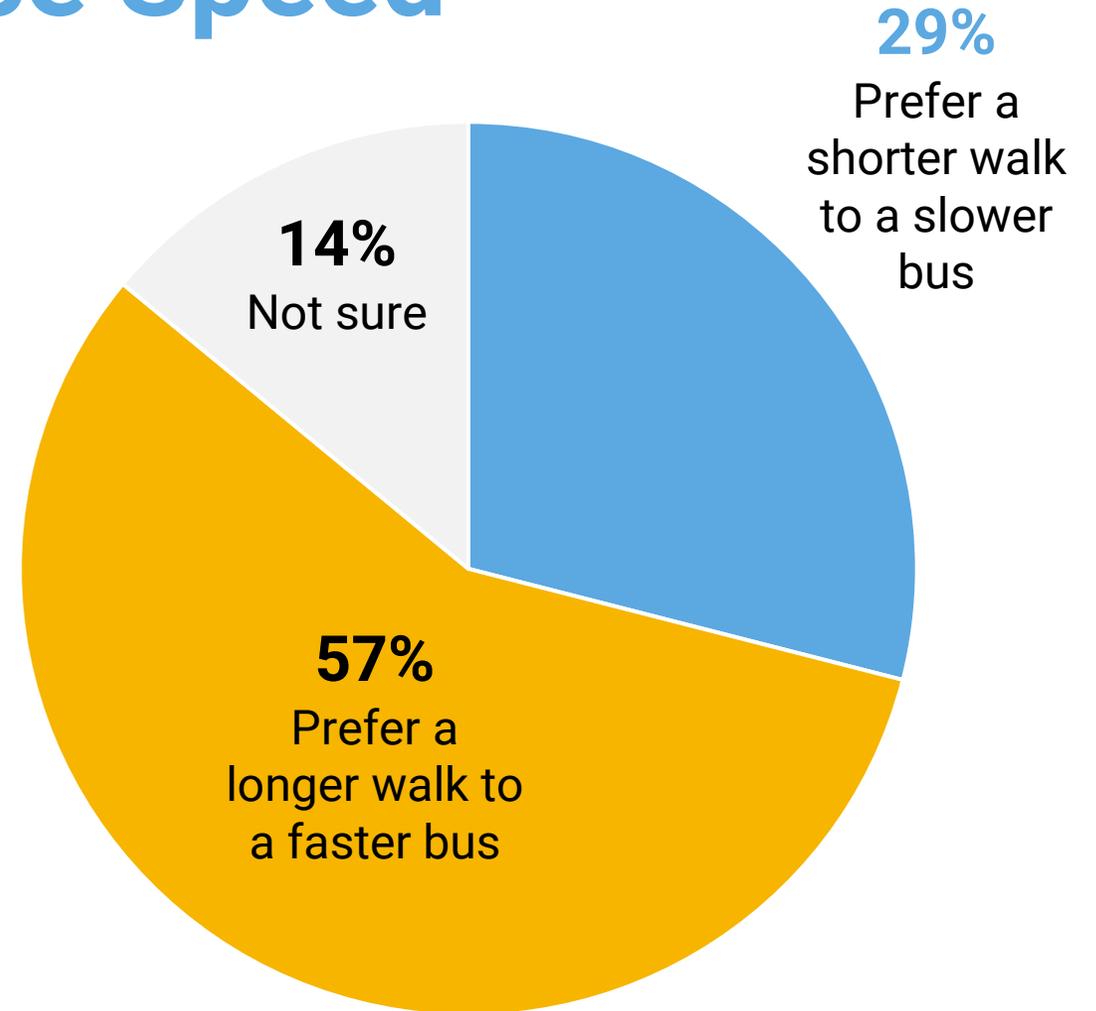
More bus routes overall, but fewer high frequency routes?



Trade Off #1:

Walk Access and Service Speed

People are willing to walk further to get to a bus that travels faster.

