



PLANNING and
IMPLEMENTING

DIRECT BUS

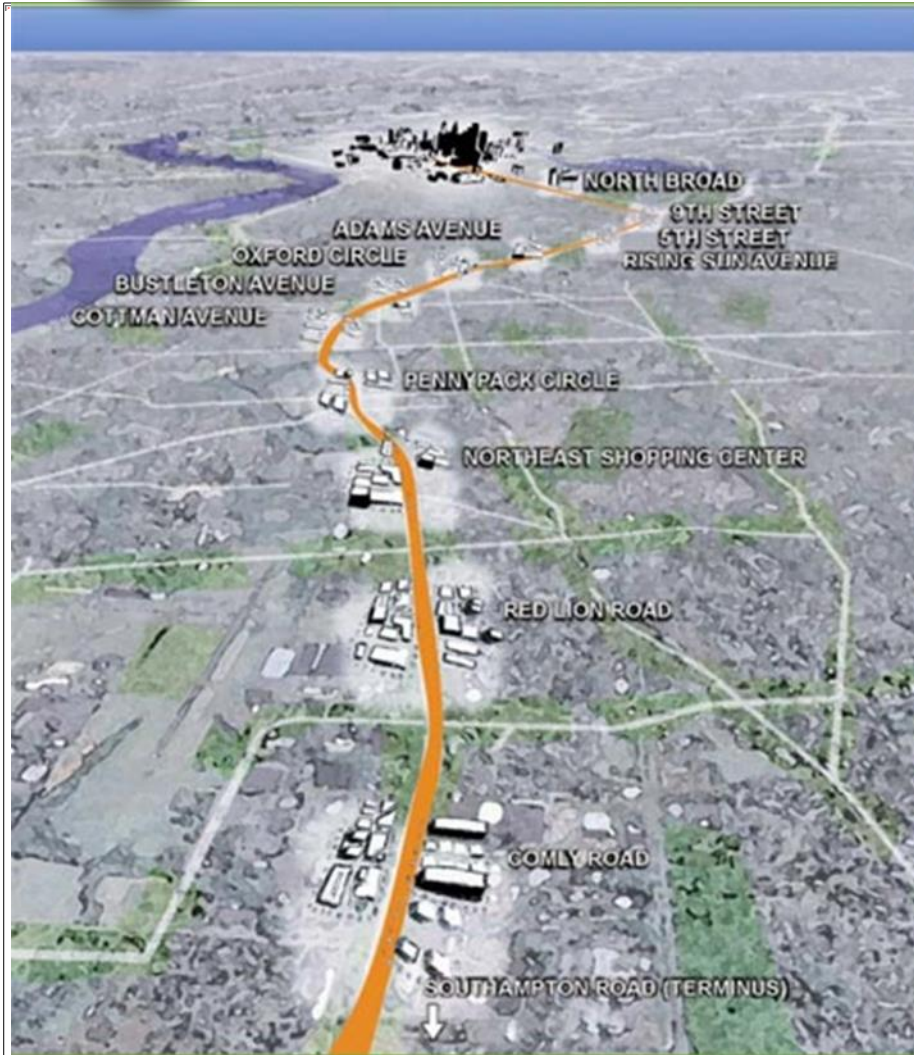
on ROOSEVELT
BOULEVARD

DVRPC – Board Meeting | January 25, 2018





Previous Outreach and Studies



SOURCE: DVRPC (2008) and PCPC (2003)

