



2016

Annual Report

SEPTA Youth Advisory Council | Operating Year 2016 | Annual Report
view online at <http://septayac.com>

Annual Report of the SEPTA Youth Advisory Council

Operating Year 2016 (8/24/2015 — 8/30/2016)

Document Prepared by Jeff Kessler, Executive Chair

Pursuant to SEPTA Youth Advisory Council By-laws (Version 3 § V)

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Chair's Welcome



Over the course of my tenure as Executive Chair, I've had the pleasure of watching the organization evolve and increase both the quantity and quality of our work. We have remained committed to the advancement of public transportation in the Greater Philadelphia Region and have never rested on our laurels, always opting to go above and beyond the call of duty as established in the YAC's original charter. Operating Year 2016 exemplifies this passion and commitment through a number of core initiatives including the Student Fare Discount Program's public launch and the introduction of new programs for operations and engagement. Further, the YAC is beginning to see the fruits of our labor as recommendations and solutions are implemented: SEPTA's most successful web survey was designed entirely by the YAC, signage on new bus shelters throughout the region utilize a geometric structure proposed by the YAC, the Student Fare Discount Program is advancing upon the YAC's tireless recommendation and effort to advance the project, and 24-hour weekend subway service was implemented following the 2011 Philadelphia Youth Rider Agenda commissioned by the YAC. Moving forward, we look forward to continuing this commitment and bringing tangible achievements in transportation to the youth of the Greater Philadelphia Region.

Jeff Kessler

Executive Chair

2016 Accomplishment Highlights

Created Most Successful Survey in SEPTA History

Represented SEPTA at Independence Visitor Center during Papal Visit

Launched "SEPTAdventures" Program with Monthly Blog Posts

Created Student Fare Comparison Table and Best Practices Guide

Featured in 8 News Articles for Student Fare Work

Designed SEPTA Student Fare Website

Presented Student Fare Work at 2 Philadelphia Civic Organizations

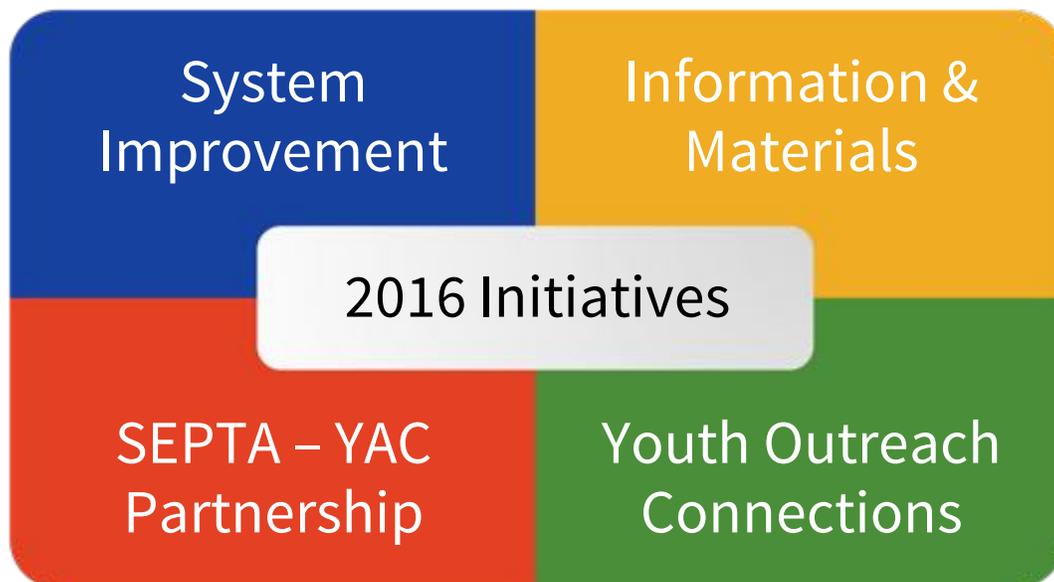
Recommended Annual Service Plan and Budget Modifications

Tested SEPTA Key and Created Launch Materials for Youth

Coordinated Youth Travel for Papal Visit

Provided Youth Perspective on Long-Range Planning Initiatives

2016 Annual Operating Plan



Governing the YAC’s work during 2016, the Annual Operating Plan employed a different categorical approach as opposed to a previous initiative-specific definition. Ultimately, the less rigid model served the organization well as it provided flexibility and the ability to respond to changing organizational priorities while still retaining a fundamental governance basis and ensuring a consistent framework on which the scope of future ideas could be assessed. Given the framework’s success, the model will be retained for 2017 and will likely persist in the future as the basis on which YAC initiatives can be assessed.



