Bus Revolution

SEPTA

Virtual Open House

May 13, 2021

Todays Agenda

1 Project Overview and Goals

2 Technical Approach

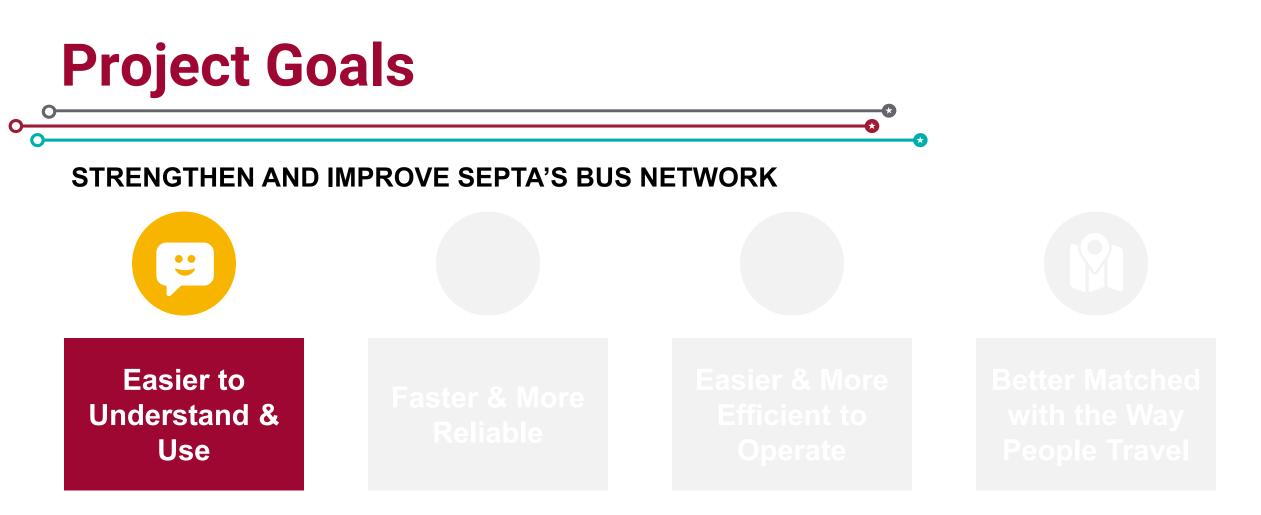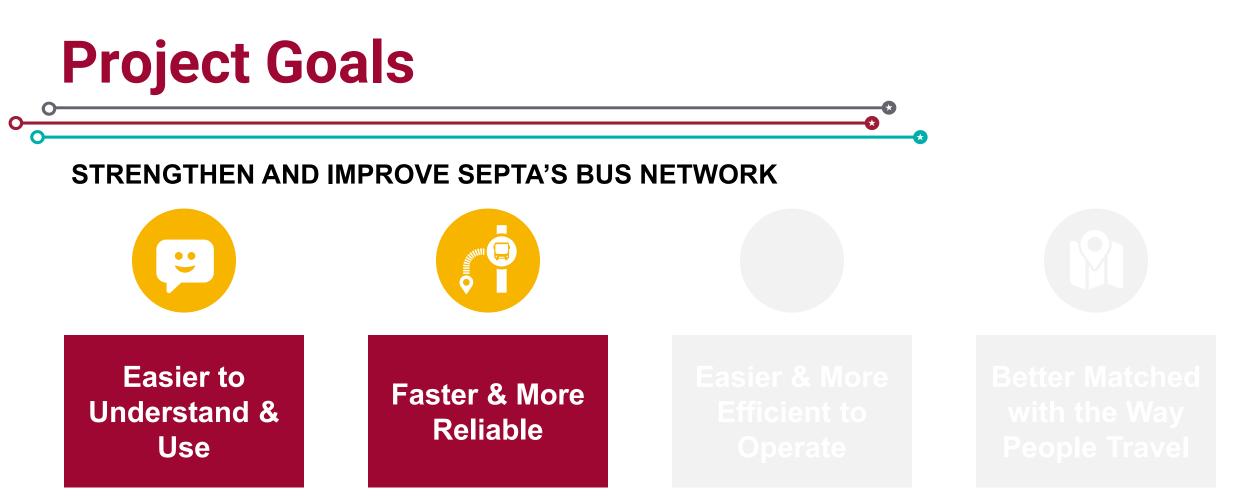**3** Engagement Approach

