Feedback on Updated Schedules

August 13, 2019

Dear Ms. Mintz, Ms. Smith, and Mr. Webb:

The SEPTA Youth Advisory Council (YAC) enthusiastically supports SEPTA's enhanced communication towards identifying routes that operate with frequent service. Establishing strong frequent network branding is imperative to improving and maintaining bus ridership. The YAC is proud to champion this initiative and congratulates the Authority on this progress. Equally exciting to the YAC is SEPTA's commitment to including both the YAC and the public's feedback in critical project decisions. We are hopeful that our feedback, diverse backgrounds, and areas of expertise will support your efforts towards the strongest achievable outcomes.

In recognition of collaboration and continued progress, the YAC has identified areas for improvement in the functionality of the new timetables. Given falling bus ridership and the importance of making the network as simple and easy-to-use as possible for new users, it is imperative that the problems highlighted in the following pages are given serious consideration to ensure effective, functional communication.

Many of SEPTA's new bus riders are young people, from high school students inheriting the system, to college students planning a night out, to these recent graduates deciding whether to stay in Philadelphia and if it's possible to be car-free. In order to get these constituencies onto transit, excellent and enhanced branding is in-order. We hope that SEPTA will continue to work on engaging these constituencies through these revisions and in future processes. We are grateful to be enthusiastic partners towards a SEPTA prepared for tomorrow.

Prepared and Submitted by:

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New Schedules

Covers

The distinctive logo and red branding distinguish this route as "important," i.e. frequent. The new logo in the September timetable concept better communicates the idea of 15-minute service.

These color-coded icons could be shown for **_all_** routes, giving passengers a general idea of how often the route runs (every **15 minutes**, **30 minutes**, or **60 minutes**).

The owl icon is a helpful way to show that the route runs all night. The wheelchair and bike icons should be standard for any bus route; although, the YAC acknowledges that trolley routes lack these provisions and thus don't show the icons.

Showing the neighborhoods the route serves makes sense in concept, but the locations are often vague.

This description makes it sound like the route runs *only* on weekdays. An addendum saying that the route runs, albeit less often, on weekends is needed. A bigger improvement would be a condensed version of the route's headway grid that also includes weekend frequencies.
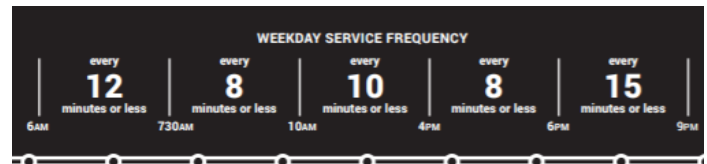
Maps
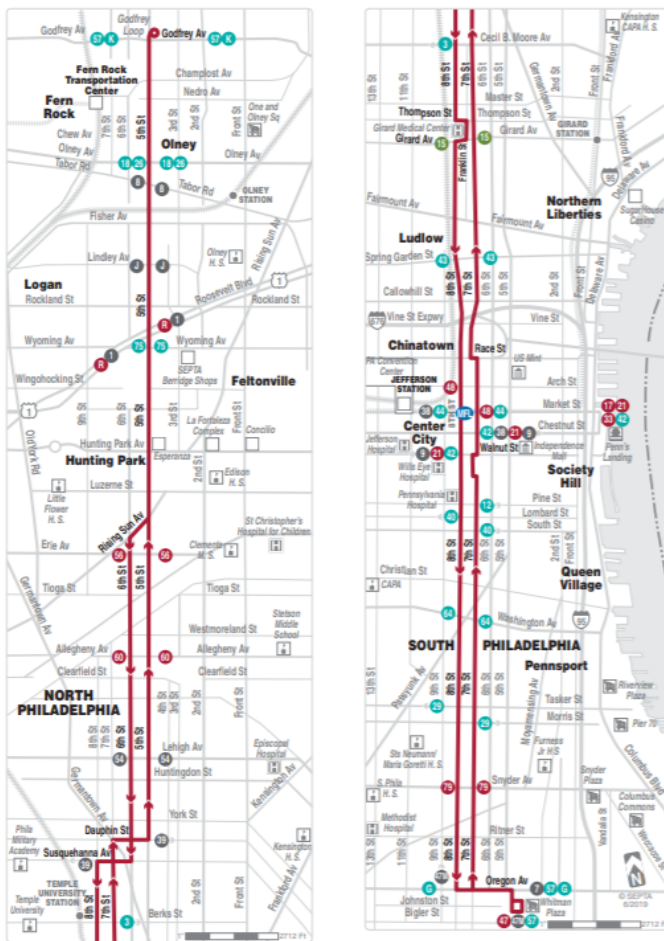
The color-identified connecting routes simply and effectively show the ease of making a connection with the same convenience as one would typically make at City Hall/15th Street on rail rapid transit.