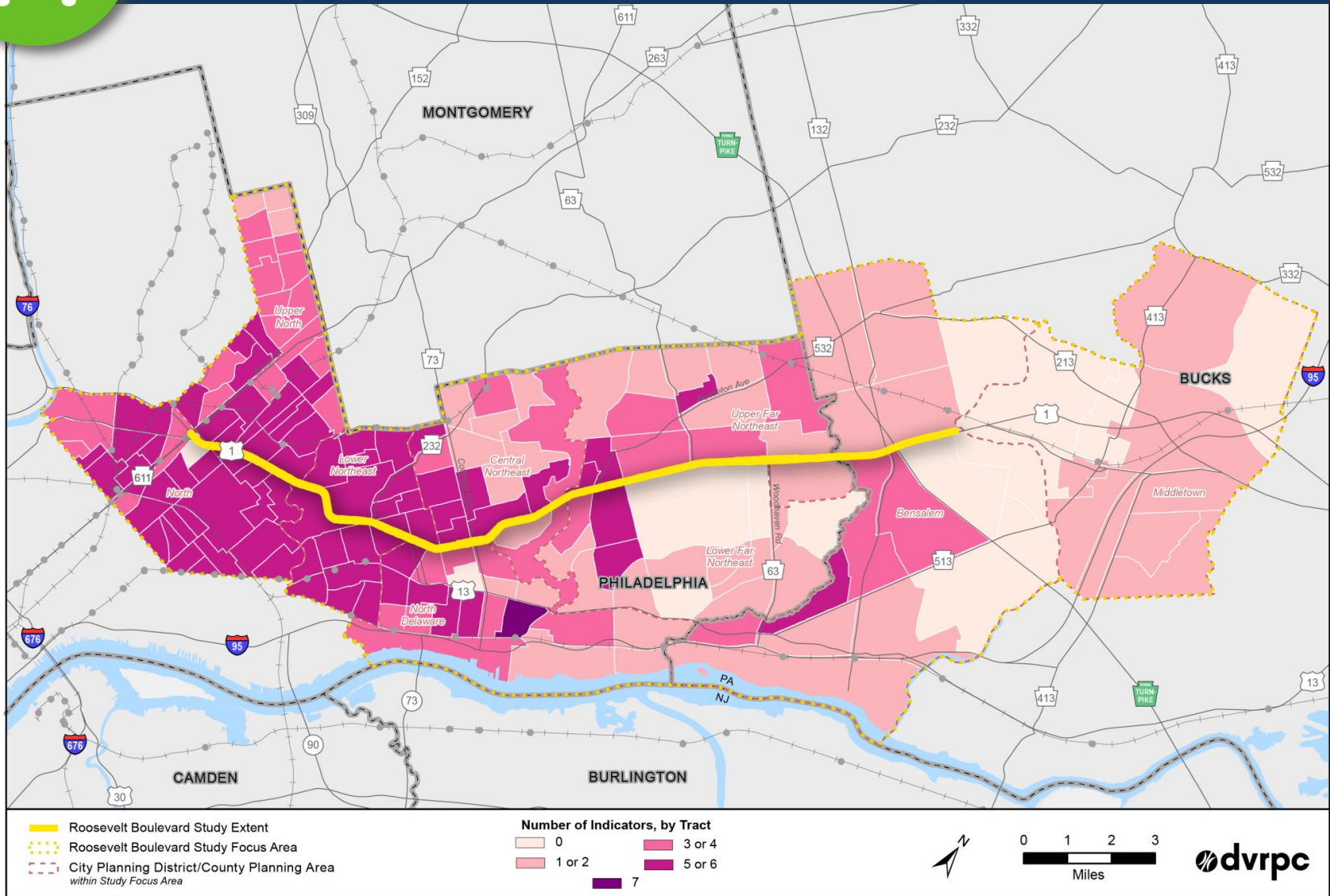


Current Conditions



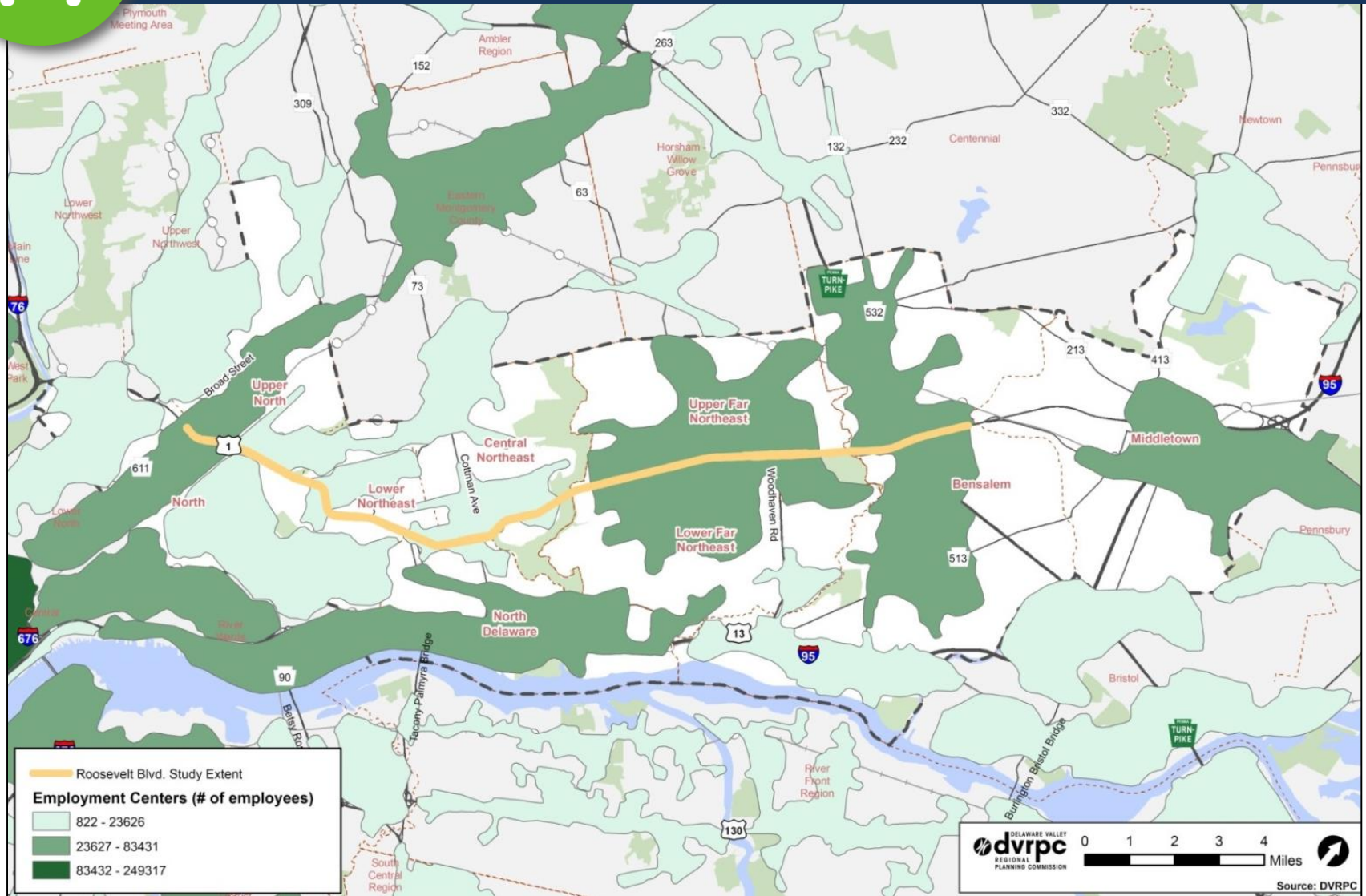


Indicators of Potential Disadvantage



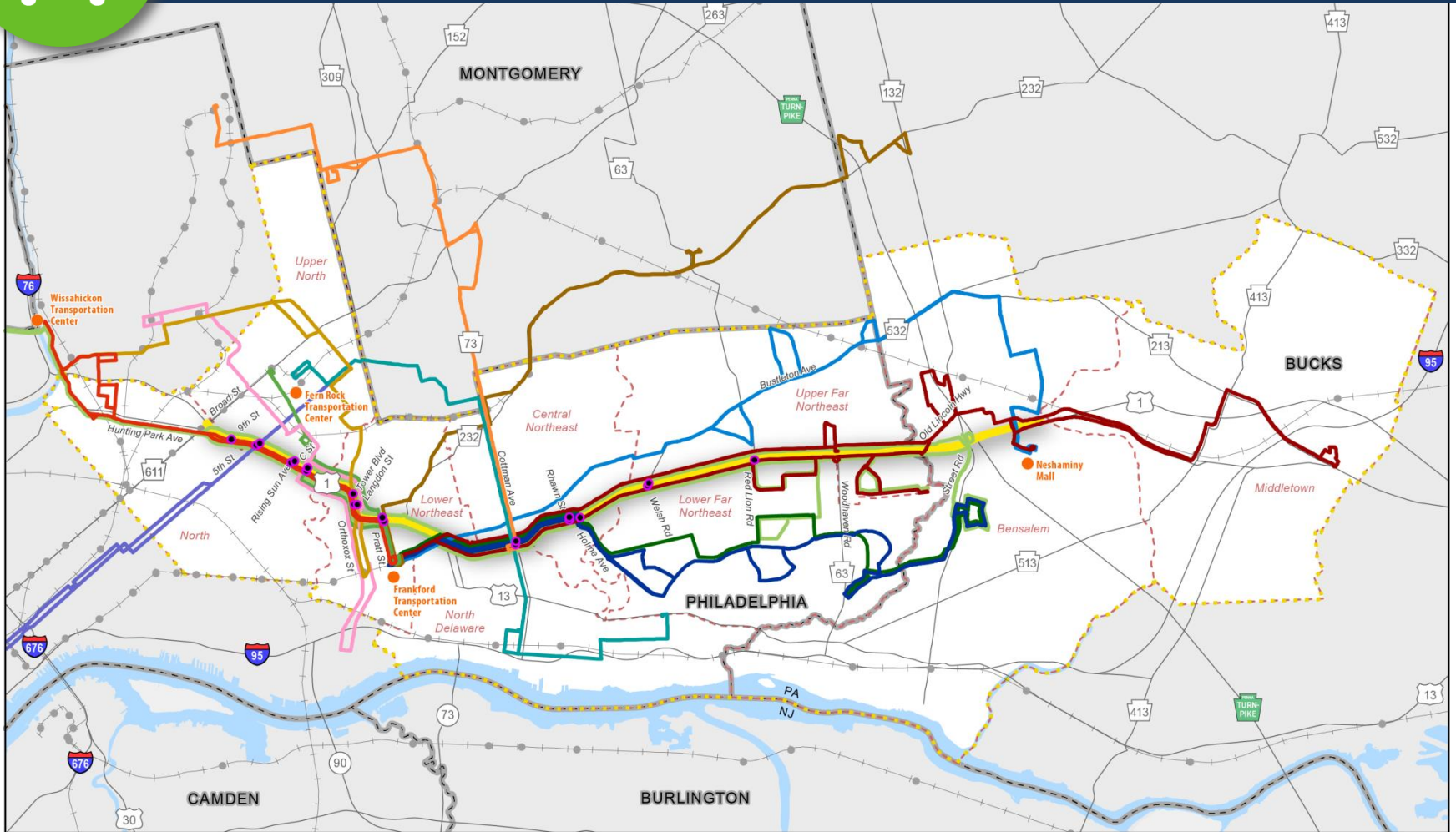


Employment Centers





Current Transit Climate

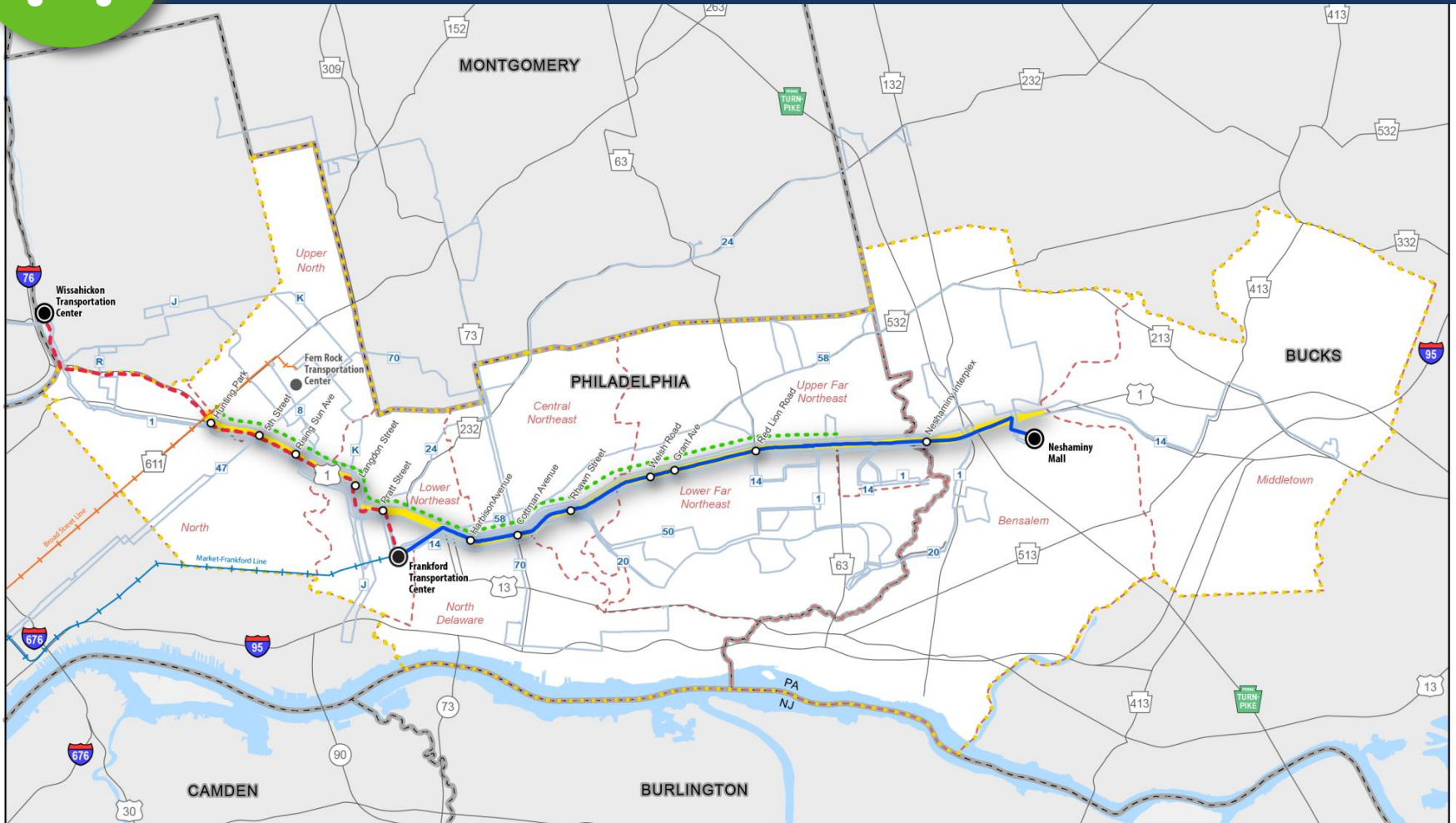


- | | | | | |
|---|-------------|-------------------------|--------------|--------------|
| Roosevelt Boulevard Study Extent | Bus Route R | Bus Route 8 | Bus Route 24 | Bus Route 58 |
| Roosevelt Boulevard Study Focus Area | Bus Route K | Bus Route 77 | Bus Route 14 | Bus Route 47 |
| City Planning District/County Planning Area within Study Focus Area | Bus Route J | Bus Route 70 | Bus Route 20 | Bus Route 50 |
| | Bus Route 1 | High-Ridership Bus Stop | | |





