



SEPTA SALES DEPARTMENT

SOUTHEASTERN PENNSYLVANIA TRANSPORTATION AUTHORITY

PROCEDURAL GUIDE

PASS PROGRAM

EFFECTIVE JULY 1, 2010

About the SEPTA Pass Program

The SEPTA service territory is composed of 6 zones with the higher numbered zones being the greatest distance from the tip of the William Penn statue atop Philadelphia City Hall. For each of these zones, SEPTA sells both weekly & monthly passes valid for unlimited rides and dictated by the zone number indicated on the pass. For the purposes of passes, Zones 5 & Zones 6 are combined into an “Anywhere” Pass. SEPTA also sells a monthly pass for travel between 2 zones on the same branch of a Regional Train Line, provided the trip does not enter the City of Philadelphia. There is also a monthly pass for unlimited travel outside the City of Philadelphia.

SEPTA provides the organization an allocation of passes on a monthly basis. During the selling period specified by SEPTA, the organization sells the passes to the general public. At the end of this period, the organization pays SEPTA for the number of passes sold and returns to SEPTA any unsold passes. SEPTA will deliver and pick-up the passes and payments from the organization on a specific day of the week.

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.

Requirements for Participation

Organizations wishing to participate in the SEPTA Pass Sales Program must first complete a credit application. If credit worthiness is found below minimum standards, SEPTA may require prepayment or another form of financial security.

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 passes and sales proceeds. The sales location must meet ADA Accessibility Requirements.

In the event of theft or other loss of passes, the Organization is responsible for the current face value of all Passes. Pass Sales may not be continued, sold to, or transferred to a new owner.

Monthly Allotments of SEPTA Passes

SEPTA Boarding Instruments may only be sold at the prevailing Tariff rates, and organizations may not affix a surcharge to any instrument.

Prior to the start of each month, each organization will receive the entire month's allocation of passes for sale to the public. Passes are of different colors for each week and come in sealed plastic packets containing ten passes each. SEPTA will deliver the passes to the organization. Each delivery will include documentation signed by the organization's representative. Once the passes are in the possession of the organization, the organization is financially responsible for them if lost or stolen. The quantity and types of passes supplied will be determined by SEPTA. Should you receive requests for different types of passes or larger quantities, please contact your sales representative.

Within 24 hours, the organization must inspect their Pass delivery by confirming the number of sealed plastic bags of passes and the serial number ranges against the reconciliation forms received. 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.

How to Sell SEPTA Passes

Weekly Passes are sold commencing on the Wednesday prior to the valid week through Tuesday of the valid week. Monthly Passes are sold starting 5 business days before the beginning of a month through the 5th calendar day of the valid month. Whenever possible, passes should be sold sequentially as this will greatly aid the reconciliation process.

Next, the gender of the pass user must be determined and the appropriate validation sticker affixed to the pass. This sticker is placed on the portion of the pass marked "Not Valid" and wraps around from the front to the back. Passes should not be validated prior to the completion of a sale. The gender/validation sticker indicates that the user of the pass is **M**ale or **F**emale and validates the pass for use on the SEPTA System. Stickers come on sheets of twenty, within pads of 50 sheets. (1,000 stickers).

All passes must be kept properly secured and out of view and/or reach of the patrons to minimize the opportunity for theft. It is the responsibility of the Organization to maintain control and accountability of Pass validation stickers. Loss or theft of stickers will be charged to the organization. Organizations may request replenishment of sticker supplies by requesting them from the courier at the time of delivery/pick-up or by calling a SEPTA Sales Representative.

Reconciliation & Payment for SEPTA Passes

Upon the end of the sales period for weekly & monthly passes, the unsold passes are to be counted. Subtract this number from the quantity of passes allotted and record these amounts in the spaces provided on the "Vendor Unsold Pass Return" and "Vendor Copy" portions of the invoice. The vendor then multiplies the quantity of passes sold against the unit price to calculate the amount due SEPTA and records this on the "Vendor Copy", "Vendor Payment", and "Vendor Unsold Pass Return" portions of the invoice.

The unsold passes are then placed within the Gray Return bag and the "Vendor Return Label" is affixed to the front of the bag. The "Vendor Unsold Pass Return" portion of the Invoice is removed along the perforation and placed within the gray bag. The serial number of the bag used should be recorded on the "Vendor Copy" of the Invoice. This process needs to be followed even if the entire allotment is sold or no unsold passes are being returned. Unsold passes must be returned during the week in which they go off sale, in order for the credit to be issued.

The check number and check amount should be recorded on the "Vendor Copy" and "Vendor Payment" portion of the invoice. The payment, along with the "Vendor Payment" portion of the invoice, is placed within the Gray bag and the bag is sealed along the glue strip. The SEPTA courier will pick up this bag on the next scheduled pickup date.

