 **Bus
Revolution**



Spring 2024 Update 9th Council District

March 26th, 2024

Agenda

- 1. Project Context**
- 2. Current Network**
- 3. Proposed Changes
(with some
alternatives)**
- 4. Q&A/Discussion**



Philadelphia circa 1950s

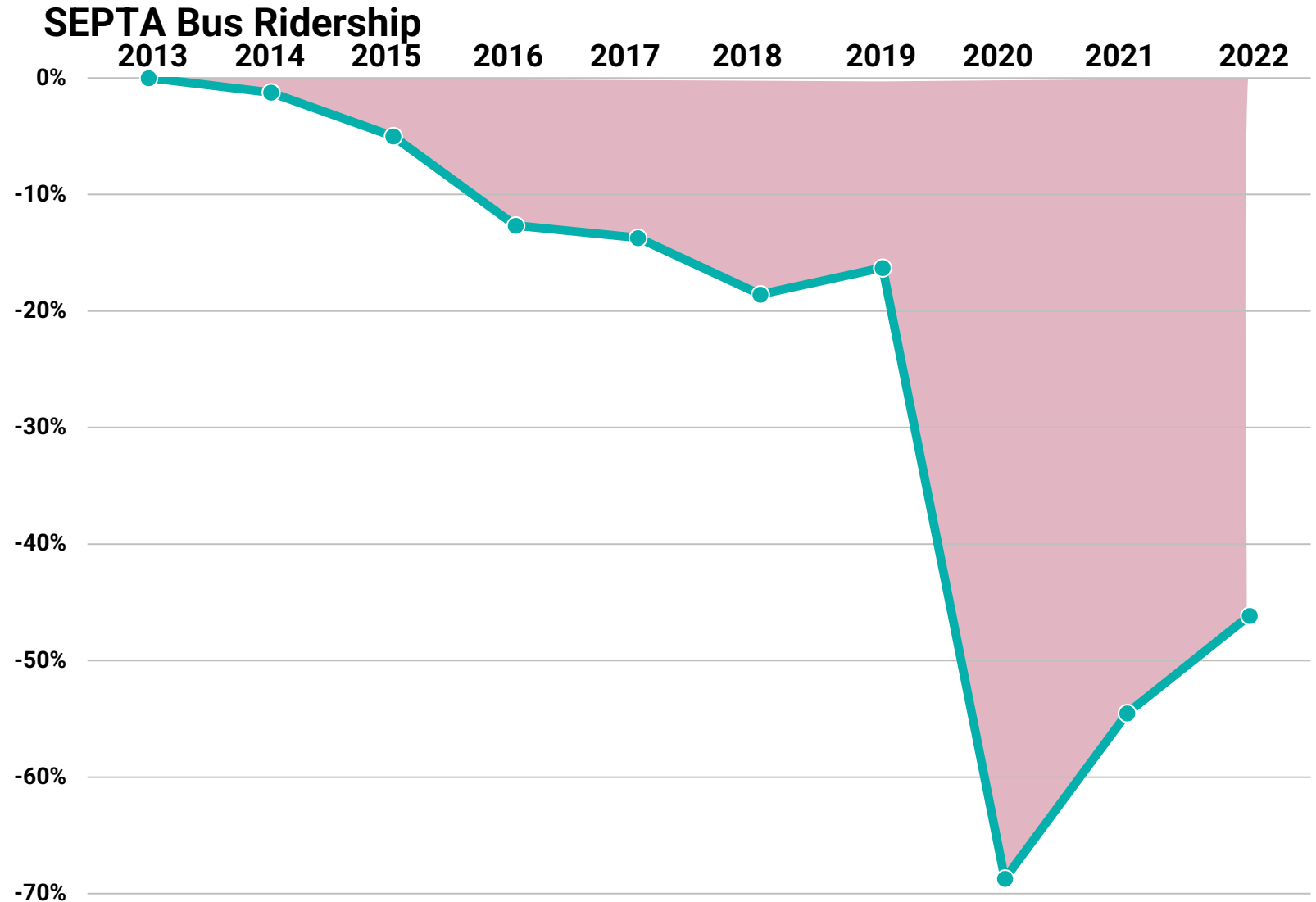
Why Now?

Ridership dropped nearly 20% between 2013 & 2019.

At the same time, operating costs increased by 10% while service got slower and less reliable for our customers.

The pandemic exacerbated this issue by completely changing travel patterns.

While ridership is returning, it is still 20% to 30% below 2019 levels.



Local Snapshot

Local routes have lost almost **40%** of their ridership in the last decade.

Route	Average Weekday Ridership 2013	Average Weekday Ridership 2019	Average Weekday Ridership 2023	% Change 2013-2023
4	7397	7007	4692	-36.6%
6	7319	5944	3553	-51.5%
16	8322	5629	4644	-44.2%
18	18380	15700	10466	-43.1%
22	5364	4226	2890	-46.1%
26	12137	10068	6893	-43.2%
H	5459	4644	3109	-43.0%
J	2901	2448	1970	-32.1%
K	6986	8116	5942	-14.9%
L	6583	6641	4384	-33.4%
XH	4467	4834	3470	-22.3%

Riders, staff and the data told us...



Bus service should be **more reliable**.

- Travel should be *predictable with fewer delays and detours*.



Routes need to be **easier to understand**.

- Buses should *travel more directly* between destinations.
- There should be *fewer service patterns* and deviations.



Service needs to be **matched with when and where people want to go**.

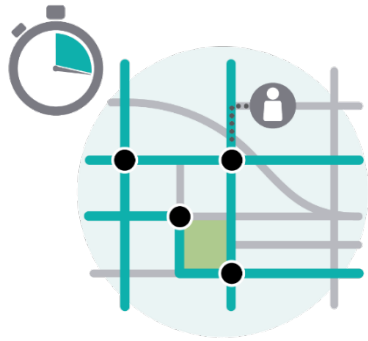
- Buses need to *go where people live* and where they want to go
- Buses should be *available when people want to travel*.



