

Rail~Volution Webinar

# Communicating to a Changing Rider Base



Building Livable Communities  
with Transit

*Photo credit: SamTrans*





**QUESTIONS** – please use the Q&A function in the toolbar.



**CHAT** – please share your name & city in the chat. Share comments.



**APA/AICP CM credit?** – stay through the Q&A. Sign into APA to log your credits.





Coming in April

# Federal Tools to Advance TOD

Webinar: Thursday, April 14, 2022  
1pm Eastern

Find out more & register:  
[Railvolution.org/webinar](https://Railvolution.org/webinar)

**Rail~volution**

Building Livable Communities  
with Transit

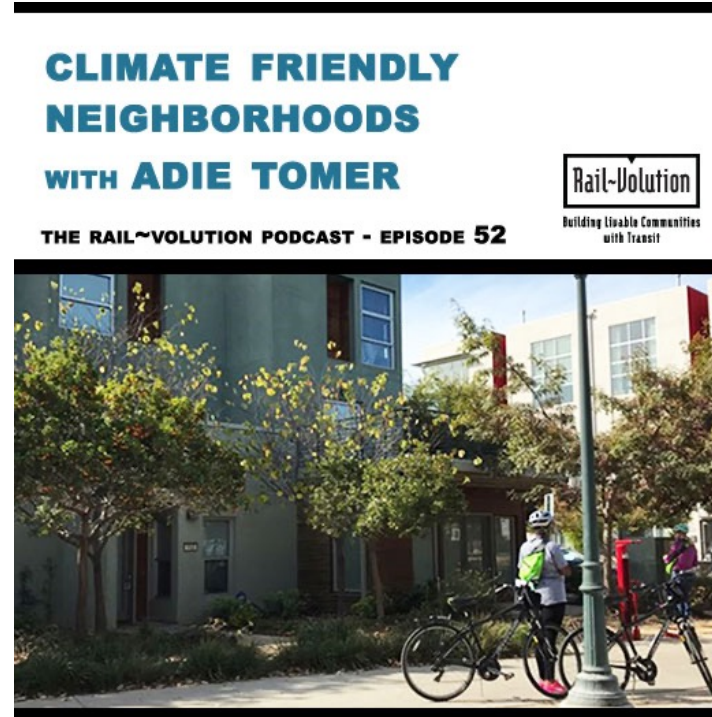
*Photo credit: Anthony Loui*





# Listen to the Rail~Volution Podcast

## Recent episodes



For info visit: [railvolution.org/podcast](https://railvolution.org/podcast)





Mark your calendar

# Rail~Volution 2022 Miami

## October 30 – November 2

Registration opens June 10



[railvolution.org/conference](https://railvolution.org/conference)



Rail~Volution Webinar

# Communicating to a Changing Rider Base



Building Livable Communities  
with Transit

*Photo credit: SamTrans*







**Zach  
Hernandez**

Director of  
Analytics  
**AlphaVu**  
Washington, DC

Twitter:  
@AlphaVu  
@zahernandez22



**Christy  
Wegener**  
Director, Planning  
**San Mateo  
County Transit  
District  
(SamTrans)**

San Carlos, CA

Twitter:  
@SamTrans



**Lex Powers**  
Manager of  
Strategic Planning  
**Southeastern  
Pennsylvania  
Transportation  
Authority  
(SEPTA)**

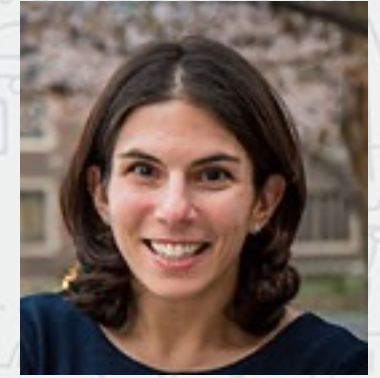
Philadelphia, PA

Twitter:  
@SEPTAPHILLY or  
@SEPTANews



**Anna Crider**  
Partner  
**Entro  
Communi-  
cations**  
New York, NY

Twitter:  
@EntroCom



**Megan  
Ryerson**  
Associate Dean for  
Research  
**University of  
Pennsylvania**  
Philadelphia, PA



# Public Opinion, Equity, and Regaining Ridership



Rail~Volution: Communicating to  
a Changing Rider Base

March 23, 2022



# National (US) Transit Ridership [Week of 3/13/22]: 117,022,883

## Predicted Weekly Ridership

January 2019-March 2022



Source: APTA and the [Transit app Ridership Trends](#)