About the YAC



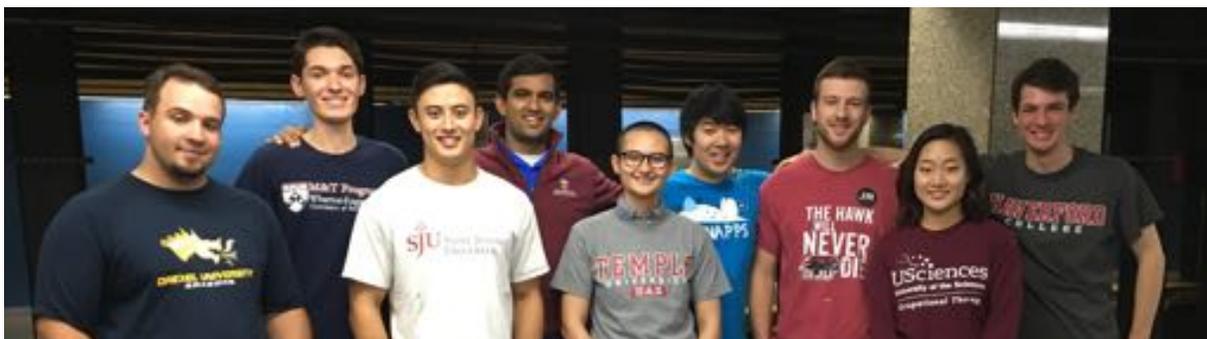
About the YAC

The SEPTA Youth Advisory Council, commonly abbreviated as YAC, is the nation's premiere transportation advocacy organization focused specifically on the 22-and-under demographic. Based in the Philadelphia area, the YAC was created by the Southeastern Pennsylvania Transportation Authority (SEPTA) in 2009 following a competitive regional search. Over the course of eight Operating Years, the YAC has greatly expanded its presence and role. It is in this capacity that the YAC focuses on achieving its dual mission of both advocating youth needs to SEPTA Leadership and representing those leaders to the youth community.

Membership

Membership on the SEPTA Youth Advisory Council is open to individuals ages 14-22 with a passion for improving Public Transportation in the SEPTA Service Area. Applicants must reside, work, or attend school within Philadelphia, Bucks, Chester, Delaware, or Montgomery Counties. Applications are reviewed regularly and are always accepted on the YAC's website at <http://septayac.com/join/>. Prior to being accepted, prospective members are required to undergo a rigorous and comprehensive interview.

The YAC is committed to maintaining a diverse board in many different respects: demographic, socioeconomic, geographic, and place of education.



