



FORWARD >>>

Building
a Lifestyle
Network



SEPTA FORWARD

SEPTA Forward, our strategic plan, is the framework to transform our organization and services to meet the changing needs of our riders.

OUR VISION

The Southeastern Pennsylvania region places transit at the core of a resilient, prosperous, and equitable community for everyone.

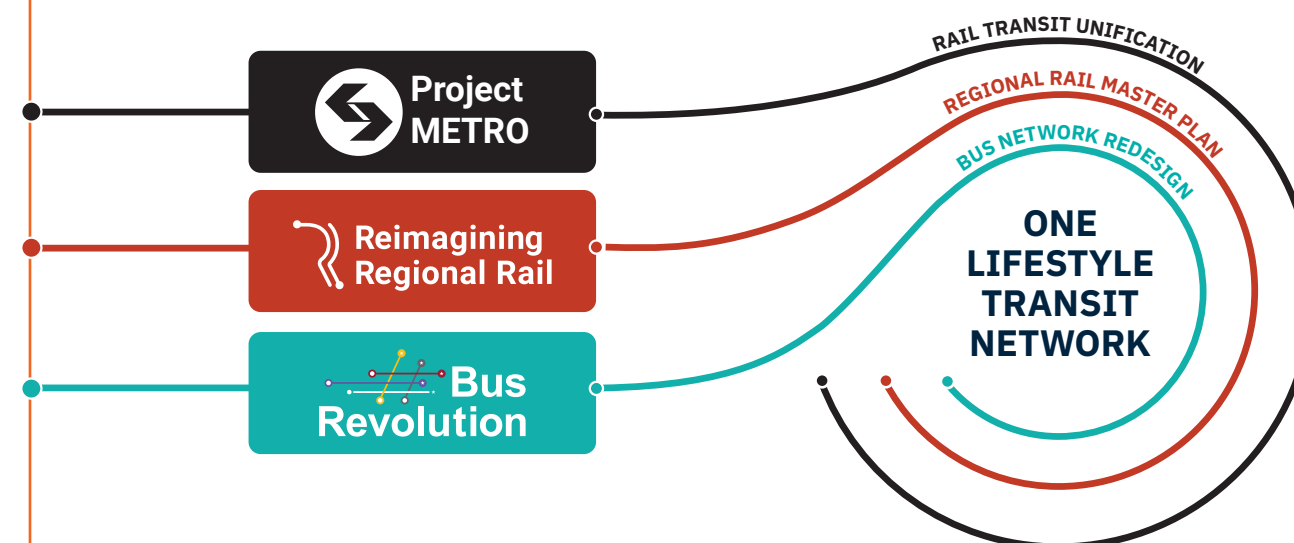
SEPTA is more than transit; it is the way we connect to each other.

THREE PROJECTS, ONE NETWORK, ONE VISION

SEPTA Forward established three major initiatives to help us build towards our vision of one unified lifestyle transit network. Each initiative is focused on crunching the numbers, involving the public, and making data-driven recommendations for improvement. The solutions are varied – the Metro network is already frequent but is not always easy to use, the Bus Network is vast but can be

complicated and lacks dedicated infrastructure, and the Regional Rail network is convenient for some but leaves many behind due to higher fares and less frequent service. To grow ridership and build a more equitable future, riders must be able to use services interchangeably, for any sort of trip, at any time. SEPTA is taking action to bring this vision to reality through these three programs.

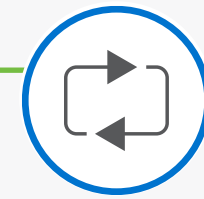
Three overarching programs will help us build towards our vision:



WHAT IS A LIFESTYLE TRANSIT NETWORK?

A frequent, easy to use, and integrated network.

One that can be easily used for any sort of trip – whether that be traditional 9-to-5 commutes, reverse commuting, heading to school, shift work, everyday errands, or leisure activities. Transit does the most good when it is convenient and reliable enough to be used for a variety of needs, connecting more people to more jobs, reducing carbon emissions, making car ownership unnecessary, and improving quality of life for everyone.



