

MINUTES

**CENTRAL OKLAHOMA TRANSPORTATION
AND PARKING AUTHORITY MEETING**

September 08, 2017

TRUSTEES PRESENT: Chris Kauffman, Chairman
Barney Semtner, Vice Chairman
Craig Freeman
Steve Hill
Laura Johnson
David Greenwell
James Cooper

TRUSTEES ABSENT: Kay Bickham

STAFF PRESENT: Jason Ferbrache
Kari Shamblin
Chip Nolen
Cory Hubert
Jesse Rush
Dennis Fry
Kevin Mulcahy
Larry Hopper
Marsha Harrod
Michael Scroggins
Chris Bourke
Hailey Rawson
Melisa Rousey

I. CALL TO ORDER

II. ITEMS FROM THE CHAIRMAN

A. Transit Center Enhancements - Presented by Kevin Mulcahy

Transit Center Enhancements presentation was presented by EMBARK Facility and Fleet Manager, Dennis Fry. Mr. Fry explained the purpose of the enhancements are to make the EMBARK downtown Transit Center more inviting, modern and more efficient for customers. The landscaping was updated to unify EMBARK with the City of Oklahoma City and Project 180 aesthetics; existing pavement repairs were made to cracked concrete; five, out-door water spigots were installed at existing bus bays; old and non-existent ice guards were replaced and added to the roofs; signage at the entry and exit points to the Transit Center was updated to be more inviting; dumpster area concealed and updated to a locking enclosure.

Mr. Fry also stated that the total project cost is around \$360,000, which they are putting to very good use and he also thanked the COTPA Board of Trustees for allowing these enhancements to be completed. Mr. Fry also presented before and after pictures including the relocation of the trees closer to the street and explained the type of trees and landscaping for the enhancements are more drought resistant and require less maintenance than the preexisting landscaping. The new, modern signage replaces old, outdated half walls at the entry and exit points to the Transit Center.

Mr. Fry also explained and provided slides on how the old signage that was etched into the brick on the east and west sides of the Transit Center will now be covered by two kiosks that will provide detailed route information to all Transit Center patrons at a later date; all landscaping was updated and streamlined, providing a much more open look with drought resistant plants, improved irrigation and replaced bark mulch with pebble filler, which is more user friendly and requires less maintenance. Mr. Fry also showed before and after pictures of the concrete and snow guard repairs. He also announced that all the enhancements are 95 percent complete with just the kiosks and final inspection to complete.

III. CITIZENS TO BE HEARD

IV. APPROVAL OF MINUTES

A. Approval of the Minutes of the COTPA Board Meeting on August 4, 2017.

Moved by Hill, Seconded by Cooper. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

V. CONSENT DOCKET

VI. ITEMS FOR INDIVIDUAL CONSIDERATION

A. Approval of Contract for Architectural Services with Beck Design for Project No. MB-1343, Santa Fe Parking Garage Tenant Space Renovations, 2 Santa Fe Plaza.

Moved by Hill, Seconded by Cooper. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

EMBARK Parking Services Manager, Cory Hubert, gave a report explaining the request to enter into contract for Architectural Services with Beck Design for Project No. MB-1343; the Santa Fe Parking Garage Tenant Space Renovations at 2 Santa Fe Plaza. Mr. Hubert explained that the project has been divided into two parts; Part A and Part B. Part A will cost approximately \$670,000, which includes work to the stairwells, the main elevator lobby, drainage work, electrical work, roof over the main elevator and a small staircase. The remaining portion, \$2.36 million, will be used during Part B to renovate all vacant space and space currently being utilized by The University of Central Oklahoma (UCO) into white box status as well as tenant improvements with \$1,000,000 being reimbursed by Tax Increment Financing (TIF). Mr. Hubert then introduced Karen Youngblood, the Executive Director of Customized Education at The University of Central Oklahoma; whom also operates the Santa Fe Parking Garage facility for UCO. Mrs. Youngblood started by saying UCO has been in a space at the location since 2009 and she is looking forward to bringing all the available tenant space back online; making the square footage rentable for the Central Oklahoma Transportation and Parking organization, thereby bringing the corner of Robert S. Kerr and E.K. Gaylord to life. She stated that UCO plans to have classrooms, space the public may utilize and continue the Next Generation Learning Challenges Breakthrough Models Incubator program. COTPA Board of Trustees Chairman, Chris Kauffman asked Mrs. Youngblood to expand on what UCO currently utilizes their existing space for. Mrs. Youngblood explained that UCO currently only has the Incubator program at the location with no classes present. She further explained that UCO has four downtown locations; the Boathouse, ACM, ACM Performance Lab and UCO Downtown. Mrs. Youngblood expressed that all locations are doing so well and are at capacity, which is why this space is needed to expand classroom space. She expounded on the need for more classroom space by reminding the Board that UCO moved its entire MBA program from the Edmond campus to downtown Oklahoma City, which takes up most of the classroom space in the evenings, and the plan is to expand this program along with two others; Masters of Professional Science Management and Masters of Public Administration. During the day the classrooms are used for Corporate Training and Professional development and companies will rent out the space for corporate retreats or meetings, as the UCO Downtown location is currently used, allowing for community interaction, Mrs. Youngblood elaborated. Trustee Cooper added this opportunity is exciting and elucidated how critical it is to make use of customer facing, first floor space of any building in downtown Oklahoma City and thanked Mrs. Youngblood for realizing this important and assisting in bringing the street to life.

