

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

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

Thursday, January 26, 2023 at 4:00 PM

AGENDA

It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, retaliation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please contact the ADA Technician at 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.

CALL TO ORDER

AGENDA ITEMS

1. PUBLIC TRANSIT REPORT
2. DISCUSSION REGARDING CITYWIDE PARK IMPROVEMENTS.

ADJOURNMENT



MEMO TO: Council Community Planning and Transportation Committee

FROM: Taylor Johnson, Transit and Parking Program Manager

THROUGH: Shawn O'Leary, P.E., CFM, Director of Public Works

DATE: January 26, 2023

SUBJECT: Public Transportation Monthly Report

Purpose

The Public Transportation Monthly Report provides updates to City Council on public transit related items. In addition to the updates provided below, attached is the EMBARK Norman Performance Report for the previous month. The Performance Report provides updates on key metrics associated with the operations of the transit system.

Updates

• Go Norman Transit Plan (City of Norman Transit Long Range Plan Update)

- The Go Norman Transit Plan was approved by resolution by Council on June 22nd, 2021. Staff are continuing to move forward on the next steps as recommended in the plan. Recent work includes:
 - Staff continue to work closely with the architects to finalize renovation plans for the 320 E. Comanche St. property into a City Transit Center. The bid package, including additional and alternate options to be considered for cost saving purposes, was advertised December 8 and 15, 2022. A mandatory pre-bid meeting was conducted on December 20, 2022 at the site. Four bids were received at the bid opening on January 4, 2023. Staff are reviewing these options and anticipate bringing a contract to Council for consideration on February 14, 2023.
 - On December 13 Council unanimously approved a resolution to alter bus routes and transit bus services as recommended in the Go Norman Transit Plan to take effect in 2023. Staff have started the work to implement the newly approved changes, which includes changes to bus stops, signage and advertising, as well as operator training.

• Grants

- Staff continue to program and draw down on Federal Transit Administration (FTA) grants periodically to reimburse the City for eligible public transit expenses.
- Staff submitted an application to the annual ACOG Surface Transportation Block Grant Program – Urbanized Area (STBG-UZA) call for projects. Staff are proposing to replace 2 CNG 35' fixed-route transit buses. Council supported the application by resolution on October 11, 2022, and the application was submitted by the deadline of October 31, 2022. Recommendations for grant awards are expected in February, 2023.
- Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Staff are researching project opportunities for the various ACOG and FTA grants that will be available over the next few months.

• Microtransit Study with HNTB

- Following prior feedback from Councilmembers, a second workshop was conducted on January 3 regarding possible alternatives for a microtransit pilot program. After reviewing multiple pilot program alternatives and comparing outcomes against the previously expressed concerns of Council, a recommendation was made for a pilot program consisting of:
 - Turnkey microtransit service which would be offered Monday-Saturday 6pm-12am (or 7pm-1am) as well as on Sunday from 10am-6pm. The recommendation suggests this service be offered in a defined zone and limited in size, which could be proposed by vendors responding to a Request for Proposals (RFP).
 - Invest in more robust software in partnership with EMBARK to improve existing paratransit service.
- HNTB will continue to work with City staff to develop an implementation plan for the recommended pilot program alternative, as well as possibly assisting with developing RFP language.

office memorandum

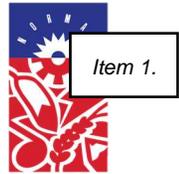
• **Fleet Maintenance & Vehicle Procurement**

