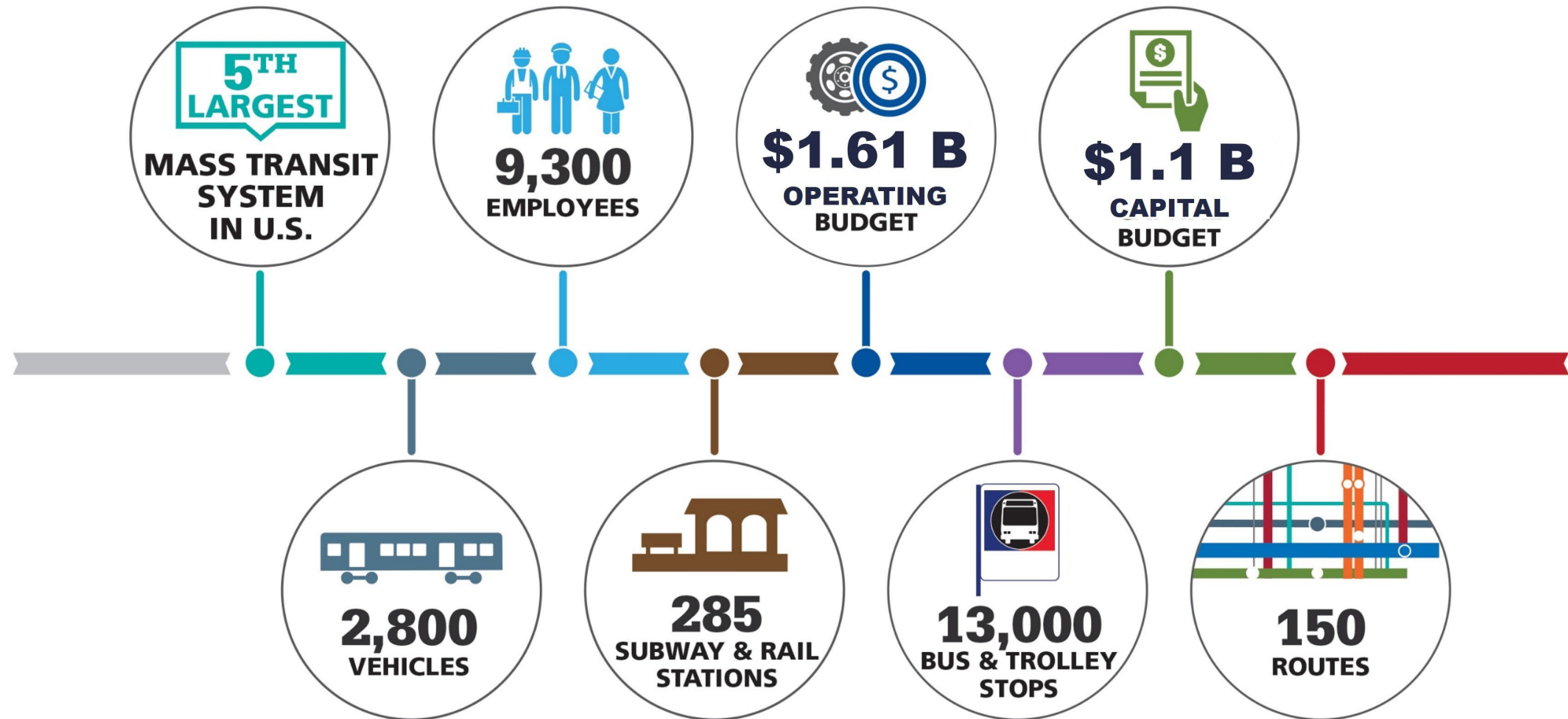


SEPTA Forward – Response to and Ridership Recovery from the Pandemic

U Penn Class presentation
November 30, 2022

SEPTA At-a-Glance



SEPTA At-a-Glance



Infrastructure (bridges, track, signals, etc.),
Vehicles, Maintenance, Facility
Improvements, Debt Service

