

MEDIA GUIDE

The purpose of the Media Guide is to provide news organizations with information to assist them in working effectively and efficiently with SEPTA's Media Relations Department. **2011**

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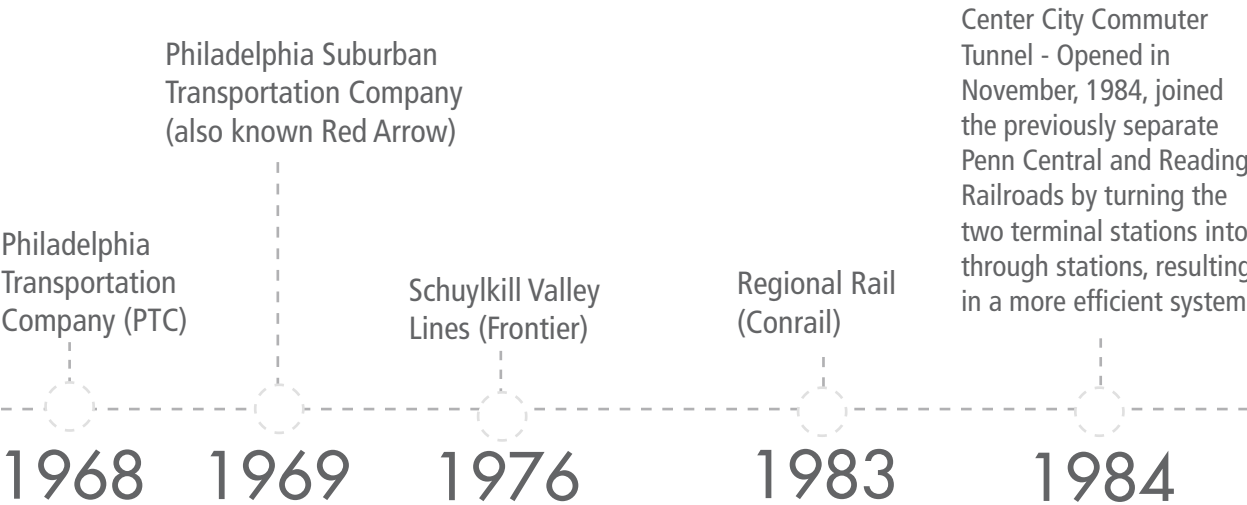
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History

On February 18, 1964, the Pennsylvania General Assembly established the Southeastern Pennsylvania Transportation Authority (SEPTA) to provide public transit services for Bucks, Chester, Delaware, Montgomery and Philadelphia Counties.

Today SEPTA is the nation's sixth largest public transportation system, with a vast network of fixed route services including bus, subway, trolley, trackless trolley, high speed, and Regional Rail serving a 2,202 square mile service region. SEPTA is also one of the region's largest employers, with a workforce of more than 9,000 employees.

SEPTA acquired the following companies over the years:



Media Information and Inquiries

The Media Relations Department schedules all media interview and inquiries for the General Manager and other key SEPTA officials. All media calls to any SEPTA employee about SEPTA business and issues are required to go through the Media Relations Department.

Press Officers are available to answer your questions or arrange interviews. All interview requests should be made in advance to the Media Relations Office at (215) 580-7842. We will try to provide a spokesperson or expert who can best address the topic of the interview.

A media relations representative will assist reporters, editors and producers by providing information concerning general agency issues including policy, rail, bus and paratransit service, operations, government relations, labor, law, safety, marketing, real estate and filming requests.

More information about SEPTA can be found at www.septa.org/media.

We will make every effort to meet media deadlines, however, we ask that media representatives provide us with ample time, particularly when requesting an interview or detailed information that may require research.

Office hours are 6 a.m. to 6 p.m. Monday through Friday. In the event of an after hours or weekend operations emergency, media should call (215) 580-7842 to speak to a press officer on duty.

Media Team

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News Releases

News releases and advisories are issued to describe SEPTA service changes, customer service enhancements, breaking news, new initiatives, Board approved actions, and notices to passengers during severe weather.

