Oklahoma Public Transit Policy Plan

Project Kick-off Meeting

Presented by:
Meredith Greene

November 1, 2019

NELSON NYGAARD

AGENDA

01 | Team Introduction

02 | Project Overview

03 | Planned Approach

04 | Facilitated Activity

05 | Questions

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

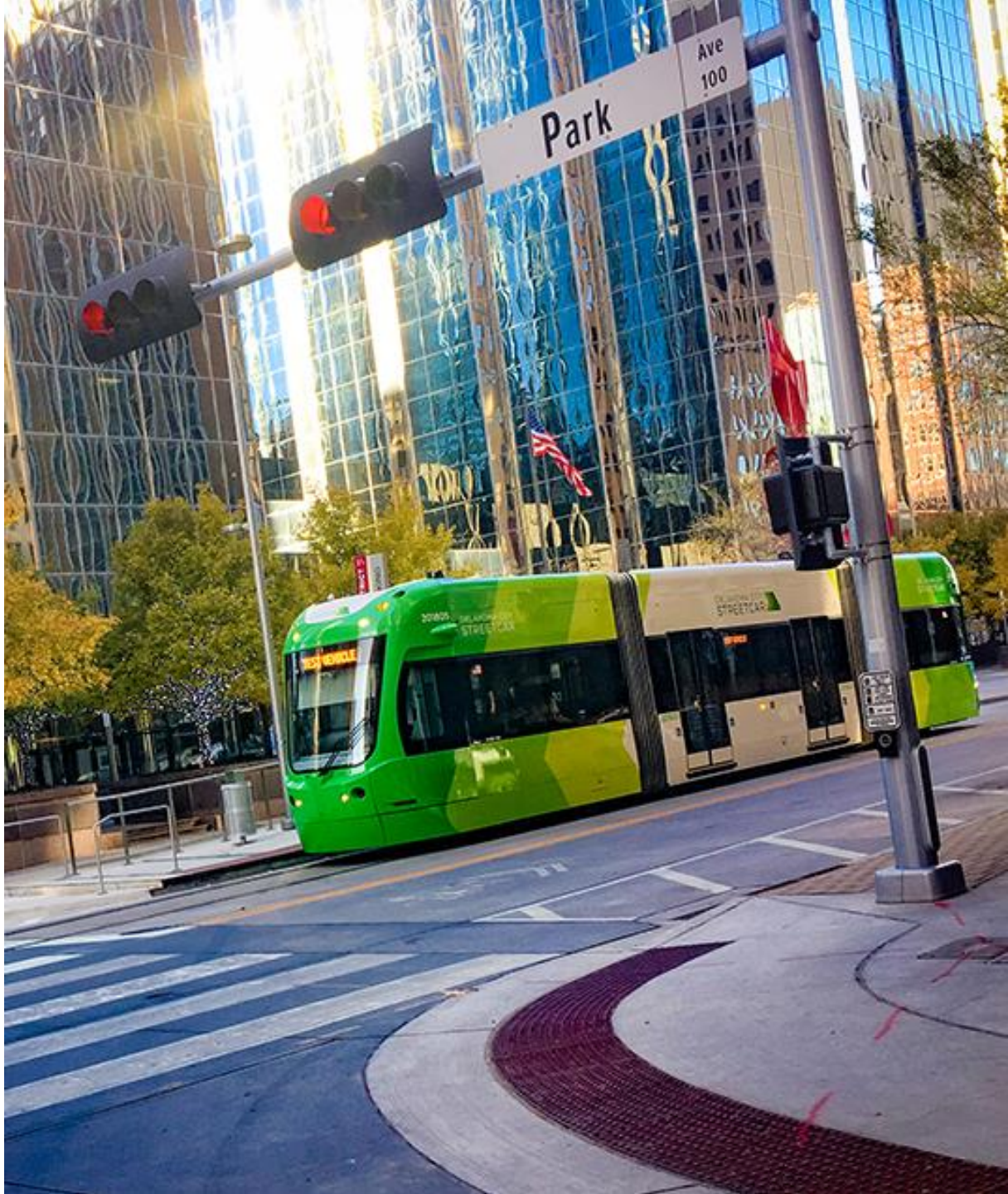
ABOUT THE PROJECT

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

Federal Transit Administration

ODOT Oklahoma Department of Transportation

OKLAHOMA TRANSIT ASSOCIATION

Individual Transit Agencies

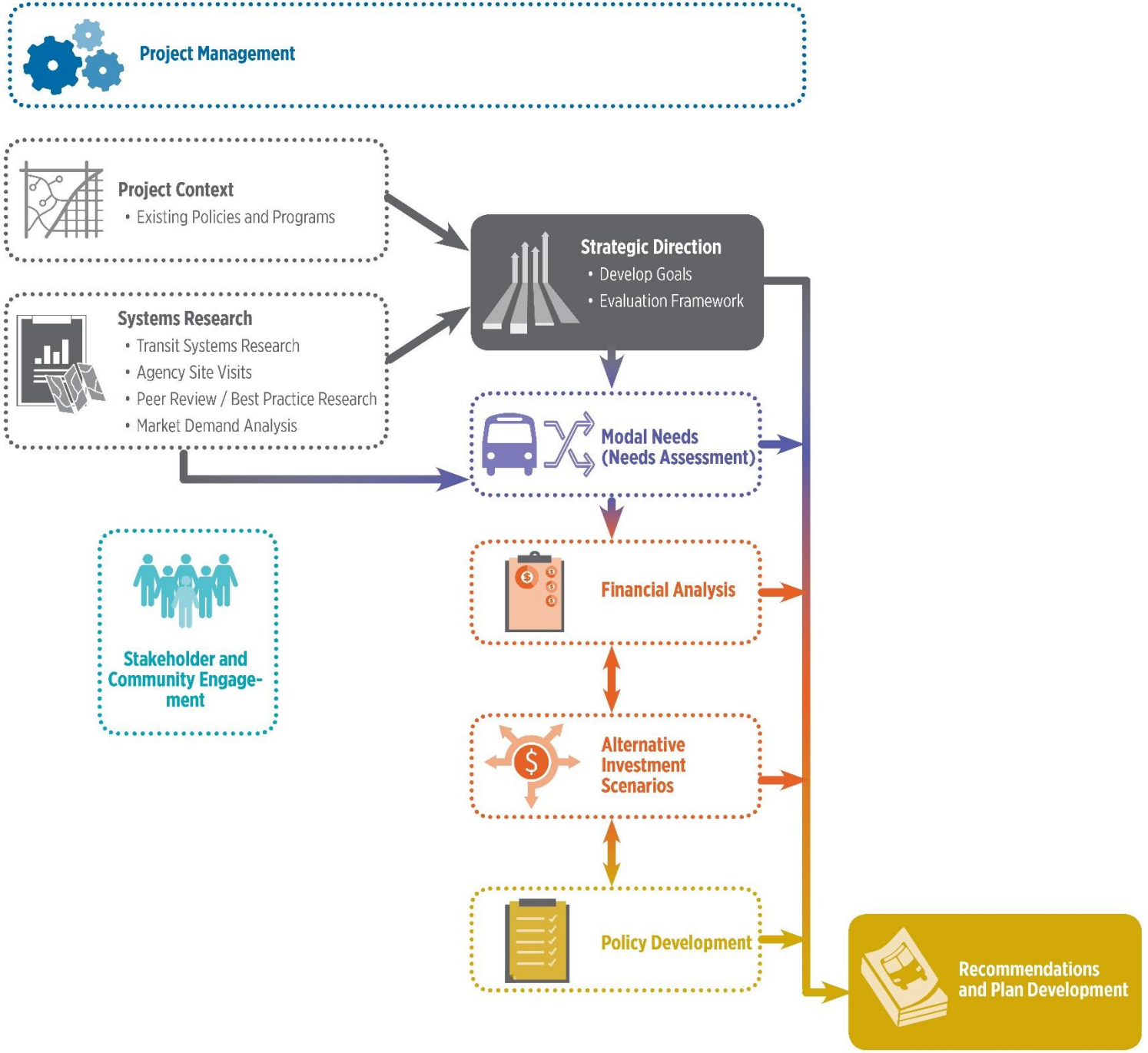
