



*At-A-Glance*

# MEDIA INFORMATION GUIDE

## 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. The Center City Commuter Tunnel (CCCT) which was opened in 1984, joined the previously separate Penn Central and Reading Railroads by turning the two terminal stations into through stations, resulting in a more efficient system.

## TIMELINE:

To build the network of services our customers know today, transportation companies were acquired through our history.

- 1968** – Philadelphia Transportation Company (PTC)
- 1969** – Philadelphia Suburban Transportation Company (Red Arrow)
- 1976** – Schuylkill Valley Lines (Frontier)
- 1983** – Regional Rail (Conrail commuter rail services)
- 1984** – Center City Commuter Tunnel (CCCT) opened
- 1985** – Airport Regional Rail Line opened

## SERVICE AREA

Today, **SEPTA is the nation's sixth largest public transportation system, and the largest in Pennsylvania**, serving the five-county area of Philadelphia, Bucks, Chester, Delaware and Montgomery Counties (2,202 square miles) with a population of approximately four million. The system also extends into central New Jersey and northern Delaware. SEPTA's vast network of fixed route services includes bus, subway, trolley, trackless trolley, high speed and Regional Rail and serves approximately **1.3 million customers daily**. SEPTA is also one of the region's largest employers, with a workforce of more than 9,600.

## BUDGET

SEPTA's Fiscal Year 2019 operating budget is \$1.45 billion; its Fiscal Year 2019 Capital Budget is \$749.62 million.

# MEDIA INFORMATION & INQUIRIES



The Media Relations Department is under the Public & Government Affairs Division. The department consists of the Director of Media Relations, Chief Press Officer and three Public Information Managers, all who report directly to the Director of Media Relations.

All media interviews and inquiries for the General Manager and other key SEPTA officials are scheduled by the media relations team. All media calls to any SEPTA employee about SEPTA business or issues are required to go through the Media Relations Department.

Public Information Managers are available to answer questions or arrange interviews. All interview requests should be made in advance to the Media Relations office by calling **215-580-7842**. A Public information Manager will try to provide a spokesperson or expert who can best address the

topic of the interview. A SEPTA 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; legal; safety; marketing; real estate; and filming requests. More information can be found at: [www.septa.org/media](http://www.septa.org/media)

Public Information Managers will make every effort to meet media deadlines; however, media representatives must provide the department with ample time, particularly when requesting an interview that may require research.

The department's office hours are 6 a.m. to 6 p.m. – Monday through Friday. In the event of an after-hours or weekend operations emergency or breaking news, media should call **215-580-7842** to speak to a Public Information Manager on duty.

## MEDIA RELATIONS TEAM

### **CARLA SHOWELL-LEE**

Director of Media Relations

215-580-7403

[clee@septa.org](mailto:clee@septa.org)

### **ANDREW BUSCH**

Chief Press Officer

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### **HEATHER REDFERN**

Public Information Manager

215-580-3782

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### **KRISTIN MESTRE-VELEZ**

Public Information Manager

215-580-7706

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### **JOHN GOLDEN**

Public Information Manager

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[jgolden@septa.org](mailto:jgolden@septa.org)

**24-Hour Hotline: 215-580-7842**

# NEWS RELEASES/ADVISORIES



News releases and advisories are issued to notify the media/public of 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, television and radio outlets may have releases and advisories emailed directly to them.

Media representatives who would like to be included on the department's media distribution list or whose email has changed, please call the Media Relations office at **215-580-7842** and ask to be added to the list.

You can find a list of SEPTA's news releases at: <http://www.septa.org/media/releases/>

# NEWS 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 news conference may be held. Media advisories will be issued via email a day in advance to alert representatives of the media to the upcoming event. News releases and other material will be provided at the event.

## **PUBLIC MEETINGS**

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

**Requests for interviews with SEPTA officials at public meetings must be scheduled in advance.**

# FILMING & PHOTOGRAPHIC RELEASES



The safety of our customers and employees is paramount throughout the entire SEPTA system. While photography is permitted in clearly defined public areas of the SEPTA system, it obviously cannot be permitted in any manner that would interfere with the safe movement of people or operation of vehicles.