Although the colors are shown on the "What the Frequency Icons Mean" page, a legend on the map would still be helpful, especially when showing edge cases (i.e. green for trolleys and blue for MFL, and explaining that those services are also frequent).

The YAC likes that for routes that branch or short-turn, the lines are shown at their corresponding frequencies (turning blue when they become every 30 minutes, and grey for every 60 minutes). Like with the frequency logos, this map style could be used for every route to better communicate frequencies and connections.

Schedules

The headway grid on each frequent schedule does an excellent job showing how long passengers have to wait for a bus throughout the day, although it is more specific for some routes (like the 47) and less specific for others (like the 52, which grossly generalizes the schedule). Similar matrices for weekend service would be excellent; even if the route does not always run as frequently, it gives riders an idea of how often they can expect a bus to come. The headway treatment on schedules is effective, as is the treatment with route variations (only showing the trips that do the less frequent variation, like with the 56 to Bakers Centre).

Case Study for Timetables: COTA in Columbus

2:59	3:07	3:12	3:21	3:30	3:34	3:39	-	-	3:41	3:44	3:52	3:57	4:04	4:17	4:23	-	-
3:08	3:16	3:21	3:31	3:40	3:44	3:49	-	-	3:51	3:54	4:02	4:07	4:14	4:27	4:33	-	-
3:18	3:26	3:31	3:41	3:50	3:54	3:59	-	-	4:01	4:05	4:14	4:19	4:26	4:39	-	4:53	5:00
3:27	3:36	3:41	3:51	4:00	4:04	4:09	-	-	4:11	4:15	4:24	4:29	4:36	4:51	4:57	-	-
3:37	3:46	3:51	4:01	4:10	4:14	4:19	-	-	4:21	4:25	4:34	4:39	4:46	5:01	5:07	-	-
3:49	3:57	4:02	4:11	4:20	4:24	4:29	-	-	4:31	4:35	4:44	4:49	4:56	5:11	-	5:26	5:33
3:59	4:07	4:12	4:21	4:30	4:34	4:39	-	-	4:41	4:45	4:54	4:59	5:06	5:21	5:27	-	-
4:09	4:17	4:22	4:31	4:40	4:44	4:49	-	-	4:51	4:55	5:04	5:09	5:16	5:31	5:37	-	-
4:19	4:27	4:32	4:41	4:50	4:54	4:59	-	-	5:01	5:05	5:14	5:19	5:26	5:40	-	5:54	6:01
4:28	4:37	4:42	4:51	5:00	5:04	5:09	-	-	5:11	5:15	5:24	5:29	5:36	5:50	5:56	-	-
4:38	4:47	4:52	5:01	5:10	5:14	5:19	-	-	5:21	5:25	5:34	5:39	5:46	5:59	6:05	-	-
4:49	4:57	5:02	5:11	5:20	5:24	5:29	-	-	5:31	5:35	5:43	5:48	5:55	6:07	-	6:20	6:27
4:59	5:07	5:12	5:21	5:30	5:34	5:39	-	-	5:41	5:45	5:53	5:58	6:05	6:15	6:20	-	-
5:09	5:17	5:22	5:31	5:40	5:44	5:49	-	-	5:51	5:55	6:03	6:08	6:15	6:25	6:30	-	-
5:20	5:28	5:33	5:42	5:51	5:55	5:59	-	-	6:01	6:04	6:12	6:17	6:24	6:34	-	6:47	6:54
5:30	5:38	5:43	5:52	6:01	6:05	6:09	-	-	6:11	6:15	6:23	6:28	6:35	6:45	6:50	-	-
5:40	5:48	5:53	6:02	6:11	6:15	6:19	-	-	6:21	6:25	6:33	6:38	6:45	6:55	7:00	-	-
