



CITY OF NORMAN, OK CITY COUNCIL COMMUNITY PLANNING & TRANSPORTATION COMMITTEE MEETING

**Municipal Building, Executive Conference Room, 201 West Gray, Norman,
OK 73069**

Thursday, August 28, 2025 at 4:00 PM

MINUTES

The Community Planning & Transportation Committee of the City of Norman, Cleveland County, State of Oklahoma, will meet in Regular Session in the Executive Conference Room in the Municipal Building, on Thursday, August 28, 2025 at 4:00 PM, and notice of the agenda of the meeting was posted at the Norman Municipal Building at 201 West Gray and on the City website at least 24 hours prior to the beginning of the meeting.

CALL TO ORDER

Chairman Mayor Holman called meeting to order at 4:00 p.m.

PRESENT:

Mayor Stephen Holman
Councilmember Ward 2 Matthew Peacock
Councilmember Ward 7 Kimberly Blodgett

ABSENT:

Councilmember Ward 3 Bree Montoya

OTHERS PRESENT:

Councilmember Ward 1 David Gandesbery
Councilmember Ward 4 Helen Grant
Mr. Anthony Purinton, Assistant City Attorney II
Ms. Beth Muckala, Assistant City Attorney III
Mr. Darrel Pyle, City Manager
Mr. James Briggs, Park Development Manager
Mr. David Riesland, Transportation Engineer
Ms. Shaakira Calnick, Internal Auditor
Mr. Taylor Johnson, Transit and Parking Program Manager
Mr. Jason Huff, Transit Planner and Grants Specialist
Mr. Tim Miles, City Engineer
Ms. Grace Holloman, Accessibility and Cultural Coordinator
Mr. Larry Wyatt, Embark OPS Specialist
Dr. Marilyn Dillon, Embark Mobility Manager
Mr. Hal Cantwell, Bicycle Advisory Committee Chair
Ms. Sandra Simeroth, Administrative Technician IV

AGENDA ITEMS

1. PRESENTATION OF THE JUNE AND JULY PUBLIC TRANSIT REPORT.

Mr. Taylor Johnson, Transit and Parking Program Manager, presented ridership and operational data for June and July 2025.

An update on the Central Oklahoma Long-Range Transit Plan will be presented to the Council at the study session on September 23. Mr. Johnson said this will likely be the last update before it goes through the final approval process.

Norman is securing funds for three large buses and one paratransit van that is at the end of its useful life.

Work continues on the bus bay parking lot at the 320 E. Comanche, but weather delays have slowed progress.

Improvements are being recognized with the Paratransit Scheduling program, reducing ridership complaints.

Ridership:

- FY2025: 504,898 riders across fixed route and paratransit (25% increase over FY2024).
- Fixed route: 44% increase year-over-year.
- July 2025: nearly 43,000 riders, up from 34,000 in July 2024.
- Norman On-Demand: nearly 45,000 rides in FY2025, now approaching capacity.

2. CONTINUED DISCUSSION ON THE EMBARK WELL MOBILITY MANAGEMENT PROGRAM.

Dr. Marilyn Dillon, EMBARK Mobility Administrator explained the Pilot Concept the City of Norman is exploring, is the adoption of Oklahoma City's EMBARK Well program, offering free rides for seniors to wellness and social activities. "Being socially isolated actually is a negative impact on health and can cause up to a 50% increase in strokes."

Program Parameters Proposed for Norman:

- Eligibility: Residents age 60+ (some discussion of lowering to 50).
- Hours: Monday–Friday, 7 a.m.–7 p.m.
- Pilot limited to Zone One paratransit area (¾ mile around fixed routes).
- Destinations: Norman Adult Wellness Center, YMCA, The Well, and Norman Regional Health Club.
- Participation is capped at 100 riders.
- Limit of 3 trips per week per participant.

Item 2 (continued) CONTINUED DISCUSSION ON THE EMBARK WELL MOBILITY MANAGEMENT PROGRAM.

Funding & Costs:

- Pilot estimated at \$75,000–\$100,000 annually.
- Mr. Johnson clarified, staff would like to ask for additional appropriation so the pilot program would make it through for an entire 12-month calendar, not just from here to end of 2025.
- Staff stressed the need to refine cost projections to a more definitive number.”

Staff proposed applying through the Oklahoma Mobility Institute for Tobacco Settlement Endowment Trust (TSET) funds. Since only nonprofits are eligible EMBARK Well Mobility would partner with the City of Norman and an application for the funds will be submitted on behalf of the City of Norman's Transit program.

Dr. Dillon said Oklahoma City's Embark Well reported cost per ride last year averaged between \$9.80 and \$11.72 with Uber. With their own mobility fleet vehicles, the per trip cost is much lower because there is no profit motive.

Councilmembers calculated that with 100 participants, three rides per week, \$100,000 would yield roughly \$7 per ride in Norman. Staff will refine cost estimates, pursue TSET and other grant funding, and prepare a budget request for FY2027.

Councilmember Peacock suggested AARP Healthy Living Grants, though noting, “It's one of the most competitive grants on the planet.”

3. DISCUSSION REGARDING UPDATES TO THE BICYCLE ROUTE MAP.

Mr. David Riesland, Transportation Engineer & Mr. Hal Cantwell, Bicycle Advisory Board Chairman, presented updates on the Bicycle Route Map.

Map Update:

- First comprehensive update since 2014.
- Incorporates new bike lanes, multimodal paths, and removes unsafe routes.
- Staff referred to the document as a “living, breathing map” subject to ongoing revisions.
- Integration with AIM Norman.
- Staff will review alignment with AIM Norman priorities.
- Future updates will incorporate trails funded through Norman Economic Development Coalition projects.

Distribution & Accessibility:

- TSET funding covers the initial printing of brochures and posters. Digital formats with QR codes will link to up-to-date online versions, avoiding map reprints.
- QR code can be applied to bike racks, posters, and local businesses.

Item 3 (continued) DISCUSSION REGARDING UPDATES TO THE BICYCLE ROUTE MAP.

Design Philosophy:

- Council emphasized preference for 10–12-foot multimodal paths over in-street painted bike lanes.
- Colored intersection pavement may be used selectively for safety.
- Staff noted green paint was discontinued due to cost, installation challenges, and cyclist feedback.

Community Engagement:

- Committee consulted local cycling clubs, event organizers, and bike-related businesses.
- Staff will distribute brochures at events such as Earth Day and local rides.
- Committee will coordinate with ACOG to share maps and funding support.

ADJOURNMENT

The meeting was adjourned at 4:57 p.m.

ATTEST:



City Clerk





Mayor