



association of central oklahoma governments

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Vice-Chair Matt Dukes
Midwest City Mayor

Secretary/Treasurer Lynne Miller
Norman Mayor

Executive Director
John G. Johnson

Central Oklahoma Regional Transit Authority Task Force

November 15, 2017 – 3:00-4:30 p.m.
ACOG Board Room, 4205 North Lincoln Blvd.
Oklahoma City, Oklahoma 73105

AGENDA

- I. **Welcome and Introductions ([Attachment I](#))**
- II. **Approval of June 21, 2017 RTA Task Force Meeting Minutes ([Attachment II](#))**
Action Requested: Motion to approve June 21, 2017 minutes.
- III. **Building Consensus Vision 15 minutes**
[Legal Structure and Governance Models White Paper](#)
[Summary of Governance Models](#)
Action Requested: For review and comment.
- IV. **Overview of Legal Structures and Governance Models 45 minutes**
Action Requested: For review and comment.
- V. **Informing Decision Makers and Influencers 10 minutes**
- VI. **Next Steps 5 minutes**
- VII. **Schedule of 2018 RTA Task Force Meetings ([Attachment VII](#))**
Action Requested: Motion to approve 2018 regular meeting schedule.
- VIII. **New Business**
- IX. **Adjourn**

Next Meeting: Proposed for Wednesday, January 17, 2018, 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. Rick Dawkins	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. Meg Salyer	Councilmember	Alternate
TRANSIT PROVIDERS	NAME	TITLE	NON-VOTING MEMBERSHIP
COTPA	Jason Ferbrache	Administrator	Advisory
CART	Kristapher Glenn	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
JUNE 21, 2017, 3:00 P.M.
ACOG BOARD ROOM, 4205 NORTH LINCOLN BLVD, OKLAHOMA CITY**

Voting Members and Alternates Present

Hon. Elizabeth Waner	City of Edmond
Hon. Victoria Caldwell	City of Edmond
Hon. Mark Hamm	City of Moore
Cindy Rosenthal	Norman Representative
Hon. Lynne Miller	City of Norman
Hon. Meg Salyer	City of Oklahoma City

Non-Voting Members and Alternates Present

Jason Ferbrache	COTPA
Taylor Johnson	CART
Derek Sparks	Greater OKC Chamber
Marion Hutchison	OnTrac
Tom Sherman	Norman Chamber

Members and Alternates Absent

Hon. Brian Linley	City of Del City
Hon. Ken Bartlett	City of Del City
Hon. Matt Dukes	City of Midwest City
Hon. Daniel McClure, Jr.	City of Midwest City
Hon. Jason Blair	City of Moore
Hon. Mick Cornett	City of Oklahoma City
Roy Williams	Greater OKC Chamber

Guests Present

Brooks Mitchell	City of Moore
Pat McFerron	CMA Strategies

ACOG Staff

<u>ACOG Staff</u>	<u>Position</u>
John G. Johnson	Executive Director
Jennifer McCollum	Director of Public Relations and Outreach
John Sharp	Division Director, TPS
Jennifer Sebesta	Program Coordinator, TPS
Shelby Templin	Assistant Planner, TPS

I. Welcome and Introductions

Task Force Chair Cindy Rosenthal called the meeting to order. She stated there was not a quorum at the meeting so the Task Force would not be taking action on any items unless more voting members came to the meeting. John Johnson welcomed everyone and members and alternates introduced themselves and who they represent.

III. Update on results of polling efforts regarding Regional Transit

Task Force Chair Cindy Rosenthal skipped to item number 3 due to the Task Force not being able to vote on any action items. Pat McFerron was present to give an update on the survey that his team conducted regarding a future transit initiative in Central Oklahoma. Mr. McFerron stated that his team polled 400 voters in March 2017 and all participants were within the geographical area as designated by the Task Force. 56% of the respondents that took the poll identified as Conservatives, which is typical for this region. Mr. McFerron made sure to select registered voters and voters that at least participated in the 2016 Presidential Election, and 50% of those polled had voted in at least one recent municipal election. Mr. McFerron stated that 55% of those polled felt like Central Oklahoma was moving in the right direction, while 32% did not feel that way.

