

# Transit Placemaking Strategies and Impacts for Improving Passenger Experience

April 26th, 2023

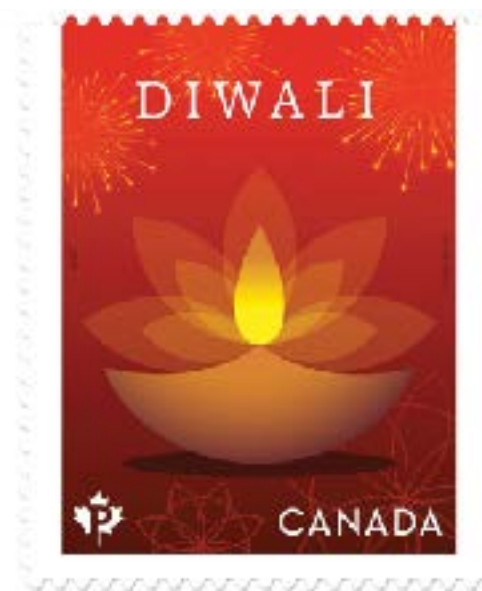
entro



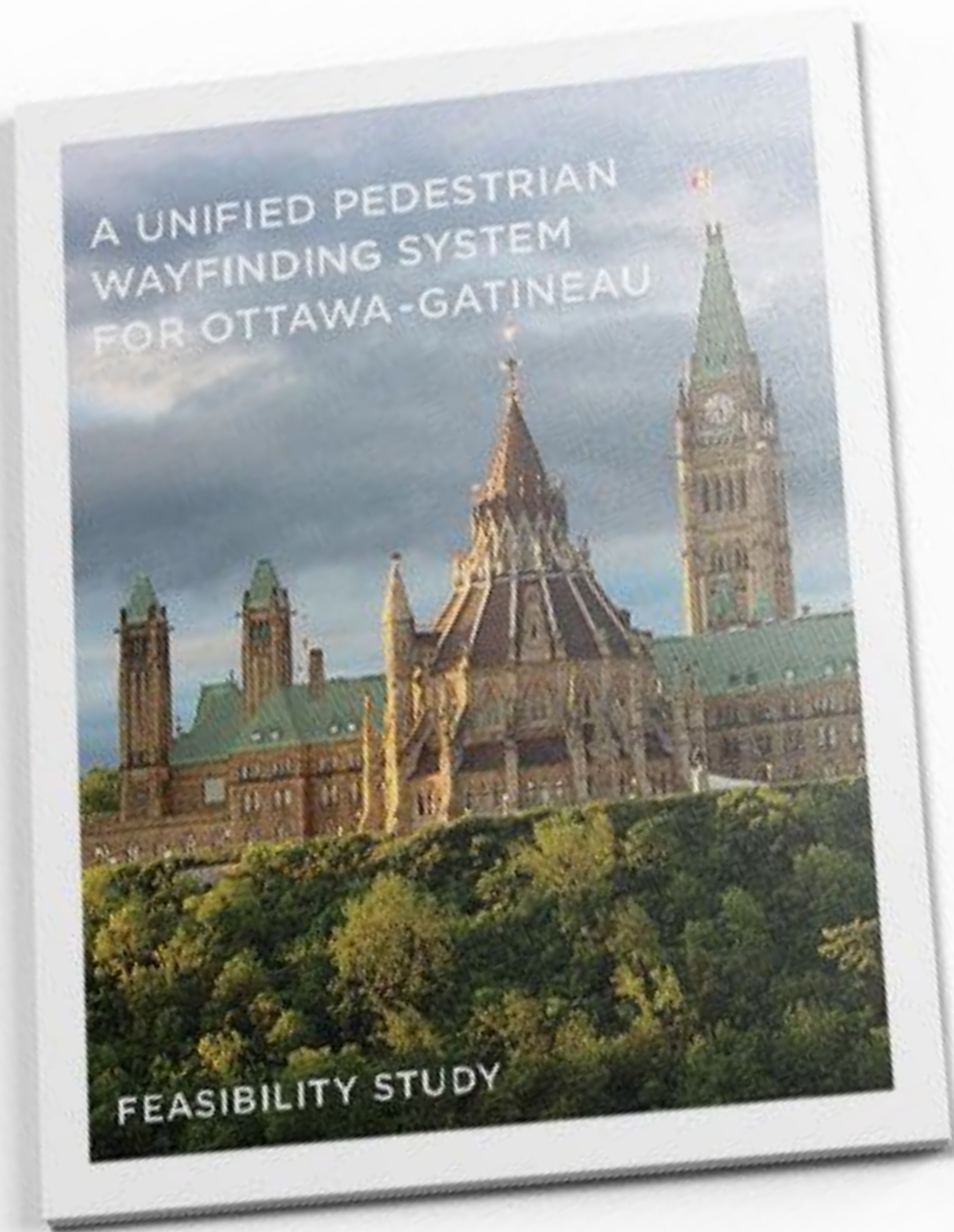




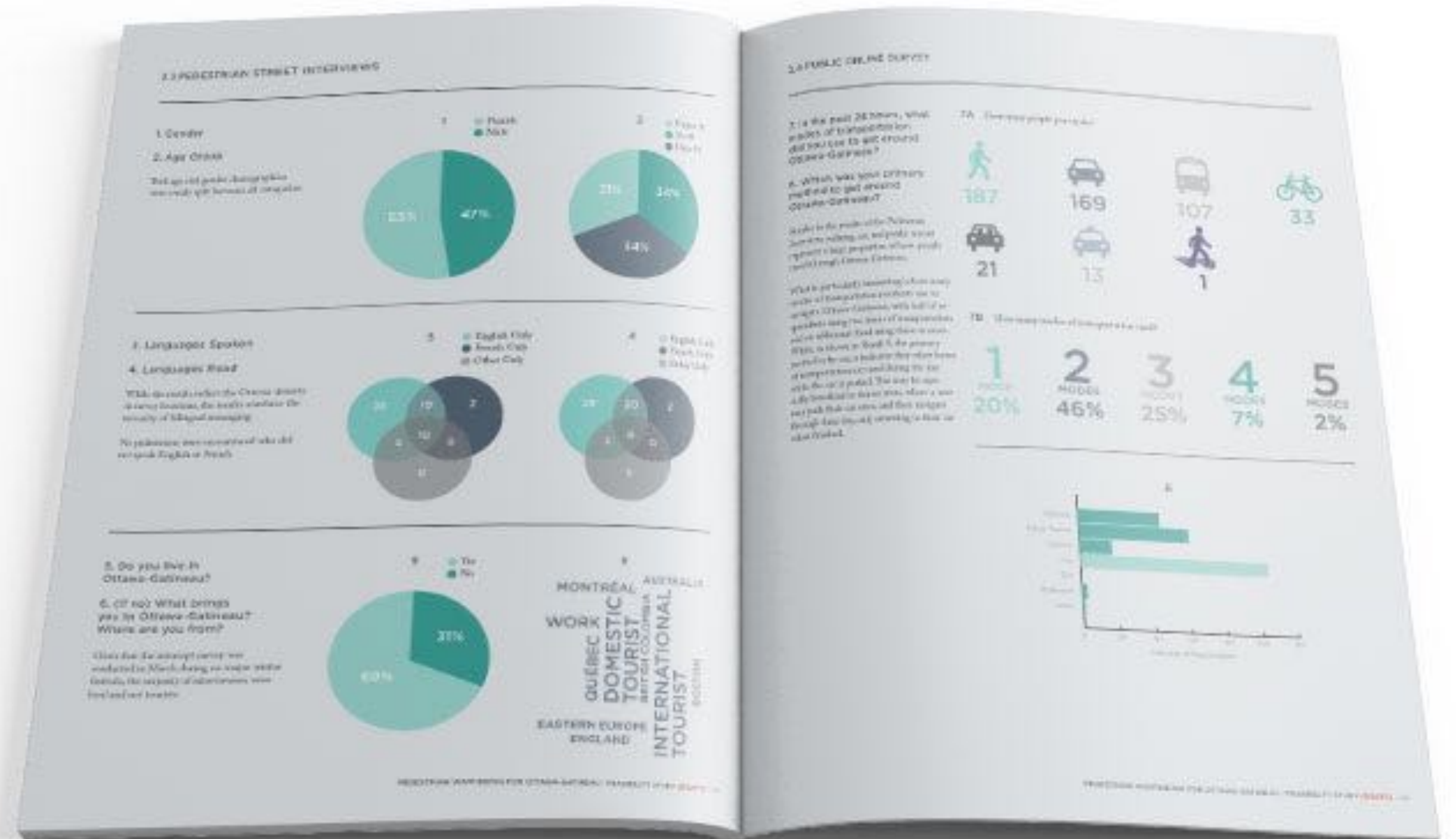
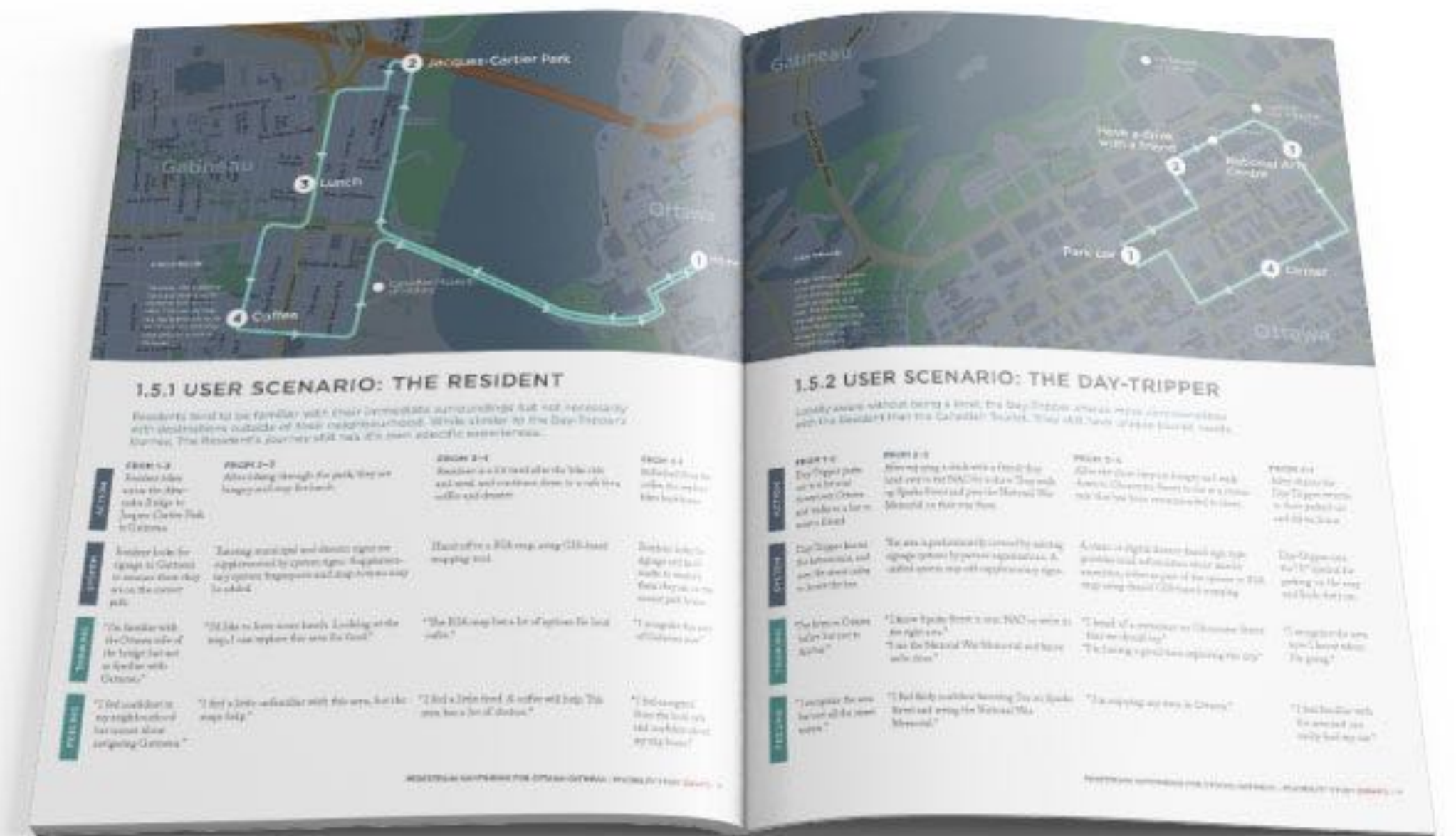








