

SEPTA Forward: Bus Revolution

Phase 1: Engagement Findings & Lessons Learned



January 2022

Table of Contents

1	Introduction	1
2	Approach & Methods	5
3	Summary of Engagement Activities	9
4	Lessons Learned	15
	Appendix A: Survey Results	17
	Appendix B: Pop-Ups Feedback	50
	Appendix C: Virtual Transit Talks	62
	Appendix D: Early Engagement	63

1 Introduction

This report focuses on the engagement from **Phase 1 of the SEPTA Forward: Bus Revolution** that took place during the summer and fall of 2021. All Phase 1 activities were based on the principles, tactics, target audiences, and other key considerations identified in the Bus Revolution Public Engagement Plan. This plan, which was published at the start of the project in May 2021, can be found on the [project website](#).

This Phase 1 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 for those who may not be familiar.
- **The second section** describes the **engagement approach and outreach methods** used for Phase I of the project.
- **The third section** provides a summary of **each engagement activity**, including: surveys; pop-up events; virtual public meetings (referred to as “Transit Talks”); digital media; and ongoing stakeholder engagement.
- **The fourth section** identifies **lessons learned**, which the Bus Revolution team will use to inform the next phase of engagement for the project.
- **The fifth section** – the **Appendices** – consist of more detailed information, including: a comprehensive analysis of the survey; pop-up event feedback, materials, and photos; transit talk polling results; and a review of early engagement activities from spring 2021.

Summary of Findings

Phase 1 Engagement: Key Metrics	
>7,000	People responded to the survey (partial and complete)
5,806	People completed the survey
333	People participated in the in-person activity at 10 Pop-Up Events
134	People attended 2 virtual “Transit Talks”
7.9K	People visited the website for the first time between August 1 and November 15 (www.SEPTABusRevolution.com)

Key Takeaways

The Bus Revolution Phase 1 engagement included a variety of methods intended to reach a large and diverse mix of riders, non-riders (i.e. *potential* riders), and people of all socio-economic and demographic backgrounds.

Some key takeaways from Phase 1 engagement include:

- While there were significantly more responses to the online survey than other forms of input-gathering, **all methods generated significant input** that the Bus Revolution team will use to help shape the network redesign scenarios that will be developed in Year 2 of the project.
 - The **online survey** was successful at generating widespread participation from all areas of the SEPTA region, with over **7,000 total responses**, and over 5,000 fully completed.
 - Other methods of gathering public input were also used effectively to address the “digital divide” and gather feedback from hundreds of people, including **400 responses from the telephone survey**, and **300+ responses across 10 different pop-up event locations** to the trade-offs feedback exercise.
- Bus service **frequency and reliability** were consistently mentioned by people as key challenges to address in the bus network redesign.
- For the **five trade-off questions**, there were some answers that were generally consistent across outreach methods and demographic types, but there were also instances where responses were mixed.
 - **In general, people are willing to walk further to get to a bus that travels faster.** In both surveys and at the pop-up events, most people preferred a slightly longer walk to a faster bus, as compared to a shorter walk to a slower bus.
 - **People strongly support bus only lanes.** In both surveys and at the pop-up events, most people strongly thought that buses should have their own travel lanes, as compared to buses sharing the road with cars and other vehicles.
 - **People were mixed about their support for a bus that takes an indirect path and is slower, but stops closer to their destination,** as compared with a bus that travels more directly and is faster, but stops a little bit further from their destination. In the online survey, most people preferred the latter (more direct, faster, further from destination); in the telephone survey, most people preferred the former (indirect, slower, closer to destination). People who answered in-person at the Pop-Ups were split.
 - **People were mixed about having fewer but more frequent bus routes,** as compared with more routes that run less frequently. In the online and telephone survey, people slightly preferred the latter (more routes, less frequent), but in neither case did more than 50% of respondents agree (over 10% were neutral). Interestingly, at the pop-up events, people strongly preferred the former (fewer routes, more frequent). One explanation for this difference may be that people taking the survey by themselves

may have had trouble understanding the concept, but that people at the pop-ups were able to ask Bus Revolution team members directly for help in explaining the concepts to them in greater detail.

- **In general, people preferred buses serving a smaller geographic area with more frequent service**, as compared with buses serving a larger area with less frequent service. This was the case in both surveys and at the pop-up events.

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 the 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 2023.

Overall Project Timeline

SEPTA's Bus Revolution started in spring 2021 with first steps oriented around collecting and analyzing data, as well as conversations with riders and stakeholders. The overall project timeline is illustrated in **Figure 1**.

Figure 1: Overall Project Timeline



The Bus Revolution is a **three-year effort** that will include both **redesigning and implementing** changes to the new bus network.

- 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
- Year 2: Developing scenarios for how bus service could be improved and asking for input, which will lead to a final set of recommendations
- Year 3: Beginning to implement the recommendations

Engagement Goals

Community engagement is crucial and necessary to the success of this project. Everyone who resides, works, and travels within Southeastern Pennsylvania is considered a stakeholder of SEPTA and Bus Revolution. Communicating effectively with all audiences—both listening and talking to them—is critically important to project success. The Bus Revolution engagement process reflects a commitment to meeting people where they are, through an inclusive and equitable engagement approach made up of multiple phases and outreach methods across the project span.

To create a truly inclusive process, it is important to develop tactics that engage target audiences, including those that historically have been left out of public engagement processes. Bus Revolution is working to engage in a tailored way with students, people with disabilities, older adults, non-native English speakers/multilingual residents/residents with limited English proficiency, and other historically underserved and under-represented populations.

In efforts to engage these audiences more effectively, Bus Revolution has been proactively asking SEPTA's diverse stakeholders and customer base about communications preferences, and whether there are any barriers that need to be addressed—and will continue to do so throughout the project. In each Phase, the Bus Revolution team will review the results of completed engagement activities and incorporate lessons learned—continuing to refine and enhance strategies and outreach methods as the project progresses.

2 Approach & Methods

Phase 1 of Bus Revolution engagement 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 how best to balance providing fast and reliable service with route and stop spacing—so that public input can directly inform the redesign process that will take place in Year 2. This section explains how the public was asked about their preferences, and identifies the outreach methods used to hear from bus riders and potential riders in the SEPTA region.

Engagement Approach

When it comes to redesigning a bus network, there is no one-size-fits-all solution to address every issue. Instead, the objective of the SEPTA Forward: Bus Revolution is to design a transit network that best balances the variety of needs of a diverse community of riders. For this reason, the Phase 1 of Bus Revolution engagement focused on asking riders and potential riders to weigh in on trade-offs (see sidebar **What Is A Trade-off?**). This input will help SEPTA better understand people's preferences and how the bus network should be redesigned.

The trade-offs that the Bus Revolution asked the public about were based on the following underlying transit service design principles:

- Evaluate bus stop spacing and accessibility
- Increase transit priority
- Strengthen service reliability
- Reduce service duplication
- Balance coverage and frequency

From these principles, **five trade-off questions** were developed, along with simple graphics explaining each. These trade-off questions appeared both on the survey and on the in-person exercise at the pop-up events.

WHAT IS A TRADE-OFF?

Transit agencies like SEPTA have limited resources that they must use as efficiently as possible. This means that SEPTA has to be thoughtful about how transit service is designed and about how trade-offs or different aspects of the current bus system are prioritized. For example, do you prefer a bus that travels faster but stops less often, or one that travels more slowly but stops more often? There are advantages and disadvantages of both options—that makes it a trade-off. Would you trade in extra stops for a faster bus, or trade in speed for more stops? And how much would you trade—how many stops, and how fast a bus? This is just one of several trade-offs that must be weighed in redesigning a bus network.

Since these questions are often complicated—the best answer is usually not one or the other, but a balance of both—members of the public were asked to answer each on a sliding scale. This helped people express what mix they thought would be the right balance between the two choices for each question. These five trade-off questions are shown in **Figure 2** below:

Figure 2: Bus Network Trade-offs Questions

Trade-off 1: Would you prefer...

A shorter walk to a slower bus?



OR

A slightly longer walk to a faster bus?



Trade-off 2: Do you think...

Buses should have their own travel lanes?



OR

Buses should share the road with cars and other vehicles?



Trade-off 3: Would you prefer...

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



OR

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



Trade-off 4: Would you prefer...

Fewer options with higher frequency?



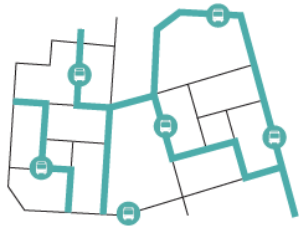
OR

More options with less frequency?



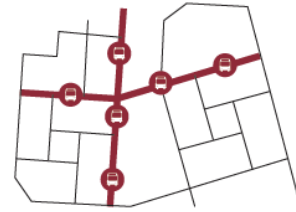
Trade-off 5: Would you prefer...

Buses serving a larger area with less frequent service?



OR

Buses serving a smaller area with more frequent service?



Outreach Methods

In an effort to ensure an inclusive engagement process, the Bus Revolution team used a range of methods to communicate information and gather public feedback.

List of Methods

The following is a **list of methods** used during Phase 1 of Bus Revolution engagement.

- Surveys (over 7,000 responses in total)
 - Online (to reach a large number of people)
 - Telephone (to reach people with limited internet access and ensure a statistically valid sample)
 - Hardcopies (to make publicly accessible for anyone with limited internet access)
- Pop-Up Events (10)
- Virtual Transit Talks (2)
- Digital Communications: Website, Social Media, Transit App
- Ongoing stakeholder engagement
 - Interviews (20)
 - Group listening sessions (5)
 - Partnerships with community-based and service organizations (30)
 - SEPTA bus operator in-reach

A summary of how each of these methods were used is included in the following section (see **Summary of Engagement Activities**). Detailed results, including the weighted responses to each trade-off question, can be found in the **Appendices**.

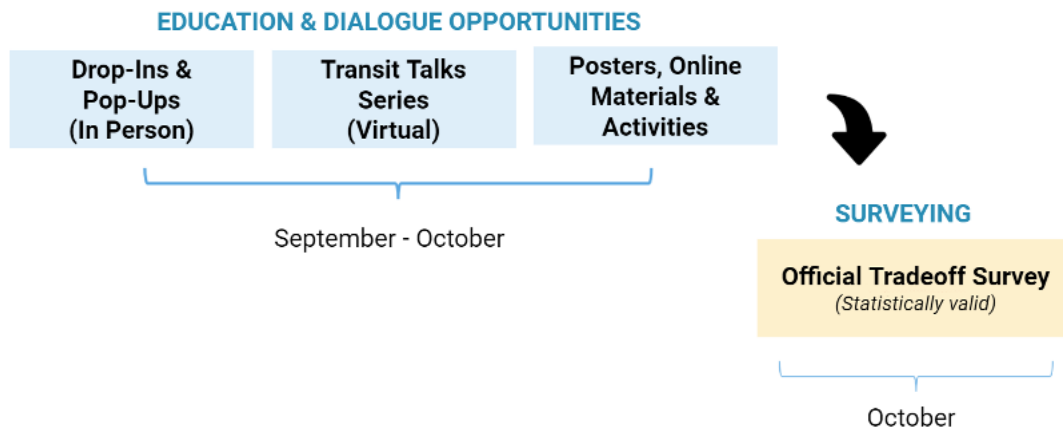
Engagement Timeline

Since it was understood that the concept of bus network trade-offs might not be familiar to a lot of people, the Bus Revolution team did not want to ask the public about these trade-offs right away. Instead, the team first focused on raising public awareness about trade-offs and gaining initial feedback, through in-person pop-up events, virtual transit talks, and stakeholder

engagement. Only after receiving this initial feedback, and having experienced discussing trade-offs with the public, did the team refine how trade-offs were communicated, and in October 2021, launch the official Phase 1 trade-offs survey.

The Phase 1 Engagement Timeline is illustrated in **Figure 3** below.

Figure 3: Phase 1 Engagement Timeline



3 Summary of Engagement Activities

Survey Responses

An official Tradeoffs survey was developed and distributed as a core method for gathering insights during this phase and measuring people's preferences on the five key bus network tradeoffs. There was an online survey available (via SurveyMonkey), as well as a telephone version, to ensure the collection of a statistically valid sample representative of SEPTA's bus ridership. A hardcopy version of the survey was also developed and distributed across 22 Free Library locations.

Survey Responses: Metrics	
>7,000	People responded to the survey (partial and complete)
5,406	People completed the online survey
400	People completed the telephone survey
76%	Percent of total respondents who normally ride the bus (online + telephone)
54%	Percent of total respondents with access to a car (online + telephone)

The survey asked people about their bus riding habits, perceived challenges, and their preferences related to bus network trade-offs. Demographic information was also collected. Some key takeaways from the survey are as follows:

- **People selected reliability and frequency as SEPTA's two biggest challenges.**
 - People also provided open-ended comments about challenges. Some of the most common challenges people brought up include: frequent detours that aren't well communicated to riders; crowded buses; missed trips; and difficulty in using SEPTA's app.

- **People are willing to walk further to get to a bus that travels faster.** In both surveys, most people preferred a slightly longer walk to a faster bus, as compared to a shorter walk to a slower bus.
 - However, roughly one-third of respondents still preferred a shorter walk to a slower bus. These riders tended to be older, include more Black people and other people of color as well as riders with lower incomes. The Bus Revolution must balance the needs of this sizeable group of riders who still want and need bus service that stops more often along routes.
- **People support bus only lanes.** In both surveys, most people thought that buses should have their own travel lanes, as compared to buses sharing the road with cars and other vehicles.
 - Support for bus only lanes was strong across all age, racial, income and vehicle ownership categories.
- **People were mixed about their support for a bus that takes an indirect path and is slower, but stops closer to their destination,** as compared with a bus that travels more directly and is faster, but stops a little bit further from their destination.
 - The online survey showed support for longer walks to a more direct bus, while the telephone survey showed a preference for shorter walks to a less direct bus. Generally, the riders who said they prefer shorter walks to less direct buses tended to be older, include more Black people and other people of color as well as lower income riders.
 - Collectively, findings suggest that there are opportunities to create more direct bus routes, but changes must balance the different distances people are willing walk to bus stops from residential areas, workplaces, and services such as medical facilities, schools, and shopping.
- **There were slight preferences for having more bus routes even if some of the routes are less frequent,** as compared with less routes that run more frequently.
 - Results were close to split on this question, with neither option receiving 50% of the vote (more than 10% were neutral). About 45% preferred more bus routes even if service was less frequent, while 40% preferred fewer, more frequent bus routes.
 - Consistent with other findings, the data suggests riders want to be sure they can access bus services. However, if access is maintained, there are opportunities to reduce some duplication among services in order to increase service frequencies.
- **Most people preferred buses serving a smaller area with more frequent service,** as compared with buses serving a larger area with less frequent service.
 - This view was consistent across age, racial, income and vehicle ownership groupings.
 - About a third of the responses did prefer serving a larger area with less frequent service, which suggests that lifeline connections, however infrequent, are still important for some riders.

Pop-Up Events

Pop-Up Events: Metrics	
10	Total pop-ups, each at a different key bus transfer location
333	People participated in-person in the trade-offs feedback exercise
1846	Total postcards handed out

The goal of the pop-up events was to meet people where they are. The Pop-ups took place at 10 different key transit locations at varying times of the day/week from early September to mid-October, as shown in **Figure 4** below. At each event, the Bus Revolution team engaged passersby in an interactive trade-off exercise displayed on large poster boards, conversed with riders,

raised awareness about the project, and distributed postcards intended to drive people to the website for more information, where they were able to complete the trade-offs exercise online, if they did not have time to do so at the event. In return for participating in the trade-offs exercise, the team provided small gifts that included Bus Revolution-branded tote bags and stickers.

Figure 4: Pop-Up Event Schedule

#	Date	Location	Times	Exercise Participants	Postcards Distributed
1	9/10 Fri	Frankford TC	3-6 pm	49	203
2	9/12 Sun	52 nd & Market	2-5 pm	27	90
3	9/15 Wed	Chester TC	8-11 am	30	140
4	9/21 Tue	Norristown TC	4-7 pm	21	69
5	9/28 Tue	15 th & JFK	11 am-2 pm	61	187
6	10/7 Thu	Broad & Oregon	2-5 pm	50	300
7	10/13 Wed	Torresdale & Cottman Loop	10 am-1 pm	12	83
8	10/19 Tue	Cheltenham & Ogontz Loop	4-7 pm	15	134
9	10/21 Thu	Darby TC	3-6 pm	40	180
10	10/26 Tue	69 th St. TC	10 am-2 pm	28	460
Total				333	1846

The trade-offs exercise invited participants to vote for their preferences on five different bus network trade-offs, by placing a sticker on a line to indicate how strongly they preferred one option or the other. Some key takeaways from the trade-offs exercise are as follows:

- At 9 of the 10 pop-ups, **most people preferred a slightly longer walk to a faster bus**, as compared to a shorter walk to a slower bus

- At all 10 pop-ups, **most people thought that buses should have their own travel lanes**, as compared to buses sharing the road with cars and other vehicles
- **People were the most divided** on whether they preferred: a bus that takes an indirect path and is slower, but stops closer to their destination; or a bus that travels more directly and is faster, but stops a little bit further from their destination. At 5 pop-ups, most people preferred the former; at the other 5, most preferred the latter.
- At all 10 pop-ups, **most people preferred fewer options, but higher frequencies**, as compared with more options, but less frequency.
- At 9 of the 10 pop-ups, **most people preferred buses serving a smaller area with more frequent service**, as compared with buses serving a larger area with less frequent service.

For a detailed summary of the results of the trade-offs feedback exercise (including the number of votes for each trade-off by pop-up location), the boards and graphics used to explain the trade-offs concepts to participants, photos from each event, and other information, see **Appendix B**.

Pop-Up at Darby Transportation Center, 10/21/21



*Note: See **Appendix B** for more event photos.*

Transit Talks

Even as public-gathering restrictions eased, virtual public meetings played a useful role in conveniently reaching many people in their homes. Two virtual Transit Talks were held during Phase 1 of engagement, on the evenings of September 9 and September 30. The purpose of the Transit Talks was to build further understanding around the concepts of bus network tradeoffs, answer questions, and generate interest and awareness in the project.

Transit Talks: Metrics	
284	People registered for the virtual transit talks
134	People attended the virtual transit talks
44	Unique zip codes present at virtual transit talk #1
41	Unique zip codes present at virtual transit talk #2

The first Transit Talk focused on the tradeoffs related to Speed vs. Reliability, while the second focused on the those more related to Coverage, Frequency, and Route Duplication. Each Transit Talk included: a presentation; live polling questions; and a Q&A session.

The live polling results for the five trade-offs questions can be found in **Appendix C**.

Rider FAQs—including many of those asked during the Transit Talks—can be found on the [project website](#).

The Bus Revolution team also held two virtual public meetings to kick-off the project on May 13, 2021 (one AM and one PM session). A total of 258 people registered and 129 attended these introductory sessions.

Digital Media

Website and Social Media

The [project website](#), launched in spring 2021, was used during Phase 1 to:

- Provide background information and updates about the project to generate public awareness and interest
- Promote Bus Revolution engagement activities, including online surveys, in-person events such as pop-ups, and virtual Transit Talks
- Enable members of the public to sign up for updates

Social media was also used due to its ability to reach people at-scale, including the use of incentives (such as \$25 SEPTA gift cards) to drive survey responses.

Website and Social Media: Metrics	
7.9K	New website users between August 1 and November 15
12K	Website users to date
~260K	Total social media impressions across project to date

Transit App

Many SEPTA riders use an app called [Transit](#), to help with transit trip planning. The Bus Revolution team used Transit to help reach riders by enlisting them to "push" out a notification to riders about the survey and encourage them to fill it out. The team crafted targeted messaging for both English and Spanish speaking users.

Transit App: Metrics	
64,278	Users viewed the banner promoting the Bus Revolution survey
62,127	Users viewed the push notification promoting the Bus Revolution survey
11%	Click thru rate (CTR) from banner to survey (Normal digital marketing campaigns see 0.9% CTR on Facebook ads.)
5%	Click thru rate (CTR) from push notification to survey

Stakeholder Engagement

The Bus Revolution team began engaging stakeholders at the start of the project in spring 2021 and continued to do so throughout the first phase of public engagement. For more information on ongoing stakeholder engagement, and a list of stakeholder organizations that have participated in the Bus Revolution to-date, please see **Appendix D**.

