

Oklahoma Public Transit Policy Plan

Oklahoma Transit Association
Fall Conference

Presented by:
Meredith Greene

October 25, 2019





AGENDA

01 | Firm Introduction

02 | Team Introduction

03 | About the Project

04 | Timeline

05 | Questions

WE PUT PEOPLE FIRST

Developing transportation systems to promote broader community goals of mobility, equality, economic development, and healthy living.



TRANSIT



CITIES AND STREETS



**ACTIVE
TRANSPORTATION
AND SAFETY**



MOBILITY MANAGEMENT



**PARKING AND DEMAND
MANAGEMENT**



**EMERGING MOBILITY AND
ON-DEMAND SERVICES**



**ENGINEERING DESIGN
AND DEVELOPMENT**



**PARATRANSIT AND
COMMUNITY
TRANSPORTATION**



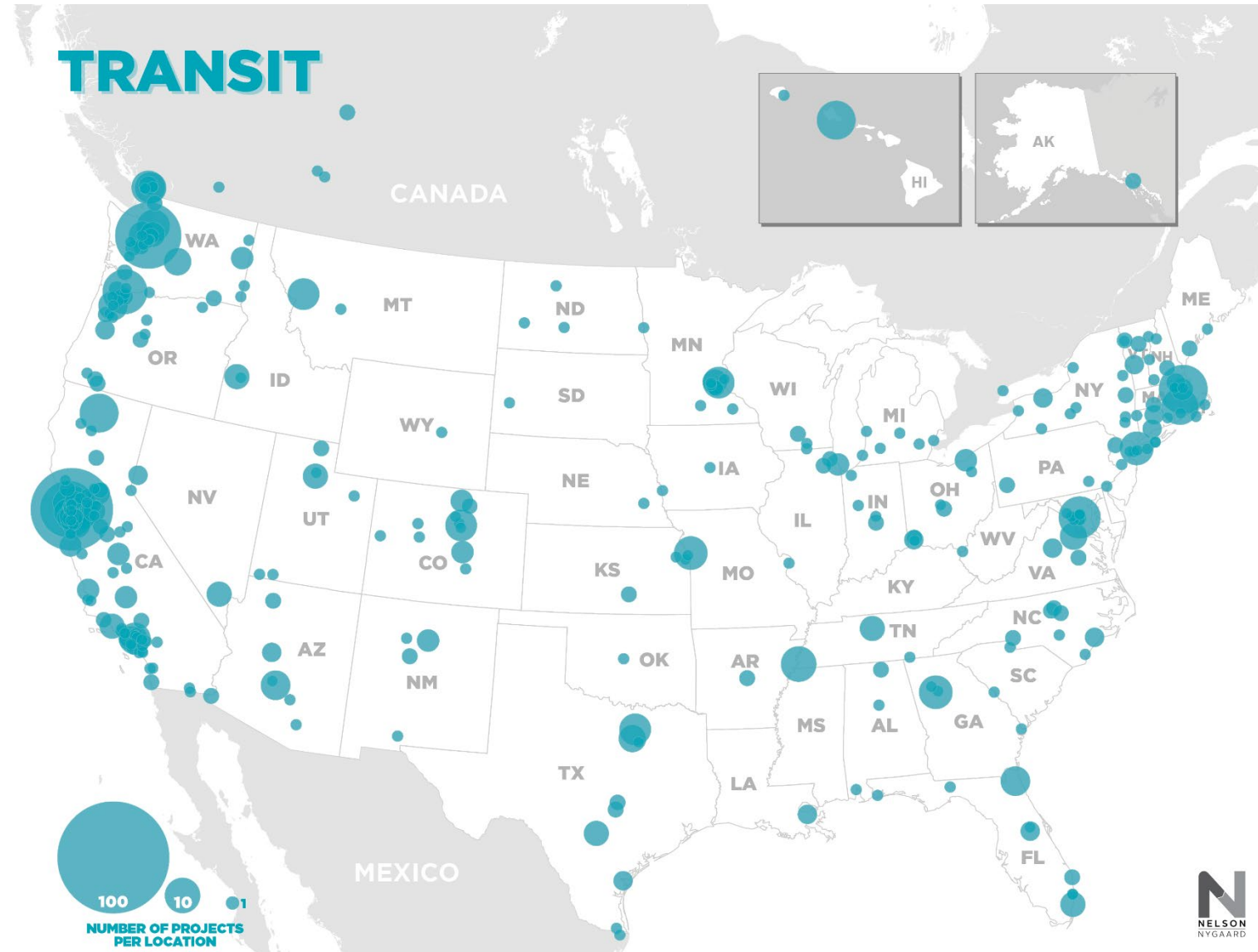
CAMPUS MOBILITY

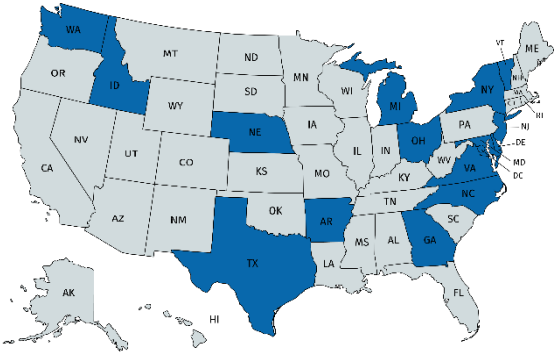


TRANSIT CORRIDORS

TRANSIT IS OUR PRIMARY FOCUS

- Our experience includes urban, suburban and rural environments
- Spans bus, rail, paratransit and emerging mobility
- We understand governance, management, funding and operations
- Our perspective is unique
 - Staff have worked at transit agencies and as consultants
 - We've served on agency boards
 - We are daily transit riders





