

SEPTA Forward: Bus Revolution

Phase 3: Engagement Findings & Lessons Learned



February 2023

Table of Contents

| | | |
|----------|---|-----------|
| 1 | Introduction | 1 |
| 2 | Phase 3 Approach | 6 |
| 3 | Summary of Engagement Activities | 11 |
| 4 | Lessons Learned | 24 |
| | Appendix A: Open Houses | 27 |
| | Appendix B: Analysis of Comments | 39 |

1 Introduction

This report focuses on the engagement from **Phase 3 of the SEPTA Forward: Bus Revolution** project that took place mostly during the Fall of 2022. This follows the [Phase 1: Engagement Findings & Lessons Learned](#) and the [Phase 2: Engagement Findings & Lessons Learned](#) reports, which collectively summarize public engagement activities, participation, and feedback from the project launch in Spring 2021 through Summer 2022. As with Phases 1 and 2, all Phase 3 activities were based on the principles, tactics, target audiences, and other key considerations identified in the May 2021 Bus Revolution [Public Engagement Plan](#) that was published on the website at the beginning of the project.

This Phase 3 Engagement report is organized into five sections:

- **The first section** introduces the report, summarizes **key findings**, and provides **background information** on the Bus Revolution project
- **The second section** describes the **engagement approach and outreach methods** used for Phase 3 of the project.
- **The third section** provides a summary of **each engagement activity**, including:
 - 24 in-person Open House-style public meetings
 - 15 virtual public meetings, including 13 “Community Conversations” (each focused on a different part of the SEPTA service area) and 2 “Transit Talks” (each focused on the bus network as a whole)
 - Online comments received through the project website or email
 - Outreach, promotion, and communications
 - Other engagement, including focus groups, ongoing stakeholder engagement, and engagement with SEPTA bus operators
- **The fourth section** identifies **lessons learned**, which the Bus Revolution team will use to inform the next phase of engagement for the project, planned for Spring 2023.
- **The fifth section** – the **Appendices** – consist of more detailed information, including: photos and materials from in-person engagement events; a summary analysis of all open-ended comments received in-person and virtually; and additional details and metrics.

Summary of Findings

| Phase 3 Engagement: Key Metrics | |
|---------------------------------|---|
| 24 | Open House Public Meetings (in-person) |
| 15 | Virtual public meetings (13 Community Conversations + 2 Transit Talks) |
| 826 | People signed-in at Open House events |
| 1,897 | People attended virtual public meetings |
| 453 | Written comments received at Open House events |
| 3,175 | Written comments received virtually (Oct 3 rd , 2022 – Feb 8 th , 2023) (through project website, email, or virtual Community Conversations) |
| 43,000 | New website users from October 2022 through January 2023 |

Key Takeaways

The Bus Revolution Phase 3 engagement focused on collecting input on the Draft Network—a proposed redesign of the entire SEPTA bus network. The Draft Network was developed as a “hybrid” of what people liked about two different initial proposals—called “Network Options”, shared during Phase 2—that aimed to balance the best features of each.

The type of feedback collected for this phase was mostly qualitative, with members of the public able to provide specific comments in a variety of ways, including at 24 in-person public Open House-style meetings, 15 virtual public Town Hall-style meetings, and through the project website. Overall, more than 3,500 comments were recorded and analyzed, including comments about more than 100 different bus routes, or nearly every route in the system. This feedback was used to inform the revisions to the Draft Network that were developed in Winter 2023.

Some key takeaways from what we heard during Phase 3 engagement include:

- **People liked some of the general key elements of the Draft Network**, including benefits such as:
 - Increased number of frequent routes (routes where buses come every 10 or 15 min).
 - Increased evening and weekend service.
 - Buses that travel more directly. People feel bus routes that travel more directly (fewer twists and turns) will be faster.

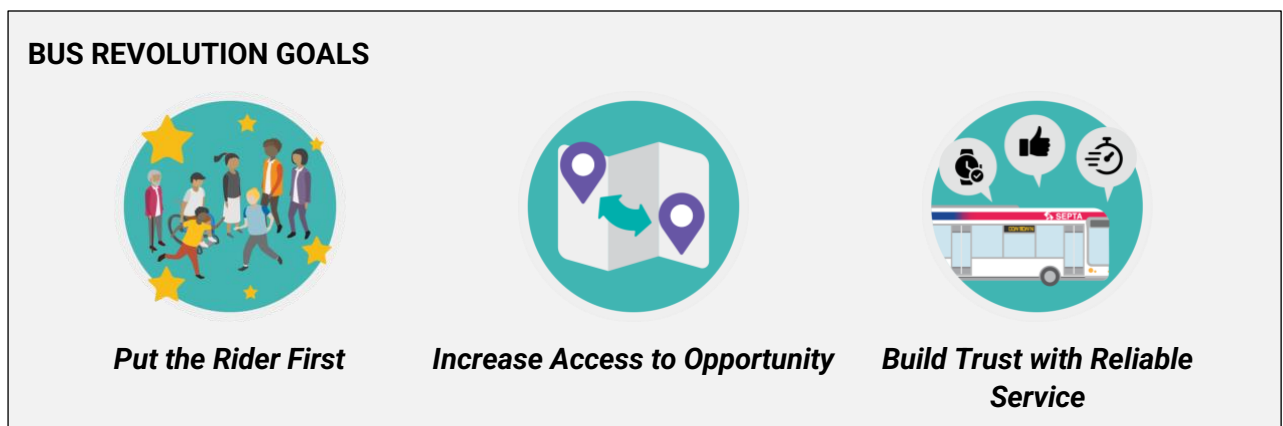
- Simpler network overall. Riders and residents said they like that the bus network will be easier to understand.
- **People had concerns about certain aspects of the Draft Network.** The Bus Revolution team focused on addressing these concerns while revising the Draft Network in Winter 2023 and preparing the Spring 2023 (Phase 4) engagement strategy. These include:
 - **Transfers/loss of direct connections.** In an effort to create straighter routes and a network that functions more like a grid, the Draft Network increases transfers for some riders and some trips. Many people commented that they don't like transferring, citing a variety of reasons, including: concerns that transfers will make trips longer; a lack of trust that the transfers will work (that their second bus would come on time); concerns about safety, especially when transferring at night or in an unfamiliar neighborhood; concerns about a lack of bus shelters and seating at many stops, making transfers especially problematic when there is inclement weather; and concerns about the added cost of transferring (though the first transfer is free with a SEPTA Key Card). Riders also emphasized the importance of direct (1-seat, transfer-free) connections for short trips (2 to 3 miles) in particular.
 - **Elimination of routes/route segments.** Since the Draft Network is designed to be cost-neutral, in order to increase frequency on certain routes, other routes or route segments had to be eliminated. Riders of bus routes proposed for elimination or reduction submitted a large percentage of the comments. Among 3,628 written comments, about half cited a specific route (1,831); and **the top-5 most cited bus routes (Routes 49, 27, 9, 32, and 57) made up approximately two-thirds of these comments** (1,183). Many of these comments were related to: increased walking distance; resistance to transferring; and a loss of direct connection to a key destination, including schools, hospitals, and employment centers.
 - **Frequency reductions.** To increase frequency on certain routes while maintaining cost-neutrality, the Draft Network also had to propose that some routes, in order to be preserved, operate less frequently. Some riders expressed concerns about routes with such reduced frequencies, often mentioning that these buses are already crowded when they use them, and may be overcrowded with less frequency.
 - **Safety and cleanliness.** People are concerned about safety in the SEPTA region generally, including safety and cleanliness on SEPTA services. People indicated that longer walks for more frequent service may sound good in theory, but in certain areas it does not feel safe to walk an extra couple of blocks, even for a more frequent bus. People also do not always feel safe waiting for the bus, especially at night; since the Bus Revolution plans to increase evening service, it will be important to put an emphasis on transfer locations where people can feel safe waiting for their next bus. People also indicated that they feel safer on SEPTA buses than they do on the Market-Frankford Line (MFL) and Broad Street Line (BSL) modes, especially late at night; for this reason, people whose new bus routes would require them to transfer mid-trip to the MFL or BSL were especially resistant to changes, preferring the comfort of their 1-seat bus ride, even if the total trip time were longer.

- **Student transportation.** Many young students (K-12) rely on SEPTA services to get to school. The Draft Network did not include SEPTA’s 400 series routes (or show final service levels), which may have created confusion and anxiety for students and their parents who want to ensure they have a safe route to school. Student transportation needs to be reliable, so that kids aren’t late for school; and moreover, it needs to be safe—many people expressed concerns that school-age children would be forced to transfer at locations in the Draft Network that they felt were unsafe.
- **Older adults / People with disabilities.** Since the Draft Network increases walking distances for some riders and some trips, many people expressed concerns that it would adversely impact older adults and people with disabilities or limited mobility. People also emphasized the importance of bus routes serving hospitals, even if this means a slight detour from an otherwise straight route.
- **People expressed questions and concerns about the process and materials,** including:
 - A sense that awareness of the project is not as high as it should be. For many people, Fall 2022 was the first time they heard of the project, though there were two previous rounds of engagement.
 - Concerns that the type of information and materials shared are not simple enough for everyone to understand. People mentioned that they needed more written guidance on what to look for in the maps, such as bullet points highlighting the benefits or changes in the Draft Network for different areas.
 - Questions about how the Draft Network was developed, including what data supported the proposed changes. People were curious about age demographic data (accounting for seniors), crime data (accounting for transfer locations and areas where walking distances would be increased), and how (or whether) new construction in certain areas of the region was being considered.
 - Concerns about how or whose feedback is being considered, including the concern that SEPTA is making decisions “behind closed doors” or will only listen to the loudest voices.

About Bus Revolution

The SEPTA Forward: Bus Revolution project is a comprehensive redesign of SEPTA’s bus network, with the goal of making it more efficient, reliable, and simpler to understand and use. The Bus Revolution will redesign the bus network to better match the way people travel, by taking a blank slate, top-to-bottom look at the bus network, and listening to riders, operators, and other members of the public in the SEPTA region.

This project is a key part of SEPTA’s strategic plan, SEPTA Forward, and SEPTA’s efforts to revamp its services and better connect people and places across the region. Together with other SEPTA Forward projects, such as the Regional Rail Master Plan, the Rail Transit Wayfinding Master Plan, and Trolley Modernization, Bus Revolution is a game-changing effort to proactively align transit services with the needs of a growing, changing region. Changes to the bus network will begin to be implemented in 2024.

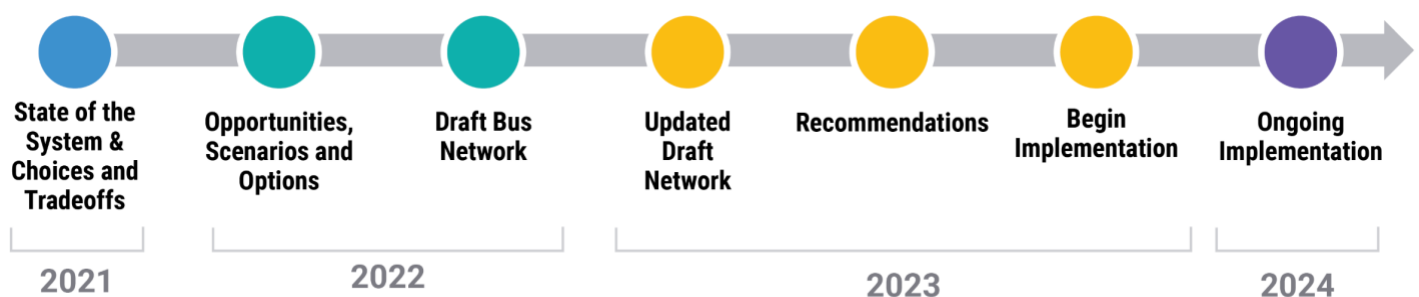


Overall Project Timeline

The Bus Revolution is a **four-year effort**, beginning in Spring 2021, that includes both **redesigning and implementing** changes to the bus network. The overall project timeline is illustrated in **Figure 1**.

- Year 1: Collecting data, evaluating the market, transit needs, and bus network trade-offs, analyzing individual bus routes, and talking with riders and members of the public
 - Phase 1 Engagement – Understanding Rider Preferences: Trade-offs
- Year 2: Developing scenarios for how bus service could be improved and asking for input, which will lead to a final set of recommendations
 - Phase 2 Engagement – Evaluating Scenarios: Network Options 1 & 2
 - Phase 3 Engagement – Initial Draft Network
- Year 3: Updating Draft Network
We Are Here
 - Continued engagement throughout network revision
- Year 4: Beginning to implement the recommendations
 - Ongoing outreach and communications throughout implementation

Figure 1: Overall Project Timeline



2 Phase 3 Approach

Phase 3 began with the release of the Bus Revolution Draft Network—a proposal for a redesigned SEPTA bus network—on October 3rd 2022. At the same time, the Bus Revolution team held its first Phase 3 engagement event—a virtual Transit Talk, attended by 320 people—to walk people through the proposal and discuss the upcoming calendar of Bus Revolution engagement events.

The Phase 3 engagement approach built on past engagement (see **sidebar**) centered around bus-riding preferences (Fall 2021) and initial redesign options (Spring 2022), **to seek specific comments about proposed changes introduced in the Draft Network**, from the riders who know their routes best.

Since the Draft Network was developed as a combined “hybrid” option of what people liked best about the two “Network Options” shared during Phase 2, one of the goals was to demonstrate how their past feedback—which showed a slight preference overall for the more frequent Network Option 1—was used to develop a Draft Network that balanced the best of both options.

