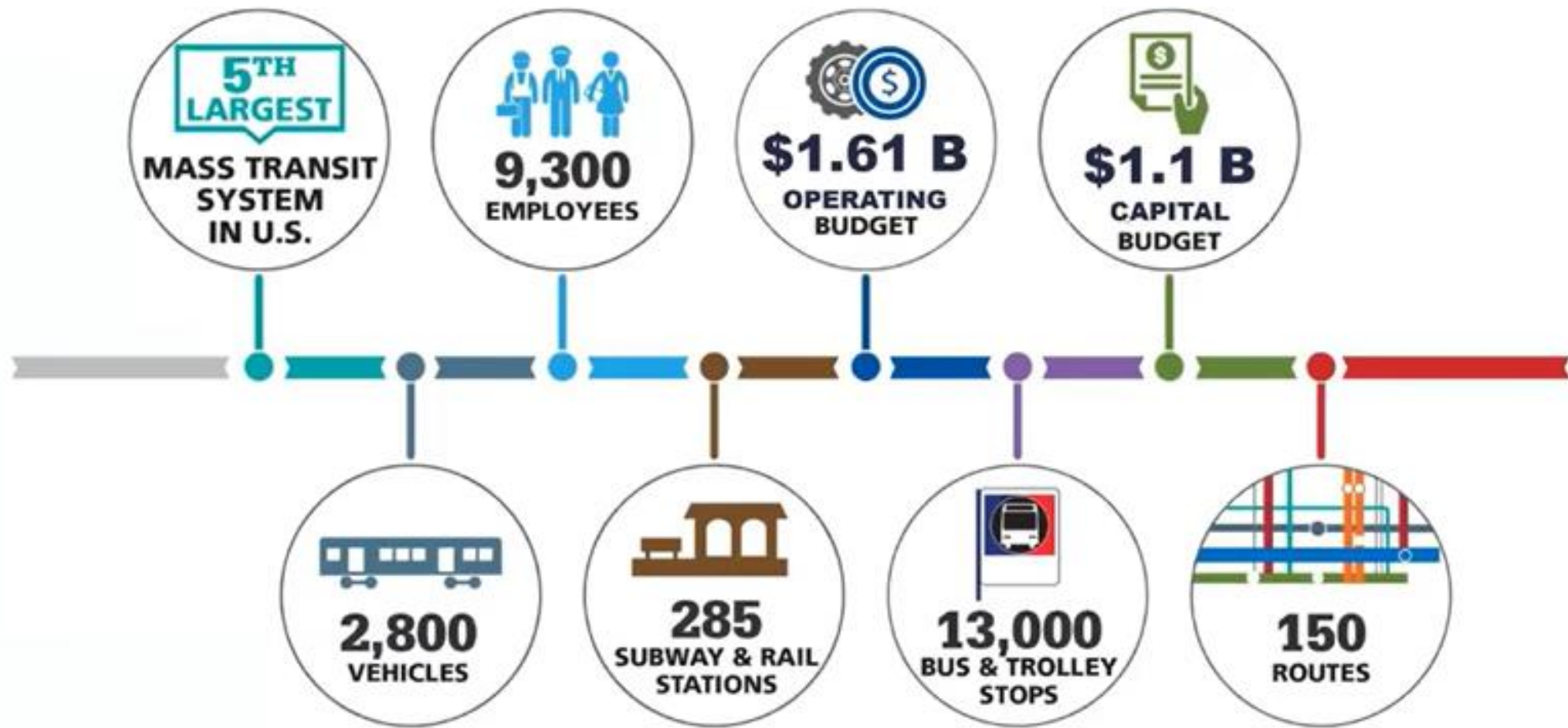