**Change from a week ago:**

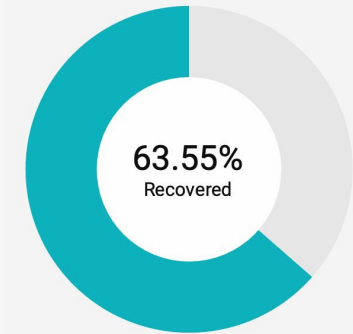
**+2.37**

**Change from a year ago:**

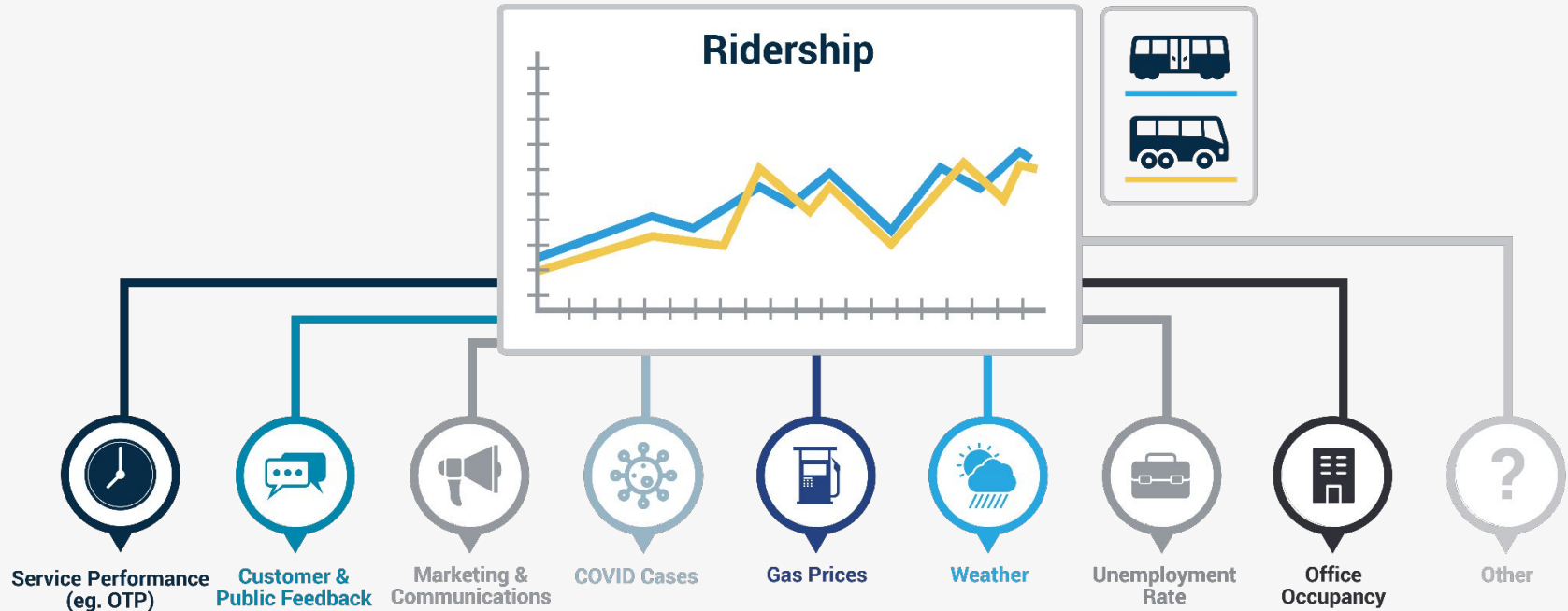
**+61.07**

**Change from pre-pandemic:**

**-36.45**

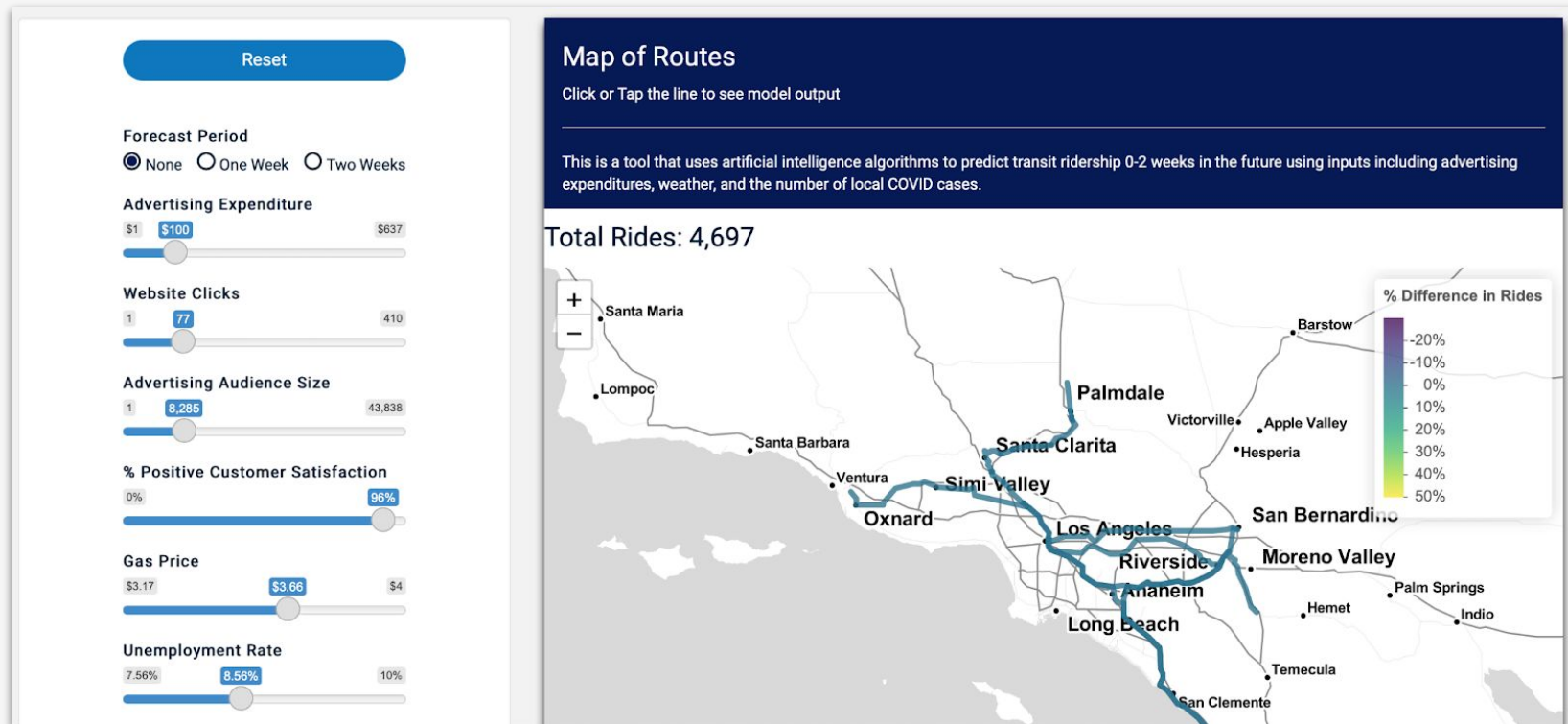


## TRANSIT RIDERSHIP FACTORS

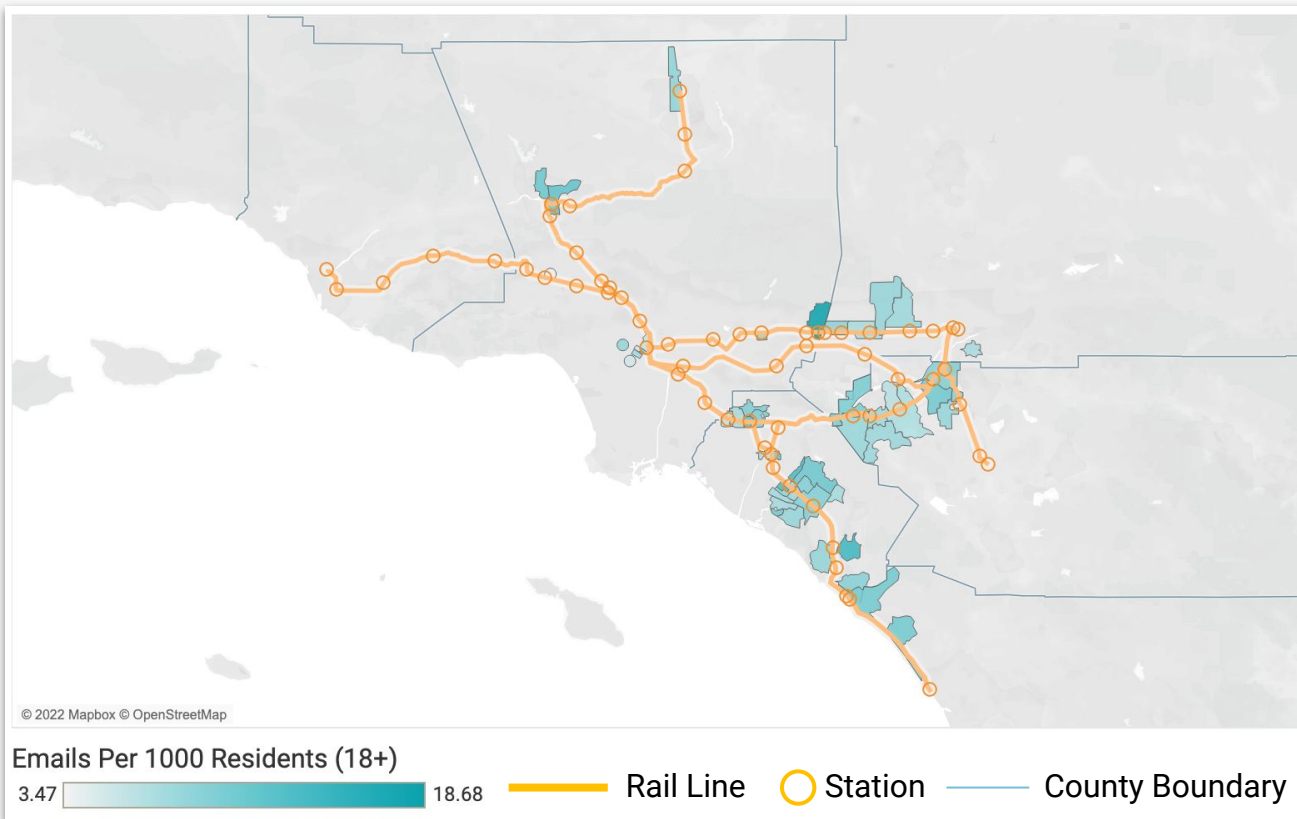




## DATA APPLICATIONS: RIDERSHIP ALGORITHM TOOL

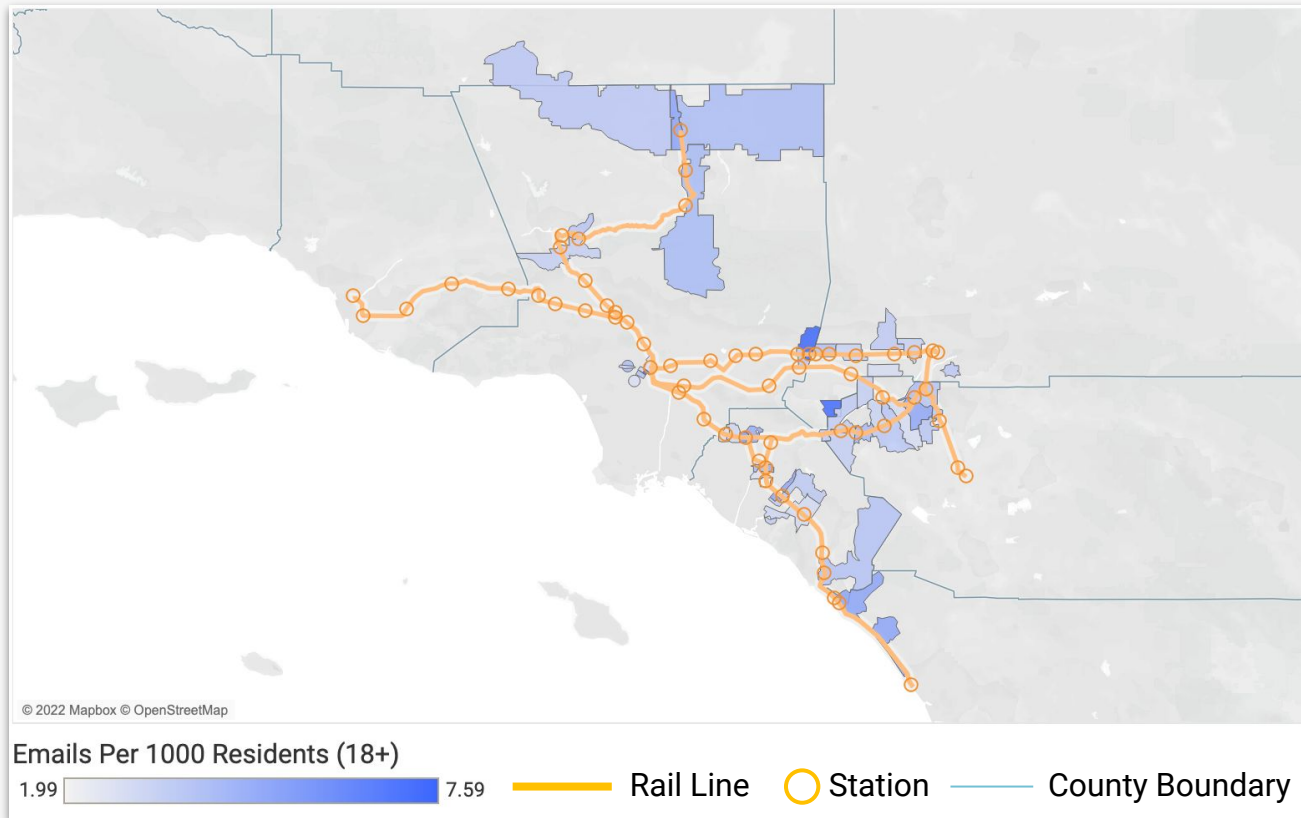


## RIDER EMAIL MAPS: 2019 RIDER EMAILS PER RESIDENT BY ZIP (TOP 50)



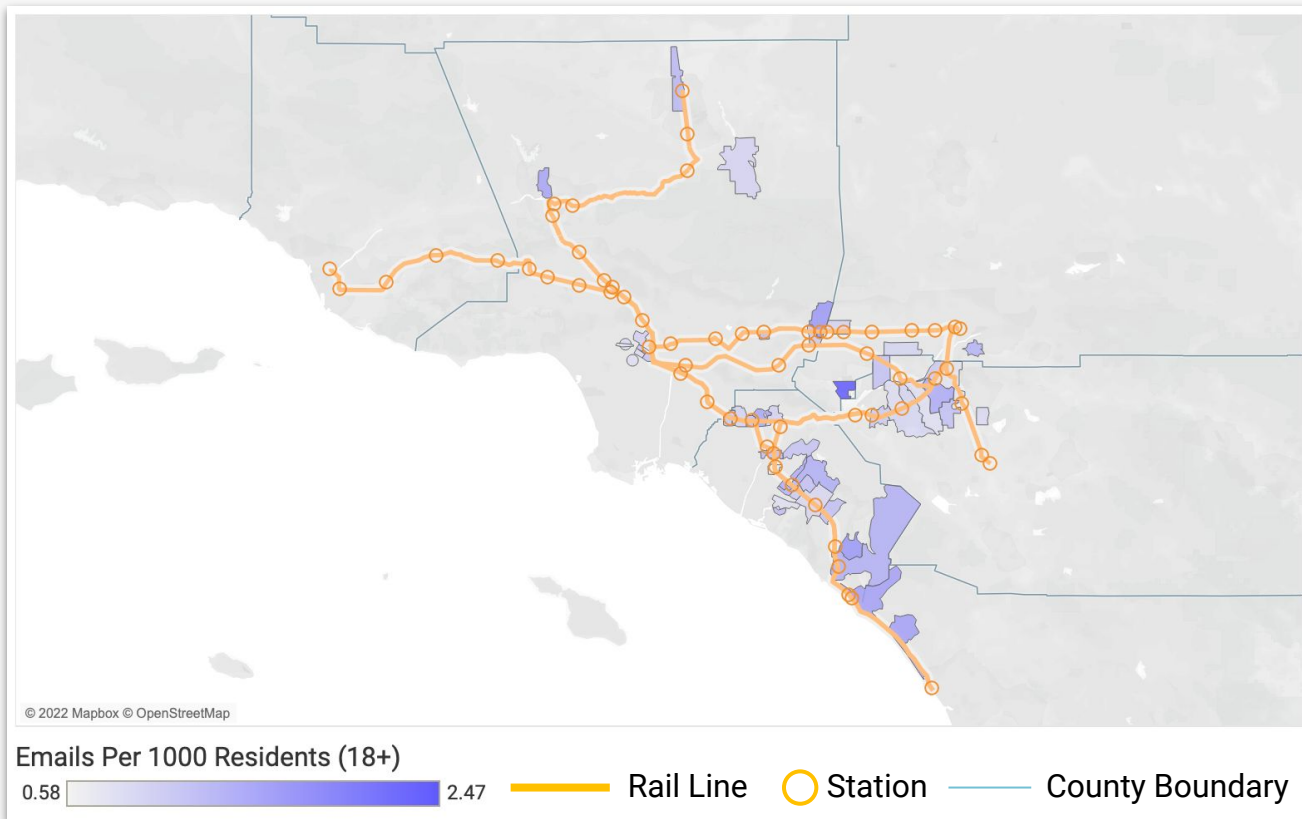


## RIDER EMAIL MAPS: 2021 RIDER EMAILS PER RESIDENT BY ZIP (TOP 50)



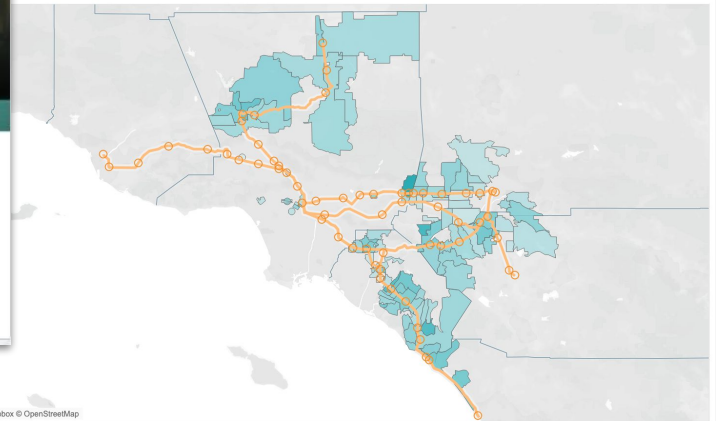
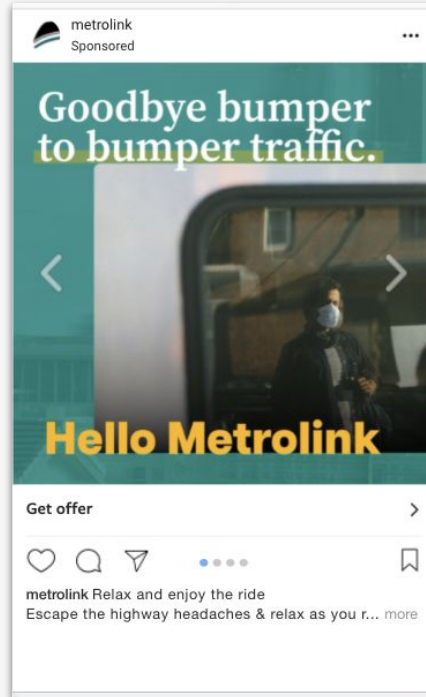
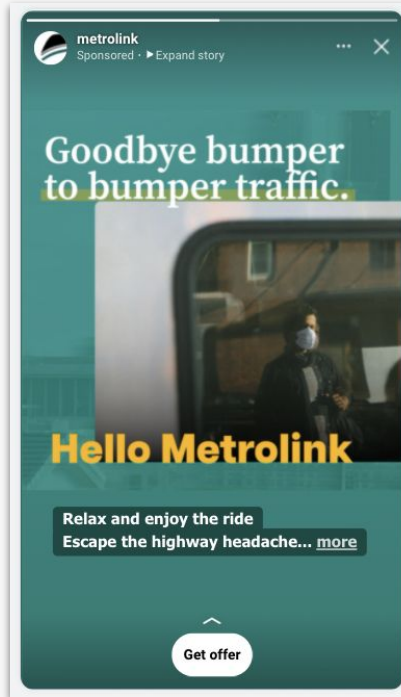