5:50	5:58	6:03	6:12	6:21	6:25	6:29	-	-	6:31	6:34	6:42	6:47	6:54	7:04	-	7:15	7:22
6:00	6:08	6:13	6:22	6:31	6:35	6:39	-	-	6:41	6:44	6:52	6:57	7:03	7:13	7:18	-	-
6:12	6:19	6:24	6:33	6:41	6:45	6:49	-	-	6:51	6:54	7:02	7:07	7:13	7:23	-	7:34	7:41
6:25	6:32	6:37	6:46	6:54	6:58	7:02	-	-	7:04	7:07	7:15	7:20	7:26	7:36	7:39	-	-
6:40	6:47	6:52	7:01	7:09	7:13	7:17	-	-	7:19	7:22	7:30	7:35	7:41	7:51	-	8:01	8:08
6:55	7:02	7:07	7:16	7:24	7:28	7:32	-	-	7:34	7:37	7:45	7:50	7:56	8:06	8:09	-	-
7:10	7:17	7:22	7:31	7:39	7:43	7:47	-	-	7:49	7:52	7:59	8:04	8:10	8:19	-	8:28	8:35
7:25	7:32	7:37	7:46	7:54	7:58	8:02	-	-	8:04	8:07	8:14	8:19	8:25	8:34	-	8:43	8:50
7:41	7:48	7:53	8:01	8:09	8:13	8:17	-	-	8:19	8:22	8:29	8:34	8:40	8:49	8:52	-	-
7:56	8:03	8:08	8:16	8:24	8:28	8:32	-	-	8:34	8:37	8:44	8:49	8:55	9:04	-	9:12	9:19
8:21	8:28	8:33	8:41	8:49	8:53	8:57	-	-	8:59	9:02	9:09	9:14	9:20	9:29	-	9:37	9:43
8:51	8:58	9:03	9:11	9:19	9:23	9:27	-	-	9:29	9:32	9:39	9:43	9:49	9:58	-	10:06	10:12
9:12	9:18	9:23	9:31	9:39	9:42	9:46	9:50	10:00	10:03	10:05	10:12	10:16	10:22	10:31	-	10:39	10:45
9:51	9:58	10:03	10:11	10:19	10:22	10:26	10:29	10:30	10:33	10:35	10:42	10:46	10:52	10:59	11:04	-	-
10:12	10:18	10:23	10:31	10:39	10:42	10:46	10:50	11:00	11:03	11:05	11:11	11:15	11:21	11:28	-	11:36	11:42
10:53	10:59	11:04	11:12	11:19	11:22	11:26	11:29	11:30	11:34	11:36	11:42	11:46	11:51	11:58	12:01	-	-
11:15	11:20	11:25	11:33	11:40	11:43	11:46	11:50	12:00	12:03	12:05	12:11	12:15	12:20	12:27	-	12:34	12:40

COTA color-codes its routes and timetable covers based on how frequently they operate: red routes are every 15 minutes or less, blue routes operate all day at frequencies greater than 15 minutes, and green routes only run at rush hour. Where COTA improves over SEPTA are the timetables for the frequent routes, which are also color-coded based on headway. At times when the route is operating every 15 minutes or less, the timepoints are shown in red, while any points when the route does not operate that frequently are shown in standard blue. The purple times represent a late-night pulse system in the city center.

This color-coding effectively **shows riders when buses are running at headways where they don't need to check a schedule**. SEPTA could take this a step further, too, by color-coding *all* timetables based on frequency. Many SEPTA routes operate every 15 minutes or better at rush hour or midday but don't qualify for 15-15-5 status. However, these times could still be shown in red to better communicate that if one boards the bus during these times, a vehicle should be arriving soon.

