

PLANNING & DEVELOPMENT COMMITTEE MEETING
ROLL CALL

Wednesday, November 14, 2018

BOARD MEMBERS				VOTE			
				Res. No. 2018-46	Res. No.	Res. No.	Res. No.
Davis, Ruby				Y N A	Y N A	Y N A	Y N A
Parker, Sam				Y N A	Y N A	Y N A	Y N A
Smith, Theodore "Ted"				Y N A	Y N A	Y N A	Y N A



Birmingham-Jefferson County Transit Authority
1801 Morris Avenue · Post Office Box 10212 · Birmingham, Alabama 35203-0212 Phone: (205) 521-0161
Website: www.maxtransit.org

**PLANNING & DEVELOPMENT
COMMITTEE MEETING**
Wednesday, November 14, 2018
11:00 a.m.

AGENDA

- I. Call to Order**
- II. Roll Call/ Establishment of Quorum**
- III. Adoption of Agenda**
- IV. Resolutions for Consideration and Recommendation**
**All resolutions were considered/ recommended in the previous committee meeting.*
- V. Items for Information and/or Discussion**
 - A. Departmental Updates**
 - Customer Care/ Marketing
 - Information Technology (IT)
 - Planning
 - Safety
- VI. Old Business**
- VII. New Business**
 - A. Lunch & Learn**
 - B. Quarterly Meetings: BRT, TOD, Maintenance Facility**
(Staff Presentation)
- VIII. Adjournment**

Birmingham-Jefferson County Transit Authority

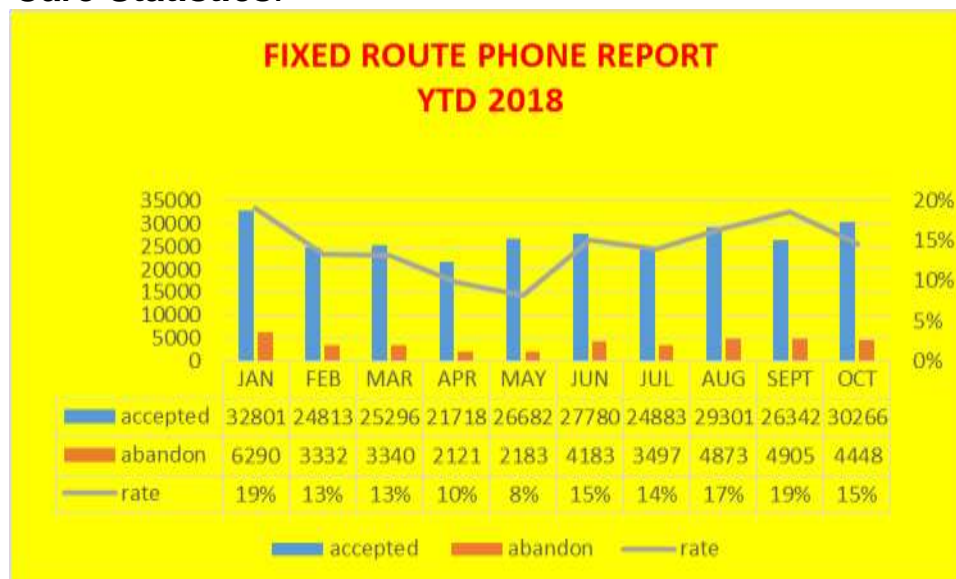
STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION:	DATE:
Customer Care Center Report	October 2018
	INITIATOR
	Myrna Pitman
	Director of Customer Care & Marketing

Customer Care Center Activities:

- **Monday, October 1st** – League of Women Voters' of Greater Birmingham (LWVGB) voter registration drive at Central Station.
- **Monday, October 15th** – TCAB voter registration drive at Central Station 10 am – 6 pm.
- **Tuesday, October 16th** – LWVGB voter registration at Central Station 3 pm – 5:30 pm.
- **Tuesday, October 16th** – Two (2) Customer Care Associates attended Central Park School to participate in the Community Helper Event.

Customer Care Statistics:



****National Abandonment Rate Goal: 10%***

Overall Service Level:

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OC
59%	59%	59%	73%	75%	56%	59%	57%	50%	61%

****Service Level Goal: Answer 70% of calls in 30 seconds***

PARA TRANSIT PHONE REPORT YTD 2018



**National Abandonment Goal: 10%*

Overall Service Level

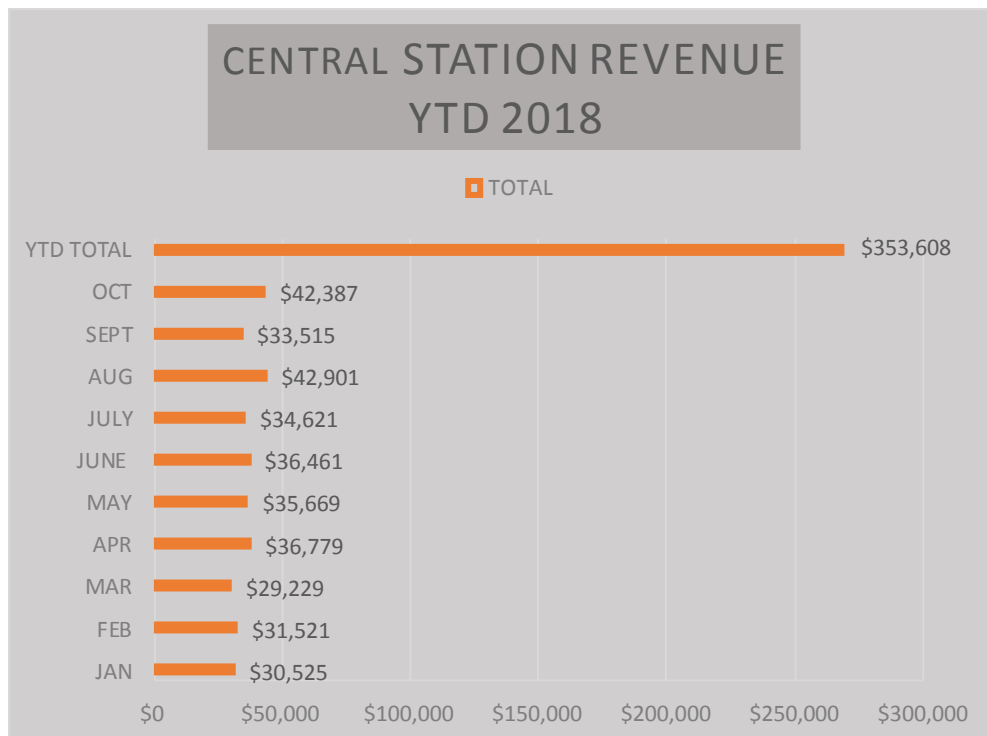
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT
64%	62%	64%	63%	57%	48%	50%	47%	43%	41%

**Service Level Goal: Answer 70% of calls in 30 seconds*

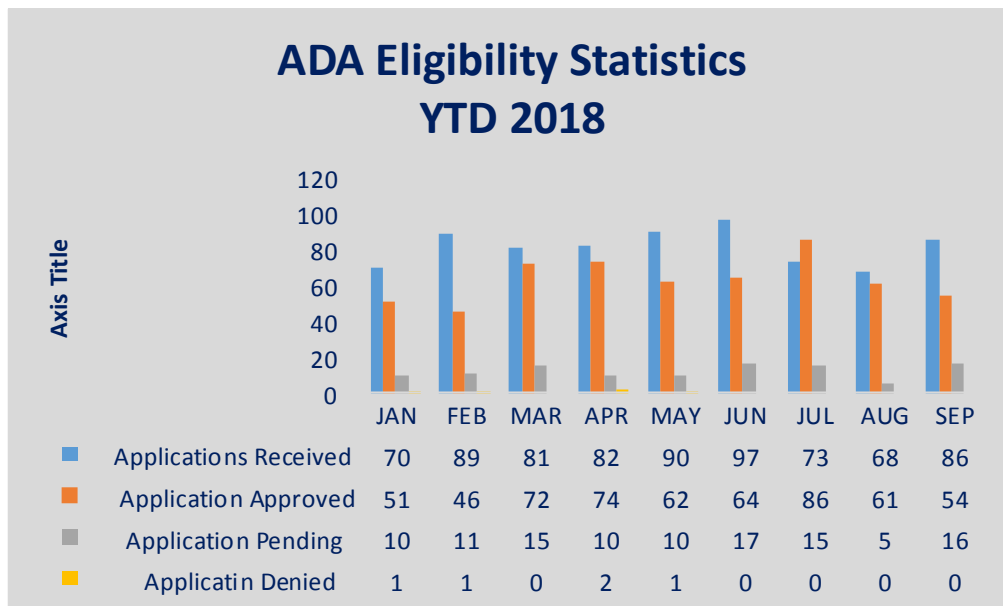
Customer Comments Oct. 2018

	DEPT.	FIXED	MAIN	PLAN	CCC	SAFETY	ADMIN	ADA
Complaint		16	0	0		0	0	0
Compliment					0			
Suggestion								
Total		16	0	0	0	0	0	0
Resolved		13			0			0

**Customer comments are reported from the 25th of the previous month to the 25th of the next month. Any unresolved comments will be resolved during the following month*



- Totals indicate the sum for the sale of all tickets and bus passes.



- This information is tallied on the 22nd of each month for the previous month. Applications are pending due to incomplete paperwork or unverifiable information from the client.

Birmingham – Jefferson County Transit Authority

STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION:	DATE: October 2018
Marketing Report	INITIATOR Myrna Pittman Director of Customer Care & Marketing

1.0 Completed Projects:

- Hosted four Public Information Meetings concerning upcoming route changes.
 - Created media for website and social sites.
- Scheduled and organized the following groups to provide Voter Registration in the lobby of Central Station: Transit Citizen Advisory Board (TCAB) & League of Women Voters of Greater Birmingham (LWVGB).
- Participated in the Susan G. Komen Race for the Cure.
- Presented at Central Park Elementary School's Community Helpers Career Day.
- Attended the Children's Village Founders Day Luncheon where we were a sponsor.
- Participated in the Magic City Classic Parade.
 - Created media to promote Bus Rapid Transit (BRT).
- Met with Message Point Media to continue making website changes.

