

ROUTE 3

33rd-Cecil B. Moore to Frankford Transportation Center

KEY SERVICE CHARACTERISTICS, ISSUES, AND OPPORTUNITIES

- *Route 3 provides crosstown service in North Philadelphia along Cecil B. Moore Avenue via Temple University and beneath the Market-Frankford Line between Berks Station and Frankford Transportation Center.*
- *Weekday ridership is high, with just over 9,000 passengers. The route provides frequent weekday service throughout the day. However, operating speeds on the route are slow and stops are closely spaced.*
- *It may be possible to eliminate the route segment which duplicates the Market-Frankford Line or consolidate this segment with other parallel bus routes. This would free up resources for additional service on Cecil B. Moore Avenue or other nearby corridors.*

ROUTE OVERVIEW

Route 3 operates east-west along Cecil B. Moore Avenue where it connects with the Broad Street Line. The route also provides local service beneath the Market-Frankford Line between Berks Station and Frankford Transportation Center. The route’s frequency is every 15 minutes or better during most weekday hours.

SERVICE OVERVIEW

Schedule

Route 3 operates until 2:15 AM on all days of the week, with service beginning before 5:00 AM on weekdays and between 5:00 and 6:00 AM on weekends. Frequencies vary by time of day (see Table 1). On weekdays:

- Average headways are 15 minutes or less between 6:00 AM and 9:00 PM
- Service frequency averages every 11 minutes during the both the AM and PM peak periods
- Midday service operates every 14 minutes on average

On weekends, service frequencies average every 21-22 minutes during the day and every 27 minutes at night.