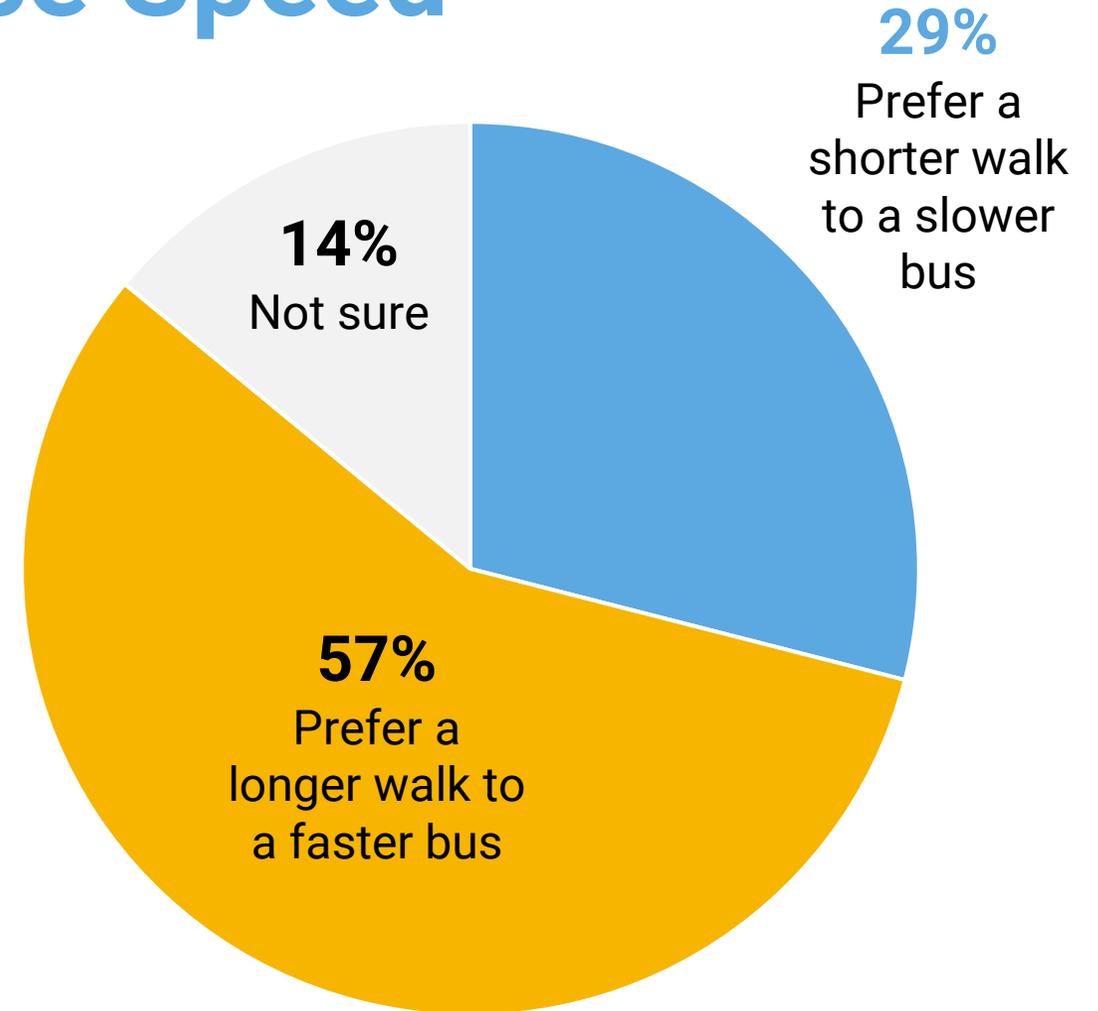


Online Results Only

Trade Off #1:

Walk Access and Service Speed

But not everyone, especially older folks, more Black people and other people of color and riders with lower incomes.

