



July 18, 2014

Mr. George Spellman
1234 Market Street, 10th Floor
Philadelphia, PA 19107

Dear Mr. Spellman,

Per your request, I would like to outline for you the operations of the SEPTA Youth Advisory Council ("YAC") since August 1, 2013.

Brief Background of the YAC

Composed of young riders from Philadelphia, Bucks, Montgomery, Delaware, and Chester counties, the Youth Advisory Council is SEPTA's primary advocacy and outreach group for riders ages 14 to 22. The mission of the Youth Advisory Council is twofold: (1) to advocate student needs to SEPTA leadership and (2) to provide outreach to the region's youth.

YAC Management and Structure

The YAC has undergone significant restructuring and policy change over the course of the past year. More than 16 amendments to our previously-stagnant bylaws (which had not been amended since May of 2011) were introduced and unanimously approved over the course of the past year. Notable in these bylaw amendments include:

- A clarification and specification of our mission.
- The establishment of an Operating Year which coincides with a traditional academic calendar (on which the majority of YAC activities are based).
- The establishment and writing of an Annual operating Plan ("AOP") to outline the goals of the YAC over the course of the Operating Year.
- A restructuring of our subcommittees to enable members to work across multiple disciplines.



- An establishment of the "1+1" plan to increase member accountability.
- A complete revision of the member application and acceptance process.

Outreach & Education

Outreach Events

YAC Outreach Events are at the forefront of our goal to bridge the gap between area youth and SEPTA. By hosting informational tables at various events, particularly at college orientations, we are able to both inform youth about SEPTA Services as well as introduce them to their primary advocacy channel for service improvements. Year-to-date, the YAC has participated in 58 outreach events with an additional 22 scheduled to take place in the coming weeks.

SEPTA events include:

- All SEPTA Public Hearings & Meetings
- All SEPTA Open Houses
- xFinity WiFi Partnership Launch
- Late-Night Service Launch Event
- SEPTA's Annual Rail Rodeo

Philadelphia events include:

- Philadelphia College Day
- Radio 104.5 Block Party Events
- Philadelphia Auto Show
- Philadelphia Flower Show
- Amtrak National Train Day
- Rail Users' Network Conference

Colleges at which outreach events have occurred or are scheduled to occur include:

- University of Pennsylvania
- Drexel University
- Temple University
- Harcum College
- Rosemont College
- Ursinus College
- Villanova College
- Chestnut Hill College
- St. Joseph's University
- Eastern University
- Arcadia College
- Cabrini College
- Delaware Valley College



Other Outreach initiatives

In addition to outreach events, the YAC has been focused on launching unique outreach initiatives designed to specifically target area youth. The High School Transit Education program seeks to teach high school students how to navigate the SEPTA system in a safe and fun way. SEPTAdventures was launched to highlight suburban day trips that might encourage more off-peak youth usage. The twitter "#YouthRider" campaign has sought to solicit feedback from those within our age demographic via the use of social media. Finally, to ensure all projects are conducted in a professional and serviceable manner, multiple YAC members took a course certifying them as Philadelphia Hospitality Professionals.

Operation & Service Evaluation

Focusing on both short-term and long-range improvement initiatives, the Operation & Service Evaluation ("OSE") has worked tirelessly to ensure members are frequently and proactively riding the system and reporting any problems they encounter. Year-to-date, more than 100 YAC service evaluation reports have been logged within SEPTA's internal "Veritas" customer service CRM database, with many more minor problems submitted and resolved virtually instantaneously. OSE has also worked to develop a number of reports. Completed works include the Service Realignment Memo, the Evaluation of Police Text Messaging, as well as various works related to the implementation of New Payment Technologies (such as the Temple University OwlCard Integration Report).

Technological Initiatives

The YAC has worked tirelessly to improve our online presence through the construction of a new website (<http://septayac.com>) housing all materials, publications, reports, and meeting information. The new website has also enabled the YAC to better facilitate our internal functions, as the website is home to a new internal portal on which all efforts are managed. In addition, YAC has integrated Google Hangouts into all meetings, enabling more transparency through remote meeting attendance (open to the public with full two-way communication) as well as complete preservation for posterity purposes.

Midyear Report

For the first time since its founding in 2009, the YAC was able to issue a midyear report in the form of a presentation before the SEPTA General Manager, Deputy General Manager, and the entire GM Staff. In such a presentation, three core recommendations were made:



- More Investments in Technological Developments
- The Introduction of a Student-Rider Benefit Program
- Helping Promote the YAC as an Open Advocacy Channel for Youth

We have been quite pleased by the reception our ideas have had within the SEPTA GM Staff and we are hopeful that we can continue our partnership with administration to see these recommendations realized.

Future Plans

In addition to continuing our work on some of our more monumental projects, such as creating an entire YAC branding, working to analyze the results of our recently-launched Student Fare Program survey, or helping SEPTA with the transition from current fare methods to New Payment Technologies; the YAC is currently undergoing a "Vision Quest" to brainstorm ideas for our upcoming 2015 Annual Operating Plan. It is there that we seek to develop goals that further our mission of bridging the gap between area youth and SEPTA.

We are proud of all we have accomplished thus far and are looking forward to seeing what we can do in years ahead.

Sincerely,

A handwritten signature in black ink that reads "Jeff A. Kessler". The signature is fluid and cursive, with a long horizontal flourish at the end.

Jeff Kessler

Executive Chair

SEPTA Youth Advisory Council

Enclosure