Figure 2 shows how the Draft Network compares with the existing network, and the two Network Options. As indicated by the numbers, it is a sort of “middle ground” between Options 1 and 2, but slightly closer in certain key metrics to the slightly preferred Option 1.

PAST ENGAGEMENT APPROACHES

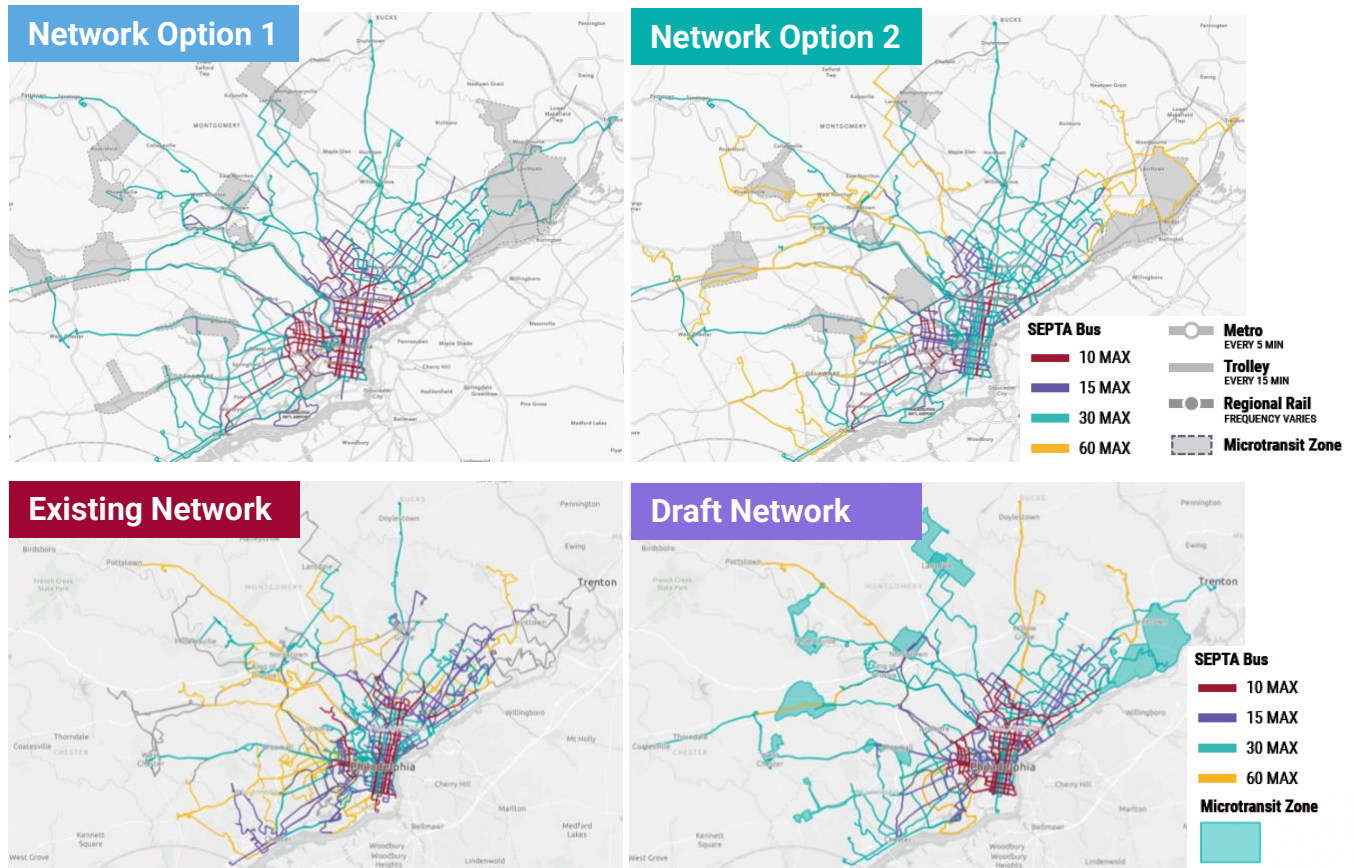
- **Phase 1** (Fall 2021) occurred during the evaluation of existing conditions of the SEPTA bus network. At this initial stage, the team sought to better understand rider preferences for fundamental aspects of bus service design—such as whether people are willing to walk further for a more frequent or faster bus.
- **Phase 2** (Spring 2022) engagement focused on hearing members of the public compare and provide feedback on two distinct styles of redesign for a new SEPTA bus network (referred to as “Network Options”). Many of the tools and concepts used during Phase 2 were evaluated based on feedback and improved upon for use during Phase 3.

Figure 2: Existing & Draft Network Comparison

| | SEPTA's Existing Bus Network | Spring 2022 | | Fall 2022 |
|--|------------------------------------|---------------------|---------------------|-----------------|
| | | Network Option 1 | Network Option 2 | Draft Network |
| All Bus Routes | 125 | 93 (-32) | 109 (-16) | 99 (-26) |
| Frequent Bus Routes | 32 | 48 (+16) | 36 (+4) | 44 (+12) |
| “Microtransit” Zones (Mobility On-Demand) | 0 | 13 (+13) | 9 (+9) | 10 (+10) |

Figure 3 shows the bus network maps. (Note that these provide an indication only of what the maps look like, and are not meant to convey detail; due to the size of the bus network and number of routes, these maps are best read on large boards or through the interactive, zoom-able maps on the project website).

Figure 3: Maps of (clockwise, from bottom left): Existing Network; Network Options 1 & 2 (Spring 2022); and Draft Network (Fall 2022)



Tools, Concepts, and Methods

Due to the direct relationship of the Network Options to the Draft Network, many of the tools and concepts introduced to the public during Phase 2 were evaluated and improved upon for use again during Phase 3. These included:

- Online map of the Draft Network, showing the proposed new routes
 - Interactive “Remix” map improved upon to include name of existing route(s) to which each new renamed route is most closely related
 - New “Slider” map added that allows viewers to easily compare the existing network with the Draft Network by sliding their cursor across the map

- All maps improved upon technologically to be accessible on a smart phone
- Route Lookup Tool (online dropdown, and printable table from the website) which shows what is being proposed for each route, as identified by its current name
 - Improved upon to include new 2-page, printable Route Change Sheets for each individual route in the Draft Network
- Concepts introduced in Phase 2 and reinforced in Phase 3
 - MAX frequency series (see **sidebar**)
 - Microtransit, a flexible, on-demand service that operates within a given zone and costs the same as a bus fare (for suburban areas)
 - Bus Revolution route numbering system (500 series = Philadelphia County; 600 = Bucks County; 700 = Montgomery County; 800 = Chester County; 900 = Delaware County), used for conceptual purposes (not final) to ensure that it is clear when members of the public or project team are referring to a route in the existing network or Draft Network

KEY CONCEPT: THE MAX SERIES

Bus routes in the Draft Network are categorized by how frequently they operate. These are called “MAX” services, such as **10 MAX** (with routes shown on the map in **red**) or **15 MAX** (with routes shown in **purple**). The MAX means the maximum time between buses, so for a 10 MAX bus route, riders would wait no longer than 10 minutes for the next bus.

Mix of Engagement Activities

Since the goal of Phase 3 engagement was to hear feedback on proposed changes to specific routes—rather than only the system as a whole—it was **important to focus each engagement event on a specific area of the SEPTA region**. This allowed members of the public to identify which event would be most relevant to them, and allowed the Bus Revolution to focus on communicating the Draft Network proposed changes for one area at a time and in greater detail than would be otherwise possible. To ensure an inclusive process, the Bus Revolution team organized a mix of **public in-person and virtual events**, including:

- **24 in-person Open Houses** held all across the SEPTA region, each focused on the area around where the Open House was located
- **13 virtual Community Conversations**, each focused on a different area of the SEPTA region
- **2 virtual Transit Talks**, each focused on the system as a whole, the first of which kicked off the phase, and the second of which provided a recap

Figure 4 shows the calendar of engagement activities, from the Phase 3 kick-off Transit Talk on October 3rd, 2022 to the final event of the phase on February 8th, 2023. This calendar illustrates the strategic framework for how the Bus Revolution team approached public engagement during this critical phase of the project—including holding engagement events almost every available weekday night from mid-October to mid-December.

Figure 4: Calendar of Phase 3 Engagement Activities

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-------------------------------------|-------------------------------------|-------------------------|-----------------------|--------------------------|--------|--------|
| 2-Oct | 3-Oct | 4-Oct | 5-Oct (Yom Kipper) | 6-Oct | 7-Oct | 8-Oct |
| 9-Oct | 10-Oct (Indigenous People's Day) | 11-Oct | 12-Oct | 13-Oct | 14-Oct | 15-Oct |
| 16-Oct | 17-Oct | 18-Oct | 19-Oct | 20-Oct | 21-Oct | 22-Oct |
| 23-Oct | 24-Oct | 25-Oct | 26-Oct | 27-Oct | 28-Oct | 29-Oct |
| 30-Oct | 31-Oct (Halloween) | 1-Nov | 2-Nov | 3-Nov 2x | 4-Nov | 5-Nov |
| 6-Nov | 7-Nov | 8-Nov (Election Day) | 9-Nov | 10-Nov 2x | 11-Nov | 12-Nov |
| 13-Nov | 14-Nov | 15-Nov | 16-Nov 2x | 17-Nov | 18-Nov | 19-Nov |
| 20-Nov | 21-Nov | 22-Nov | 23-Nov | 24-Nov (Thanksgiving) | 25-Nov | 26-Nov |
| 27-Nov | 28-Nov | 29-Nov | 30-Nov | 1-Dec | 2-Dec | 3-Dec |
| | | 29-Nov | | | | |
| 4-Dec | 5-Dec | 6-Dec | 7-Dec | 8-Dec | 9-Dec | 10-Dec |
| | 5-Dec | | | | | |
| 11-Dec | 12-Dec | 13-Dec | 14-Dec | 15-Dec | 16-Dec | 17-Dec |
| <i>Documentation and Evaluation</i> | | | | | | |
| 22-Jan | 23-Jan | 24-Jan | 25-Jan | 26-Jan | 27-Jan | 28-Jan |
| 29-Jan | 30-Jan | 31-Jan | 1-Feb | 2-Feb | 3-Feb | 4-Feb |
| 5-Feb | 6-Feb | 7-Feb | 8-Feb | 9-Feb | 10-Feb | 11-Feb |

Color Key:

| |
|-----------------------------|
| Open House Event (24) |
| Community Conversation (13) |
| Transit Talk (2) |
| Weekend or Holiday |

In addition to these public events, the Bus Revolution team conducted **small focus groups** with target populations—including older adults, Spanish speakers, Chinese speakers, and community stakeholders from focus areas—and other **ongoing stakeholder engagement** with partner agencies and organizations. These activities are described in more detail in their respective subsections in **Section 3. Summary of Findings**.

Feedback Methods

There were three main ways by which members of the public were able to provide feedback:

1. During an in-person Open House, verbally or by filling out a Comment Card
2. During a virtual Community Conversation, by entering a question or comment into the Chat or Q&A dialogue box
3. Anytime, by: a) submitting a comment through the feedback form on the project website; b) emailing the project email address (busnetwork@septa.org); or c) calling the project phone number and leaving a message.

In total, more than 3,500 comments were received, relating to nearly every route in the network. These comments are summarized in **Appendix B. Analysis of Comments**.

Outreach and Awareness-Raising

Outreach materials for Phase 3 focused on three main things: 1) to drive participation at the in-person and virtual engagement events; 2) to direct people to the project website where they would be able to view and comment on the Draft Network and access other project documents; and 3) to increase general awareness of the project. Some of these materials included:

- Postcards, including a schedule of in-person Open Houses (see **right**)
- Posters, including a schedule of Open Houses
- Meeting flyers customized for each Open House
- Posters inside the buses
- Signage on (outside) the buses
- Social media graphics
- Banner on Transit app
- Printable content materials available at Open Houses and on project website, including:
 - Draft Network Fact Sheet
 - Microtransit Fact Sheet
 - Route Change Lookup Tool (Table)
 - Individual Route Change Sheets

Phase 3 Postcard (Side 2)



Attend an Open House in your neighborhood this fall!

| Date and Time | Place |
|-----------------------------------|---|
| Tues., Oct. 18 4:00 PM – 7:00 PM | Montgomery County-Norristown Public Library |
| Wed., Oct. 19 4:00 PM – 7:00 PM | Phoenixville Recreation Center |
| Thurs., Oct. 20 6:00 PM – 8:00 PM | American Legion Loudenslager Post 366 |
| Tues., Oct. 25 6:00 PM – 8:00 PM | Vogt Recreation Center |
| Wed., Oct. 26 6:00 PM – 8:00 PM | Cliveden Carriage House |
| Friday Oct. 28 5:30 PM – 8:00 PM | Finnegan Recreation Center |
| Thurs., Nov. 3 4:00 PM – 6:00 PM | Chester City Hall Community Room |
| Sat., Nov. 5 1:00 PM – 3:30 PM | East Passyunk Community Center |
| Wed., Nov. 9 3:00 PM – 5:00 PM | Lucien Blackwell Community Center |
| Thurs., Nov. 10 5:00 PM – 7:30 PM | Kingsessing Recreational Center |
| Sat., Nov. 12 2:30 PM – 4:30 PM | Upper Darby Free Library Municipal Branch |
| Tues., Nov. 15 5:30 PM – 7:30 PM | Lower Merion Administration Building |
| Wed., Nov. 16 6:00 PM – 8:00 PM | The Liacouras Center, Fox-Gittis Room |
| Thurs., Dec. 8 5:30 PM – 7:30 PM | SEPTA, 1234 Market Street, 3rd Floor |

Check the website for more dates and times

Drop in any time to have fun at our activities, eat some fall treats, meet your neighbors, and learn about proposed bus route changes.

