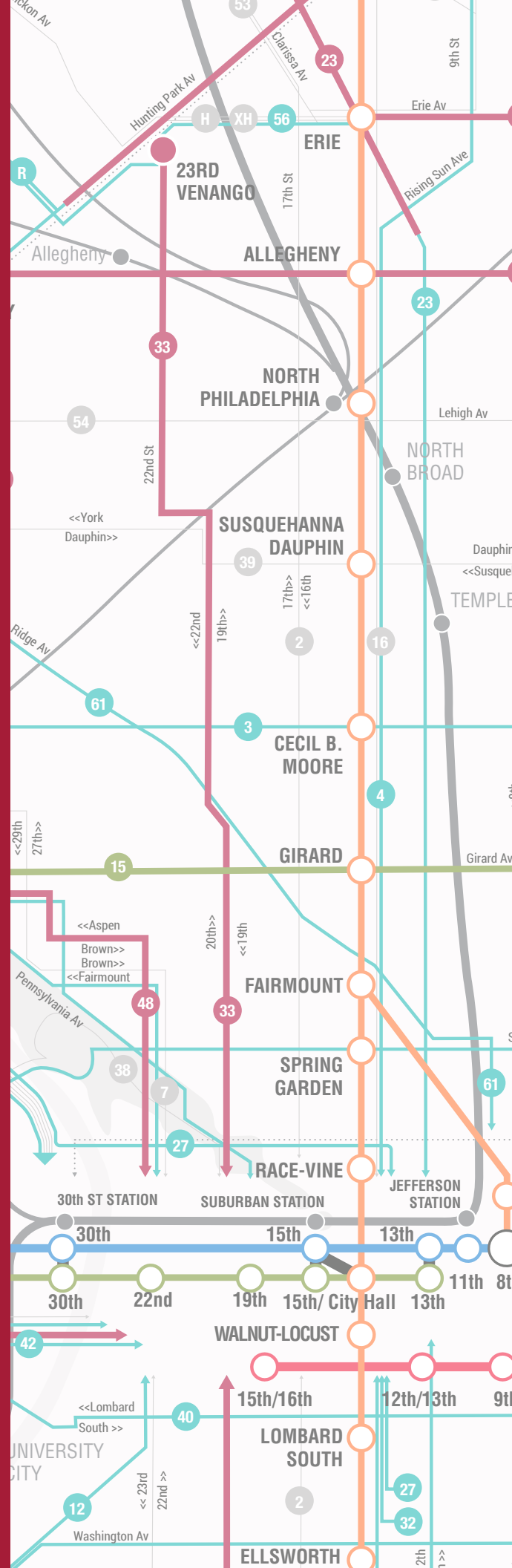


SUMMARY OF RESULTS

JUNE 2019



In February, SEPTA released two new transit map concepts on our website for the purpose of collecting feedback from our customers.

Our goal was to provide a new, easy way to look at our vast transit network by communicating about quality of service: **Frequency!**

This document summarizes the feedback we received, which will inform our next steps.