Federal Transit Administration

ODOT Oklahoma Department of Transportation

OKLAHOMA TRANSIT ASSOCIATION

Individual Transit Agencies

OUR APPROACH

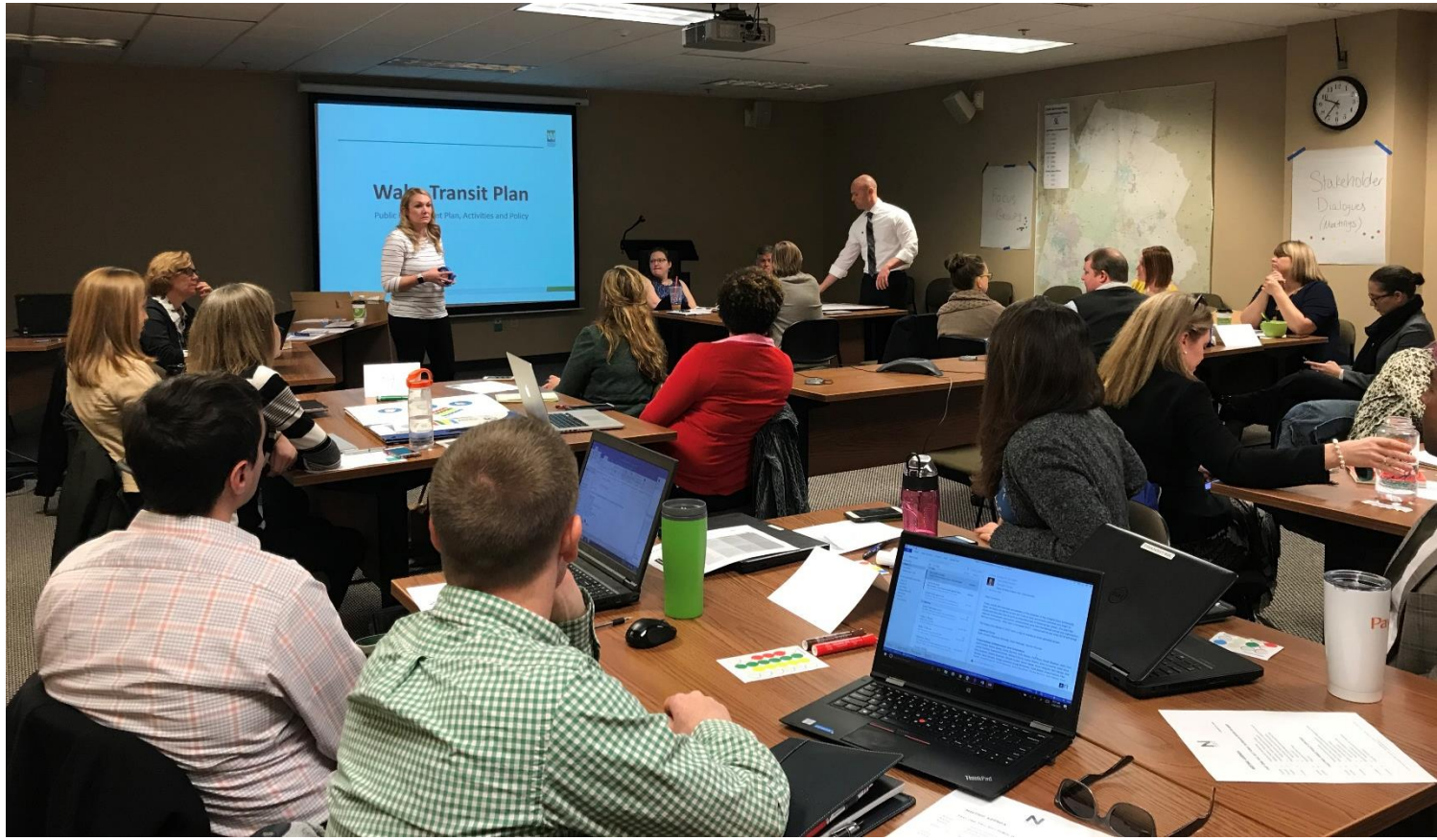


STUDY ELEMENTS

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

Stakeholder Interviews