At their request, representatives of wire services, newspapers and television and radio outlets may have releases and advisories emailed directly to them. If you would like to be included on our media distribution list or if your e-mail has changed, please call the Media Relations Office at (215) 580-7842 and ask to be added to the list.

Press Conferences/Media Events

When SEPTA has a major announcement that will affect passengers, or would like to draw the public's attention to an issue of significance, a press conference may be held. Media advisories will be issued via e-mail a day in advance to alert representatives of the media of the upcoming event and press releases and other material will be provided at the event.

Public Meetings

Journalists are welcome to observe SEPTA Board Meetings which are open to the public. You may film and/or record these meetings. We will gladly assist you with placement of cameras and microphones, as needed.

Most meetings are held on the third Thursday of each month. A schedule for the public hearings on specific issues can be found at www.septa.org/media on the Newsroom page under public notices.

Filming/Photographic Releases

While media and commercial filming and photography are permitted in clearly defined areas of the SEPTA system, they should not interfere with the safe movement of people or operation of vehicles. The safety of our customers and employees is paramount throughout the entire SEPTA system.

For example, camera lights or flash bulbs should never be aimed in the direction of an oncoming vehicle or used within a moving vehicle. Camera tripods and other equipment

should not be placed in any location that might interfere with the free and safe movement of people or vehicles.

Media photography requests must be coordinated through the SEPTA Media Relations Department by calling (215) 580-7842.

Commercial photographers and filmmakers are required to receive written permission, provide liability insurance coverage and meet other policy requirements. Charges will be assessed for use of SEPTA locations, vehicles and facilities as they relate to film productions. Questions regarding rates and fees should be directed to press officer Heather Redfern at (215) 580-3782. All filming requests must be sent in writing via e-mail to hredfern@septa.org.

Serious and Police Incidents

It is our policy to share information on serious incidents with the media as soon as possible. We also are eager to provide you with updates as more information on serious incidents becomes available to us.

In the event of a serious service incident or police incident, you can reach us at any time of the day or week by calling the press line at (215) 580-7842.

Inclement Weather

Adverse weather conditions such as snow accumulation and ice conditions could affect SEPTA service or SEPTA operations. The Media Relations Department will provide up-to-date information on any weather-related service changes. Traffic and weather services should call SEPTA's press line at (215) 580-7842.

The Right to Public Records

Media request for public records should be made to the Media Relations Department. Some documents may require a written request be submitted under the Pennsylvania Right-to-Know Law (Act 3 of 2008).

General Manager

Joe Casey

Joseph M. Casey, a career public transportation executive, is the ninth General Manager of the Southeastern Pennsylvania Transportation Authority (SEPTA).

A seasoned industry professional with nearly 30 years of service to SEPTA, Mr. Casey has held senior level positions within the organization in the areas of Internal Audit and Finance and Planning. Prior to becoming General Manager, he served for six years, as the Authority's Chief Financial Officer and Treasurer. Mr. Casey began his career in the transportation industry at Consolidated Rail Corporation (Conrail), working in the Internal Audit Department, before joining SEPTA in 1982.

During his tenure in the Finance Division, he was successful in establishing balanced Operating Budgets for 11 of the last 12 years, streamlining expenses and reducing costs, and containing overall growth of the annual budget to 3 percent.

A Certified Public Accountant, Mr. Casey received a B.S. in Accounting from Drexel University in 1979 and attended Widener University for advanced business courses.