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. While the next phase of engagement will cover very different content and questions, with a focus on comparing different redesign scenarios, the Bus Revolution team learned a great deal about implementing the various methods of engagement during Phase 1 that will be applied to improve engagement activities for the project moving forward. A snapshot of these lessons learned are listed below:

- The survey was an effective way to collect feedback from a large number of SEPTA riders and potential riders. Both primary survey methods—the telephone survey and online survey—were successful methods of collecting structured feedback from riders.
- Pop-up events worked well, particularly at busy transportation centers. The team will evaluate locations for the next phase based on observations from each of the ten locations visited during this phase, including the identification of new locations, and determining the best times and days to conduct future events.
- Many bus riders at the pop-ups were able to understand the nuances associated with each trade-off question, including the general advantages and disadvantages of each option, and how their preference would depend on a variety of factors, such as the time of day, total travel time, and the safety and walkability of the areas that each route serves. The draft redesign scenarios to be developed in Year 2 will need to demonstrate to people how these factors were considered to strike the right balance between trade-offs.
- Bus riders in general are open to change, including walking further for buses that are faster, more direct, and/or more frequent. However, a significant number of people preferred shorter walks, for a variety of reasons, including age, health, weather uncertainty, sidewalk conditions, lack of lighting at night, feeling unsafe walking in certain neighborhoods, and other issues affecting walkability. These walkability issues, which differ among neighborhoods, must be weighed against other factors that distinguish neighborhoods (such as population density) when developing the draft redesign scenarios.
- Handing out postcards at pop-ups engaged many more people than just those who were able to stop and do the trade-offs exercise on the boards. The team will employ this tactic again, perhaps with more educational information on the postcard, or a supplementary short handout, such as a 1-page fact sheet, in future rounds.
- Giveaway items helped to bring people to the SEPTA table, incentivize participation in the trade-off exercise at the boards, and seemed to be truly valued by participants.

- Developing contingency and communications plans related to weather, or other unforeseen issues that may cause a cancellation, will be important for larger in-person events that are anticipated for future phases. One pop-up during Phase 1 had to be postponed due to weather, and another was delayed due to weather for about an hour.
- A multi-faceted engagement approach that used a variety of methods proved critical in gathering input from a diverse set of audiences—but can be improved to ensure greater participation from harder-to-reach audiences, such as people with limited internet access, many of whom frequently rely on SEPTA services.
- Virtual Transit Talks can continue to be used to share information—ideally adding more engaging activities, presentations, and dialogue opportunities going forward.
- The use of the Transit app significantly helped to drive survey responses and project awareness.
- Growing the Friends of the Bus Revolution ambassador program further will help to reach underrepresented communities.
- Synergy between other SEPTA projects should be leveraged further to ensure clarity and transparency across engagement processes.

Appendix A: Survey Results

Trade-Off Survey Summary of Findings

December 2021



Introduction

In Fall 2021, the SEPTA Forward: Bus Revolution team distributed a survey to learn about the values and priorities of riders regarding key transit service design principles:

- Balance coverage and frequency
- Route duplication and frequency
- Bus stop spacing and accessibility
- Transit priority
- Service reliability – causes and solutions.

The focus of the survey is on five trade-off questions organized around:

- Faster and More Reliable Service
- Better Service Design
- Coverage vs. Frequency

Survey data was collected through two survey methods, telephone and online. The two surveys were completed independently of each other and generally, the same questions were asked of respondents. A telephone survey allowed for a more representative cross-section of people to be surveyed, while an online survey allowed for broader distribution and participation, allowing more people to contribute their thoughts. The surveys have been analyzed independently of each other.

Nearly 7,000 people responded to the online survey and over five thousand (5,406) completed the online survey by answering at least the first demographic question. Four-hundred (400) people responded to the telephone survey. People from throughout the Philadelphia area responded to the survey. Most people who responded to the survey have used SEPTA services since October 2019.

Online Survey: 5,406 Completed Surveys

- **5,320** have ridden SEPTA services since October 2019
- **86** have not ridden SEPTA services since October 2019

Telephone Survey: 400 Respondents

- **All** have ridden SEPTA services since October 2019
- The telephone survey was **screened** for SEPTA ridership

Key Findings

Six take-aways from the trade-off survey are:

1. Reliability and frequency are two of SEPTA's biggest challenges
2. People are willing to walk further to get to a bus that travels faster.
3. People support for bus only lanes.
4. Results were mixed about walking further to a bus that travels more directly but is further from the rider's destination.
5. There were slight preferences for having more bus routes even if some of the routes are less frequent.
6. Most riders think SEPTA should serve a smaller area with more frequent bus service.

Key Findings

Nuances associated with the key take-aways include:

1. Reliability and frequency are two of SEPTA's biggest challenges
 - In addition to the quantitative findings, riders also identified a series of challenges. The most common ones included:
 - Frequent detours that aren't well communicated to riders
 - Crowded buses
 - Missed trips
 - SEPTA's app is frustrating and challenging to use.
2. People are willing to walk further to get to a bus that travels faster.
 - Of all the trade-off questions, this one was among the most simple and clear. It also had stronger results, with a clear majority of responses selecting longer walks in order to get to a faster bus. **Support for longer walks creates opportunities for the Bus Revolution to rethink how some SEPTA bus routes are designed.**
 - However, the surveys showed that between 30 and 40% of riders preferred a shorter walks to a slower bus. Further, these riders tended to be older, include more Black and other people of color as well as riders with lower incomes. **The Bus Revolution must also consider the sizeable group of riders who still want and need bus service that is close to their homes and destinations.**
3. People support for bus only lanes.
 - Surveys showed strong support for bus only lanes.
 - Support for the bus lanes is strong across all age, racial, income and vehicle ownership categories.

Key Findings

Nuances associated with the six key take-aways include:

4. Results were mixed about walking further to a bus that travels more directly but is further from the rider's destination.
 - The online survey showed support for longer walks to a more direct bus, while the telephone survey showed a preference for shorter walks to a less direct bus. Generally, the riders who said they prefer shorter walks to less direct buses tended to be older, include more Black and other people of color as well as lower income riders.
 - Collectively, findings suggest that **there are opportunities to create more direct bus routes, but changes must balance people's walk access to bus routes from residential areas, employment and services, such as medical facilities, schools and shopping.**
5. There were slight preferences for having more bus routes even if some of the routes are less frequent
 - Results were split on this question, with 45% saying they prefer more bus routes even if service was less frequent, while 40% said they prefer fewer, more frequent bus routes. These results reflect findings from the telephone survey, which even when weighted for race/ethnicity, represented a slightly older and lower income group.
 - Consistent with other findings, **the data suggests riders want to be sure they can access bus services. However, if access is maintained, there are opportunities to reduce some duplication among services in order to increase service frequencies.**
6. Most riders think SEPTA should serve a smaller area with more frequent bus service.
 - More than half of the online and telephone surveys felt SEPTA should serve a smaller area in order to provide more frequent service. Unlike other trade-off questions, majorities preferred serving a smaller area with less frequent service across age, racial, income and vehicle ownership groupings.
 - About a third of the responses did prefer serving a larger area with less frequent service, which suggests that lifeline connections, however infrequent, are still important for some riders.



Survey Respondents

Introduction

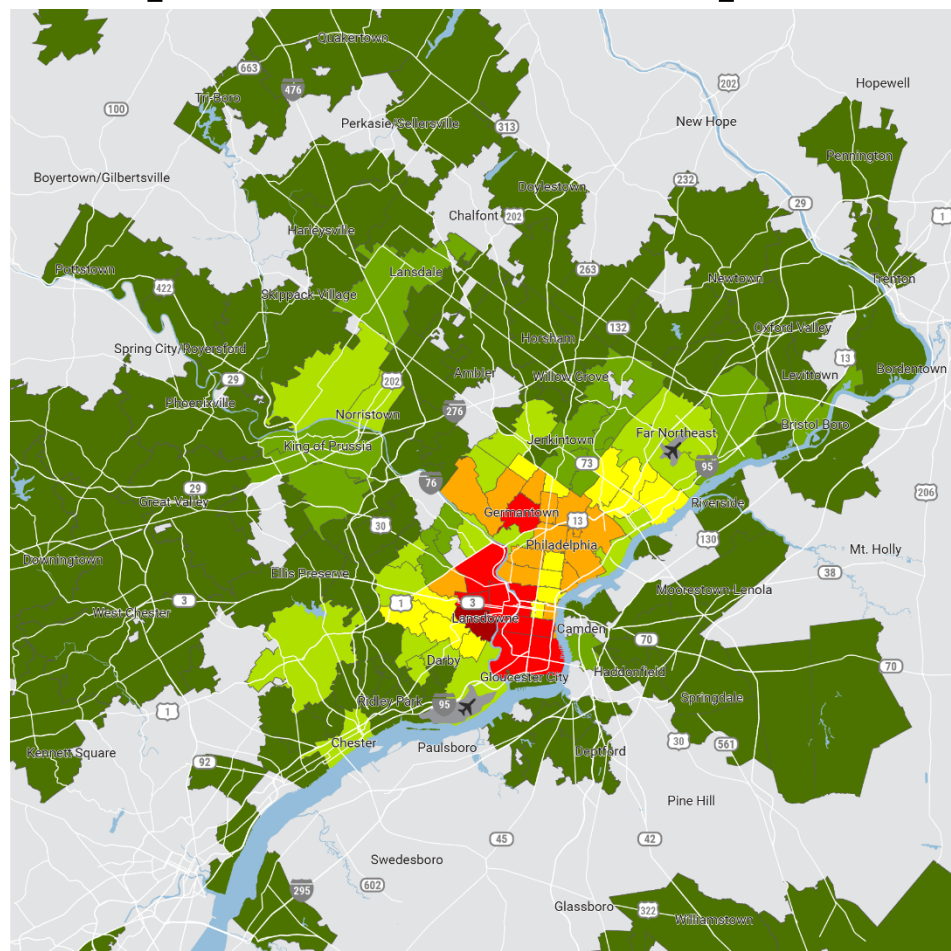
As mentioned, survey data was collected through two survey methods, telephone and online. The telephone survey collected responses were collected through random digit dialing of telephone lists that included both mobile phone numbers and land lines. Participants were screened for SEPTA ridership, collecting responses only if the individual had used SEPTA at least once since October 2019. Because responses were collected randomly, the survey is a statistically significant representation of the SEPTA's ridership.

Links to the online survey were distributed through a variety of methods, including via social media, at pop-up events held as part of the Bus Revolution project and sent directly to SEPTA riders through trip planning apps. Participation in the online survey was not screened for any characteristics or experience – anyone who had access to the link was encouraged to complete the survey.

The demographic and transit usage characteristics of the responses include:

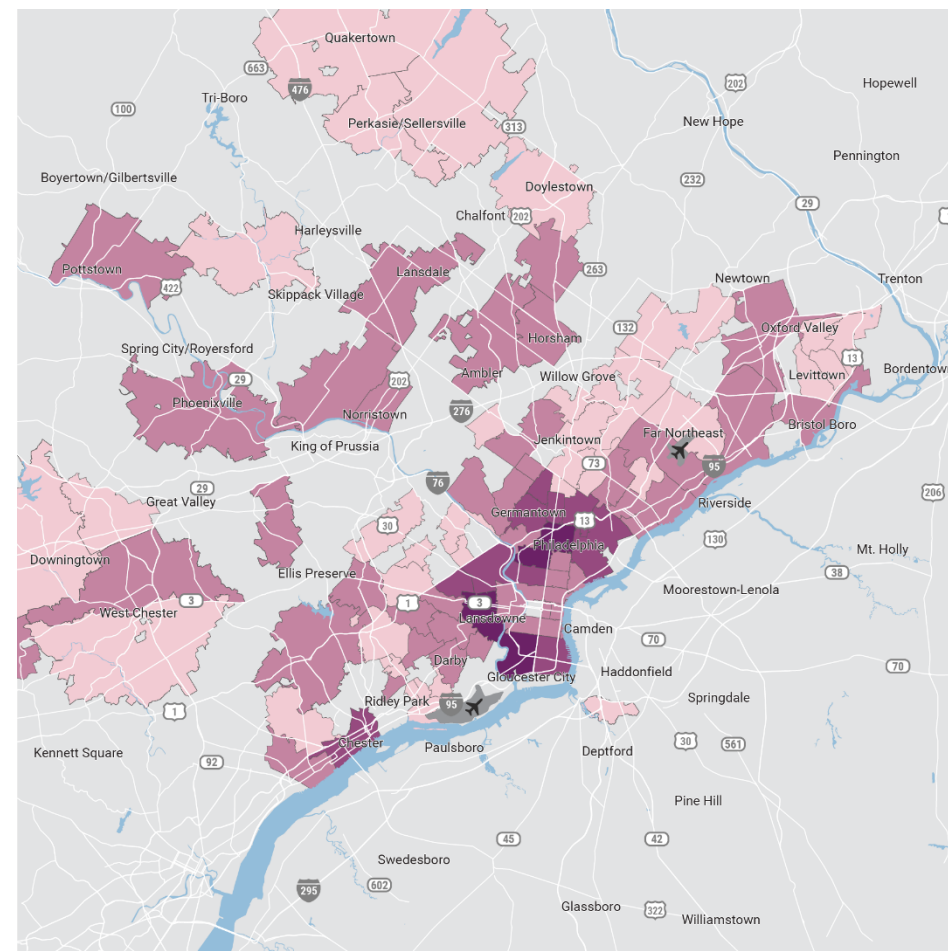
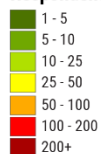
- While both surveys collected responses from a mix of racial and ethnic groups, the largest racial group in the online survey was white (55%), while the telephone survey collected more responses from Black individuals (48%).
- The online survey tended to be younger overall, with roughly 15% of the responses collected from individuals aged 65+. The telephone survey had roughly 25% of the responses from individuals aged 65+.
- The telephone survey had a slightly larger share of responses from individuals earning \$25,000 or less per year.
- The online survey had more responses from people who are currently using SEPTA's bus services and who use them more frequently.

Respondents represent SEPTA's service area



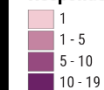
**Online Tradeoff Survey
Respondents by
Zip Code**

Respondents



**Telephone Tradeoff
Survey Respondents
by Zip Code**

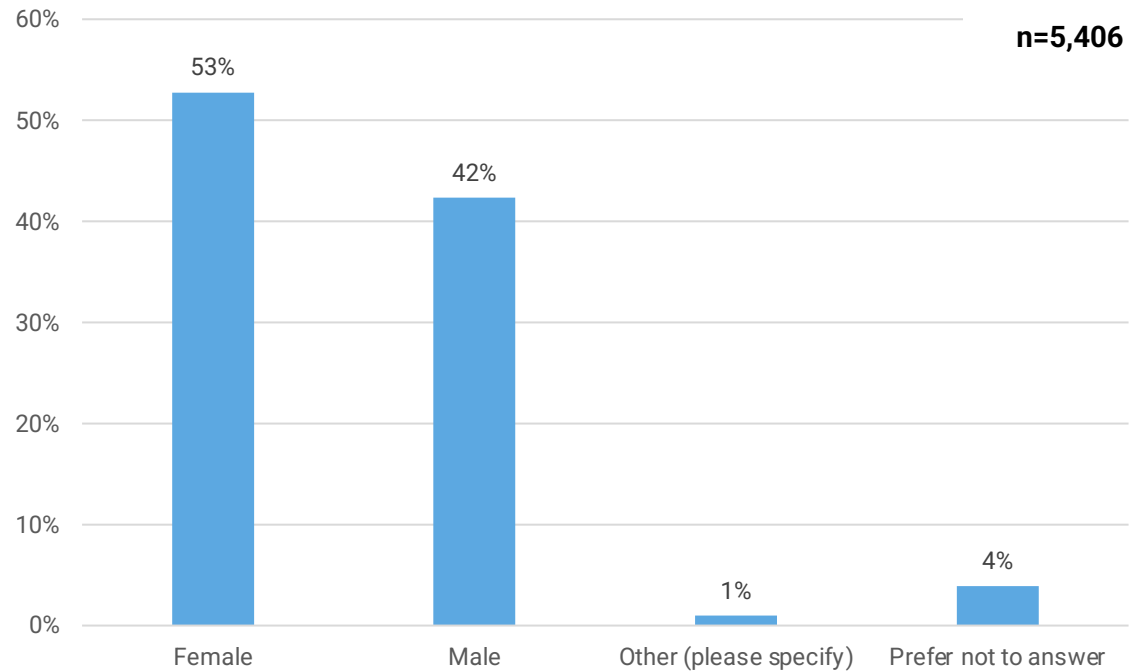
Respondents



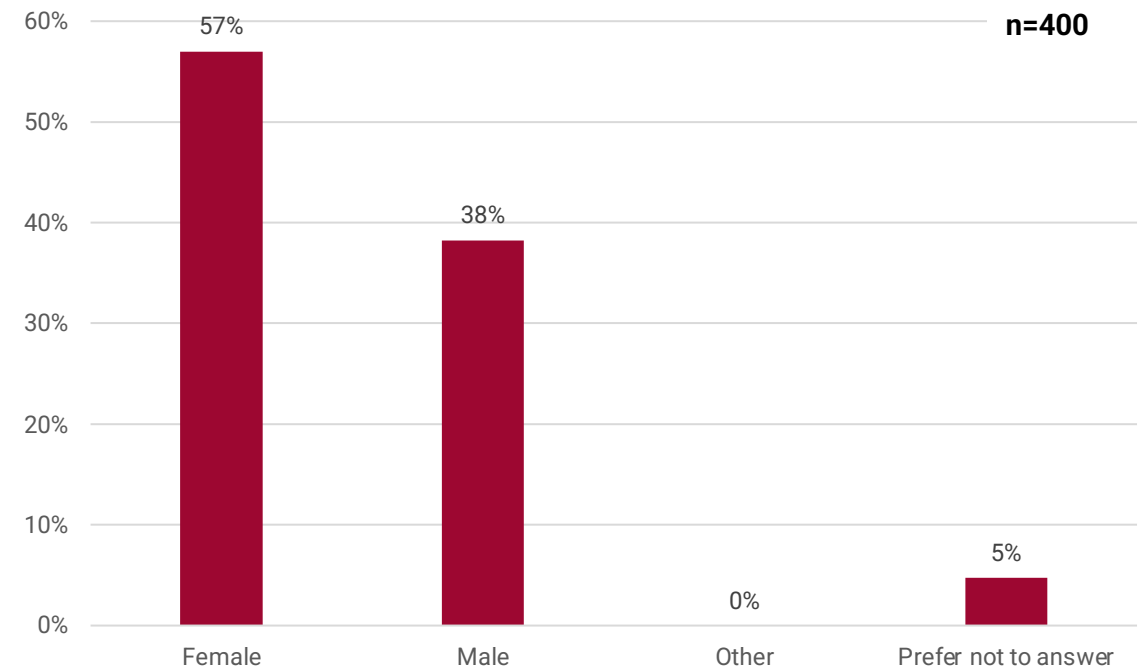
Gender/Sex

A majority of respondents in either survey identify as female.

