

## CITY COUNCIL CONFERENCE MINUTES

February 14, 2012

The City Council of the City of Norman, Cleveland County, State of Oklahoma, met in a conference at 5:30 p.m. in the Municipal Building Conference Room on the 14th day of February, 2012, and notice and agenda of the meeting were posted at the Municipal Building at 201 West Gray, and the Norman Public Library at 225 North Webster 48 hours prior to the beginning of the meeting.

PRESENT: Councilmembers Ezzell, Gallagher, Griffith, Kovach, Lockett, Quinn, Spaulding, Mayor Rosenthal

ABSENT: Councilmember Dillingham

Item 1, being:

CHANGE ORDER NO. TWO TO CONTRACT NO. K-1011-152 WITH RUDY CONSTRUCTION COMPANY INCREASING THE CONTRACT AMOUNT BY \$23,680.15 FOR THE JEFFERSON – LONGFELLOW SAFE ROUTES TO SCHOOL PROJECT AND FINAL ACCEPTANCE OF THE PROJECT.

Mr. Angelo Lombardo, Traffic Engineer, said on May 31, 2011, Council approved Contract K-1011-152 with Rudy Construction Company in the amount of \$183,517.06 for the construction of infrastructure improvements near Jefferson and Longfellow Schools in association with the Jefferson-Longfellow Safe Routes to School Project. On July 26, 2011, Council approved Change Order No. 1, which modified the traffic-calming element of the project by substituting flashing school beacons for the originally planned speed tables, thus decreasing the contract by \$1,972.61, down to \$181,544.45. Mr. Lombardo said the reimbursable infrastructure grant to do this project is \$198,900, and required the City to up-front the funds for all construction and material testing activities.

Change Order No. 2, increases the contract amount by \$23,680.15 and establishes a revised contract fee of \$205,224.60. Mr. Lombardo said Change Order No. 2, adds two (2) new pay items that were not included in the plans and reconciles the original and as-built quantities. He said most of these changes were required by Oklahoma Department of Transportation (ODOT) due to slight location changes in the field and the typical field changes inherent in sidewalk and ramps construction. These changes allowed for more sidewalks to be constructed.

Change Order No. 2 to Contract No. K-1011-152 is included on Council's regular agenda later this evening.

Items submitted for the record

1. Text File No. K-1011-152 dated February 1, 2012, from Angelo Lombardo, Traffic Engineer
2. Change Order No. Two to Contract No. K-1011-152

Item 2, being:

DISCUSSION REGARDING RESULTS OF THE COMMUNITY SURVEY AND THE DRAFT SCOPE FOR A COMPREHENSIVE TRANSPORTATION PLAN.

Mr. O'Leary said on September 13, 2011, Council approved K-1112-43, with H.W. Lochner, Inc., to provide scoping services for a Comprehensive Transportation Plan (CTP). The CTP scoping process involved seven (7) Council presentations, ten (10) Steering Committee meetings, ten (10) Community Visioning Committee meetings, eight (8) ward meetings, three (3) public meetings, and media outreach to gather information. Mr. O'Leary requested Ms. Karen Falk, with ETC Institute (ETC), be invited to the conversation via telephone so that she could address any question(s) concerning the methodology of the CTP survey and Council agreed.

Mr. O'Leary asked Ms. Falk to speak to her background with similar surveys and how the relationship to the sample group relates to a voter group. Ms. Falk said the sample CTP survey was mailed to residents in the area. ETC first gathered a random sample of the entire Norman area making certain the sample size was large enough based upon the number of desired surveys to be completed and returned. Ms. Falk said based on way the citizens responded, ETC felt

the survey included a good cross-section of what is primarily a voter population as well as being a very supportive group in general. Councilmember Kovach asked if ETC had conducted follow-up surveys with other cities that have ran a bond issue by comparing the results of the bond election with the prior survey results and Ms. Falk answered in the affirmative. She said when ETC gives survey results of 60% satisfied, Council can go to the voting public and the voting result(s) should be within the +/-5% margin of error meaning the actual voting result could be within 55% to 65%. Ms. Falk felt the City was in very positive position to move forward with many of transportation improvements. Councilmember Gallagher asked if a target age was a factor taken into consideration and Ms. Falk said the surveys did not ask the age of the respondent, but ETC did not survey anyone under the age of 18 years old.

