

**Comprehensive Transportation Plan Citizen Visioning Committee
Tuesday, February 14, 2012**

The Comprehensive Transportation Plan Citizen Visioning Committee of the City of Norman, Cleveland County, State of Oklahoma, met at 3:00 p.m. in the Multi-Purpose Room, 201 West Gray, on the 14th day of February, 2012. Notice and Agenda of the meeting were posted in the Municipal Building at 201 West Gray and on the City of Norman website 48 hours prior to the beginning of the meeting.

PRESENT: Councilmembers
Roger Gallagher
Linda Lockett

ABSENT: Ms. Teresa Capps, Chair-SVSC
Mr. Marion Hutchison, ONTRAC board
Mr. Doug Myers, Director-CART
Ms. Helen Robertson, Representative – bicycle community
Mr. Walt Strong, Administrator- Westheimer Airport
Mr. Larry Walker, Chair - Public Art Board

OTHERS PRESENT: Mr. Chris Applegate, Red Earth Group, Sierra Club
Mr. Roger Brown, Norman Public Schools
Mr. Nick Hathaway, OU VP for Admin and Finance
Mr. Harold Heiple, Norman Developer's Council
Ms. Chris Nanny, Chair- CART Disability Advisory Committee
Ms. Janice Oak, Progressive Independence
Ms. Renee O'Leary, United Way-Seniors Council, Positive Aging Initiative
Mr. Tom Sherman, Chair – Chamber Transportation Committee
Mr. Joe Sparks, Chair- NCVB
Mr. Chuck Thompson, Chair - Central OK Regional Advocacy Alliance
Mr. Brad Worster, Commercial Realtor/ Norman Next

Mr. O'Leary welcomed the committee for the fourth (and final) meeting. He took this opportunity to thank the committee for their work and expressed appreciation for their time and input as the City strives to create a comprehensive transportation plan. Mr. O'Leary shared that this meeting was the end of the visioning phase of the Comprehensive Transportation Plan and indicated that the committee had been a critical and important part of this process so far. He reminded the committee that Council had approved funding in the 2012 budget to begin a visioning phase to create the scope of work for a future Comprehensive Transportation Plan for Norman.

The visioning phase was designed to address two questions of the committee (which served as representatives of the citizens of Norman). The questions were: 1) should Norman have a Comprehensive Transportation Plan and, if so, 2) what should be the focus of that plan.

The data being shared today will be presented to the Planning and Transportation Committee (which serves as the steering committee for this committee and is chaired by Councilmember

Dillingham) on Wednesday, February 22, 2012. Staff will wait for direction from the steering committee as to how to proceed following that meeting.

Mr. O'Leary took this opportunity to clear up any confusion regarding a misprint in the Norman Transcript regarding a transportation bond. The Norman Transcript had reported that Norman City Council would vote on whether to approve bids on a transportation bond election for \$32 million which would go to the vote of the people on June 26, 2012. This item is not on the agenda for the Council meeting. The item that is on the agenda for the Council meeting (taking place the same evening as this meeting) is the sale of bonds for the 2010 Street Maintenance bond package.

Mr. O'Leary then advised the committee that Charlie Schwinger (Lochner) would be providing a presentation of the City of Norman Community Transportation Survey, in addition to a draft Scope for a Comprehensive Transportation Plan.

Mr. O'Leary took this time to acknowledge that there were questions about the methodology of the survey and the process; such as how do we know this survey is valid, how was the survey prepared and who prepared it. Mr. O'Leary explained that ETC (out of Kansas City) was a partner agency to Lochner and their field of expertise is conducting and preparing surveys of this nature. Mr. O'Leary then introduced Charlie Schwinger (Lochner) to facilitate a conference call with Karen Falk, ETC representative, who was available by conference call to answer questions the committee might have regarding the methodology and process of the survey and how it was administered.

Mr. Schwinger shared that in order for a survey to be valid, 400 responses needed to be received. ETC administered the surveys by mail and by phone. There were 1,200 surveys sent out. There were 353 returned and then ETC followed up with 49 phone for a total of 402 survey responses.