Ottawa-Gatineau, Canada







Canalside Buffalo, NY





Miway Mississauga, ON



züm



OC *Transpo*



S A S K A T O O N  
*transit*

VIVA



CROSSLINX  
TRANSIT SOLUTIONS

Ligne de la  
*Confédération*  
Line



 *Train*



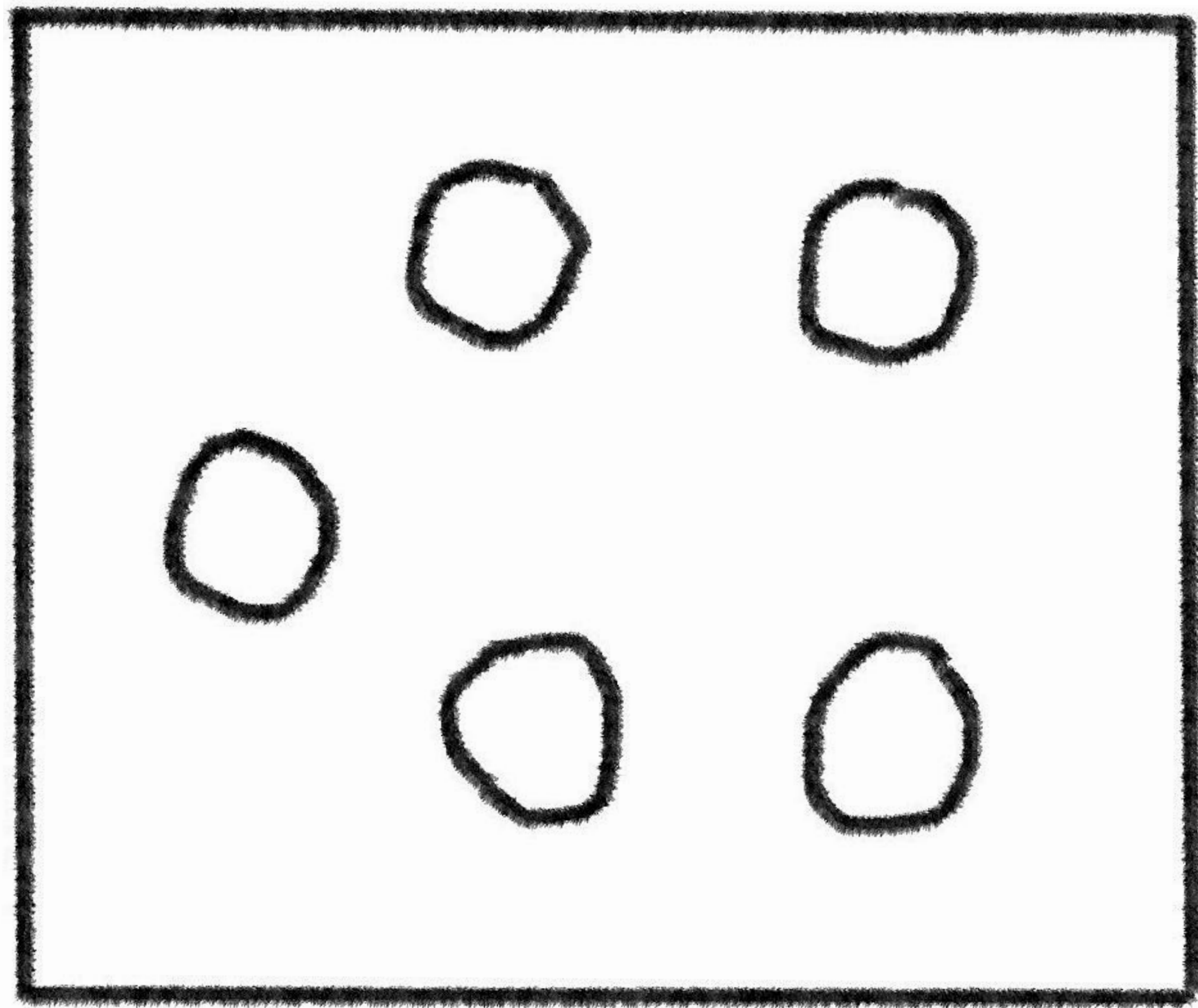
**What is  
placemaking?**



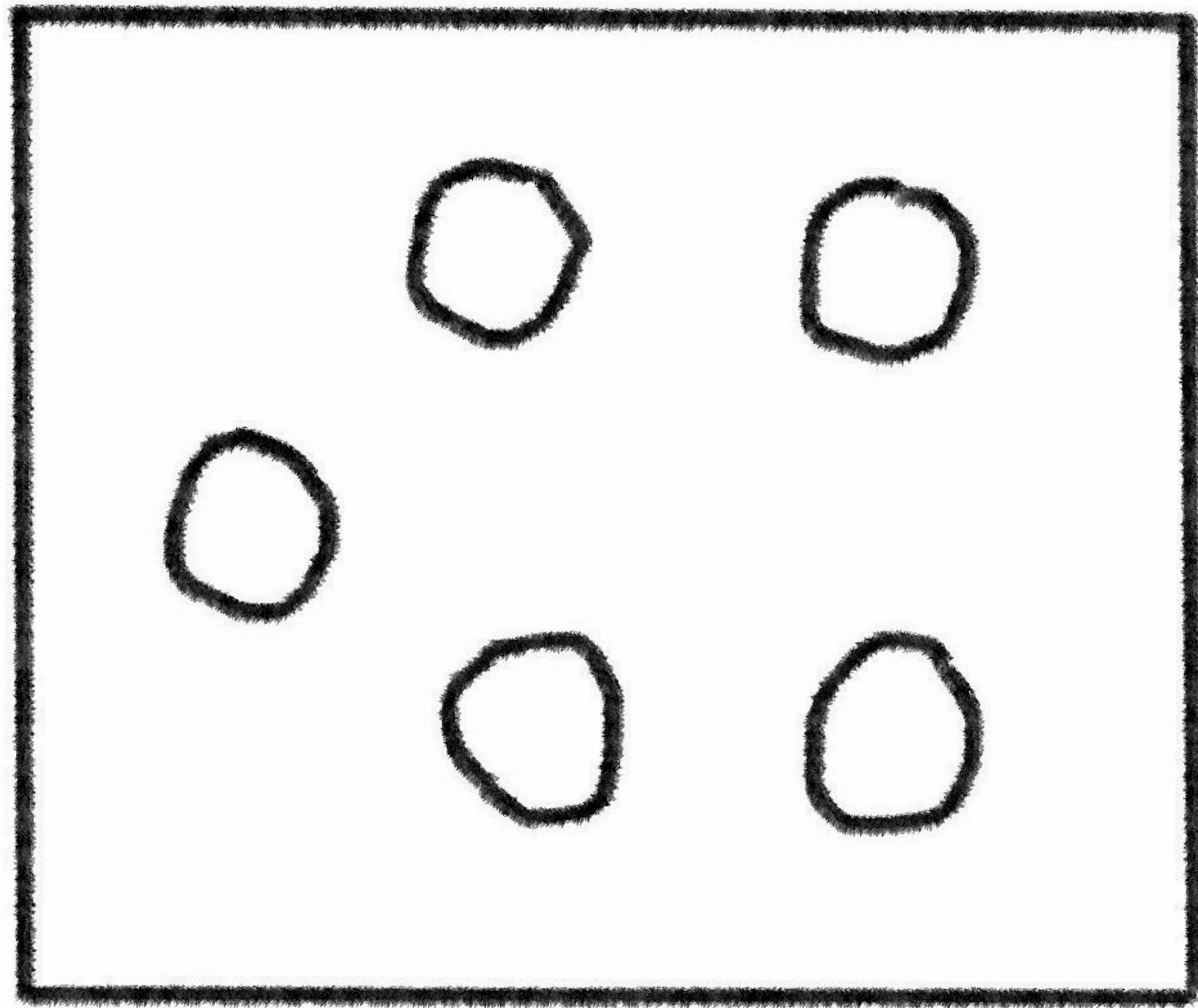
# Connecting Person and Place Through storytelling and identity











