

YAC MEMBERS IN ATTENDENCE

Jamira Burley, Temple University
John Dao, Ursinus College
Philip Dawson, University of Pennsylvania
David Dobkin, University of Pennsylvania
Scott Dubin, Central High School
Jesse Hunley
Ellen Hwang
Charles Graham, Roman Catholic High School
Marcus McKnight
Jacob Nussbaum, University of Pennsylvania
Gary Thomas, The Pathway School
Jonathan Tieu, Masterman High School
Ashley Wagner, Temple University
George Wright, University of Pennsylvania
Matthew Zaccagni, LaSalle University

SEPTA REPRESENTATIVES IN ATTENDENCE

Brian Anderson, SEPTA Communications

MEMBERS OF THE GENERAL PUBLIC

Walter Richardson, Amtrak
Romell Calloway, Community College of Philadelphia
Austin Peters, LaSalle University
Oliver Goodman

GUEST PRESENTERS

Dennis Hiller, Director of Sales, SEPTA
Thomas Kelly, Supervisor of Sales Administration, SEPTA

Agenda Item: Approval of March 23, 2010 Minutes

- Mr. McKnight reported that the transcript of the minutes from the March 24, 2011 session had been lost, and that Acting Secretary Hunley would be unable to submit them for adoption.

Agenda Item: Guest Presentation on SEPTA Fare Policy

Discussion Summary:

- Mr. Hiller and Mr. Kelly answered questions on the Authority's fare policies that YAC members had submitted to the Chair beforehand:
 - They explained that with the implementation of New Payment Technology, all of SEPTA's current payment options will remain available, but some will change format (e.g. tokens to SmartCards) and other media that cannot currently be used for payment will be added.
 - SEPTA riders will be able to pay their fare using different methods of payment such as cash, debit or credit cards, SmartCards, and cell phones.
 - They added that the new system would include the capability for student identification cards issued by universities to double as SEPTA passes. A hypothetical contract enabling this option might track how many times ID cards are swiped on the system and bill institutions on a variable rate based on volume of trips.

- Mr. Hiller revealed that SEPTA would be engaging in discussions about such an arrangement with the University of Pennsylvania in the near future.
- Mr. Hiller reminded YAC members that SEPTA passengers currently have the option of ordering their fare instruments online and having them mailed to their home.
- They explained that the Authority's current funding guidelines, as stipulated in Act 44, mandate that it undertake a minor fare increase every three to four years.
- For high school students, Mr. Hiller and Mr. Kelly reported that SEPTA and the School District of Philadelphia currently partner together to provide a weekly student Transpass.
 - Over 60,000 students are eligible for the discounted pass, which provides access to the transit system during school hours and during a limited amount of time after dismissal.
- YAC members engaged in an extensive discussion regarding gender stickers on SEPTA Transpasses and Trailpasses.
 - Mr. Hiller and Mr. Kelly explained that SEPTA began using gender stickers in the 1980s to cut down on fraud in the form of pass sharing between married couples.
 - They acknowledged that while the technology does not exist in the current fare system to measure pass sharing, internal estimates and extrapolations have concluded that eliminating gender stickers before the new fare system is in place could lead to millions of dollars in losses.
 - Several YAC members countered that such a policy was outdated and unintentionally discriminatory to some LGBT riders.
 - Mr. Hiller and Mr. Kelly concluded by reporting that the stickers would be eliminated with the implementation of New Payment Technologies, but that any changes to the current system before that time would not be entertained by SEPTA management.

Follow-up Items:

- Mr. Dawson requested the contact information of University of Pennsylvania personnel participating in NPT discussions so that the YAC could send a delegation to meet with them about the issue.

Agenda Item: Chair's Report**Discussion Summary:**

- Mr. Dawson thanked all members present for their attendance.
- He reported that most of his work over the past month had dealt with preparing for the release of the Philadelphia Youth Rider Survey Report, which, he added, would be taking place within the next week.
- Mr. Dawson reported that he delivered a PowerPoint presentation to the CAC at its March plenary meeting, and that the Committee was pleased with the report and its recommendations.
- He announced that he also met privately with Ms. Rivera-Frazier, Customer Service & Advocacy Manager Kim Scott Heinle, and SEPTA General Manager Joe Casey to discuss the report a couple of weeks before.
 - He added that the meeting was especially encouraging, as Mr. Casey was very interested in the YAC's work and engaged in a long conversation about the document. Mr. Casey noted that while some of the recommendations had been suggested before by others, that only reinforced their value.
 - He reported that Mr. Casey also expressed SEPTA's willingness to study making some of the changes we proposed, even those—like extending nighttime hours on subways—which the YAC had judged improbably in the short term.