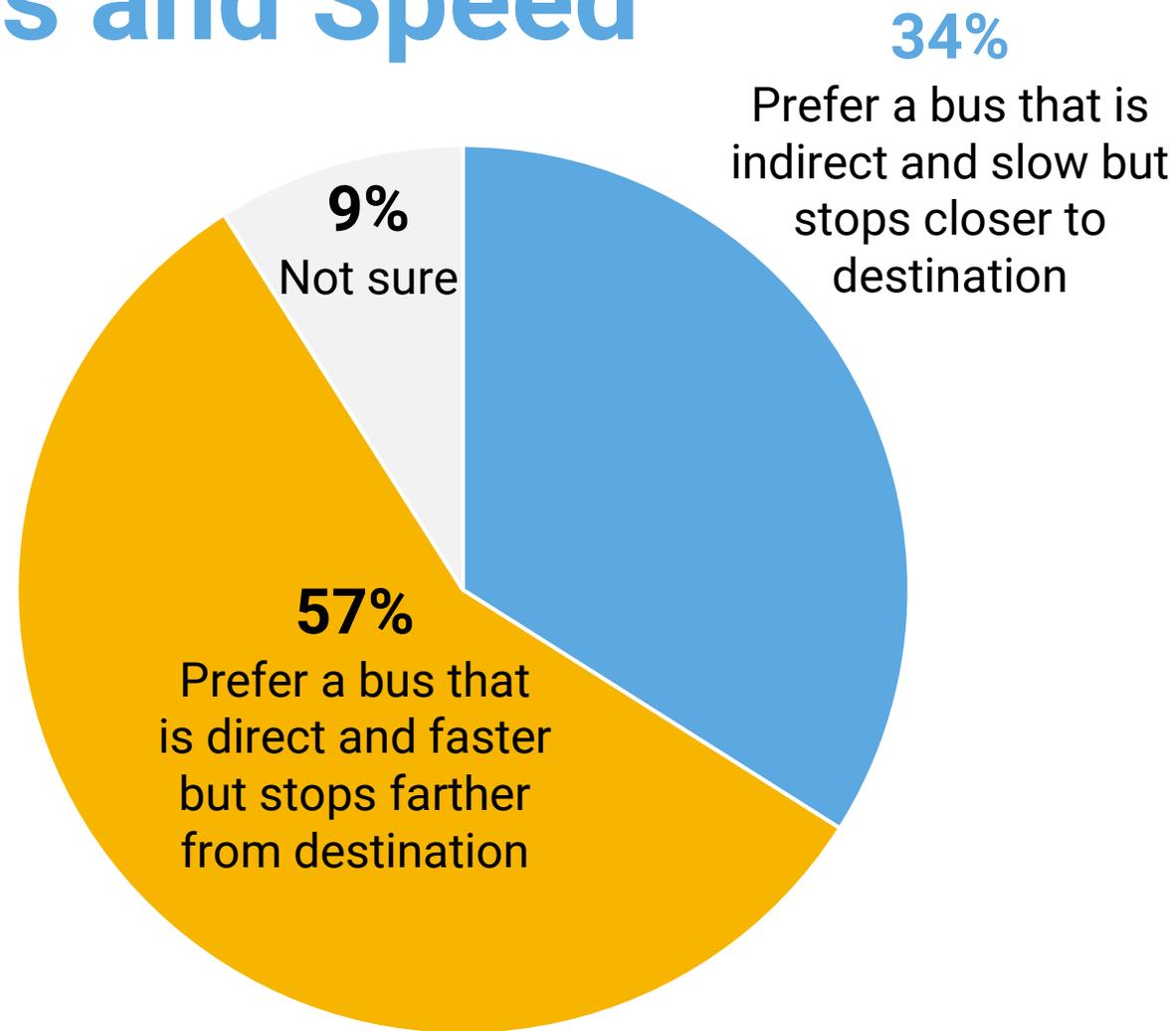


Online Results Only

Trade Off #2:

Walk Access, Directness and Speed

Less clear results about walking further to a bus that travels more directly but is further from the rider's destination.