Statewide Transit Planning

- Arkansas
- Delaware
- **Georgia**
- **Idaho**
- Maryland
- Michigan
- Nebraska
- North Carolina
- New Jersey
- New York
- **Ohio**
- Texas
- **Vermont**
- Virginia
- Washington

Tribal Transit Planning

- Navajo
- Apache
- Hopi
- Nambe
- Pojoaque
- San Ildefonso
- Santa Clara
- Taos
- Tesuque
- Laguna
- Coeur d'Alene
- Nez Perce

Intercity Transit Planning

- Virginia Breeze Expansion Analysis
- Travel Washington Intercity Bus Plan
- Idaho Intercity Bus Plan
- Ohio Intercity Bus Study
- National Research

Oklahoma Transit Planning

- Morton Comprehensive Health Services Transportation Sustainability Study
- Rural Service Design Workshop at the 2019 Oklahoma Transit Conference

OUR TEAM OF EXPERTS

Core Team Members



Meredith Greene

Project Manager



Bethany Whitaker

Deputy Project Manager



Jewel DeGuzman

Project Coordinator



Krista Eichenbaum

Stakeholder Engagement;
Policy Development



Hazel Scher

Urban Transit;
Emerging Mobility



Keaton Wetzel

Transit Planning, Stakeholder
Engagement



Bennett Powell

Public Engagement Lead
KFH



Fred Fravel

Rural / Intercity Transit
KFH



Ken Hosen

Rural / Tribal Transit
KFH



Cristina Barone

Capital Planning, Fares, and
Financial Analysis



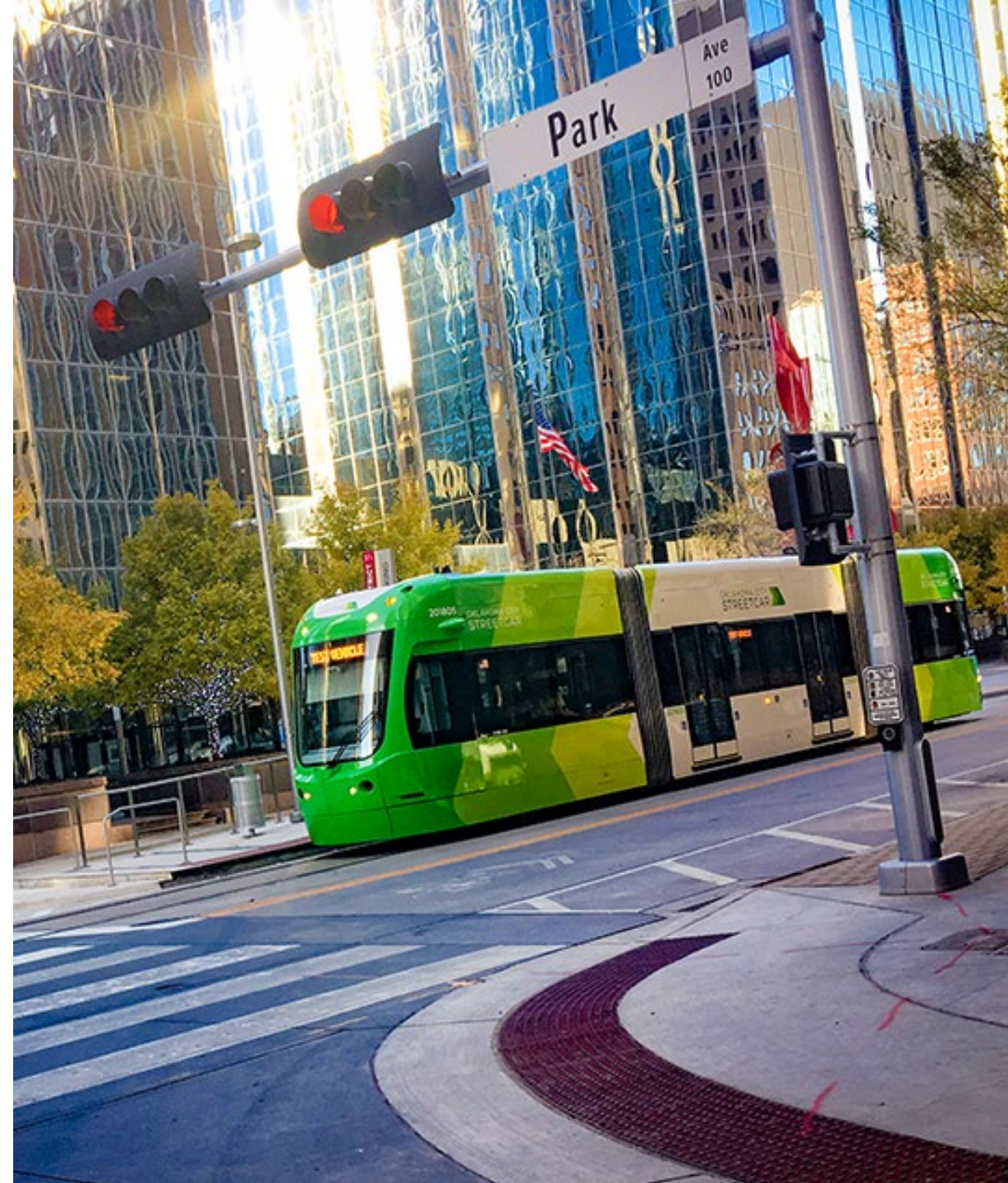
ABOUT THE PROJECT

Oklahoma Statewide Transit Policy Plan

PROJECT BACKGROUND

House Bill 1365

- Signed April 25, 2019
- Requires Oklahoma Public Transit Policy Plan
- All-Inclusive
- Reflective of 2018 Needs Assessment
- Stakeholder Input
- Future Collaboration & Coordination