Phased Approach to Implementation



Roosevelt Boulevard Study Extent	Enhanced Bus Service Termini	EBS-A Service from Frankford Transportation Center to Neshaminy Mall (7 Stops)
Roosevelt Boulevard Study Focus Area	Enhanced Bus Service Stop	EBS-B Service from Frankford Transportation Center to Wissahickon Transportation Center (5 Stops)
City Planning District / County Planning Area within Study Focus Area	Existing SEPTA Bus Route	Future Busway: Physically separated running way from Woodhaven Road to Hunting Park Avenue



Researched and Recommended Elements

- **BRANDING**
- **HIGH RIDERSHIP STOPS ONLY**
- **“LOW-FRICTION” FARE PAYMENT**
- **TRANSIT SIGNAL PRIORITY**
- **SIGNAL OPTIMIZATION**
- **BUSINESS ACCESS AND TURNING LANE**
- **STATION DESIGN**
- **FAR-SIDE STOPS WHERE POSSIBLE**
- **REAL-TIME PASSENGER INFORMATION**



Operations Study Finding Summary

EXISTING CONDITIONS

- Typically performs at LOS C

EXPRESS BUS SERVICE

- Significant benefits for passengers
- Recommend moving the Harbison EBS station to Bustleton

OPTIMIZATION AND TSP

- Limited applicability

BAT LANES

- Transit travel time benefits without major interference on general traffic flow



Fundamental Questions

- **HOW TO MAKE INFRASTRUCTURE CHANGES TO PROPERTY SEPTA DOESN'T OWN?**
- **HOW TO BRAND A NEW TRANSIT MODE?**
- **HOW TO COORDINATE WITH OTHER STAKEHOLDERS, PROPERTY OWNERS, AND THE GENERAL PUBLIC?**
- **HOW TO PAY FOR THE COSTS OF DESIGN, CONSTRUCTION, AND OPERATION?**



Route for Change

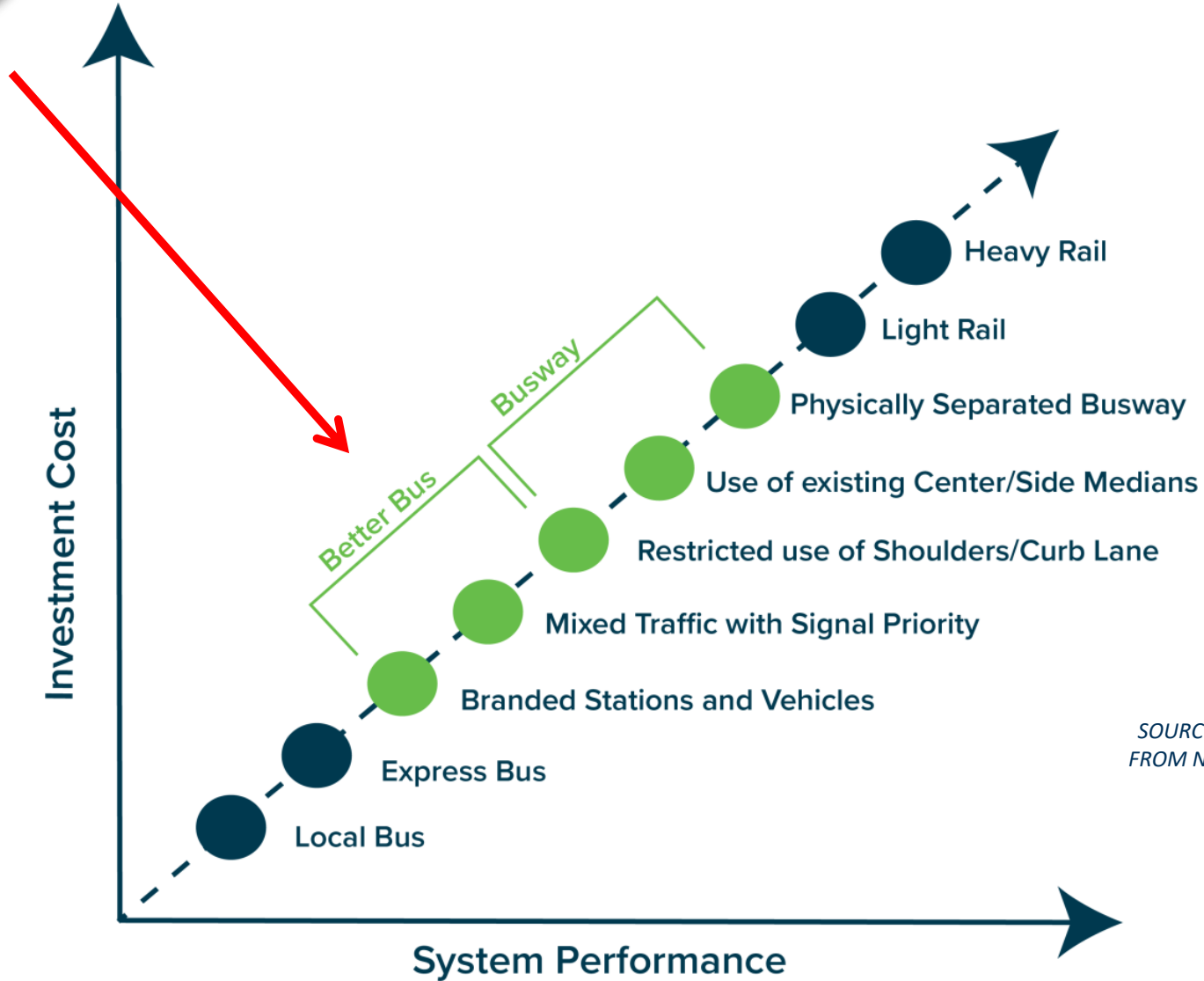
Developing a series of improvements to create a more inviting corridor that is **SAFE, ACCESSIBLE, and RELIABLE** all modes and all people.

Program will identify short-term recommendations, mid-range recommendations for 2025, which will build upon each other to create a 2040 vision.





