



Youth Advisory Council

Getting youth on board with SEPTA

SEPTA Youth Advisory Council

2015 Annual Operating Plan (AOP)

Prepared by Jeff Kessler, Executive Chair

Last year, the YAC adopted the first-ever Annual Operating Plan to outline the organization's goals and help guide the committee throughout the year. Such a program was quite successful with virtually all tasks being completed to the fullest extent our organization is capable. In preparing for this year's Annual Operating Plan, there were two changes that needed to be put in place: (1) a model whereby goals could be added and/or removed fluidly and not in a rigid fashion and (2) a system whereby the YAC members could each express the targets towards which the YAC should progress. As such, a new project-team structure has been adopted along with a more fluid AOP. Rather than serving as a document that guides the YAC's progress throughout the year, the AOP serves to rapidly jump-start a number of projects that can and shall be modified as necessary to meet the needs of the YAC's stakeholders. However, given that these projects were outlined at this time, they are still subject to the same review process that shall take place at the end of this operating year. Further, the projects and sub-projects listed are the direct result of a summer-long "VisionQuest" wherein members constructed idea proposals that were shared and revised until reaching the final state.

In accordance with the newly-adopted version of the YAC Bylaws, the 2015 Annual Operating Plan consists of the establishment of six key projects, each of which focuses on one major goal that the YAC would like to reach. Together, these six projects and their respective teams form a comprehensive effort to help the YAC progress further towards the organization's overall mission.

YAC Annual Operating Plan 2015 Project Listing

Project and Sub-Projects	Project Goal	Project Manager	Director
Revised Outreach Program 1 Sheet SEPTA Info Page Mandatory Table Training More Off-Season Outreach Blog Posts Following Outreach Events	To increase the breadth and effectiveness of the YAC's current outreach efforts.	Dréquan Taylor	David Zamarin

Project and Sub-Projects	Project Goal	Project Manager	Director
Better Youth Travel Resources School-Specific Route Maps septayac.com/resources Google Transit Overlay System Safety Resources Videos on How to Ride System Map Redesign App Challenge Contest	To make SEPTA easier to navigate using materials geared towards youth.	Alaric Qin	Alaric Qin
YAC Publicity Finalize Logo Design YAC-Focused SEPTA Ads School Newspaper Promotion	To increase overall awareness of the YAC and the resources we provide.	David Zamarin	David Zamarin
Student Discounts Main Line Student Fares Small School Fare Discount General Student Fare Program Bring a Friend Discount Cost of Fare in Tuition Free Service during Orientations	To evaluate and develop an actionable plan that offers substantial discounts to youth and increases SEPTA ridership.	Will Herzog	Shannon Stussy
Smooth and Expand YAC Public Hearings YAC Website Submission Form Youth Veritas Ticket Review POP of MFL/BSL Evaluation NPT Testing	To evaluate the present state of SEPTA and offer actionable changes to improve service.		Shannon Stussy
YAC Rides SEPTA Ride Every Route SEPTAventures Excursion Days YAC Rides SEPTA Blog	To collectively become fully aware of the entire SEPTA system and raise awareness for the YAC.	Max Shein	Shannon Stussy