Overall, buses should be **better organized**.

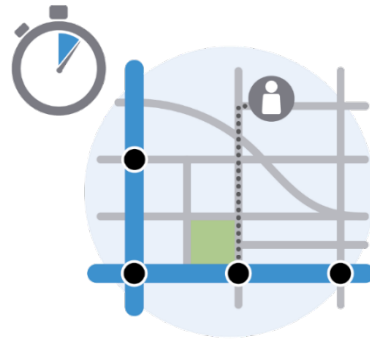
- Operate the most *frequent service on highest ridership corridors*.
- *Improve connections* to other SEPTA services.

SEPTA's Draft Bus Network: Strategic Approach



**More
frequent,
convenient
bus service**

*6am to 9pm,
every day*



**More
direct bus
routes with
consistent
schedules**



**Better
connections
to other
SEPTA
services**



**With the same
budget**
*Better service with
same amount of
money*

The proposed network will improve access to frequent transit service for many people across the Philadelphia region.

**30%
MORE
Frequent
Routes**

The number of frequent routes increases from 33 in today's network to **43 in the proposed network**.

Frequent routes have buses that come every 15 minutes or better 6am and 9pm, seven days a week.

**+18%
RIDERS
Within 5 Min
Walk of
Frequent Transit**

211,000 more people have walking access to frequent routes.

**>99% of
RIDERS
Maintain
Access**

More than 99% of riders within a 5-minute walk of a bus route today will still be **within a 5-minute walk**.

Bus Network



Existing Network

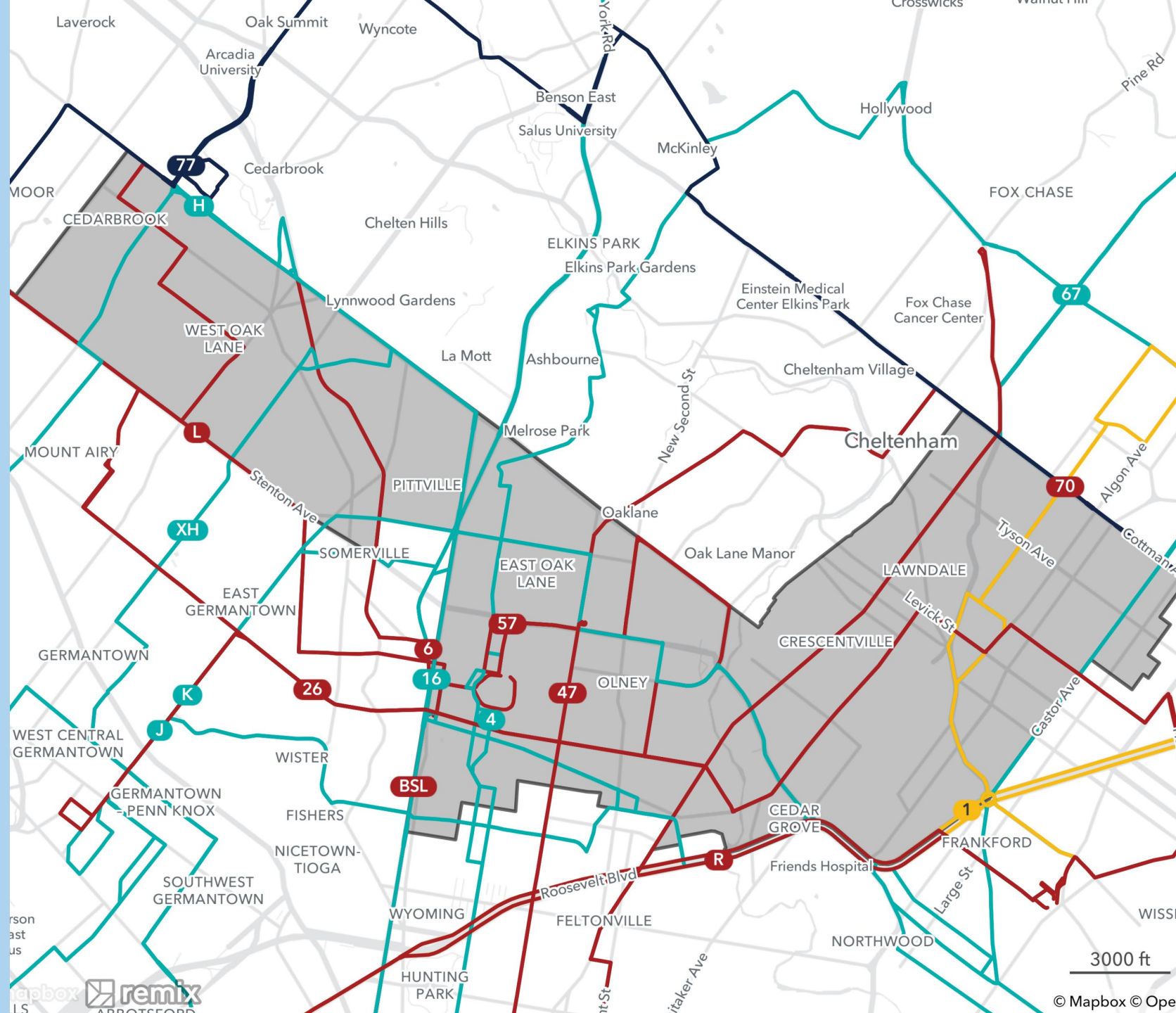
As of Spring 2024

Strengths

- Frequent service on key corridors
- Strong connectivity to the BSL
- Buses serve commercial corridors