Membership Profile

Jeffrey Kessler — Executive Chair

University of Pennsylvania

William Herzog — Executive Vice-Chair

Haverford College

Daniel Pulyk — At-Large Executive Member

Drexel University

Alaric Qin — At-Large Executive Member

University of Pennsylvania

Angela Kang — Secretary

University of The Sciences

Hayley Burke • Bryn Mawr College

Dana Case • Drexel University

Ben Leidy • Saint Joseph’s University

Victor Lorung • Lower Moreland HS

Elias Park • Saint Joseph’s University

Kanishka Rao • University of Pennsylvania

Jacqueline Slaby • Bryn Mawr College

Shannon Stussy • Bryn Mawr College

Dréquan Taylor • Community College of Philadelphia

Haven Thompson • West Catholic Preparatory High School

Jonathan Tieu • Employed, University of Pennsylvania Alum

Esther Wise • Temple University

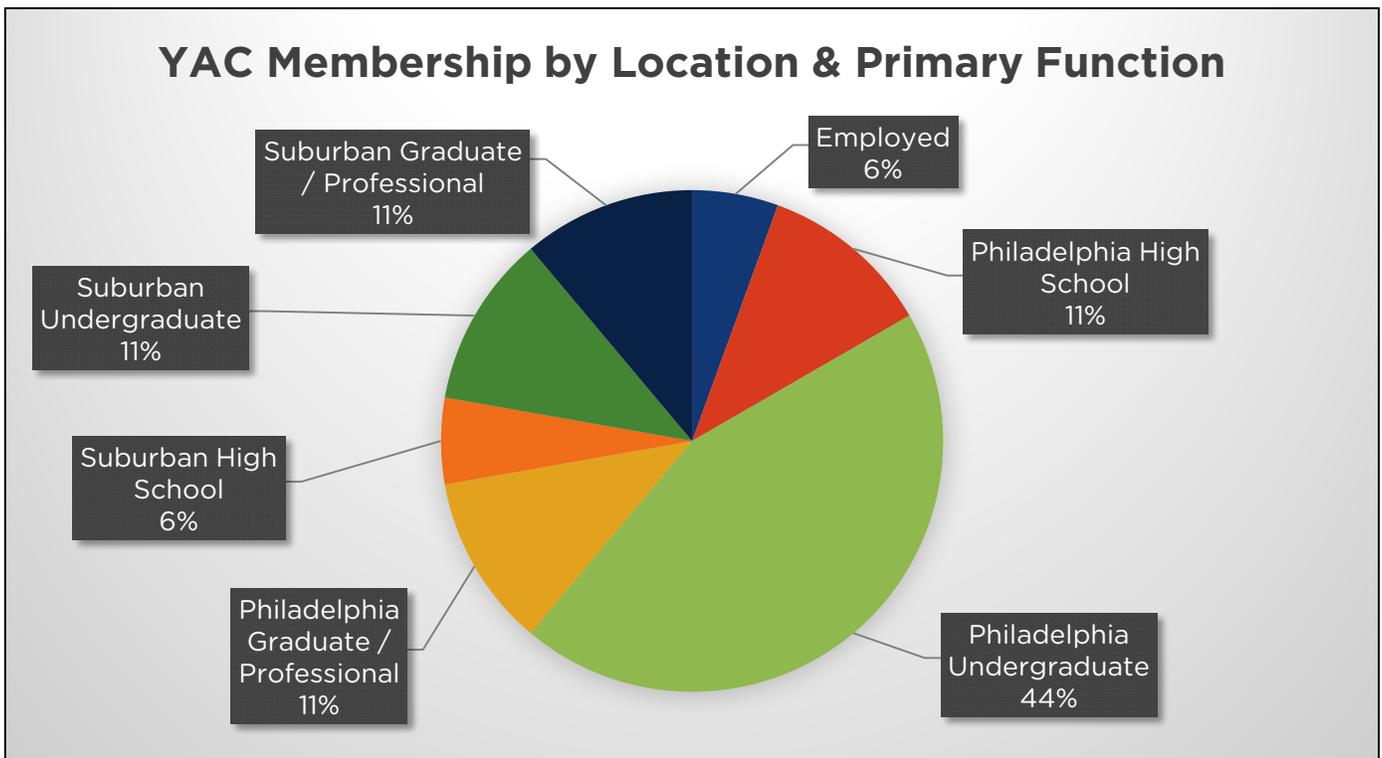
David Zamarin • Masterman High School

33% Women

5 States of Residency

10 Schools Represented

4 New Members



Administrative Initiatives

As the YAC's presence within SEPTA has grown, the ability to successfully execute upon our duties and achieve our goals has been hampered by a lack of available workspace. During the 2015 Operating Year, this problem was solved by reallocating unused space within the 1234 Market Street SEPTA Headquarters to the YAC. The



YAC Office space facilitates much more fluid interactions both within the YAC and SEPTA as a whole, further providing a centralized location for outreach materials and meetings located in the heart of Center City Philadelphia.

Along with the enhanced office space, the YAC once again restructured the organization to suit the ever-evolving demands of the organization. Historically, the YAC would convene monthly as an entire body through in-person meetings at the SEPTA Headquarters. However, given the unpredictable and busy schedules of YAC members, difficulty in reaching



1234 Market during business hours led to lower than desired meeting attendance. To mitigate this issue, regular **weekly meetings** were established and take place using videoconferencing software. In-person quarterly **Member Summits** were also added, wherein individuals spend several hours working with fellow YAC members to advance a particular initiative through both strategy and execution in a short timeframe. Overall, members have embraced the new meeting structure as meeting logistics have become more aligned with our management structure. Further responding to member feedback, a **“welcome” guide** was created to better facilitate the onboarding of new members and to help guide existing members on established policies and procedures. Additionally, members expressed a desire for more connectedness with SEPTA staff; in response, sharing of information with the SEPTA **General Manager** and team was conducted and another update was presented before the executive staff at their GM Team meeting.



Beyond the internal administrative improvements, the YAC similarly focused on externally-facing administrative improvements. The organization continued to release **more open documents** throughout the operating year, including the first publication-type annual report and the first **IRS financial filing** pursuant to the funds obtained through a prior year’s grant. **Minutes of meetings** are now recorded and posted electronically to the YAC website to permit easy text-based searching of prior meeting happenings.