## RIDER EMAIL MAPS: NEW RIDER EMAILS PER RESIDENT BY ZIP (TOP 50)

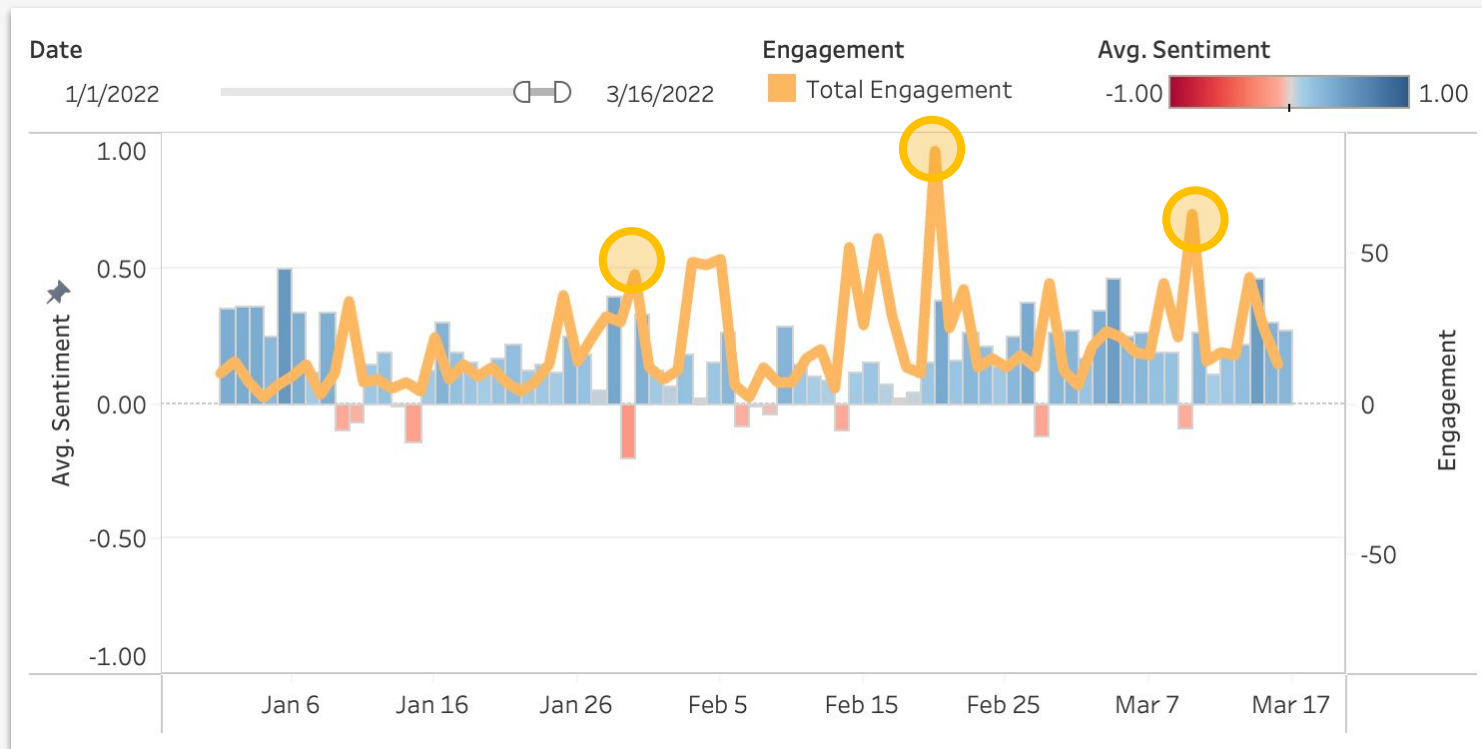




## AGENCY CAMPAIGN: TRIAL RIDE OFFERS

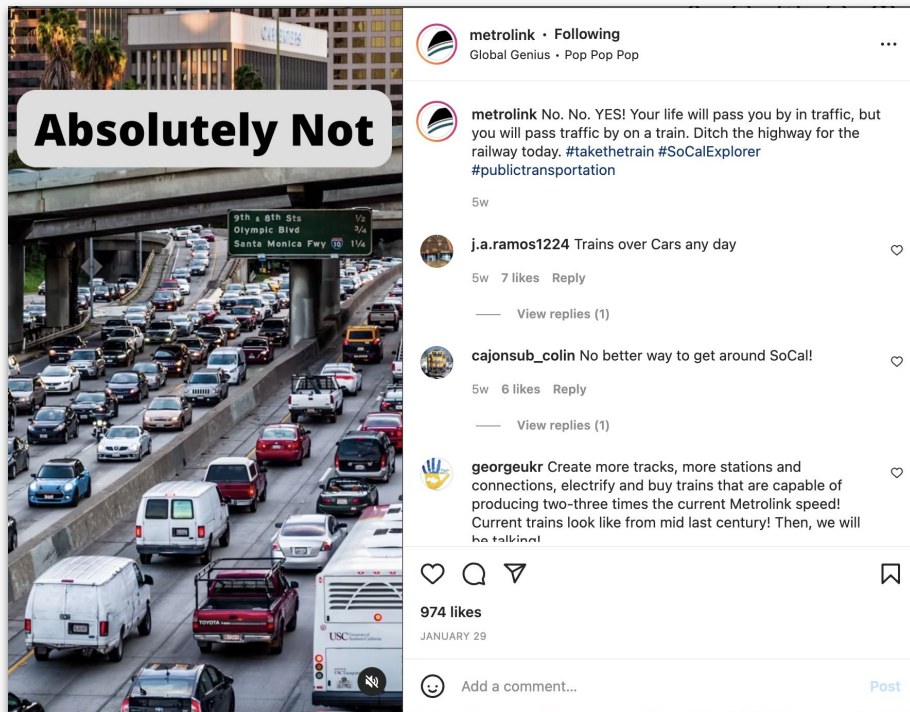


## DATA APPLICATIONS: NEW AUDIENCE ENGAGEMENT

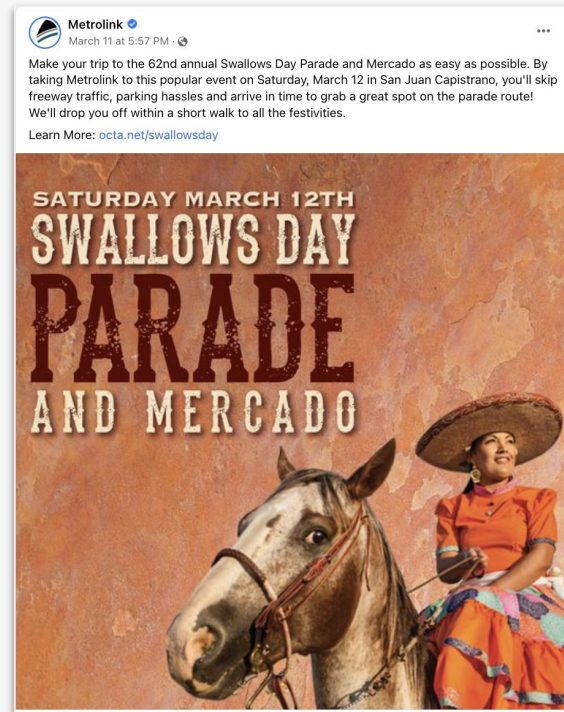




## AGENCY MESSAGING: TRAFFIC, GAS PRICES, & EXPLORATION



January 29, 2022 spike

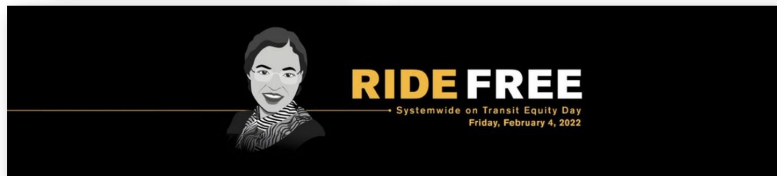
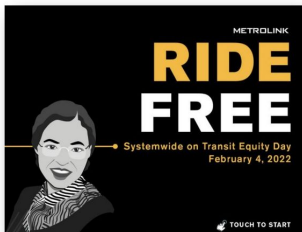


March 11, 2022 spike

## AGENCY MESSAGING: TRANSIT EQUITY DAY

### RIDE FREE CREATIVE

All creative was developed in both English and Spanish



### EVERYDAY DISCOUNT CREATIVE

Highlighted the discounts Metrolink offers to make public transportation affordable and accessible to all

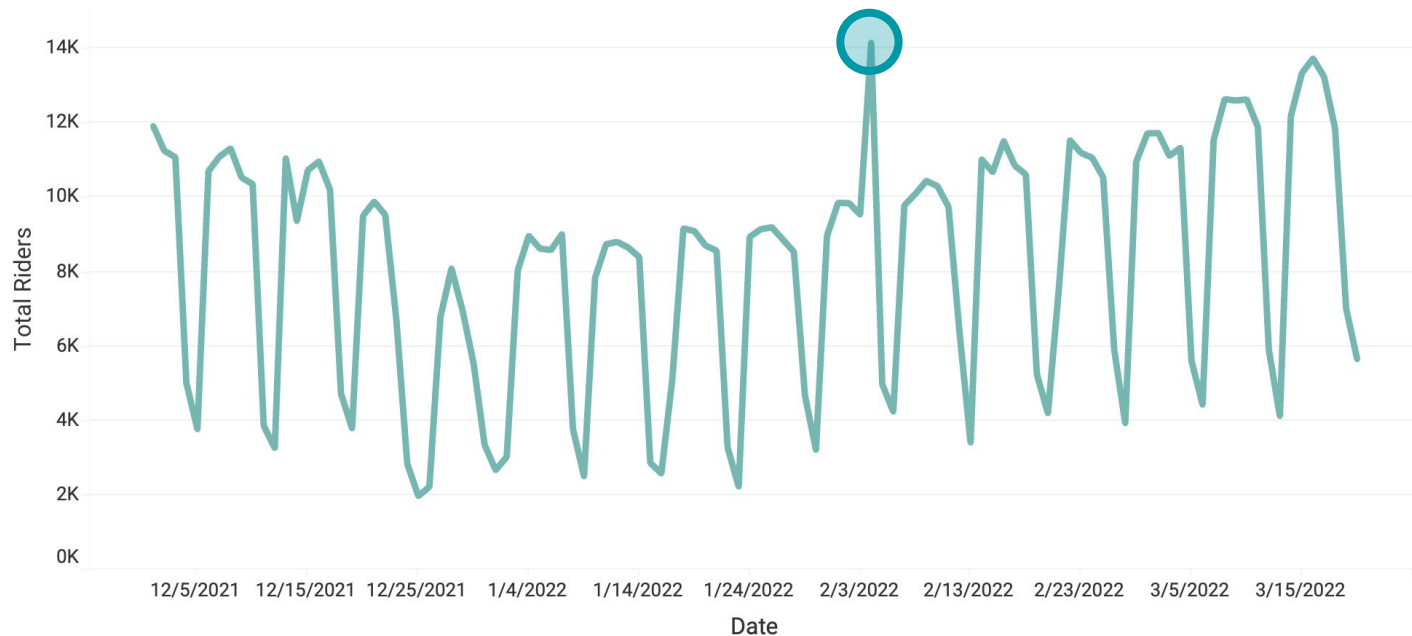




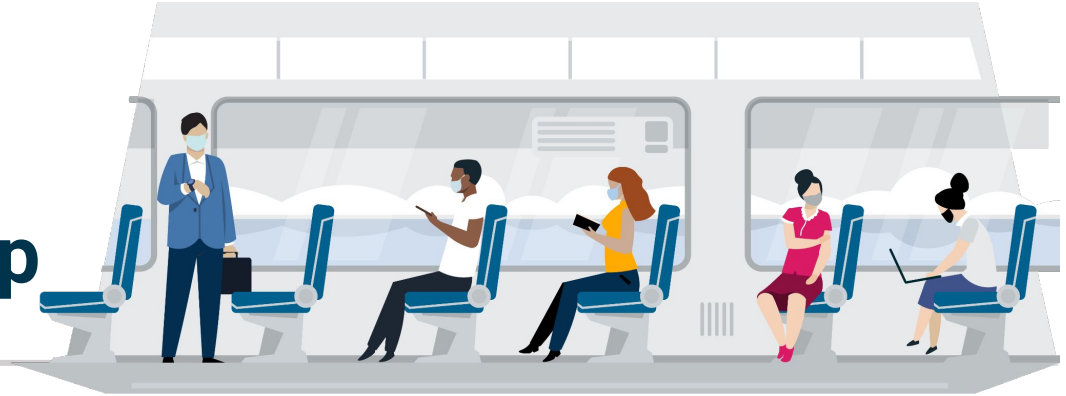
## DATA APPLICATIONS: TRANSIT EQUITY DAY

### Metrolink Daily Ridership

December 2021-March 2022



# Public Opinion, Equity, and Regaining Ridership



Rail~Volution: Communicating to  
a Changing Rider Base

March 23, 2022





# ***Reimagine SamTrans***

## ***Outreach Strategies and Results***

Christy Wegener, Director of Planning  
SamTrans



# Project Overview and Goals

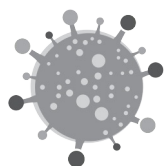
The goals of Reimagine SamTrans are to ...

