



DATE: October 12, 2009
TO: Encompass 2035 Citizens Advisory Committee
FROM: Holly Massie, Special Programs Officer
Transportation Planning & Data Services
SUBJECT: Meeting Notice

The Citizens Advisory Committee (CAC) will hold a regular meeting on

MONDAY, OCTOBER 19, 2009 AT 3:00 P.M.

in the ACOG Board Room, 21 E Main St., Suite 100, Oklahoma City, Oklahoma.

AGENDA

- I. CALL TO ORDER AND INTRODUCTIONS (Attachment I)
- II. APPROVAL OF SEPTEMBER 14, 2009 MINUTES (Attachment II)
Action Requested: Motion to approve the September 14, 2009 CAC Meeting Minutes.
- III. ELECTION OF CAC VICE-CHAIR (Attachment III)
Actions Requested: Motion to elect Ken Moore as CAC Vice-Chairman
- IV. ENCOMPASS 2035 PUBLIC ENGAGEMENT ACTIVITIES – NEW WEB PAGE, SURVEY RESULTS, AND PUBLIC KICK-OFF MEETING (Attachment IV)
Action Requested: None. For information only.
- V. PROPOSED GOALS AND STRATEGIES FOR THE ENCOMPASS 2035 PLAN (Attachment V)
Action Requested: Review and comment. Consider recommending that the ITPC adopt the proposed Encompass 2035 Goals and Strategies.



- VI. LAND USE AND SOCIOECONOMIC INPUTS TO THE TRANSPORTATION MODEL (Attachment VI)
Action Requested: None. For information only.
- VII. NEW BUSINESS
- VIII. ADJOURN

The next Encompass 2035 CAC Meeting will be held on

Monday, November 16, 2009, 3:00 p.m.

**ENCOMPASS 2035 CITIZENS ADVISORY COMMITTEE
VOTING MEMBERS AND ALTERNATES**

Organization	Members	Alternates
Airport Express	Larry Lucas President	David Batson General Manager
American Indian Cultural Ctr. & Museum	Nathan Hart Director of Community Affairs	
Areawide Aging Agency, Inc.	Don Hudman Executive Director	Jeton Woody Planner
Asian Society of Oklahoma	Tinny Chang President	
Bentley Hedges Travel Services, Inc.	Bentley Hedges General Manager	Angie Hedges-Hendricks President
Cardinal Engineering, Inc.	Steve Mason President	
Chesapeake Energy Corporation	Taylor Shinn Manager - Corporate Develop.	Jamie Maddy Mgr. - Political & Envir. Affairs
Choctaw Chamber of Commerce	Tracy Mosley Director	
Council on Developmental Disabilities	Larry Bartels Director	
Edmond Area Chamber of Commerce	Ken Moore President / CEO	
Edmond Citizen	Kay Bickham	
Greater OKC Chamber of Commerce	Mark VanLandingham VP, Govt. Relations & Policy	
Ground Water Protection Council	Mike Paque Executive Director	
Guthrie Chamber of Commerce	Mary Coffin President	Veronica Morava Sales Manager
Harrah Citizen	Dean Schirf	
Highway Users Federation	Paul Matthews Executive Director	
Latino Community Devel. Agency	Sylvia Morales Community Volunteer	
Mayor's Council on Disability Concerns	Pam Henry Chairman	
Midwest City Chamber of Commerce	Bonnie Cheatwood Director	
Mustang Chamber of Commerce	Robert Crout Chair, Roads/Legislative Comm.	Rebecca Julian Director

**ENCOMPASS 2035 CITIZENS ADVISORY COMMITTEE
VOTING MEMBERS AND ALTERNATES (Cont.)**

Organization	Members	Alternates
Neighborhood Alliance of Central Okla.	Nicolle Franklin Board Member	
Nichols Hills Citizen	Kathy Walker	
Noble Chamber of Commerce	Bob Thompson Transp. Committee Chair	Christine Frank Executive Director
Northwest OKC Chamber of Commerce	Jill McCartney Director	
Oklahoma Bicycling Coalition	Pete Kramer 405 Region Director	
Oklahoma Chinese Cultural Foundation	Ming Gu Board Member	
Oklahoma City Citizen	Teresa L. Bragg	
Oklahoma Electric Cooperative	Jack Ferrell Director of Marketing	
Oklahoma League for the Blind	Cathy Holden Director of Rehab. Services	
Oklahoma Petroleum Marketers Assn.	Vance McSpadden Executive Director	
Oklahoma Railroad Association	John Kyle Director	
Oklahoma Tank Lines	Greg Price President / CEO	
Oklahoma Trucking Association	Dan Case Executive Director	
OnTrac	Marion Hutchinson Board Member	
Sierra Club, Oklahoma Chapter	Ed Hillock Sierra Club, Oklahoma Chapter	
South OKC Chamber of Commerce	Elaine Lyons Director	
Thompson's Woodland NA	Mary Johnson Board Member	Larry Coffmann Board Member
Travelers Aid & Homeless Assistance Ctr.	Dana Hope Chism Executive Director	Terri Womack Community Outreach Director
United Way of Oklahoma City	Stephanie Corder	
Urban League of Greater Oklahoma City	Valerie Thompson Executive Director	
Urban Neighbors	Mark Gibbs	
Youth Services for Oklahoma County	Debbie Forshee CEO	

