



REGIONAL TRANSIT DIALOGUE

Public Outreach Subcommittee

May 14, 2009 – 1:30 p.m.
ACOG Board Room, 21 E Main St., Suite 100
Oklahoma City, OK 73104

Attendees:

Jeff Bezdek – MTP – Modern Transit Project – Subcommittee Chair
Dave Burnett – Midwest City Chamber of Commerce
Kris Glenn – Cleveland Area Rapid Transit (CART)
Pam Henry – OKC Mayor's Committee on Disability Concerns
Veran Randle – COTPA Board Member
Tim Tillman – University of Central Oklahoma
Sarah Welch – City of Oklahoma City
Jerry Church – ACOG
Kara Chiodo – ACOG

Welcome/Introductions

Mr. Bezdek welcomed everyone and committee members introduced themselves.

Summary of Committee Discussion

- Some discussion was held on the role and mission of the committee, and whether a media strategy for the RTD process was part of the committee's role.
- There was much discussion on the challenges that transit has in the region, regarding the size of the geography and the mindset inherent in Central Oklahomans.
- Mr. Bezdek would like each community in the region to anoint a "spokesman" and suggested working with each city's council to endorse transit philosophies. By having a champion in each city in the region, the citizens will be more engaged because they know and trust "one of their own."
- There was discussion on various strategies, such as Internet surveys and town hall focus groups, to generate more public feedback.
- The committee looked at other transit advocacy groups in the region and discussed how best to reach out to them to promote the mission of the RTD, and to gain consensus on what we are trying to accomplish.
- The committee set the next meeting for June 11, at 4:00 p.m., at Trattoria Il Centro. The agenda will discuss developing a mission statement and to start discussing public dialogue formats and concepts.