Improve the experience for existing SamTrans customers

Grow new and more frequent ridership on SamTrans

Build SamTrans' efficiency and effectiveness as a mobility provider

How does Covid-19 impact our project purpose?



More important than ever

New is harder than before — uncertainty around this market

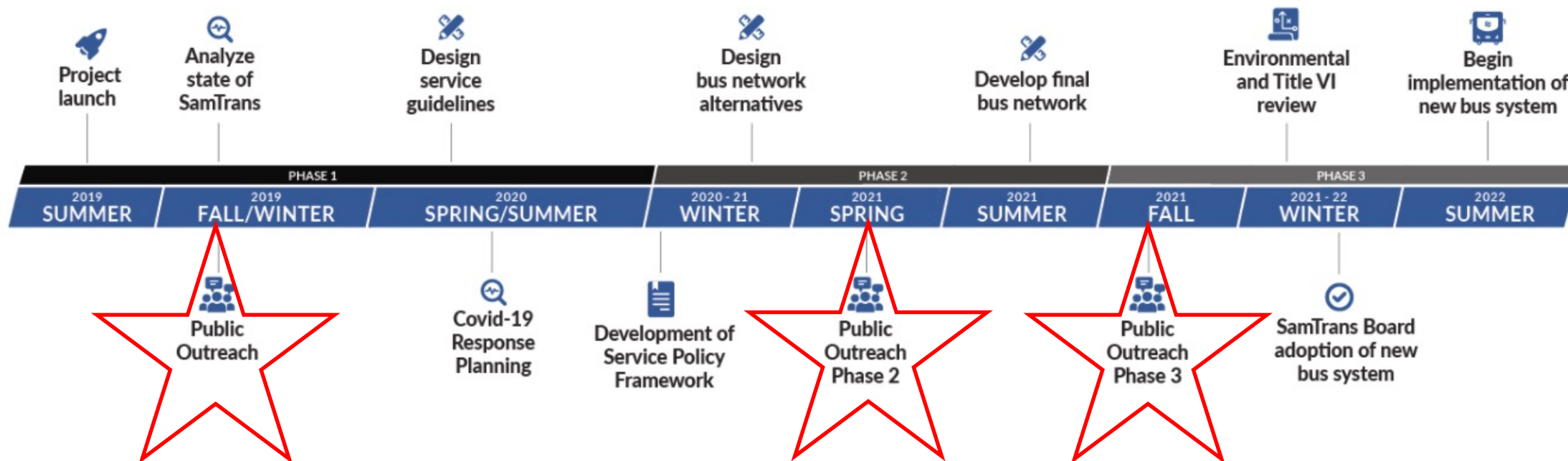
More frequent still possible

More important to be efficient and effective with resources — has effectiveness changed?





# Project Timeline





# Our Guiding Principles



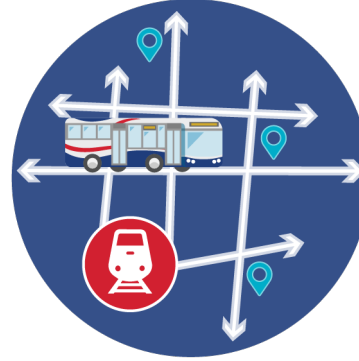
## Customer Focus

Employ customer-focused decision-making



## Workforce Delivery

Design service that can be reasonably delivered by our workforce



## Effective Mobility

Be an effective mobility provider



## Social Equity

Support social equity and direct resources into *equity priority areas*



# Outreach Phases

---

- Phase 1: Fall 2019
  - Wide outreach to riders and the community; countywide market research
- Phase 2: Spring 2021
  - More focused outreach to riders and stakeholders on three network alternatives
- Phase 3: Fall 2021
  - Targeted outreach to riders on the preferred network





## Phase 2 Outreach: April-May 2021



## 80 separate events, which included:

15

### different presentations/briefings

with elected officials and staff at various cities and government agencies within San Mateo County



4

### multi-lingual virtual public meetings

one each in North County, Mid County, South County, and Coastsides

25

### separate meetings to community groups

such as chambers of commerce, school districts, major employers, and advocacy groups



21

### different pop-up events at various sites

that included bus stops/transit centers, shopping malls, farmers markets, food distribution sites, and health clinics

5

### meetings with SamTrans advisory groups

Citizens Advisory Committee, Paratransit Coordinating Council, Accessibility Committee, SSF Youth Ambassadors, Stakeholder Advisory Group, and Technical Advisory Group



10

### meetings and outreach events

with SamTrans operators and staff

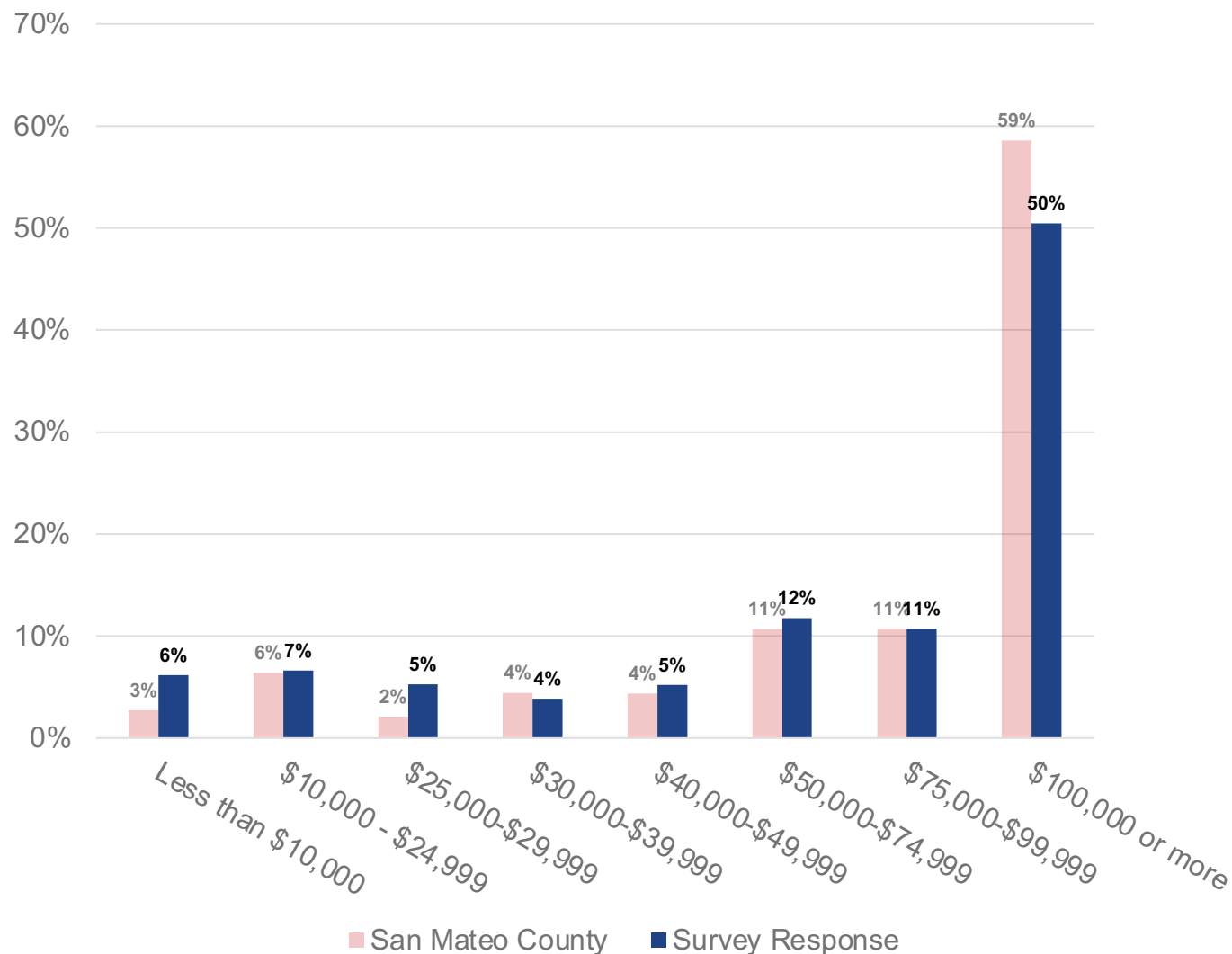
### Partnerships with 4 Community Based Organizations (CBOs)

for targeted multi-lingual outreach in historically underserved communities. The CBOs helped in reviewing outreach materials, organizing pop-up events, and staffing events with SamTrans staff



# Phase 2 Outreach: Who we heard from

- Survey respondents represented county ethnic/racial and income demographics





# Phase 3 Outreach: Oct-Nov 2021

- 4 multilingual public meetings + 1 formal public hearing
- 43 presentations to city councils and other elected officials, city and school staff, advocacy orgs
- 16 community pop-up events
- Signs at 500 bus stops, on-board take-ones and messages, text messages, Instagram Live in English and Spanish

8

**SamTrans is Recommending Changes to Bus Routes**  
Comment at [reimaginesamtrans.com](https://reimaginesamtrans.com) or call 1-800-660-4287  
Oct. 7 to Nov. 8, 2021

**SamTrans Recommenda Cambios en las Rutas de Autobús**  
Comente en [reimaginesamtrans.com](https://reimaginesamtrans.com) o llame al 1-800-660-4287  
7 de octubre al 8 de noviembre de 2021

**SamTrans 建议更改巴士路线**  
在 [reimaginesamtrans.com](https://reimaginesamtrans.com) 发表评论或致电 1-800-660-4287  
2021年10月7日至11月8日

The new bus system is designed to

- PRIORITIZE EQUITY
- IMPROVE EFFICIENCY
- EXPAND CONNECTIONS

1-800-660-4287  
[reimaginesamtrans.com](https://reimaginesamtrans.com)

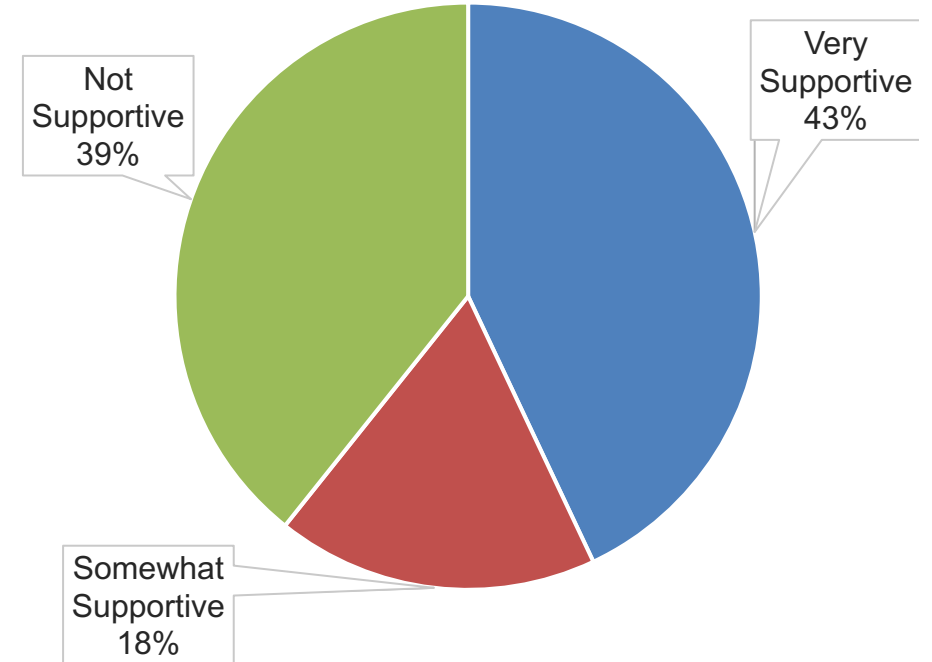




# Phase 3 Input Received

- 1,042 comments via website & customer service team
  - 84% from riders, 16% from non-riders
- 42 emails to project email address
- 16 comments at public hearing

How supportive are you of the proposed changes?