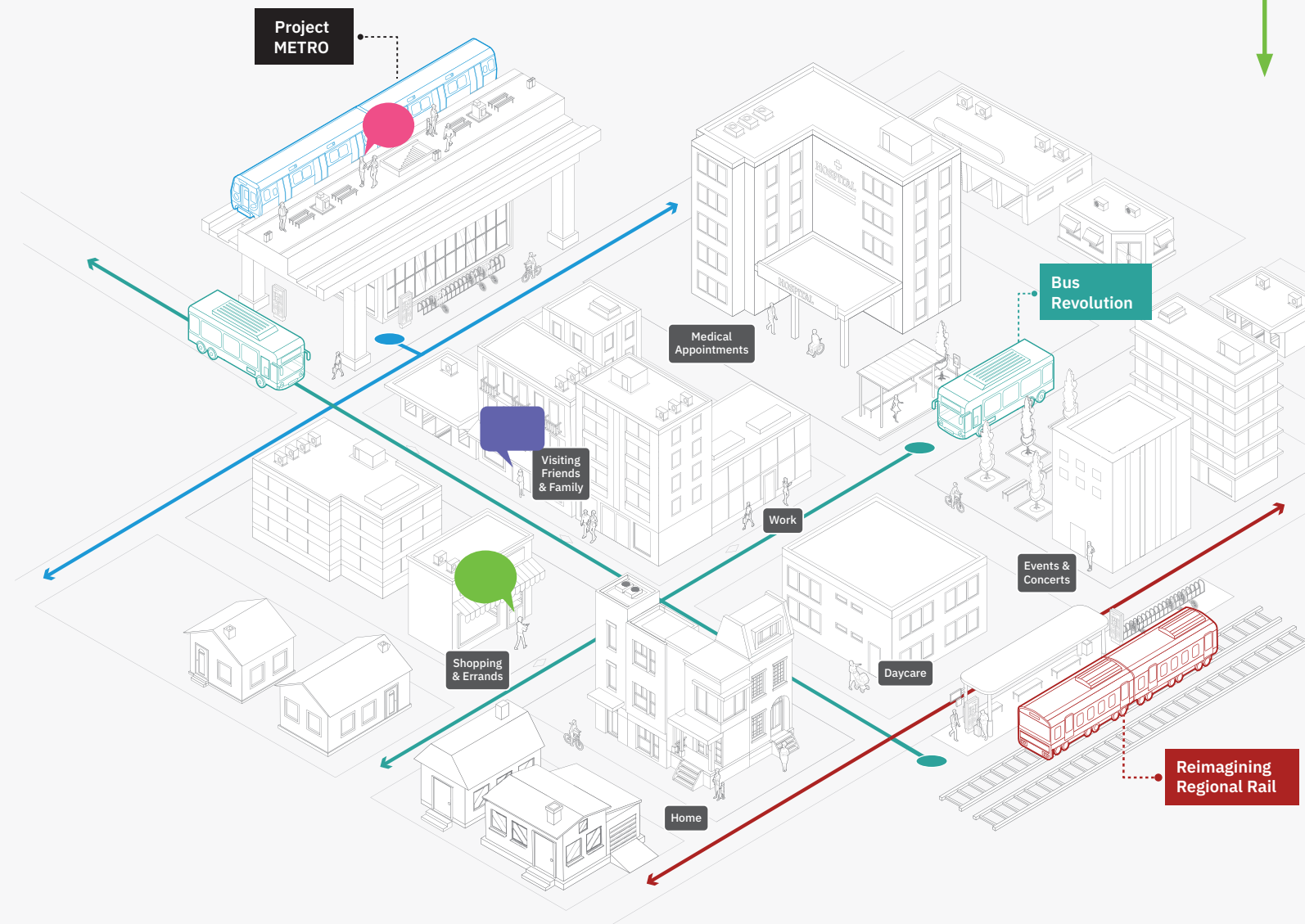