An elephant on its back in  
a swimming pool





Emerson Park Transit Center

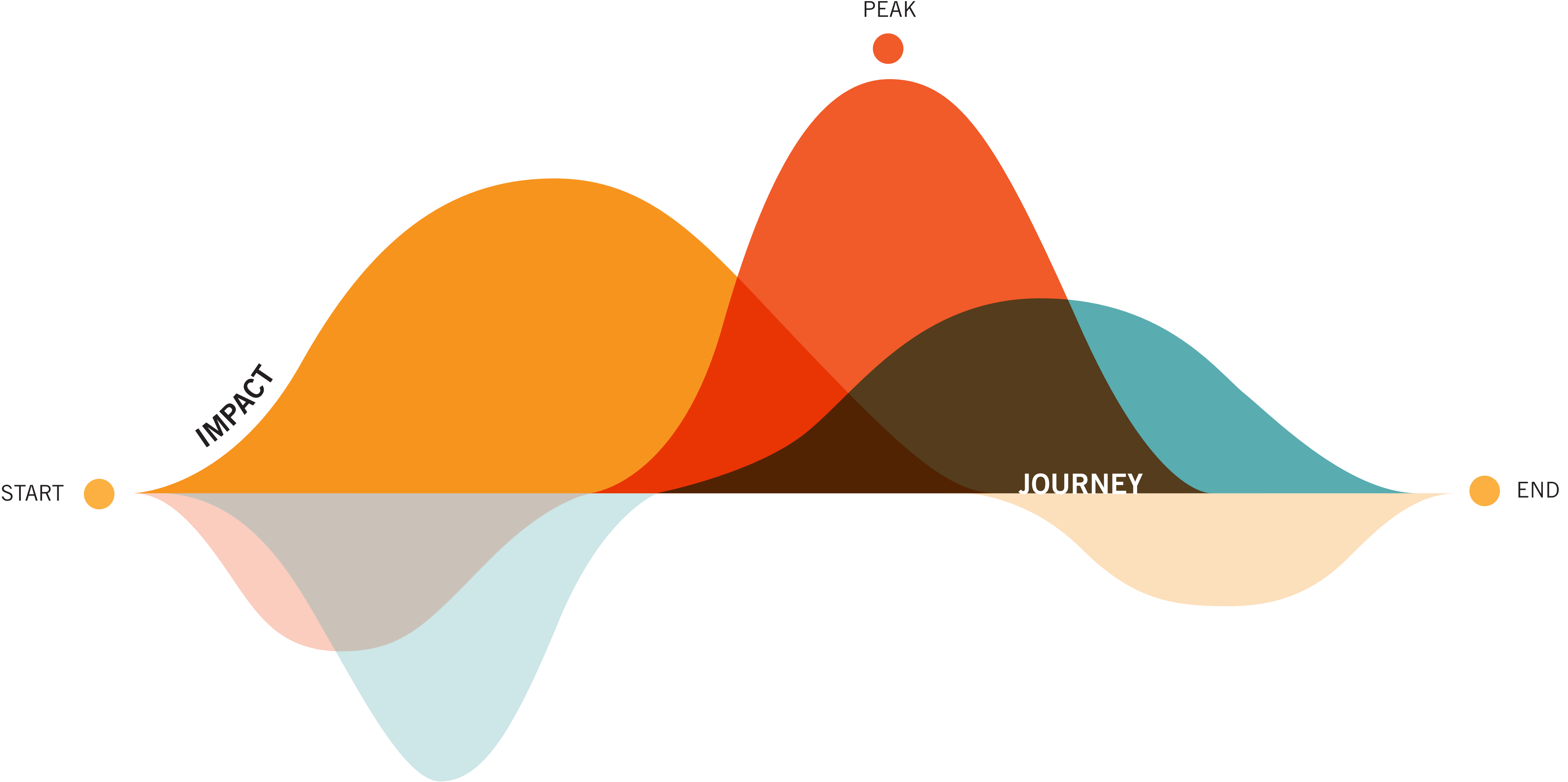




# Memorable and Delightful

## The Peak End Rule









Maplewood MetroBus Stop



**Why does  
placemaking matter?**



**entro**

Toronto  
Metropolitan  
University

**MASSIV  
ART**

**Daniels**  
love where you live™

**lemay**

**A New Bottom Line:  
The Value and Impact of Placemaking**









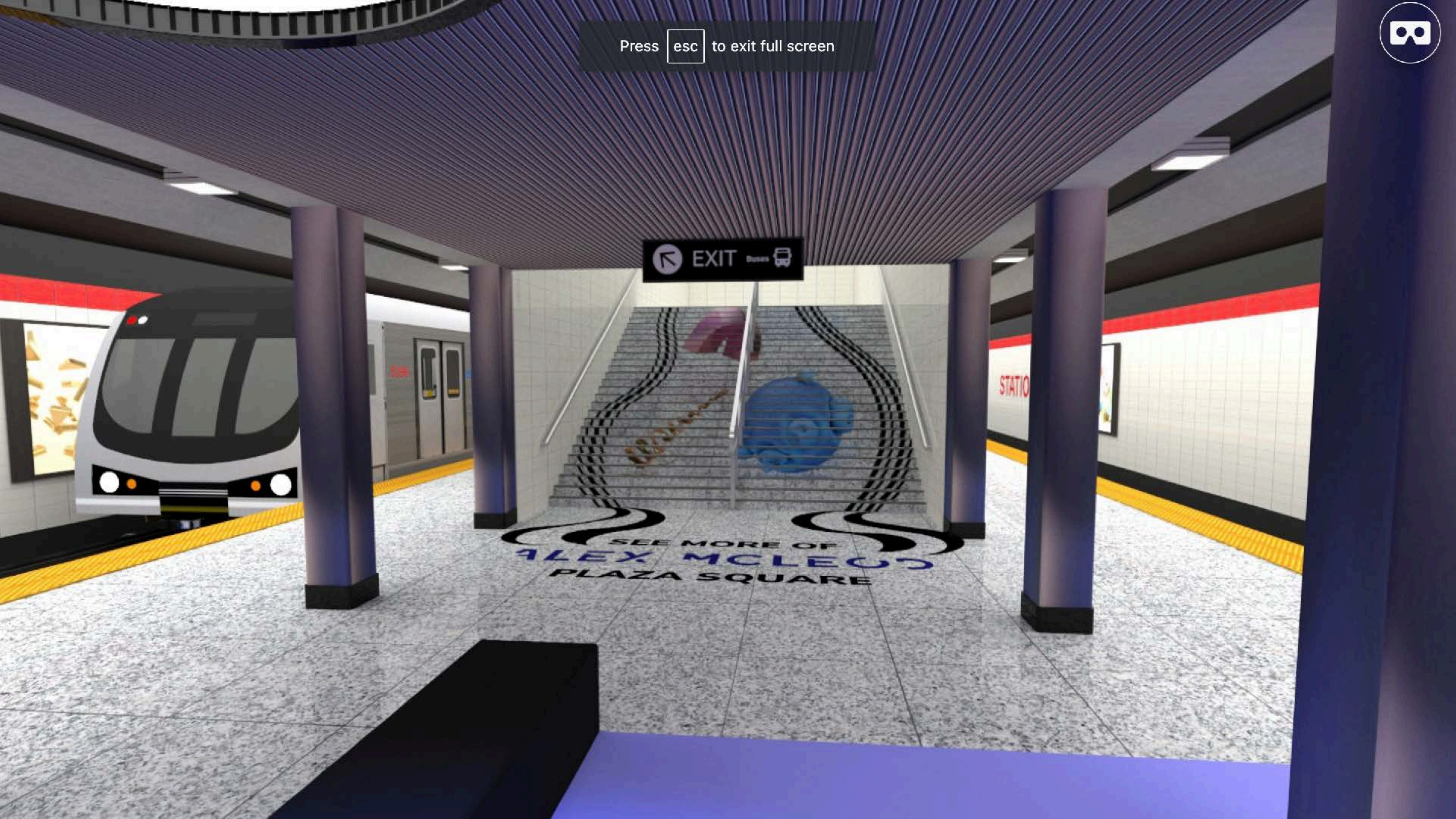