# Community Based Organization Partnerships

Entered into contracts with CBOs to assist with outreach efforts, including ambassadors and translation assistance.

Worked with:

- Nuestra Casa
- Friends of Old Town (SSF)
- Fair Oaks Community Center
- Daly City Partnership







# Staff Participation







# The New Network

---

- Embraces and operationalizes the guiding principles to redistribute service to the communities of highest need
- Prioritizes quality, frequent, 7-day a week service to identified Equity Priority Areas
  - Low-income, minority, and zero-car households
- Focuses on rider preferences and ways to build more frequent ridership
  - Directness, better off-peak service, frequency
  - New service to places like Oyster Point and College of San Mateo



---

# Thank you!

Christy Wegener  
wegenerc@samtrans.com



## **COMMUNICATING TO A CHANGING RIDER BASE**

**Lex Powers  
SEPTA**

**Anna Crider  
ENTRO**

**Megan Ryerson  
UNIVERSITY OF PENNSYLVANIA**





## Feeling lost? Change is coming!

SEPTA is finding new ways to help make our network easier to use and understand.

We're proposing some big ideas: new names, colors, symbols, signs, and maps, and we want to hear what you think!

### New Name: METRO

Wait, what did we just say?

The Philadelphia region has one of the largest, most frequent, most convenient metro networks in the country. But you might have known it "together," the Market-Frankford Line, Broad Street Line, Norristown High Speed Line, and Trolleys carried almost 400,000 people per day pre-COVID. That's more than the entire population of some cities.

The name "SEPTA Metro" will soon refer to each of these rail transit lines. When you see this symbol, you know it means frequent, convenient, all-day, all-night service to all types of trips.

### Existing Line Names

Our research found that most regular SEPTA riders had trouble recognizing the information you saw on signs and maps. That's why we're proposing these changes to help you find your way more easily.

### Rail Transit Network

- Market-Frankford Line
- Broad Street Line
- Norristown High Speed Line
- Trolley Routes  
12, 13, 34, 36
- Midway-Suburban Hill Lines  
101, 102
- Trolley Route  
15

### New Station Signs

New station signs will be easier to read and understand. They will also be more consistent with other transit systems.



### New Line Letters / Names

The current system uses letters and numbers to identify lines. We're proposing a new system that uses letters and numbers to identify lines.

### METRO

- L Lines  
Market-Frankford Line
- B Lines  
Broad Street Lines
- M Lines  
Norristown High Speed Line
- T Lines  
Trolley Lines
- D Lines  
Delaware Lines
- G Lines  
Gardner Avenue Lines

### New System Map

New system maps will be easier to read and understand. They will also be more consistent with other transit systems.



Get all the details on the new system map and signs at [septa.org](http://septa.org). Call 800-SEPTA-3333 for more information.

B

Remember that time you were lost?

We're designing where you always get on the right train. What do you think? Give us your feedback.

### New Station Arrival Signs



### New Directional Signs and Line Map



### New Stair Directional Signs

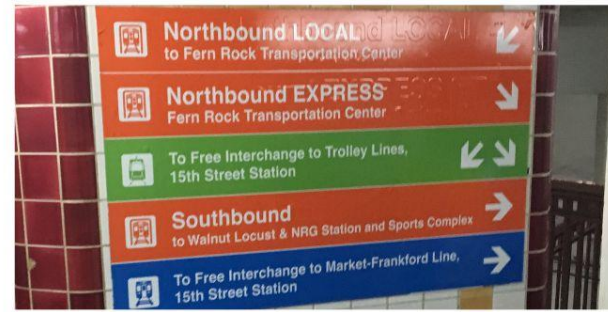
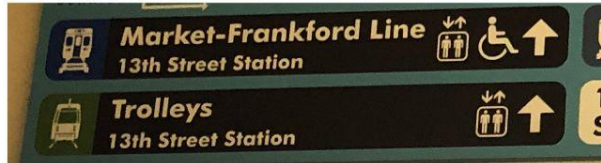
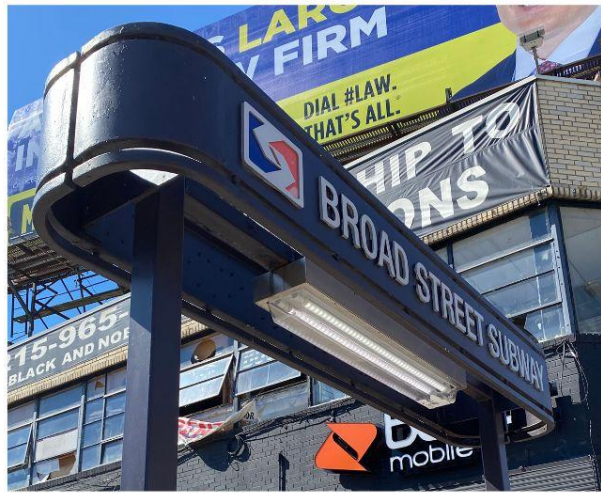


### New Platform Directional Signs



May 2020

September 2021





# Why now?

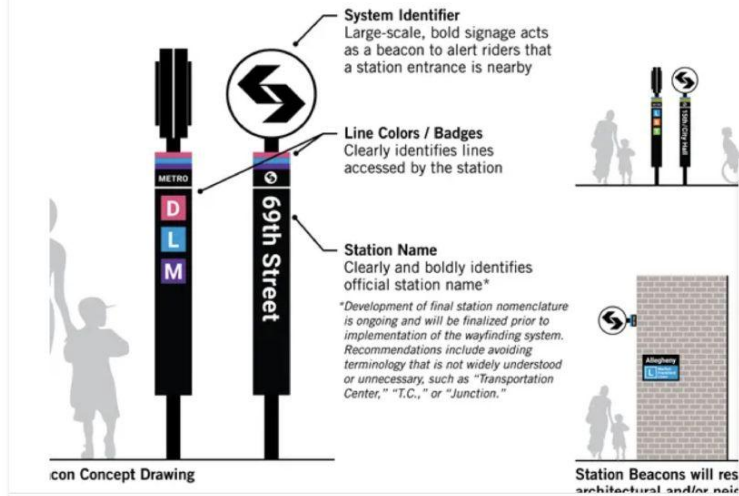
May 2020



Opinion

# SEPTA's Metro plan showcases the potential of community feedback in public planning | Editorial

SEPTA's Metro rebranding was the result of a targeted community engagement process that could provide lessons for other city agencies.



BILLYPENN

NEWSLETTER ABOUT SUPPORT OUR WORK

News Power Neighborhoods Secrets & Fun Sports & Community

## SEPTA is testing out a new name for its rail network: the Metro

The potential rebrand is part of a \$40 million effort to make the public transit system easier for new riders.

SEPTA

Erie

SEPTA proposes renaming its city rail lines to help everyone get around

Only longtime users can decipher the century-old labels to navigate the system. SEPTA thinks colors and simpler signs could help.

Bloomberg CityLab

CITYLAB

## A New Transit Map for Philadelphia Aims to Draw More Riders

A proposal to overhaul wayfinding inside SEPTA's notoriously baffling rail system would introduce new nomenclature and better signage.

By Laura Blass • Follow  
September 16, 2021, 3:38 PM EDT

SEPTA METRO

WHYY

URBAN PLANNING PHILADELPHIA TRANSPORTATION

## Do SEPTA signs confuse you? Help is on the way

By David C. Maudry • February 20, 2020

The Philadelphia Inquirer

Opinion

## The surprising way SEPTA's rebrand is going to save you time | The Angry Grammarian

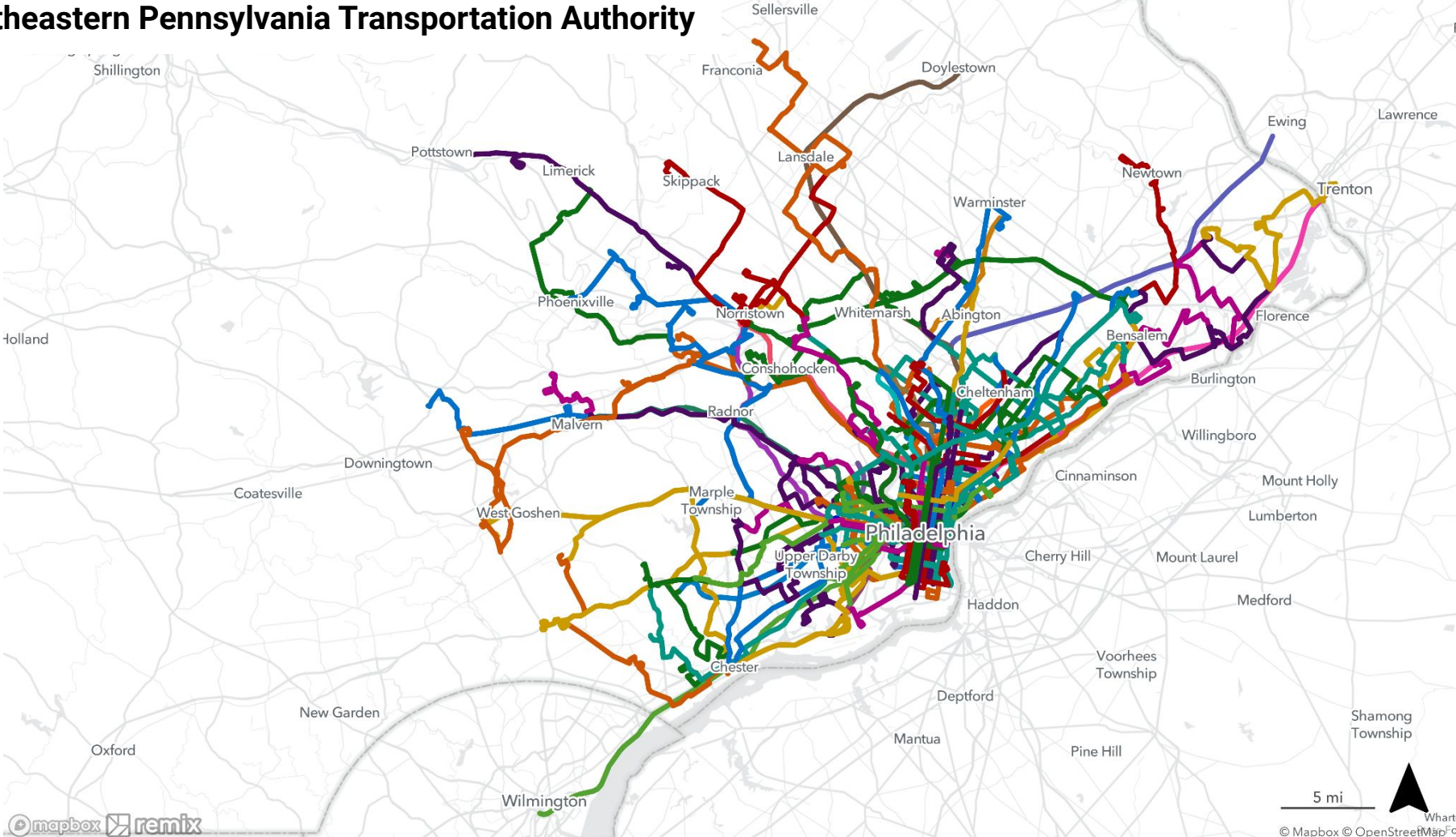
Just as extraneous punctuation can screw up your reading, so too can extraneous lines on individual letters or characters.

