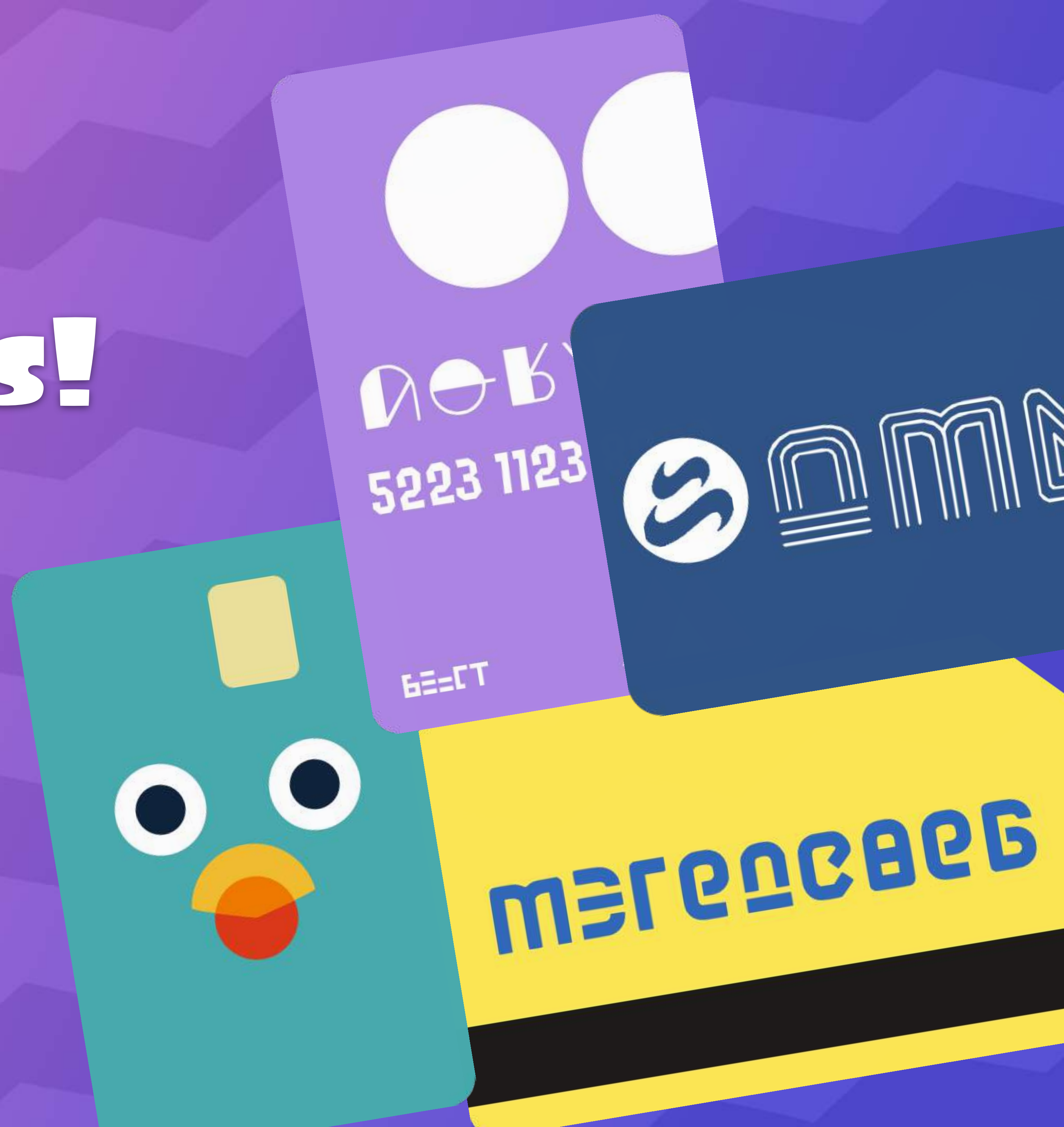


Let's Talk Transit Cards!

by Melody ✨

@pixelyunicorn

#TransitTechiesNYC



**hey hi,
i'm melody!**

@pixelyunicorn

#TransitTechiesNYC

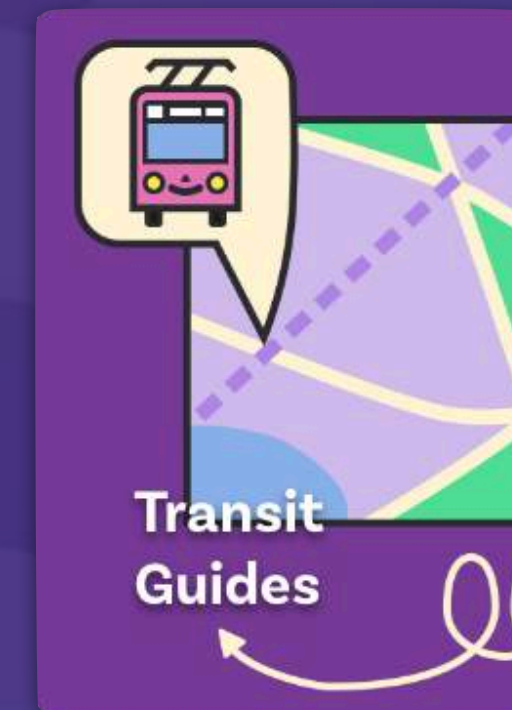
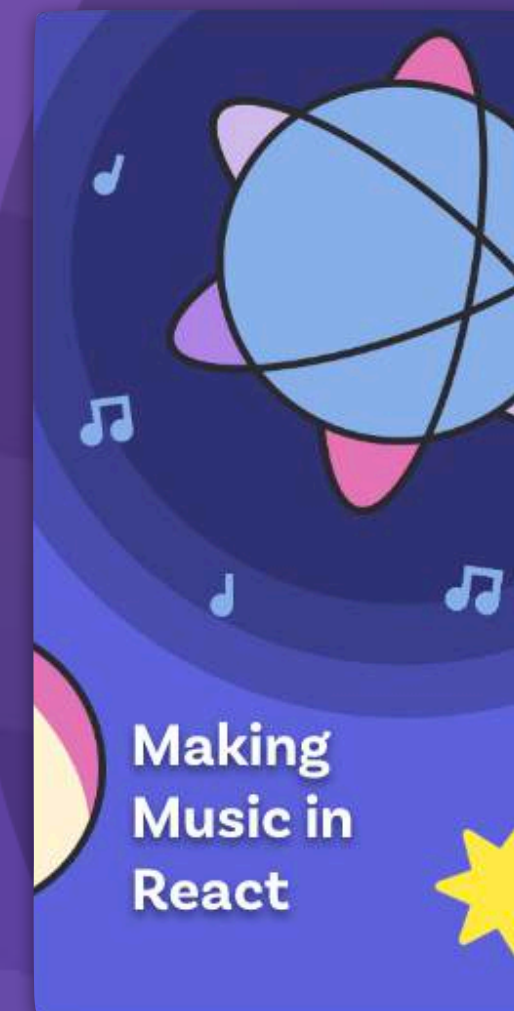
they / them



melody.dev

@pixelyunicorn

#TransitTechiesNYC



Part 0: Youth Advocacy

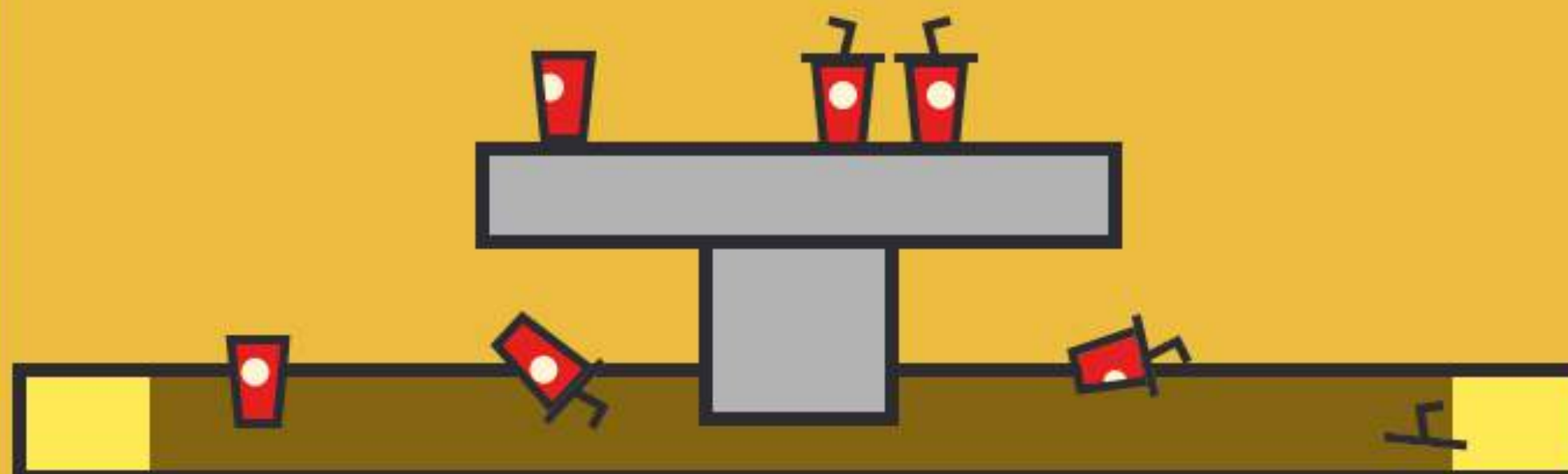


SEPTA Youth Advisory Council



***disclaimer**

**this presentation is solely my own content and do not
express the views or opinions of any particular organization**



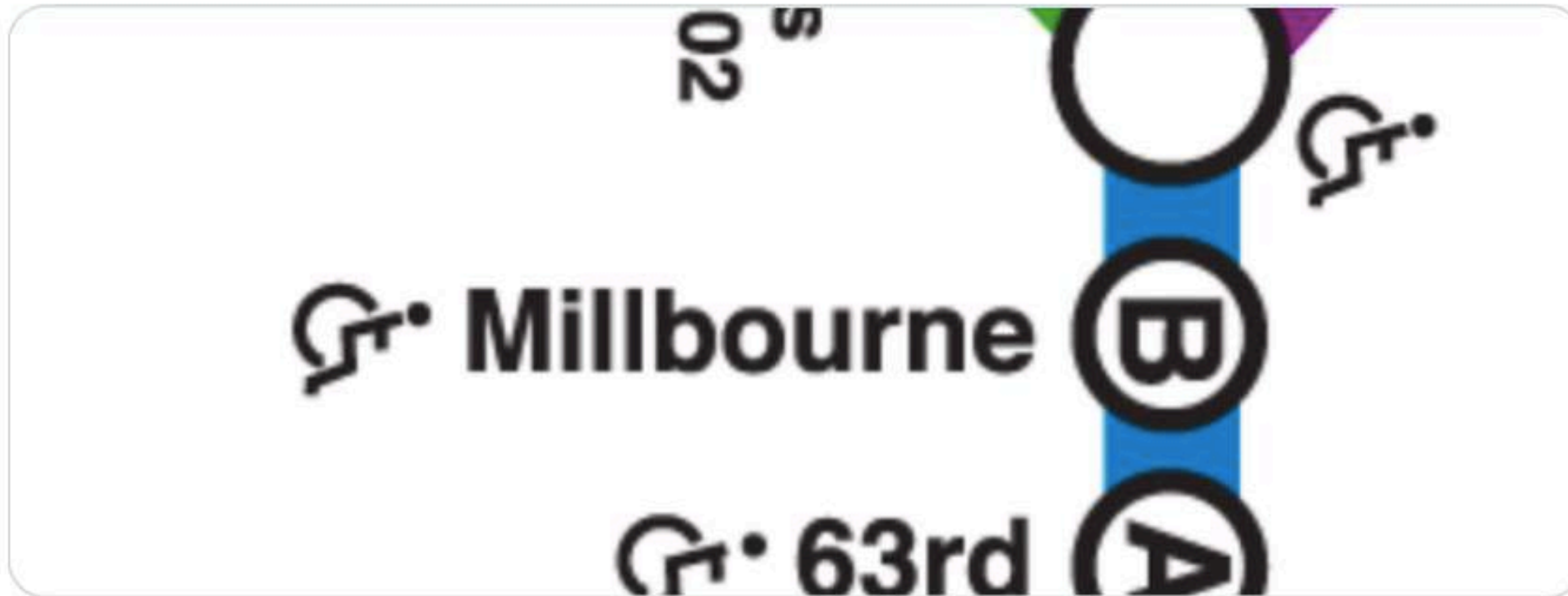
***pins coming soon!**



SEPTA Youth Advisory Council
@SEPTAYAC



when you wanna visit australia but can't afford the \$1800 plane ticket



11:38 AM · Aug 28, 2019 · [TweetDeck](#)