**ENCOMPASS 2035 CITIZENS ADVISORY COMMITTEE
NON-VOTING MEMBERS AND ALTERNATES**

Organization	Members	Alternates
Cleveland Area Rapid Transit (CART)	Theta Dempsey Administrator	
Central Oklahoma Transportation and Parking Authority (COTPA)	Rick Cain Administrator	
DPS / Oklahoma Highway Safety Office	J. Kevin Behrens Assistance Director	
Edmond Citylink	Shannon Entz Community Development Mgr.	
Federal Highway Administration Oklahoma Division	Isaac Akem Community Planner	
First Capital Trolley	Melissa Fesler Director	
OKC Planning Department	Randy Entz Trans. Planner / Trails Coordinator	
Okla. City/County Health Department	Katrina Garcia Epidemiologist	
Okla. Dept. of Environmental Quality	Scott Thomas Air Quality Data & Planning Mgr.	
Okla. Dept. of Health	Marisa New Wells Director - Health Equity	
Okla. Dept. of Human Services - Aging	Victoria Martinez Admin. Programs Officer	
Okla. Dept. of Rehabilitation Services	Beverly Graham United We Ride Coordinator	
Okla. Dept. of Transportation	Jay Adams Tribal Liaison	
Okla. Dept. of Transportation - Planning	Dawn Borelli Transportation Manager	
Okla. Dept. of Transportation - Planning	Linda Koenig Statewide Plan Coordinator	
Okla. Dept. of Transportation - Rail Div.	Joe Kyle Division Manager	John Dougherty Assistant Division Manager
Okla. Dept. of Transportation - Transit	Kenneth LaRue Division Manager	
Oklahoma City Dept. of Airports	Don Jones Airport Facility Planner	
Tinker Air Force Base	Bill Dalke Community Planner	

MINUTES

**ENCOMPASS 2035 CITIZENS ADVISORY COMMITTEE (CAC)
September 14, 2009**

A regular meeting of the Encompass 2035 Citizens Advisory Committee was convened on September 14, 2009 at 3:00 p.m. in the Board Room of the ACOG offices, 21 E. Main, Suite 100, Oklahoma City, OK. This meeting was held as indicated by advance notice filed with the Oklahoma County Clerk and by notice posted at the ACOG offices at least twenty-four hours prior to the meeting.

PRESIDING

John G. Johnson, Executive Director, ACOG
Dean Schirf, Harrah Citizen

CAC VOTING MEMBERS AND ALTERNATES PRESENT

Teresa Bragg, Oklahoma City Citizen
Bonnie Cheatwood, Midwest City Chamber of Commerce
Mary Coffin, Guthrie Chamber of Commerce
Larry Coffman, Thompson's Woodland NA (Alternate)
Stephanie Corder, United Way of Oklahoma City
Robert Crout, Mustang Chamber of Commerce
Nicolle Franklin, Neighborhood Alliance of Central Oklahoma
Mark Gibbs, Youth Services for Oklahoma County
Bentley Hedges, Bentley Hedges Travel Services, Inc.
Pam Henry, Mayor's Committee on Disability Concerns
Ed Hillock, Sierra Club, Oklahoma Chapter
Don Hudman, Areawide Aging Agency
Marion Hutchison, OnTrac
Mary Johnson, Thompson's Woodland NA
Steve Mason, Cardinal Engineering
Paul Matthews, Oklahoma Highway Users Federation
Tracy Mosley, Choctaw Chamber of Commerce
Valerie Thompson, Urban League of Greater Oklahoma City
Greg Price, Oklahoma Tank Lines

CAC NON-VOTING MEMBERS AND ALTERNATES PRESENT

Isaac Akem, FHWA – Oklahoma Division
J. Kevin Behrens, DPS/Oklahoma Highway Safety Office
Rick Cain, COTPA
Theta Dempsey, Cleveland Area Rapid Transit (CART)
Randy Entz, OKC Planning Dept. - Trails Coordinator
Shannon Entz, Edmond Citylink
Don Jones, Oklahoma City Dept. of Airports
Linda Koenig, ODOT – Planning and Research Division
Victoria Martinez, Dept. of Human Services (DHS), Aging Services Division
Marisa New Wells, Oklahoma Dept. of Health

GUESTS PRESENT

Steve Burcham, OG&E
Katrina Garcia, Oklahoma City – County Health Dept.