4 Q&A

5 Next Steps

1

Project Overview & Goals
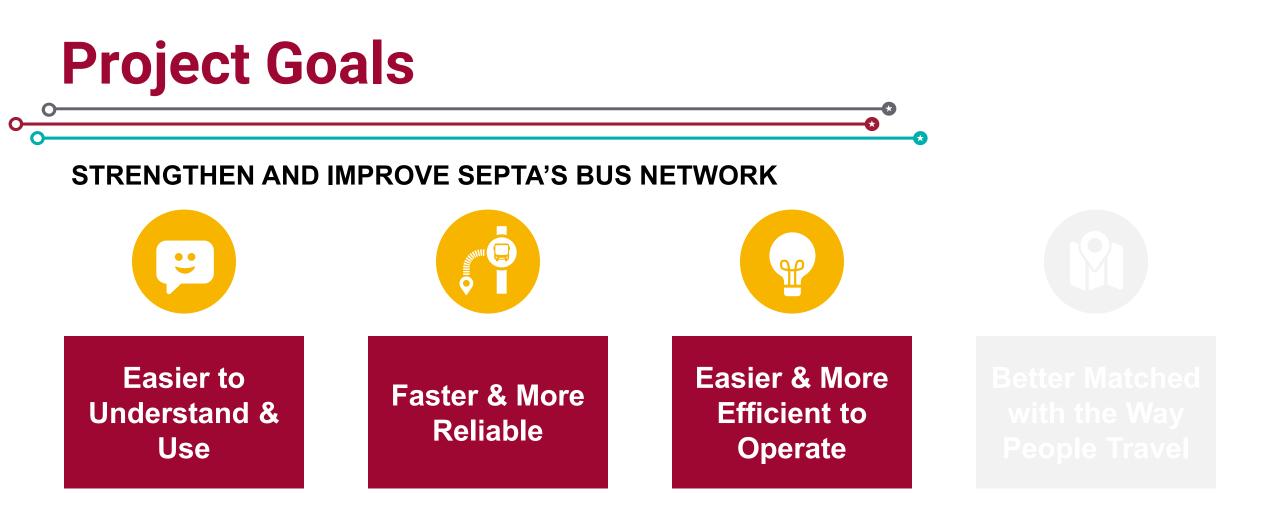
SEPTA Forward: Bus Revolution

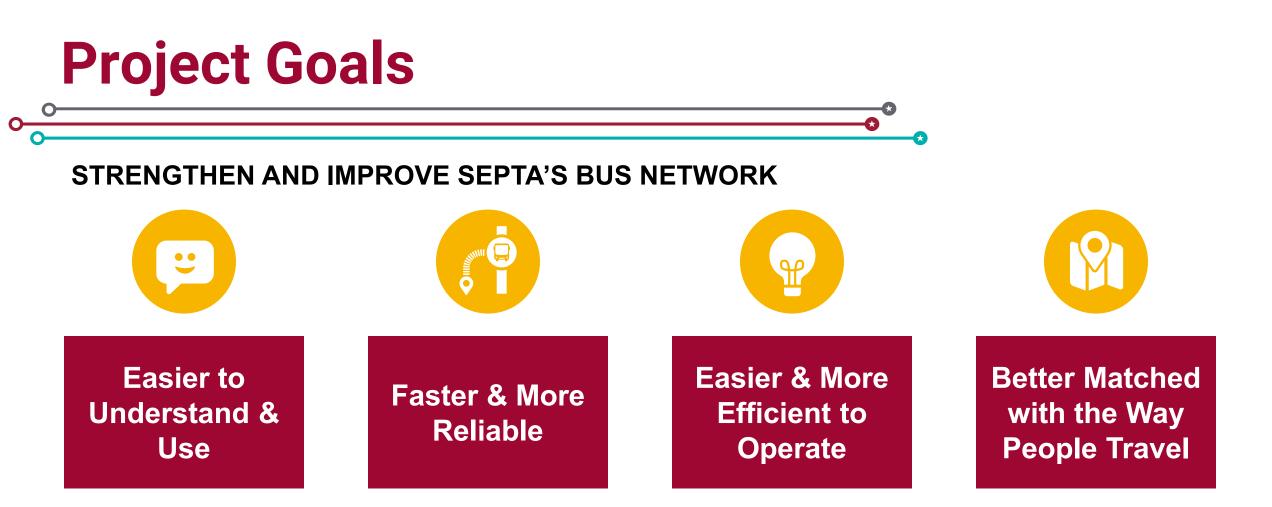**RE-IMAGINE SEPTA'S BUS NETWORK**

- **When** – times of day and days of week

- **Where** - neighborhoods, corridors, and communities (urban and suburban)