Telephone



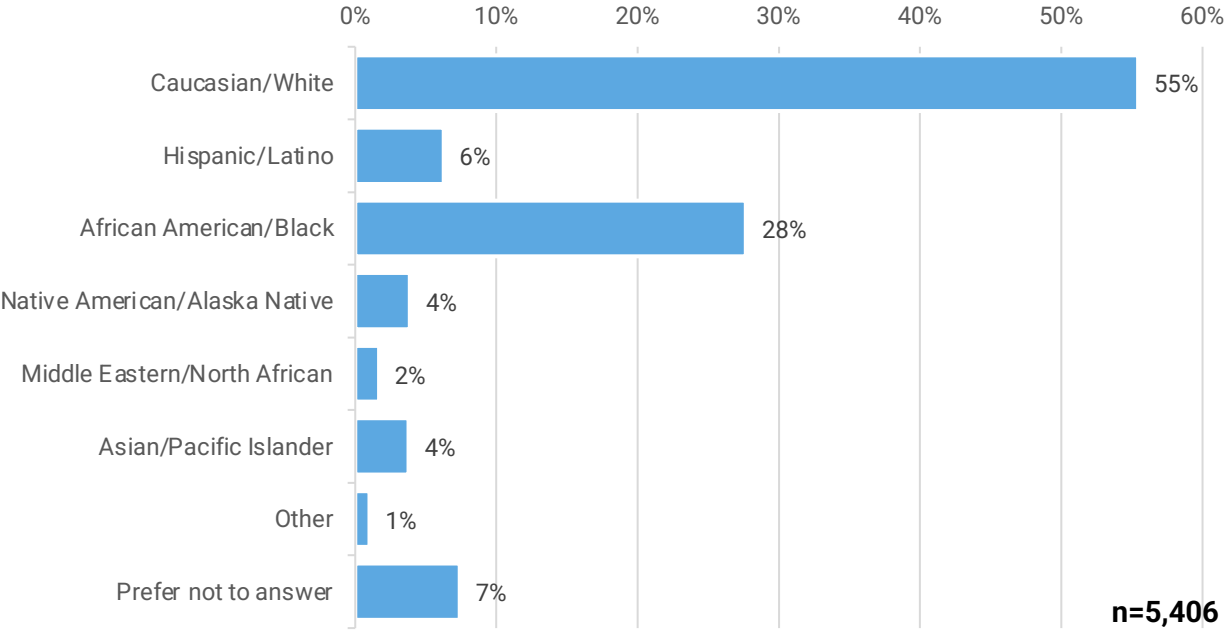
Online



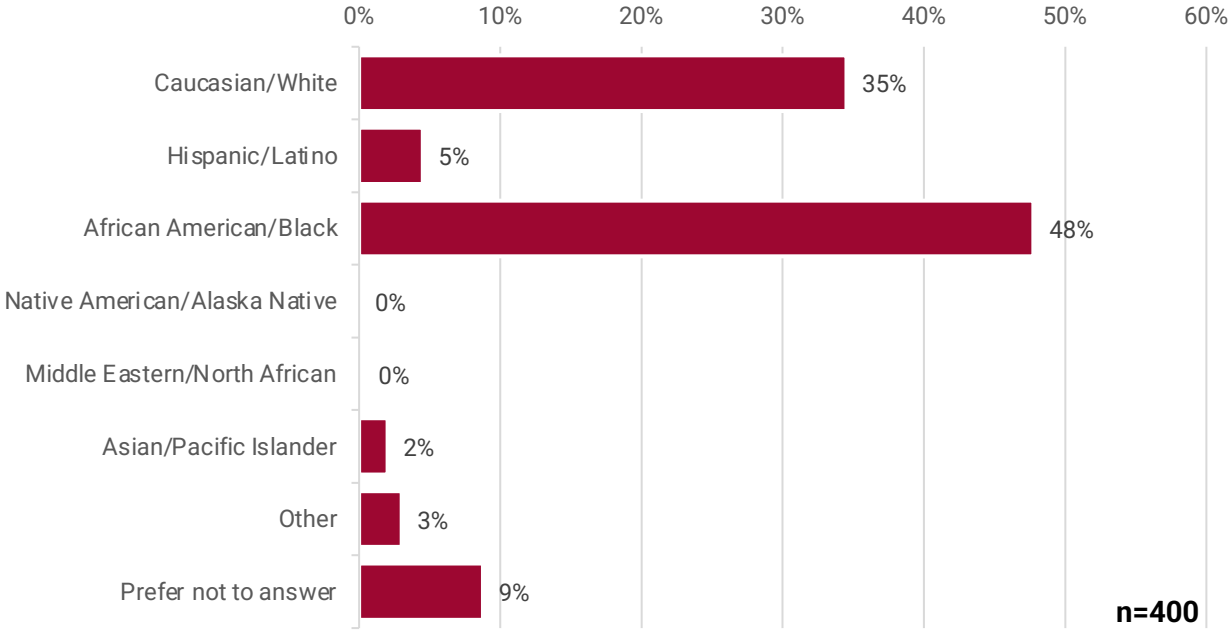
Race/Ethnicity

In both surveys, people who identified as white or Black as part of their racial or ethnic identity made up the two largest groups of respondents and combined are greater than 80% of the overall pool of respondents in either survey.

Online



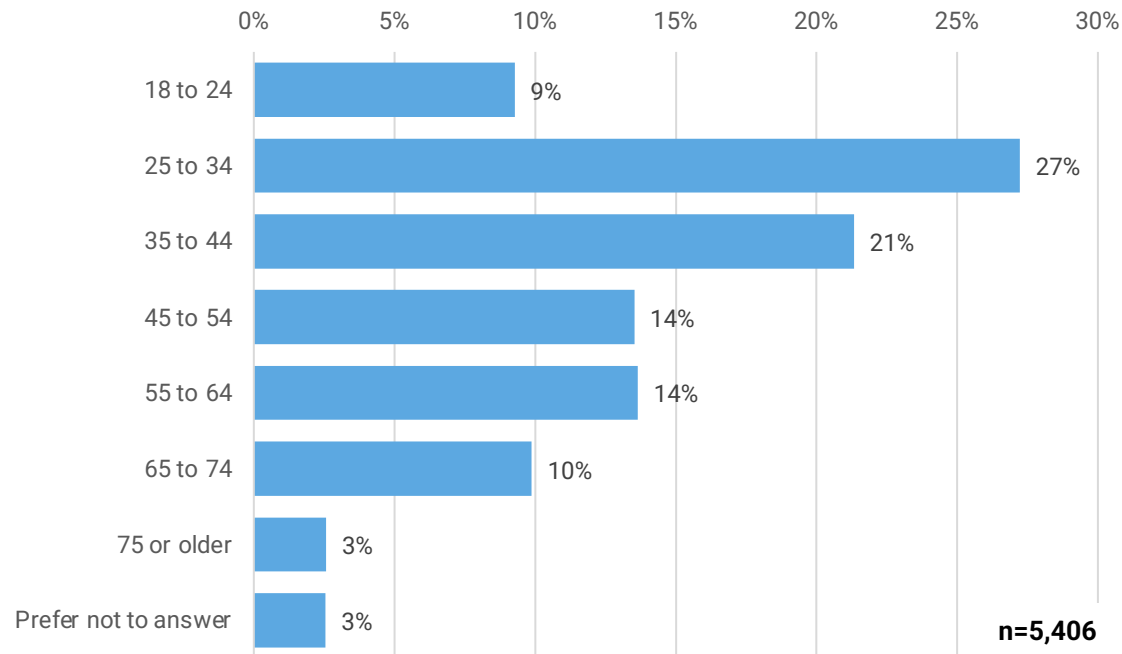
Telephone



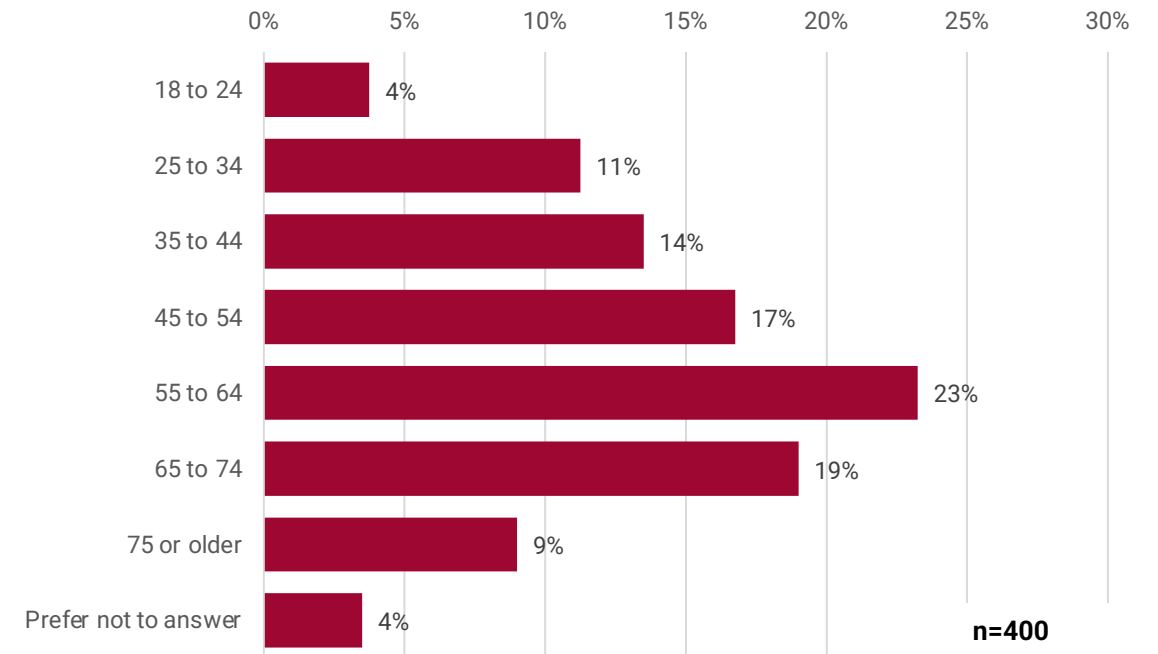
Age

Online survey respondents skewed younger with a greater share (27%) of their respondents indicating they are 25 to 34 years old. Telephone survey respondents were older as the greatest share of respondents are ages 55 to 64 (23%).

Online



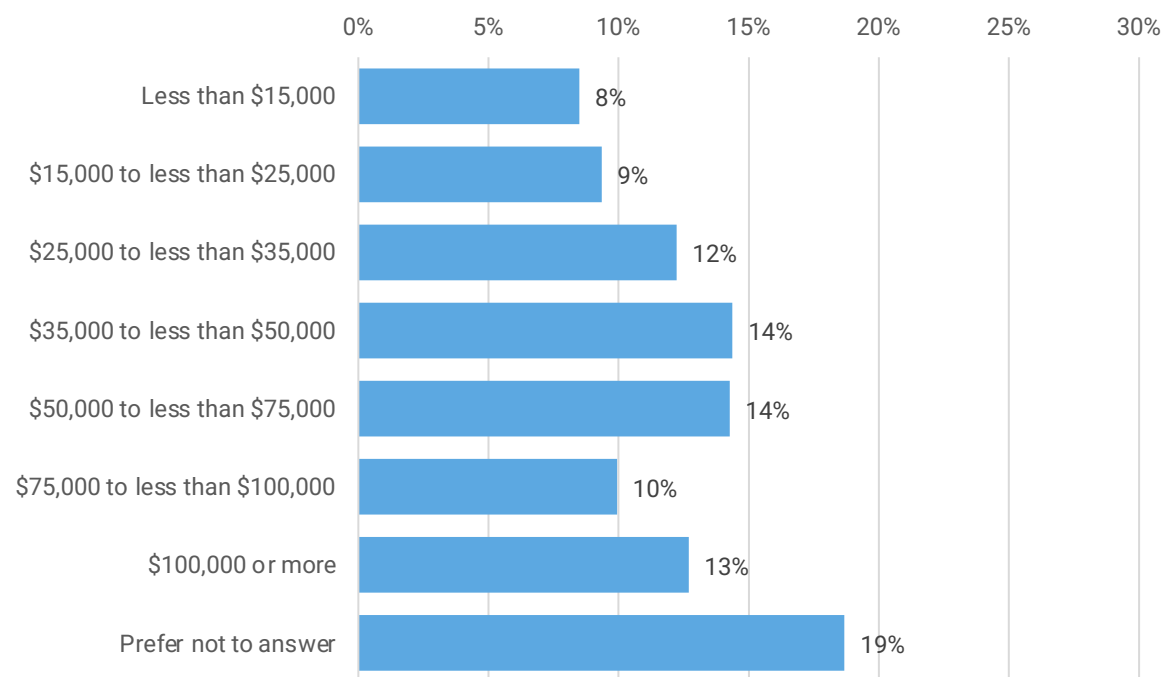
Telephone



Household Income

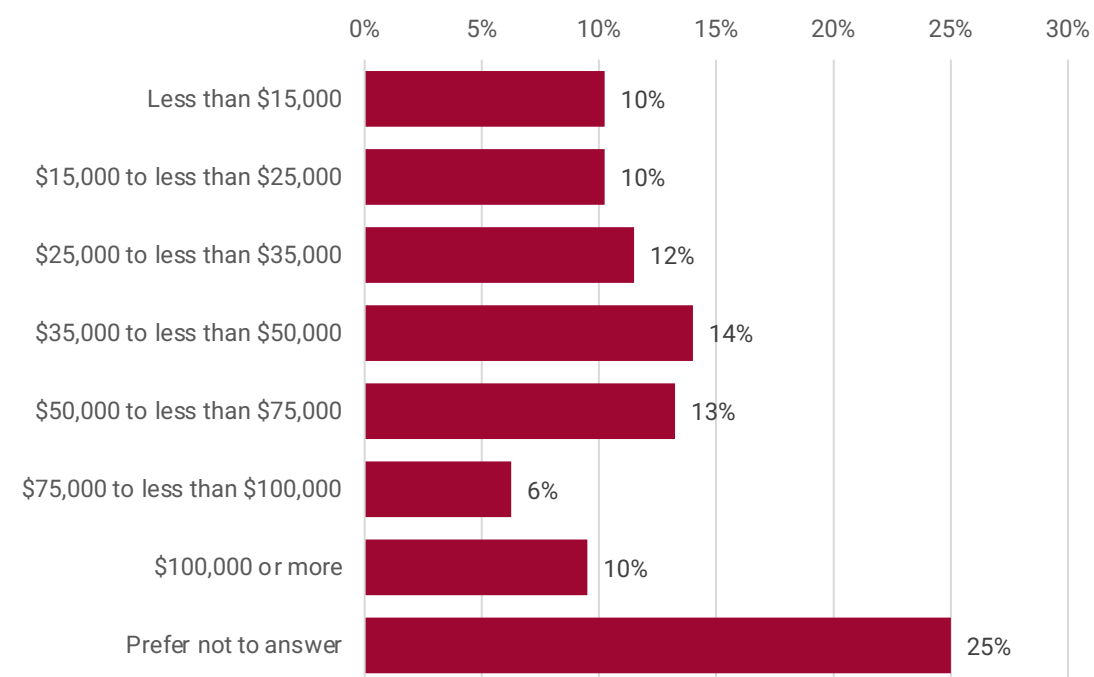
The online and telephone surveys collected data from people across the economic spectrum. The largest category of household incomes fell between \$35,000 and \$50,000 in both surveys, accounting for 14% of respondents in either survey.

Online



n=5,406

Telephone

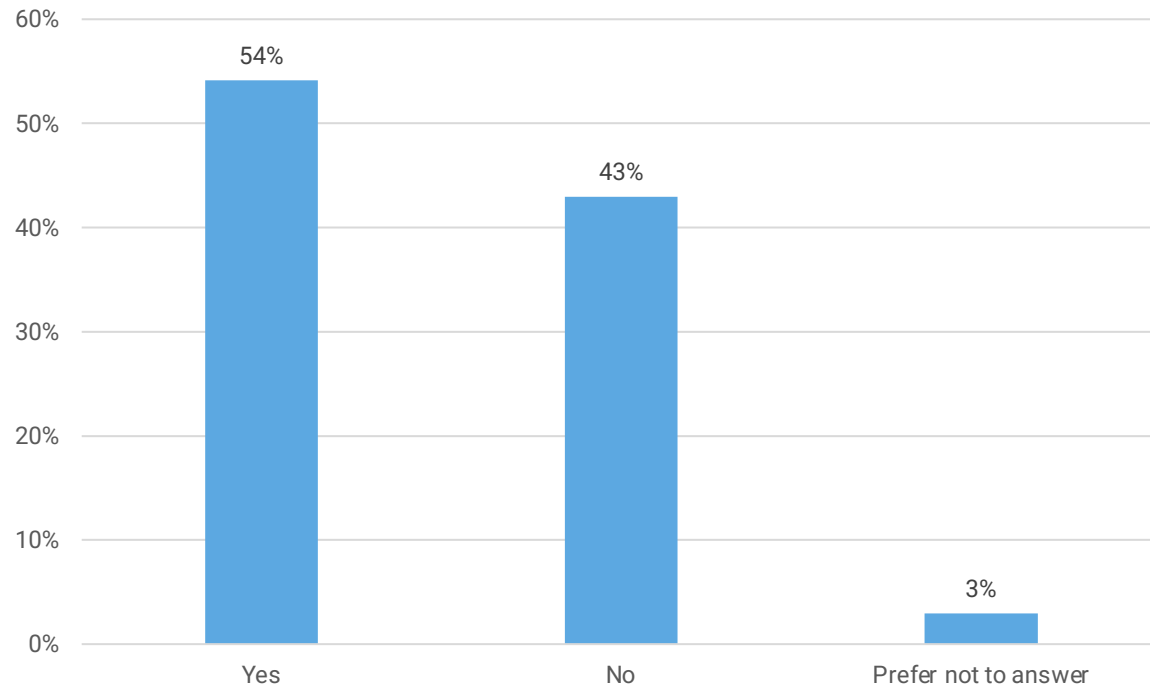


n=400

Car Access

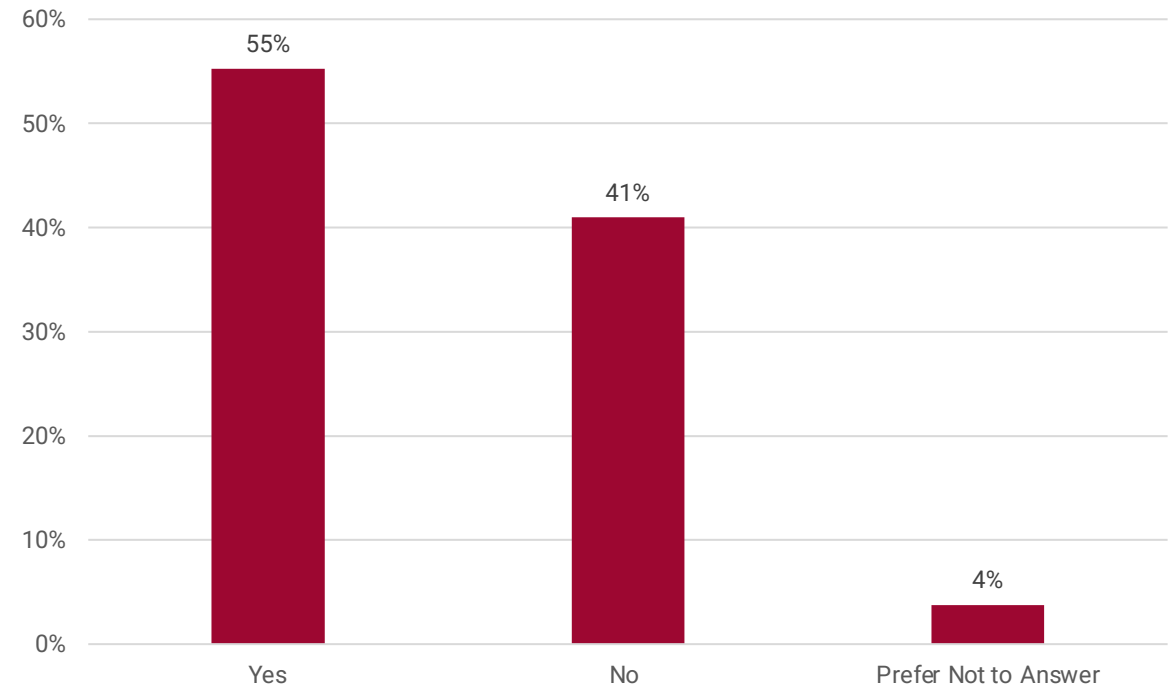
While most respondents in the online and telephone surveys reported having access to a car, a sizable number did not. People with access to a car accounted for 54% of online survey respondents and 55% of telephone survey respondents. People without access to a car accounted for 42% of telephone and 41% of online responses.

Online



n=5,406

Telephone

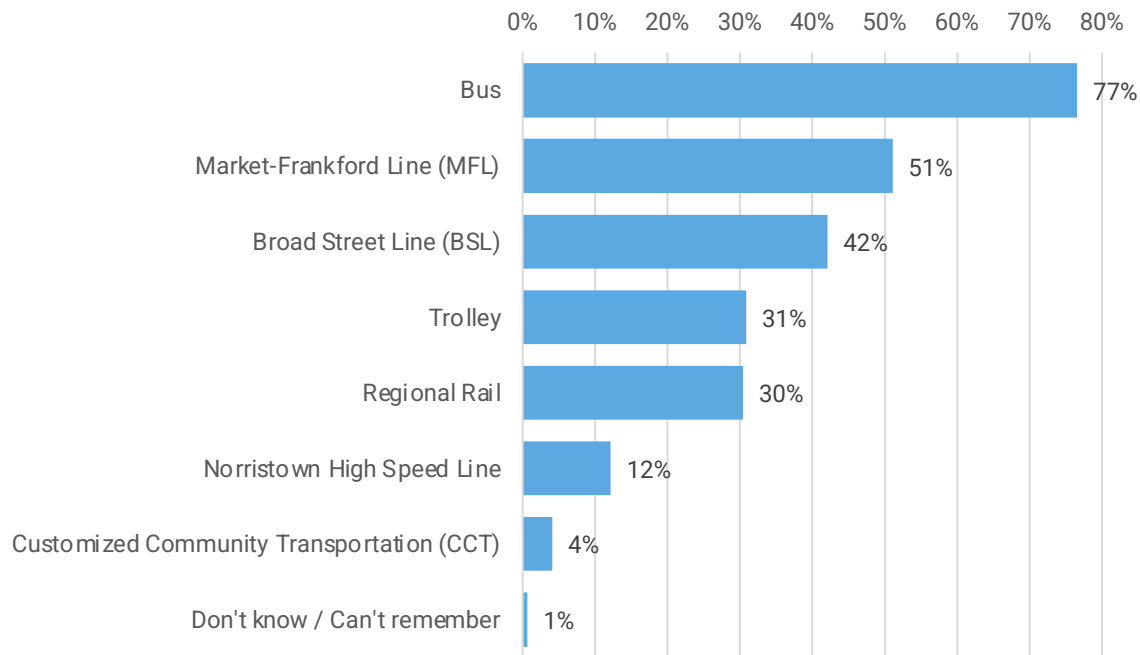


n=400

Which SEPTA services do you normally use?