Opportunities

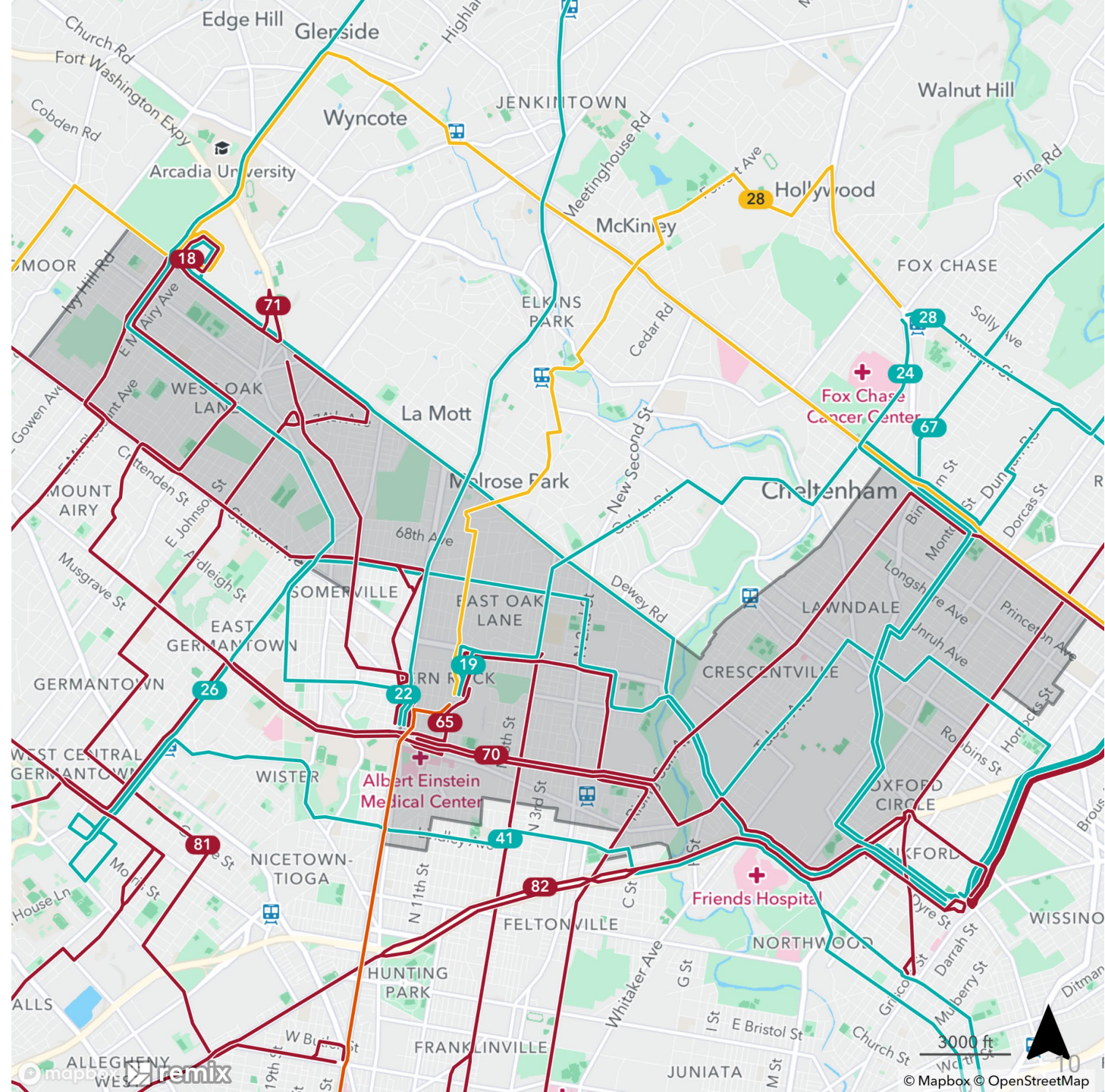
- Streamline service design to improve clarity and service reliability
- Reduce duplicative service to provide more frequent service



We heard you.

CHANGES MADE OVER THE LAST TWO YEARS BASED ON PUBLIC INPUT

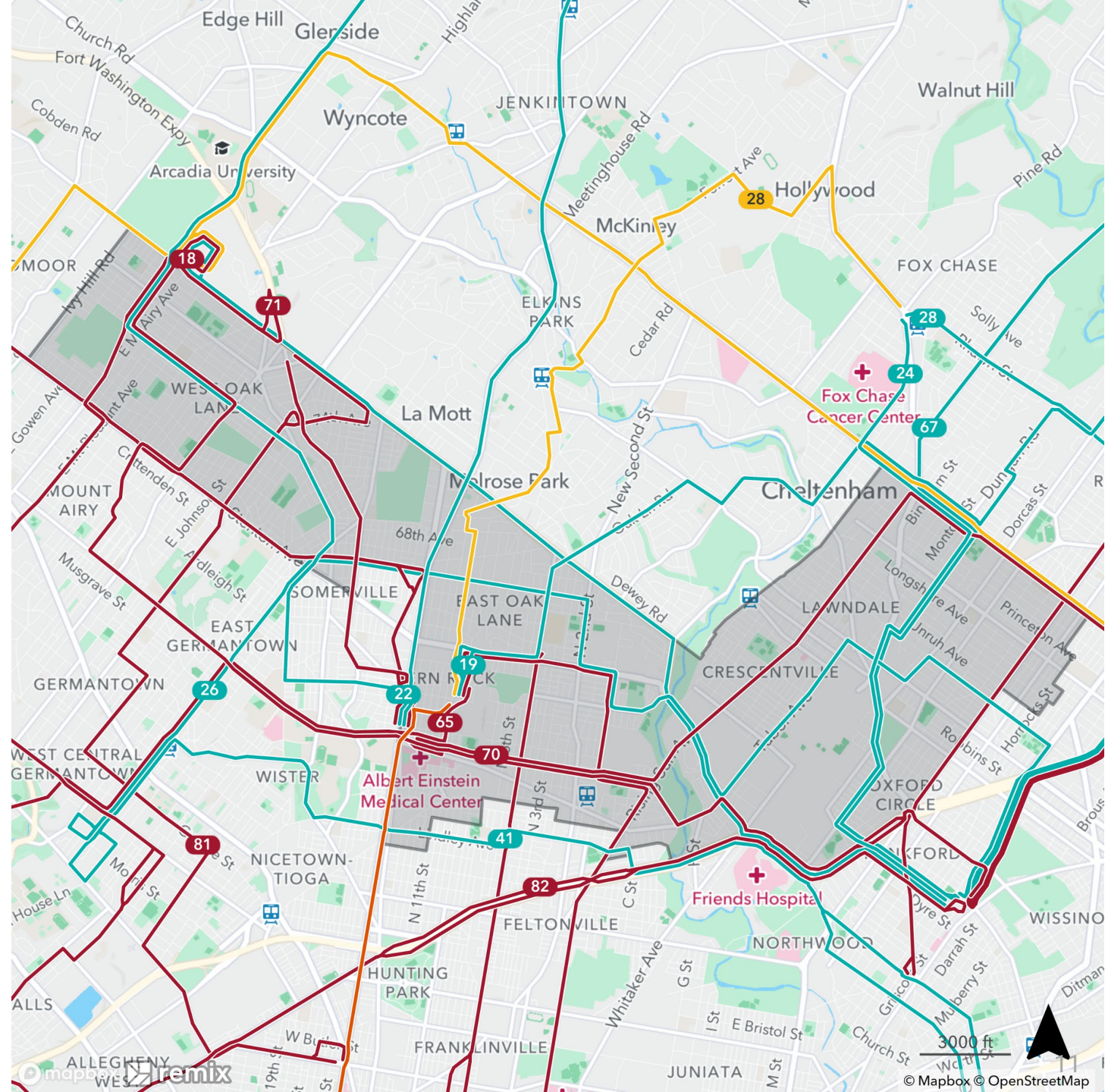
- Route 18 retains alignment through West Oak Lane to preserve connection to Regional Rail
- Routes 4 and 16 retained along Broad Street to provide alternative to the BSL
- Route 67 retains connection to FTC
- Route 28 retains service to Fern Rock via Cheltenham Township



