



Birmingham-Jefferson County Transit Authority
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**Report to the Board
Program Development Committee**

Wednesday, December 14, 2011

Opening: The meeting was called to order by Committee Chairman Terri Sharpley at 8:42 a.m. in the Executive Briefing Room located at Central Station, 1735 Morris Avenue, Birmingham, Alabama 35203.

Members Present: Andre Petties, Rev. Patrick Sellers, and Terri Sharpley

Members Absent: None

Others Present: Debra Anderson-Burse, Robert Ballard, Peter Behrman, Anna Brown, Gwen DeRu, Bob Dyck, Bing Edwards, Butch Ferrell, Jacquese Gary, Richard Goldstein, Lawton Higgs, Sr., Lee Jackson, Barbara Lawson, Dr. Jesse Lewis, Julie McMillan, Andre Petties, Charles Ridley, Rev. Patrick Sellers, and Tari Williams.

Adoption of the Agenda: The agenda was adopted by general consent.

Items for Information and/or Discussion:

Temporary Governmental Relations Function

Executive Director Mr. Behrman recommended using the services of Dr. Jesse Lewis of The Lewis Group at no additional cost other than reasonable business expenses between \$400 and \$500 each month. The point of contact in-house person recommended for the temporary function was Adrian Solomon who has education and experience in governmental relations.

In response to the Committee, Dr. Lewis reported that his recommendation to Mr. Behrman had been to use the services of Adrian Solomon and also Jacquese Gary because of her legal background. Ms. Gary would receive an annual monetary increase in the amount of \$20,000. The increase would be suspended if a permanent person is hired but the need the need for an in-house point of contact would remain. His documentation and flow chart used in his recommendation to the executive director was distributed for the Committee's review.

Ms. Sharpley moved to adopt the temporary governmental relations function as recommended by Dr. Lewis, which would utilize the services of both Adrian Solomon

and Jacquese Gary, giving each employee a monetary increase for the additional responsibilities, based on the recommended \$20,000 and the percentage of time each person would devote to the project, seconded, and forwarded to the full board for its consideration. The flow chart would be as Mr. Behrman presented with the change of adding Ms. Gary.

Ms. Sharpley suggested that the BJCTA move quickly in meeting with the Jefferson County delegation, hopefully before the end of the year. In addition, the board could invite state representatives to a meet and greet while at the board retreat in Prattville.

Mr. Petties requested that the recommendation of Dr. Lewis be merged with the job description on file in Human Resources. Mr. Behrman agreed to have staff prepare a resolution for the board meeting.

Mrs. Solomon asked for clear delineation in the roles that she and Ms. Gary would be performing in the governmental relations function.

Procurement Report

Procurement Officer Jacquese Gary gave highlights of the procurement report. There were four contracts expiring within the next 120 days. For the upcoming solicitations, the four priority items mentioned were the exterior lighting maintenance, oils and lubricants, parking lot cleaning, and the governmental relations consultant. Rev. Sellers inquired about the roof repairs at Central Station and Ms. Gary replied that they had been placed on hold while waiting word on the inter-modal facility.

Bus Advertising

Ms. Gary met with the BJCTA's advertising agency regarding discontinuing full bus wraps. She distributed the attached example of a partial wrap for the Committee's review. Ms. Sharpley requested numbers of revenue dollars received on full wraps during the last fiscal year and potential revenue on partial wraps, based on other transit systems. Ms. Gary was asked to have Greg Brogden of Response Advertising present at the next Committee meeting.

Update on APTA Peer Review Implementation

Mr. Petties requested that the "Target Dates" column not only have the written explanation but also include actual dates.

Board Retreat for Strategic Planning

Friday would be designated for the board to meet with executive staff. Staff would spend the night and attend the Saturday meeting also. Mr. Behrman offered to give a class on transit orientation. Saturday would be the day of meeting with the facilitator for strategic planning. Board support was instructed to poll board members and staff for availability on the dates of January 6 and 7, and also on January 13 and 14. Procurement is in the process of getting quotes for a facilitator.

Resolutions for Consideration & Recommendation –

- A. **Resolution No. 2012-18:** Governmental Relations Consultant Scope of Services was duly moved, seconded, and forwarded to the full board for its consideration.

Discussion: Ms. Sharpley requested that the scope of work in the RFP include the requirement of a plan of the applicant's goals and objectives for transit.

Old Business:

Transit Advisory Committee (TAC)

Legal Counsel Bing Edwards advised that he is still waiting information on what the board and TAC members want. If there is a decision to change the articles and by-laws of TAC, there are a number of items in the documents could also be changed. The process would require a larger approval process.

TAC member Butch Ferrell and Charles Ridley reported that the following actions would make the committee more effective: change the membership seats to the original numbers and appoint members that will be committed and attend meetings.

New Business: None

Adjournment: The meeting was adjourned.

Minutes submitted by: Barbara Lawson, Executive Administrative Assistant

Date: _____

Approved by: _____
Terri Sharpley, Committee Chairman