

SEPTA FORWARD: BUS REVOLUTION

Spring 2023 Outreach Toolkit

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

ESSENTIALS

Social Media Samples (Generic):

- 1) Check out **SEPTA's updated Draft Network bus network redesign!** This Spring, SEPTA is hosting in-person Community Meetings throughout the city, Project Bus pop-ups, and a series of virtual Webinars to hear your thoughts on the new draft proposal. Make your voice heard! Visit SEPTABusRevolution.org to see the proposed changes for individual bus routes, the upcoming engagement schedule, and to share your thoughts!
- 2) How does **SEPTA's updated draft bus network redesign** work for you? SEPTA wants to hear what community members think of these draft changes! Stop by an in-person Community Meeting, Project Bus pop-up, or virtual Webinar this spring! Visit SEPTABusRevolution.com and find the proposed changes for individual bus routes, the full engagement schedule, and other ways to make your voice heard!
- 3) Come see how **SEPTA's bus network** is changing! Find out what is being proposed, talk to SEPTA, join us at an in-person Community Meeting, pop by a Project Bus pop-up, attend a Webinar, comment on materials online, or give SEPTA a call. Check out SEPTABusRevolution.com to find the full engagement schedule and detailed information of the updated changes for individual bus routes.

Social Media (Location Specific):

1. Share your thoughts on how SEPTA's updated Draft Network bus redesign impacts **{{AREA}}**. Stop by for a Community Meeting at **{{ADDRESS}}** on **{{DATE}}** from **{{TIME}}** to give your feedback on the proposed changes, learn more, and enjoy some hoagies. Plus check out SEPTABusRevolution.com to see all the proposed changes and other ways to learn more and get involved!

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Email/Newsletter Text:

Subject: **Share Your Feedback on SEPTA's Draft Bus Network!**

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

SEPTA's updated draft bus network is now available online at www.septabusrevolution.com.

The revised draft is the result of input, received from riders, community members, residents, and others across the city and region. Guided by the project's goals to **put the rider first, increase access to opportunity, and build trust with reliable service**, SEPTA is launching its newly updated proposed network – we want to know what you think!

Spring engagement began on March 20 with a virtual Transit Talk. The [full presentation](#) and [recording](#) available online. All the information you need is online at SEPTABusRevolution.com - including all the proposed changes and the spring engagement event schedule. The upcoming events will provide opportunities to talk through the updated bus network and meet with SEPTA representatives directly and range from Community Meetings, virtual Webinars, to Project Bus pop-ups.

[Optional Suggestion: Insert dates, times, locations of relevant events to your community]

More Detail on the Events:

*Each **Community Meeting** will feature map stations displaying key features of the proposals together with opportunities for brief small-group presentations. Attendance is free and includes food from Primo Hoagies and a chance to win Phillies tickets.*

***Virtual Webinars** take place on Monday evenings from 6:30 PM - 7:30PM between April 3rd and May 8th (except April 10th). These conversations are organized around specific service 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 Phillies tickets!*

***Project Bus Pop-Ups** will feature the Bus Revolution branded bus, where staff will be handing out physical materials about the proposed changes and sharing information.*

To see the full Spring schedule and find shareable graphics and content to spread the word, go to the "Get involved" page of SEPTABusRevolution.com. We appreciate your input and



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involvement!

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

Check out SEPTA's updated Draft Network bus redesign!

SEPTA's new draft proposals include changes to the overall network and individual bus routes, intended to design the network to work better for more people.

SEPTA wants to hear from you about your thoughts on these proposed changes! Visit [SEPTABusRevolution.com](https://septabusrevolution.com) to learn more about the proposed changes for individual bus routes, find the full Spring engagement meeting schedule, and share your ideas.

Join us at in person Community Meetings, Project Bus pop-ups, and Webinars this spring to learn more about the draft changes, share your input, and have a chance to win Phillies tickets!

[Insert dates, times, locations of relevant events to your community]