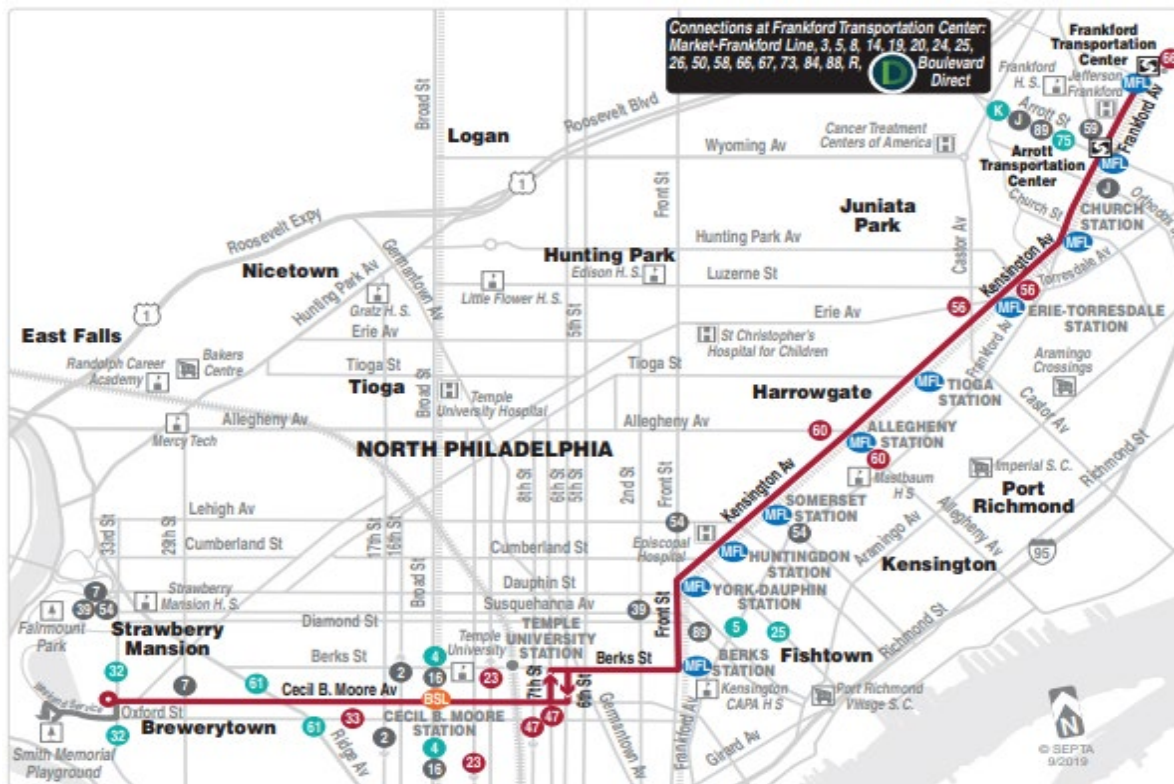
Table 1 | Schedule Statistics

Service Day	Span Of Service	Frequency (Range)	Frequency (Average)
Weekdays	4:52 AM to 2:15 AM		
Early AM	4:52 AM to 5:59 AM	14-28	22
AM Peak	6:00 AM to 8:59 AM	8-16	11
Midday	9:00 AM to 2:59 PM	10-16	14
PM Peak	3:00 PM to 5:59 PM	8-13	11
Evening	6:00 PM to 9:59 PM	11-30	15

Late Night Owl	10:00 PM to 11:59 PM Midnight to 2:15 AM	27-31 28-31	29 30
Saturdays	5:18 AM to 2:15 AM		
Day Night	8:00 AM to 5:59 PM Before 8:00 AM & After 5:59 PM	17-30 18-42	21 27
Sundays	5:48 AM to 2:15 AM		
Day Night	8:00 AM to 5:59 PM Before 8:00 AM & After 5:59 PM	18-31 19-41	22 27

Note: Span of service reflects the time the first bus begins service until the time the last bus finishes service.

Figure 1 | Route Map



Service Patterns

Route 3 has four service patterns; two for eastbound and two for westbound trips (see Table 2). During the late morning and afternoon on weekends, trips are extended from 33rd-Cecil B. Moore to the Smith Playground in East Fairmount Park.

Table 2 | Service Patterns

Pattern	Origin	Destination	Unique Feature	Unique Stops	Trips Per Day		
					Wkd	Sat	Sun
Westbound							
229471	Frankford Transportation Center	33rd St & Cecil B Moore Av Loop	Primary Pattern	0	85	34	32

229470	Frankford Transportation Center	Reservoir Dr & Smith Day Nursery Dr	Weekend extension to Smith Playground	1	0	19	18
Eastbound							
229473	33rd St & Cecil B Moore Av Loop	Frankford Transportation Center	Primary Pattern	0	87	35	33
229472	Reservoir Dr & Smith Playground Dr	Frankford Transportation Center	Weekend extension to Smith Playground	1	0	19	18