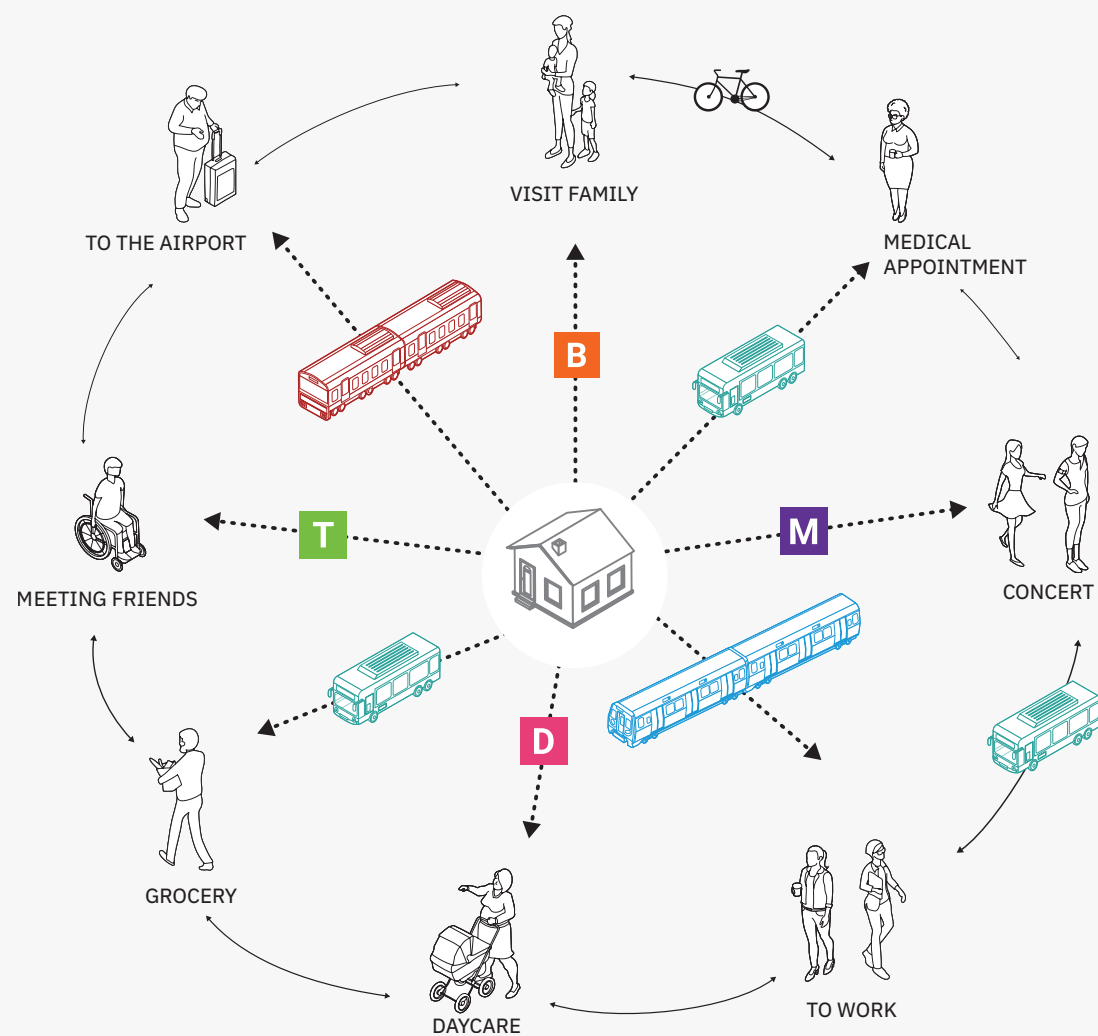
Frequent



