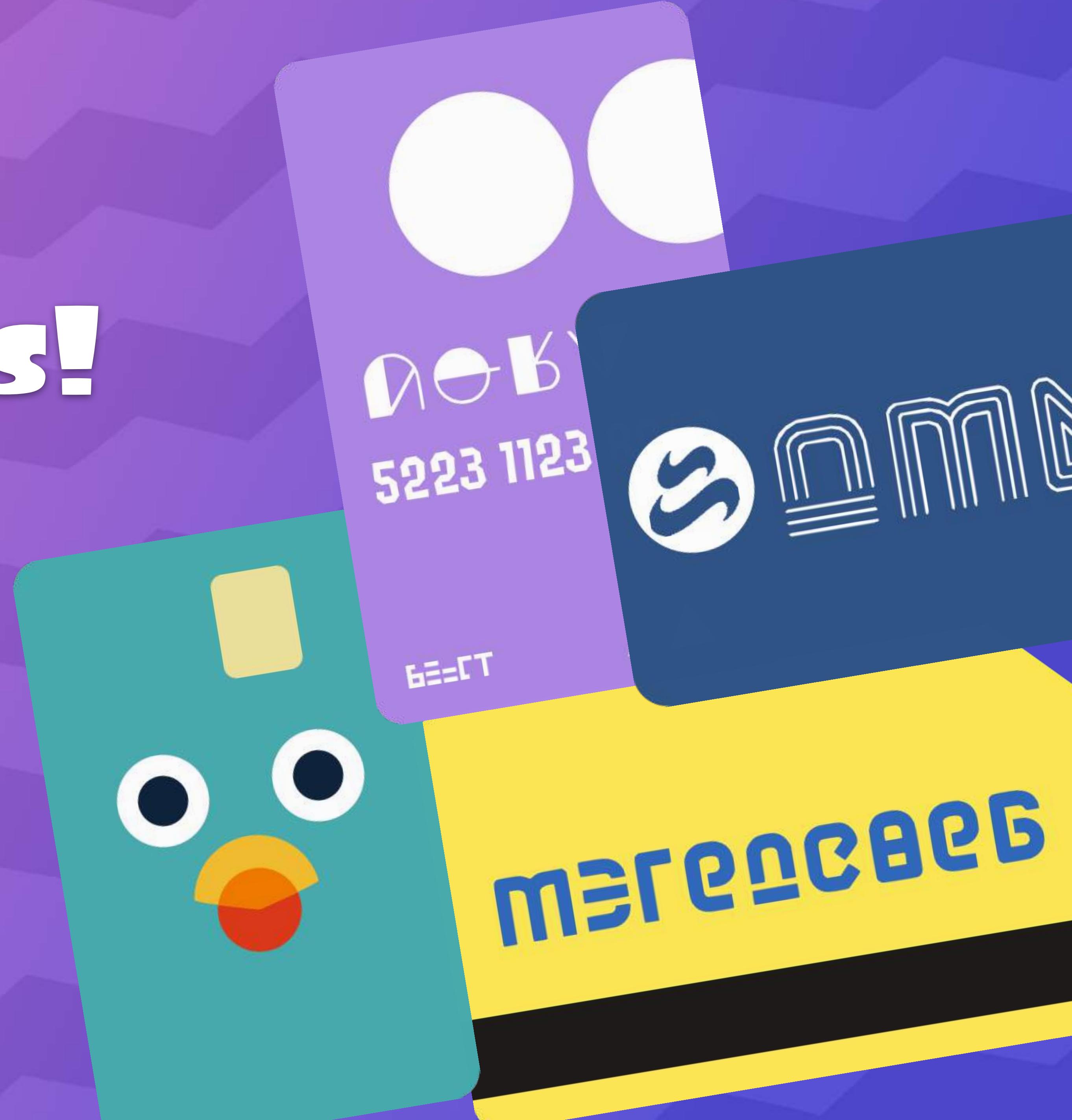


Let's Talk Transit Cards!

by Melody ✨

@pixelunicorn

#TransitTechiesNYC



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

@pixelunicorn

#TransitTechiesNYC

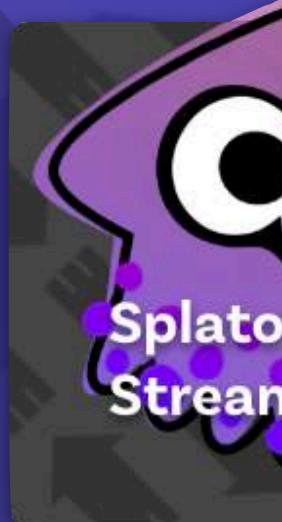
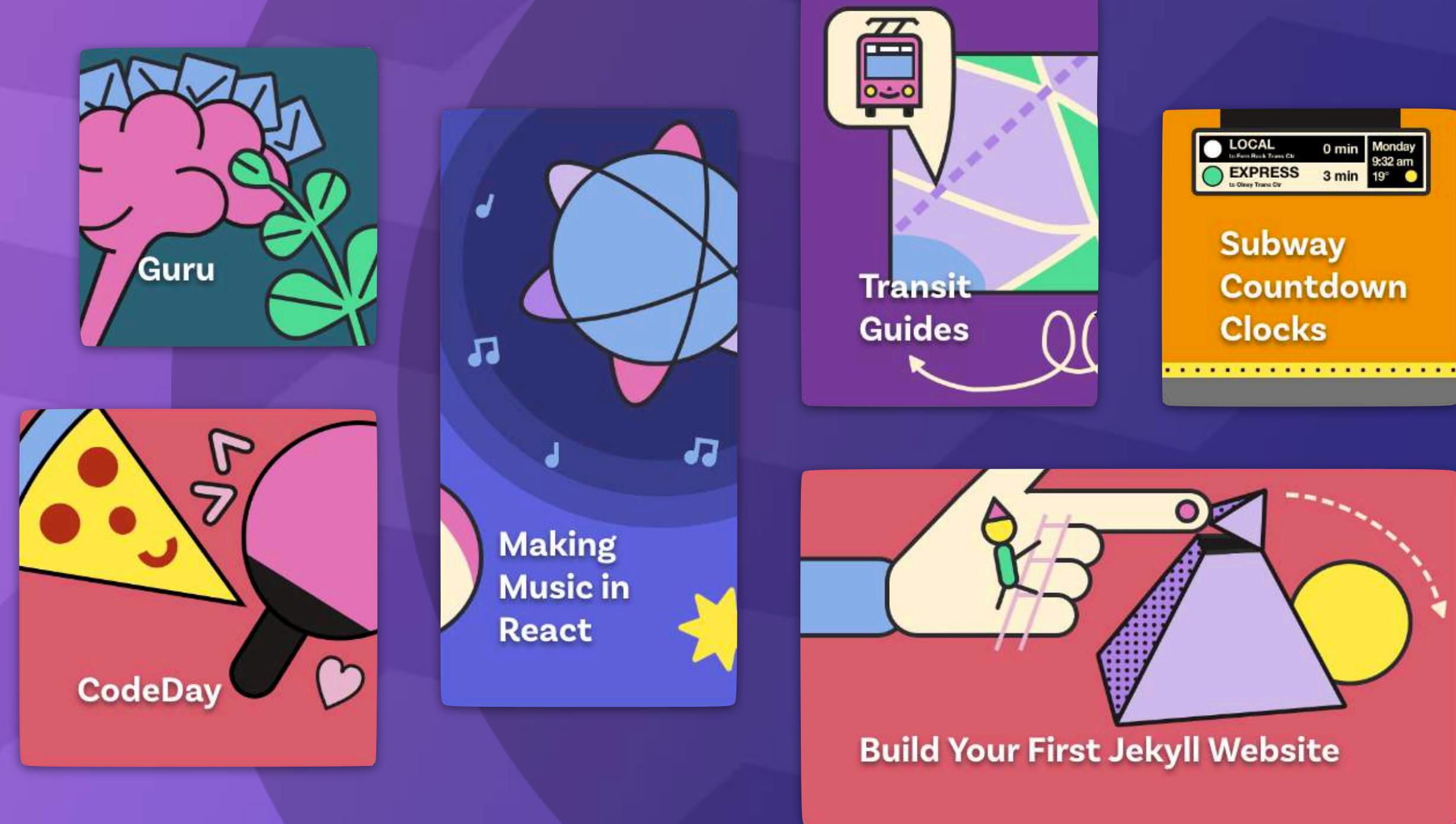
they/them



