

SEPTA Youth Advisory Council
Plenary Meeting Minutes for Monday, November 29, 2010

ATTENDEES

SEPTA:

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

GUESTS:

Katie Edwards, Clean Air Council

REPRESENTATIVES:

Chair: Philip Dawson, University of Pennsylvania
Vice Chair: Matthew Zaccagni, LaSalle University
Secretary: Anna Stepchin, Arcadia University
Technology Coordinator: Scott Dubin, Central High School
John Dao, Ursinus College
Jesse Hunley, Community College of Philadelphia
Ellen Hwang
Dustin Krautter, Temple University
Philip Lindsay, Temple University
Marcus McKnight, Community College of Philadelphia
Gary Thomas, The Pathway School
Jonathan Tieu, Masterman High School
George Wright, University of Pennsylvania

Agenda Item: Approval of October 27, 2010 Minutes

Action Taken: The minutes from the October 27, 2010 session were approved.

Agenda Item: Guest Presentation on the Clean Air Council's 5K Run

Discussion Summary:

- Ms. Edwards spoke about the Clean Air Council's 5K Run on the weekend before Earth Day, an event which is organized in order to advocate for cleaner air in Philadelphia.
 - It is the city's largest Earth Day event, having started in 1981.
- Ms. Edward's main purpose was to present an opportunity for the YAC to come out and help prepare promotional handouts and raise awareness of the importance of keeping Philadelphia clean.
- The run is a Certified Green Run, has been growing every year since it's creation, and is the single biggest fundraiser for the Clean Air Council.
- This year, it will be held on April 16, 2011, starting at 7:00AM.

Follow-up Action:

- Ms. Edwards requested that YAC Members who are interested in participating in the event contact her within the coming months.

Agenda Item: Chair's Report

Discussion Summary:

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- Mr. Dawson began his report by summarizing the outcome of the SEPTA trip planned by YAC Member John Dao.
 - Having put out posters around Ursinus, John gathered a small crowd of students for a day trip into Philadelphia using various modes of SEPTA transportation.

Agenda Item: Outreach and Communications Subcommittee Report

Discussion Summary:

- Ms. Hwang discussed the Transit Art Contest that the Subcommittee had decided to develop.
 - She advised that YAC members who are interested in creating the guidelines, rules, and prizes, etc., should meet to write out a formal letter to both the School District of Philadelphia and SEPTA, notifying them of YAC's interest.
 - Once the concept is approved, the letter can be revised and sent out to a few schools, which will comprise the pilot program for the Contest.
- If successful, the YAC hopes to host other Art in Transit contests for larger numbers of schools. Contests would seek to raise awareness to the importance of public transportation in high school students' daily lives while exhibiting Philadelphia's artistic talent.
- The initial batch of schools chosen was: Masterman, Overbrook, Central, and Benjamin Franklin High School.

Agenda Item: Transit Education Work Group Report

Discussion Summary:

- Mr. Lindsay discussed the growth of the video project and the possibility of incorporating the videos as interactive media on SEPTA's website.
- Mr. Anderson noted that the quality of the videos would have to meet certain criteria to be considered suitable for the website, and agreed to work with members of the Work Group to develop them.
- Mr. Lindsay added that he has begun considering content for the videos at Temple University with his friend Austin, who has experience with filming and may be a potential assistant in the video project.

Agenda Item: Service Evaluation Subcommittee Report

Discussion Summary:

- Mr. McKnight informed the group that the Subcommittee held a meeting on Thursday, November 18 which was attended by Mr. Lindsay, Ms. Shaeffer, Mr. Hunley, Mr. Dawson, and himself.
- The collaboration was successful, with all present having discussed the survey and considered the value of potential questions, ultimately settling with 15 from the original 25.

Agenda Item: General Discussion

Discussion Summary:

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- Members discussed who was interested and available in assisting Katie Edwards at the 5K run as volunteers, and talked about the possibility of having the Green SEPTA Bus present to advertise the agency's own efforts to be more environmentally friendly.

Agenda Item: Closing Remarks and Scheduling of December Meeting

Discussion Summary:

- Members discussed their plans and schedules for the holiday season in order to set a convenient date for December's plenary meeting.
- Ms. Rivera-Frazier noted that Citizen Advisory Committee would be honoring two longtime members at its December meeting, and she invited the YAC to partake in the holiday buffet that SEPTA would be providing in their honor.

Action Taken: The December plenary meeting was scheduled for Tuesday, December 21, 2010 by the consent of all members present, to be held at 5:30pm on the 7th floor of 1234 Market Street.

Agenda Item: Adjourn

Action Taken: Meeting adjourned