

CITY COUNCIL
COMMUNITY PLANNING AND TRANSPORTATION
COMMITTEE MINUTES

March 29, 2018

The City Council Community Planning and Transportation Committee of the City of Norman, Cleveland County, State of Oklahoma, met at 4:00 p.m. in the Conference Room on the 29th day of March, 2018, and notice and agenda of the meeting were posted in 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: Councilmember Clark, Karjala, Wilson, and Chairman Hickman

ABSENT: Councilmember Holman

OTHERS PRESENT: Mayor Lynne Miller
Ms. Susan Connors, Director of Planning and Community Development
Mr. Terry Floyd, Development Coordinator
Mr. Kris Glenn, Director, Cleveland Area Rapid Transit (CART)
Ms. Brenda Hall, City Clerk
Mr. Ken Komiske, Director of Utilities
Mr. Angelo Lombardo, Transportation Traffic Engineer
Mr. Shawn O'Leary, Director of Public Works
Mr. Sean Rieger, Representing Builders of South Central Oklahoma (BASCO)
Mr. Tom Woodfin, Bicycle Advisory Committee Chair

Item 1, being:

CLEVELAND AREA RAPID TRANSIT (CART) RIDERSHIP REPORT INCLUDING SAFERIDE AND EXTENDED SERVICE FOR THE MONTH OF FEBRUARY 2018.

Mr. Taylor Johnson, Marketing Specialist for Cleveland Area Rapid Transit (CART), highlighted CART Ridership Reports for February 2018, and said fiscal year-to-date ridership (July to February) had a decrease of 13% over the same period last year. In February, CART transported 114,482 passengers that included 611 riders who traveled with bicycles and 181 riders who traveled with wheelchairs.

CARTaccess transported 2,524 riders in February, a decrease of 18% over the same month last year with an average daily ridership of 105 riders. Year-to-date primary zone ridership decreased by 11% while secondary zone ridership decreased by 3%.

Mr. Johnson said on March 27th, CART Staff met with Proterra, an electric vehicle manufacturer, for a demonstration of its vehicle including a presentation, ride, drive, and maintenance review. On March 29th, Staff attended the Federal Transit Authority Procurement Training hosted by the Nation Transit Institute regarding grants to fund purchases for transit agencies, including vehicles. CART is also

Item 1, continued:

working with the University of Oklahoma Student Government Association to host a “Turn Up for Transit” Event on April 11th to educate students on alternative ways to get to and from campus without using a personal vehicle. In April, CART will be participating in Norman Open Streets on April 15th and Norman Earth Day on April 22nd.

Items submitted for the record

1. Cleveland Area Rapid Transit Ridership Totals for the months of February 2018
2. Cleveland Area Rapid Transit Monthly Reports for February 2018

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Item 2, being:

DISCUSSION REGARDING A RECOMMENDATION FROM THE BICYCLE ADVISORY COMMITTEE REGARDING A POTENTIAL PARTNERSHIP WITH THE UNIVERSITY OF OKLAHOMA (OU) TO EXPAND THE CURRENT BIKE SHARE PROGRAM.

Dr. Tom Woodfin, Chair of the Bicycle Advisory Committee (BAC), said Bike Share Programs are not about “free bikes,” but are automated pay systems to rent bicycles that can be returned to any “hub” location. He said Dallas, Texas, has a dockless bicycle system and they are experiencing many problems with bicycles being left in streets, streams, neighborhoods, etc. He said Norman definitely does not want a dockless bicycle system. He said up-front costs for a Bike Share Program include the purchase of a fleet of durable, trackable bicycles; a main check-out hub; multiple satellite hubs; and all associated technology, such as the ability to use credit/debit cards, a Global Positioning System (GPS), etc. Ongoing costs include a dedicated maintenance vendor and annual replacement of a portion of the bicycle fleet. He said revenue from user fees could be derived from allowing advertising at hubs as well as subsidies from an organization in charge of the Bike Share Program. He said OU launched the Crimson Cruisers Program in 2017 through Gotcha Group, which is available to students, faculty, and Staff for hourly rental. The program has 70 bikes and 10 hubs with bicycles being repaired by Buchanan Bicycle Shop on Campus Corner.