- **How** – types of bus services

Project Goals

STRENGTHEN AND IMPROVE SEPTA'S BUS NETWORK

Easier to Understand & Use

Faster & More Reliable

Easier & More Efficient to Operate

Better Matched with the Way People Travel

Project Goals

STRENGTHEN AND IMPROVE SEPTA'S BUS NETWORK

Easier to Understand & Use

Faster & More Reliable

Easier & More Efficient to Operate

Better Matched with the Way People Travel

Project Goals

STRENGTHEN AND IMPROVE SEPTA'S BUS NETWORK

Easier to Understand & Use

Faster & More Reliable

Easier & More Efficient to Operate

Better Matched with the Way People Travel

Project Goals

STRENGTHEN AND IMPROVE SEPTA'S BUS NETWORK

| Easier to Understand & Use | Faster & More Reliable | Easier & More Efficient to Operate | Better Matched with the Way People Travel |

2

Technical Approach

Technical Process

1 IDENTIFY SYSTEMWIDE ISSUES AND OPPORTUNITIES

2 IDENTIFY ROUTE-BY-ROUTE ISSUES AND OPPORTUNITIES

3 CATALOG ALL POTENTIAL OPPORTUNTIES/ IMPROVEMENTS

4 DEVELOP SCENARIOS

5 EVALUATE AND VET SCENARIOS

6 DEVELOP RECOMMEND-ATIONS

7 IMPLEMENT

Spotlight: Transit Needs
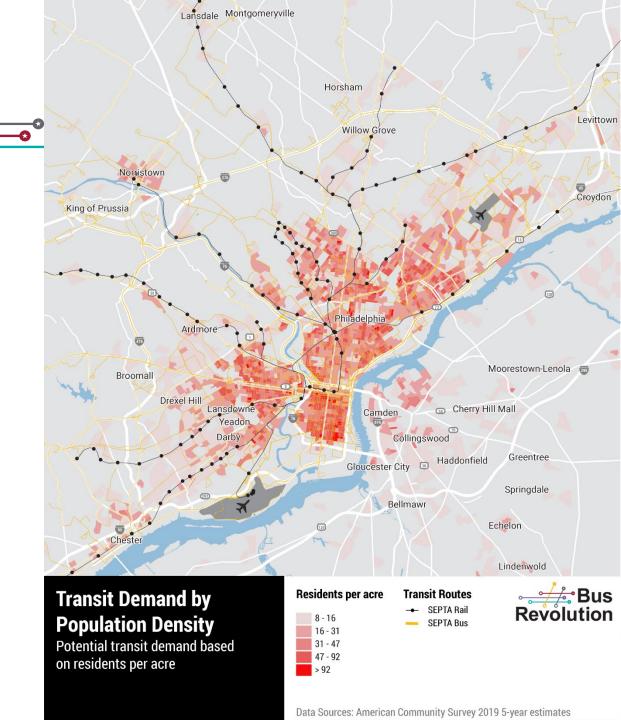
1

SEPTA

State of the System

- What is the underlying demand for transit throughout the region?

- Where do people need transit the most?

- How well does the existing bus network serve today's demand?

- What are major systemwide opportunities?

Transit Needs

- Understanding the demand and need for transit services
  - Population Density
  - Demographics
  - Employment Density
  - Overall Travel Patterns

Transit Demand by Population Density
Potential transit demand based on residents per acre