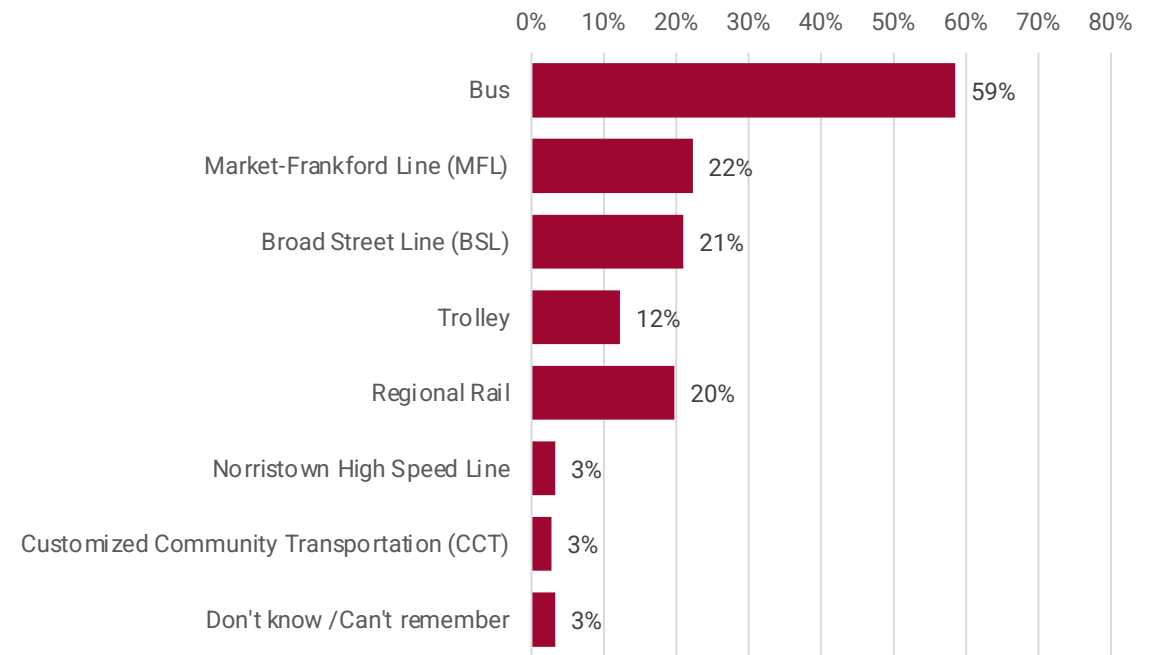
In the telephone and online surveys, the bus was the most commonly used SEPTA Service. The Market Frankford Line and the Broad Street Line were the second and third most popular services.

Online



n=5,406

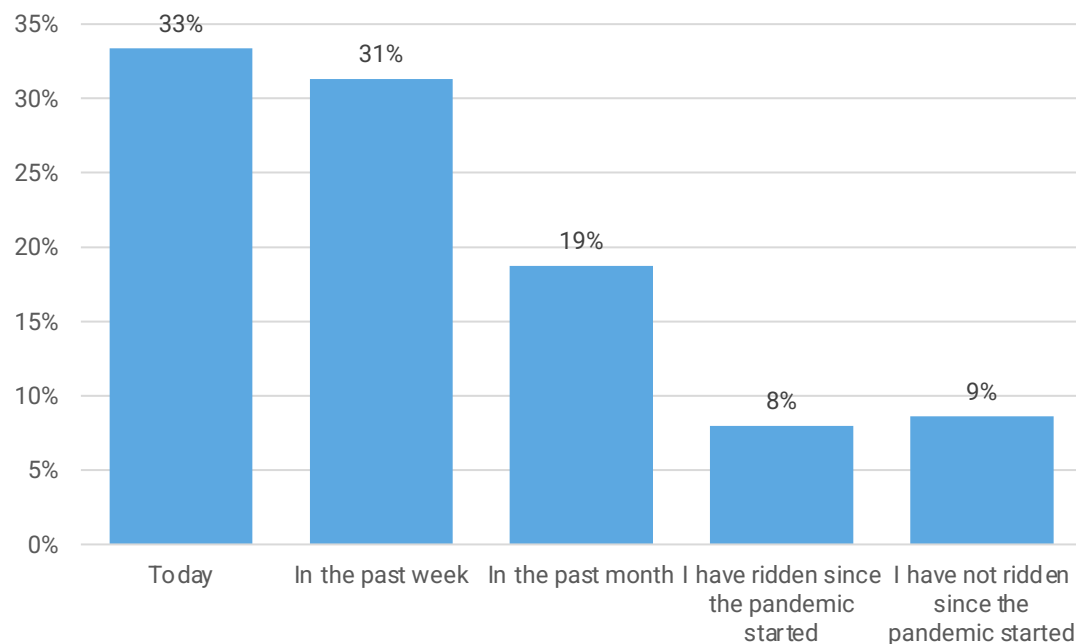
Telephone



n=400

When was the last time you took a trip on a SEPTA bus?

Online

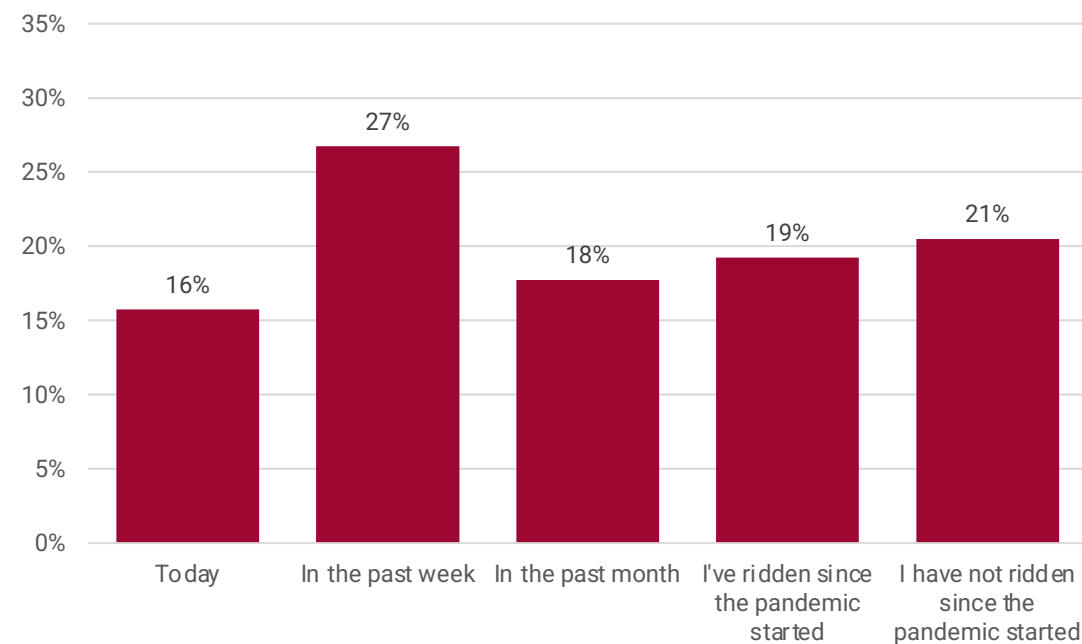


n=5,406

Telephone survey respondents vary in when they last traveled using a SEPTA bus. The most common response (25%) was "In the past week."

Online survey respondents were more likely to have used a SEPTA bus in the recent past. Over thirty percent (33%) of respondents used the bus the same day they took the survey and thirty-one percent have taken the bus in the past week.

Telephone



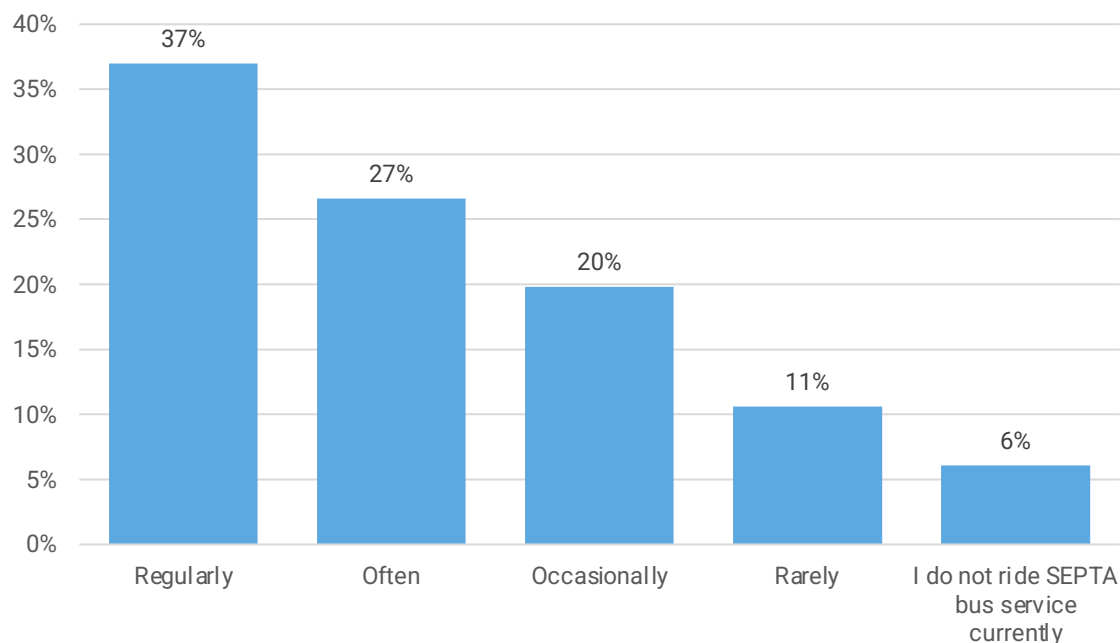
n=400

How often do you use SEPTA bus services?

Telephone survey respondents vary in how often they use SEPTA services, from people who have not used a SEPTA bus since March 2020 to people who take the bus regularly.

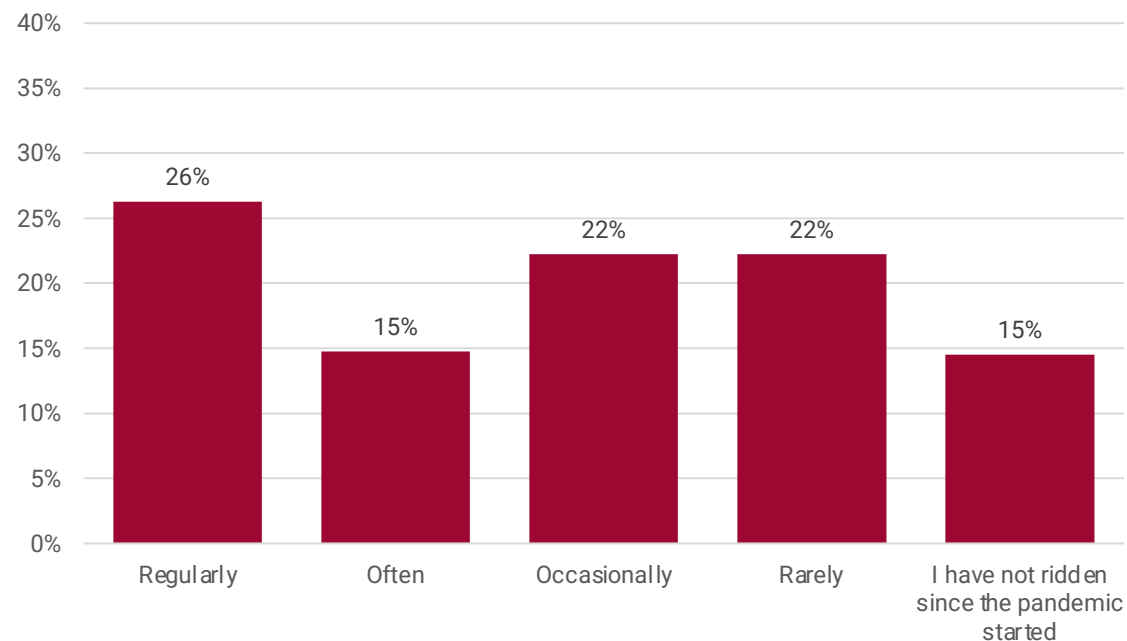
Online survey respondents use SEPTA services more regularly. Over 60% of respondents reported using the bus regularly or often. The less often people report using SEPTA bus services, the fewer people there are in that category.

Online



n=5,406

Telephone

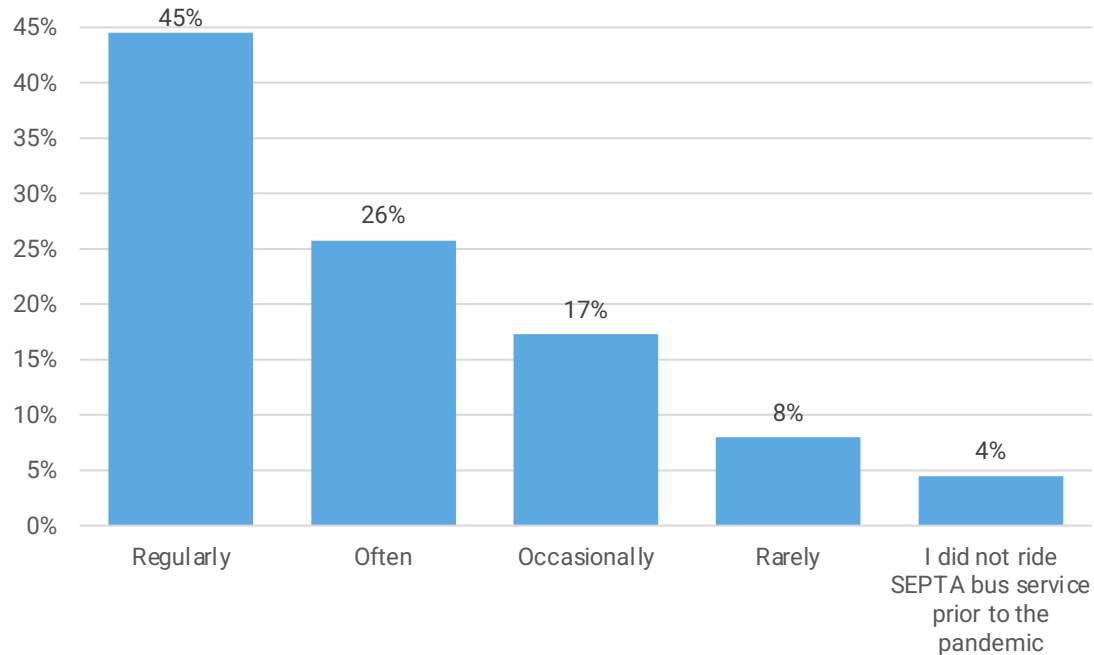


n=400

Prior to the pandemic, how often did you use SEPTA buses?

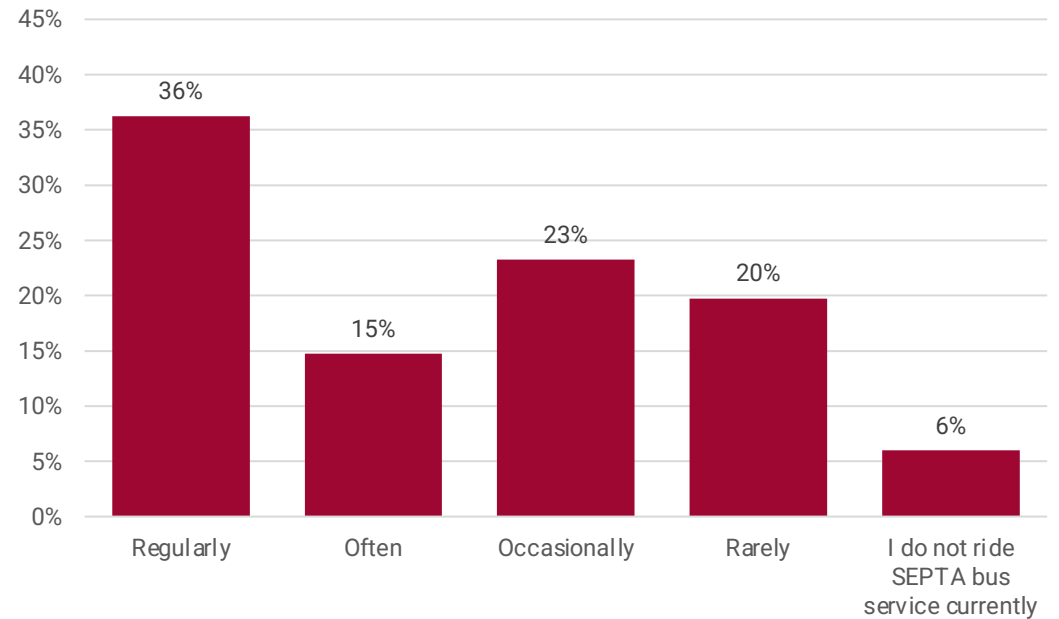
Prior to the pandemic, 36% of telephone survey respondents and 45% of online telephone survey respondents used SEPTA bus regularly. As on the prior page, online survey respondents are generally more regular SEPTA bus users than telephone survey respondents. The telephone survey has greater representation of people who use SEPTA buses infrequently.

Online



n=5,406

Telephone



n=400



Challenges

Challenges

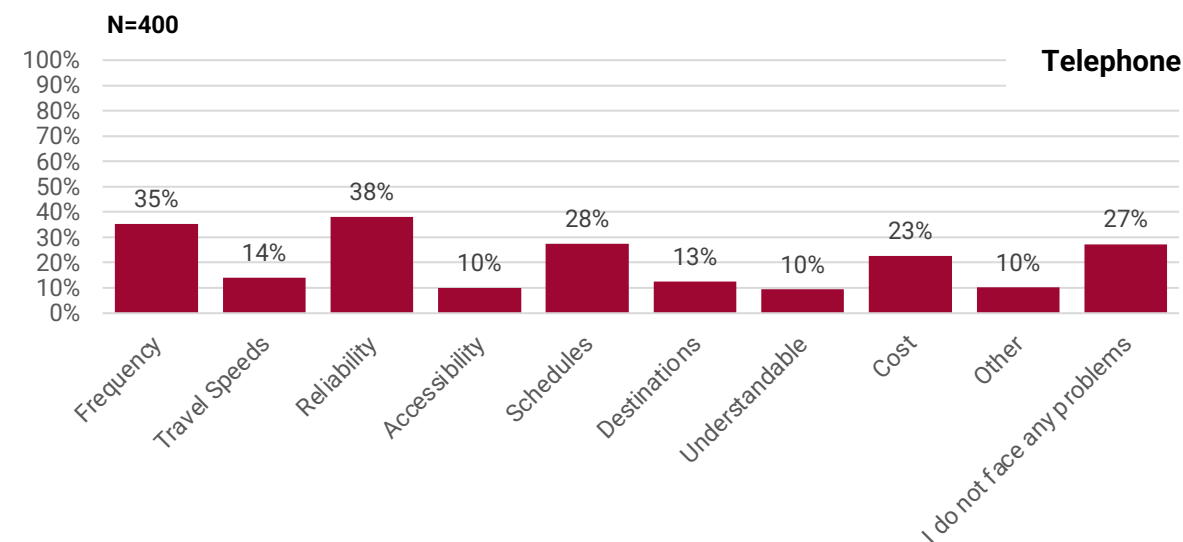
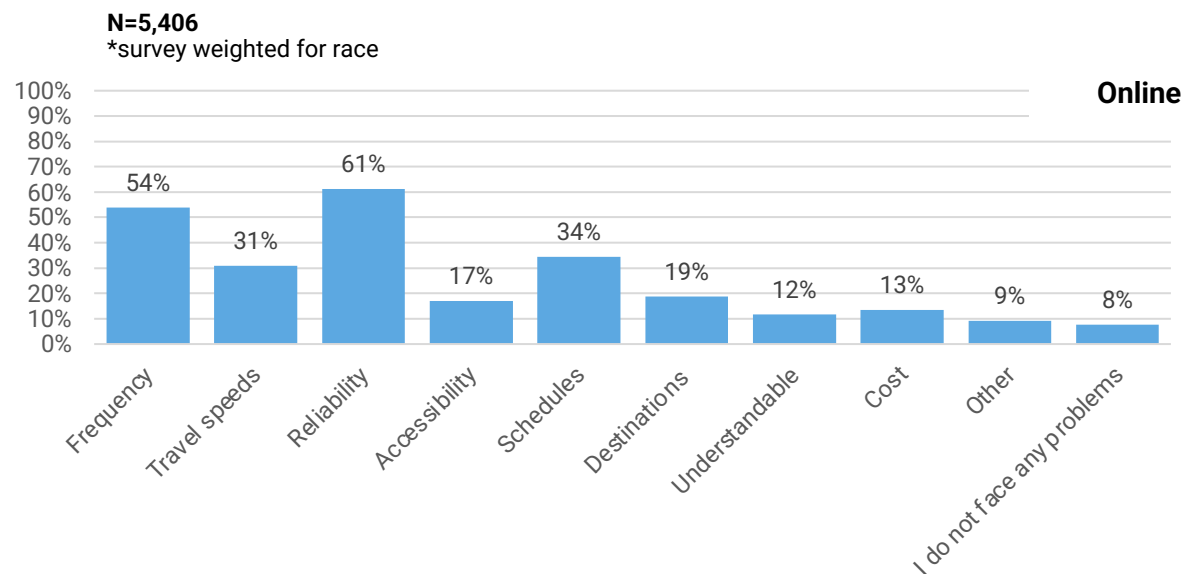
Survey respondents were provided with a list of potential challenges and problems and could select more than one option on the list.