## **PROHIBITED:**

- 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 safe movement of people or vehicles.
- Photography is obviously prohibited in any area of the SEPTA system that is not accessible to the general public.

While the law permits photography of private citizens in public places, common courtesy would have photographers request permission of people before taking their pictures, especially close-ups.

**ALL** media/photography/filming requests must be coordinated through the SEPTA Media Relations Department by calling **215-580-7842**.

# Commercial Filming & Public Records



Commercial filming and photography requests must be submitted in writing to **Public Information Manager Heather Redfern at [hredfern@septa.org](mailto:hredfern@septa.org)**. Commercial photographers and filmmakers must obtain written permission, provide proof of liability insurance coverage and meet other policy requirements. Charges will be assessed for use of SEPTA locations, vehicles and facilities.

Questions regarding rates and fees can be directed to Heather Redfern at **215-580-3782** or via email.

SEPTA's complete filming and photography policies can be found at: <http://www.septa.org/policy/film.html>

## **Public Records**

Media requests for public records should be made to the Media Relations Department by calling 215-580-7842. Some documents may require a written request be submitted under the Pennsylvania Right-to-Know Law (Act 3 of 2008).



SEPTA serves hundreds of thousands of riders every day. Most customers make two trips per weekday and about one third transfer from one route to another. In fiscal year 2018 SEPTA's annual ridership across all its modes was 302.7 million trips.

## **AVERAGE WEEKDAY RIDERSHIP (BY MODE)**

- City Transit (BSL; MFL; City Trolleys; City Buses—up to Rt. 89): **819,000**
- Suburban Transit (includes Suburban Buses; Trolley Routes 101 & 102; and the Norristown High Speed Line): **74,000**
- Regional Rail: **119,300**

## **ANNUAL RIDERSHIP (BY DIVISION):**

- City Transit Division: 245.8 million (trips)
- Suburban Transit Division: 22.5 million (trips)
- Railroad Division: 34.4 million (trips)

## **TOTAL SEPTA Ridership: 302.7 million**

- Senior trips: Eight percent of SEPTA's total annual ridership



### **SUBWAYS**

**Market-Frankford** (SEPTA's heaviest traveled line; runs 13.1 one-way miles)

-218 vehicles

**Broad Street Line and Broad Street Spur** (runs 10.12 one-way miles)

-125 Vehicles

### **BUS**

Approximately 1,472 vehicles in SEPTA's bus fleet servicing 119 **Bus routes** (runs 1,445 one-way miles),

-38 trackless trolleys

-697 diesel-electric hybrids

**TROLLEY/LIGHT RAIL** (runs 68 one-way miles) with 8 routes

-159 Vehicles

**REGIONAL RAIL** (280 one-way miles)

-396 rail cars

-13 lines

-155 stations

**NORRISTOWN HIGH SPEED LINE** (1 Interurban High Speed Line) (runs 13.4 one-way miles)

-26 VEHICLES



SEPTA operates two transit divisions throughout its service area at 279 stations with 14,131 bus/trolley and station stops.

### **CITY Transit Division:**

- 76 Bus Routes servicing Philadelphia, Montgomery, Bucks and Delaware Counties
- 6 Trolley Routes (10; 11; 13; 15; 34 & 36)
- 38 Trackless Trolleys servicing routes 59, 66 & 75

### **SUBURBAN Transit Division:**

- 42 Bus Routes servicing primarily Delaware and Montgomery Counties: Also serves Bucks, Chester and Philadelphia Counties
- 1 Interurban High Speed Line (Norristown High Speed Line)

## CUSTOMIZED COMMUNITY TRANSPORTATION

### **CCT Connect:**

Provides paratransit service for individuals with disabilities and older persons.

### **ADA Paratransit:**

In accordance with the American 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 older people aged 65 or older 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 operators the City of Philadelphia and each suburban county. SEPTA oversees the operators and provides centralized driver training.

## 268 Sworn Officers

The SEPTA Transit Police Department graduated its first class in 1981 with 55 officers.

Today the 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 Department serves a population of four million people.