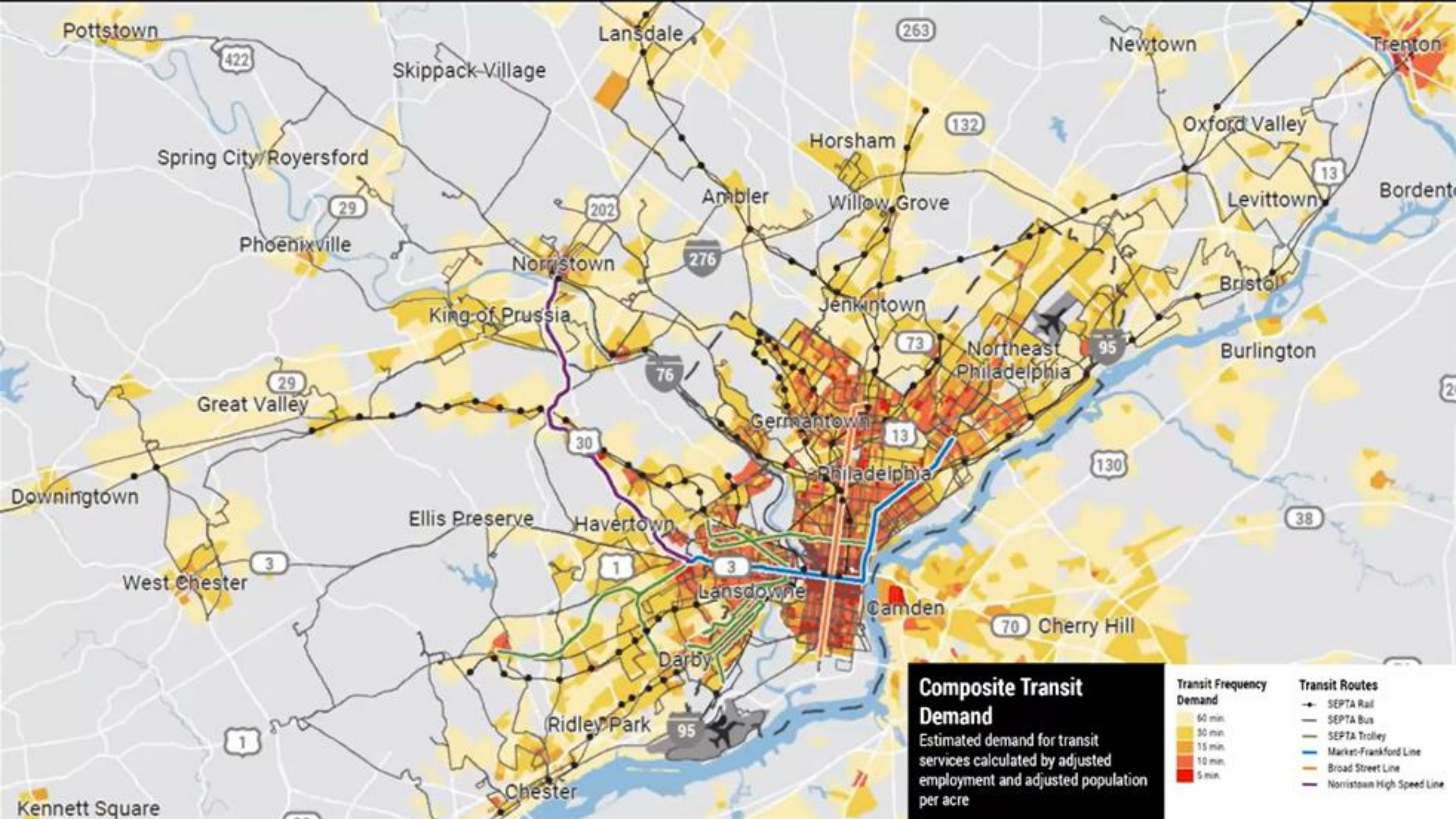




