SEPTA SALES DEPARTMENT

SOUTHEASTERN PENNSYLVANIA TRANSPORTATION AUTHORITY

PROCEDURAL GUIDE

ONE-DAY PASS SALES PROGRAM

EFFECTIVE JULY 1, 2013

Form: SP023 - REV. 07/27/13

About SEPTA One Day Passes and Tokens

The **One Day Convenience Pass** is a fare instrument that allows eight rides on all buses, trolleys and subway lines during one calendar day. It is not valid for travel on Regional Rail Trains. The One Day Convenience Pass design allows for an extended shelf life with the end user being able to activate the pass upon the first trip taken on the day of their choice. The cashier or vehicle Operator will punch the Month, Date and trip number upon first use. On each additional trip, the trip number will be punched up to the maximum of 8-trips. This pass carries a sales price of $8.00.

The **One Day Independence Pass** is a fare instrument that allows one person unlimited rides on all buses, trolleys, subway lines and Regional Rail Trains during one calendar day. This pass may not be used on weekday Regional Rail Trains arriving Center City Philadelphia prior to 9:30AM. Travel to or from the State of New Jersey requires the payment of a $5.00 surcharge each way. The One Day Independence Pass design allows for an extended shelf life with the end user being able to activate the pass upon the first trip taken on the day of their choice. Upon first use, the SEPTA employee will punch the Month & Date and on all additional trips, the pass will be displayed for inspection to ensure the current date. This Pass carries a sales price of $12.00.

The **Family One Day Independence Pass** is a fare instrument that allows a family of up to five members, unlimited rides on all buses, trolleys, subway lines and Regional Rail Trains during one calendar day. At least one but no more than two family members may be over the age of 18 years. This pass may not be used on weekday Regional Rail Trains arriving Center City Philadelphia prior to 9:30AM. Travel to or from the State of New Jersey requires the payment of a $15.00 surcharge each way. The Family One Day Independence Pass design allows for an extended shelf life with the end users being able to activate the pass upon the first trip taken on the day of their choice. Upon first use, the SEPTA employee will punch the Month, Date and the Number of Family Members. On all additional trips, the pass will be displayed for inspection to ensure the current date. This Pass carries a sales price of $29.00.

A **Token** is a fare instrument that allows for one ride on any bus, subway/elevated or trolley line. The token offers a 23% discount off the cash fare. Tokens have no expiration date and can be purchased in advance for future use.

Packet Type	**Packets in Bags**	**Bags in Boxes**	**Total Tokens in Box**
Two Packs **Sale Price $3.60**	25	10	500
Five Packs **Sale Price $9.00**	25	8	1000

Service Fees retained by Retailers for Selling One Day Passes

SEPTA offers retailers the ability to retain a service fee for supplying One Day Passes. Service fees for tokens are not permitted. The initial issuance of products is done on a consignment basis. As sales occur, payments are submitted to SEPTA along with an order form at the appropriate discount rate. The following table depicts various pass quantities and associated service fee retention levels.

One Day Pass Type	**20 or more**	**50-99**	**100-499**	**500 or more**
Convenience Pass **Sale Price $8.00**	N/A	N/A	**$7.75** Retailer earns $.25 per sale	**$7.50** Retailer retains $.50 per sale
Independence Pass **Sale Price $12.00**	N/A	**$11.75** Retailer earns $.25 per sale	**$11.50** Retailer retains $.50 per sale	**$11.50** Retailer retains $.50 per sale
Family Independence Pass **Sale Price $29.00**	**$28.00** Retailer retains $1.00 per sale	**$28.00** Retailer retains $1.00 per sale	**$28.00** Retailer retains $1.00 per sale	**$28.00** Retailer retains $1.00 per sale

Delivery Included

SEPTA will deliver the Boarding Instruments to the retail location. The retailer will be fully responsible for the requisition price of Boarding Instruments while in their possession. Also, should the retailer no longer wish to participate in the program, SEPTA will refund the retailer for any Boarding Instruments returned, less offset from the value of the initial consignment issued.

Retailers wishing to join the Sales Program should complete the attached application. Once the application is approved, the retailer will enter an agreement with SEPTA and be issued an account number. Ordering may commence immediately thereafter.

How to Place Orders

The retailer will receive copies of order forms to be used when placing orders. SEPTA will deliver the Boarding Instruments directly to the retail location on an as ordered basis as frequently as once per week. Orders for Convenience Passes must be made in multiples of 100, Independence passes in multiples of 50 and Family Independence passes in multiples of 20.

The order form, along with the check, must be received by SEPTA no later than 1:00 P.M. two (2) business days before your scheduled delivery day. The mailing address is:

This address appears on every form!

SEPTA
PO BOX 821834
PHILADELPHIA PA 19182-1834

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

How to Sell One-Day Passes

Upon receiving your shipment of passes the retailer should open the package and confirm that the proper numbers of passes are present. If a discrepancy exists, it needs to be reported to your SEPTA sales representative within 24 hours. Your sales representative's name and phone number appears on the receipt you receive with your shipment. The pass itself is issued to the customer with no additional punching or other validation required.

Customer Service and Support

Each retailer joining the SEPTA One Day Pass Sales Program shall receive the following:

- Direct support from a SEPTA Sales Representative.
- Point of Sale signage and materials.
- Listings in the SEPTA Sales Brochures and some collateral event publications.
- Listing as a SEPTA Sales Location on the Internet.
- Directed sales referrals from SEPTA's Telephone Information System.
- Appropriate re-order forms.