At this time Ms. Falk fielded questions from the committee regarding the methodology of the survey process.

Mr. Heiple took this opportunity to share his observation with the survey. He wondered if these survey answers were indicative of the average person in Norman. He shared that he takes his history from the 2025 Norman Plan where a similar survey was conducted and it was reported that it was statistically reliable, but that the problem was that the average age of the person answering the questionnaire was 50 and the length of time spent in Norman was 20 years; neither of which were representative of the average person in Norman at that time. He shared that he reviewed the results of this survey and sees that 45 percent – 50 percent of the people in the households are over 45 years of age and he sees the same is true that over \$60,000 income per household or more. It is his opinion that he does not feel that these perimeters used for the survey are representative of the population of Norman according to the U.S. Census reports. His observation over the past 15 years was that the survey of the 2025 Plan was quoted as absolute gospel about what the people in Norman felt like when, in fact, it was not answered by an overall average, but very much of an imbalance of the people representing a particular segment of the community.

Ms. Falk responded that the methodology used was statistically reliable to a certain level of surety and comes as close as they possibly can within the demographics of the community. In this case they were looking at a high percentage of voters. ETC feels confident that this information is absolutely representative within that margin of error.

Mr. Schwinger and Ms. Falk awaited more inquiries. There being none, Mr. Schwinger proceeded with the presenting of the survey results. Highlights of this presentation are set forth below: (Reference: Community Transportation Survey).

- Statistically valid for community
- Some areas of dissatisfaction-
 - Road conditions
 - Peak hour traffic
 - East-West travel
- Strong support for improvements in transportation
- Support for a balanced transportation system

At the end of the presentation Mr. Schwinger asked for questions or comments. Mr. Worcester asked about comparative answers regarding average citizen vs. the online survey. Mr. Schwinger indicated that the online survey showed a heavy endorsement of biking with bicycle paths and trails. The other areas/items were not substantially different. Staff agreed to provide the comparison.

At this time Mr. Schwinger went on to present the Draft Scope for the Comprehensive Transportation Plan. Two areas outlined in the presentation were: 1) what goes into the scope, and 2) how it is going to be executed. (Reference: Draft Scope for Comprehensive Transportation Plan) Mr. Schwinger provided an overview of the outline as follows:

- Guiding Principles and Goals
- Assessment of Existing Transportation Systems
- Forecast Transportation Conditions
- Implementation

A Comprehensive Transportation Plan generally covers a period of approximately 20 years. The plan should be reviewed and possibly updated roughly every five years due to circumstances that could change the priorities of a community (i.e. demographics, data, etc).

Mr. O'Leary clarified that although this was the last formal meeting for the visioning phase, after the item goes to Council this evening, it will then be presented to the Planning and Transportation Committee (which is the steering committee for the Citizens Visioning Committee and chaired by Councilmember Dillingham) which meets on February 22, 2012 and await direction from them. If this item moves forward and staff is asked to develop a plan, all of the current Citizen's Visioning Committee members will be asked to return and serve on a similar committee to help with that endeavor.

Mr. O'Leary reiterated his appreciation for the committee's time spent on this effort. He encouraged the members to feel free to continue providing feedback after having a chance to review the materials and information provided today. Mr. O'Leary shared that this plan is the result of the committee's hard work and Council's direction and once the item is approved to move forward, the process to complete a full plan will take approximately 16-18 months.

Miscellaneous discussion ensued at this time. Mr. Applegate asked how much money the City had spent on this project to date. Mr. O'Leary responded that there was a \$30,000 budget allocation for the visioning phase and then the City budgeted approximately \$12,000 for the survey. These funds were allocated out of the FYE 2012 budget. Council is currently developing the FYE 2013 budget which will be begin on July 1, 2012. The capital discussion will take place February 21, 2012.

Meeting was adjourned at 4:00 p.m.