STAFF

John Johnson, Executive Director, ACOG
Jane Sutter, Deputy Director, ACOG
Doug Rex, Division Director, TPDS
Holly Massie, Special Programs Officer, TPDS
Andrea Weckmueller-Behringer, Project Coordinator, TPDS
Pong Wu, Associate Planner, TPDS
Darla Hugaboom, Associate Planner, TPDS
Meredith Williams, Assistant Planner, TPDS
Daniel Fazekas, Assistant Planner, TPDS
Ryan Billings, Assistant Planner, TPDS
Jerry Church, Director of Media and Public Relations
Ellen Owens, Department Secretary, TPDS

I. CALL TO ORDER

John Johnson called the meeting to order at 3:05 p.m.

II. WELCOME AND INTRODUCTION TO ACOG

Mr. Johnson thanked those present for participating in the process both as a citizen and on behalf of the group they represent. He explained that ACOG is basically about regional planning. It is an extension of local government in Central Oklahoma encompassing four counties:

Oklahoma, Logan, Canadian, and Cleveland, which boundaries were determined by the Governor in 1966. He indicated that all of the local governments within our boundaries – the cities, the towns, and the counties - are our Board of Directors and they determine what our mission is. He explained that this group is here today as the Citizens Advisory Committee, meaning that you are an advisory group to the Intermodal Transportation Policy Committee (ITPC) who are the elected officials that make decisions about transportation planning and funding within the transportation planning area.

Mr. Johnson then requested that those present each state their name and the organization or group they represent.

III. SELECTION OF CAC CHAIR AND VICE-CHAIR

Mr. Johnson asked for a motion to confirm that Dean Schirf continue as Chair of the CAC. Mr. Matthews made the motion. Ms. Henry seconded the motion and, with the vote, the motion passed.

Mr. Schirf informed the Committee of the need for nominations for Vice-Chair of this Committee. Ken Moore's name was put forward as a possible nominee. Mr. Moore was not present at the meeting, but would be contacted to determine if he would be willing to serve as Vice-Chair. Ms. Cheatwood made a motion to nominate Ken Moore as Vice-Chair. Ms. Henry seconded the motion and, with the vote, the motion passed.

IV. TRANSPORTATION PLANNING OVERVIEW

Doug Rex gave a brief explanation of the CAC's role and responsibilities and the need for regional transportation planning. He said that 75% of the nation's population lives within metropolitan areas throughout the country. He said the planning process is all about the efficient movement of people and goods. The average person does not know where corporate limits begin or end; they just expect traffic to move efficiently throughout the metro area. He said that ACOG seeks to work beyond corporate limits to provide a true regional system of transportation. He commented that the CAC brings together communities, both large and small, with similar issues who can learn from one another.

Mr. Rex said ACOG is the Metropolitan Planning Organization (MPO) for Central Oklahoma. He said there are hundreds of MPOs throughout the country. Every urban area over 50,000 in population has an MPO and they are required by federal law to do transportation planning. He indicated that 33 communities are within ACOG's boundary.

Mr. Rex informed the Committee that the Intermodal Transportation Policy Committee sets the priorities and policies for the region's long range planning activities. Elected officials from the 33 communities are represented, as are the major modes of transportation. He said there are also several technical committees that support the ITPC. He said that the long range plan is a blueprint for managing the region's transportation system. He said that this area is very auto-

dependent and, as planners and residents of the area, we have to decide if that is what we want for the future or if we want to apply more emphasis to other modes of transportation. Mr. Rex commented that financial constraint is a federal requirement for our plan. He said that some of the issues to consider going forward 30 years are population and employment growth, and where these will take place, the aging of our population, and maintenance and safety of existing transportation facilities.

Mr. Rex mentioned the 2030 Plan, which is the current Plan and indicated that today's meeting is the beginning process for the CAC for the new Plan, the Encompass 2035 Plan.