**Language translation services available upon request.*

SEPTAAbusrevolution.com | busnetwork@septa.org | 267.291.6045

3 Summary of Engagement Activities

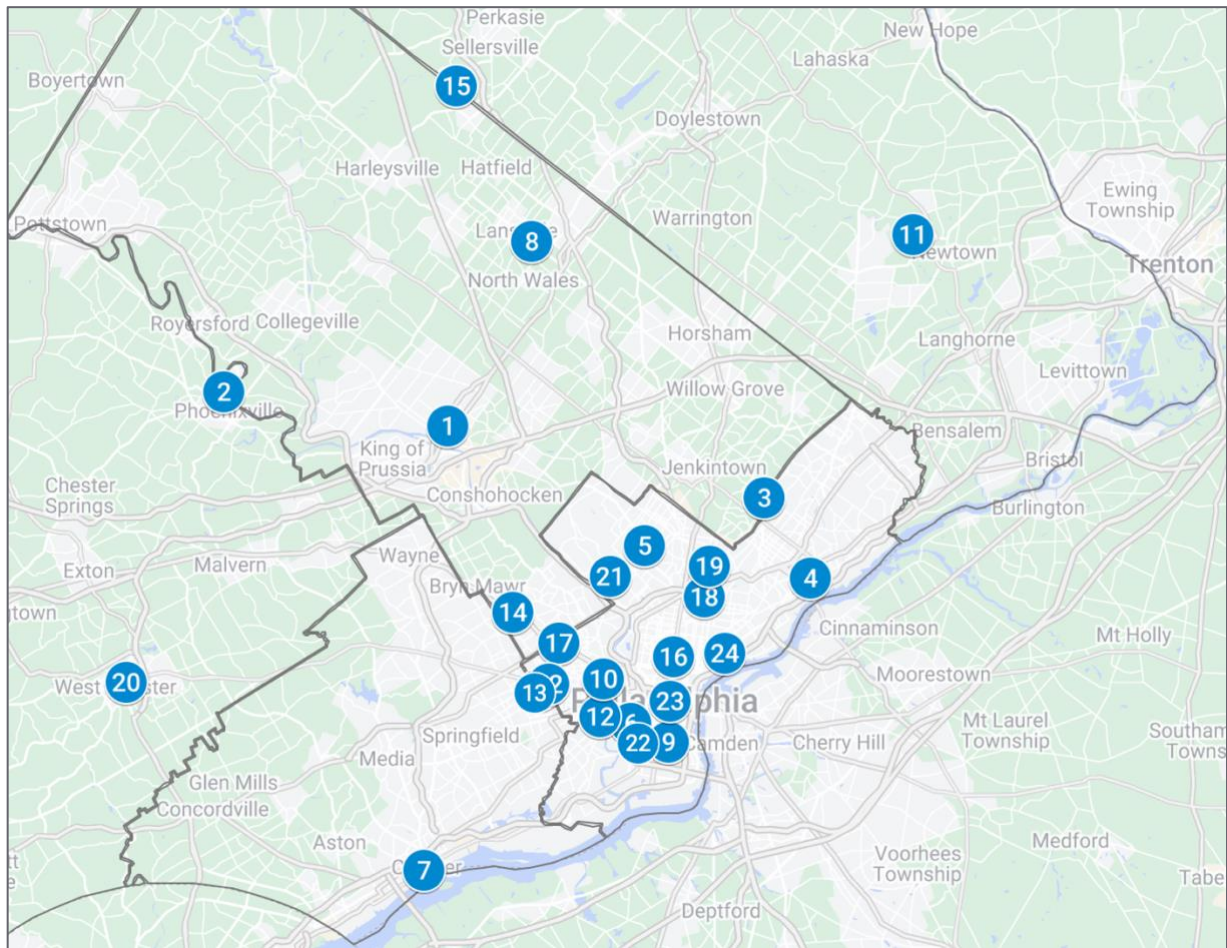
Open House Meetings

The primary in-person events through which the Bus Revolution team sought feedback on the Draft Network were the 24 Open House-style public meetings. The format of these Open Houses varied slightly, depending on the venue and advice of local stakeholders, but in general included:

| Open House Public Meetings: Metrics | |
|-------------------------------------|--|
| 24 | Total in-person Open House meetings held across SEPTA region |
| 826 | People signed-in at the Open Houses |
| 453 | Written comments collected at the Open Houses |

- **Boards on easels** in three stations, providing information about:
 - Project overview, previous public engagement, and early existing conditions findings
 - Network-wide proposed changes
 - Area-specific proposed changes
- **Comment Cards** with different prompts at each station to gather input on network-wide and area/route-specific proposed changes
- **Resource table**, including:
 - Binder of Route Change Sheets for each route in the Draft Network
 - “Where’s My Route?” Lookup table, which allows people to look up an existing bus route and learn about what the Draft Network proposes for it
 - iPads with interactive maps of the Draft Network for members of the public to use and explore
- **Sign-in table**, with handouts including Fact Sheets on the Draft Network (including Spanish and Chinese translations), upcoming Bus Revolution engagement events, and the SEPTA SCOPE (Safety, Cleaning, Ownership, Partnership and Engagement) program
- **Food & refreshments** from local vendors

Figure 5 shows a map of where all Open Houses were held. As illustrated, the Bus Revolution team made a concerted effort to hold Open Houses in all areas of the SEPTA service area, to create opportunities for as many people as possible to participate in-person.

Figure 5: Phase 3 Open House Locations

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. 10/18 Tue - Montgomery County-Norristown Public Library 2. 10/19 Wed - Phoenixville Recreation Center 3. 10/20 Thu - American Legion #366 4. 10/25 Tue - Vogt Recreation Center 5. 10/26 Wed - Cliveden Carriage House 6. 10/28 Fri - Finnegan Recreation Center 7. 11/3 Thu - Chester City Hall Community Room 8. 11/3 Thu - The PEAK Center – North Penn Commons 9. 11/5 Sat - East Passyunk Community Center 10. 11/9 Wed - Lucien Blackwell Community Center 11. 11/10 Thu - Bucks County Community College - Bristol Campus 12. 11/10 Thu - Kingessing Recreation Center | <ol style="list-style-type: none"> 13. 11/12 Sat - Upper Darby Free Library Municipal Branch 14. 11/15 Tue - Lower Merion Administration Building 15. 11/16 Wed - Indian Valley Public Library 16. 11/16 Wed - The Liacouras Center 17. 11/29 Tue - African Episcopal Church of St. Thomas, Anderson Hall 18. 11/30 Wed - Esperanza Arts Center, Gran Salon 19. 12/1 Thu - Greater Olney Library 20. 12/5 Mon - West Chester Borough Hall 21. 12/6 Tue - Roxborough Memorial Hospital 22. 12/7 Wed - 69th Street Transportation Center 23. 12/8 Thu - SEPTA Headquarters 24. 2/8/23 Wed - Cione Recreation Center |
|---|---|

Open Houses at Upper Darby Library (left) and Blackwell Community Center (right)



Open House Meeting Flyer for 12/1/22 Event in North Philadelphia

Hey, North Philly:

You're invited to join us for an Open House!

Do you use SEPTA transit in your area?
Do you want easier and more reliable ways to get to where you're going? SEPTA is sharing potential changes to the bus network, and we want your feedback!

Thursday, December 1st, 2022 | 6-8 pm

Greater Olney Library
5501 N 5th St., Philadelphia, PA 19120

Served by SEPTA Buses 4, 8, 18, 26, 47 & J

Stop by anytime to tell us what you think about proposed bus route changes in North Philly. We'll have:

- Display boards showing the changes
- Survey activity
- Light snacks and refreshments
- Raffle tickets

If you can't join us, learn more and get involved at [septaabusrevolution.com](https://septaforward.com/septaabusrevolution) or give us a call at 267-291-6045. Please get in touch to request language accommodations if needed.



Bus Revolution

SEPTA FORWARD >>>



[SEPTAabusrevolution.com](https://septaabusrevolution.com) |
 busnetwork@septa.org |
 267.291.6045

Feedback

During each Open House, attendees were encouraged to provide feedback using Comment Cards located at different “stations” around the room. The Comment Cards included a mix of question types (open-ended and multiple-choice) and prompts (from feedback on the Draft Network overall, to comments about specific routes).

In total, **517 Comment Cards** were collected, including **453 open-ended comments**. These comments were part of the master database of all comments received on the Draft Network (including virtual meeting and online comments) that was analyzed and used during the revision workshops for the Updated Draft Network in Winter 2023.

A **snapshot** of what we heard at the Open Houses is provided below.

For a summary of additional feedback from the Comment Cards, and more information on the Open Houses, including the full schedule of events, content and outreach materials, and more event photos, see **Appendix A**.

For a summary of all comments in the database, and coding process, see **Appendix B**.

OPEN HOUSE COMMENTS: WHAT WE HEARD (SNAPSHOT)

Connectivity between areas/locations

- "I love the new proposed routes: 507 and 505 connecting E. Passyunk to UPenn area." – 11/5 in South Philly
- "If possible, a direct route to City Hall area from Roxborough/Manayunk." – 11/12 in Upper Darby
- "Need a better link between Fairmount and University City." – 12/8 in Center City

Frequency

- "A little unsure about moving the routes around too much and not having smooth connections. But I do think higher frequency is worth it." – 10/26 in Germantown

Microtransit

- "Looks like the on-demand service will be more convenient for me to use than the current service. Consider adding the small shopping center across 309 from the Walmart to the on-demand zone." – 11/16 in Indian Valley

Route Alignment

- "Good to see more useful routes but wish the bus from NE Phila to Willow Grove would go into Holy Redeemer despite being a few blocks out of the way." – 11/10 in Bristol
- "It would be good to have on East Fairmount Park service on 33rd St. (like 32 bus now)." – 11/16 in North Philly

Seniors/people with limited mobility

- "The only thing I am most concerned about is the effect this will have on those with mobility troubles. Stops spaced out or having to "walk" further to get to your bus is not inclusive whatsoever." – 11/10 in West Philly
- "Being a Senior Citizen, it is very important for us to be able to get to Center City for our doctor's appointments... It is too hard for us to drive. It's not safe to take 2 buses." – 12/6 in Roxborough

Transfers

- "Even with increased service for the proposed routes, taking 2 buses instead of 1 would increase my overall transit time." – 10/28 in Gray's Ferry
- "I am concerned about the timing of transfers especially in the winter and where transfers will occur." – 12/8 in Center City

Safety/Cleanliness

- "I think that the 31 is good to go parallel to the EL because it is not always safe to take the EL. I think the changes to the 64 is a good route." – 11/9 in West Philly
- Excited for changes to the network overall. More frequency, serving more neighborhood, etc... Focusing on connectivity + EL is a challenge with current safety and maintenance concerns. EL renewal needs to be part of this conversation, not siloed." – 2/8 in River Wards

Community Conversations

| Community Conversations: Metrics | |
|----------------------------------|---|
| 13 | Fall 2022 sessions, each focusing on a different area of the SEPTA region |
| 1,983 | Registrations across all sessions |
| 1,006 | Attendance across all sessions |
| 100 | Different ZIP Codes represented among attendees across all sessions |
| 120 | Different bus routes represented among attendees (as cited on registration form) |
| 2,033 | Comments received in the Chat (total does not include introductory, tech support, or unrelated/conversational comments) |

To complement the in-person Open Houses, the Bus Revolution held a series of 13 virtual meetings (referred to as “Community Conversations”) each focused on a specific area of the SEPTA service area (as identified in **Figure 6**). These virtual meetings built on the 10 Community Conversations held in Spring 2022 to continue to provide a convenient alternative for people who prefer to engage with the project in the comfort of their own chosen space.

Each meeting included: a presentation on the Draft Network, with a focus on that meeting’s specific geographical area; a demonstration of how to use the online Slider and Remix mapping tools to learn about the Draft Network; and a Q&A session, where participants were invited to type their questions and comments into the chat.

Some themes that emerged throughout the series of Community Conversations are as follows:

- **Concerns about having to transfer more** that go beyond cost/fare
 - **Safety concerns** about having to transfer mid-trip in unfamiliar neighborhoods (especially for K-12 students).
 - **Time waiting** for multiple buses offsets time-savings of increased frequency, and potentially increases total trip time.
 - **Insufficient bus stop infrastructure** (shelters, seating, lighting, restrooms, etc.) at proposed transfer locations create issues for riders, especially in inclement weather, at night, and for seniors and others who need to sit.
 - **Mode changes**, such as having to walk or transfer to the MFL or BSL (bus is safer, cleaner, more accessible).
 - **Not easier or more convenient** to have to take 2 buses instead of the usual 1.