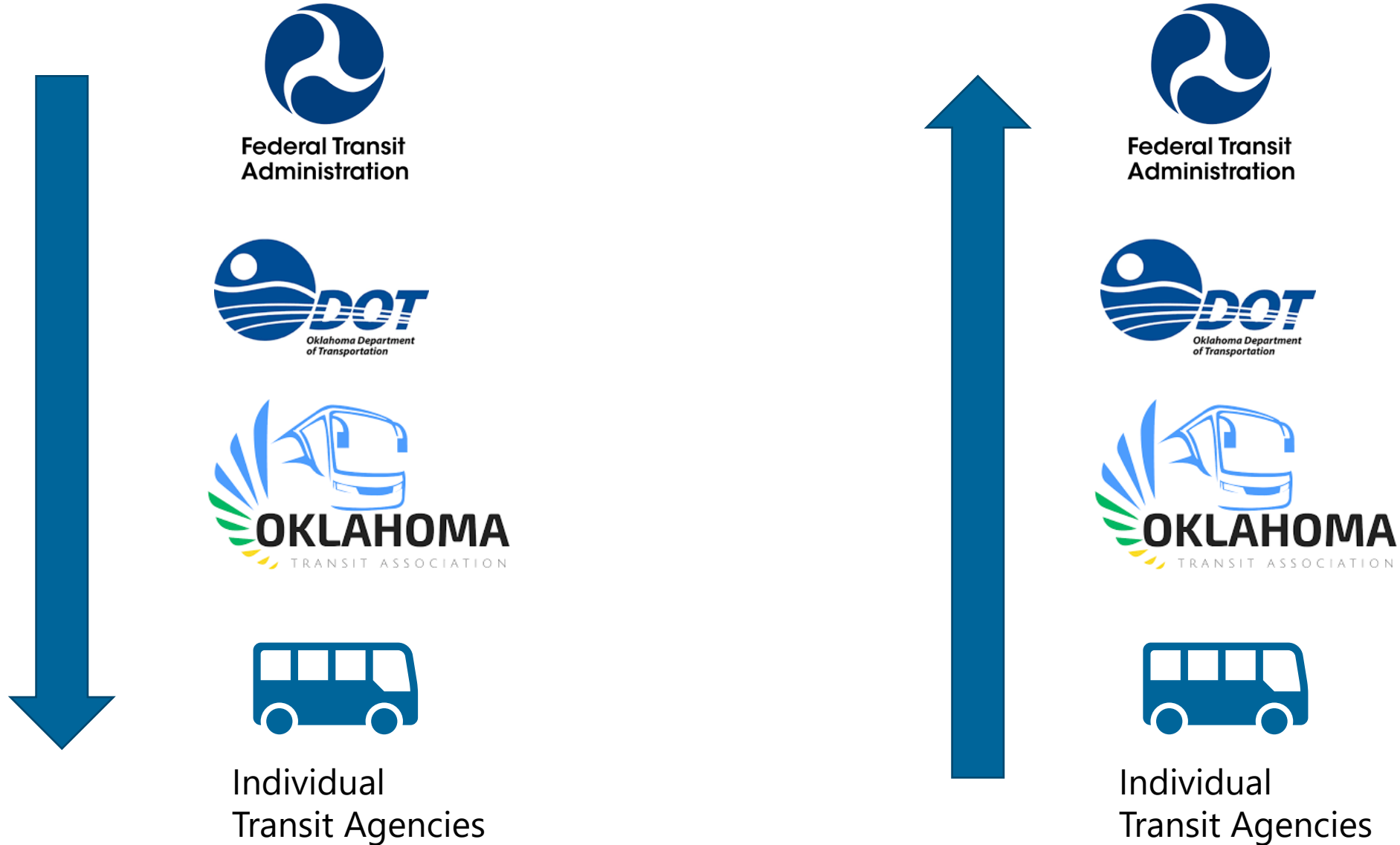
PROJECT PURPOSE

Oklahoma DOT and Oklahoma Transit Association