Mr. McFerron said that when asked what was the most important issue facing the state of Oklahoma currently, the top answer was education, followed by roads and infrastructure. 3% of respondents stated public transportation or transit was the most important issue. Mr. McFerron said that 3% may seem like a small number, but that is the highest percentage he has seen from any other region in the state when asked that same question. Mr. McFerron then showed the responses for gauging tax sensitivity and stated that it is almost impossible to pass any funding source using property taxes with voters in Oklahoma. 46% of voters feel that property taxes are too high and should not be increased. Mr. McFerron then showed that 41% of voters feel that sales taxes are too high but stated that closer to 40% is a range that a measure can be successful if the message is packaged correctly. Mr. McFerron also asked respondents whether they supported measures to improve general quality of life such as the MAPS program or Norman Forward, and there was overwhelming support for these measures. Mr. McFerron then shared the first baseline question that was asked to these voters, "In regards to the Central Oklahoma region, do you support the development of a rail transit system to better connect the communities in the metro area?" 58% of respondents stated that they would support this type of system, 34% stated that they would not support this type of system. Mr. McFerron also pointed out that Democrat voters are more supportive of this measure than Republicans. Mr. McFerron stated that when broken down by communities, voters from the Norman area are the most supportive of a potential rail transit system, while voters from Moore are more hesitant to be supportive.

Mr. McFerron then showed data regarding how often one person votes in municipal elections correlates to support of a regional transit system. The data showed that 65% of voters that have voted in at least 3 recent municipal elections were supportive of a transit system, while only 49% of those who only vote in large, general elections support transit. Mr. McFerron also showed a correlation between tax rates and transit support. The data shows that the majority of the time,

if a voter feels that their property taxes are too high, they will likely not support a regional transit system. The data did not show a correlation between regional transit support and sales tax levels.

Mr. McFerron then showed data regarding the intended use of the regional transit system of those polled. The data shows that if a voter plans to use the system every day or a few days a week, they are often very supportive of a regional transit system. Mr. McFerron said that those polled who said they would never use the transit system or would rarely use it largely stated that they would not be in favor of funding such a system or support the development of this type of transit. Mr. McFerron stated that the key moving forward for the RTA and the Task Force would be to figure out how to market this transit system in a way that would show benefits to those that would not be utilizing the services.

Mr. McFerron stated that the largest correlation to whether a voter would be likely to support a regional transit system is a voters age. Voters under 45 very supportive of a potential regional transit system, although voters under 45 are the least likely to turn out to vote. Mr. McFerron stated that the older the voter is, the less likely they are to support regional transit.

Mr. McFerron then showed the data regarding the income level of the voters as it relates to supporting the regional transit system, and stated that in past polling, his team has noticed that upper-income voters tend to be the most supportive of tax increase, but they did not find that to be true with this poll.

Mr. McFerron showed data about what those polled thought a regional transit system might do in Central Oklahoma, and 28% of respondents felt that a transit system would help with traffic and parking. McFerron stated that none of the voters polled stated that the system was something that they would use, which was unusual based on previous questions.

Mr. McFerron then showed slides that listed how voter's feelings and responses changed based on various attributes that could be added to the development of the transit system. He stated that 58% of the respondents stated that they would ride the system would be if the fare was subsidized or free. Another attribute that would lead a respondent to feel that they would ride the regional rail system would be if there were expanded bus service to accompany the rail line.

Mr. McFerron stated that during the polling process, after the original questions and information had been provided, they then asked the voters again, "Do you support the development of a rail transit system to better connect the communities in the metro area?" He showed that the support of the question increased from 58% to 67% and the opposition went from 34% to 29%. Mr. McFerron stated that the most influential statement that can be made to potential voters regarding this regional transit system is to emphasize that traffic and parking will continue to get worse and that this system will alleviate some of those problems.

Mr. McFerron said that the final questions asked of the voters in this poll is whether they would be in favor of increasing sales taxes to fund regional rail transit. He asked half of the respondents

if they would be in favor of increasing sales tax one-quarter of a cent, and 53% of respondents were opposed to that increase. Mr. McFerron then asked the other half of respondents if they would be in favor of increasing sales tax one-half of a cent, and 52% of respondents were opposed to that increase. He stated that this shows that the particular amount of increase does not matter, but that voters are generally not in favor of increasing taxes at all. Mr. McFerron also showed data that most voters that were initially undecided about whether they would support a regional transit system switched to not supporting the system when asked about funding options or putting a price on the system. When breaking it down by ideology, Mr. McFerron stated that 32% of people that identify as Republican said they would never ride a regional rail system.

