



INTRODUCING THE **FUTURE** OF SEPTA FARE COLLECTION



Virginia Transit Association

SEPTA Overview:

- 1.3 million daily passenger trips
- Philadelphia, suburban counties
- Bus, trolley, heavy rail, parking
- Regional Rail, Paratransit
- Some services 24/7
- Currently 10% cash payment
- Magnetic calendar passes
- Most important agency initiative
- Opportunity to reallocate resources and dramatically improve convenience of transit to public



Business Needs

- Legacy System Replacement, due to:
 - Technology Obsolescence
 - End of Equipment Lifecycle
 - Inconsistent Revenue and Ridership
 - Inflexible to Fare Policy Initiatives
 - Reliance upon Manual Fare Collection
 - High costs



Customer Acceptance: What Do Riders Want?

An electronic fare payment system that is:

- ☑ Secure, reliable, and convenient
- ☑ Easy to understand and purchase
- ☑ Offers seamless travel across all SEPTA services
- ☑ Simple, straight-forward fare policies

“This next generation payment system will offer an extraordinary level of convenience, speed and accuracy for customers.”

Joseph M. Casey, General Manager



Customer Acceptance : Research Findings

A rider survey indicated that more than half would pay transit fares with a bank card, debit card or cell phone, if given the option.



Customer Preferences (2,800 respondents)

GENERAL	Important	Unimportant	No Opinion
Availability of a calendar period pass (like my current pass but with a rechargeable feature)	80%	11%	9%
Ability to automatically recharge my account, similar to EZ Pass	83%	10%	7%
Balance protection in the event I lose my card	94%	3%	3%
Flexibility to transfer to other SEPTA routes and services	90%	5%	5%
Ability to manage my account on-line or with my phone	86%	8%	6%
Ability to purchase fare for a single trip using cash, credit or debit	84%	8%	8%

NPT Accepts All Payment Forms

- Any compliant form factor
- Whatever is in your pocket:
 - Contactless credit and debit cards
 - Building access ID cards
 - School ID cards
 - Government-issued benefit cards
 - Cash
 - SEPTA card – “*transit currency*”
 - Cell phones



Distribution Centers for SEPTA Cards

- Fare Vending Machines
- Website & Telephone
- SEPTA Sales Locations
- Merchant Gift Card Racks
- Other Sales Outlets



Fare Policy Considerations

- Research Customers Needs and Preferences
- Fare Policy Advisory Group for Guidance
- New Benefits for Calendar Period Passes
- Electronic tokens
- New transfer and zone policies
- Virtual ticketing
- Public input process



Bus and Trolley Implementation Details



On Board Reader



Upgraded Fare Box



Subway-El Implementation



New Turnstiles



Fare Vending Machines

Regional Rail Considerations

- Need for electronic handshakes
- Move fare collection off train
- Minimize investment
- Improve frequency of collections
- Simplify policies and pricing
- Virtual ticketing
- Public input process



Customer Preferences (2,800 respondents)

	Agree	Disagree	No Opinion
Moving fare payment off the train may improve the quality of my ride	51%	29%	20%
The regularity and fairness of fare payments may improve	58%	21%	21%
This type of fare payment system would reduce confusion for first time or infrequent customers	51%	36%	13%
Passengers would adapt to this provided there was advance notice, signage and education	76%	17%	7%
"Paid Areas" at the downtown stations may improve feelings about personal security	49%	28%	23%