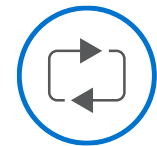
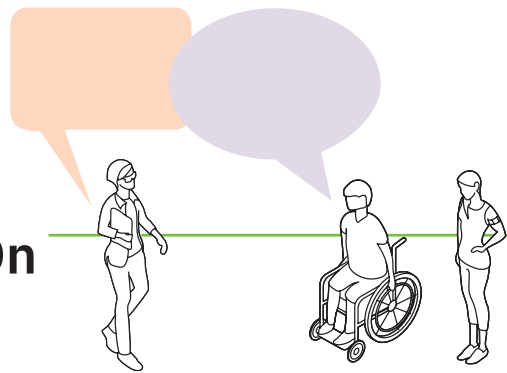
Easy to use



Integrated



Here's What We Are Focused On



Frequent

Most of the SEPTA transit system should be made up of frequent services. That means buses and trains arrive reliably every 15 minutes or less, so you don't have to check a schedule beforehand. High frequency service means shorter wait times, especially for people making transfers. Service should be similar throughout the day, so making a trip at 10:00am or 8:00pm is just as quick and convenient as those made at 5:00pm.



Easy to use

The entire journey from trip planning, station navigation, paying fares, making transfers, and arriving at your destination should be clear for every user. Information should be widespread and communicated in real time. Journeys should be step-less, and accessible. A well-developed transit language and non-verbal cues should provide essential information regardless of familiarity, disability, or language spoken.



Integrated

The whole SEPTA network provides better transit access, no matter the mode. Transfers between Regional Rail and Metro lines, rail to bus, or bus to bus, should be easy and intuitive. Fares should be affordable and consistent across the system. Stops and stations should be comfortable and safe for people, with sidewalks, crosswalks, and other supporting infrastructure. Connections with other services like PATCO, NJ Transit, Amtrak, and bike share should be seamless.

FREQUENT



All SEPTA Metro lines are frequent at peak periods, but a few have larger service gaps in the middle of the day and on weekends. To support all trip types, all SEPTA Metro lines should be consistently frequent throughout the day.

FREQUENT



Pre-Covid, trains ran consistently all day with hourly or better service on nearly all of the system, with more frequent peak service. Continued improvements to frequency is one of the most powerful tools we have.

FREQUENT



A large portion of bus routes operate frequency service and run for a majority of the day. Service quality is high, but not necessarily reflective of where and when people want to travel today.

EASY TO USE



While the routes can be simple, using them is not always. Signage can be sparse or inconsistent. Some vehicles, like the trolleys, are not accessible. Projects like Trolley Modernization, KOP Rail, and new wayfinding will transform this network to make it easier.

EASY TO USE



While the experience is consistent across the entire Regional Rail system, fares vary by distance and services can be complicated. This makes the system convenient for some, but not all.

EASY TO USE



Routes can have multiple variations, sparse signage or information, and detours and disruptions can be common. That can make the rider experience unpredictable. Improving service means making bus routes easier to understand, less circuitous, faster, and ultimately more useful.

INTEGRATED



SEPTA Metro lines are frequently used together, and with buses as well. Unfortunately, transfers to Regional Rail can be both difficult and more expensive.

INTEGRATED



Regional Rail provides convenient and reliable access across much of our region but is sometimes seen as a separate service and transfers are the exception rather than the norm. With different schedules and fares, it's hard to use Regional Rail with other services.

