

**BJCTA Planning & Program Development Committee Meeting****MINUTES**

June 17, 2020

The June 17, 2020 meeting of the BJCTA Planning & Program Development Committee was held in accordance with the March 2020 Proclamation issued by the Governor of Alabama.

ATTENDEES

Sam Parker	Donald Harwell	LeDon Jones	Malia Fort
Kevin Powe	Theodore Smith	Frank T. Martin	Myrna Pittman
Valerie Rivers	Harold Young	Glenn Dickerson	Christopher Brewster
Allen Perdue	Joshua Johnson	Adrell Meadows	Corin Hooper
Bill McCloud	Corin Hooper	Darryl Perkins	Khaia Wheeler
Erica Jackson	Michelle Iman	Justin Ridgway	Mikesha Harvill
Phyllis Goode	Stephanie Walker	Wytangy Peak	Roy Johnson
K. Tilburn	Courtney French	Sam Ford	Johnathan Austin
And approx. 15 callers			

CALL TO ORDER

Committee Chair LeDon Jones called the meeting to order at 11:34 AM.

ROLL CALL**Committee Members**

Donald Harwell (P); LeDon Jones (P)

Remaining Board Members

Darryl Cunningham (A); Johnnye P. Lassiter (A); Sam Parker (P); Kevin Powe (P); Theodore "Ted" Smith (P); Martin Weinberg (A)

*(P) Present (A) Absent (T) Tardy

DiNaira Gilbert, Board Administrator, conducted roll call and a quorum was established.

ADOPTION OF AGENDA

Director Harwell moved to adopt the agenda as presented. Director Jones seconded the motion and the agenda was properly adopted.

ADOPTION OF MINUTES

Director Harwell moved to adopt the minutes as presented. Director Jones seconded the motion and the minutes was properly adopted.

CENTRAL MARKET UPDATE

Stephanie Walker, Director of Grants, informed the Board that market operations would resume June 8, 2020 on Mondays, Wednesdays and Fridays. The new market hours are 12:30-5:30. There were 59 customers the first week. There are marketing efforts underway with proposed days for a Jeh Jeh Pruitt interview June 26, July 10 or July 27. A transition meeting is planned for June 26th at which time BJCTA will assume sole control of Central Market operations.

BRT MAX STAFF UPDATE

Valerie Rivers, Chief Administrative Officer, provided an update on the BRT. Ms. Rivers provided a brief update on the PIDS and PITS technology for the BRT stations and stops and the ridership forecast. She announced a joint meeting next week with each of the subcommittees reporting. Ms. Rivers thanked Stephanie Walker in Grants, Darryl Grayson in Procurement, Anita Griffith in Information Technology

and Myrna Pittman for her efforts in Community Engagement. Director Jones shared that he was really proud of the teams at BJCTA and the City of Birmingham for their willingness to collaborate and work effectively as a team.

MARKETING UPDATE

Myrna Pittman, Director of Communications, provided an update for the Communications Department. She reported that the Marketing division was very busy with the Farmer's Market, weekly Safety Alerts, Scorecard creation and weekly Thank You emails to staff. The team is also working to develop internal and external newsletters. In addition to those things the team was preparing to implement several of the public image campaign initiatives. Director Jones commended the customer service team.

PLANNING UPDATE

Joshua Johnson, Director of Planning, provided a planning update. Mr. Johnson reported a significant decrease in ridership post-COVID-19 but he has recently noticed an uptick in ridership.

Director Harwell inquired about the suspension of fares. Mr. Martin responded there has been an increase in the number of homeless riding because fare collections are still suspended due to the limited capacities on the vehicles as a result of social distancing. Mr. Martin suggested that the Board and staff may want to start considering starting to charge fares again once operator shields are installed.

Director Powe asked Mr. Johnson whether he ever obtained the ridership numbers of the Amazon site and the drop-off times. Mr. Johnson responded that there were 67 boardings for the route 1 and 19 boardings for the route 45. He added that he expected to see the ridership increase once operations are back in full swing. Director Powe followed up with a request for average ridership from the last three months and a year over year ridership comparison for the last three months.

Mr. Martin added that he wanted to remind the board that the disparity in the ridership numbers can be attributed to the 50% seating capacity on the buses due to social distancing requirements and that ridership from 2019 for March, April and May will show numbers before the November 2019 service reductions.

Director Jones inquired about reported revenue data for Central Station. Mr. Martin responded that data shows the fares collected at Central Station.

RESOLUTIONS FOR CONSIDERATION AND APPROVAL

None.

ITEMS FOR INFORMATION AND/OR DISCUSSION

Departmental Updates

OLD BUSINESS

Mr. Powe inquired about whether the Maintenance Facility will be discussed in this meeting or the Operations Committee. Mr. Martin responded that it would be discussed in the next meeting.

NEW BUSINESS

None.

ADJOURNMENT

The meeting was adjourned at 11:55AM

Unadopted