Press esc to exit full screen



EXIT 

SEE MORE OF  
**ALEX MCLEOD**  
PLAZA SQUARE







ART-TO-GO! ↑



ART-TO-GO! ↑





**Why does  
placemaking matter?**



# Placemaking

39% more exciting

31% friendlier

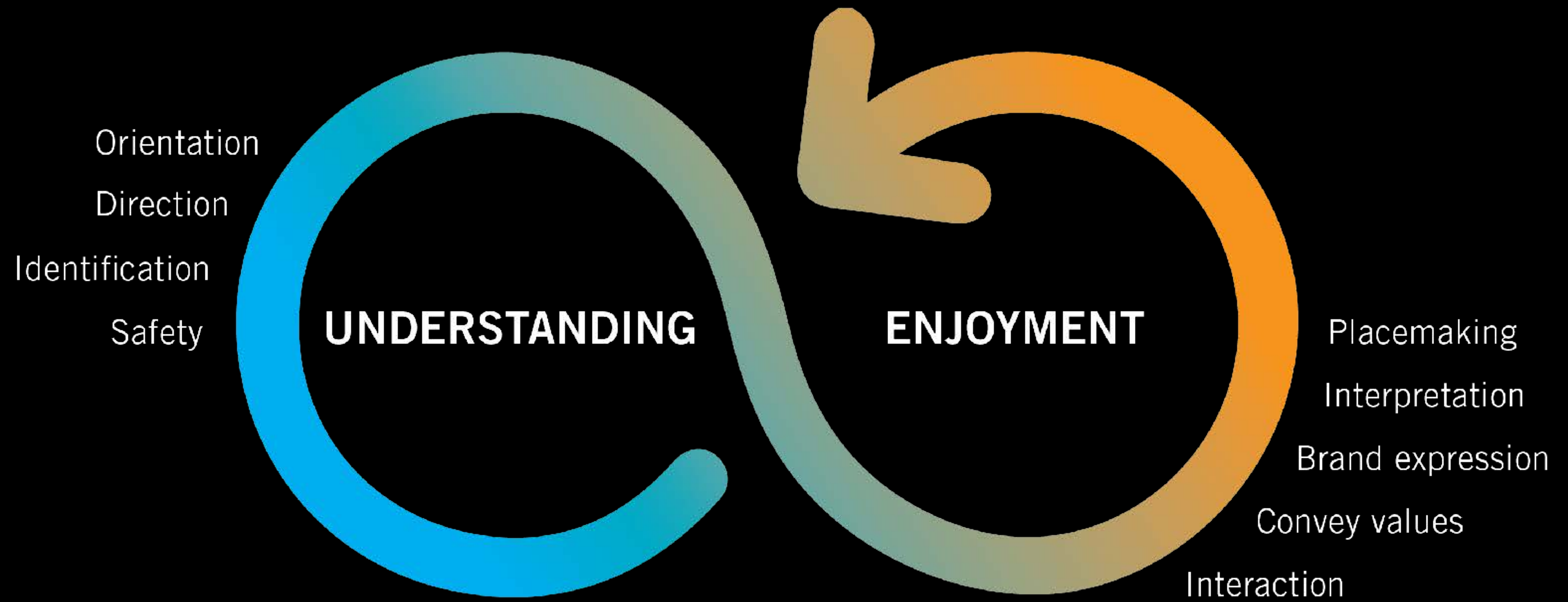
21% healthier

19% cleaner

25% more likely to use as part of commute



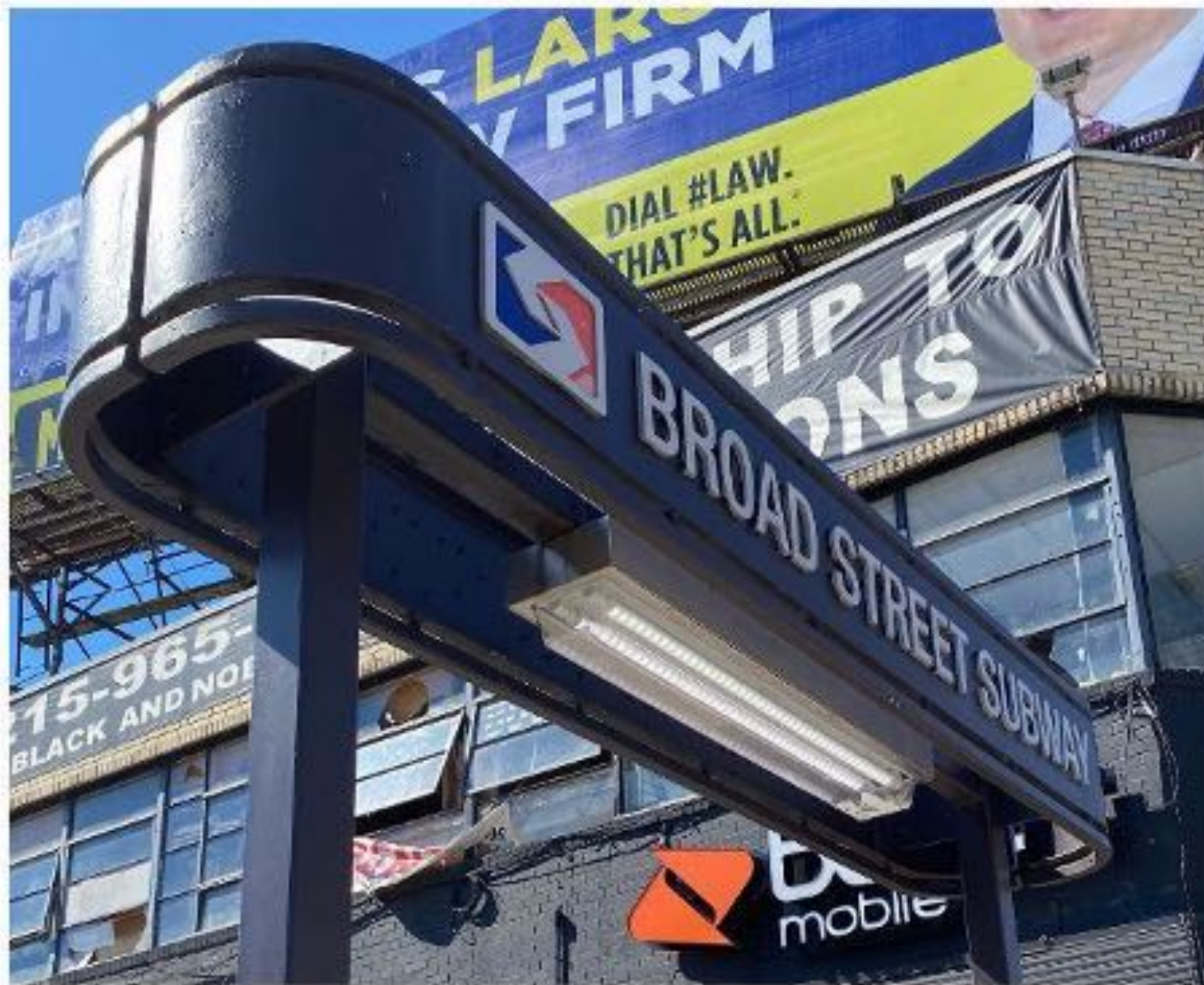






Southeastern Pennsylvania  
Transportation Authority (SEPTA)