INTEGRATED

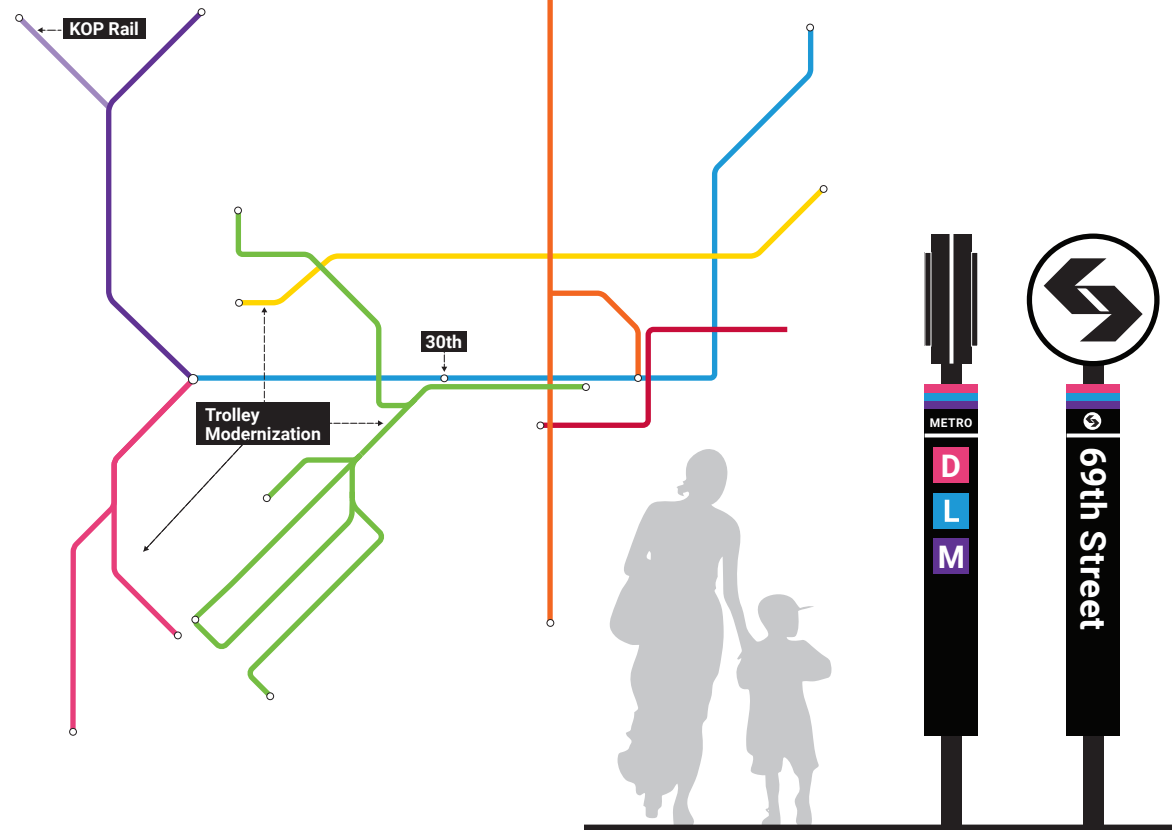


Transfers to SEPTA Metro lines are often easy, but transfers with Regional Rail is much harder – and more expensive. Bus stops can be poorly marked, located away from pedestrian facilities, and without amenities.

Project METRO

L B M T G D

We're working to unify the Market-Frankford Line, Broad Street Line, Norristown High Speed Line, and the routes 10, 11, 13, 15, 34, 36, and 101 and 102 as a single, easy to use network with new maps, signage, and communication. The goal is to make these vital lines accessible and easy to use no matter who you are, or how well you know SEPTA. More than wayfinding, "Project Metro" is how we can work together to create a modern, best-in-class frequent rail transit network. From Trolley Modernization's new stations and accessible vehicles, to King of Prussia Rail's extension to the region's third largest employment center, the procurement of new vehicles on the Market-Frankford Line, and accessibility improvements at major hubs like 30th Street and along the Broad Street Line, Project Metro will help ensure that these projects are working together to meet the same goals.

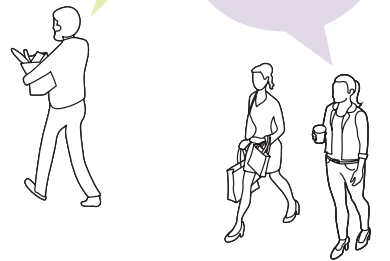


GOALS

1. Increase and improve access to opportunity.

- Connect the region's three largest employment centers: Center City, University City, and King of Prussia.
- Modernize vehicles to accommodate the needs of all users.
- Ensure that "metro" means frequent, no matter the line or time of day.

