



association of central oklahoma governments

Chair Pete White
Oklahoma City Councilmember

Vice-Chair Jay Adams
Mustang Mayor

Secretary/Treasurer Matt Dukes
Midwest City Mayor

Executive Director
John G. Johnson

Central Oklahoma Regional Transit Authority Task Force

October 19, 2016 – 3:00-4:30 p.m.
ACOG Board Room, 21 E. Main St., Suite 100
Oklahoma City, Oklahoma 73104

AGENDA

- I. Welcome and Introductions ([Attachment I](#))**
- II. Approval of August 17, 2016 RTA Task Force Meeting Minutes ([Attachment II](#))**
Action Requested: Motion to approve August 17, 2016 minutes.
- III. Guest Speaker - Linda Cherrington, Texas A&M Transportation Institute**
Action Requested: For information only.
- IV. Update on Base Line Polling Questions**
Action Requested: As desired by the Task Force
- V. Activity Log of 2016 Task Force Meetings/Future Tasks ([Attachment V](#))**
Action Requested: As desired by the Task Force
- VI. Schedule of 2017 RTA Task Force Meetings ([Attachment VI](#))**
Action Requested: Motion to approve 2017 regular meeting schedule
- VII. New Business**
- VIII. Adjourn**

**Next Meeting: Wednesday, November 16, 2016, 3:00-4:30 p.m.
at 4201 N. Lincoln Blvd., Oklahoma City**

CENTRAL OKLAHOMA REGIONAL TRANSIT AUTHORITY TASK FORCE

CITY	NAME	TITLE	VOTING MEMBERSHIP
CITY OF DEL CITY	Hon. Brian Linley	Mayor	Member
	Hon. Ken Bartlett	Councilmember	Alternate
CITY OF EDMOND	Hon. Elizabeth Waner	Councilmember	Member
	Hon. Victoria Caldwell	Councilmember	Alternate
CITY OF MIDWEST CITY	Hon. Matt Dukes	Mayor	Member
	Hon. Daniel McClure, Jr.	Councilmember	Alternate
CITY OF MOORE	Hon. Mark Hamm	Councilmember	Member
	Hon. Jason Blair	Councilmember	Alternate
CITY OF NORMAN	Cindy Rosenthal	Former Mayor	Member
	Hon. Lynne Miller	Mayor	Alternate
CITY OF OKLAHOMA CITY	Hon. Mick Cornett	Mayor	Member
	Hon. Pete White	Councilmember	Alternate
TRANSIT PROVIDERS	NAME	TITLE	NON-VOTING MEMBERSHIP
COTPA	Jason Ferbrache	Administrator	Advisory
CART	Doug Myers	Director	Advisory
Citylink-Edmond	Harry Fenton	Project Engineer	Advisory
PRIVATE SECTOR	NAME	TITLE	NON-VOTING MEMBERSHIP
Greater OKC Chamber	Roy Williams	President	Advisory
	Derek Sparks	Mgr/Gov't Relations	Alternate
Norman Chamber	Tom Sherman	Past Chairman	Advisory
OnTrac	Marion Hutchison	Chair, Exec. Comm.	Advisory

**CENTRAL OKLAHOMA REGIONAL TRANSIT AUTHORITY TASK FORCE
MEETING MINUTES
AUGUST 17, 2016, 3:00 P.M.
ACOG BOARD ROOM, 21 E. MAIN ST, OKLAHOMA CITY**

Voting Members and Alternates Present

Hon. Brian Linley	City of Del City
Hon. Ken Bartlett	City of Del City
Hon. Elizabeth Waner	City of Edmond
Hon. Victoria Caldwell	City of Edmond
Hon. Matt Dukes	City of Midwest City
Hon. Mark Hamm	City of Moore
Hon. Lynne Miller	City of Norman
Cindy Rosenthal	Norman Representative