melody.dev

@pixelunicorn

#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

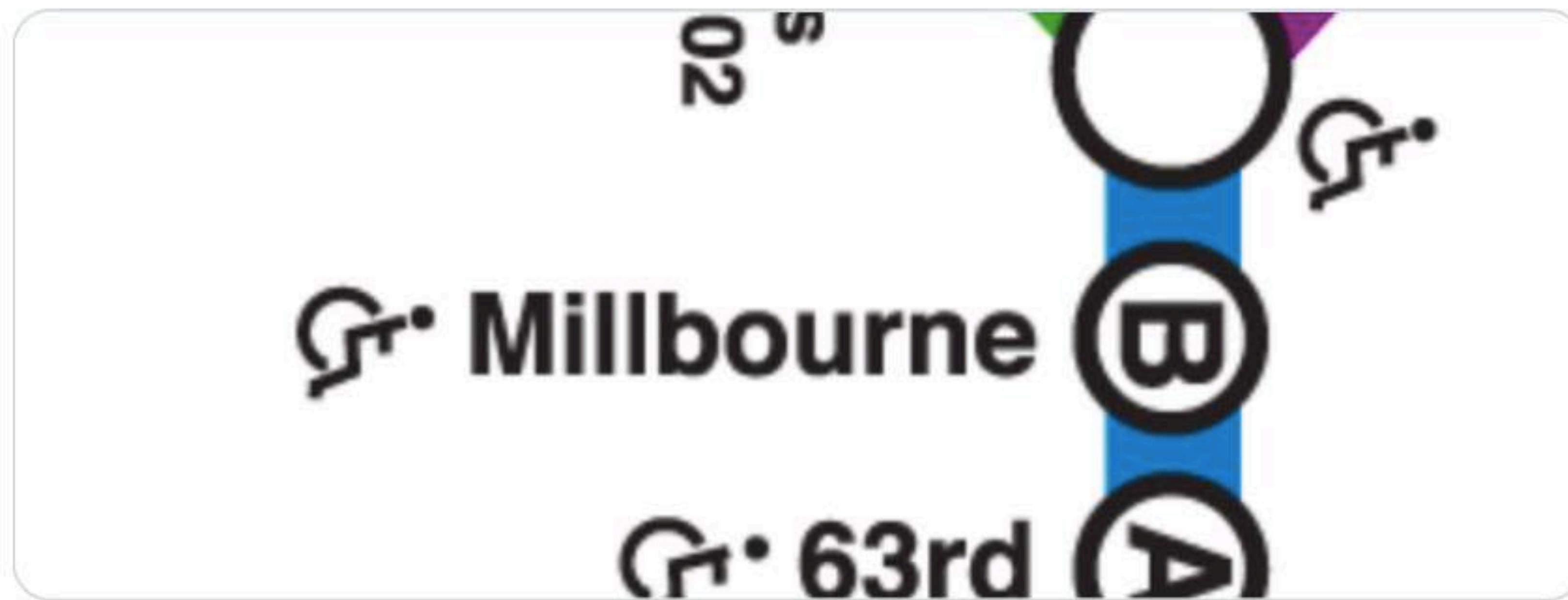


*pins coming soon!



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









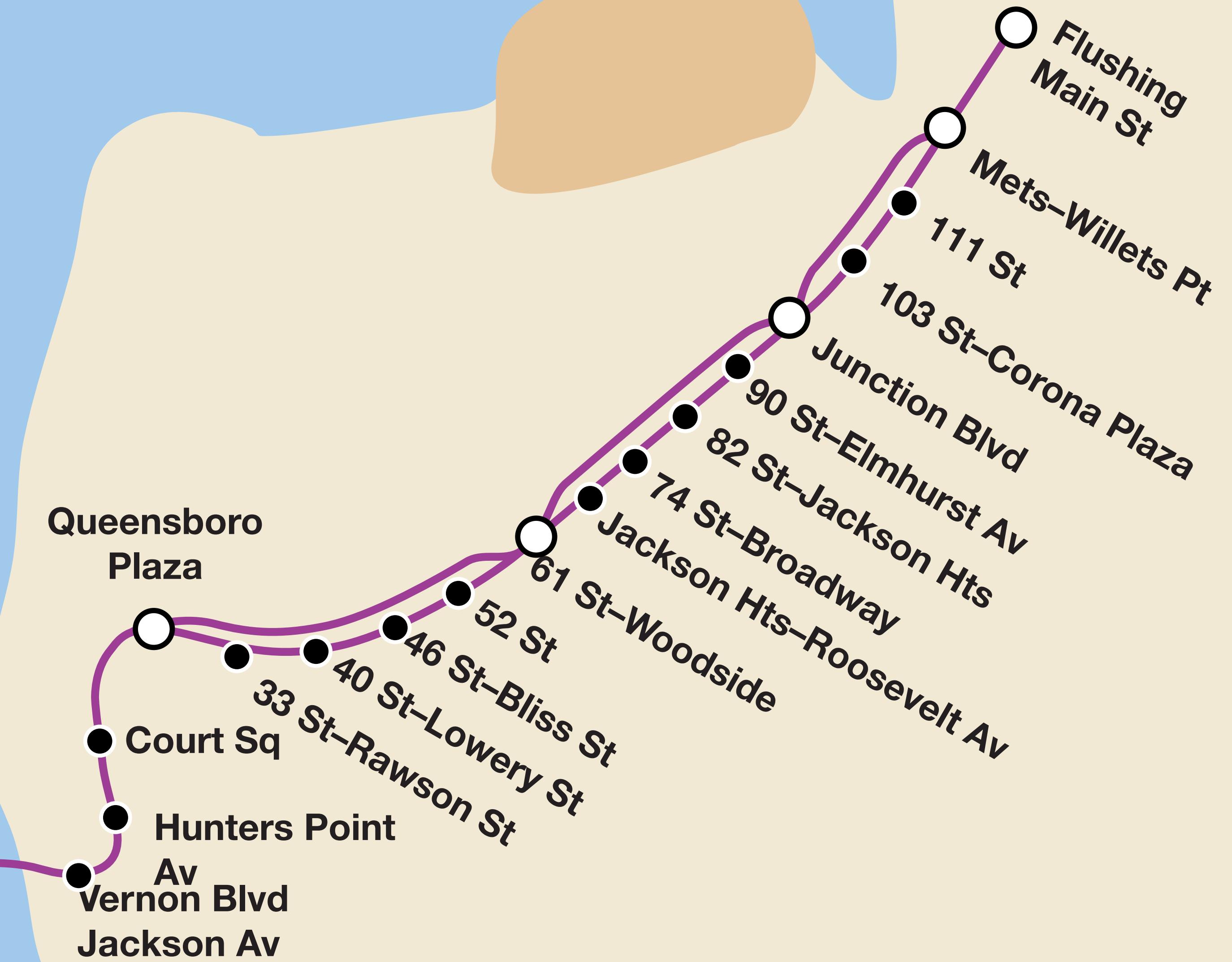
MANHATTAN

Times Sq
42 St

Bryant Pk
42 St

Grand Central
42 St

34 St-Hudson Yards



QUEENS

Bway

City of
Pennsylvania.
rody!)

