

SEPTA Key 2.0

A Survey about SEPTA Key 2.0

SEPTA Key 2.0

The goal of this activity is to Learn a bit about this initiative before you begin.

The title of this activity is SEPTA Key 2.0

Please take 5 minutes to learn about SEPTA Key improvements and share your feedback. Thank you!



This survey will help SEPTA in prioritizing potential and planned improvements. Your feedback will help develop the next generation of SEPTA Key 2.0.

SEPTA Key is an electronic fare payment program that was first launched in 2016. As SEPTA envisions the future of the Key, the agency is interested in identifying the most important features that would enhance riders' experience.



SEPTA Key 2.0

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SEPTA is working to build the next-generation fare collection program, known as SEPTA Key 2.0. We want to hear what features are most important to you as we work to make your fare payment seamless.

SEPTA Preferences

The goal of this activity is for each set of images, choose the option you prefer.

The title of this activity is SEPTA PREFERENCES

Please share your preferences in each of the following questions.

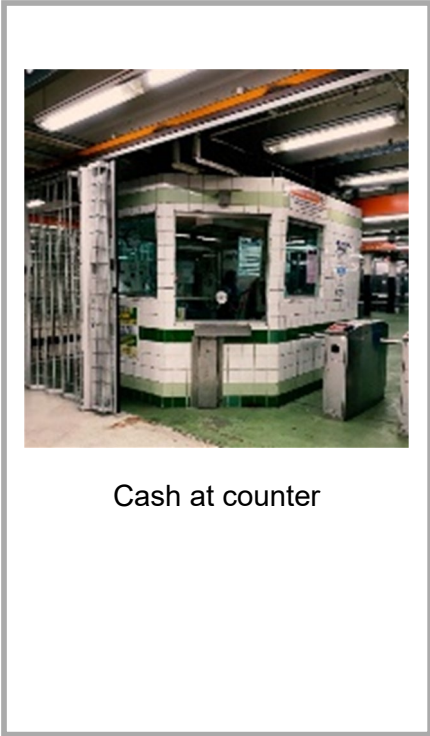
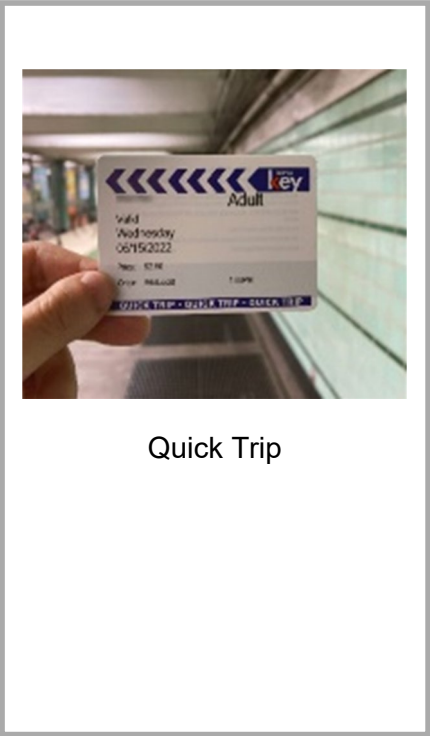
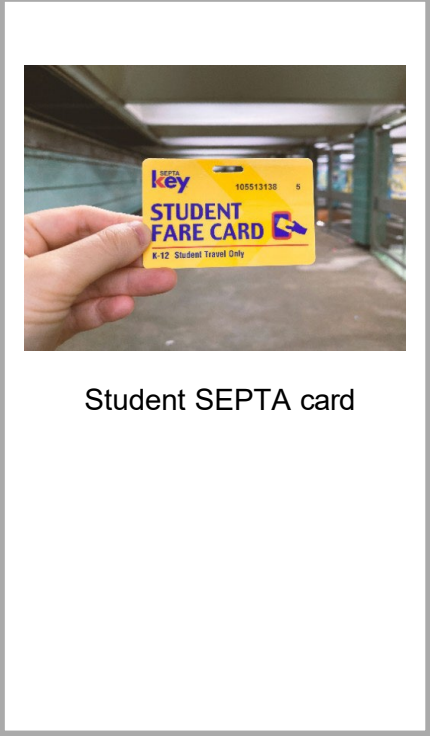
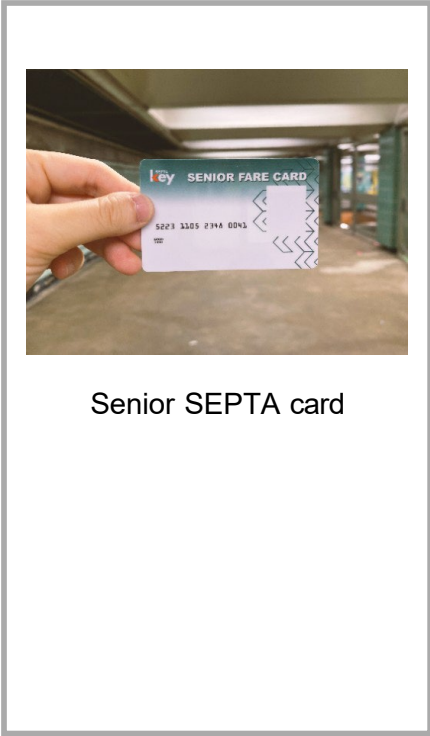
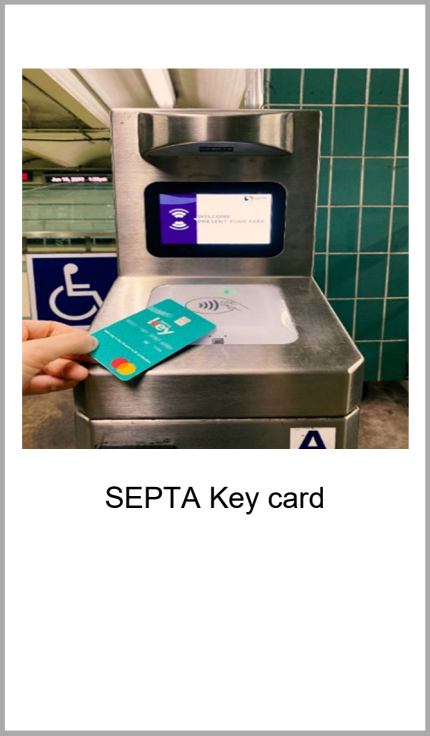
For each set of images, please choose the one you prefer the most.