- City Fleet Maintenance staff continue to ensure that the transit fleet is in operational condition each morning for line up, despite the age of the vehicles that the City inherited.
 - The City's Transit Fleet includes 27 revenue vehicles, 13 in the fixed-route fleet and 14 in the paratransit fleet. Unfortunately, 23 out of 27 of the revenue vehicles used in the City's transit fleet have met their useful life and are eligible to be retired according to FTA requirements.
- The City is currently in the process of purchasing 2 battery electric buses which were delivered on December 15 and 16, 2022, after staff visited the factory to perform final inspections. A trainer from the manufacturer was on site to train our technicians, operators, and first responders between January 10-13, 2023, as final preparations are completed to bring these vehicles into service. Below is background information on both battery electric bus projects:
 - An authorization to purchase the City's first battery electric vehicle, a transit bus, was approved at Council's May 25, 2021 meeting. A purchase order was issued on May 27, 2021 to the manufacturer. Approximately 50% of the vehicle purchase price will be reimbursed through a grant received from Oklahoma Department of Environmental Quality through the Volkswagen Settlement Fund.
 - An authorization to purchase the City's second battery electric transit bus was approved at Council's August 10, 2021 meeting. A purchase order was issued on August 13, 2021 to the manufacturer. Approximately 70% of the vehicle purchase price will be reimbursed through a grant received from the FTA's FY21 Low- or No-Emission Vehicle Program. The City's project was 1 of 49 projects selected in the nation.
 - Council granted approval for additional funds to be allocated to both bus builds on December 14, 2021. These additional funds were used to add charge rails to the top of the busses so that in the future an overhead pantograph charging system could be utilized.
- The City is currently in the process of purchasing 5 paratransit vans and staff anticipates receiving these vehicles in March-April 2023. Below is background on this purchase:
 - On December 14, 2021 the City Council passed and adopted resolution R-2122-72 transferring \$346,703 from the Capital Fund Balance to be matched with \$122,812 available in the Public Transit and Parking Fund to be used to replace 5 paratransit vehicles in the Transit Fleet for a total of \$469,515. Due to ongoing supply chain issues the price of the vehicles had increased, however staff were able to identify additional FTA grant funding allocated to Norman to supplement the cost increase and decrease the amount of local match that was provided from the Public Transit and Parking Fund. Resolution R-2122-98 was approved by Council on March 8 transferring an additional \$149,454 (for a total cost of \$584,655) to cover the cost increase. FTA grant OK-2020-026 will be amended to \$496,157 leaving a local match of \$88,508 (a reduction in the local matching funds of \$34,304.)
- The City is currently in the process of purchasing 5 CNG 35' fixed route buses and staff anticipates receiving these vehicles in June-July 2023. Below is background information on this purchase:
 - Utilizing transit 5339 funds allocated from FY21 (grant number OK-2020-026), 1 35' CNG bus will be purchased. These were funds allocated to the Norman urbanized area by formula. In addition, on June 14, 2022 the City Council approved a contract with the Oklahoma Department of Transportation (ODOT) accept Surface Transportation Block Grant – Urbanized Area (STBG-UZA) funding for the purchase of 2 35' low-floor CNG transit buses. An Authorization to Purchase for these 3 buses was approved by Council on August 23, 2022. A purchase order was issued on September 14, 2022 to the manufacturer.
 - Utilizing funds received from the FY22 FTA Low- or No-Emissions Vehicle Program, staff proposed to purchase 2 additional CNG 35' fixed route buses. Council approved a resolution accepting the grant and an authorization to purchase the buses on September 27, 2022. The purchase order for 2 buses was issued September 29, 2022.

Conclusion

Thank you for your review of these updates and attached monthly performance report. Staff are available to answer any questions.

Attached: EMBARK Norman Performance Report for December 2022



PERFORMANCE REPORT

Transit System Report

December 2022

Purpose

The Transit System Report provides a summary of both internal indicators and performance measures used to evaluate the performance of the EMBARK transportation system for the City of Norman. The internal indicators are mainly used by staff to compare performance to previous periods whereas, the performance measures having

specific targets are more outcome-based and are included in EMBARK's strategic business plan to help demonstrate accomplishments given the resources that are provided. The internal indicators and performance measures included in this report address ridership, dependability, safety and align with EMBARK's mission.

Total Ridership

Total ridership for EMBARK Norman in December 2022 was 26,288 compared to 21,933 in December 2021. The average total daily ridership was 1,011 for December 2022, a 19.50% increase from 846 in December 2021. Fiscal-year-to-date ridership is 150,553 passengers, a 11.57% increase from the December 2021 YTD total of 134,943.