Trustee Cooper also stated he would like to hear more about the Small Business Incubator program and illuminated the importance of this opportunity as an economic development opportunity to give our community the tools required to create their own small businesses. Trustee Cooper further stated there are many young entrepreneurs in Oklahoma City that could take advantage of this program and classes, especially in the Oklahoma City Latino community. Mrs. Youngblood interjected that 87% of businesses in Oklahoma City rate as small businesses and that percentage jumps to 93% of businesses statewide for the Latino community. Trustee Cooper stated that this is wonderful and this opportunity will connect students at UCO with Oklahoma City to help build and foster this community. Mrs. Youngblood went on to say that UCO plans to carry the programming out to the court yard, public art and a mural along E.K. Gaylord and expressed UCO's desire to bring color and movement to this corner highlighting and reinforcing all of the great things going on in Oklahoma City and how great we are.

Trustee Cooper added a final note that since some of the classes offered downtown will let out around 10:00 pm this will be a wonderful opportunity for the Oklahoma City Streetcar to facilitate student transportation in downtown as well as connect them with other modes to complete their journeys in and out of Oklahoma City. Mrs. Youngblood also stated that UCO would be lost without public transportation. COTPA Board of Trustees Vice-Chairman, Barney Semtner, asked if the renovation included the space along the west side of the court yard. Mrs. Youngblood confirmed it would be included and described further plans to expand different spaces in downtown Oklahoma City; including a 2,000 square foot space, near the Skirvin Hilton Oklahoma City, that will house the Science, Technology, Engineering and Mathematics (STEM) Incubator Program. Mrs. Youngblood also made the point that UCO has the most square footage of any public entity in downtown Oklahoma City.

COTPA Board of Trustees, Trustee David Greenwell, inquired about where the money will come

from. Administrator Ferbrache, replied that of the \$2.36 million estimated for the renovations \$1,000,000 will come from TIF allocation that has already been approved; and the remaining balance will come from Parking capital reserves; which is similar to the finance structure of the tenant space in the Arts District Garage. Administrator Ferbrache also reminded the Board that the recovery time period is about 15 years on the renovation investment. Trustee Greenwell then asked how much is the rental income, to which Administrator Ferbrache answered that the new lease has yet to be negotiated so without that an exact number cannot be provided, but he also added that a higher amount per square foot can be requested due to these renovations and improvements. Vice-Chairman Semtner clarified that currently UCO does not rent all the space; to which Administrator Ferbrache replied that UCO currently leases a portion of the space, but with these renovations UCO would like to lease all the space that currently is not rentable. Vice-Chairman Semtner asked Mrs. Youngblood if the space UCO plans to lease would then be subleased to the Incubator companies. Mrs. Youngblood explained that UCO does not sublease; they help with the lease rate. She further explained that UCO allows them to occupy the space under very tight controls. Administrator Ferbrache added that from an investment standpoint, if the space was not renovated it would end up becoming a maintenance item that would still require some money to mitigate the existing condition and by partnering with UCO, and the fact that this project will benefit our community and education, we were able to leverage \$1,000,000 in TIF funding. Trustee Greenwell clarified that he supports this idea and just wants to ensure it works financially. Trustee Greenwell then asked about the structural integrity of the Santa Fe Garage. Administrator Ferbrache answered affirmatively that there are no known issues at this time, but as the project moves forward any issues that arise will be addressed at that time.