HOBOKEN

Washington Av-SIT
9th-Congress
Central Av

Seacucus

Harrison

Newark Penn

Elm-Walnut Sts

South St

Newark Airport

Hudson River

MANHATTAN

Times Sq
42 St

Bryant Pk
42 St

Grand Central
42 St

34 St-Hudson Yards

23 St-Chelsea

14 St-Google

QUEENS

Flushing Main St

Mets-Willets Pt

111 St

103 St-Corona Plaza

Junction Blvd

90 St-Elmhurst Av

82 St-Jackson Hts

74 St-Broadway

Jackson Hts-Roosevelt Av

61 St-Woodside

52 St

46 St-Bliss St

40 St-Lowery St

33 St-Rawson St

Court Sq

Hunters Point

Av Vernon Blvd

Jackson Av

Queensboro Plaza

HOBOKEN

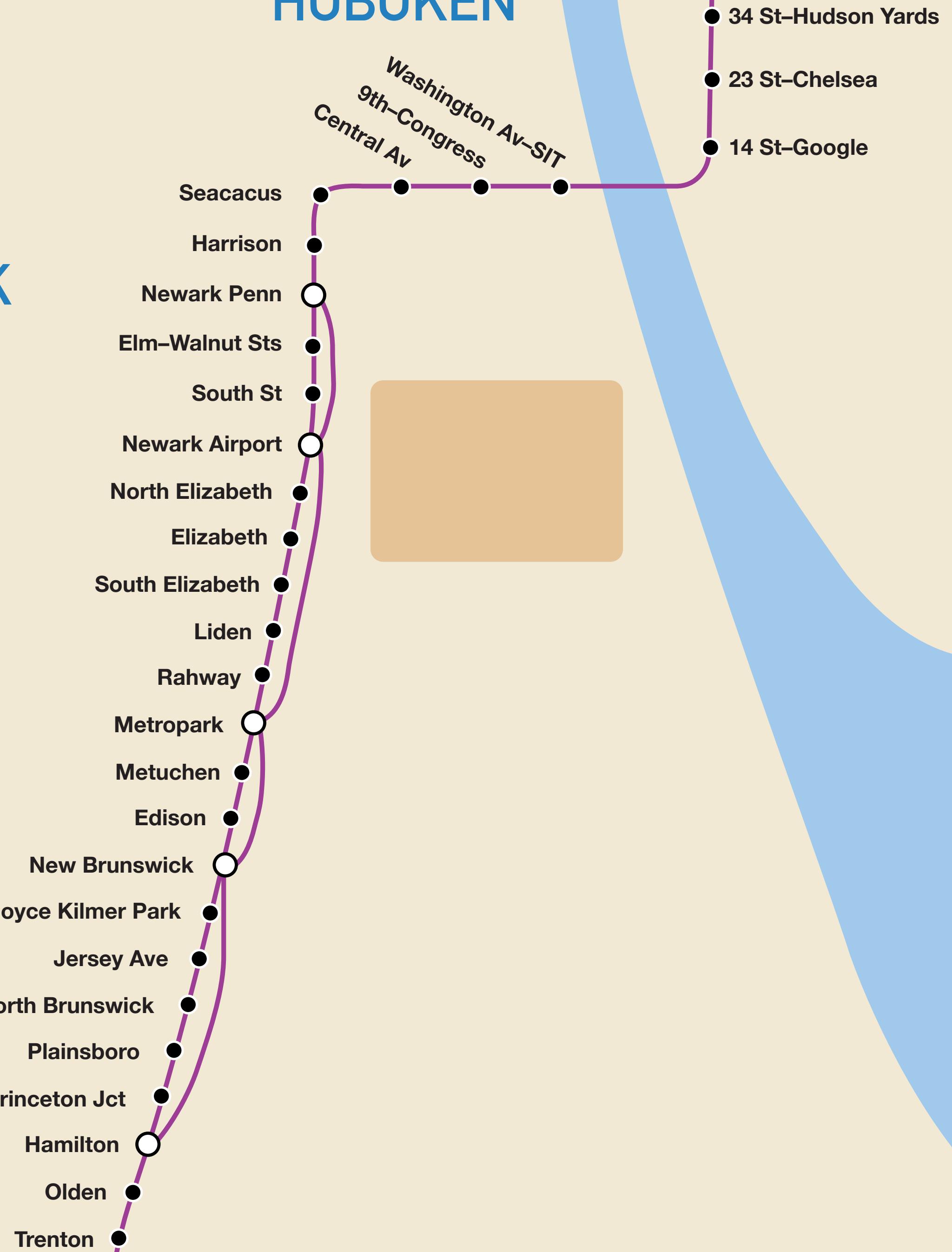
Jackson Av

CENTRAL JERSEY

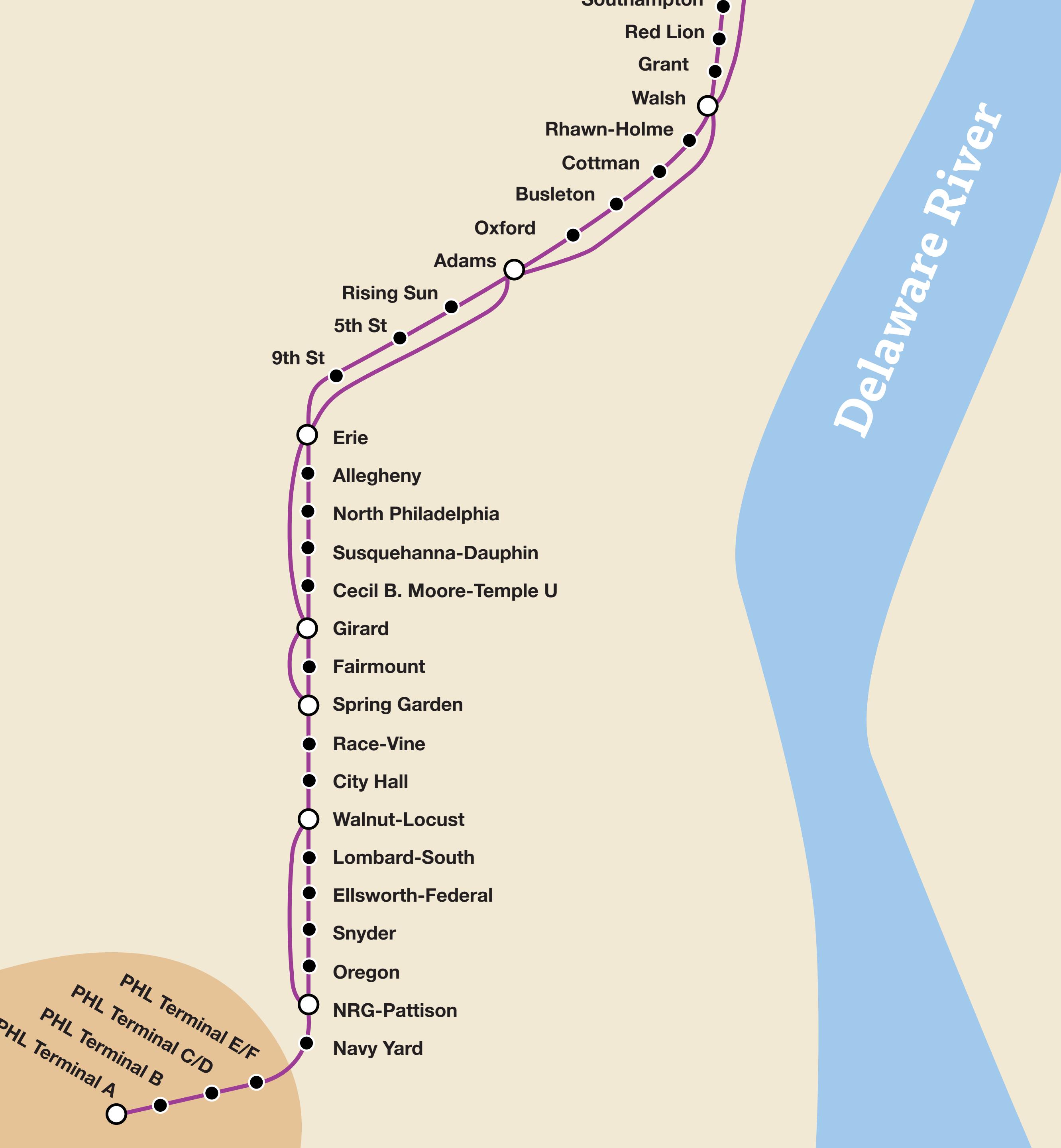
NEWARK

STATEN ISLAND

BR



SOUTH JERSEY



Service Patterns

7

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