Residents per acre
- 8 - 16
- 16 - 31
- 31 - 47
- 47 - 92
- > 92

Transit Routes
- SEPTA Rail
- SEPTA Bus

Bus Revolution

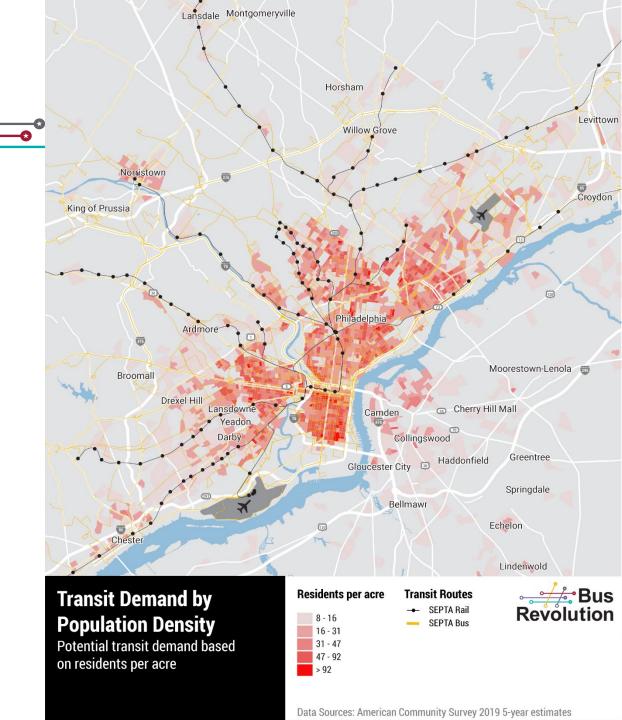Data Sources: American Community Survey 2019 5-year estimates

Transit Needs

- Understanding the demand and need for transit services
  - **Population Density**
  - **Demographics**
  - Employment Density
  - Overall Travel Patterns

Transit Demand by Population Density
Potential transit demand based on residents per acre

Residents per acre
- 8 - 16
- 16 - 31
- 31 - 47
- 47 - 92
- > 92

Transit Routes
- SEPTA Rail
- SEPTA Bus

Bus Revolution

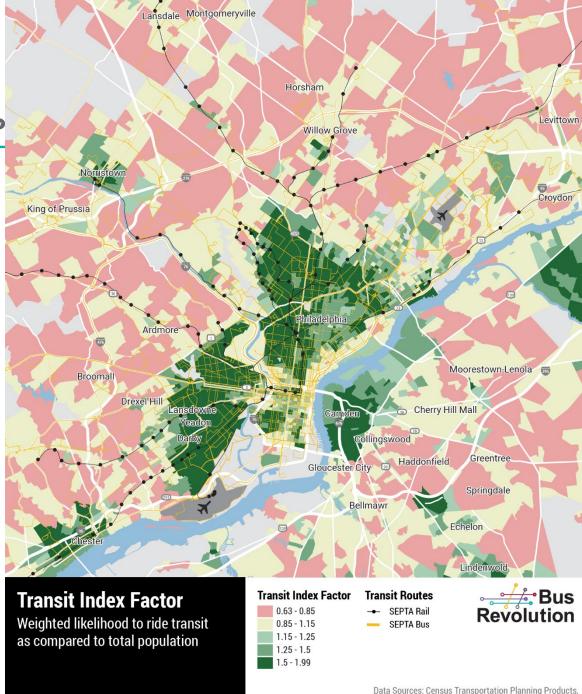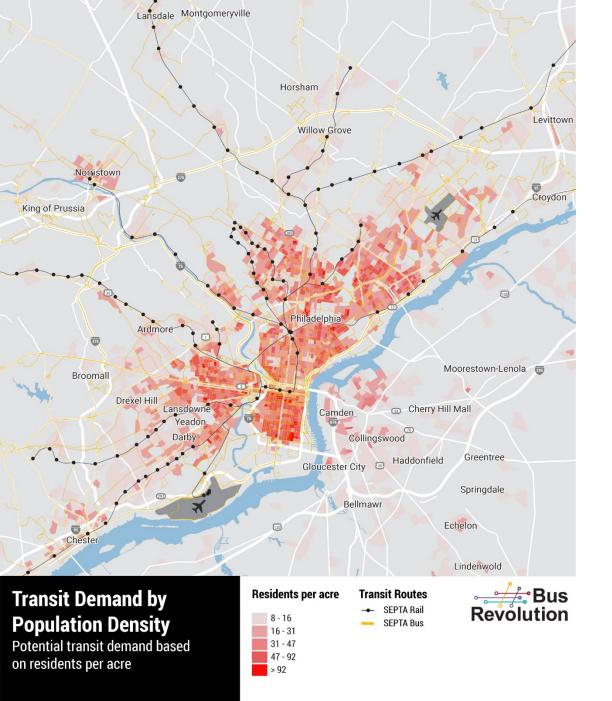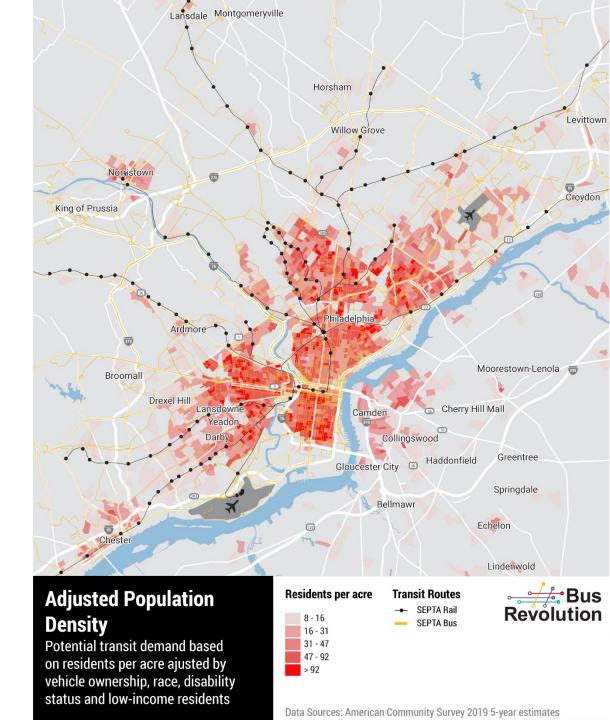Data Sources: American Community Survey 2019 5-year estimates