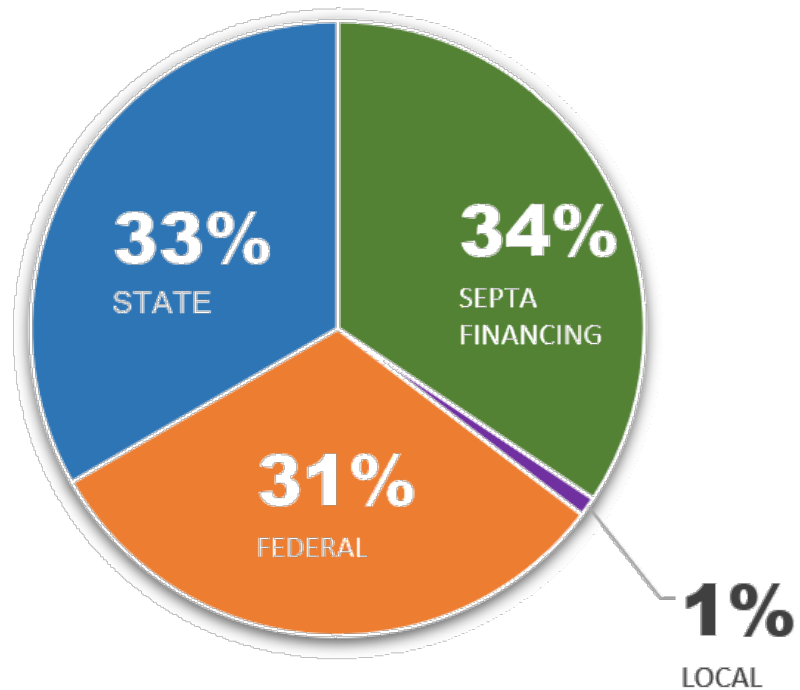


Labor and Fringe Benefits, Materials and Services,
Claims, Fuel, Power, Leases

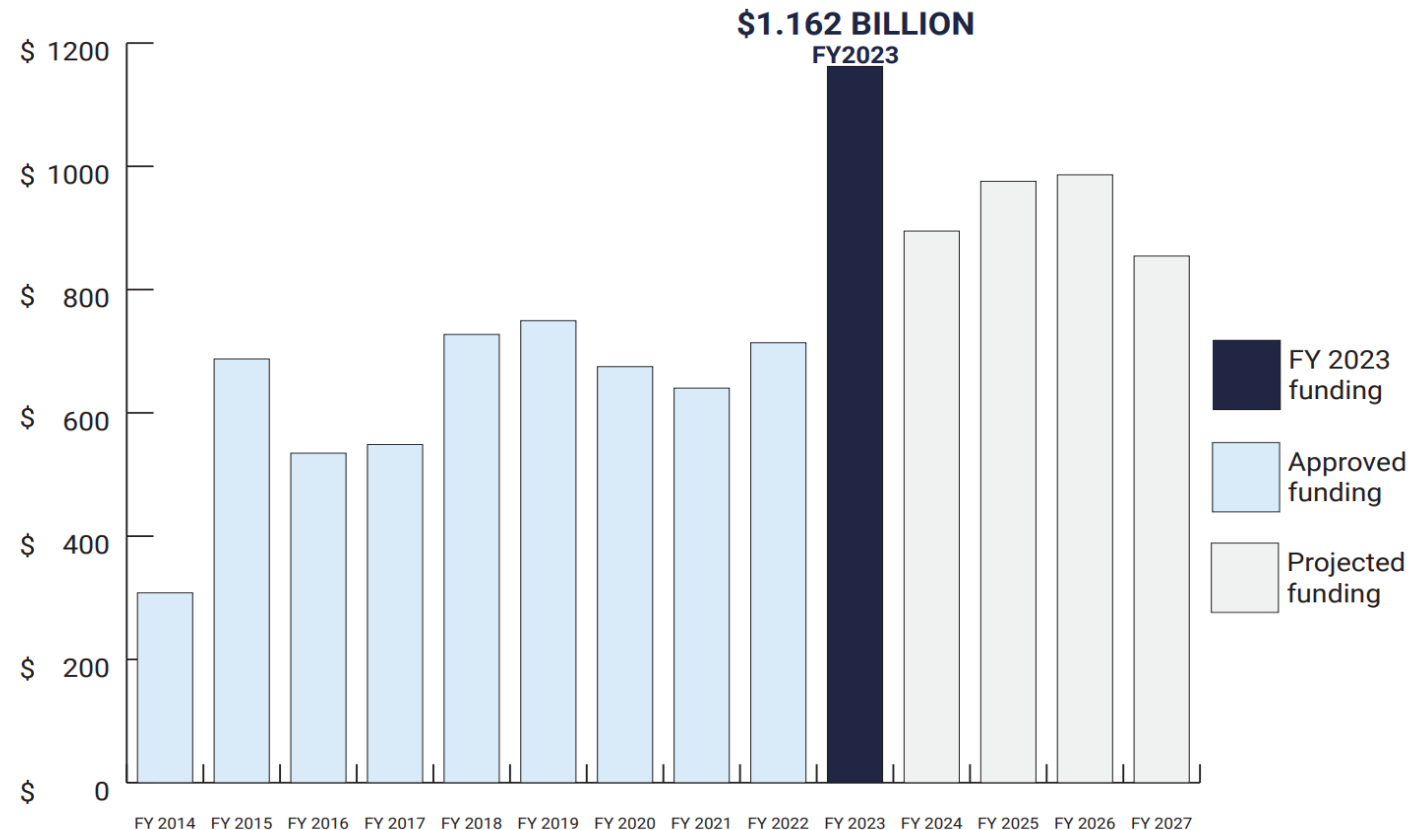
SEPTA Fiscal Year 2023 Capital Budget

Combination of IIJA and new state bondable funding created a record \$1.1 Billion Budget

FY 2023 CAPITAL BUDGET

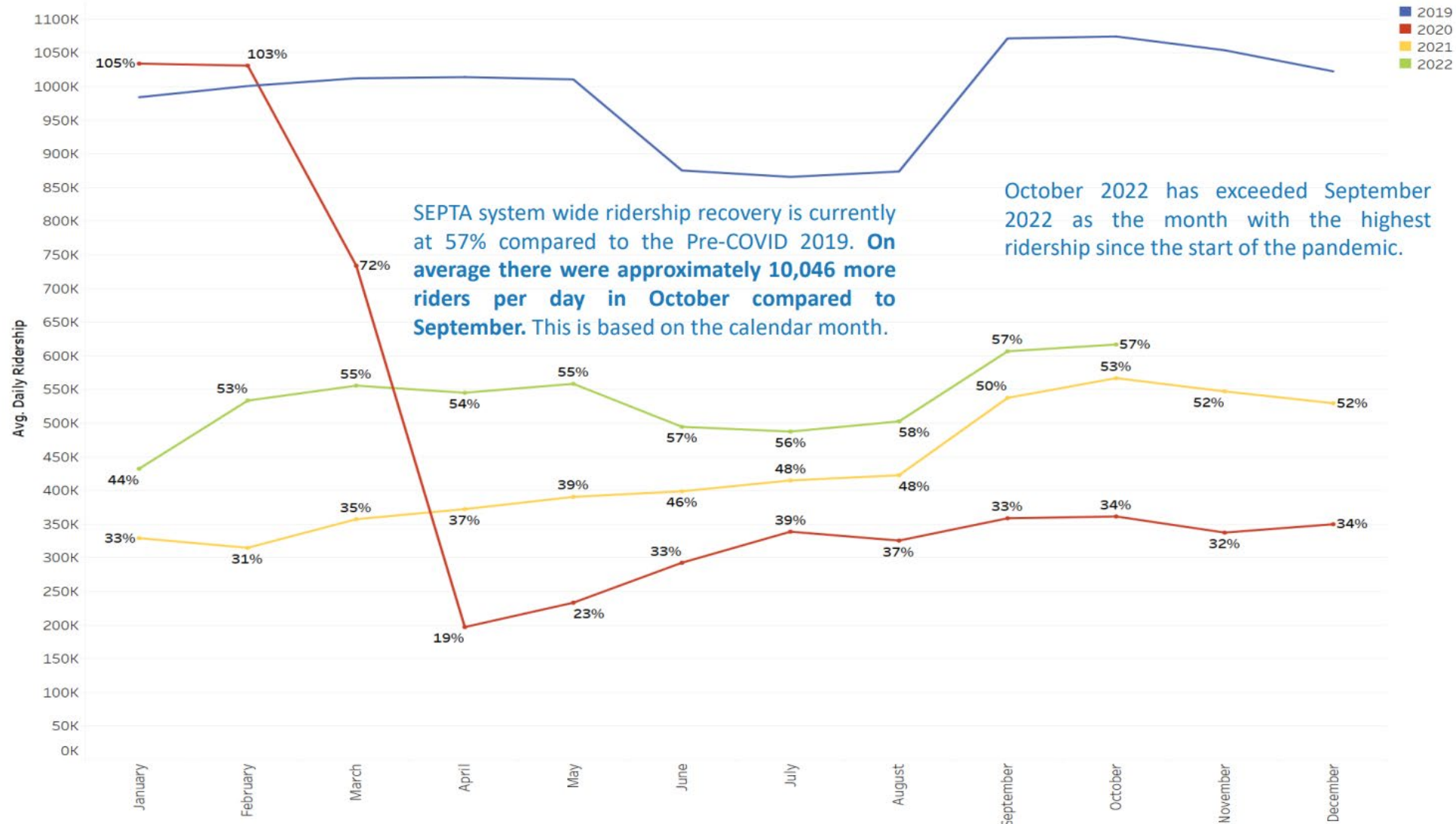


Approved and Projected Capital Funding (in Millions)



