CITY OF NORMAN, OK
CITY COUNCIL COMMUNITY PLANNING AND TRANSPORTATION COMMITTEE

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

Thursday, August 26, 2021 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. DISCUSSION REGARDING POTENTIAL STORMWATER PROJECTS TO BE FUNDED BY AMERICAN RESCUE PLAN ACT (ARPA) FUNDS.

2. PRESENTATION FROM CHRIS TATHAM, CEO, ETC INSTITUTE, OF THE EMBARK NORMAN 2020 CUSTOMER AND MARKET STUDY.

3. SUBMISSION OF PUBLIC TRANSIT RIDERSHIP REPORT.

4. DISCUSSION REGARDING BACK-IN ANGLE PARKING PILOT PROJECT ON JAMES GARNER AVENUE AND ASSOCIATED ORDINANCE.

MISCELLANEOUS COMMENTS

ADJOURNMENT

CITY OF NORMAN, OK

STAFF REPORT

MEETING DATE: 08/26/2021

REQUESTER: Shawn O'Leary, Director of Public Works

PRESENTER: Carrie Evenson, Stormwater Program Manager

ITEM TITLE: DISCUSSION REGARDING POTENTIAL STORMWATER PROJECTS TO BE FUNDED BY AMERICAN RESCUE PLAN ACT (ARPA) FUNDS.

Stormwater Capital Projects and ARPA Funding

Community Planning & Transportation Meeting
August 26, 2021

Stormwater CIP

- Generally consist of improvements to stormwater conveyance system
  - Examples:
    - Infrastructure repairs
      - Replacing culverts, pipes, channel liners
    - Stream stabilization
      - Repairing damage to streambanks caused by stormwater flows
    - Property acquisition (aka buyouts)
      - Acquiring property in the floodway or floodplain

Project Determination

- Storm Water Master Plan (SWMP)
  - October 2009 Final Report submitted by PBS&J
  - Culmination of years of effort and numerous meetings
  - Comprehensive study of Norman's watersheds
  - Included list of projects
- Citizen, Organization, Board, or Commission Request
- Special Studies
  - Result from public or staff identified problem areas
  - Ex: Lower Imhoff Creek Study
- Staff
  - Identified through routine maintenance/inspections or in response to flooding events

Project Prioritization

- Method detailed in SWMP
- Factors considered:
  - Public safety
  - Sustainability
  - Funding advantages
  - Positive impacts on neighborhoods and the environment
  - Relationship to other infrastructure issues (e.g. roadways)
  - Costs vs benefits
- Factors are weighted based on importance (4-1, most to least important)
- Each factor is rated (3-0, most relevance to no relevance)
- Factor score = Weight * Rating
- Total project score = Σ Factor Scores

Table 6-3
Project Prioritization Scoring Sheet

Prioritization Ranking Factors	Ranking Factor Weight	A Road Drainage Ditch		Wet Creek Buyouts		Maximum Possible Score	
		Project Specific Score	Project Specific Weighted Score	Project Specific Score	Project Specific Weighted Score	Project Specific Score	Project Specific Weighted Score
Public safety	4	3	12	3	12	3	12
Flood, erosion, and water quality significance	4	1	4	2	8	3	12
Engineering economy (good benefit/cost relationship)	4	2	8	3	12	3	12
Potential for recreation/open space/connectivity for linear parks	4	2	8	3	12	3	12
Sustainability or low operations & maintenance cost	3	1	3	3	9	3	9
Environmental enhancement	3	1	3	3	9	3	9
Funding sources (leverage of participants available funds)	2	2	4	2	4	3	6
Beneficial neighborhood impacts	2	1	2	1	2	3	6
Degree of economic impact on local businesses	2	2	4	3	6	3	6
Dependency on other projects	1	0	0	1	1	3	3
Improve economic development/redevelopment potential	1	3	3	2	2	3	3
Mobility or effects on transportation system	1	3	3	0	0	3	3
Time to implement or construct	1	2	2	1	1	3	3
Ease of permitting	1	1	1	3	3	3	3
Project Total Specific Score			57		81		99

Note: Project Specific Scores can be 0, 1, 2, or 3.