Reliability and frequency were the two most popular answers selected overall. Over half (54%) of online survey respondents identified frequency as a problem, and 35% of telephone survey respondents selected frequency. Reliability was selected by 61% of online respondents and close to 40% in the telephone survey. For online respondents who use SEPTA services regularly, 67% identified reliability as a problem.

Other concerns people identified included: crowding, transfer service, detoured service and communication about service changes due to detours, reliability of the app and other tools to communicate the location of the bus, safety, cleanliness, frustrations with the means of fare payment, and accessibility for people with a disability and people who are using strollers.

Definitions used for Challenges & Problems

- **Frequency** (how often the bus comes)
- **Travel speeds** (the amount of time it takes to get somewhere on the bus)
- **Reliability** (the bus being on time)
- **Accessibility** (my ability to get to or from a bus stop)
- **Schedules** (buses are available at the right times of the day)
- **Destinations** (buses go to the right places)
- **Understandable** (bus network or system is difficult to understand and use)
- **Cost** (the cost to ride the bus is too expensive)
- **Other**
- **I do not face any problems**





Trade-Offs

Introduction

As mentioned, survey data was collected through two survey methods, telephone and online. Although smaller, the telephone sample was collected randomly and screened for individuals who had used SEPTA at least once since October 2019. Because responses were collected randomly, the survey is a statistically significant representation of SEPTA's ridership.

The online survey was weighted by race/ethnicity using data from the 2018 Customer Satisfaction Survey. The purpose of weighting is to adjust the weight or value of a response such that the overall outcomes are more reflective of the preferences of an overall population or to make sure that the responses of some groups of people are represented in the survey.

Trade-Offs

Survey respondents were provided with 5 tradeoff questions. These questions are:

1. Would you prefer A) a shorter walk to a slower bus – or B) a slightly longer walk to a faster bus?
2. Do you think A) buses should have their own travel lane – or B) buses should share the roads with cars and other vehicles?
3. Would you prefer A) a bus that takes an indirect path and is slower, but stops closer to your destination – or B) a bus that travels more directly and is faster, but stops a little bit further from your destination?
4. Would you prefer A) more high frequency routes, but fewer bus routes overall – or B) more bus routes overall, but fewer high frequency routes? *(Included in the telephone survey only)*
5. Do you think buses should A) serve a large area with less frequent service – or B) serve a smaller area with more frequent service?

The trade-offs were presented as multiple-choice questions in both surveys however, the choices in either survey were slightly different. The discussion of the findings of the trade-offs will generally be discussed as a binary of which option was the preferred or more popular option and there may be additional mention of the level of support for the option recorded in the online survey. The online survey data was weighted by race/ethnicity using data from the 2018 Customer Satisfaction Survey. How people in different groups responded to the trade-offs was not weighted.

In the telephone survey, people could select:

- Option A
- Option B
- Depends
- Unsure/Don't Know.

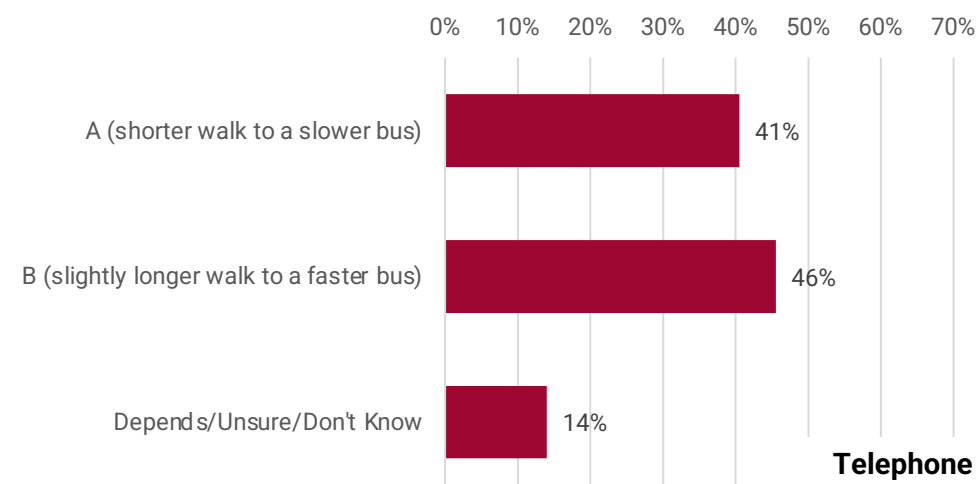
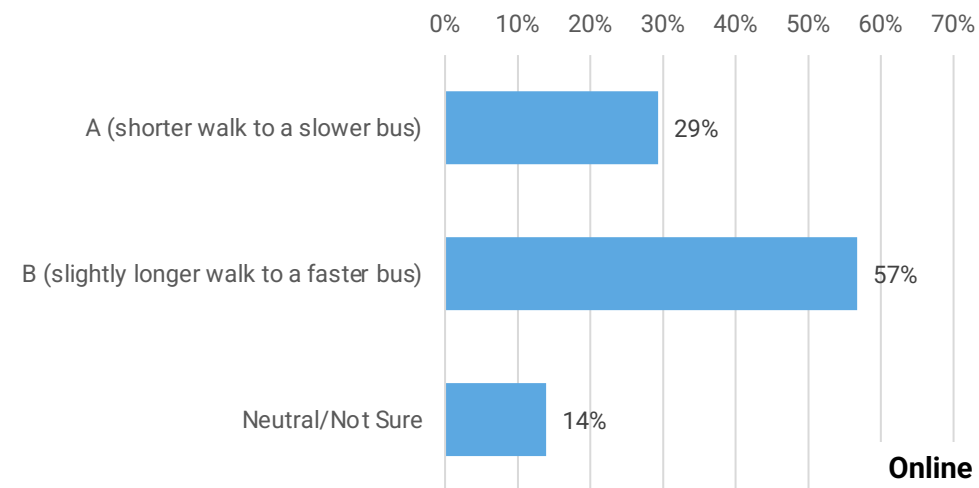
Online survey respondents could select:

- Strongly prefer A
- Somewhat prefer A
- Neutral/Not Sure
- Somewhat prefer B
- Strongly prefer B.

1: Would you prefer A) a shorter walk to a slower bus – or B) a slightly longer walk to a faster bus?

When asked, “Would you prefer A) a shorter walk to a slower bus – or B) a slightly longer walk to a faster bus?”, respondents preferred a slightly longer walk to a faster bus in both the online and telephone surveys.

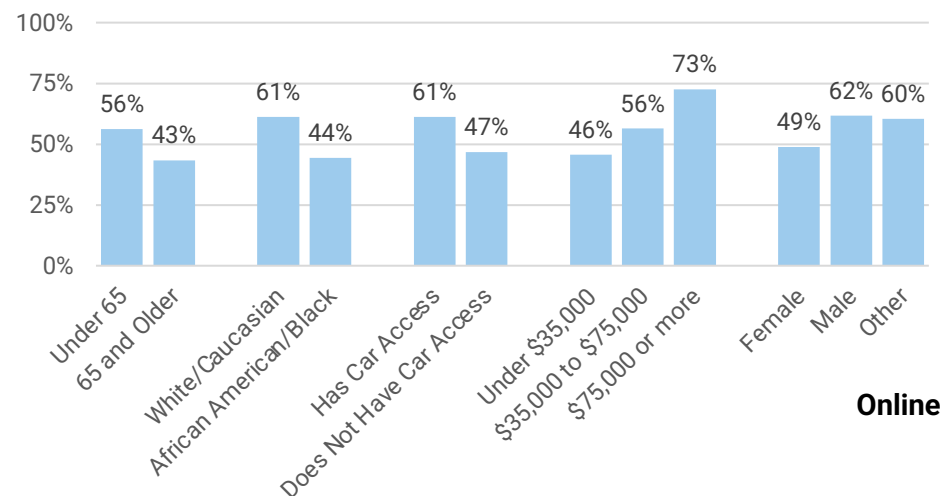
The preference for Option B is stronger in the weighted online survey (57%) than in the telephone survey (46%). However, more respondents selected they **somewhat** prefer option B than **strongly** prefer Option B in the online survey.



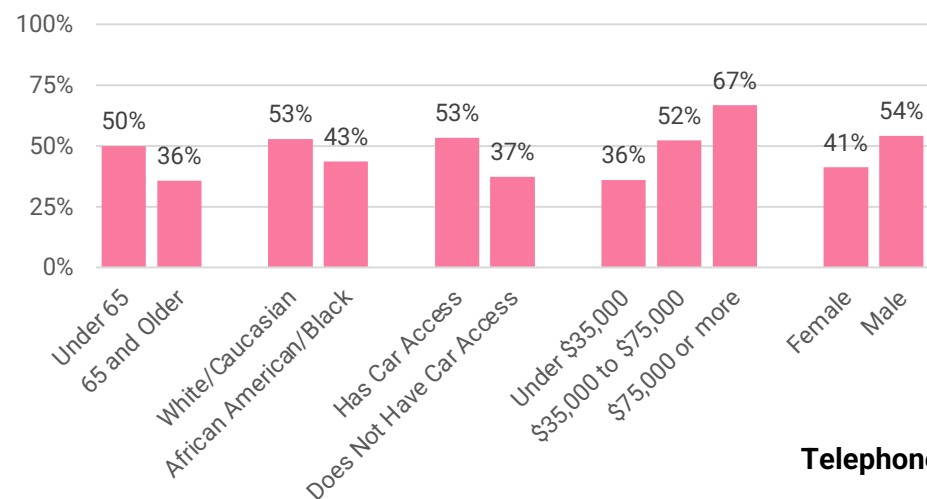
1: Would you prefer A) a shorter walk to a slower bus – or B) a slightly longer walk to a faster bus?

- Across both the online and telephone survey, respondents that supported Option B (slightly longer walk to a faster bus) were more likely to come from younger, whiter, people more likely to have car access and people with higher household incomes (\$75,000 or more).

Share of People Who Preferred B: A Slightly Longer Walk to a Faster Bus



Online



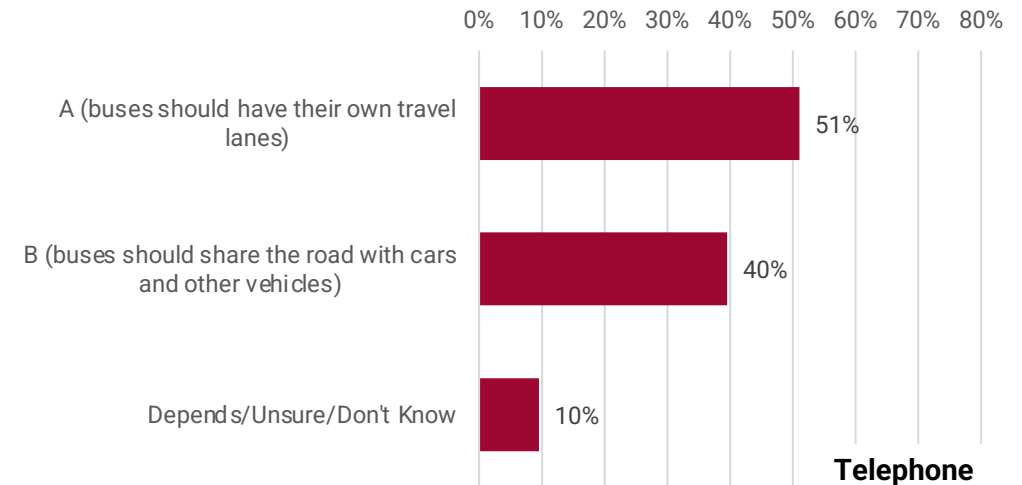
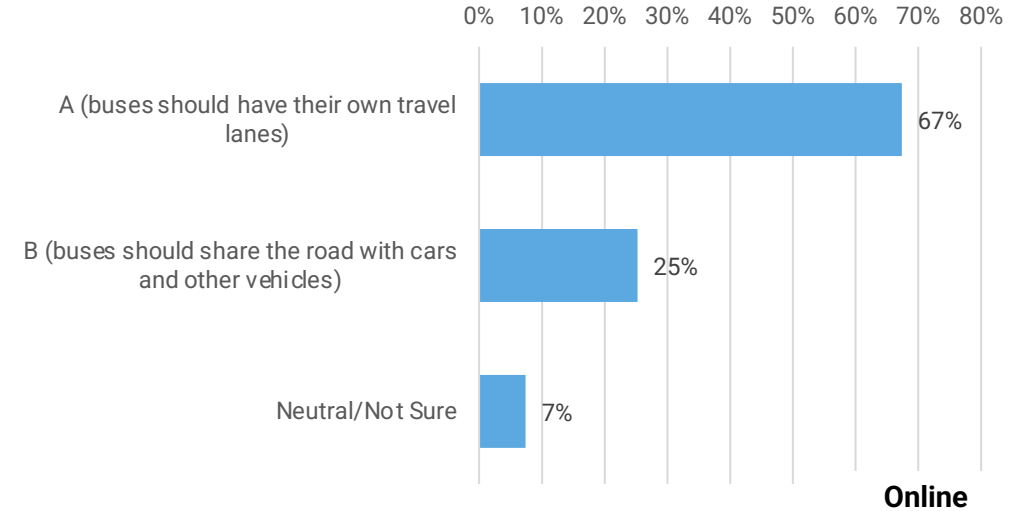
Telephone

2: Do you think A) buses should have their own travel lane – or B) buses should share the roads with cars and other vehicles?

When asked, “Do you think A) buses should have their own travel lane – or B) buses should share the roads with cars and other vehicles?”, respondents preferred buses having their own travel lanes.

The preference for Option A is much stronger in the weighted online survey (67%) than in the telephone survey (51%).

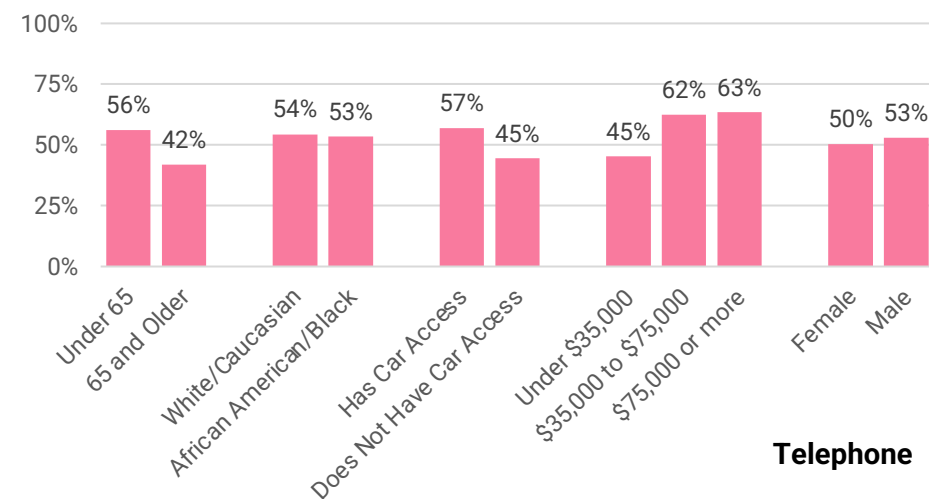
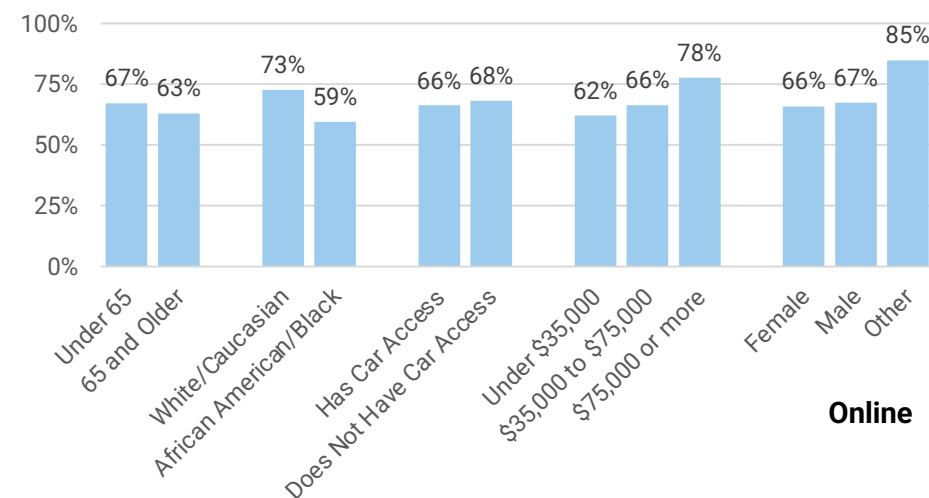
In the online survey, more respondents selected they **strongly** prefer Option A than **somewhat** prefer Option A.



2: Do you think A) buses should have their own travel lane – or B) buses should share the roads with cars and other vehicles?

- There is generally strong support for Option A, buses should have their own travel lane, across most demographic groups and in the City of Philadelphia and Philadelphia suburbs.
- The online survey showed that support for Option A is particularly strong among people in households with income of \$75,000 or more, people who identify as white or Asian, and people living in the City of Philadelphia.
- In the telephone survey, there was less support for buses having their own travel lanes among older people, people without access to a car, and people in lower-income households.

Share of People Who Preferred A: Buses Should Have Their Own Travel Lanes

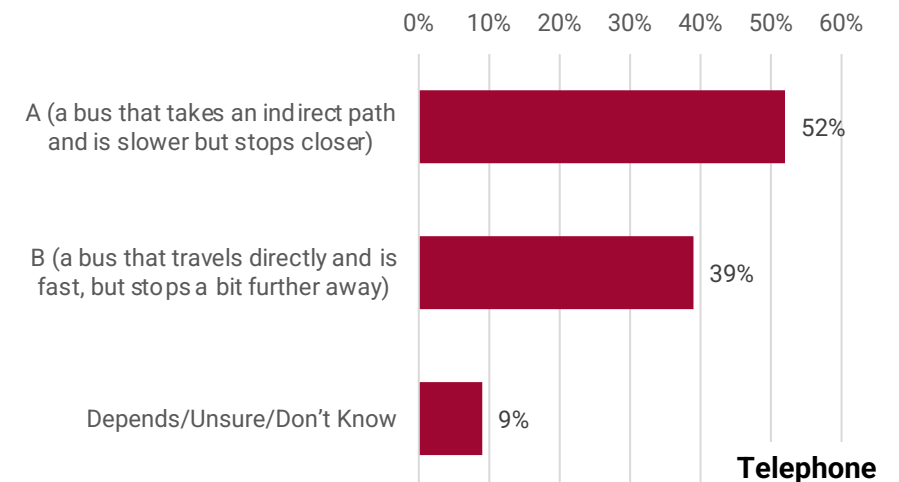
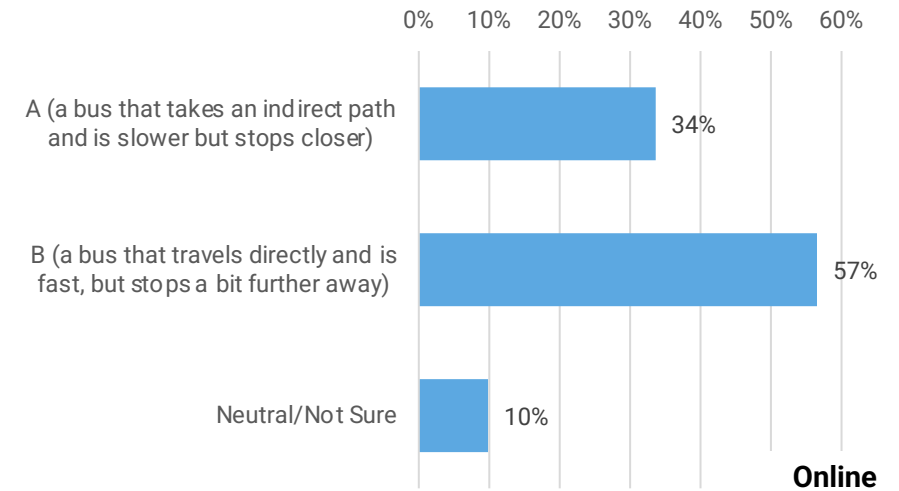


3: Would you prefer A) a bus that takes an indirect path and is slower, but stops closer to your destination – or B) a bus that travels more directly and is faster, but stops a little bit further from your destination?