7

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

7

Local
Trenton
PHL Airp
(All Tim

7

Express
Flushing-Main St to
14 St-Google

7

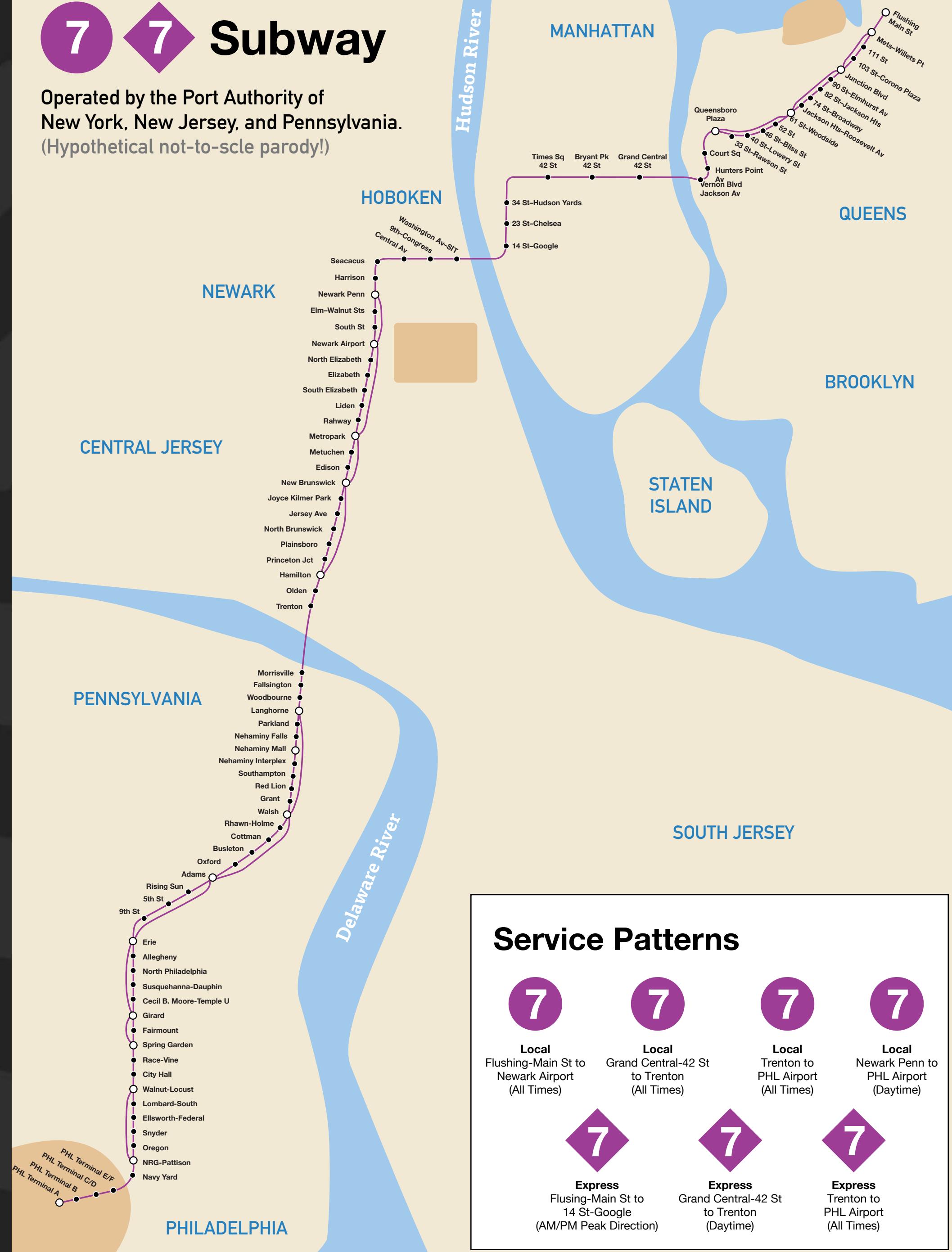
Express
Grand Central-42 St
to Trenton

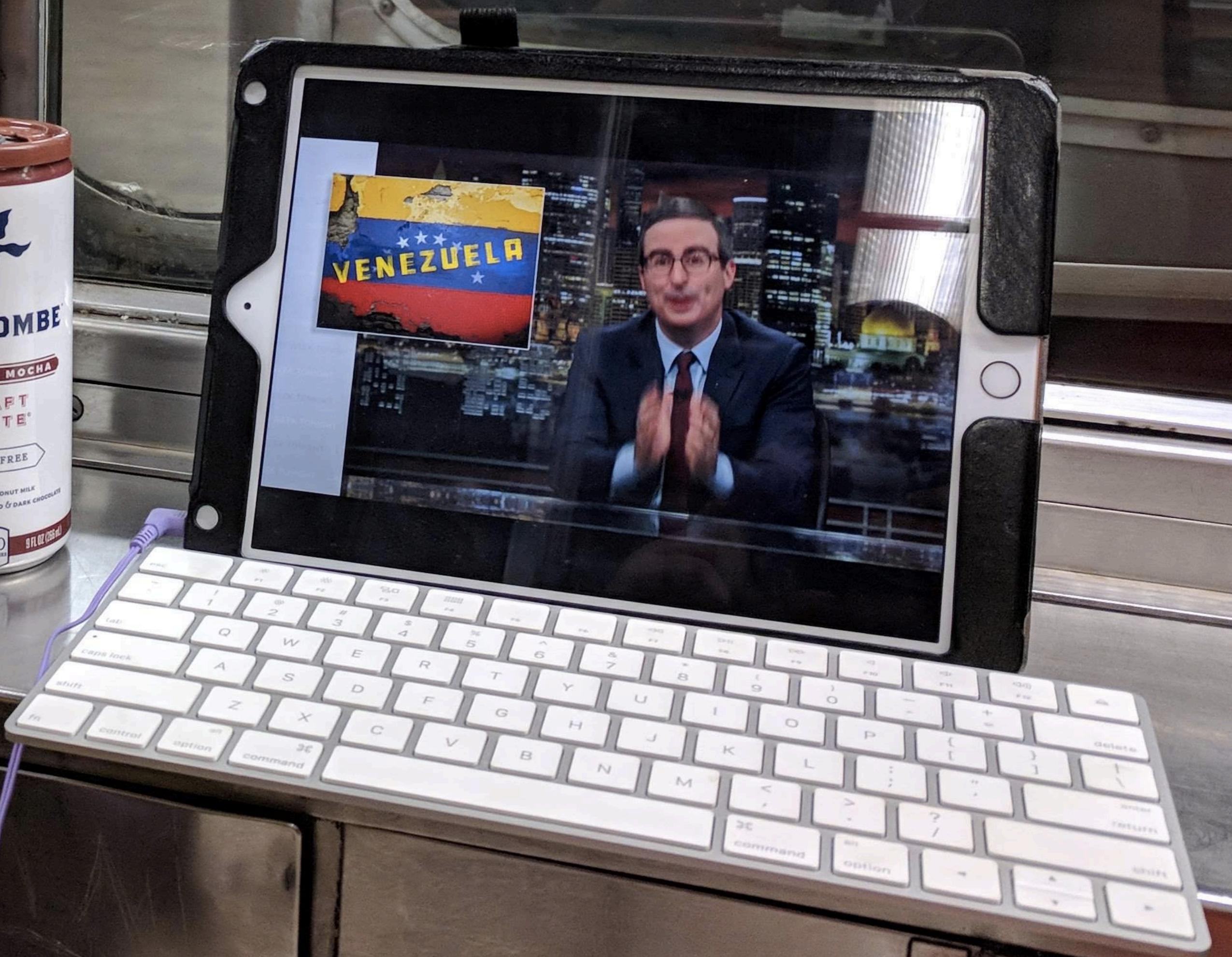
7

7

Subway

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





Part 1: SEPTA Key!

@pixelunicorn

#TransitTechiesNYC



Welcome to SEPTA Key®

The Future of Fare Payment

[Register My New Card](#)

[I Want a Key Card](#)

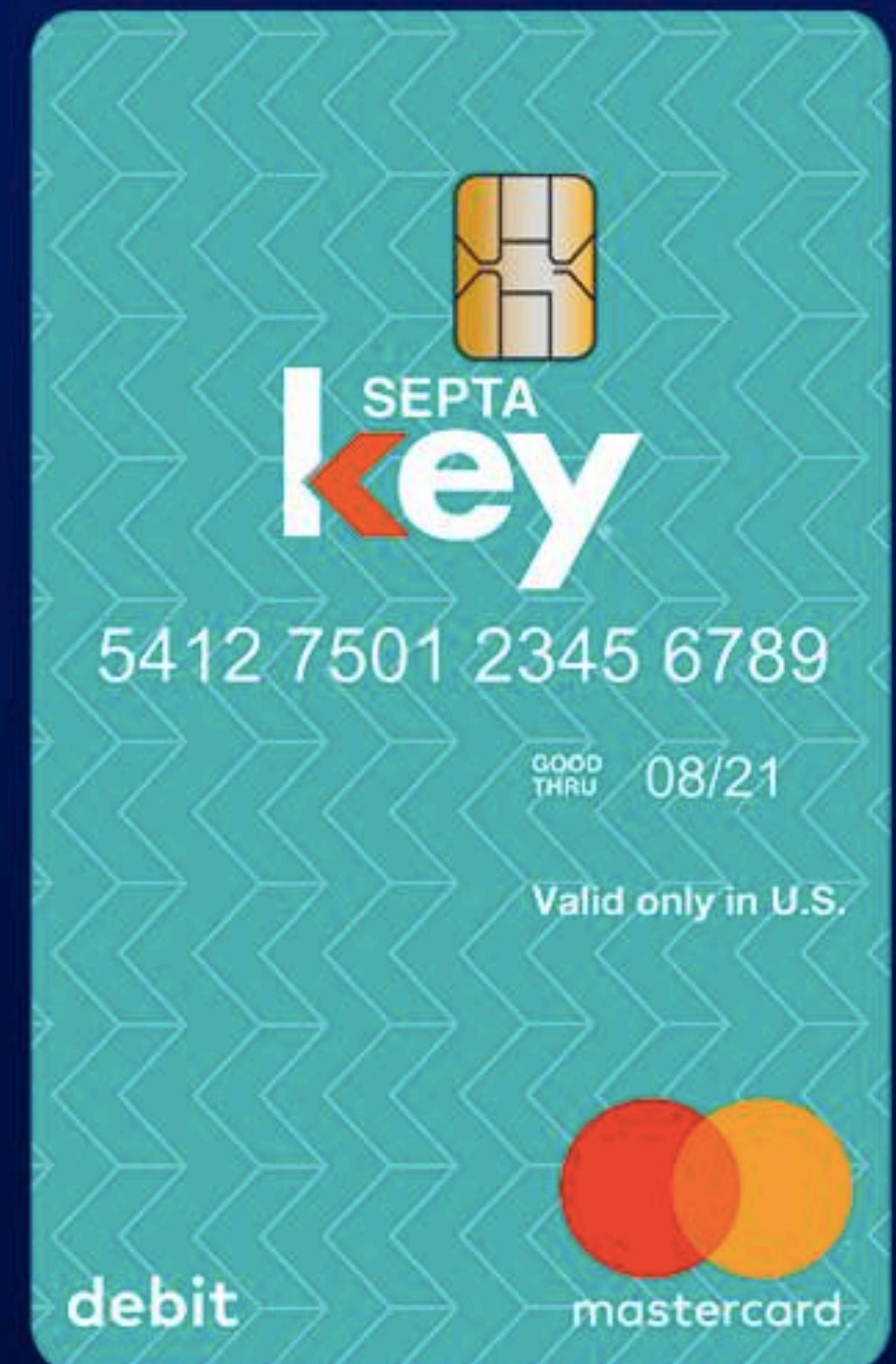




photo from streetsdept.com

hi, i'm Robin!

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











the year was 2011...

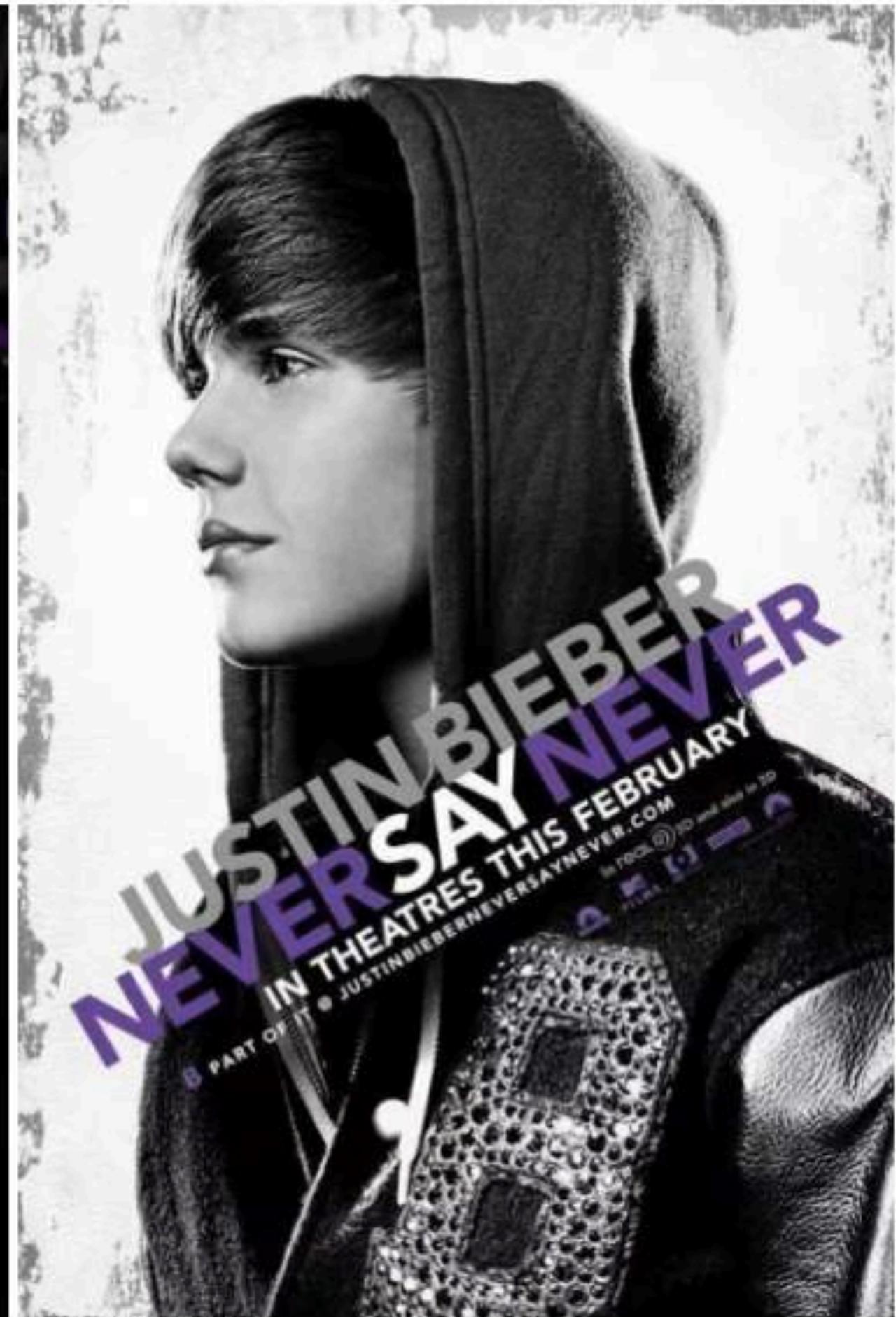
@pixelunicorn

#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...