Level boarding on the trolleys makes carrying groceries home so much easier.



2. Provide an intuitive, accessible journey from start to finish.

- Prioritize infrastructure upgrades for stations and vehicles which are still not fully accessible, including the trolley network.
- Provide information through multiple means – words, symbols, audio announcements, and tactile surfaces.
- Encourage and communicate transfer activity.

3. Create a visible, prominent transit system that is seen as the front door to the region.

- Improve visibility of transit at the street level with dedicated station areas, signage, lighting, and signage.
- Design stations to be welcoming, dignifying, comfortable, and hubs of the local community.
- Incorporate local engagement in station design decisions



King of Prussia Rail



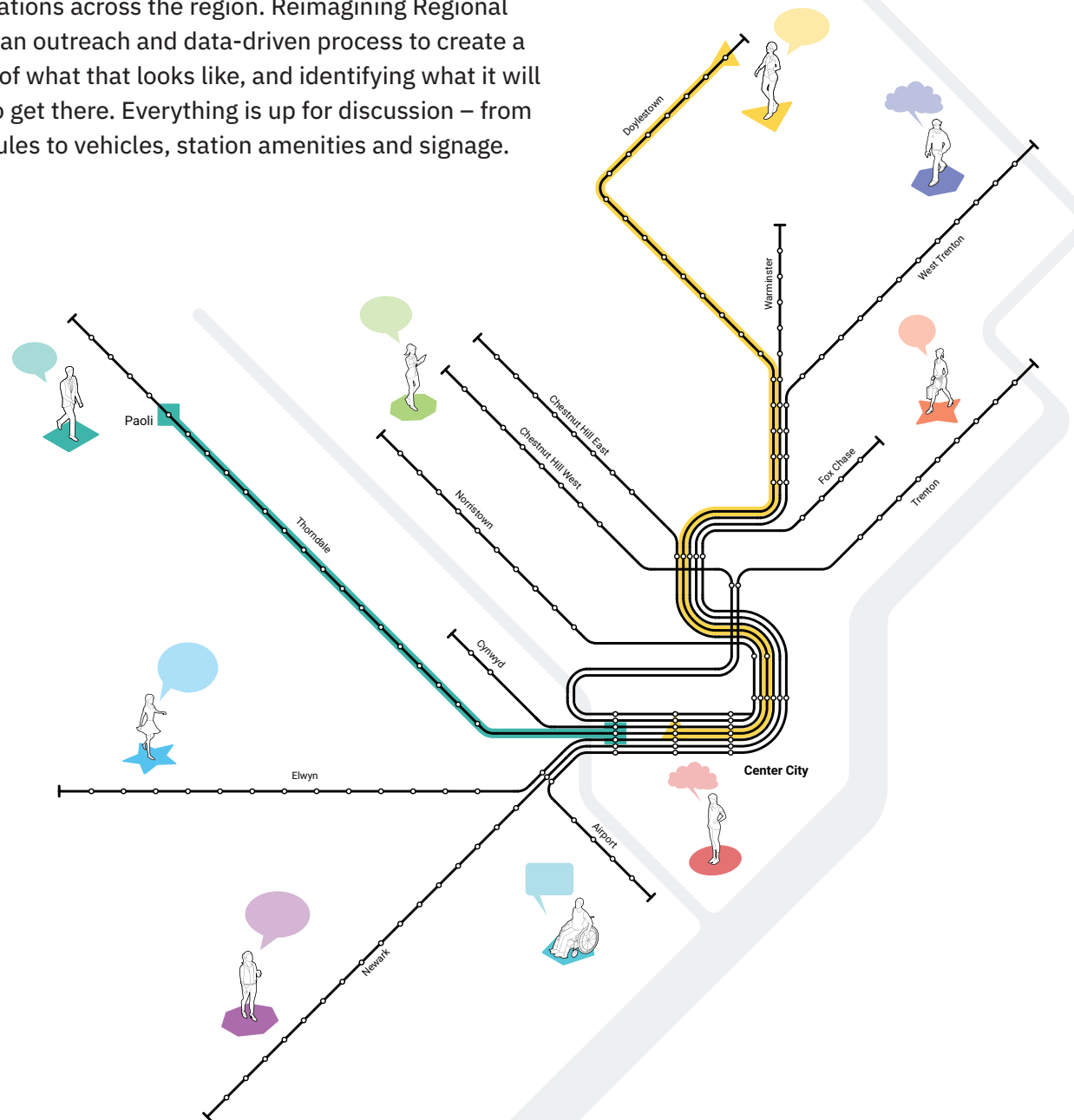
Trolley Modernization



30th Street Station

Reimagining Regional Rail

Everyone knows Regional Rail is great for commuting 9-to-5, but what if it could be more than that? Imagine Regional Rail service that is just as convenient on nights and weekends as it is at 5pm, or that serves reverse commuters just as well as those headed to Center City. Imagine Regional Rail with better integration with Metro and buses. How would that change the way you travel? We see Regional Rail as part of a lifestyle network of frequent, all-day, and all-week services that connect people to a range of destinations across the region. Reimagining Regional Rail is an outreach and data-driven process to create a vision of what that looks like, and identifying what it will take to get there. Everything is up for discussion – from schedules to vehicles, station amenities and signage.



GOALS

1. Increase and improve access to opportunity.

- Connect both traditional and non-traditional users with where they want to go, when they want to get there
- Make Regional Rail more affordable and more useful for lower-income people
- Operate service so it offers travel times that are competitive with driving

2. Prioritize an intuitive rider experience through a seamless, welcoming system.

- Increase the usability of the whole SEPTA network by integrating Regional Rail lines with each other, bus, and SEPTA Metro