SEPTA Works When You Work

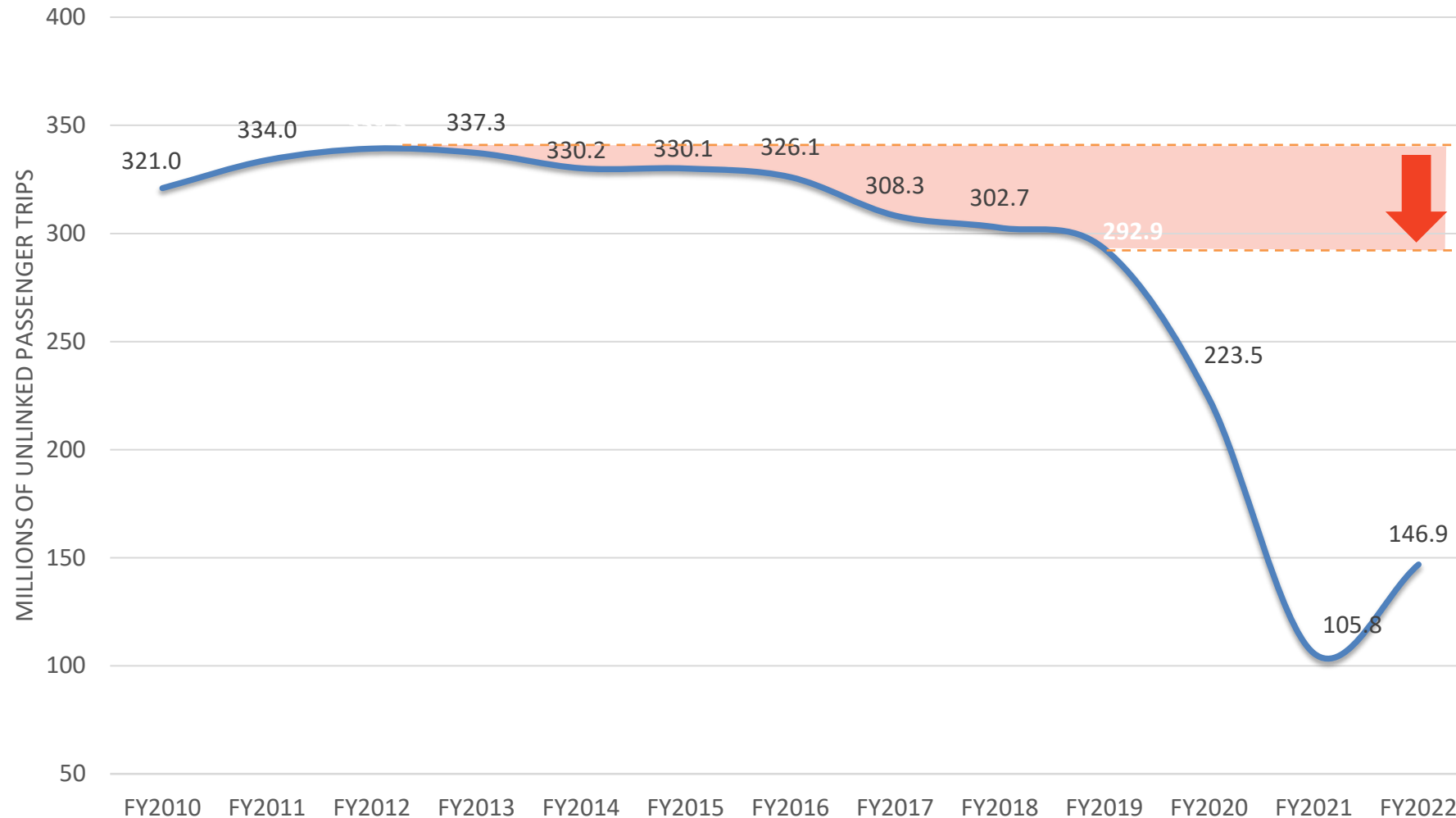
Ridership and Return to Office



Ridership Declines Begain Well Before COVID

Every Year between FY2012 and FY2020

Annual Ridership Trend (FY 2010-FY2021)



SEPTA ridership was **down more than 13%** between FY12 and FY19

Lower Ridership = Lower Revenue

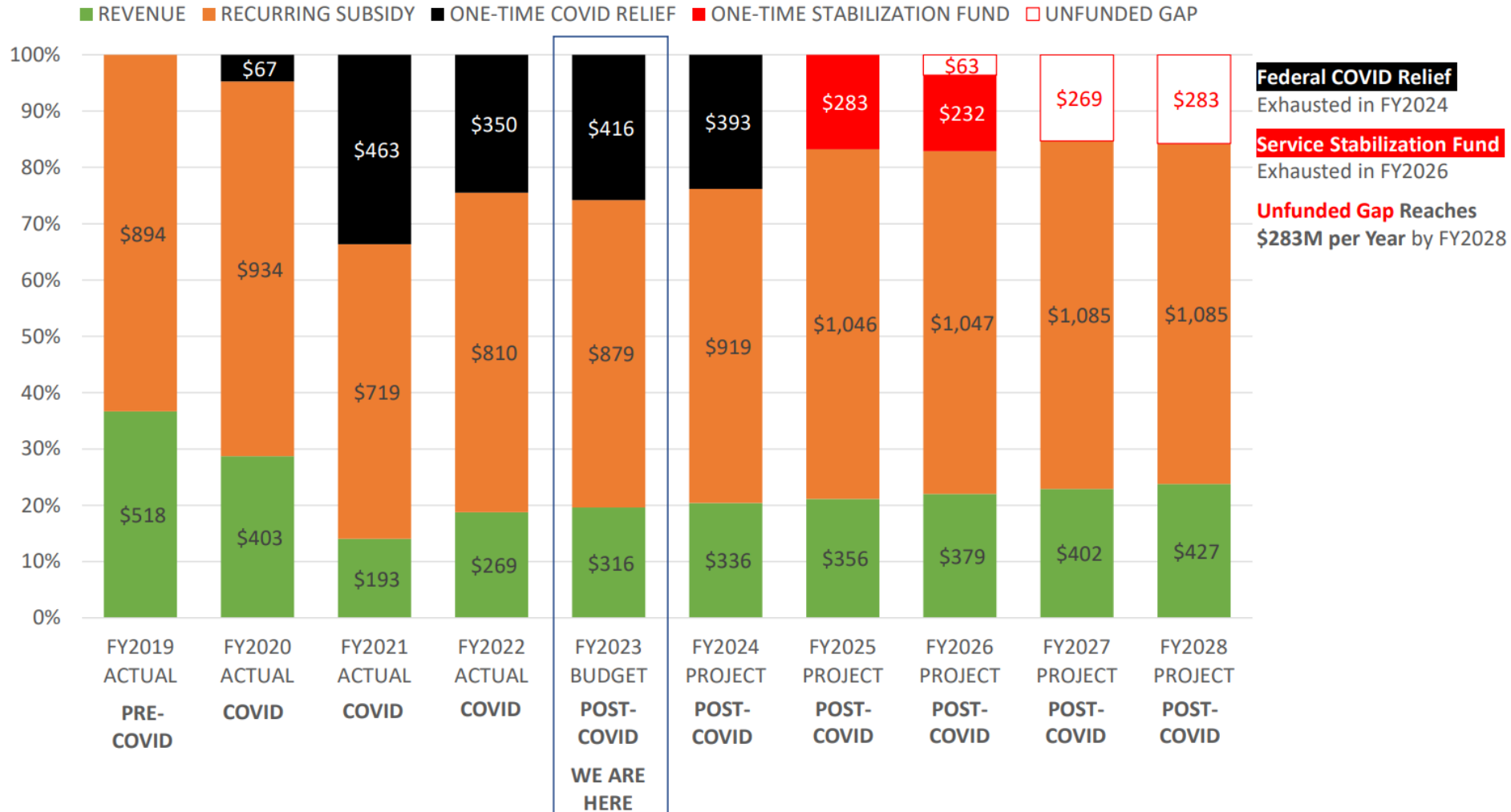
Farebox **RECOVERY RATIO** was **37%**

Now, it is **LESS THAN 20%**



Operating Funds

SOURCE OF OPERATING FUNDS & LOOMING FISCAL CLIFF (\$M)



SEPTA Response to COVID



SEPTA's Action Plan for Safe Return to Travel

1. ENHANCING CLEANING AND SANITIZING



Efforts include sanitizing every vehicle at least twice a day; sanitizing high-touch surfaces on trains, buses, trolleys and facilities; reallocating resources to work around the clock cleaning, disinfecting, and overnight power washing all open stations; utilizing EPA recommended products. SEPTA is also improving air filtration on buses and trolleys by leaving roof hatches open for better airflow in good weather and changing air filters more frequently.

