



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

NEW LOCATION!

January 18, 2017 – 3:00-4:30 p.m.
ACOG Training Room, 4205 North Lincoln Blvd.
Oklahoma City, Oklahoma 73105

AGENDA

- I. **Welcome and Introductions** ([Attachment I](#))
- II. **Approval of October 19, 2016 RTA Task Force Meeting Minutes** ([Attachment II](#))
Action Requested: Motion to approve October 19, 2016 minutes.
- III. **Discussion, consideration and possible action to authorize ACOG staff to prepare and present a draft Request for Proposal to engage a consulting firm to assist with the formation and creation of a Central Oklahoma Regional Transit Authority**
Action Requested: Motion to instruct staff to prepare a comprehensive draft RFP for engagement of a consulting firm, and present the same for review at the next RTA Task Force meeting.
- IV. **Update on Base Line Polling Questions**
Action Requested: As desired by the Task Force
- V. **Activity Log of 2017 Task Force Meetings/Future Tasks** ([Attachment V](#))
Action Requested: As desired by the Task Force
- VI. **New Business**
- VII. **Adjourn**

Next Meeting: Wednesday, February 15, 2017, 3:00-4:30 p.m.

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
OCTOBER 19, 2016, 3:00 P.M.
ACOG BOARD ROOM, 21 E. MAIN ST. STE. 100, OKLAHOMA CITY**

Voting Members and Alternates Present

Hon. Ken Bartlett	City of Del City
Hon. Elizabeth Waner	City of Edmond
Hon. Daniel McClure, Jr.	City of Midwest City
Hon. Mark Hamm	City of Moore
Cindy Rosenthal	Norman Representative
Hon. Lynne Miller	City of Norman
Hon. Pete White	City of Oklahoma City

Non-Voting Members and Alternates Present

Jason Ferbrache	COTPA
Doug Myers	CART
Derek Sparks	Greater OKC Chamber
Tom Sherman	Norman Chamber

Members and Alternates Absent

Hon. Brian Linley	City of Del City
Hon. Victoria Caldwell	City of Edmond
Hon. Matt Dukes	City of Midwest City
Hon. Jason Blair	City of Moore
Hon. Mick Cornett	City of Oklahoma City
Harry Fenton	Citylink-Edmond
Roy Williams	Greater OKC Chamber
Marion Hutchison	OnTrac

Guests

Matt Sandidge	City of Oklahoma City
Ian Bryant	HNTB
Linda Cherrington	Texas A&M Transportation Institute

ACOG Staff

John G. Johnson	<u>Position</u> Executive Director
Holly Massie	Special Programs Officer II, TPS
Shelby Templin	Assistant Planner, TPS

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 August 17, 2016 RTA Task Force Meeting Minutes

Elizabeth Waner mentioned there needed to be a revision to the previous minutes. The minutes stated the 1989 Phoenix Sales Tax Increase was approved; it should say that it failed. After making note of that, Elizabeth Waner made a motion to approve the minutes of the August 17, 2016 meeting. Lynne Miller seconded the motion, and the motion carried.

III. Guest Speaker - Linda Cherrington, Texas A&M Transportation Institute

John Johnson introduced guest speaker Linda Cherrington and expressed his gratitude for her making the trip from Texas A&M.

Ms. Cherrington started her discussion by mentioning that she is the Program Manager for the Transit Mobility Program at the Texas A&M Transportation Institute (TTI). The Institute has been focused on transportation for the past 60 years. Ms. Cherrington stated that she has been with TTI for 13 years primarily focused on researching transit. She got her start in transit by campaigning for the passage of funding that resulted in the Houston Metro system. Her most recent research has been focused on how various regional agencies across the country have gone about funding their respective transit systems, primarily rail systems.

Ms. Cherrington then began discussing her methodology for the research regarding how different regional agencies in the United States chose to fund their regional transit systems. She explained that she attempted to choose cities and/or region that were most similar to the Oklahoma City region and mentioned that this information was shown in her first handouts. She then went on to explain that there are different regional models for regional transit and those must be taken into account when considering a funding source. These models were also shown in her second grouping of handouts.

