

### **Tulsa Transit**

Attn: Ted Rieck General Manager 510 South Rockford Avenue Tulsa, OK 74120

Re: Scope of Services, Broken Arrow Transit Study

April 15, 2019

### Dear Ted:

Thank you for reaching out to Olsson to give us the opportunity to prepare a scope and fee for the Broken Arrow Transit Study. We have completed many studies with communities looking at efficient and effective alternative modes of transportation, besides fixed route bus to service outlying suburban communities. Olsson understands the face of public transportation is rapidly evolving from a pure focus on public transportation in buses to having partnerships with Transportation Network Connections (TNCs) for more mobility options. Tulsa and the surrounding communities, such as Broken Arrow, know public transportation is a critical and viable need for many residents and also critical to the region's growth and prosperity.

Tulsa Transit recognized years ago the impact of public transportation and knew to create a long-range vision for the region's transportation network, including the recent efforts with Aero, the BRT line along the Peoria corridor, and Connecting Progress Plan, the COA for the main system. Olsson will build from the previous efforts of the recent studies and continue the momentum for the Broken Arrow community. Our project manager for the study is Ms. Corinne Donahue, who has over 20 years of public transportation experience, working both on the public side for the City of Colorado Springs transit agency and on the private consulting side. Corinne has been fortunate to work on transit planning projects in all sized communities, from Scotts Bluff, NE to Kansas City to Chicago Transit Authority. We will bring our experiences from other communities and share lessons learned with you. Our Olsson downtown Tulsa office staff also provide opportunities and readily available resources for any immediate project requests.

We are excited to help Tulsa Transit continue planning for the region. Our experience with similar-sized communities and transit systems, having fresh eyes for regional solutions, and in our development of realistic connections for outlying communities makes Olsson a great choice for this study. We look forward to hearing from you.

Sincerely,

Jeff McKerrow, PE, PTOE

## **Scope of Services – Broken Arrow Transit Study**

Olsson brings an experienced team to you with a broad range of public and private sector experience in the development and implementation of transit plans and feasibility studies for many communities. Our collaborative approach of building from the previous studies and working with the local stakeholders will provide Tulsa Transit and the Broken Arrow community with a creative, yet implementable future transit plan. Our team has the experience, commitment, and time required to successfully provide a thorough planning process. Olsson has reviewed the request for scope and fee, understands the purpose of the project, and is prepared to perform all tasks for the study effort. The following work plan identifies our team's approach to the study.

### Task 0. Project Kickoff Meeting

The Olsson commitment to deliver a quality project on time and within budget relies upon good communication, a realistic project schedule, and quality assurance. As the assigned Client Manager, Jeff McKerrow, will be responsible for assuring the project work, technical data, and deliverables are meeting Tulsa Transit's expectations. Three main objectives for project management are cost control, schedule, and quality control.

Olsson proposes open and frequent communication, including progress reports and regularly scheduled conference calls. We highly support the development of an Advisory Committee, as mentioned in the Scope Outline, comprised of local representatives with vested interest in the study. This may be the same stakeholders involved in the Connecting Progress Plan or another group of stakeholders with interest in public transportation.

To initiate the study, Olsson proposes a kickoff conference call with the Tulsa Transit project team to introduce the project and team members, discuss the schedule, and discuss next steps of the study and the initial onsite meeting. We believe a project that starts right, ends right, so we place significant importance on this conference call and on the onsite kickoff meeting.

### Task 1. Public Involvement / Goals for Services

Public involvement is critical to ensuring community support for any future changes to Broken Arrow transit services and connections to/from Tulsa. It is essential we develop relationships with stakeholders in Broken Arrow and the surrounding local communities. The Olsson team will work to engage and inform a broad spectrum of people who live, work, and visit Broken Arrow. We will use internet research and available City and partners' email contact list, which reach a broad range of residents, potentially including staff and officials from the city, outlying communities, county, major employers, and other stakeholders in the community. We will coordinate with Tulsa Transit and Broken Arrow stakeholders to identify areas of the community that need a different approach for public engagement, which may be due to language barriers, physical barriers, or

other reasons. We will contact local organizations, such as neighborhood associations or religious institutions, who may know the most appropriate methods of outreach.