- Concerns about **loss/truncation of established & relied-upon 1-seat connections**, especially to Center City or University City (for K-12 schools, hospitals, entertainment/museums)
- Concerns about **recently introduced routes being changed or eliminated** (e.g. Route 49)
- Concerns about which **streets new or changed routes will run on** (removal from business corridors)
- Questions/confusion about reduction of service coverage in areas with **new residential buildings catered to transit users** (Roxborough, Kensington)
- **Willingness to walk** or wait for transfer dependent on **unique neighborhood factors**, such as safety perception (especially at night) and terrain (hilly Roxborough/Manayunk)
- Concern that proposal is overall problematic for **seniors, people with disabilities, and K-12 students** reliant on SEPTA (for whom more walking and transferring is difficult or unsafe)

Figure 6: Phase 3 Virtual Community Conversations Schedule

| # | Date | Focus Area | Time | Attendees | Registrations |
|--------------|-----------|--|--------------|--------------|---------------|
| 1 | 10/17 Mon | Chester & Delaware Counties | 6:30-7:30 pm | 46 | 65 |
| 2 | 10/24 Mon | Northeast Philly | 6:30-7:30 pm | 30 | 49 |
| 3 | 11/7 Mon | Northwest Philly (1) | 6:30-7:30 pm | 120* | 357 |
| 4 | 11/14 Mon | South Philly | 6:30-7:30 pm | 57 | 105 |
| 5 | 11/17 Thu | Fairmount/Parkway Area | 6:30-7:30 pm | 189 | 296 |
| 6 | 11/21 Mon | Bucks & Montgomery Counties (& Microtransit) | 6:30-8:00 pm | 38 | 79 |
| 7 | 11/22 Tue | Northwest Philly (2) | 6:30-7:30 pm | 133 | 236 |
| 8 | 11/28 Mon | West Philly | 6:30-7:30 pm | 59 | 124 |
| 9 | 11/29 Tue | Microtransit in Great Valley Area | 6:30-7:30 pm | 25 | 33 |
| 10 | 12/5 Mon | North Philly | 6:30-7:30 pm | 70 | 137 |
| 11 | 12/12 Mon | Center City | 6:30-7:30 pm | 142 | 297 |
| 12 | 12/13 Tue | River Wards/Kensington | 6:30-7:30 pm | 69 | 155 |
| 13 | 12/14 Wed | Microtransit in Delaware County | 6:30-7:30 pm | 28 | 50 |
| Total | | | | 1,006 | 1,983 |

*Virtual meeting settings limited attendance; 2nd NW Philly meeting scheduled due to popular demand.

COMMUNITY CONVERSATIONS: WHAT WE HEARD (SNAPSHOT)***Transfers***

- “Plan moves transfers off market and out of center city. How will safety and comfort be improved if we have to wait in areas with lower foot traffic? Safety is my biggest concern with the new plan.” – 11/14 at South Philly
- “Transferring on a subway is one thing- you have shelter from the elements, you have light, etc. Transferring on a bus is a completely different animal. No benches, no lights, no shelter from the elements.” – 11/22 at Northwest Philly

Key Location Service/Access

- “I think that SEPTA's priorities for Bucks County should be to maintain its links between Regional Rail and major trip generators.” – 11/21 at Bucks & Montgomery Counties
- “Is it possible to consider more direct routes to all health care systems in center city directly from West and Southwest Philly? It seems like patients will need to take several buses to access the adult and children hospitals.” – 11/28 at West Philly

Route Preservation

- “Keep 9 and 27 going thru center city. The bus service is the only reason I have not moved out of the city. If that changes I have no reason to stay. I'm sure other retirees feel the same.” – 11/7 at Northwest Philly
- “Fairmount already has minimal access to public transit as it is. Cutting the bus routes, especially the 49 which we fought hard for, will make getting around the city exceptionally challenging for those of us without cars.” – 11/17 at Fairmount/Parkway

Route alignment

- “Please take a look at the 57 replacement route. The replacement route cuts haphazardly through spring garden then down Columbus Blvd all the way to market street, instead of taking a more natural route of going straight down.” – 12/5 at North Philly

Seniors/people with limited mobility

- “I am most concerned about the L shape routes, especially 32 and 33. I think those are essential for seniors to use SEPTA reasonably to get around Center City. Not good to require transfers - will stop using transit entirely.” – 12/12 at Center City

Safety/cleanliness

- “The elephant in the room is underground transit is not safe. Bus network needs to be expanded not cut.” – 11/17 at Fairmount/Parkway
- The safety concerns about the subway are real, but we can't plan the transit service around the assumption that no one will ever use the subway because it is unsafe. We need to improve safety on the subway and also consider it an integral part of the transit network as we plan for the future. – 11/22 at Northwest Philly

Schools/students

- “I agree that children who do not get to ride yellow school buses and are thus dependent on Septa should avoid transfers if at all possible. Since the SDP does not provide transportation, Septa buses serve as school buses.” – 12/13 at River Wards

Walking/inconvenience

- “Neighborhood is a big factor in how long we're willing to walk. Manayunk/Roxborough are very hilly and a short walk can be strenuous.” – 11/22 at Northwest Philly

Transit Talks

| Transit Talks: Metrics | |
|------------------------|--|
| 2 | Total sessions (October 3 rd & January 23 rd) |
| 1,486 | Total registrations across both sessions |
| 891 | Total attendance across both sessions |
| 144 | ZIP Codes represented across both sessions |
| 1,680 | Total attendance across all project Transit Talks |

Two virtual public webinars, or “Transit Talks,” were held during Phase 3. Each Transit Talk took place from 6:30-7:30 pm and included a presentation, live polling questions, and a Q&A session.

- **The October 3rd Transit Talk** kicked-off Phase 3 by introducing the Draft Network, walking members of the public through how to learn about proposed changes using a variety of different tools, and providing an overview of planned engagement activities for Fall 2022.
- **The January 23rd Transit Talk** wrapped up Phase 3 by sharing findings from Fall 2022 engagement activities and discussing what to expect next for the next phase in Spring 2023.

Since the beginning of the project, the Bus Revolution team has held a total of 9 virtual Transit Talks. Registration and attendance numbers for each as shown in **Figure 7** below. [Recordings of all Transit Talks](#) can be found on the project website.

Figure 7: Total Transit Talk Registration & Attendance, through Phase 3

| Date | Registrations | Attendance |
|---------------------------------|---------------|--------------|
| May 13th, 2021 (AM) | 149 | 84 |
| May 13th, 2021 (PM) | 99 | 45 |
| September 9th, 2021 | 152 | 73 |
| September 30th, 2021 | 132 | 61 |
| February 3rd, 2022 | 464 | 186 |
| April 19th, 2022 | 403 | 219 |
| July 14th, 2022 | 230 | 121 |
| October 3 rd , 2022 | 530 | 320 |
| January 23 rd , 2023 | 956 | 571 |
| Current Total | 3,115 | 1,680 |

Focus Groups

In addition to in-person and virtual public meetings, the Bus Revolution team sought to engage in deeper conversations with specific groups or riders and community stakeholders (see **Figure 8**). This included:

- Small group conversations with Spanish speakers and Chinese speakers using interpreters (whereas in a public setting, even with interpreters, it can be difficult for limited English speakers to keep up with the pace of the discussion)
- A focus group with older adults (who may have different preferences regarding frequency, walking distance, and other trade-offs)
- Focus groups with community stakeholders from three areas in the SEPTA region where bus ridership is high and existing routes would be significantly affected by proposed improvements in the Draft Network.

Focus Groups: Metrics

6

Focus Groups conducted during Phase 3

Figure 8: Phase 3 Focus Group Schedule

| # | Date | Focus | Type |
|---|-----------|-----------------------------------|--------------------------|
| 1 | 10/27 Thu | Chester Community Stakeholders | Priority Engagement Area |
| 2 | 11/11 Fri | Mantua Community Stakeholders | Priority Engagement Area |
| 3 | 12/5 Mon | Spanish Speakers | Target Population |
| 4 | 1/11 Wed | Older Adults | Target Population |
| 5 | 1/18 Wed | Chinese Speakers | Target Population |
| 6 | 1/19 Thu | Germantown Community Stakeholders | Priority Engagement Area |

Some key themes from the focus groups are as follows:

Target Populations Focus Group Themes (Spanish, Chinese, Older Adults)

- **Satisfaction with general changes in the Draft Network.** Participants welcomed the changes of *increased frequency, more direct routing, and routes with all runs beginning and ending at the same locations*. Participants noted that these types of changes will greatly improve some routes in their neighborhoods, particularly increased frequency.
- **Concerns with the Draft Network.** Spanish-speaking participants shared some concerns about potential changes to the **route numbering system**, noting that this would be particularly difficult for non-English speakers. (Focus group facilitators explained that no decisions have been made about renumbering bus routes at this time). Other concerns were expressed about the number of **transfers** they would need to take in the new network, including some 2-seat rides becoming 3-seat rides.
- **Responses to specific route changes.** Participants from each group commented on specific route changes in the Draft Network. Reactions were mostly positive, with some concerns about transfers, coverage gaps, and communicating the changes to riders.

- Changes address specific issues that participants raised when describing their typical travel patterns, such as reliability (Spanish, Chinese), long on-board times (older adults), infrequent service on certain routes (older adults), confusion about specific transfers (Spanish), and more direct/less circuitous routes (older adults, Chinese).
- Older adult participants were not too concerned about changes that would require them to make a new transfer as long as the changes are communicated clearly. This will require widespread circulation of paper schedules.
- Spanish speaking participants had some concerns, including: having to transfer at Frankford Transportation Center; and how some changes may create gaps or limit transit access in certain neighborhoods.
- Chinese speaking participants all expressed that they would like improved connectivity between Northeast Philadelphia and Chinatown. They were generally happy about the proposed increases in frequency overall, while indicating they would need more time to review the specific route changes and digest them before providing more detailed comments.
- **Concerns about safety and security.** Participants touched on a variety of concerns with the transit system in general, with safety and security being perhaps the most significant.
 - Spanish speakers suggested that programs to increase safety be focused during peak ridership and at locations with many transfers, such as Frankford TC.
 - Chinese speakers were concerned with traffic safety and personal safety at bus stops, and identified several stops in Northeast Philadelphia, specifically, that should have benches and shelters.
 - Older adults raised concerns with the state of transportation centers and bus stations, including: a need for well-maintained shelters and benches at bus stops across the system; and access to bathrooms and indoor waiting areas at transportation centers after 5 PM.
- Other themes included: SEPTA Key Cards/fares; the SEPTA app; and other issues related to safety, cleanliness and bus stop conditions (lack of shelters, signage, maintenance).

Area-Specific Focus Group Themes (Chester, Germantown, Mantua)

- **Emphasis on accessibility** of routes, stops, and stations, for seniors or people for whom walking further for a faster route is not a good option, including: ADA accessibility at Transportation Centers (Chester); needing more routes in areas with more accessibility needs (Mantua); and accounting for senior populations in deciding where walking distance would be increased (Germantown).
- **Concern about safety and security** (Chester, Mantua, Germantown).
 - Germantown participants noted that “less routes, more frequent” may sound good, but that “SEPTA might be putting peoples’ lives in danger” by moving bus routes and causing people to have to walk through more dangerous neighborhoods.

- Chester participants emphasized safety and cleanliness concerns at Chester Transportation Center, suggesting that SEPTA could increase ridership by providing better security for its riders.
- **Need to account for students.** who rely on SEPTA buses to get to school.
 - Germantown participants noted that, since there is no public high school in the neighborhood and few middle schools, many students rely on SEPTA buses to get to school; should bus stops be moved, requiring students to walk to another part of their neighborhood to catch a bus could be dangerous.
 - Chester participants expressed interest in enabling more students to ride SEPTA through education programs and partnerships with local schools.
- **Emphasis on conditions at bus stops and stations,** including the need for bus shelters and seating (Chester, Mantua), and more places to purchase SEPTA Key Cards (Mantua).
- **Comments on route changes in the Draft Network.** There was a mix of general satisfaction with the Draft Network changes overall (such as new connections and increased frequencies) and questions about how to find the proposed changes for a specific area on the project website (including difficulty in navigating/interpreting the Draft Network maps).
 - When prompted on the question of whether buses in Germantown should go down Greene St. (as they do currently) or Wayne Ave. (as they would in the Draft Network), it was noted that it would be safer for riders to catch the bus on Greene St.

Project Website

| Website: Metrics | |
|------------------|--|
| 43K | New website users from October 2022 through January 2023 |
| 55K | Total views of Draft Network page |
| 10.8K | Total views of Get Involved page |
| 1,142 | Comments received through feedback form on website or project email (Oct 3 rd , 2022 – Feb 9 th , 2023) |

The [project website](#), launched in Spring 2021, was used during Phase 3 to:

- Share new materials, tools, and information to view and learn about the Draft Network
- Enable members of the public to submit feedback on the Draft Network
- Promote upcoming Bus Revolution engagement activities, including in-person Open Houses, and virtual Community Conversations and Transit Talks

- Provide continued public access to existing conditions reports, including the State of the System and Market Analysis
- Enable members of the public to sign up for updates

In addition to the public comments received at engagement events, more than 1,000 comments were submitted through the feedback form on the project website, or via email or phone.

A **snapshot** of what we heard in these submitted comments is provided below. For a summary of all comments in the database, and coding process, see **Appendix B**.

ONLINE COMMENTS: WHAT WE HEARD (SNAPSHOT)

Frequency

- "I'm very excited about the proposed combination of route 47 and 47M. More frequent and consistent buses will make it much easier for me to get around the city without needing to worry about or plan around the bus schedule."
- "The Draft Network is objectively a huge improvement... The ONLY concern I have is that the whole system's success hinges upon SEPTA's ability to deliver on its promised 10- or 15-minute headways. Currently, the system is redundant with many similar routes. When one bus is running late, many folks can often walk a block over to another similar route. When these redundant routes are taken away (which they should be), the ability to maintain frequent service becomes absolutely crucial and fundamental."

Key Location Service/Access

- "It seems ill advised to eliminate a direct bus route from Fairmount to HUP/CHOP/Penn. Innumerable residents use the 49 to commute to/from work at the hospitals and university and folks also use it to get to/from appointments."
- "For Bus H/XH must keep same routes on Greene Street because a lot of employees at the Pennsylvania School for the Deaf access the Bus H/XH, [located] at the corner of Greene Street and W School House Lane."