Board Members

SEPTA is governed by a Board of Directors. With 15 voting members, the Board of Directors is appointed as follows:

Pasquale T. Deon, Sr. and Charles H. Martin

Bucks County

Joseph E. Brion, Esquire and Kevin L. Johnson, P.E

Chester County

Thomas E. Babcock and Daniel J. Kubik

Delaware County

Kenneth Lawrence, Jr.
and Michael J. O'Donoghue, Esquire

Montgomery County

Beverly Coleman and Rina Cutler

Philadelphia County

Thomas Jay Ellis, Esquire

Governor's Appointee

Stewart J. Greenleaf, Esquire

Senate Majority Leader Appointee

James C. Schwartzman, Esquire

Senate Minority Leader Appointee

Christopher Franklin

House Majority Leader Appointee

John I. Kane

House Minority Leader Appointee

Service Area

SEPTA serves the five-county area of Philadelphia, Bucks, Chester, Delaware and Montgomery Counties (2,202 square miles) with a population of 4 million. The Authority's multi-modal transit system consists of 144 fixed routes that run approximately 1,860 one-way miles.



117 Bus routes run 1,445 one-way miles, served by a fleet of 1,545 vehicles.



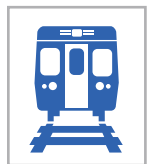
8 Trolley/Light Rail routes run 68 one-way miles, utilizing a fleet of 159 vehicles.



3 Trackless Trolley routes run 15 one-way miles, with 38 vehicles.



13 Regional Rail lines cover 280 one-way miles, with a fleet of 388 train cars.



Market Frankford line runs 13.2 one-way miles, with 220 train cars.



Broad Street/Broad-Ridge Spur line runs 10.2 one-way miles, with 125 train cars.



Norristown High Speed line runs 13.4 one-way miles, with 26 train cars.

Ridership

SEPTA serves hundreds of thousands of riders everyday. Most customers make two trips per weekday and more than half transfer from one route to another.

The 2010 census shows that 35.7% of all households in the City of Philadelphia area do not have access to a vehicle, and recent studies show that up to 70% of employees working in Center City Philadelphia use SEPTA to access their employment site from throughout the city and region. Fiscal Year 2011 (Year Ending 6/30/11) SEPTA’s ridership for Fiscal Year 2011 increased 4 percent or 13 million trips, to 334 million. This represents SEPTA’s highest yearly ridership since 1989. (Note: “Ridership” refers to total trips)

Average Weekday Ridership		Annual Ridership by Division	
1 million	City Transit	278 million	City Transit Division
57,000	Suburban Transit	20.7 million	Suburban Transit Division
123,500	Regional Rail	35.4 million	Railroad Division
1.18 million	Total	334 million	Total SEPTA Ridership

Seniors riding constitutes 8% of SEPTA’s total annual ridership.

Regional Rail

Thirteen commuter rail lines that run as far north as Trenton, N.J., and as far south as Newark, Del.

System size: 447 Route miles

Rail stations: 153

Subway/High Speed Lines

Two Lines serve approximately 300,000 customers daily within Philadelphia and Delaware County.

Passengers

Gender



Overall Ridership	64.2%	35.8%
City (Philadelphia) Bus and Rail	63.5%	36.5%
Suburban Bus and Rail	62.2%	37.8%
Regional Rail	61%	39%

Age

	18-34:	35-54:	55-64	65+
Overall Ridership by Age	30.5%	41.5%	16.3%	11.7%
City (Philadelphia) Bus and Rail	31.6%	41.8%	15.7%	10.9%
Suburban Bus and Rail	31.4%	39.9%	17.1%	11.6%
Regional Rail	30.2%	42.4%	19%	8.4%

Income



\$35,000



\$35,000

Overall by Age	43.9%	56.1%
City (Philadelphia) Bus and Rail	50.5%	49.5%
Suburban Bus and Rail	67.1%	32.9%
Regional Rail	20.6%	79.4%

Diversity

	African American	Caucasian	Hispanic	Asian	Other
Overall Ridership by Age	50.6%	41.4%	3.1%	1.8%	3.1%
City (Philadelphia) Bus and Rail	56.7%	34.8%	3.6%	1.6%	3.1%
Suburban Bus and Rail	37.4%	54.1%	2.3%	2.3%	3.9%
Regional Rail	34.6%	59.4%	1.4%	2.3%	2.3%

Operations

Surface Transportation

Includes Bus, Trolley, Trackless Trolley and the Norristown High Speed Line. Bus routes and rail lines serve Philadelphia, Delaware, Montgomery, Chester and Bucks Counties. FY 2009

630,000 Average Weekly Ridership

355,000 Average Saturday Ridership

225,000 Average Sunday Ridership

Transit Division Districts

Nine Districts serve three SEPTA Transit Divisions. These are mainly bus depots, but they are also responsible for the operations of three trackless trolley routes, eight trolley/light rail lines, and the Norristown High Speed Line.