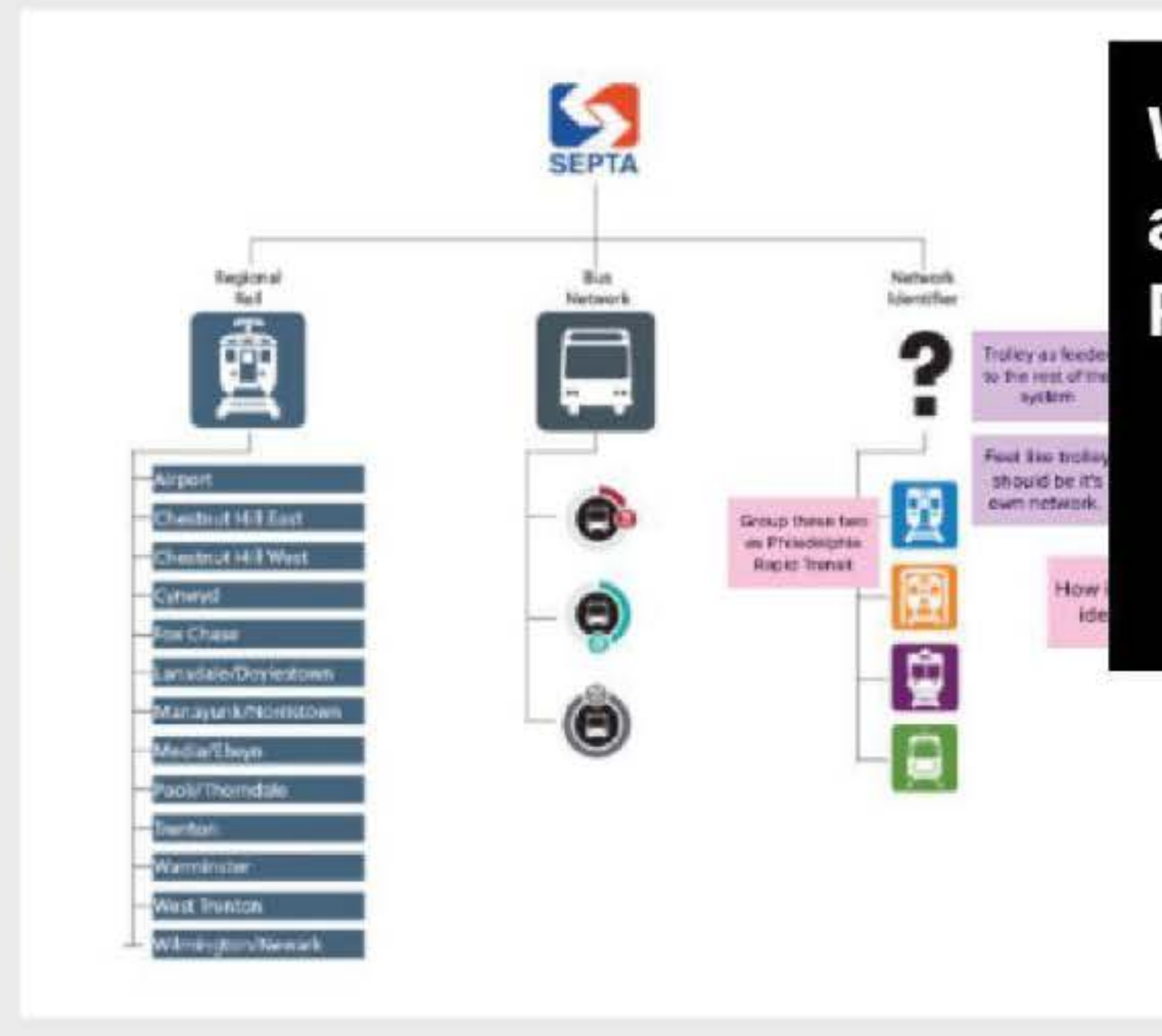
**“Rail Transit Network”**







Nomenclature: SEPTA 1



## Workshops and Presentations

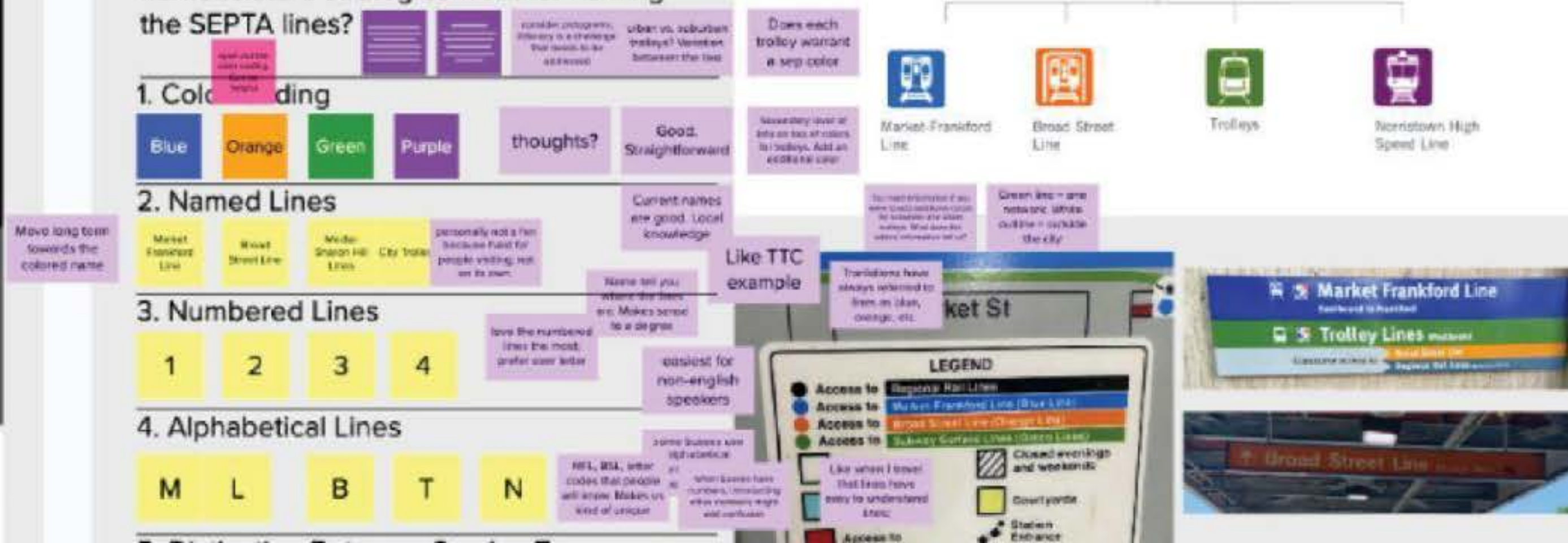
## 11 Workshops

## 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?





SEPTA "Rail Transit" Network x

surveymonkey.com/r/FKXN6LW

Apps

### 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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 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