Route Preservation

- "Please do NOT get rid of Route 27! Roxborough residents NEED this route to get downtown to school and work!"
- "We need the #12 bus that runs right up Gray's Ferry Ave into center city. It's our only means for getting into center city. Sure, there are other convoluted public transportation methods - but none that are practical. The proposed shorter routes don't meet the need."
- "We need a 5 and 25 Bus on Frankford Avenue. They are vital ways of connecting communities and my family of 4 relies on them all the time."

Seniors/people with limited mobility

- "I very much oppose the plan to change the L-shaped bus routes to north/south only. That will require many people who use the buses to get off and transfer, which will be additional hard for seniors and disabled people, especially at night."

Transfers

- "It feels like you are relying on users to make a lot more transfers to complete trips that are currently a single ride. Given the current chaos of buses that randomly detour or fail to stop at posted stops, this is an untenable "solution" that places too great a burden on users unless this new route map includes a massive overhaul in driver culture and dramatic improvement in overall frequency and reliability."

Outreach & Awareness

| Website: Metrics | |
|------------------|--|
| >10K | Postcards and flyers distributed in buses and at bus stops and terminals |
| 500 | Posters on buses (250 exterior and 250 interior) |
| 20+ | Community events attended to share project information |
| 110K | Views of banner advertisement on Transit app |
| 23K | Views of push notification to riders |

The purpose of releasing a “draft” network was to get feedback from the public on how it should be revised. This made it critical for the Bus Revolution team to do as much as possible to increase awareness of the project, so that people would be able to provide comments while the network redesign was still in its “draft” form. The project was promoted in a number of ways:

- **In-person distribution of printed marketing materials**, such as: handing out **postcards** (which included the calendar of Open House public meetings) at **Transportation Centers**; and handing out of **flyers customized for each Open House** public meeting at **community events** and/or **key transit stops** around the location of that Open House
- **Email updates to the project contact database**, including: Registered Community Organizations (RCOs) and other community-based and service organizations in the SEPTA region; and members of the public who had signed up for email updates on the project website or had provided their email at prior Bus Revolution events. (Neither SEPTA Key Card information, nor email contacts from other SEPTA projects, were used in developing the Bus Revolution project database).
- **Posters** on SEPTA buses and at key locations where they would be helpful in promoting Open House events
- **Social media** was also used due to its ability to reach people at-scale, including promoting the presence of local food vendors at Open House events, and notifying participants of prizes (such as Philadelphia Flyers tickets and \$50 gift cards) that would be raffled off at each in-person and virtual event.
- **Many SEPTA riders also use an app called [Transit](#)**, to help with transit trip planning. The Bus Revolution team used Transit to help promote online surveys in Fall 2022 and Spring 2022, and again in Fall 2022 to promote the Draft Network. Between October 2022 and January 2023, about 1,650 people were referred to the project website from a link on the Transit app.

Figure 9 shows the monthly email updates sent to the project database, from two weeks in advance of the Phase 3 launch, in September 2022, to the end of Phase 3 in Winter 2023. As shown, the number of email contacts in the database approximately doubled over the course of this engagement phase. Almost all of these new contacts were members of the public who signed up for updates on the project website, signed in at Open House events, or registered for a Bus Revolution virtual meeting during Fall 2022.

Figure 9: Phase 3 Email Update Schedule

| # | Date | Focus | Contacts |
|---|-----------|---|----------|
| 1 | 9/19 Mon | Promote 10/3/22 Transit Talk | 3,099 |
| 2 | 10/5 Wed | Share Draft Network Materials & Fall 2022 Engagement Calendar | 3,705 |
| 3 | 11/10 Thu | Promote Upcoming Engagement Events | 4,680 |
| 4 | 12/7 Wed | Promote Upcoming Engagement Events | 5,244 |
| 5 | 1/12 Thu | Promote 1/23/23 Transit Talk | 6,185 |

Stakeholder Engagement

The Bus Revolution team has maintained ongoing communication with stakeholders throughout the project, including: regular meetings with partner agencies, such as the City of Philadelphia's Office of Transportation, Infrastructure, and Sustainability (oTIS), the Philadelphia City Planning Commission, and Transportation Management Associations (TMAs) in Bucks, Chester, Delaware and Montgomery Counties; collaboration and briefings with community-based and service organizations; and in-reach with SEPTA bus operators and other SEPTA departments and subcommittees. Ongoing stakeholder engagement will continue to remain a high priority throughout the duration of the project, from gaining feedback on the bus network redesign, to strengthening the partnerships that will be critical for a successful implementation.

4 Lessons Learned

A key component of the Bus Revolution [Public Engagement Plan](#) is to track, evaluate, and make continual adjustments to improve outreach and engagement activities as needed. The following are some of the key lessons learned from Phase 3 engagement.

- **The team received a significant amount of qualitative feedback** about what people liked and disliked about the Draft Network. The Bus Revolution team worked together in developing a process for coding all of the comments in a way that could be used by the technical team members to workshop and revise the Draft Network based on feedback. The result was a database coded by theme and route, so that team members could easily filter through the database and find all comments related to a specific route, specific theme, or both (e.g. all comments about “Transfers” for Route 57).
- **The in-person Open Houses provided an important opportunity to have face-to-face, extended conversations** with interested riders and members of the public.
 - Since bus routes can be changed in so many ways (frequency changes, the streets on which they run, their beginning/endpoints, etc.), it can be very complicated to communicate succinctly how each route changes. For this reason, it is **helpful for people to be able to talk to a member of the project team** and ask questions in-person, where follow-up questions can be asked, a real conversation can be had, and a greater understanding can be reached.
- **The outreach and awareness-raising strategy** was effective in driving people to the website, commenting on the Draft Network, and increasing participation in the virtual events.
 - **However, attendance at the Open Houses varied greatly**, ranging from less than 10 at some, to more than 100 at others. Since events were promoted together on various materials (postcards, posters, website, etc.), one likely reason for why attendance varied area-to-area was that the proposed changes were received differently in different areas. For example, attendance was highest at the Open House in Roxborough; likewise, many of the comments received through the website were about preserving bus routes in Roxborough.
- **The virtual, area-specific Community Conversations** continued to be an efficient and effective engagement tactic, generating higher participation (and more feedback) per event than in-person meetings, while using significantly fewer resources.

- The trade-off is that, due to the “digital divide”, **virtual meetings are less accessible for those without their own digital device**—underscoring the need to complement the virtual meetings with (at least) an equal number of in-person engagement activities.
- **Area-focused discussion is helpful and necessary** to help walk people through changes. A large number of questions were about specific routes and variations of “What will happen to route ____?” or “How will I get from ____ to ____?”
- **Asking people during registration to identify the bus route they most frequently use was helpful** to the Bus Revolution team in preparing for each meeting and anticipating potential questions/comments.
- In most sessions, **due to large attendance, attendee microphones were kept muted** and people were asked to submit questions in the Chat (rather than “raise their hand” to speak). This allowed the team to get to many more questions and minimized accidental interruptions; however, **some participants expressed frustration in the Chat that they were not able to turn on their mics**. The expectations from the public about what type of meeting they are committing their time to (these meetings are branded as “Conversations”) need to be acknowledged and addressed with **better communication about what works best technologically and logistically for virtual meetings with high attendance**.
- **The focus groups were able to gather a lot of feedback about specific questions** in a relatively short amount of time, that would be more difficult to gather in larger group (public) settings.
 - **Collaborating with a community partner** to help organize the focus group is a best practice that could continue to be employed in the future. Community partners for the focus groups supported by recruiting participants, hosting the focus group at their office, and/or translating for participants and facilitators. The participants were familiar with community partner staff, which helped to create an open discussion environment. Working with community partners can also increase community buy-in to the planning process and its outcomes.
 - Allow participants to share thoughts broadly, but **be prepared to reiterate the focus of the discussion and keep conversation on track**. Discussions about improving the bus network with riders can often turn to topics related to customer experience, such as safety, reliability, and driver/rider relations. Questions were framed for participants to share solutions they think will best address the concerns they raised. It is important to push participants to think beyond just what they like and dislike to what they think will improve the things they dislike. After solutions were identified, the discussion was brought back to examples of specific route change proposals. This helped to center conversations on the changes that will impact participants.
 - When gathering input on specific service changes, **identify bus routes that participants ride** (or may be most familiar with) before the engagement event. Study changes to those routes and identify the best way to communicate them, which can vary by audience, meeting setting, and the nature of the route changes.

- **Be prepared to adjust meeting format if needed.** One of the focus groups was designed as a round-table discussion with map boards on the table for participants to review. However, when setting up for the meeting, the community partner let us know they would rather not do a round table style so that participants could sit farther apart and better social distance as a COVID-19 precaution. The project team had easels on hand and pivoted so that tables were set up in a 'U' shape with the map boards in the middle. The facilitator adjusted prompts slightly to make sure participants could effectively use the map boards as needed.
- **Detailed service changes can be hard to communicate to people, especially with language barriers.** However, there are different preparation methods that can make this more successful, including: identifying the route changes in advance that are likely to be most discussed; coordination with interpreters in advance to ensure interpreters are well versed in the bus route changes, which can be very complicated; scheduling more time during the focus group for interpretation needs; and varying the approaches to communicate the route changes, using a mix of visuals (maps and tables) and text to communicate effectively with people of different learning styles.

Appendix A: Open Houses

Schedule

Figure A-1: Phase 3 In-Person Open House Meeting Schedule

| # | Date | Location | Time |
|----|-----------|---|--------------|
| 1 | 10/18 Tue | Montgomery County-Norristown Public Library , 1001 Powell St, Norristown, PA 19401 | 4-7 pm |
| 2 | 10/19 Wed | Phoenixville Recreation Center , 501 Franklin Ave, Phoenixville, PA 19460 | 4-7 pm |
| 3 | 10/20 Thu | American Legion Loudenslager Post 366 , 7976 Oxford Ave, Philadelphia, PA 19111 | 6-8 pm |
| 4 | 10/25 Tue | Vogt Recreation Center , 4131 Unruh Ave, Philadelphia PA 19135 | 6-8 pm |
| 5 | 10/26 Wed | Cliveden Carriage House , 6401 Germantown Ave, Philadelphia, PA 19144 | 6-8 pm |
| 6 | 10/28 Fri | Finnegan Recreation Center , 1231 S 30th St, Philadelphia, PA 19146 | 5:30-8 pm |
| 7 | 11/3 Thu | Chester City Hall Community Room , 1 E 4th St, Chester, PA 19013 | 4-6 pm |
| 8 | 11/3 Thu | The PEAK Center – North Penn Commons , 606 E Main St, Lansdale, PA 19446 | 10 am-2 pm |
| 9 | 11/5 Sat | East Passyunk Community Center , 1025 Mifflin St, Philadelphia, PA 19148 | 1-3:30 pm |
| 10 | 11/9 Wed | Lucien Blackwell Community Center , 761 N 47th St, Philadelphia, PA, 19139 | 3-5 pm |
| 11 | 11/10 Thu | Bucks County Community College - Bristol Campus , 1304 Veterans Hwy, Bristol, PA 19007 | 12-3:30 pm |
| 12 | 11/10 Thu | Kingsessing Recreation Center , 4901 Kingsessing Ave, Philadelphia, PA 19143 | 5-7 pm |
| 13 | 11/12 Sat | Upper Darby Free Library Municipal Branch , 501 Bywood Ave, Upper Darby, PA 19082 | 2:30-4:30 pm |

| # | Date | Location | Time |
|----|-----------|---|--------------|
| 14 | 11/15 Tue | Lower Merion Administration Building , 75 E Lancaster Ave, Ardmore, PA 19003 | 5:30-7:30 pm |
| 15 | 11/16 Wed | Indian Valley Public Library , 100 E Church Ave, Telford, PA 18969 | 12-4 pm |
| 16 | 11/16 Wed | The Liacouras Center, Fox-Gittis Room , 1776 N Broad St, Philadelphia, PA 19121 | 6-8 pm |
| 17 | 11/29 Tue | African Episcopal Church of St. Thomas, Anderson Hall , 6361 Lancaster Ave, Philadelphia, PA 19151 | 6-8 pm |
| 18 | 11/30 Wed | Esperanza Arts Center, Gran Salon , 4261 N 5th St, Philadelphia, PA 19140 | 6-8 pm |
| 19 | 12/1 Thu | Greater Olney Library , 5501 N 5th St, Philadelphia, PA 19120 | 6-8 pm |
| 20 | 12/5 Mon | West Chester Borough Hall , 401 E Gay St, West Chester, PA 19380 | 3:30-6:30 pm |
| 21 | 12/6 Tue | Roxborough Memorial Hospital , Wolcott Auditorium, 5800 Ridge Ave, Philadelphia, PA 19128 | 5:30-7:30 pm |
| 22 | 12/7 Wed | 69th Street Transportation Center , 6901 Market St, Upper Darby, PA 19082 | 3:30-6:30 pm |
| 23 | 12/8 Thu | SEPTA Headquarters , 1234 Market St, 3rd Fl, Philadelphia, PA 19107 | 5:30-7:30 pm |
| 24 | 2/8 Wed | Cione Recreation Center , 2600 Aramingo Ave, Philadelphia, PA 19125 | 3-7 pm |

Photos - Selection

Finnegan Recreation Center



Kingessing Recreation Center



Chester City Hall



Lucien Blackwell Community Center



Roxborough Memorial Hospital



Esperanza Arts Center



East Passyunk Community Center



Upper Darby Free Library Municipal Branch



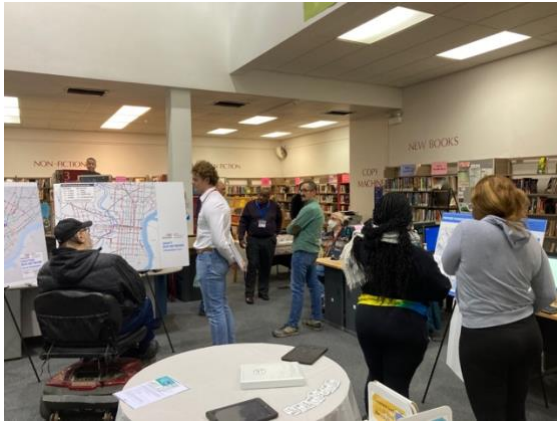
Cliveden Carriage House



American Legion #366 (Fox Chase)



Greater Olney Library







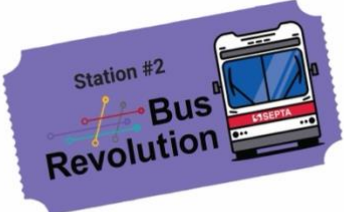



Montgomery County-Norristown Public Library



Feedback

The Comment Cards included a mix of multiple-choice and open-ended questions, with different prompts soliciting feedback (see **Figure A-2**).