Allegheny 

Callowhill 

Comly 

Elmwood 

Frankford 

Midvale 

Southern 

Victory 

Frontier 

Fleet Details

Number of cars and manufacturers.

Bus

1,545 Vehicles
Fleet includes more than 400 diesel-electric hybrids manufactured by New Flyer of America, Inc.
Stops: Approximately 15,000
Vehicle Miles: approximately 47 million

Trolley/Light Rail

159 Vehicles
Kawasaki Heavy Industries – 141 on routes 10, 11, 13, 34, 36, 101, and 102
Track Miles: 46

St. Louis Car/BEC – 18 on Route 15
Track Miles: 8.5

Trackless Trolley

38 Vehicles
New Flyer 40' vehicles
Vehicle Miles: approximately 1 million on routes 59, 66 & 75

Norristown High Speed Line

Fleet of 26 cars; ABB (Sweden)
Track Miles: 13.4

Market-Frankford Line

Average Weekday Ridership: 180,000 (FY 09)
SEPTA's heaviest traveled line
Stations: 28
Track Miles: 13.2
Vehicles: 220 Cars

Broad Street Subway and Broad-Ridge Spur

Average Weekday Ridership: 120,000 (FY 09)
Stations: 25
Track Miles: 10.2
Vehicles: 125 Cars

Regional Rail

Silverliner II – 46 in service (Budd Co.)
Silverliner III – 15 in service (St. Louis Car)
Silverliner IV – 231 in service (General Electric)
Push-Pull Commuter – 45 in service (Bombardier)
Silverliner V – 25 in service as of 8/1/11 (Hyundai-Rotem)

Elevators and Escalators

SEPTA has a total of 33 escalators and 66 elevators in its City Transit Division, 1 escalator and 1 elevator in its Suburban Transit Division and 15 escalators and 20 elevators in its Regional Rail Division.

Environmental “Green Facts”

SEPTA continues to build and maintain one of the greenest, most energy-efficient transportation systems in the nation.

Hybrid buses

SEPTA has one of the largest public transit hybrid bus fleets in the country. There are more than 400 hybrids in service. The number will grow to 472 by late 2011/early 2012.

New electric low-floor trackless trolleys

A total of 38 rolled in to make the air cleaner.

New electrified rail cars

Regional Rail ordered 120 electrified Silverliner V cars. They will save a great deal of energy with regenerative braking. As of 8/1/11, 35 new cars have been delivered. All of the Silverliner V cars are expected to be in service by summer 2012.

SEPTA has created a better quality of life for both riders and non-riders. We employ practices in design, construction and operations that make good sense for both business and people. Measures included integrating green building technologies throughout the system, purchasing renewable energy and converting lighting systems in subways for greater efficiency.

Paratransit Service

Customized Community Transportation

Customized Community Transportation – CCT Connect - provides paratransit service to individuals with disabilities and senior citizens. In addition, SEPTA’s bus fleet is 100% accessible.

ADA Paratransit Service

In accordance with the Americans with Disabilities Act (ADA), SEPTA provides comparable service for people with disabilities who are functionally unable to use regular accessible fixed-route bus service for some or all of their transportation needs. Eligible individuals can travel whenever and wherever buses operate in SEPTA’s five-county service region.