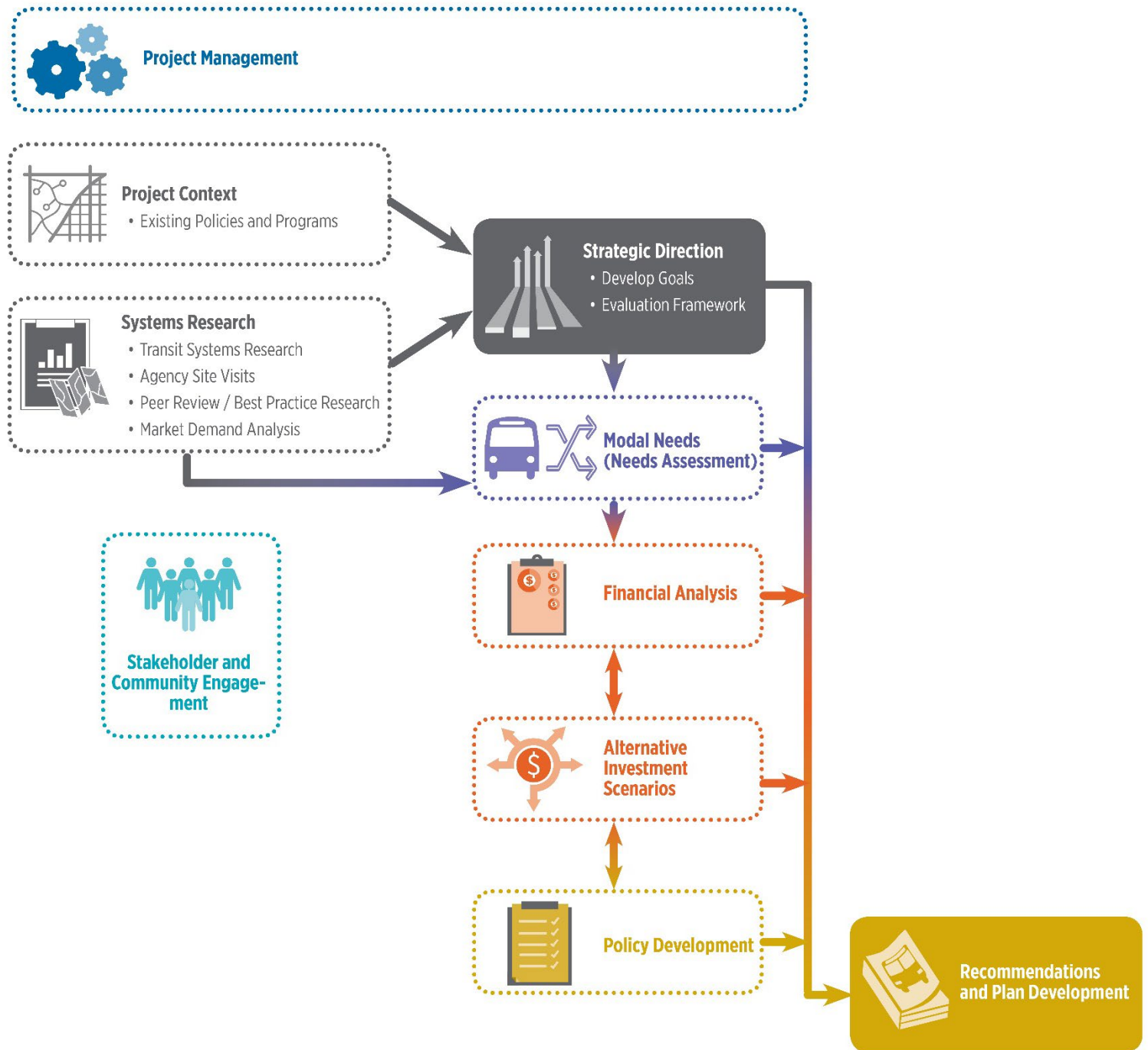
- Plan for Mobility Challenges
- Address Needs
- Population Growth
- Changing Demographics



