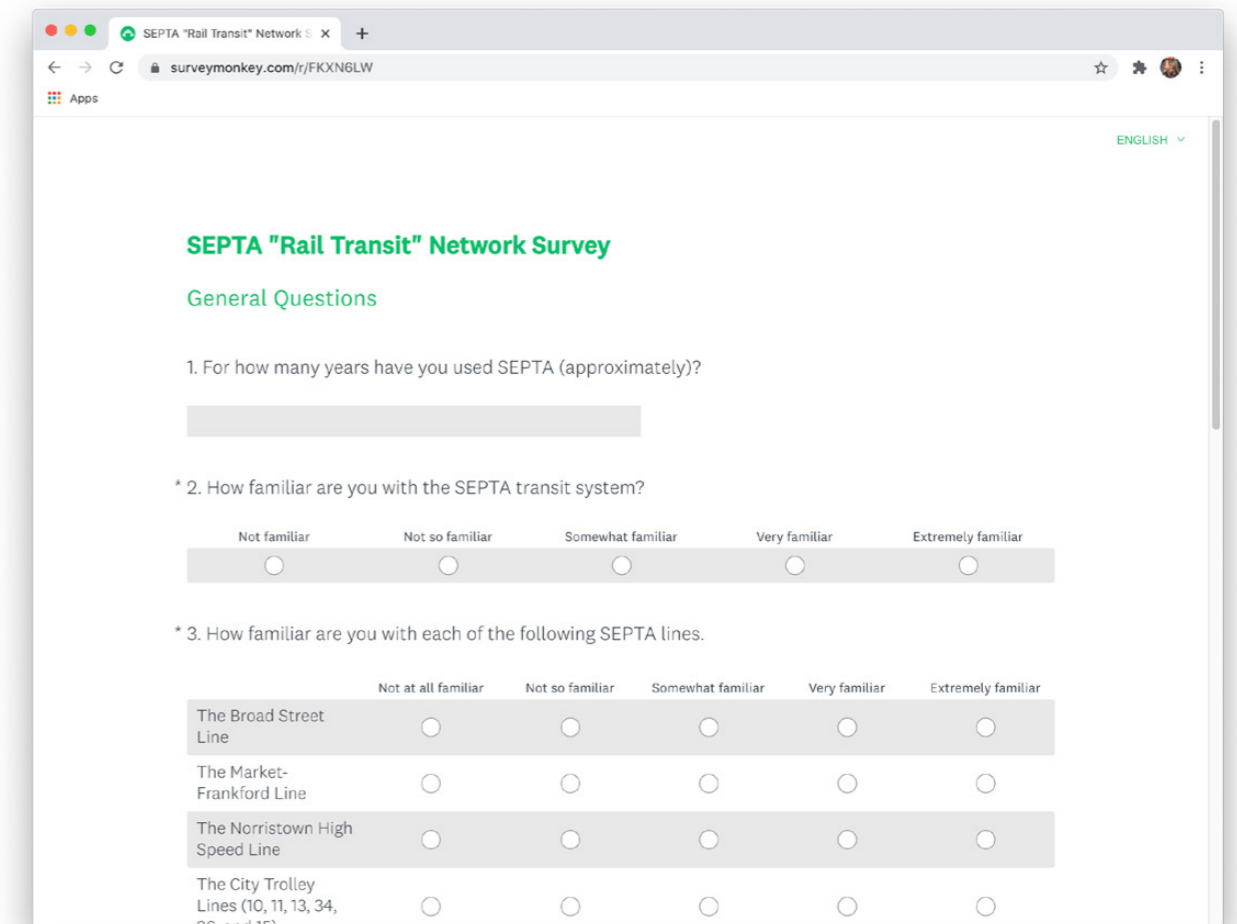


Section 3: Stakeholder Engagement

Public Online Survey

In addition to the internal and external engagement workshops where Entro gathered targeted information and insights, it was also integral to get the greater Philadelphia community involved as well.

Along with the internal working group at SEPTA, Entro developed an online survey that would gather key information about how the public uses and understands the existing system. The survey, also available in Spanish and Chinese, was distributed by SEPTA stakeholders, neighborhood groups, advocacy groups, and government partners through email and social media due to the COVID-19 pandemic. Receiving over 1,500 responses, the survey provided SEPTA and Entro with invaluable knowledge about how riders navigate Philadelphia using the SEPTA System.



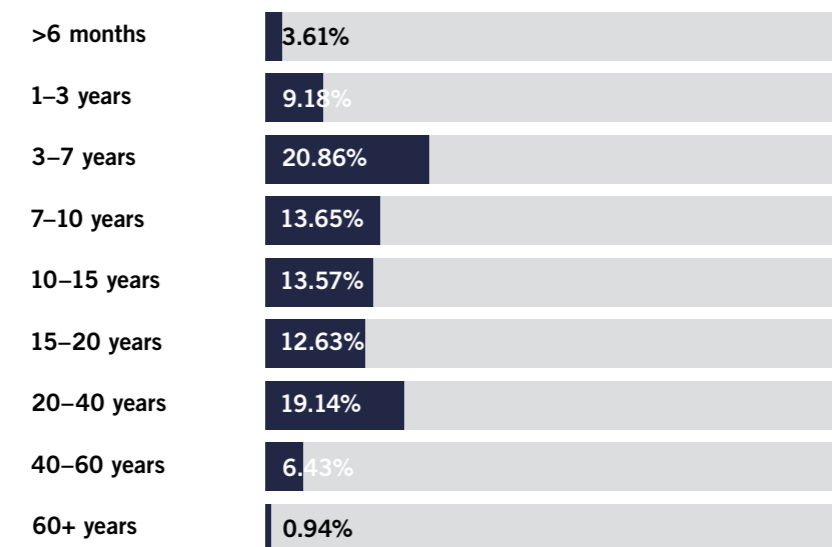
27 Questions
30+ Days
1,500+ Responses

Section 3: Stakeholder Engagement

Public Online Survey Results Respondent Profile and Familiarity

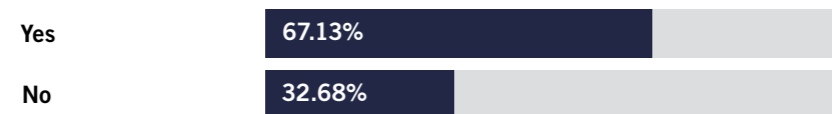
Over half of the respondents were regular riders of the system, using SEPTA 4 days a week or more. They also indicated having a high familiarity with the system. This is important to consider in reviewing the survey findings. Participants had the most familiarity with the Market-Frankford Line, followed closely by the Broad Street Line.