- Mr. Dawson reported that he and Mr. Zaccagni then met again with Mr. Casey and all of his senior staff the previous week, indicating that they were equally impressed with and supportive of the report.
- Mr. Dawson announced that the public release of the document was still scheduled for Thursday, April 28 at the 3pm SEPTA Board Meeting. He reiterated his invitation that all YAC members were welcome and encouraged to attend, and asked that all members in attendance dress appropriately.
 - He specified that he would be making two to three minutes of comments on the report, of which each of the board members would receive a copy. He said that he would likely ask all members in attendance to stand and be recognized briefly as well.
 - Mr. Dawson added that the same day, a press release would be sent out to SEPTA's media contacts, and a PDF of the document would be posted on the SEPTA website.
- Mr. Dawson said that the second major issue he wanted to address was the significant internal changes the YAC would be going through in the upcoming months. He announced that he would be stepping down as chair and leaving the YAC effective June 30. He added that several other long-time members would be stepping down around the same time due to age or pursuing career plans outside of the area.
 - He explained that he wanted the YAC to make a smooth transition to a new leadership and to incorporate whichever new members are appointed by SEPTA and the CAC.
 - He also encouraged existing members who would not be leaving to begin thinking about whether they would be interested in running for an officer position for the next term. He acknowledged that the YAC still had to decide when to hold elections, but estimated that it would probably be sometime during the next month or two so that there might be sufficient time to introduce the new officers to their roles.
- Mr. Dawson reminded members that the YAC is empowered in its Bylaws to make non-binding recommendations to the CAC regarding individuals who may make good candidates for the Council. He explained that Mr. McKnight had drafted such a recommendation for Romell Calloway, whom most members would likely recognize from his attendance at plenary meetings and outreach events over the past several months, despite the fact that he was not currently a YAC member.
 - He explained that any members who agreed that these contributions warrant recommending his appointment to the YAC could sign a petition that was being passed around to forward that suggestion to the CAC.

Action Taken:

- The petition to recommend Mr. Calloway for appointment to the YAC was signed by 12 of the 14 members present, and was presented to the CAC following its ratification.

Follow-up Items:

- Mr. Dawson requested that other members who were planning on stepping down from the YAC in the current months send him their names and intended dates of retirement before the May meeting.
- Mr. Dawson announced that he would speak with members of the CAC's nominating committee to ensure that it was beginning to review applications for the appointment of new YAC members.

Agenda Item: Outreach and Communications Subcommittee Report**Discussion Summary:**

- Ms. Hwang updated the Council on the status of the Transit Art Contest, specifying that the winner would be determined by a panel of judges consisting of SEPTA staff, representatives of the Philadelphia Mural Arts Commission, and private artists.
- Mr. McKnight reported on his experiences at Earth Day outreach events that the YAC participated in at Temple University, Bryn Mawr College, and Ursinus College. He mentioned

that YAC members distributed SEPTA pamphlets, interacted with students, and met two professors who were interested in sharing their transportation research findings with the group.

Agenda Item: Transit Education Work Group Report

Discussion Summary:

- *Mr. Dubin delivered the report in Mr. Lindsay's absence*
- Mr. Dubin reported that the new student orientation video that the Work Group was developing was not yet ready, but pledged that filming would begin shortly, and that a first cut of the film would be ready by the May plenary meeting.

Follow-up Items:

- Mr. Dawson noted that the Transit Education Work Group had made similar promises to present the Council with a preview of the video several times over recent months, and requested that the group devote appropriate attention to meeting its obligation for the May meeting.

Agenda Item: Service Evaluation Subcommittee Report

Discussion Summary:

- Mr. McKnight announced that the YAC would continue the Suburban Youth Rider Survey at the beginning of the fall semester of 2011 since the Subcommittee had concluded that distributing it during finals period would not be feasible.

Agenda Item: General Discussion

Discussion Summary:

- No general comments were voiced from YAC members or members of the general public.

Agenda Item: Closing Remarks and Scheduling of May Meeting

Action Taken: The May plenary meeting was scheduled for Wednesday, May 25, 2011 by the consent of all members present, to be held at 5:30pm.

Agenda Item: Adjourn

Action Taken: Meeting adjourned