A question was asked about the how the contemplated MAPS 3 proposal relates to this process. Mr. Rex said that he assumes there will be dedicated funding that will be associated with that proposal. Our long range plan would have to be amended to include that element.

Mr. Gibbs asked how the Regional Transit Dialogue (RTD) fits in with this process. Mr. Rex said it is more focused on public transit needs for the region and how the region can finance and govern a larger, regional public transportation system in the future. The CAC will look at all modes and be provided with any results that arise from the RTD.

A question was asked if transportation modeling is a part of this. Mr. Rex replied in the affirmative. He said population and employment data are input into the transportation model so that we can determine where growth will take place.

Mr. Schirf asked if there is a timeframe for the completion of this process by this group. Mr. Rex replied that we hope to have the Plan adopted by the ACOG Board of Directors in September 2010.

V. RED DIRT MONOPOLY PUBLIC INVOLVEMENT TOOL

Jerry Church said this is a new program that was initiated this year. He indicated its purpose is to obtain public input on Central Oklahomans' future transportation priorities and to educate the public about the transportation planning process, planning with a budget (financial constraint), and compromise and concession. He said the object is to select transportation priorities on which to spend or allocate all of the money, which generally results in the realization that not all "wants" can be afforded. Mr. Church gave instructions for playing the game and after the game, the participants made comments and gave feedback about the projects they found important.

VI. PROPOSED BYLAWS FOR THE CITIZENS ADVISORY COMMITTEE

Holly Massie briefly spoke about the CAC bylaws. She said the bylaws are the same as the ones used previously by the CAC for the 2030 Plan except that the name has been updated to reflect the Encompass 2035 Citizens Advisory Committee. Ms. Henry made a motion to approve the

Bylaws of the Encompass 2035 Citizens Advisory Committee. The Motion was seconded and, with the vote, the motion passed.

VII. 2009 CAC MEETING DATES AND AGENDA TOPICS

Ms. Massie referred Committee members to Attachment VII in the agenda which included upcoming meeting dates and topics to be discussed. She indicated that a list of meeting dates for 2010 will be given to the Committee at its November meeting.

VIII. PUBLIC KICK-OFF MEETING FOR ENCOMPASS 2035

Mr. Church said that the Public Kick-Off Meeting will take place on October 6 from 4:00 p.m. to 6:00 p.m. at the Oklahoma City Community Foundation at 1000 N. Broadway in Oklahoma City. He said that ACOG will be hosting the event and encouraged CAC members to attend and to invite friends, family, and colleagues.

IX. NEW BUSINESS

There was no new business discussed at the meeting.

X. ADJOURNMENT

There being no further business, the Chairman adjourned the meeting at 4:30 p.m.

ACOG

Association of Central Oklahoma Governments

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MEMORANDUM

DATE: October 12, 2009
TO: Encompass 2035 Citizens Advisory Committee
FROM: Holly Massie, Special Programs Officer
Transportation Planning & Data Services
SUBJECT: Election of CAC Vice-Chair

INFORMATION:

At the September CAC meeting, the committee approved a motion to nominate Ken Moore, Edmond Area Chamber of Commerce President, to serve as vice-chairman. Mr. Moore has graciously agreed to serve and can now be officially elected by the membership.

ACTION REQUESTED:

Motion to elect Ken Moore as CAC Vice-Chairman.

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MEMORANDUM

DATE: October 12, 2009
TO: Encompass 2035 Citizens Advisory Committee
FROM: Jerry Church, Director of Media and Public Relations
SUBJECT: Encompass 2035 Public Engagement Activities – New Web Page, Survey Results, and Public Kick-off Meeting

INFORMATION:

Over the past few months, MPO staff has been working on new visualization tools and engagement activities to enhance public participation in the Encompass 2035 Plan.

ACOG's Public Participation Plan (PPP) calls for such activities to inform the public about regional transportation issues, to establish the process in which the public can be engaged, and to ensure that the MPO's programming genuinely reflects the region's values as determined through public input.

For the Encompass 2035 Plan, several new initiatives have been created. A new name, branding concept, new web page at www.acogok.org/2035, and a consensus building exercise, Red Dirt Monopoly, have been developed to market the plan process. At the October CAC meeting, staff will review some of the public engagement activities.

Survey

In May 2009, a survey made was available online, with over 1,890 people participating. The survey responses provided ACOG planners with insight into public wants and needs, and gauged responses to important plan issues such as travel habits, employment travel, intermodal elements and other facets in transportation planning. The survey also helped gauge the level of interest in improving alternative transportation modes, as well as the most acceptable means of financing future transportation improvements. Copies of the survey results will be available at the upcoming meeting.