@pixelunicorn

#TransitTechiesNYC

11. ...as was Planking.

The image is a composite of two screenshots. On the left, a black silhouette of a person's head and shoulders is positioned against a dark blue background with a subtle geometric pattern. On the right, the homepage of the iPlanking website is displayed. The header reads "iPlanking – The Official Planking site" and features a large blue logo consisting of three horizontal bars of increasing length followed by a circle. Below the header, the word "iPlanking" is written in a bold, white, sans-serif font, with "Planking for Everyone" in a smaller font underneath. A navigation bar includes links for "The Rated Planks", "Planking Photos", "About Planking", "Planking How To", "Press", "Store", "Blog", "Contact", and "Upload Plank". A search bar is located at the top right. A thumbnail image titled "97 Year Old Plank" shows an elderly man in a suit performing a plank on a bench. Below the thumbnail, there is a five-star rating and a link to "Chris Graythen / Getty Images". At the bottom of the page, there are social media sharing icons for Facebook, Pinterest, Email, and Twitter.

the year
was 2011...

@pixelunicorn

#TransitTechiesNYC



the year
was 2011...

@pixelunicorn

#TransitTechiesNYC



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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.

[News](#)[Radio & Podcasts](#)[TV](#)[Arts](#)[Events](#)[Education](#)

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original timeline



2011

Contract
Awarded



2013

Bus, Trolley,
and Subway
(Partial Rollout)



2014

Regional Rail
(Full Rollout)

original timeline



2011

Contract
Awarded

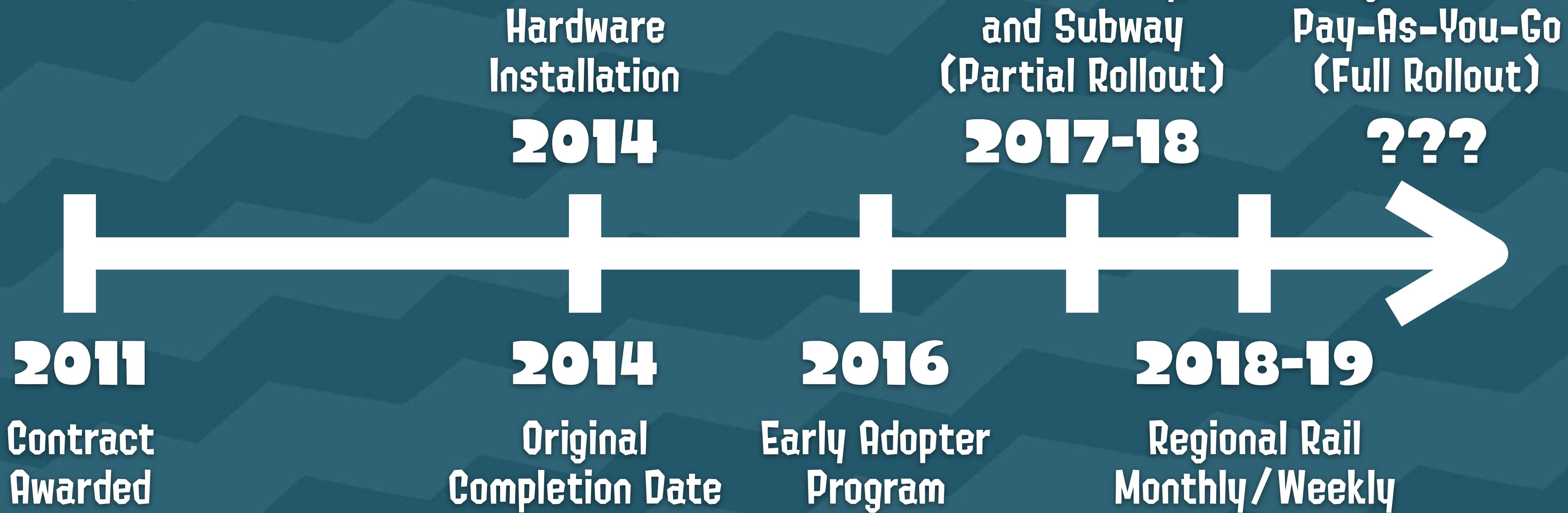
2013

Bus, Trolley,
and Subway
(Partial Rollout)

2014

Regional Rail
(Full Rollout)

actual timeline



company timeline

2011



???



2017



2018

Eagles win the
Super Bowl

IS YOUR KEY CARD ABOUT TO EXPIRE?

[Learn More>>](#)



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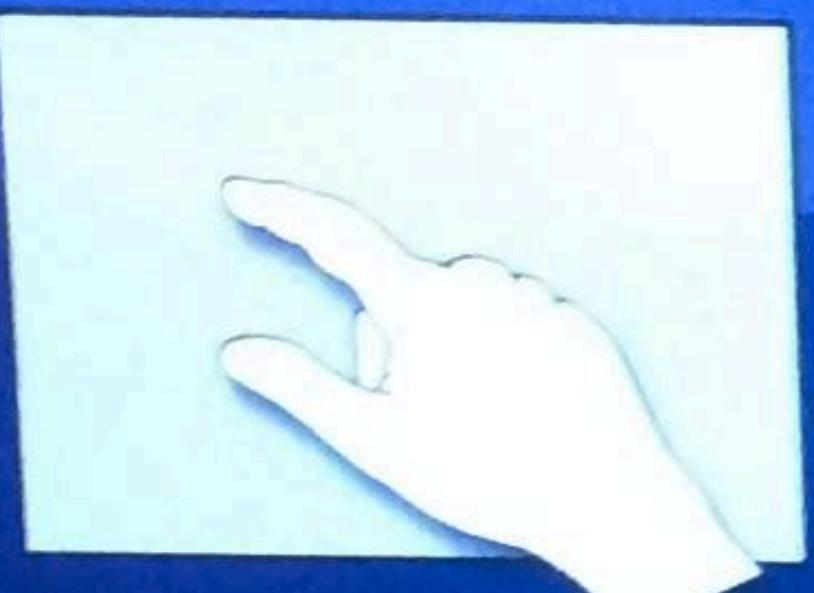
Riders will be able to pay using either a contactless credit card or other wireless device — like a key fob or cell phone — or pay a small fee to use a SEPTA-branded card.

WELCOME TO 13TH ST STATION



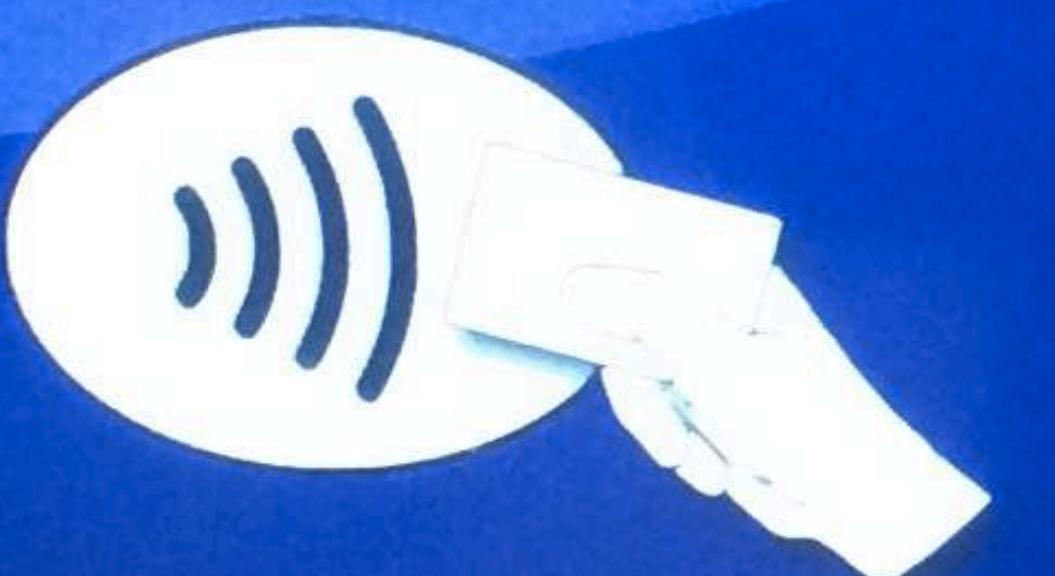
NO CARD?

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





WELCOME TO 13TH ST STATION



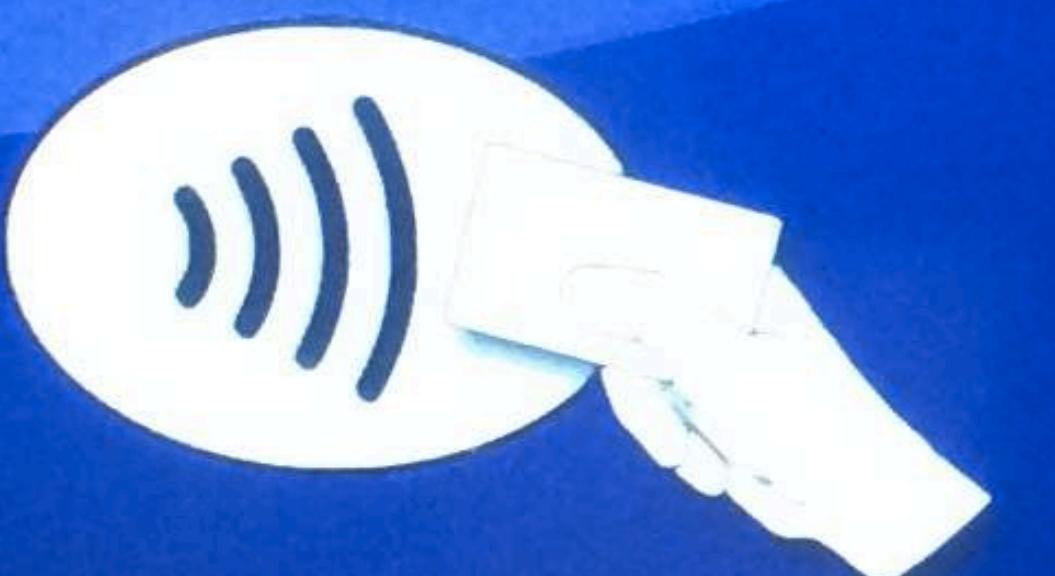
NO CARD?