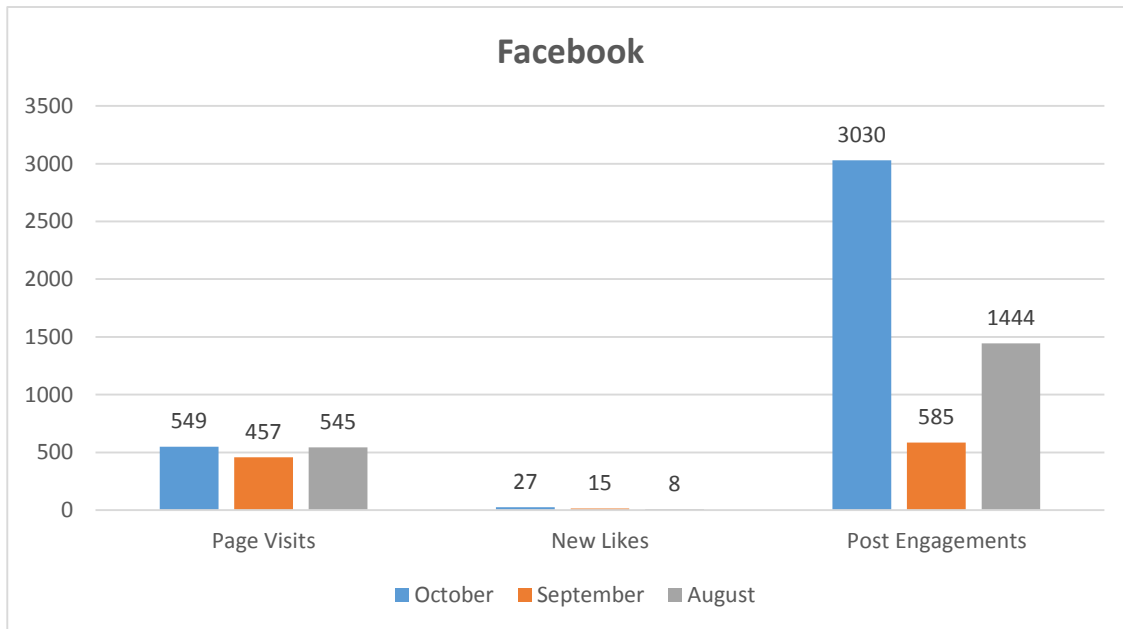
2.0 Working Projects:

- Continuing to work with Message Point Media to update the website.
- Marketing the parking gate kiosk both internally and externally.
- Planning and preparing for the Employee Reception.
- Continuing work on the Jingle Bus Wrap.
- Met with our PR firm, the Intermark Group to understand the scope of the services that they will provide.

3.0 November Marketing Activities/Events:

- **November 1st – 30th** – Internal Winter Apparel Donation for our customers
- **Monday, November 12th** – Veterans Recognition
- **Sunday, November 18th** – Employee Recognition Reception – 5 pm – 8 pm
- **Sunday, November 25** - Begin holiday shopping Sunday Service

October Digital Report for Facebook



- Facebook page visits - 549
- New page likes – 27
- Post engagements - 3030



Birmingham-Jefferson County Transit Authority
STAFF SUMMARY AND COMMENTS

TITLE/DESCRIPTION: Information Technology Report	RESOLUTION NO. Not Applicable
	DATE: November 5, 2018
	INITIATOR: Toney Chestnut Sr Information Technology
ACTION REQUEST: <input type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

Purpose/Objective:

The Information Technology Department is responsible for maintaining 99.9% uptime on IT systems, hardware and functionality of the PC process, so the BJCTA can be productive in providing world class transit service to the Birmingham Metro Area. We are excited and energetic about our future to help move BJCTA forward.

IT Projects

- Implementation of Avail: The final stage of the Avail implementation is the maintenance integrations with Fleetnet. The IT department is actively planning and working on full implementation.
- Route Match: The last portion of the Route Match project is the full usage of the IVR system, the scheduling app, and the payment option. The IT department is working with Route Match to complete the project.
- Security Monitor Center: We are working on opening the Security Monitoring Center at site A. IT is leading the charge with other departments to ensure that the operation of the Security Monitoring Center is completed and a success.
- Parking Lot Site C: We are working to complete the full operation of the Site C parking lot. IT is leading the charge with other departments to assure the full functionality of the parking lot is enable and working well.
- Dispatch Center: Conducted the move and relocation of the dispatch center.
- BRT: Continued meetings with The City of Birmingham on Technology standards for the BRT. Meet with vendors concerning integrations of systems for ticketing and validation.



Birmingham-Jefferson County Transit Authority

TITLE/DESCRIPTION: Planning & Development Department Monthly Update	DATE: October 2018
ACTION REQUEST: <input type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Other _____	INITIATOR: Joshua Johnson Director of Planning & Development

Description/Justification: The Director of Planning & Development evaluates, refines, and expands the service network as it pertains to the socioeconomic and transportation needs unique to the region.

Purpose/Objective: To provide information regarding the progress of the Planning Department.

1.0 Planning Activities and Initiatives

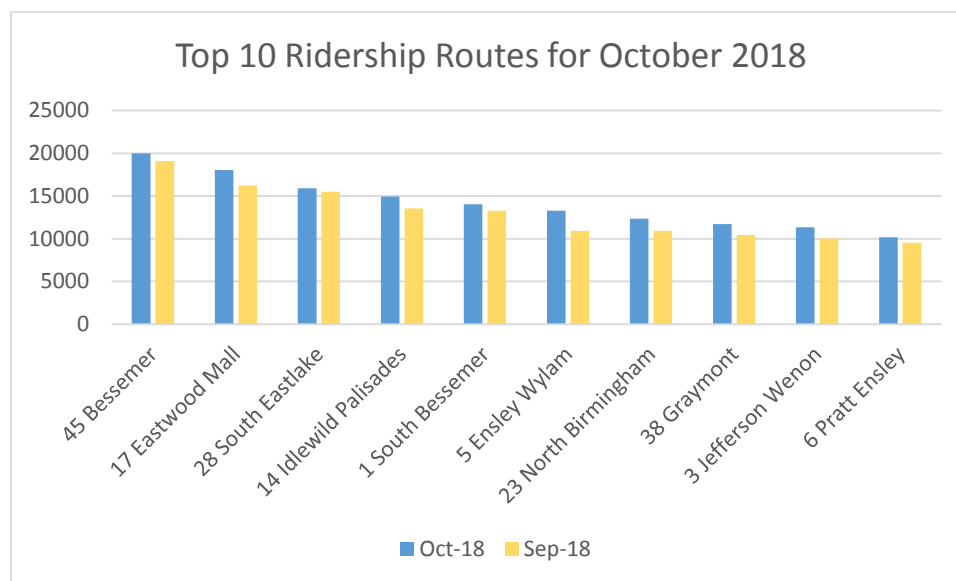
- **Attended BRT Public Outreach Meetings.**
- **Attended Transportation Committee Meeting.**
- **Attended Woodlawn BRT station design meeting.**
- **Collaborated with Homewood Council on extension of MCC to Homewood.**
- **Proposed MCC extension to Homewood to RPC utilizing CMAQ funds.**
- **Attended City Center Master Plan stakeholder meeting.**
- **Met with Mayor of Centerpoint regarding increased service frequency.**
- **Collaborated with COB staff on electric BRT.**
- **Hosted several Public Involvement Meetings for upcoming service changes in Mountain Brook, Homewood, and Intermodal.**
- **Collaborate with Councilor O’Quinn and City Staff on North Birmingham redesign.**
- **Collaborated with United Way on call center grant opportunity.**
- **Coordinated with ClasTran.**
- **Presented performance and financial information to Vestavia Mayor and City Manager.**
- **Spartan Shuttle Pilot starts Nov.5.**

1.1 Performance Indicator-Fixed Route

Goal	Performance Indicators	October 2017	October 2018		Year to Date FY2018	Year to Date FY2019	Current Percent Change
Overall System Performance	Ridership-Fixed Route	297,705	309,191		297,705	309,191	3.7%
	Revenue Hours	18,238	20,342		18,238	20,342	10.3%
	Revenue Miles	249,223	258,747		249,223	258,747	3.7%
	Boardings per vehicle service hour	16.3	15.2		16.3	15.2	-6.7%

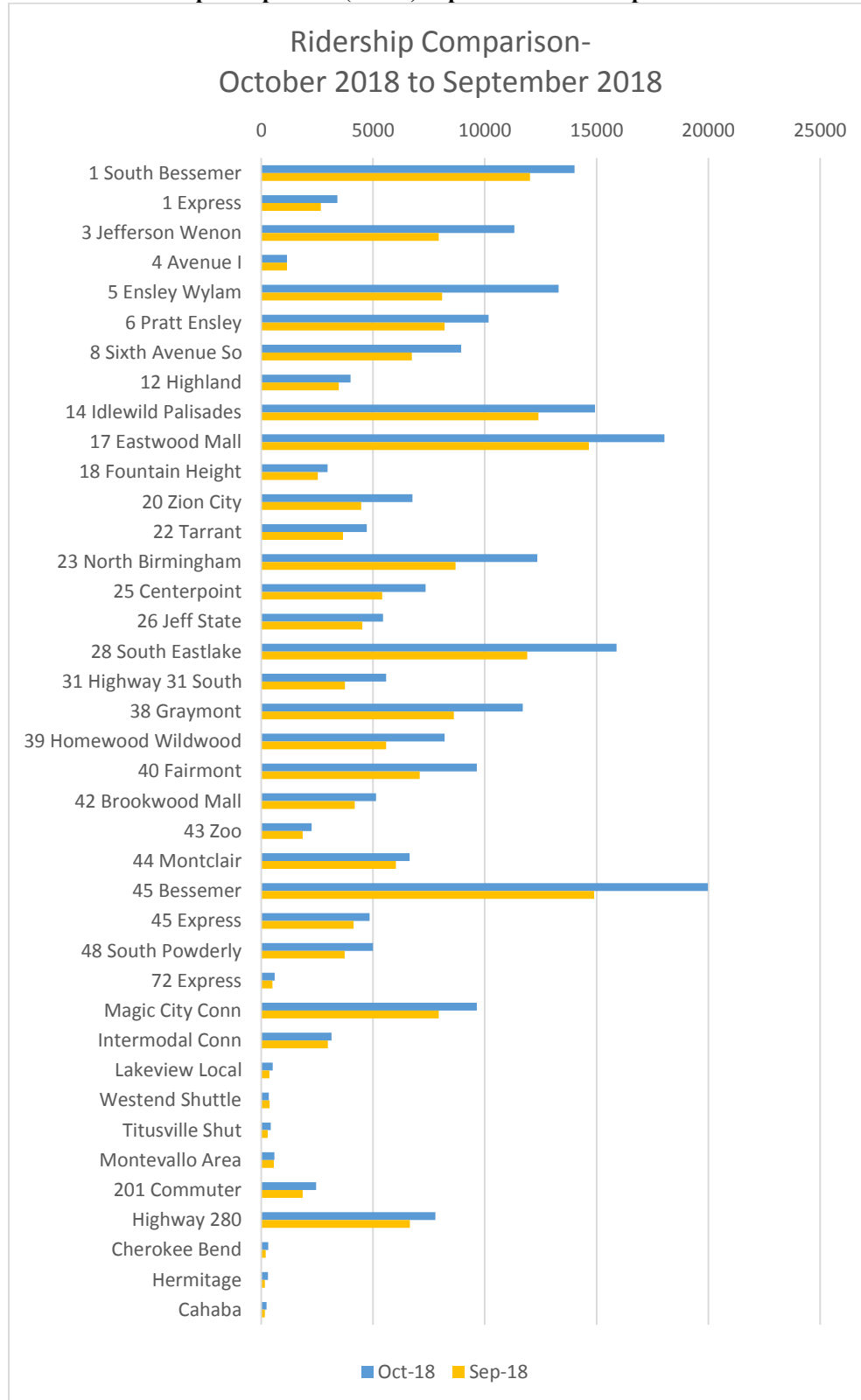
- Current Percent change is calculated by subtracting the Current month FY'18 from the Current month FY'17, and then dividing the previous month FY'17 from that.
- YTD ridership is up by 3.7%
- Average Transit Trip Time = **23 min 30 sec**