2. TESTING AND EVALUATING INNOVATIVE CLEANING SOLUTIONS AND PROCEDURES



We are coordinating with our industry peers and experts to test and evaluate emerging sanitizing technology. Only products and/or products that meet our rigorous testing standards will be added to SEPTA cleaning protocols.

3. INCREASING AND ADAPTING SERVICE



As shelter-in-place and business closure restrictions ease in the region, SEPTA has expanded service to reduce crowding and allow for social distancing. Schedules may be modified to spread service more equally throughout the day to accommodate those who can travel at less crowded times. View current schedules here <http://septa.org/schedules/>. We're having conversations with our partners in the region to address anticipated new work norms. Instead of traditional morning and evening peak travel periods, achieving effective social distancing is easier if we "flatten the peak" by encouraging that commutes be spread throughout the day.

4. REQUIRING AND PROVIDING FACIAL COVERINGS



As more people return to traveling on SEPTA, we want to make sure they feel safe and comfortable. All SEPTA employees are required to wear masks or face coverings. Riders are also required to wear masks not only to protect themselves but also other riders, operators, and train crews. The CDC recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain and riders have made it clear that requiring facial coverings is a priority for them to feel safe returning to riding public transit. While masks are now readily available, customers are encouraged to call 215-580-7800 or visit any SEPTA Customer Service Office or Railroad Passenger Services for assistance in finding where to obtain a mask.

5. SOCIAL DISTANCING INITIATIVES



SEPTA has installed decals on seats and floors to indicate appropriate customer spacing. We're adding similar signage and indicators in stations and on platforms to remind customers to maintain a safe distance from one another. To give riders more room, SEPTA reintroduced longer articulated buses. We are asking customers to exit buses and trolleys from the rear doors to maintain distance between operators and other riders who are boarding and paying their fares.

6. PRIORITIZING THE HEALTH OF OUR EMPLOYEES



SEPTA provides masks, neck gaiters, gloves, and hand sanitizer on an ongoing basis to every employee who needs them to ensure they have the required equipment. We have implemented social distancing protocols at all work locations including shops, districts, and crew facilities. Operator barriers have been installed on all in-service vehicles to reduce their risk of exposure to the virus. SEPTA has implemented temperature checks and free COVID-19 testing for employees at various work locations.

7. STEPPING UP COMMUNICATION TO OUR CUSTOMERS



Our COVID microsite <http://septa.org/covid-19> provides up-to-date content and the latest information to our customers. We are also utilizing all our social media accounts on Facebook, Instagram, and Twitter to update customers on the latest SEPTA COVID announcements and service impacts. We are beginning the process of a full website overhaul to ensure we can update our website more quickly and in a more streamlined fashion in the future. Robust traditional communication channels via phone at 215-580-7800 and online webform are monitored during expanded business hours seven days a week.

8. LEVERAGING TECHNOLOGY TO IMPROVE THE CUSTOMER EXPERIENCE



SEPTA will soon be installing additional automatic passenger counters for all of our vehicles, which will allow us to provide real-time vehicle crowding information to customers. We're also developing new tools to improve real-time arrival information, including more accurate predictive arrival times. This enhanced information can help customers make more informed decisions on when, how, and where to travel to avoid crowding.

9. MORE OPPORTUNITY FOR CONTACTLESS PAYMENT WITH KEY



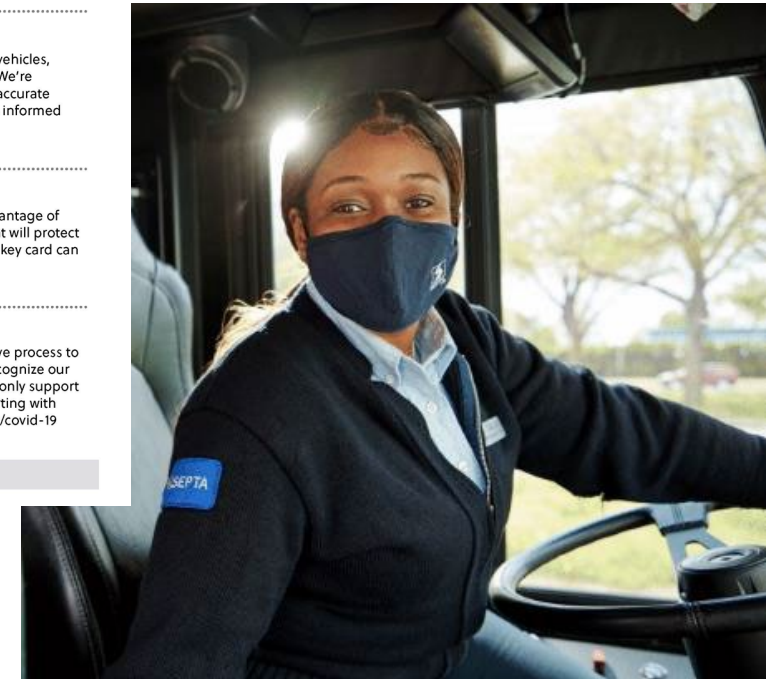
To reduce contact during our customers' travel experience, we are going to take advantage of the full functionality of our SEPTA Key Card. Minimizing use of cash for fare payment will protect both customers and employees. More details on all the convenient ways to obtain a key card can be found at www.septa.org/key.

10. PLANNING FOR WHAT'S NEXT



To respond to changing situations and timelines, we have mapped out a collaborative process to plan for what's next – involving our employees, customers, and stakeholders. We recognize our need to adapt to various scenarios and know this is an opportunity for SEPTA to not only support the region in its recovery but reevaluate every aspect of our business. We will be starting with a customer survey, expected to be released soon. Continue to check www.septa.org/covid-19 regularly for ways to participate in this planning effort.