FOR HOW MANY YEARS HAVE YOU USED SEPTA (APPROXIMATELY)?



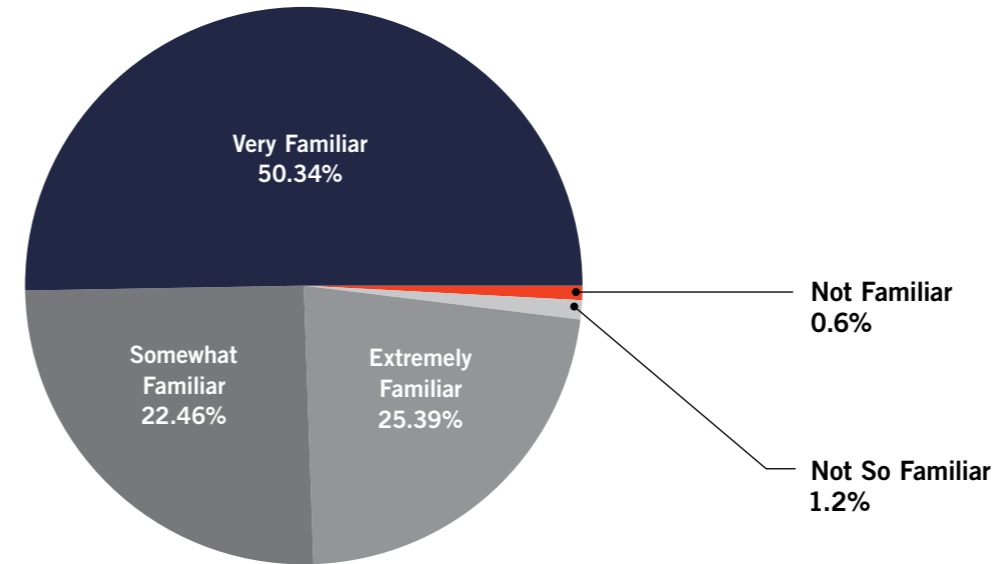
AVERAGE ANSWER
15-20 Years

DO YOU HAVE ACCESS TO A CAR?



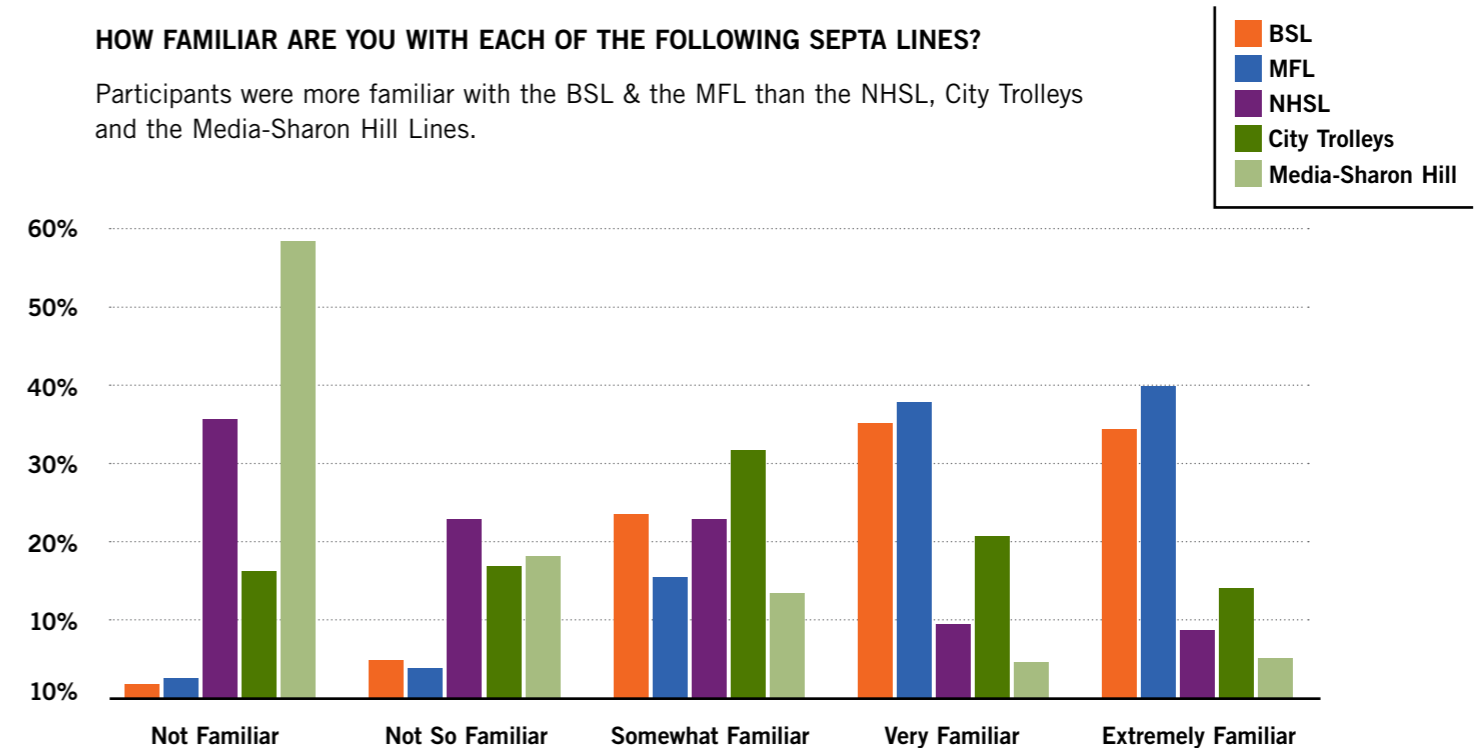
HOW FAMILIAR ARE YOU WITH THE SEPTA TRANSIT SYSTEM?

