



SEPTA SALES DEPARTMENT

SOUTHEASTERN PENNSYLVANIA TRANSPORTATION AUTHORITY

PROCEDURAL GUIDE

TOKEN/TICKET SALES PROGRAM

EFFECTIVE JULY 9, 2007

About SEPTA Tickets and Tokens

The Token is a fare instrument that allows for one ride on any bus, subway/elevated or trolley line. The token offers a 35% discount off the cash fare. Tokens can be purchased from various retailers at over 500 locations throughout the SEPTA service territory.

Tokens have no expiration date and can be purchased in advance for future use. Tokens are available in sealed packets containing two, five, or ten tokens each. The token packets are sealed into groups of twenty-five, and placed within a clear bag. The bags are placed within cardboard boxes. The bags are first weighed to confirm accuracy. After the bags are placed within the box, the box is then weighed to confirm its completeness.

Packet Type	Packets in Bags	Bags in Boxes	Total Tokens in Box
Two Packs	25	10	500
Five Packs	25	8	1000
Ten Packs	25	4	1000

SEPTA offers a variety of train tickets available in one-way trip, round-trip or Ten-Trip versions. Train tickets are paper based and are valid for 180 days following the sale/issuance date.

Requirements for Participation

Organizations wishing to participate in the SEPTA Sales Program must first complete a credit application. If credit worthiness is found below minimum standards, SEPTA will require a Letter of Credit or Guarantee Bond.

A site inspection is then performed by a SEPTA sales representative verifying that the organization possesses an adequate alarm system and a safe to properly secure the tickets/tokens and sales proceeds. The sales location must meet ADA Accessibility Requirements.

In the event of theft or other loss of tickets/tokens, the organization is responsible for the current face value of the fare instruments. The Sales agreement may not be continued, sold to, or transferred to a new owner.

How to Sell SEPTA Tickets/Tokens

In order to become a participating organization, various forms are required to be completed and submitted. In addition, the organization must meet all accessibility requirements and possess an adequate security system.

Participating organizations may elect to receive fare instruments on a consignment basis. This is an extension of credit and subject to acceptable credit evaluation. Optionally, organizations may elect to participate on a "Pay-as-you-Go" basis. This method tends to simplify bookkeeping and accounting requirements for most corporations.

SEPTA delivers the tickets/tokens to the organization and each delivery is accompanied by a packing slip. The packing slip is signed by the organization's representative at the time of delivery. Once the fare instruments are in the possession of the organization, the organization is financially responsible for them if lost or stolen. Tickets are delivered unstamped. When the time comes to use/distribute the tickets, the back of the ticket is stamped with a custom stamp provided by SEPTA. The ticket is then valid for 180 days.

Tickets and Tokens can only be sold at the rate stipulated by the prevailing SEPTA Tariff. (See rates on the attached Token Order Form). Under no circumstances may token packets be opened and tokens sold individually. Within 24 hours, the organization must inspect all deliveries by confirming the number of sealed bags or group of tickets. When a discrepancy is identified it should be reported immediately by calling your Sales Representative or by faxing us a letter at 215.580.7163.

Organizations should open only one (1) bag of tokens at a time and confirm the number of packets immediately after opening. **It is not uncommon to find empty packets included within bags. This is simply a by-product of the packaging process and does not indicate that token packets may be missing.**

Should an organization find a non-SEPTA token within a sealed packet, simply set the packet aside. The SEPTA delivery crews carry replacement packets with them and will exchange good packets for bad.

How to Place Orders for Tickets/Tokens

Once half of your initial consignment has been sold, the organization will send a check along with an order form to the address listed on the form. This form has your preprinted account information on it

and is provided by SEPTA. To ensure an adequate supply of forms, make multiple copies for future use.

To complete this form, simply indicate the number of packets you are ordering in the space provided and extend the price. Record the check number on the form. Remember that the minimum quantity which may be ordered is 100 ten packs, 200 five packs, or 250 two packs and multiples thereof. (Even Box quantities) Train tickets can be ordered in multiples of 25, with a minimum order of 100.

Should organizations so desire, purchases of token & pass holders are made along with their order for tokens. Both the Pass Holder and Token Holders come packaged into groups of 100.

The order form, along with the check, must be received by SEPTA, three business days before your scheduled delivery day. Please allow time for postal delivery.

The mailing address is:

**SEPTA
PO BOX 821834
PHILA. PA 19182-1834**

*This address appears
on every order form!*

Federal Express or overnight delivery requiring a signature cannot be sent to this address.

Payment Terms

All checks are to be made payable to "SEPTA" and be accompanied by an order form supplied by SEPTA. Money orders are accepted in lieu of checks but are **not** recommended. If you are unable to include an order form with your check, your account number and order must be listed on the check stub. (I.e., # 0909019 – 400 5 packs)

Any check received not honored by the submitter's bank will be subject to a handling fee of \$25.00 per check. SEPTA may elect to cancel the agreement with any organization submitting checks not having sufficient funds to support their writing. This fee is doubled for checks in excess of \$5,000.

The content of this procedural guide is an integral part of the contract with the organization. Any changes to these procedures will be communicated to the organization in writing.

Customer Service and Support

Each organization joining the SEPTA Adult Token Sales Program shall receive the following:

- Direct support from a SEPTA Sales Representative.
- Point of Sale signage and materials.
- Listings in the Semi-Annual SEPTA Sales Brochure.
- Listing as a SEPTA Sales Location on the Internet.
- Advertisement in local newspapers.

Should You No Longer Wish to Sell Tickets/Tokens

Simply contact your Sales representative or fax us a letter at 215.580.7163. SEPTA will pick-up any unsold tokens and invoice you for the amount of your initial consignment less offset by any tokens returned.

SEPTA reserves the right to terminate a Sales Outlet from the SEPTA Sales Program for failure to comply with the rules and procedures or failure to meet financial obligations. This includes, but is not limited to, selling tokens for a profit, selling from an unauthorized location, or insufficient sales levels. In order for an organization to hold a consignment, the full amount of the consignment must be ordered at least once every 42 days.