Councilmember Kovach asked ETC to define the survey verbiage “somewhat unlikely” and Ms. Falk said ETC considered the “somewhat unlikely” responses to be deemed “unlikely” responses. Those responses can give the City a sense of whether or not public education might assist with a more positive response. Ms. Falk felt the City could rely on the “extremely likely” responders to vote if a bond election were to transpire while the City should only depend on approximately one-half of the “somewhat likely” responders to vote. Mayor Rosenthal said it appears ETC is suggesting that a lot will depend on the campaign targeting the “somewhat unlikely” and/or neutral responders who may not have made up their mind one way or another. Ms. Falk felt the CTP survey report gives the City some very positive information but should the City desire, ETC can provide a very quick phone survey of one or two questions in order to provide the City a degree of absolute positivity about a specific bond issue.

Councilmember Kovach asked what the cost of a follow-up phone survey would be and Ms. Falk said it would be \$3,000. She said calls would be placed to 400 citizens and would be one-page survey having two or three questions pertaining to an issue, as well as two to three demographic questions to make certain of good representation.

Mr. Charlie Schwinger, Lochner, provided a brief overview of the 2011 Community Transportation Plan (CTP) Survey said that ETC Institute administered a survey for the City during November and December 2011. He said a four-page survey was mailed to a random sample of 1200 households in the City and approximately seven days after the surveys were mailed the residents who received the survey were contacted by phone. Citizens who indicated they had not completed and returned the survey were given the option of completing it by phone. Mr. O’Leary said the City received 402 completed surveys, or 34% response rate) and the results for the random sample of 402 households have a 95% level of confidence with a precision of at least +/-5%, making it statistically reliable.

Mr. O’Leary highlighted the major findings of CTP survey as follows:

- Perception of current traffic issues;
- Transportation issues of most importance over the next ten years;
- Level of support for various transportation improvements;
- Sections of roads that are most problematic and resident willingness to fund change;
- Transit in Norman;
- Bike riding in Norman;
- Walking in Norman;
- The importance of resolving transportation problems facing the City of Norman;
- Budgeting transportation dollars;
- Satisfaction with transportation access to downtown Norman; and
- Support for funding a new north/south roadway.

Mr. Schwinger said in instances where respondents were dissatisfied 40% or higher with a particular issue the City should consider addressing the issue. He said the top three dissatisfied current transportation issues include:

1. Condition of the roadways - 32%
2. Flow of traffic during rush hour - 31%
3. Ease of east/west travel in Norman - 28%

Mr. Schwinger said the top three transportation improvement issues receiving support are :

1. Improving maintenance of existing roadways/bridges - 45%
2. Improve traffic/eliminating bottlenecks/congestion - 44%
3. Improve major roads around the outer edges - 40%

Several sections of roads in Norman are too congested and have high traffic accidents and the respondents felt the following four roads should receive attention first:

1. Porter Avenue (Alameda Street to Robinson Street) - 50%
2. Robinson Street between 24<sup>th</sup> Avenue N.W. and 36<sup>th</sup> Avenue N.W. - 49%
3. Lindsey Street (West of Berry Road) - 47%
4. North Flood Street (Robinson Street to Main Street) - 44%

The CPT survey showed a fairly high level of dissatisfaction with transit availability issues in Norman. Frequency of bus service and destinations served by public transit (both 41% dissatisfied); distance from home to nearest transit stop (39% dissatisfied); availability of information on public transit (35% dissatisfied); and hours/days transit service is provided (31% dissatisfied). However, the number one reason Norman citizens do not use public transit more often is because they prefer to drive their own car.

The CPT survey reflected that 33% of the respondents have ridden a bicycle during the past year while 67% have not and 67% do not feel very safe bicycling on streets in the area where they live compared to 28% that do feel safe. Eighty-five percent (85%) of the respondents have walked along streets in their area during the past year with 50% feeling safe, 31% feeling very safe, and 19% not feeling very safe. Fifteen percent (15% ) have not walked along streets in their area.

On the issue of how important respondents felt providing a resolution to the transportation problems facing the City, 35% felt it was very important; 31% extremely important; 24% important; 6% not very important; and 1% not important at all. Respondent results regarding how the City should divide its transportation dollars to benefit the community based on \$100 are: maintain existing roads (\$38); wider streets/highways (\$16); bike paths/lanes (\$10); sidewalks (\$9); public bus service (\$9); seniors/disabled (\$9); passenger rail (\$7); and other (\$2). Mayor Rosenthal requested Staff develop a pie chart reflecting how/where the City is currently spending transportation dollars so that Council can see how it matches up with the survey results.

