Oklahoma Public Transit Policy Plan
Project Kick-off Meeting

Presented by: Meredith Greene
November 1, 2019
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
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

OKlahoma DOT

OKlahoma Transit Association

Individual Transit Agencies

Federal Transit Administration

OKlahoma DOT

OKlahoma Transit Association

Individual Transit Agencies
OUR APPROACH

- Project Management
  - Project Context
    - Existing Policies and Programs
  - Systems Research
    - Transit Systems Research
    - Agency Site Visits
    - Peer Review / Best Practice Research
    - Market Demand Analysis
  - Stakeholder and Community Engagement
- Strategic Direction
  - Develop Goals
  - Evaluation Framework
- Modal Needs (Needs Assessment)
- Financial Analysis
- Alternative Investment Scenarios
- Policy Development
- Recommendations and Plan Development
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

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?

- Job Access
- Travel Time
- Reliability
- Mobility
- Legibility
- Environmental
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
  o Partnerships
  o Contracts
  o In-kind Funds

• Coordination strategies
  o Service delivery
  o Administration
  o Contracts
  o Procurement
  o Technology

• Performance measures
PLAN DEVELOPMENT

Policy Development & Plan Documentation

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

Opportunities

Threats

SCOT
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
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<th>Description</th>
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<td>Strategic Direction</td>
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<td>Identify Goals, Balance Goals and Needs</td>
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<td>Plan Documentation</td>
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- Ongoing Task
- Task Completion
- Stakeholder Advisory Group Meetings (Monthly)
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!

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