Regional Rail Implementation



New Turnstiles

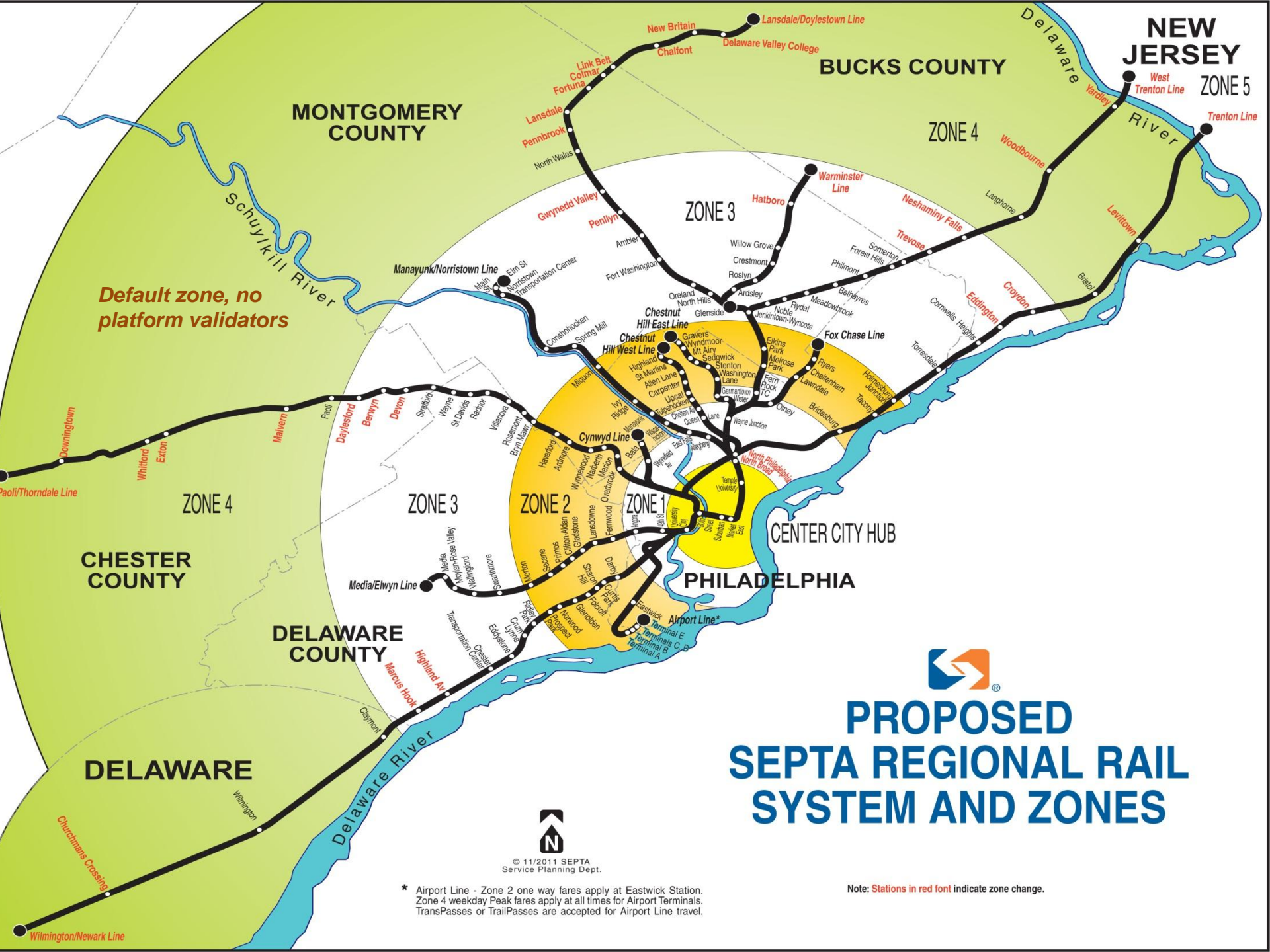


Platform Validator



**Conductor Handheld
Device**





Default zone, no platform validators

PROPOSED SEPTA REGIONAL RAIL SYSTEM AND ZONES



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* Airport Line - Zone 2 one way fares apply at Eastwick Station. Zone 4 weekday Peak fares apply at all times for Airport Terminals. TransPasses or TrailPasses are accepted for Airport Line travel.

Note: Stations in red font indicate zone change.