Over 50% of the respondents were regular riders of the system.



HOW FAMILIAR ARE YOU WITH EACH OF THE FOLLOWING SEPTA LINES?

Participants were more familiar with the BSL & the MFL than the NHSL, City Trolleys and the Media-Sharon Hill Lines.

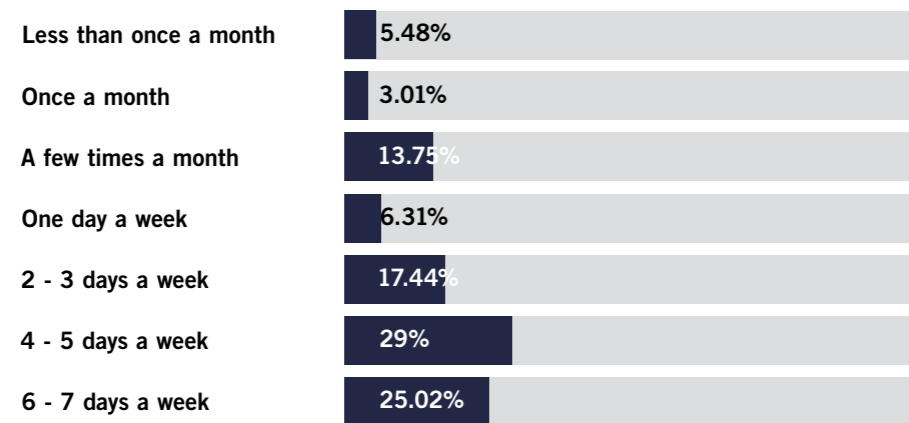


Section 3: Stakeholder Engagement

Public Online Survey Results Respondent Profile and Familiarity

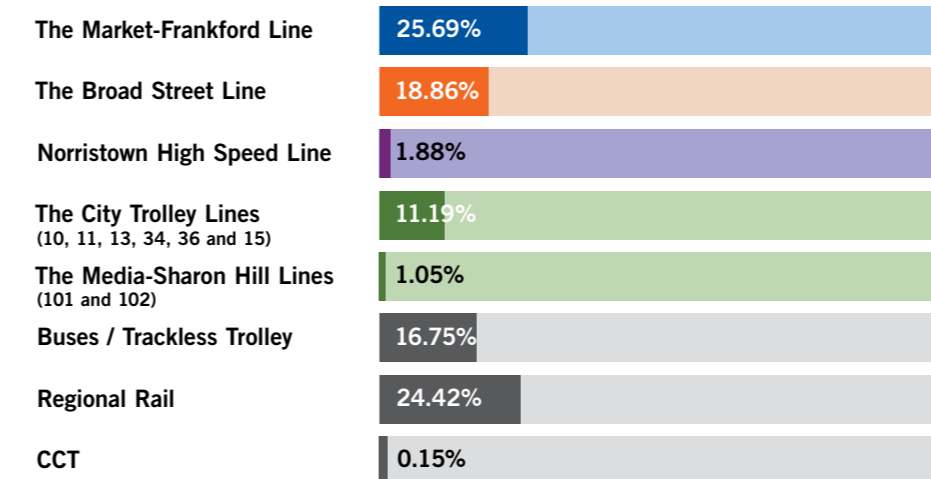
The most often used line is the Market-Frankford Line, followed closely by Regional Rail. Over 65% of respondents had access to a car, which means that they are not entirely dependent on the system.

HOW MANY TIMES PER WEEK DID YOU TYPICALLY USE SEPTA BEFORE THE COVID-19 PANDEMIC?



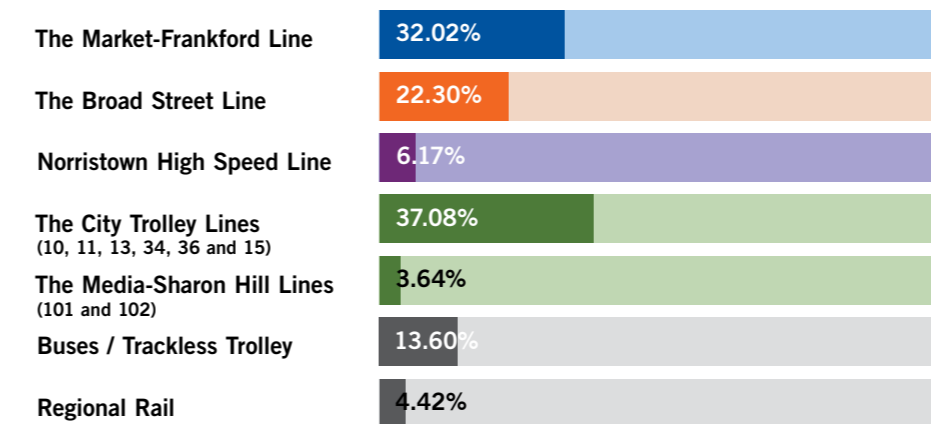
WHICH TRAIN, TROLLEY, OR BUS ROUTE DO YOU USE MOST OFTEN?

25% used the MFL most often, with BSL closely behind.



PLEASE TELL US ABOUT YOUR MOST COMMON JOURNEY (FOR EXAMPLE, A COMMUTE) BY ANSWERING THE FOLLOWING QUESTIONS?

Most commonly used line is City Trolley (37%), followed by MFL (32%).



While riders mentioned the MFL as the line they most often use, when they thought of their most common journey, they thought of the City Trolley lines.