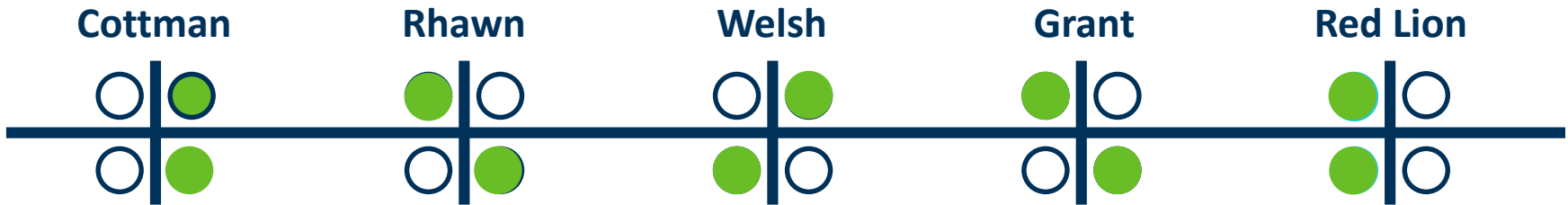
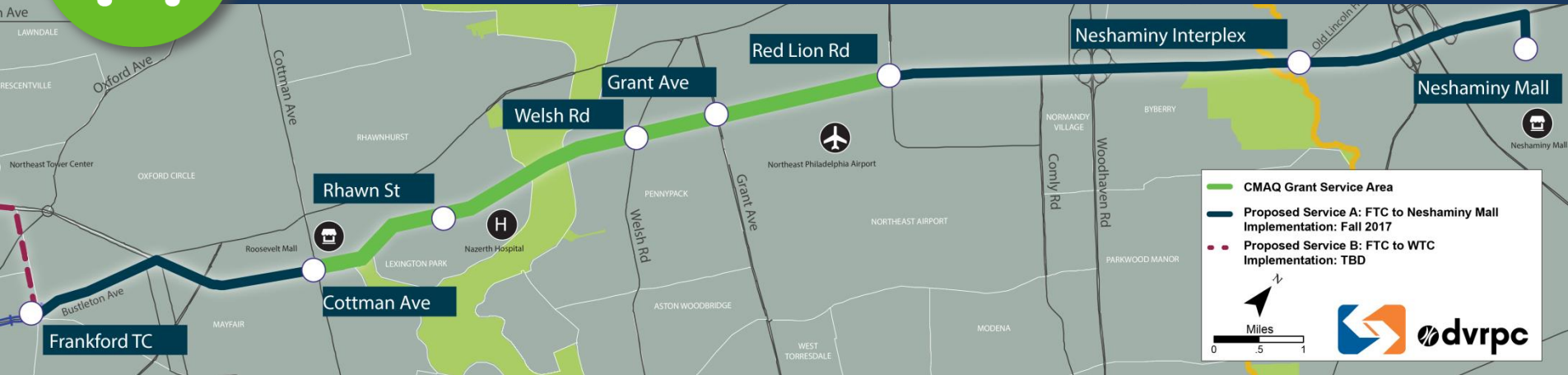
Steps to Implementation



SOURCE: ADAPTED FROM NBRTI (2009)



Steps to Implementation



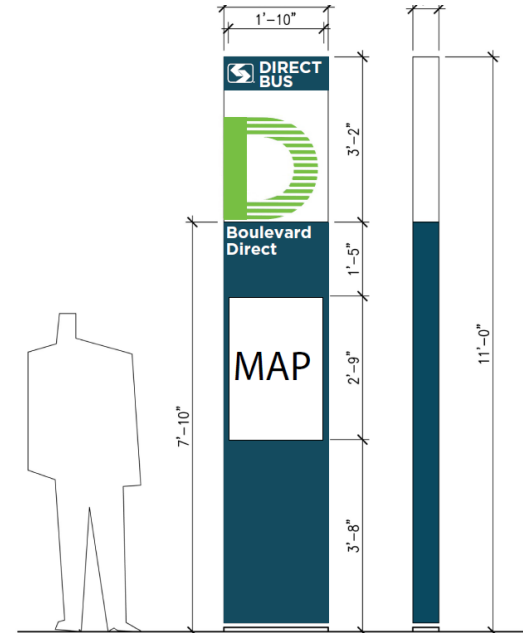
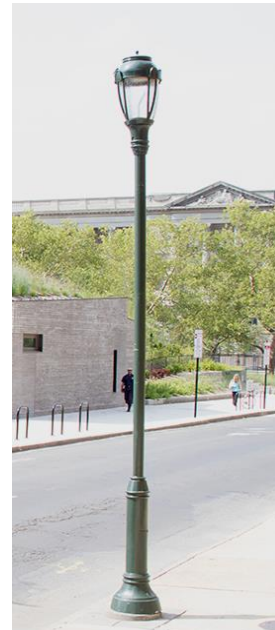
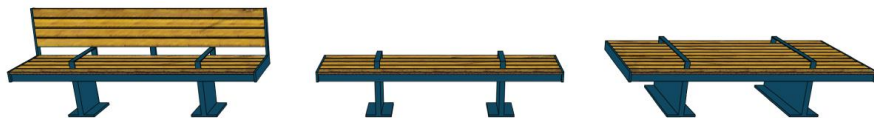
SERVICE FREQUENCY