Mr. McFerron stated that with his expertise in polling and election results, a vote based on the data he collected is a possible election success but it does not currently show as a probable election success. Mr. McFerron said that the best way to get the word out about this effort and educate potential voters is through a heavy social media campaign. Mr. McFerron stated that he feels that there is an overall positive outlook towards regional transit as a concept, but the struggle is now how to convince people that this would be something worthwhile to pay for.

Task Force member Marion Hutchison stated that this data is encouraging considering the task force has not done any type of marketing to date and the majority of people in Central Oklahoma do not even know that this effort exists. Hon. Victoria Caldwell said that it was also a good sign that the positivity towards the regional transit system increased after people were given some information regarding what a regional transit system is and could look like.

Task Force member Derek Sparks stated that a peer city that this task force could learn from is Salt Lake City, and they were successful in getting their regional transit system by pushing the message that their system would decrease traffic congestion. Mr. Sparks also said that in Salt Lake City, city leaders were able to get a car dealership to make a campaign emphasizing that regional transit would reduce congestion. Task Force member Marion Hutchison stated that in Salt Lake City, and other peer cities such as Denver and Dallas, there was opposition from the beginning but all of these cities were able to find the message that resonated with voters to eventually pass funding options for their transit systems.

Task Force member Victoria Caldwell stated that it is important that Oklahoma City and the surrounding areas start building up “rubber tire” technology first before even starting work on the rail system because people are not going to want to ride the regional rail if they cannot get to their final destination easily. Task Force member Meg Salyer agreed and said that in another year or two, Oklahoma City will have their streetcar system that links up directly with the proposed rail system at the Santa Fe Hub.

Task Force member Elizabeth Waner requested paper or digital copies of the Power Point presentation shown by Mr. Pat McFerron for follow up and to be able to show staff in each respective city. Task Force member Derek Sparks said that he would check with Task Force member Roy Williams in order to determine whether the information could be distributed. Mr. Sparks stated that there is a fine line with this data between public and private information

and with Mr. Williams not being present at the meeting, Mr. Sparks could not definitively say whether that information would be available for distribution. John Johnson stated that he would also speak with Mr. Williams to determine whether the information would be made available to the Task Force. Task Force Chair Cindy Rosenthal mentioned that maybe Mr. Sparks or Mr. Johnson could request a more “bullet point” version of the Power Point so the Task Force could at least have the key points from the presentation. Mr. Johnson stated that the information presented would be critical information to provide to the future consultant team.

II. Approval of March 15, 2017 RTA Task Force Meeting Minutes

During the discussion of the polling results, the meeting reached a quorum. Task Force Chair Cindy Rosenthal called for a motion to approve the March 15 meeting minutes. Task Force member Lynne Miller made a motion to approve the minutes of the March 15, 2017 meeting. Task Force member Mark Hamm seconded the motion. The motion carried.

IV. Discussion of responses to ACOG RFP for professional consultant assistance with preparation of a Regional Transit Authority; and consideration of appointment of Task Force members to the interview panel

John Johnson stated that ACOG issued an RFP and received four responses from consultant teams from across the country. Mr. Johnson said that from the four teams that submitted bids, staff narrowed them down to two consultant teams that most closely fit what the Task Force is needing in terms of consultant work. Mr. Johnson stated that there are video conference interviews scheduled with both teams on Tuesday June 27, from 2-5 pm to get a general sense of how these teams operate and to attempt to see them in a physical sense. Mr. Johnson asked for volunteers from the Task Force to attend the interviews to ask additional questions of the consultant teams. Mr. Johnson stated that the two teams selected as finalists were the Holmes Group and the Kaplan Group, and their proposal highlights were both outlined in the meeting handout. Mr. Johnson stated that the two teams that were selected as finalists both had high-level lawyers with experience negotiating in the transit world, which is one of the key elements that helped them both be selected. Task Force Chair Cindy Rosenthal made a request to be sent copies of the proposals submitted by the two finalist groups.

John Sharp stated that both of the finalist teams have experience with rail negotiations, rail right-of-way acquisition and working with MPOs across the country and ACOG staff determined that these were the most desirable qualities for a consultant team to create a Regional Transit Authority.