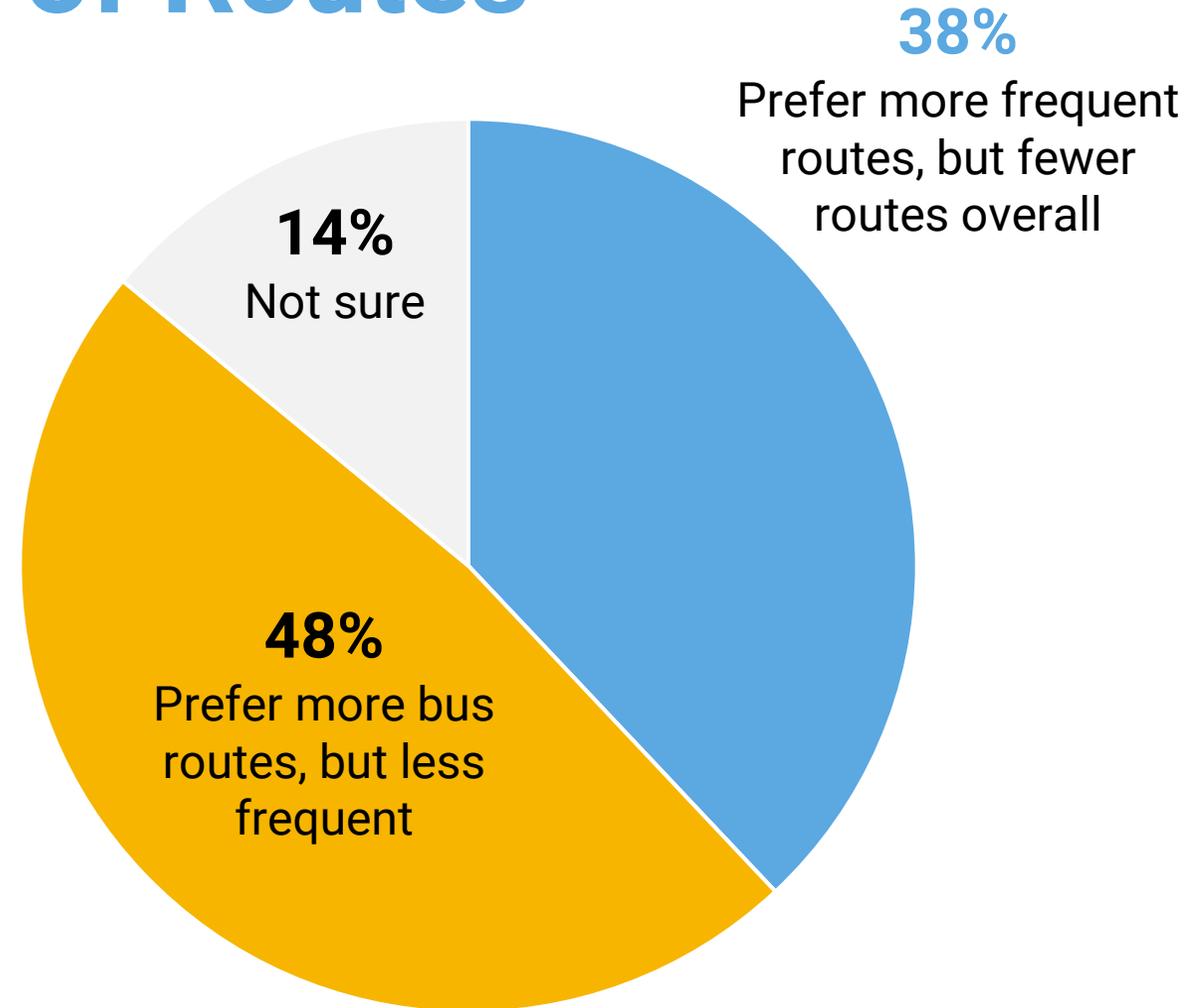


Online Results Only

Trade Off #3

Frequency and Number of Routes

Preferences for having more bus routes, even if some of the routes are less frequent





Riders are open to changes, if changes make bus service more reliable.





But we must also consider the sizeable group of riders who want and need bus service that is close to their homes and destinations.