1.4 Top 10 Ridership Routes (Chart) (September 2018 compared to October 2018)



Route	October 2018	September 2018
45 Bessemer	19975	19103
17 Eastwood Mall	18037	16246
28 South Eastlake	15892	15496
14 Idlewild Palisades	14932	13543
1 South Bessemer	14018	13290
5 Ensley Wylam	13302	10931
23 North Birmingham	12354	10916
38 Graymont	11698	10432
3 Jefferson Wenonah	11326	10037
6 Pratt Ensley	10176	9529

1.2 Ridership Comparison (Chart) September 2018 compared to October 2018

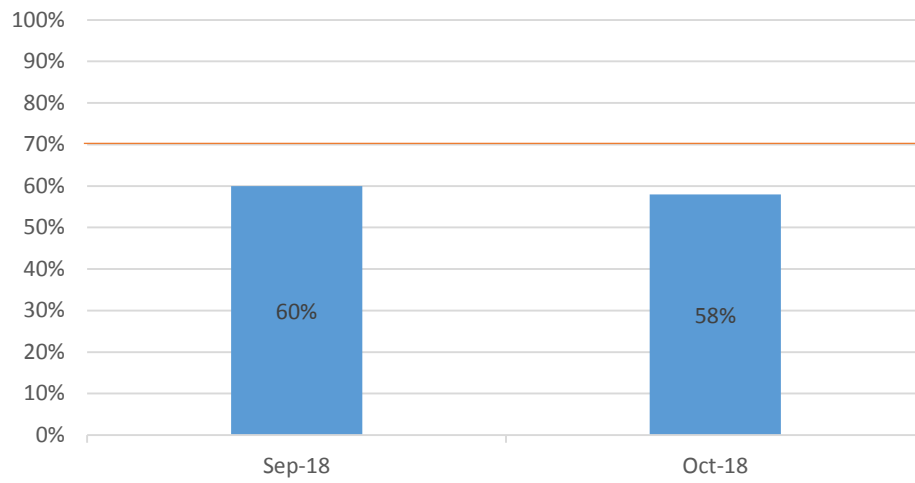


***Montevallo Area Express started mid-month August which skews ridership data for this report.**

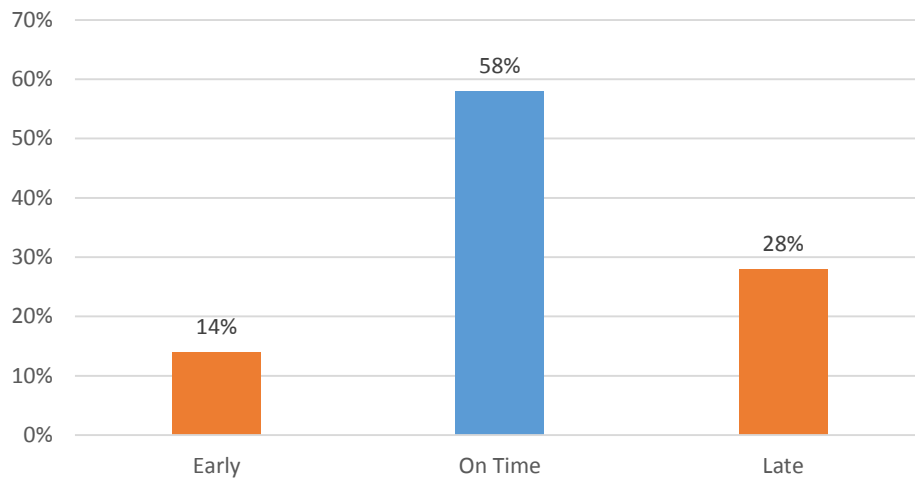
1.3 Average Daily Ridership Summary (June 2018 compared to May 2018)

Route	October 2018	September 2018	Difference
1 South Bessemer	519	501	18
1 Express	126	111	15
3 Jefferson Wenon	419	331	88
4 Avenue I	42	48	-5
5 Ensley Wylam	493	337	156
6 Pratt Ensley	377	342	35
8 Sixth Avenue So	331	281	51
12 Highland	148	145	3
14 Idlewild Palisades	553	517	36
17 Eastwood Mall	668	611	57
18 Fountain Height	110	105	5
20 Zion City	250	186	64
22 Tarrant	175	152	22
23 North Birmingham	458	362	95
25 Centerpoint	272	226	47
26 Jeff State	202	188	13
28 South Eastlake	589	496	93
31 Highway 31 South	207	156	51
38 Graymont	433	359	74
39 Homewood Wildwood	304	233	71
40 Fairmont	357	295	62
42 Brookwood Mall	190	174	16
43 Zoo	83	77	6
44 Montclair	246	251	-5
45 Bessemer	740	620	119
45 Express	180	172	8
48 South Powderly	185	156	29
72 Express	22	21	1
Magic City Conn	357	331	26
Intermodal Conn	116	124	-8
Lakeview Local	19	15	4
Westend Shuttle	12	16	-3
Titusville Shut	15	12	4
Montevallo Area	22	23	-2
201 Commuter	91	77	14
Highway 280	289	277	11
Cherokee Bend	11	8	3
Hermitage	11	7	4
Cahaba	9	7	2

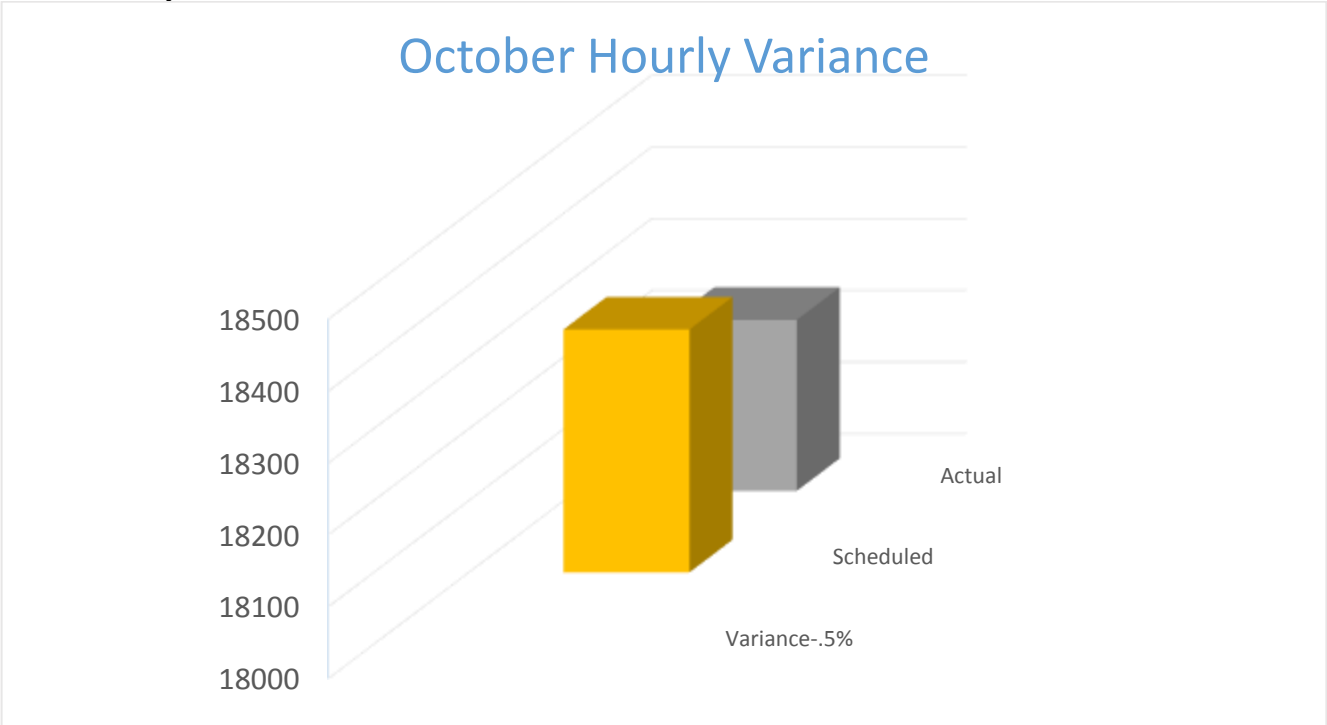
October 2018 On Time Performance Comparison