SEPTA Forward – Response to and Ridership Recovery from the Pandemic

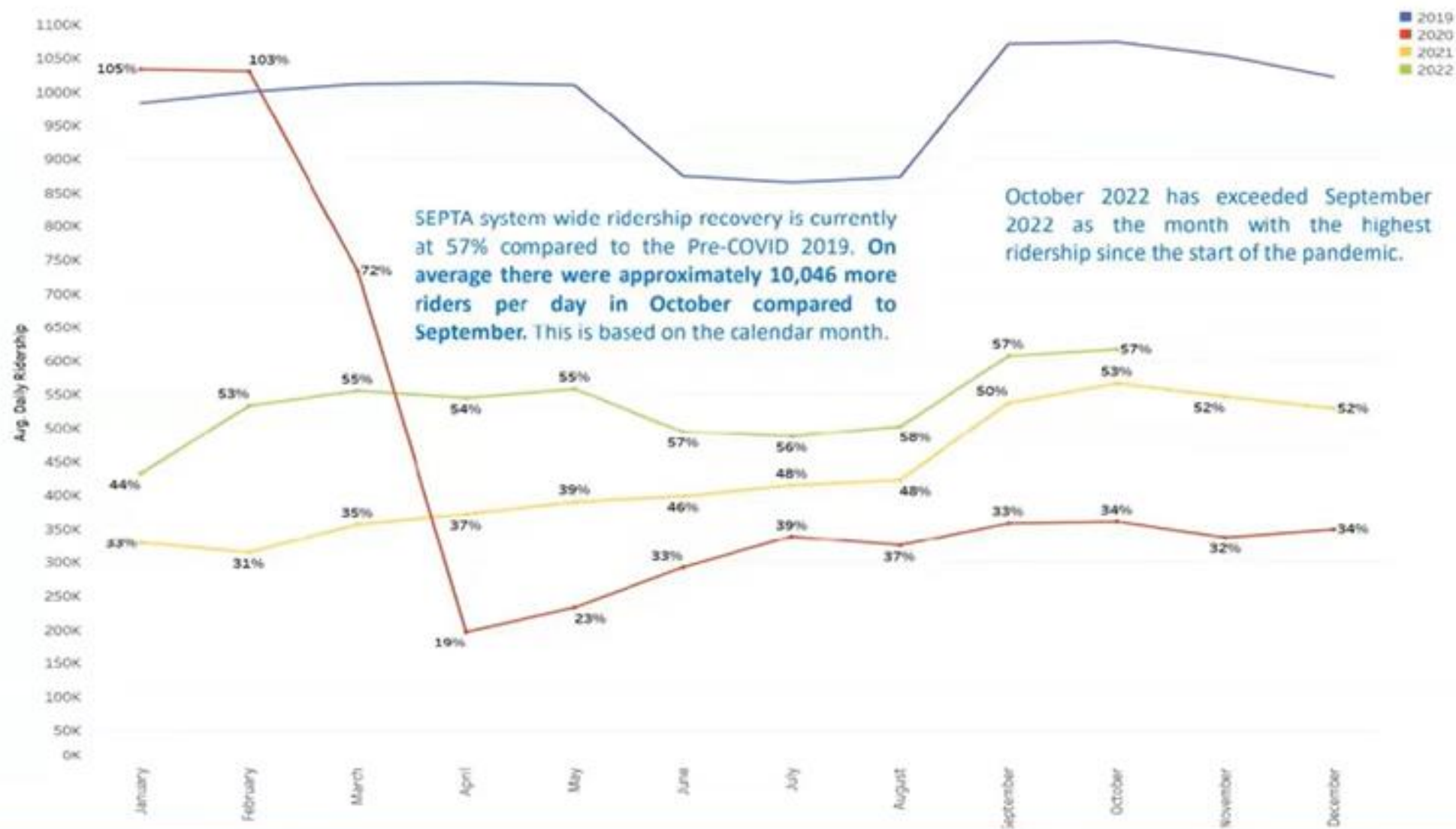
SEPTA At-a-Glance





SEPTA Works When You Work

Ridership and Return to Office



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 Response to COVID

Improving Cleaning and Air Quality

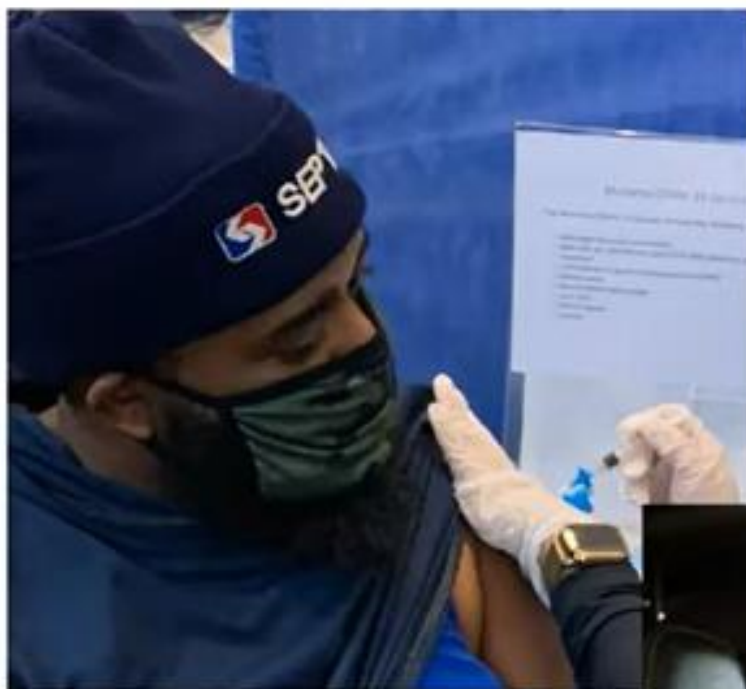
- Worked with established partners and industry peers to evaluate emerging technologies
- Installed filters and tested air exchange rates of fresh air exchange every 2-3 minutes on vehicles