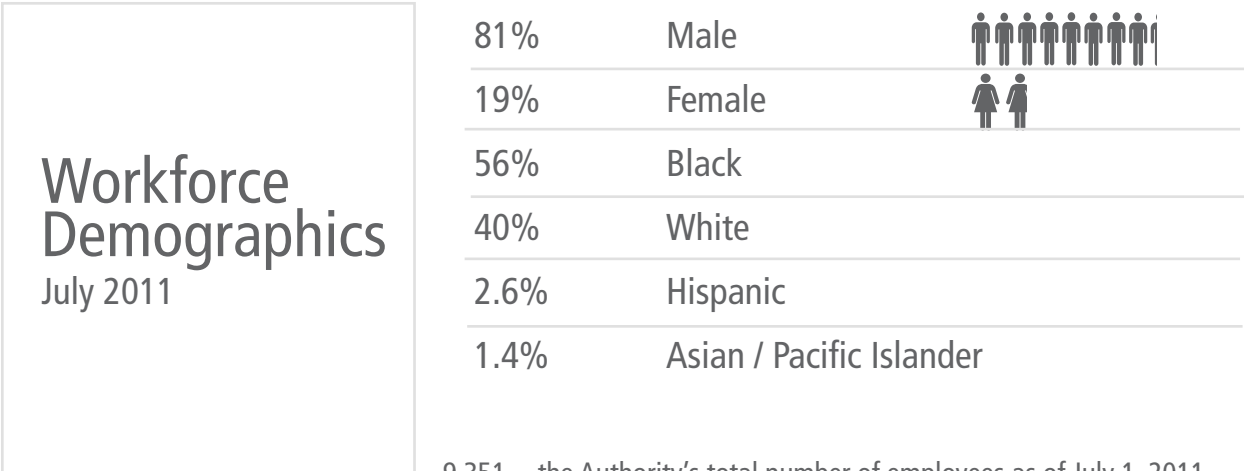
Shared-Ride Program

The Shared-Ride program is a door-to-door, advance-reservation, ride-sharing service, offered on a space-available basis to senior citizens 65 years of age and residents of Philadelphia. This service can be used to travel within the City of Philadelphia and to any location in the surrounding counties within three miles of the City’s border. Pennsylvania’s Lottery Fund contributes to the cost of operating this program.

Both ADA Paratransit Service and the Shared-Ride Program are provided by contract carriers within the City of Philadelphia and each suburban county.

SEPTA oversees the carriers provides and centralized driver training.

Personnel



9,351 = the Authority’s total number of employees as of July 1, 2011

Transit Police Department

268 Authorized Sworn Officers

\$16.5 million (FY 2011), Budget

The Southeastern Pennsylvania Transportation Authority (SEPTA) Police Department has an authorized strength of 268 sworn and 13 civilian personnel.

Officers provide a variety of law enforcement and public safety services in the Philadelphia Metropolitan and Southeastern Pennsylvania region.

Transit Police Officers have jurisdiction and arrest powers throughout 2,202 square miles of SEPTA's service area that includes Pennsylvania as well as portions of New Jersey and Delaware. The Transit Police Department serves a population of 4 million.

Budgets

SEPTA has two budgets to fund costs and projects for each fiscal year. The Authority's fiscal calendar covers a 12 month period from July 1-June 30. The Operating Budget provides the money needed to cover the everyday expenses of running the transportation system, and is funded with passenger fares, advertising and other revenues, as well as government subsidies. The Capital Budget provides funding for projects new vehicles and other equipment that help SEPTA keep the system safe and reliable for customers.

Operating Budget

Fiscal Year 2011 (ended June 30, 2011)

\$1.18 billion - Operating Budget

\$1.18 billion - Total Expenses

\$466.5 million - Passenger & Other Revenue

\$716.8 million - Subsidies

Capital Budget

Fiscal Year 2011 (ended June 30, 2011)

\$303.7 million - Capital Budget

Projects: 15 Total

Scope of Work: Repairs, improvements, and new vehicle purchases

Fares

SEPTA's last fare increase took effect on July 1, 2010. SEPTA's fare policy calls for instrumental adjustment approximately once every three years. Fare adjustments are based on leading economic indicators, such as cost of living and consumer price index increases. SEPTA's \$2 base-cash fare for trips on buses, subways, trolleys and trackless trolleys is among the lowest in the nation when compared to other large mass transit agencies. A variety of discounted fare instruments are also available.