### • Develop Advisory Committee in coordination with Tulsa Transit.

Olsson will assist in the development of the Advisory Committee for the study. As directed in the Scope Outline, members of the Committee should have representatives, at a minimum, from the City, Rose District, the school district, human services agencies, local residents, and Tulsa Tech. Olsson recommends a maximum of 15-20 persons on the Advisory Committee. However, this number and membership should be coordinated with Tulsa Transit prior to finalizing. Tulsa Transit and Broken Arrow local project team members will assist in identifying best time and location for meetings, in addition to supplying contact information for members. Olsson will host Committee meetings and prepare meeting materials. The meetings for Committee members do not take up substantial time, and typically last one to two hours.

We would meet with the Advisory Committee on a regular basis and organize the meetings around key deliverables. Three onsite meetings with the Advisory Committee are planned. Additional meetings could also be arranged via teleconference if needed throughout the study.

- Meeting No. 1 Kickoff the study and review its purpose, scope, process, and schedule. The study team will also gather specific feedback from the Committee about possible transit vision, goals, and needs.
- Meeting No. 2 The second Committee Meeting will focus on potential transit alternatives.
- Meeting No. 3 Present and discuss the preferred alternative.

An onsite project Kickoff Meeting will be held with the Advisory Committee to initiate the study, review the purpose, scope of work, schedule, and goals of the study. We will:

- identify and discuss local and/or regional challenges
- review Advisory Committee meeting dates and times
- clarify the role of the Advisory Committee
- discuss best communication protocol for project
- discuss data/mapping needs

This early onsite meeting is an essential action item in our approach as it will enable the team to focus all subsequent efforts and tailor the project to the Broken Arrow community. We also anticipate conducting stakeholder interviews during the first onsite meeting days. Olsson will conduct up to 12 interviews, which will be held consecutively over a two- to three-day time period. Tulsa Transit will assist in identifying a centralized location where the interviews will be held. The interviews typically last 30-45 minutes each, with standardized questions prepared by the Olsson team. Olsson will record comments from each of the meetings. We will coordinate with the local project team at Tulsa Transit to identify stakeholders. We envision interviews will be with city staff,

management, administrative, and operation personnel, including scheduling, marketing and customer service staff. We also recommend meeting with the drivers, dispatchers, and supervisors or to have a driver working group to solicit comments from those who are most familiar with the current service, routine issues, and needs of the community based on experience, conversation with passengers, and understanding of the scheduling process. Further, the Olsson team will build understanding of the system through ride-alongs on buses, and drop-ins at major activity centers.

### • Hold Public Open House

Olsson will coordinate with Broken Arrow and Tulsa Transit to organize two Public Open Houses during the project to present the existing conditions and receive feedback on future needs in Broken Arrow. The second meeting will be to review the preferred alternative with the public.

- Meeting 1 Present existing conditions and receive feedback on future needs
- Meeting 2 Present alternatives with Preferred Alternative

All open house events will be coordinated with Broken Arrow and held at facilities and times that will be accessible to all residents. Olsson will coordinate with Tulsa Transit to identify ideal locations, dates, times for the public open houses. Olsson will host and prepare materials for the meetings.

### Other Outreach Opportunities

Other opportunities to involve the community throughout the study process are discussed below.

- As mentioned above, Olsson will discuss outreach opportunities with the Advisory Committee to develop a master contact list for email notifications about the project and upcoming meetings.
- Olsson will coordinate with the Advisory Committee to develop a list of potential stakeholders to invite to a series of stakeholder interviews. Olsson will coordinate with Tulsa Transit and Broken Bow to identify potential stakeholders, reserve time and locations for the interviews, and invite participants to the meetings. We will also develop a list of general and specific discussion questions for the interviews and will schedule the interviews as back-to-back meetings that happen over a one or two-day period. Olsson will send e-mail invitations for the interviews and committee meeting.
- Conducting surveys Olsson may coordinate with the city and partners to develop an online transit survey that gathers information from existing riders and non-riders about future transit in the Broken Arrow area. The final survey would be deployed online via Survey Monkey to the community.
- Additional Social Media outreach Recognizing the number of social media profiles in the United States has grown exponentially, Olsson could also develop and manage a Facebook project page for the study. This outreach method is not

included in the existing cost estimate but is a value-added service available from the Olsson team. Alternatively, if Tulsa Transit and the City of Broken Bow want to use their social media sites to promote the study, Olsson would provide the information to post throughout the project. This content information is included in the cost of this proposal. For additional social media outreach, the cost varies depending on the type of account, advertising, managing, and outreach. Estimates for the additional services range from \$3,000 to \$12,000.