- B. Adopt Resolution Authorizing the Administrator to Enter into a Sole Source Contract with Remix Software, Inc. for Transportation Planning Software.

Moved by Semtner, Seconded by Cooper. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

Administrator Ferbrache presented the reasoning and need to enter into a sole source contract with Remix Software, Inc. to the COTPA Board of Trustees. He explained that it is EMBARK's goal to continually evaluate its transit service and make changes as ridership changes on its bus routes. Currently, that information is stored and accessible, but in order to get it analyzed it is labor intensive. Two factors that have prompted EMBARK staff to consider this technology are that it is the technology they have been following for a couple of years that will allow for faster analysis of information and the other is that EMBARK have less staff in the planning department than in the past. Administrator Ferbrache also stated that he believes this will be a huge benefit to EMBARK. Chairman Kauffman asked if the \$20,000 is the total for the one year contract and Administrator Ferbrache answered yes. Vice-Chairman Semtner asked if the renewal options were also at \$20,000 each and Administrator Ferbrache answered yes, as well. Trustee Greenwell asked if it was critical to keep headways at 30 minutes and how a slightly higher headway would impact scheduling. Administrator Ferbrache answered affirmatively that it would negatively impact EMBARK's bus system, citing the recommendations made during the Nelson-Nygaard study. Administrator Ferbrache elaborated that this software may allow EMBARK to provide more efficient service to existing routes, provide a much more detailed analysis on expanding routes as well as its impact on the community and assist with putting additional resources to their most efficient use. Trustee Greenwell stated that if this software does provide analysis that will extend our reach he is interested in pursuing it.

- C. Adopt Resolution Authorizing the Administrator to Receive Contract and Bonds and Issue a Notice to Proceed for Project No. MB-1081, Century Center Parking Garage Re-Roof, 100 W. Main Street.

Moved by Freeman, Seconded by Johnson. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

- D. Approval of Lease Agreement with Factor 110, LLC.

Moved by Greenwell, Seconded by Semtner. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

EMBARK Parking Services Manager, Cory Hubert, explained the need for the project to be expedited is due to project schedule of 45 days. During the 45 day period access to the roof would be restricted but customers would still be able to park elsewhere within the same garage.

Chairman Kauffman asked the need for the restriction. Mr. Hubert explained that it is due to the heavy equipment that will be used to complete the repairs and also due to safety reasons.

- E. Adopt Resolution Ratifying the Administrator's Action in Approving the Scope of Work and Releasing the Request for Proposal (COTPA RFP2018015) Consultant for Mobile Ticketing Procurement and Authorizing Administrator to Negotiate and Enter Into a Contract with the Successful Proposer.

Moved by Cooper, Seconded by Greenwell. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

COTPA Board of Trustees Chairman, Chris Kauffman, moved to amend the resolution to delete "and Enter Into a Contract" and have motion read "... and Authorize Administrator to Negotiate with the Successful Proposer".

Administrator Ferbrache updated the Board on the progress of the fare study. He also reminded the Board of the presentation given at last month's COTPA Board Meeting by Four Nines Technologies. Fare collection via mobile ticketing was brought up in the presentation. Administrator Ferbrache indicated the consensus from the consultants is that mobile ticketing would provide the most benefits, be most flexible and is the most cost effective way to improve EMBARK's fare collection technology. Administrator Ferbrache stated that to ensure this technology is in place for the Oklahoma City Streetcar in December 2018 EMBARK staff were directed to issue a Request for Proposals (RFP) for a consultant to assist in developing an RFP for this mobile ticketing technology and help implement technology once the platform is selected. Approval of this action will allow Administrator Ferbrache the authority to negotiate a contract for a consultant to help with mobile ticketing which may then be brought to the Trust for approval. Estimated cost for the mobile ticketing consultant services is around \$100,000. EMBARK has not received any proposals on either RFP yet.