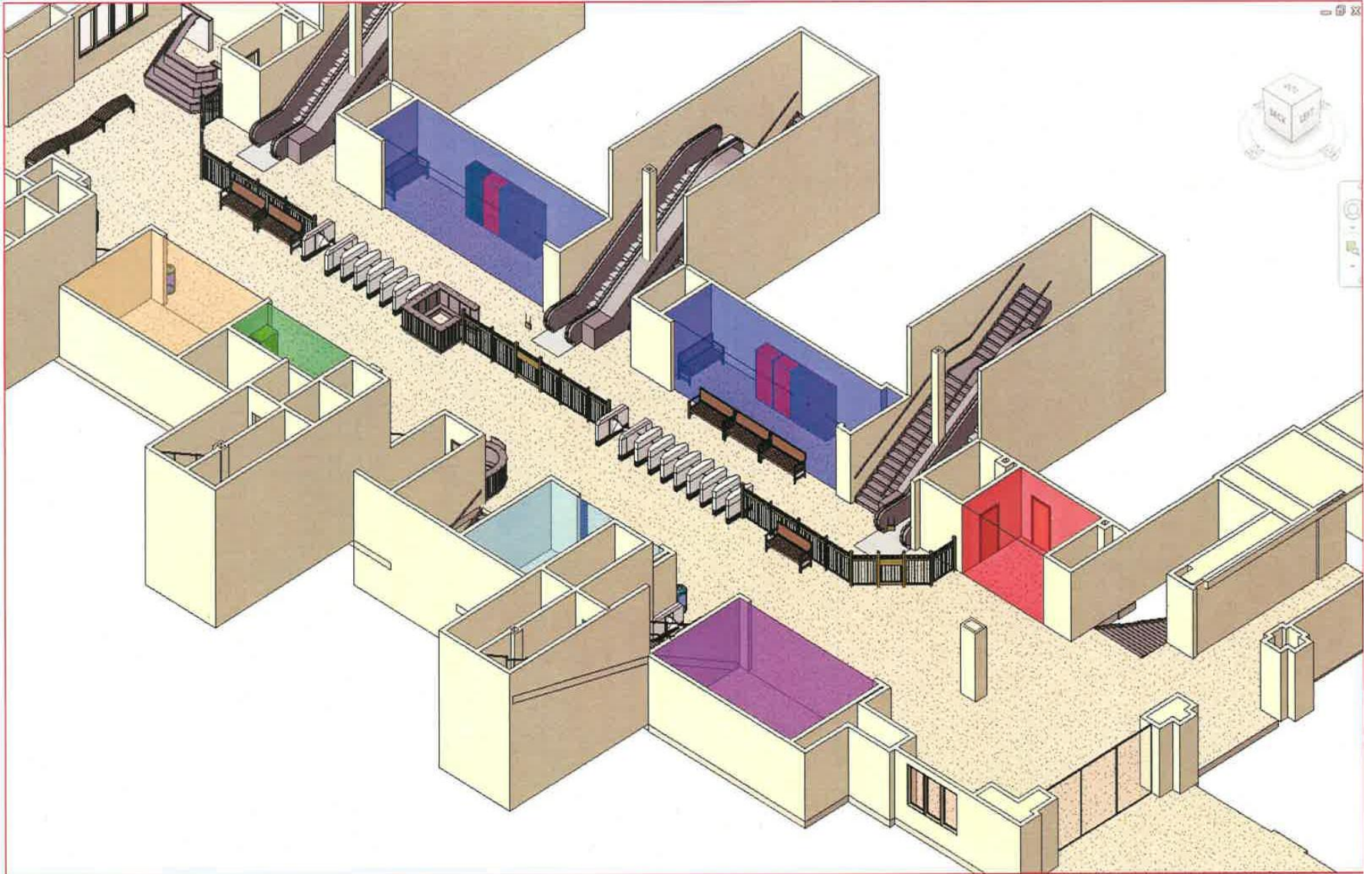
Market East Station



AMTRAK 30th Street Station SEPTA Corridor



AMTRAK 30th St Station Revised



JONATHAN'S CAFE
Serving
Coffee
Espresso
Lattés

metro
FREE DAILY





Award to ACS Transport Solutions Group (A Division of Xerox Corp.)

- Highest technical ratings
- Lowest cost



Project Schedule

Phase

1

NTP through Summer, 2013

- Complete design review process
- Deploy backend system, data network and customer support
- Perform Pilot Testing of Transit

Phase

2

Through Winter, 2014

- Deploy Subway-Elevated and Surface Fleet
- Perform Pilot Testing of Regional Rail

Phase

3

Through Fall, 2014

- Deploy Regional Rail, Parking and CCT

**Warranty
Period**

Through Fall, 2015

- Final Testing and NPT System Acceptance



 **SEPTA**
NPT
NEW PAYMENT TECHNOLOGIES



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