Note: Unique stops are those not served by the primary pattern

RIDERSHIP

In Fall 2019, Route 3 carried 9,004 passengers on weekdays, 4,501 on Saturdays, and 3,410 on Sundays (see Table 3). Route 3 had the 17th highest ridership of any route operating on weekdays.

Table 3 | Fall 2019 Ridership and Productivity

	Weekdays	Saturdays	Sundays
Daily Ridership	9,004	4,501	3,410
Rank	17	13	13
Passengers per Revenue Vehicle Hour	66.6	56.7	47.7
Rank	16	14	22

Transfer Patterns

About 16% of Route 3 trips involve a transfer to or from the Broad Street Line, and 13% of trips involve a transfer to the Market-Frankford Line. The highest transfer rates are to and from:

- The Broad Street Line (15.8% of all trips)
- The Market-Frankford Line (12.8%)
- Route 33 Penn's Landing to 23rd-Venango (2.5%)
- Route 60 35th-Allegheny to Richmond-Westmoreland (2.3%)
- Route 56 23rd-Venango or Bakers Centre to Torresdale-Cottman (2.3%)

Weekend transfer patterns are similar.

Ridership by Stop

The segment on Cecil B. Moore Avenue west of Broad Street has consistent ridership at most stops. Other ridership activity is clustered at rapid transit stations. For eastbound weekday trips, some highlights include:

- 108 passengers boarded at the origin (33rd-Cecil B. Moore)
- 190 passengers boarded and 15 alighted at 26th Street at Cecil B. Moore Avenue
- 306 passengers boarded and 44 alighted at Ridge Street at Cecil B. Moore Avenue
- There were 505 boardings and 823 alightings at Broad Street and Cecil B. Moore Avenue.