Section 3: Stakeholder Engagement

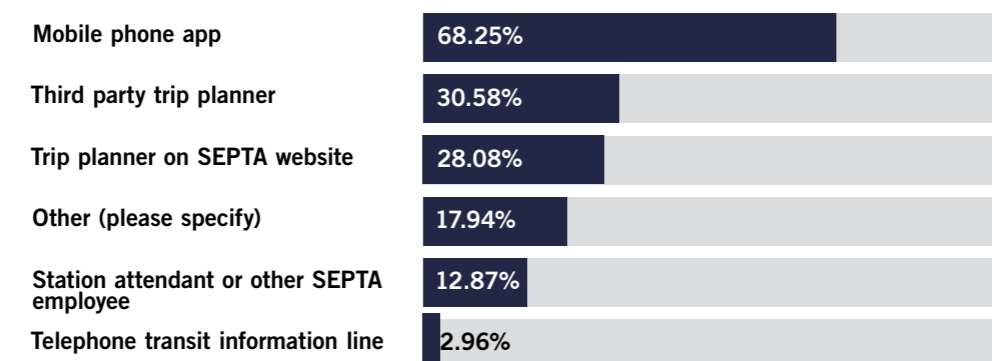
Public Online Survey Results Trip Planning

For trip planning and assistance, respondents most often used a mobile app (this includes the responses of third party trip planner). Following this, the trip planner on the SEPTA website was used.

Additionally, over 25% of people used a combination of apps based on the different benefits of each. Importance was placed on apps that had real-time updates, tracking of vehicles, ease of use, worked well with their phone, and connected to other transit modes.

WHICH FORM OF TRANSIT ASSISTANCE DO YOU USE?

Most people (68%) use a mobile phone app as their primary form of transit assistance, followed by either SEPTA's trip planner or a third party trip planner. This indicates that SEPTA is not the source of people's primary source of transit planning for SEPTA-operated lines.



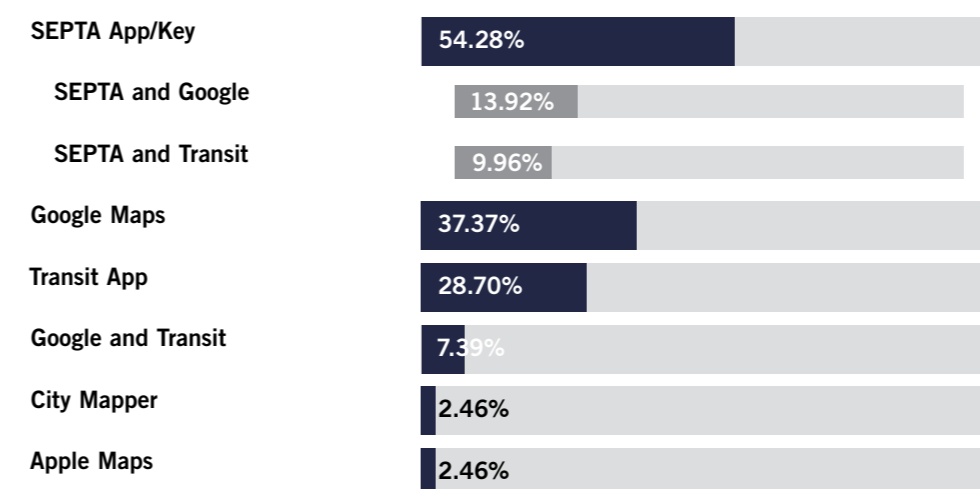
HOW IMPORTANT ARE EACH OF THE FOLLOWING TOOLS IN YOUR JOURNEY THROUGH THE SEPTA SYSTEM?

While all the tools presented by the survey were recognized as important references, respondents most consistently rated station and stop signage at entrances as extremely important. Hand-schedules and trip planners were rated with the least level of importance. Real time updates are crucial — respondents will switch tools for this.

	Not Important	Not So Important	Somewhat Important	Very Important	Extremely Important
Station and stop signs at entrances	1.42%	3.93%	13.99%	29.80%	50.86%
Mobile phone app	9.14%	7.17%	15.84%	22.85%	45.00%
Maps at stations	2.59%	7.14%	22.92%	31.00%	36.34%
Schedule on SEPTA website	7.43%	10.40%	20.88%	28.30%	32.99%
Hand schedules	31.18%	29.53%	20.47%	9.06%	9.76%
Maps on SEPTA website	9.86%	16.90%	30.59%	23.47%	19.17%
Trip planner on SEPTA website	23.23%	24.74%	26.01%	14.72%	11.30%

IF YOU USE A MOBILE APP, WHICH ONE DO YOU USE AND WHY IS IT MORE USEFUL THAN OTHERS?

The SEPTA app was identified most often by participants, followed by Google Maps. Often used in combination. Some said familiarity was the reason for using Google Maps — already using it for other modes of transportation.