The fixed-route service totaled 24,581 for December 2022 compared to 20,245 for December 2021. Average fixed-route daily ridership for December 2022 was 947, compared to 779 for December 2021, a 21.57% increase. Passengers with bicycles or similar means of travel totaled 725, compared to 714 for December 2021. Passengers with wheelchairs or other mobility devices totaled 260, compared to 274 for December 2021.

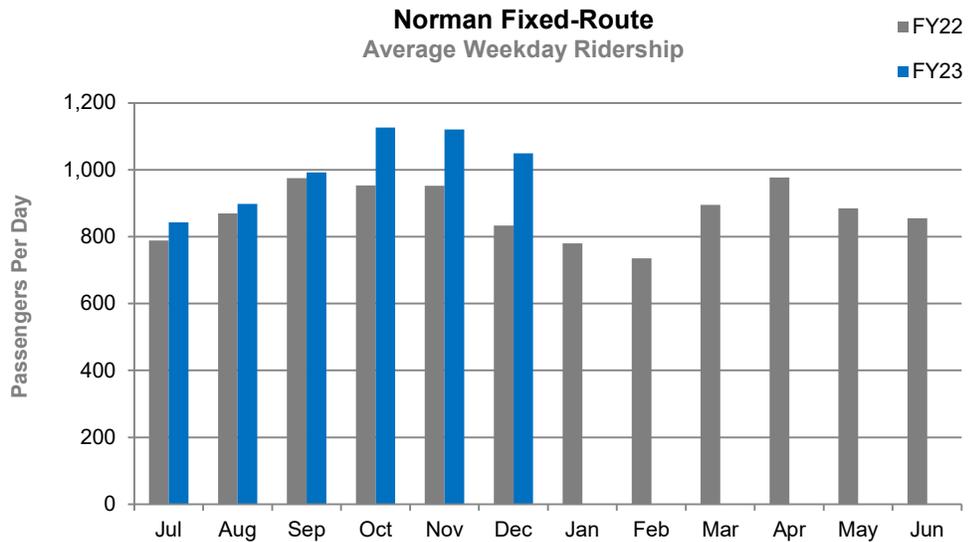
PLUS ridership totaled 1,707 for December 2022, compared to 1,748 for December 2021. The average total PLUS ridership was 66 for December 2022 and 67 for December 2021, a 1.49% decrease. Passengers with wheelchairs or other mobility devices totaled 290 for December 2022, compared to 368 for December 2021, a 21.20% decrease.

Norman Transit Services	Dec FY23	Dec FY22	+/- Dec FY22
Fixed Routes (M-F)	21,999	19,148	14.89%
110 - Main Street	4,649	4,032	15.30%
111 - Lindsey East	9,087	7,376	23.20%
112 - Lindsey West	2,790	2,740	1.82%
120 - West Norman	244	197	23.86%
121 - Alameda	5,211	4,803	8.49%
144 - Social Security	18	N/A	N/A
Fixed Routes (Sat)	2,582	1,097	135.37%
110 - Main Street	659	214	207.94%
111 - Lindsey East	950	405	134.57%
112 - Lindsey West	273	118	131.36%
121 - Alameda	700	360	94.44%
PLUS ADA Service	1,707	1,748	-2.35%
PLUS (M-F)	1,595	1,701	-6.23%
PLUS (Sat)	112	47	138.30%
Bikes	725	714	1.54%
Wheelchair	260	274	-5.11%
PLUS Wheelchair	290	368	-21.20%