SEPTA received

1,021

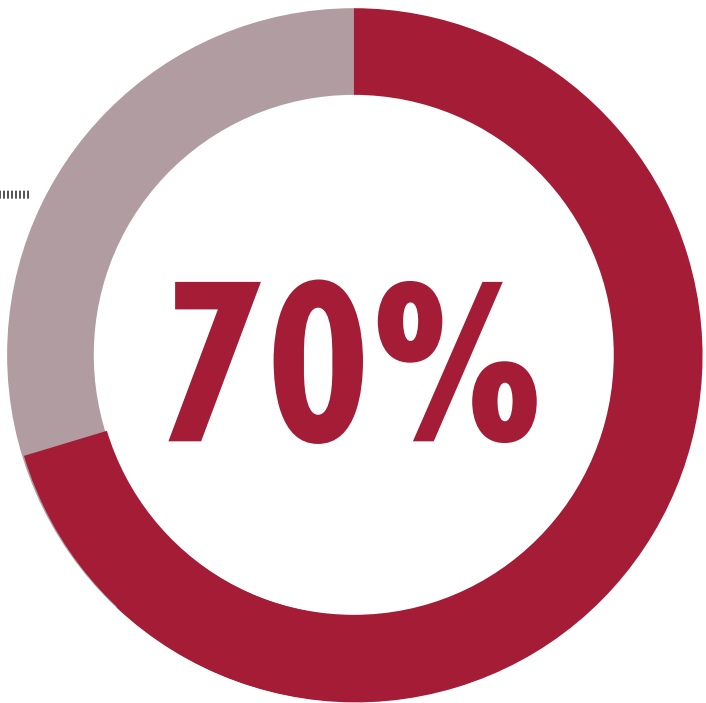
responses

**to the Concept Transit
Maps Feedback Survey**

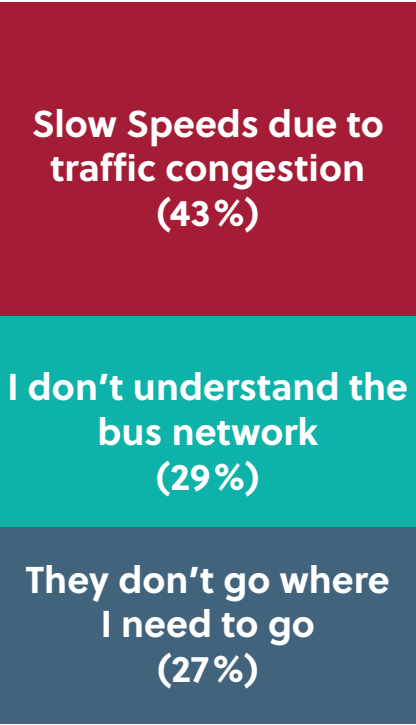


WHAT SEPTA SERVICES DO THE RESPONDENTS USE?

70% of respondents use the bus network on a regular basis.



Of the 30% who don't, this is why...