- Vehicles and high-touch surfaces are sanitized throughout the day (and night) using EPA-approved disinfectants
 - Ramped up cleaning practices with new standard operating procedures
 - Hiring 200 new cleaners
- Communicate this information with the public



SEPTA Response to COVID

Protecting our Employees

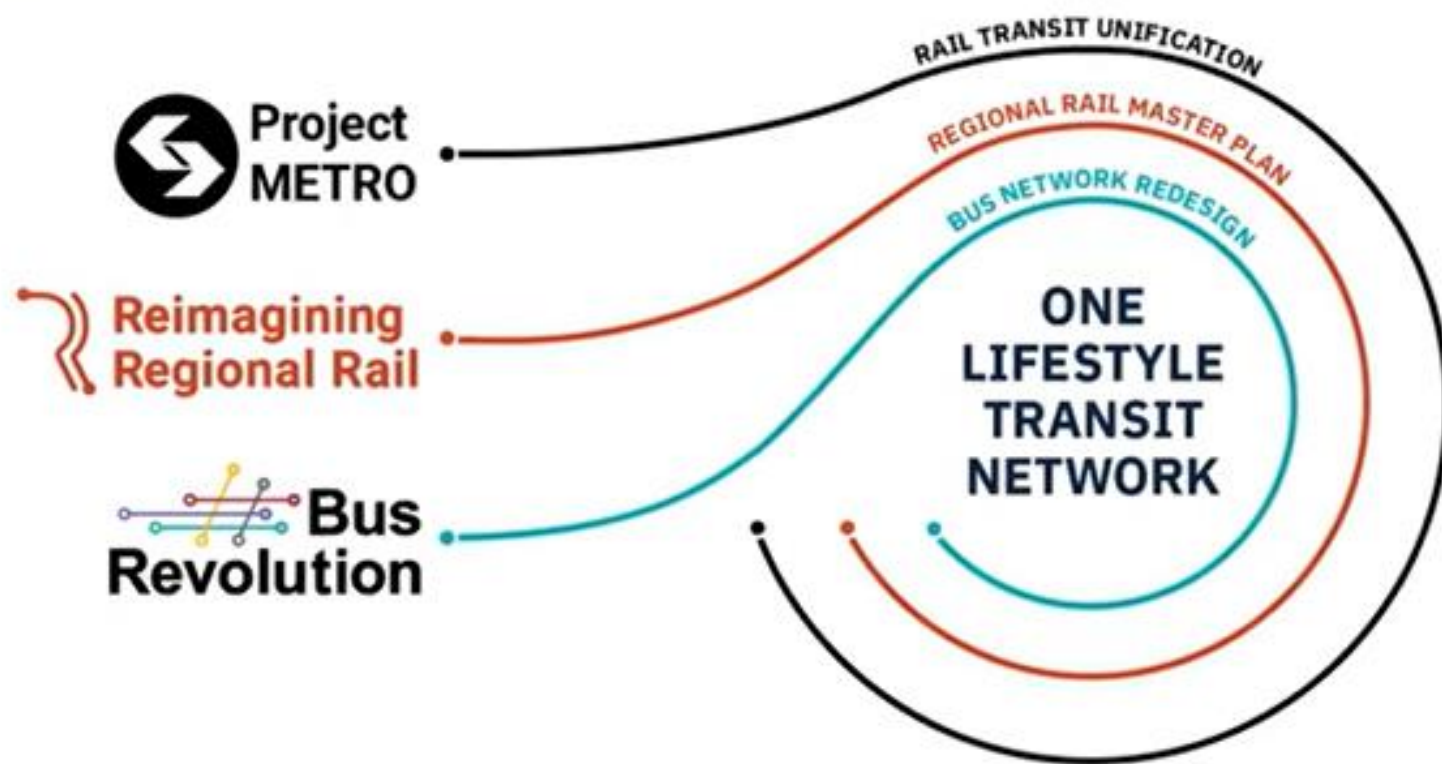
- Operator shields on all vehicles
- Masks
- Vaccination requirement for new employees
- Vaccination clinics
- Free Testing Clinics – partnering with Black Doctors COVID Consortium