Current Stormwater CIP List

- 60 projects currently on list
  - SWMP identified 58 projects
  - New projects are ranked and added as necessary
  - Completed 6 projects to date
- Estimated total cost: $106,000,000

STORMWATER GENERAL OBLIGATION BOND

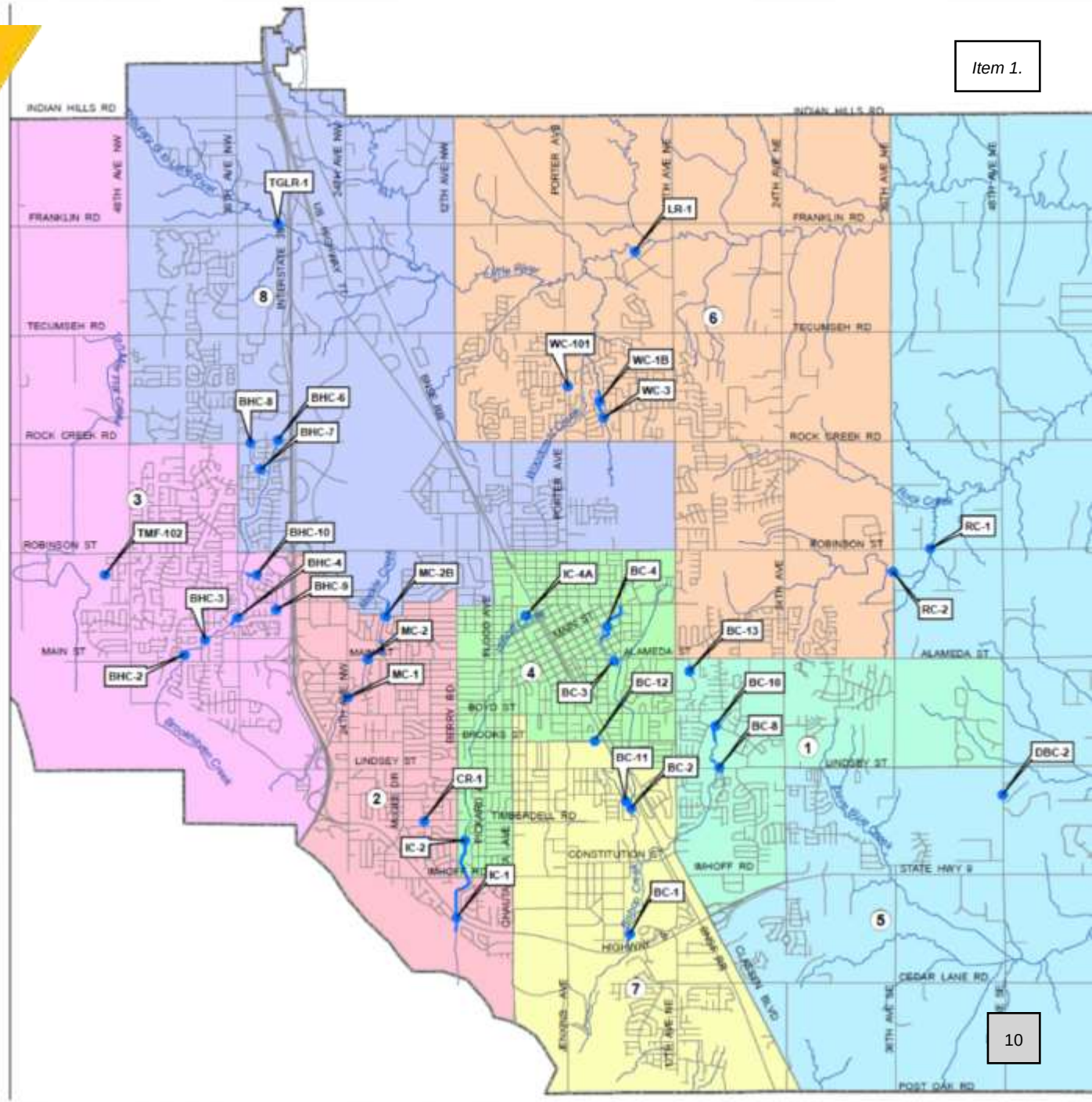
- Bond Total: $60 million
- Impact to Current Taxes: ~$5.25 per month increase based on property's market value of $150,000