Figure A-2. Comment Cards (w/ Network-wide and Route-specific prompts; and Open-Ended)

| | |
|---|---|
|  <p>Overall, how would you rate the proposed changes to the bus network?</p> <p>    Not Good Unsure Great! </p> | <p>What do you like about the draft network? Select all that apply.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Simpler, more consistent schedules <input type="checkbox"/> Routes are more consistent - they don't deviate from the main bus route <input type="checkbox"/> Straighter bus routes that are more direct and easier to understand <input type="checkbox"/> New mobility on-demand zones in suburban areas <input type="checkbox"/> Increased frequency of many bus routes, especially midday & weekends <p>What are you not so sure about?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Enter the Raffle! Name & Contact Info: _____</p> |
|  <p>My current route is _____</p> <p>My new route would be _____</p> | <p>What do you think of your new proposed route?</p> <p>    Not Good Unsure Great! </p> <p>What are you not so sure about?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Enter the Raffle! Name & Contact Info: _____</p> |

Comment Card

Bus Revolution

Any Comments, Questions, or Concerns?

Optional:
Name & Contact Info:

A total of **453 written comments** were submitted during the Open Houses using Comment Cards. These written comments were analyzed along with the comments received through virtual meetings and the project website (see **Appendix B**).

The **multiple-choice responses** from the Comment Cards are provided below.

Figure A-3: Comment Cards: Multiple-Choice Results

Overall, how would you rate the proposed changes to the bus network?

| Choice | Number | Percent |
|-----------------|-----------|---------|
| Great! | 27 | 50% |
| Unsure | 17 | 31% |
| Not Good | 10 | 19% |
| Answered | 54 | |

What do you like about the draft network?

| Choice | Number | Percent |
|---|-----------|---------|
| Simpler, more consistent schedules | 46 | 56% |
| Routes are more consistent – they don't deviate from the main bus route | 29 | 35% |
| Straighter bus routes that are more direct and easier to understand | 47 | 57% |
| New mobility on-demand zones in suburban areas | 17 | 21% |
| Increased frequency of many bus routes, especially midday & weekends | 61 | 74% |
| Answered | 82 | |

What do you think of your new proposed route?

| Choice | Number | Percent |
|-----------------|------------|---------|
| Great! | 42 | 39% |
| Unsure | 26 | 24% |
| Not Good | 39 | 36% |
| Answered | 108 | |

Content

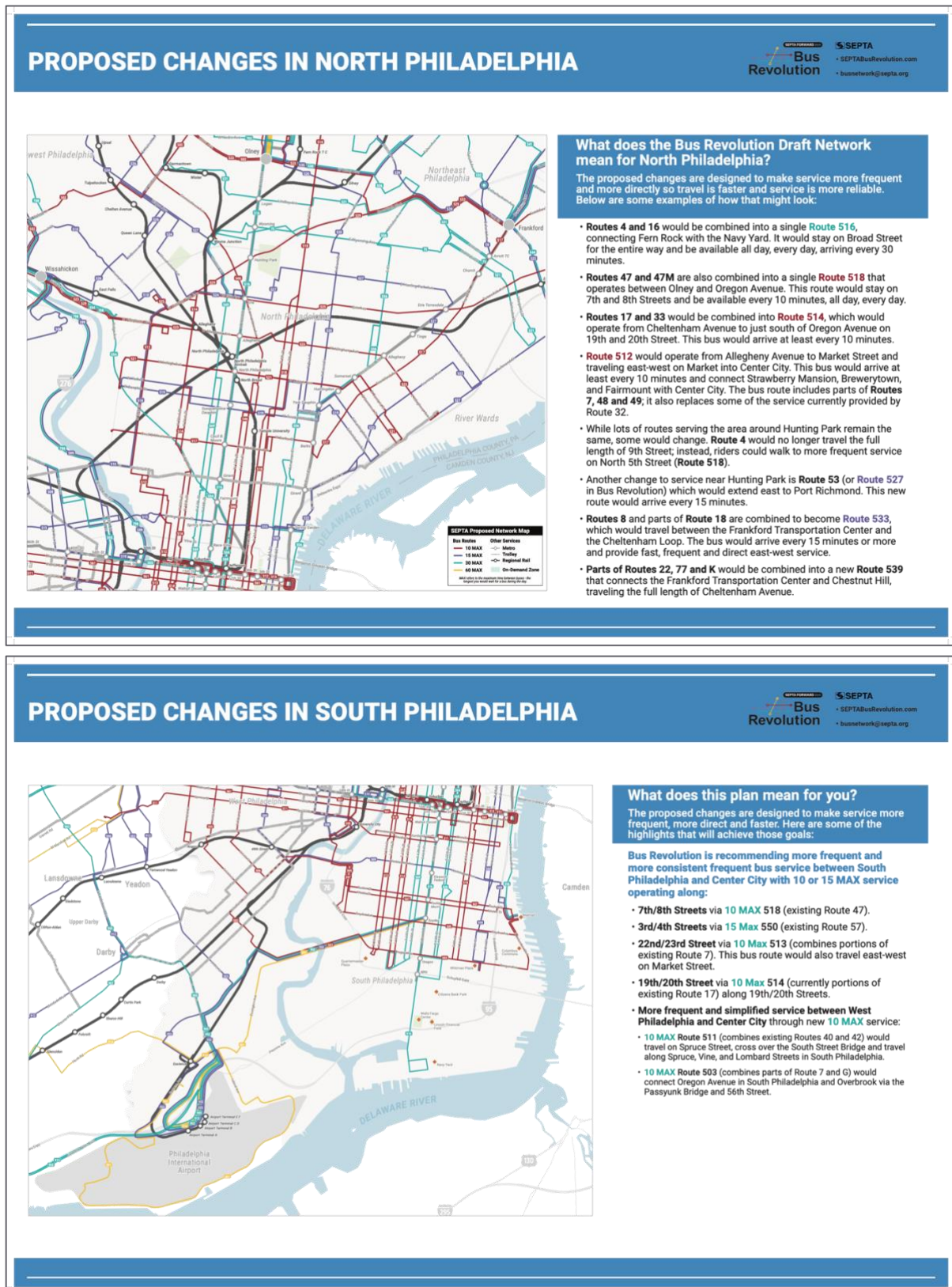
Boards

Each Open House included a mix of boards that were either: a) related to the bus network as a whole, and the same across all Open Houses; or b) customized to address proposed changes in the specific area in which the Open House was taking place.


Boards that were the same across all Open Houses were:

- **Welcome to SEPTA's Bus Revolution** – Project goals, purpose, timeline, and engagement schedule
- **Early Findings** – Existing conditions analysis summary, including bus network strengths, challenges, and opportunities
- **What We Heard** – Summary of activities and feedback from past Bus Revolution public engagement carried out in Fall 2021 (Phase 1) and Spring 2022 (Phase 2)
- **The Bus Revolution Draft Network** – Overview and highlights of the proposed Draft Network
- **Existing Network Map** – Map of SEPTA's existing bus network
- **Proposed Network Map** – Map of the SEPTA Bus Revolution's Draft Network
- **SEPTA Fare Policy** – Clarifies SEPTA's fare policy, especially as related to bus transfers, addressing an FAQ heard during Phases 1-2
- **SEPTA SCOPE** – Provides information on SEPTA's Safety, Cleaning, Ownership, Partnership and Engagement (SCOPE) strategy for addressing safety, security, and the challenges of the vulnerable population on the SEPTA system

Boards that were customized for the specific area in which the Open House was taking place included: different existing/proposed bus network maps, zoomed in to the specific area; existing conditions findings related to the specific area; and highlights of the proposed changes. Examples of these customized boards are provided in **Figure A-4** for North, South, and West Philadelphia.

Figure A-4: Open House Boards: Proposed Changes in North, South, and West Philadelphia

PROPOSED CHANGES IN WEST PHILADELPHIA



What does this plan mean for you?

The proposed changes are designed to make service more frequent, more direct and faster. Here are some of the highlights that will achieve those goals:

Bus Revolution recommends changes to several West Philadelphia bus routes designed to improve local trips and connections to surrounding neighborhoods. These changes include:

- Direct and frequent connections between South Philadelphia and West Philadelphia would also be available through the **10 MAX Route 511** (parts of existing Routes 40 and 42) which would travel along Spruce Street in West Philadelphia, across the South Street Bridge and travel on South, Pine, and Lombard in West Philadelphia.
- More frequent service between West Philadelphia and North Liberties through **15 MAX Route 515** (existing Routes 30 and 43) along Haverford Avenue and Spring Garden Lane.
- Simplified and frequent bus service between Overbrook and South Philadelphia with **10 MAX Route 503** (parts of existing Route 7 and G). This bus route would connect neighborhoods along 66th Street in West Philadelphia and Oregon Avenue in South Philadelphia.
- **15 MAX Route 509** (existing Route 64) also connects West and South Philadelphia traveling on 46th and 48th Streets and Washington Avenue.
- More frequent service between University City, Mantua, and the Wissahickon Transportation Center through **15 MAX 508** (parts of existing Routes 40 and 42), which would run along 40th Street and Belmont Avenue.
- Bus routes serving the Mantua neighborhood would be straighter, more consistent, and faster. These bus routes include **Route 515** along Haverford and **15 MAX 510** (parts of existing Routes 32 and 49) along 34th Street.
- **30 Max Route 555** (parts of existing Routes 38 and 40) would travel between Center City and Ardmore along Market Street, Parkside, and Montgomery Avenues connecting to Mantua and Wynnefield neighborhoods.

Additional Resources

To provide more detailed route-change information, and help answer questions about specific route changes, an “additional resources” table was set up at each event. This table included:

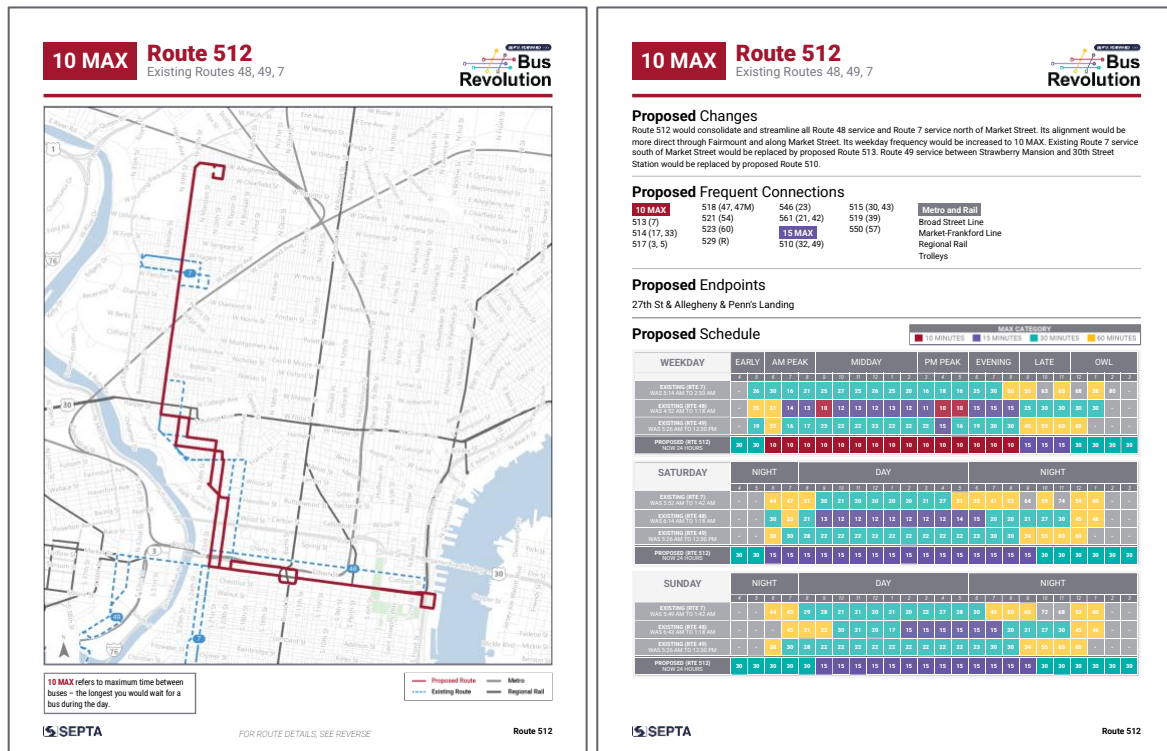
- Two resource binders including printed versions of route change materials that were also available on the project website, including:
 - Route Change Sheets for each individual route in the Draft Network
 - “Where’s My Route?” Lookup Tool, an index table of all SEPTA bus routes, and what the corresponding new route would be in the Draft Network
- Two iPads with interactive maps of the Draft Network, pre-loaded for exploration

Figure A-5 shows an example of one of the Route Change Sheets and the first page of the “Where’s My Route?” Lookup tool.