5 Retweets 23 Likes





SEPTA Youth Advisory Council

ABOUT THE YAC

The SEPTA Youth Advisory Council, commonly abbreviated as YAC, is the nation's first transportation advocacy organization focused specifically on the 22-and-under demographic. The YAC was created by the Southeastern Pennsylvania Transportation Authority (SEPTA) in 2009 following a competitive regional search.

We envision a Philadelphia where public transportation is the preferred method of transportation among people.

Quick Stats as of July 1, 2019:

- 10 years since founding
- 14-22 target age demographic served
- 9 current active members

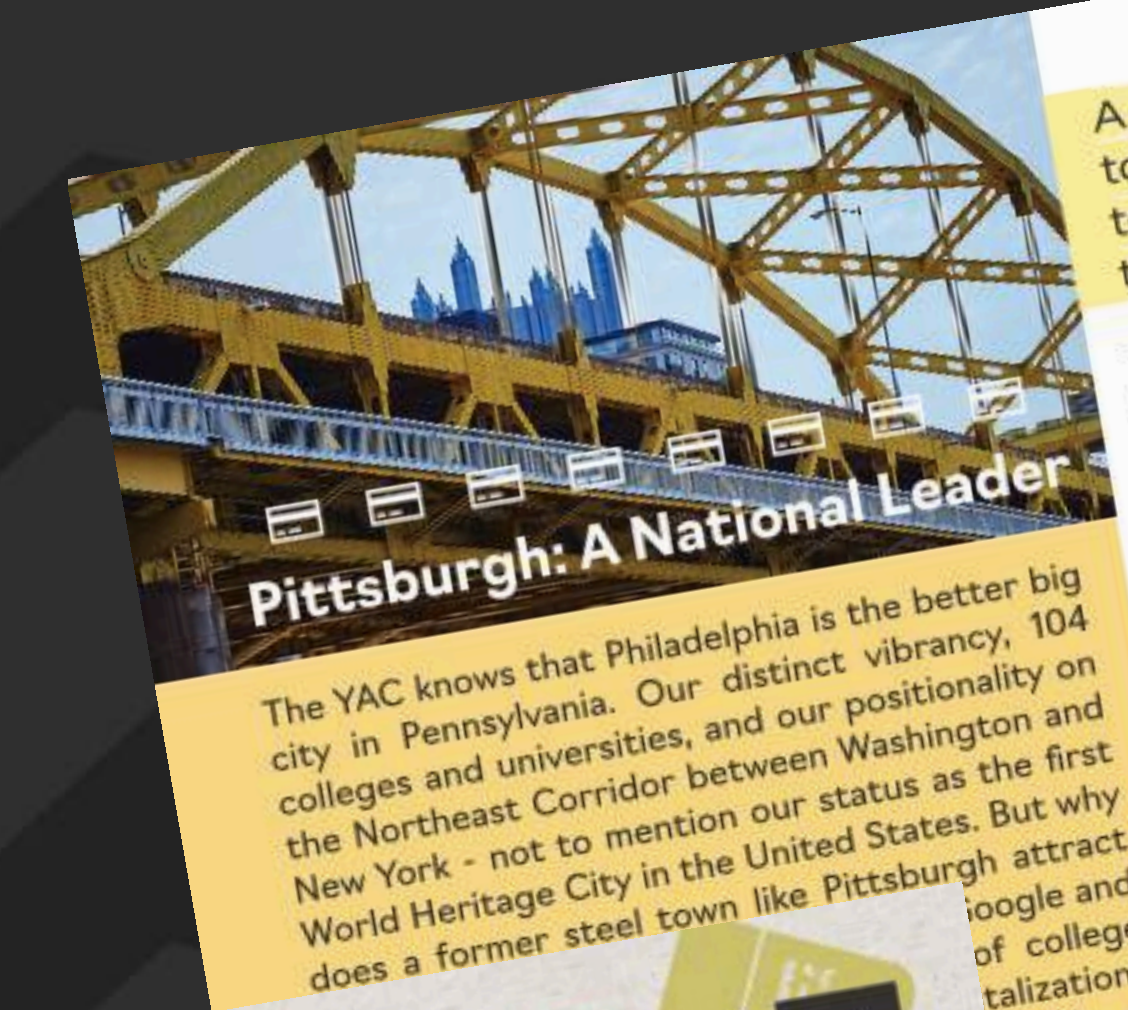
Our Major Initiatives

- Student Fare Discount Initiative**
Advocating and designing an economic development and ridership growth strategy through universalizing student engagement with SEPTA and the City of Phila.
- System Improvement & Evaluation**
Evaluate the present state of SEPTA and offer actionable changes to improve service.
- SEPTAAdventures (YAC Rides SEPTA)**
Develop an understanding of SEPTA and regional challenges by collectively riding every SEPTA route.

Involved
g to you? Visit us at
re about our work!
ly/yacmailinglist.
com to collaborate
ant to you.



Apply f
Membership
Council is o
passion for
SEPTA's ser
work, or atte
Chester, Del
Applicants a
promise, a
socioeconon



Pittsburgh: A National Leader

The YAC knows that Philadelphia is the better big city in Pennsylvania. Our distinct vibrancy, 104 colleges and universities, and our positionality on the Northeast Corridor between Washington and New York - not to mention our status as the first World Heritage City in the United States. But why does a former steel town like Pittsburgh attract

A Pass to the City.
to Community Engagement.
to Expanding Workforce Talent.
to Calling Philadelphia Home.

There are two big barriers to students using SEPTA: **cost and familiarity**. A monthly pass can be expensive on a student's limited budget, especially for students who ride transit for leisure. Further, the current fare structure and payment methodologies are among the most confusing aspects of riding for those arriving in Philadelphia for the first time. There's a solution to this problem:

The SEPTA Student Fare Discount Initiative!

Under such a program, educational institutions in the Philadelphia area could partner with SEPTA to unleash access to their entire student population for extraordinary discounts. Students with unlimited rides, schools can rely on SEPTA for curricular engagement, and SEPTA receives a predictable funding stream from new riders.

Further, because the fares would be funded from school budgets and directly-billed university tuition dollars, students would see no noticeable increase in cost-of-attendance, and the cost would be covered by financial aid if it's beyond expected family contribution.

How to Get Involved



Find us online at SEPTAYAC.com
Cover: illustration of SEPTA passes

SEPTA Youth Advisory Council

STUDENT FARE INITIATIVE

Imagine you're a college student. You hear about an event in Center City and are interested in going. **You go to the nearest SEPTA station, tap your Student ID, and get on board.** This is the future we envision for students in the Greater Philadelphia region.

There's something in it for everyone!
Once implemented, this program has the potential to benefit the greater Philadelphia area in many ways.

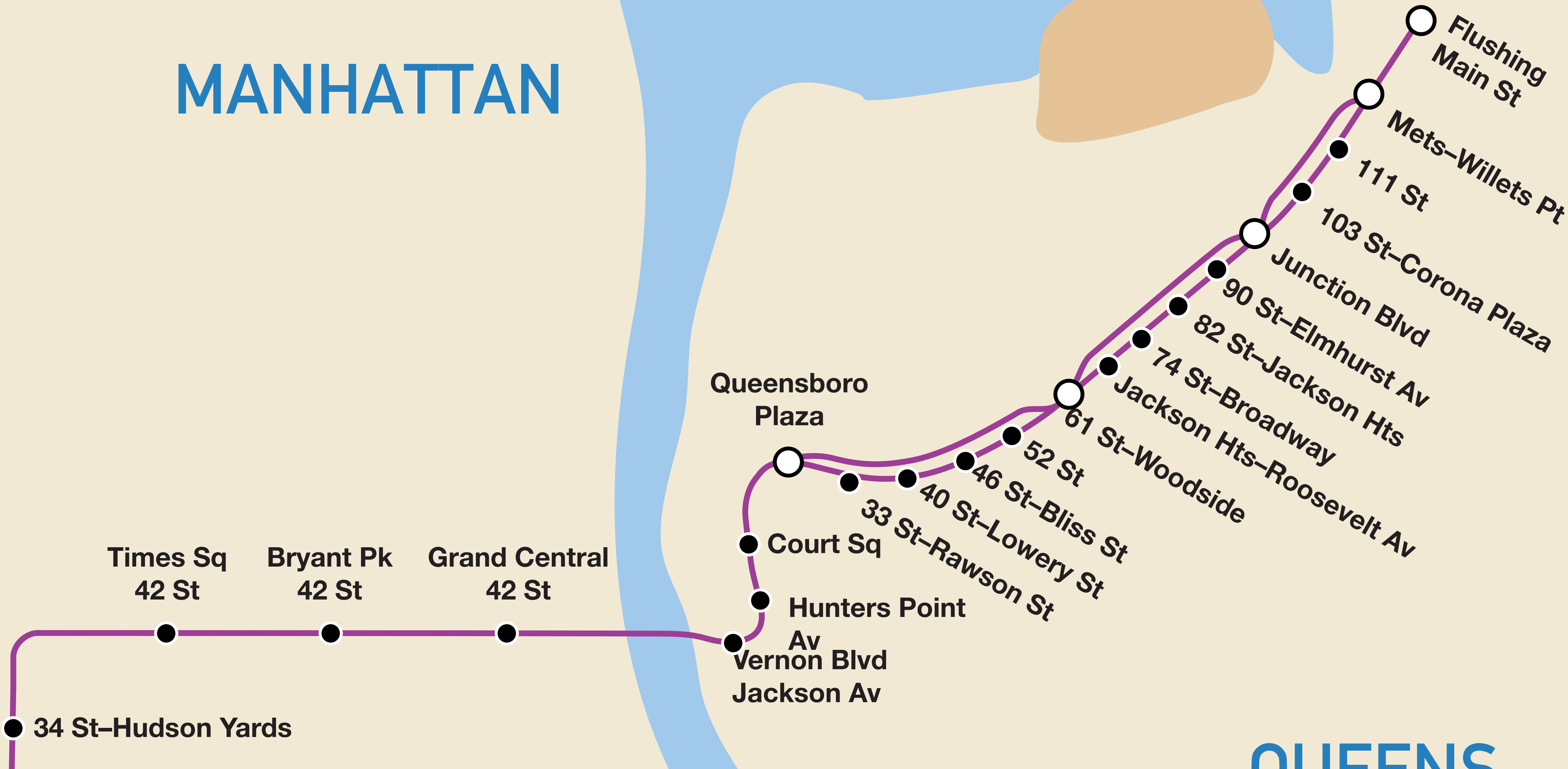
- students
- businesses
- colleges
- communities







