



## SEPTA FORWARD: BUS REVOLUTION

### SAMPLE TEXT FOR SPREADING THE WORD

Thank you for helping to spread the word to your community about how to get involved and shape the future of SEPTA's bus network.

Below we have created sample text that you can use on social media, for a newsletter, and more. Feel free to copy and paste to make it easy.

Use this along with graphics that can be found in the Get Involved section of the website including a schedule of events to tailor the text further to your community

#### Social Media Posts / Text Message Samples

##### *Posts to drive to users to the website*

- 1) Check out **SEPTA's proposed Draft Network bus redesign!** SEPTA is hosting Open Houses throughout the city, and a series of virtual Community Conversations, this fall to hear your thoughts on the new draft proposal. Come learn about it, and make your voice heard! Visit [SEPTABusRevolution.org](http://SEPTABusRevolution.org) to see upcoming events, find ways to get involved, and share your thoughts!
- 2) How does **SEPTA's proposed draft bus redesign** work for you? SEPTA wants to hear what community members think of these draft changes! Stop by an Open House or Virtual Community Conversations somewhere in the city this fall! Visit [SEPTABusRevolution.com](http://SEPTABusRevolution.com) to learn about these events you can attend and other ways to make your voice heard!
- 3) Come see how **SEPTA's bus network** is changing! Find out what is being proposed and talk to SEPTA: Join us at an Open House, attend virtual Community Conversation, comment on materials online, or give SEPTA a call! Check out [SEPTABusRevolution.com](http://SEPTABusRevolution.com) to learn more.

##### *Posts to drive attendance at local events (Reference the [schedule online](#) to fill in the blanks!)*

- 1) Share your thoughts on how SEPTA's proposed Draft Network bus redesign impacts **{{LOCATION}}**. Stop by **{{ADDRESS}}** on **{{DATE}}** from **{{TIME}}** to give your feedback on the proposed changes, learn more, and enjoy fun activities and food.



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Check out [SEPTABusRevolution.com](https://www.septa.gov/bus-revolution) to learn more and get involved!

### Email/Newsletter Text: (Location Non-Specific):

Subject: **Share your feedback on SEPTA's draft bus network!**

Dear (members/partners/community members, etc.)

We're excited to share SEPTA's Draft Network bus redesign! SEPTA's draft proposals include changes to the overall network and individual bus routes. These changes intend to improve the bus network to make it easier to understand, more convenient, and more reliable for all riders. Now comes the time to hear from you again!

SEPTA's Bus Revolution Draft Network is the result of input, engagement, and listening – over the past year – from riders and potential riders, community members, residents, and others across the city about needed changes. Guided by the project's goals to **put the rider first, increase access to opportunity, and build trust with reliable service**, SEPTA is now launching its new proposed network and wants to hear input from the community!

SEPTA wants to keep the conversation going and hear feedback on these proposed changes and what input, ideas, and perspectives you have on the redesign! The Bus Revolution team will host over 20 events, including **in-person Open Houses** and **virtual Community Conversations**, to hear from riders, potential riders, and residents.

Each Open House will feature information boards displaying key features of the proposals, focusing on potential local impacts of these changes. Our fall fest-themed Open Houses will also feature local resource tables, fun activities for all ages, and local entertainment / food. **By attending, you will be entered into a raffle** for a chance to win prizes such as gift cards and tickets to sporting events!

Stop by our Open Houses to make your voice heard and tell us what you think:

- **10/18 Tue, 4–7 pm: Montgomery County-Norristown Public Library**, 1001 Powell St, Norristown, PA 19401
- **10/19 Wed, 4–7 pm: Phoenixville Recreation Center**, 501 Franklin Ave, Phoenixville, PA 19460
- **10/20 Thu, 6–8 pm: American Legion Loudenslager Post 366**, 7976 Oxford Ave, Philadelphia, PA 19111
- **10/25 Tue, 6–8 pm: Vogt Recreation Center**, 4131 Unruh Ave, Philadelphia PA



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- **10/26 Wed, 6–8 pm: Cliveden Carriage House**, 6401 Germantown Ave, Philadelphia, PA 19144
- **10/28 Fri, 5:30–8 pm: Finnegan Recreation Center**, 1231 S 30th St, Philadelphia, PA 19146
- **11/3 Thu, 10am–2 pm: PEAK Center - North Penn Commons**, 606 E Main St Suite 1003, Lansdale, PA 19446
- **11/3 Thu, 4–6 pm: Chester City Hall Community Room**, 1 E 4th St, Chester, PA 19013
- **11/5 Sat, 1–3:30 pm: East Passyunk Community Center**, 1025 Mifflin St, Philadelphia, PA 19148
- **11/9 Wed, 3–5 pm: Lucien Blackwell Community Center**, 761 N 47th St, Philadelphia, PA, 19139
- **11/10 Thu, 12-3:30 pm: Bucks County Community College - Bristol Campus**, 1304 Veterans Hwy, Bristol, PA 19007
- **11/10 Thu, 5–7:30 pm: Kingsessing Recreation Center**, 4901 Kingsessing Ave, Philadelphia, PA 19143
- **11/12 Sat, 2:30–4:30 pm: Upper Darby Free Library Municipal Branch**, 501 Bywood Ave, Upper Darby, PA 19082
- **11/15 Tue, 5:30–7:30 pm: Lower Merion Administration Building**, 75 E Lancaster Ave, Ardmore, PA 19003
- **11/16 Wed, 12–4 pm: Indian Valley Public Library**, 100 E Church Rd Ave, Telford 18969
- **11/16 Wed, 6–8 pm: The Liacouras Center, Fox-Gittis Room**, 1776 N Broad St, Philadelphia, PA 19121
- **12/8 Thu, 5:30–7:30 pm: SEPTA**, 1234 Market St, 3rd Floor, Philadelphia, PA 19107

*Schedule subject to change, including new dates, or revised times. Please stay up-to-date by checking the schedule on the project website.*

We are hosting **Virtual Community Conversations** on most **Monday evenings (6:30-7:30 pm)** through the middle of December. These conversations are organized around specific areas and will focus on the local impacts of the redesign in each area. **By attending, you will also be entered into a raffle** for a chance to win prizes such as gift cards and tickets to sporting events!