VII. RATIFICATION OF CLAIMS AND PAYROLL

- A. Ratification of Payroll and Vendor Claims for the Period August 1 through August 29, 2017.

Moved by Hill, Seconded by Greenwell. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

VIII. RECEIVE FINANCIAL REPORTS

Moved by Semtner, Seconded by Cooper. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

- A. Receive the COTPA Schedules of Revenues and Expenditures - Budget to Actual for the One Month Ended July 31, 2017.

COTPA Board of Trustees Chairman, Chris Kauffman, asked if the \$122,000 for monthly contracts was for new parking contracts. Administrator Ferbrache clarified that it is primarily due to the budget estimate; when the budget was built in February we projected more of a decline in monthly contract parkers, but we have experienced it has actually stabilized.

- B. Receive the COTPA Interim Financial Statement for the Fiscal Year Ended June 30,

2017.

Administrator Ferbrache explained that he will save his comments until the final report is completed. He also stated that Accounting was invited to the November or December Trust meeting to present the final report. Chairman Kauffman asked when the audit will take place. Administrator Ferbrache answered that the audit is currently underway.

- C. Receive the COTPA Employee Retirement Trust Financial Statement for the Twelve Months Ended June 30, 2017.

IX. RECEIVE PROGRAM REPORTS

Moved by Greenwell, Seconded by Cooper. AYES: Cooper, Freeman, Greenwell, Hill, Johnson, Kauffman, Semtner.

- A. Transit System Report
- B. Oklahoma City Streetcar Report**

EMBARC Streetcar Operations Manager, Jesse Rush, presented the Oklahoma City Streetcar report. COTPA Board of Trustees, Trustee Laura Johnson, inquired what has been done to address redundant power. Mr. Rush explained that Bricktown has two traction-power substations; three traction-power substations in the Midtown area for redundancy and explained that as long as both of the traction-power substations do not go down the system will be fine in Bricktown and in Midtown there are three so that is actually a back-up to our back-up system. Mr. Rush further explained that a generator will be added to the traction-power substation that powers stop 5 and the building. COTPA Board of Trustees, Trustee James Cooper, inquired what will happen when Oklahoma City experiences flooding. Mr. Rush answered that it would be similar to how bus service is handled in the same situation; if bus service is suspended then streetcar service would be suspended, too. Mr. Rush said notifying the public about suspended service would also be similar to how suspended service is currently handled on EMBARK fixed-route bus service. Administrator Ferbrache added that drainage a major part of the engineering due to Oklahoma weather being so unpredictable. Mr. Rush interjected that all the track slabs have built-in drains about every 100 feet. COTPA Board of Trustees Chairman, Chris Kauffman, expressed his gratitude that the contract went to Brookeville. Mr. Rush added to Chairman's comment by complimenting Brookeville for all their great work.

- C. Long-Range Planning Report
- D. Parking System Report
- E. Marketing, Customer Relations and Technology Report**

EMBARC PIO & Marketing Manager, Michael Scroggins, presented the Marketing, Customer Relations and Technology Report. Mr. Scroggins reminded the Board that on October 25th EMBARK will be hosting its 10th annual health fair at the downtown Transit Center; and on October 29th EMBARK will be participating in the Open Streets event from 12:00 pm to 4:00 pm.

Mr. Scroggins updated the Board on the four research projects currently in process. Mr. Scroggins also explained to the Board the findings of several non-rider focus group surveys performed earlier in the summer that were facilitated by Anglin public relations; the purpose of which was to find out the reasons why more of the public do not utilize public transportation. Mr. Scroggins started by highlighting the support for public transportation among prospective patrons that do not currently utilize public transportation. He went on to summarize that suspected, known barriers that would

prevent a citizen from utilizing bus transportation were confirmed and staff were given the opportunity to ask about the perceptions of public transportation; with the number one reason being 'It is not for me. It is for someone else who has a different life scenario'. Another reason given was that 'It is not accessible'. Mr. Scroggins also brought up the talking point of incentivizing the public to utilize public transportation. Another point the focus groups brought up is the desire for more frequent service. Mr. Scroggins stated EMBARK is heading in the right direction outlined by the 2014 Nelson-Nygaard transit system review of achieving 30 minute headways. Another finding from the focus group was that EMBARK needs to serve more locations; a suburban to suburban type of service.

