SEPTA Reveals New System Map and Signage Concepts

Proposed Wayfinding Tools Designed to Make SEPTA Easier to Use for All Riders

PHILADELPHIA (September 7, 2021) – Responding to years of feedback from customers and advocates, SEPTA is proposing a series of new wayfinding tools designed to make SEPTA services easier to use. This effort — which includes a new concept system map and name, route names, and station signage — advances a key goal set in SEPTA Forward, the Authority’s Strategic Plan, to make the SEPTA system easy to use regardless of familiarity, language, or ability.

As part of the Rail Transit Wayfinding Master Plan, SEPTA created these new wayfinding tools using extensive research and public input over a period of 18 months, including surveys, small group sessions, workshops, and in station walk-throughs. The result is a plan that will result in new, consistent signage across the system – highlighting SEPTA’s modes of travel as an interconnected, seamless network that can get you points across the Greater Philadelphia Region affordably, quickly and safely.

“SEPTA is excited to unveil the Rail Transit Wayfinding Master Plan,” said SEPTA General Manager and CEO Leslie S. Richards. “New, consistent signage will make SEPTA easier to use for existing riders, and more welcoming for new riders and visitors.”

The Wayfinding Master Plan recommends renaming all of SEPTA’s rail transit services — the Market-Frankford Line, the Broad Street Line, the city and suburban trolley routes, and the Norristown High Speed Line — as “SEPTA Metro.” This is the global best practice for helping riders use rail transit lines — regardless of whether the lines are trolleys, subways, or elevated trains — as an interconnected system. SEPTA is also proposing a standardized transit vocabulary, including letters, shapes, colors, to make sure our services are accessible and easy to understand for all.

SEPTA wants public feedback on this project. Visit www.planning.septa.org to learn more and submit a comment, or visit a “Wayfinding Information Board” located at 15th Street/City Hall, Allegheny, 69th Street, Walnut-Locust, Olney, Gulph Mills, or the 40th Street Trolley Portal.

Simultaneous to the Rail Transit Wayfinding Master Plan, SEPTA is advancing several major long-term projects under the SEPTA Forward banner, such as Bus Revolution, a comprehensive redesign of SEPTA’s bus network to better serve 21st Century travel needs. Together, these efforts make demonstrable steps towards creating the seamless, lifestyle transit network envisioned in SEPTA Forward.

To learn more about the recommendations from the Rail Transit Wayfinding Master Plan, check out the program website, which includes the map, new line names, and renderings of station signage. You can also read about why these changes are proposed and the research and public feedback used to make these recommendations.

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