WEEKDAYS





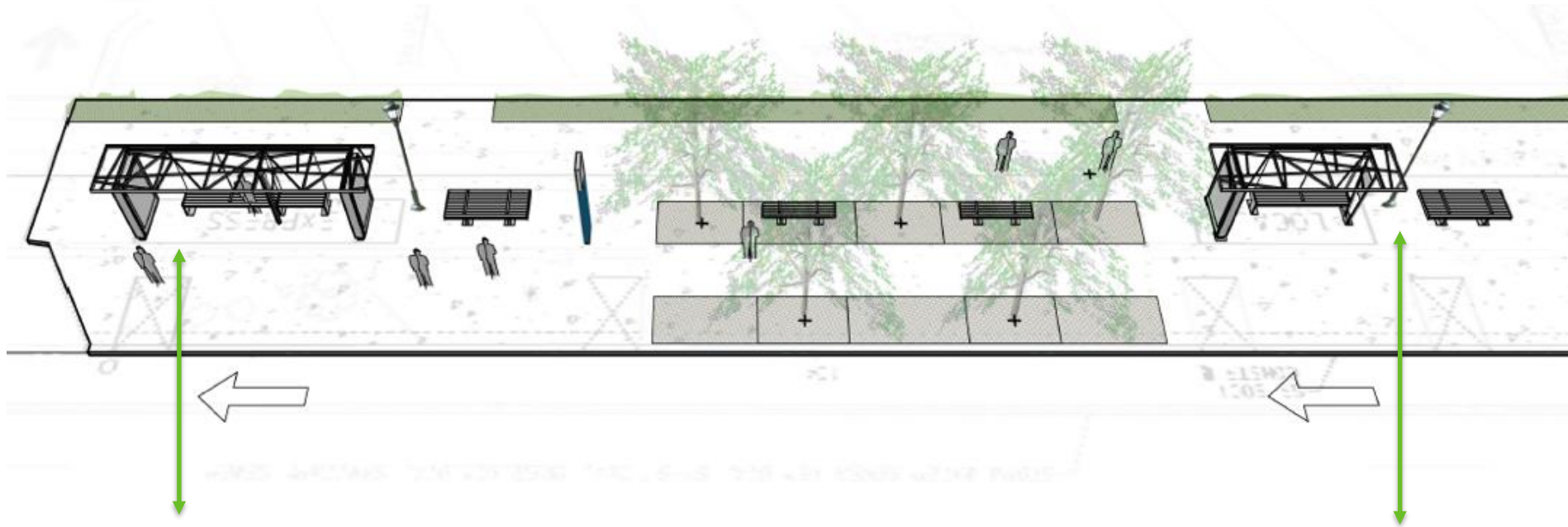
Station Components



SCALE: $\frac{3}{8}" = 1' - 0"$



Station Plan



Boulevard Direct buses will stop at the larger shelter further into station area

Local routes will stop at the smaller shelter (except Red Lion)



Station Construction (7/2017-11/2017)



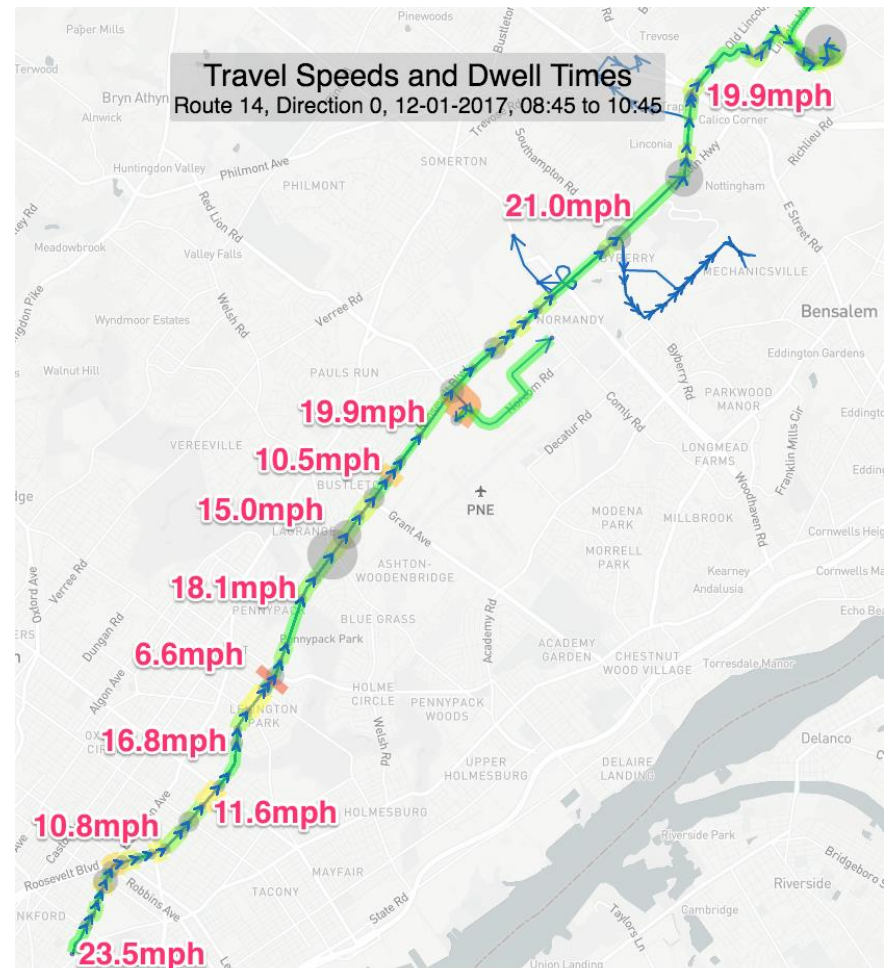
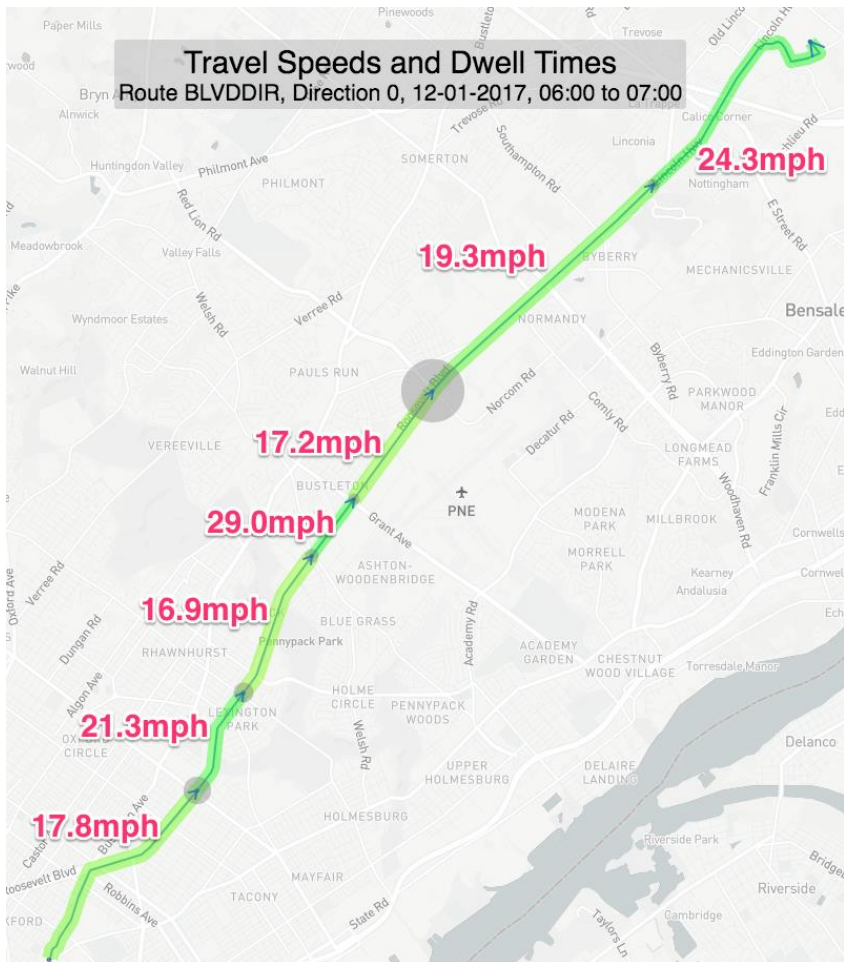