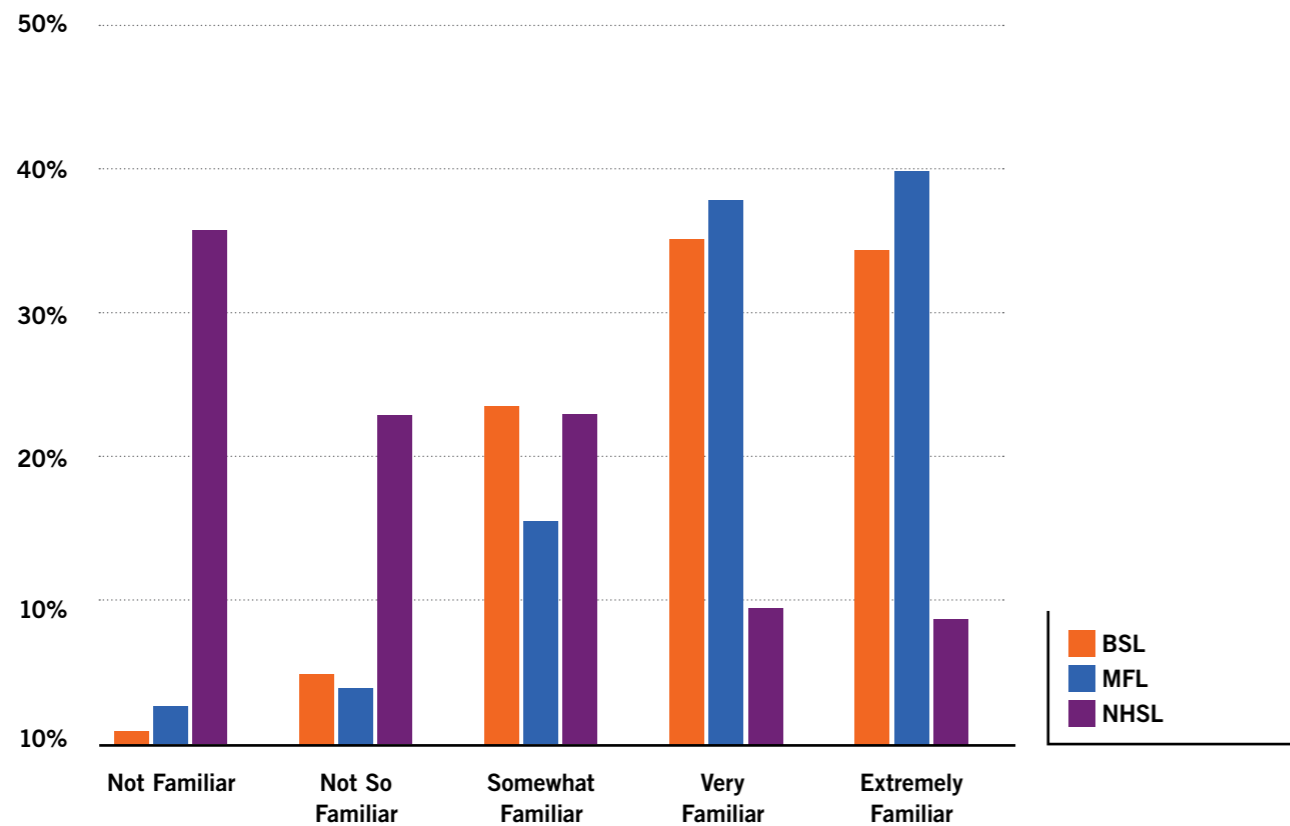


Section 3: Stakeholder Engagement

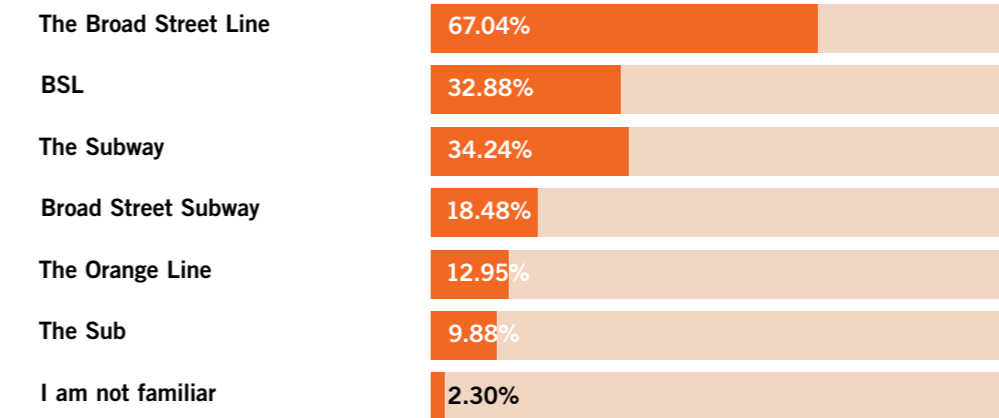
Public Online Survey Results Line Nomenclature

Participants recognized the individual lines by a broad range of names. The graph shown below references the previous data points of familiarity of lines within the system, while the charts at right outline the most frequently provided responses for how riders refer to these specific lines.

OVERALL FAMILIARITY WITH LINE (BASED ON DATA ON PAGE 52)

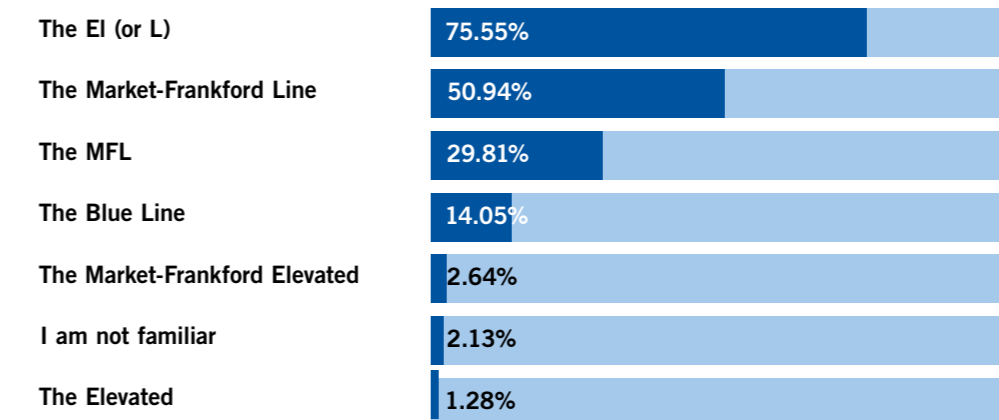


IF YOU ARE FAMILIAR WITH THE BROAD STREET LINE, WHAT DO YOU MOST OFTEN CALL IT?



