



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

**Opening:** The regular meeting of the Program Development Committee was called to order at 11:30 a.m. on Thursday, January 18, 2007 in the Executive Briefing Room, located at 1735 Morris Avenue, Birmingham, Alabama by Committee Chairman, Walter Jones.

**Committee members present:** Doris Powell, Guin Robinson and Walter Jones

**Committee members absent:** None

**Others present:** David Hill, Joi Scott, Debra Anderson-Burse, Collina Washington, Erskine Brown, William Muhammad, Ron Tanner, Dr. Jesse Lewis, Chianti Cleggett, and LaChaune Slater.

**Approval of Agenda:** The agenda was adopted by general consent.

### **Items for Information and/or Discussion**

Service Outside BJCTA Service Area – Ron Tanner, ClasTran Manager of Transportation, addressed the Committee regarding expanding service outside the BJCTA service area. Mr. Tanner explained that current service nor routes can expand due to the lack of funding.

The Executive Director inquired about the possibility of using a small portion of Neighborhood Association funds or City Council discretionary funds to provide the funding needed for a limited expansion of service. Ms. Powell stated that she will explore the possibility.

**Adding Sunday Service** – Mr. Tanner stated that ClasTran is planning a pilot project in June 2007 to survey the addition of service on the weekends.

Mr. William Muhammad asked if ClasTran must comply with ADA guidelines. Mr. Tanner explained yes and that ADA services must mirror all agency standard service.

Ms. Powell suggested that ClasTran contracts with the BJCTA to provide service after ClasTran's normal hours of operation.

### MAX Marketing & Public Relations Roadmap

The Lewis Group presented an outline of anticipated marketing projects for February 2007 through January 2008. Dr. Lewis also reported the current status regarding the MAX Media Project DVD creation. This media presentation is designed to positively promote the agency.

Annual Ethics Certification – Collina Washington, Manager of Procurement, explained that the Code of Ethics consists of a mass agreement that is to be signed by all members of the Board of Directors and an annual certification that asks for the disclosure of all potential conflicts of interests. Ms. Washington asked all committee members to please sign the annual agreement by the Regular Meeting of the Board of Directors to be held January 24, 2007.

Non-Disclosure Agreement – Recent Procurement updates from the Federal Transit Administration require that all board members agree not to discuss contracts, proposal documents, trade secrets, etc. with anyone outside the BJCTA, including and relating to all vendors. Ms. Washington asked all committee members to also sign this agreement no later than the Regular Meeting of the Board of Directors to be held January 24, 2007.

### **Resolutions for Consideration & Recommendation:**

- A. **Resolution No. 2007-05** Authorization to Exercise a One (1) Year Renewal Option with The Lewis Group for Marketing Communication Services for an Amount Not to Exceed \$60,000 was forwarded to the full board for its consideration.
- B. **Resolution No. 2007-08** Authorization to Exercise a One Year Renewal Option with Petroleum Traders for the Purchase of Low Sulfur Diesel and Unleaded Fuel was excluded from the agenda.

### **Old Business**

Ms. Powell asked the following three (3) questions:

- 1. Has something changed with the Jefferson County ad valorem? In the past, the ad valorem from Jefferson County has paid for service to Midfield, Brighton and Lipscomb.
  - a. Mr. Hill explained that the ad valorem monies received from Jefferson County is distributed among all routes within the county and does not pay for the full cost of any one municipality. Supplemental funds are needed in order to fully fund service. Mr. Hill is to provide written documentation detailing the specific allocations of the Jefferson County ad valorem to Ms. Powell.
- 2. Is there a status update regarding Fairfield?
  - a. Mr. Hill provided a copy of a letter postmarked January 10, 2007 from Mayor Michael Johnson explaining that the Fairfield City Council was still considering its options regarding continued service to Fairfield.

3. To whom does Legal Counsel report?

Ms. Powell met with the City of Birmingham Transportation Committee and reported that the City Council of Birmingham is in agreement to increase the TAC membership to 27 to include UAB, Midfield and Vestavia Hills. The City of Birmingham has requested a response no later than February 1, 2007.

Mr. Robinson suggested that the Program Development Committee meets with the president of TAC and Legal Counsel as soon as possible.

**New Business** - None

**Adjournment:** The meeting was adjourned.

Minutes submitted by: LaChaune N. Slater

Date: \_\_\_\_\_

Approved: \_\_\_\_\_

Walter Jones, Committee Chairman