

ECONOMIC DEVELOPMENT ADVISORY BOARD

December 4, 2018

The Economic Development Advisory Board of the City of Norman, Cleveland County, Oklahoma, met in the Municipal Building Conference Room at 201 West Gray on the 4th day of December, 2018, at 8:30 a.m. Notice and agenda of the meeting were posted at the Municipal Building 48 hours prior to the beginning of the meeting.

MEMBERS PRESENT:

Mr. Ben Graves
Mr. Alexander Holmes
Mr. Chuck Thompson, Chairman

MEMBERS ABSENT:

Mr. Hossein Farzaneh
Mr. Edd Painter
Ms. Chris Purcell
Ms. Sue Ringus

OTHERS PRESENT:

Mr. Jeff Bryant, City Attorney
Mr. Dennis Burns, Vice-President of
Kimley-Horn
Ms. Brenda Hall, City Clerk
Mr. Shawn O'Leary, Director of
Public Works
Mr. Jason Smith, Director of Norman
Economic Development Coalition
Mr. Darry Stacy, Cleveland County
Commissioner
Ms. Leslie Tabor, ADG, Inc.
Ms. Kathryn Walker, Assistant City
Attorney II

Item 1. Welcome and introductions.

Chairman Thompson welcomed everyone to the meeting.

Item 2. Approval of the November 1, 2018, meeting minutes.

Chairman Thompson said the minutes will not be approved at this meeting due to lack of a quorum.

Item 3. Presentation and possible action regarding the Kimley-Horn Parking Study.

Ms. Leslie Tabor with ADG, Inc., said ADG serves as the contract administrator for the Parking Strategic Plan, a joint project with the City of Norman and Cleveland County. She said a Parking Strategic Plan (Plan) is a guide for decision makers on governance, technology, enforcement, planning, and parking asset management. The Parking Strategic Plan is not an operations manual.

Ms. Tabor reviewed the objectives of the Plan that includes best governance and management structure option for County, City, and study area; improving public perceptions of study area parking; parking contributes to area redevelopment and economic expansion; encourages turnover; technology integration; and opportunities, challenges, and potential synergies.

A hybrid organizational structure has been recommended with professional services being an outsourced management model plus parking district or commission model. The structure has three general layers that includes a Parking Commission to provide oversight, Staff person as the Parking Director, and a private parking management firm to provide support and expertise required to start parking management from the ground up.

Ms. Tabor said justification for Professional Services and Outsourced Management model was due to a lean Staff; scalable for growth and expansion (multi-modal); size reflects service area and budget; no significant parking management expertise currently exists; and utilizing a parking management firm first three years to help with the program. Justification for district/commission model allows representation from various parties with different interests and this model will help service those interests with different representations.

A presentation was made to the Board of County Commissioners on December 3, 2018. She said ADG is recommending adoption of the Parking Strategic Plan and acceptance of the Parking Strategic Plan Final Report. Future steps also include an agreement between partnering entities, creation of the Parking Management model, and implementation of the Plan.

Chairman Thompson asked about the outcome of the meeting with Cleveland County and Ms. Tabor said there was discussion that included parking fees, asset management, scalability, metering, etc. She said the Cleveland County Commissioners were very receptive to the final report and recommendations. She said decisions will need to be made in terms of how to get everyone to the table to make this Plan a reality.

Ms. Tabor said previous discussions with EDAB included financial structure, asset ownership, geographical expansion, service expansion, and implementation. She said this is a very strong Plan and ADG and Kimley-Horn appreciates all the input from the City, County, and stakeholders.

Item 3, continued:

Chairman Thompson said in the November meeting, there was some general dialogue about revenue and expenses related to operating revenues and operating expenses, but there was no discussion regarding funding of the assets. He asked how the County plans to pay for the facility and Mr. Burns said he does not have an answer for that, but there are a dozen ways to finance this Plan. He said a parking facility is part of the overall Cleveland County Master Plan, which is a well-developed plan for a specific area that recognizes the need for structured parking. He said as part of the collaborative partnership, the assets could be commonly owned by a consolidated Parking Commission.

Mr. Burns said the current trend in the parking industry is parking and mobility in a larger transportation system. He said in the long term, discussion should be about a parking mobility management platform rather than just parking lots or structures. He said given the size of the community and how the community is beginning to grow, this is a good time to be investing in parking management. He said parking management by a third party operator is needed since the County and City do not have that expertise at this time. He said without good management, the program could fall apart or not work as well as anticipated. He said there are a lot of moving parts to parking management that needs some expertise and the report recommends hiring a competent parking manager to oversee the third party operator.

Mr. Burns said once the program starts to generate positive revenues, funds can be set aside for future parking structures or maintenance reserves. He said beyond that there is potential for excess revenues and what is done with that revenue is a policy decision that will have to be made. He said Rochester, Minnesota, dedicated 19% of their excess revenue to the General Fund in lieu of taxes.

Chairman Thompson said available parking in areas where it is badly needed, i.e. Campus Corner, brings economic development to the area. He said regional transit is also being discussed to connect bus systems to passenger rail from Norman to Edmond so "park and ride" areas will be needed when that comes to fruition. Mr. Burns agreed and said the concept of shared mobility is huge nationwide and the potential for reducing parking demands through alternative transportation is significant and getting in front of that could save quite a bit of money.

Chairman Thompson said the oversight of these transportation activities is proposed to be a committee appointed by elected officials and during discussions the oversight committee would have two County officials and two City officials with one at-large appointment. He asked Mr. Burns what the at-large person is supposed to bring to that committee and Mr. Burns said it is supposed to bring the private sector perspective. Mr. Burns said the elected officials can always create a subcommittee for broader representation.

Item 3, continued:

Member Holmes said there needs to be something in the report regarding ethics because sometimes a person will vote to benefit the group from which they came rather than for the benefit of the system. He said there needs to be language prohibiting anyone with a vested interest in parking benefits from being appointed. Mr. Burns said adding an ethics statement is perfectly acceptable, but that would be a decision for the policy makers.

Chairman Thompson said there has been discussion regarding the University of Oklahoma (OU) not being able to participate because they are a State entity; however, recently there has been dialogue that OU might be able to participate and asked if that was true. Mr. Burns said he anticipates the new parking manager will work closely with OU as a major downtown stakeholder so while OU may not be a formal partner in the process, they can certainly be a partner in a more abstract way.

Chairman Thompson said since EDAB does not have a quorum can EDAB make the recommendation that a Councilmember be appointed to interact with the person appointed by the County (assuming that is okay with the County)? Ms. Brenda Hall, City Clerk, said EDAB can provide direction to Staff without a quorum to be ratified at the next meeting, if desired.

Chairman Thompson said he would like Council to review the structure of the committee to carefully consider whether or not an at-large appointment is a good idea. He also likes Member Holmes suggestion to include an ethics clause to ensure any at-large appointment would not have a conflict of interest.

Chairman Thompson said parking should not just benefit businesses, it should benefit the entire community to make Norman a better place to live.

Items submitted for the record

1. PowerPoint presentation entitled, "Parking Strategic Plan," dated December 4, 2019

Item 4. Miscellaneous Discussion.

None

Item 5. Adjourn.

The meeting adjourned at 9:37 a.m.