BUS

SEPTA Youth Council Launches Campaign for Student Fare Discount



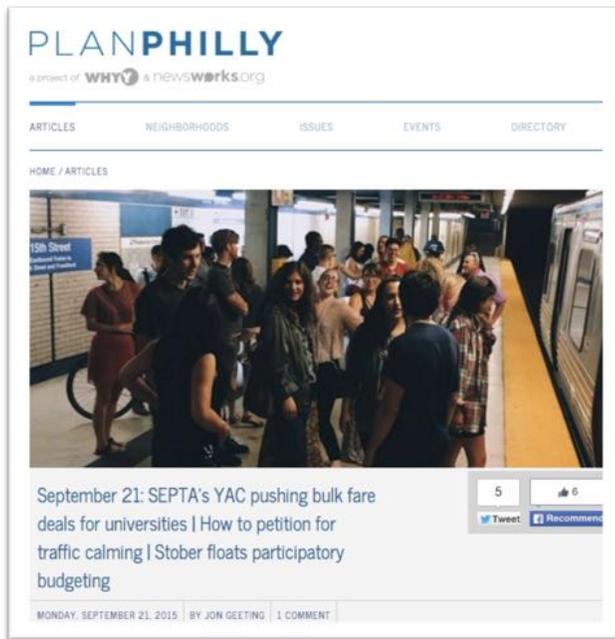
key



Student Fare Discount Program

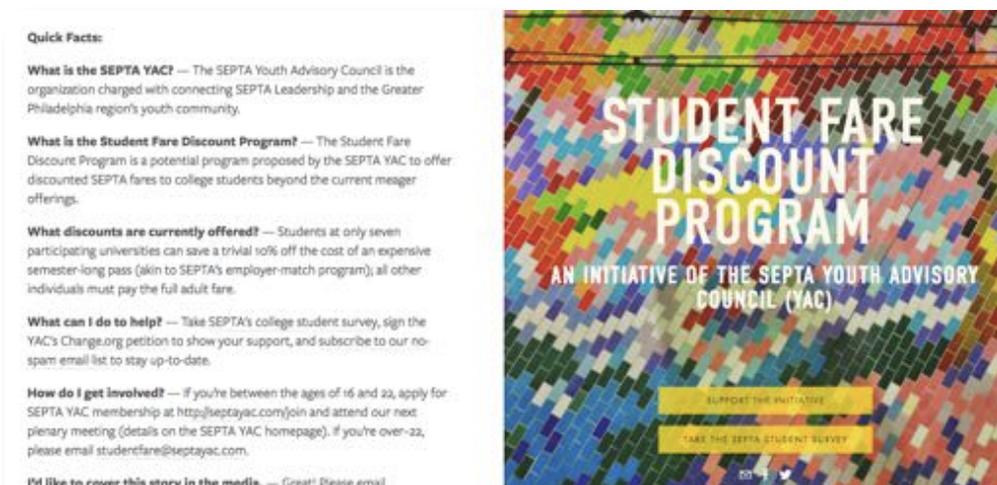


Student Fare Discount Program

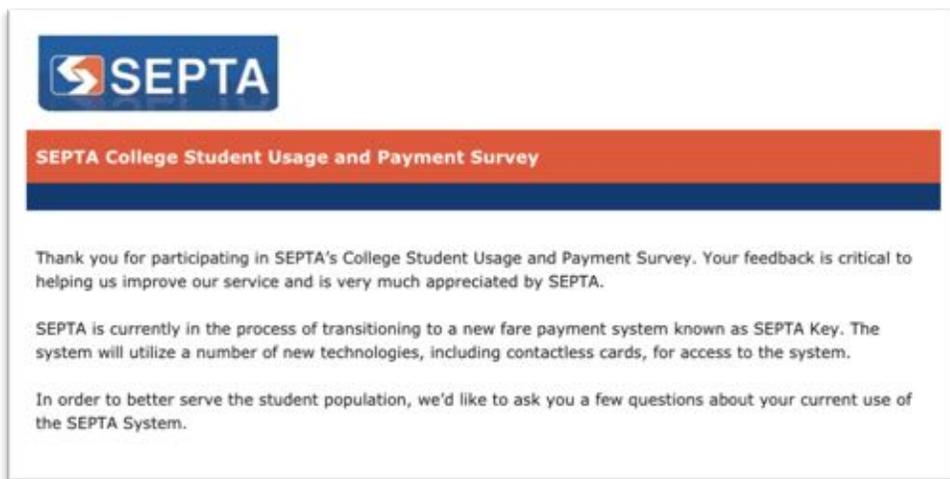


The Student Fare Discount Program was the focal initiative of the 2016 Operating Year, home to several of the YAC's primary objectives and milestones. Having worked on the initiative behind-the-scenes for several years, the **public launch** of the Student Fare Discount Program began during early September 2015. In addition to providing information about the initiative, a Change.org petition was created to generate awareness for our efforts and to garner support

for our work. Ultimately, **over 1000** individuals showed their support for the project in the hopes of convincing SEPTA to proceed further. The YAC's Student Fare Discount Program was featured in **8 news articles** over the course of the year, several of which were opinion pieces supporting the adoption of the program. Given demand for program information, a centralized website — "**septastudentfare.com**" — was created to serve as the homepage for the entirety of the project.