- 45 passengers boarded and 310 alighted at Berks Street at Front Street (MFL Station)
- There were 192 boardings and 190 alightings at Kensington Station (MFL Station)
- 795 passengers alighted at the Frankford Transportation Center

Figure 2 | Weekday Eastbound Ridership by Stop



The weekend extension to Smith Playground does not generate much ridership even though all trips for several hours each weekend day operate on the extension. Fewer than 20 boardings and alightings per day were observed on the extension during Fall 2019 weekends.

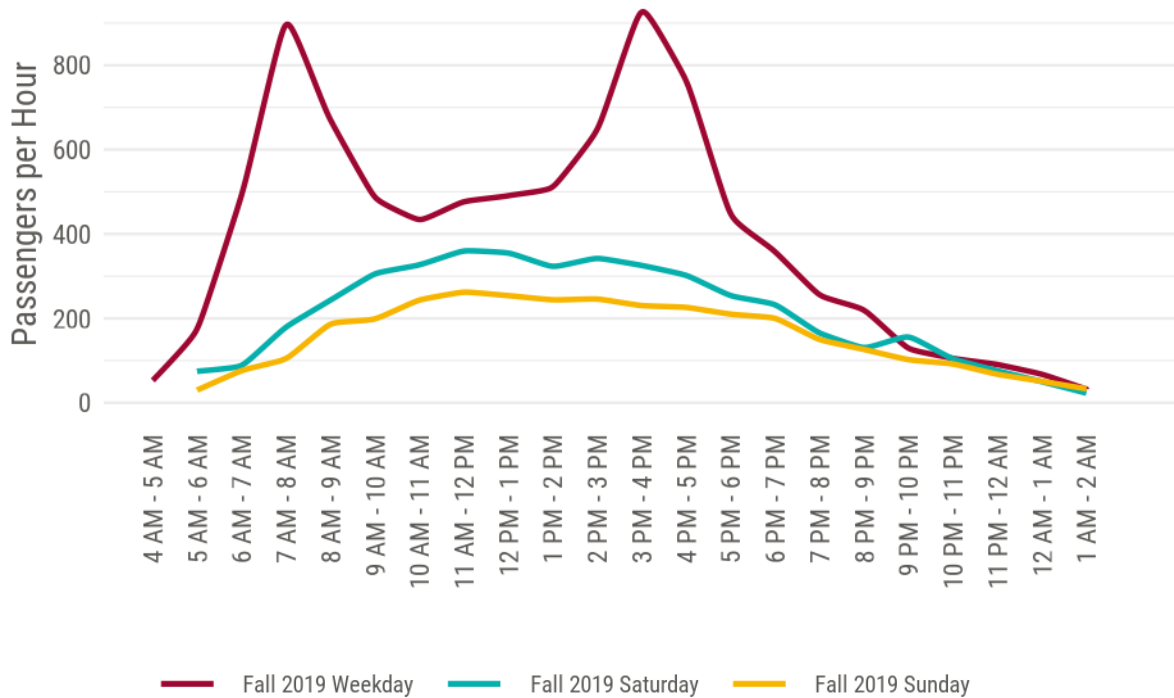
Ridership by Time of Day

Ridership by Hour

In Fall 2019, weekday ridership was significantly peaked (see Figure 3). Midday ridership per hour was about half of the peak periods. Ridership decreases quickly after 6:00 PM.

Weekend ridership was steadier throughout the day and much less than on weekdays, with most ridership between about 9:00 AM and 7:00 PM.

Figure 3 | Ridership by Hour: Fall 2019



Ridership and Maximum Loads by Trip

In Fall 2019, weekday ridership per trip was consistent through much of the day with higher ridership during peak periods (see Figure 4):

- AM peak trips carried 70 to 90 passengers
- Midday trips carried 60 to 80 passengers
- PM peak trips carried 80 to 100 passengers
- After 6:00 PM, ridership decreased from 60 passengers to 30 riders per trip
- After midnight ridership was 20 or fewer riders per trip

There is significant turnover along Route 3, particularly at Broad Street, but some maximum loads during peak periods exceeded the seating capacity (see Figure 5).