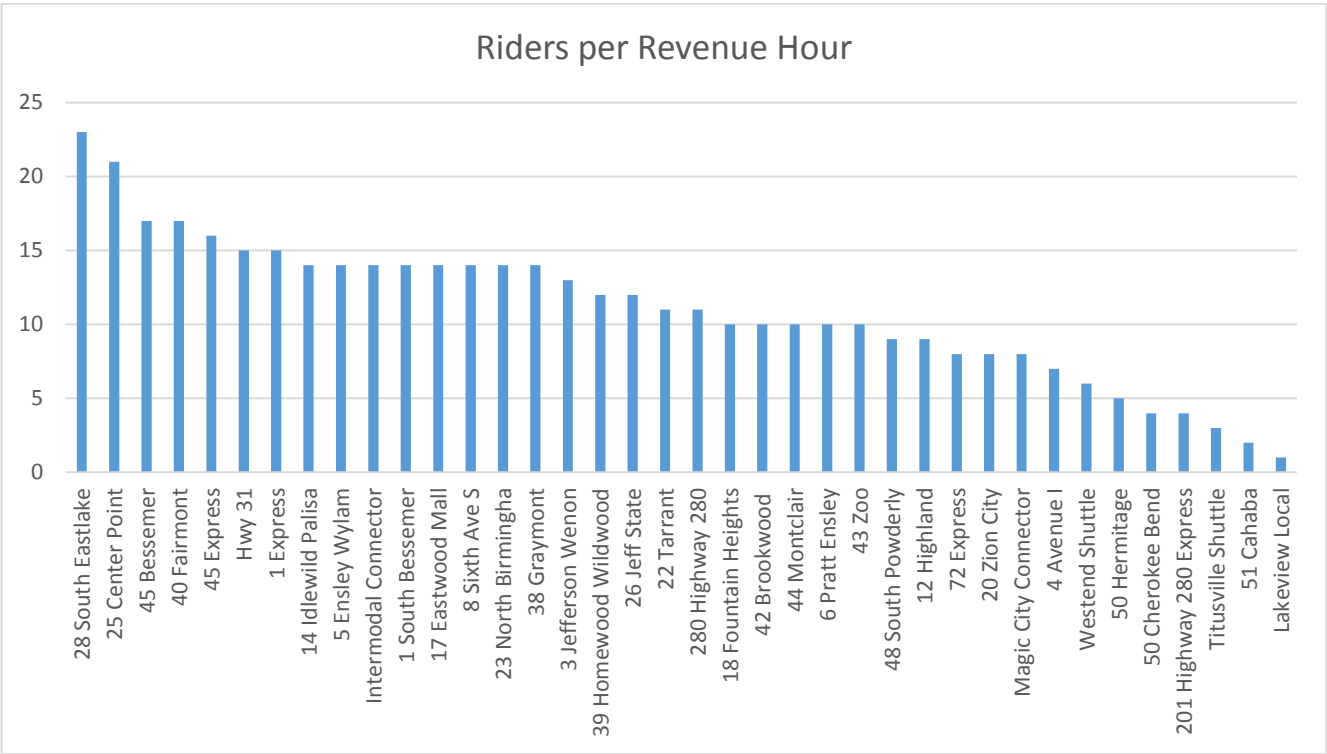
October 2018 On Time Performance

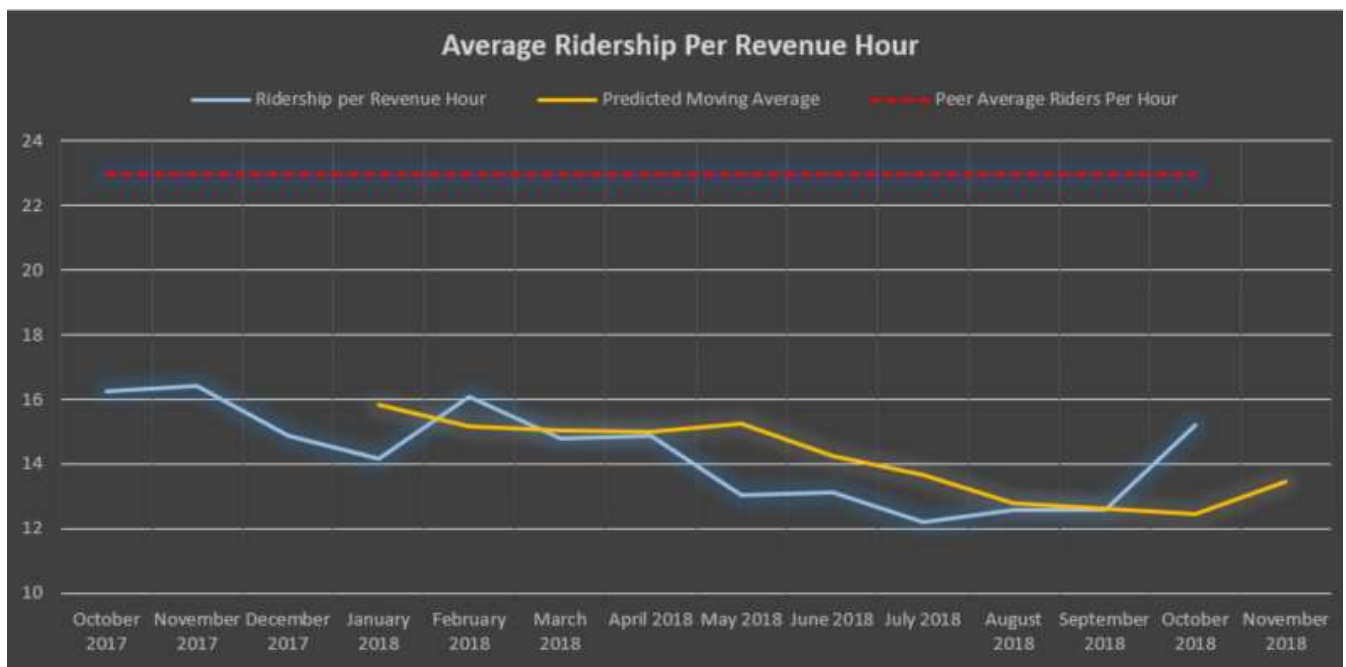


1.4 Hourly Variance

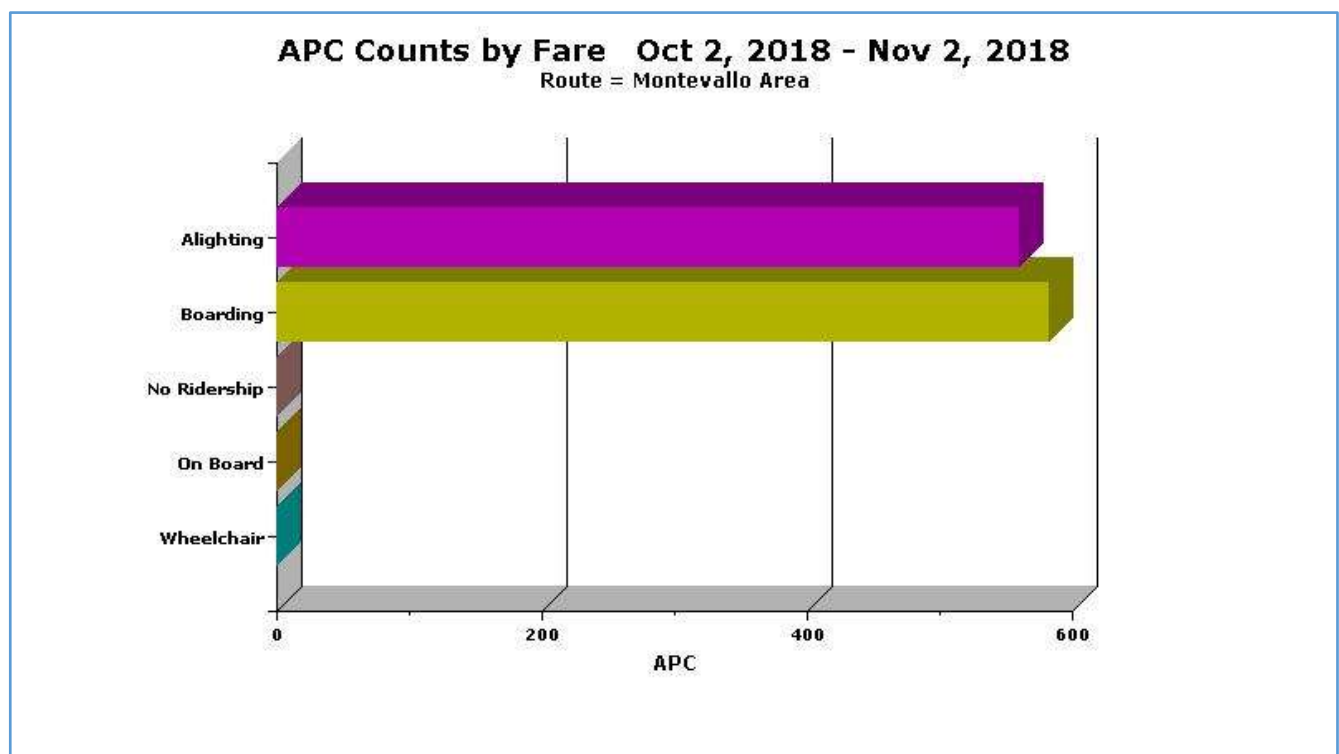


1.5 Ridership per Revenue Hour



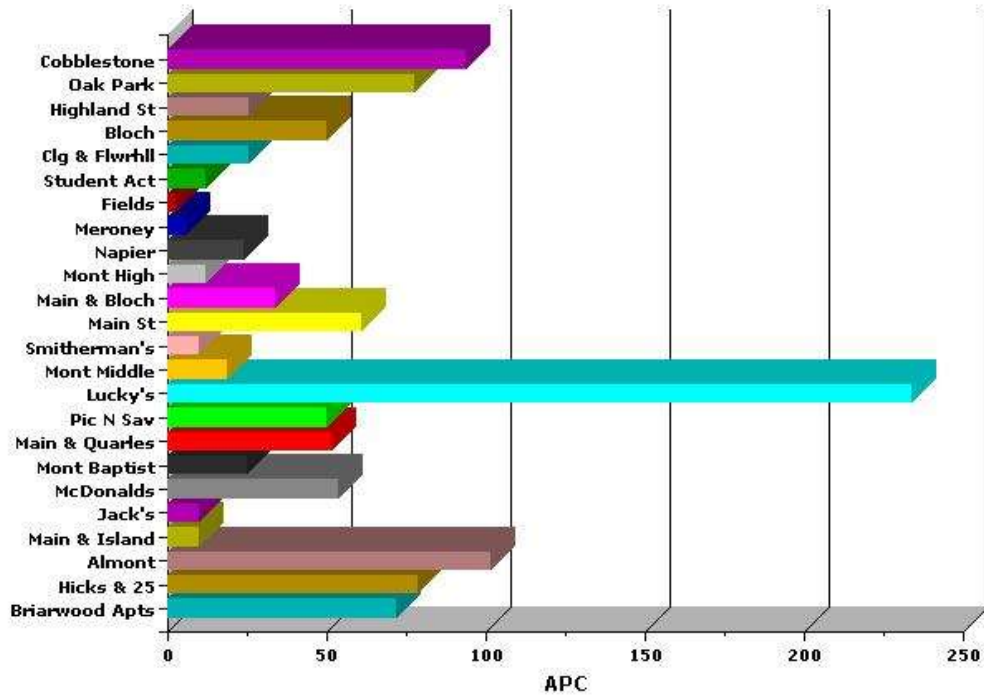


1.6 Montevallo Pilot Performance



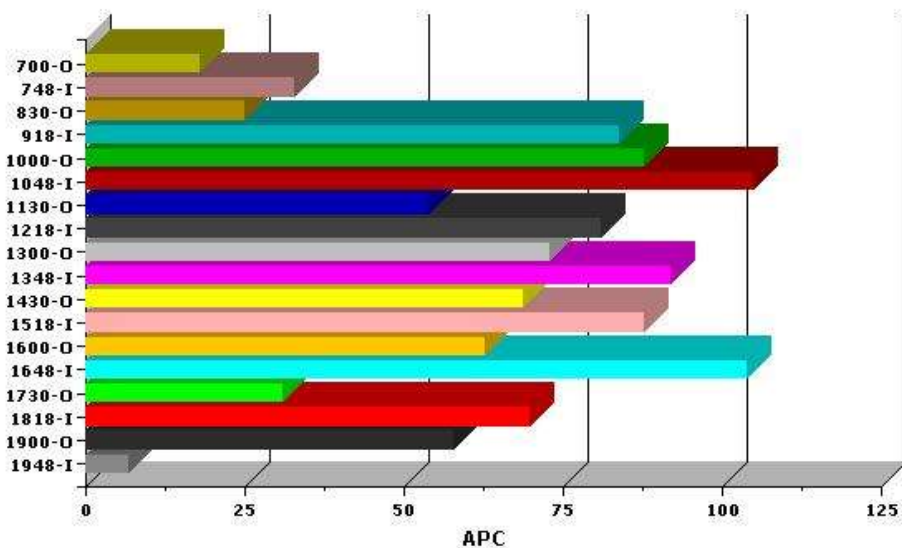
APC Counts by Stop Oct 2, 2018 - Nov 2, 2018