When asked, “Would you prefer A) a bus that takes an indirect path and is slower, but stops closer to your destination – or B) a bus that travels more directly and is faster, but stops a little bit further from your destination?”, online and telephone survey respondents had different preferences.

Fifty-seven percent (57%) of online survey respondents preferred a bus traveling directly and fast even if it means their bus stop is further away. In the online survey, more respondents selected they **somewhat** prefer Option B than **strongly** prefer Option B.

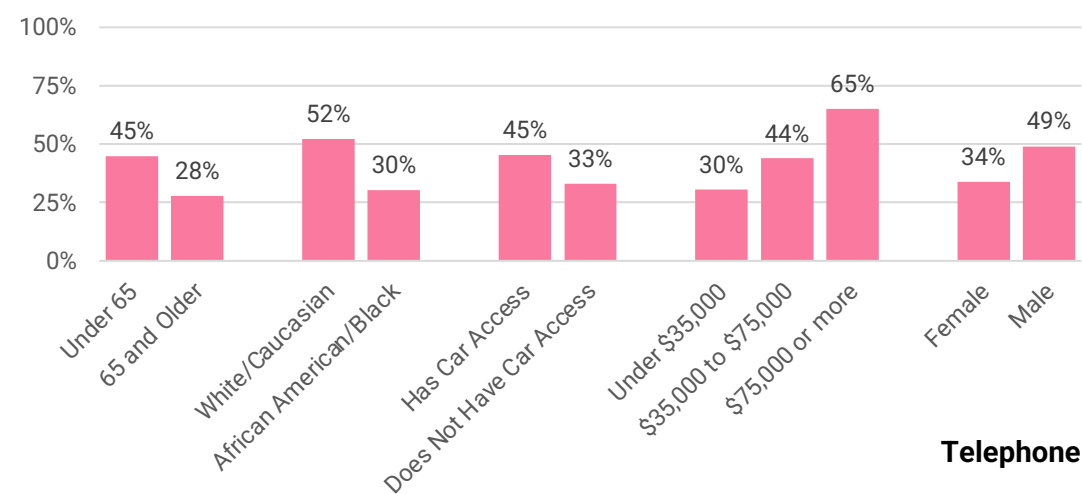
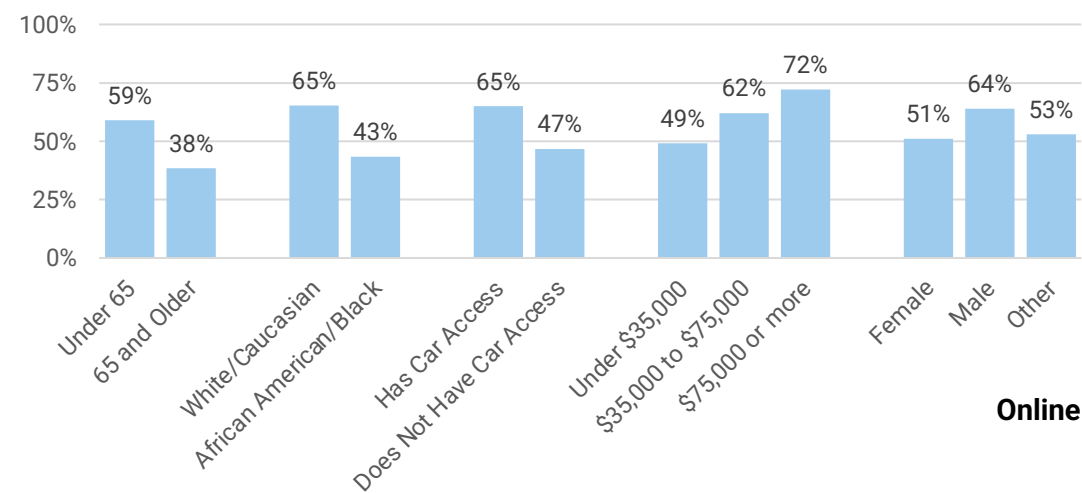
Fifty-two percent (52%) of telephone survey respondents preferred a bus stop closer to their destination even if it means the bus takes an indirect path and is slower.



3: Would you prefer A) a bus that takes an indirect path and is slower, but stops closer to your destination – or B) a bus that travels more directly and is faster, but stops a little bit further from your destination?

- As discussed, results from this question were inconsistent across the survey methods.
- In the online survey, the majority of responses preferred a bus that travels more directly and is faster but stops a little bit further from their destination. Responses from this group tended to be young, white, have higher incomes, more likely to have access to a car. Although nearly half of riders who do not have access to a car or have low incomes said they preferred a bus that travels more directly and is faster but stops a bit further from your destination.
- In the telephone survey, the majority of responses preferred a bus that takes an indirect path and is slower but stops closer to your destination.
- Riders who preferred the direct and faster bus in the online survey tended to be younger, white, have access to a car and have higher incomes.

Share of People Who Preferred B: A Bus That Travels More Directly and is Faster, but Stops a Little Bit Further From Your Destination

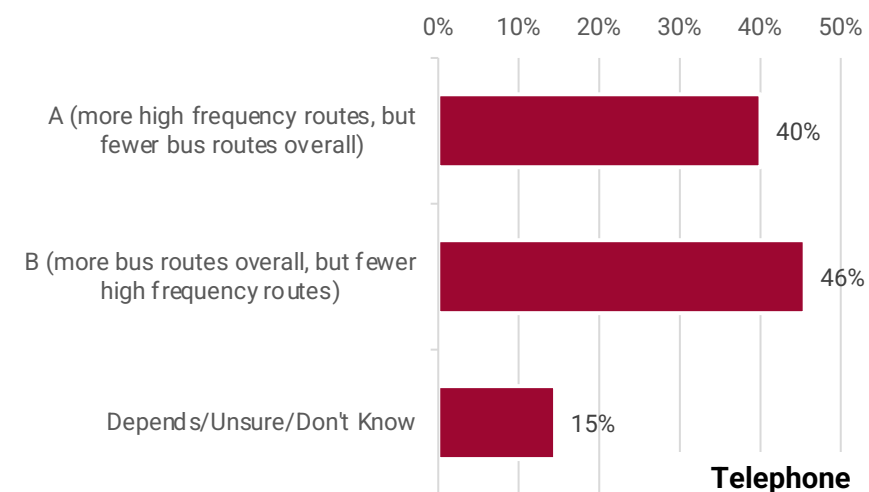
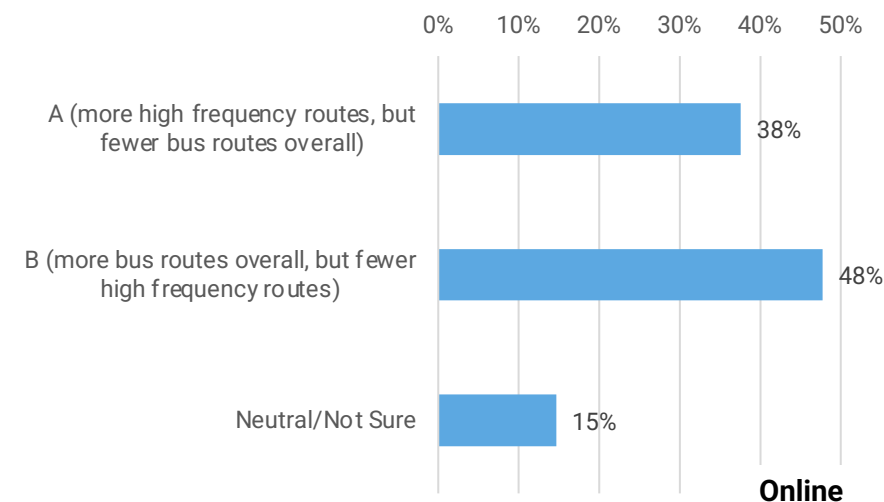


4: Would you prefer A) more high frequency routes, but fewer bus routes overall – or B) more bus routes overall, but fewer high frequency routes?

When asked, “Would you prefer A) more high frequency routes, but fewer bus routes overall – or B) more bus routes overall, but fewer high frequency routes?”, survey respondents from both the online and telephone questions selected Option B, “more bus routes overall, but fewer high frequency routes.”

However, Option B is not a clear favorite with many respondents. For example, while 48% of online survey respondents selected Option B, they primarily said they **somewhat** prefer Option B rather than **strongly** prefer Option B.

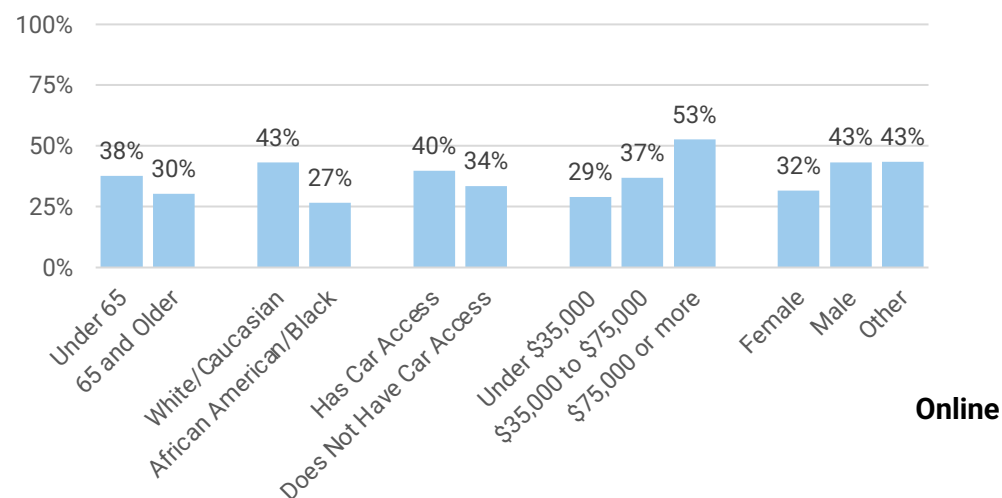
Telephone survey respondents were more evenly split between Options A and B (40% and 46% of respondents respectively).



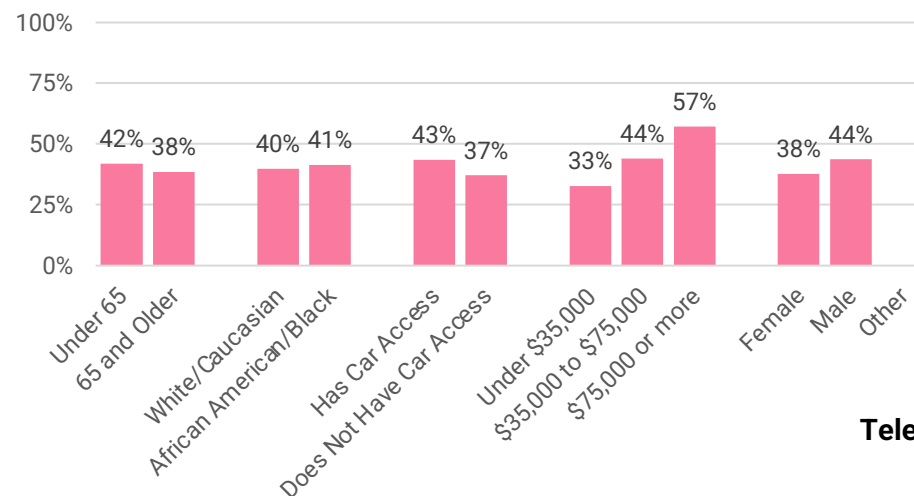
4: Would you prefer A) more high frequency routes, but fewer bus routes overall – or B) more bus routes overall, but fewer high frequency routes?

- Survey findings show a slight preference for Option B, more bus routes overall but fewer high frequency routes.
- Consistent with several of the other trade-off questions, the people who preferred the more radical change to the network – in this case, Option A (more high frequency routes, but fewer routes overall) - tended to be younger, white, male, have access to a car and have higher incomes.
- The people participating in the telephone survey who selected Option A (more higher frequency routes, but fewer routes overall) were also more likely to be young, have access to a car and have higher income, but these differences were slight.
- Taken together, the data suggests that while there is a preference for more bus routes with fewer high frequency routes, this preference is not as strong or as clearly associated with certain demographic characteristics as other questions.

Share of People Who Preferred A: More High Frequency Routes, but Fewer Bus Routes Overall (Telephone Survey)



Online

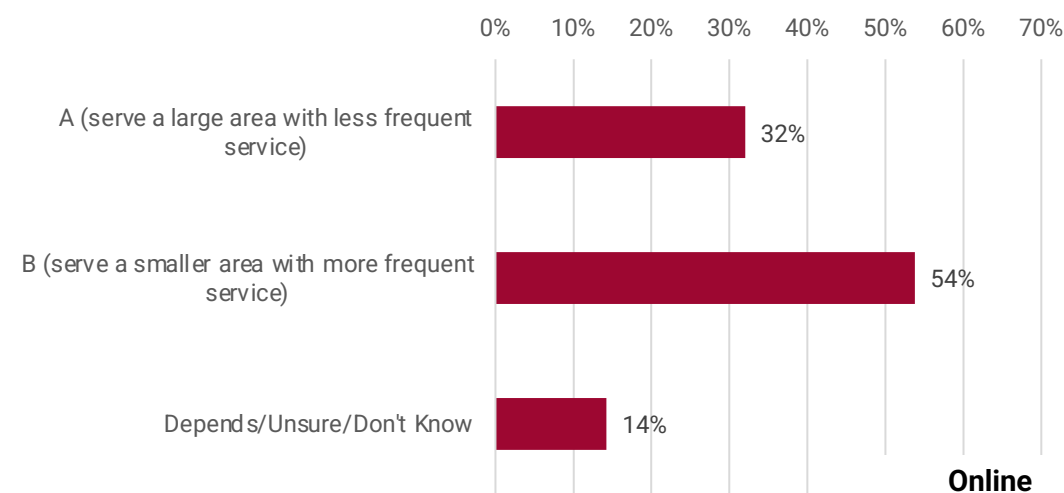
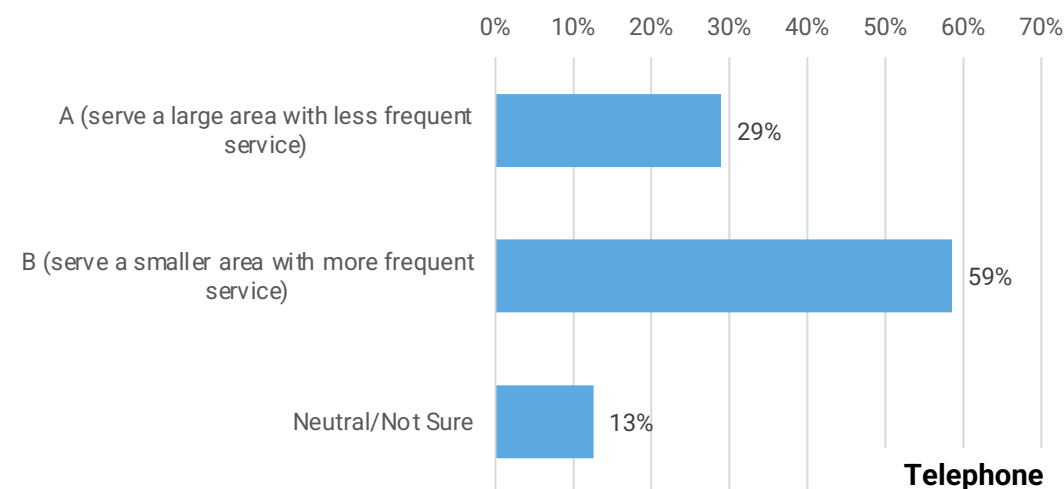


Telephone

5: Do you think buses should A) serve a large area with less frequent service – or B) serve a smaller area with more frequent service?

When asked, “Do you think buses should A) serve a large area with less frequent service – or B) serve a smaller area with more frequent service?”, online and telephone survey respondents preferred serving a smaller area with more frequent service.

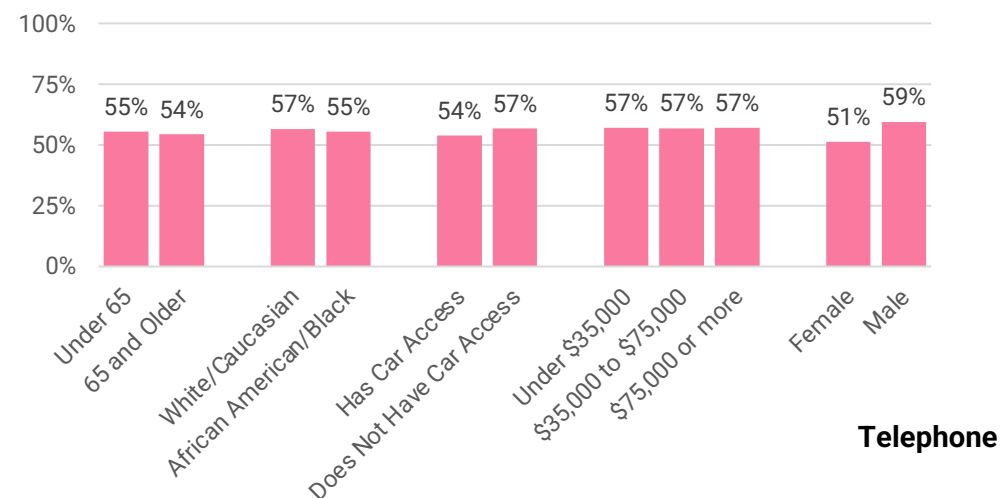
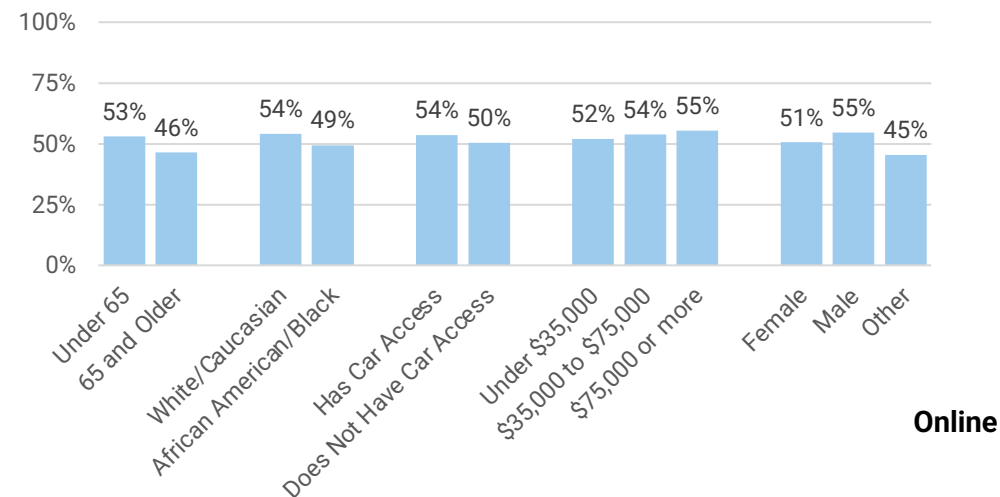
Fifty-nine percent (59%) of online survey respondents and fifty-four (54%) of telephone survey respondents preferred Option B. In the online survey, more respondents selected they somewhat prefer Option B than strongly prefer Option B.



5: Do you think buses should A) serve a large area with less frequent service – or B) serve a smaller area with more frequent service?

- People generally preferred Option B, serve a smaller area with more frequent service.
- Option B was generally more popular among younger people, people with access to a car, higher income people, males, and all racial/ethnic groups (other than people who identified as Black or Other),
- Option B was less popular among older people and people with an identify other than male or female with regard to their sex/gender.