District Proposal

BENEFITS

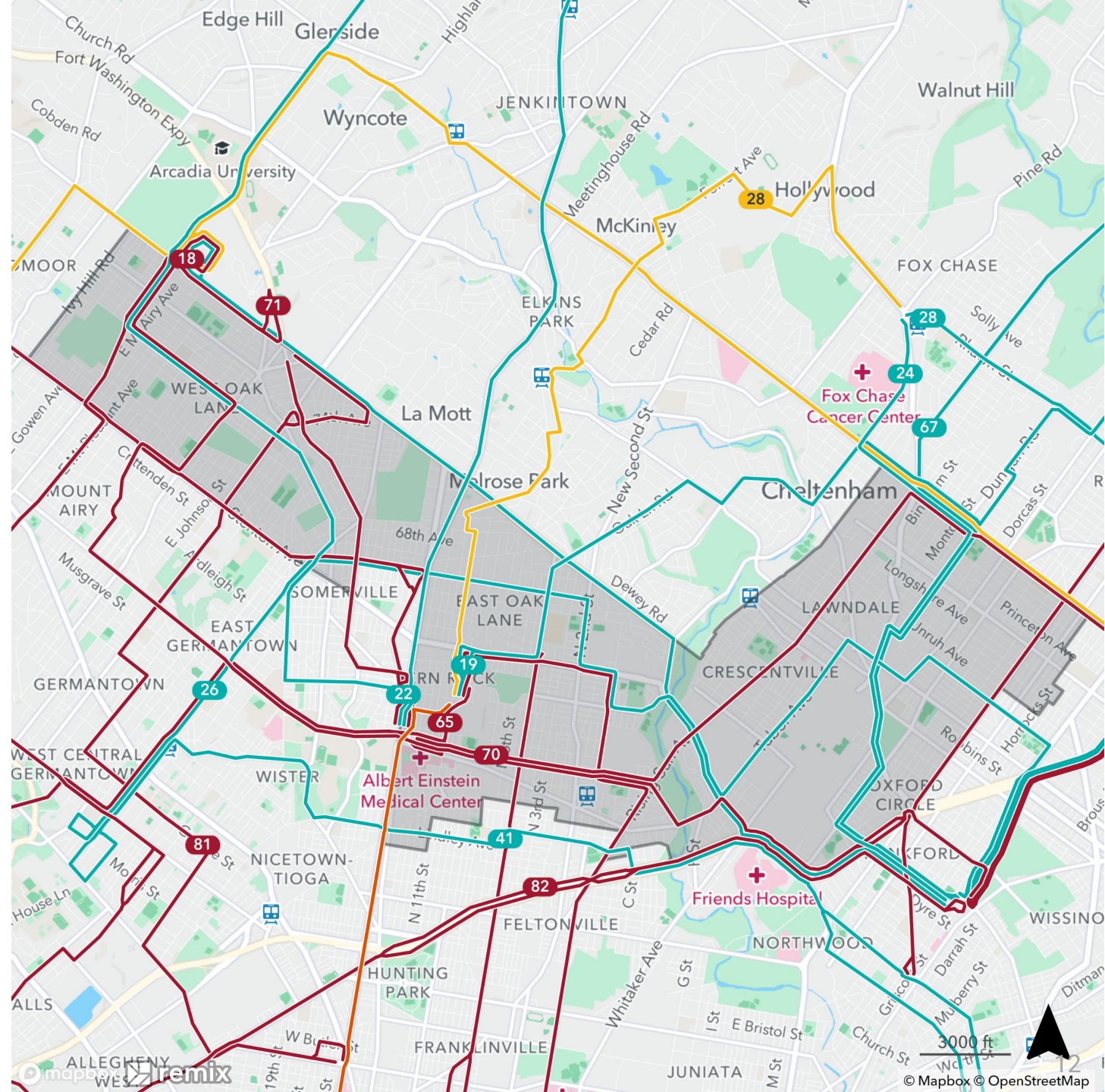
- 8 Frequent Routes – 7 days a week
(18, 71, 81, 51, 6, 65, 70, 82, 59)
- Retain frequent connections to the Broad Street Line
(6, 18, 51, 81, 65, 70, 82)
- Retain connections to the Market Frankford Line
(24, 67, 41, 82)
- Retain strong connections to the NE and suburbs
(55, 22, 67, 19, 24, 70)