Project Branding

Web-Based Interaction

Pop-up Events

Regional Meetings

Agency Site Visits

Public Workshops / Meetings

Design Your Own Transit System Survey

Feedback on Recommendations

Legislative Municipal Coordination

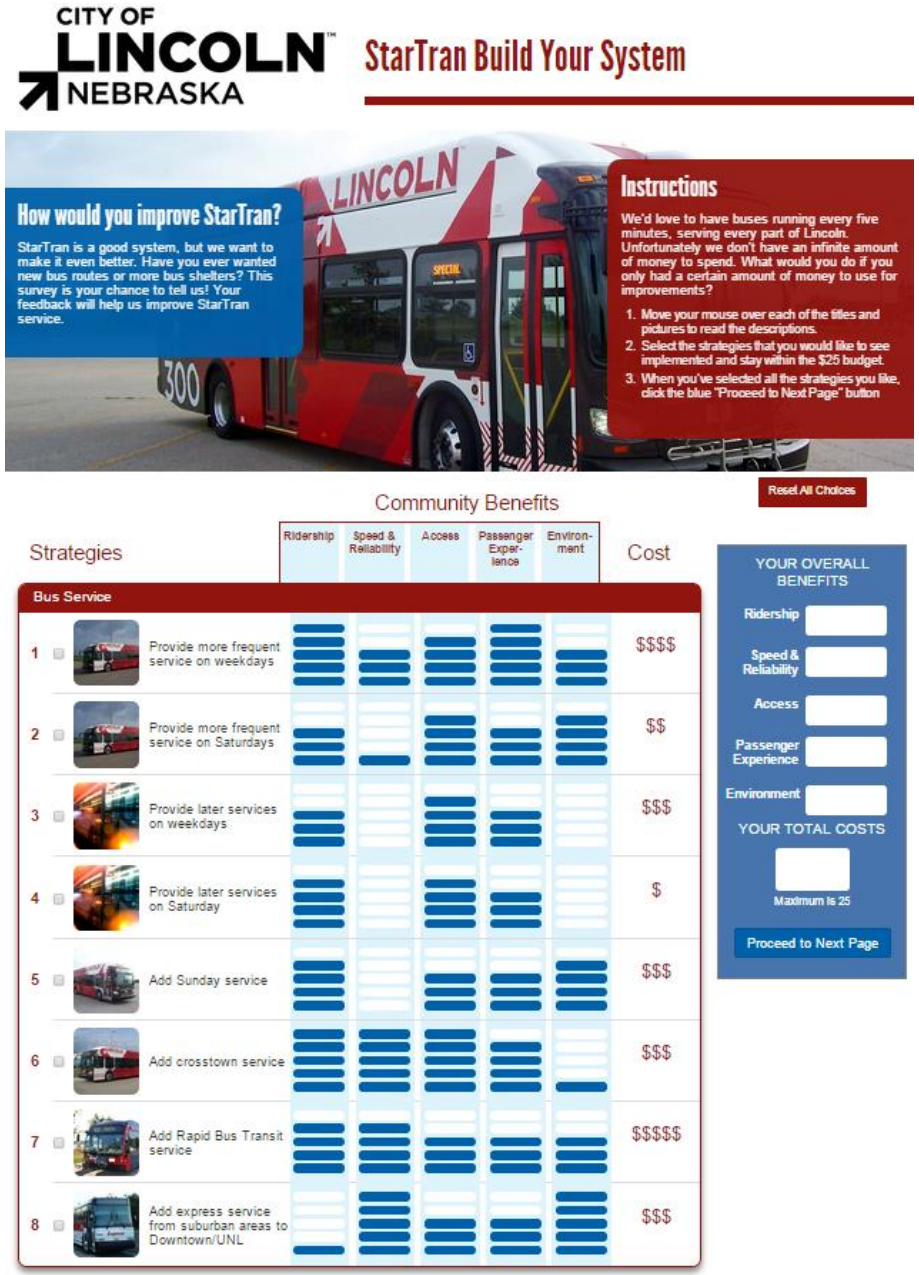
Social Media