Payment Terms & Due Dates

Payment for weekly pass sales is due the week following the valid week of the pass. Payment for monthly pass sales is due no later than the 12th of each month. Payment must be included in the gray bag containing the unsold passes retrieved by the SEPTA delivery crew member each week. For instance, consider a business assigned pickups on Wednesdays. Payment for weekly passes valid on a given Monday, must be included in the bag on the following Wednesday.

All checks are to be made payable to "SEPTA" with your account number and the appropriate invoice number listed on the check or check stub. The payment coupon portion of the invoice should accompany the check. Money orders are accepted in lieu of checks but are **not** recommended. If submitting a single check which includes payment for both monthly and weekly passes, both invoice numbers must be recorded on the check or check stub.

If you are not prepared when the SEPTA crew arrives for retrieval, you will be responsible to have the bag with unsold passes and payment delivered via employed courier. It is recommended that the bag be prepared a day early in order to avoid a missed retrieval. Missed retrievals must be delivered to the following address no later than 24 hours following the missed retrieval.

**SEPTA Revenue Accounting
Attention: Manager, Revenue Accounting
1234 Market Street, 8th Floor
Philadelphia PA 19107
215.580.7886**

Any payment 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.

Customer Service and Support

Each organization joining the SEPTA Pass Sales Program shall receive the following:

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

Should You No Longer Wish to Sell SEPTA Passes

Simply contact your Sales representative or fax us a letter at 215.580.7163. SEPTA will pick-up any unsold passes and a payment for passes sold.

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 passes for a profit, selling from an unauthorized location, insufficient sales levels, late payments or violations of the guidelines contained within this procedural guide.

Rate & Delivery Schedules

TARIFF RATES – Effective July 1, 2010		
PASS TYPE	WEEKLY	MONTHLY
City TransPass	22.00	83.00
Zone 1 TrailPass	24.25	91.00
Zone 2 TrailPass	34.50	127.00
Zone 3 TrailPass	42.00	155.00
Zone 4 TrailPass	47.75	176.00
Anywhere TrailPass	53.00	191.00
Cross County Pass	N/A	103.00

DELIVERY ROUTES		
DAY OF WEEK	ROUTE NUMBER	DELIVERY AREAS
Tuesday	3	Center City, Northeast Philadelphia & Kensington
Wednesday	4	West & Southwest Philadelphia Delaware County, South Philadelphia
Thursday	5	North & Northwest Philadelphia Northern Suburbs

GLOSSARY of TERMS

Weekly TransPass

An encoded pass, valid for unlimited rides on City Division vehicles from 12:01 AM Monday through 2:00 AM of the following Monday. The date shown on the face of the pass is the date for Monday of the valid week. The encoded strip on the back of the pass allows automated SEPTA fare equipment to read the pass.

Monthly TransPass

An encoded pass, valid for unlimited rides on City Division vehicles from 12:01 AM of the first day of the month until 2:00 AM of the first day of the following month. The date shown is the valid month and year. The encoded strip on the back of the pass allows automated SEPTA fare equipment to read the pass.

Weekly TrailPasses

An encoded pass, valid for unlimited rides on City Transit, Suburban and Regional Rail Division vehicles up to the zones indicated on the face of the pass. The valid period is from 12:01 AM through 2:00 AM of the following Monday. The date shown on the face of the pass is the date for Monday of the valid week. The face of the pass contains a large sized number that indicates the maximum zone for which the pass is eligible for travel. The encoded strip on the back of the pass allows automated SEPTA fare equipment to read the pass.

Monthly TrailPasses

An encoded pass, valid for unlimited rides on City Transit, Suburban and Regional Rail Division vehicles up to the zone indicated on the face of the pass. The valid period is from 12:01 AM on the first day of the month through 2:00 AM on the first day of the following month. The date shown is the valid month and year. The face of the pass contains a large sized number that indicates the maximum zone for which the pass is eligible for travel. The encoded strip on the back of the pass allows automated SEPTA fare equipment to read the pass.

Cross County Pass

An encoded pass, which provides unlimited travel on all regularly scheduled buses and trains operating outside the City of Philadelphia. The valid period is from 12:01 AM on the first day of the month through 2:00 AM on the first day of the following month. The date shown is the valid month and year. The encoded strip on the back of the pass allows automated SEPTA fare equipment to read the pass.

Validation Stickers

Sales agents will receive an adequate supply of male/female stickers for validating passes. The stickers come in pads of 50 sheets, with each sheet containing 20 stickers. There are two types of stickers, green "**M**" stickers (for male) and orange "**F**" stickers (for female). The appropriate sticker is applied to the pass as requested by the customer. The sticker should be applied to the space indicated on the pass, which wraps around from the front to the back of the pass. Each full pad contains 1,000 stickers.