IMPORTANT FACTS:

- 33 projects selected
- Includes the following types of projects:
  - Streambank stabilization
  - Infrastructure replacement
  - Capacity improvements
  - Detention pond expansion

PROPOSITION 2

STORMWATER PROJECT MAP



PROPOSITION 2

Project ID	Watershed	Ward	City Rank	Project Location	Estimated Project Cost
BC-10	Bishop Creek	1	4	Sinclair Dr and Beaumont Dr south of Boyd St and east of 12th Ave SE	2,766,000.00
BC-13	Bishop Creek	1	12	Behind Harbor Freight, south of Alameda on Triad Village Dr	988,000.00
BC-8	Bishop Creek	1	11	Lindsey Street south of Colonial Estates Park	905,000.00
CR-1	Canadian River	2	54	Intersection of Westbrooke Terrace Rd and Hollywood Street	986,000.00
IC-1	Imhoff Creek	2	3	South of State Highway 9 and east of S. Berry Rd	402,000.00
MC-1	Merkle Creek	2	19	At 24th Ave SW south of George Lynn Cross Dr	1,106,000.00
MC-2	Merkle Creek	2	8	At Main St between Merkle Dr and Hal Muldrow Dr	12,171,000.00
BHC-10	Brookhaven Creek	3	36	Intersection of Rambling Oaks Dr and Havenbrook St	1,811,000.00
BHC-2	Brookhaven Creek	3	35	At Main St between Lamp Post Rd and Willoway Dr	171,000.00
BHC-3	Brookhaven Creek	3	36	North of Main Street on the east side of Willow Branch Road	260,000.00
BHC-4	Brookhaven Creek	3	28	West of 36th Ave NW south of Hampton Ct	1,459,000.00
BHC-9	Brookhaven Creek	3	53	Intersection of Rambling Oaks Dr and Tall Oaks Circle	754,000.00
TMF-102	Ten Mile Flat Creek	3	49	West of 48th Ave NW and south of Robinson St	262,000.00
BC-3	Bishop Creek	4	12	South of Alameda St and S. Carter Ave	729,000.00
BC-4	Bishop Creek	4	7	Between Symmes Street and Main Street on either side of Bishop Creek channel	3,219,000.00
IC-4A	Imhoff Creek	4	8	Andrews Park	7,041,000.00
DBC-2	Dave Blue Creek	5	38	On 48th Ave SE north of Stonehenge Lane	402,000.00
RC-1	Rock Creek	5	41	On Robinson St east of 36th Ave NE	2,313,000.00