Non-Voting Members and Alternates Present

Doug Myers	CART
Jason Ferbrache	COTPA
Derek Sparks	Greater OKC Chamber

Members and Alternates Absent

Hon. Daniel McClure, Jr.	City of Midwest City
Hon. Jason Blair	City of Moore
Hon. Robert Castleberry	City of Norman
Hon. Mick Cornett	City of Oklahoma City
Hon. Pete White	City of Oklahoma City
Harry Fenton	Citylink-Edmond
Roy Williams	Greater OKC Chamber
Tom Sherman	Norman Chamber
Marion Hutchison	OnTrac

Guests

James Cooper	COTPA Board of Trustees
Jack Tevlin	Retired Deputy City Manager, Phoenix

ACOG Staff

John G. Johnson	Executive Director
Holly Massie	Special Programs Officer II, TPS
Shelby Templin	Assistant Planner, TPS

Position

I. Welcome and Introductions

Cindy Rosenthal called the meeting to order, and asked everyone present to introduce themselves and who they represent.

II. Approval of June 15, 2016 RTA Task Force Meeting Minutes

Mayor Matt Dukes made a motion to approve the minutes of the June 15, 2016 meeting. Councilman Mark Hamm seconded the motion, and the motion carried.

III. Guest Speaker – Jack Tevlin

Cindy Rosenthal introduced Jack Tevlin, retired Deputy City Manager of Phoenix, Arizona, and thanked him for attending the meeting to talk about his experiences in Phoenix with their regional rail.

Mr. Tevlin began with a history of the Valley Metro area's sales tax elections, some successful and some not. He said in 1985 the region had its first successful vote for the purpose of building freeways, which had been resisted for years. The 20-year 0.5 cent sales tax increase received 55 percent approval. Once built, the freeways were so well received the region wished they had built them sooner when more federal funding was available for that purpose.

Four years later, the region decided to pursue funding for transit. Although there was not a great need in 1989, they didn't want to wait too long again when the need was critical. Those election results are summarized below:

Year	Amount	Purpose	Location	Duration	Result
1989	0.5 cent	Sales tax Increase for light rail (elevated) and bus	Valley wide	20 years	Failed 66-34%
1994		Regional freeway (1989 tax didn't generate enough and transit (bus only)	Valley wide	20 years	Failed 54-46%
1996	0.4 cent	Sales tax increase to build the bus network and study rail	City of Tempe	No Limit	Approved
1997	0.5 cent	Sales tax increase for bus, rail after 10 years	City of Phoenix	No Limit	Failed 50.1-49.9%
2000	0.4 cent	Sales tax increase for bus and rail	City of Phoenix	20 years	Approved 66-34%
2015	0.3 cent	Sales tax increase (to 0.7% total) for transit, streets and police	City of Phoenix	35 years	Approved 55-45%

Mr. Tevlin stated that the regional vote in 1989 failed because the other communities said they wouldn't get anything out of the tax increase. He advised that they asked the voters after the 1997 Phoenix sales tax increase failed (by 122 votes) why they voted no, and they said they didn't understand the proposal and it would extend the sales tax increase forever.

In order to learn from their past mistakes, they greatly increased their public education efforts on the purposes of the proposed 2000 Phoenix sales tax increase, and even included maps of the proposed transit routes on the ballot (see Attachment 1). As a result, the measure won overwhelmingly, and in 2015 voters approved increasing the sales tax by another 3 cents for 35 years.

Mr. Tevlin stressed the importance of federal involvement and understanding the federal process. He said that funds go where there is ridership, and in order to receive federal funding, you must follow the federal planning process. Additional recommendations concerning federal participation included:

- Find out who your transit champion is at the federal level in Congress
- Work with the Federal Transit Administration (FTA) staff because they are the people who make recommendations on where funding should be spent
- The FTA will not fund a project unless there is a local funding commitment (i.e. last year's Phoenix vote ensures a 35-year local funding stream for transit)
- It's a good idea to show those at the federal level your community
- Most federal funding is approved at a 50% share even though the law allows up to 80%
- FTA prefers regional transit projects over city-only projects

At the local level, he said they included some non-transit items, such as bike lanes, sidewalks, etc. in order to help the vote pass. People have to see what's in it for them. He said that the bus system has to be expanded in order to reach the rail and it must be convenient. Mr. Tevlin noted that they have observed that people who won't ride the bus will ride it to reach rail, as long as it's convenient and well run. It is also important to provide park-and-ride lots, where appropriate, as another convenience.