#WeRideOn



SEPTA Response to COVID

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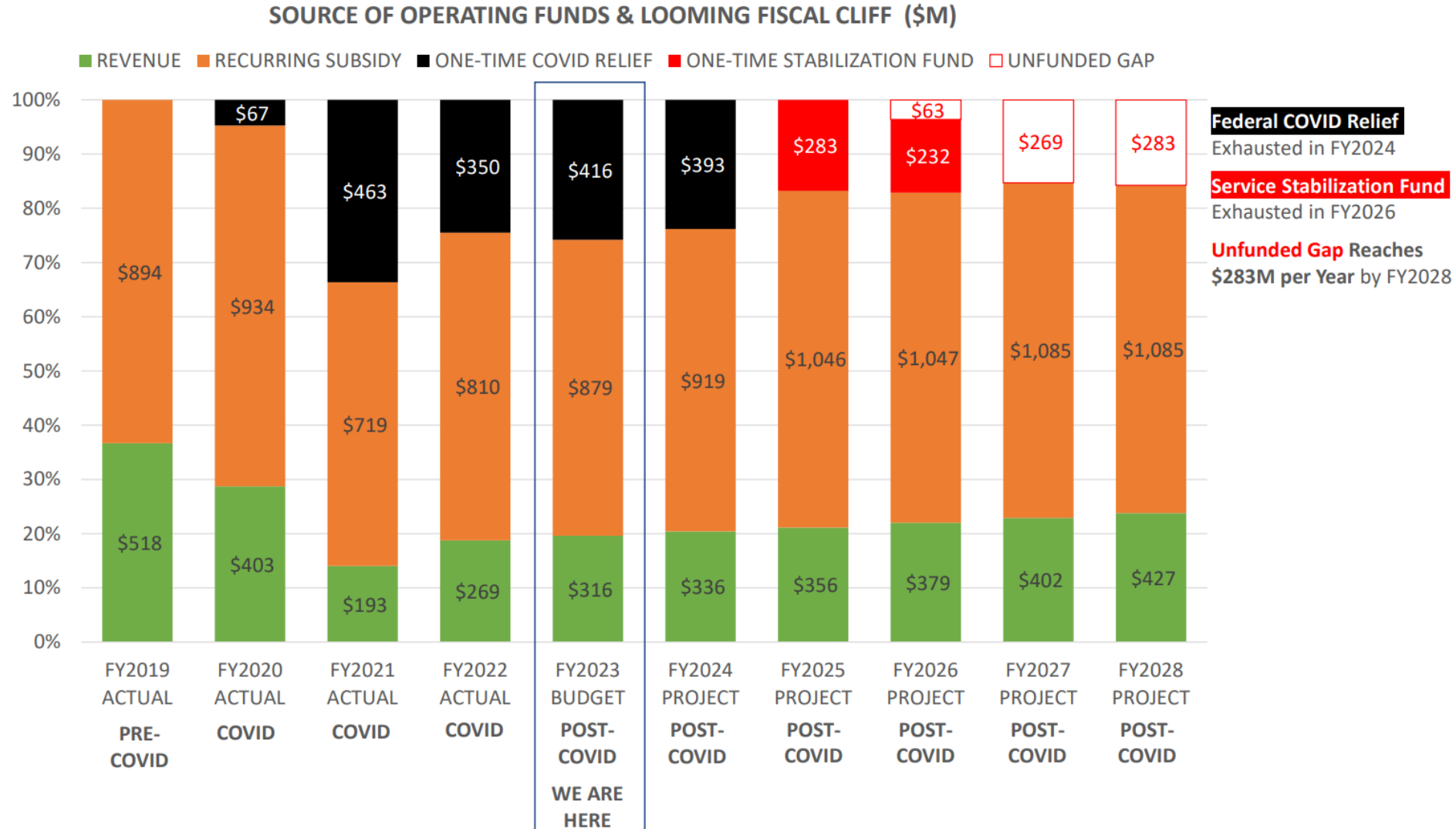
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Operating Funds

Ridership recovery and fare revenue are critical to restoring a balanced budget



Views from Across the Industry

Transit agencies are bracing for a fiscal cliff

Transit Faces a Fiscal Cliff in New York City—Sooner Than Expected

It's like March 2020 all over again.

Read Time: 3 minutes

July 27, 2022, 5:00 AM PDT

By James Brasuell [@CasualBrasuell](#)

MBTA headed to 'financial cliff' once pandemic aid ends next year

Share



Updated: 12:53 PM EDT May 12, 2022

MTA Already Looking Over 'Fiscal Cliff' as Federal Funds Near End of Line

Early-pandemic projections of ridership resurgence were way off, while congestion pricing is still just a dream. Turns out \$15 billion doesn't go as far as it used to.

BY JOSE MARTINEZ | JUL 25, 2022, 6:06PM EDT

Metro may look to service cuts and fare increases as it faces \$350 million budget gap

July 11, 2022

SEPTA Works When You Work

Ridership and Return to Office

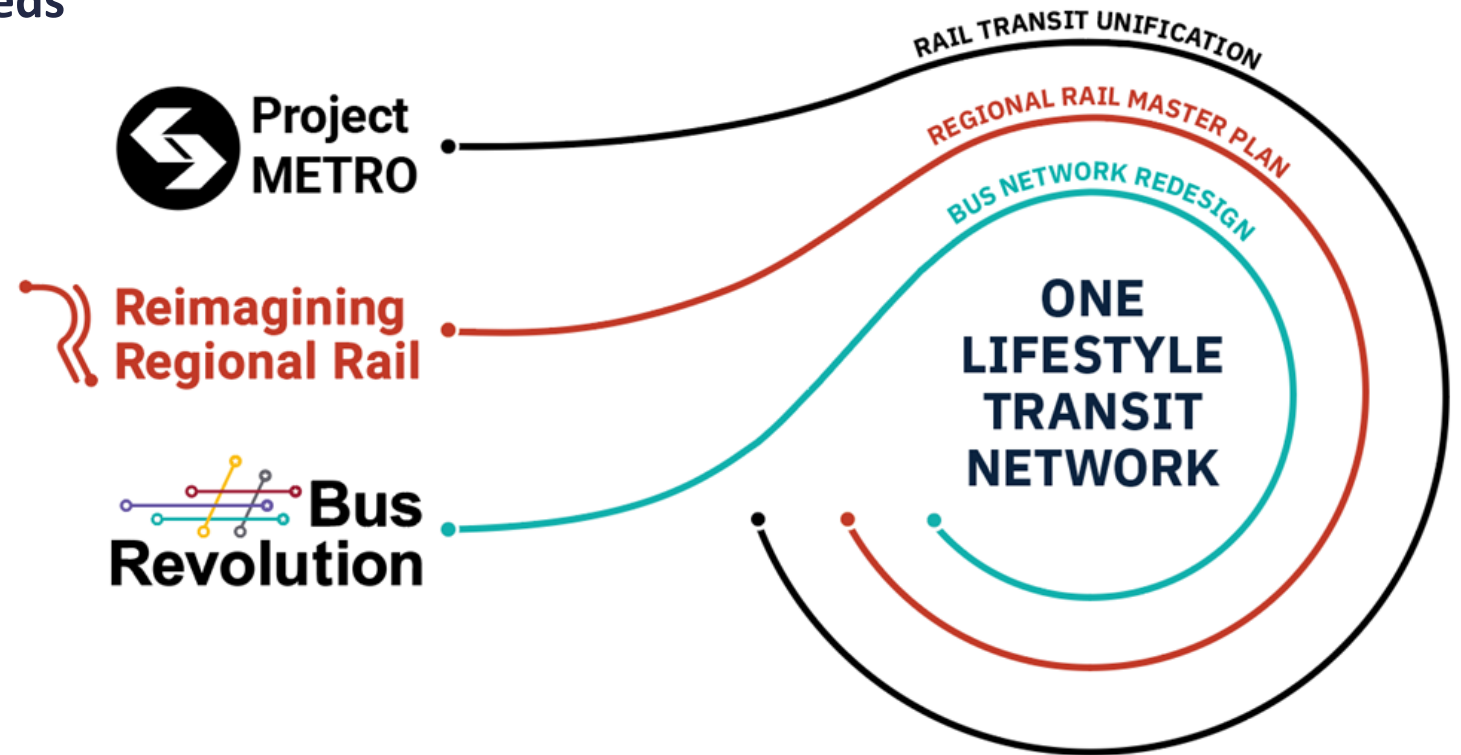


- **October ridership recovery was at 57% system-wide. September average daily ridership was the highest since the start of the pandemic.**
 - Average daily ridership was 616,750 unlinked passenger trips across all modes
- **Transit service is operating at 89% of pre-pandemic levels**
- **Regional Rail Service is operating at 77% of pre-pandemic levels**
- **SEPTA Travel Survey – What is Impacting Ridership**
 1. Ability to work from home
 2. Perception that service frequency is low
 3. Safety Concerns