Fixed Route Weekday Ridership

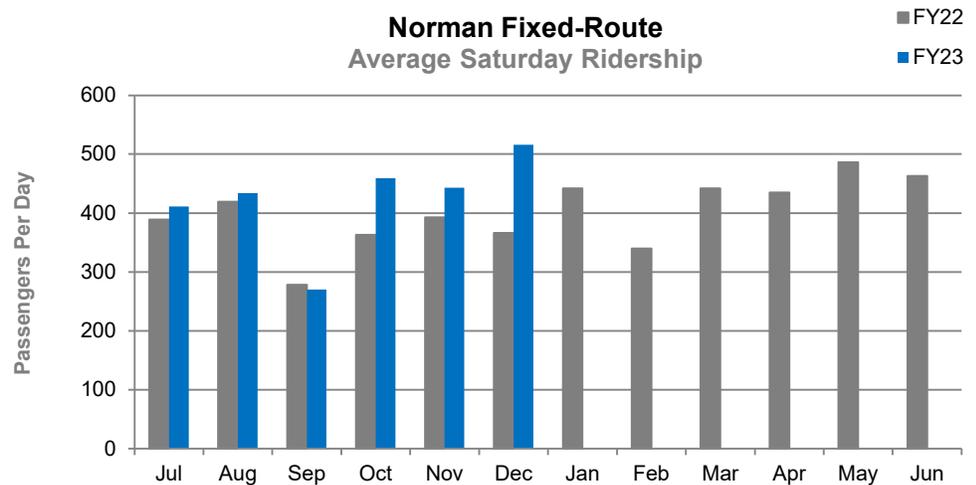
Total fixed-route weekday ridership for December 2022 was 21,999, a 14.89% increase from 19,148 in December 2021. Average weekday passenger ridership totaled 1,049 in December 2022; a 25.93% increase compared to 833 for December 2021. The average RPSH was 14.71.

Classes for the Fall 2022 semester at the University of Oklahoma ended on 12/9. Final exams took place from 12/12 to 12/16.



Fixed Route Saturday Ridership

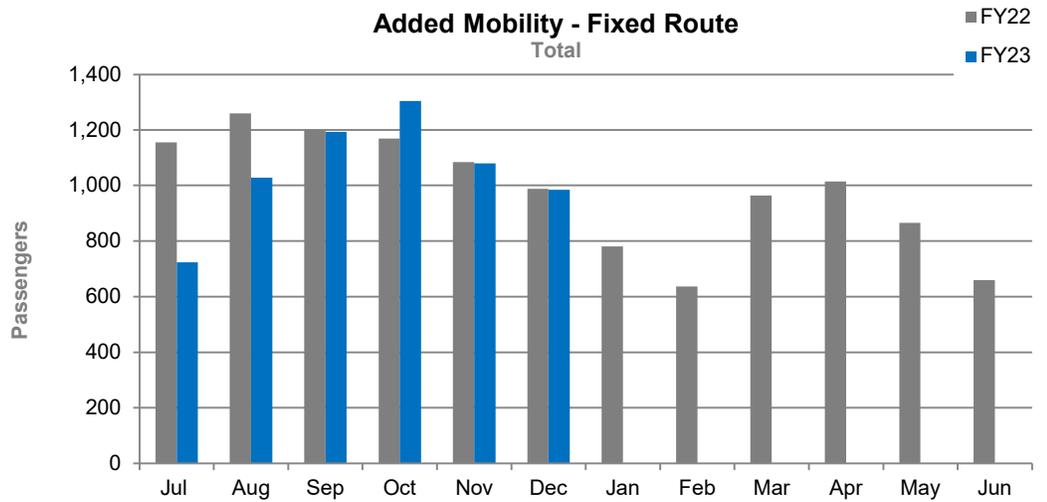
Total fixed-route Saturday ridership for December 2022 was 2,582, a 135.37% increase from 1,097 in December 2021. Average weekend passenger ridership totaled 516 for December 2022, a 40.98% increase from 366 in December 2021. The average RPSH was 14.56.