### Establish Service Goals

A clear vision statement and well-defined study goals will be developed by Olsson in coordination with the local project team and the proposed Advisory Committee. The vision statement and goals are important for identifying and analyzing reasonable transit concepts. They serve as the primary criteria used to develop, evaluate, select, and prioritize service improvements. In our experience, a strong vision statement and clear study goals are essential to gaining community support and advancing public transportation service improvements.

One creative method for developing a vision and goals for the project is to use Word Cloud, from wordclouds.com, which will provide a summary figure of the top number of words (approximately 10) from input received from the local project team, stakeholders, and the proposed Advisory Committee.

### **Task 2. Existing Conditions**

### • Demographic/Socioeconomic Analysis

Olsson will establish baseline information in terms of land use and demographics, including a market assessment by using key sources of demand for travel such as local patterns of employment, retail, and social services; developing a demographic profile using census demographics, longitudinal employer-household dynamics, which may be coordinated with INCOG, and journey-to-work information; mapping existing network coverage; and showing key demand movements within and through the study area.

The Olsson Team will identify major transit generators and map the data compared with current service. This information will be useful as new service concepts are evaluated. We will review current land use plans, employment and residential development projections for Broken Arrow and the immediate surrounding area. Demographic information will be reviewed, including income levels, household size, age, auto availability, occupation, etc.

Quantitative and qualitative data gathered from the preceding tasks will be used to determine the need for transit service in Broken Arrow. From this, a comparative review of community transit need vs. available transit service will be conducted to determine the degree of unmet transit need. Census demographic and socioeconomic data will help identify existing and future transit

demand, as well as provide guidance on appropriate modes to meet that demand (such as demand response, flex routes, on-demand services, increased coordination of existing services, etc.) within the study area.

### • Review Previous Transportation Studies

Olsson will request any previous studies or reports in the Tulsa and Broken Arrow area related to public transportation, including the most recent COA completed, boarding and deboarding data, the BRT reports related to connection to Broken Arrow transit, land use plans, transportation corridor studies in the Broken Arrow area, future development plans, and planned transportation improvements in the region. The goal of the review of studies is to determine if any challenges are identified that may affect future public transit in Broken Arrow.

### Existing services in Broken Arrow

Olsson will work with Tulsa Transit and the Advisory Committee to identify other transportation providers in the Broken Arrow area. Many communities have an existing Human Services Transportation Coordination Plan that has a list of providers and a summary of services available. As part of the above public outreach, Olsson will reach out to the school district and the human services agencies via email to conduct research on existing services in Broken Arrow, future plans, and specific needs in the area.

In addition, Olsson will review existing Tulsa Transit routes in the area. One primary step of the study will be to describe how the current transit service is operating. To do this, Olsson will evaluate the types of information and data listed below:

- Service Characteristics
- Capital Inventory
- Operating Characteristics
- Fares

- Rider Information
- Organizational Overview
- Financial Data
- Marketing Information

We will prepare transit agency profiles for all providers in the area with available data, showing several operational and performance attributes. The recent Tulsa Transit COA may have detailed information to build upon for these data. These include service parameters and levels – operating span, headways, revenue hours, and miles; operating and cost efficiency – passengers per mile and per hour, fare box recovery, cost per passenger; and passenger utilization by trip.

### Task 3. Alternative Services and Evaluation

### Develop and Analyze Alternatives

Task 3, developing realistic alternatives, is the meat of this study. The Olsson team is familiar with similar sized communities interested in alternative modes of transportation. In the last few years, innovations in app-based technology has led to several new alternative transportation options, apart from standard fixed route and paratransit services. While these opportunities are innovative and have the potential to operate much more efficiently than more typical transit service delivery

options, typically communities have chosen to first initiate new services as a pilot program. Although app-based pilots have experienced varied success initially, even the lesser successful projects have proved valuable in the lessons learned. This new information can lead to future innovations in service delivery that otherwise may never have been realized.

A few recent examples in the Kansas City Metro Area have followed a similar pattern in service development for a range of different service pilots. Beginning with RideKC's mobile payment app, this pilot program allows riders to download a free phone app to not only purchase bus passes, but also track their bus and plan their transit trip. This is an ongoing pilot for the agency and is a great way to both improve rider convenience and reduce dwell times compared to transit systems accepting only cash. The Olsson team continuously follows KCATA planning and pilot projects. Our team attends local board meetings monthly. Olsson was involved in implement signal priority for the BRT MAX line and recent boarding and alighting study for the Johnson County area. We are currently involved with KCATA regarding upgraded customer service applications for the metro area. KCATA's goal is simple applications for users online for all services.