Mr. Tevlin described the Valley Metro Regional Transit System, saying it is 26 miles in length and serves three communities, Mesa, Tempe and Phoenix. There are plans to extend it by another 39 miles over the next 20-30 years, and he provided a map of the current and planned system, which show the proposed timing of the various extensions (see Attachment 2).

In terms of governance, Mr. Tevlin said that the Valley Metro RTA is comprised of five member cities, with a weighted vote—Phoenix, Tempe, Mesa, Glendale and Chandler. Phoenix essentially has veto power in the decision-making. The Cities of Glendale and Chandler receive no service currently, but they plan to hold elections in order to contribute funding to the RTA and become voting members in the future. He said the RTA has no taxing power. Each city conducts its own sales tax elections, and they provide their transit revenues to the RTA. In addition to rail, all of the area bus systems are operated by the RTA, except for the City of Phoenix, which owns and operates its own bus system. However, the buses are marked with the Valley Metro logo so they appear as part of the same system to the user.

From a marketing standpoint, Mr. Tevlin said that they marketed to the voters (in 2007) that Phoenix was the 7th largest city in the nation, with the 35th largest transit system. He said they often touted similar cities with successful transit systems as proof of what could be done, such as Salt Lake City, Houston, and Dallas. They cited cities that people understood as automobile oriented that also had great transit systems.

Mr. Tevlin advised the Task Force to research what transit opponents have said in other areas because the same arguments against transit are used everywhere. It's important to know who the opponents are and the reasons for their opposition when putting together a marketing plan.

IV. New Business

Cindy Rosenthal mentioned that the next meeting will be held September 21 at 3:00 p.m. John Johnson reminded the group that ACOG has invited Linda Cherrington from Texas A&M University to speak in September, saying she has extensive experience with regional transit systems throughout the country from an academic perspective, as well as several years' experience working for Houston METRO.

Ms. Rosenthal asked if any information has been received from the pollster as a result of the discussion in June. Mr. Johnson said that he has not received anything to date but will follow up with Mr. McFarron.

V. Adjourn

The meeting was adjourned at approximately 4:40 pm.

Stub No. _____
Numero de talon _____

Register No. _____
Numero de Registro _____

(To be torn off by Inspector)
(Para ser separado Por El Inspector)

SAMPLE BALLOT

BALOTA MUESTRA

SPECIAL ELECTION
MARCH 14, 2000
CITY OF PHOENIX
COUNTY OF MARICOPA
STATE OF ARIZONA



ELECCIÓN ESPECIAL
14 DE MARZO DE 2000
CIUDAD DE PHOENIX
CONDADO DE MARICOPA
ESTADO DE ARIZONA

DISTRICT NO. **4**
DISTRITO NO. _____

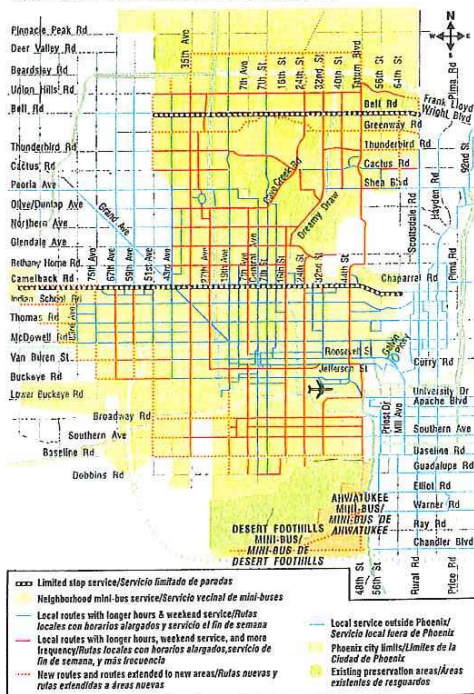
INSTRUCTIONS TO VOTERS

Make a mark with pencil or with dark blue or black ink in the square to the right of the YES or NO to indicate your vote. Distinguishing marks are prohibited and invalidate the ballot. If you wrongly mark or damage your ballot, return it to the Election Inspector and obtain another.