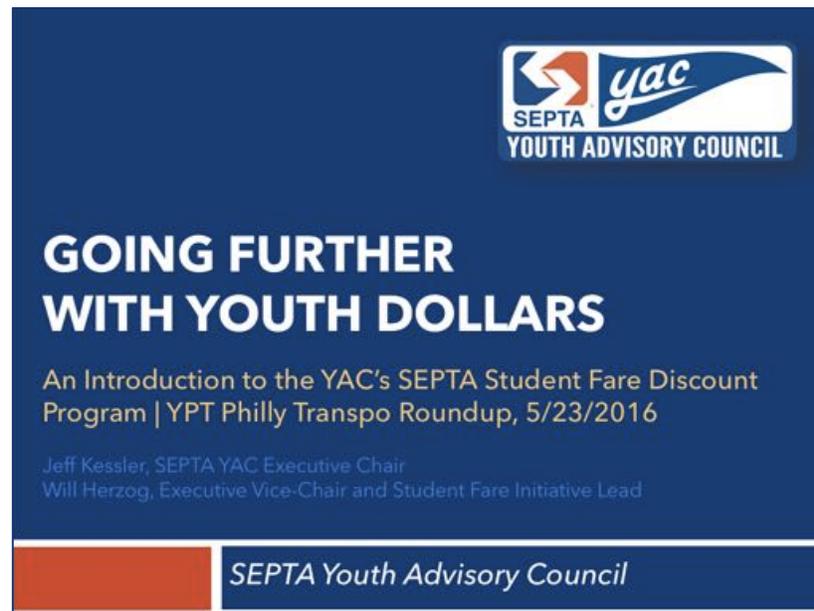
In addition to providing information to individuals, extensive internal efforts were similarly undertaken. Specifically, the YAC was responsible for the creation of a comprehensive “**comparison table**” that outlined the features of different student fare discount models across the nation (as implemented by various public transit agencies). Further, the YAC was responsible for the creation of **SEPTA’s College Student Usage Survey**. This survey, which aimed to understand how students use the SEPTA system, was the most successful survey in SEPTA’s history — **garnering an “unprecedented” more than 3000 responses**. The survey provided valuable insights into student mode share behavior by specifically asking about familiarity and usage of rideshare apps (such as Uber and Lyft). This survey further aided SEPTA’s internal analysis by enabling the extrapolation of the revenue contribution coming from college students when combined with SEPTA’s most recent Customer Satisfaction intercept survey.



Beyond the aforementioned efforts, the YAC was also responsible for extensive **knowledge transfer and connection establishment** between numerous project stakeholders. On the industry side, the YAC **shared best practices** with SEPTA obtained from speaking with Pennsylvania’s only other such program — that of the Port Authority of Allegheny County in Pittsburgh — and with fellow “NE Corridor City” Washington, DC’s WMATA. Further, the YAC established connections with **several university partners** across the entire spectrum of higher education. This included partnering with administrators, student governments, and other applicable organizations at **11 institutions** across the Greater Philadelphia

Region (including the University of Pennsylvania, Temple University, Penn State Abington, and Haverford College).

To help further disseminate information to the general public regarding the Student Fare program’s development, the YAC engaged in a diverse array of outreach both through social media and in-person channels. Given the propensity for such a program to increase college student retention in Philadelphia post-graduation, the YAC was an organization **featured at**



Philadelphia’s annual Start.Stay.Grow summit to discuss our Student Fare work.

Additionally, the YAC described the program for fellow transportation enthusiasts at the 2015 Young Professionals in Transportation (YPT) Philly “**Transportation Roundup.**”

Overall, the initiative continues to be a focal point of the YAC and remains an important component of future YAC plans.



2015 World Meeting of Families

Philadelphia Papal Visit



2015 World Meeting of Families Papal Visit

September 2015 marked a momentous occasion in the history of Philadelphia: the visit of Pope Francis to Philadelphia. Although the Pope would be speaking at venues across the Northeast US (spanning from New York to Washington), the Pope’s only public speaking appearance would be in Philadelphia.

Naturally, the public nature of the event drew unprecedented numbers of international visitors who would ultimately — due to major

road closures — be forced to rely upon the SEPTA system. The YAC assisted throughout all stages of the Papal Visit, from planning to execution and post-event review. Specifically, prior to the event, the YAC was responsible for **helping college students and similar youth groups** plan their Papal Visit transportation. During the event, the YAC was stationed at the **Independence Visitors Center** to offer SEPTA information to visitors of all ages interested in

“I wanted to express my sincere gratitude for the YAC volunteers. They did an extraordinary job and helped us tremendously.”