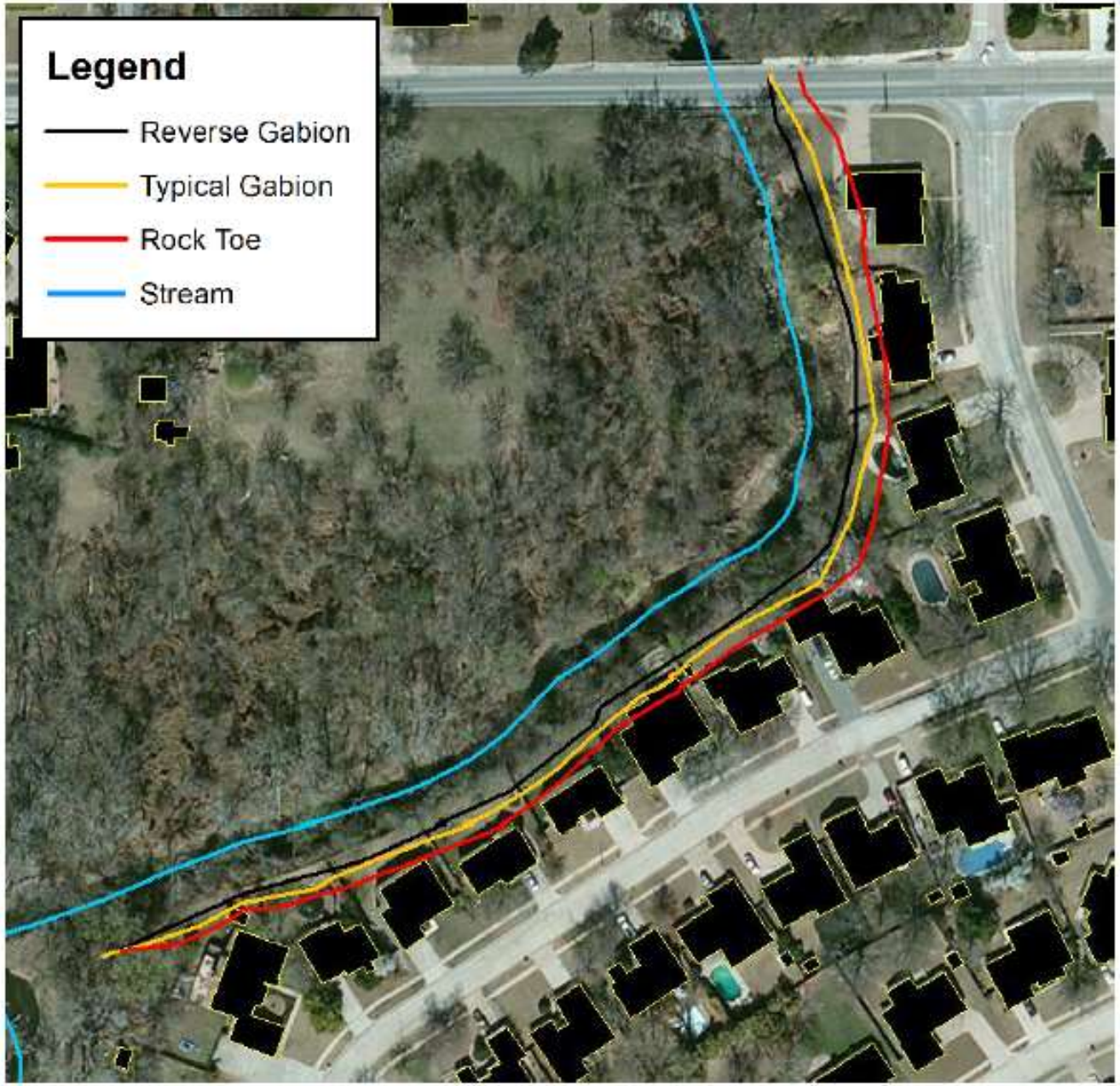
PROPOSITION 2

Project ID	Watershed	Ward	City Rank	Project Location	
LR-1	Little River	6	12	North of Little River Rd west of 12th Ave NE	201,000.00
WC-101	Woodcrest Creek	6	28	East of the intersection Porter Ave and Highland Village Dr	402,000.00
WC-1B	Woodcrest Creek	6	28	North of Sequoyah Trail between Willow Creek Dr and Winding Creek Circle	1,056,000.00
WC-3	Woodcrest Creek	6	39	South of Sequoyah Trail between Willow Creek Dr and Winding Creek Circle	277,000.00
BC-1	Bishop Creek	7	30	North of State Highway 9 between Jenkins Ave and Marshall Ave	1,056,000.00
BC-11	Bishop Creek	7	19	South of Lindsey St north of The Reserve	870,000.00
BC-12	Bishop Creek	7	12	On East Brooks St between Trout Ave and the railroad tracks	810,000.00
BC-2	Bishop Creek	7	25	South of Lindsey St north of The Reserve	583,000.00
BHC-6	Brookhaven Creek	8	32	On Rock Creek Rd between Pendleton Dr and Interstate Dr	503,000.00
BHC-7	Brookhaven Creek	8	39	On Pendleton Dr west of Prairie Creek Park	267,000.00
BHC-8	Brookhaven Creek	8	32	On Rock Creek Road between 36th Ave NW and Pendleton Dr	639,000.00
TGLR-1	Trib G to Little River	8	22	On Franklin Rd near 24th Ave NW	1,609,000.00
IC-2	Imhoff Creek	2&4	5	South of Imhoff Rd between S. Berry Rd and Walnut Rd	10,562,000.00
MC-2B	Merkle Creek	2&8	46	On Iowa Street just west of Cleveland Elementary School	905,000.00
RC-2	Rock Creek	5&6	41	On 36th Ave NE between Robinson St and Alameda St	2,515,000.00
					60,000,000.00

Potential Projects for ARPA

- Lower Imhoff Creek (IC-2)
  - Watershed priority ranking: 2
  - Overall City priority ranking: 5
  - Overall Estimated Cost: $7,500,000
    - Phased to make it easier to fund
    - Phase I = South of Imhoff Rd Bridge
      - Estimated Cost: $3,500,00
      - Currently under design
      - Highest ranking SWMP project that is "shovel ready"
    - Phase II = North of Imhoff Rd Bridge
