

# NORRISTOWN

*Routes: 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 131, 132, 139*

Norristown and the areas north and northwest of Philadelphia include pockets of high transit demand caused by employment centers, important destinations, and transit dependent communities. These pockets of demand are surrounded by lower density developments with much lower rates of transit use.

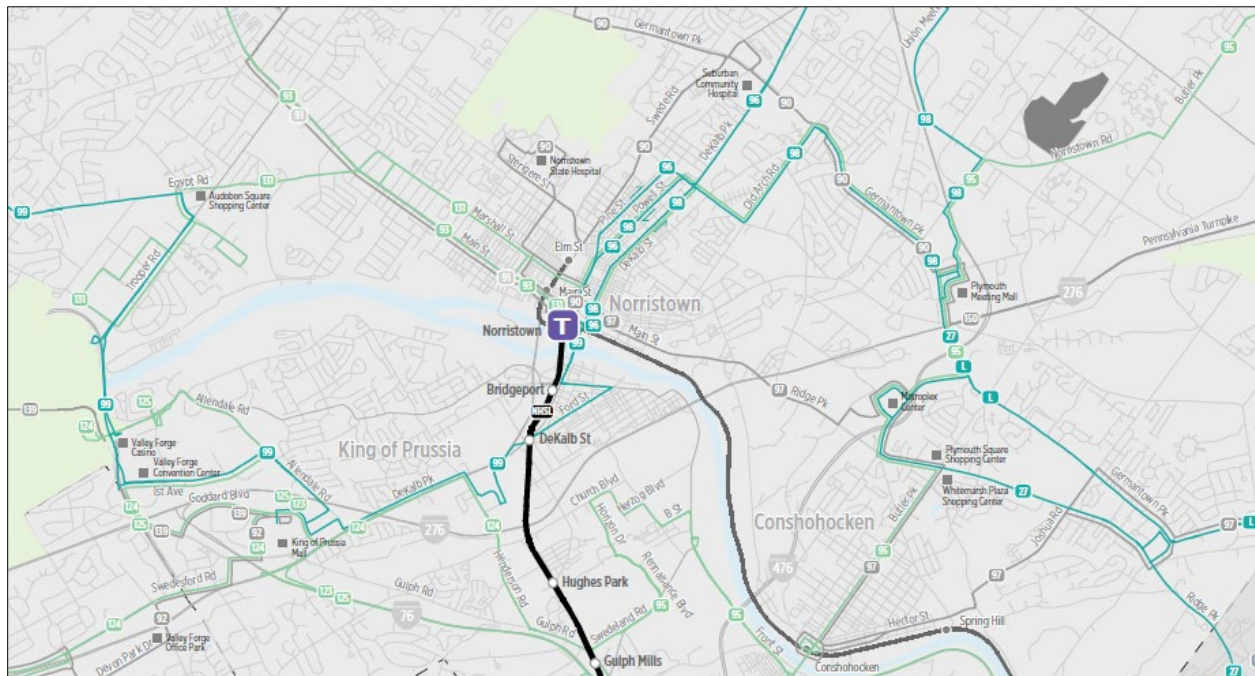
## NETWORK DESIGN

**SEPTA's bus service in the Norristown area is anchored by the Norristown Transportation Center**, a multi-modal transportation center with connections to the Norristown High Speed Line services, SEPTA's Norristown Regional Rail line, and numerous bus routes. Two other important transfer locations are at the King of Prussia Mall and the Plymouth Meeting Mall.

**Bus service is structured as a radial network**, organized around a series of hubs, including the Norristown Transportation Center, King of Prussia Mall, and other smaller hubs, like the Plymouth Meeting Mall. Bus routes that begin and end at the Norristown Transportation Center are organized around departures on the half-hour and hour and have timed transfers with the Norristown High Speed Line.

**Norristown routes generally follow a coverage based model**, prioritizing reaching a large geographic area over more frequent and direct routes.

### Norristown Bus Network



## MAJOR FINDINGS

**SEPTA bus routes serve low density, high need communities and corridors.** Bus services provide vital connections for many riders, including access to services like community colleges, employment, and shopping.

**Norristown Routes are generally low performing routes.** As compared with SEPTA's network overall, the Norristown bus routes are low performing. Productivity reflects a combination of the lower density market served and associated lower service levels. Some bus routes travel long distances, which also affects productivity.

**Some bus routes are not well coordinated.** While service levels are low overall, some SEPTA bus routes duplicate service on some corridor segments and/or duplicate connections between major destinations.

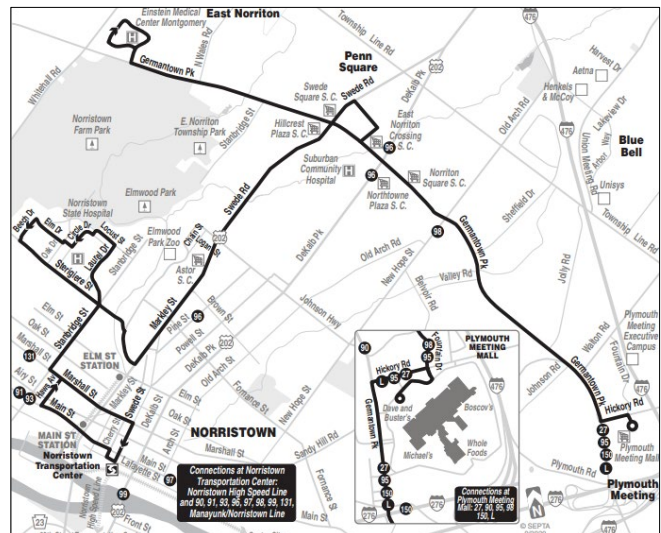
**Several routes are complex,** which stems from a combination of indirect routes and multiple service patterns.

## OPPORTUNITIES

The following opportunities focus on how to improve the SEPTA bus network in the Norristown area. Opportunities for individual routes are included in each route evaluation.

### Simplify service:

- Make bus routes straighter and more direct.** Several of the Norristown bus routes have indirect alignments, which are inconvenient for bus riders and are difficult for SEPTA to operate. Straightening routes will help focus service around key markets and destinations, making them easy to understand and use, and attract more riders.
- Reduce service patterns.** The combination of low service levels and multiple service patterns makes some of the Norristown routes quite complicated. While some of the patterns help SEPTA adjust bus routes to the operating hours of individual destinations, others add unnecessary complications.



Example of Indirect Bus Alignment (Route 90)

**Adjust service levels:** Ridership on some routes is low, suggesting that service levels (hours of operation and frequency of routes) could be adjusted to better match ridership. Opportunities to adjust service levels are largely oriented around evening and weekend day service. Resources saved from these adjustments will be reinvested to strengthen nearby routes.

**Improve coordination among SEPTA bus routes:** In some cases, bus routes could be coordinated to create more direct access to destinations. In addition, some destinations only need one single connection, from either the Norristown Transportation Center or other large transfer location. This strategy needs to be applied carefully and strategically to reduce the number of riders who need to make three transfers to get to their destination.

**Shorten bus routes:** Many of SEPTA's Norristown bus routes are long, including bus routes traveling more than 10 and up to 20 miles one-way. Long bus routes are more difficult to operate and keep on-time. In many cases, bus routes would be more productive if they were shortened and focused on targeted travel patterns and market needs.