



# Zero Fare Program

## One-Year Update

October 2024

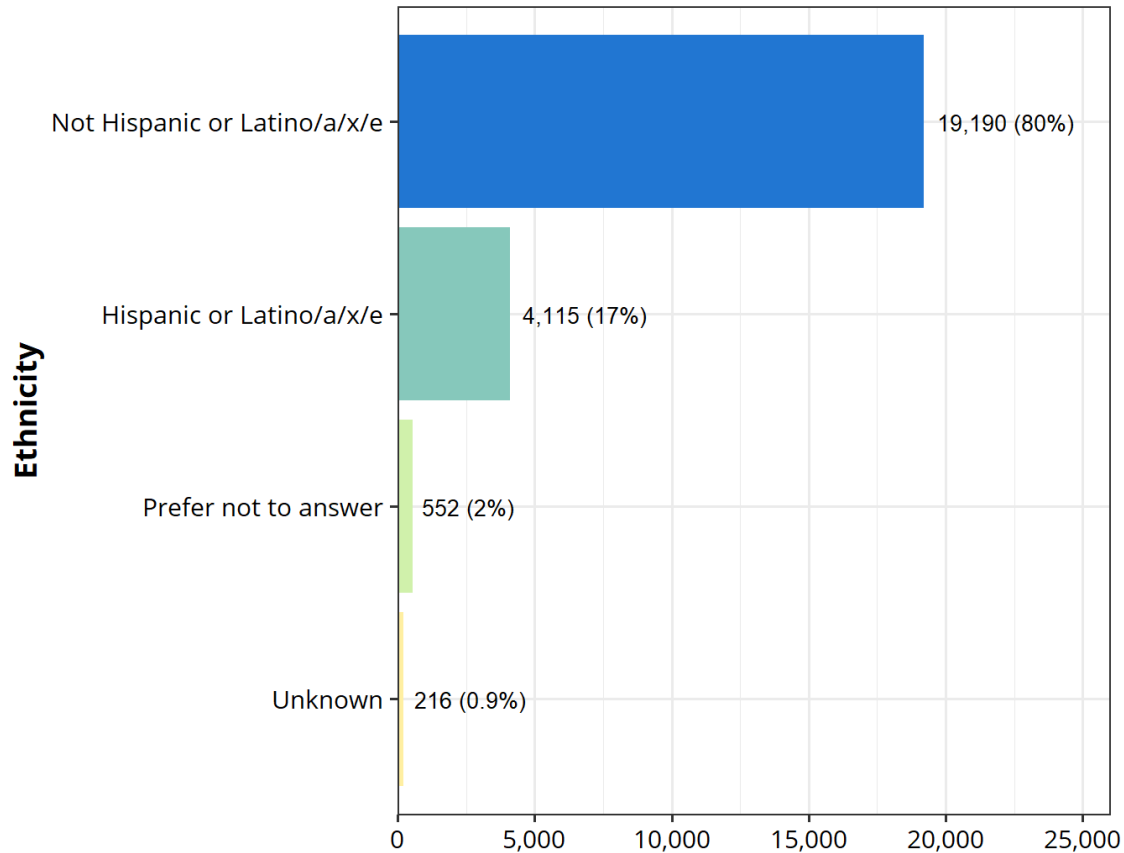


## Program Enrollment and Usage

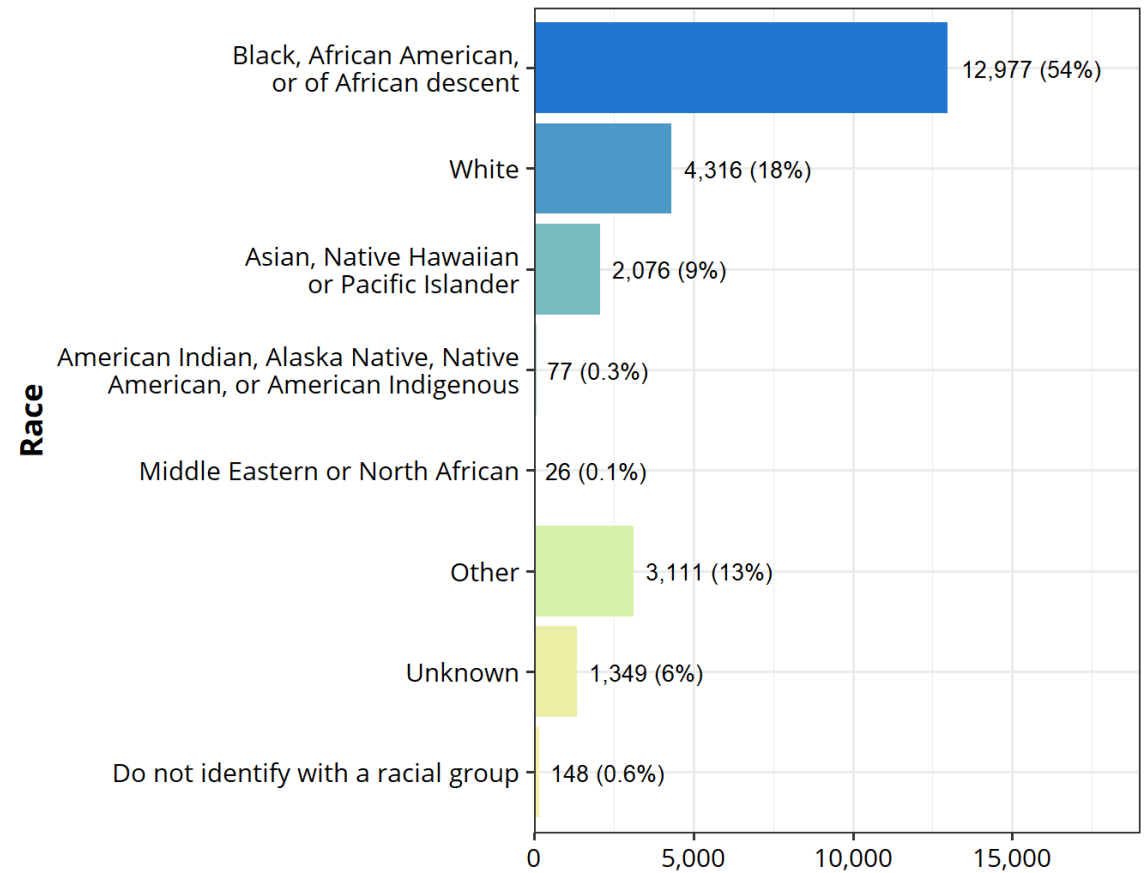
- Over the course of its first year, Zero Fare has distributed fully subsidized Zero Fare Key cards to over **24,000 Philadelphia residents**.
  - Graphics included on the demographics of program enrollment are based on this group of participants.
- Among those who have received cards, approximately **64 percent have used their cards** on transit to date.
  - Graphics included on program travel activity capture trip activity on this cohort of participants.
- The program is doing ongoing engagement to participants enrolled during year one who have not yet used their card.