Transit Needs

- Adjust population density based on SEPTA rider characteristics

- Identify places where people are more likely to want and need transit

Demographic Group	Transit Needs
No Vehicle	2.3
Black	2.0
Population in Poverty	1.4
Seniors (65+)	1.1
Hispanic	1.0
White	0.6

Transit Index Factor
Weighted likelihood to ride transit as compared to total population

Transit Index Factor	Transit Routes
0.63 - 0.85	SEPTA Rail
0.85 - 1.15	SEPTA Bus
1.15 - 1.25	
1.25 - 1.5	
1.5 - 1.99	

Bus Revolution

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

Transit Demand by Population Density

Potential transit demand based on residents per acre

Residents per acre
- 8 - 16
- 16 - 31
- 31 - 47
- 47 - 92
- > 92

Transit Routes
- ● SEPTA Rail
- — SEPTA Bus

Bus Revolution

Data Sources: American Community Survey 2019 5-year estimates

Adjusted Population Density

Potential transit demand based on residents per acre ajusted by vehicle ownership, race, disability status and low-income residents

Residents per acre
- 8 - 16
- 16 - 31
- 31 - 47
- 47 - 92
- > 92

Transit Routes
- ● SEPTA Rail
- — SEPTA Bus

Bus Revolution

Data Sources: American Community Survey 2019 5-year estimates

Spotlight: Route Evaluation

2

SEPTA Route Evaluations

- How do existing bus routes work?

- What currently works well and what doesn't?

- What are the major issues for each route?

- What are the major improvement opportunities for each route?

Route Evaluations

- Detailed analysis of each SEPTA route by trip and by stop

  – Productivity (how many riders)

  – Reliability

  – On-time performance

  – Route patterns

  – Integration with other bus routes or SEPTA services (subway, regional rail)

Route 32 – Girard Avenue to 676

Daily Boardings
Daily Alightings

Data is from Fall 2019, outbound/northbound direction

Route Evaluations

- Detailed analysis of each SEPTA route by trip and by stop

  – Productivity (how many riders)

  – Reliability

  – On-time performance

  – Route patterns

  – Integration with other bus routes or SEPTA services (subway, regional rail)

Route 47 – Market Street to Oregon Avenue

Daily Boardings
Daily Alightings

Data is from Fall 2019, outbound/northbound direction

Route Evaluations

- Detailed analysis of each SEPTA route by trip and by stop
  - Productivity (how many riders)
  - Reliability
  - On-time performance
  - Route patterns
  - Integration with other bus routes or SEPTA services (subway, regional rail)