MANHATTAN



QUEENS

oway

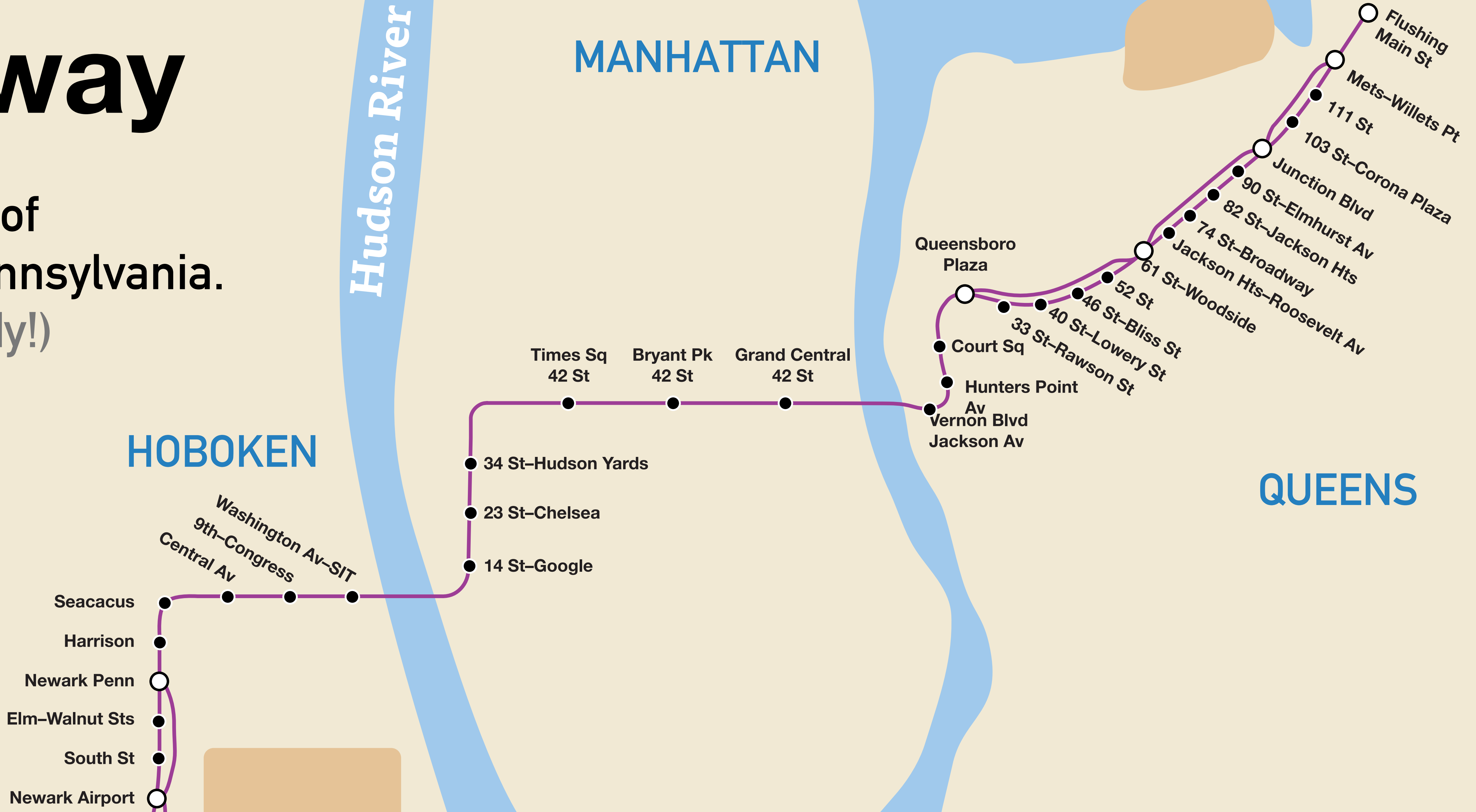
ity of
Pennsylvania.
rody!)

Hudson River

MANHATTAN

HOBOKEN

QUEENS



HOBOKEN

NEWARK

CENTRAL JERSEY

STATEN
ISLAND





SOUTH JERSEY

Service Patterns



Local

Flushing-Main St to
Newark Airport
(All Times)



Local

Grand Central-42 St
to Trenton
(All Times)



Local

Trenton
PHL Airport
(All Times)



Express

Flushing-Main St to
14 St-Google

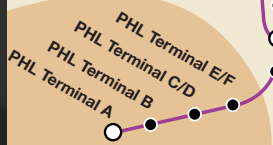


Express

Grand Central-42 St
to Trenton

7

Operated by the Port Authority of
New York, New Jersey, and Pennsylvania.
(Hypothetical not-to-scale parody!)



Service Patterns

7

Local
Flushing-Main St t
Newark Airport
(All Times)

7

Local
Grand Central-42 St
to Trenton
(All Times)

7

Local
Trenton to
PHL Airport
(All Times)

7

Local
Newark Penn t
PHL Airport
(Daytime)

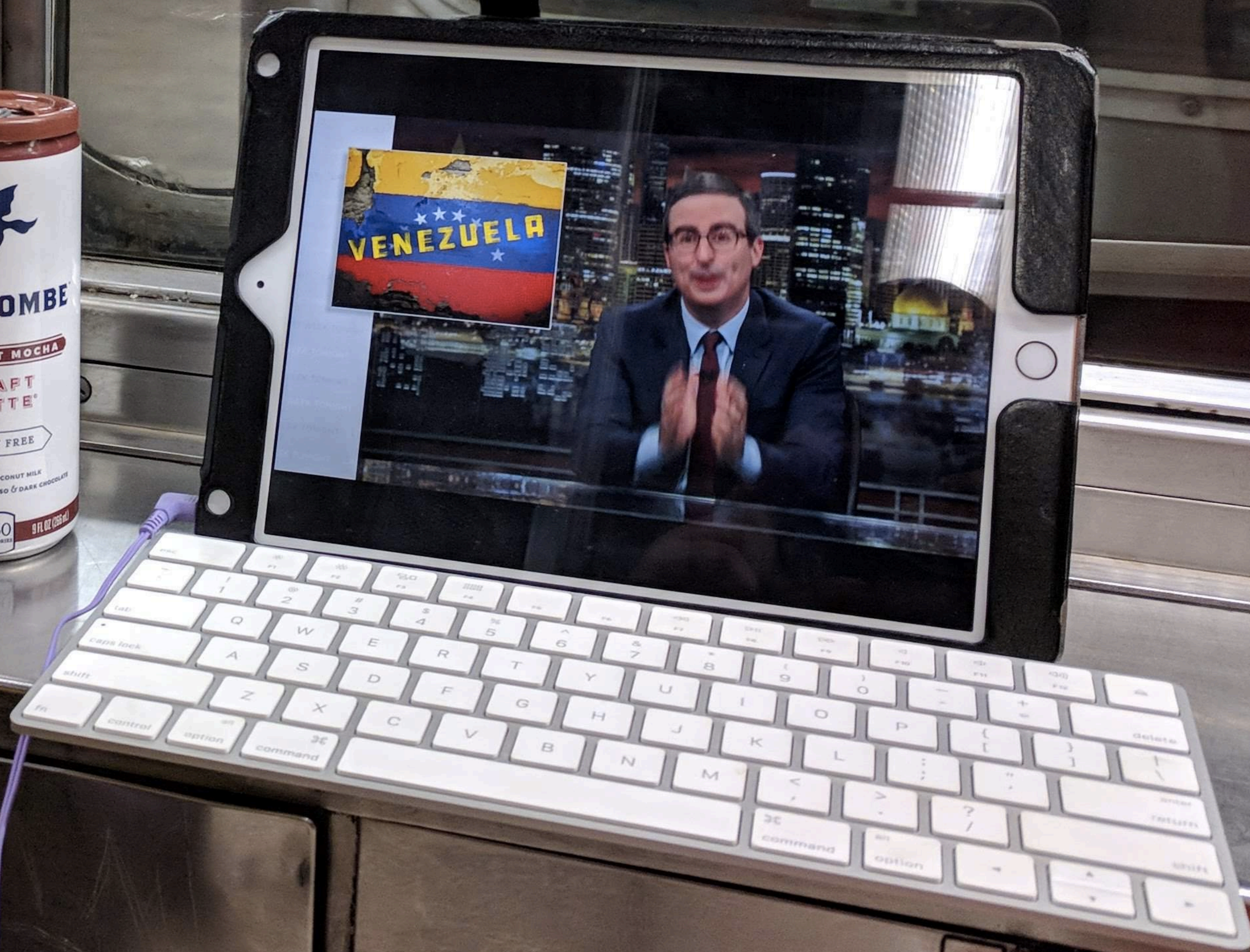
7

Express
Flusing-Main St to
14 St-Google
(AM/PM Peak Direction)

Express
Grand Central-42 S
to Trenton
(Daytime)



Express
Trenton to
PHL Airport
(All Times)



Part 1: **SEPTA Key!**

@pixelyunicorn

#TransitTechiesNYC



Welcome to SEPTA Key®

The Future of Fare Payment

[Register My New Card](#)

[I Want a Key Card](#)