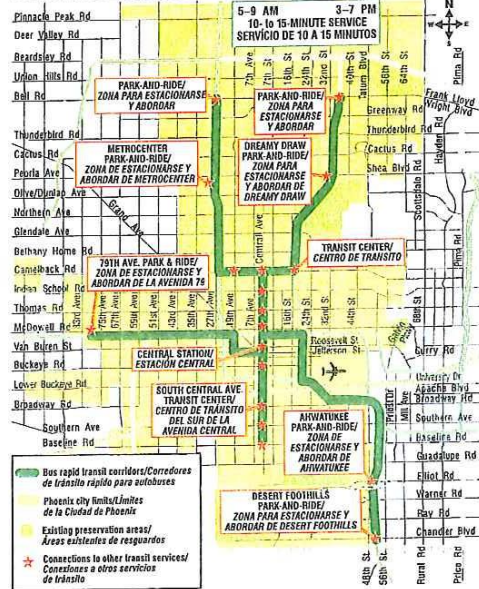
INSTRUCCIONES PARA LOS VOTANTES

Haga una marca con un lápiz o con tinta azul oscura o negra en el cuadro a la derecha del SI o NO para indicar su voto. Todas las marcas que distingan la balota están prohibidas y nulifican la balota. Si Ud. equivocadamente marca o mutila esta balota, regrese a un Inspector de la Elección y obtenga otra.

CITY OF PHOENIX LOCAL BUS SERVICE WITH LIMITED STOP AND NEIGHBORHOOD MINI-BUS SERVICE SERVICIO LOCAL DE AUTOBUSES DE LA CIUDAD DE PHOENIX CON SERVICIO LIMITADO DE PARADAS Y CON MINI-CIRCULADORES VECINALES



CITY OF PHOENIX BUS RAPID TRANSIT TRÁNSITO RÁPIDO DE AUTOBUSES DE LA CIUDAD DE PHOENIX



PROPOSITION NUMBER 2000

AN ORDINANCE FOR A COMPREHENSIVE PLAN TO IMPROVE PHOENIX'S PUBLIC TRANSPORTATION SYSTEM AND TRAFFIC FLOW WITH AN EXPANDED BUS SYSTEM AND LIGHT RAIL TRANSIT TO RELIEVE TRAFFIC CONGESTION, HELP REDUCE AIR POLLUTION AND PROVIDE THE PEOPLE OF PHOENIX WITH MORE TRANSPORTATION CHOICES.

To implement this initiative, Chapter 14 of the Phoenix City Code shall be amended where applicable to increase the privilege license tax rate (Known as the sales tax) by four tenths of one penny per dollar of sales for a period of 20 years. This does not apply to grocery store food purchases. All expenditures will be reviewed by a Citizens Transit Commission established by ordinance to assure public input and government accountability on all transit and city traffic improvements that are made in accordance with this measure.

The new revenue raised over the 20 year period shall be spent for activities including the following:

- Expanded bus service 7 days a week with additional routes, longer hours, greater frequency and 500 additional bus pull-outs to improve traffic flow.
- Bus rapid transit service on 5 designated corridors (Deer Valley, Paradise Valley, Ahwatukee, Maryvale and South Central) operating during both morning and afternoon rush hour peaks with a total of 40 trips per corridor.
- Light Rail Transit including operating and capital costs such as rail cars, tracks, park-and-ride lots and stations. In the first 16 years, 24 miles will be constructed.
- Clean-burning fuel buses.
- Doubling Dial-A-Ride service for seniors and persons with disabilities in the first year.
- Additional left-turn arrows, neighborhood mini-bus service, limited stop service and bus stop shelters.

Shall the proposed Transit 2000 Initiative providing for the amendment of Chapter 14 of the Code of the City of Phoenix, 1969, be adopted?

