

CLIENT

SEPTA

DATES

Oct 2024 - June 2026

COLLABORATORS

AECOM

REFERENCE

Logan Axelson,
Deputy Program Director,
laxelson@septa.org

BUDGET

\$250,000

EXECUTIVE SUMMARY

Connect the Dots led the participatory development of a comprehensive Public Engagement Framework to guide effective outreach and engagement to riders and surrounding communities for SEPTA's Trolley Modernization Program. The decades-long Program will transform SEPTA's trolley network across Philadelphia and Delaware County. The Framework was developed through a series of interactive workshops with project partners and informed by eight focus groups with priority audiences.

SERVICES PERFORMED

CtD designed and facilitated workshops and focus groups, conducted extensive research, and produced a comprehensive and practical Framework.

- Designed and led **15 interactive coworking sessions** with SEPTA, City, and partner staff to define engagement goals, audiences, parameters, and strategies.
- Facilitated **8 focus groups** with riders and organizations connected to priority audiences.
- Conducted **extensive demographic research** across the trolley network.
- Developed a **comprehensive Public Engagement Framework** to support SEPTA's implementation of outreach and engagement for the Program.
- Created **practical tools** including tactic guides, accessibility guidelines, FAQs, and best practices among others.
- Provided **advisory support** for outreach and engagement for the first trolley route (T5).

PROJECT OUTCOMES

Engagement Outcomes:

- Completed a 100 page comprehensive Public Engagement Framework detailing an inclusive, action-oriented overall outreach and engagement strategy rooted in goals and measures of success, a network-wide communications plan, and a route by route plan.
- Validated and refined the Framework strategy with direct feedback from priority audiences and organizations who work directly with priority audiences.
- Validated and refined the Framework strategy with on the ground experience and experiments for the first trolley route.

Insights and Implications:

- Created practical tools to support Framework implementation including template phase action plans, community demographic and stakeholder analysis tools, detailed tactic guides, and guidelines for accessibility, venue selection, event planning, and data tracking.