Added Mobility – Fixed Route

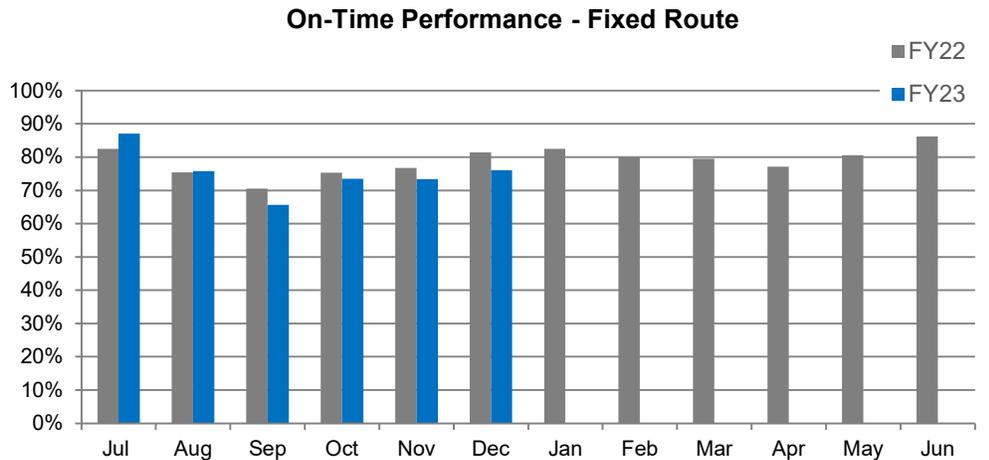
Total passengers with added mobility, such as bikes and wheelchairs, totaled 985 for December 2022, a 0.30% decrease from 988 in December 2021.

Bike passengers totaled 725, a 1.54% increase from 714 in December 2021. Wheelchair passengers totaled 260, a 5.11% decrease from 274 in December 2021.



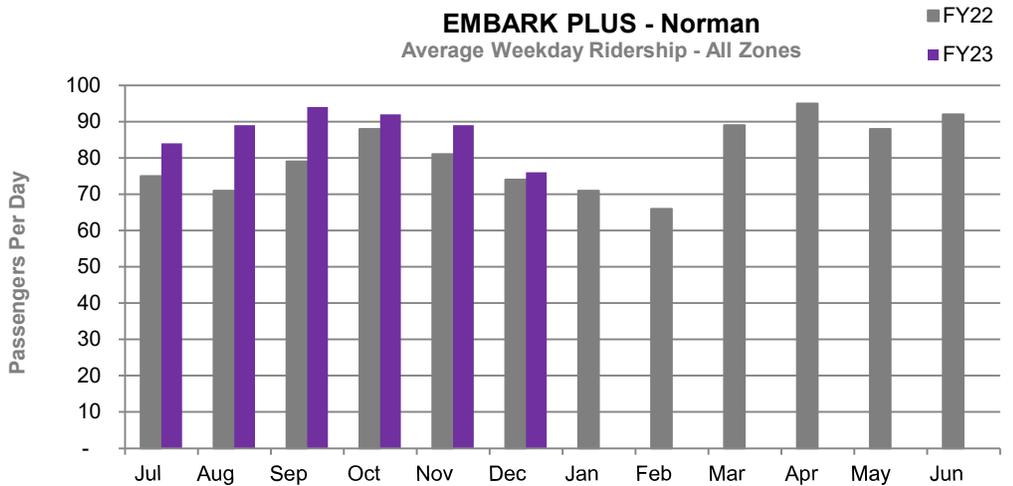
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 76.10% in December 2022, a 5.30% decrease from 81.40% in December 2021.



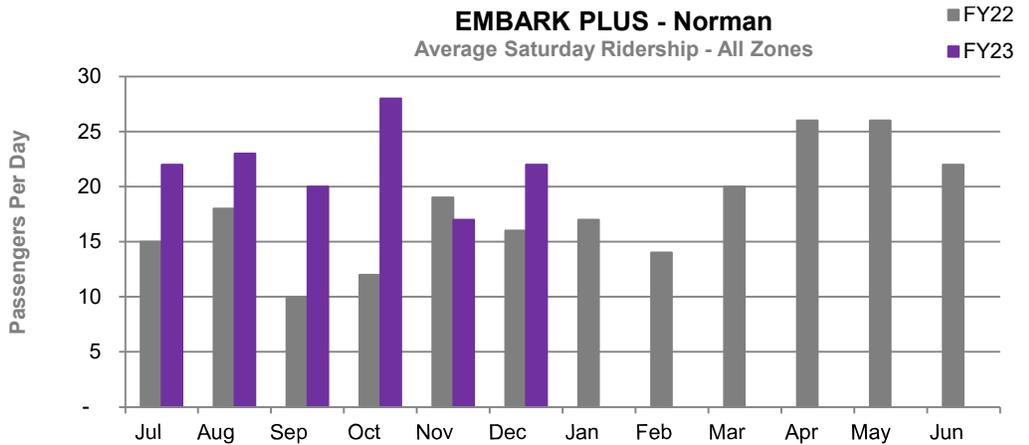
PLUS Weekday

Total PLUS weekday ridership for December 2022 was 1,595, a 6.23% decrease from 1,701 in December 2021. Average weekday passenger ridership totaled 76 for December 2022, a 2.70% increase from 74 for December 2021. RPSH was 1.16.



