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Item

Present and discuss Route 66 BRT Study planning process results and update

Background

The Tulsa Planning Office was commissioned last year with the task of initiating a Bus Rapid Transit (BRT) Study for the city's second BRT line, which has been deemed the "Route 66 BRT". Staff team prepared a proposal that focuses on strategic planning and outreach for the Mayor's Office, which was approved and was updated to include five phases:

1. Assemble two groups that can provide feedback throughout the process, including a Staff Workgroup comprised of staff members from City of Tulsa, Tulsa Planning Office, INCOG Transportation Division, Tulsa Transit and a hired consultant; and a Steering Committee comprised of community members with knowledge of the project and representing stakeholder groups.
2. Define the Route using strategic planning and outreach, to select a final alignment by analyzing both 11th and 21st Street on the East-West portion, and 5 potential North-South alignments (Garnett Rd, Memorial Drive, Sheridan Road, Yale Avenue and Harvard Ave).
3. Stop Location study using strategic planning, land use study, site analysis and outreach along the selected route.
4. Branding and Engagement, including a Marketing Strategy for the Route and outreach.
5. A Land Use Framework for the Route, to inform a mixed-use zoning program and stimulate transit-oriented development to best utilize the BRT system.

Each phase required meetings with Staff Workgroup members to review materials, and a meeting with the assembled Steering Committee to provide feedback. Through strategic planning, a process that uses data to inform decision-making, staff analyzed indicators representative of the guiding principles and feasibility of the project and worked with the consultant to develop an operational and cost analysis to define a route alignment and stop locations for the stakeholders to review. Staff has completed work on all five Phases and has recommended a final alignment, prioritized stop locations, a land use framework and a marketing and branding strategy. Staff is currently working on a final report and will assist consultant and Tulsa Transit teams, who will conduct further outreach to communicate the results of the process, launch a technical design phase and engage with stakeholders that are directly impacted by station location. In the near future, the Land Use Framework will be presented to the TMAPC and City Council for a Comprehensive Plan conformance review. The intent is that the Land Use Framework serve as a guide for mixed—use zoning and inform any mixed-use zoning incentive program that may be initiated in the future.

Staff team will finalize the Route 66 BRT Study report and will continue to assist Tulsa Transit and consultant team as they initiate the technical design phase of the project.