Example: Headways Communication Improvement

WEEKDAY SERVICE FREQUENCY

every **12** minutes or less	every **8** minutes or less	every **10** minutes or less	every **8** minutes or less	every **15** minutes or less
6AM	730AM	10AM	4PM	6PM — 9PM

Weekdays — To Whitman Plaza

5th St and Godfrey Av	5th St and Wyoming Av	6th St and Erie Av	8th St and Susquehanna Av	8th and Girard Av	8th and Market Sts	8th St and Washington Av	8th St and Snyder Av	Whitman Plaza
AM SERVICE								
12.26	12.33	12.38	12.46	12.51	12.57	1.03	1.07	1.12
1.12	1.19	1.24	1.32	1.37	1.43	1.49	1.53	1.58
1.57	2.04	2.09	2.17	2.22	2.28	2.34	2.38	2.43
2.42	2.49	2.54	3.02	3.07	3.13	3.19	3.23	3.28
3.27	3.34	3.39	3.47	3.52	3.58	4.04	4.08	4.13
4.12	4.19	4.24	4.32	4.37	4.43	4.49	4.53	4.58
4.48	4.55	5.00	5.09	5.14	5.21	5.27	5.31	5.36
5.11	5.19	5.24	5.33	5.38	5.45	5.51	5.55	6.00
5.24	5.33	5.38	5.47	5.52	5.59	6.05	6.10	6.15
5.36	5.45	5.50	5.59	6.05	6.13	6.20	6.25	6.30
5.47	5.56	6.02	6.11	6.17	6.25	6.32	6.37	6.42
5.58	6.08	6.14	6.23	6.29	6.37	6.45	6.50	6.55
6.10	6.20	6.26	6.35	6.41	6.49	6.57	7.02	7.08
6.19	6.29	6.35	6.44	6.50	6.58	7.06	7.11	7.17
6.28	6.38	6.44	6.53	6.59	7.07	7.15	7.20	7.26
6.36	6.46	6.52	7.02	7.08	7.16	7.24	7.29	7.35
6.43	6.53	7.01	7.11	7.17	7.25	7.33	7.38	7.44
6.51	7.02	7.10	7.20	7.26	7.34	7.42	7.47	7.53
6.59	7.10	7.18	7.28	7.34	7.42	7.50	7.55	8.01
7.06	7.17	7.25	7.36	7.42	7.50	7.58	8.03	8.09
7.14	7.25	7.33	7.44	7.50	7.58	8.06	8.12	8.18
7.20	7.32	7.40	7.51	7.57	8.06	8.14	8.20	8.26
7.28	7.40	7.48	7.59	8.05	8.14	8.22	8.28	8.34
7.34	7.46	7.54	8.07	8.13	8.22	8.30	8.36	8.42
7.43	7.55	8.02	8.15	8.21	8.30	8.38	8.44	8.50
7.49	8.02	8.09	8.22	8.28	8.37	8.45	8.51	8.57
7.56	8.09	8.16	8.29	8.35	8.44	8.52	8.58	9.04
Every 10 Minutes or Less — PM SERVICE								
5.02	5.14	5.21	5.33	5.39	5.47	5.56	6.03	6.10
5.09	5.21	5.28	5.40	5.46	5.54	6.03	6.10	6.17
5.16	5.28	5.35	5.47	5.53	6.01	6.10	6.17	6.24
5.25	5.36	5.43	5.55	6.00	6.08	6.17	6.24	6.31
5.33	5.44	5.51	6.02	6.07	6.15	6.24	6.31	6.38
5.40	5.51	5.58	6.09	6.14	6.22	6.31	6.38	6.45
5.50	6.00	6.06	6.17	6.22	6.30	6.39	6.46	6.53
5.59	6.09	6.15	6.26	6.31	6.39	6.48	6.55	7.02
6.09	6.19	6.25	6.36	6.41	6.49	6.58	7.05	7.11
6.19	6.29	6.35	6.46	6.51	6.59	7.08	7.14	7.20
6.29	6.39	6.45	6.56	7.01	7.09	7.18	7.24	7.30
6.41	6.51	6.57	7.08	7.13	7.21	7.30	7.36	7.42
6.54	7.03	7.09	7.20	7.25	7.33	7.42	7.48	7.54
7.09	7.18	7.24	7.35	7.40	7.48	7.57	8.03	8.09
7.24	7.33	7.39	7.50	7.55	8.02	8.10	8.16	8.22
7.39	7.48	7.54	8.04	8.09	8.16	8.24	8.30	8.36
7.54	8.03	8.09	8.19	8.24	8.31	8.39	8.45	8.51
8.09	8.18	8.24	8.34	8.39	8.46	8.54	9.00	9.06
8.24	8.33	8.39	8.49	8.54	9.01	9.08	9.14	9.20
8.39	8.48	8.54	9.04	9.09	9.16	9.23	9.29	9.35
8.57	9.06	9.12	9.22	9.27	9.34	9.41	9.47	9.53
9.17	9.26	9.32	9.42	9.47	9.54	10.01	10.06	10.12
9.39	9.48	9.54	10.03	10.08	10.15	10.22	10.27	10.33
10.07	10.15	10.21	10.30	10.35	10.42	10.49	10.54	11.00
10.37	10.45	10.51	11.00	11.05	11.12	11.19	11.24	11.29
11.09	11.17	11.22	11.30	11.35	11.42	11.49	11.54	11.59
11.40	11.48	11.53	12.01	12.06	12.12	12.18	12.22	12.27