–James Cuorato, President & CEO
Independence Visitor Center Corporation

navigating Philadelphia during their visit. Finally, the YAC also provided SEPTA with a **detailed evaluation of event service** wherein opportunities for future event service improvements were identified.





Your Journey Starts Here

February SEPTAdventure: Basset's Ice Cream

by Dana Case | Feb 29, 2016 | General, SEPTAdventures |

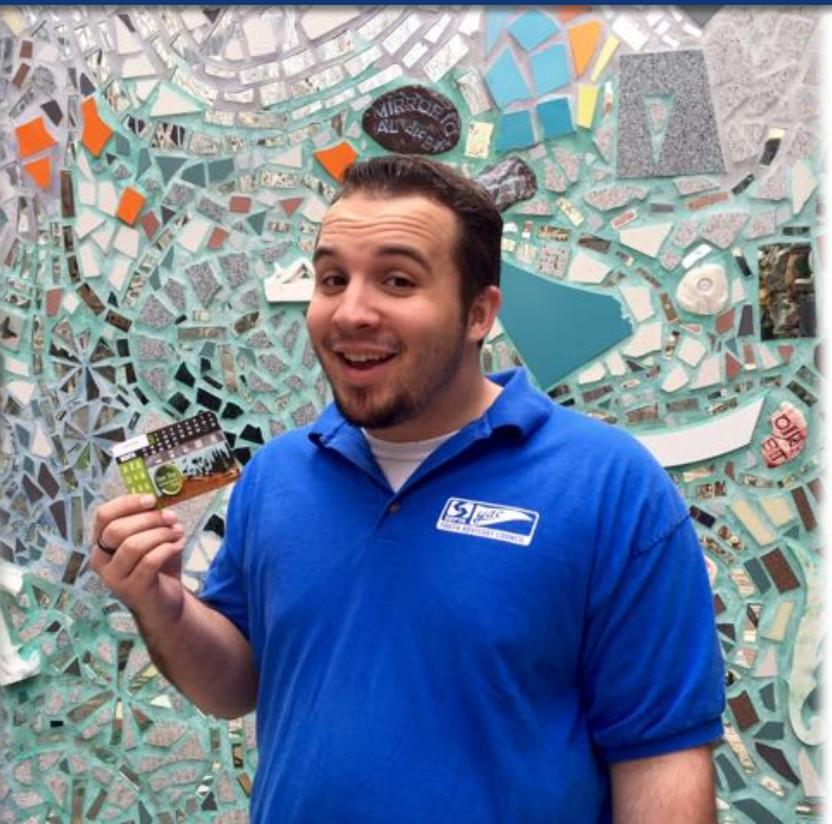
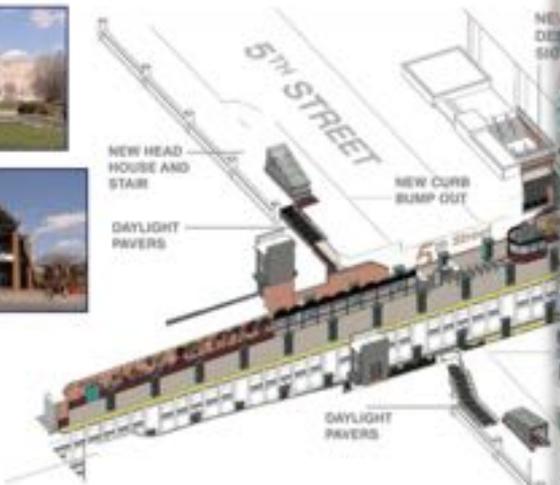


This past weekend we finally had warm weather! Although I did enjoy the powdery wonder that is snow, it got real old real fast. Snow days are a thing of the past once you're in college, and the mounds of snow everywhere loses its appeal when you have to trudge through it to go anywhere. A few weeks back, we at SEPTA Youth Advisory Committee got really tired of the cold. To solve our woes and maybe coax the warm weather (after we were betrayed by Puxatory Phil...), we decided to get ice cream! We like to believe that it was our early ice cream eating that caused the nice weather the past two days,

Engagement

United By History: A Multi-Modal Hub for America's Birthplace

5th Street/Independence Hall Station



Youth/Community Engagement



Engagement with the community has always been a central component of the YAC’s efforts. Throughout the operating year, the YAC participated in several community events including those described in the Student Fare Discount Program section. Further, the YAC continued to **solicit feedback and commentary** to help direct our strategy

through social media and web resources (such as the YAC’s primary website at <http://septayac.com>). The YAC also participated in **three SEPTA Community Events**: the historic opening of the 9th Street – Lansdale Regional Rail station, the post-renovation ribbon-cutting of the Wayne Junction station, and the unveiling of plans to renovate the 5th Street – Independence Mall station.