Mr. Scroggins explained the EMBARK Haul Pass program is being implemented again for this school year. Thus far six high schools are participating with 93 students enrolled. The high schools consist of Southeast, Classen, Harding Charter Prep, John Marshall, Emerson South and Centennial.

Mr. Scroggins presented three renderings to the Board; the platform stops at the Myriad Gardens, Bricktown Ballpark platform stop and the Scissortail Park platform stop. Mr. Scroggins explained the reason for renderings such as these are to help the Board and the public visualize what the Oklahoma City Streetcar component could potentially look like once up and running. Mr. Scroggins added that there is a communication team that meets monthly that includes stakeholders from various entities.

COTPA Board of Trustees Chairman, Chris Kauffman, stated his desire that this rendering is what Oklahoma City will see in a few years. Trustee David Greenwell confirmed that the rendering Mr. Scroggins presented were EMBARK property so they may be shared on social media freely to the general public. Mr. Scroggins answered affirmatively that they are in fact EMBARK property. Trustee Greenwell asked about the total number of renderings made so far to which Mr. Scroggins stated there are five. Trustee Greenwell complimented the Scissortail Park stop rendering and also clarified that a bicyclist would be able to bring their bike onto a streetcar, but not a bus. Mr. Scroggins confirmed a cyclist will have the opportunity to bring their bicycle onto the streetcar and Trustee Greenwell was reminded by Administrator Ferbrache that when riding a bus a cyclist would have to rely on the bike racks to transport their bike.

In regards to citizens not knowing about bus accessibility in their area, Trustee Greenwell recommended EMBARK talk to the Oklahoma City Public Works department to look into adding roadside signs for cyclists to inform them of their nearest bus stop. Mr. Scroggins thanked Trustee Greenwell for his suggestion and stated that EMBARK will look into it.

F. Oklahoma River Cruises and Spokies Report

X. ITEMS FROM TRUSTEES

Trustee James Cooper encouraged everyone present and watching to take one friend to the poll to vote next Tuesday, September 12, 2017. Trustee Cooper explained how this is a once in ten year opportunity to improve streets, sidewalks and public transportation.

Public Transportation and Parking Administrator, Jason Ferbrache, addressed the Board and thanked the Central Oklahoma Commercial Association of Realtors for including EMBARK in their recent bus tour, which toured the streetcar route with several City department and stakeholders. The tour included Union Station and the Storage and Maintenance Facility. Administrator Ferbrache talked with them about the Oklahoma City Streetcar operations as well as encouraged development. Administrator Ferbrache also thanked the Scissortail Park Foundation for sharing their time with EMBARK during their event the previous evening for EMBARK to unveil the Scissortail Park stop rendering.

Administrator Ferbrache also reported to the Trustees on the Interim Study that occurred at the State Capitol. He added that there was a great turn out and thanked Chairman Vaughan, Representative Forrest Bennett and Monroe Nichols for hosting the event. Administrator Ferbrache also stated that there is a lot of interest in public transportation and passenger rail; with a diverse group of speakers that included AMTRAK, different rail advocates, Representatives from the NPO in Tulsa, partners here in Oklahoma City and ACOG. Administrator Ferbrache summarized that all the interest reflects what EMBARK has seen in resident surveys; that Oklahoma City residents desire a more robust transit system.

Discussions at the Interim Study included the need for passenger rail, connecting AMTRAK, further north of Oklahoma City and into Kansas, the need for rail between Tulsa and Oklahoma City and public transportation, stated Administrator Ferbrache. In the short time Administrator Ferbrache was allotted he focused on three main points; reasons for considering transit expansion, what happens when incremental investments are made in transit and the 2005 Fixed Guideway Study. Administrator Ferbrache stressed the importance of support of an enhanced bus network for any more elaborate or exotic transit to work. Trustee Greenwell asked Administrator Ferbrache, while at the Study, if anyone from the State discussed funding. Administrator Ferbrache answered no. Trustee Cooper thanked Administrator Ferbrache for smartly reminding all attendees about public transportation, amidst discussion of the desire to connect cities by large rail, as a means to navigate throughout a city once they have utilized large rail for long distance travel.

XI. ADJOURNMENT

Respectfully Submitted,



Jason Ferbrache
Administrator