Dr. Woodfin said in Norman, the BAC is looking to target short distance commuters and decreasing automobiles on the roadway creating less traffic congestion. He said a Bike Share Program is generally more affordable to users than owning and maintaining an automobile and riding bicycles help users mentally and physically as well as being environmentally friendly. He said Norman being a university town increases the potential number of users for a Bike Share Program.

Dr. Woodfin highlighted Bike Share Programs throughout the United States and said large cities have large systems and operate with large budgets with help from large sponsors. He said in university towns, the university generally operates or sponsors the Bike Share Program. He said Oklahoma City (OKC) launched the “Spokies” Program in 2012, with 95 bikes and seven hub locations sponsored by Blue Cross/Blue Shield Insurance Company with subsidies from operations of the OKC Parking Authority. The City of Tulsa relaunched their “Townies” Program in 2011 that included 50 bikes and

Item 2, continued:

three hubs along River Parks funded by the River Parks Authority and launched a downtown program in 2017. In the City of Edmond, the University of Central Oklahoma (UCO) operates the “Bum-A-Bike” Program for students and faculty that allow bicycles to be checked out for up to two weeks free of charge and has an on-campus repair shop. In Stillwater, Oklahoma State University operates the “Orange Ride” Program for semester-long rentals and has an on-campus repair shop.

Dr. Woodfin highlighted OU’s Crimson Cruisers program that include one hour free daily ride time; 30 minute hold time; \$5 per hour overage charge; \$5 out of hub fee; and a \$50 out of system area fee. According to data provided by OU, there have been 5,435 users; 75,825 trips; 2,689,258 calories burned; 59,285 pounds of carbon emission reduced; and \$38,994 in savings versus driving an automobile. He said the Bike Share Program has helped student transportation options throughout campus and eases the need for freshmen and international students to bring personal bicycles. The student government led the Bike Share Program initiative and allocated \$200,000 from the Student Activity Fee Reserve Account. He said the program is a mobile phone based app that is simple to navigate.

Councilmember Clark said parking is an issue around OU, so this Bike Share Program has helped immensely with that problem.

Mr. Angelo Lombardo, Transportation Traffic Engineer, said a Bike Share Program in Norman has been discussed by the BAC as well as Council Committees for several years. On February 4, 2016, the program was presented to the Business and Community Development Committee. On February 12, 2018, the BAC arranged for a teleconference with Gotcha Group to discuss how the Crimson Cruiser Program could grow into the larger community. The BAC felt City Staff should meet with OU representatives regarding the possible opportunities for expansion of the Crimson Cruiser Bike Share Program and Staff found there is interest from OU to expand the program. He said OU currently has a two year contract with Gotcha Group and if the City of Norman were to be included in the contract, it would cost \$132,000 per year for 100 bicycles. Gotcha Group would own the bicycles and contract with Buchanan Bicycle Shop for bicycle maintenance. He said Norman can use the same model currently used to pay for transit service where CART invoices the City annually so OU would continue to be the organization that deals with Gotcha Group. He said there would be an operating budget expense to the City, but no additional City Staff would be needed to operate the system. He said there is an option for ten (10) hubs at a cost of \$50,000, which would be a one-time capital expense, and there is opportunity to find community sponsors to pay for hubs and subsidize operating expenses.

Mr. Lombardo said there are still many things that need to be discussed in terms of branding so Staff is recommending a stakeholder committee be established to begin discussions and work out details with OU regarding the City being incorporated into the Crimson Cruiser Program and establishing hub locations. He said possible locations could include University North Park, Santa Fe Depot, the Central Library, Legacy Park, Embassy Suites Convention Center, etc. Councilmember Clark said the east side Library would be another good hub location.

Mayor Miller wondered if the City should start with five hubs and 50 bikes. Mr. Glenn said OU chose not to use the docking hub stations offered by Gotcha Group because they did not fit the “campus look.” He said OU chose to go with existing campus bike racks so the Crimson Cruisers can be docked at any bicycle rack because the bicycle does not lock into a docking system.