Touch Screen



CONTACTLESS CARD?

Tap Reader



We Accept:



↑ PRESS AND HOLD FOR AUDIO ↑



TRANSIT STATION



Get Key Card
Passes &
Travel Wallet



Reload Key Card
Tap Reader Below



Español

We Accept:



↑ PRESS AND HOLD FOR AUDIO ↑

INSERT C



Kiosk Gripe

- 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)



Account Profile



Saved Carts



Service Requests



My Activity

Hi JAMES SAKSA

Cart

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

	Key Card Number	Alias	PIN	Hotlisted?	Lost/Stolen Date	
<input checked="" type="checkbox"/>	xxxxxxxxxxxxx2921	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](#)



Home

My Account

Fare Products

FAQs

Logout

- 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](#)[Cardholder Agreement](#)[Privacy Policy](#)[Website Accessibility](#)[Contact Us](#)[Select Language](#)

Powered by Translate

©2017 SEPTA Key® Card
This card is issued by MetaBank®, Member FDIC, pursuant to license by MasterCard International Incorporated. Your prepaid MasterCard debit card can be used everywhere MasterCard debit cards are accepted.

Important information for opening a Personalized Card account: To help the federal government fight the funding of terrorism and money laundering activities, the USA PATRIOT Act requires all financial institutions and their third parties to obtain, verify, and record information that identifies each person who opens a Card account. What this means for you: When you open a Personalized Card account, we will ask for your name, address, date of birth, and other information that will allow us to identify you. We may also ask to see your driver's license or other identifying documents.



Home

My Account

Fare Products

FAQs

Logout

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

HI AMANDA RIBARCHIK

Key Card(s)

	Key Card Number	Alias	PIN	Notlisted?	Last/Stolen Date
<input checked="" type="checkbox"/>	XXXXXXXXXX2793		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						

[Cardholder Agreement](#)[Privacy Policy](#)[Website Accessibility](#)[Contact Us](#)[Select Language](#)

Powered by Translate

©2017 SEPTA Key® Card

This card is issued by MetaBank®, Member FDIC, pursuant to license by MasterCard International Incorporated. Your prepaid MasterCard debit card can be used everywhere MasterCard debit cards are accepted.

Important information for opening a Personalized Card account: To help the federal government fight the funding of terrorism and money laundering activities, the USA PATRIOT Act requires all financial institutions and their third parties to obtain, verify, and record information that identifies each person who opens a Card account. What this means for you: When you open a Personalized Card account, we will ask for your name, address, date of birth, and other information that will allow us to identify you. We may also ask to see your driver's license or other identifying documents.

[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

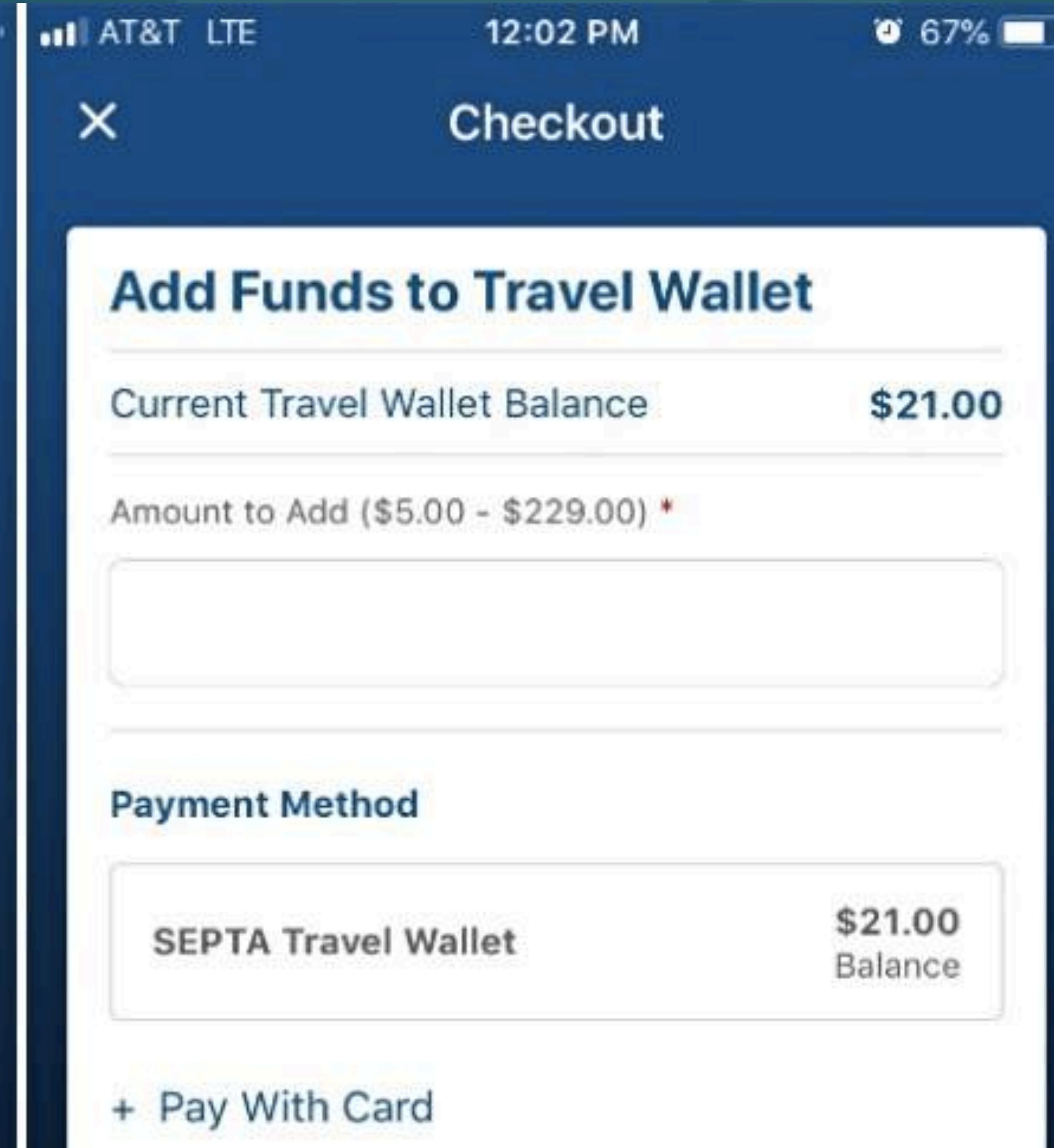
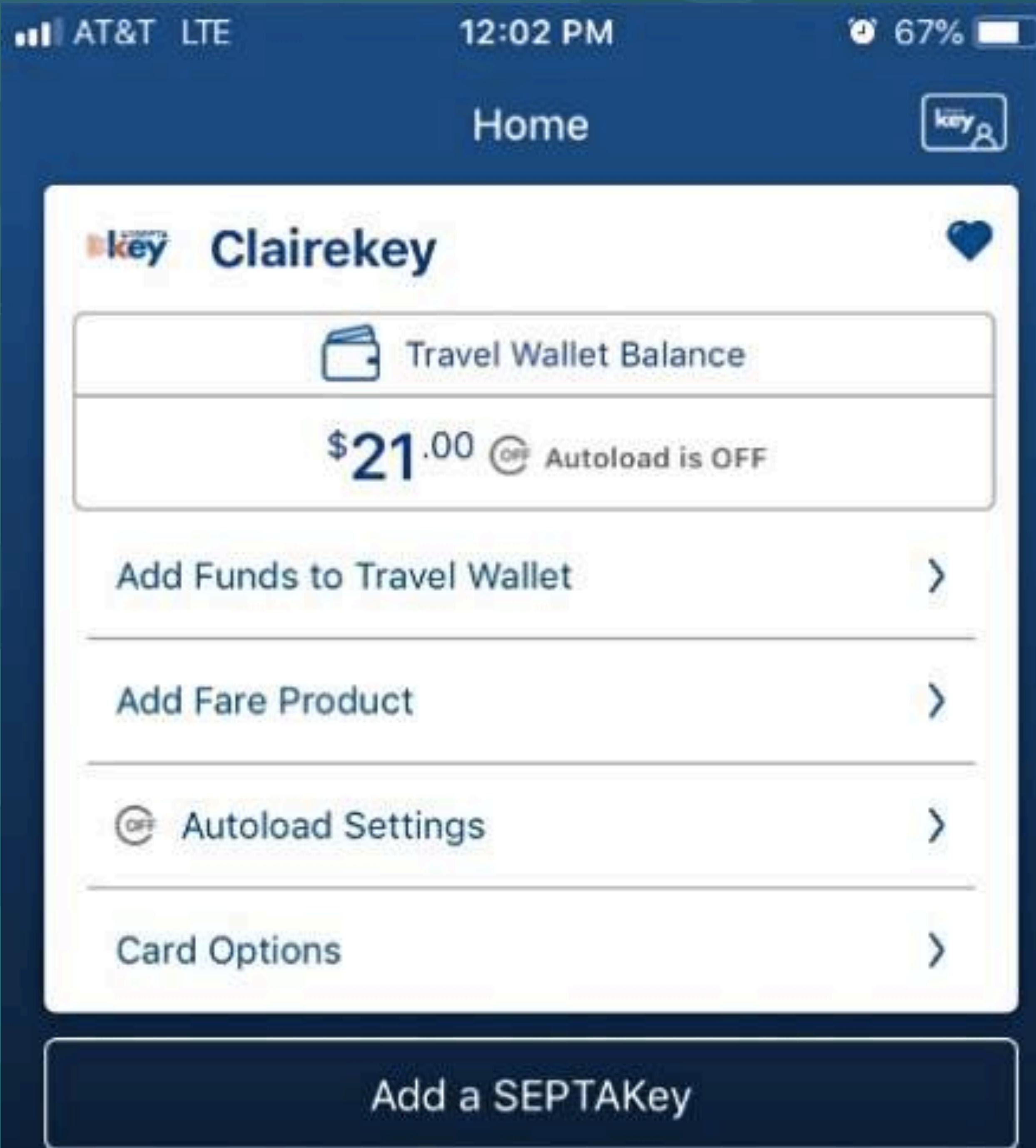
Save a payment method to add Travel Wallet value faster than ever.

