



February 8, 2012

MEMORANDUM

TO: Metropolitan Planning Organization (MPO)
FROM: Councilor Maxine Herring Parker, Secretary /s/
**SUBJECT: Meeting Minutes
February 8, 2012**

A regularly scheduled meeting of the Metropolitan Planning Organization was held on Wednesday, February 8, 2012, 1:30 p.m., in the RPCGB 1st Floor Conference Room, 1731 1st Avenue North, Birmingham, AL 35203.

MEMBERS PRESENT

Honorable Thomas Henderson, MPO Chairman, District 3, Jefferson County Municipalities
Mr. Wayne Sullivan, Vice Chairman, District 2, Unincorporated Jefferson County
Honorable Maxine Herring Parker, MPO Secretary, District 1, City of Birmingham
Honorable Valerie Abbott, District 1, City of Birmingham
Honorable Jay Roberson, District 1, City of Birmingham
Mr. Andre Bittas, District 1, City of Birmingham
Mr. Tom Magee, District 1, City of Birmingham
Mr. Greg Dawkins, District 1, City of Birmingham
Ms. Renee Kemp-Rotan, District 1, City of Birmingham
Ms. Linda Allen, District 2, Unincorporated Jefferson County
Mr. Harvey Henley, District, 2, Unincorporated Jefferson County
Mr. Walter Jackson, District 2, Unincorporated Jefferson County
Honorable Tommy Alexander, District 3, Jefferson County Municipalities
Honorable Doug Brewer, District 3, Jefferson County Municipalities
Honorable Roger McCondichie, District 3, Jefferson County Municipalities
Honorable Steve Parsons, District 3, Jefferson County Municipalities
Honorable Delor Baumann, District 3, Jefferson County Municipalities
Honorable Gene Melton, District 3, Jefferson County Municipalities
Honorable Othell Phillips, District 3, Jefferson County Municipalities
Honorable Lawrence Oden, District 3, Jefferson County Municipalities

Mr. Jesse Jowers, District 4, Shelby County- City of Pelham
Mr. Randy Cole, District 4, Shelby County
Mr. Rod Long, District 4, Shelby County- City of Hoover

MEMBERS REPRESENTED BY PROXY

Honorable William Bell, District 1, City of Birmingham
 Represented by Mr. Kevin Owens
Ms. Tracey Adams, District 1, City of Birmingham
 Represented by Mr. Andy Mayo
Mr. Randall Kemp, District 1, City of Birmingham
 Represented by Mr. Mike Eddington
Honorable Sandra Little Brown, District 2, Unincorporated Jefferson County
 Represented by Mr. Walter Mitchell
Honorable Joe Knight, District 2, Unincorporated Jefferson County
 Represented by Mr. Marcus Huskey
Honorable George Bowman, District 2, Unincorporated Jefferson County
 Represented by Mr. Richard Finley
Honorable Jerry Brasseale, District 3, Jefferson County Municipalities
 Represented by Mayor Roger McCondichie
Honorable Alberto Zaragoza, District 3, Jefferson County Municipalities
 Represented by Mr. Chris Brady
Mr. Ray Hamilton, District 4, Shelby County
 Represented by Mr. David Hunke
Honorable Larry Dillard, District 4, Shelby County
 Represented by Mr. Randy Cole
Honorable David Frings, District 4, Shelby County- City of Alabaster
 Represented by Mr. Brett Tucker
Mr. Brian Davis, ALDOT, Remaining Voting Representative
 Represented by Mr. Lance Taylor
Mr. Patrick Sellers, BJCTA, Remaining Voting Representative
 Represented by Ms. Wytangy Peak
Mr. Mark Bartlett, FHWA, Non-Voting Member
 Represented by Mr. Dave Harris

MEMBERS NOT PRESENT

Honorable Kim Rafferty, District 1, City of Birmingham
Ms. Virginia Williams, District 1, City of Birmingham
Honorable Jim Lowery, District 3, Jefferson County Municipalities
Honorable Gary Richardson, District 3, Jefferson County Municipalities
Honorable Loxcil Tuck, District 3, Jefferson County Municipalities

Mr. Robert Caliento, District 4, Shelby County- City of Helena
Honorable Slade Blackwell, Remaining Voting Representative
Honorable Kurt Wallace, Remaining Voting Representative
Mr. Robert Jilla, ALDOT, Non-Voting Member