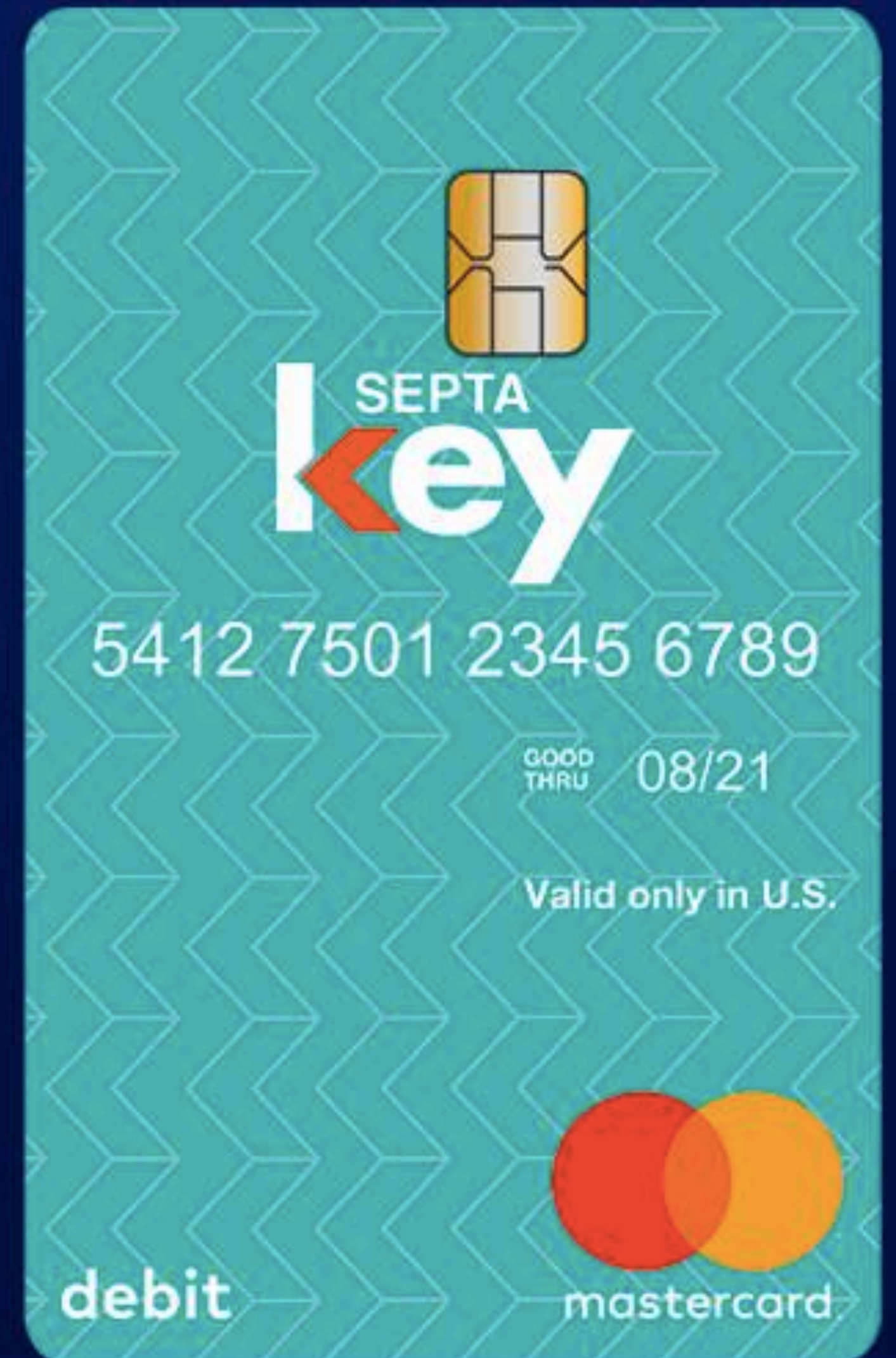




photo from streetsdept.com

**hi, i'm
Robin!**

*** did not get clearance to put the card
in my slides, so i illustrated one instead!**











the year was 2011...

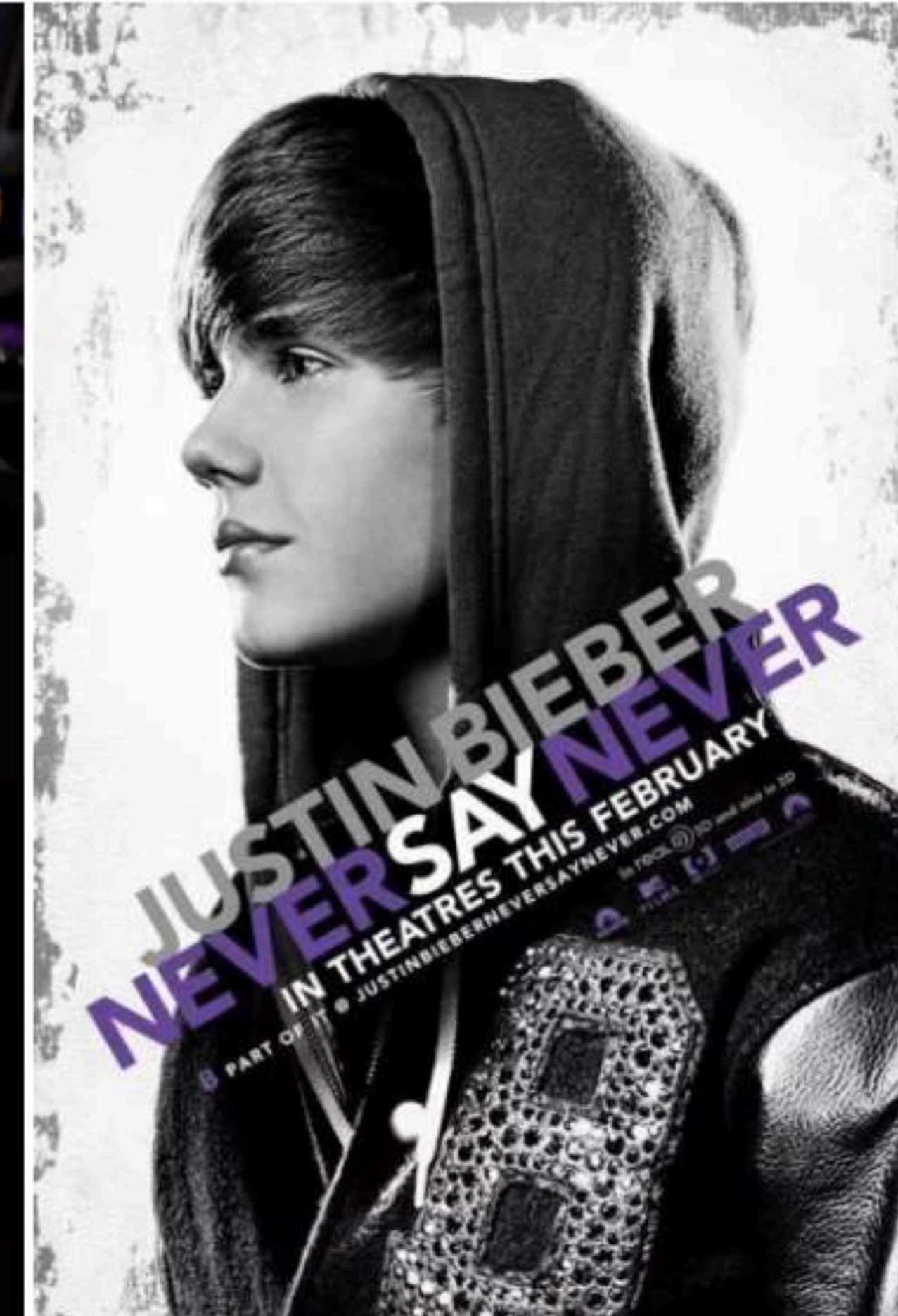
@pixelyunicorn

#TransitTechiesNYC

5. Justin Bieber still had his signature bangs. He also released his concert film, *Never Say Never*.



Kevin Winter / Getty Images



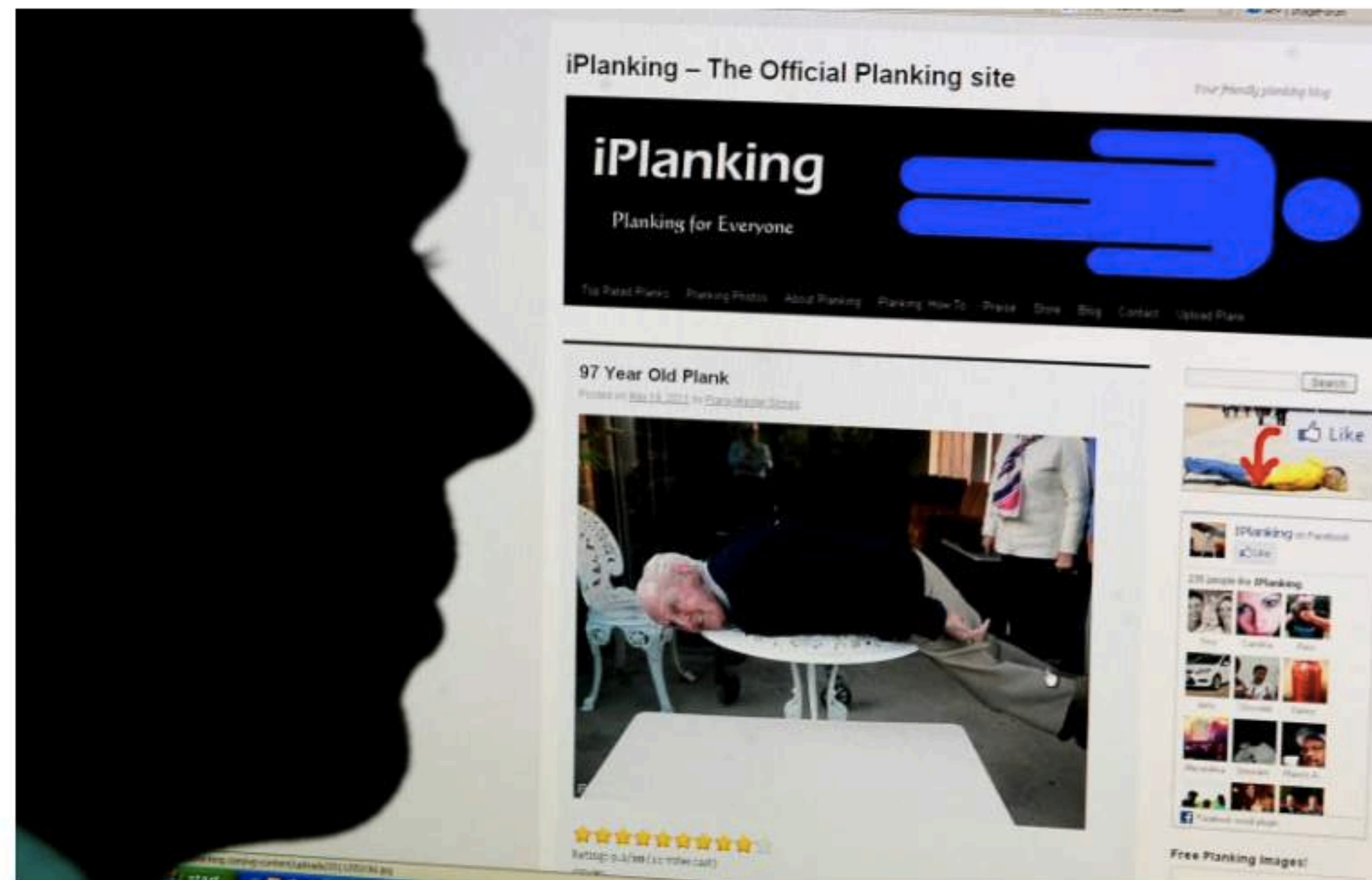
Scooter Braun Films

**the year
was 2011...**

@pixelyunicorn

#TransitTechiesNYC

11. ...as was Planking.



Chris Graythen / Getty Images



**the year
was 2011...**

@pixelyunicorn

#TransitTechiesNYC



**the year
was 2011...**

@pixelyunicorn

#TransitTechiesNYC



A

C

S[®]

If all goes according to plan, SEPTA riders could be seeing the new fare system replacing tokens and tickets by the end of 2013.