- Increase number of people who can safely walk and bike to stations
- Go beyond minimum accessibility requirements to make the system easy to use for everyone

3. Create a reliable, predictable Regional Rail system that people can trust.

- Improve service reliability
- Make service easy to understand and minimize duplicative rail service between service providers
- Offer frequent service where demand justifies it

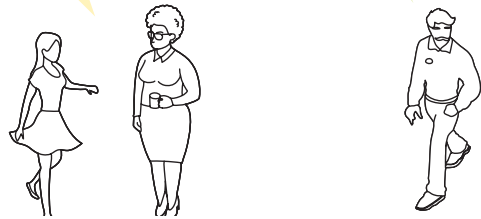
Taking the train to the museum is so easy since we can walk to the station.



Bus Revolution

Buses are the lifeblood of the SEPTA system. They carry nearly half of all SEPTA riders and make up the majority of “service hours” across our region. While our bus network is rooted in history, with many of services running on the same line that started with streetcars and trolleys a century ago, the way that we travel has changed a lot. Bus Revolution will redesign the bus network to better match how people travel, aligning services with changes to the city and region, simplifying bus routes to improve system legibility, and increasing operational efficiency and effectiveness through improved speed and reliability.

I took the bus too, it's easier than trying to drive and find parking.



GOALS

1. Increase and improve access to opportunity

- Prioritize service improvements that strengthen access to transit in areas with the highest need
- Operate service so it offers travel times that are competitive with driving
- Increase direct connections between neighborhoods, job centers, and activity centers without traveling into Center City

2. Prioritize an intuitive rider experience through a seamless, simplified system

- Increase the usability of the whole SEPTA network by integrating bus with other bus routes, SEPTA Metro, and Regional Rail
- Simplify the bus network
- Clearly communicate and implement network design and service standards

3. Create a reliable, predictable system that people can trust

- Improve system reliability at the network level
- Identify and invest in speed and reliability projects in high opportunity areas
- Increase access to frequent bus service



Join the

SEPTA FORWARD >>>

Movement!

Visit planning.septa.org

to learn more about these initiatives, sign up for updates, and find opportunities to contribute.