In addition, it was also important for attendees to be able to take information home with them. For this purpose, Fact Sheet handouts were developed to provide a high-level overview of the Bus Revolution Draft Network, highlighting goals and principles. This handout was made available in English, Spanish, and Chinese at the Open Houses and on the project website.

These Fact Sheets—plus an additional one developed specifically for Microtransit, which was a new concept for many people—are shown at the end of this section.


Figure A-5: Route Change Sheet & “Where’s My Route?” Lookup Tool



Recommended Bus Network Changes Lookup

| Existing Service Information | | Change Information | Proposed Service Information | | |
|------------------------------|---|---|-------------------------------------|---|--|
| Existing Route Number | Existing Route Name | What is the Proposed Change for this Route? | Proposed Associated Route Number(s) | Proposed Associated Route Name(s) | Proposed Associated Route MAX Category |
| 1 | Parx Casino to 54th-City | Route Discontinued and Resources Reinvested | 502 529 536 538 | 69th St. TC to Fern Rock TC Wissahickon TC to Frankford TC Neshaminy Mall to Frankford TC Neshaminy Mall to Frankford TC | 10 MAX 10 MAX 15 MAX 30 MAX |
| 2 | 20th-Johnston to Pulaski-Hunting Park or Wayne Junction | Route Extended | 569 | Windrim & Wayne to 20th & Johnston | 30 MAX |
| 3 | 33rd-Cecil B. Moore to Frankford TC | Route Consolidated | 517 | 33rd & Cecil B Moore Loop to Frankford TC | 10 MAX |
| 4 | Broad-Pattison to Fern Rock TC | Route Consolidated | 516 | Fern Rock TC to 11th & Constitution | 30 MAX |
| 5 | Front-Market to Frankford TC | Route Consolidated | 517 | 33rd & Cecil B Moore Loop to Frankford TC | 10 MAX |
| 6 | Cheltenham-Ogontz to Olney TC | No Change | 548 | Cheltenham & Ogontz Loop to Olney TC | 10 MAX |
| 7 | Pier 70 to 33rd-Dauphin | Route Split | 503 513 512 | Overbrook Stn to Pier 70 Walmart Quartermaster Plaza (New) to Penn's Landing 27th & Allegheny to Penn's Landing | 10 MAX 10 MAX 10 MAX |
| 8 | Olney TC to Frankford TC | Route Consolidated | 533 | Cedarbrook Plz to Frankford TC | 10 MAX |
| 9 | 4th-Walnut to Andorra | Route Shortened | 599 | Ridge & Cathedral to 30th & Market | Express |
| 12 | Columbus-Dock to 50th-Woodland | Route Discontinued and Resources Reinvested | 507 509 561 | 49th & Woodland to Pier 70 Walmart 50th & Parkside Loop to Pier 70 Walmart 69th St. TC to Penn's Landing | 10 MAX 15 MAX 10 MAX |
| 14 | Trolley/Oxford Valley and Neshaminy Malls to Frankford TC | Alignment Streamlined and Simplified | 538 549 551 602 | Neshaminy Mall to Frankford TC Huntingdon & Holy Redeemer to City Line Loop Forest Hills RR Stn (New) to Cornwells Heights RR Stn (New) Trenton TC to Neshaminy Mall | 30 MAX 30 MAX 30 MAX 30 MAX |
| 16 | City Hall to Cheltenham-Ogontz | Route Consolidated | 516 539 | Fern Rock TC to 11th & Constitution Chestnut Hill Loop to Frankford TC | 30 MAX 15 MAX |

Fact Sheet: Draft Network (2-pager)



Bus Revolution

Draft Bus Network

SEPTA is sharing a draft network that includes new ideas for how to improve its bus network and make it easier to use and more reliable for more riders.

The draft bus network includes changes to the overall network and individual bus routes.

Please take a look at the proposed changes and let us know what you think.

HOW DID WE DEVELOP IT?
We developed the draft network using information and analysis about SEPTA's existing service and input and feedback heard from riders over the past year.


In the past year, riders told us – through surveys and conversations – that frequency (or wait times between buses), reliability, and ease-of-use are the most needed improvements. Riders told us they want more bus service during the midday and weekends. They also told us that while they want fast and reliable service, they are concerned about having to walk too far to catch a bus. The draft network balances this feedback.

We also made sure the draft network reflects the project's core goals:

1. Put the Rider First
2. Increase Access to Opportunity
3. Build Trust with Reliable Service

Introducing the MAX Series

Bus routes in the draft bus network are categorized by how frequently they operate. The categories are called "MAX" services, like **10 MAX** or **15 MAX**. The MAX means the maximum time between buses, so for a **10 MAX** bus route, riders would wait no longer than 10 minutes for the next bus.




WHAT'S NEW WITH THE DRAFT NETWORK? WHAT DO I NEED TO KNOW?

- ❑ **The draft network doesn't increase or reduce the amount of bus service available.** It is the same amount of service organized in a different way.
- ❑ **The draft network is better coordinated with other SEPTA services.** This means more connections between frequent bus routes (10 MAX or 15 MAX routes) and stronger connections to Metro and Regional Rail services.
- ❑ **It increases the frequency of many bus routes, especially in the middle of the day and on weekend days, but reduces the number of bus routes overall.** The draft network has 16 fewer bus routes, not including the 10 bus routes that would be included as mobility on-demand zones.


| | SEPTA's Existing Bus Network | Bus Revolution DRAFT Network |
|--------------------------|------------------------------|------------------------------|
| All Bus Routes | 125 | 99 |
| Frequent Bus Routes | 32 | 44 |
| Mobility on Demand Zones | 0 | 10 |

- ❑ **Creates simpler, more consistent schedules** so bus service is the same (or very similar) throughout the day and across weekdays plus weekend days.
- ❑ **Reduces the number of service patterns**, or bus trips that are different from the main bus route. For example, Route G has 24 different service patterns. The main route travels between Overbrook Station and Packer Avenue and Galloway Street. However, some trips start at Lankenau Medical Center, Lancaster Avenue or 59th Street. The patterns – or variation – is complicated and confusing. The draft network eliminates most additional service patterns, so nearly all trips begin and end at the same point and travel along the same route.
- ❑ **Makes bus routes straighter** so they travel directly between destinations and are easier to understand.
- ❑ **Introduces mobility on-demand zones** in suburban areas where ridership on existing SEPTA bus service is low but there is a demand and need for transit service.

WHAT'S NEXT? WHAT DO I DO NOW?
Talk to us! Attend one of the in-person open houses or virtual community conversations. Visit our website (SEPTABusRevolution.com) to learn more and share ideas with us.



Fact Sheet: Draft Network (Spanish & Chinese translations)



Bus Revolution

Red de autobuses preliminar

SEPTA presentará una red preliminar con las nuevas ideas para mejorar su red de autobuses y hacerla más fácil de usar y más confiable para una mayor cantidad de usuarios.

Esta red incluye cambios en la red global y en las rutas individuales de los autobuses.

Lee los cambios propuestos y denos su opinión.

¿CÓMO ELABORAMOS LA RED PRELIMINAR?

Elaboramos la red preliminar a partir de la información y el análisis de los servicios actuales de SEPTA, como también a partir de los comentarios que los usuarios nos han hecho durante el último año.


El año pasado, los usuarios indicaron, a través de encuestas y conversaciones, que las mejoras más necesarias son la frecuencia (o los tiempos de espera entre autobuses) la confiabilidad y la facilidad de uso. También nos comunicaron que querían disponer de más servicios de autobús durante el mediodía y los fines de semana, de un servicio más rápido y confiable, y que les preocupa tener que caminar demasiado para tomar un autobús. La red preliminar contempla y estima estos deseos.

También hemos procurado que la red preliminar refleje los objetivos principales del proyecto:

1. Pensar primero en los usuarios
2. Aumentar el acceso a las oportunidades
3. Generar confianza mediante un servicio confiable

Presentación de la serie MAX

Las rutas de autobús previstas en la red preliminar se clasificarán según la frecuencia con la que funcionarán. Las categorías se denominarán servicios "MAX", como **10 MAX** o **15 MAX**. La palabra "MAX" hace referencia al tiempo máximo entre autobuses, por lo que para una ruta de autobús **10 MAX** los usuarios no esperarían más de 10 minutos para tomar el siguiente autobús.





Bus Revolution

公交网络草案

SEPTA 正在分享一个公交网络草案，其中包括关于改进公交网络的新想法，以便为更多乘客提供方便，使得公交出行更为可靠。

公交网络草案包括整体网络和单条公交线路的变化。

请查看拟议变化，分享您的想法。

草案制定依据

我们利用有关 SEPTA 现有服务的信息和分析，以及过去一年从乘客处接收的意见和反馈，制定了这一网络草案。

去年，乘客通过调查和对话告诉我们，服务频率（或公交车间隔时间）、可靠性和易用性亟待改善。据乘客反馈，他们希望在中午和周末能提供更多的公交服务。他们还反馈说，他们既想要快速可靠的服务，又担心公交站设得太远。网络草案平衡了这一反馈。

我们还确保草案网络反映了项目的核心目标：


1. 以乘客为本
2. 提高乘车机会
3. 以可靠服务赢得信任

引进 MAX 系列

公交网络草案中的公交线路根据其运行频率进行分类。这些类别被称为"MAX"服务，如 **10 MAX** 或 **15 MAX**。MAX 是指公交最长间隔发车时间，因此对于 **10 MAX** 公交线路，乘客候车时间不会超过 10 分钟。



Fact Sheet: Microtransit (2-pager)



Improving Service for all of Southeastern Pennsylvania: SEPTA On-Demand (Microtransit) and SEPTA's Bus Revolution

SEPTA Forward Bus Revolution provides an opportunity to improve access and reliability for riders using smaller, on-demand buses (also known as microtransit). In the Bus Revolution draft bus network, there are ten zones where microtransit is recommended. The goal with microtransit is to offer riders transit service that is **reliable**, convenient, and easy to use.

WHAT IS SEPTA ON-DEMAND (MICROTRANSIT)?


As part of considering how best to provide public transportation throughout Southeast Pennsylvania, Bus Revolution is looking at new service models. The Bus Revolution team is especially interested in trying new service models in areas where there is a clear need for service, but existing ridership is low and land use patterns make traditional fixed route bus service challenging.

These conversations led the Bus Revolution team to consider a new "SEPTA On-Demand" service, which is also referred to as microtransit. The service is a flexible, on-demand service that takes multiple riders heading the same direction and groups them into a smaller, shared vehicle. The service allows riders to request a trip when they want to travel and be picked up within a specified wait time (for example, 30 minutes) after they request their trip. The service is designed to:

- Improve access to transit in low density, less populated areas where people want and need public transportation, but current bus service does not carry many riders.
- Enhance the customer experience by offering a service that allows riders to schedule trips in real-time and be picked-up and dropped-off near their location.
- Use smaller vehicles that are comfortable and accessible for riders.

HOW IT WORKS:

If you are within a SEPTA On-Demand zone, instead of walking to a bus stop and waiting for a scheduled bus, you would use your mobile phone (or computer) to book your trip. You could also call SEPTA to schedule your trip. You can travel anywhere within a designated zone or travel to a nearby bus stop or to a transportation center.



| SEPTA On-Demand (Microtransit) | Paratransit | Fixed Route | RIDER EXPERIENCE FAQ |
|---|---|---|---|
| Where will I be picked up or dropped off? | Nearby Intersection | Front Door | Bus Stop |
| Where can I ride? | Trips must begin/end within 1/4 mile of a fixed route stop. | Trips must begin or end at fixed-route bus stop. | Trips must begin/end within 1/4 mile of a fixed route stop. |
| Do I need to book a ride in advance? | Service can be booked the same day the trip is taken. | Booking at least a day in advance is required. | No advance booking is required. |
| Who can ride? | Anyone can ride. | Pre-approved customers only. | Anyone can ride. |
| Is the service ADA-accessible? | Wheelchair Accessible | Wheelchair Accessible + Assistance Provided | Wheelchair Accessible |
| Will I share a ride with another passenger? | Sometimes | Sometimes | Yes |
| What is the fare? | Adult Cash \$2.50 one-way Key Card \$5.00 w/ free transfer | Adult Cash \$2.50 one-way Key Card \$5.00 w/ free transfer | Adult Cash \$2.50 one-way Key Card \$5.00 w/ free transfer |

We want to hear from you!

Learn more about the SEPTA On-Demand (microtransit) zones in the draft Bus Revolution network. We want to know what you think about this idea, especially if you live in an area that is recommended for a zone. Please tell us what you think by attending one of our open houses or go online and share your feedback.

Visit SEPTABusRevolution.com to learn more and tell us what you think!