Boulevard Direct Service Begins Oct. 22, 2017



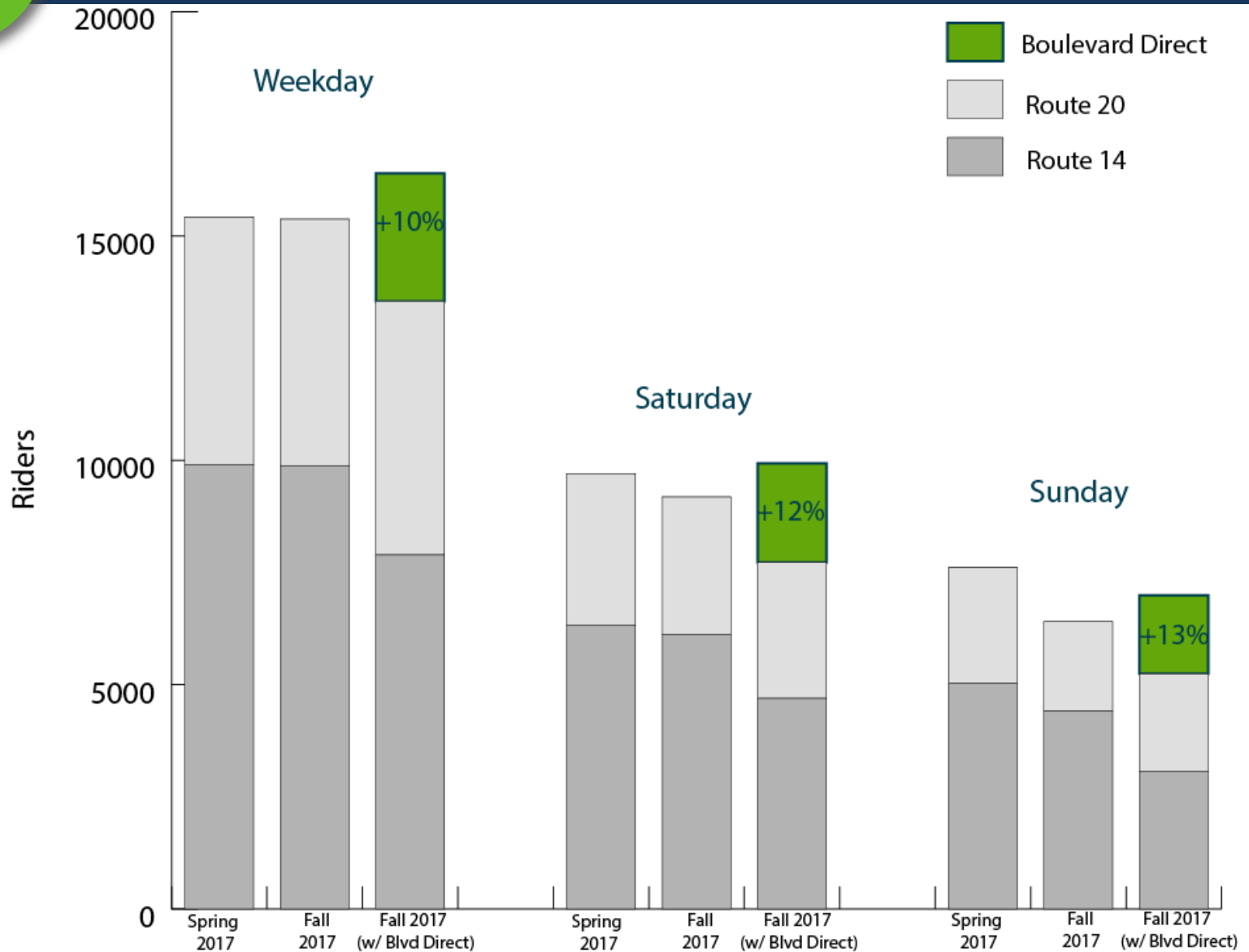


Boulevard Direct – Initial Findings





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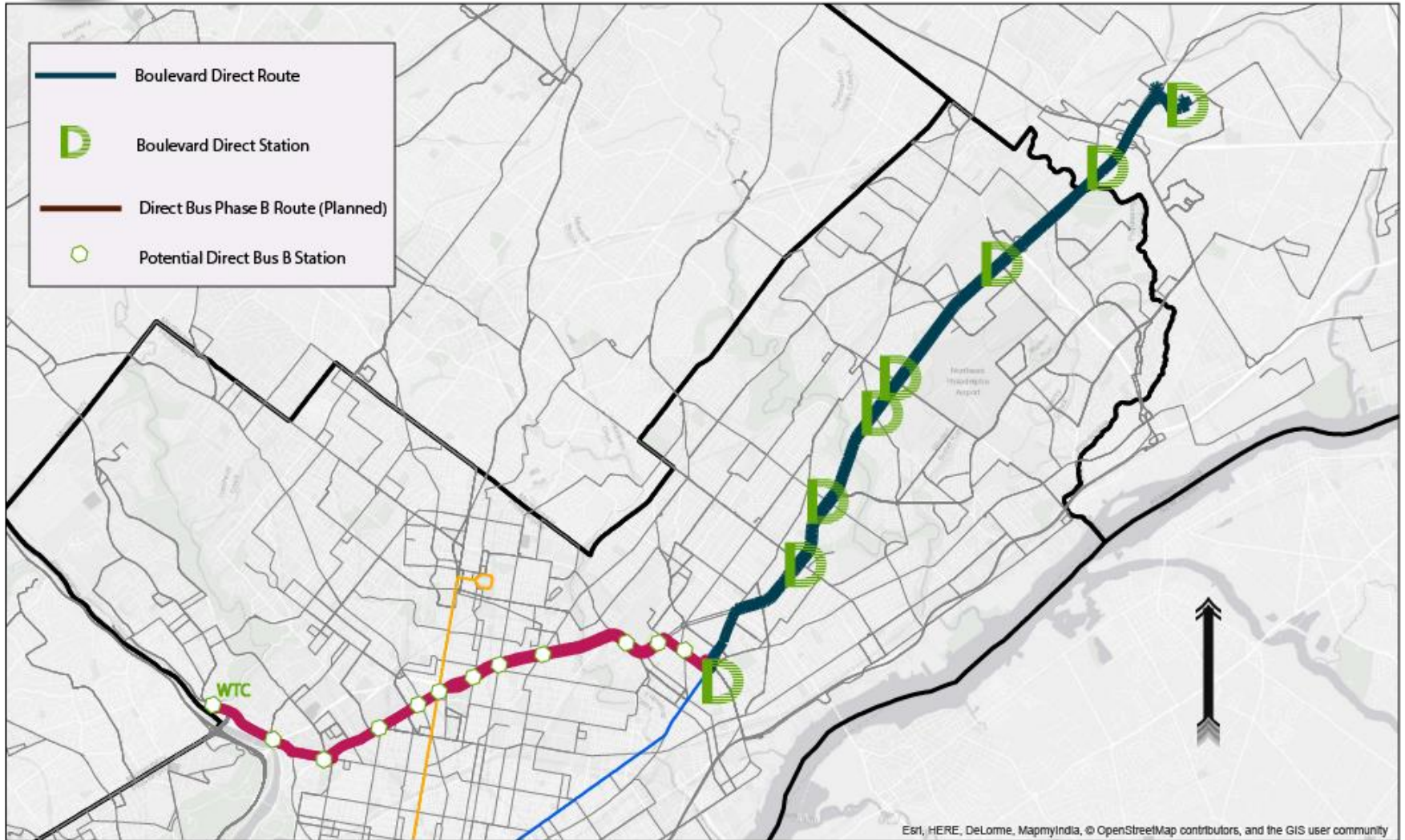