Ridership on weekends was steady with Saturday trips carrying between 60 and 80 riders, and Sunday trips carrying between 40 and 60 passengers. All weekend trips have maximum loads below the seated capacity.

Figure 4 | Fall 2019 Weekday Ridership by Trip

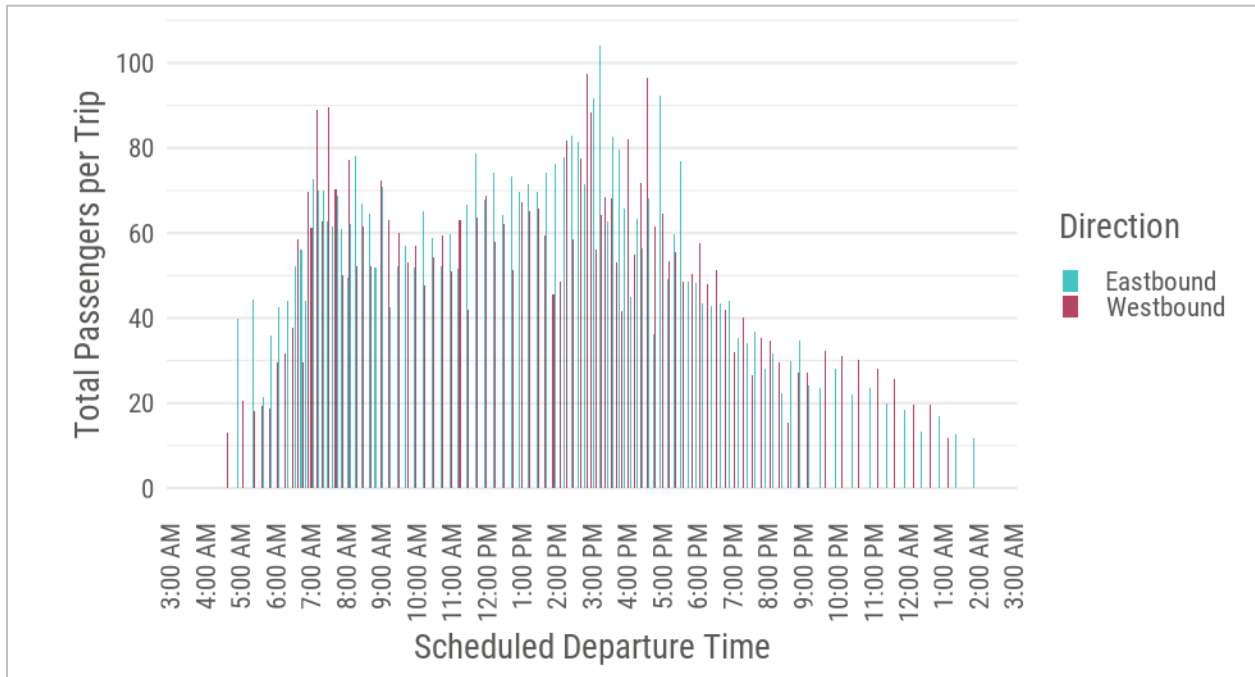
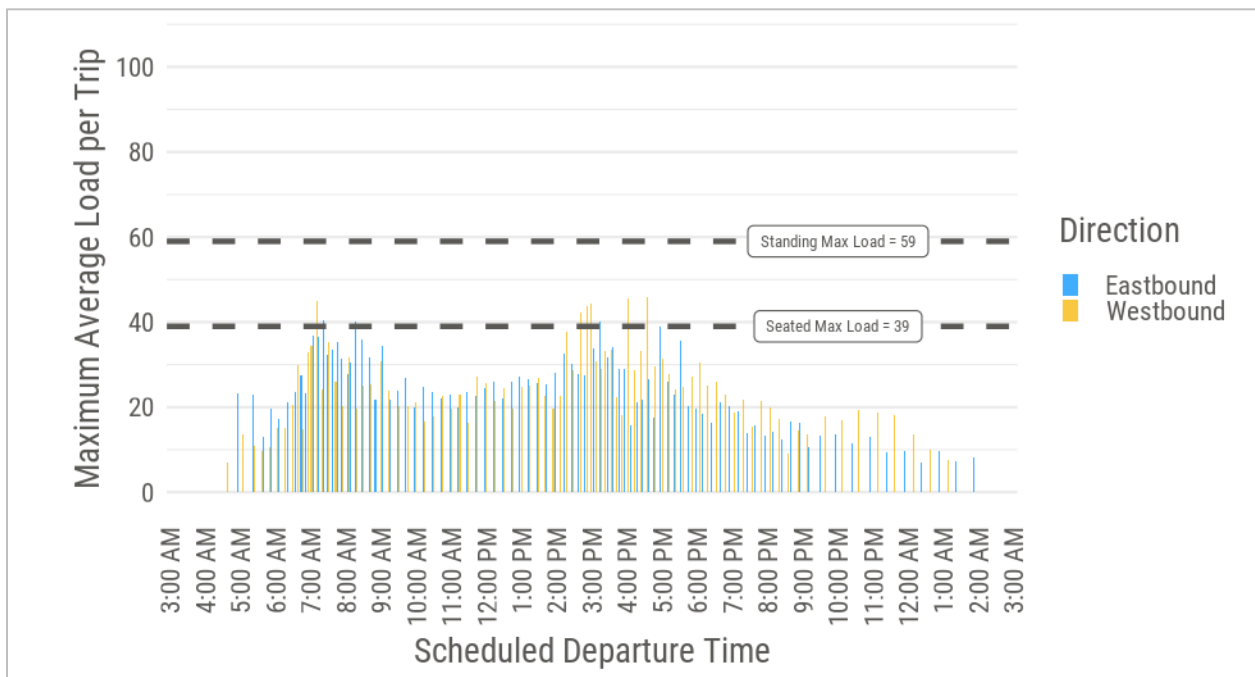