SEPTA aims at being the first legacy transit system to establish a multimodal fare collection system that works seamlessly between its railroad and other modes.

Riders will be able to pay using either a contactless credit card or other wireless device — like a key fob or cell phone — or pay a small fee to use a SEPTA-branded card.

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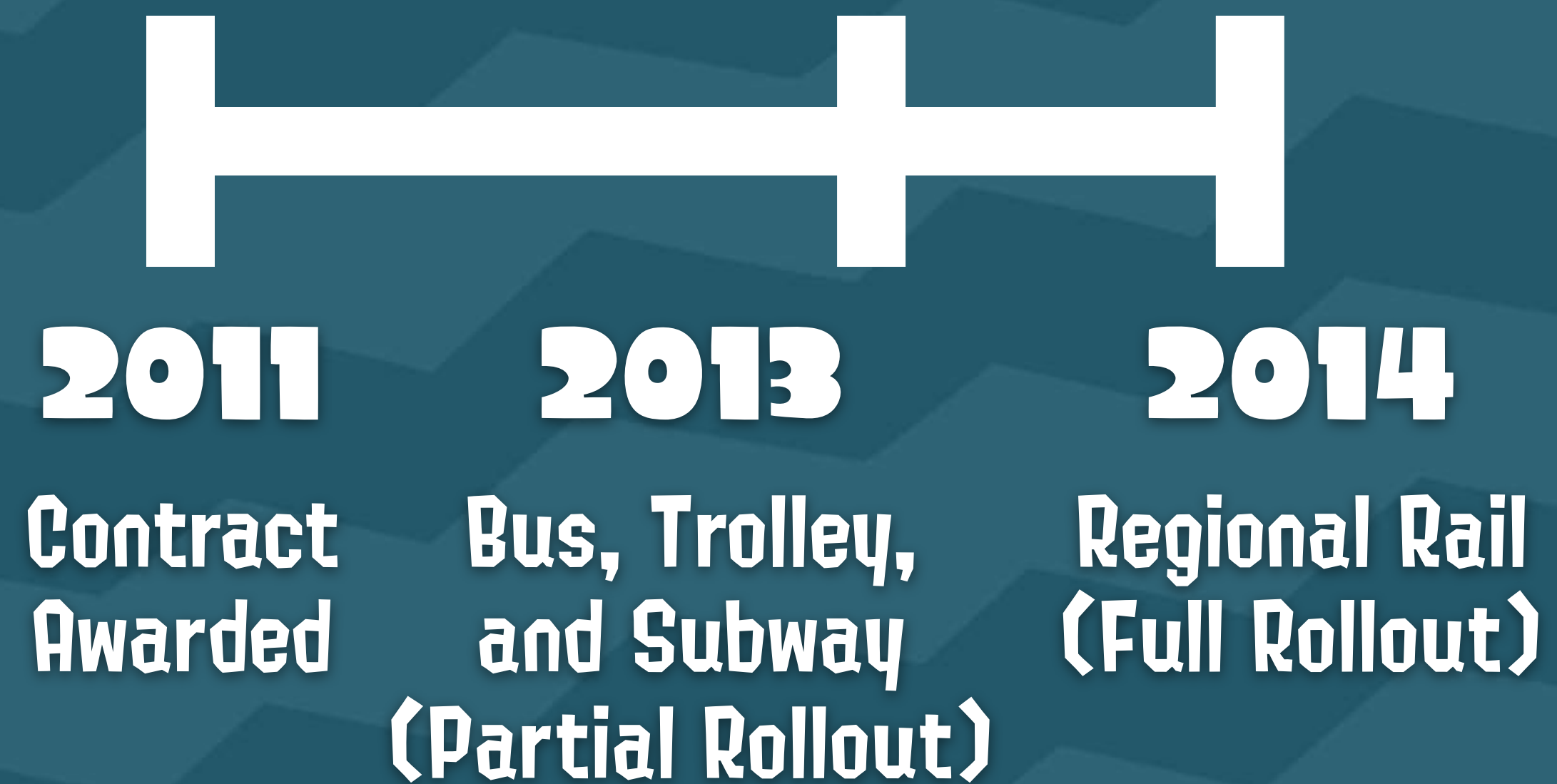
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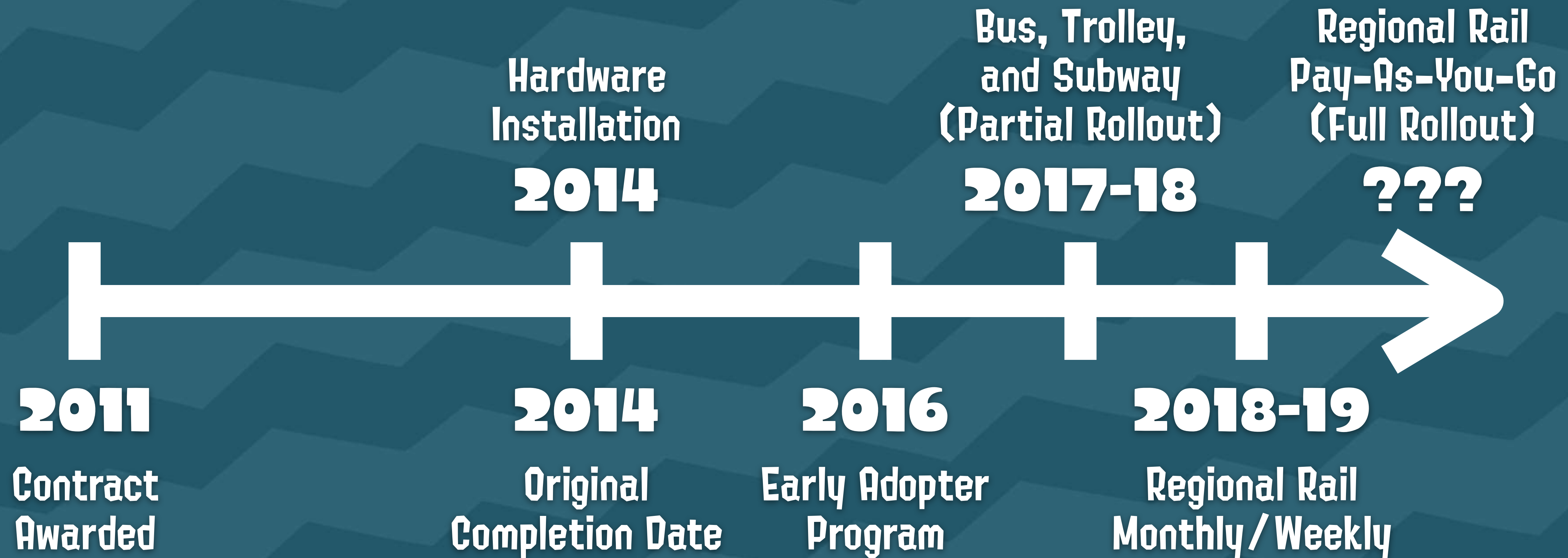
original timeline



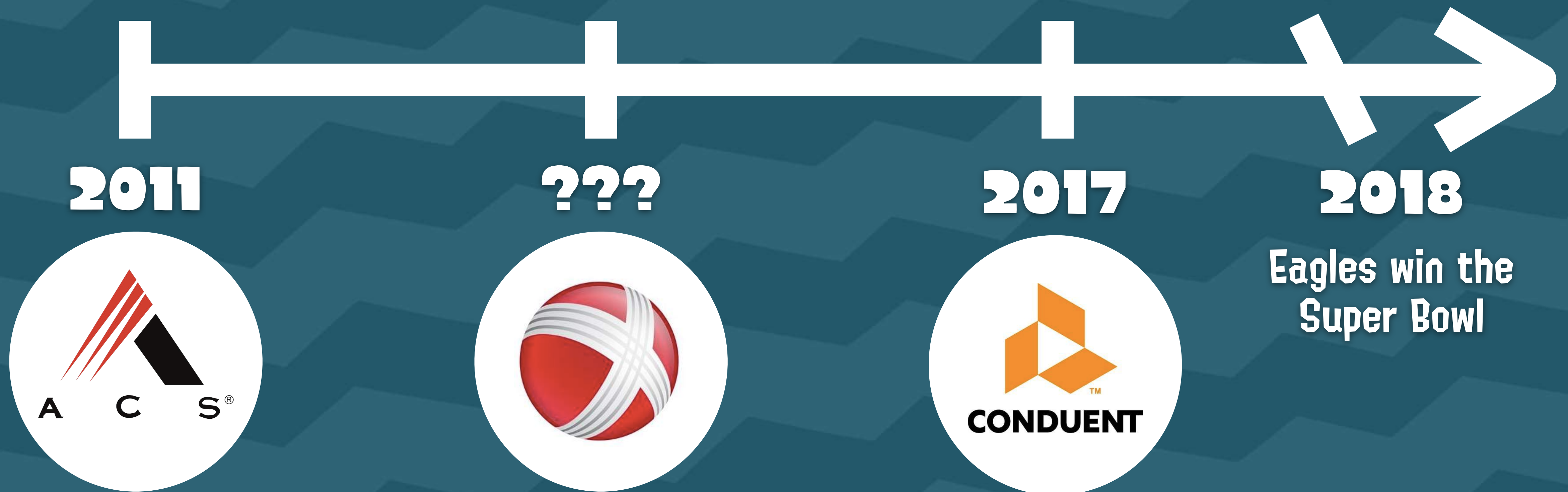
original timeline



actual timeline



company timeline



IS YOUR KEY CARD ABOUT TO EXPIRE?

[Learn More>>](#)



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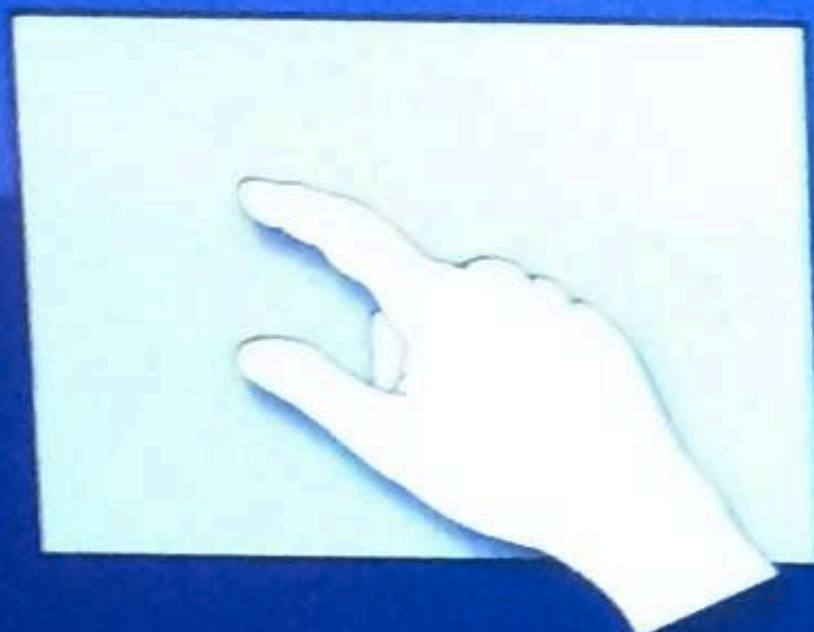
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WELCOME TO 13TH ST STATION