BALANCING NEEDS AND GOALS



OUR APPROACH





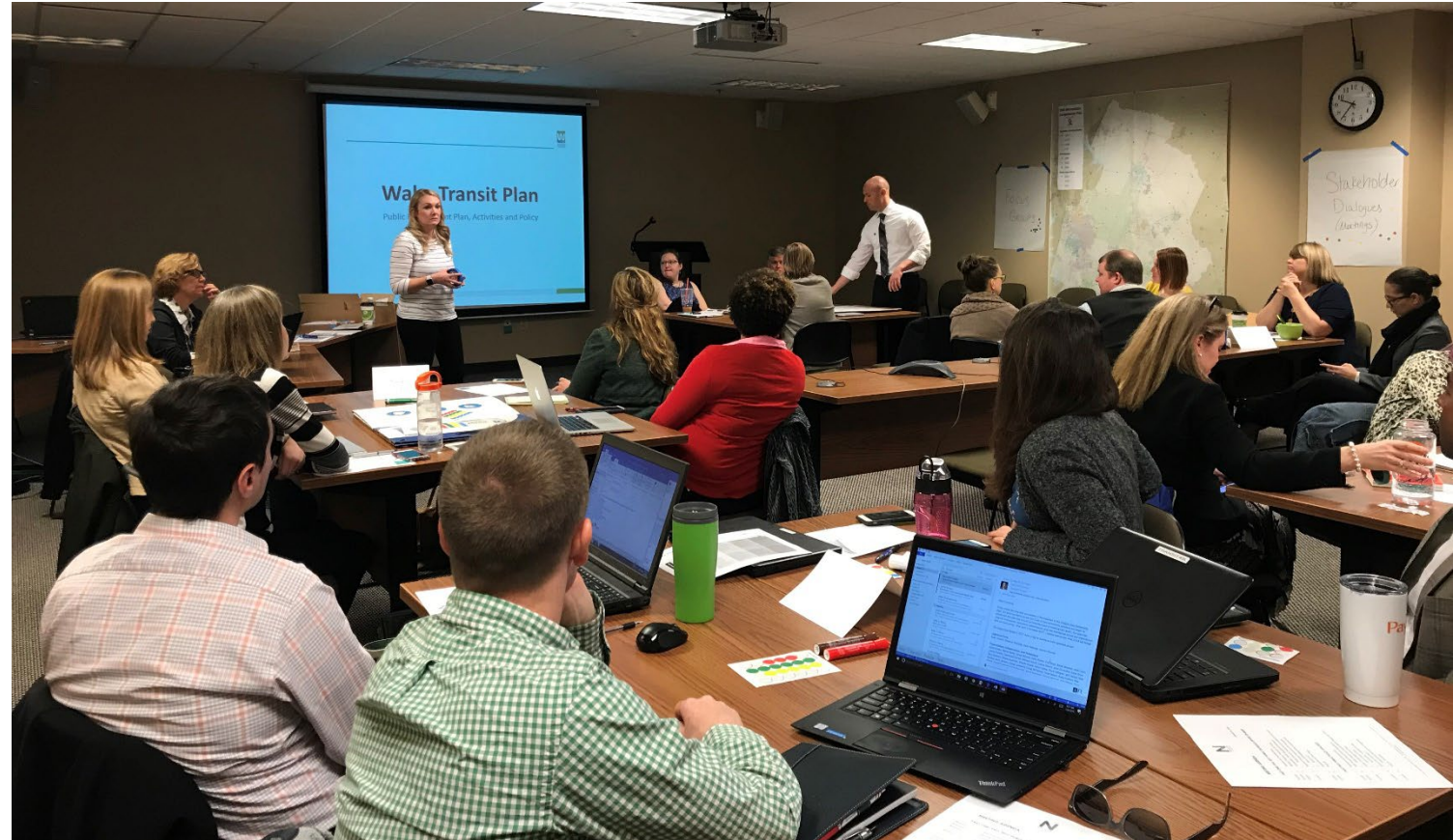
STUDY ELEMENTS



Oklahoma Statewide Transit Policy Plan

PROJECT TASKS

- Project Management
- Public & Stakeholder Engagement
- Project Context
- System Research
- Strategic Direction
- Modal Needs
- Financial Element
- Investment Scenarios
- Policy Development
- Plan Documentation



PROJECT MANAGEMENT AND COMMUNICATION

Core Team Approach

- Collaborative
- Independent
- Subject Matter Experts
- Internal Information Sharing
- External Information Vetting



STAKEHOLDER AND COMMUNITY ENGAGEMENT



Advisory Committee



Agency Site Visits



Stakeholder Interviews



Public Workshops / Meetings



Project Branding



Design Your Own Transit System Survey



Web-Based Interaction



Feedback on Recommendations



Pop-up Events



Legislative Municipal Coordination



Regional Meetings



Social Media

TACTICS FOR A STATEWIDE PLAN

- Agency site visits
- Stakeholder interviews
- Transit investment surveys
- Regional meetings

- Engage stakeholders and the public in trade-off exercises and conversations

- <http://design-your-transit-system.blinktag.com/>



Community Benefits Reset All Choices

Strategies	Ridership	Speed & Reliability	Access	Passenger Experience	Environment	Cost
Bus Service						
1 Provide more frequent service on weekdays	██████████	██████████	██████████	██████████	██████████	\$\$\$\$
2 Provide more frequent service on Saturdays	██████████	██████████	██████████	██████████	██████████	\$\$
3 Provide later services on weekdays	██████████	██████████	██████████	██████████	██████████	\$\$\$
4 Provide later services on Saturday	██████████	██████████	██████████	██████████	██████████	\$
5 Add Sunday service	██████████	██████████	██████████	██████████	██████████	\$\$\$
6 Add crosstown service	██████████	██████████	██████████	██████████	██████████	\$\$\$
7 Add Rapid Bus Transit service	██████████	██████████	██████████	██████████	██████████	\$\$\$\$\$
8 Add express service from suburban areas to Downtown/UNL	██████████	██████████	██████████	██████████	██████████	\$\$\$