# Program Enrollment - Demographics

## Participant Ethnicity

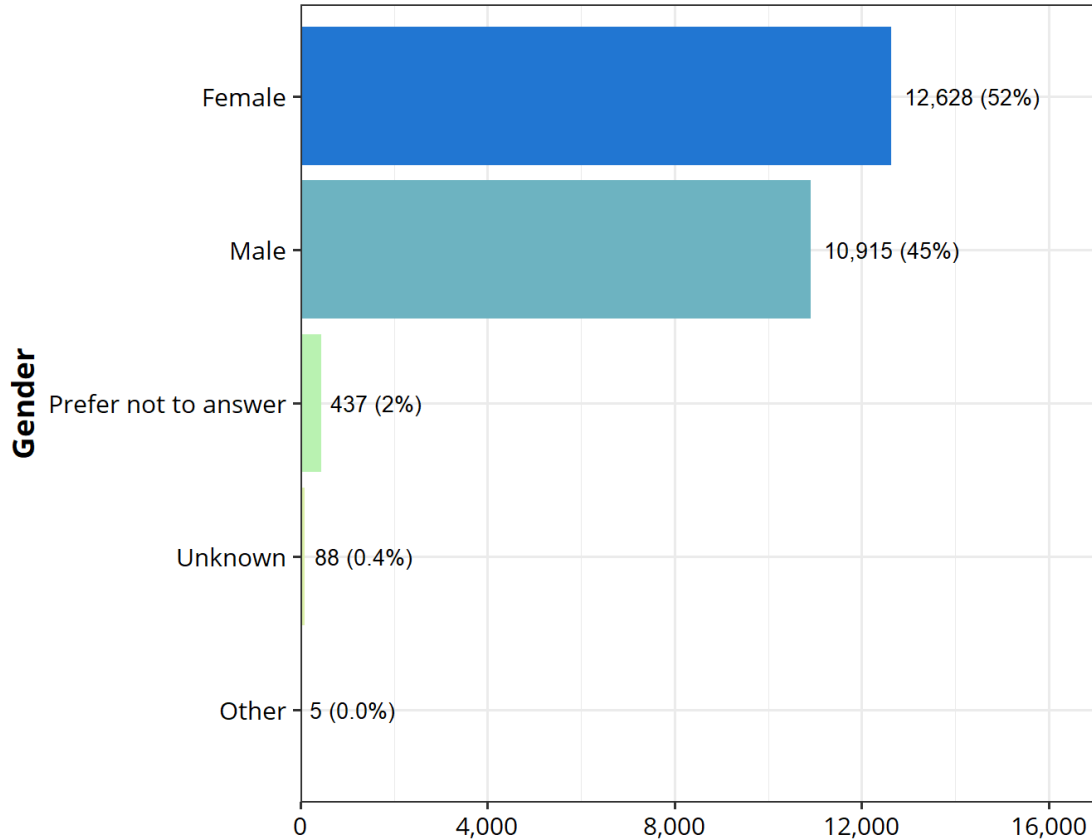


## Participant Race

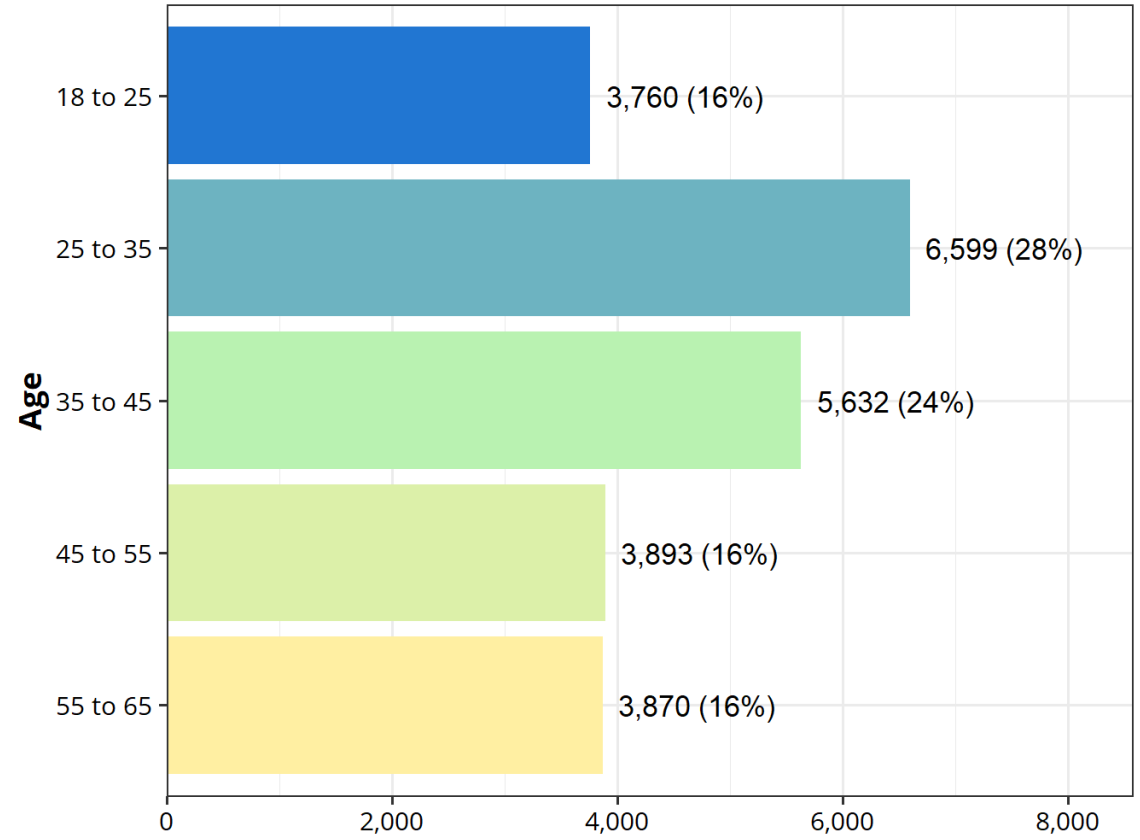


# Program Enrollment - Demographics

### Participant