Kickoff

ACOG hosted an open house meeting on October 6, at the Oklahoma City Community Foundation. The intent of the kickoff was to encourage public comments, answer questions and elicit feedback. It was one of the better attended events sponsored by ACOG, and staff learned much from the process. A total of 79 people signed the attendance sheet.

ACTION REQUESTED:

None. For information only.

ACOG

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MEMORANDUM

DATE: October 12, 2009

TO: Encompass 2035 Citizens Advisory Committee

FROM: Douglas W. Rex, Division Director
Transportation Planning & Data Services

SUBJECT: Proposed Goals and Strategies for the Encompass 2035 Plan

INFORMATION:

Central Oklahoma's transportation plan – Encompass 2035 – will be a long-term vision for the region's transportation system based upon locally developed goals and strategies. The plan will identify affordable major transportation investments that provide the best transportation solutions to accomplish the region's goals.

The Federal Highway and Federal Transit Administrations, through the Safe Accountable Flexible Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU), have identified eight planning factors¹ that all metropolitan transportation plans are required to address. The attached draft goals and strategies are reflective of these federal requirements.

Development of the Encompass 2035 goals began with staff's identification of the following 10 characteristics that embodied public opinion derived from the Encompass 2035 survey conducted earlier this year: community, connectivity, economic strength, environmental responsibility, equity, livability, maintenance, options, performance, and safety and security. Each characteristic was subsequently expanded into a goal statement, and several strategies to accomplish each goal were developed.

¹ SAFETEA-LU Planning Factors – [1] Support the economic vitality of the metropolitan area, [2] Increase the safety of the transportation system for motorized and non-motorized users, [3] Increase the security of the transportation system for motorized and non-motorized users, [4] Increase the accessibility and mobility of people and freight, [5] Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and state and local planned growth and economic development patterns, [6] Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight, [7] Promote efficient system management and operation, and [8] Emphasize the preservation of the existing transportation system.

The proposed goals, strategies and challenges were recently presented to ACOG's Intermodal Transportation Policy Committee (ITPC) and to the public for review and comment during the Oct. 6, 2009 Public Kickoff meeting.

Please review the attached goals and strategies for discussion at the upcoming CAC meeting. Your input on behalf of the citizens, organizations and groups you represent provide a valuable tool in setting the foundation and long-term vision for the region's 2035 transportation plan.

ACTION REQUESTED:

Review and comment, and consider recommending that the ITPC adopt the attached goals and strategies for the Encompass 2035 Plan.

Community

Participate in active dialogue to shape the transportation system.

To shape a vibrant, dynamic and comprehensive transportation system, we need to make sure all voices are heard on what the future system will look like, how it will be designed and what it will accommodate. Communication is a two-way street. As planners, we need to listen to what people have to say and build on that interaction.

Strategies

- Use new-media and emerging communication tools.



People use the Internet and their cell phones as primary modes of communication and information gathering. We will take advantage of these evolving opportunities in spreading the word about transportation and the plan development.

- Simplify language used in the communication process.



Central Oklahomans don't need to be bogged down by technical or government language. We will state things simply and to the point.

- Make dialogue comprehensive and inclusive.



Central Oklahomans need to have confidence that when they express their thoughts and opinions, their comments will be given full consideration in the process.

- Support local engagement with citizens and cooperation with other communities.



Central Oklahoma functions as one regional community. While dialogue between citizens and planners is vital; cities, towns, and counties also need to communicate with each other.

Challenges to consider:

- How can we inspire people to engage in the planning process?
- How do we provide equitable consideration for differing views?
- What can we do to reach out to under-represented and disadvantaged populations?
- Can we realistically imagine the future beyond the here and now?
- How can we bridge the technology disconnect?

Connectivity

Develop connections among all types of transportation.

Our high quality of life depends on how well the different modes of transportation are integrated and connected. A seamless transportation network should effectively carry people and goods to where they need and want to go.

Strategies

- Provide efficient connections within and between modes and facilities.



Reliable, convenient, and well-connected transportation modes are essential to providing efficient movement of goods and effective services for all Central Oklahomans.

- Improve integration of transportation and land use.



Coordination of transportation and land use planning will reduce automobile trips, decrease travel time, enhance mobility, and preserve agricultural and recreational lands.

- Invest in projects that complement the existing transportation infrastructure.