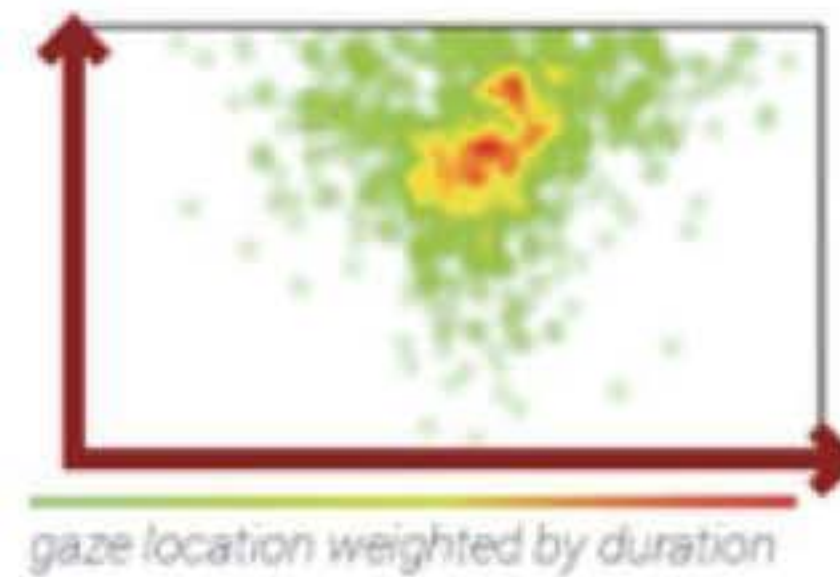


## On-site Eye Tracking Study

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

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

**Tobii Pro  
eye tracking glasses**





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



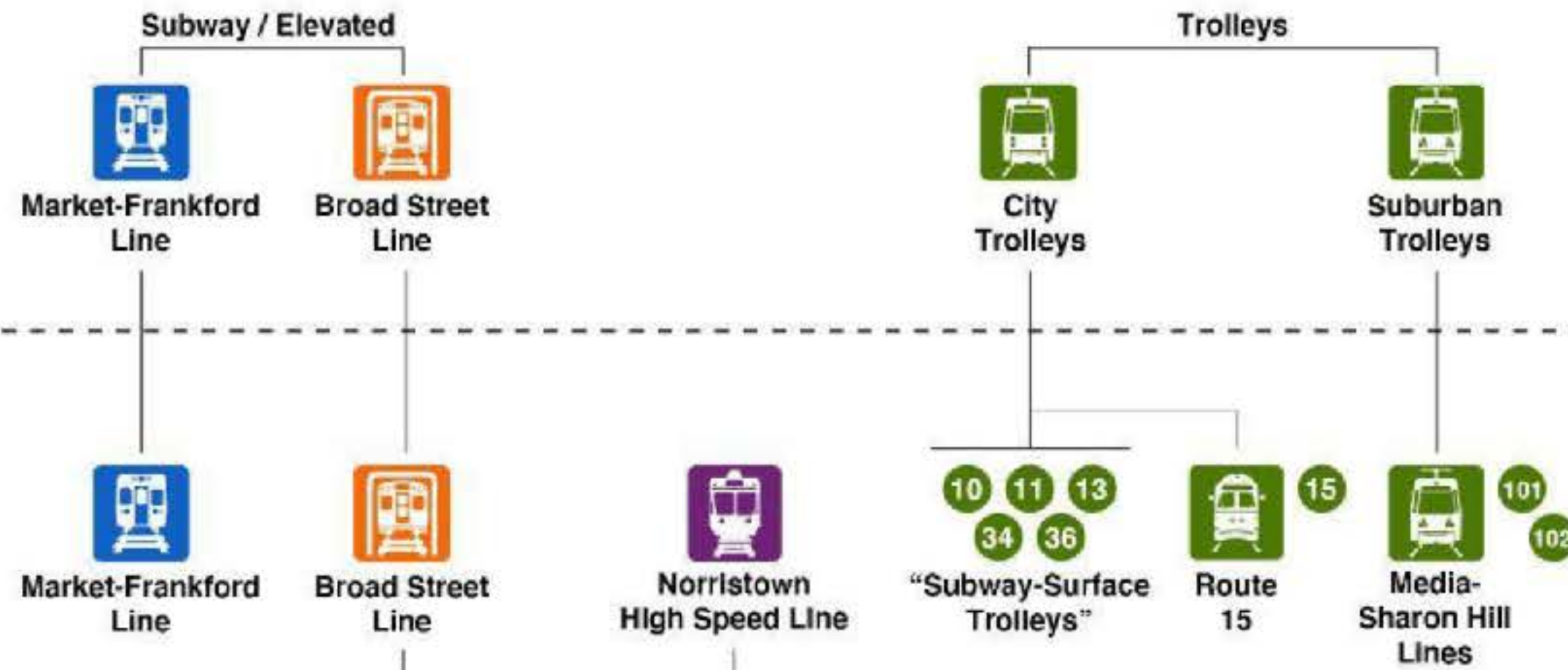


## EXISTING STRUCTURE

PROVIDER



SYSTEM



SERVICE  
PATTERN

## RECOMMENDED STRUCTURE

PROVIDER



SYSTEM



LINE

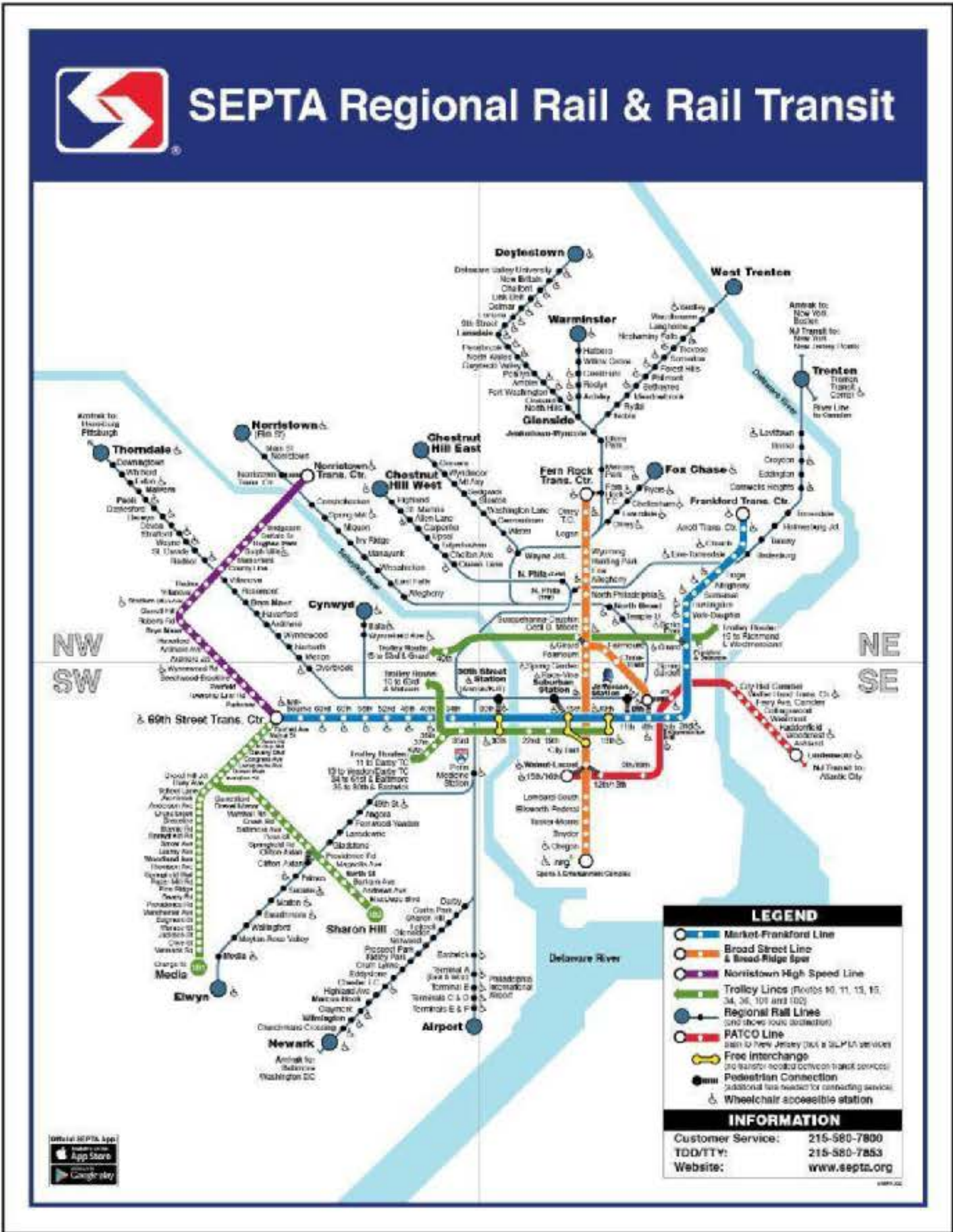


SERVICE  
PATTERN

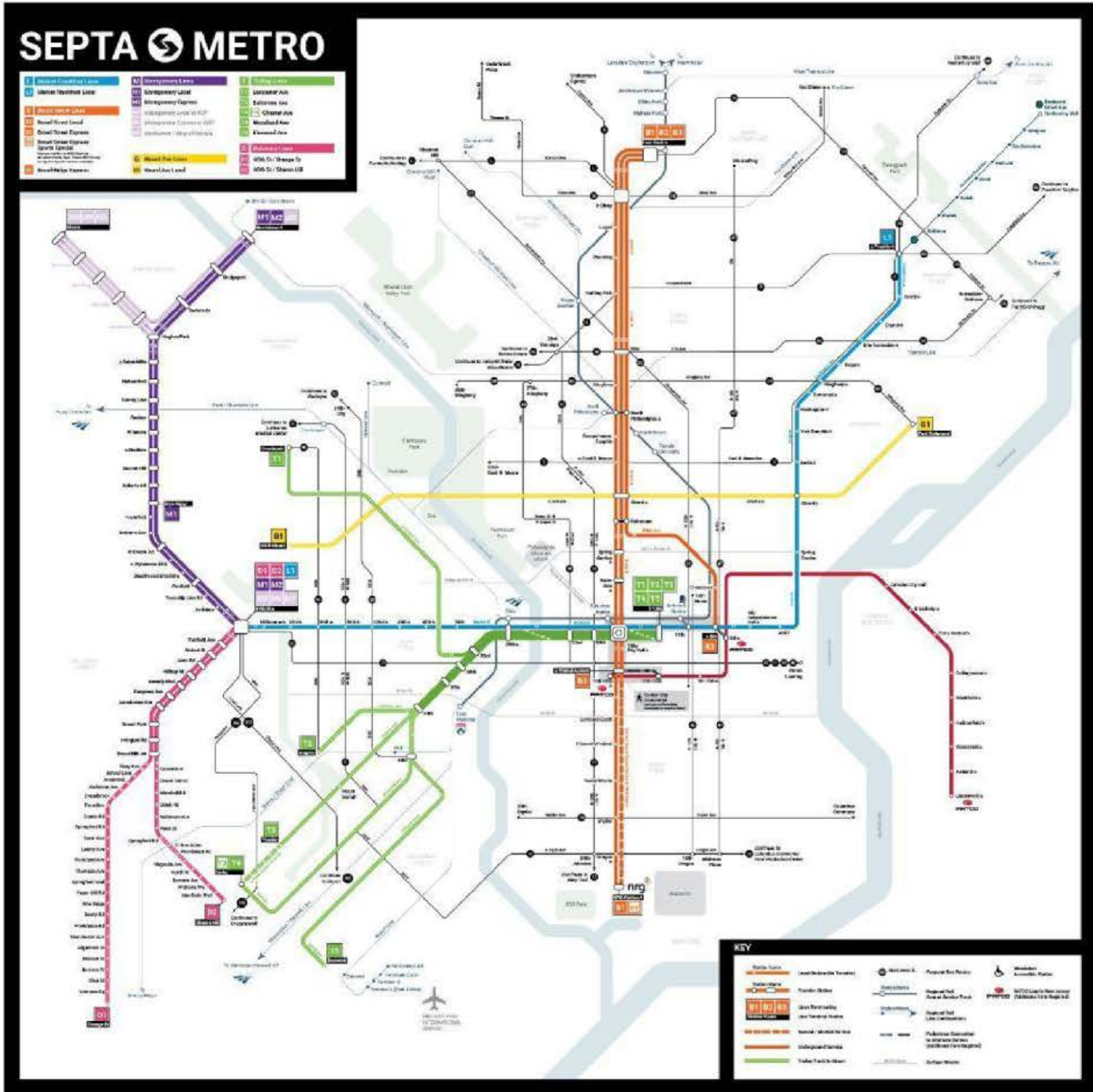




CURRENT

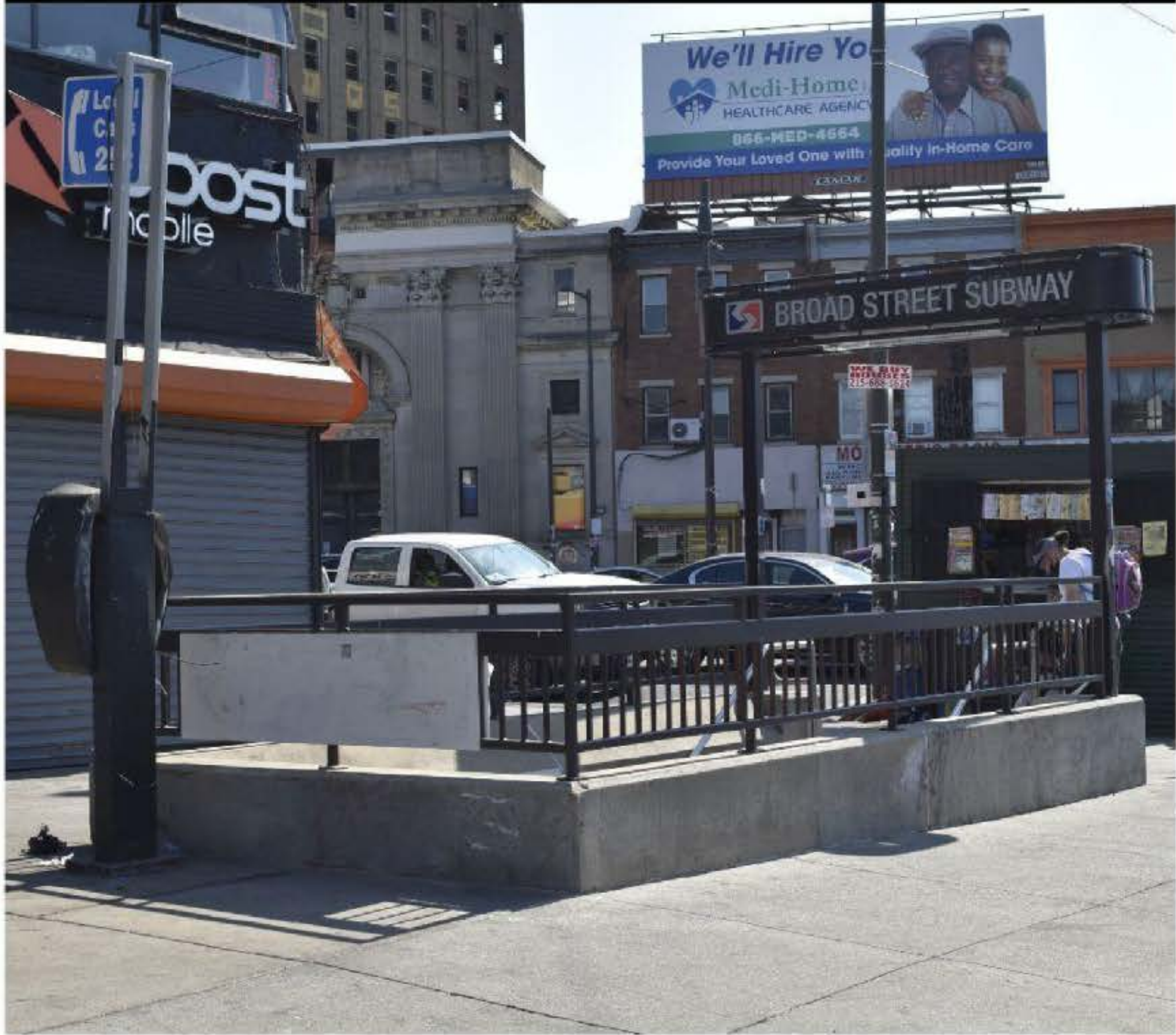


FUTURE





## CURRENT



## FUTURE

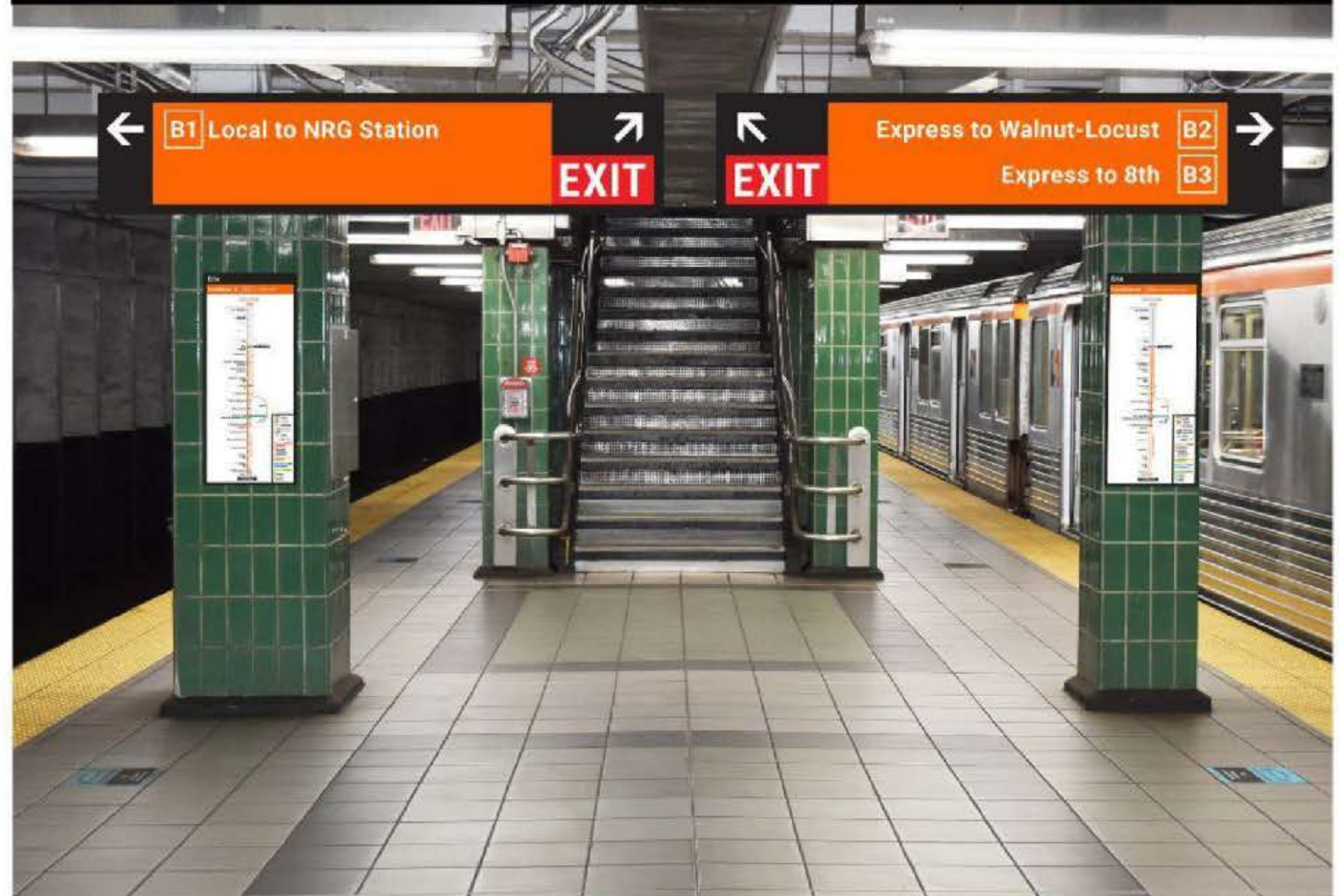




## CURRENT



## FUTURE





EXIT

← Routes L  
18 EXP, 22

THIS GATE  
TO REMAIN  
UNLOCKED  
WHILE  
TRANSIT  
IS RUNNING