Route = Montevallo Area



APC Counts by Trip Oct 2, 2018 - Nov 2, 2018

Route = Montevallo Area



Joshua Johnson

Planning & Development Department



Birmingham-Jefferson County Transit Authority

TITLE/DESCRIPTION: Planning & Development Department Monthly Update	DATE: September 2018 INITIATOR: Joshua Johnson Director of Planning & Development
ACTION REQUEST: <input type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

Description/Justification: The Director of Planning & Development evaluates, refines, and expands the service network as it pertains to the socioeconomic and transportation needs unique to the region.

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1.0 Planning Activities and Initiatives

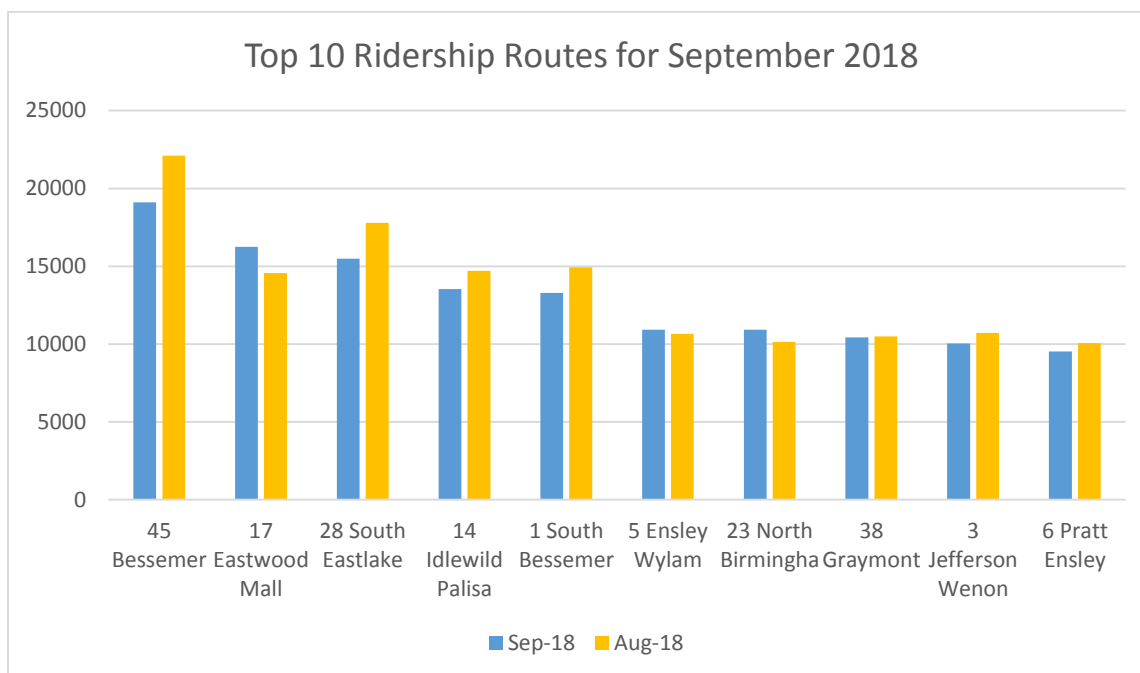
- Corroborated with County Commission and Fairfield on restoration of fixed-route service.
- Collaborated with Birmingham on pre/post data requirements BRT project.
- Worked internally on fleet Capital Improvement Projections based on the characteristics and demands of existing network.
- Attended BRT East Community Transit Center Kickoff meeting.
- Met with Mayor of Tarrant to increase the number of trips on the Route 22.
- Met with Mayor of Centerpoint about increasing the number of trips on the Route 25.
- Collaborated with City of Birmingham on Farmer's Market project.
- Presented monthly performance of Montevallo Pilot to the city, university and Shelby County.
- Attended Birmingham's Transportation Committee Meeting.
- Presented upcoming Homewood route changes to Councilor O'Quinn.
- Attended City Center Master Plan meeting with other officials and stakeholders.
- Presented fixed-route performance Mayor Brocato and Hoover officials.
- Attended and collaborated with the Homewood City Council on upcoming service reduction in Homewood.

1.1 Performance Indicator-Fixed Route

Goal	Performance Indicators	September FY2017	September FY2018		Year to Date FY2017	Year to Date FY2018	Current Percent Change
Overall System Performance	Ridership-Fixed Route	226,423	255,298		2,697,933	3,231,926	11.3%
	Revenue Hours	18,333	20,306		223,606	227,596	9.7%
	Revenue Miles	231,594	261,159		2,820,144	3,004,348	11.3%
	Boarding's per vehicle service hour	12.35	12.57		12.07	14.2	1.8%

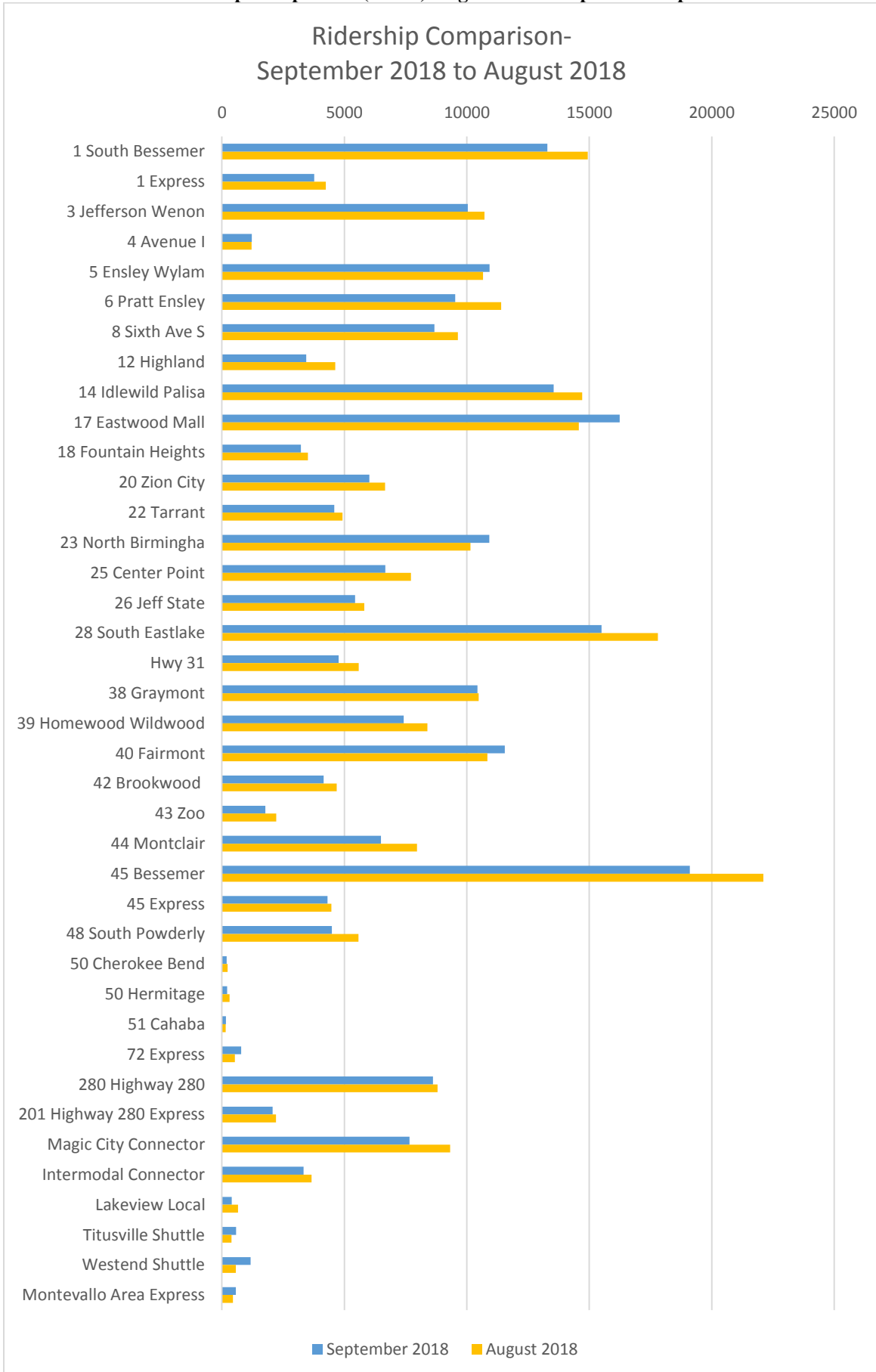
- Current Percent change is calculated by subtracting the Current month FY'18 from the Current month FY'17, and then dividing the previous month FY'17 from that.
- YTD ridership is up by 11.3%
- Average Transit Trip Time = 25 min 50 sec