NO CARD?
Touch Screen



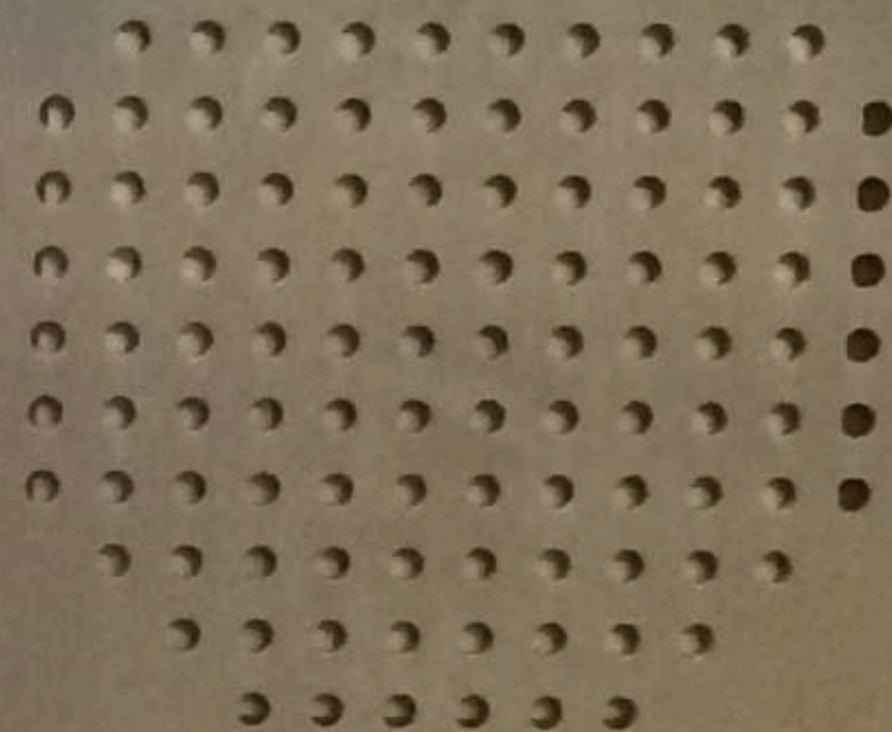
CONTACTLESS CARD?
Tap Reader



We Accept:



↑ PRESS AND HOLD FOR AUDIO ↑



You weren't the only one: After hundreds of riders accidentally get 2nd Key card, SEPTA pledges to fix kiosks, website

By Jim Saksa · July 28, 2017



SEPTA
key

SEPTA
key

SEPTA
key

SEPTA
key

SEPTA
key

paypass

Debit



paypass

Debit



paypass

Debit



paypass

Debit



paypass

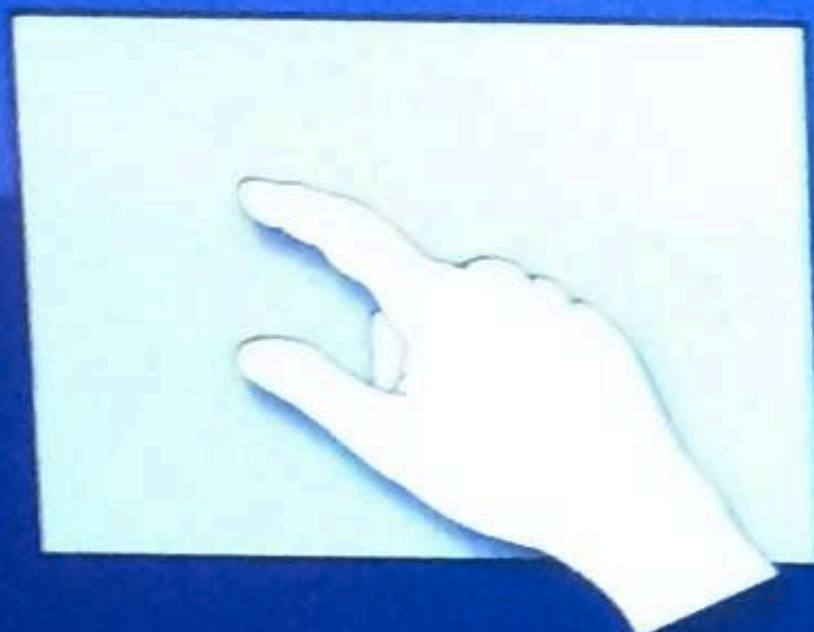
Debit



WELCOME TO 13TH ST STATION



NO CARD?
Touch Screen



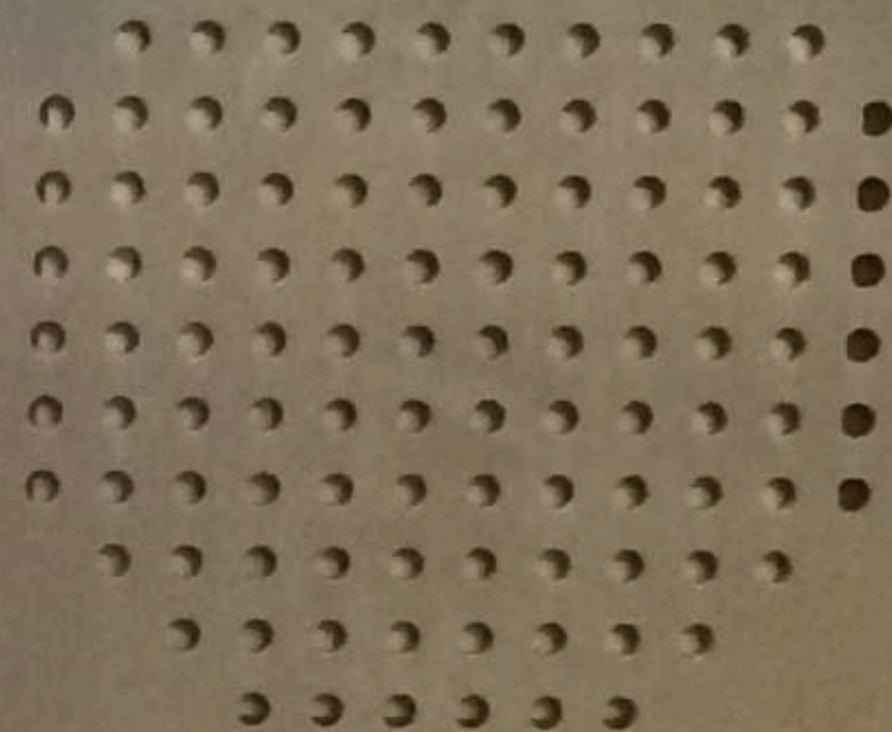
CONTACTLESS CARD?
Tap Reader



We Accept:



↑ PRESS AND HOLD FOR AUDIO ↑





Get Key Card
Passes &
Travel Wallet

Reload Key Card
Tap Reader Below



Español



INSERT C



↑ PRESS AND HOLD FOR AUDIO ↑



Kiosk Gripes


- 🚫 Only US cards accepted
- 🚫 No way to get a card at the Airport
- 🚫 “Quick Trip” can’t be swiped on busses



[Home](#)
[My Account](#)
[Fare Products](#)
[FAQs](#)
[Logout](#)


[Key Card\(s\)](#)

HI JAMES SAKSA

[Cart](#) 

Key Card(s)

[Register New Key Card](#)
[Hotlist](#)
[Replace](#)
[Reset PIN](#)

	Key Card Number	Alias	PIN	Hotlisted?	Last/Stolen Date	
<input checked="" type="checkbox"/>	xxxxxxxxxxxx2921	Saksa	xxxx	N		

Fare Products

[Autoload](#)
[Cancel Autoload](#)

	Product	Purchase Date	Validity Start Date	Validity End Date	Trips Used	Trips Left	Autoloaded?
<input checked="" type="checkbox"/>	SEPTA Travel Wallet	6/13/2016			0	0	N

[Add Product](#)



- Activate Key Card
- Register Key Card
- Buy/Load Locator

Welcome AMANDA RIBARCHIK

You last visited our site on 06/15/2017 18:19:08

Thank you for joining the Early Adopters program. Now that you've created your SEPTA Key Account Profile by establishing a User ID and password, [register your new Key Card](#), learn more about the convenience of adding a Weekly or Monthly TransPass to your Card, or manage your Account by clicking on the links below.



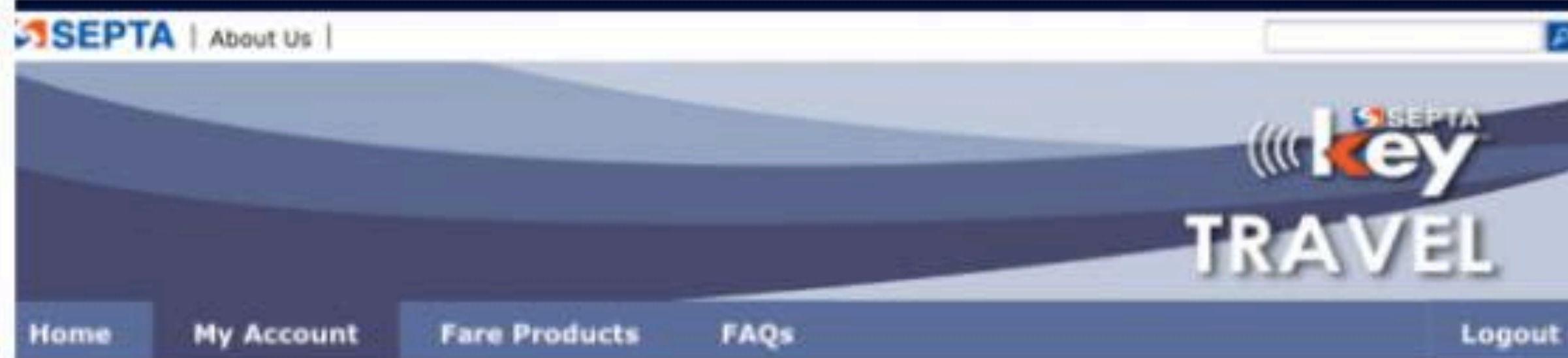
Register Key Card



Add Product to Existing Key Cards



Manage Account



- Key Card(s)
- Account Profile
- Saved Carts
- Service Requests
- My Activity

Hi AMANDA RIBARCHIK

Cart

Key Card(s)

Key Card Number	Alias	PIN	Hotlist?	Lost/Stolen Date
<input checked="" type="checkbox"/> XXXXXXXXXXXX2793		XXXX	N	

Balances

SEPTA Travel Wallet: \$15.60

Fare Products

Product	Purchase Date	Validity Start Date	Validity End Date	Trips Used	Trips Left	Autoloaded?
---------	---------------	---------------------	-------------------	------------	------------	-------------

Add Product

[My Account](#)[My Activity](#)[My Profile](#)[Help & Info](#)[Search](#)[Sign Out](#)

My Account

Wawa** 8539**

Card expires 09/22



SEPTA Travel Wallet

\$41.00

Autoload is OFF ?

Autoload Settings

Add Value Now

Add New Fare Product

Card Options ⋮

Recent Trips

**My Bob**** 9503**

Card expires 09/22



SEPTA Travel Wallet

\$43.05

Autoload is OFF ?