Transit (Buses, Subways, Trolleys, Trackless Trolleys)

Base Cash Fare	\$2.00
Tokens	\$1.55
Transfers	\$1.00
Weekly TransPass	\$22.00
Monthly TransPass	\$83.00
One Day Convenience Pass	\$7.00 (8 trips for one day travel on modes mentioned above)
Senior Citizens	Ride Free (valid at all times)
Discounted Fare For Riders With Disabilities:	\$1.00 (valid at all times)

Regional Rail (Fares vary by Zone)

Advanced Purchase:	\$3.50 - \$8.75
Cash Fare:	\$4.00 - \$10.00
10-Trip Purchase:	\$35.50 - \$77.50
Weekly TrailPass:	\$24.25 - \$53.00
Monthly TrailPass:	\$91.00 - \$191.00
Discounted Senior Citizen Fare (single trip)	\$1.00 Does not apply to senior travel to NJ / outside PA
Discounted Fares for Riders With Disabilities: (single trip)	\$2.00 - \$5.00

Other Popular Discounted Fare Options

Individual Independence Pass (unlimited one-day travel on all modes for one person)	\$11.00
Family Independence Pass (unlimited one-day travel on all modes for up to five members of a family traveling together):	\$28.00

Glossary

AGM: Assistant General Manager

Arcing Insulator: An insulator along the third rail that may be giving off sparks or smoke.

Articulated Buses: Extra-long buses with two connected passenger compartments. The rear body section is connected to the main body by a joint mechanism that allows the vehicles to bend when in operation for sharp turns and curves yet maintain a continuous interior.

At Grade: Track work constructed at the approximate level of the adjacent ground surface rather than the elevated or subway parts of the system.

Authority: Southeastern Pennsylvania Transportation Authority (SEPTA)

Brakes in Emergency: The actual application of the emergency braking system. When the brakes are in emergency, the train cannot move. When the braking mechanism on the rail car indicates the brakes need to be serviced, the train automatically brakes in a safe position/location on a track so the brakes do not fail.

Bulkhead Door

The train door on the end of the car is used for emergency passage from car to car.

Cab: The compartment of the rail car where the operator works and where the rail car's controls are located.

Canopy: The roof-type structure above station entrances or bus stations or terminals usually to protect the entryway or customers from inclement weather.

Cat Walk: A narrow, often elevated walkway as on the sides of a bridge.

Command Center: The facility in the SEPTA headquarters building from which bus, train, and trolley control and supervision is accomplished for the entire transit system.

Regional Rail: An electric or diesel propelled railway for urban passenger train service consisting of local short-distance travel operating between a central city and adjacent suburbs.

Concourse: The area of a station is near the entrance level which contains the cashiers, turn stiles, and vending machines.

Customer: A passenger or patron who rides SEPTA, or inquiries about service.

Customized Community Transportation (CCT): The name of the service SEPTA provides for persons with disabilities who are certified eligible to receive this service because they are unable to access SEPTA Regional Rail or other fixed-transit services.

Coupler: A mechanical device on each end of a rail car that is used to connect one car to another.

Coverboard: The insulated cover above (and in some cases behind) the third rail to prevent inadvertent contact with the rail and to minimize snow and ice accumulation on it. The coverboard also serves as the third rail locator, especially in yards when the level of snow is above the third rail.

Cross Tie: One of the beams usually made of wood laid across a railroad bed to secure the rails.

Deadhead: A non-revenue vehicle marked as "not in service."

Derailment: The unintentional removal of one or more train wheels from the running rail.

DF: Diesel Fuel.

Fare: The revenue paid from a passenger to receive transit services.