Task Force member Jason Ferbrache asked if there was a plan to have the teams come in person to interview after the video conference meetings next week. John Johnson said that as of now, there is not a plan to interview the teams in person because ACOG is not wanting the teams to bear the expense of flying in. Mr. Ferbrache stated that through his recent negotiations with hiring national firms for the OKC Streetcar and maintenance contractors, he knows that it can be better to request that teams come to interview in person to get a feel for how they react to questions and how the team members interact with each other and staff. Mr. Johnson stated that if that is the desire of the Task Force, that is what ACOG staff will pursue. Mr. Johnson said

that the only issue that could arise is that ACOG only has one more Board of Directors meeting this summer and Mr. Johnson would need to gain authority from the Board members to execute an agreement with whichever team is selected. Mr. Johnson stated that it should not be a problem to get that approval, but wanted to make the Task Force aware that this item will be brought to the Board of Directors in June. Derek Sparks said that for a \$500,000+ job, there should be no hesitation on the part of the consultant team to fly out here for an interview, and that at the Chamber, it is seen as a sign of good faith when teams volunteer to come meet in person.

Task Force Chair Cindy Rosenthal stated that there was not direct action requested on this item, but asked the Task Force if anyone felt like there was action needed to direct John Johnson to schedule in person interviews. The Task Force agreed to schedule in person interviews with the consultant teams on or around the next scheduled RTA Task Force meeting date, which is July 19.

V. Other Reports

John Sharp shared that ODOT is currently conducting a study of the I-35 corridor between Oklahoma City and Norman. Mr. Sharp said that ACOG staff attended ODOT's open house in Moore in May and provided information regarding the RTA and the planned rail system to the consultants working on this project. Mr. Sharp also spoke with Angelo Lombardo with the City of Norman and Mr. Lombardo shared with Mr. Sharp that he felt that the ODOT consultants were not taking the proposed rail transit system into consideration with their plans for I-35 future development. Mr. Sharp said that ODOT has repeatedly told ACOG staff that there is no possibility for expansion of I-35 along this corridor due to no more right of way being available, but said that one of the consultants is insisting that there is room to add more lanes in the center median area. Mr. Sharp said that the overall purpose of this ODOT study is to redo the interchanges on this corridor to allow more cars onto the highway in a more seamless manner, but that more cars means increased traffic without any increased capacity. Mr. Sharp said that he informed the consultants that they should at least take into account that this RTA study is being conducted and requested that it be mentioned in the ODOT consultant final reports.

VI. New Business

Task Force member Derek Sparks shared that on the final day of the session recently, the budget that was to be adopted included a \$500,000 cut to funding for the Heartland Flyer. Mr. Sparks said that the OKC Chamber, along with other groups with interests in the Amtrak system, mobilized quickly and were able to get funds re-appropriated from the Weigh Station Revolving Fund in order to keep the Heartland Flyer funded through another year. Mr. Sparks also shared that he rode the Amtrak Inspection train going north to Kansas City on June 9 and observed a lot of public support along the entire route. Mr. Sparks also shared that he learned while on the train from Craig Moody at ODOT that TXDOT requested \$2.4 million from the Texas Legislature to continue funding the Texas share of the Heartland Flyer and that the Legislature chose to cut that funding from their upcoming budget. The Texas Legislature has until October to find the funding for their portion, or else the Heartland Flyer will be in jeopardy of discontinuing service. Mr. Sparks also learned that Kansas Governor Sam Brownback has repeatedly stated that he

has no interest in any passenger rail development and does not have any intention of providing funds from the State of Kansas for a north bound Amtrak train out of Oklahoma.

VII. Adjourn

The meeting was adjourned at approximately 4:40 pm.

ACOG

Association of Central Oklahoma Governments

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MEMORANDUM

DATE: November 15, 2017
TO: Central Oklahoma Regional Transit Authority (RTA) Task Force
FROM: John G. Johnson, Executive Director
SUBJECT: Proposed 2018 Meeting Calendar

INFORMATION:

Consistent with the current meeting schedule, below is the proposed 2018 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, 4205 N. Lincoln Boulevard, Oklahoma City:

January 17, 2018
February 21, 2018
March 21, 2018
April 18, 2018
May 16, 2018
June 20, 2018
July 18, 2018
August 15, 2018
September 19, 2018
October 17, 2018
November 14, 2018 (2nd Wednesday)
December 12, 2018 (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 2018 RTA Task Force meeting schedule.