SEPTA FORWARD >>>

- In January 2021, we adopted SEPTA Forward, our strategic plan, is the framework to transform our organization and services to meet the changing needs of our riders.
- SEPTA Forward Goals
 - Proactive Organization
 - Intuitive Service for All
 - Seamless Transit Network

SEPTA is taking action to bring this vision to reality with three major programs:



Visit planning.septa.org

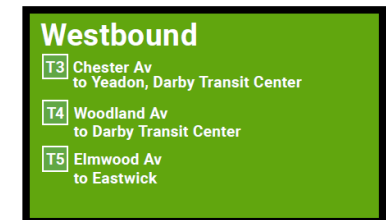
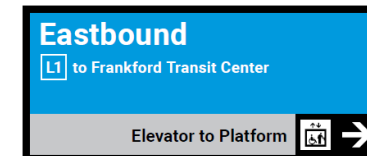
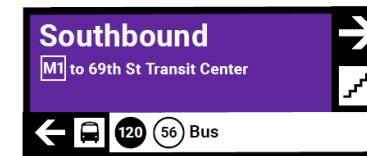
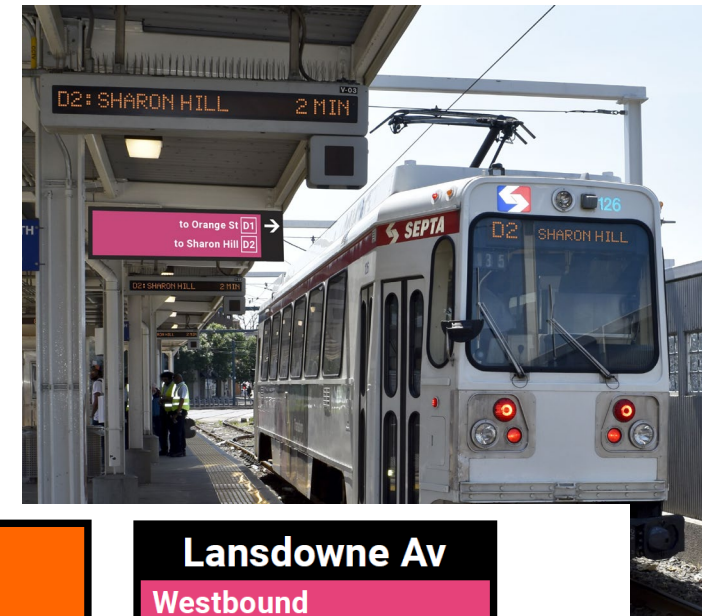


METRO Wayfinding & Branding Plan

L B T M G D

Responding to years of feedback, we are improving the wayfinding & communications for our rail transit system with new accessible nomenclature, maps, signs, announcements, and digital tools.

The result will be a frequent, affordable, around-the-clock SEPTA “Metro” network that is easy to use for everyone.



Reimagining Regional Rail

Creating a new plan for Regional Rail, together

We see Regional Rail as part of a lifestyle network of frequent, all-day, and all-week services that connect people to a range of destinations across the region.

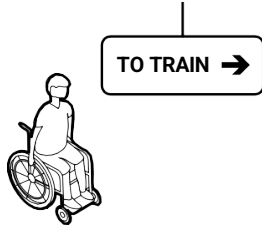
Reimagining Regional Rail is creating a vision of service that is just as convenient on nights and weekends as it is at 5pm, or that serves reverse commuters just as well as those headed to Center City.



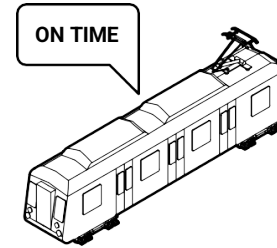
Each goal is focused on the rider experience and the vision for how we want Regional Rail to serve people



**Increase and
improve access
to opportunity**



**Prioritize an
intuitive rider
experience through
a seamless,
welcoming system**

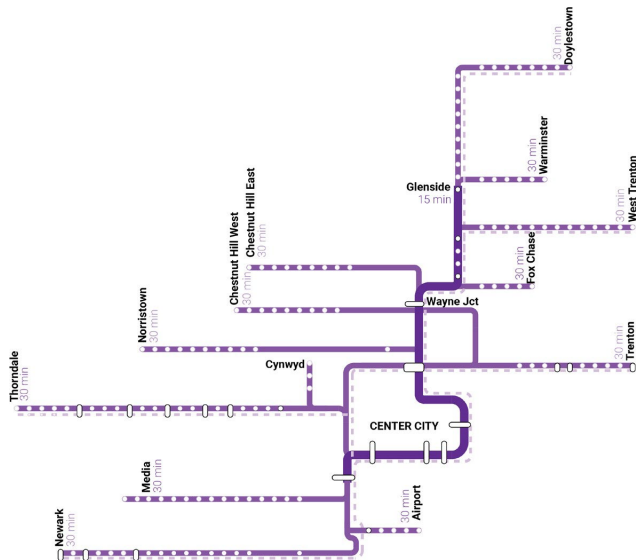


**Create a reliable,
predictable
Regional Rail
system that people
can trust**

The three scenarios set up choices for how SEPTA plans for the future of Regional Rail