YES / SI ☐
NO / NO ☐

PROPOSICIÓN NÚMERO 2000

UNA ORDENANZA PARA UN PLAN COMPLETO PARA MEJORAR EL SISTEMA DE TRANSPORTACIÓN PÚBLICA Y LA CIRCULACIÓN DEL TRÁFICO DE PHOENIX CON UN SISTEMA DE AUTOBUSES EXTENDIDO Y TRÁNSITO EN TRANVÍAS PARA ALIVIAN LA CONGESTIÓN DEL TRÁFICO, AYUDAR A REDUCIR LA POLUCIÓN DEL AIRE Y PROPORCIONARLE A LA GENTE DE PHOENIX MÁS SELECCIONES DE TRANSPORTACIÓN.

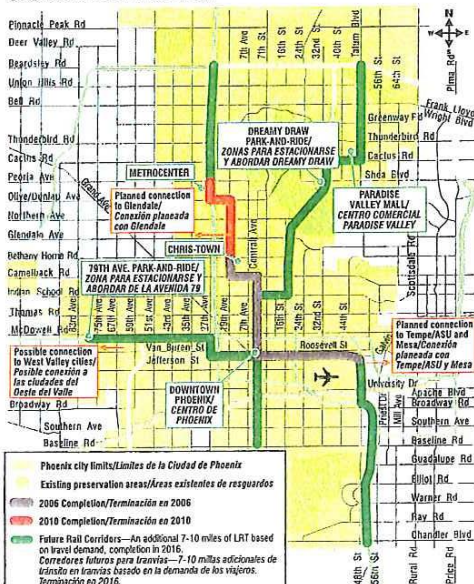
Para implementar esta iniciativa, el Capítulo 14 del Código de la Ciudad de Phoenix será enmendado donde sea aplicable para incrementar la tasa de impuesto de licencia de privilegio (conocido como impuesto sobre la venta) por cuatro décimos de un centavo por dólar de ventas por un periodo de 20 años. Esto no es aplicable a compras de comida en tiendas de comestibles. Todos los gastos serán revisados por una Comisión para Tránsito formada por Ciudadanos establecida por ordenanza para asegurar que se escuchen los comentarios del público y para adjudicar responsabilidad al gobierno sobre todas las mejoras de tránsito y tráfico de la ciudad que se lleven a cabo de acuerdo con esta medida.

Los nuevos ingresos recabados sobre el periodo de 20 años serán gastados para actividades que incluyen lo siguiente.

- Servicio de autobuses incrementado 7 días a la semana con rutas adicionales, horarios alargados, más frecuencia y 500 zonas de salida de autobuses adicionales para mejorar la circulación del tráfico.
- Servicio de autobuses de tránsito rápido en 5 corredores designados Deer Valley, Paradise Valley, Ahwatukee, Maryvale y South Central) operando tanto durante las horas de más tráfico en la mañana así como en la tarde con un total de 40 viajes por corredor.
- Tránsito en Tranvías incluyendo costos de operación y de capital tales como carros para los rieles, rieles, lotes para estacionarse y abordar el tranvía y estaciones. En los primeros 16 años se construirán 24 millas.
- Autobuses con combustible que queme limpiamente.
- Doblar los servicios de Dial-A-Ride (Pedir transportación en vehículo por teléfono) para los mayores y para las personas con incapacidades durante el primer año.
- Flechas adicionales para vuelta a la izquierda, servicio de mini-buses vecinales, servicio de paradas limitado y resguardos para paradas de autobuses adicionales.

¿Se adoptará la Iniciativa propuesta de Tránsito 2000 para enmendar el Capítulo 14 del Código de la Ciudad de Phoenix de 1969?

CITY OF PHOENIX LIGHT RAIL RAPID TRANSIT TRÁNSITO RÁPIDO DE TRANVÍAS DE LA CIUDAD DE PHOENIX





ACOG

Association of Central Oklahoma Governments

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MEMORANDUM

DATE: October 12, 2016
TO: Central Oklahoma Regional Transit Authority (RTA) Task Force
FROM: John G. Johnson, Executive Director
SUBJECT: Activity Log of 2016 Task Force Meetings/Future Tasks

INFORMATION:

Attached is a log of RTA Task Force meeting discussion and action items and a list of potential topics for future discussion. The list will be updated on a monthly basis to track progress and reflect emerging priorities.