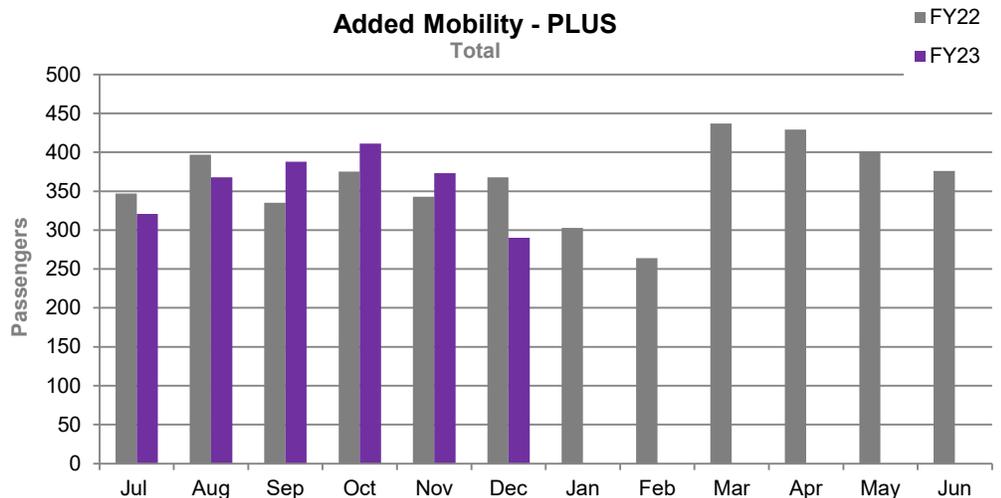
PLUS Saturday

Total PLUS Saturday ridership for December 2022 was 112, a 138.30% increase from 47 in December 2021. Average Saturday passenger ridership totaled 22 for December 2022, a 40.00% increase from 16 in December 2021. RPSH was 1.21.



Added Mobility - PLUS

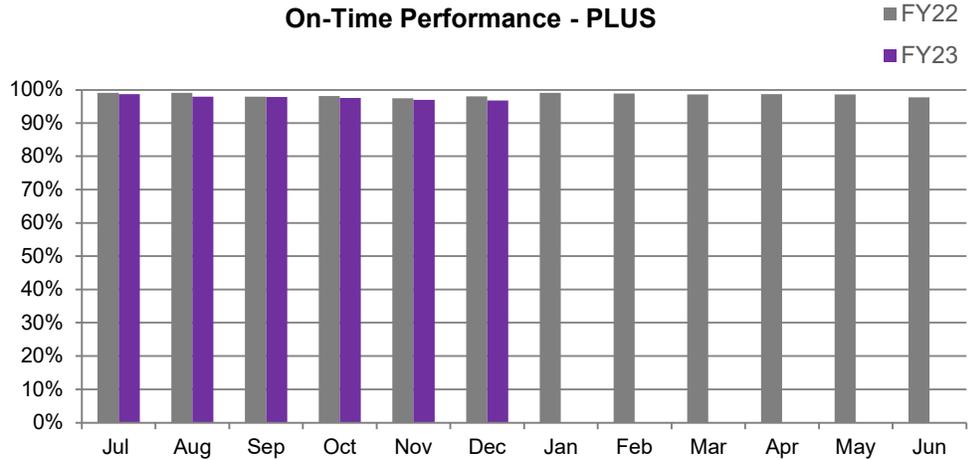
PLUS passengers with added mobility totaled 290 for December 2022, a 21.20% decrease from 368 in December 2021.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 96.81%, a 1.25% decrease from 98.04% in December 2021.