You are able to add additional feedback at the end of this section under "General Comment".

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Existing Payment Types

I usually pay for SEPTA rides using...



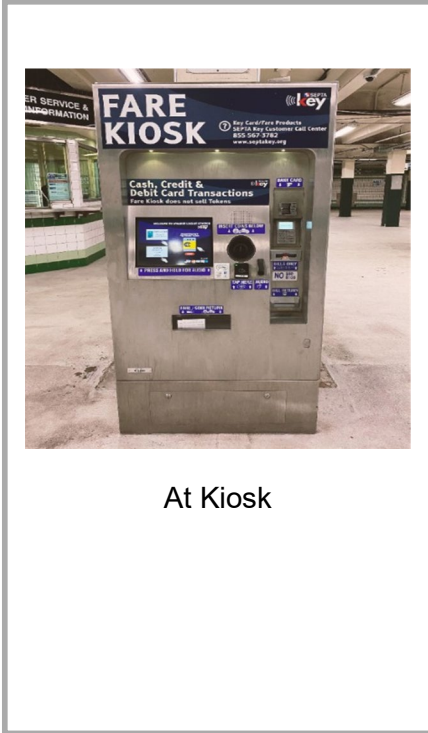
SEPTA Key 2.0

Write down comment below:

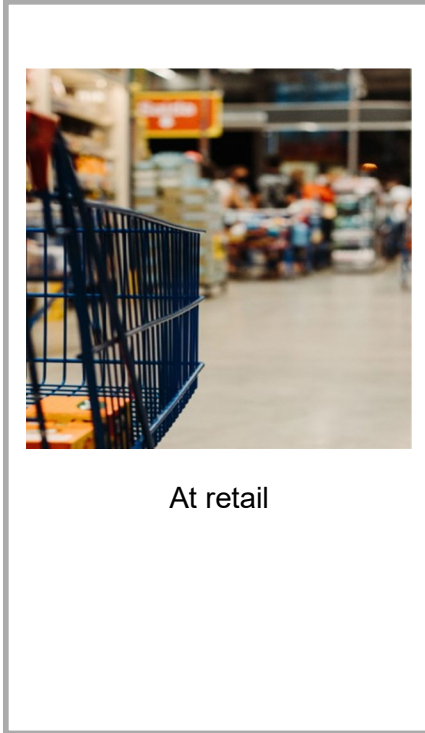
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Existing Ways to Add Fare

I primarily add money to my SEPTA card...