Autoload Settings

Add Value Now

Add New Fare Product

Card Options ⋮

Recent Trips



SEPTA Key tips

Add money to your Travel Wallet in just a few clicks

Save a payment method to add Travel Wallet value faster than ever.

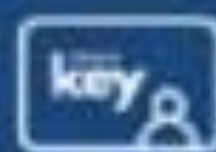
Set Up Autoload

Automatically add money to your Travel Wallet or purchase a pass for the next period.

Get the most out of the Key

Click "Add Fare Products" to browse monthly, weekly, and daily pass options.

Home



 **Clairekey**



Travel Wallet Balance

\$21.00  Autoload is OFF

Add Funds to Travel Wallet



Add Fare Product



 Autoload Settings



Card Options



Add a SEPTAKey



Checkout

Add Funds to Travel Wallet

Current Travel Wallet Balance **\$21.00**

Amount to Add (\$5.00 - \$229.00) *

Payment Method

SEPTA Travel Wallet

\$21.00
Balance

+ Pay With Card

9093

NO SMOKING
AND NO OPEN FLAMES
IN THIS AREA

IF YOU WANT FOR GREEN LIGHT
STOP STEP BOARD

Stop Board

We're Getting There.

CAUTION
DO NOT STAND ON
THE BOARD OR STEP
ON IT



photo from thereckoner.net

If all goes according to plan, SEPTA riders could be seeing the new fare system replacing tokens and tickets by the end of 2013.

SEPTA aims at being the first legacy transit system to establish a multimodal fare collection system that works seamlessly between its railroad and other modes.

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SEPTA aims at being the first legacy transit system to establish a multimodal fare collection system that works seamlessly between its railroad and other modes.

Riders will be able to [REDACTED]
[REDACTED] pay a small fee to use a SEPTA-branded card.



photo from phillymag.com



10/19/2015 2:23:45 PM



WELCOME

PRESENT YOUR FARE



(lies!)

WELCOME TO SEPTA

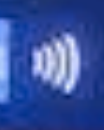
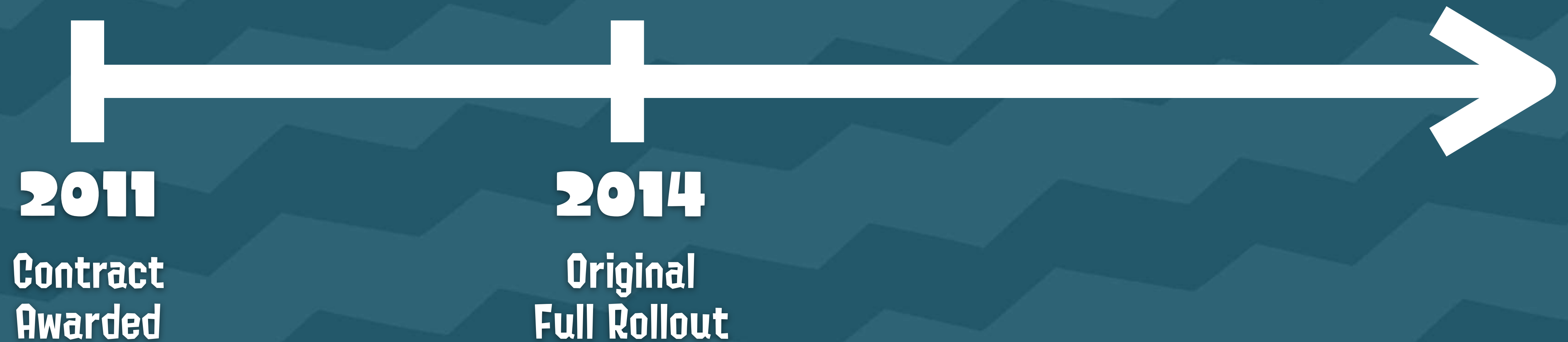


photo from phillymag.com

original timeline



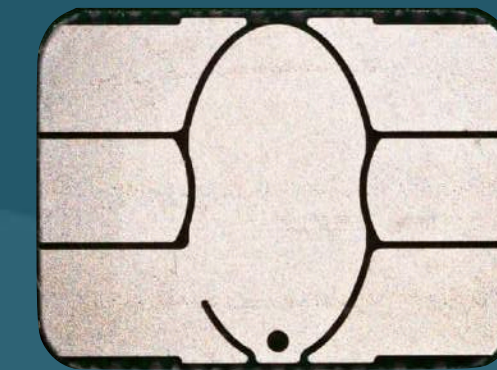
technology timeline



2014



2015



2016-17



now



2011

Contract
Awarded

2014

Original
Full Rollout

Robin says:

“trans rights!!!!”



Robin says:

“Your hardware needs replacing!”



Part 2: Everything is a Transit Card!

@pixelyunicorn

#TransitTechiesNYC



did you know?

@pixelyunicorn

#TransitTechiesNYC



sailor mercury

@sailorhg



searching for the rfid inside a clipper card (over 4 days)



sailor mercury

@sailorhg



part 2: putting it into jewelry





ERG | TRANSIT SYSTEMS

PLEASE
TAG CARD

↓ TAP ORCA

ORCA

A close-up, slightly blurry photograph showing a person's hand with a silver ring on the ring finger tapping a sandwich. The sandwich is wrapped in white paper with a pink floral pattern. The background is a brown, textured surface, possibly a table or floor. In the top right corner, a person's leg and a shoe with yellow and black stripes are partially visible.

video of a sandwich being tapped at a faregate



photo from bostonmagazine.com



R I N G T H E O R Y

[SESAME RING](#)

[ORDER](#)

[SIZES](#)

[CONTACT](#)

[PRESS](#)

[ABOUT](#)

[FAQ](#)

RING THEORY

PAYMENTS AND SECURITY USING SCIENTIFICALLY APPROVED MAGIC

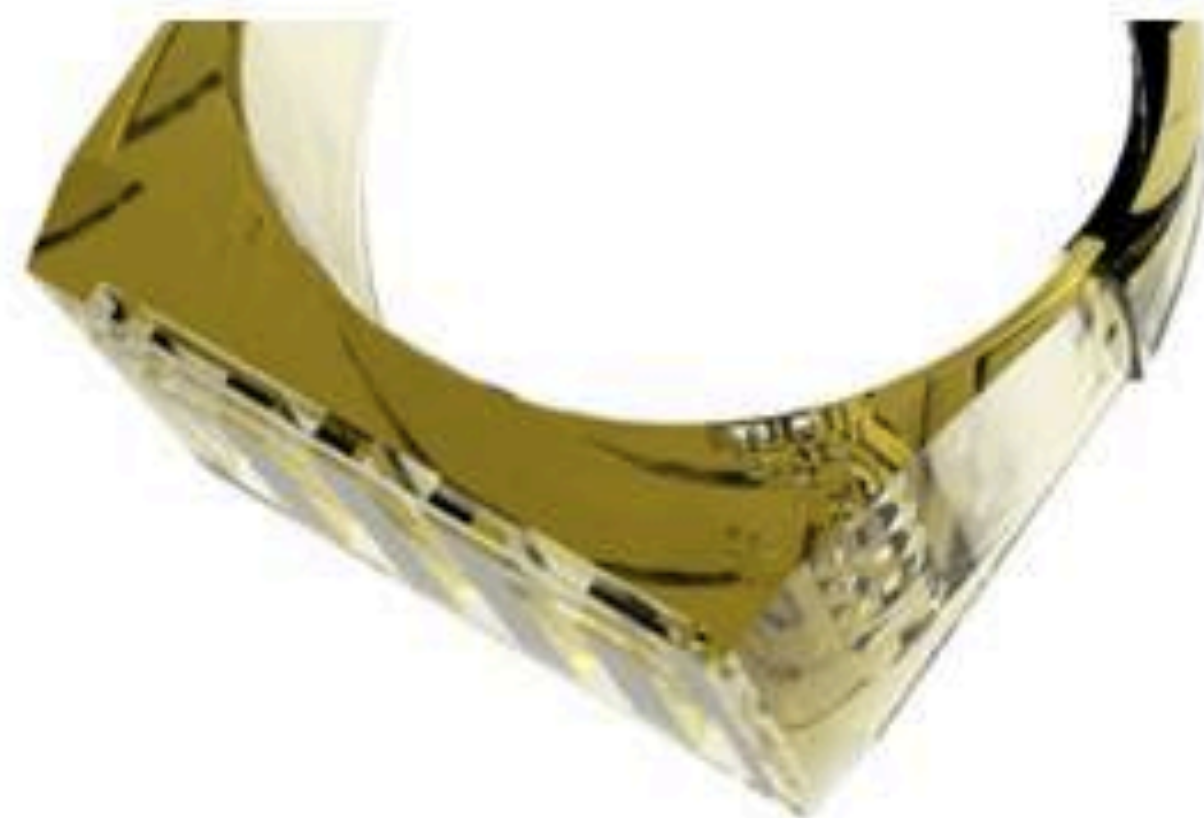




photo from buzzer.translink.ca

i <3 open
payments!!!