How You Can Help



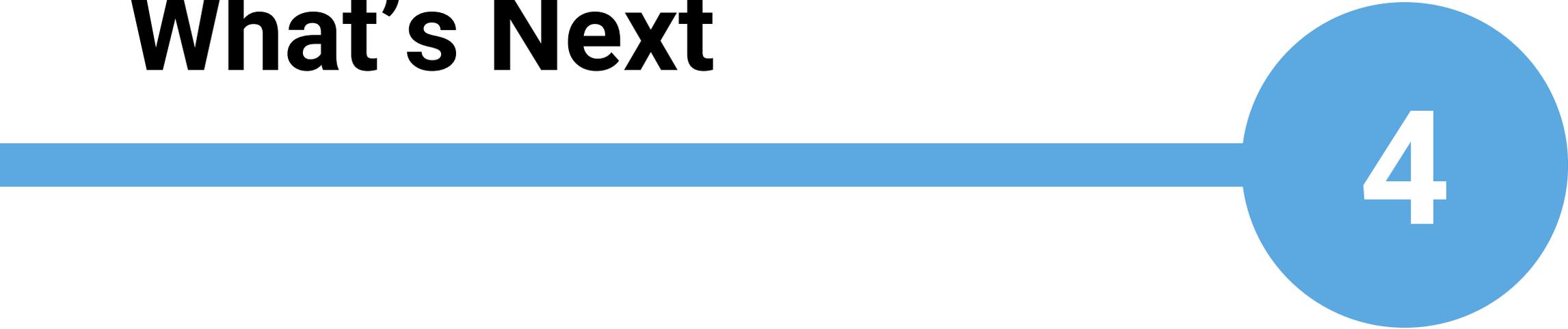
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SEPTA Forward: Bus Revolution

1. Review materials on the website
2. Provide comments and ideas
3. Send an email or give us a call

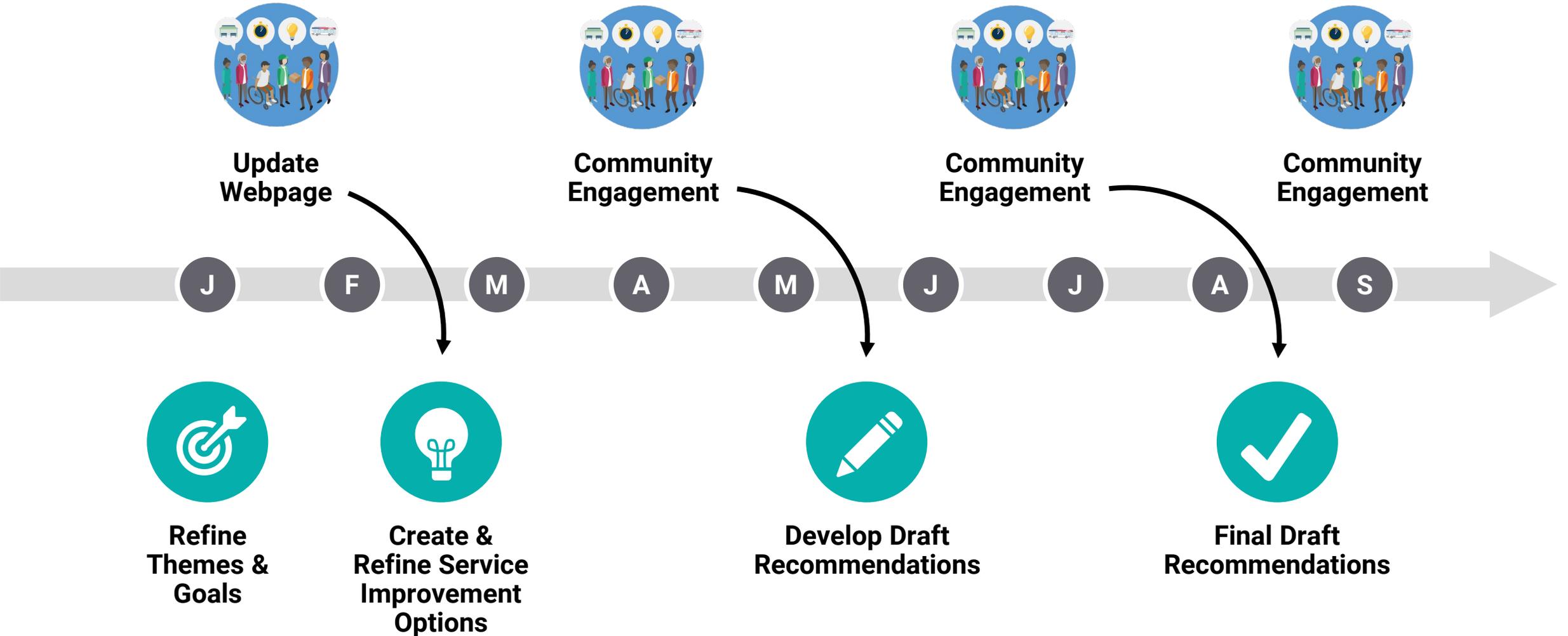
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What's Next