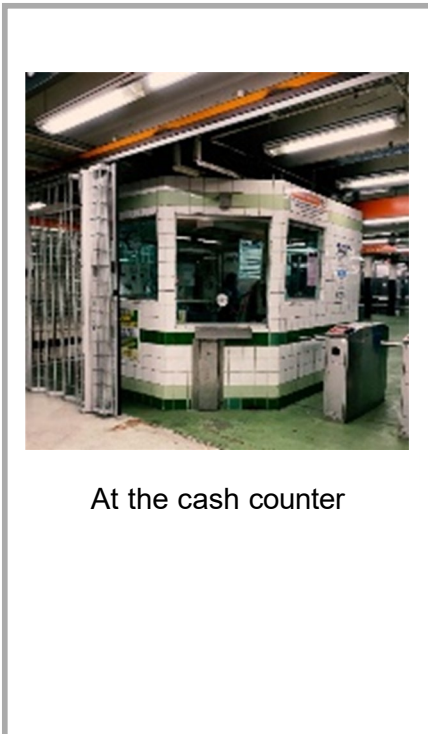
At Kiosk



At retail



On the SEPTA website



At the cash counter



I do not use a SEPTA Key card

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Write down comment below:

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Future Preferred Payment Options

In the future, I would like to pay for SEPTA rides using...



The SEPTA Key card



A bank card



A smartphone



The cash counter



A mobile ticket



All options

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Write down comment below:


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SEPTA Key Locations


I would like to add money to my SEPTA Key at...



Pharmacies




Coffee Shops



Grocery Stores



Library/Recreation Center



Different retail locations



I do not use retail locations


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Write down comment below:

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Potential Transit Integrations

I am most excited about using my SEPTA card to pay for this transit system (select one)...




Indego



Amtrak




PATCO



New Jersey Transit



DART



Uber/Lyft

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Write down comment below:

General Comment

Write down comment below:

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SEPTA Priorities

The goal of this activity is Rank your top items.

The title of this activity is SEPTA PRIORITIES

SEPTA is considering several new features to make paying for transit easier and would like to know which options riders would find most important.

Please select your top 5 priorities below, by numbering with 1-5, with 1 being your top priority and 5 being the final priority.

You are able to add additional feedback at the end of this section under “General Comment”.

Multi-Rider Feature

Use Bank Cards to Ride

Use Smartphone to Ride

See Card Balance at Use

Later Expiration Date

Cheaper Initial Cost

Use SEPTA Key for Other Systems

Add Fare at More Places

Fare Capping Multi-Rider Feature

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Multi-Rider



Multi-Rider features allow multiple people to use the same card while riding together.

Write down comment below:

Use Bank Cards to Ride



A feature that allows you to tap your debit or credit card to pay for a ride.

Write down comment below:

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Use Smartphone to Ride



A feature that allows you to tap your smartphone at a reader using a SEPTA application, Google Pay, Apple Pay, or other applications.

Write down comment below:

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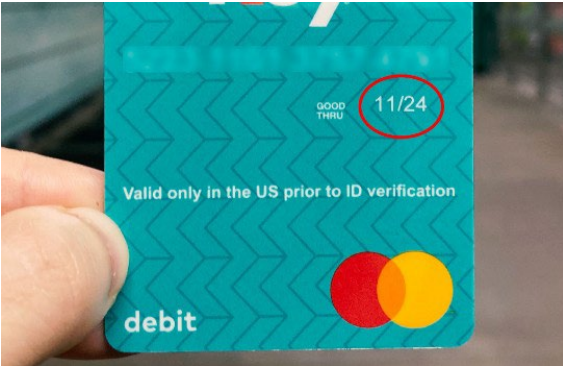
See Card Balance at Use



A feature that allows you to see your exact account balance upon immediate use.