SEPTA BUS SCHEDULE - Chestnut Street

Line	Bus	Time
Broad Street	101	10:10 AM
	102	10:15 AM
Broad Street	101	10:25 AM
	102	10:30 AM

### Feeling lost? Change is coming!

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

- New Station Signs**
- New System Map**
- New Line 1000 / 1000**

### Remember that time you got on the Spur by accident?

Getting on a Broad Street Line train? Get on the right train. Give us your feedback.

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

### What's the B?

B Line

- B Line
- B Line
- B Line
- B Line
- B Line

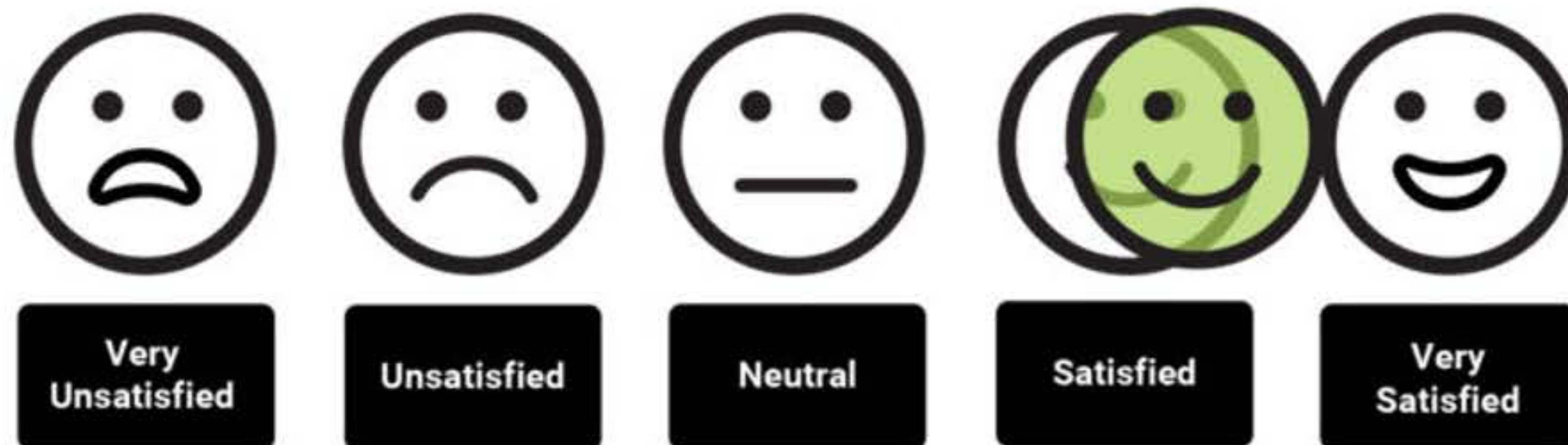
### New Line Map

Line Map





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



**Average Score**  
**4.3** out of **5**



**OC Transpo, Ottawa, ON**













Rideau



Rideau

Scotiabank



