

SEPTA Youth Advisory Council

Plenary Meeting Minutes for Wednesday, October 27, 2010

Attendees

SEPTA: Nilda Rivera-Frazier, SEPTA Customer Service & Advocacy;
Brian Anderson, Manager of Communications, SEPTA

Guests:

Bob Clearfield, SEPTA Citizen Advisory Committee

Representatives: Philip Dawson—Chair, Matthew Zaccagni—Vice Chair, Anna Stepchin—Secretary, Scott Dubin—Technology Coordinator, Jamira Burley, David Dobkin, Jesse Hunley, Ellen Hwang, Phil Lindsay, Marcus McKnight, Gary Thomas, Jonathan Tieu, Ashley Wagner, George Wright

New Business

There was a motion to approve the minutes from the September 2010 plenary meeting.

Chair's Report

- At the start of the meeting, Mr. Dawson advised members that new SEPTA Citizen Advisory Committee Chair Aissia Richardson might be coming to address the YAC
- Mr. Dawson then transitioned into an educational PowerPoint presentation. The purpose was to take a step away from Philadelphia and investigate the international efforts of youth advocacy on transit.
 - One major fact that was focused upon was that the majority of the world's population is now becoming urban rather than rural, and thus less focused on individual mobility needs. Certain campaigns and efforts worldwide were discussed such as Honolulu's youth council that started the S.M.A.R.T program with a slogan of "If You Build It, We Will Ride."
 - From Boston to San Francisco to even Canada and Britain—the efforts for affordable, reliable transit on behalf of youth advocacy groups are remarkable.

Technology Chair's Report

- Mr. Dubin took the floor with a presentation of improvements in the YAC's communication and organization via the internet.
 - Due to announcements made by GoogleGroups that many features will be discontinued, Mr. Dubin decided to transition to a Google website, where members can download files, take surveys, and monitor the growth of the organization.
 - He demonstrated the new upgrade to the group's communication system via a live Internet connection

Subcommittee Reports

Transit Education Work Group

- Mr. McKnight discussed his preparation of a lesson plan to present to classrooms. It would connect urban culture and the classroom by promoting the use and awareness of transit systems.
- Although the committee had high hopes of implementing this curriculum by early December, Ms. Rivera-Frazier informed them that the plan must first be reviewed and critiqued by the full Council, and presented to the Philadelphia School District for approval.

Service Evaluation Subcommittee

- The subcommittee reported that their experience administering the Philadelphia Youth Rider Survey indicated that future surveys should be kept short and concise, maintaining a direct and clear focus.
 - Surveys should remain available both online and in hard copy. Some students and teachers offered helpful critiques, saying that the previous survey seemed like a “long quiz” or an “exam” rather than a brief survey.

General Discussion

- After Mr. Dawson’s presentation, the Council discussed how they can implement programs that encourage the education system to support public transportation and students’ awareness of it. Although the idea for a YAC “logo” contest was discussed and rejected earlier in the year, the group agreed that perhaps a calendar with monthly drawings would be a possibility if the School District encouraged it.

The YAC determined that the next plenary meeting would be scheduled for Monday, November 29, 2010 at 6:00pm.

Submitted by
Anna Stepchin
Secretary