District Proposal

ROUTES THAT STAY THE SAME, OR SLIGHT CHANGES

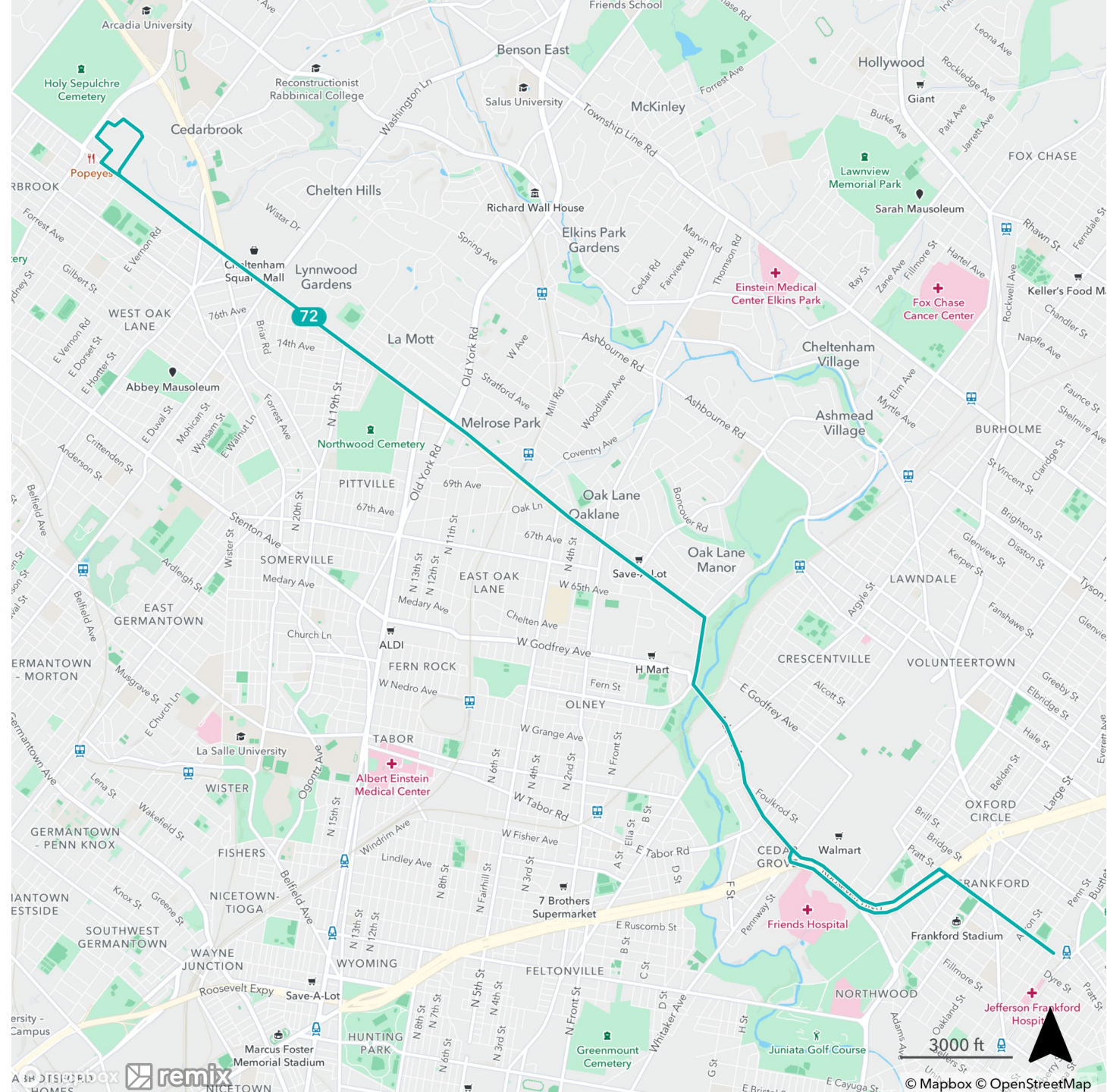
- Routes that stay the same: **Routes 4, 6, 24, 28, 47, 55, 59**
- **Route XH** will become **Route 81**, **Route J** will become **Route 41**, and **Route R** will become **Route 82**
- **Route L** will become **Route 51** and operate all trips via **Stenton, 66th, and Old York**
- **Route 65** extended to **Fern Rock TC** via **Cheltenham and Olney**
- **Route 67** realigned to provide a frequent corridor between **Cottman Avenue** and **FTC** with **Route 24**
- Minor alignment change to **Route 77** in **Montgomery County**



New Route

ROUTE 72: CEDARBROOK PLAZA TO FTC

- Will provide 30 Max service between Cedarbrook Plaza and FTC via Cheltenham Avenue
- Will provide service to:
 - Cedarbrook Plaza
 - Cheltenham Square Mall
 - H-Mart Elkins Park
 - Melrose Shopping Center
 - Rising Sun Plaza
 - Tower Center
 - FTC