OTHERS PRESENT

Mr. Charles Ball, Regional Planning Commission
Mr. Scott Tillman, Regional Planning Commission
Ms. Cynthia Barton, Regional Planning Commission
Mr. Darrell Howard, Regional Planning Commission
Mr. Mike Kaczorowski, Regional Planning Commission
Ms. Jackie Dye, Transportation Citizens Committee
Mr. Willie Osborne, Transportation Citizens Committee
Mr. Doug Hale, City of Birmingham
Honorable Jim Stephens, Jefferson County Commission
Mr. David Hooks, Jefferson County Commission
Mr. Randy Robertson, City of Vestavia Hills
Mr. Oscar Berry, U.S. Representative Terri Sewell's Office
Mr. Scott Cothron, Sain Associates
Ms. Sadie Swyne, Conservation Alabama
Ms. Kamilah Gray, City of Birmingham
Ms. Chandra Abesingha, CEAssociates
Ms. Becky White, Sain Associates
Mr. William Parker, Birmingham
Mr. George Munchus, UAB
Mr. Keith Strickland, Goodwyn Mills and Cawood
Mr. Jim Meads, Sain Associates
Ms. Meredith Davidson, BBA
Mr. Preston Huddleston

MPO Chairman Tom Henderson called the meeting to order at 1:30 p.m. Ms. Cynthia Barton called roll and a quorum was declared. The meeting proceeded with the scheduled agenda.

INTRODUCTORY ITEMS

Mayor Doug Brewer made a motion to approve the December 14, 2011 meeting minutes. Mr. Walter Jackson seconded the motion that passed on a voice vote.

TRANSPORTATION IMPROVEMENT PROGRAM (TIP)

Mr. Mike Kaczorowski presented a request from ALDOT to modify the FY2012-2015 TIP to include the following:

ALDOT Requests

<u>STPAA-00030</u>	100056425	SR-3 (US-31) install TECCO wire mesh and rock bolting over sandstone & pneumatic concrete over exposed shale rock to prevent weathering and rock falls - from northbound ON ramp SR-3 (US-31) to Brookwood Medical Center Drive Interchange	2/8/2012	PE	2/8/2012	2012	\$50,000	Exempt	Surface Transportation Program – Any Area	2
<u>STPAA-00030</u>	100056427	SR-3 (US-31) install TECCO wire mesh and rock bolting over sandstone & pneumatic concrete over exposed shale rock to prevent weathering and rock falls - from northbound ON ramp SR-3 (US-31) to Brookwood Medical Center Drive Interchange	2/8/2012	CN	2/8/2012	2012	\$100,000	Exempt	Surface Transportation Program – Any Area	2
<u>IM-1065(401)</u>	100005054	Bridge replacement on I-65 (northbound) at NS railroad north of Exit 228	2/8/2012	CN	3/30/2012	2012	\$10,491,182	Exempt	Interstate System Projects	5
<u>STPAA-0007(532)</u>	100056636	SR-7 (US-11) resurfacing from CR-10 (Chalkville Mountain Road) to the St. Clair County Line	2/8/2012	CN	3/30/2012	2012	\$1,077,783	Exempt	Surface Transportation Program – Any Area	2

These projects are exempt from regional emission analysis under 40 CFR 93.126. Table 2.

Ms. Jackie Dye, TCC Chairman, stated that the Transportation Citizens Committee recommended approval of the TIP projects and stressed the importance of the US 31 project. Mr. Greg Dawkins, TTC Chairman, stated that the Transportation Technical Committee also recommended approval. MPO vice Chairman Wayne Sullivan stated that the MPO Subcommittee moved the item forward for consideration.

Mr. Walter Jackson made a motion to approve the TIP modification as requested. Mayor Doug Brewer seconded the motion that passed on a voice vote.

Mr. Scott Cothron of Sain Associates gave an update on the U.S. 280 Adaptive Signals Project approved by the MPO in December. The project uses SCAT technology. Video will record real-time data that will be sent to a centralized server and signals will be adapted to real-time conditions. Implementation of the project is expected late May 2012. The system will use the existing fiber with video detection. A 10-15% improvement in traffic flow is expected with the adjustment of signal timings based on the real-time data.

Questions / Comments included:

1. How does this work with previous signalization?
 - a. This will expand on the current system in place and improve travel time.
2. Why does this cost so much?
 - a. Technology.