Gender



### Participant Age Group



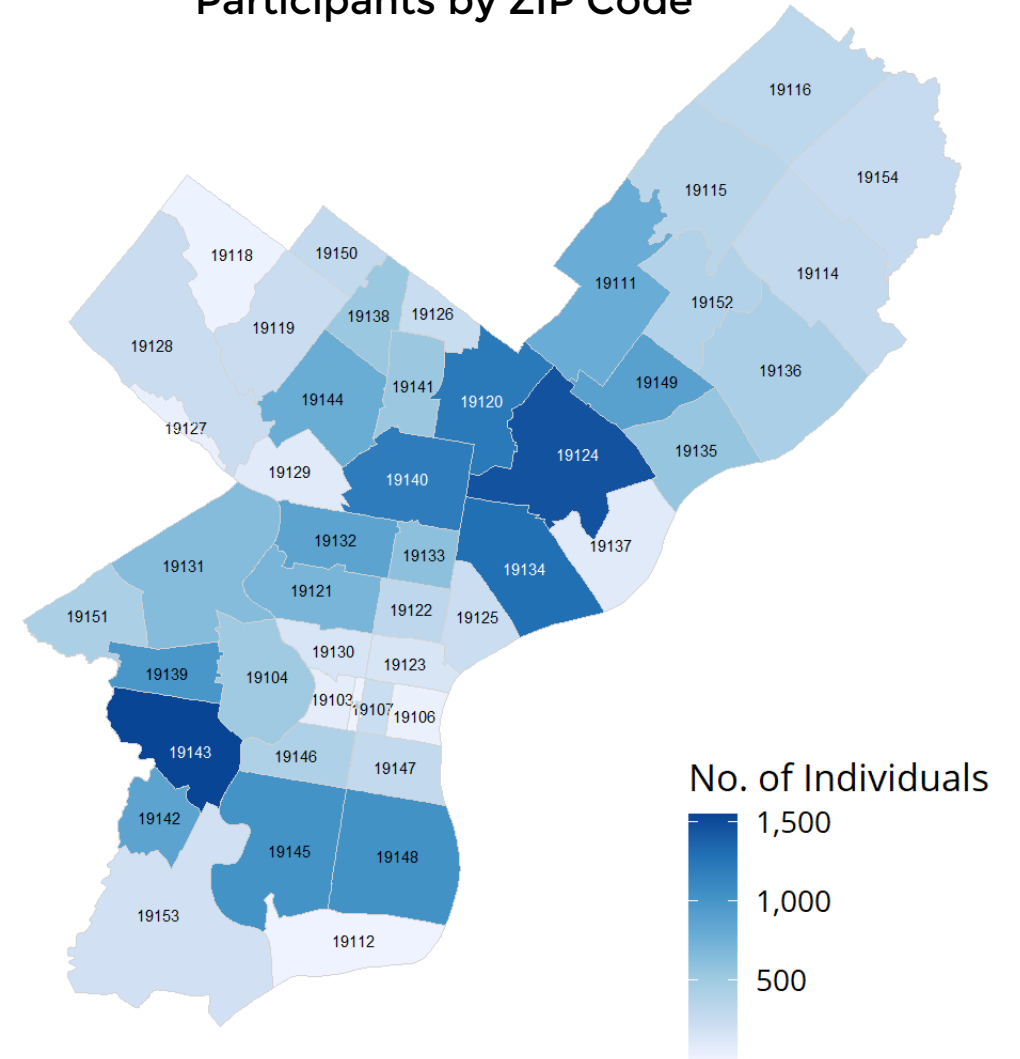
Age is calculated as of September 2024. A small number of participants who have turned 65 during the pilot period are excluded from the graphic.