YOUR OVERALL BENEFITS

Ridership

Speed & Reliability

Access

Passenger Experience

Environment

YOUR TOTAL COSTS

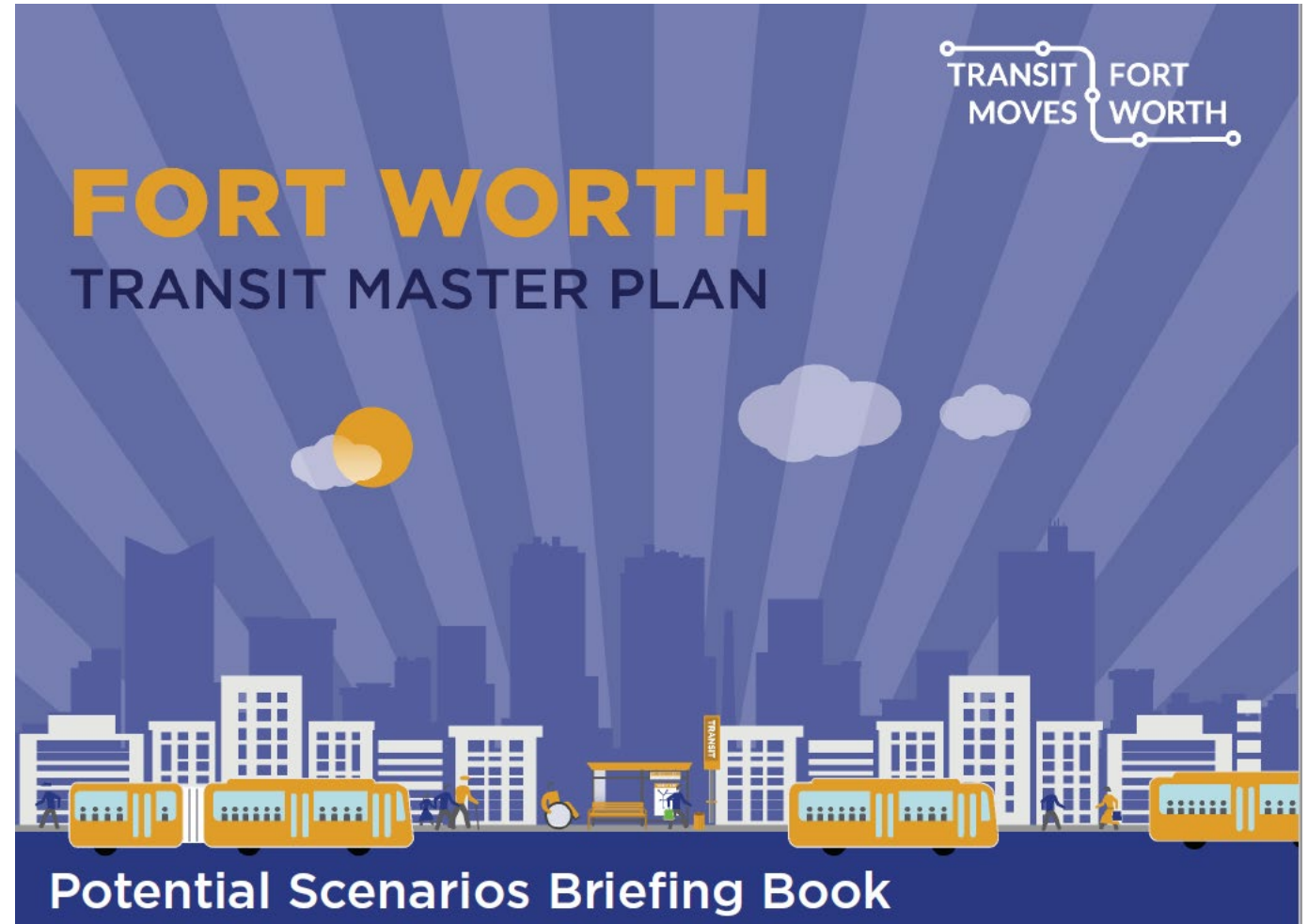
Maximum is 25

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PROJECT CONTEXT

Statewide Public Transportation Programs & Policies

- Inventory
- Analysis
- State of System Report
- Existing and Future Trends



BRIEFING BOOKS

Present information in interesting and engaging ways:

Increase stakeholder and community interest

Illustrated graphically

Focus on findings, not process



Building Blocks for Better Transit

Here are some elements that can improve our regional transit system.

We've identified the building blocks needed to create a better regional transit system for Southeast Michigan. Each one is useful for solving different kinds of problems in our region.

Learn more about the building blocks, where they would be appropriate, and how each one performs based on the characteristics of a successful transit system.

Airport Express



Frederick, Derisostoff, Flickr.com/photos/fredlamine/

What is it?

Limited stop express bus service from regional centers to Detroit Metropolitan Airport. Buses would travel hourly to and from the airport each day. Fares for this premium service would be higher than that of a normal bus ride.

Where is it appropriate?

Each airport express route would pick up passengers at designated locations within Oakland, Macomb, Wayne and Washtenaw counties.

How does it perform?



SYSTEM RESEARCH

- Transit System Research
- Transit Market Analysis
- Online Database of Transit Resources
- Map of Transit Agencies
- Performance Report



STRATEGIC DIRECTION

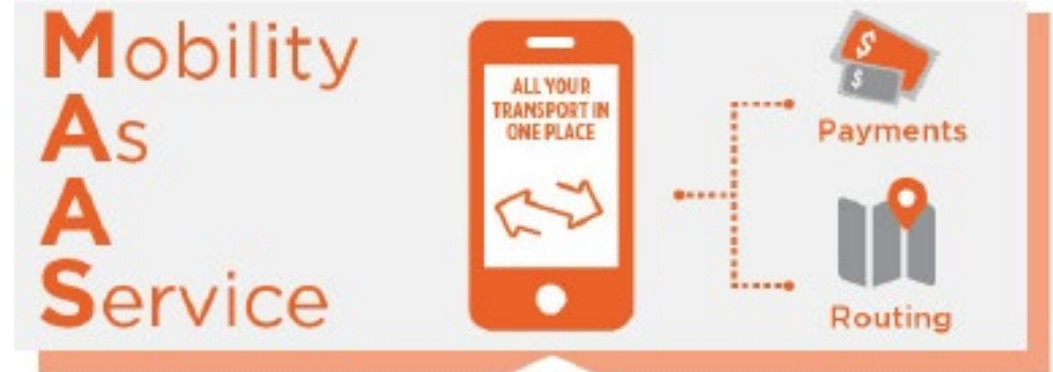
- Peer Review
- Best Practices
- “Top 10 State” Initiative
- Transit Policy Goals