- 3. Will side streets have more green time?
 - a. Yes

COMMUTESMART ANNUAL REPORT

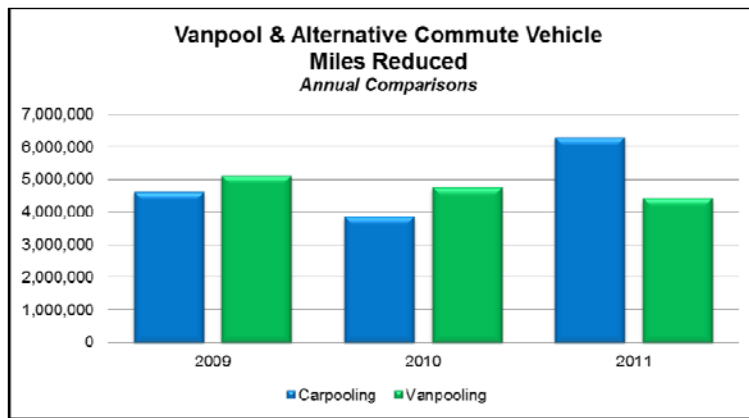
Ms. Lindsey Gray presented the CommuteSmart Annual Report for FY 2011. Information presented included:

- Launched a new ridematching database in October 2010
- VPSI is the current vanpool provider
- The program added 3,745 new applicants to the ridematching database
- 29% increase in annual participation
- More than 10.7 million vehicle miles reduced
- Launched newly designed website May 2011

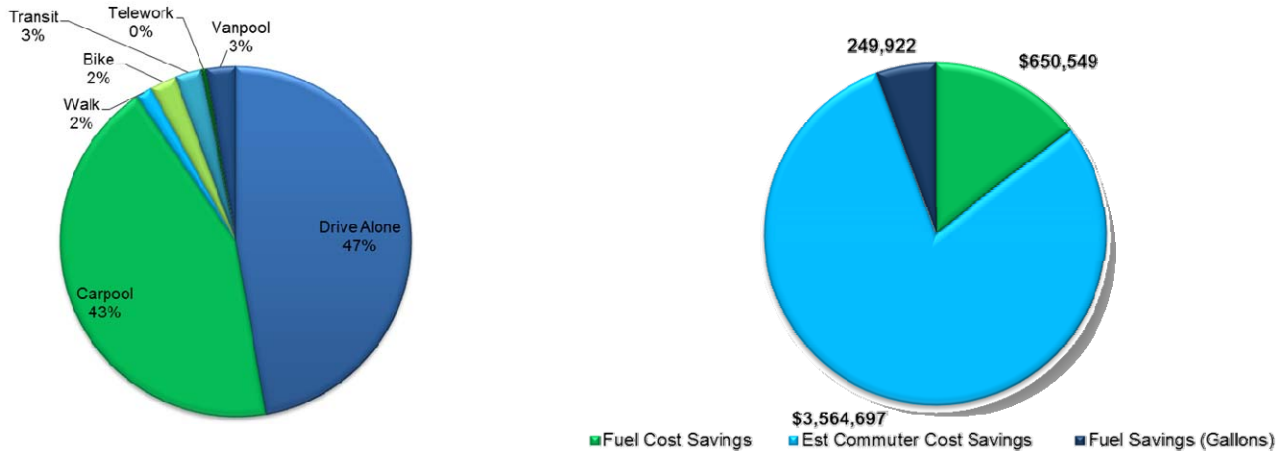
More than 10.7 million vehicle miles reduced in FY2011

- Vanpooling: 4.4 million vehicle miles reduced
- Carpooling: 6.3 million vehicle miles reduced

More than 14,000 people have registered in the CommuteSmart database that live and/ work in Jefferson and Shelby County.



Alternative Commute Comparison
Per CommuteSmart Database



Alternative commutes include carpooling, teleworking, walking, bicycling and transit.

Commuter Cost Savings:

- Commuter Cost Savings: \$3.5 million
- Fuel Cost Savings: \$650k
- Fuel Gallons Savings: 250k

Program Tracking

<u>MEASUREMENT</u>	<u>OCT '10 – SEPT '11</u>
Ridematch Applications	3,745
Ridematches Attempted	5,591
Phone Calls / Emails	899 / 4,586
Commuter Mailings	15,975
Emergency Ride Home	71
Emergency Ride Home Cost	\$3,546
Web Hits	71,002
Unique Visitors	43,205

Program Overview

- 4th year of this commuter rewards program
- 1,201 new commuters registered
- Reduced 1.1 million vehicle miles
- Cost for year was \$105,000
- Average check per participant was \$87
- 1,316 commuters registered
- Eliminated 5.1 million vehicle miles
- Cost for the year was \$109,000
- Participates received quarterly \$25 gift cards

- 7 new gift card options
- 71 ERH trips were provided
- Cost for the year was \$3,546
- Average cost per trip was \$50
- Most common reasons were unexpected overtime and illness
- Maintained an average of 29 vanpools each month
- Reduced emissions more than 1800 tons
- Reduced more than 4.4 million vehicle miles travelled

Vanpool Tracking

<u>MEASUREMENT</u>	<u>OCT '10 – SEPT '11</u>
Vanpool Riders	3,218
Occupancy Percentage	88%
Average Passengers	9.1
Total Passenger Trips per Day	6,436
Cars Off Highway	62,986
Trips Eliminated	91,251
VMT Reduced	4,403,005
Fuel Saved (Gallons)	174,722
Average Fuel Cost	\$3.26
Fuel Savings (Dollars)	\$573,645
Commuter Savings	\$2,531,532

