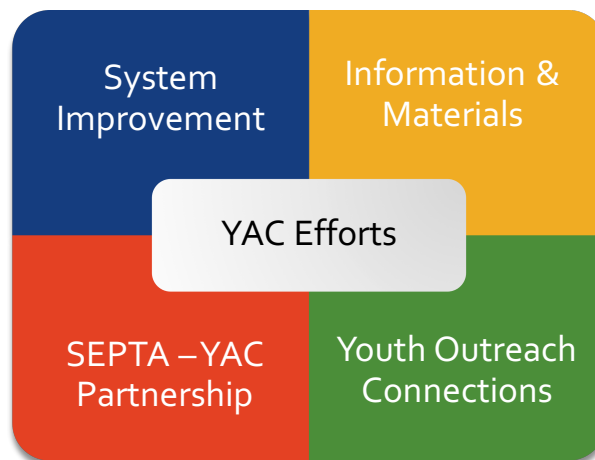




**SEPTA Youth Advisory Council
2016 Annual Operating Plan (AOP)**

Prepared by Jeff Kessler, Executive Chair

For the past two Operating Years, the SEPTA YAC has used an Annual Operating Plan (AOP) to guide the organization in our efforts. Subject to the input of the public, this document aims to outline the focus of the YAC's initiatives during the 2016 Operating Year. However, this year introduces a new paradigm for the AOP. As planned during the 2015 Operating Year, the 2016 Operating Year brought forth a new Executive Council structure that is more fluid and dynamic in response to the ever-changing demands asked of YAC members. In keeping with the same principles, this AOP serves not to outline the particular tasks the YAC wishes to accomplish, but to outline the focal areas for the YAC's 2016 Operating Year. In keeping with these guidelines, the YAC will identify how each initiative contributes to the four sectors.



Sector 1 – System Improvement: Critical to any transportation network is the ability to have an effective and well-operated system. The YAC intends to continue our efforts on evaluating the present state of the SEPTA System and outlining opportunities for improvement (focusing particularly on the youth demographic). Included

in this “system-level” definition is not only the operational modes themselves, but also the entire system of fare collection, customer service, capital improvement, etc.

Sector 2 — Information and Materials: The YAC has always focused a considerable portion of our efforts on improving transportation for the youth community through a number of new and innovative materials. Having seen the success and acclaim for the YAC’s Site-Specific college brochures, we intend to continue spending much time improving the materials available for individuals in the 14–22 age demographic.

Sector 3 — Youth Outreach Connections: Beyond merely providing information, the YAC spends countless hours each year interacting with individuals and youth organizations throughout the Greater Philadelphia Region. We plan on expanding these efforts further in the coming year so as to improve the breadth and depth of our reach in addition to ensuring a thorough and diverse collection of ideas.

Sector 4 — SEPTA – YAC Partnership: The connection between SEPTA and the SEPTA YAC is critical to the success of the organization as a whole. From the YAC, having a strong relationship with SEPTA is at the core of our group’s ability to remain effective in our efforts. As such, the YAC plans to focus on fortifying the partnership with SEPTA and growing even closer with SEPTA Leadership to become more involved in the agency’s Operations and to provide valuable feedback before internal decisions are made. Additionally, we look forward to working with incoming SEPTA General Manager Jeff Knueppel, his GM Team administration, and the SEPTA Board — particularly for some of our more prominent long-term initiatives (such as the Student Fare Discount Program).

Together, these four sectors encompass a wide array of possibilities in which the YAC can grow, expand, and reinvigorate. We look forward to a successful 2016 Operating Year!