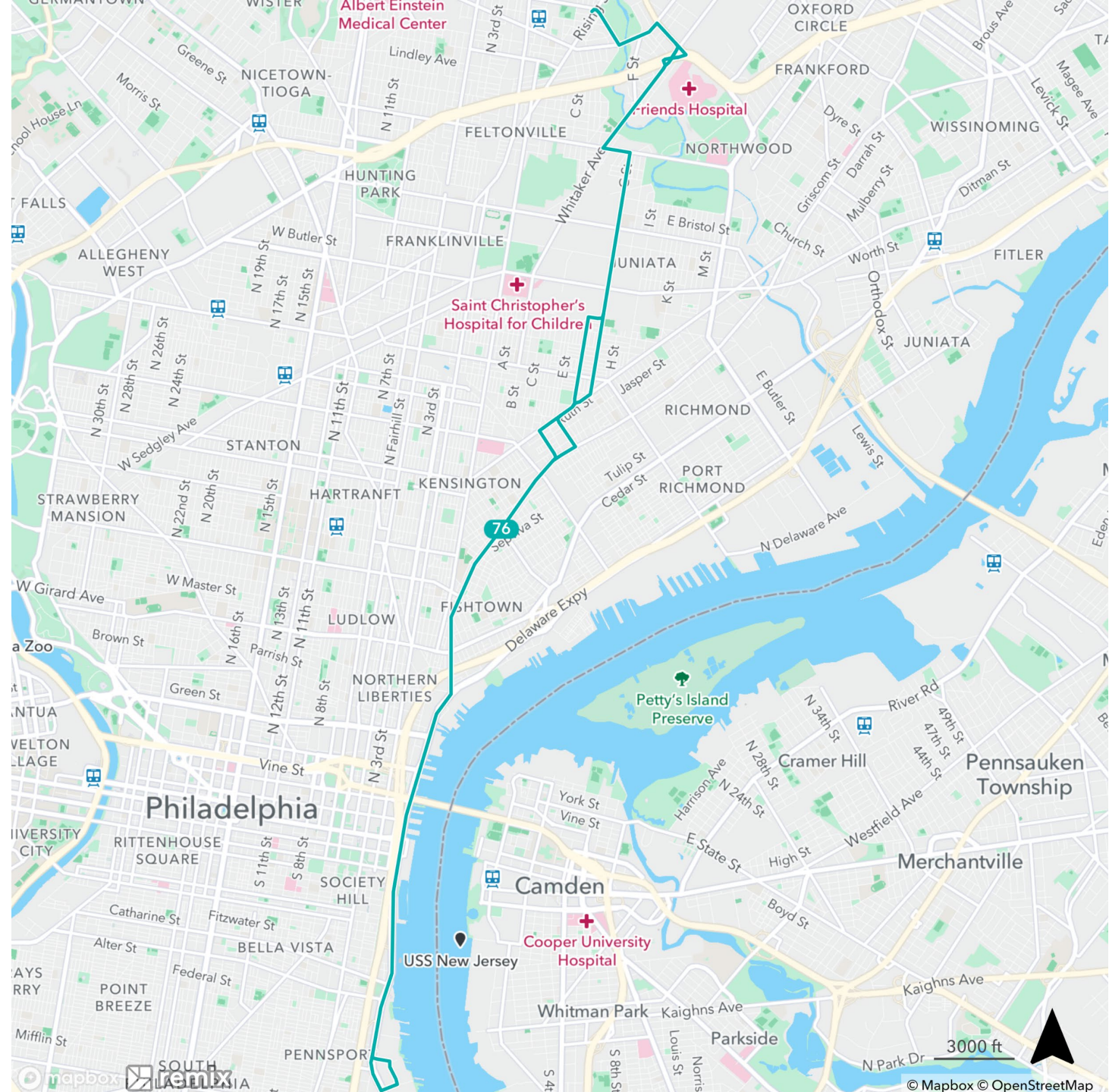


New Route

ROUTE 76:

RISING SUN & OLNEY TO PIER 70

- Will provide 30 Max service between Cedarbrook Plaza and FTC via Cheltenham Avenue
- Will provide service to:
 - Northeast Tower Center
 - Tacony Creek
 - Juniata Park Academy
 - MFL
 - Frankford Avenue
 - Columbus Boulevard
 - Pier 70



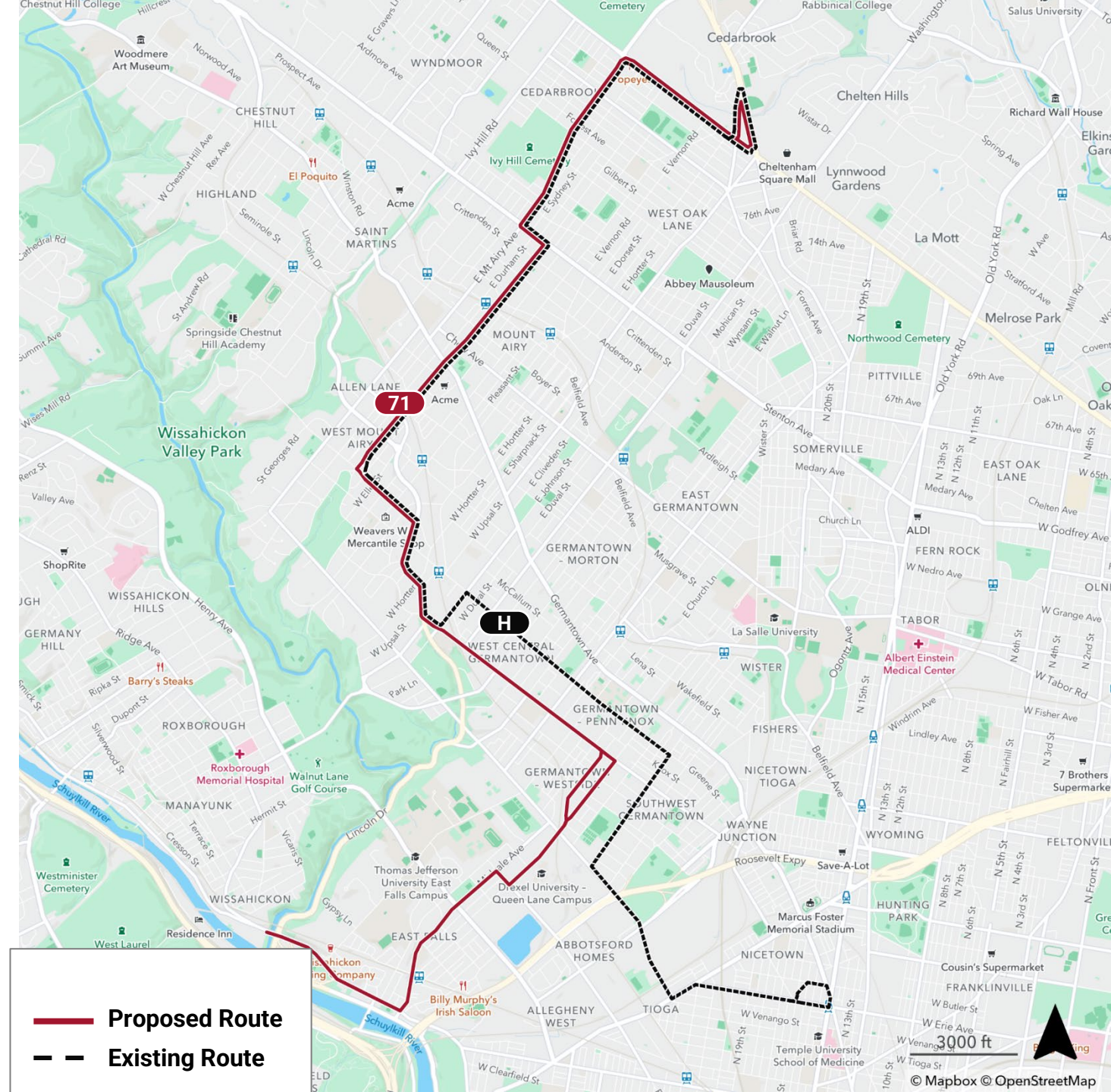
Proposed Updates (Spring 2024)