Outreach Overview

- **80** company partners
- **11** new company partners established
- Launched quarterly newsletter, *The Route*
- Various **tools and strategies** were used to outreach to companies and employees
- **Website redesign** launched in May 2011
- Unique Visitors: **43,205**
- 1st Time Visitors: **21,430**
- Returning Visitors: **21,775**

Outreach Tracking

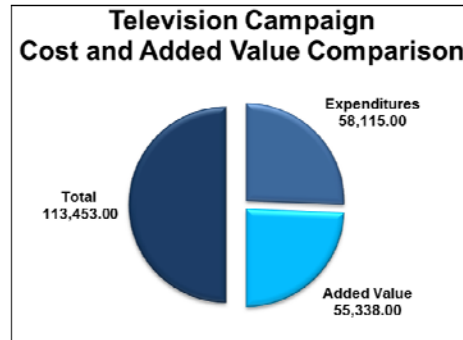
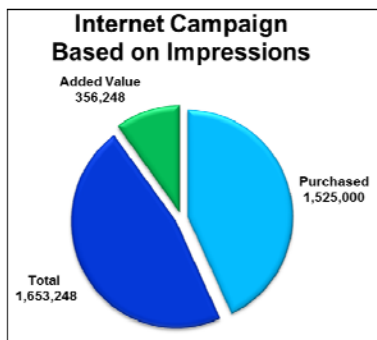
<u>MEASUREMENT</u>	<u>OCT '10 – SEPT '11</u>
Applications Collected	1313
Phone Calls/Email	815 / 3876
Partner Meetings	140
Company Fairs	36
Speaking Presentations	126
Commuter Appreciation Days	13

Transportation Days	68
Community Events	30
% of People Reached That Registered	10%

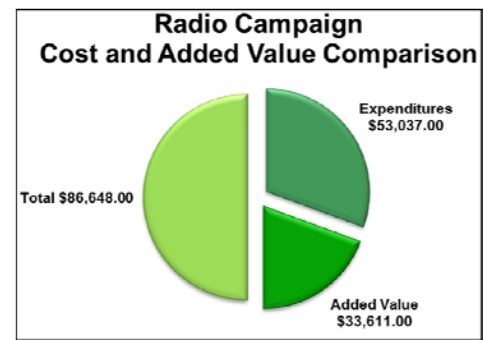
Public Relations Overview

- Launched new logo with redesign
- **Social Media-**
 - Facebook: 481 “friends” and 46 messages 21,458 page views
 - Twitter: 346 followers and 1,010 Tweets
- **Target demographic** was females ages 25 – 54.
- Hosted the 2011 Barons *Drive Around* and UAB Basketball Season

Internet Flight Dates: October 2010 to March 2011
600,000 impressions per month
Cost was \$4,200 a month (*October & November: \$4,000*)



Television Flight Dates:
2/7/2011 – 5/1/2011



Radio Flight Dates:
4/11/2011 – 5/22/2011

Ms. Gray also showed the 30 second advertisement spot as shown on television and noted that the radio spot was similar in content. A copy of the full report is available upon request.

Questions/comments included:

1. How can you get the drive around campaign in the neighborhoods, at events or the Universities?
 - a. The drive around events that were held were paid advertisements, but the CSRS team does work with the universities and others to promote the program.
2. Aren't the radio spots considered PSA's and why weren't they free?
 - a. The program is not a non-profit and does not qualify for advertisements and the spots weren't really considered PSA's. Also, stations can dictate when to run PSA's which usually means middle of the night and the target audiences would not be reached.

OTHER

Mr. Dave Harris, FHWA, announced the upcoming MPO Certification Review meetings to be held March 15-16, 2012. The FWHA and FTA are required to conduct a review of the MPO process every four years. The review team will meet with RPCGB staff, ALDOT, BJCTA, MPO Officers and others to identify key issues and document noteworthy practices as well as make any recommendations for improvement.

Chairman Henderson reviewed a list of upcoming meetings including:

- Citizens Committee Meeting, February 15, 2012, 12 noon, RPCGB
- Technical Committee Meeting, February 22, 2012, 10:00 a.m., RPCGB
- MPO Subcommittee Meeting, February 23, 2012, 1:30 p.m., RPCGB
- Announcement of next MPO Meeting, March 14, 2012, 1:30 p.m., RPCGB

With no other business, the meeting adjourned at 2:00 p.m.

MHP:cb

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APPROVED:

Councilor Maxine Herring Parker, MPO Secretary

Date