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

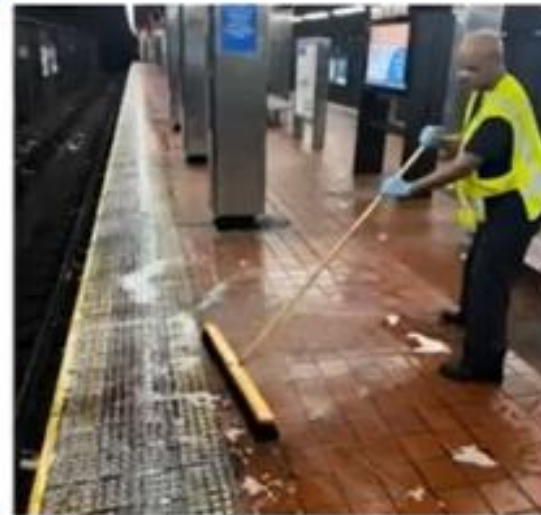


AMERICAN PUBLIC
TRANSPORTATION ASSOCIATION

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 vertical promotional poster for SEPTA. The top half has a dark blue background with the text "SEPTA IS THE FLEXIBLE WAY TO GO" in large, bold, white and orange letters. Below this, in smaller white text, is "NEW FARE OPTIONS WORK WHEN YOU WORK". A list of features follows, each preceded by a small orange icon: a checkmark for "TRAVEL WALLET", a checkmark for "THREE DAY CONVENIENCE PASS", a checkmark for "INDEPENDENCE PASS 3-DAY BUNDLE", a checkmark for "CREDIT CARDS ON REGIONAL RAIL", and a square box for "MOBILE TICKETING - COMING SOON!". On the right side of the poster is a photo of a smiling man in a blue button-down shirt. In the bottom right corner, there is an orange circular badge with the text "FREE PARKING IN SEPTA-OWNED LOTS THRU DECEMBER 2022".

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



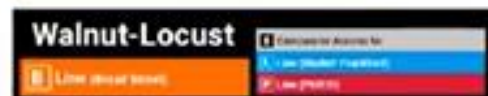
PROJECT METRO

METRO Wayfinding & Branding Plan



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.



SEPTA FORWARD >>>

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.