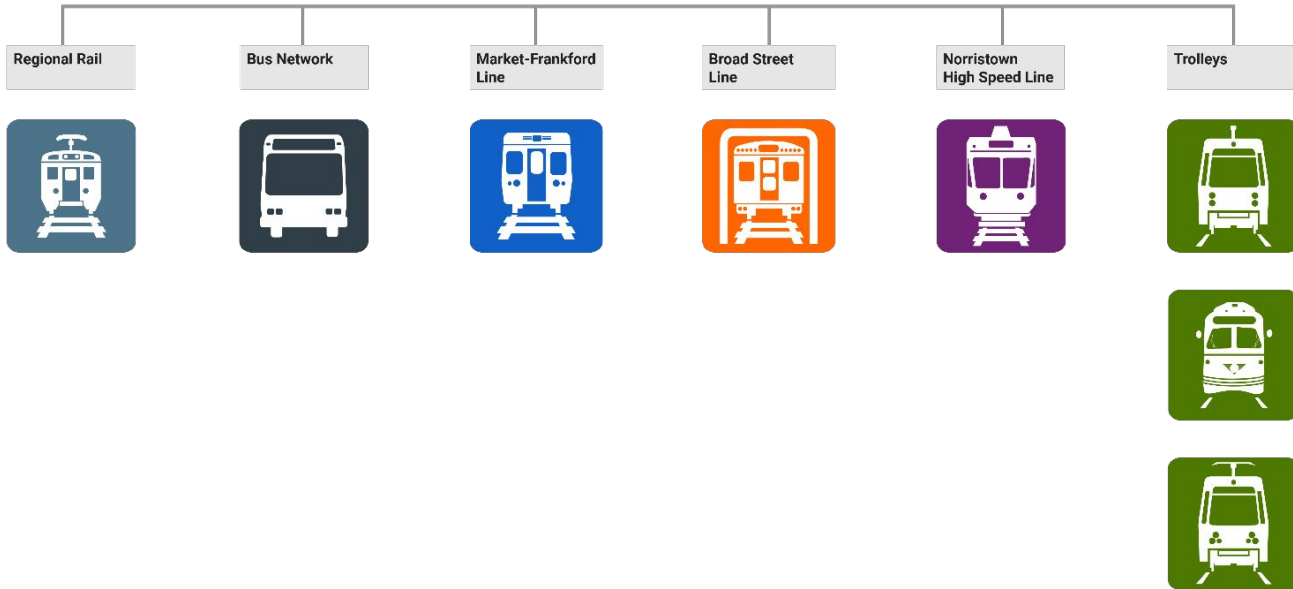
Signs on the South City Hall SEPTA station.  
JOSEF F. MORENO / Staff Photographer

by Jeffrey Barr, The Grammarian | Columnist



# Southeastern Pennsylvania Transportation Authority







## Priorities

—  
Develop a system that can be understood by **new and longstanding riders** alike.

—  
Design for **accessibility and universality**.

—  
**Build off what works**, but not at the expense of ease of use and comprehension.

—  
Allow for **growth and flexibility** over time.

—  
Use terminology and language that **speaks to riders**, not SEPTA staff.



**Internal  
Steering  
Committee**



**Internal  
Outreach**



**Public  
Outreach**



**On-site  
Eye Tracking  
Study**

**Internal  
Steering  
Committee**



**Internal  
Outreach**

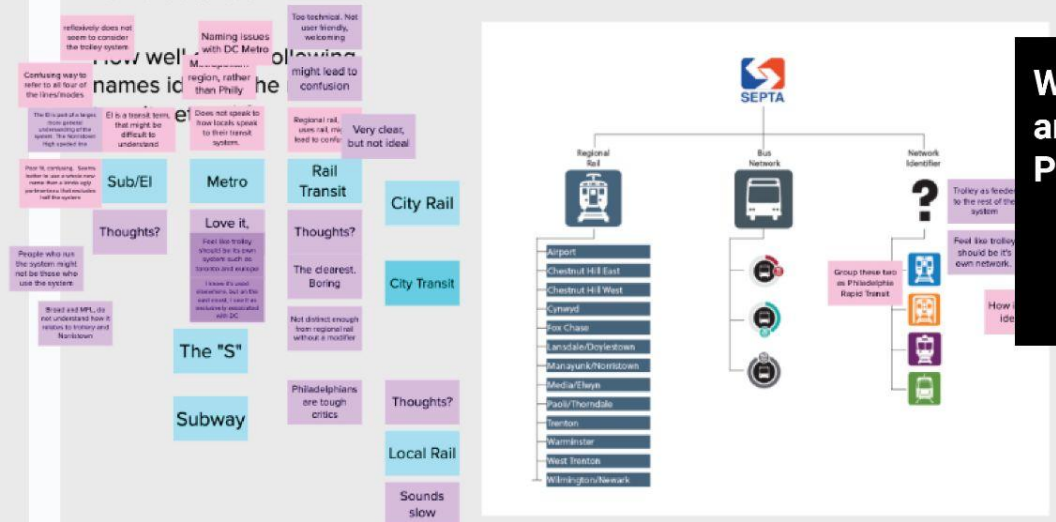


**Public  
Outreach**



**On-site  
Eye Tracking  
Study**

Nomenclature: SEPTA 1



## Workshops and Presentations

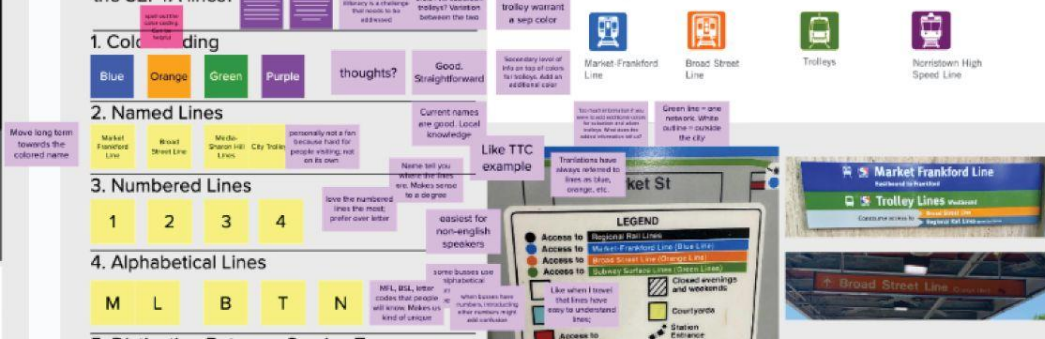
## 11 Workshops

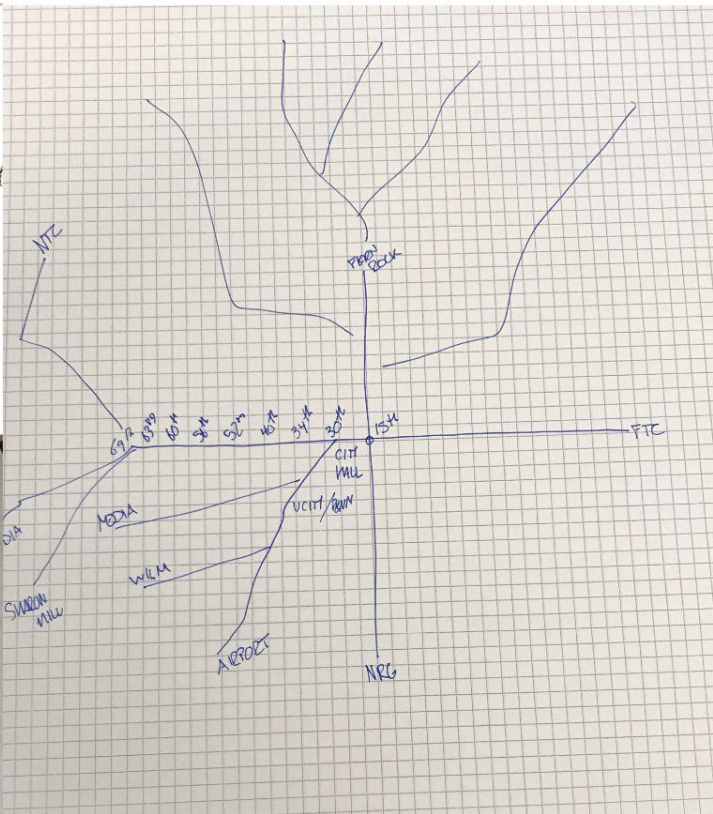
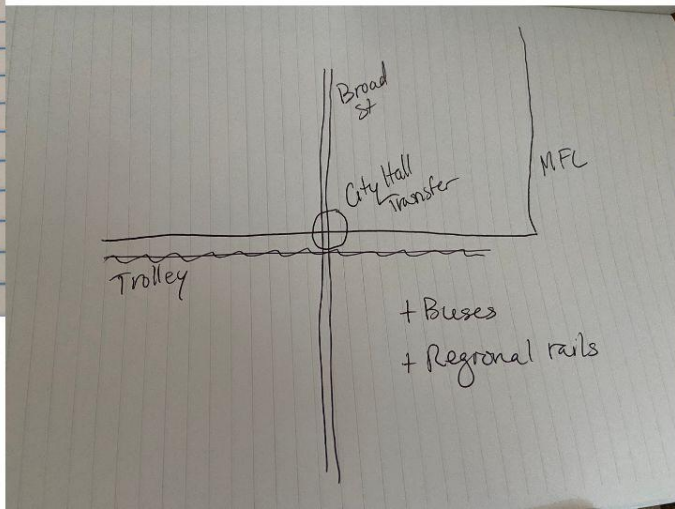
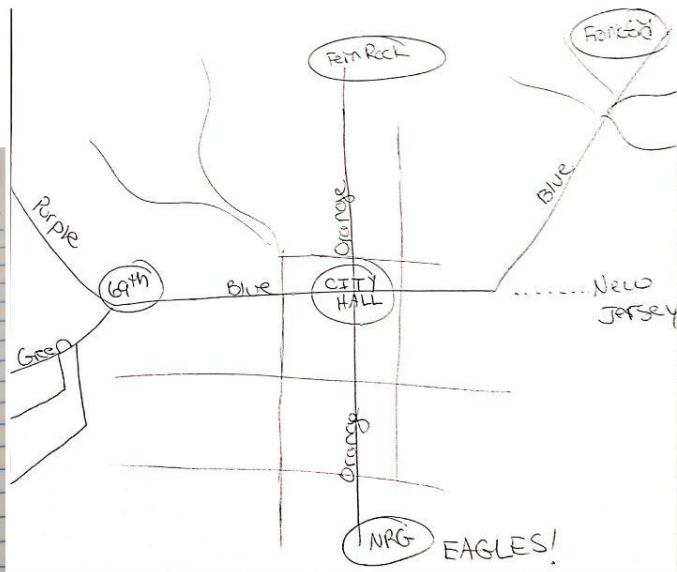
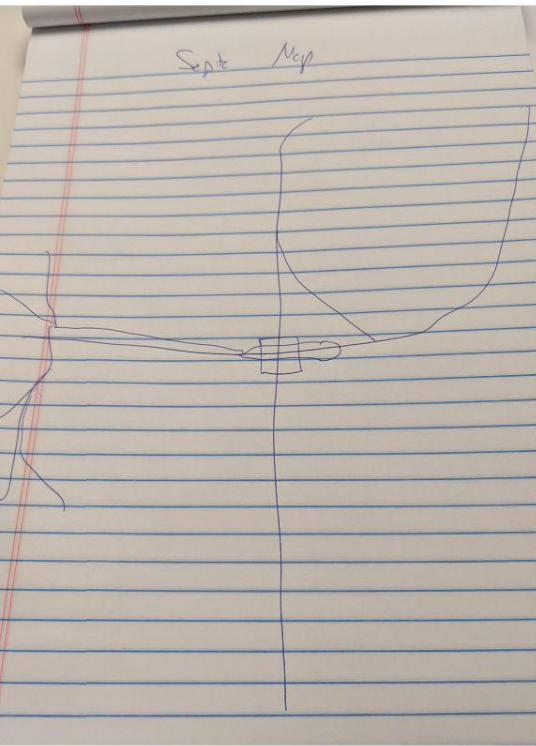
## 50+ External Meetings