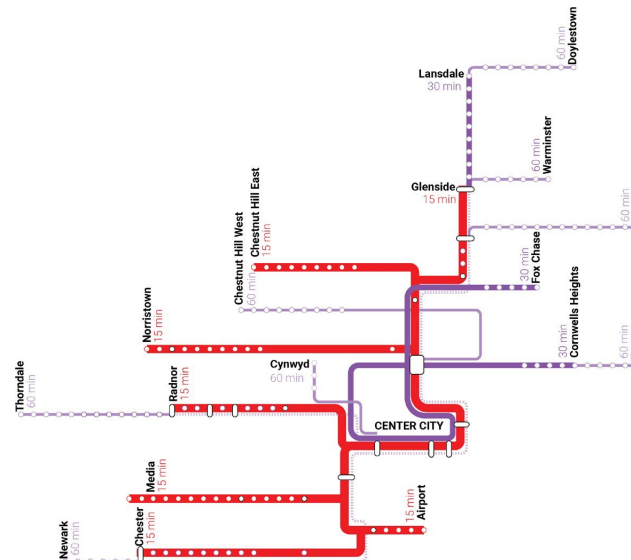
Scenario 1: Regional Coverage

30-minute all-day service everywhere



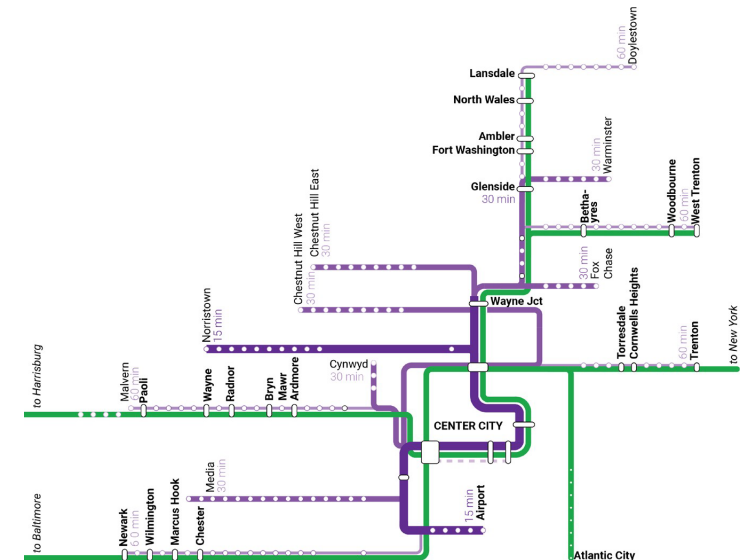
Scenario 2: Metro Frequency

High-frequency SEPTA Metro style service where demand is highest

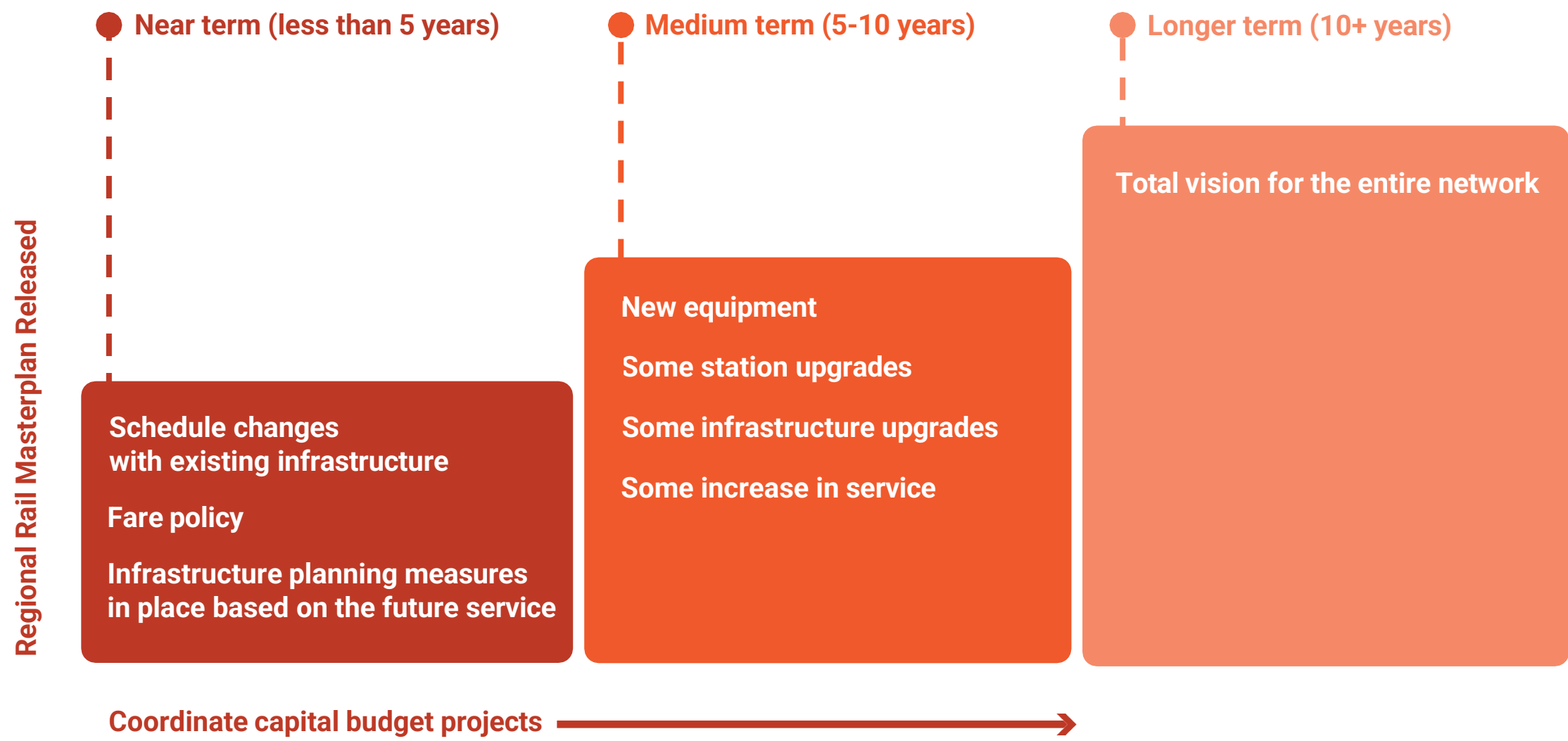


Scenario 3: All Day Speed

All-day express service better integrated with Amtrak



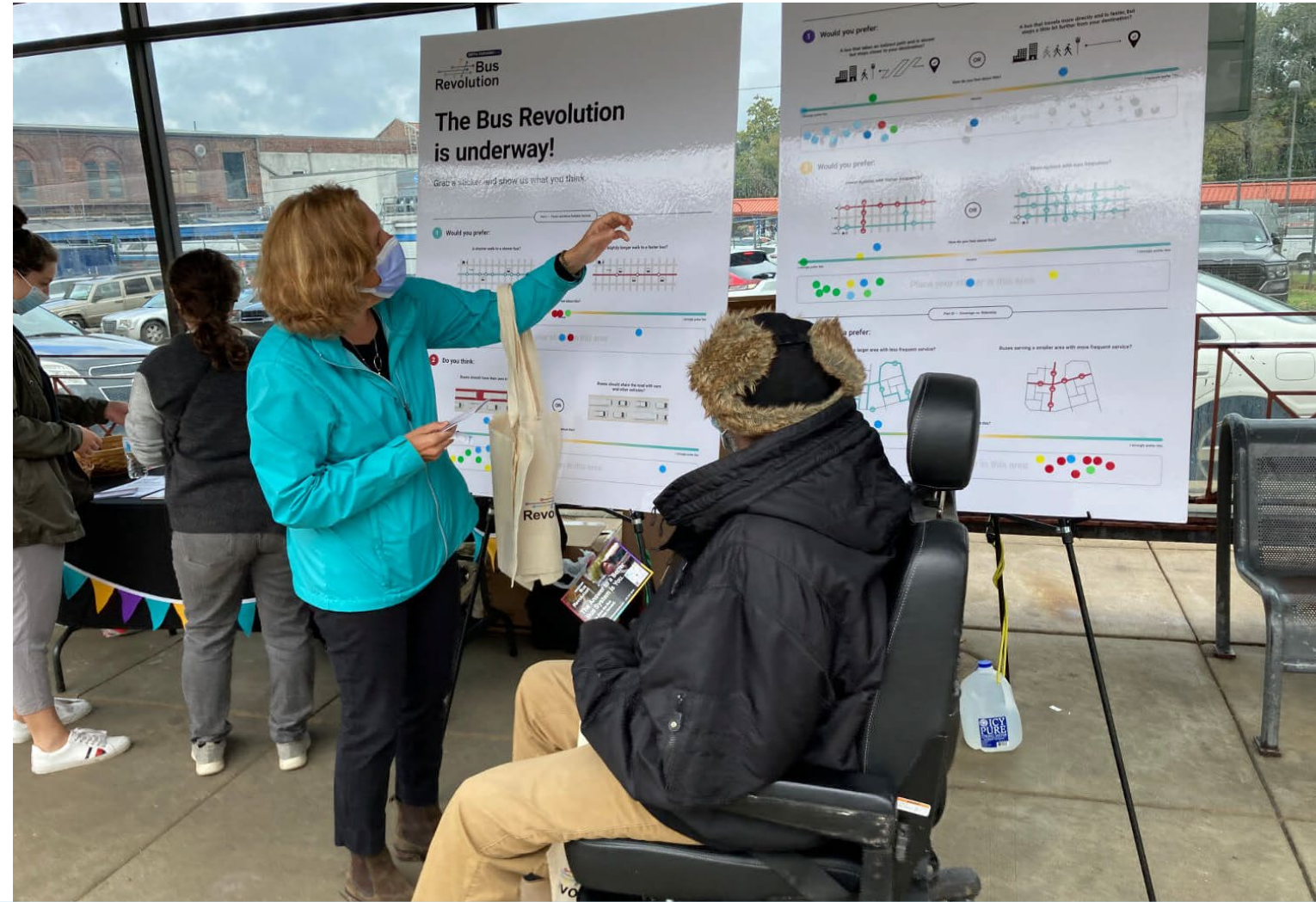
As SEPTA works to implement the preferred recommendation, each state of good repair and capital project will build on the vision