Item 2, continued:

Councilmember Clark said the Committee needs to keep an eye on Senate Bill 1374 (SB 1374) which could create new laws regulating dockless bicycles, including an electric bicycle that is self-locking and not connected to a docking station. The bill impacts bicycle sharing companies by requiring licensing, permitting, insurance, and mandates for a company's online application, software, or website. She said the horror story Dr. Woodfin related to earlier about dockless bicycles in Texas could easily happen in Oklahoma and municipalities would have no control over the system and would receive no revenue. She recommends waiting to see if SB 1374 passes before taking action on expanding the Crimson Cruiser Program. Mayor Miller said she hopes the bill does not go through and Councilmember Clark said it is possible the creator of the bill may postpone it to hold an interim study then bring it back.

Mayor Miller felt it would be in the City's best interest to create an ordinance to provide some manner of protection. Chairman Hickman agreed and said the City should continue discussion on expansion of the Crimson Cruiser Program as well as budgeting issues related to that. Councilmembers Karjala and Wilson said they would like to continue moving forward. Councilmember Clark said she would rather wait until after the legislative session is over because she would not be comfortable budgeting money for something that may not happen if SB 1374 passes. Mayor Miller agreed, but felt it would be appropriate to move forward with a stakeholder committee to get a better feel of what the City wants to invest in a program and determine if local businesses would be interested in sponsoring the program. She said there are a lot of things that need to take place before a Bike Share Program with OU is implemented.

Chairman Hickman said half of the cost for the program should be budgeted in FYE 2019 as a placeholder and Staff should begin forming a stakeholder committee to review an expanded program. Councilmember Wilson said she would like to have an equal amount of money be spent on other modes of transportation for citizens with disabilities. Chairman Hickman questioned whether or not the stakeholder committee could convene, gather information, and make recommendations before June 2018, when the FYE 2019 Budget is scheduled to be adopted. Councilmember Karjala said based on what was presented to Council regarding the City of Norman's Americans with Disability Act (ADA) Self-Evaluation/Transition Plan, she is not comfortable setting aside money at this point for this particular program although she loves the idea of the program, it is a want not a need.

Chairman Hickman asked members if there is consensus to recommend establishing a stakeholder committee to report back to CPTC and members concurred.

Items submitted for the record

1. PowerPoint presentation dated March 29, 2018, entitled, "City of Norman Bike Share Program," presented by Dr. Tom Woodfin, Ph.D., Chair, Bicycle Advisory Committee, and Angelo Lombardo, P.E., Transportation Engineer

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Item 3, being:

CONTINUED DISCUSSION REGARDING GREEN BUILDING CODE AND GREEN INFRASTRUCTURE/LOW IMPACT DEVELOPMENT INCENTIVES.

Mr. Terry Floyd, Development Coordinator, said during the November 16, 2017, CPTC meeting, Staff provided information regarding incentive programs as a starting point for discussion and to gather feedback on potential incentive areas for additional research and future development and consideration.

Item 3, continued:

At that meeting, the Committee directed Staff to meet with local builders and stakeholders to discuss potential incentives, specifically in the area of green residential construction. There was also indication from the Committee to focus on areas of incentivizing homes utilizing the Home Energy Rating System (HERS) index for energy efficiency. Staff met with builders and stakeholders to develop ideas for incentives for future Committee review.

During the January 25, 2018, meeting, Staff presented information related to HERS rating processes and potential ideas for an incentive program for HERS rated home construction in Norman based on discussion with local builders as well as water conservation programs. Mr. Floyd said rebate programs currently exist from electric and gas franchises for builders constructing HERS rated homes in Norman and these rebate programs are usually approved for a pre-determined number of years with up to \$759 in rebates for new homes achieving a HERS score of 70 or less.

Mr. Floyd said a program incentivizing homes achieving a HERS score of 80 or lower has been employed since 1998 by Colorado Springs Utilities (CSU) and established a base-line while encouraging better home construction. In 2017, 186 homes utilized the program, but it is expected to be utilized for over 400 homes in 2018. He said there are distinct differences between Colorado Springs and Norman in the fact that CSU is the electric provider for the community and the municipality owns the electric franchise. Additionally, the State of Colorado does not have an adopted state-wide building code so each municipality adopts and/or creates its own building codes.