MODAL NEEDS

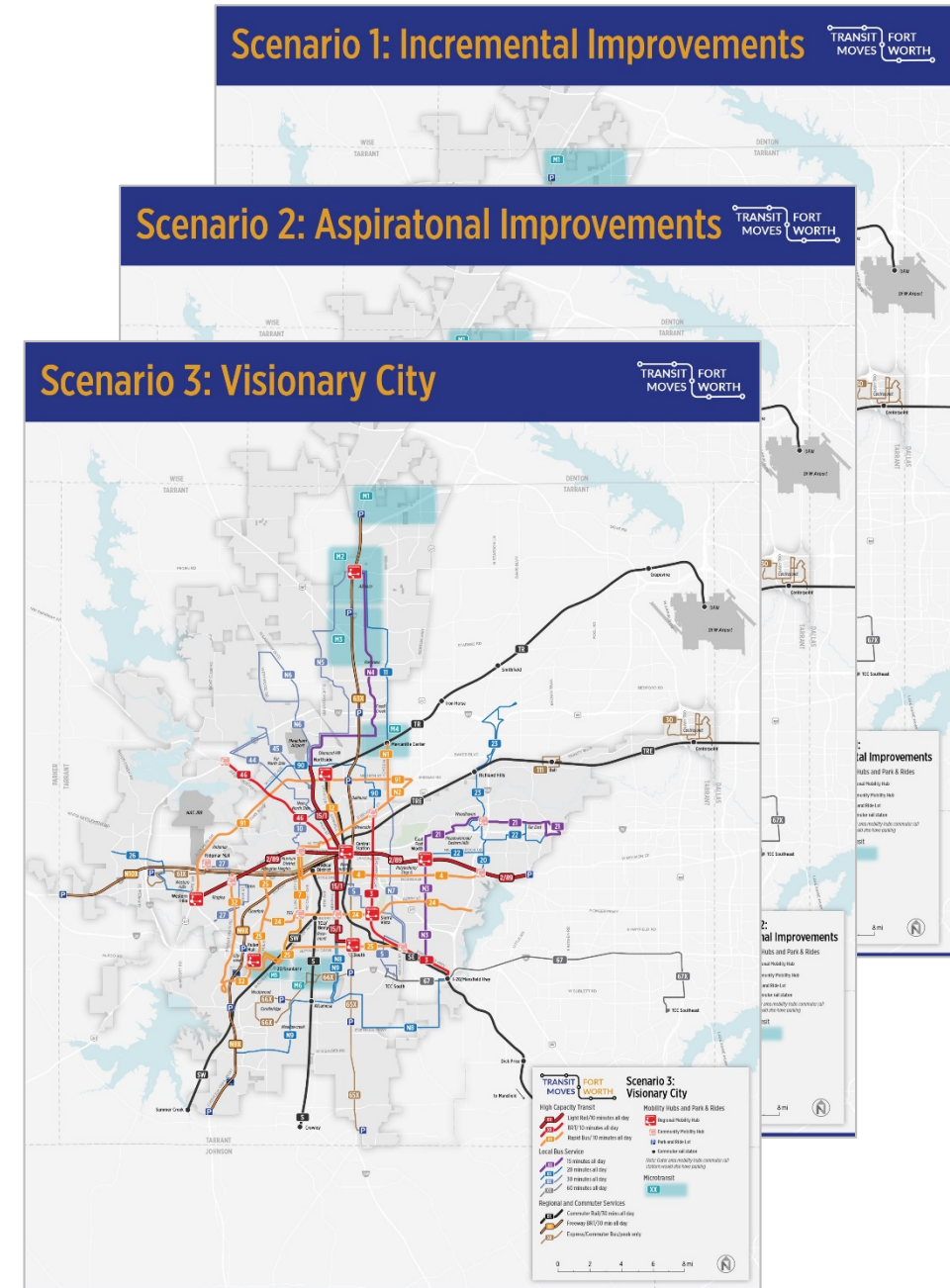
Needs Assessment

- Transit Service & Capital Needs
- Policies & Programs
- Office of Mobility & Public Transit
- 10-year Outlook



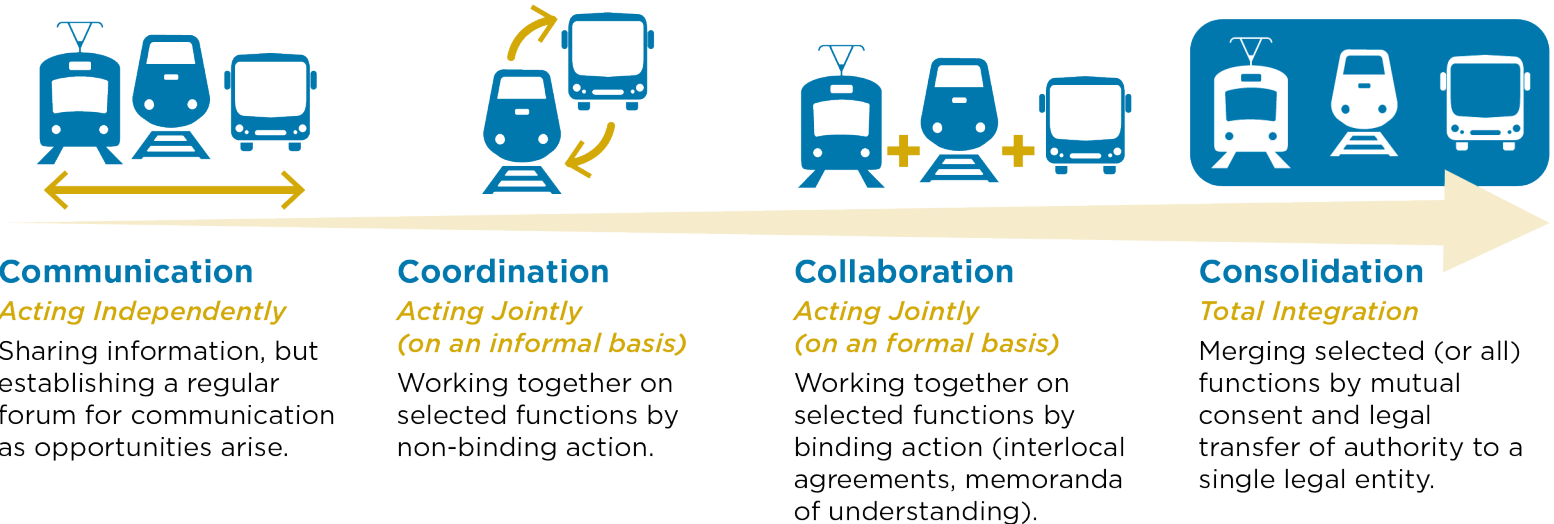
FINANCIAL ELEMENT

- Transit Funding Gap Analysis
- Transit Funding Opportunities
- 10-year Funding & Financial Model
- Accountability
- Transit Investment Scenarios