**30+**  
External Agencies /  
Advocacy Groups

Nomenclature: SEPTA 2

How well do or would the following nomenclature strategies work for naming the SEPTA lines? ☐ ☐ ☐ consider programs: urban







**Norristown High Speed Line**

102

**Orange Line**

**The Spur  
El**

**Broad Street Line**

13

Media-Sharon Hill

The Sub

10

**City Trolley**

11

Subway Surface

Trolley

**Sub/El**

NHSL

**BSL**

**Red Arrow**

Subway

**MFL**

34

**Light Rail**

High Speed Line

101

**Market-Frankford Line**

**Route 100**

36

**Heavy Rail**

SEPTA "Rail Transit" Network Survey

General Questions

1. For how many years have you used SEPTA (approximately)?

2. How familiar are you with the SEPTA transit system?

Not familiar      Not so familiar      Somewhat familiar      Very familiar      Extremely familiar

3. How familiar are you with each of the following SEPTA lines.

	Not at all familiar	Not so familiar	Somewhat familiar	Very familiar	Extremely familiar
The Broad Street Line	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Market-Frankford Line	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Norristown High Speed Line	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The City Trolley Lines (10, 11, 13, 34, 36, and 15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Online  
Survey

27  
Questions

30+  
Days

1,500+  
Responses

### Correctly Recognized B+W Pictogram



72.1%



46.4%



31.8%



85.5%

**59%**

### Correctly Recognized Color Pictogram



92.9%



84.9%



70.9%



91.8%

**85%**

### Improvement Due to Color

**+20.9%**

**+38.5%**

**+39.1%**

**+6.3%**

**26.2%**





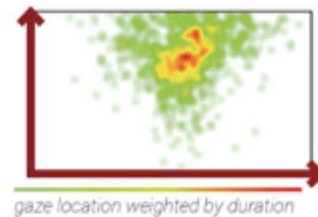
## On-site Eye Tracking Study

University of  
Pennsylvania's Center  
for Safe Mobility

Tobii Pro eye tracking  
glasses

Collect video, eye and  
head movement data at  
100x per second

Data can be layered over  
images





## On-site Eye Tracking Study

**University of  
Pennsylvania's Center  
for Safe Mobility**

**Research Lead:**  
Dr. Megan S. Ryerson,  
UPS Chair of  
Transportation

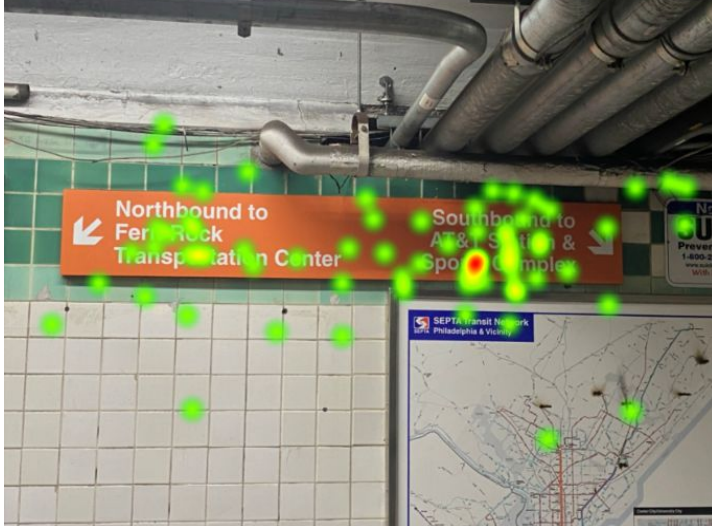
**Supported by:**  
Camille Boggan  
Bingchu Chen  
Will Herzog  
Gil Lehmann  
Carrie Long



2  
Stations

6  
Days

30+  
Participants



Limited English Proficiency  
English as Second Language  
Mobility Challenges  
Seniors (65+)  
Students  
SEPTA Youth Advisory Council  
Long-time Residents  
Tourists





