



# SEPTA Forward

*A Vision for a Stronger Future*

SEPTA's Strategic Plan establishes a framework that will propel SEPTA, our communities, and our region forward.

- **Identifies the challenges** that are disrupting our industry;
- **Sets the vision** for where we need to be headed; and
- Identifies the goals and **strategies that will get us there**.
- It **builds on the feedback** we have received from our riders through customer surveys, at public meetings, and in our day-to-day interactions
- Was developed by teams comprised of **staff from across the organization**.
- SEPTA Forward marks an important step to establish a clear direction and priorities—**but it is only the beginning**.

## • OUR VISION | Where we are going and what we are going to do to get there.

**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.

The Strategic Plan is organized around **three goals that work together** to achieve our vision:

**GOAL 1**

### **DEVELOP A PROACTIVE ORGANIZATION**

We are an agile and responsive organization that makes the most effective use of our resources. We invest in our people and work to build a diverse, inclusive, and empowered workforce that takes pride in serving the people of Southeastern Pennsylvania.

**GOAL 2**

### **PROVIDE AN INTUITIVE EXPERIENCE**

Our system is easy-to-use for all, regardless of familiarity, language, or ability, welcoming riders from across the world. We provide convenient services and the right information, at the right time, for a smooth and enjoyable journey.

**GOAL 3**

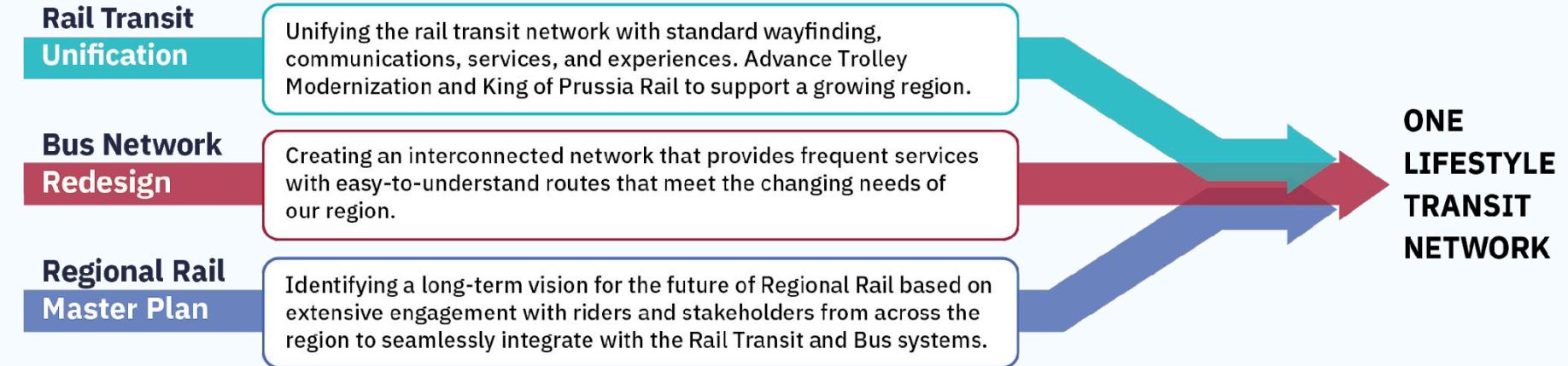
### **DELIVER A SEAMLESS TRANSIT NETWORK**

Our services work together, creating one unified, equitable network serving all types of trips, no matter where you are or what mode you choose. We anticipate changing needs and adapt services responsively to keep our region moving throughout the 21st century.

# Taking Action

SEPTA Forward marks an important step to establish broad strategies that set a clear direction and priorities—but it is only the beginning.

Three overarching programs will help us build towards our vision:



# Comprehensive Bus Network Redesign (CBNR)

## What to expect:

- Holistic Rethinking of the Bus System
- Focus on COVID-19 Recovery
- Nelson/Nygaard Consultant Lead
- Three-year timeframe:
  - Year 1: Data Collection/Surveys/Existing Conditions
  - Year 2: Alternative Network Designs
  - Year 3: Network Design Selection & Implementation
  - Extensive Outreach all Years

**Principles:** Create an interconnected network, provide frequent services, easy to understand routes (including new branding), and emphasis on ridership demand over geographic coverage.



# Trolley Modernization Program

## Project Purpose:

Ensure a modern and accessible trolley system  
for the Philadelphia Metropolitan area.

## Program Outcomes:

- Increased capacity and operational enhancements.
- Americans with Disabilities Act (ADA) compliant vehicles.
- ADA compliant subway and dedicated right-of-way stations.
- Creation of ADA compliant on-street stations.
- Improved to End of Line facilities.
- Modernized “back-of-house” assets such as the tunnel, maintenance and storage facilities.