      - Estimated Cost: $4,500,000
      - To be completed at a later date


*Yellow indicates areas of significant bank erosion.


Legend
Reverse Gabion
Typical Gabion
Rock Toe
Stream

Potential Projects for ARPA

- Norman Nature Park
  - S. Carter Ave and Alameda St
  - Estimated Cost: $1,500,000
  - Goal is to provide additional floodplain storage capacity, serve as an outdoor classroom with access to Bishop Creek, and provide location for green infrastructure installation

PDG

NORMAN NATURE PARK CONCEPTUAL MASTER PLAN

Norman, Oklahoma

July 14th, 2021









PDG

NORMAN NATURE PARK CONCEPTUAL MASTER PLAN

Norman, Oklahoma

INSPIRATIONAL IMAGERY

July 14th, 2021


Martial Cottle Park


VISITOR
PARKING
MAIN
ENTRY


Hobart Urban Nature Preserve
Miami County Park District

Potential Projects for ARPA

- Imhoff Road Bridge Repairs
  - Given highest priority for maintenance in FYE 2022 Bridge Maintenance program
  - July 29, 2021 – Staff notified of failure of southeast wing wall
    - Significant damage required closure of Imhoff Rd
  - August 11, 2021 – Contractor identified spalling on northwest wing wall
    - NW wing wall has also separated from bridge structure
  - In need of emergency repairs
  - Estimated cost of repairs = $1,000,000


Jul 29, 2021 at 4:51:54 PM
W Imhoff Rd
Norman OK 73072
United States


Jul 29, 2021 at 1:48:11
W Imhoff Rd
Norman OK 73072
United States

Aug 11, 2021 at 11:01:11 AM
2732 Walnut Rd
Norman OK 73072
United States

Potential Projects for ARPA

- Lower Imhoff Creek, Phase I - $3,500,000
- Imhoff Road Bridge Repairs - $1,000,000
- Norman Nature Park - $1,500,000

QUESTIONS
COMMENTS

CITY OF NORMAN, OK

STAFF REPORT

MEETING DATE: 08/26/2021

REQUESTER: Taylor Johnson, Transit and Parking Program Manager

PRESENTER: Chris Tatham, CEO, ETC Institute

ITEM TITLE: PRESENTATION FROM CHRIS TATHAM, CEO, ETC INSTITUTE, OF THE EMBARK NORMAN 2020 CUSTOMER AND MARKET STUDY.