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

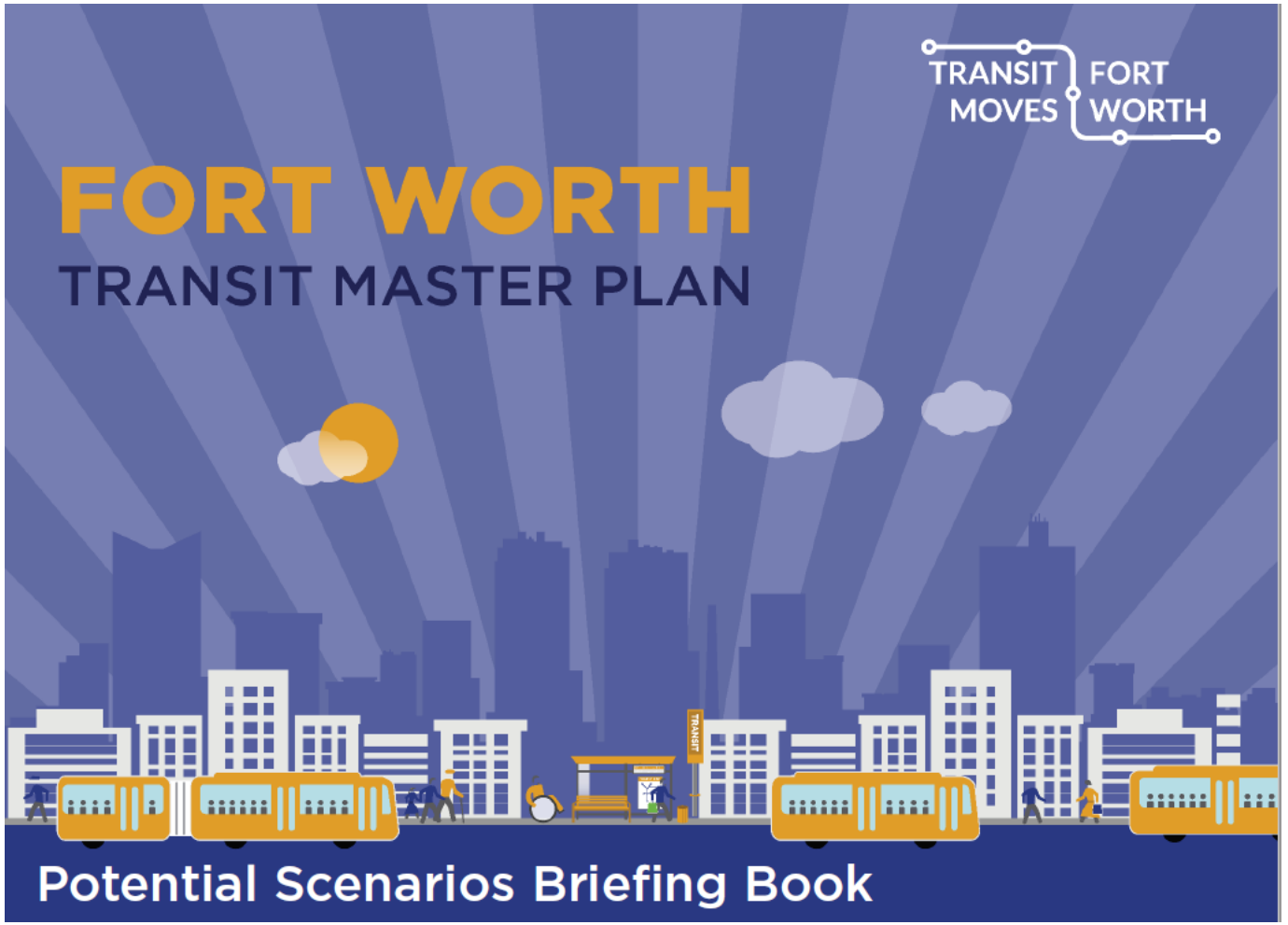
- http://design-your-transit-system.blinktag.com/



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

RTA OF SOUTHEAST MICHIGAN

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.