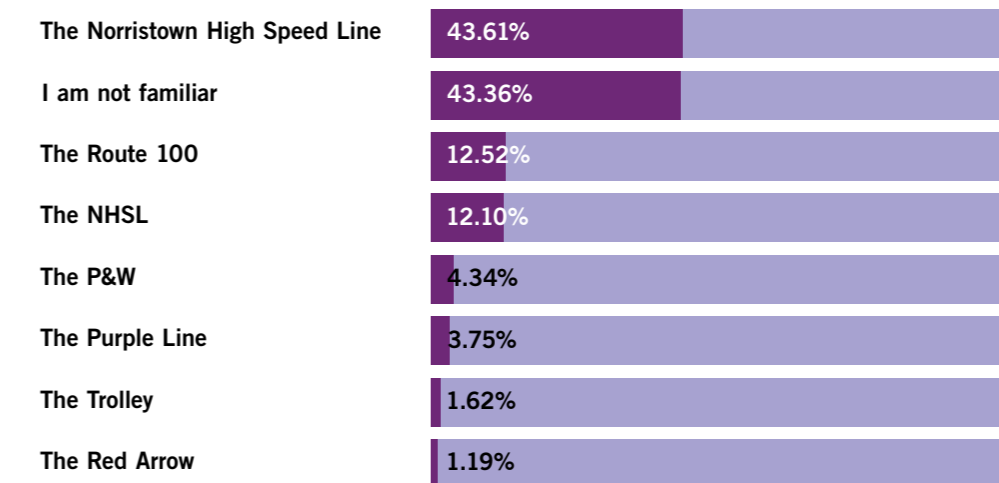
For Spanish-language responses, 62.5% identified the Broad Street Line as The Orange Line vs. 12.95% across all respondents.

IF YOU ARE FAMILIAR WITH THE MARKET-FRANKFORD STREET LINE, WHAT DO YOU MOST OFTEN CALL IT?



For Spanish-language responses, 68.75% identified the Market-Frankford Line as The Blue Line vs. 14.05% across all respondents.

IF YOU ARE FAMILIAR WITH THE NORRISTOWN HIGH SPEED LINE, WHAT DO YOU MOST OFTEN CALL IT?



Section 3: Stakeholder Engagement

Public Online Survey Results Experience of SEPTA

City Trolley lines are the most challenging for riders, with almost a third of respondents rating them as hard to use. The easiest lines to use were the Broad Street and Market-Frankford Lines, yet this also may be due to their familiarity. Wayfinding accounts for transit challenges — almost a quarter of respondents listed challenges related to signage, finding information, vehicles or routes, and knowing where to get on/off. City Hall was listed as the most common area respondents got lost in the system, with trains and transfers listed as other common points of losing one’s way.

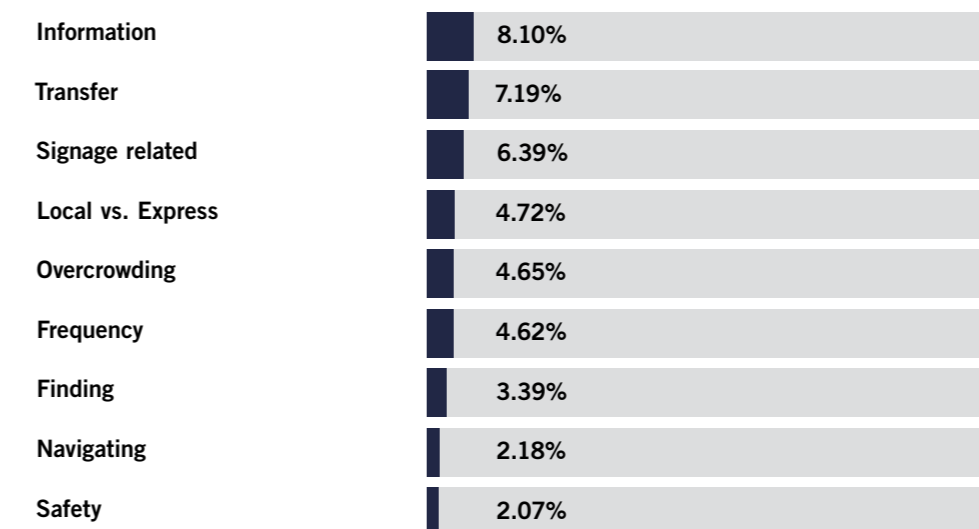
IN YOUR EXPERIENCE, HOW EASY IS IT TO USE EACH OF THE FOLLOWING RAIL TRANSIT LINES? FOR EXAMPLE, HOW TO GET ON OR OFF THE RAIL TRANSIT CAR, HOW TO DETERMINE WHAT STOPS IT MAKES, ETC.

Note: 612 participants did not provide an answer for the Norristown High Speed Line, 238 participants did not provide an answer for The City Trolley Lines, and 802 participants did not provide an answer for The Media-Sharon Hill lines because they do not regularly ride these lines.

	Very Easy	Easy	Neither Easy nor Difficult	Difficult	Very Difficult
The Broad Street Line	27.22%	42.10%	19.70%	7.27%	0.85%
The Market-Frankford Line	31.72%	43.94%	16.79%	4.24%	0.68%
The Norristown High Speed Line	8.54%	15.62%	12.99%	6.18%	1.09%
The City Trolley Lines (10, 11, 13, 34, 36, and 15)	9.74%	23.38%	22.67%	20.02%	3.10%
The Media-Sharon Hill Lines (101 and 102)	5.26%	8.73%	7.89%	2.44%	0.38%

WHAT DO YOU FIND THE MOST CHALLENGING PART OF TRAVELING ON THE FOLLOWING LINES? PLEASE ONLY RESPOND TO THE LINES YOU HAVE PERSONAL EXPERIENCE WITH.

On average, almost 8% of the participants identified signage and wayfinding as one of the most challenging parts of traveling on SEPTA.