1.4 Top 10 Ridership Routes (Chart) (August 2018 compared to September 2018)

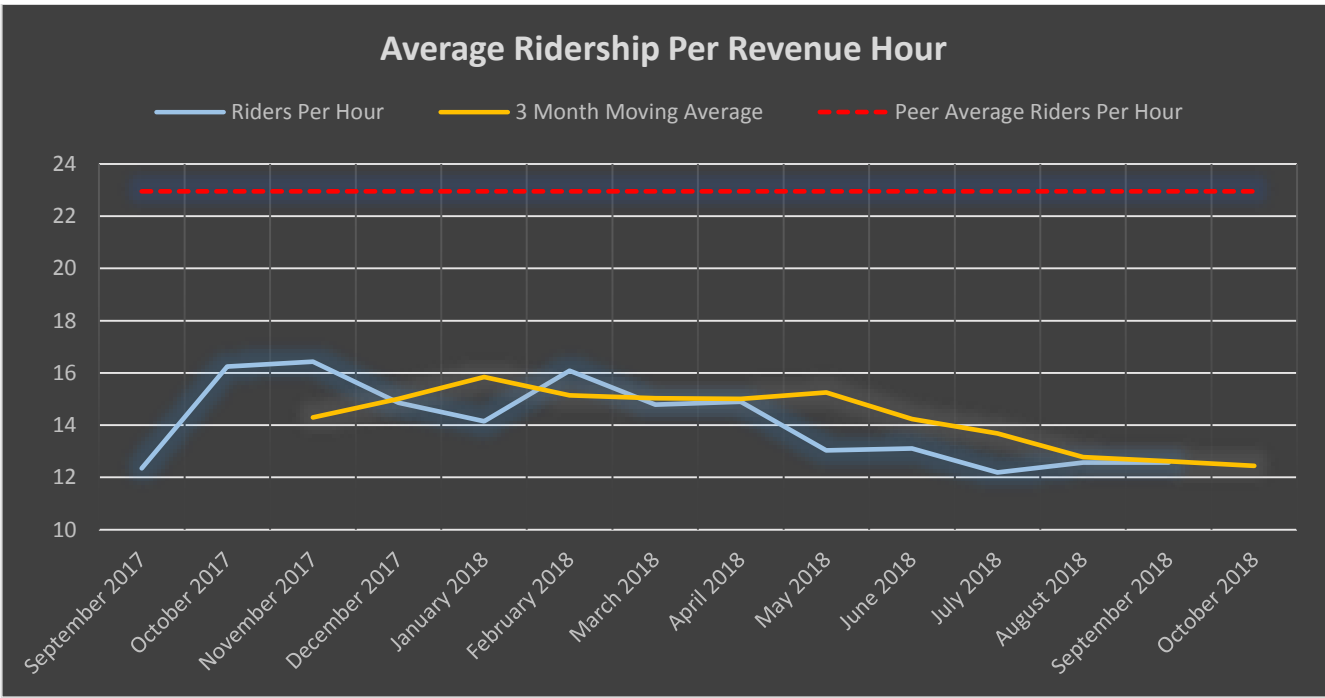
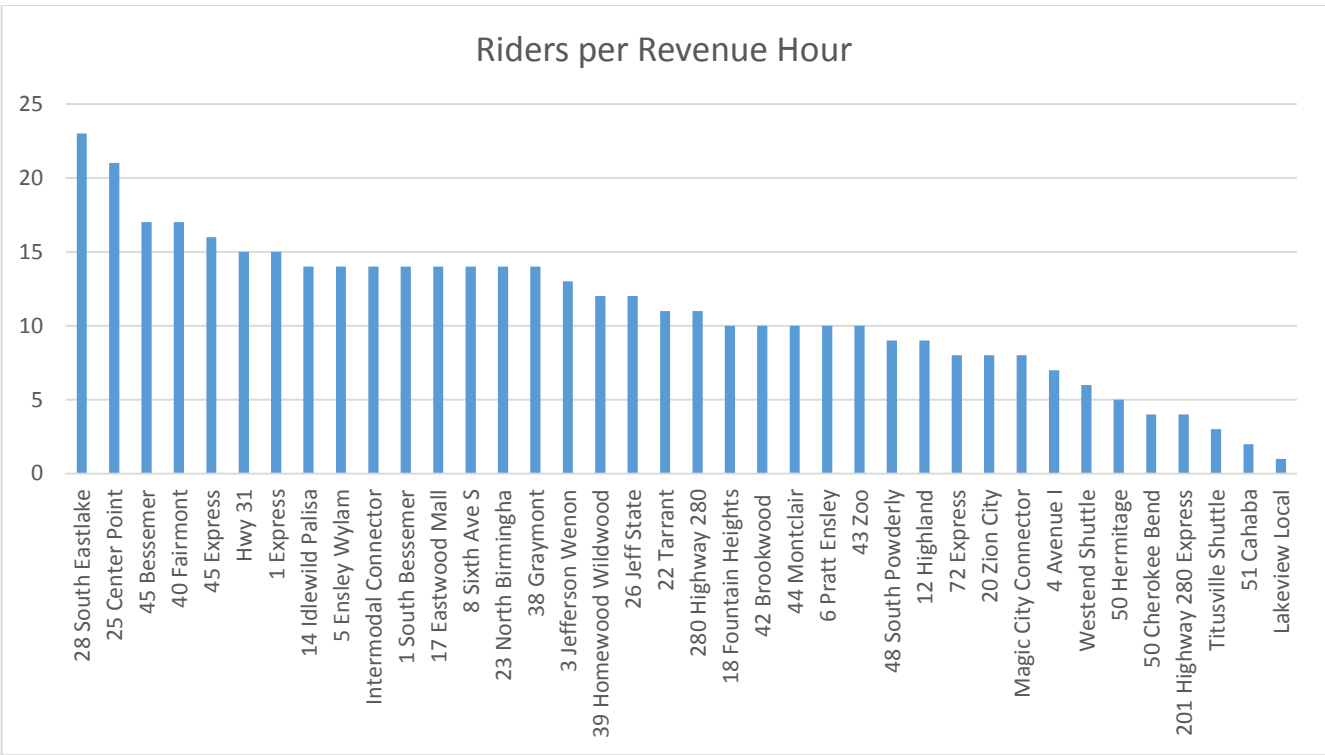


Route	September 2018	August 2018
45 Bessemer	19103	22104
17 Eastwood Mall	16246	14571
28 South Eastlake	15496	17801
14 Idlewild Palisades	13543	14712
1 South Bessemer	13290	14941
5 Ensley Wylam	10931	10665
23 North Birmingham	10916	10147
38 Graymont	10432	10484
3 Jefferson Wenonah	10037	10722
6 Pratt Ensley	9529	10058

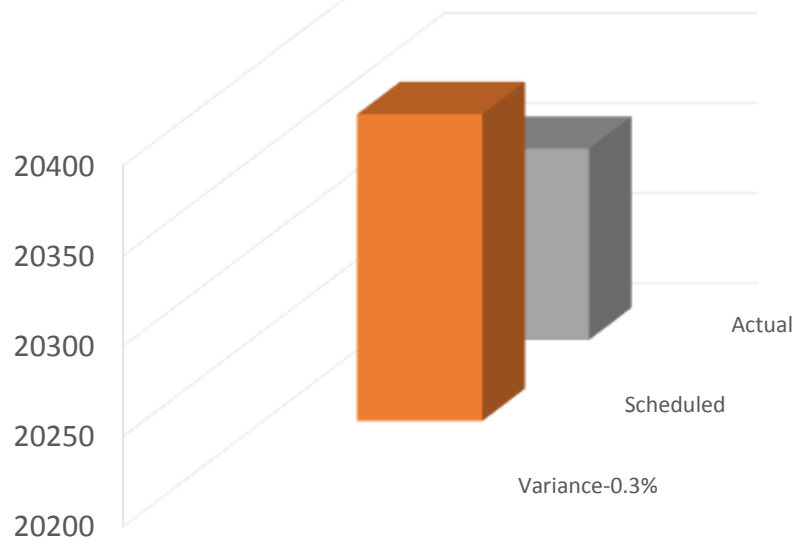
1.2 Ridership Comparison (Chart) August 2018 compared to September 2018



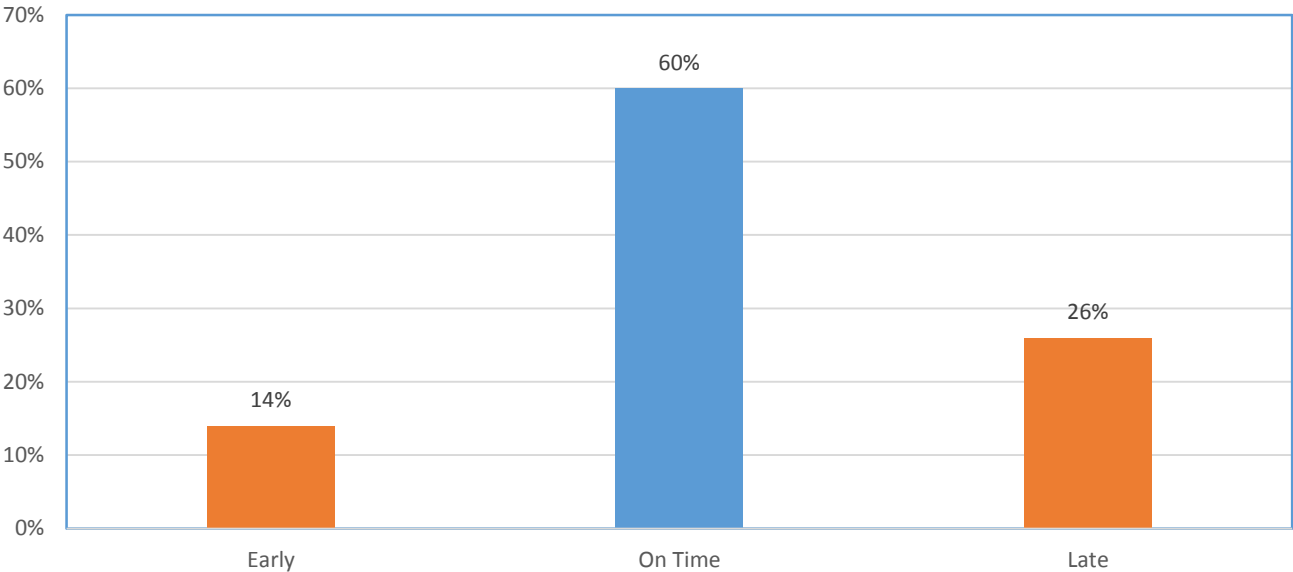
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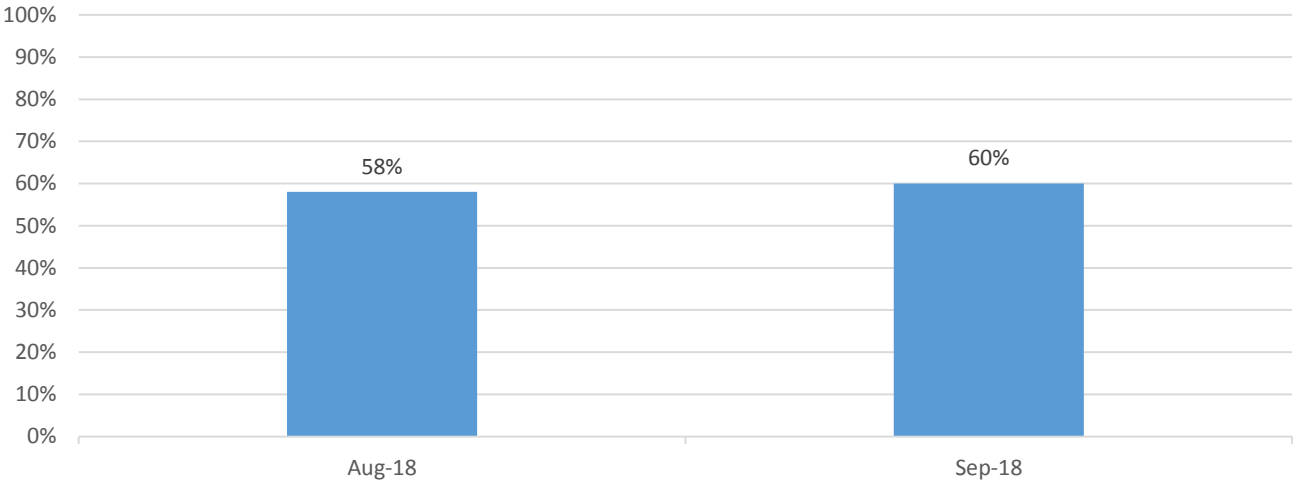
September Hourly Variance