Bus Revolution

While our bus network is rooted in history, with many of services running on the same line that started with streetcars and trolleys a century ago, the way that we travel has changed a lot.

Bus Revolution is redesigning our bus network with a blank slate, top-to-bottom look to better match the way people travel today and tomorrow.



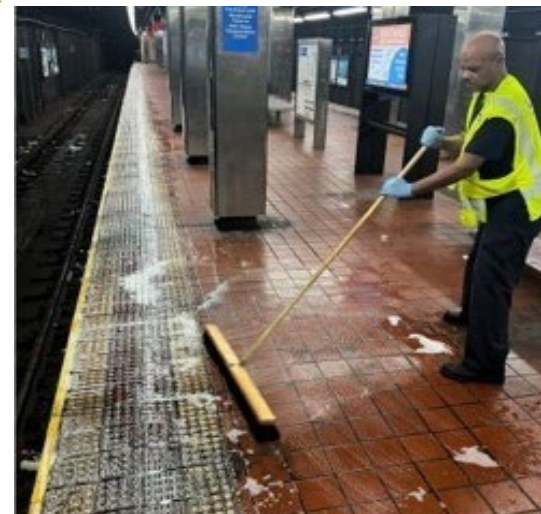
SEPTA's Award-Winning SCOPE Initiative

Safety, Cleaning, Ownership, Partnership, Engagement

AMERICAN PUBLIC
TRANSPORTATION ASSOCIATION
2022

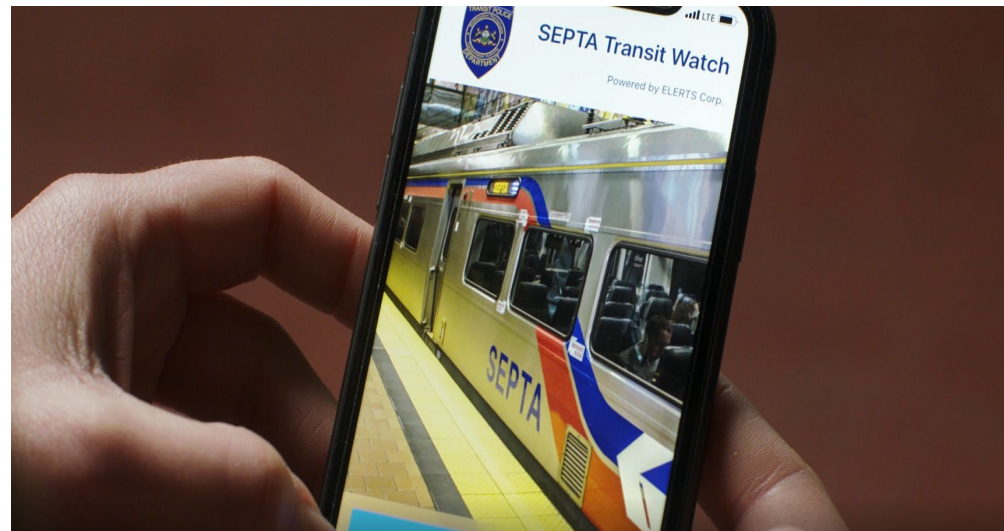
Innovation Award - SCOPE

**Southeastern Pennsylvania
Transportation Authority
(SEPTA), Philadelphia, PA**



SEPTA's New Crime Prevention and Safety Strategy

As ridership continued to grow in Q3 of 2022, incidents of crime on the SEPTA system fell



SEPTA Works When You Work

New Fare Options

SEPTA FY 2023 Budget – No Fare Increases

- Free Transfer on Transit modes
- Children under 12 ride free
- New Fare Reductions and New Pass Options

SEPTA Key Advantage



Credit Card Purchases on Regional Rail

Apple Pay | Google Pay | Samsung Pay Accepted at Kiosks

Mobile Ticketing

Free Parking through December 31, 2022

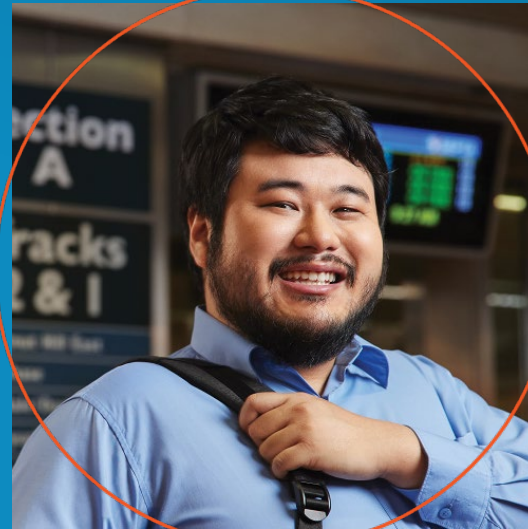
A promotional poster for SEPTA featuring a man in a blue shirt. The text on the poster includes:

SEPTA IS THE FLEXIBLE WAY TO GO

NEW FARE OPTIONS WORK WHEN YOU WORK

- ☒ TRAVEL WALLET
- ☒ THREE DAY CONVENIENCE PASS
- ☒ INDEPENDENCE PASS 3-DAY BUNDLE
- ☒ CREDIT CARDS ON REGIONAL RAIL
- ☐ MOBILE TICKETING - COMING SOON!

FREE PARKING
IN SEPTA-OWNED LOTS THRU DECEMBER 2022



SEPTA is the Way To Go