Mr. Floyd said following the CPTC meeting in January, Staff began evaluating the potential financial and administrative impacts of implementing a HERS incentive program based on \$750 incentive for a HERS score of 70 or lower. He said the City could create an incentive program that charges standard permit fees and allows HERS performance to satisfy all or a portion of these fees. A program could be considered that satisfies a percentage of the building permit fee for residential homes for a specified HERS index score with additional adjustments for lower scoring homes, i.e., 50% building permit fee adjustment for a home achieving a HERS index score of 65, with an additional 5% fee reduction for each point below 65. The monetary amount of the adjustment would vary based on a home's square footage and a potential program would involve the homebuilder or owner's completion of an annual participation form. He said building permit fee adjustments for HERS ratings would be noted for the home on the building permit application of the homebuilder's intention to pursue a HERS index rating for the home. Permits indicating pursuit of a HERS index score of 65 or less would not be required to pay the building permit fee portion of the total permit fees up-front; however, all other fees for utility connections, metering, erosion control, park fees, and excise tax would be charged at the time the building permit is issued. The final building permit fee total would be determined once construction is completed and prior to issuance of a Certificate of Occupancy and building permit fee adjustments would be based on submittal of a final HERS index score report and verification by City Staff.

Mr. Floyd said revenues generated by the building permit fees are deposited into the General Fund so due to the unknown impact to the General Fund, the Committee may want to consider pursuing a pilot program for building permit fee adjustments for a six month period to help establish a baseline for future revenue impact projections and program continuation. He said July may be an appropriate time to begin the pilot program to correspond with the new fiscal year budget and Staff can report the findings to the Committee after the six month period to discuss continuation of or revision to the program.

Item 3, continued:

Mr. Sean Rieger, representing the Builders Association of South Central Oklahoma (BASCO) and Norman Developers Council, said it is great that Norman is thinking about green building codes and branding Norman as the “Green Building City”; however, it is very difficult to get builders outside of Norman to build in Norman and encouraged Councilmembers to make the incentive amount as significant as possible. He said it costs builders an additional \$5,000 to build a home with a HERS score of 70 or below.

Chairman Hickman said he fully supports a pilot program while working on other incentive options, but he would like to continue to work towards incentivizing the construction of smaller more affordable energy efficient homes, e.g., 1,200 square feet or less. He suggested a resolution be prepared to create a pilot program for six months beginning July 1, 2018, and in that resolution request that Staff and the building community work together to explore other potential revenue sources that could be incentivized. He would also like to review streamlining the permitting and inspection process to find other non-monetary sources of incentives as part of the pilot program.

Mr. Rieger said if the incentive is going to be \$180 in savings on permitting fees for a \$150,000 to \$200,000 investment then the application process needs to be very simple or the City will not get the buy-in from builders it trying to achieve.

Chairman Hickman said this item should move forward to a Study Session or Conference as soon as possible to implement the pilot program by July 1st.

Mr. Floyd said the organization responsible for developing the HERS index rating, Residential Energy Services Network (RESNET), recently launched the HERS H2O index to rate indoor and outdoor water usage of homes. The program is in the beginning stages and will provide a rating and subsequent score of a residential home’s indoor and outdoor water use. Once the program and rating system/standards have been fully developed and implemented by the building industry, additional requirements for HERS H2O index ratings could be considered as an incentive program. Examples of water efficiency rebate programs include efficiency upgrades for outdoor irrigation, sinks and faucets, toilets, and shower/bathroom fixtures. He said the City could begin working to expand water conservation programs that align with the conservation measures outlined in the City’s 2060 Strategic Water Supply Plan. He said water efficiency focused incentive programs could have a more direct impact on resources provided through Norman’s municipal owned utilities that could be a beneficial area of further discussion by the Committee.

Items submitted for the record

1. Memorandum dated March 23, 2018, from Terry Floyd, Development Coordinator, through Steve Lewis, City Manager, to City Council Community Planning and Transportation Committee, with Attachment A, Home Energy Rating System (HERS) Index Building Residential Permit Fee Adjustment Program; Attachment B, 2018 Builder Incentive Program, Annual Participation Application; Attachment C, RESNET launches HERS H2O Index; and Attachment D, Denver, Colorado Water Residential and Commercial Rebates and Austin, Texas, Water Rebates, Tools, and Programs
2. PowerPoint presentation entitled, “City of Norman Green Building Code and Green Infrastructure/Low Impact Development (LID) Incentives: Continued Discussion,” dated March 29, 2018

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Item 4, being:

MISCELLANEOUS PUBLIC COMMENTS.

None

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The meeting adjourned at 5:24 p.m.

ATTEST:

City Clerk

Mayor