4

SEPTA Forward: Bus Revolution



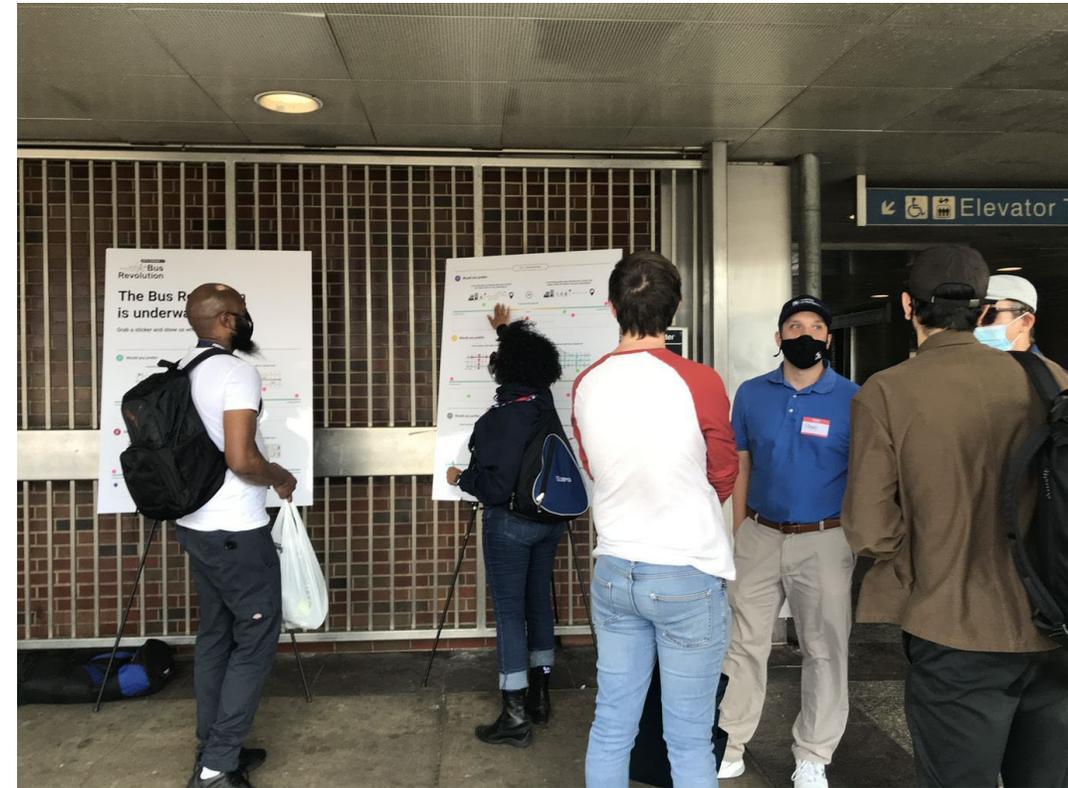
Upcoming Transit Talks

- Thursday, February 3
 - Thursday, April 7
 - Thursday, July 14
 - Thursday, September 8
-
- **6:30 PM to 7:30 PM**



Bus Revolution

Look for the Bus Revolution team in April!



Thank you!