Route 22 – Girard Avenue to Woodland Ave

Daily Boardings
Daily Alightings

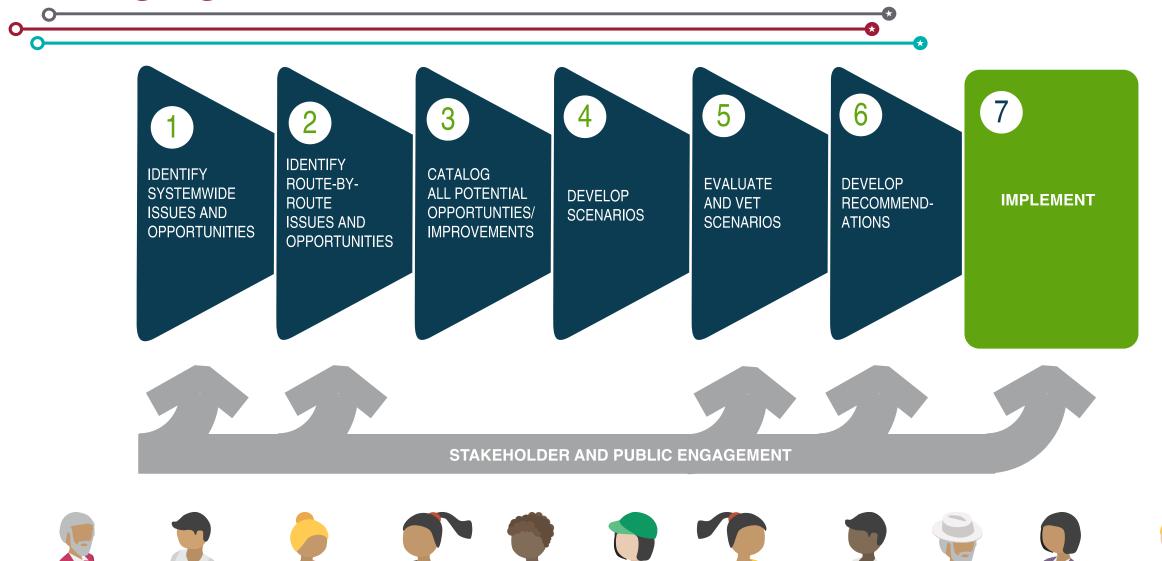*Data is from Fall 2019, outbound/northbound direction*
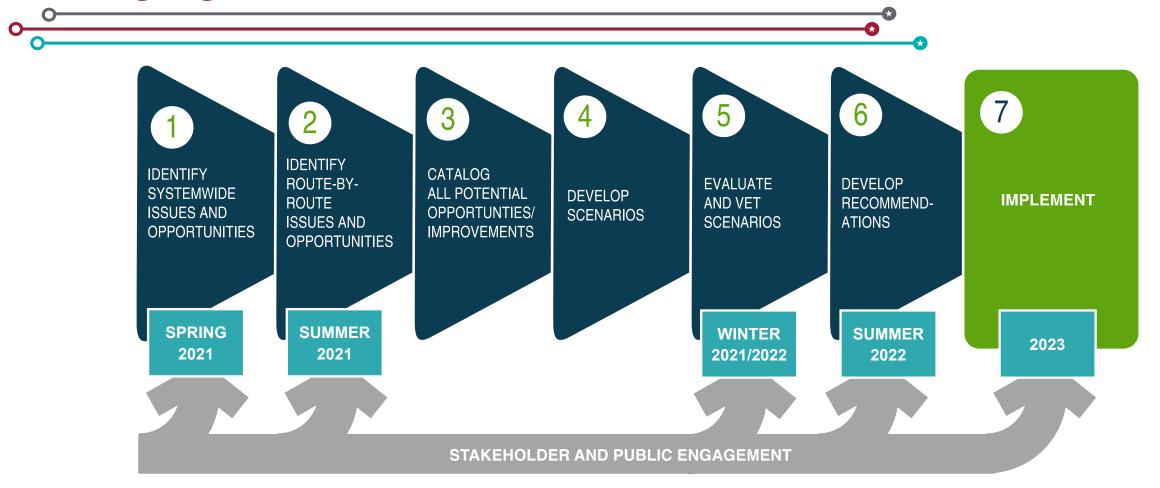
3