Weekday on-time performance in the primary zone was 96.89%, a 1.33% decrease from 98.22% in December 2021. Weekday on-time performance in the secondary zone was 97.06%, a 0.12% decrease from 97.18% in December 2021. Saturday on-time performance was 95.24%, a 4.76% decrease from 100.00% in December 2021.



PLUS Weekday Service Summary	Dec FY23	Dec FY22	+/- Dec FY22		PLUS Saturday Service Summary	Dec FY23	Dec FY22	+/- Dec FY22
Total Passengers	1,595	1,701	-6.23%		Total Passengers	112	47	138.30%
Total Trips	1,525	1,591	-4.15%		Total Trips	105	41	156.10%
Trips Daily Average	73	74	-1.35%		Trips Daily Average	21	14	50.00%
Trips Requested	1,585	1,591	-0.38%		Trips Requested	106	41	158.54%
Denied Trips	60	0	6,000%		Denied Trips	1	0	100.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	29	25	16.00%		No Show	3	0	300.00%

PLUS Applications	Dec FY23	Dec FY22	+/- Dec FY22
New Applications	7	11	-36.36%
Renewals Received	7	4	75.00%
Applications Approved	20	21	-4.76%
Applications Denied	0	0	0.00%

Summary of Services Table: December 2022

The table below provides daily averages for the number of passengers carried by many of the services offered by EMBARK Norman. The year-to-date (YTD) figures are cumulative totals.

EMBARK Norman Service Summary	ADP Dec FY23	FY23 YTD	FY22 YTD	Service Profile	Dec FY23	Dec FY22
Fixed Routes (M-F)	1,049	127,334	115,323	Weekdays	21	23
Fixed Routes (Sat)	516	11,517	9,215	Saturdays	5	3
PLUS (M-F)	76	11,105	10,039	Gamedays	0	0
-Zone 1*	65	9,324	7,931	Holidays	0****	1
-Zone 2**	11	1,781	2,108	Weather	5	0
PLUS (Sat)***	22	597	366	Fiscal YTD Days	154	154
				Cal. YTD Days	306	307

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

****12/25 was on a Sunday for 2022 and weekday service was provided on 12/26.

Strategic Performance Measures

MEASURE	FY 23 YTD	FY 23 Targets	
# of Norman fixed-route passenger trips provided	138,851	251,881	■
# of Norman paratransit trips provided	11,702	21,000	■
% of on-time Norman paratransit pick-ups	97.64%	98.58%	●
# of Norman bus passengers per service hour, cumulative	14.35	13.04	■
# of Norman bus passengers per day, average	904	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.01%	0.00%*	●
% of on-time fixed-route arrivals	75.30%	80.94%	▲

*These targets are not being tracked in LFR but can be found in the KPI spreadsheet.

Glossary

- **Added Mobility** – Wheelchairs, bicycles, scooters, and other devices used by passengers in conjunction with transit
- **ADP** – Average Daily Passengers
- **ADR** – Average Daily Ridership
- **AVG** – Average
- **Fixed Route** – Regular bus service
- **FY22** – The fiscal year 2022. Lasted from 7/1/2021 to 6/30/2022
- **FY23** – The fiscal year 2032. Lasting from 7/1/2022 to 6/30/2023
- **FY YTD** – Fiscal Year, Year to Date
- **KPI** – Spreadsheet used to record and compare all data used in the monthly report
- **LFR** – "Leading for Results," EMBARK's internal performance measurements and targets
- **OTP** – On-time performance
- **Paratransit** – ADA vehicle service for seniors and other clients with special needs
- **PAX** – Passenger
- **PLUS** – Brand name for EMBARK Paratransit service
- **RPSH** – Riders per service hour
- **SAT** – Saturday
- **WKD** – Weekday
- **YOY** – Year-over-year, used to compare the previous year's performance when available
- **ZONE 1** – Primary zone for PLUS operation
- **ZONE 2** – Secondary zone for PLUS operation