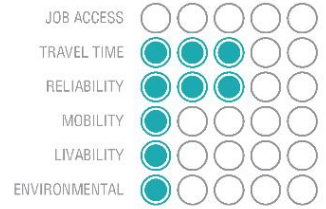
Learn more about the building blocks, where they would be appropriate, and how each one performs based on the characteristics of a successful transit system.

Airport Express

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

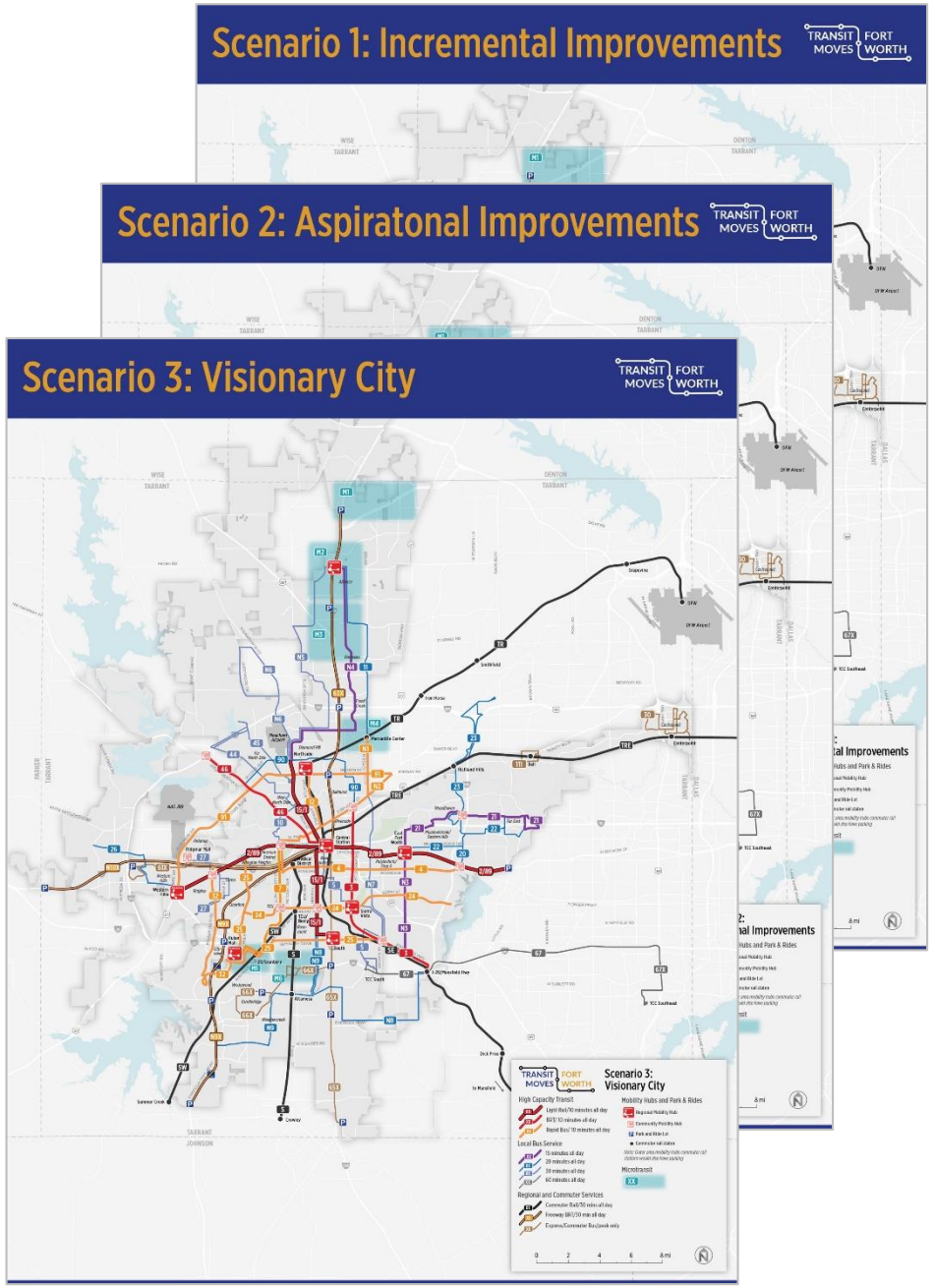
MODAL NEEDS

Needs Assessment

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

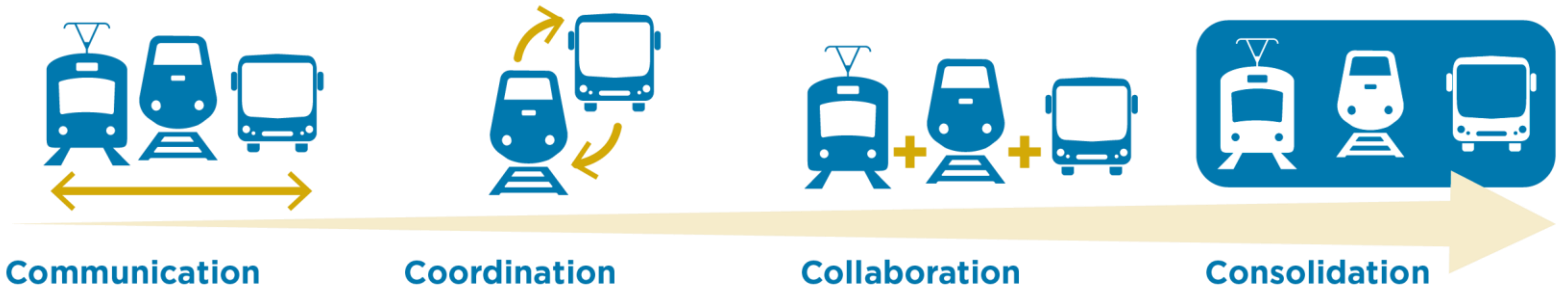
FINANCIAL ELEMENT

- 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



Communication
Acting Independently
Sharing information, but establishing a regular forum for communication as opportunities arise.

Coordination
Acting Jointly (on an informal basis)
Working together on selected functions by non-binding action.

Collaboration
Acting Jointly (on an formal basis)
Working together on selected functions by binding action (interlocal agreements, memoranda of understanding).

Consolidation
Total Integration
Merging selected (or all) functions by mutual consent and legal transfer of authority to a single legal entity.

PLAN DEVELOPMENT

Policy Development & Plan Documentation

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

DISCUSSION

QUESTION

What Else Do We Need to Capture For Project Context and Systems Research?

- Data sets and findings since 2015
- GIS Files
- Unique funding sources (grants, local, county, state)

QUESTION

Who Else Do We Need Add to Our Contact List?

- Regional Meeting Participants
  - Groups Serving and Representing Members of the Riding Public
  - Older Adult, Veteran, Disability, Minority, and Low-Income Service Agencies
  - Active Adult Communities
  - Workforce Development Organizations & Support

- Service Inventory Survey Recipients
  - Transportation providers (Public, Private, Non-Profit)
  - Providers of related services, including travel training, free bus passes, ride brokers

GROUP ACTIVITY: SCOT ANALYSIS

Strengths
Challenges
SCOT
Opportunities
Threats

HOW DO WE USE A SCOT ANALYSIS?