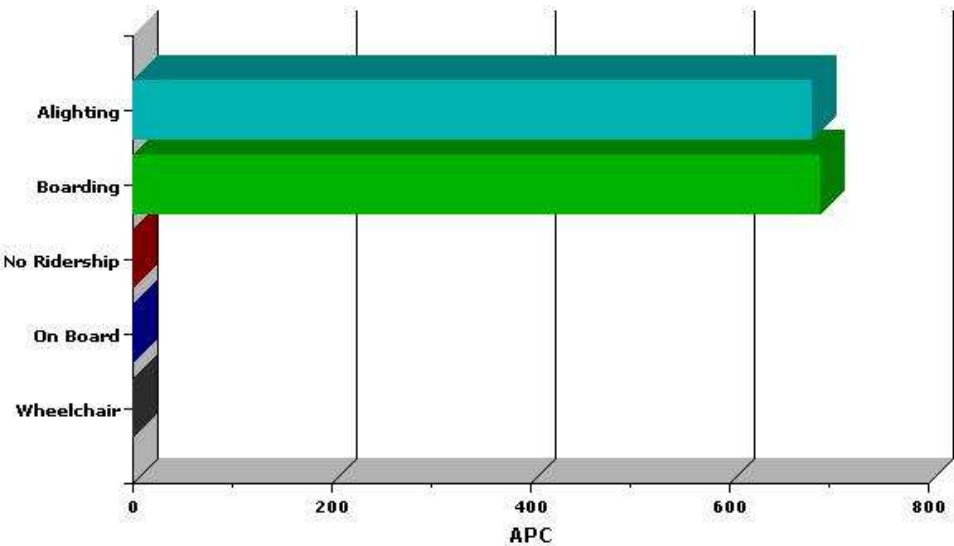
On Time Performance September 2018



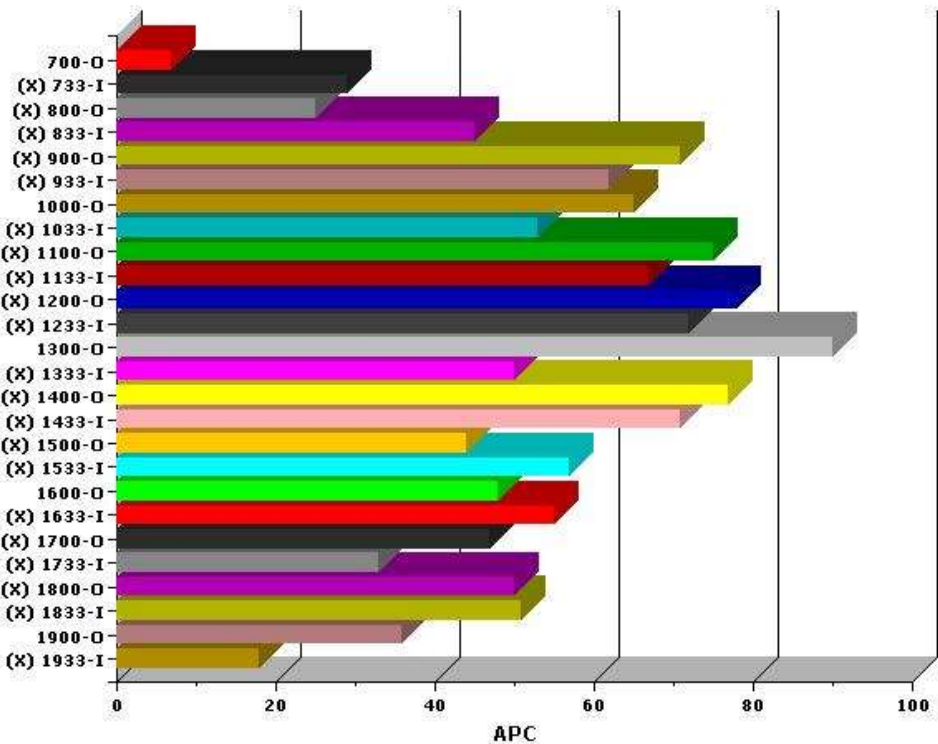
September 2018 On Time Performance Comparison



APC Counts by Fare Aug 14, 2018 - Sep 14, 2018
Route = Montevallo Area



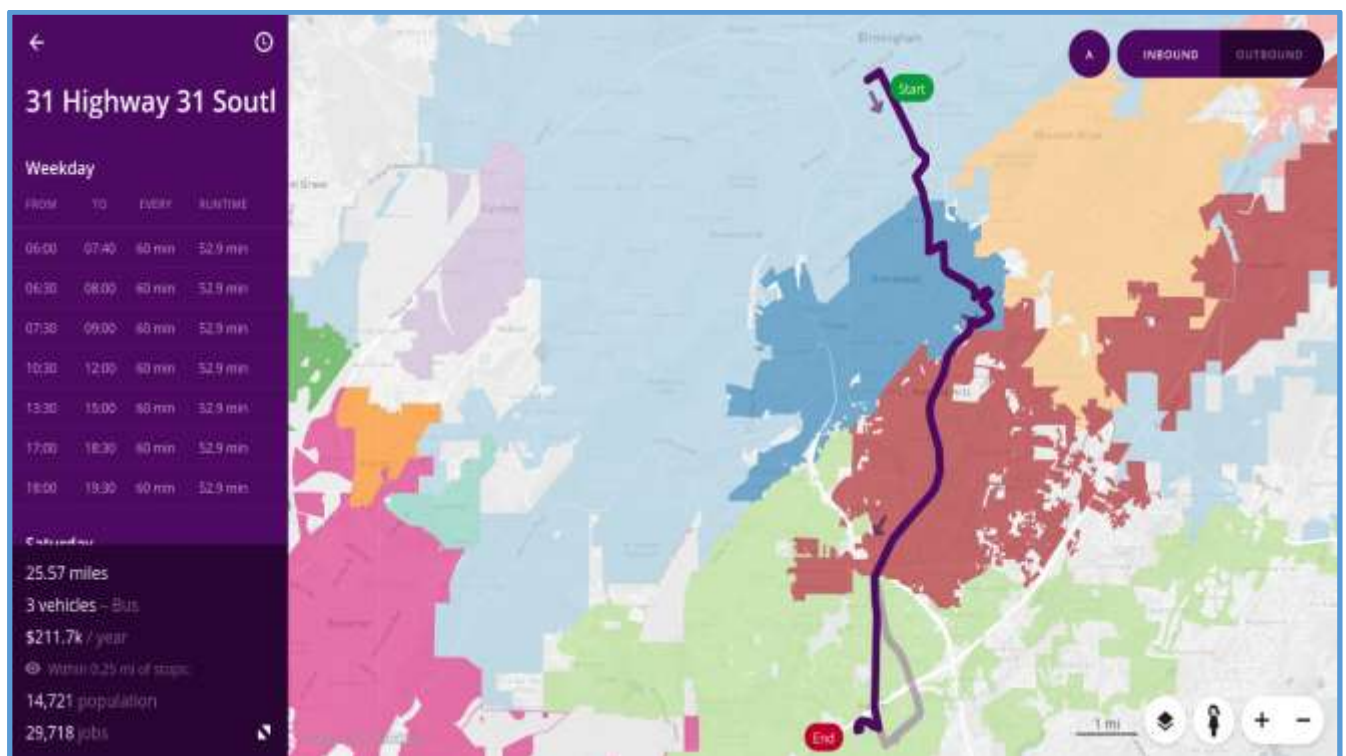
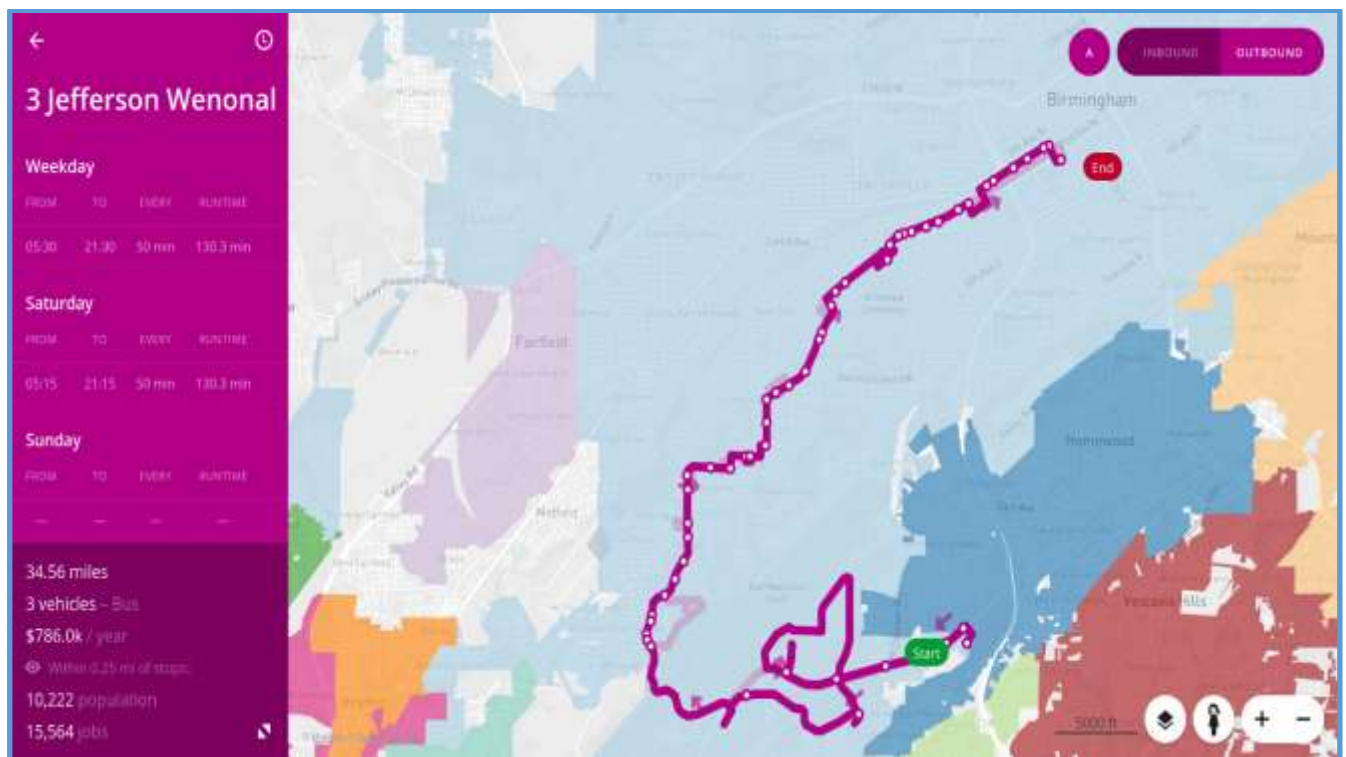
APC Counts by Trip Aug 14, 2018 - Sep 14, 2018
Route = Montevallo Area