Potential Future Enhancements

- **REAL-TIME INFORMATION AT STATIONS**
- **ALL-DOOR BOARDING**
- **BUSINESS ACCESSING AND TRANSIT LANE OR (BAT) LANE**
- **IMPROVED TRANSIT FACILITIES AND ENHANCEMENTS AT NESHAMINY MALL, FTC, AND NESHAMINY INTERPLEX**

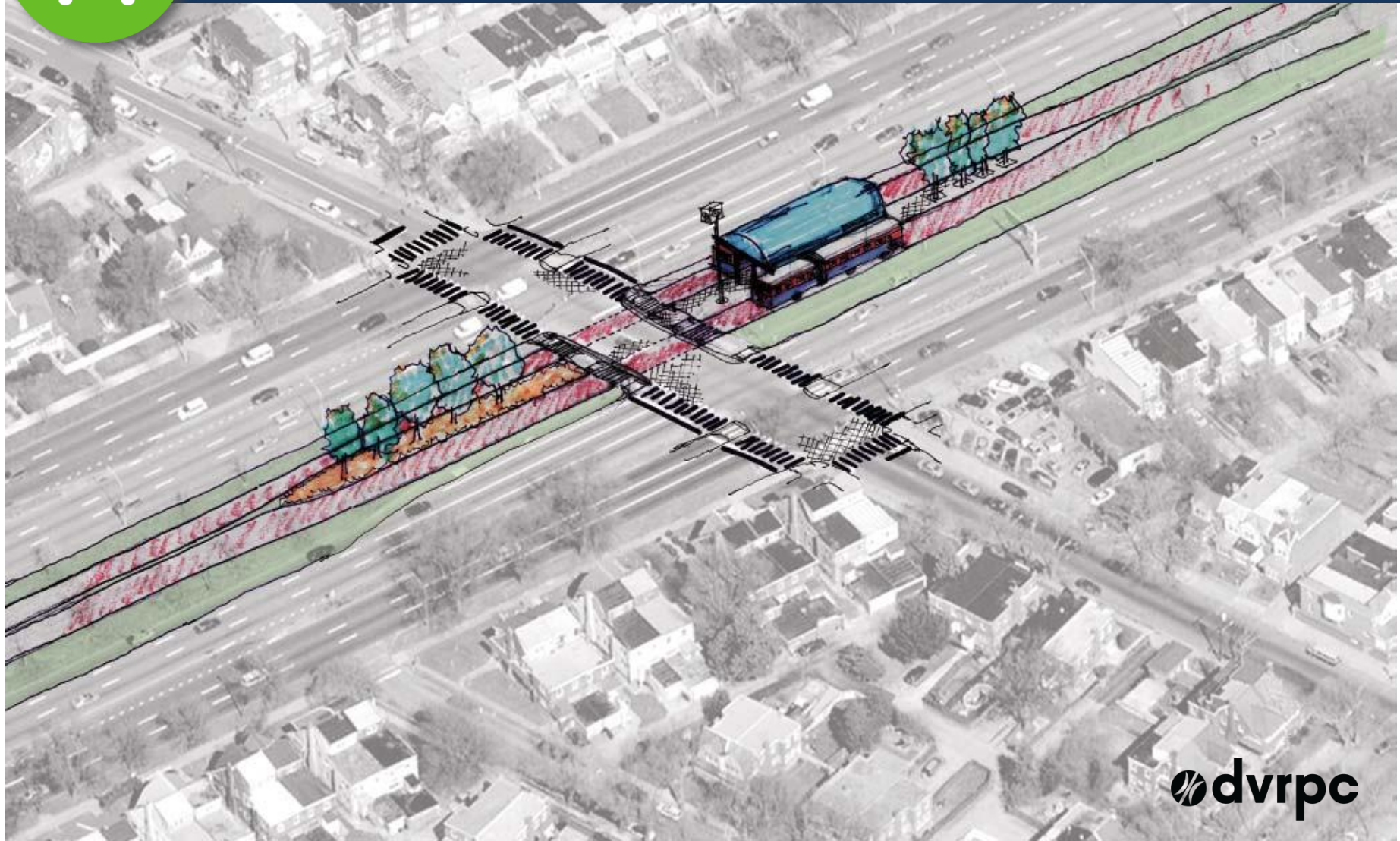


Boulevard Direct Phase B





2040 Look Ahead



Center Median Busway Option



Key Takeaways

- **CANNOT DO ENOUGH MARKETING**
- **MUST HAVE STRONG BASE OF RIDERSHIP TO BUILD FROM (ROUTE 14 HAD 10,000-12,000 RIDERS PER YEAR)**
- **PROBABLY DOESN'T STOP ENOUGH (STOPS EVERY 1.5 MILES)**
- **PEDESTRIAN ENVIRONMENT IS KEY, MUST HAVE SIDEWALK CONNECTIVITY/ACCESSIBILITY**



THANK YOU!