- **10/17 Mon, 6:30-7:30 pm: Chester & Delaware Counties** – [Register](#)
- **10/24 Mon, 6:30-7:30 pm: Northeast Philly** – [Register](#)
- **11/7 Mon, 6:30-7:30 pm: Northwest Philly** – [Register](#)
- **11/14 Mon, 6:30-7:30 pm: South Philly** – [Register](#)
- **11/21 Mon, 6:30-7:30 pm: Bucks & Montgomery Counties** – [Register](#)
- **11/28 Mon, 6:30-7:30 pm: West Philly** – [Register](#)



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- 12/5 Mon, 6:30-7:30 pm: North Philly – [Register](#)
- 12/12 Mon, 6:30-7:30 pm: Center City – [Register](#)

This project wouldn't be possible without your input! Keep the project moving and come share what you think of the new proposal at any of these events! For more information, or to sign up for other virtual events, visit [SEPTABusRevolution.org](http://SEPTABusRevolution.org). Visit the 'Get Involved' section of the website to find graphics and content to help us **spread the word!**

**We hope to see you there!**

### Email/Newsletter Text: (Location Specific):

**Subject: Learn how SEPTA's proposed bus network changes could affect your area - and have a say!**

Dear (members/partners/community members, etc.)

SEPTA's Bus Revolution is coming back to **{{LOCATION}}**! SEPTA has just released its Draft Network bus redesign, and wants feedback from your community. SEPTA's draft proposals include changes to the overall network and individual bus routes. These changes intend to improve the bus network to make it easier to understand, more convenient, and more reliable for all riders. Now comes the time to hear from you again!

SEPTA's Bus Revolution Draft Network is the result of input, engagement, and listening – over the past year – from riders and potential riders, community members, residents, and others across the city about needed changes. Guided by the project's goals to **put the rider first, increase access to opportunity, and build trust with reliable service**, SEPTA is now launching its new proposed network and wants to hear input from **{{LOCATION}}**!

SEPTA wants to keep the conversation going and hear feedback on these proposed changes and what input, ideas, and perspectives you have on the redesign! The Bus Revolution team is hosting over 20 events, including **in-person Open Houses** and **virtual Community Conversations**, to hear from riders, potential riders, and residents, including an Open House in **{{LOCATION}}**.

The Open House will feature information boards displaying key features of the proposals, focusing on potential impacts of these changes on **{{LOCATION}}**. Our fall fest-themed Open Houses will also feature local resource tables, fun activities for all ages, and local



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entertainment and food. **By attending, you will be entered into a raffle** for a chance to win prizes such as gift cards and tickets to sporting events!

Stop by the Open House to make your voice heard and tell us what you think:

- **[[OPEN HOUSE INFORMATION]]**

We are hosting **Virtual Community Conversations** on most **Monday evenings (6:30-7:30 pm)** through the middle of December. Attend these to also learn about the local impacts of the redesign, ask questions, and provide feedback. **By attending, you will also be entered into a raffle** for a chance to win prizes such as gift cards and tickets to sporting events:

- **[[RELEVANT COMMUNITY CONVERSATION INFORMATION or link to all if not specific to area]]**

This project wouldn't be possible without your input! Keep the project moving and come share what you think of the new proposal at any of these events! For more information, or to sign up for other virtual events, visit [SEPTABusRevolution.org](https://SEPTABusRevolution.org). Visit the 'Get Involved' section of the website to find graphics and content to help us **spread the word!**

**We hope to see you there!**

### **Text for including on your organization's website or social media page:**

*To drive to website*

Check out SEPTA's Draft Network bus redesign!

SEPTA's draft proposals include changes to the overall network and individual bus routes, intended to improve the bus network to make it easier to understand, more convenient, and more reliable for all riders.

SEPTA wants to hear from you about your thoughts on these proposed changes! Check out more than 20 Open Houses and virtual Community Conversations this fall to learn more about the draft changes, share your input, and have a chance to win prizes such as gift cards and tickets to sporting events!



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Visit [SEPTABusRevolution.com](https://septa.gov/bus-revolution) to learn more, find details about upcoming events, and share your ideas!

*Location-specific (use in conjunction with schedule to fill in the blanks!)*

SEPTA's Bus Revolution is coming back to **{{LOCATION}}** to share its new Draft Network! SEPTA's draft proposals include changes to the overall network and individual bus routes to improve the bus network to make it easier to understand, more convenient, and more reliable for all riders.

SEPTA wants to hear from you about your thoughts on these proposed changes! Check out Open Houses and virtual Community Conversations in **{{LOCATION}}** this fall to learn more, share your input, and have a chance to win prizes such as gift cards and tickets to sporting events!

There will be an **Open House** in **{{LOCATION}}** on **{{DATE}}** from **{{TIME}}** at **{{ADDRESS}}**. Come stop by to learn more about the draft changes, share your input, enjoy local entertainment and food, and have fun!

Bus Revolution **Virtual Community Conversations** will take place on Monday evenings from **6:30 to 7:30**. There will be a Community Conversation focusing on **{{LOCATION}}** on **{{DATE}}**.

Visit [SEPTABusRevolution.com](https://septa.gov/bus-revolution) to learn more, find details about upcoming events, and share your ideas!