Weekdays — To 5th-Godfrey

Whitman Plaza	7th St and Snyder Av	7th St and Washington Av	7th and Market Sts	7th and Spring Garden Sts	7th St and Girard Av	7th St and Susquehanna Av	5th St and Erie Av	5th St and Wyoming Av	5th St and Godfrey Av
AM SERVICE									
1.29	1.34	1.38	1.44	1.49	1.52	1.57	2.05	2.10	2.17
2.14	2.19	2.23	2.29	2.34	2.37	2.42	2.50	2.55	3.02
2.59	3.04	3.08	3.14	3.19	3.22	3.26	3.34	3.39	3.46
3.44	3.49	3.53	3.59	4.04	4.07	4.11	4.19	4.24	4.31
4.28	4.33	4.38	4.44	4.49	4.52	4.56	5.04	5.10	5.18
5.07	5.12	5.17	5.23	5.28	5.31	5.35	5.44	5.50	5.58
5.27	5.32	5.37	5.43	5.48	5.51	5.55	6.04	6.10	6.18
5.42	5.47	5.52	5.58	6.03	6.06	6.11	6.20	6.26	6.34
5.51	5.56	6.01	6.08	6.13	6.16	6.21	6.30	6.36	6.44
6.00	6.05	6.10	6.17	6.22	6.25	6.30	6.39	6.45	6.53
6.09	6.14	6.19	6.26	6.31	6.34	6.39	6.48	6.54	7.02
6.17	6.22	6.27	6.34	6.39	6.42	6.47	6.56	7.02	7.11
6.25	6.30	6.35	6.42	6.47	6.50	6.55	7.04	7.10	7.19
6.33	6.38	6.43	6.50	6.55	6.58	7.03	7.13	7.19	7.28
6.40	6.45	6.50	6.57	7.02	7.05	7.11	7.21	7.27	7.36
6.46	6.51	6.56	7.04	7.09	7.12	7.18	7.28	7.34	7.43
6.52	6.57	7.03	7.11	7.16	7.19	7.25	7.35	7.41	7.50
6.59	7.04	7.10	7.18	7.23	7.26	7.32	7.42	7.48	7.57
7.06	7.11	7.17	7.25	7.30	7.33	7.39	7.49	7.55	8.04
7.12	7.17	7.23	7.31	7.36	7.39	7.45	7.55	8.01	8.12
7.18	7.23	7.29	7.37	7.42	7.45	7.51	8.01	8.07	8.18
7.24	7.29	7.35	7.43	7.48	7.51	7.57	8.07	8.13	8.24
7.30	7.35	7.41	7.49	7.54	7.57	8.03	8.14	8.20	8.31
7.36	7.41	7.47	7.55	8.00	8.04	8.10	8.21	8.27	8.38
7.40	7.45	7.51	8.01	8.06	8.10	8.16	8.27	8.33	8.44
7.45	7.50	7.56	8.06	8.11	8.15	8.21	8.32	8.38	8.49
7.49	7.54	8.01	8.11	8.16	8.20	8.26	8.37	8.43	8.54
7.54	7.59	8.06	8.16	8.21	8.25	8.31	8.42	8.48	8.59
7.59	8.05	8.12	8.22	8.27	8.31	8.37	8.48	8.54	9.05
Every 10 Minutes or Less — PM SERVICE									
4.58	5.03	5.09	5.18	5.23	5.27	5.33	5.44	5.52	6.04
5.05	5.10	5.16	5.25	5.30	5.34	5.40	5.51	5.59	6.11
5.12	5.17	5.23	5.32	5.37	5.41	5.47	5.58	6.06	6.16
5.19	5.24	5.30	5.39	5.44	5.48	5.54	6.05	6.12	6.22
5.26	5.31	5.37	5.46	5.51	5.55	6.01	6.11	6.18	6.28
5.33	5.38	5.44	5.53	5.58	6.02	6.07	6.17	6.24	6.34
5.41	5.46	5.52	6.00	6.05	6.08	6.13	6.23	6.30	6.40