# Program Enrollment - Demographics

- Zero Fare participants live across Philadelphia.
- The highest concentrations of participants are in North Philadelphia, West Philadelphia, and South Philadelphia, respectively.

Participants by ZIP Code

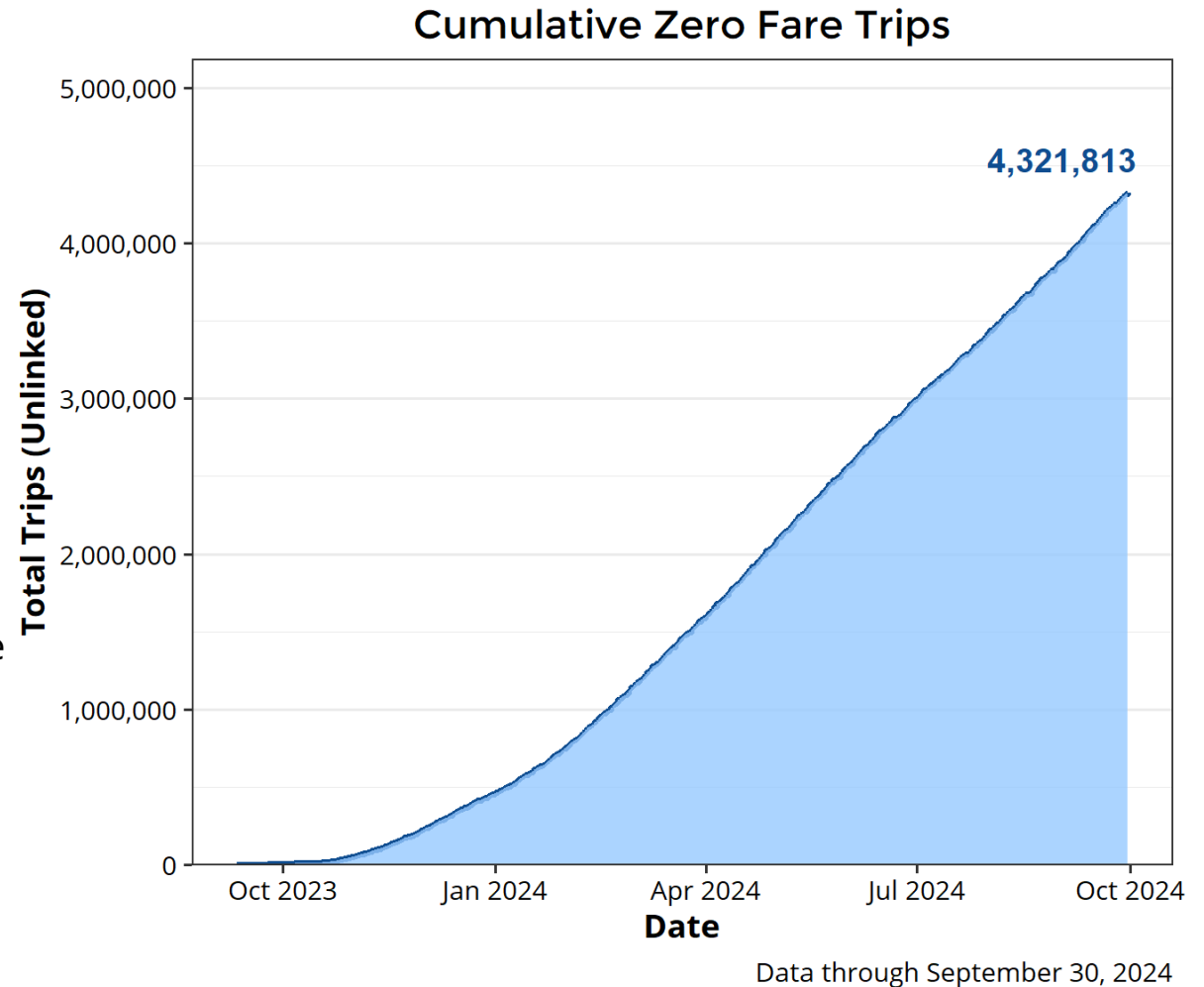




## Program Travel Activity

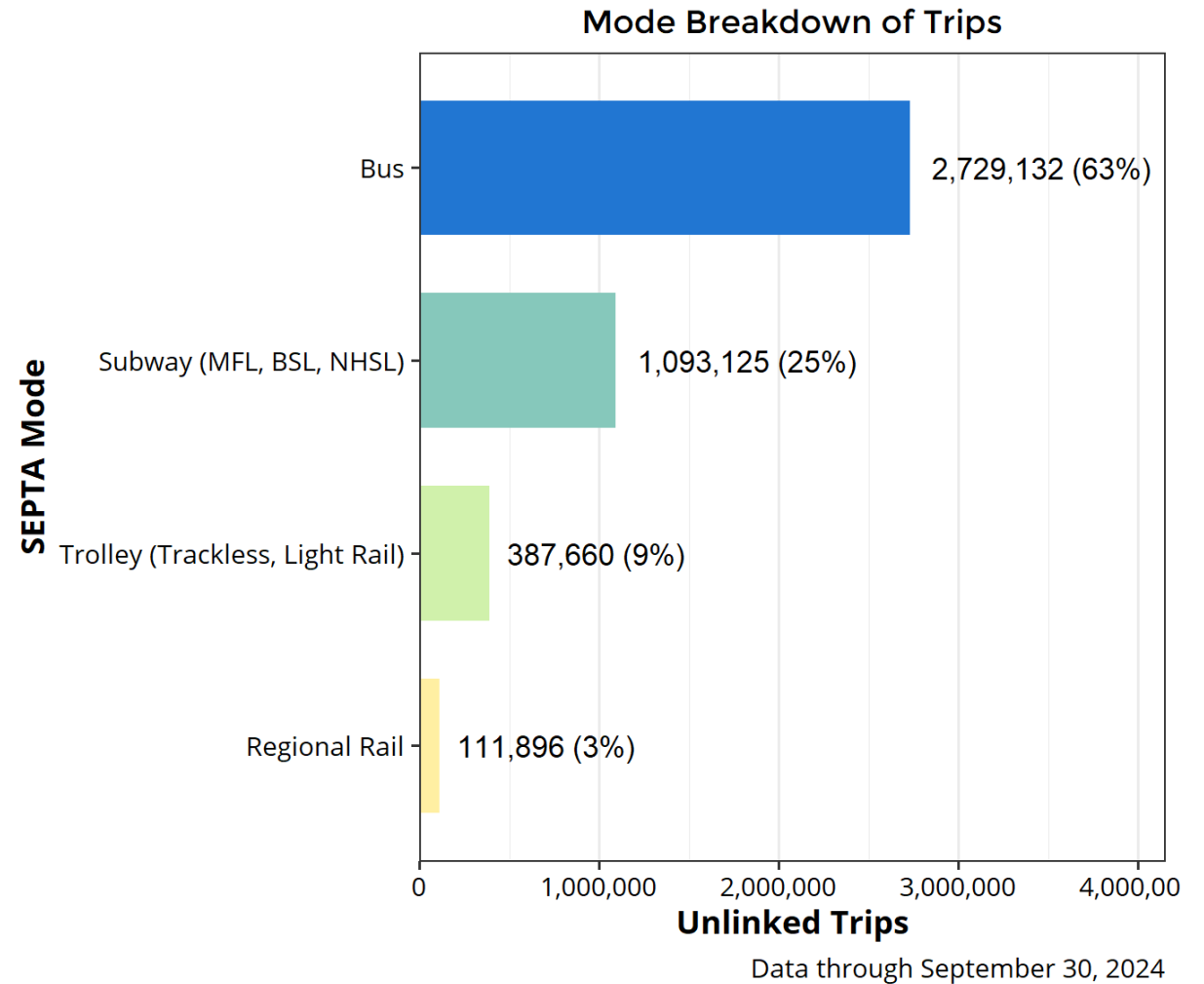
- Zero Fare participants have taken **more than 4.3 million trips** on SEPTA since the first cards were distributed last September.