ACTION REQUESTED:

None. For information and discussion only.

Activity Log – 2016 RTA Task Force Meetings

January 20 Meeting 1

- Approval of RTA Task Force 2016 Meeting Calendar
- Review of draft RTA Task Force Bylaws
- RTA Task Force Officer Nominations
- Discussion of future RTA Meeting Topics

February 17 Meeting 2

- Approval of revised RTA Task Force Bylaws
- Election of RTA Task Force Officers
- Review of RTA District Geography Scenarios from Regional Transit Dialogue (RTD)

March 16 Meeting cancelled

April 20 Meeting 3

- Polling discussion
- Review of RTA Governance Scenarios from Regional Transit Dialogue (RTD)
 - Adopted the RTA boundary and governance recommendations of the RTD Steering Committee as the *conceptual framework* for the RTA
- Reminder to include FY 2017 RTA Task Force funds in local budgets

May 18 Meeting cancelled

June 15 Meeting 4

- Polling discussion with Greater OKC Chamber pollster

July 20 Meeting cancelled

August 17 Meeting 5

- Guest speaker – Jack Tevlin, former Deputy City Manager, City of Phoenix

Sept. 21 Meeting 6 cancelled

October 19 Meeting 7 (anticipated)

- Guest speaker – Linda Cherrington, Texas A&M Transportation Institute
- Update on polling questions
- Set 2017 meeting schedule

Activity Log – 2016 RTA Task Force Meetings (cont.)

Future Items for Discussion and Consideration (Order TBD):

Peer Review

- Peer regions and RTAs
- Guest speaker(s) from preferred model RTA

Review Draft RFP Scope for Consultant Services for Task Force Planning Support (To assist with items listed below)

Coordination with Federal Transit Administration (FTA)

Legal Review and Considerations

- Legal review of peer RTA structures and requirements
- Legal review of local, state, and federal requirements
- Legal review of COTPA, CART, and Citylink charters and governance statutes

RTA District Geography

- Determine initial transit district geography
- Determine process for regional transit district expansion

RTA Board Structure and Governance

- Determine the governance structure, roles, and powers of RTA Board
- Determine method to adjust board structure with future district expansion

RTA Finance Options

Public Education, Outreach, and Public Opinion

- Public opinion surveys and polling
- Talking points, presentations, and speaking engagements
- Public education and marketing strategic plan

Identifying First Strategic Steps of RTA

- Financing RTA activities
- Seating the board
- RTA staffing plan
- RTA strategic plan – Strategic initiatives and system plan

Memorandum of Agreement (MOA)

- RTA Charter Document

ACOG

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www.acogok.org e-mail: acog@acogok.org

MEMORANDUM

DATE: October 12, 2016
TO: Central Oklahoma Regional Transit Authority (RTA) Task Force
FROM: John G. Johnson, Executive Director
SUBJECT: Proposed 2017 Meeting Calendar

INFORMATION:

Consistent with the current meeting schedule, below is the proposed 2017 meeting schedule for the RTA Task Force. Meetings will be held on the third Wednesday of the month at 3:00 p.m. in the ACOG Board Room, 4201 N. Lincoln Boulevard, Oklahoma City:

January 18, 2017
February 15, 2017
March 15, 2017
April 19, 2017
May 17, 2017
June 21, 2017
July 19, 2017
August 16, 2017
September 20, 2017
October 18, 2017
November 15, 2017
December 13, 2017 (2nd Wednesday)

As always, it is important that both the designated member and alternate from each city attend the RTA Task Force meetings. This will help ensure continuity of information that is discussed and voted on by the Task Force so that continued progress can be made.

ACTION REQUESTED:

Motion to approve the proposed 2017 RTA Task Force meeting schedule.