Fare Box: The receptacle used to collect the customer tokens for SEPTA transit services on bus and trolley lines.

Fare Evasion: When an individual uses transit or attempts to do so without paying the posted fare.

Fleet: All of the vehicles owned or operated by a transit authority.

FTA: Federal Transit Administration.

GM: General Manager

Grade Crossings: An intersection of highway roads, railroad tracks or dedicated transit rail tracks that run either parallel or across mixed traffic situations.

Headway: The time interval between vehicles moving in the same direction on a particular route.

Heavy Rail: A high-speed transit mode that is an electric railway with the capacity for a high volume of traffic.

Heavy Rail Passenger Cars

Rail cars operated with electric power configured for passenger traffic.

Information Display Signs: Electronic signs that provide information on the next train or bus to passengers on the SEPTA system.

Insulator: The protective covering along the third rail.

In Revenue: A train or bus being used to service paying customers; it is being used to generate revenue.

Interlocking: The part of the railroad where tracks can cross each other, change, or direct trains along different routes. The interlocking itself is an arrangement of signals and signal appliances that permit train movements over controlled routes only if safe conditions exist.

Junction: A location where train routes converge and diverge.

Kiosk: The octagonal structure near a rail station entrance that serves as the station manager's office/booth and the hub of communications for a SEPTA station.

Trolley: A means of transit that is an electric railway with a light capacity compared to heavy rail.

Line: The route a vehicle takes to get to its destination; usually designated as a number for a bus route or a name for a rail route.

Married Pair: Two transit railcars which are semi-permanently coupled to each other and share certain common equipment.

Non-Revenue Hours: The hours when passenger service is not operated.

Operators: Individuals who are at the control of a bus.

Patron: A paying customer.

Plan My Trip: The on-line service provided by SEPTA informing customers of the various routes to take to get to their desired destination. The Plan My Trip feature is available on SEPTA's website at SEPTA.org.

Platform: The part of the SEPTA station on either side of the track bed where passengers wait for trains to arrive.

Portal: The point where trains enter and exit tunnels.

Rehabilitation: The process of renovating a rail car, train, or bus to original specifications through a rebuilding process that may include new components, mechanical systems, and interior.

Revenue: Money paid in fares.

Revenue Hour: The hours when revenue trains or buses are in service.

Revenue Service: The time when a rail car or bus is available to the paying public.

Revenue Vehicle: A SEPTA bus, train trolley or trackless trolley used by paying customers.

ROCC: Rail Operations Control Center.

Route: The regular path or direction a bus or train takes to get to different locations.

Running Rail: The two rails on which the wheels of trains travel.

Single Track: The operation using only one main track for trains traveling in either direction by alternating the

direction of traffic when the track is vacant.

Smoldering Insulator: An insulator along the third rail that may be giving off smoke.

Station Manager: The SEPTA employee who oversees activity at a SEPTA station.

Tactile Edging: Tiles with raised domes that are located along the edge of the platform to provide a tactile method of alerting passengers they are near the edge.

Third Rail: The high voltage rail bar along the track which carries electrical energy to run the trains on the tracks. The third rail voltage is approximately 750 volts. It is also sometimes referred to as a propulsion rail or contact rail.

Token: Coin size fare instrument placed into turnstile or fare box prior to accessing SEPTA City and Suburban Transit vehicles.

Train Engineer: The qualified SEPTA employee aboard a rail vehicle who has direct and immediate control of the vehicle.

TrailPass: The weekly or monthly pre-paid card purchased by customers used to travel on the SEPTA City Transit system.

TransPass: The weekly or monthly pre-paid card purchased by customers used to travel on the SEPTA Regional Rail system.

Trespasser: An unauthorized person in the track area.

Tunnel: The underground passageway used by SEPTA subway and trolleys.

Turnstile: The machine at the entrance to passenger stations which records information from a TransPasses and collects fares from riders as they enter and exit the SEPTA City and Suburban Transit system.

USDOT: United States Department of Transportation.