Share of People Who Preferred B: Serve a Smaller Area with More Frequent Service

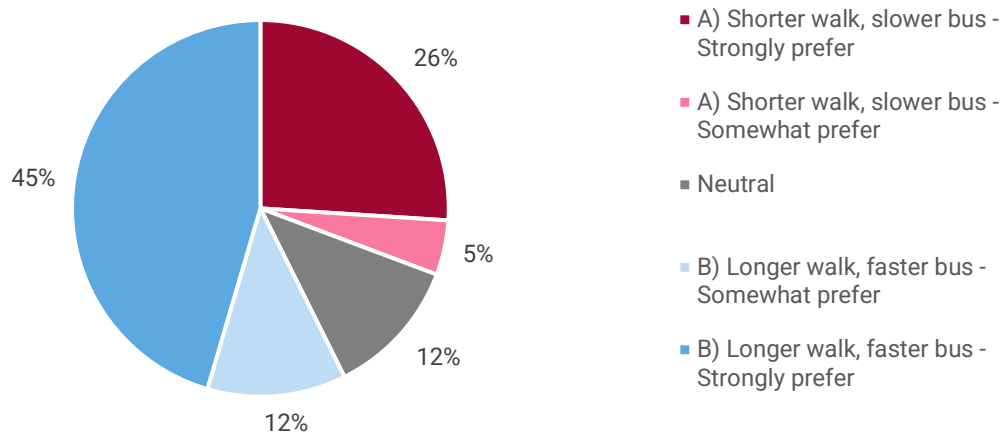


Appendix B: Pop-Ups Feedback

Feedback Exercise Results

Q1. Would you prefer: A) A shorter walk to a slower bus OR B) A slightly longer walk to a faster bus

Q1 Preference, All Pop-Ups



Q1 Preference, By Location

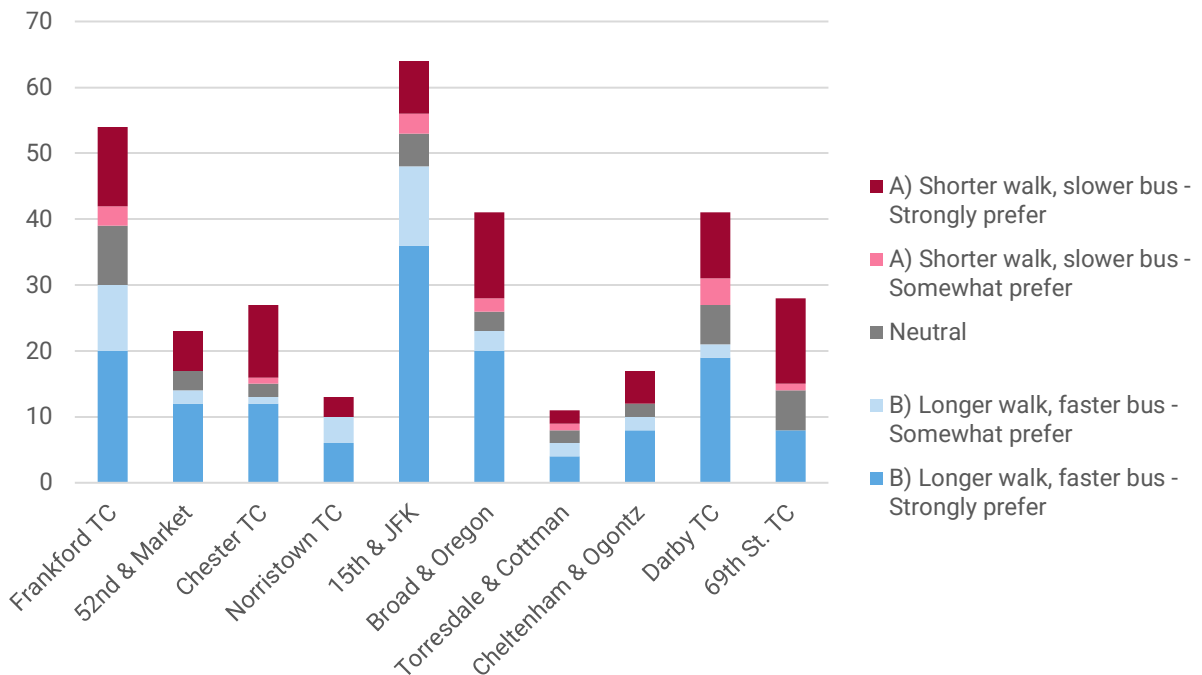
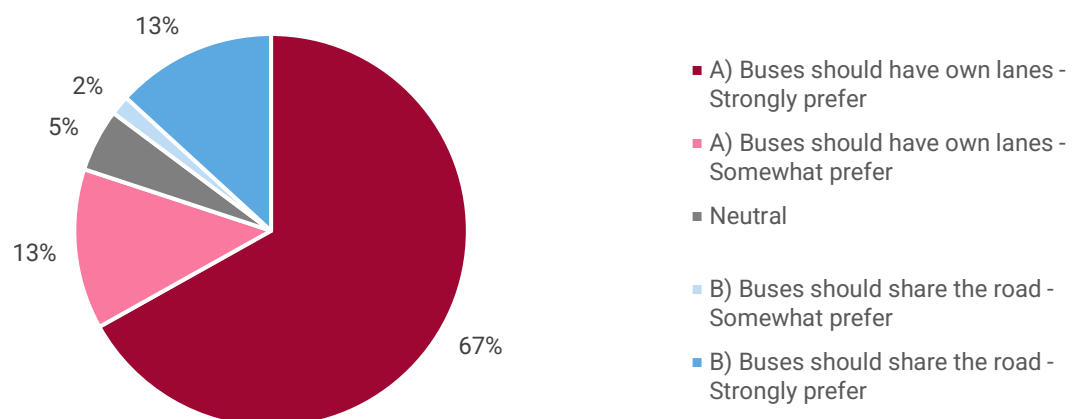


Figure B-1: Q1 Preference, By Pop-Up Location (Weighted)

Location	A) Shorter walk, slower bus		Neutral	B) Longer walk, faster bus		Score*	
	+2	+1		+1	+2	A	B
Frankford TC	12	3	9	10	20	27	50
52 nd & Market	6	0	3	2	12	12	26
Chester TC	11	1	2	1	12	23	25
Norristown TC	3	0	0	4	6	6	16
15 th & JFK	8	3	5	12	36	19	84
Broad & Oregon	13	2	3	3	20	28	43
Torresdale & Cottman	2	1	2	2	4	5	10
Cheltenham & Ogontz	5	0	2	2	8	10	18
Darby TC	10	4	6	2	19	24	40
69 th St. TC	13	1	6	0	8	27	16
Total	83	15	38	38	145	181	328

*Scoring based on weighting votes as Strongly Prefer (+2 points) or Somewhat Prefer (+1).

Q2. Do you think: A) Buses should have their own travel lanes OR B) Buses should share the road with cars and other vehicles

Q2 Preference, All Pop-Ups

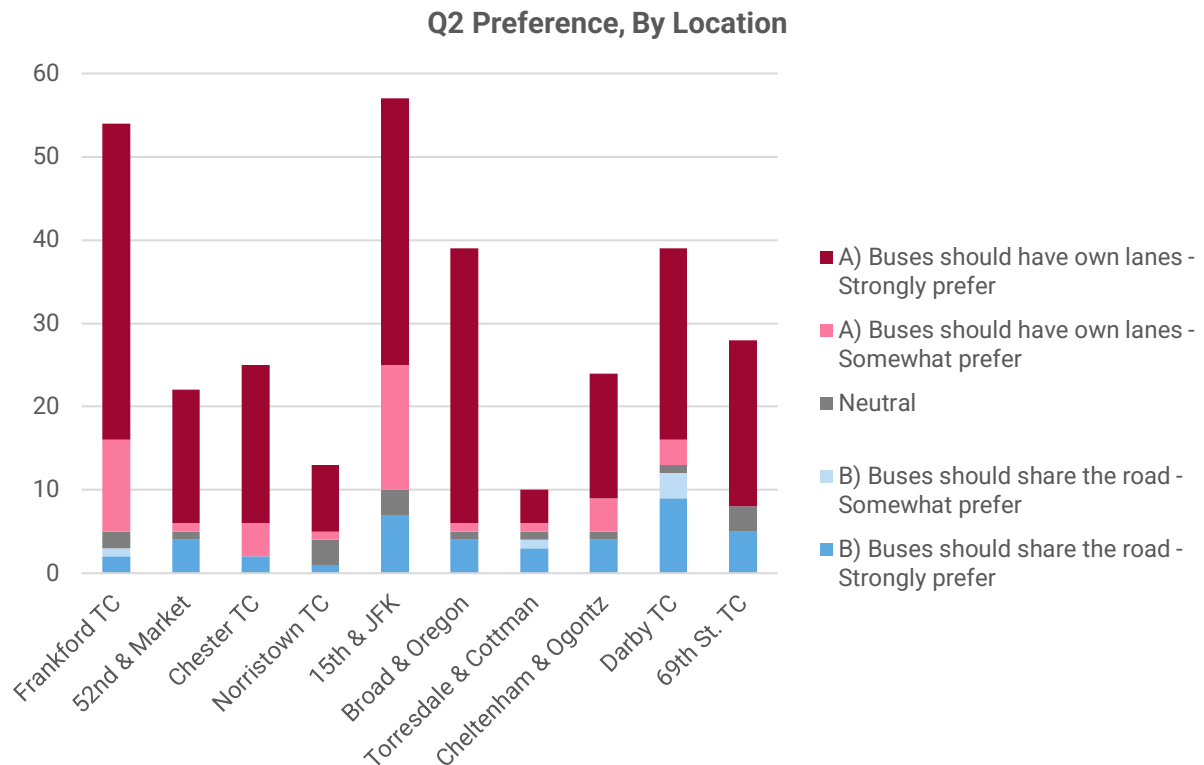


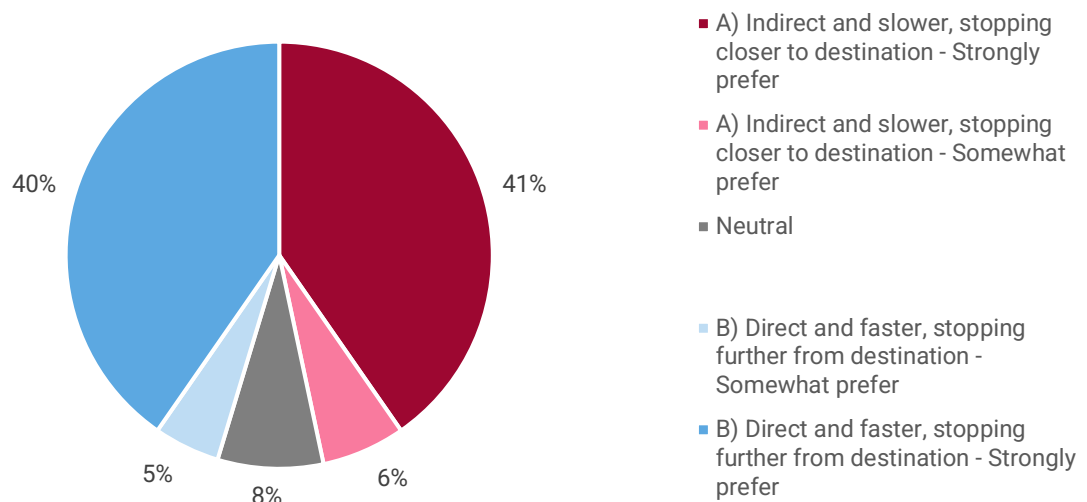
Figure B-2: Q2 Preference, By Pop-Up Location (Weighted)

Location	A) Buses should have own lanes		Neutral	B) Buses should share the road		Score*	
	+2	+1		+1	+2	A	B
Frankford TC	38	11	2	1	2	87	5
52 nd & Market	16	1	1	0	4	33	8
Chester TC	19	4	0	0	2	42	4
Norristown TC	8	1	3	0	1	17	2
15 th & JFK	32	15	3	0	7	79	14
Broad & Oregon	33	1	1	0	4	67	8
Torresdale & Cottman	4	1	1	1	3	9	7
Cheltenham & Ogontz	15	4	1	0	4	34	8
Darby TC	23	3	1	3	9	49	21
69 th St. TC	20	0	3	0	5	40	10
Total	208	41	16	5	41	457	87

*Scoring based on weighting votes as Strongly Prefer (+2 points) or Somewhat Prefer (+1).

Q3: Would you prefer: A) A bus that takes an indirect path and is slower, but stops closer to destination OR B) A bus that travels more directly and is faster, but stops a little bit further from destination

Q3 Preference, All Pop-Ups



Q3 Preference, By Location

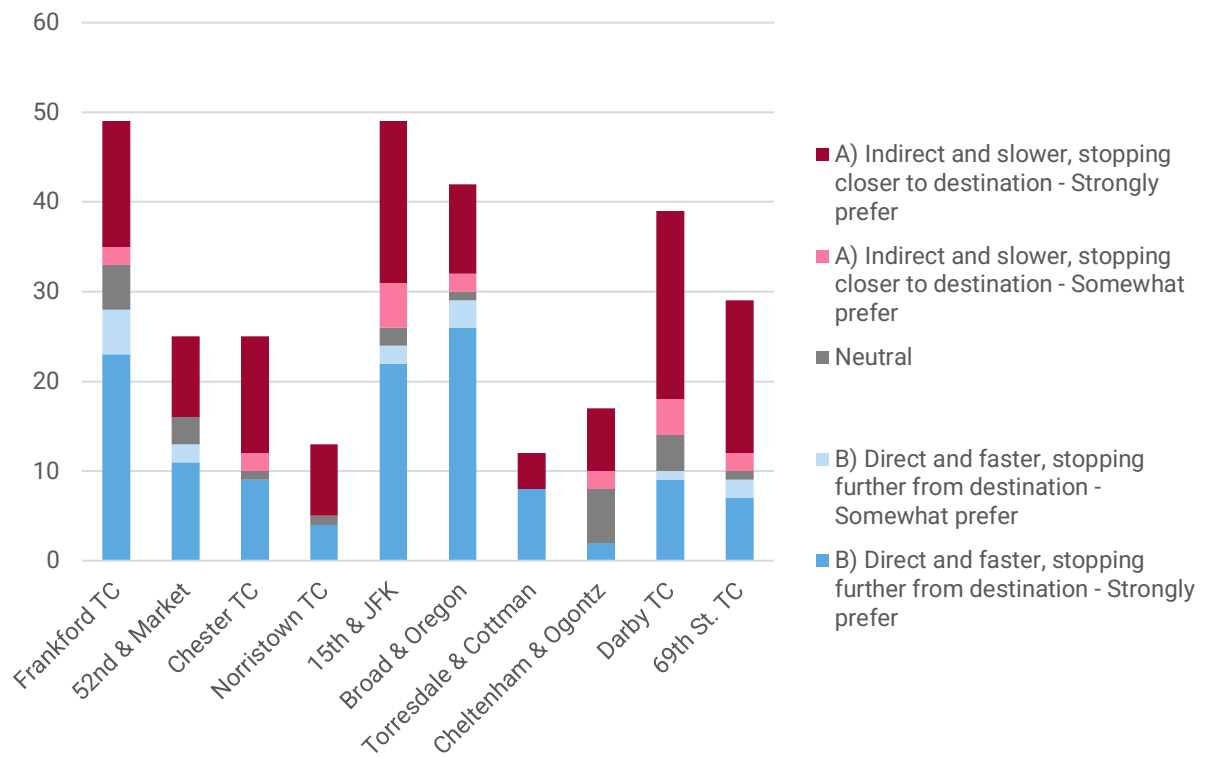
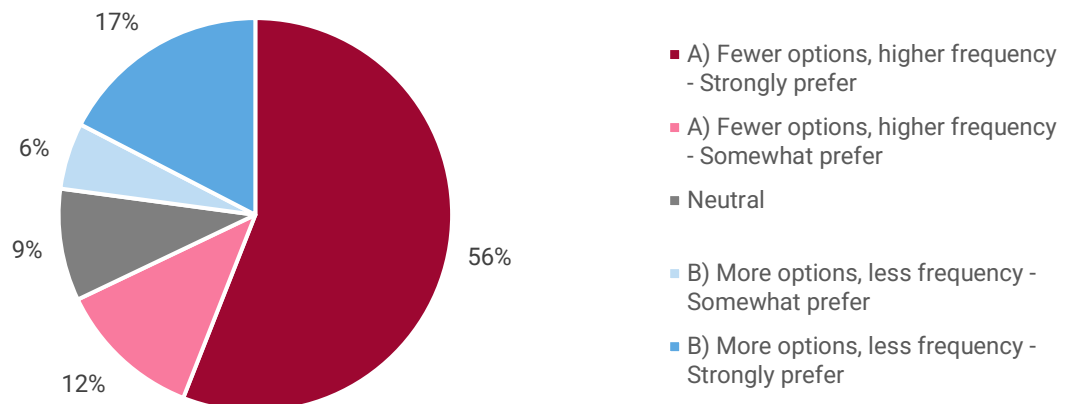


Figure B-3: Q3 Preference, By Pop-Up Location (Weighted)

Location	A) Indirect and slower, stopping closer to destination		Neutral	B) Direct and faster, stopping further from destination		Score*	
	+2	+1		+1	+2	A	B
Frankford TC	14	2	5	5	23	30	51
52 nd & Market	9	0	3	2	11	18	24
Chester TC	13	2	1	0	9	28	18
Norristown TC	8	0	1	0	4	16	8
15 th & JFK	18	5	2	2	22	41	46
Broad & Oregon	10	2	1	3	26	22	55
Torresdale & Cottman	4	0	0	0	8	8	16
Cheltenham & Ogontz	7	2	6	0	2	16	4
Darby TC	21	4	4	1	9	46	19
69 th St. TC	17	2	1	2	7	36	16
Total	121	19	24	15	121	261	257

*Scoring based on weighting votes as Strongly Prefer (+2 points) or Somewhat Prefer (+1).

Q4: Would you prefer: A) Fewer Options w/ higher frequency OR B) More options w/ Less Frequency

Q4 Preference, All Pop-Ups

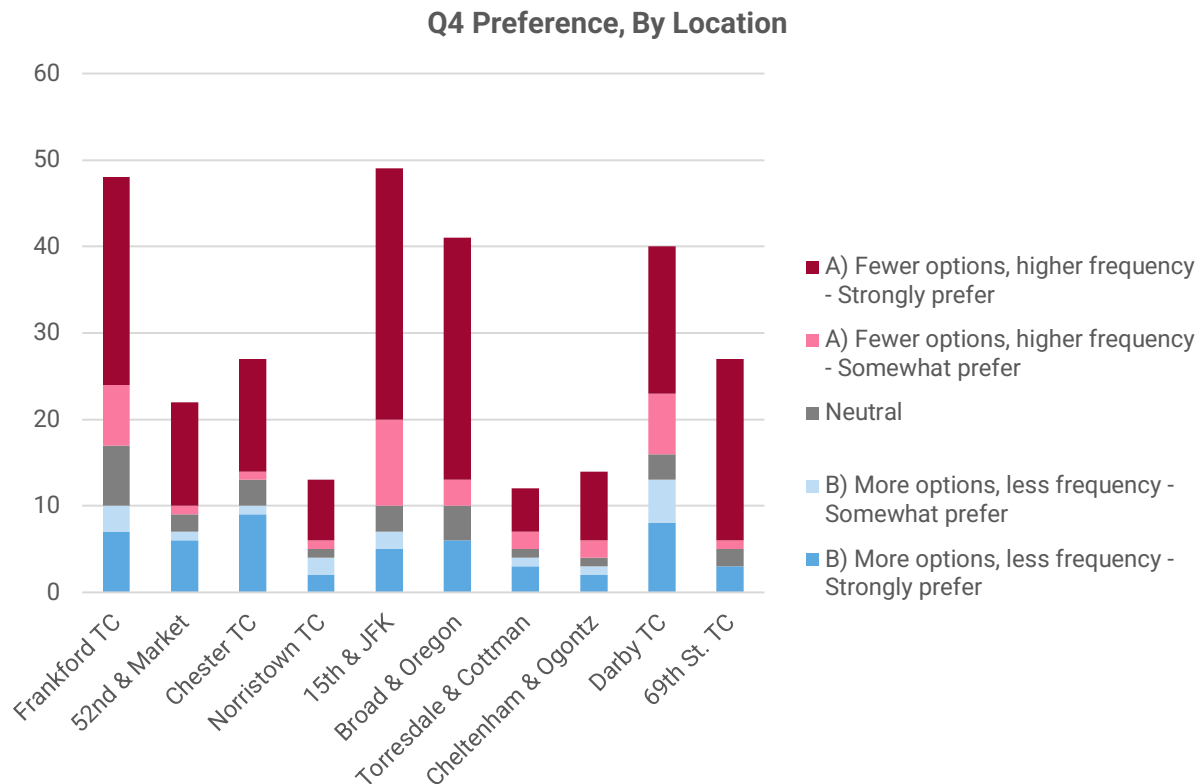


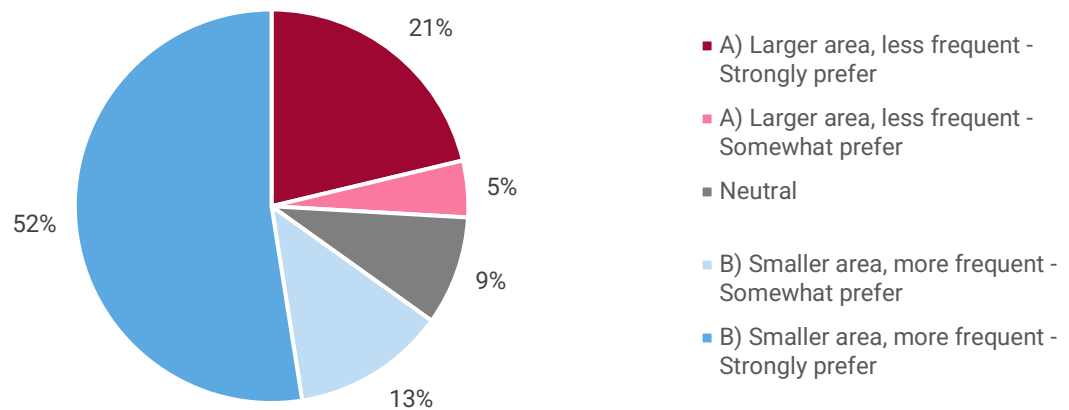
Figure B-4: Q4 Preference, By Pop-Up Location (Weighted)

Location	A) Fewer options, higher frequency		Neutral	B) More options, less frequency		Score*	
	+2	+1		+1	+2	A	B
Frankford TC	24	7	7	3	7	55	17
52 nd & Market	12	1	2	1	6	25	13
Chester TC	13	1	3	1	9	27	19
Norristown TC	7	1	1	2	2	15	6
15 th & JFK	29	10	3	2	5	68	12
Broad & Oregon	28	3	4	0	6	59	12
Torresdale & Cottman	5	2	1	1	3	12	7
Cheltenham & Ogontz	8	2	1	1	2	18	5
Darby TC	17	7	3	5	8	41	21
69 th St. TC	21	1	2	0	3	43	6
Total	164	35	27	16	51	363	118

*Scoring based on weighting votes as Strongly Prefer (+2 points) or Somewhat Prefer (+1).