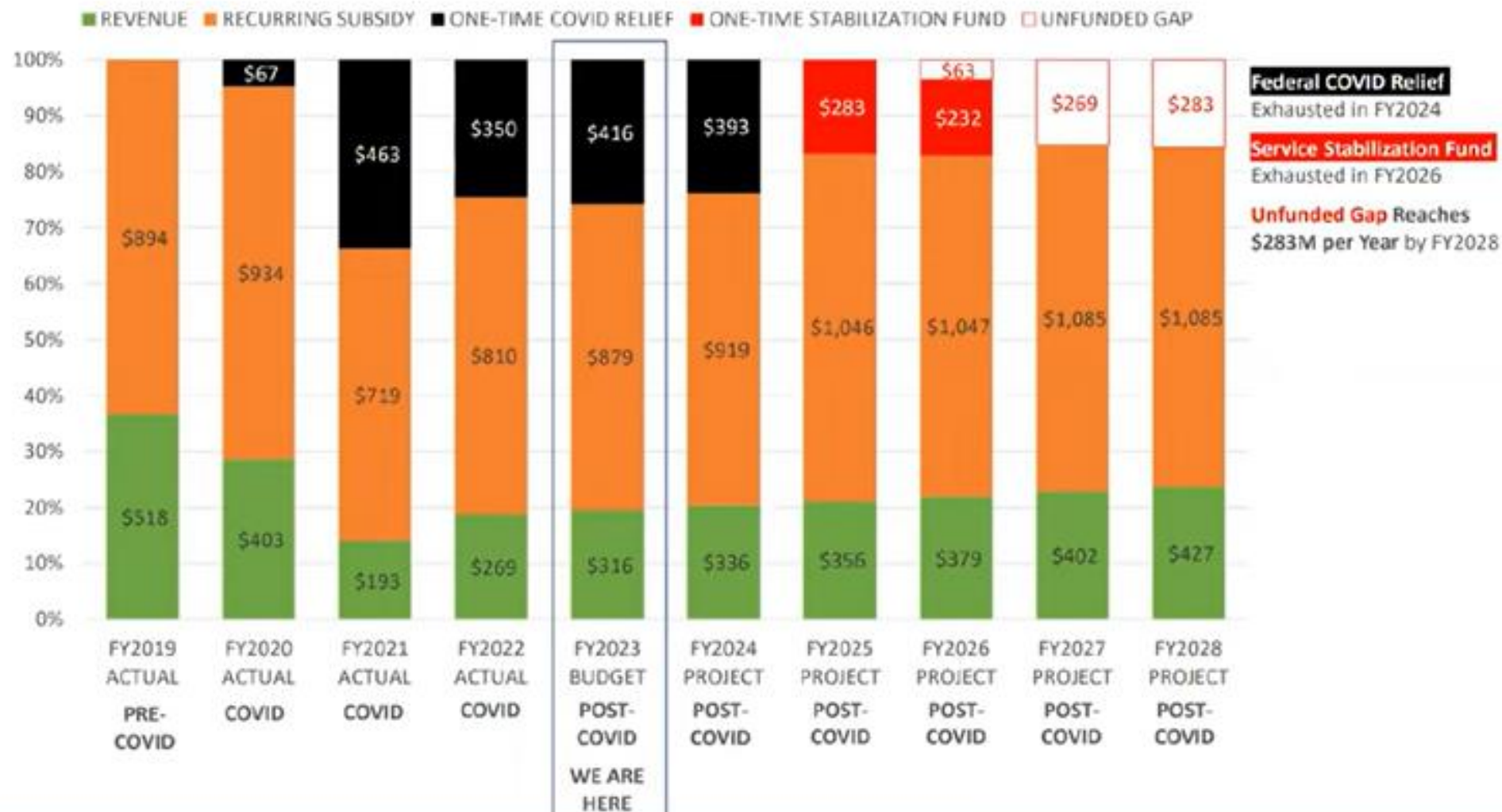
Bus Revolution is redesigning our bus network with a blank slate, top-to-bottom look to better match the way people travel today and tomorrow.



Operating Funds

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

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





SEPTA is the Way To Go