Forty-four percent (44%) of respondents are satisfied with transportation access to downtown Norman with 32% not sure, 18% not satisfied; and 6% very satisfied. Respondents answered the following regarding how likely they would support funding a project creating a new north/south roadway along the railroad corridor from North Flood Street to the downtown area and on to the University of Oklahoma (OU) campus: somewhat likely (32%); neutral (23%); extremely likely (21%); somewhat unlikely (13%); and extremely unlikely (11%). Councilmember Kovach asked if the responses “not sure” and “neutral” can be defined as “does not affect me?” and Mr. O’Leary felt those particular responses pertained more to the fact that the respondent was not quite sure about, or understood, the north/south roadway along the railroad corridor concept.

Mr. Schwinger said in summary the CPT survey shows to be statistically valid for the community and the three main areas of dissatisfaction are road conditions, peak hour traffic, and east-west travel. He said there is strong support for improvements in transportation and a balanced transportation system.

### **Moving Forward**

Mr. O’Leary said if Council decided to move forward with a CTP, Lochner has provided a scope of services that reflects the values and priorities of the community that was compiled during the community involvement process. He said it is anticipated that further refinement of the guiding principles, goals, and strategies will occur throughout the transportation planning process (Phase II). Mr. Schwinger felt a CTP should be a community based plan and recommended to obtain and gather information by working through five (5) sub-committees. He said each sub-

committee would have a focus area they would work on and will probably meet at least eight (8) times during the course of the study process. Mr. Schwinger said the sub-committees will report back to the 17 citizen member Visioning Committee to pull all the pieces together; the Visioning Committee will report back to the Steering Committee which consists of four Councilmembers from the Council Community Planning and Transportation Committee, and will then be presented to the full Council for consideration. Mr. Schwinger said the consultant the City will hire will be the facilitator and provide technical analysis, input, ideas to the committees, and make recommendations and the Staff's role will be to provide direction to the consultant. He said the citizen sub-committees will provide oversight to each of the plan components, the Visioning Committee will provide oversight to all the plan contents, the Steering Committee will provide recommendations to Council, and Council will be responsible for adopting the CTP and policies.

It is anticipated that the involvement of the Visioning Committee will continue throughout the development of the CTP and the community involvement structure will include 10 community advisory committee meetings; 10 steering committee meetings; seven (7) Council presentations; and three (3) open public meetings for a total of 70 meetings. Mr. Schwinger said media outreach will be very important throughout the CTP process and as work products are developed they will need to be available and transparent to the public.

Councilmember Kovach asked how much Staff time will be needed to support the 70 CTP meetings and Mr. Schwinger said approximately 2500 hours over a projected 16 month period. Councilmember Kovach asked if Staff will be able to meet that obligation and Mr. O'Leary said yes. Mr. O'Leary said Staff preparation and hours will be significant and felt concerned when embarking a project such as this and said that is the reason why Staff would need the assistance of a consulting firm. He said there is certainly value to Staff's involvement during the CTP process from cost savings to Staff engaging directly with the community as well as with Council. Councilmember Kovach asked about the status of hiring a City Engineer who could greatly assist with the CTP and Mr. Steve Lewis, City Manager, said a recruitment firm is currently assisting the City in enlisting appropriate applicants.

The CTP will be a comprehensive document that will include the development and refinement of the guiding principles and goals; the assessment of existing and future transportation needs; the identification of policies that will support the development and management of transportation systems; and a plan for implementation of the CTP recommendations. Mayor Rosenthal felt the CTP will be very important to the 2025 Land Use and Transportation Plan (LUP) update because the City of Norman has never completed a transportation component in a comprehensive approach. Councilmember Kovach asked the target date for the 2030 LUP update and the Mayor Rosenthal felt the 2030 LUP update will begin as the CPT is coming to some conclusion. She felt the 2030 LUP update will not/should not be done before and/or simultaneously until the transportation piece is completed because some of the infrastructure plans will need to be determined in order to move forward with discussing land use.

Mr. Schwinger said the CTP guiding principals and goals should be consistent with federal, state, and regional transportation plans and policies. He said the City will need to conduct an assessment of existing transportation systems and forecast transportation conditions to be consistent with the Association of Central Oklahoma Governments (ACOG) Regional Transportation Plan, Encompass 2035. Each sub-committee will evaluate the measures of performance for each of the improvement projects they identify as a basis for prioritizing the projects and the CTP consultant will provide estimates of implementation costs.

Transportation policies are statements that provide a course of action to address transportation issues and can provide direction for both the development and management of as the transportation systems in the city. Each sub-committee will collaborate with the CTP consultant to prepare draft policies pertaining to their segment of the CTP. The implementation component of the CTP provides action steps for the implementation of the plan over a 20 year period; includes a method for prioritizing projects as they relate to the CTP goals, identifies potential funding sources; and creates a capital improvement plan for transportation improvements.