Write down comment below:

Later Expiration Date



Extend the expiration date for fare cards so that customers do not have to buy new ones as frequently. Currently, SEPTA Key cards expire every three years.

Write down comment below:

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Cheaper Initial Cost

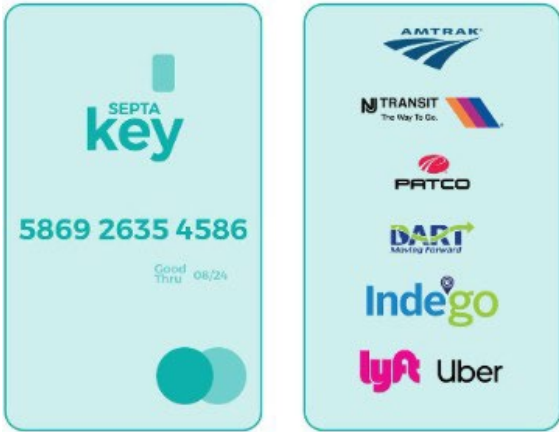


Buy a SEPTA Key card at a lower price. Currently, SEPTA Key cards cost \$4.95 which is reimbursed if registered on the SEPTA website.

Write down comment below:

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Use SEPTA Key for Other Systems



Use SEPTA Key on other transit systems such as Amtrak, New Jersey Transit, PATCO, Indego, Uber/Lyft, or DART.

Write down comment below:

Add Fare at More Places



Add fare at more places outside of SEPTA stations. This includes retail locations like cafes, grocery stores, neighborhood convenience stores, or pharmacies.

Write down comment below:

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Fare Capping



"Fare capping" is a fare policy that allows you to pay as you go and provides free rides after you reach the cost of a daily/weekly/monthly transit pass.

Write down comment below:

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SEPTA Payment Policies

The goal of this activity is please rate the degree to which you agree or disagree with the following statements

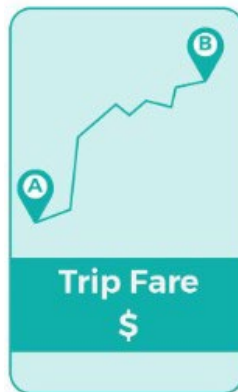
The title of this activity is SEPTA PAYMENT POLICIES

Please review the three statements related to SEPTA fare policy and indicate if you agree or disagree with the statement.

Please give your input on the items you feel most strongly about. You are able to add additional feedback at the end of this section under "General Comment"

Cost of a Ride

It is easy to understand how much a ride will cost with SEPTA



Do you agree with this statement?

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Write down comment below:

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Fare Capping

I support SEPTA implementing fare capping



Do you agree with this statement?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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Write down comment below:

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Reduced Fare Options

SEPTA needs more reduced fare options (e.g. students, seniors)



Do you agree with this statement?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Write down comment below:

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General Comment

Write down comment below:

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Wrap Up

The goal of this activity is Tell us a bit about yourself.

Final Questions

What is your age?

18-24

25-34

35-44

45-54

55-64

65-74

75 or older

Prefer not to answer

How would you describe yourself? (select all that apply)

African American/Black

Asian/Pacific Islander

Caucasian, White

Hispanic/Latino

Middle Eastern/North African

Native American/Alaska Native

Prefer not to answer

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To which gender do you most identify?

Female

Male

Non-binary

Prefer not to answer

Do you own or have access to a car?

Yes

No

What is your total household income?

Less than \$15,000

\$15,000 to less than \$25,000

\$25,000 to less than \$35,000

\$35,000 to less than \$50,000

\$50,000 to less than \$75,000

\$75,000 to less than \$100,000

\$100,000 or more

Prefer not to answer

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What county do you live in?

Bucks County, PA

Chester County, PA

Delaware County, PA

Montgomery County, PA

Philadelphia County, PA

Burlington County, NJ

Camden County, NJ

Gloucester County, NJ

New Castle County, DE

Prefer not to answer

What is your ZIP code?

Write down comment below:

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Thank You!

Thanks for your input! Please take a moment to answer the final questions.

Knowing more about you will help us make sure we are reaching and hearing from a diverse group of stakeholders.

General Comment

Write down comment below:

The title of this activity is Wrap Up

Thank You!