In addition to engaging with the general community, the YAC remained committed to the engagement of youth and encouragement of SEPTA System Utilization. The **SEPTAdventures** program was expanded to become a monthly feature of the YAC Website, wherein several YAC members utilize SEPTA for group recreational travel to a destination within the Delaware Valley. Blog posts highlight the trip and detail not only the points of



interest covered on the journey, but the SEPTA modes utilized throughout the journey. Further, many SEPTA Adventures feature destinations offering “**SEPTA Pass Perks**,” including Philadelphia’s Magic Gardens, Basset’s Ice Cream at Reading Terminal Market, and the Trolley Car Diner in Mount Airy.

To further provide information to the youth of the Greater Philadelphia Region, the YAC embarked on its annual **Summer Outreach** quest to provide SEPTA information to students at a multitude of colleges and universities during their campus visits, orientations, and fall welcome fairs. This year, **18 schools** were invited to participate in YAC-led programming; **all opted to participate**. Additional youth outreach occurred through an expanded social media presence and the utilization of various engagement practices that enable posts to reach broader audiences. Finally, several **infographics** were made to describe SEPTA to youth, including an infographic on the SEPTA Key program’s progress that was disseminated through the YAC’s expanded social media initiative.



FISCAL YEAR
2017



OPERATING BUDGET PROPOSAL

July 1, 2016 through June 30, 2017
and Fiscal Years
2018 – 2022
Financial Projections

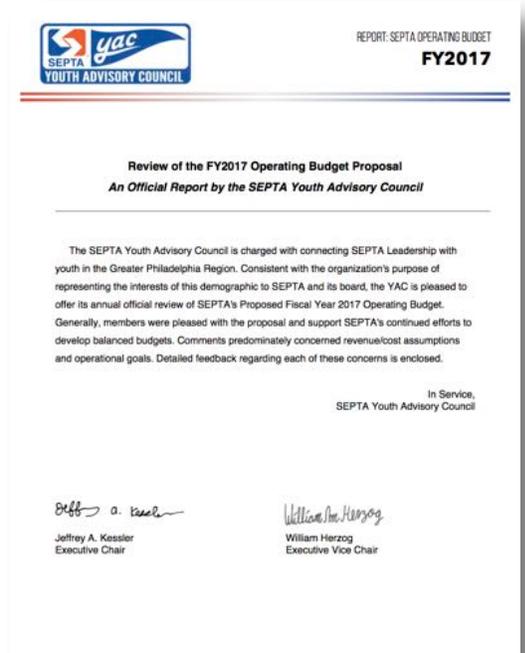


Operations



Operations & Service Evaluation

Operational improvements continued to remain a priority for the YAC, despite utilizing additional resources towards the advancement of community connection events. As always, the YAC offered commentary to SEPTA on the three governing documents proposed for Fiscal Year 2016 — the **Annual Service Plan**, the **Capital Budget**, and the **Operating Budget** — so as to maximize service impact given the limited resources to be allocated by the authority. The YAC offered its long-term youth-based perspective on several **long-range planning initiatives** including the **Roosevelt Boulevard transformation** (wherein the YAC shared feedback at the “Route for Change” forum) and the **King of Prussia High Speed Line** extension of the present Norristown High Speed Line to King of Prussia (wherein the YAC provided written feedback regarding the preferred alternative selection and spoke on behalf of youth at several public hearings). Further, every YAC member submitted regular **“Veritas” updates** upon identifying problems in the field and participated in the **“SEPTA Key Friendly User Test”** that employed the new fare system for regular SEPTA travel. Feedback was largely positive, with opportunities for improvement identified and forwarded to project management and other relevant SEPTA staff. Finally, one outlier project undertaken by the YAC related to the presence of homeless youth traveling on the SEPTA system. Utilizing resources from partner organization **Valley Youth House**, the YAC was able to provide SEPTA staff, police, and front-line employees with a list of resources to distribute to any such homeless individuals utilizing the system as an attempt to seek shelter.





Vision for The Future



Reflecting on Past Achievements

The YAC has evolved considerably since its founding both in size, scope, role, and abilities. Over time, membership has fluctuated and the organization has said goodbye to some important individuals in the YAC's past. (Most recently, founding SEPTA-YAC liaison Nilda Rivera-Frazier retired from SEPTA after having spent more than 30 years with the authority.) However, **one thing remains consistent: every member's passion and dedication to the advancement of public transportation in the Greater Philadelphia Region.** This underlying commitment combined with an immense drive will enable the organization to thrive well into the future and beyond the tenure of any one YAC member.