- Think "inside the box"
- Move outside constraints or limitations
- Understand positives & negatives
- Identify the issues or problems
- Set or reaffirm goals
- Create an action plan

THE SCOT ANALYSIS

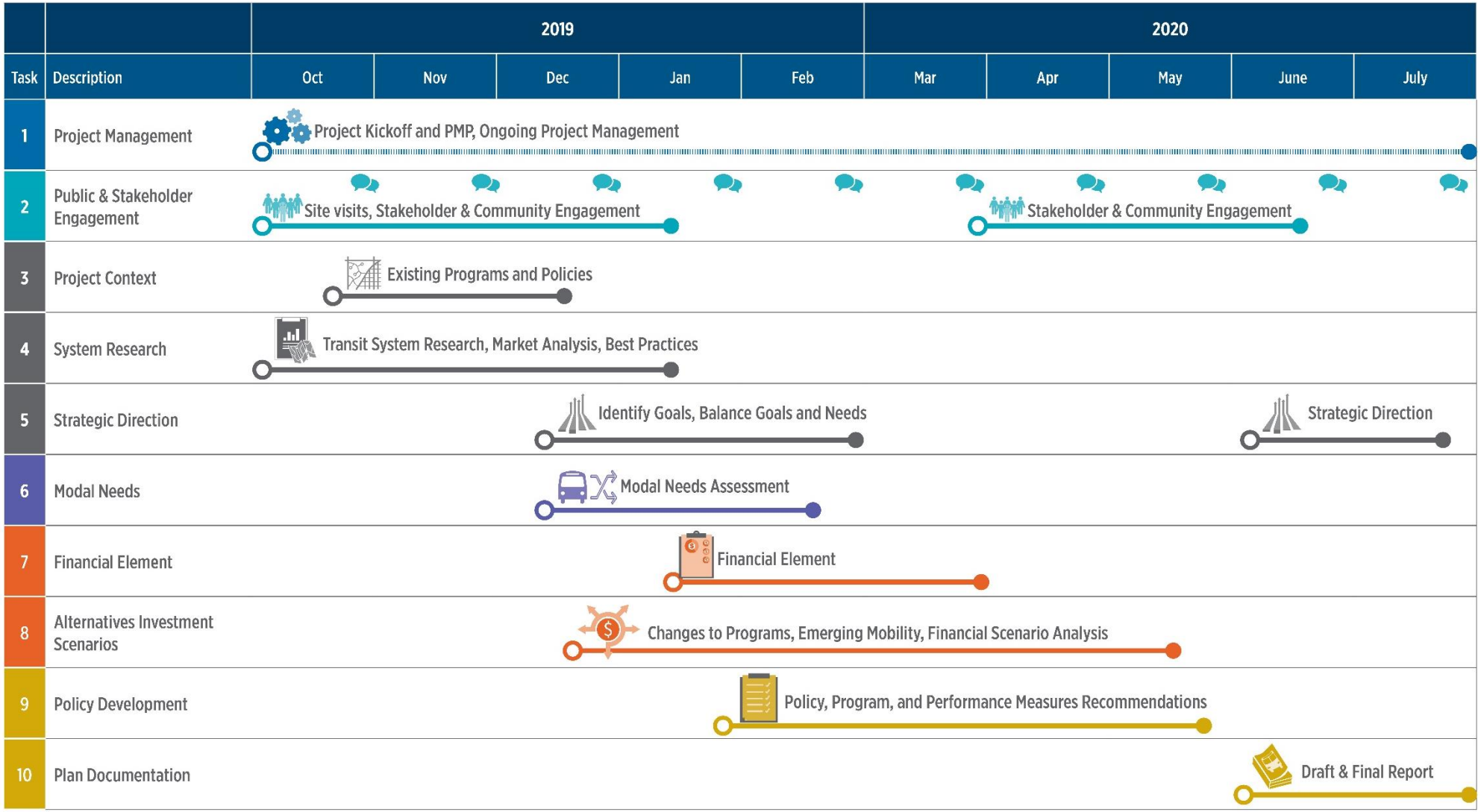
It reminds you to:

- build on your strengths
- minimize your weaknesses
- seize opportunities
- counteract threats

A SCOT analysis will be most helpful if you use it to support the vision, mission, goals, and objectives you have already defined.

NEXT STEPS

PROJECT TIMELINE



IF YOU SEE US CALLING OR EMAILING…

Also, Homework…

“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!

NELSON NYGAARD

Meredith Greene

214-283-8705

mgreene@nelsonnygaard.com