We want to build on our existing transportation network by selecting those projects that provide the greatest benefit to the region, such as park-and-ride lots, sidewalks, and bike racks.

Challenges to consider:

- How do we mitigate transportation impacts of sprawl?
- How do we improve coordination among transportation providers?
- How do we encourage local entities pass a bike ordinance enforceable by law enforcement officers?

Economic Strength

Promote economic vitality through enhanced mobility.

Central Oklahoma is the crossroads of two major interstates that connect the region to the nation's borders – I-35 and I-40, the Burlington Northern Santa Fe and Union Pacific Railroads, and Will Rogers World Airport. Seamless connections among these and other transportation facilities is the foundation of commerce, economic growth, access to jobs, and personal mobility.

Strategies

- Improve the efficiency of the existing transportation system.



Time is money. Roadway design, maintenance, signalization, signage, and technology help improve traffic flow, reduce accidents, bottlenecks, and congestion. Efficient public transportation must be reliable, on time, and frequent.

- Improve accessibility to regional employment centers.



The transportation system should provide the opportunity for all people to gain access to jobs through a variety of travel options. Among other modes of travel, public transportation that serves large employment centers will enhance the region's economic vitality.

- Encourage mixed use development.



Travel can be significantly reduced through development that meets residential, employment, retail and/or service needs at a single or nearby location. Mixed use development reduces sprawl, reduces costs associated with public infrastructure (roads, water, sewer, etc.), and can lessen congestion and air pollution.

- Improve freight transportation by increasing options for goods movement.



Freight is transported in various ways—truck, rail, water, air or pipeline. Most freight transportation begins and ends with a truck, which underscores the need for an efficient roadway network. Where multiple modes are involved, commerce is dependent upon an integrated transportation system and adequate intermodal facilities for seamless transfers.

Challenges to consider:

- How do we encourage land use policies that function effectively?
- How do we accurately forecast economic conditions and future growth?
- How do we plan for desired improvements with limited financial resources?
- How do we reconcile long-term planning with immediate needs and trends?

Environmental Responsibility

Minimize environmental impact created by the development and maintenance of the transportation system.

Emissions from transportation are currently growing faster than from any other source. For a healthy environment, we need to reduce vehicle emissions by using less fuel-intensive transportation and making system improvements.

Strategies

- Continue regional air quality education efforts and promote ridesharing.



We encourage environmentally-friendly travel behavior that achieves better fuel efficiency and helps reduce the overall number of automobile trips.

- Encourage land-use patterns of development that reduce travel distance.



Driving less uses less fuel and prevents harmful emissions.

- Promote alternative modes of transportation.



To reduce the number of automobile trips, we need to focus on other transportation modes, such as biking, carpooling, rail, transit, and walking.

- Encourage use of alternative energy and cleaner-burning fuels.



We should increase the use of alternative fuels, such as natural gas, biofuels, and hydrogen; use better technology to make vehicles more efficient; and expand infrastructure to support these alternatives.

- Improve network efficiency.



The implementation of transportation strategies, such as idle reduction and signal timing, can help reduce fuel consumption and emissions.

Challenges to consider:

- How do we achieve greater emission reductions with voluntary programs?
- How do you measure the value of public outreach programs?
- How do we encourage people to adopt more environmentally friendly transportation habits?
- How do we promote greater coordination among multiple agencies?

Equity

Provide transportation access for everyone.

All Central Oklahomans deserve access to transportation. However, many obstacles can stand in the way, such as great distances between necessary destinations, inability to purchase or drive an automobile, inaccessible or incomplete information about available transportation services, and possible difficulties in speaking or reading the English language.

Strategies

- Ensure that transportation improvements and services are provided equitably.



Transportation improvements and services in Central Oklahoma will be provided without discrimination on the grounds of race, color, national origin, disability/handicap, sex, age, or income of the transportation system user. Transportation improvements and services will be provided not only in the urban part of Central Oklahoma, but also in the suburban and rural areas.

- Construct and maintain accessible sidewalks and provide better pedestrian crossings.



Sidewalks and pedestrian crossings are used not only for recreational walking, but also to catch the bus, to reach parking lots, and other purposes. Sidewalks must have curb cuts and pedestrian crossings should use safety technologies.

- Expand and maintain a safe and secure public transportation system that provides accessible fleets, centers, and sheltered stops.



Buses and transit centers must be equipped to accommodate people with limited mobility and disabilities, while transit stops need to provide shelter from the elements.

- Expand paratransit service beyond the minimum federal requirement.



Expanding the paratransit service area will greatly enhance travel options and mobility for Central Oklahomans with disabilities.