Figure 5 | Fall 2019 Weekday Maximum Loads by Trip



ON-TIME PERFORMANCE AND RUNNING TIMES

On-Time Performance

In Fall 2019, Route 3 had substandard on-time performance with 69% of weekday trips meeting SEPTA’s standard. Saturdays and Sundays were somewhat better (see Table 4). Trips on

weekdays and Saturdays were more likely to be late than early, and there were roughly equal numbers of early and late trips on Sundays.

Table 4 | Fall 2019 On-Time Performance

	Early (>2 Mins Early)	On Time (<2 Mins Early to 6 Mins Late)	Late (>6 Mins Late)	Missed Trips
Goal		80%		
Fall 2019 Actual				
Weekday	8.8%	69.2%	22.0%	2.5%
Saturday	10.0%	73.0%	17.0%	2.3%
Sunday	11.2%	78.4%	10.4%	1.0%

Note: On-time percentages are for trips that are run (do not include dropped trips)

AVERAGE SPEEDS AND STOP SPACING

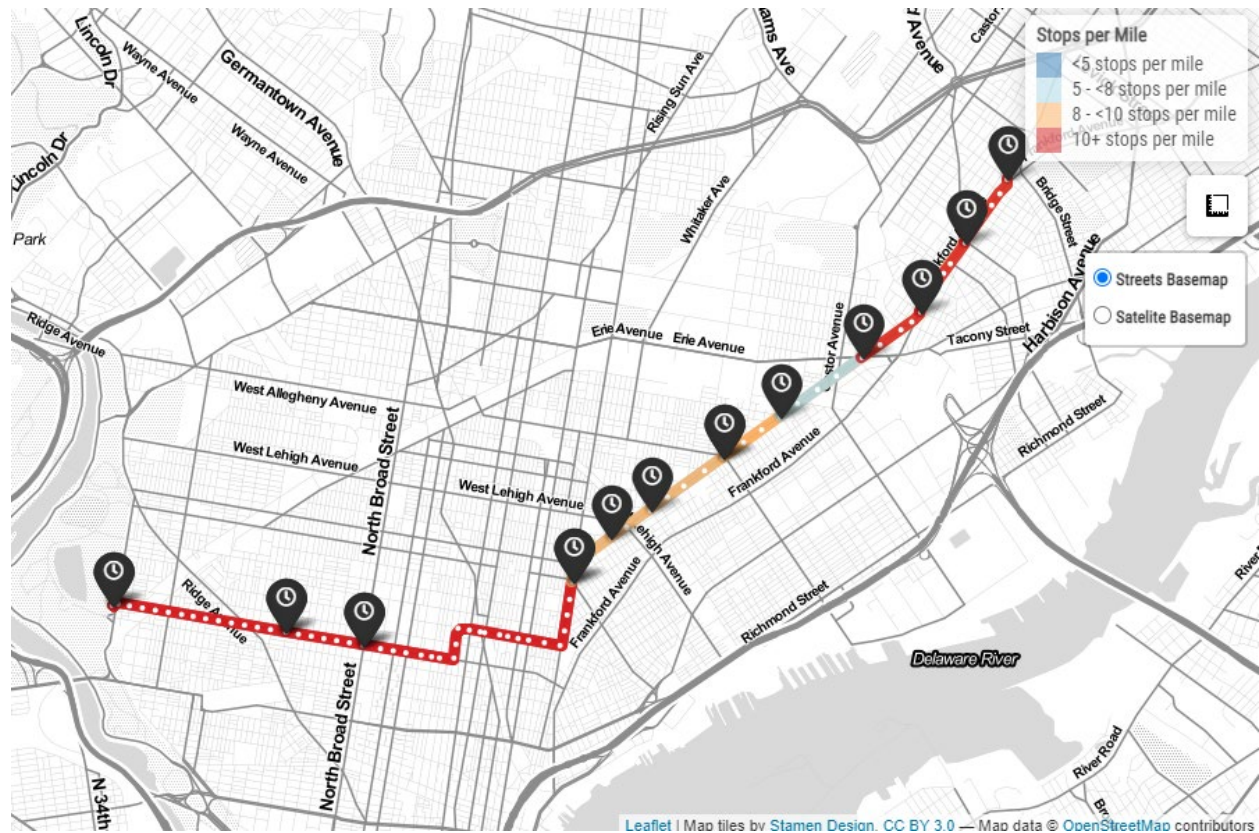
Weekday speeds on Route 3 are slow, with buses traveling most of the route at less than 8 mph during the PM peak and at somewhat faster speeds on some segments (see Figure 6).

Slow speeds result in part from stop spacing. Stops on Route 3 average about 10 per mile along the entire corridor but some segments have more than 11 stops per mile (see Figure 7).

Figure 6 | Fall 2019 PM Peak Eastbound Speeds



Figure 7 | Stop Spacing by Route Segment



RIDER CHARACTERISTICS

As compared with SEPTA’s entire service area, Route 3 riders have a lower median income and are more likely to have a low household income. Route 3 riders are somewhat more likely to be Black or Hispanic and to be without access to a vehicle (see Table 5).

Table 5 | Rider Characteristics

	Route 3 Riders	Systemwide Average
Median Household Income	\$26,350	\$32,713
Share in Poverty	43%	30%
Ethnicity		
White	26%	38%
Black	52%	46%
Hispanic	19%	10%
Other	3%	7%
Without a Vehicle	47%	37%
Seniors	18%	15%
With a Disability	3%	2%

SERVICE IMPROVEMENT OPPORTUNITIES

Opportunities to strengthen Route 3 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- **Eliminate Segment under Market-Frankford Line:** Route 3's east-west segment on Berks Street and Cecil B. Moore Avenue provides unique service but the eastern end of the route duplicates the MFL and all MFL stations are ADA-accessible in this area. A suitable end-of-line location for Route 3 would need to be found near Berks Station or another MFL station.
- **Consolidate Routes 3, 5, 25, and 73:** All three of these routes parallel the MFL and one other between Berks Station and Frankford Transportation Center. There may be opportunities to consolidate service on fewer corridors with improved frequency.
- **Eliminate Weekend Extension to Smith Playground:** Very low ridership was observed for this extension into Fairmount Park.