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.



9093

Stop

We're Getting There.



photo from thereckoner.net

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

photo from phillymag.com





photo from phillymag.com

original timeline



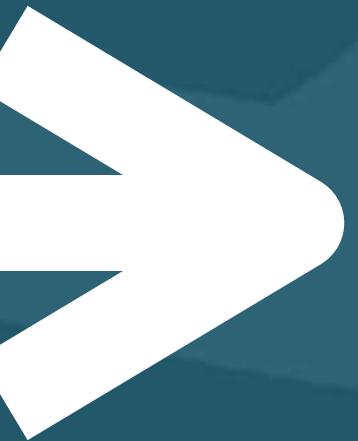
2011

Contract
Awarded



2014

Original
Full Rollout



technology timeline

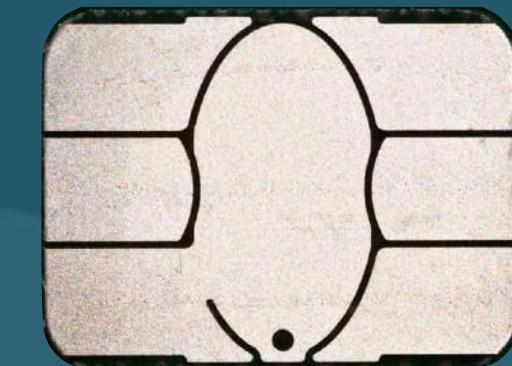
H
2011
Contract
Awarded



2014



2015

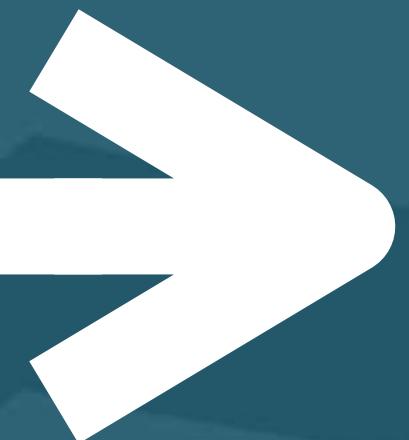


2016-17



now

2014
Original
Full Rollout



Robin says:

“trans rights!!!!”



Robin says:

“Your hardware needs replacing!”



Part 2: Everything is a Transit Card!

@pixelunicorn

#TransitTechiesNYC



did you know?

@pixelunicorn

#TransitTechiesNYC





sailor mercury

@sailorhg



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



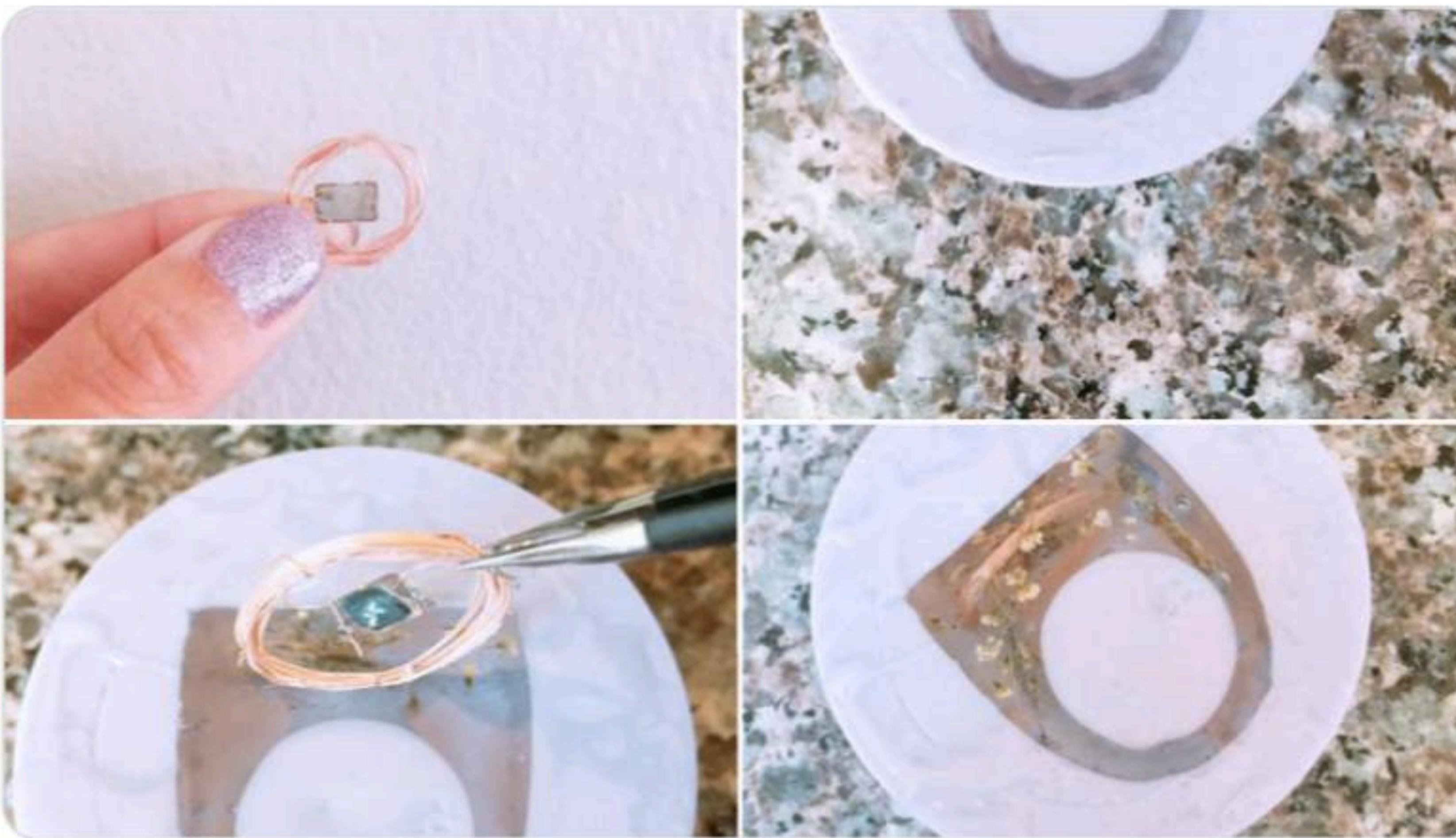


sailor mercury

@sailorhg



part 2: putting it into jewelry



ERG | TRANSIT SYSTEMS

W
PLEASE
TAG CARD



→ TAP ORCA



A blurry, close-up video still showing a sandwich being tapped at a faregate. The sandwich is wrapped in white paper with red text that appears to read "Faregate". A hand is visible holding the sandwich. In the background, a dark surface and a small portion of a yellow and black object are 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!!!

@pixelunicorn

#TransitTechiesNYC





photo from japantravel.com





who would win?

my collection of transit
cards and tickets

vs.