5.49	5.54	6.00	6.08	6.13	6.16	6.21	6.31	6.37	6.47
5.57	6.02	6.08	6.16	6.21	6.24	6.29	6.39	6.45	6.55
6.05	6.10	6.16	6.24	6.29	6.32	6.37	6.47	6.53	7.03
6.15	6.20	6.26	6.34	6.39	6.42	6.47	6.57	7.03	7.13
6.26	6.31	6.37	6.45	6.50	6.53	6.58	7.08	7.14	7.24
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7.00	7.05	7.10	7.18	7.23	7.26	7.31	7.41	7.47	7.57
7.15	7.20	7.25	7.33	7.38	7.41	7.46	7.56	8.02	8.11
7.30	7.35	7.40	7.48	7.53	7.56	8.01	8.11	8.17	8.26
7.45	7.50	7.55	8.03	8.08	8.11	8.16	8.26	8.32	8.41
8.00	8.05	8.10	8.18	8.23	8.26	8.31	8.41	8.47	8.56
8.15	8.20	8.25	8.33	8.38	8.41	8.46	8.56	9.02	9.11
8.30	8.35	8.40	8.48	8.53	8.56	9.01	9.11	9.17	9.26
8.46	8.51	8.56	9.03	9.08	9.11	9.16	9.26	9.32	9.41
9.04	9.09	9.14	9.21	9.26	9.29	9.34	9.44	9.50	9.59
9.24	9.29	9.34	9.41	9.46	9.49	9.54	10.04	10.10	10.19
9.45	9.50	9.55	10.02	10.07	10.10	10.15	10.24	10.30	10.39
10.06	10.11	10.16	10.22	10.27	10.30	10.35	10.44	10.50	10.59
10.26	10.31	10.36	10.42	10.47	10.50	10.55	11.04	11.10	11.18
10.46	10.51	10.58	11.04	11.09	11.12	11.17	11.28	11.32	11.40
11.12	11.17	11.22	11.28	11.33	11.36	11.41	11.50	11.56	12.04
11.41	11.46	11.51	11.57	12.02	12.05	12.10	12.18	12.23	12.30
AFTER MIDNIGHT SERVICE									
12.12	12.17	12.21	12.27	12.32	12.35	12.40	12.48	12.53	1.00
12.42	12.47	12.51	12.57	1.02	1.05	1.10	1.18	1.23	1.30

COLOR FREQUENCY GUIDE

- **15** — Every 10 Minutes or Less
- **30** — Every 30 Minutes or Less
- **60** — Every 60 Minutes or Less

Case Study for Website: TriMet in Portland

51-Vista	
52-Farmington/185th	
53-Arctic/Allen	
54-Beaverton-Hillsdale Hwy	◉
55-Hamilton	
56-Scholls Ferry Rd	◉
57-TV Hwy/Forest Grove	◉ ㉔
58-Canyon Rd	
59-Walker/Park Way	
61-Marquam Hill/Beaverton	

SEPTA's current list of routes on its website has an icon of an owl for buses that run all night. We believe this treatment should be used for 15-15-5 routes as well; in the same way that the owls give an overview of which routes run all night, a 15-minute icon would show the routes in the SEPTA network that run frequently all day. TriMet effectively communicates both of these on its website, with a green circle for frequent routes and a "24" icon for all-night routes.