Q5: Would you prefer: A) Buses serving a larger area w/ less frequent service OR B) Buses serving a smaller area w/ more frequent service

Q5 Preference, All Pop-Ups



Q5 Preference, By Location

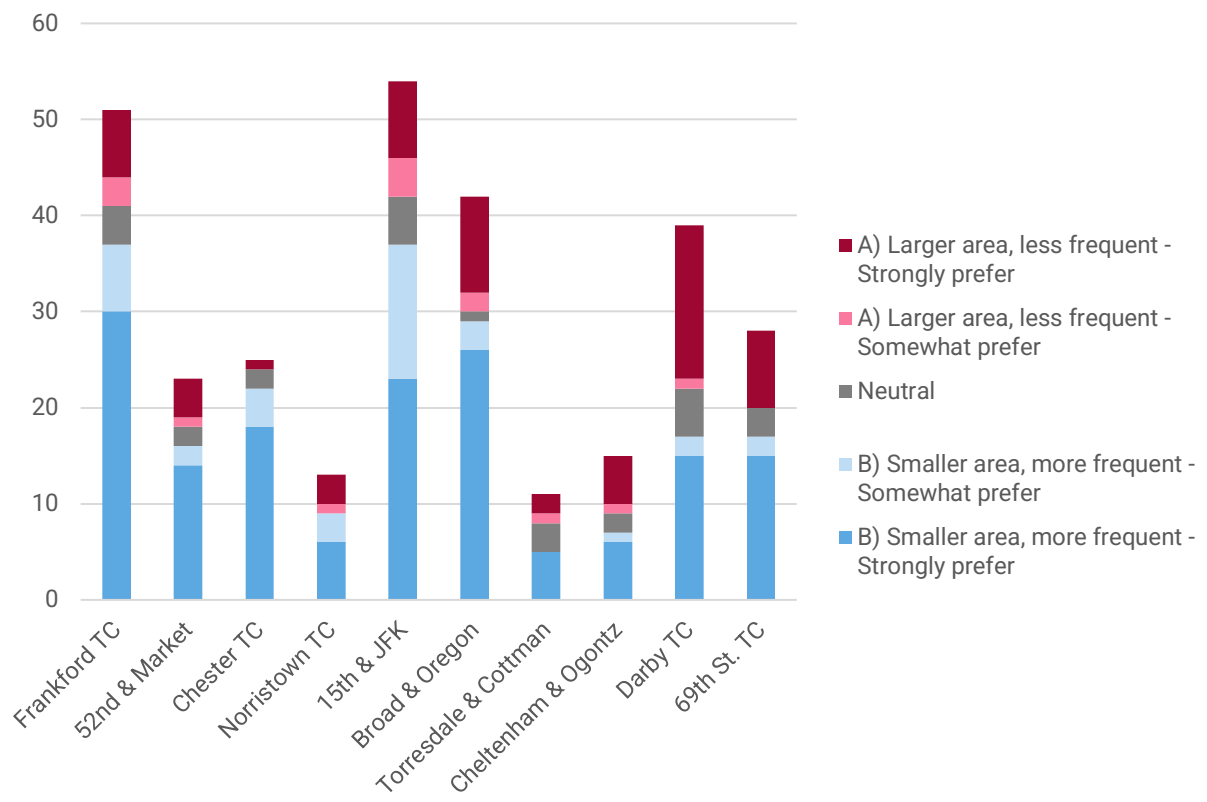


Figure B-5: Q5 Preference, By Pop-Up Location (Weighted)

Location	A) Larger area, less frequent		Neutral	B) Smaller area, more frequent		Score*	
	+2	+1		+1	+2	A	B
Frankford TC	7	3	4	7	30	17	67
52 nd & Market	4	1	2	2	14	9	30
Chester TC	1	0	2	4	18	2	40
Norristown TC	3	1	0	3	6	7	15
15 th & JFK	8	4	5	14	23	20	60
Broad & Oregon	10	2	1	3	26	22	55
Torresdale & Cottman	2	1	3	0	5	5	10
Cheltenham & Ogontz	5	1	2	1	6	11	13
Darby TC	16	1	5	2	15	33	32
69 th St. TC	8	0	3	2	15	16	32
Total	64	14	27	38	158	142	354

*Scoring based on weighting votes as Strongly Prefer (+2 points) or Somewhat Prefer (+1).

Online Exercise

An online version of the trade-offs exercise was also made available during the pop-ups on the project website, prior to the launch of the core Phase 1 survey. This exercise was meant to mirror the in-person exercise at the pop-ups, and therefore only collected responses to the five trade-offs questions (respondents were not asked to provide demographic information). A total of 326 people responded. The results are provided below.

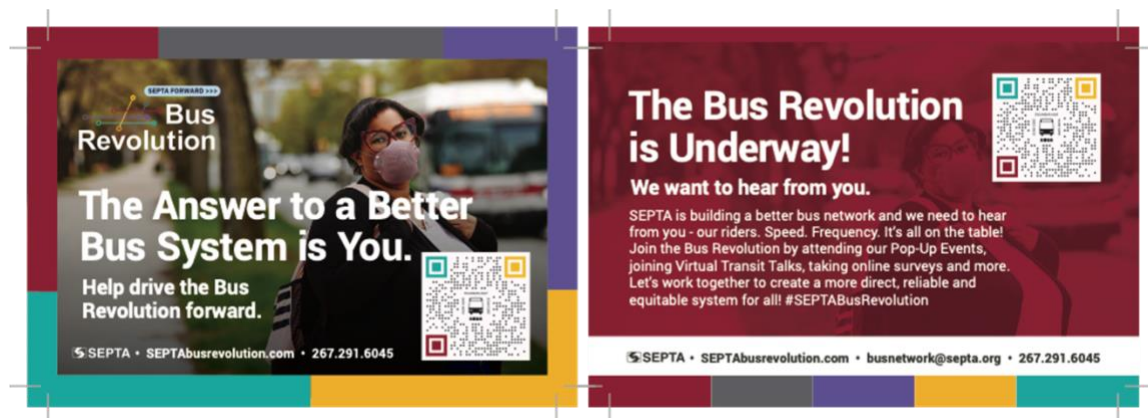
Q1: Would you prefer: A) A shorter walk to a slower bus OR B) A slightly longer walk to a faster bus							
A + 2	A + 1	Neutral	B + 1	B + 2	Score*		Preference
					A	B	
27	37	37	93	117	91	327	Longer walk, faster bus
Q2: Do you think: A) Buses should have their own travel lanes OR B) Buses should share the road with cars and other vehicles							
A + 2	A + 1	Neutral	B + 1	B + 2	Score*		Preference
					A	B	
206	54	14	17	18	466	53	Buses should have own lanes
Q3: Would you prefer: A) A bus that takes an indirect path and is slower, but stops closer to your destination OR B) A bus that travels more directly and is faster, but stops a little bit further from your destination							

A + 2	A + 1	Neutral	B + 1	B + 2	Score*		Preference
					A	B	
35	36	26	92	110	106	312	Direct and faster, stopping further from destination
Q4: Would you prefer: A) Fewer Options w/ higher frequency OR B) More options w/ Less Frequency							
A + 2	A + 1	Neutral	B + 1	B + 2	Score*		Preference
					A	B	
107	99	25	24	37	313	98	Fewer options, higher frequency
Q5: Would you prefer: A) Buses serving a larger area w/ less frequent service OR B) Buses serving a smaller area w/ more frequent service							
A + 2	A + 1	Neutral	B + 1	B + 2	Score*		Preference
					A	B	
37	40	37	94	92	114	278	Smaller area, more frequent

*Scoring based on weighting votes as Strongly Prefer (+2 points) or Somewhat Prefer (+1).

Content

Postcard



Concept Sheets

A four-page Concept Sheet was made available at the pop-up events in English, Spanish, and Chinese (Mandarin). The Concept Sheet explains in detail each of the five trade-offs that are included in the Phase I survey and pop-up feedback exercise. It can be found on the [project website](#).

Trade-off Exercise Boards



SEPTA FORWARD 110
Bus Revolution

The Bus Revolution is underway!

Grab a sticker and show us what you think.

Part I - Faster and More Reliable Service

1 Would you prefer:



A shorter walk to a slower bus?  OR A slightly longer walk to a faster bus? 

How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area

2 Do you think:

Buses should have their own travel lanes?  OR Buses should share the road with cars and other vehicles? 

How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area



SEPTA FORWARD 110
Bus Revolution

The Bus Revolution is underway!

Grab a sticker and show us what you think.

Part II - Better Service Design

1 Would you prefer:



A bus that takes an indirect path and is slower but stops closer to your destination?  OR A bus that travels more directly and is faster, but stops a little bit further from your destination? 

How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area

2 Would you prefer:

Fewer options with higher frequency?  OR More options with less frequency? 



How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area

Part III - Coverage in Midtown

1 Would you prefer:

Buses serving a larger area with less frequent service?  OR Buses serving a smaller area with more frequent service? 

How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area



SEPTA FORWARD 110
Bus Revolution

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Part I - Faster and More Reliable Service

1 Would you prefer:



A shorter walk to a slower bus?  OR A slightly longer walk to a faster bus? 

How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area

2 Do you think:

Buses should have their own travel lanes?  OR Buses should share the road with cars and other vehicles? 

How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area

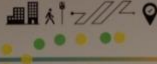
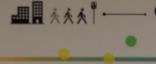
SEPTA FORWARD 110
Bus Revolution

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1 Would you prefer:

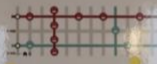

A bus that takes an indirect path and is slower but stops closer to your destination?  OR A bus that travels more directly and is faster, but stops a little bit further from your destination? 

How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area

2 Would you prefer:

Fewer options with higher frequency?  OR More options with less frequency? 



How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area

Part III - Coverage in Midtown

1 Would you prefer:

Buses serving a larger area with less frequent service?  OR Buses serving a smaller area with more frequent service? 

How do you feel about this?

1 strongly prefer this Neutral 1 strongly prefer this

Place your sticker in this area

Exercise Results from Frankford TC

Photos



Frankford TC



52nd & Market



Chester TC



Norristown TC



15th & JFK Blvd



Broad & Oregon



Torresdale & Cottman



Cheltenham & Ogontz



Darby TC



69th St. TC

Appendix C: Virtual Transit Talks

Phase 1 Bus Revolution engagement included two virtual public meetings (“Transit Talks”). Below are the live polling results for the trade-offs questions featured in each session.

Q1. Would you prefer: A) A shorter walk to a slower bus OR B) A slightly longer walk to a faster bus

Choice	Number	Percent
A shorter walk to a slower bus	27	27%
A slightly longer walk to a faster bus	74	73%

Q2. Do you think: A) Buses should have their own travel lanes OR B) Buses should share the road with cars and other vehicles

Choice	Number	Percent
Buses should have their own travel lanes	96	94%
Buses should share the road with cars and other vehicles	6	6%

Q3: Would you prefer: A) A bus that takes an indirect path and is slower, but stops closer to your destination OR B) A bus that travels more directly and is faster, but stops a little bit further from your destination

Choice	Number	Percent
A bus that takes an indirect path and is slower, but stops closer to your destination	34	35%
A bus that travels more directly and is faster, but stops a little bit further from your destination	64	65%

Q4: Would you prefer: A) Fewer Options w/ higher frequency OR B) More options w/ Less Frequency

Choice	Number	Percent
Fewer options with higher frequency	78	79%
More options with less frequency	21	21%

Q5: Would you prefer: A) Buses serving a larger area w/ less frequent service OR B) Buses serving a smaller area w/ more frequent service

Choice	Number	Percent
Buses serving a larger area with less frequent service	32	33%
Buses serving a smaller area with more frequent service	64	67%

Appendix D: Early Engagement

As part of the research and information gathering phase of the SEPTA Forward Bus Revolution project, the Bus Revolution team:

- Launched an initial questionnaire on the project website for people to express what they think about the bus network
- Conducted a review of recent SEPTA bus-related engagement efforts and documentation
- Began engaging stakeholders on an ongoing basis, in a variety of ways

Project Launch Questionnaire

An important part of the Bus Revolution launch was to create a way for members of the public to tell SEPTA how they felt about the bus network. For this purpose, a short questionnaire was posted to the project website, where people could leave their comments and provide their contact information to stay connected for project updates.

SUMMARY OF FINDINGS

- **Nearly 2,000 people responded to the questionnaire.** SEPTA Forward: Bus Revolution launched a short online questionnaire on April 26, 2021, with the goal of hearing directly from Philadelphia area residents about the state of the SEPTA bus network. The questionnaire closed on July 3, 2021 and collected a total of 1,937 responses, 74% of whom (1,334 individuals) signed up for the project mailing list in the process. The questionnaire was available online in English, Spanish, and Chinese (Mandarin).
- **Respondents valued Frequency, Reliability, and Rider Experience.** In open-ended questions about values and concerns, respondents valued the convenience and frequency of the current network, along with the size of the overall network and its many routes and stop options. Respondents described concerns involving infrequent and unreliable bus times, along with bus safety and cleanliness.
 - When asked to rank different attributes of a bus network in order of relative importance, **Frequency, Reliability, and Accessibility** were ranked as most important attributes of a bus network, while Easy to Use and Affordability were voted as least important. However, among African American/ Black and Hispanic/Latino groups, **Affordability** was voted as the most important attribute.
- **Respondents were mostly Caucasian/White.** The majority of respondents self-identified as Caucasian/White (72%). African American/Black respondents made up 12%, while 7% preferred not to respond regarding race/ethnicity. When combined, Asian/Pacific Islander, Hispanic/Latino, and Native American/Alaska Native individuals made up 6.2% of respondents.
 - Since there is a gap between the demographics of the respondents to the online questionnaire and SEPTA's bus ridership, **Bus Revolution engagement must use a**

greater mix of digital and non-digital tactics to “bridge the digital divide” and ensure that the voices of SEPTA’s riders are reflected more accurately moving forward.

- **Frequency of ridership varied by race/ethnicity.** Most respondents (66%) were frequent riders prior to the pandemic (riding almost every day or often), with the remainder identifying as less-frequent riders (riding occasionally, rarely, or hardly ever). Among African American/Black respondents, 60% noted that they ride the bus almost everyday, which is almost double the same figure for White respondents (34%). Nearly half of Hispanic/Latino respondents (47%) also said they rode the bus almost every day prior to the pandemic. African American/Black and Hispanic/Latino respondent groups had the fewest less-frequent riders when compared to other races/ethnicities at 30% and 23%, respectively.

Review of Recent Bus-Related Engagement

The purpose of this review was to collect information on how stakeholders and the public have been engaged about SEPTA bus network planning efforts in recent years, gain insight into what people have been saying, and integrate “what we’ve heard” into the project engagement strategy. This review included the results of recent SEPTA surveys, key public planning documents, and news articles, including among others:

- SEPTA COVID-19 Travel Surveys
- SEPTA Customer Satisfaction Surveys
- SEPTA Forward Strategic Plan 2021-2026 (2021)
- The Philadelphia Transit Plan (City of Philadelphia, oTIS; 2018)
- Connect: Philadelphia’s Strategic Transportation Plan (City of Philadelphia, oTIS; 2018)
- Philadelphia Bus Network Choices Report (SEPTA/Jarrett Walker; 2018)

Ongoing Stakeholder Engagement

Stakeholder Interviews & Listening Sessions

To better understand the diverse needs of different types of riders and different areas in the SEPTA region, the project team conducted 25 stakeholder discussions as part of this first phase of engagement. These included: 20 interviews with one or more representatives of a particular agency or organization; and 5 listening sessions with larger groups open to all community members or constituents of that group. The stakeholder groups engaged during this first phase are listed in below. This list will continue to grow as the project progresses.

Stakeholder Interviews

AARP Philadelphia	Philadelphia Industrial Development Corp (PIDC)
Asian American Chamber of Commerce	Partnership TMA of Montgomery County
Bucks County Commissioner	Philadelphia Convention & Visitors Bureau
Bucks County Planning Dept	The Welcoming Center for New Pennsylvanians
Center City District	TMA Bucks
Chester County Commissioner	TMA of Chester County
Chester County Planning Dept	
Delaware County Planning Dept	
Delaware County TMA	
Delaware Waterfront Corporation	
Greater Philadelphia Chamber of Commerce	
Inglis House	
King of Prussia District	
Montgomery County Planning Dept	

Stakeholder Group Listening Sessions

Bucks-Mont Collaborative
East Point Breeze Neighbors Association
Philadelphia Crosstown Coalition
Philly Transit Riders Union (TRU)
Transit Forward Philadelphia

Friends of the Bus Revolution

To help spread the word in underrepresented communities, the Bus Revolution team reached out to community-based and service organizations to participate in a pilot trusted-advocate program. A total of 30 organizations have joined so far, helping the Bus Revolution reach targeted underserved neighborhoods using social media, door-to-door outreach, text messages, newsletters, and more. These organizations are:

Friends of the Bus Revolution

32nd Democratic Ward	More than a Handout Inc
Block Captain-5500 Block of Pulaski Avenue	Mt. Vernon Manor CDC/NAC
Bucks-Mont Collaborative	North 5th Street Revitalization Project
Cathedral Park Community Development Association	North of Washington Avenue Coalition
Center City Residents Association (CCRA)	North Philly Peace Park
City Avenue Special Services District	North10
Community Activist	Olde Richmond Civic Association
Democratic Committee Person, 26th Division	Philadelphia Climate Works
East Point Breeze Neighbors	SEAMAAC
Fairhill Neighbors	SoLo/Germantown Civic Association
Fishtown Kensington Area Business Improvement District	Spanish Health Ministry

Franklin Bridge North Neighbors Inc

Guadenzia House

HMC Squared Community Association, INC

Mayfair Business Improvement District (BID)

Strawberry Mansion Community Concern

The Foundation for Delaware County

The Royal Gardens Association

Walnut Hill Community Association

SEPTA Bus Operator In-Reach

Ongoing internal engagement and communication with SEPTA's bus operators and workforce is critical to the success of the Bus Revolution. Phase 1 bus operator in-reach included a series of drop-in sessions with SEPTA front line staff at each of the SEPTA districts to collect feedback and ideas. These internal stakeholder discussions will continue and remain a high priority throughout the project.