one small boi



by @pixelunicorn
#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**

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

tap your card **not wallet**





video of a contactless card being tapped at a faregate

**“people think
i’m a witch!”**

@pixelunicorn

#TransitTechiesNYC



**“people think
i’m a witch!”**

and i long for the day people don’t

@pixelunicorn

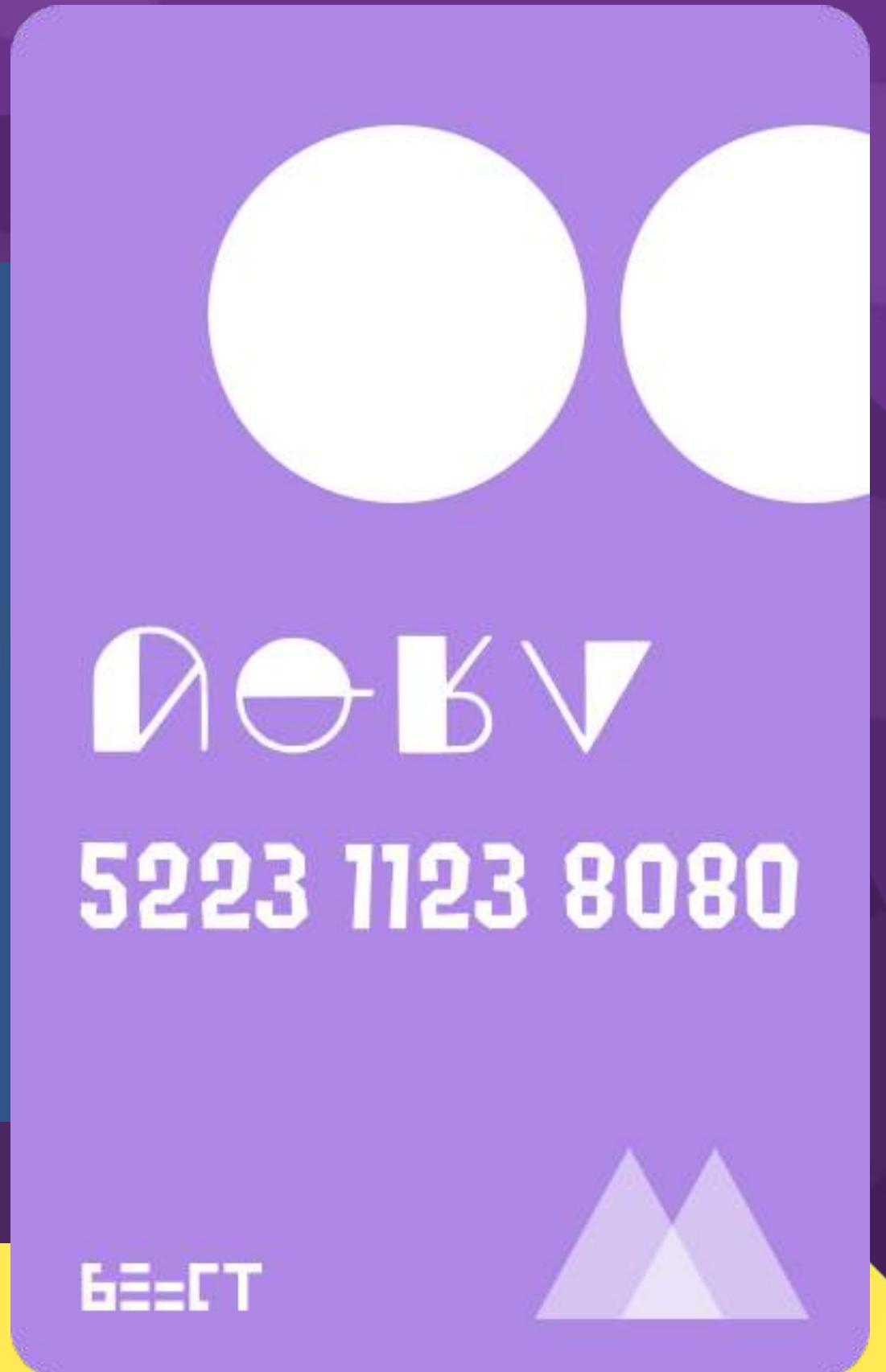
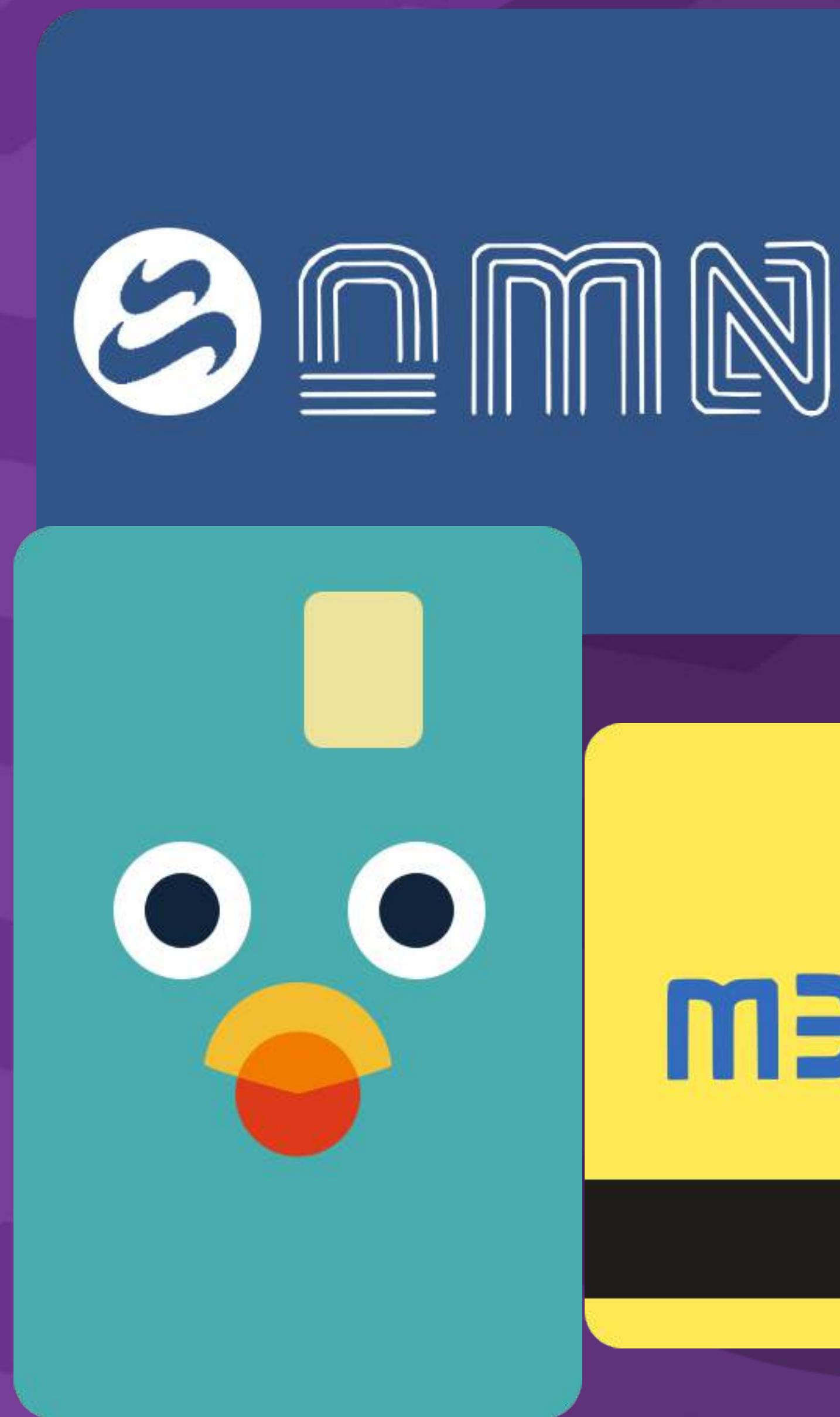
#TransitTechiesNYC



the future is cardless

@pixelunicorn

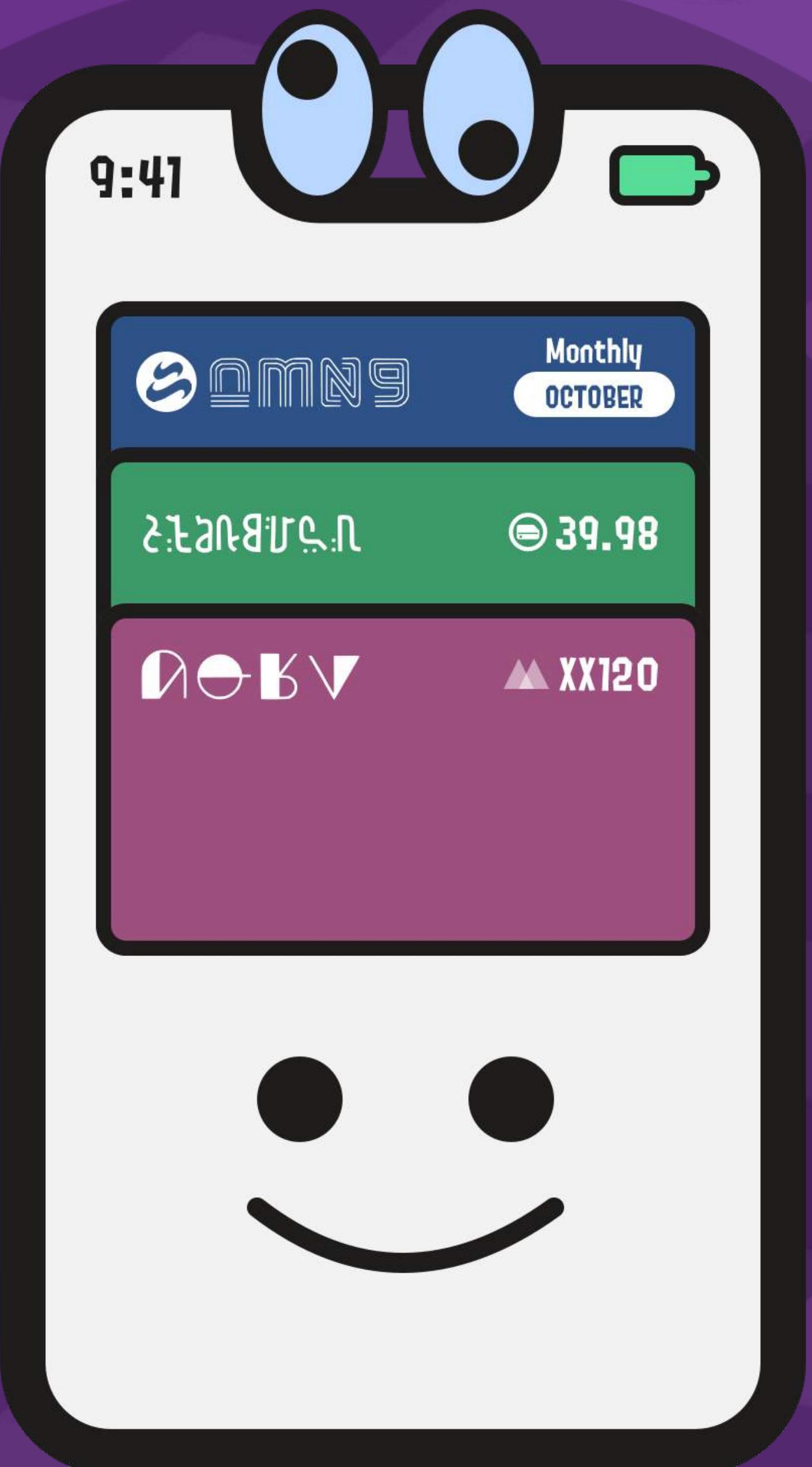
#TransitTechiesNYC



the future is cardless

@pixelunicorn

#TransitTechiesNYC



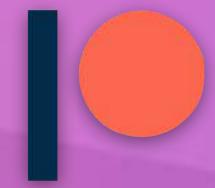
Thank You!



@pixelunicorn



melody.dev/cards



patreon.com/madebymelody



SW-4207-5422-1528