Ms. Cherrington then explained the reason to break down transit research into different models based on the structure of a regional area or government. Each generalized type of model can use a different funding structure and source, depending on what is appropriate for that model. She began her model discussion by explaining the first model: a single regional transit agency. A single regional transit agency is when there is one regional transit authority with a broad geographic jurisdiction that allows that transit agency to be making a broad range of decisions, from funding to transit types, etc. Examples of this type of regional model are the regional transit district in Denver and the Utah Transit Authority in Salt Lake City. Ms. Cherrington noted that this model is the most relatable to the structure in the Oklahoma City region.

The next model type Ms. Cherrington discussed is when there are several large, independently operating transit systems all within the same region. These agencies can either be privately owned or government operated, but these agencies operate independently from one another within a given geographic region. Each agency will also have its own defined service area and for

the most part do not overlap. Each agency in this Examples of regions operating with this model are the Greater Dallas-Fort Worth region and the Washington DC region. The benefit of this model type is to have separated funding sources and the agencies can focus on a more concentrated area for their transit service.

Ms. Cherrington then discussed another model type which she titled “Regional Connections”. This model type involves several smaller independent transit agencies with an additional overlay of regional governance. This can come in the form of a regional transit authority or a formal regional government. Each independent transit agency will still maintain its own governance and funding source, but will report to the regional transit authority periodically. This model structure is created to fill in the gaps of service between the various independent agencies. Ms. Cherrington noted that the best example of this model is the Regional Public Transportation Authority in Phoenix.

The final model that Ms. Cherrington discussed is one that she titled the “Umbrella Authority” model. In this model, there is a superior regional transit authority that serves as an umbrella, or guarding and protecting, over other smaller independent transit agencies. For this model, the regional transit authority has jurisdictional authority past just regional transit service and delivery. The regional transit authority will pass policy and financial decisions for service boards of the independent agencies underneath them. Examples of this model are the Regional Transportation Authority in Chicago, San Diego Association of Governments (SANDAG), and the Metropolitan Transportation Commission in San Francisco.

Cindy Rosenthal then stated that there is a benefit of looking at all of these models and the cities that have used them to be able to look at the particulars of each type and to apply them to the Oklahoma City region. She said that this analysis brings up the issue that for the Central Oklahoma region, there are existing transit providers that will have to be factored in and brought to the table for any future regional transit operations.

Ms. Cherrington then discussed the opportunities for sources of funding for implementing regional transit and supporting the operation a system. She mentioned that the research she was sharing with the Task Force was from 2008, but that most, if not all, of the information should still be current and correct. There were 8 categories of funding options that she studied:

1. Transit Generated Sources: The revenue created by having transit services and operations and using it for said operations. Often, the revenue comes from fare collection, but can also come from facility rentals, leasing ad space and concession revenues.
2. General Revenue and Taxes: This source is the typical revenue that is collected by local governments and is often used to subsidize transit. Ms. Cherrington stressed that sales tax is by far the most used revenue source for funding transit operations.
3. Motor Fuels and Vehicle Related Taxes and Fees: There are a number of variations of taxes on automobiles in order to support public transit, assuming that the local climate is in favor of this.
4. User or Market Based Sources: Revenues that are reliant on a particular user or market base. The main implementation of this type is tolls collected on toll roads.

5. Business Activities: This type of revenue comes from taxes on employment, business taxes, corporate income taxes, oil company taxes, etc.
6. Personal Activity Taxes: Examples include lottery fees, taxes on cigarettes, taxes on liquor.
7. Revenue Streams from Transit Projects: This type is a source of revenue from when you have invested in a capital transit project and it may generate related benefits.
8. Financing Mechanisms: This is not a revenue source, but a way to leverage some other source of revenue to pay for a transit project up from. Examples include bonds or a structured tax.