FUNDING – USE EXISTING FUNDS EFFICIENTLY

- Leverage resources
 - Partnerships
 - Contracts
 - In-kind Funds
- Coordination strategies
 - Service delivery
 - Administration
 - Contracts
 - Procurement
 - Technology
- Performance measures



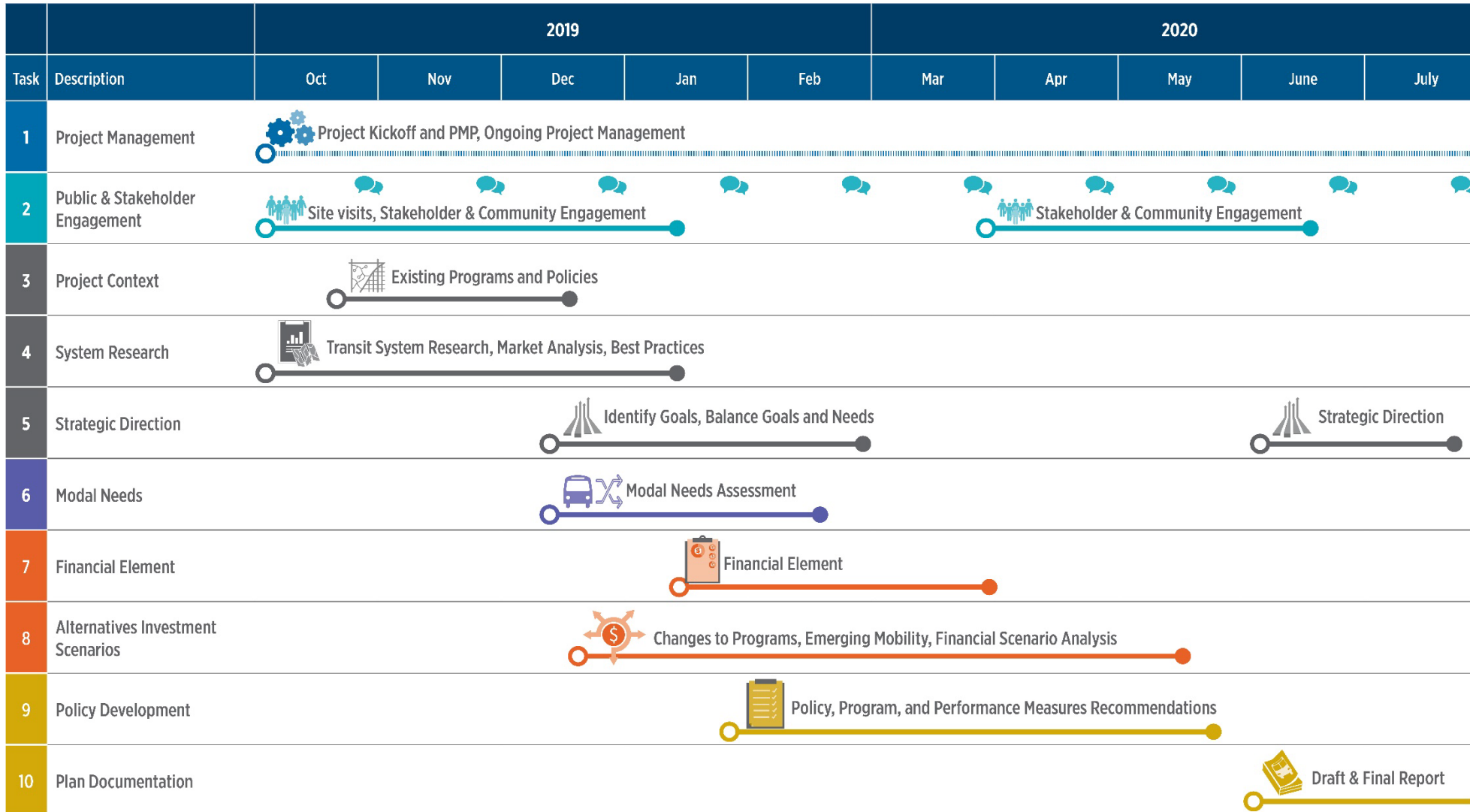
PLAN DEVELOPMENT

Policy Development & Plan Documentation

- Transit Policy Recommendations
- Implementation Planning
- Title VI and EJ Review
- Implementation Plan
- Final Policy Plan



PROJECT TIMELINE



-  - Ongoing Task
-  - Task Completion
-  - Stakeholder Advisory Group Meetings (Monthly)

“ MY VISION IS FOR US TO BE A TOP 10 STATE. I THINK WE HAVE ALL THE INFRASTRUCTURE, ALL THE BONES, EVERYTHING WE NEED TO BE TOP 10 IN JOB GROWTH, TOP 10 IN EDUCATION AND TOP 10 IN INFRASTRUCTURE. I’VE GOT A PLAN TO GET US THERE”

--Governor Kevin Stitt

THANK YOU!



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