Public Transit  
Regulations

Règlementation  
régissant  
le transport  
en commun





Queen

O'Connor

Queen

Parliament | Parle...

Parliament | Parle...





## Places of Interest Lieux d'intérêt

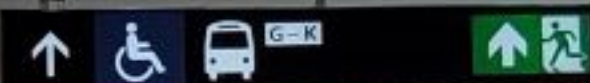


● Gloucester Centre  
Centre Gloucester

🚶 2 min

● Cineplex Theatres  
Cinéma Cineplex

🚶 6 min



Blair

Confederation  
O-Train

Officially named Blair Station





↑ ♿ ① 🚆 All Trains  
Tous les trains

① 🚆 All Trains  
Tous les trains ♿ →





Queensview: Nails

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**Why does  
placemaking matter?**

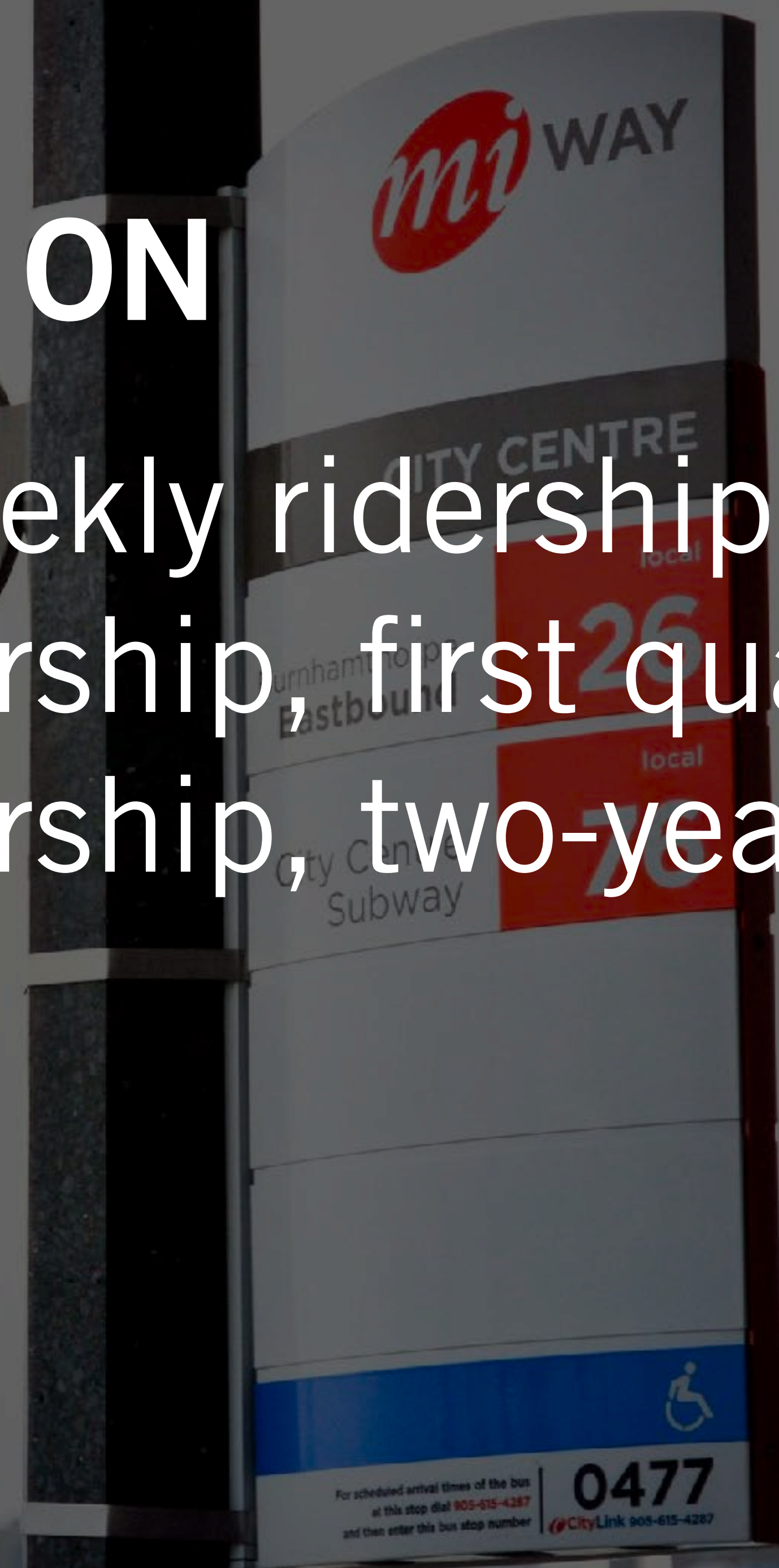


# MiWay, Mississauga, ON

708,239 - highest weekly ridership

6.1% - increased ridership, first quarter

5.9% - increased ridership, two-year period





Thank you

RI

entro