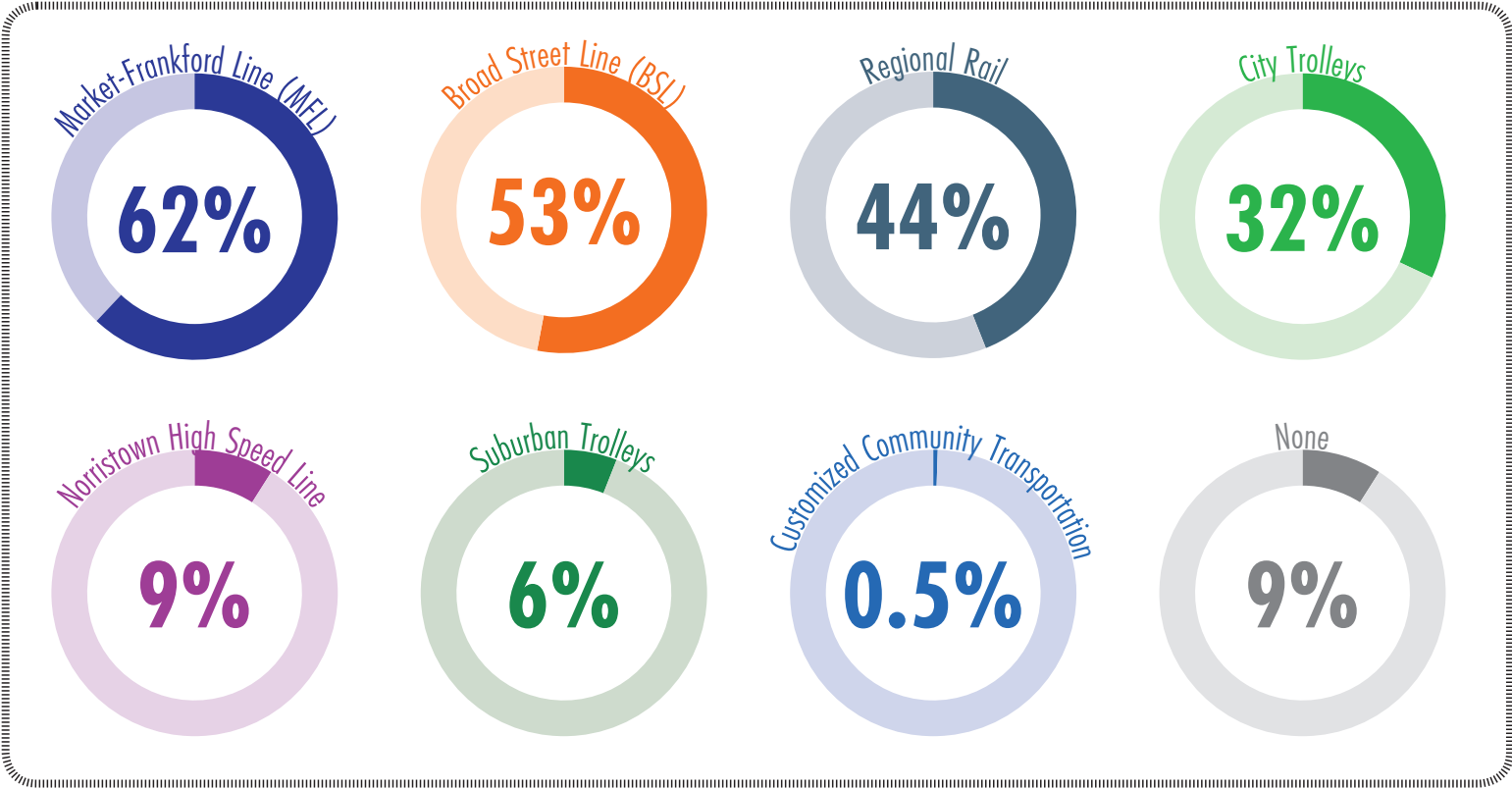


It's all about communication

Uncertainty and lack of knowledge are some of the top reasons for not riding the bus.

We can make a **big impact** just by improving how we communicate about our service and network.

WHAT ABOUT OTHER MODES?



See the power of the network

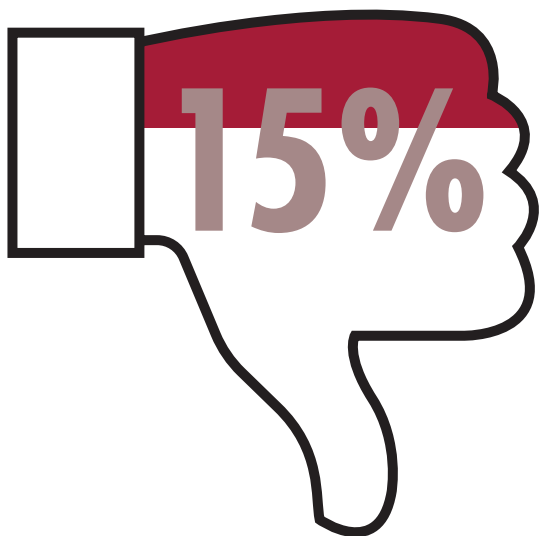
Many customers use a **variety of transit lines**, not just one.

Showing the **network** - how all these lines interact - is useful.

SO, HOW DID WE DO?



of all respondents found the maps somewhat or very **EASY TO UNDERSTAND**

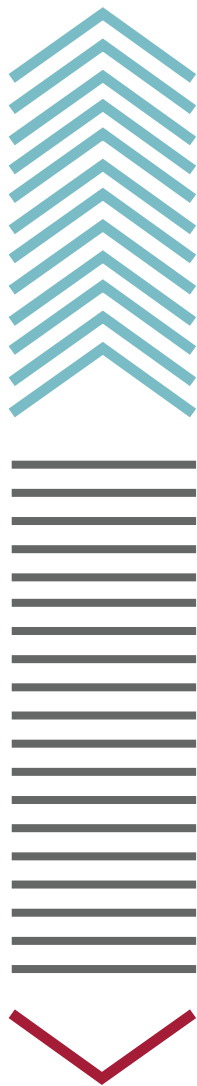


of all respondents found the maps somewhat or very **DIFFICULT TO UNDERSTAND**



While there's room for improvement, we're heading in the right direction.

"Now that I can easily see which ones come frequently and where they go, I think I'll be more likely to consider the buses."



42% will travel somewhat or much more frequently because of these maps.

56% said the maps will have no impact on their travel.

2% will travel somewhat or much less frequently.

(Thanks, guys.)

WHAT DID RESPONDENTS LIKE ABOUT THE MAPS?

WE RECEIVED 445 ANSWERS

Clear & Legible

"The bus system has always been very confusing to me and **these maps make it much easier to understand.**"

Focus on Frequency

"The frequency is great - that is very helpful immediate information that **will encourage me to take the bus more often.**"

"There was no easy way for casual riders to know which routes ran frequently before this map was presented. **This is a welcome and much needed addition to the SEPTA wayfinding toolbox.** I think the brochure nailed it - bus routes that can be treated as a subway/rapid transit route (don't need to consult a timetable, just show up and wait) are attractive to all riders, and I'm glad SEPTA is beginning to focus on that."