Route 71

PROPOSAL – FALL 2023

- Route H becomes Route 71 and is re-aligned
- Operate via Cheltenham, Easton, Mt. Pleasant, and McCallum
- Realign service to operate via Wayne, Queen/Penn, and Midvale
- Route will end at Wissahickon Transit Center
- Benefits**
 - Provide a new frequent connection to WTC and new crosstown opportunities between Upper and Lower NW



ALTERNATE PROPOSAL

Route 53

- **Split Route 53 into two different routes**

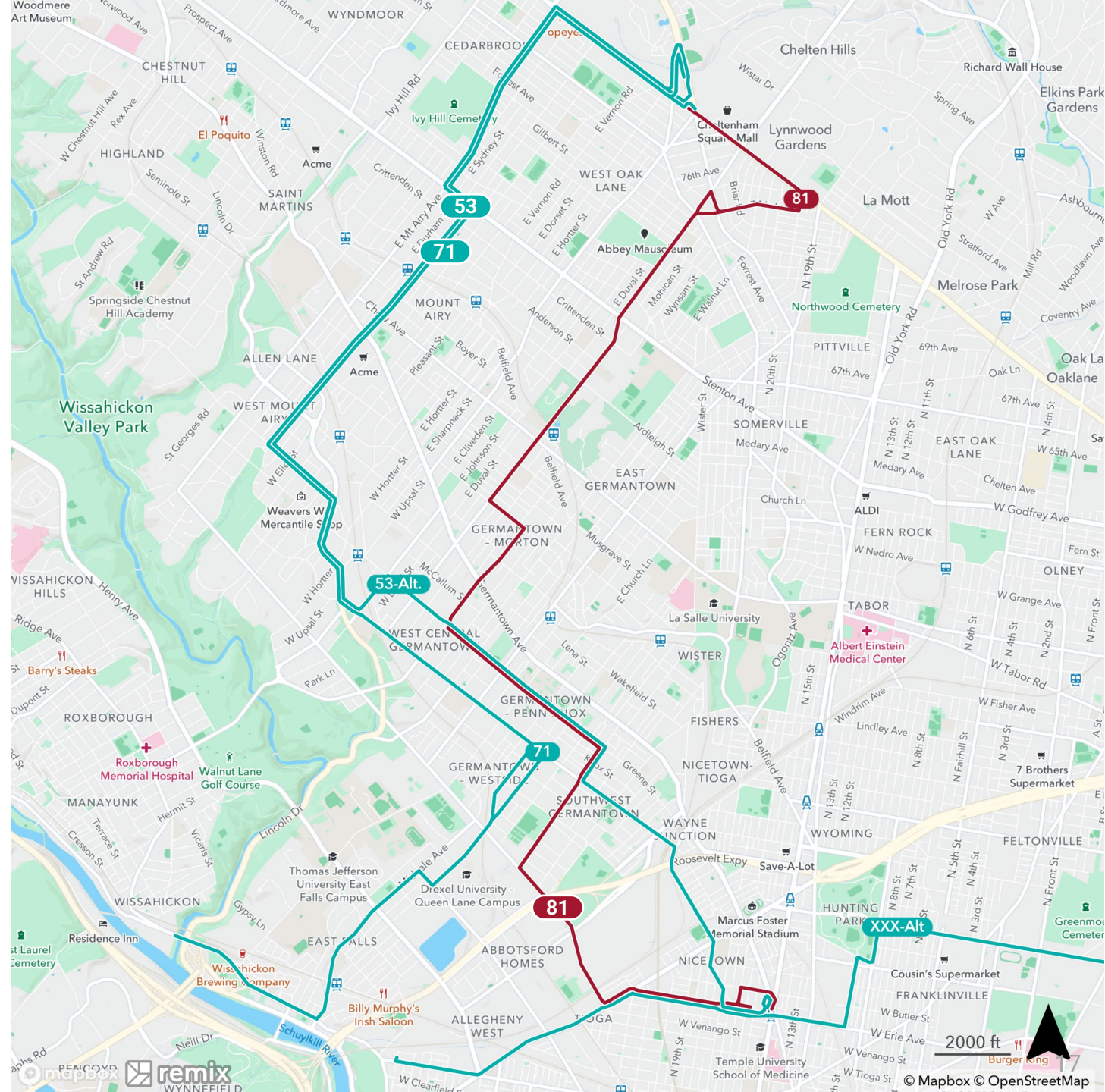
- **One route** operating between Cedarbrook Plaza and Broad & Erie
- **One route** operating between Westmoreland Loop and Allegheny Loop

- **Benefits**

- Additional connections to the BSL, currently provided by Route H
- More local neighborhood connectivity to Mt. Pleasant, Greene
- Shorter routes are typically more reliable