- Improve access and coordination between human service agencies as well as public and private transportation providers.



Coordination between human service agencies and transportation providers will ensure that people are able to find the transportation services they need, and that resources will not be wasted by a duplication of effort.

- Provide more materials in languages other than English where feasible and appropriate.

Not all Central Oklahomans speak or read English. When reasonable, transportation-related materials will be provided in other languages.

Challenges to consider:

- How do we encourage communities to construct more sidewalks?
- How do we better plan for an aging population?
- Where will sufficient and reliable funding sources for public transportation come from?

Livability

Integrate land use and transportation for more livable, healthy communities.

In order to enhance the quality of life in Central Oklahoma, we can encourage people to live healthy, active, and happy lives by promoting alternate forms of transportation and land uses, as well as strengthening neighborhood connections.

Strategies

- Increase accessibility to and between centers of activity.



Increase access to all transportation modes, and remove barriers so that every Central Oklahoman can get around with ease.

- Strengthen integration of land use and transportation to create active, healthy communities.



Improve the connections among parks, residential areas, commercial districts, and transportation corridors. Provide guidance to municipalities regarding pedestrian and transit oriented development.

- Promote alternate transportation including biking, carpooling, rail, transit, and walking.



The automobile is just one of the many methods of transportation.

- Encourage visually attractive streetscapes.



Attractive streetscapes encourage economic and social activity. The region should promote such developments, preserve views and landscapes, and incorporate existing green spaces, where appropriate and possible.

- Improve and increase walkability of the region.



Encourage municipalities to develop sidewalks and trails that provide adequate safety features for pedestrians and vehicles. Communities should adopt pedestrian oriented ordinances that support a safe, reliable, and complete sidewalk and trail network.

Challenges to consider:

- How do we manage sprawl?
- How do we overcome the historical focus on the automobile?
- How do we encourage land use policy and development that supports alternative modes of transportation?

Maintenance

Maintain and improve the quality of the transportation system.

To ensure a high quality transportation system, maintenance of the current and future transportation network is of high importance. A well-maintained system allows for the efficient movement of people and goods. Continuous monitoring of the network will allow planners to more adequately provide the limited resources to identified areas of concern.

Strategies

- Preserve existing and future transportation investments.



Budget appropriate funding to complete maintenance for road and bridge infrastructure. Perform regularly scheduled maintenance on all public transit vehicles to ensure reliability and safety.

- Establish maintenance priorities through data collection and analysis.



Monitor the transportation system by reviewing pavement condition, bridge deficiencies, travel delay, traffic signal timing and crash locations. Work with local communities to gather appropriate information.

- Decrease unnecessary bridge and roadway wear and tear.



Post bridge weight limits and underpass clearance heights, and reduce bridge deterioration through preventative painting and sealing. Utilize weigh stations to discourage overloading and reduce roadway damage.

Challenges to consider:

- How do we keep up with limited resources?
- Can we preserve the system we currently have?
- How do we improve enforcement of legal weight limits?

Options

Enhance transportation choices for the movement of people and goods.

Here in college football country, the term option has a different connotation. However, providing options in transportation means creating choices that will reduce household transportation costs, strengthen local economies, lower traffic congestion, and reduce reliance on foreign oil. To truly provide transportation options, we must go above and beyond what we've done in the past.

Strategies

- Enhance the region's existing transit service.



Expand the existing bus service throughout the region to provide an effective transportation option for all Central Oklahomans.

- Explore the development of rail-based public transportation and other fixed guideway technologies.



Evaluate and implement the recommendations of the 2005 Fixed Guideway Study and the Regional Transit Dialogue.

- Expand regional bicycle and pedestrian networks.



Continue to build a safe, coordinated network that is a healthy and environmentally-friendly alternative.

- Promote improvements for more efficient goods movement.



Better access to markets will reduce the cost of products and increase delivery reliability.

- Maintain and improve the regional street and highway network.



It is critical to preserve the current system and expand when and where appropriate.

- Encourage all regional entities to construct sidewalks and create a master sidewalk plan.



Sidewalks are the backbone of the pedestrian transportation system. An insufficient sidewalk system compromises safety by forcing people to use busy streets.

Challenges to consider:

- We are so far behind, where do we start?
- How do we make a difference with limited funds?
- How do we build consensus for funding non-road projects?

Performance

Increase the efficiency and reliability of the transportation system.

It is essential that our transportation system performs to the best of its abilities. Inefficiencies and system malfunctions lead to travel delays, congestion, traffic incidents, and losses in economic productivity.