**Note:** In this graphic and the following on travel activity, each “trip” is counted as a ride on one vehicle unless the rider uses a free interchange at one of the major transfer points on SEPTA.



# Program Travel Activity

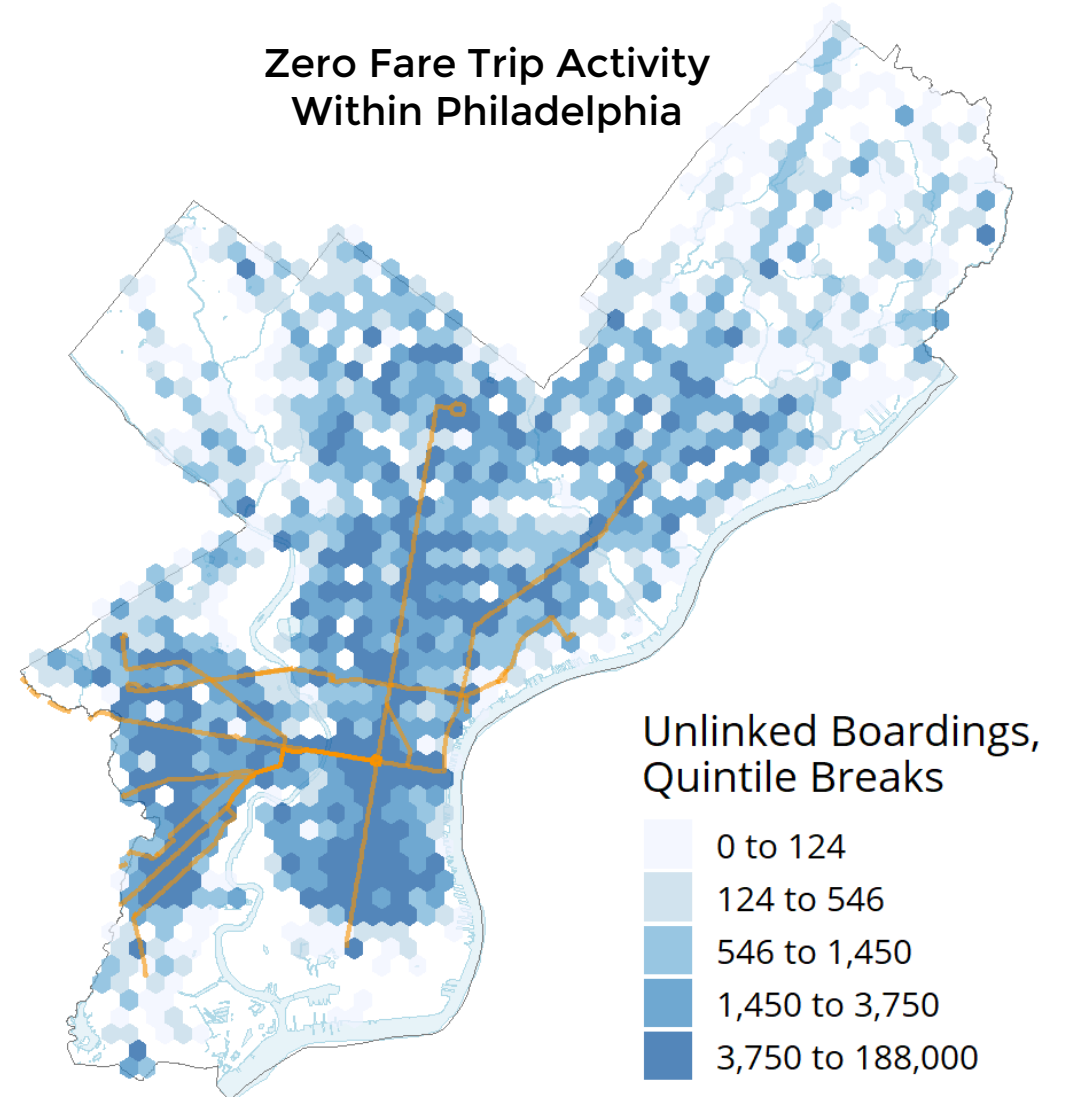
- Zero Fare participants overwhelmingly rely on SEPTA’s bus network and city subway lines.
  - Combined, bus and subway trips account for nearly 90 percent of all trips.