In 2016, RideKC began a pilot program through a public/private partnership between Bridj, KCATA and Ford. This micro-transit program used an app where riders, located in the defined service area, could hail a Bridj van that would pick them up at a centralized location with other nearby riders before dropping them off at another nearby location from their destinations. Ridership for the service did not perform well, but through a survey, they were able to establish data on user characteristics and general awareness of the services in the area.

After taking in the lessons learned from the Bridj pilot, RideKC began the Freedom On-Demand pilot. This project offers riders the ability to hail rides through an app at a subsidized rate for people with disabilities and full price for anyone else. Multiple taxi companies have partnered with RideKC to provide these curb-to-curb trips. Compared to previous paratransit services, this pilot requires no advance reservation and also allows the general public to reserve trips, similar to an Uber or Lyft trip. Through the development of this pilot, trip cost savings has been significant compared with previous paratransit costs.

Following the success of Freedom On-Demand, the RideKC Micro Transit pilot began through a partnership with Transloc, a company owned by Ford. The pilot operates in a specific service area of suburban Johnson County, KS. This six-month pilot is an app-based ride-hailing service that operates very similar to Uber or Lyft, but charges the same fare as a standard fixed route trip. The mission of the pilot is testing whether this alternative transit option could potentially improve efficiencies of the existing fixed-route services provided in the area. A similar strategy of grouping nearby riders will also be used when applicable.

While these programs do not specifically coordinate with ride hailing services such as Uber and Lyft, communities, such as Tulsa, are interested in these alternative service types and ways to

improve on efficiencies. We will bring our experiences from other successful studies and from our knowledge of other areas to the table to share with Broken Arrow and with Tulsa Transit.

Olsson will develop transit service alternatives aimed to address specific goals and objectives relating to providing transit service and meeting unmet transit needs within Broken Arrow and the surrounding communities. Along with alternatives, the service cost of each transit type will be developed. The method of determining the costs will be documented. The different alternatives will be supported using graphs and visual aids for a description of the various options. In addition to costs, high-level operational details will be provided, such as operating hours per day and capital requirements for alternatives. Each of the service concepts will undergo analysis based on criteria developed to meet the needs of the area. A quantitative score will be used in the evaluation to assist in narrowing the alternatives to a Preferred Alternative.

### Task 4. Recommendation and Final Report

### Draft and Final Report

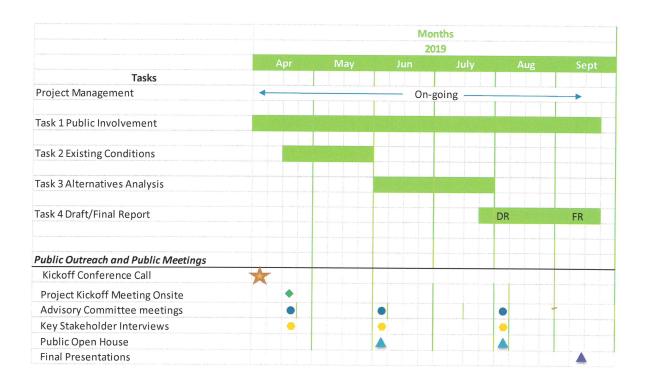
Working with project partners, Olsson will evaluate alternatives based on criteria that will determine whether an alternative is reasonable to pursue. These criteria could include cost per rider, Title VI impacts to Environmental Justice areas if existing resources are reallocated, effects on area mobility, and implementation barriers. A preferred strategy will be selected based on its ability to address the community's preferences related to public transportation. This task will result in an evaluated and prioritized list of recommended transit services, capital projects, and coordination strategies that transportation providers can participate in to improve the overall transportation within the region. We will prepare a viable and realistic transit plan for Broken Arrow.

The Olsson team will prepare a draft project report consisting of a compilation of Task 1 through Task 4. The draft report will include all graphics and narratives, as appropriate to the task. The report will be written in non-technical language to be understandable to a diverse audience. Digital versions of the draft report will be provided with relevant tabular and graphic data. The local project team and stakeholders will have the opportunity to review and comment on the draft report. Comments received will be incorporated into the final report, as appropriate. Olsson will prepare up to three hard copies of the Final Report, if requested from Tulsa Transit. Olsson Final presentations will be prepared and given to City Council and the MTTA Board.