IMPORTANT NOTICE

The Birmingham-Jefferson County Transit Authority (BJCTA)
Notification of Route Changes
EFFECTIVE
MONDAY, NOVEMBER 5, 2018

- **Route #3- Jefferson/ #28- South Eastlake:** No Longer Cross-Town Interline Connection.
- **Route #3- Jefferson:** Extended to serve a portion of the west Lakeshore area and Walmart.
- **Route #22- Tarrant:** Two (2) additional trips added.
- **Route #25- CenterPoint:** Seven (7) additional trips added.
- **Route #26- Jeff State:** Saturday Service ONLY
- **Route #28- South Eastlake:** Slight route change.
- **Route #39- Homewood: ELIMINATED**
- **Route #42- Brookwood/ Route #31- Hoover: Consolidated route.** Trips to Homewood, Brookwood Hospital, and Brookwood Mall reduced to seven (7) on weekdays and five (5) on Saturdays.
- **Route #99- Mountain Brook:** Spartan Shuttle *3 month PILOT*



Joshua Johnson



**Birmingham-Jefferson County Transit Authority
STAFF SUMMARY AND COMMENTS**

	RESOLUTION NO.: N/A
	DATE: October, 2018
	INITIATOR: Christopher Brewster
ACTION REQUEST: <input type="checkbox"/> Approval <input type="checkbox"/> Review/Comment <input checked="" type="checkbox"/> Information Only <input type="checkbox"/> Other _____	

1.0 Purpose/Objective: This report is to provide information regarding Safety, Training, and Security for the month of October, 2018.

Training Overview: *The Birmingham Jefferson County Transit Authority's Training Department is committed to providing a safe environment, as well as first class, consistent training to BJCTA employees and stakeholders.*

- *The Birmingham Jefferson County Transit Authority's Training Department Successfully facilitated the completion of the two remaining fixed route CDL trainees' passenger endorsement testing. These operators have now started revenue training.*
- *The Birmingham Jefferson County Transit Authority's Training Department Initiated training of six new fixed route trainees on October 29, 2018.*
- *Three of the new trainees will began CDL training by November 12th*

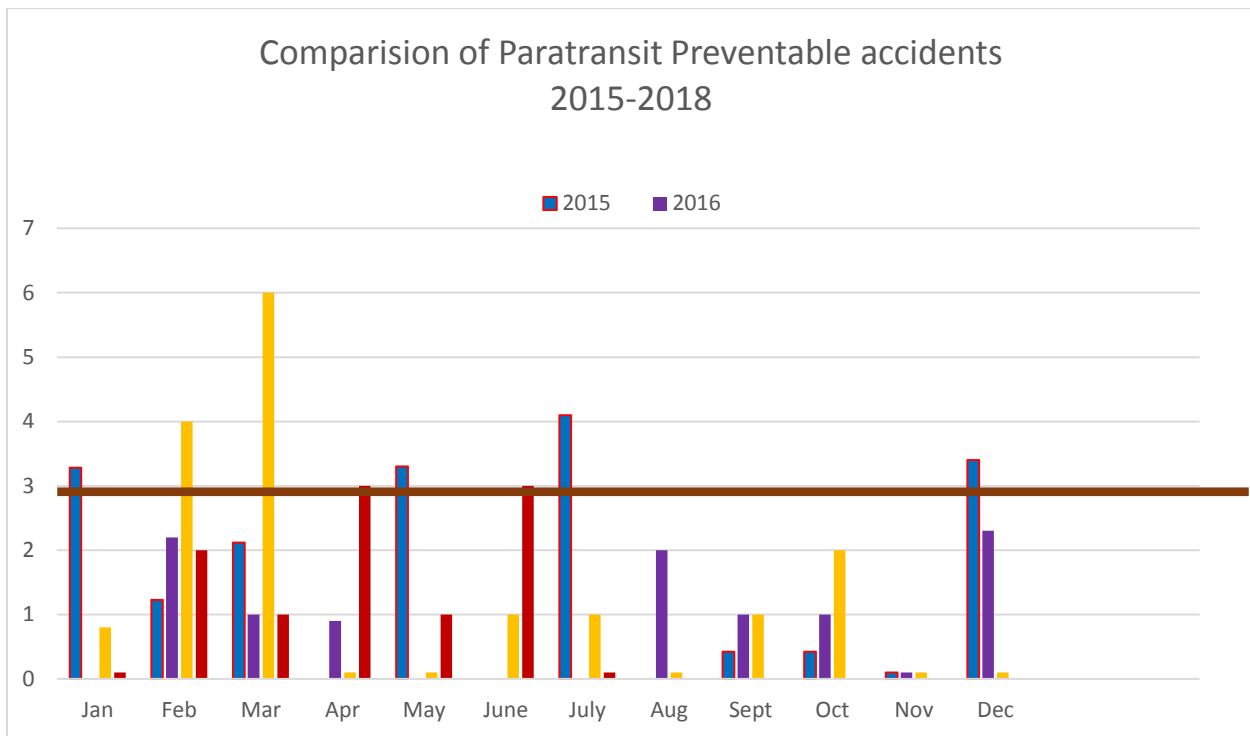
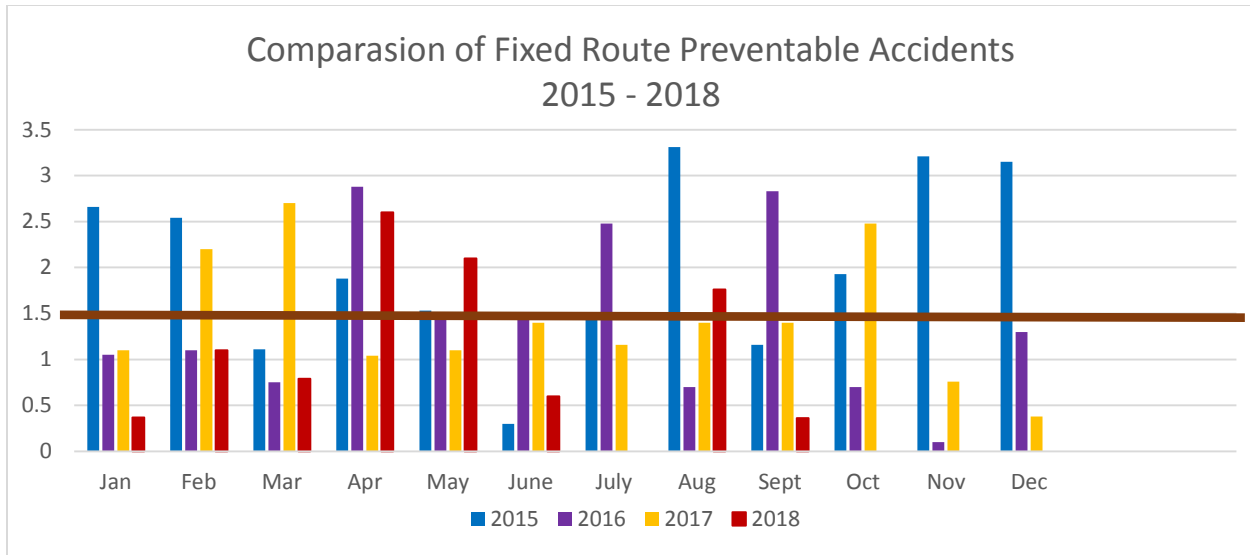
Security Overview: *The Birmingham Jefferson County Transit Authority's Security Department is committed to providing a safe environment – and providing a positive perception regarding personal safety while on BJCTA property.*

- *The Security Department is continuing to work to identify and ensure that all cameras at 8th Avenue are working.*
- *The Security Department and Apollo Video Technology host a small presentation on Tuesday November 6, for viewing of current demo models on BJCTA paratransit vehicles.*
- *The Security Department has an ongoing task to identify any issues that have and may arise with the proper functioning of the gated areas on 8th Avenue.*

- The Security Department is working to identify and address any possible security breaches in conjunction with the Maintenance and Facilities Department. {Access, Keys and Badges.}
- The Security Department reinstated the ID badge process to charge staff for replacement badges to aid with offsetting the cost of producing duplicate badges.
- The Security Department received training from Avigilon Trusted Security Solutions for the Intermodal facilities video surveillance system.

Safety Overview: *The Birmingham Jefferson County Transit Authority's Safety Department provides an environment that enforces and encourages a positive safety experience for its employees, customers, and stakeholders.*

- The Fixed route accident rose slightly as compared to the national average (1.5) at 0. accidents per 100,000 miles. The Paratransit accident rate this month is below the national average (1.0) at 0.95 preventable accidents this month.
- The Safety and Security Department and Facilities placed a "Mega Bus Parking Only" parking marker at central station. The marker has reportedly mitigated the parking issue with Greyhound and Mega Bus.



Christopher M. Brewster, TSSP, WSO-CSSD, CTAA-CSSO –(Interim) Director of Safety, Training, & Security 11/1/18