***CTP Consultant Scope of Services***

The CTP consultant will recommend the organizational structure for the sub-committees by system; prepare a draft charter for each of the sub-committees identifying their responsibilities and objectives; program meeting agendas for each; and schedule meeting dates. The consultant will also provide a facilitator for each of the sub-committee meetings and the City will provide Staff to record meeting notes. Recommendations from the sub-committees for any changes to the CTP goals and identification of the measures of achievement will be presented by the consultant to City Staff, the Visioning Committee, and the Steering Committee for discussion and inclusion in the plan, along with recommendations for any changes to the CTP goals to be used for prioritizing transportation improvements.

Assessment of Existing Transportation Systems

The CTP consultant will collaborate with Staff to obtain copies of relevant studies and inventories in order to prepare a summary matrix so a review of the information can be completed for relevancy to the Norman CTP and will compile data gathered from the City, ACOG, or the Oklahoma Department of Transportation (ODOT). The consultant will assess the existing conditions of the Norman transportation system and provide a summary of assessment results.

The consultant will assist the City in hosting and preparing exhibits for a public open house to present the short range recommendations and will perform a statistically valid community survey to measure public acceptance and support for the short range recommendations.

Mr. Schwinger said the consultant will obtain the base year and 2035 travel demand models from ACOG to develop a refined sub-area model specifically for Norman and the modeling will be compatible with Encompass 2035 modeling. He said the next step will involve the consultant working with Staff and the sub-committee charged with responsibility for street improvements and review the existing major street classifications. Based on discussions and options for alternative classification criteria, the consultant will identify criteria for street classification, classify the major streets, and develop typical roadway sections for each classification. It is anticipated the major street classification will reflect complete streets incorporating accommodations for autos, transit, bicycles, pedestrians, and streetscape elements and will be reviewed and revised based on comments by Staff, the Visioning Committee, the Steering Committee, and sub-committees.

The next steps include the consultant meeting with the sub-committees responsible for future street and highway improvements; future pedestrian transportation system future bicycle system and future transit system to develop strategies and identify specific projects to address improvements. Mr. Schwinger said Max Westheimer Airport has recently completed a master plan update and the recommendations will be summarized and referenced in the CTP.

The consultant will work with Staff and sub-committees to review existing transportation policies and draft new policies which support the CTP goals and best transportation practices. The draft policies will be compiled and presented to the Visioning Committee and Steering Committee for consideration and discussion.

The consultant will meet with Staff and the Visioning Committee to prioritize the projects and programs recommended by the sub-committees and the consultant will provide a numerical ranking of project priorities in a matrix format. The results of the ranking(s) will be presented to Council for consideration and comment. The consultant will then meet with Staff to evaluate current revenue sources and streams directed toward transportation investment, operation, and maintenance in the City in order to develop a funding program. Next the consultant will meet with Council to review the funding potential for the priority projects and will provide recommendations for establishing new funding streams, identifying funding opportunities.

The consultant will prepare a Transportation Improvement Program (TIP) which will address all components of transportation in Norman and will also include a time line for implementation of each priority, a dedicated funding stream, and opportunities for supplemental funding needed to achieve the planned schedule, or to accelerate the implementation. The consultant will review the TIP with Staff and present the plan to the Visioning Committee and Council for endorsement and approval.

City Council Conference Minutes

February 14, 2012

Page 6

The consultant will compile the documentation of the CTP in a report format and the document will be made available to the City, who will make the document available for public comment for a period of 60 days. The consultant will review the public comments with Staff and make appropriate revisions. The final report will be presented to Council and the Planning Commission for approval.

Councilmember Kovach asked what the cost of the CTP process would be and Mr. O'Leary said it will cost approximately \$250,000 to \$300,000 based on the afore-mentioned approach. Mayor Rosenthal felt the accomplishment of a CTP might reduce the costs on the 2030 LUP update. Councilmember Kovach asked the timeline to move forward and Mr. Lewis said Staff will bring back a couple of work scope options. Mr. Lewis said Staff will recommend Council consider including funds in the FYE 2013 Budget and with Council approval it will be effective July 1, 2012.

Items submitted for the record

1. "Moving Forward, Norman Oklahoma, Comprehensive Transportation Plan," prepared by Lochner
2. 2011 Norman Community Transportation Survey FINAL Report, dated January, 2012, prepared by ETC Institute

The meeting adjourned at 6:22 p.m.

ATTEST:

---

City Clerk

---

Mayor