# **PROPOSED FEE**

Broken Arrow Transit Study March 18, 2019		
0	Project Management	\$6,834
1	Public Involvement	\$10,798
2	Existing Conditions	\$9,879
3	Alternative Analysis	\$9,763
4	Draft / Final Report	\$6,559
	Total Hours	348
	Subtotal	\$43,833
	Expenses – 4 onsite visits	\$4,365
Estimated Total Project Cost		\$48,198

# **PROPOSED SCHEDULE**





- of Kansas, 1997
- ▶ Bachelor of Science, HRIMD, Kansas State University, 1991

▶ American Institute of Certified Planners

> 2016 to Present

▶ 1997 to Present

Corinne has over 20 years of transit and planning experience. She will serve as the project manager for the Broken Arrow study. Corinne and the Olsson team will assist Tulsa Transit in developing realistic local alternatives for the Broken Arrow community.

### TRANSIT PLANNING

## **CORINNE DONAHUE, AICP**

Corinne has over 20 years of urban planning experience, with specific project work as a transportation planner, transit planner, and environmental planner. As a senior planner for many comprehensive projects, regional, and local transportation plans, her efforts have involved statewide, regional, and local agency coordination. In addition, Ms. Donahue has extensive experience in transit system analysis; regional mobility plans; compliance with Federal NEPA regulations and processes; long-range and short-range transportation plans; agency performance reviews; and federal grant application assistance.

Ms. Donahue previously served as senior transit planner for the City of Colorado Springs, Colorado, and CDM Smith, where her engagements included a variety of planning efforts, including short- and long-range transit plans, transfer station capital planning, route and fare analysis, regional transit planning for the local council of governments, and human service transportation coordination. Ms. Donahue also prepared budgets, secured grants, and collaborated with community representatives and local officials.

### **Transit**

- Sarpy County, Project Manager for Transit Feasibility Study; Sarpy County, NE
- NDOR, Project Manager for Statewide Mobility Management Project: NE
- City of Columbia, Task Manager for Bus Service Evaluation; Columbia, MO
- KCATA, Task Manager, On-off Study; KC, MO
- City of Grand Island, Senior Planner for Long Range Transportation Plan; Grand Island, NE
- Grand Island MPO, Project Manager for Transit Grant Assistance; Grand Island, NE
- \*Piedmont Health Foundation, Project Manager for Public Transit and Health and Human Services Study: SC
- \*CTA, Transit Planner for NEPA and New Starts Services: Red Line Extension; IL
- \*CTA, Transit Planner for Western/Ashland Corridor Bus Rapid Transit Alternatives Analysis; Chicago, IL
- \*Red Rose Transit Authority, Transit Planner for Transit Development Plan Update; Lancaster, PA
- \*South Carolina Department of Transportation, Transit Task Leader/Planner for Multimodal Transportation Plan; SC
- \*Florida Department of Transportation, Senior Transit Planner for Performance Measure Toolbox: FL
- \*Natchez Transit Regional Transit Facility, Lead Task Manager for Transit Operational Plan; Natchez, MS
- \*Central Midlands Regional Transit Authority, Task Leader for Management for Procurement of Services Contract; Columbia, SC
- \*Mississippi Department of Transportation, Senior Transit Planner for Delta Rides Call Center; MS
- \*Ohio Department of Transportation, Transit Task Leader/Planner for Statewide Transportation Plan; OH
- \*Collier County MPO, Lead Task Manager for Comprehensive Operational Analysis: Collier County, FL
- \*City of Columbia, Transit Planner for Transit Assistance; Columbia, SC
- \*Chicago Transit Authority, Transit Planner for 95th Street Terminal Expansion Planning Study; IL
- \*El Metro Operation and Maintenance Facility, Senior Transit Planner for Fuel and Wash Building; Laredo, TX
- \*Mississippi Transportation Department, Senior Transit Planner for Long-Range Plan Update: MS
- \*Monterey Rapid Transit, Transit Planner for Study; CA
- \*East Aldine Management District, Senior Transit Planner for Transit Study:
- \*Boy Scouts of America, Senior Planner for Transit Study; Mount Hope, WV
- \*Bloomington Transit Authority, Senior Planner for Maintenance Facility Expansion Feasibility Study

# TRESA CARTER-HAHS

### **Associate Planner**

### **EXPERIENCE SUMMARY**

An environmental planner by trade and a sustainability enthusiast by heart, Tresa advocates for the natural world personally and professionally. She creates master plans, graphics, NEPA reports, planning documents, land use compatibility plans, and noise compatibility plans. She also is well-versed in public involvement efforts, such as fundraising and social media curation.