- **Tradeoffs**

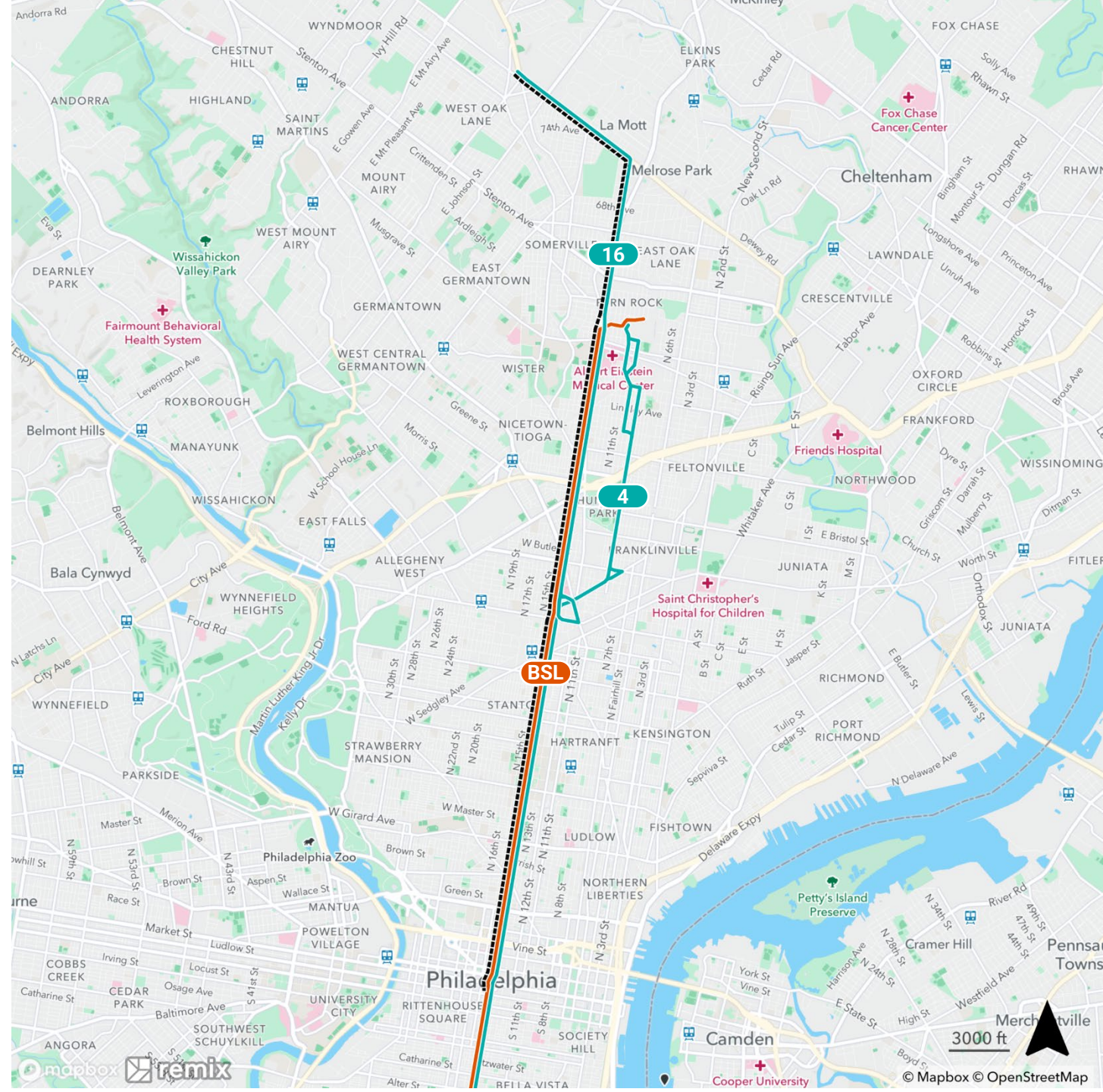
- Frequency on both routes would be lower (30 Max) than what is proposed for current Route 53
- Frequency may have to be reduced on other routes to balance budget
- People traveling beyond Erie Avenue would have to transfer



Route 16

PROPOSAL – FALL 2023

- Route begins at Cheltenham and Ogontz
- Operates via Cheltenham Avenue and Broad Street
- Ends at Allegheny Avenue
- **Why**
 - Shortening the route minimizes duplication on Broad Street, allowing for more consistent weekend service on Routes 4 and 16 and freeing up resources for less duplicative services.




ALTERNATE PROPOSAL

Route 16

- Retain current routing, operating from Cheltenham & Ogontz to City Hall
- Benefits**
 - Retain one-seat ride service along Cheltenham Avenue to Center City via Broad Street, avoiding transfers to Route 4 or BSL
- Tradeoffs**
 - Service on Routes 4 and 16 would have to be reduced to balance budget and reduce duplicative service



Discussion



**Bus
Revolution**



Thank you!

**More info:
www.SEPTAabusrevolution.com**

Email: busnetwork@septa.org

Phone: 267-291-6045



Appendix



An unprecedented communications campaign.

Post adoption, SEPTA will undertake an unprecedented marketing and training campaign on the new network – well in advance of changes going into effect.

- **Events**
 - Tabling at local community events and SEPTA pop-ups helping to spread the word
- **1:1 Rider Outreach**
 - “Street Teams” riding buses and at bus stops talking to riders, providing 1:1 information and training on the new network
- **Broad-reaching advertising**
 - On buses, at bus stop, and in stations
 - On TV, Radio, podcasts, social media, billboards, etc.
 - Social media campaigns
- **Elected Official Engagement**
 - District-specific training and Resources (for staff and residents)
 - Providing materials to hand out, FAQs, Flyers, etc.
 - Continued access to SEPTA staff to answer questions directly
- **Partnerships**
 - Working with local libraries, community centers, major employers, and more to post information
- **Increased Operating Training**
 - Additional training on the new network and resources for customers

Implementation Timeline + Approach

Efforts begin early and build with additional layers of advertising, outreach, and engagement.