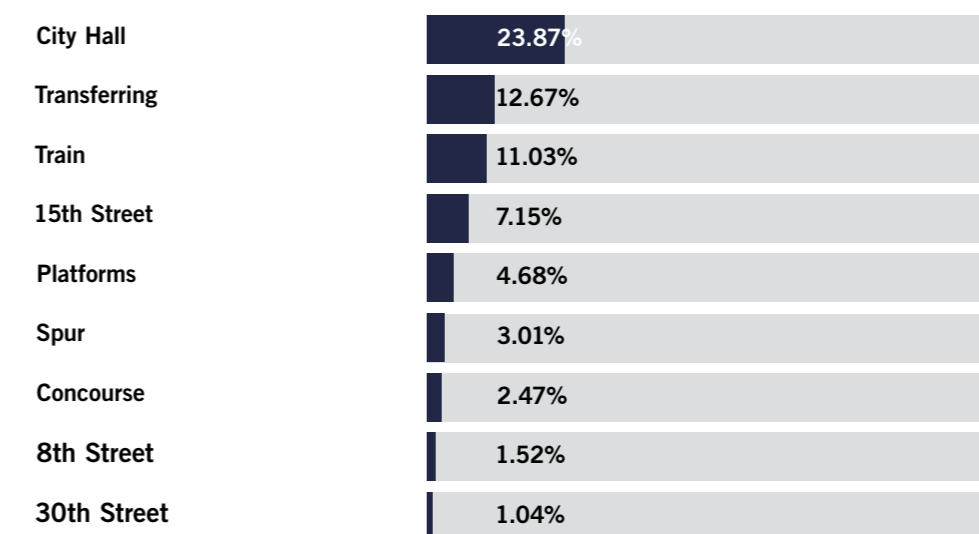


Spanish-language participants identified major transfer stations like City Hall as particularly challenging to navigate, as well identifying the local versus the express trains.

IF YOU HAVE EVER GOTTEN LOST WHILE ON THE SYSTEM, PLEASE DESCRIBE WHERE YOU WERE LOST ON THE FOLLOWING LINES.

Over 40% of the participants listed City Hall as a point in the system where they get lost most frequently.

Exits and entrances can be major challenges, stops are unclear, and there is an overall lack of signage.



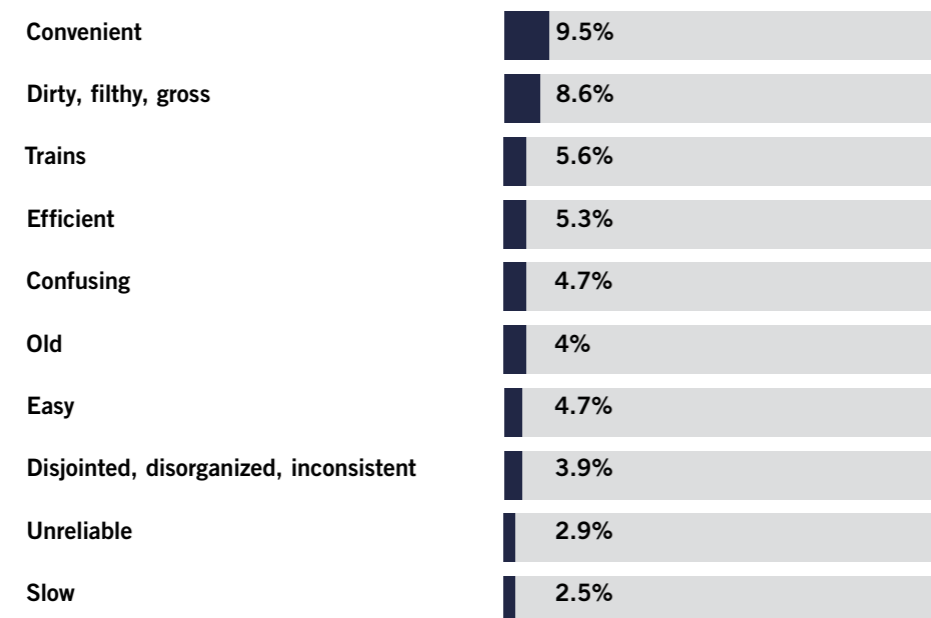
Section 3: Stakeholder Engagement

Public Online Survey Results Characteristics of SEPTA

When asked the words they would use to describe the system, respondents implied that it was convenient and efficient, but dirty, disjointed and confusing. Respondents described the overall character of the system as old, gritty, and two-tier.

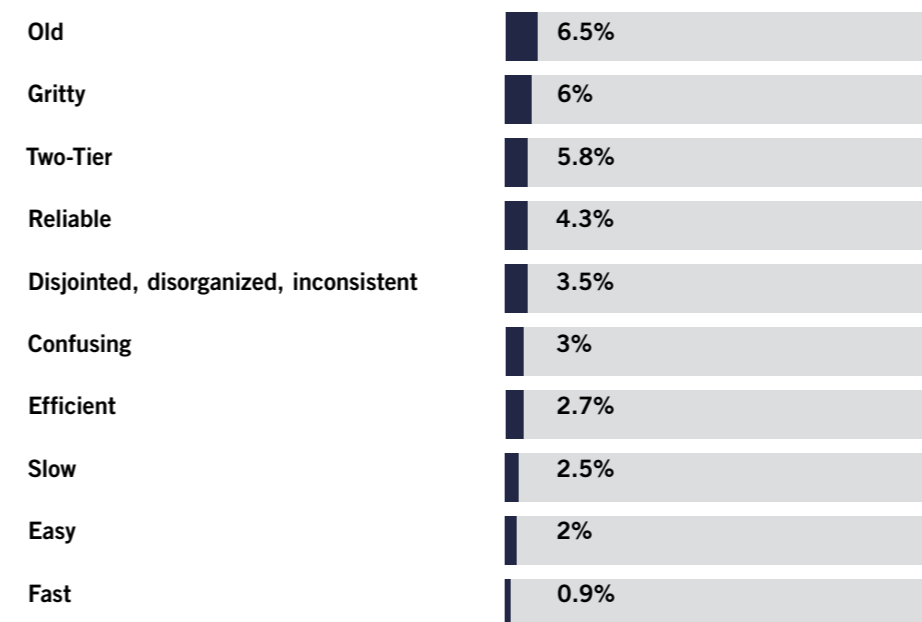
WHAT WORDS WOULD YOU ASSOCIATE WITH THE RAIL NETWORK OR USE TO DESCRIBE IT?

Note: 714 participants answered this question.



WHAT DO YOU FEEL THE OVERALL CHARACTER OF THE SEPTA NETWORK IS?

Note: 750 participants answered this question.