The 2017 Vision

For the 2017 Operating Year, much of the organization's focus will be on fostering values that drive the YAC to be increasingly **nimble, interactive, and goal-oriented.** By shifting to the identification of specific goals, coupled with individual member ownership over various tasks, initiative progress can advance even further and at a rate beyond that of current achievements. Major highlights will likely include further advancement of the Student Fare Discount Program, assisting SEPTA with the SEPTA Key launch, continuing the development of outreach materials, and the participation in area outreach events. However, new initiatives that have yet to be defined can also be expected, particularly through the identification of opportunities to combine YAC goals and personal interests.

Form **990-EZ**

Short Form

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

2014

Open to Public Inspection

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990-EZ and its instructions is at www.irs.gov/form990.

Department of the Treasury
Internal Revenue Service

A For the 2014 calendar year, or tax year beginning September, 2014, and ending August, 2015

B Check if applicable:
 Address change
 Name change
 Initial return
 Prior return terminated
 Amended return
 Application pending

C Name of organization: SEPTA Youth Advisory Council

Number and street (or P.O. box, if mail is not delivered to street address) Room/suite: _____

1234 Market Street, 10th Floor

City or town, state or province, county, and ZIP or foreign postal code:
Philadelphia, PA 19107

D Employer identification number: 47-4069303

E Telephone number: 321-300-5333

F Group Exemption Number: ▶ _____

G Accounting Method: Cash Accrual Other (specify) ▶ _____

H Check if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-TF).

I Website: ▶ http://septayac.com

J Tax-exempt status (check only one) -- 501(c)(3) 501(c)1 (insert no.) 4947(a)(1) or 527

K Form of organization: Corporation Trust Association Other _____

L Add lines 5b, 6c, and 7c to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part I, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ. ▶ 1030

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I)

Check if the organization used Schedule O to respond to any question in this Part I

		1030
1	Contributions, gifts, grants, and similar amounts received	
2	Gross income from fundraising events (not including contributions)	
3	Net income or (loss) from fundraising events (add lines 2a and 2b and subtract line 2c)	
4	Gross sales of inventory, less returns and allowances	
5	Less: cost of goods sold	
6	Gross profit or (loss) from sales of inventory (Subtract line 5b from line 5a)	
7	Other revenue (describe in Schedule O)	
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	1030
10	Grants and similar amounts paid (list in Schedule O)	
11	Benefits paid to or for members	
12	Salaries, other compensation, and employee benefits	
13	Professional fees and other payments to independent contractors	
14	Occupancy, rent, utilities, and maintenance	
15	Printing, publications, postage, and shipping	
16	Other expenses (describe in Schedule O)	583.85
17	Total expenses. Add lines 10 through 16	583.85
18	Excess or (deficit) for the year (Subtract line 17 from line 9)	446.15
19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	0
20	Other changes in net assets or fund balances (explain in Schedule O)	0
21	Net assets or fund balances at end of year. Combine lines 18 through 20	446.15

Additional Information

Financial Statements

Income Statement of the SEPTA Youth Advisory Council: August 24, 2015 to August 30, 2016

Revenue	\$0
Total Revenues	\$0
Operational Expense	\$86.98
Petty Cash Expense	\$34.88
Depreciation Expense	\$51.00
Total Expenses	\$172.86
Net Income	(\$172.86)

Balance Sheet of the SEPTA Youth Advisory Council: August 24, 2015

Cash	\$307.48
Accounts Receivable	\$60.00
PPE	\$326.01
Total Assets	\$693.49
Liabilities	\$0
Total Liabilities	\$0
Retained Earnings	\$693.49
Total Equity	\$693.49

The SEPTA Youth Advisory Council qualifies as a tax-exempt nonprofit under IRS Code 508(c)(1)(b).

Our Employer Identification Number (EIN) is 47-4069303.

Additional Details

More information about the YAC can be found on our website, <http://septayac.com>.

Have a question, comment, or concern? The YAC is always ready to assist.

email: contact@septayac.com

twitter: [@septayac](https://twitter.com/septayac)

facebook.com/septayac

SEPTA Youth Advisory Council

1234 Market St., Floor 10

c/o SEPTA Customer Service

Philadelphia, PA 19107

Media Requests: Please include *[Media]* in the subject line of any correspondence.

Operating Year 2016 Meeting Dates

Original-Format Plenary Meetings

9/30/15, 10/28/15, 11/18/15, 12/10/15,
1/12/16, 2/16/16, 3/24/16, 4/21/16,
5/10/16, 6/29/16

New-Format Weekly Update Meetings:

7/5/16, 7/12/16, 7/19/16, 8/2/16, 8/9/16,
8/16/16, 8/23/16, 8/30/16, 9/6/16

- Recordings of Plenary Meetings, which are open to the public, can be accessed from <http://youtube.com/septayac>.
- Minutes of other meetings and published documents are posted to <http://septayac.com/ourwork>.



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