## On-site Eye Tracking Study



## Missing Information

Lack of signage and reassurance at decision points

## Inadequate Information

Unclear signage that provides minimal, incorrect, and confusing information



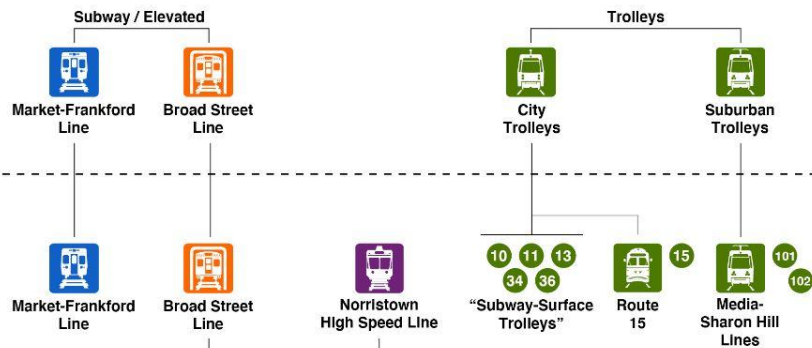


## EXISTING STRUCTURE

PROVIDER

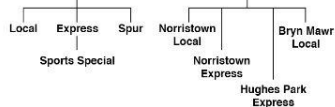


SYSTEM



LINE

SERVICE  
PATTERN



## RECOMMENDED STRUCTURE

PROVIDER



SYSTEM

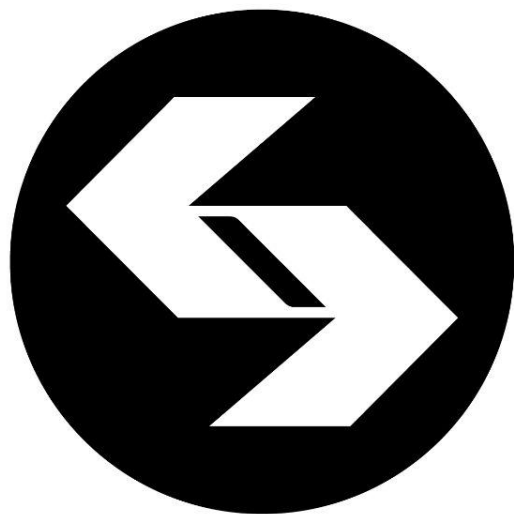


LINE



SERVICE  
PATTERN





**METRO**



## EXISTING CONDITIONS



## RECOMMENDATIONS



**Market-Frankford Line**



**L LINES**

Market-Frankford Lines



**Broad Street Line**



**B LINES**

Broad Street Lines



**Norristown  
High Speed Line**



**M LINES**

Montgomery Lines



**Trolley Routes**

10, 11, 13, 34, 36



**T LINES**

Trolley Lines



**Trolley Route**

15



**G LINES**

Girard Ave Lines



**Media-Sharon Hill Lines**

101, 102

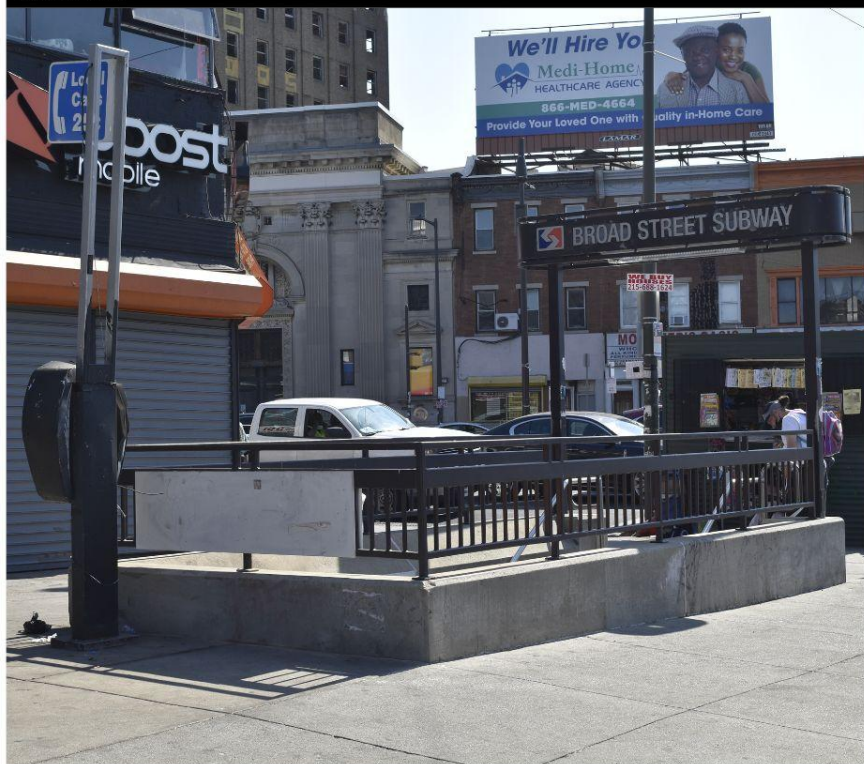


**D LINES**

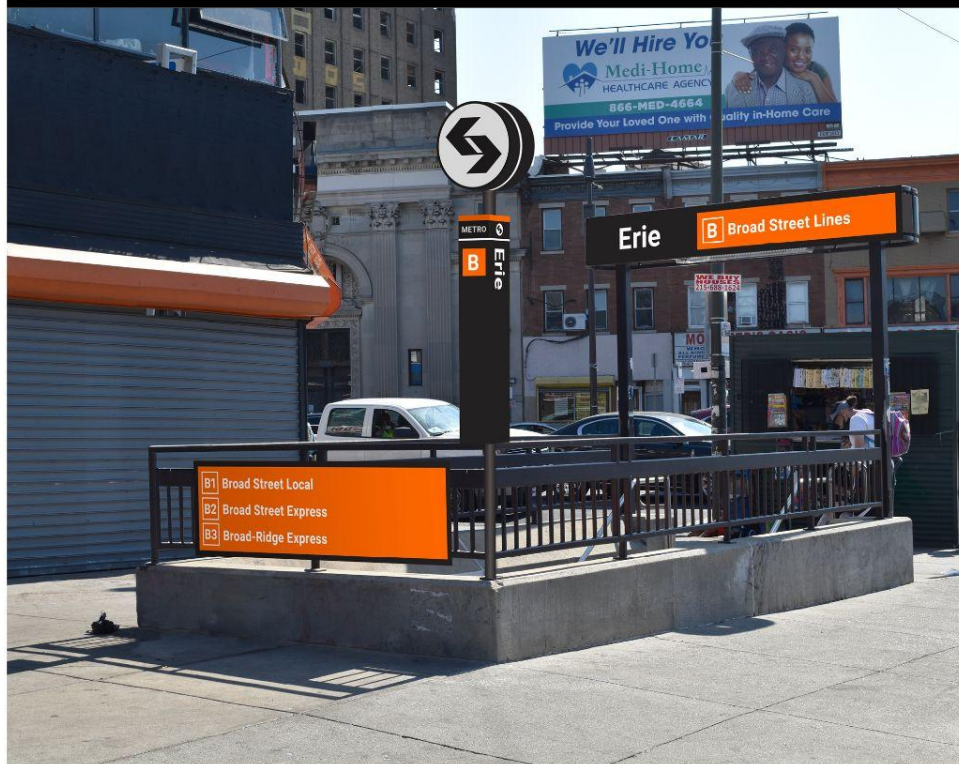
Delaware Lines



## CURRENT



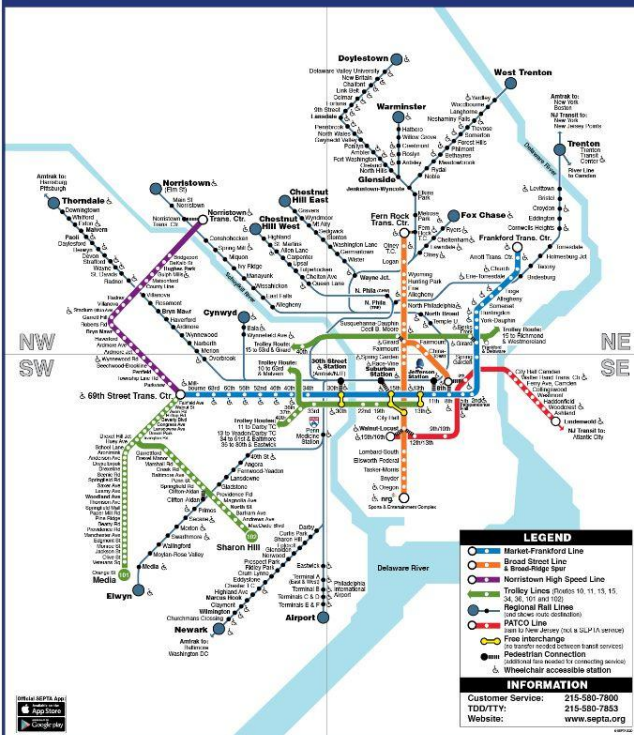
## FUTURE



# CURRENT

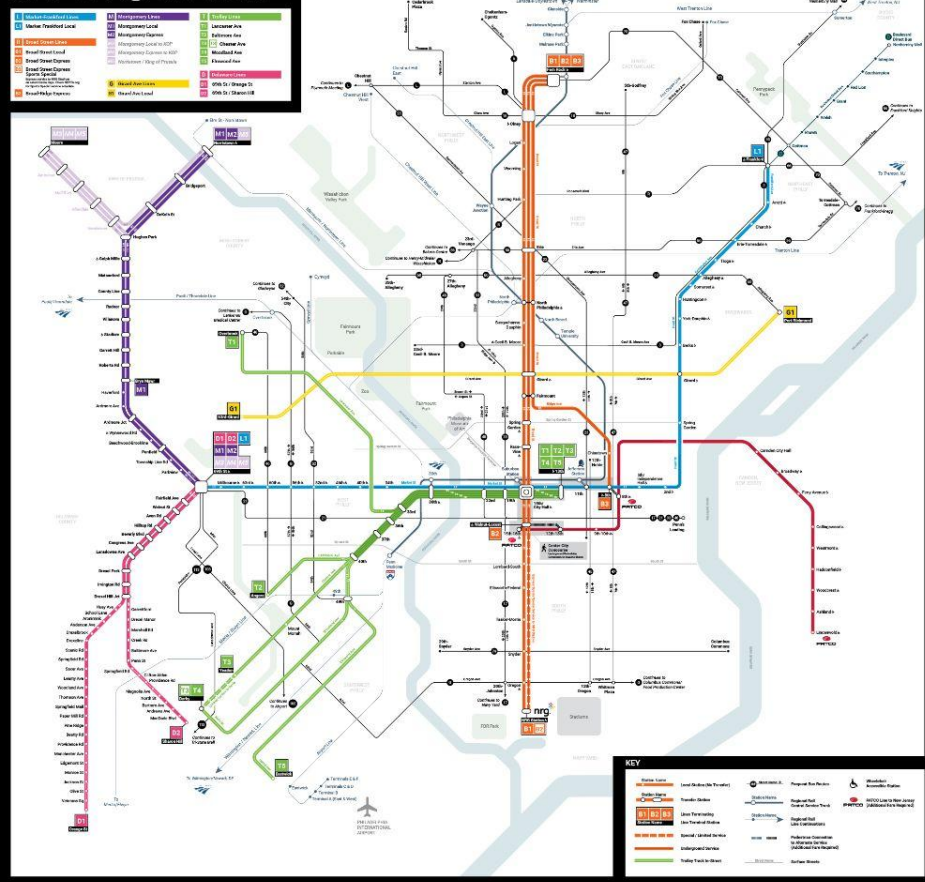


## SEPTA Regional Rail & Rail Transit

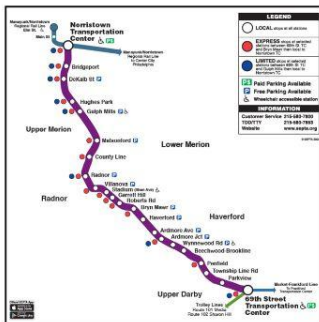
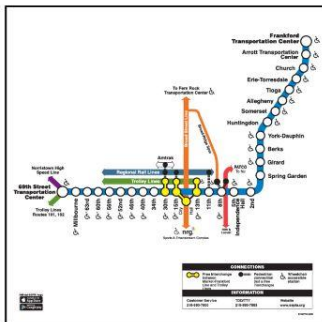
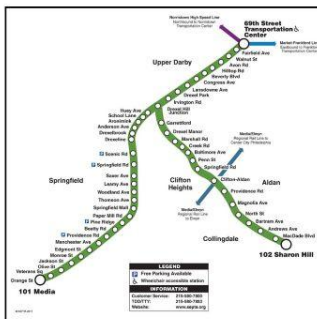
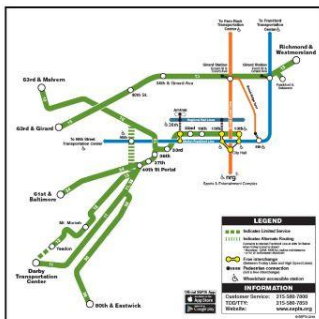


# FUTURE

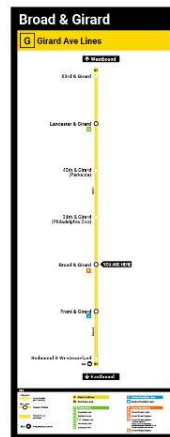
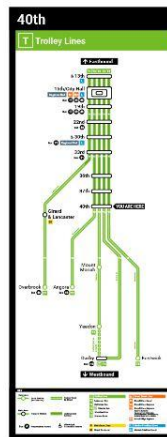
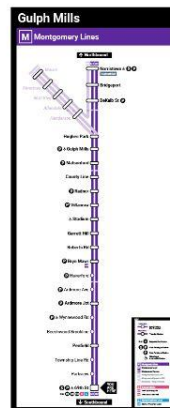
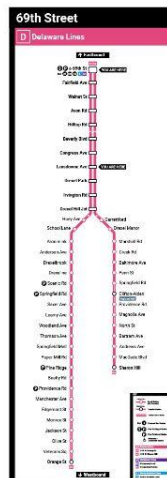
## SEPTA METRO



## CURRENT



## FUTURE







## Feeling lost? Change is coming!

SEPTA is finding new ways to help make our network easier to use and understand.

We're proposing some big ideas: new names, colors, symbols, signs, and maps, and we want to hear what you think!

### New Name: METRO

Wait, what did we just say?

The Philadelphia region has one of the largest, most frequent, most convenient metro networks in the country. But you might have known it "together," the Market-Frankford Line, Broad Street Line, Norristown High Speed Line, and Trolleys carried almost 400,000 people per day pre-COVID. That's more than the entire population of some cities.

The name "SEPTA Metro" will soon refer to each of these rail transit lines. When you hear this symbol, you know it means Transit. Convenient, all-day, all-purpose service to all types of trips.

### Existing Line Names

Our research found that most regular SEPTA riders had trouble recognizing the information you need to know. That's why we're proposing a new name for the system. It's simple, easy to remember, and it's a name that everyone can use to help them get where they need to go.

### Rail Transit Network

Market-Frankford Line

Broad Street Line

Norristown High Speed Line

Trolley Routes

10, 11, 12, 34, 36

Meadowbrook Hill Lines

101, 102

Trolley Route

15

### New Station Signs

Station signs are a critical part of the system. They help riders know where they are and where they need to go. We're proposing a new design for these signs to make them easier to read and understand.



### New Line Letters / Names

The current system uses letters to identify the lines. We're proposing a new set of letters to make them easier to remember and understand.

### METRO

M Lines

Market-Frankford Line

B Lines

Broad Street Lines

N Lines

Norristown Lines

T Lines

Trolley Lines

D Lines

Delaware Lines

G Lines

Gloucester Avenue Lines

### New System Map

The current system map is a complex network of lines and stations. We're proposing a new design to make it easier to read and understand.



Get all the details on the new system map and station signs. Visit [septa.org/metro](http://septa.org/metro) or call 800-281-1999.

B

Remember that time you were lost?

We're designing a new system where you always get on the right train. What do you think? Give us your feedback.

### New Station Arrival Signs



### New Directional Signs and Line Map



### New Stair Directional Signs



### New Platform Directional Signs



# September 2021

# November 2021





## Feeling lost? Change is coming!

SEPTA is finding new ways to help make our network easier to use and understand.

We're proposing some big ideas: new names, colors, symbols, signs, and maps, and we want to hear what you think!

### New Name: METRO

Wait, what did we just say?  
The Philadelphia region has one of the largest, most frequent, most convenient metro systems in the country, but you might never know it. Together, the Market-Frankford Line, Broad Street Line, Norristown High Speed Line, and Trolleys carried almost 600,000 people per day pre-COVID. That's more than the entire population of some cities.  
The term "SEPTA Metro" will soon refer to each of these rail transit lines. When you see this symbol, you know it means frequent, convenient, all-day affordable service, for all types of trips.

### Existing Line Names

Our research found that even regular SEPTA riders had trouble recognizing the names you see below, especially if there was no color reference. Now everyone knows "It's a SEPTA Metro" is a pretty standard knowledge of what you see in the first map.

### Rail Transit Network

- Market-Frankford Line
- Broad Street Line
- Norristown High Speed Line
- Trolley Routes  
10, 11, 13, 14, 30
- Media-Sharon Hill Lines  
101, 102
- Trolley Route  
15

### New Station Signs

These stations in this Metro will have the same signage, so you can rely on having the right information when you travel.



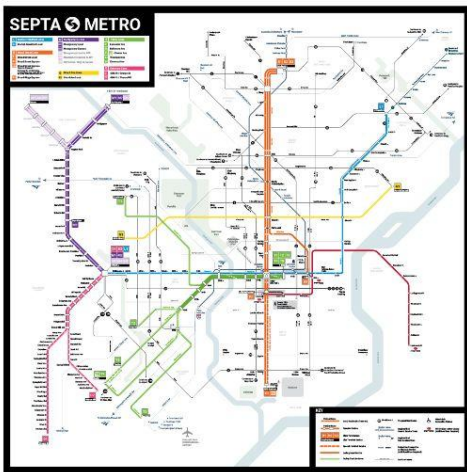
### New Line Letters / Names

The combination of letters and colors in this icon is intended to be simple and easy to see in a station or on a map. You should begin putting all "lost" and "found" for each line in the Metro. There are no more to simplify your use.

### METRO

- L Lines  
Market-Frankford Lines
- B Lines  
Broad Street Lines
- M Lines  
Montgomery Lines
- T Lines  
Trolley Lines
- D Lines  
Delaware Lines
- G Lines  
Grand Ave Lines

### New System Map



We want to hear from you! Scan this QR code for more info and to share your thoughts.



Or call this number to tell us what you think: (888) 281-1999



## Is this train going to Frankford or 69th St?

We're designing a Market-Frankford Line where it's **easy** to tell what direction you're headed. What do you think? Give us your feedback.

### New Station Arrival Signs



### New Station Entrance Signs



### New System Maps and Line Maps



### New Platform Directional Signs



### What's the L?

This probably comes as no surprise, but the most common name for the "Market-Frankford Line" is the "L". This nickname has been around for generations, and it's a sign of pride among us. With almost 75% of respondents to the survey saying it's important to be able to identify the L, we are formalizing what is already a sign, and we speak most people won't have to change their terminology at all.

- L Lines  
Market-Frankford Lines
- L Lines  
Market-Frankford Local

### New Line Map



We want to hear from you! Scan this QR code for more info and to share your thoughts.



Or call this number to tell us what you think: (888) 281-1999

EXIT

← Routes L  
18 EXP, 22

THIS GATE  
IS NOW  
UNLOCKED  
WALK  
THROUGH  
ARE  
ALLOWED

### Feeling lost? Change is coming!

SEPTA is finding new ways to help make our railroad easier to use.

- New Station Signs**
- New Line Map**
- New Directional Signs and Line Map**
- New Platform Directional Signs**

What's the RT?

- 18 Broad Street Line
- 22 Broad Street Line
- 23 Broad Street Line
- 24 Broad Street Line
- 25 Broad Street Line
- 26 Broad Street Line
- 27 Broad Street Line

New Line Map

Station	18 EXP	22 EXP
Center City	10:00	10:00
University	10:05	10:05
30th Street	10:10	10:10
Market Street	10:15	10:15
Suburban Station	10:20	10:20
University	10:25	10:25
Center City	10:30	10:30

**Let us know what you think about  
the proposed wayfinding  
improvements.**







**Lex Powers**  
**SEPTA**

**Anna Crider**  
**ENTRO**

**Megan Ryerson**  
**UNIVERSITY OF PENNSYLVANIA**