Community Engagement

Engagement Principles

- Customized approach

- Ensure equity

- Transparent

- Respond and adapt

- Provide information and ask for information

- Engage people where they are

Engagement

1 — IDENTIFY SYSTEMWIDE ISSUES AND OPPORTUNITIES

2 — IDENTIFY ROUTE-BY-ROUTE ISSUES AND OPPORTUNITIES

3 — CATALOG ALL POTENTIAL OPPORTUNTIES/ IMPROVEMENTS

4 — DEVELOP SCENARIOS

5 — EVALUATE AND VET SCENARIOS

6 — DEVELOP RECOMMEND-ATIONS

7 — IMPLEMENT

STAKEHOLDER AND PUBLIC ENGAGEMENT

Engagement

1	**2**	**3**	**4**	**5**	**6**	**7**
IDENTIFY SYSTEMWIDE ISSUES AND OPPORTUNITIES	IDENTIFY ROUTE-BY-ROUTE ISSUES AND OPPORTUNITIES	CATALOG ALL POTENTIAL OPPORTUNTIES/ IMPROVEMENTS	DEVELOP SCENARIOS	EVALUATE AND VET SCENARIOS	DEVELOP RECOMMEND-ATIONS	**IMPLEMENT**
SPRING 2021	**SUMMER 2021**			**WINTER 2021/2022**	**SUMMER 2022**	**2023**

STAKEHOLDER AND PUBLIC ENGAGEMENT

Project Initiation

Purpose	Engagement Efforts

Understand concerns, values, and desires

Build contact database

▪ **Information Hub**
Project Name, Branding & Logo
– Project Information
– Website
– Telephone number
– Initial Survey

▪ **CBNR Virtual Open House**
Thursday May 13
– 12:00 pm – 1:00 pm
– 6:00 pm – 7:00 pm

▪ **Stakeholder Interviews**
Ongoing

Network Improvement Ideas

Purpose

Talk about choices and trade-offs

Explore preferences and priorities

Establish values

Engagement Efforts

- **Share Information**
  - Transit Talks
  - Videos
  - Community Presentations
  - Planning Workshops
  - Pop-up Events

- **Receive Information**
  - Comments and Input
  - Surveys

- **Invite Comments**
  - State of the System Findings
  - Route Evaluations

Develop Alternatives

Purpose

Share and review network improvement options

Understand what works and what doesn't work

Engagement Efforts

- **Informal Input**
  - Community Workshops
  - Ambassador Program
  - Transit Talks
  - Pop-up Events (Project Bus)
  - Field Hubs/Public Workspaces
  - Interactive Surveys

- **Formal Input – Surveys**
  - Evaluate Network Options

- **Share Information** (Information Hub)
  - Review and Comment on Alternatives

Develop Recommendations

Purpose	Engagement Efforts
Share draft recommendations	

Engagement Efforts

- Informal Input
  - Community Meetings
  - Ambassador Program
  - Presentations
  - Transit Talks
  - Pop-up Events (Project Bus)
  - Field Hubs/Public Workspaces

- Formal Input – Surveys
  - Interactive Survey - Draft Recommendations

- Share Information (Information Hub)
  - Draft Recommendations

27

Implementation

Purpose	Engagement Efforts
Guide Riders and Community as they adapt to changes	

Engagement Efforts

- Community Engagement
  - Meetings and Presentations
  - Ambassador Program
  - Public Service Messages
  - Social Media
  - Pop-up Events
  - Street Teams
  - Meetings and presentations

- Information Hub
  - Schedule of Changes
  - Telephone Lines
  - Route Evaluations

5

Questions and Answers

5

Next Steps

Be a part of the Revolution!

- **Take our short survey: https://www.surveymonkey.com/r/SEPTACBNR**

- **Call us at 267-291-6045**
  - Recorded project information, including upcoming events
  - Opportunity to leave a comment
  - Phone line is staffed from

- **Visit our website: septabusrevolution.com**

- **Send us an email: busnetwork@septa.org**

Thank you!

Bethany Whitaker

bwhitaker@nelsonnygaard.com

Project Goals

STRENGTHEN AND IMPROVE SEPTA'S BUS NETWORK

Easier to Understand & Use

Faster & More Reliable

Easier and more efficient to operate

Better Matched with the Way People Travel

Headers and Footers

HEADERS

- A blue section header box is available on most slides. If you don't want or need this, delete it.

- You have to change the text manually.

FOOTERS

- Footers are NOT showing by default.

- Want a gray footer across the bottom of the slide? *Insert > Header & Footer > Footer > Apply to All*