@pixelyunicorn

#TransitTechiesNYC



photo from japantravel.com

HSBC



HSBC Advance



4659 1234 5678 9012

VALID FROM

03/12

11-22-33

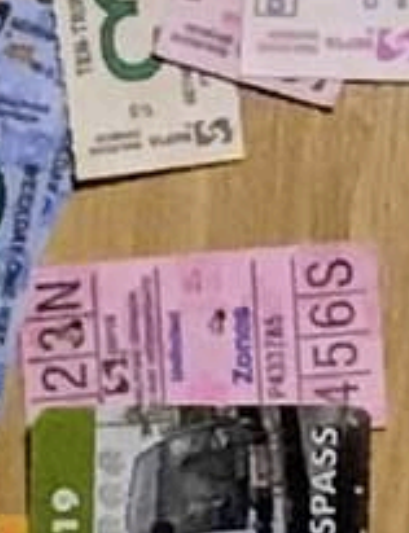
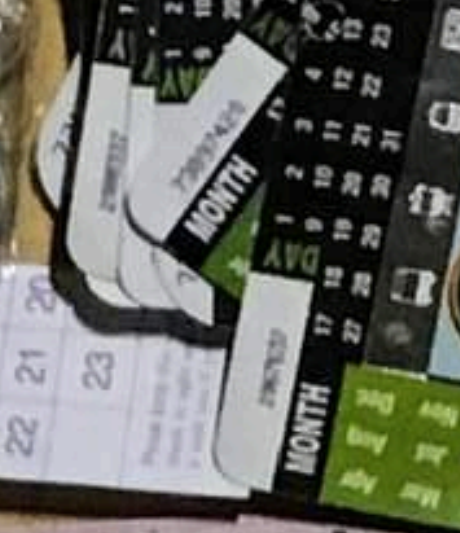
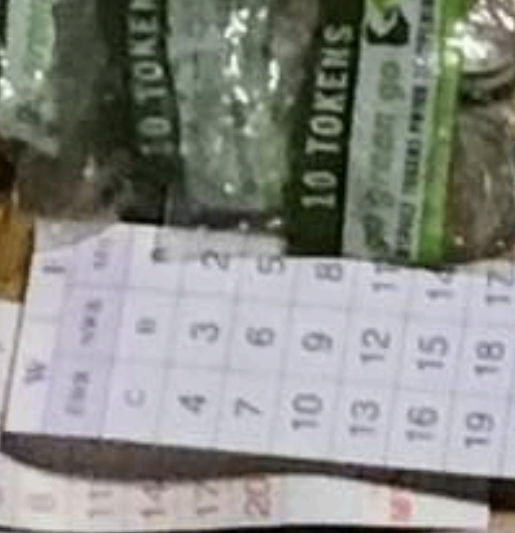
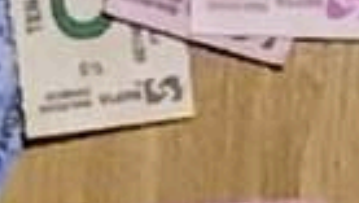
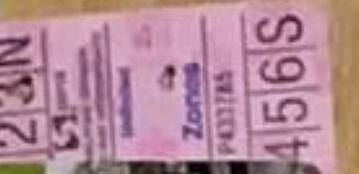
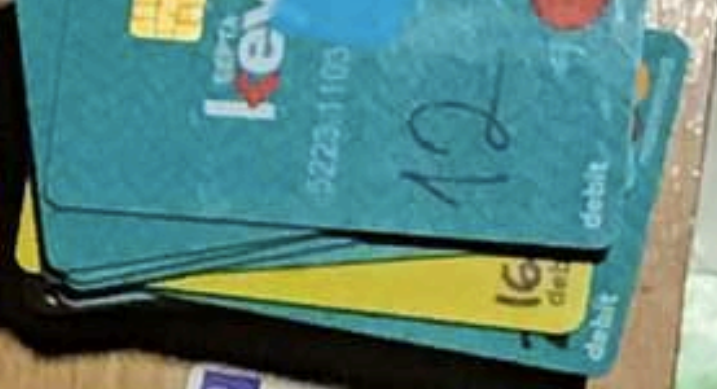
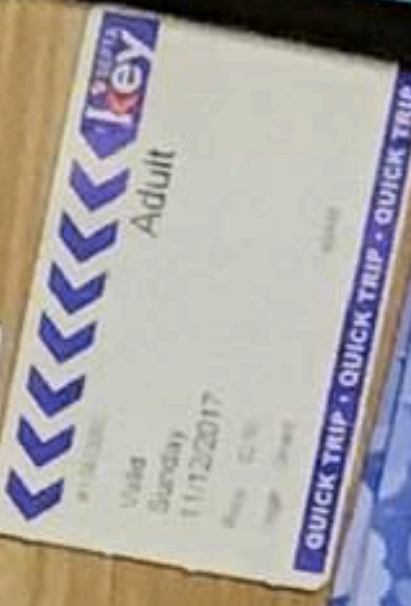
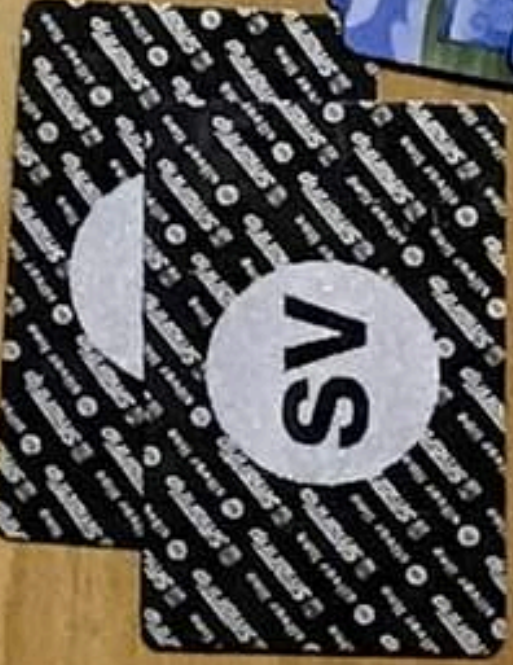
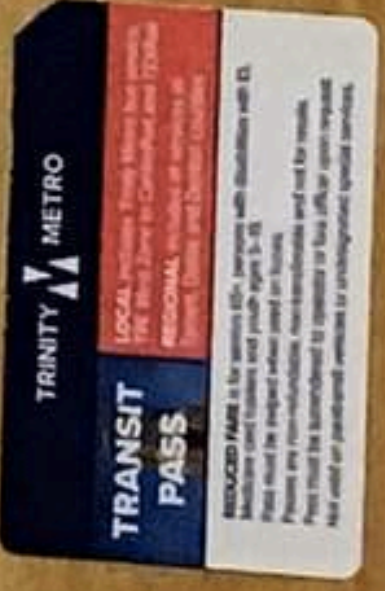
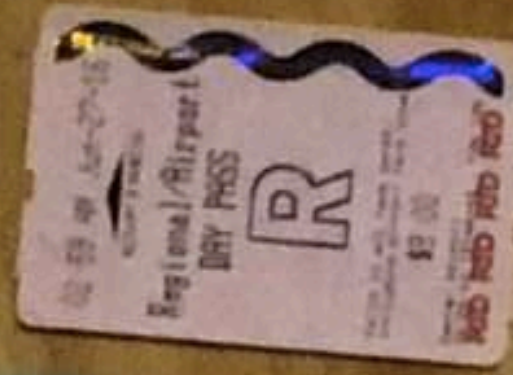
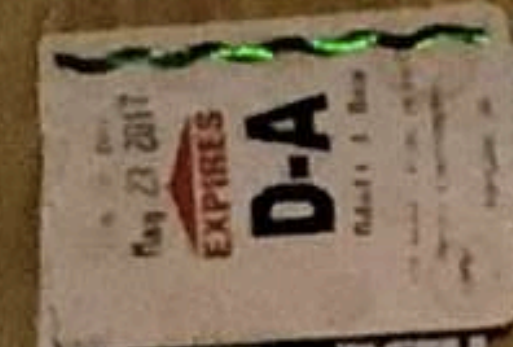
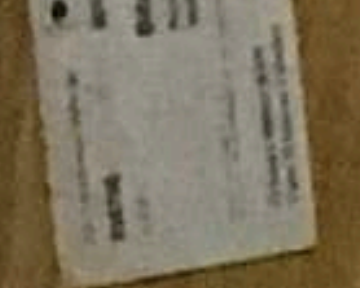
MR JON LIVINGSON

EXPIRES TO

03/15

12345678





who would win?

my collection of transit
cards and tickets

VS.

one small boi



by @pixelyunicorn
#TransitTechiesNYC

tap your card|

tap your card

tap your card **here**

tap your card **to a smartrip® target to load the value**

tap your card **to pay**

tap your card **against any presto device within 30 days**

tap your card **not wallet**

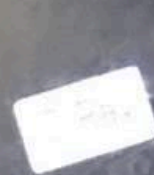
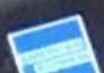


OMNY



TAP HERE

VISA



CUBIC

SEPTA
key



5223

09/22

Valid only in U.S.



debit

mastercard



video of a contactless card being tapped at a faregate

**“people think
i’m a witch!”**

@pixelyunicorn

#TransitTechiesNYC



**“people think
i’m a witch!”**

and i long for the day people don’t

@pixelyunicorn

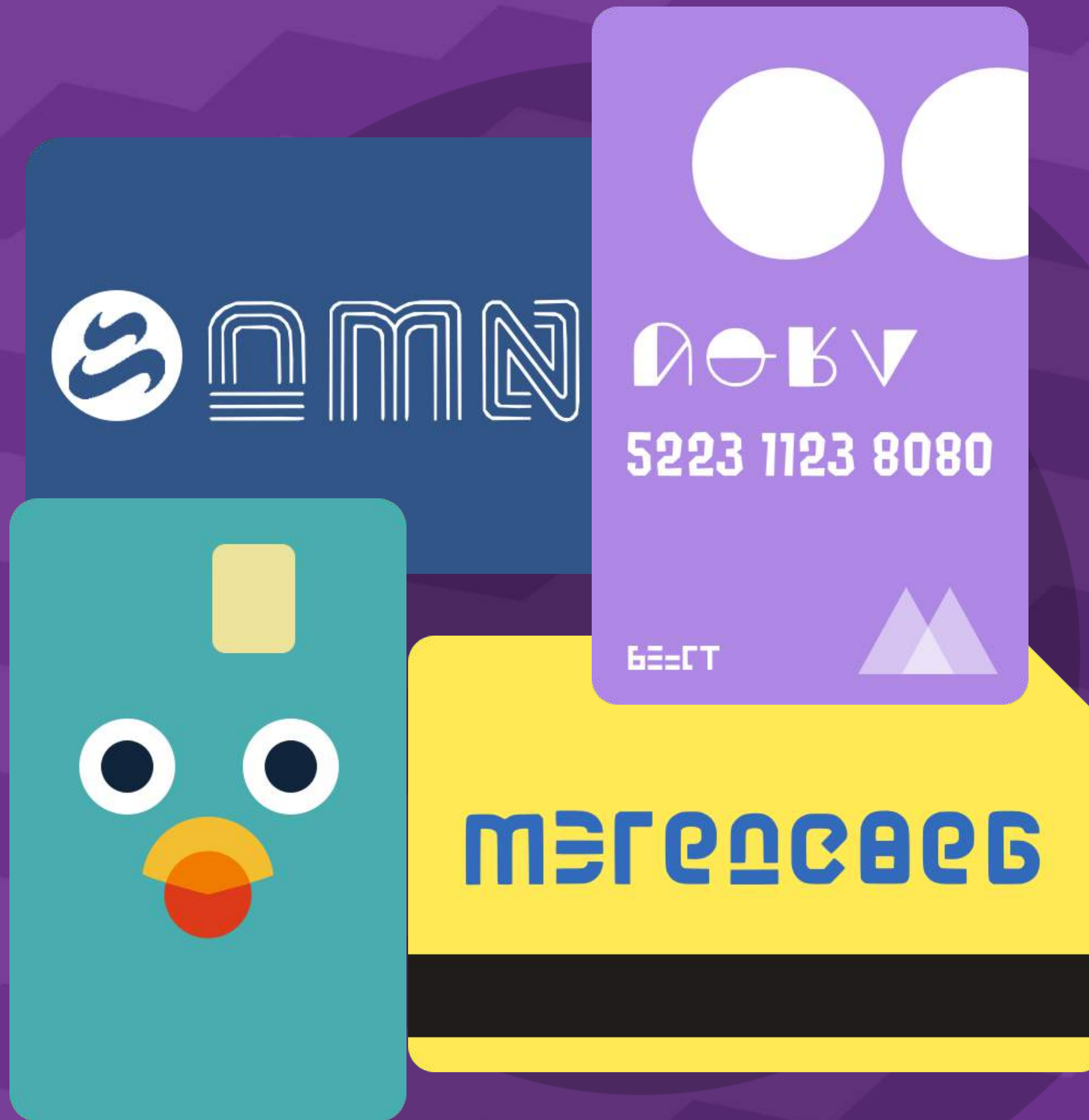
#TransitTechiesNYC



**the future
is cardless**

@pixelyunicorn

#TransitTechiesNYC



the future is cardless

@pixelyunicorn

#TransitTechiesNYC



Thank You!

 @pixelyunicorn
[melody.dev / cards](https://melody.dev/cards)

patreon.com/madebymelody

 SW-4207-5422-1528