Colorful

"The color-coding is great. They're simple in that they convey **just as much information as they need** to without being too busy."

Design

"Removing smaller residential streets and only showing major arteries was a good call. **Overall color palette is harmonious.**"

"The design is great! The colors are distinct, the labeling is very clear, the background is not distracting but still provides context."

Good for Spur-of-the-moment Trip Planning

"It will help for trips that are not part of my regular daily commute. I already know what route to take to get to work, but this will definitely help when I need to figure out how to get to other places."

You Can See the Network

"It's great to see multiple bus routes on one map. In the past it has been difficult to plan routes/connections, looking at each bus route individually."

Learned Something New

They are easy to understand. **I never really knew which lines ran every 15 minutes and which ones did not.**"

"I like how it highlights major bus routes that I was not completely aware of before. For example, I now know I can rely on the 47 to take me from Chinatown to my friend's house in North Philly."

WHAT SUGGESTIONS DID RESPONDENTS HAVE FOR US TO IMPROVE THE MAPS?

WE RECEIVED 398 ANSWERS

We got tons of great advice, but these are the points we heard again and again.

And we're going to do our best to incorporate them.

- ✓ Suggestions incorporated
- * We're looking into it

✓ Add more items for context, like street names and landmarks.

✓ Simplify and re-think portrayal of Center City services.

✓ Vary line weights and symbolism to a greater extent to differentiate between modes and frequency.

✓ Make the 60-minute bus routes more noticeable.

* Be clear that buses run more frequently at peak times - 15 minutes is the maximum time between, not the standard.

✓ Note which corridors have high frequency due to overlapping bus routes.

✓ Add more explanation for "Continues to" arrows.

✓ Show patterns on rapid transit consistently - Express, local, limited, etc.

✓ Add more PATCO, Regional Rail, and NJ Transit connection information where applicable.

* Put these maps in stations, SEPTA vehicles, and bus stops.

* Develop an online version for the website & app that is clickable, zoomable, and interactive.

* Look into more versions, such as location-specific maps.

WHAT SUGGESTIONS DID RESPONDENTS HAVE FOR OUR SERVICES?

WE RECEIVED 356 ANSWERS

We're thrilled the maps inspired so much critical thinking about our network.

Luckily, there's going to be a chance talk more during the upcoming bus network redesign.

Make more buses frequent, and make the frequent buses even more frequent.

Expand service where it is lacking, especially east-west crosstown service.

Improve the graphic consistency and visual unity across all modes.

More subways!!!

Install more SEPTA Key machines.

Improve the reliability of buses so they are more consistent with their schedules.

Consolidate the number of bus stops so that buses do not stop every block.

Eliminate the transfer fee.

Provide real-time arrival information at all stops and stations.

Extend certain bus or rail transit routes.

Update the SEPTA app to make real-time trip planning easier.

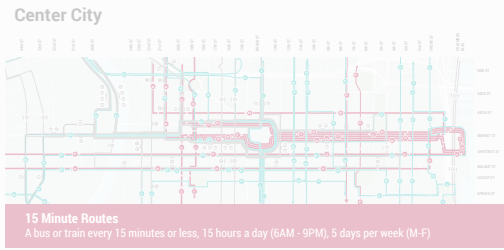
Extend frequency map color coding to bus stops.

SO, WHAT NOW?

Both have their own purpose, and we've got big plans for v2.

"I like the full network maps for seeing how to get to distant sites; the geography is accurate, so it is easier to judge how long my trip will take."

"The full network map is nicely done - clear and informative. I see why you might want the 15-minute map, but I'm ambivalent - since it leaves out routes, it gives an impression that there's less service in Center City than there actually is."



"I really like the to-scale full network map. It's very useful for knowing where connected nodes are in the region."