Pete White then mentioned that because we have a clean slate in Central Oklahoma, we should deeply analyze all of the options presented by Ms. Cherrington as well as analyze the RTA's scope of focus. He stated that it may be worth looking at whether any of the example systems/regions had any problems with conflict due to entities not being involved in the planning process. He mentioned that the RTA may run into issues when getting further into the planning process due to cities to the east and west of the central area of the region not being involved earlier, and the eventual dissention within the region.

Cindy Rosenthal stated that as a group and RTA Task Force, there has not been an outright conversation with CART, COTPA and Citylink in terms of what their roles are moving forward with a regional transit vision and whether or not they intend to make an investment to the system. Ms. Rosenthal stated that while the information Ms. Cherrington shared with the group was informational and important, overall the RTA Task Force is not to the point of picking a model or funding source because there are many steps that need to be completed before that step.

Ms. Cherrington said in closing that the only way to get a funding source approved through either a state legislature or a vote of the people is to pick one revenue stream and stick with it 100% until its either passed or defeated. You cannot even wobble even a little or else people will not support you or the initiative. She stated that you must be convinced that it is the best option and you must know all of the research in order to support it fully.

IV. Update on Base Line Polling Questions

Derek Sparks gave an update on the Polling Questions that were discussed at the June RTA Task Force meeting. Mr. Sparks shared that Pat McFerron relayed to him that Mr. McFerron did not feel that there was an immediate call for a poll to be conducted regarding regional transit in Central Oklahoma. Mr. McFerron thought that the Task Force had requested for the poll to be conducted after the November elections and that he saw this poll as a more long-term, 2-3 year project. Mr. McFerron did state that he felt that he owed the Task Force a set of polling questions to be reviewed before going to the public with them, but did not give a timeline for when those questions would be prepared. Mr. Sparks stated that he thought the miscommunication between the Task Force and Mr. McFerron was the fact that it had not been stated who would ultimately be paying for the poll.

V. Activity Log of 2016 Task Force Meetings/Future Tasks

Cindy Rosenthal stated that Linda Cherrington's research is valuable to the Task Force and the next step might be to look at which of the funding sources are legally available in Central Oklahoma. The Task Force should also look at the governance structure issue to see which would be most applicable to the region. Ms. Rosenthal also asked the group whether they felt like the Task Force is to the point of requesting an RFP for a consultant team to take over the planning process for the regional transit system.

John Johnson stated that ACOG staff believe that they and the Task Force are at the point of requesting professional consulting experience. He said that there are Federal Planning funds available in order to hire a consultant team. The use of the Federal funds requires a 20% match, which will be met with the funds already contributed by the Task Force members.

Elizabeth Waner stated that it would be helpful moving forward to have a formal standing entity, such as an actual Regional Transit Authority, due to the fact that all current representation on the Task Force are elected officials that can change at any time.

Cindy Rosenthal requested that ACOG staff and the Task Force discuss the Scope of Services/RFP that was previously in draft form to be approved at the November meeting.

VI. Schedule of 2017 RTA Task Force Meetings

Councilmember Ken Bartlett made a motion to approve the schedule of the 2017 RTA Task Force Meetings. Mayor Lynne Miller seconded the motion, and the motion carried.

VII. New Business

Derek Sparks stated that there is going to be an interim study conducted on the Heartland Flyer, conducted by Senator Frank Simpson. The goal is to protect the state subsidy used for the Heartland Flyer. Mr. Sparks stated that the Chickasaw Nation is looking to add a stop in Thackerville along the Heartland Flyer route. The study's goal is to improve the system as well as eliminate any extra spending that is not necessary.

VIII. Adjourn

The meeting was adjourned at approximately 4:30 pm.

ACOG

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MEMORANDUM

DATE: January 18, 2017
TO: Central Oklahoma Regional Transit Authority (RTA) Task Force
FROM: John G. Johnson, Executive Director
SUBJECT: Activity Log of 2017 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 – 2017 RTA Task Force Meetings

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