Strategies

- Maximize the system by implementing enhanced operation and management techniques as well as technologies.



Intelligent Transportation Systems (ITS) technologies can help improve our existing transportation system. For example, changeable message signs have the ability to inform drivers of traffic delays and road conditions.

- Influence travel behavior by supplying traffic information and alternative travel options.



For every person that carpools, there is one less car on the road. By promoting alternative travel options, such as ridesharing or transit, our transportation system will experience less congestion and perform more efficiently.

- Increase system reliability by identifying and fixing problem locations.



There are places where bottlenecks and incidents frequently occur. We must be diligent in correcting these spots to make sure that recurring delay does not diminish the quality of life and economic vitality.

- Increase capacity where needed.



Sometimes the best answer to improving system performance is adding more lanes, building new roadways, or increasing transit services.

Challenges to consider:

- How can we encourage a stronger focus on improving system efficiencies?
- How can we promote more multi-jurisdictional cooperation on traffic operations?

Safety and Security

Provide a safe and secure transportation system.

It is crucial to reduce the number and severity of accidents, just as it is important to effectively manage incidents through close coordination among transportation providers, system managers, and the emergency management community.

Strategies

- Improve design, construction, and maintenance of infrastructure to reduce accidents, injuries, and fatalities.



Proper road maintenance and the use of safety related improvements, such as lighting, dedicated bike lanes, cable barriers and rumble strips, greatly enhance safety.

- Educate the public on safety issues and skills.



Public education on safe driving behavior is provided through ongoing campaigns, such as Oklahoma's "Click it or ticket" initiative, or through national programs, such as "Nation Child Passenger Safety Week" or "Safe Routes to School". Brochures and other resources on various safety topics are also available for distribution to the public. Emphasis must be placed on educating the new generation of drivers and riders.

- Cooperatively implement traffic incident management techniques.



Traffic management includes the coordinated use of resources to reduce the duration and impact of incidents, and improve the safety of motorists, crash victims, and emergency responders alike. Such management techniques include early detection through roadway sensors, enhanced Wireless 911, and the quick clearance of crash sites to prevent secondary accidents.

- Promote enforcement of traffic laws and advocate for development of new safety policies.



Implementation of safety rules and enforcement of traffic laws are essential to discouraging unsafe driving and removing drivers from the roadway, who pose a hazard.

- Ensure the security of the transportation system.



The transportation system is designed for accessibility and efficiency, which makes it a perfect target for anyone seeking to disrupt travel and commerce. Reasonable measures must be taken to put in place and maintain a system of threat deterrence, protection, and response.

Challenges to consider:

- How do we foster better communication between transportation and emergency management professionals?
- How can we reduce bad driving behavior?

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MEMORANDUM

DATE: October 12, 2009

TO: Encompass 2035 Citizens Advisory Committee

FROM: John M. Sharp, Program Coordinator
 Transportation Planning & Data Services

SUBJECT: Land Use and Socioeconomic Inputs to the Transportation Model

INFORMATION:

Base year (2005) and forecast year (2035) socioeconomic data about the traveling public are needed to perform travel demand forecasting. This data includes regional land use, population, employment and school enrollment. The transportation model uses these characteristics to project travel demand on the street and highway network in the forecast year. This information, in turn, is used to develop a long range transportation plan that will outline future maintenance and improvements needed to satisfy regional mobility in the year 2035.

The OCARTS area base year data and forecast year projections for population, employment and school enrollment are currently under development in close coordination with the planners and engineers from ACOG member communities who serve on the Areawide Planning and Technical Advisory Committee (APTAC) and the Intermodal Transportation Technical Committee (ITTC).

A summary of the county level and OCARTS area totals are provided in the table below.

County	Population		Employment	
	2005	Prelim 2035	2005	Prelim 2035
Canadian*	79,145	130,272	26,517	44,850
Cleveland	237,052	345,335	86,026	156,889
Grady*	11,835	18,819	1,996	2,695
Logan*	27,263	40,113	6,717	10,245
McClain*	24,904	41,407	7,186	12,510
Oklahoma	696,059	888,866	449,864	574,113
OCARTS	1,076,258	1,464,814	578,306	801,302
% Change	36.1%		38.6%	

* Only a portion of the county lies within the OCARTS area.

At the upcoming CAC meeting, staff will present more detailed information concerning the data sources, local government review, and growth allocation methodology used to forecast future land use, population and employment changes anticipated for the transportation planning area.

ACTION REQUESTED:

None. For information only.