Section 3: Stakeholder Engagement

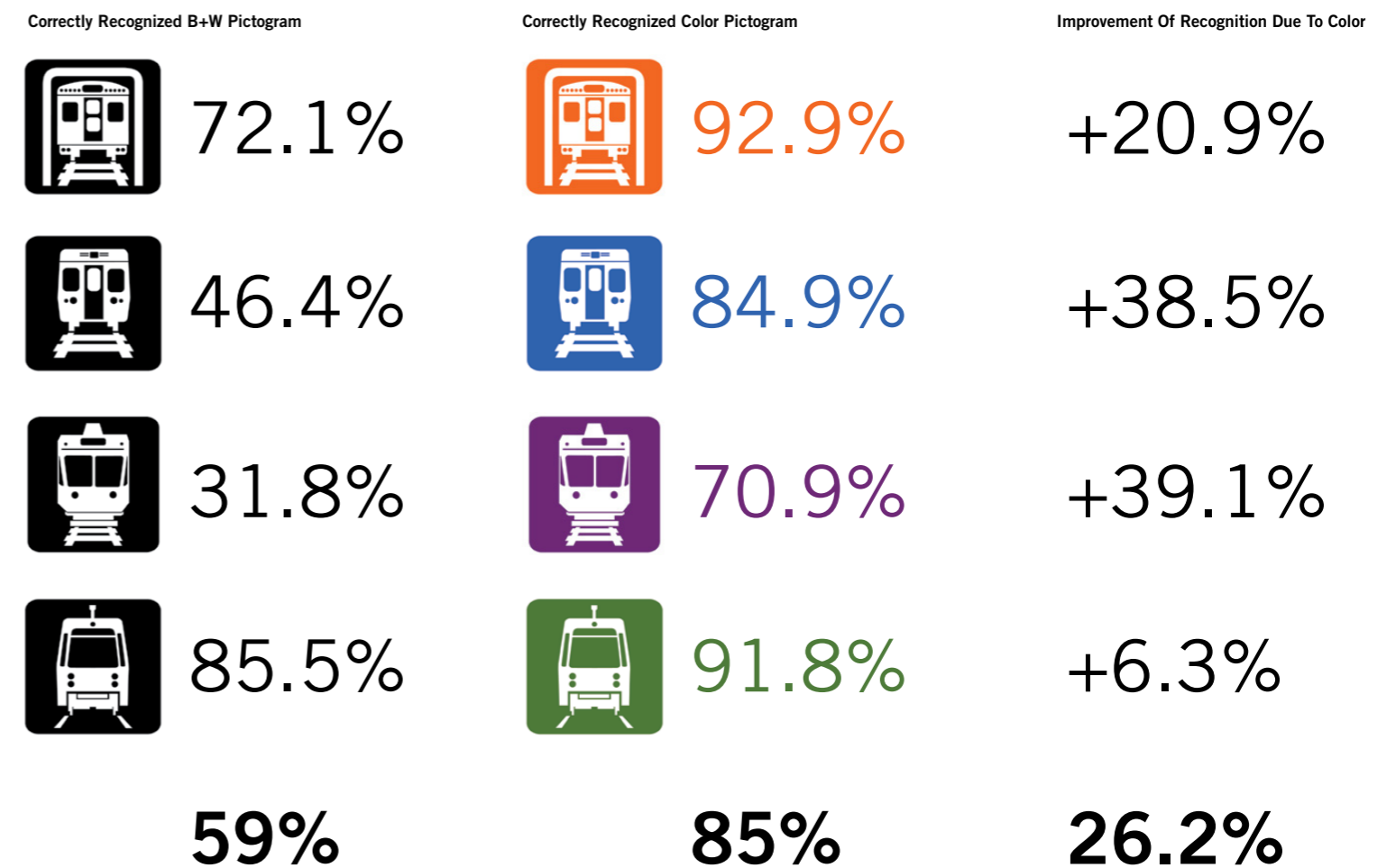
Public Online Survey Results Pictogram Recognition

Given the respondents' relative familiarity with the system, 59% of responses correctly identifying black and white icons is poor. Additionally, the MFL (46.4%) and the NHSL (31.8%) skew these results even further.

Adding color helped increase the amount of respondents able to correctly identify the line to 85%. The NHSL had the most significant improvement, from 31.8% to 70.9%.

RESPONDENTS WERE ASKED TO IDENTIFY THE LINES BASED ON A SERIES OF BLACK AND WHITE AND COLOR PICTOGRAMS.

Given that the survey respondents were quite familiar with the system, these numbers imply that they may not be gaining much information or familiarity from the current pictograms.



Section 3: Stakeholder Engagement

Public Online Survey

Overview of Key Insights

Respondent Profile and Familiarity

- Over 50% of the respondents were regular riders of the system.
- Participants were more familiar with the BSL & the MFL than the NSHL, City Trolleys, and the Media-Sharon Hill Lines.
- Most commonly used line is City Trolley (37%), then MFL (32%).
- There is a need to shift the public's understanding to include the Norristown High Speed Line, the City Trolleys and Media-Sharon Hill Line into their understanding of the network.

Trip Planning

- While all the tools presented by the survey were recognized as important references, respondents most-consistently rated station and stop signage at entrances as extremely important.
- Hand schedules and trip planners were rated with least level of importance.
- Accurate, real-time updates were identified as crucial; this is a key service that participants will switch tools to access. This feature also facilitates multi-modal connections.
- Some said familiarity was the reason for using Google Maps — they already use it for other modes of transportation.

Characteristics of SEPTA

- When asked the words they would use to describe the system, respondents implied that it was convenient and efficient, but dirty, disjointed, and confusing.
- The overall character of the system was felt to be old, gritty, and two-tier.

Pictogram Recognition

- Given the participants overall familiarity with the system, an overall score of 59% correctly identified black and white icons is poor.
- Additionally, the BSL (72.1%) and the Trolley (85.5%) skew the results even further.
- Adding color helped increase the amount of respondents able to correctly identify the line to 85%.
- The NHSL had the most significant improvement with color addition, from 31.8% to 70.9%.