### **ENVIRONMENTAL PLANNING & PERMITTING**

- \*Grand Canyon National Park Airport, Sustainable Airport Master Plan; Tusayan, AZ
- \*Albuquerque International Sunport, Sustainable Airport Master Plan; Albuquerque, NM
- \*Monterey Regional Airport, Environmental Impact Report; Monterey, CA
- \*Santa Maria Airport, Recycling Plan, Sustainability Planner; Santa Maria, CA
- \*Columbia Airport, Initial Study, Environmental Planner; Columbia, CA
- \*Waco Airport, Master Plan, Planner; Waco, TX
- \*McKinney National Airport, Master Plan; McKinney, TX
- \*Portland International Jetport, Environmental Assessment; Portland, ME

### TRANSPORTATION PLANNING

- · City of Loveland, Highway 402 Corridor Plan; Loveland, CO
- Lincoln RTSD, 33rd & Cornhusker Sub-Area Plan; Lincoln, NE
- · City of Manhattan, Aggieville Vision to Reality; Manhattan, KS
- CityofBranson,76EntertainmentCommunityImprovementDistrict;Branson,MO

### **COMMUNITY PLANNING**

- \*City of Lawrence, Citywide Procurement Policy Update; Lawrence. KS
- \*City of Lawrence, Farmers Market Food Stamp Matching Program Inception, Launch, & Management; Lawrence. KS
- \*City of Lawrence, Douglas County Sustainability Plan; Lawrence. KS



### **EDUCATION**

- Master of Urban Planning, SustainableLandUsePlanning, University of Kansas, 2017
- Bachelor of Science, Environmental Studies, University of Kansas, 2013

### CERTIFICATIONS

- LEED<sup>(R)</sup> Green Associate
- American Institute of Certified Planners (AICP)

### OLSSON EXPERIENCE

· 2018 to Present

### OVERALL EXPERIENCE

· 2013 to Present

# JON MOORE, AICP

### **Transportation**

### **EXPERIENCE SUMMARY**

Jon is a transportation planner, helping clients visualize opportunities to improve. His work enables communities to take advantage of new ways to serve their constituents. His areas of expertise include geographic information systems, mass transit, community planning, and transportation planning.

### **PROJECT EXPERIENCE**

- · City of Lenexa, Complete Streets Study; Lenexa, KS
- · Lincoln RTSD, 33rd & Cornhusker Planning; Lincoln, NE
- · City of Loveland, Highway 402 Master Corridor Planning; Loveland, CO
- Des Moines Area Metropolitan Planning Organization, I-35 Commuter Corridor Study; Des Moines, IA
- · City of North Kansas City, Burlington Streetscape; North Kansas City, MO
- · City of Stillwater, Transportation Modeling; Stillwater, OK
- · MARC, Gillham Road Corridor; Kansas City, MO
- KDOT, I-70 Commuter Feasibility Study; KS
- · City of Grandview, I-49 Traffic Counts; Grandview, MO
- Metro Area Planning Agency Sarpy County, Transit Feasibility Study;
  Sarpy County, NE
- SRF, NDOT Statewide Mobility Plan 2015; NE
- Association of Central Oklahoma Governments, Oklahoma City Congestion Management Plan; Oklahoma City, OK
- Noland Road Neighborhood Improvement, CID Corridor Plan; Independence, MO
- Grand Island Area Metropolitan Planning Organization, Performance-Based Long Range Plan; Grand Island, NE
- Shive Hattery, Iowa City Multimodal Traffic Modeling; Iowa City, IA
- · City of Olathe, Olathe Transportation Master Plan; Olathe, KS
- · Nebraska Department of Roads, Statewide Travel Model; NE
- Flint Hills Metropolitan Planning Organization, Travel Demand Model; Fort Riley, KS



### EDUCATION

- Master of Urban Planning, Transportation, University of Kansas
- B.G.S., Sociology, Environmental Studies Minor, University of Kansas

### CERTIFICATIONS/TRAINING

 American Institute of Certified Planners

### OLSSON EXPERIENCE

· 2013 to Present

### OVERALL EXPERIENCE

· 2012 to Present

ochsner hare + hare

the **Osson** studio