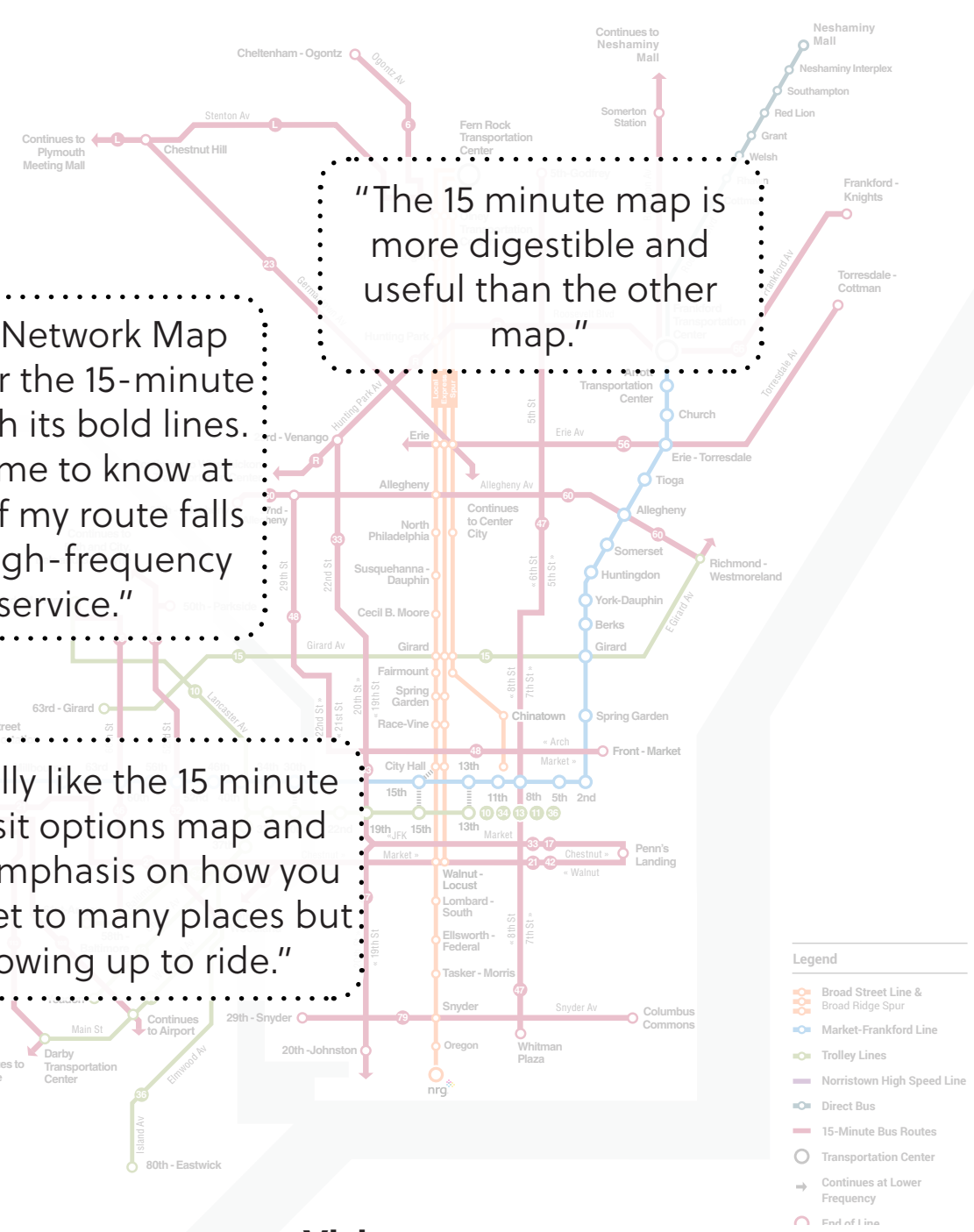
SEPTA 15-minute transit network map

Every route you see here comes every 15 minutes or less, 15 hours per day (6:00 a.m. to 9:00 p.m.), 5 days per week (Monday through Friday). No matter if it's a subway, trolley, or bus, you can use them the same way - just show up and ride.

"I find the Full Network Map too busy. I prefer the 15-minute Transit Map, with its bold lines. This allows for me to know at a quick glance if my route falls into the new high-frequency range of service."

"I really like the 15 minute transit options map and the emphasis on how you can get to many places but showing up to ride."

To view a map of the full SEPTA network, including 30-minute routes and 60-minute routes, visit our website at www.septa.org/frequency.



Visit...

www.septa.org/bus-network to learn more about the upcoming Bus Network Redesign.

www.septa.org/frequency to learn more about a New Way to Look at Transit.

This is just the first step of an exciting time for SEPTA & transit. We're going to use public input to inform our next steps. Keep an eye out!