## Program Travel Activity

- Within Philadelphia, there is Zero Fare travel activity across the city, though it is most **concentrated along the subway and trolley lines** (shown in orange), particularly at key transfer points.

**Note:** Zero Fare passes cover travel across the SEPTA system, including to the four counties surrounding Philadelphia – those trips are not are not pictured here.



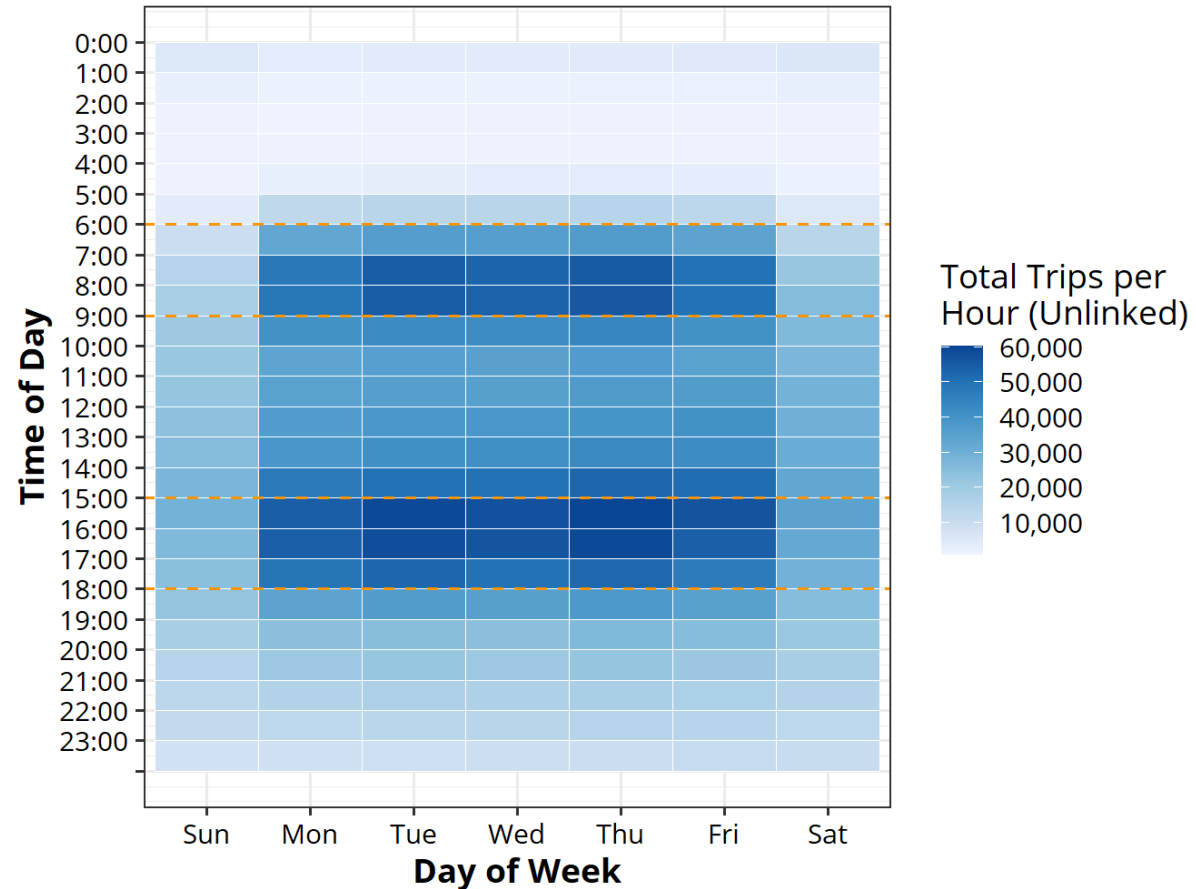




# Program Travel Activity

- Zero Fare participants travel the most heavily during and around “peak” travel windows, on weekday mornings and afternoons.
- There is, however, substantial trip activity by participants “off-peak” as well, particularly midday on weekdays.

### Zero Fare Travel Activity by Day and Time



Dotted lines indicate 'peak' SEPTA travel windows  
Data through September 30, 2024