Appendix B: Analysis of Comments

Summary of Comments

- 3,628 total comments
 - 453 comments from 24 in-person Open Houses
 - 2,033 comments from 13 virtual Community Conversations
 - 1,142 comments from project website/project email
- 1,831 comments cited specific bus route(s)
 - 699 comments cited 2 or more specific bus routes
- 943 comments included a question
- 74 comments related to Microtransit

Coding Process

- Comments tagged with up to 3 codes (definitions & results below) to identify themes
- Comments tagged with up to 5 bus routes (results below)
- Comments related to "Microtransit" tagged
- Comments that were questions (or included questions) tagged

Analytical Process

- Summary tables produced for coded themes and routes most cited
 - Used by project team to identify major concerns to address during the Draft Network revision workshops
- Database shared internally of all comments, coded by theme and route
 - Used by project team during workshops to review comments related to specific route(s) while considering revisions to that route

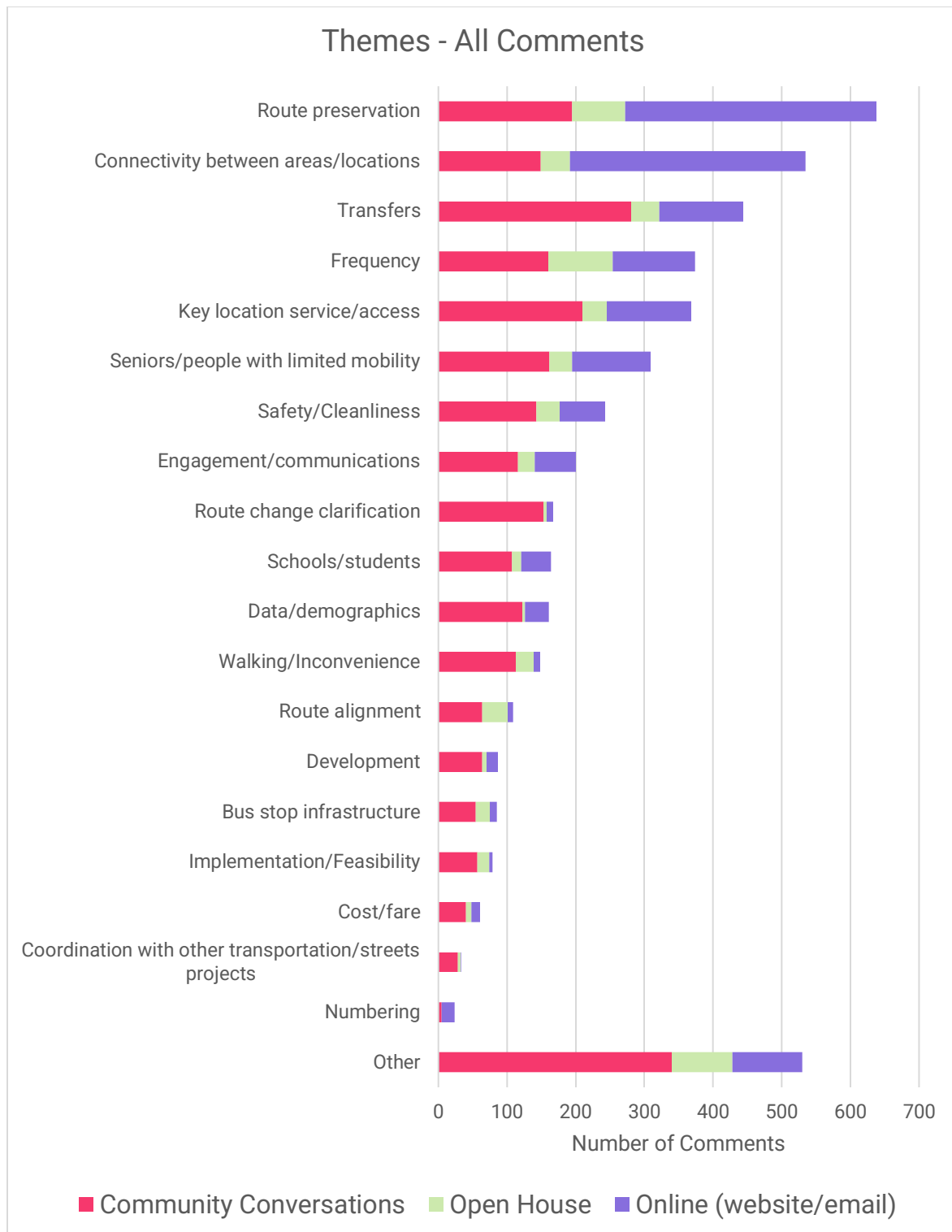
Definitions

| Themes | Related to... |
|---|---|
| Transfers | Bus-to-bus transfers, or transfers to other SEPTA modes |
| Connectivity between areas/locations | Linkage between two areas or a stated or implied origin and destination |
| Frequency | Wait times, level of service, consistency/reliability of service |
| Bus stop infrastructure | Bus shelters, bus stop seating, signage, bus stop spacing, comments about improvements to the buses themselves |
| Key location service/access | Key locations/destinations that may be served by buses, such as hospitals, schools, shopping centers, job centers, or other hubs |
| Data/demographics | Data informing proposal, including: ridership, demographics, or anything else that may be found in the existing conditions reports; or projections of the quantitative impact of the proposal (e.g. job access) |
| Seniors/people with limited mobility | Seniors, ADA/handicap access, or others with limited walking ability |
| Schools/students | Bus access to schools, or student rider experience, including ease, convenience, safety, etc. |
| Development | New or planned residential or large commercial/industrial development |
| Safety/Cleanliness | Personal safety, general safety, lighting, crime, or cleanliness |
| Engagement/communications | Public participation, public feedback, survey results, upcoming events, etc. |
| Route preservation | Retention of existing route or linkage |
| Implementation/Feasibility | SEPTA ability to implement new network capably and reliably, based on staffing/operators, traffic/loading, infrastructure, etc. |
| Route change clarification | Question about change to specific route |
| Cost/fare | Cost, fare, affordability, etc. |
| Coordination with other transportation/streets projects | Other transportation initiatives/projects in region, including installation of bus-only lanes, or renovations of transit stations. |
| Numbering | Confusion about the Draft Network route numbers, including concerns about rider acclimation to the new numbering system if implemented |
| Route alignment | Specific street(s) for a bus route to avoid or cover |
| Walking/Inconvenience | Concerns about walking -- not senior/limited mobility specific, but about the length of journey or the need to walk or the inconvenience of the new routes |
| Other | Non-transportation, technology, compliment/insult, or otherwise uncategorized |

Summary of Results

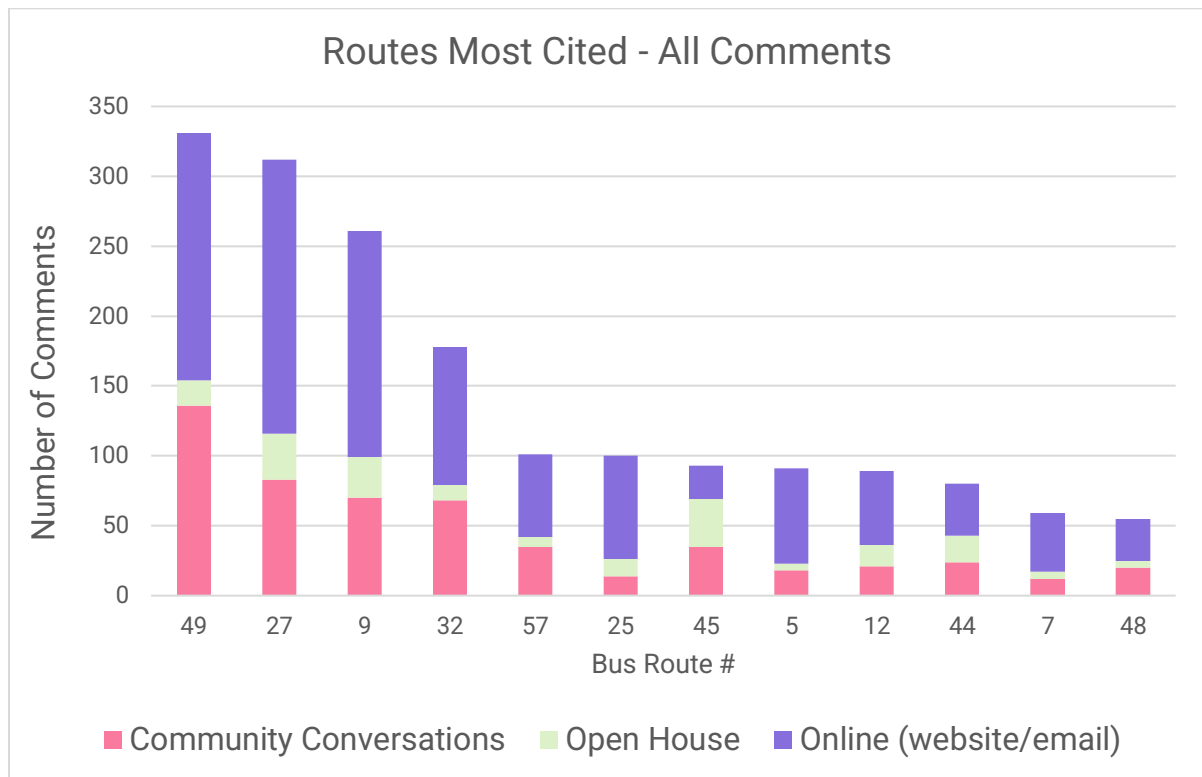
Themes (as coded)

| Code | Community Conversations | Open Houses | Online (web/email) | Total |
|---|-------------------------|-------------|--------------------|------------|
| Route preservation | 195 | 77 | 366 | 638 |
| Connectivity between areas/locations | 149 | 43 | 343 | 535 |
| Transfers | 281 | 41 | 122 | 444 |
| Frequency | 160 | 94 | 120 | 374 |
| Key location service/access | 210 | 35 | 123 | 368 |
| Seniors/people with limited mobility | 162 | 33 | 114 | 309 |
| Safety/Cleanliness | 143 | 34 | 66 | 243 |
| Engagement/communications | 116 | 24 | 60 | 200 |
| Route change clarification | 153 | 5 | 9 | 167 |
| Schools/students | 107 | 14 | 43 | 164 |
| Data/demographics | 122 | 4 | 35 | 161 |
| Walking/Inconvenience | 113 | 26 | 9 | 148 |
| Route alignment | 64 | 37 | 8 | 109 |
| Development | 64 | 6 | 17 | 87 |
| Bus stop infrastructure | 54 | 21 | 10 | 85 |
| Implementation/Feasibility | 57 | 17 | 5 | 79 |
| Cost/fare | 40 | 8 | 13 | 61 |
| Coordination with other transportation/streets projects | 28 | 4 | 1 | 33 |
| Numbering | 5 | 0 | 19 | 24 |
| Other | 340 | 88 | 102 | 530 |



Routes (most cited)

| Route | Community Conversations | Open Houses | Online (web/email) | Total |
|-------|-------------------------|-------------|--------------------|-------|
| 49 | 136 | 18 | 177 | 331 |
| 27 | 83 | 33 | 196 | 312 |
| 9 | 70 | 29 | 162 | 261 |
| 32 | 68 | 11 | 99 | 178 |
| 57 | 35 | 7 | 59 | 101 |
| 25 | 14 | 12 | 74 | 100 |
| 45 | 35 | 34 | 24 | 93 |
| 5 | 18 | 5 | 68 | 91 |
| 12 | 21 | 15 | 53 | 89 |
| 44 | 24 | 19 | 37 | 80 |
| 7 | 12 | 5 | 42 | 59 |
| 48 | 20 | 5 | 30 | 55 |



Comments by Route

| Total Comments | Route(s) |
|----------------|---------------------|
| 331 | 49 |
| 312 | 27 |
| 261 | 9 |
| 178 | 32 |
| 101 | 57 |
| 100 | 25 |
| 93 | 45 |
| 91 | 5 |
| 89 | 12 |
| 80 | 44 |
| 59 | 7 |
| 55 | 48 |
| 52 | 33 |
| 46 | 17, 47 |
| 43 | 42 |
| 38 | 31 |
| 34 | 40 |
| 30 | 38, 43 |
| 21 | 64 |
| 18 | 4 |
| 17 | 35 |
| 16 | 65, 599 |
| 16 | 23 |
| 15 | 18, 21, 106, 512 |
| 14 | 1, 103 |
| 13 | 522 |
| 12 | G, H, 62 |
| 11 | XH, 15, 53, 89 |
| 10 | 28, 29, 52, 77, 568 |

| Total Comments | Route(s) |
|----------------|---|
| 9 | 2, 16, 516 |
| 8 | 124, 125, 505, 515, 517, 555 |
| 7 | 55, 58, 127, 509, 514 |
| 6 | 3, 22, 61, 132, 510, 527 |
| 5 | 68, 104, 108, 128, 139, 400, 511, 524, 561 |
| 4 | 24, 26, 70, 84, 99, 113, 115, 129, 502, 507, 556, 716, 903, L, LUCY |
| 3 | 14, 30, 56, 59, 67, 79, 92, 95, 98, 105, 123, 130, 204, 518, 550, 914 |
| 2 | 6, 8, 37, 39, 46, 50, 54, 73, 76, 90, 96, 107, 117, 118, 126, 131, 135, 206, 440, 444, 501, 504, 513, 526, 531, 535, 545, 546, 569, 699, 712, 801, 802, 833, 905, 47M, J, K, R, X |
| 1 | 13, 20, 34, 36, 60, 66, 69, 75, 78, 88, 91, 93, 94, 97, 102, 109, 110, 111, 119, 268, 276, 299, 309, 352, 447, 487, 500, 508, 519, 525, 533, 536, 544, 547, 551, 552, 554, 566, 588, 602, 604, 609, 611, 681, 682, 702, 703, 708, 711, 768, 799, 804, 881, 901, 902, 912, 913, 982, OWL |