Survey Findings

Presented to

City of Norman

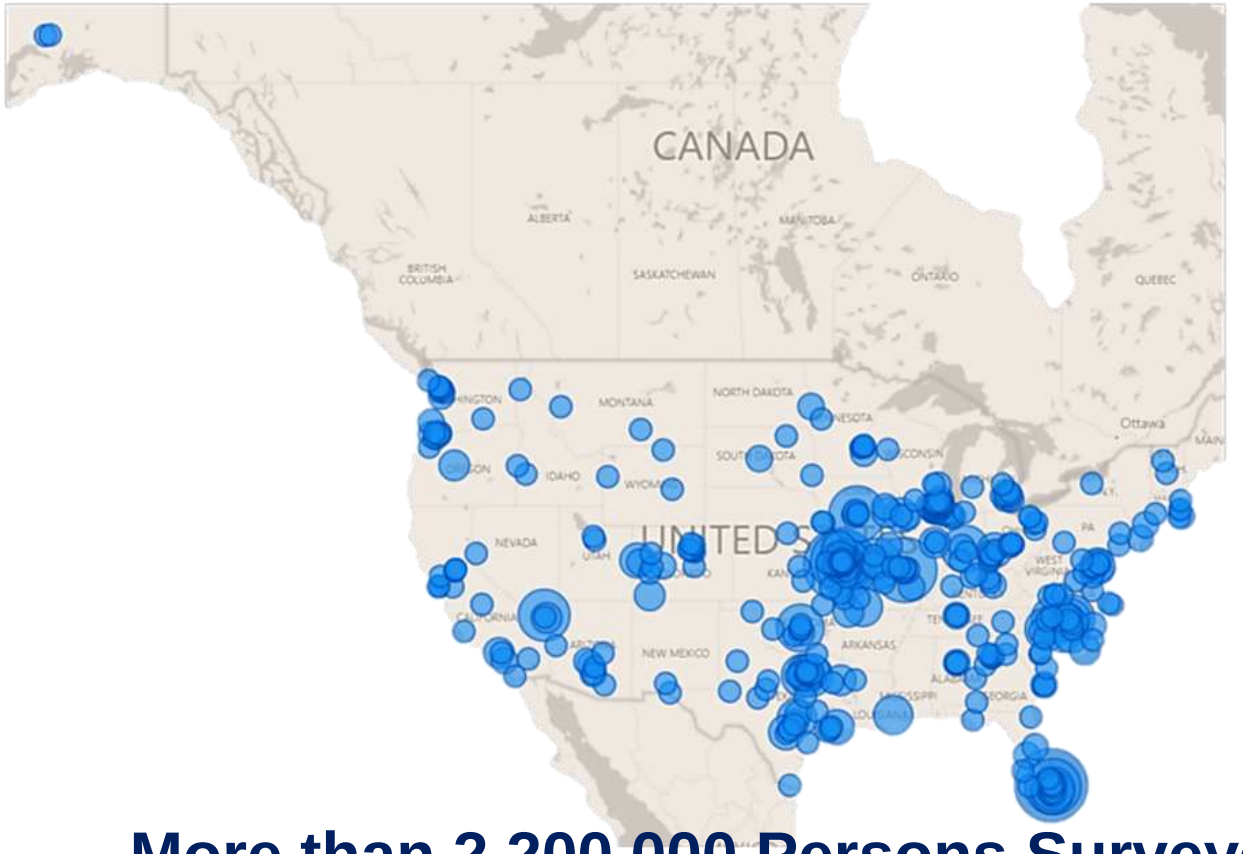
By

ETC Institute

August 26, 2021

ETC Institute: A National Leader in Market Research for Local Governmental Organizations

…helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years



Clients include 25 of the 35 largest public transit systems in the United States

More than 2,200,000 Persons Surveyed Since 2006 for more than 1,000 communities in 49 States

Agenda

- Non-Rider Survey Findings
- Rider Survey Findings
- Transit Summary
- Questions

Non-Rider Survey

Purpose of the Survey

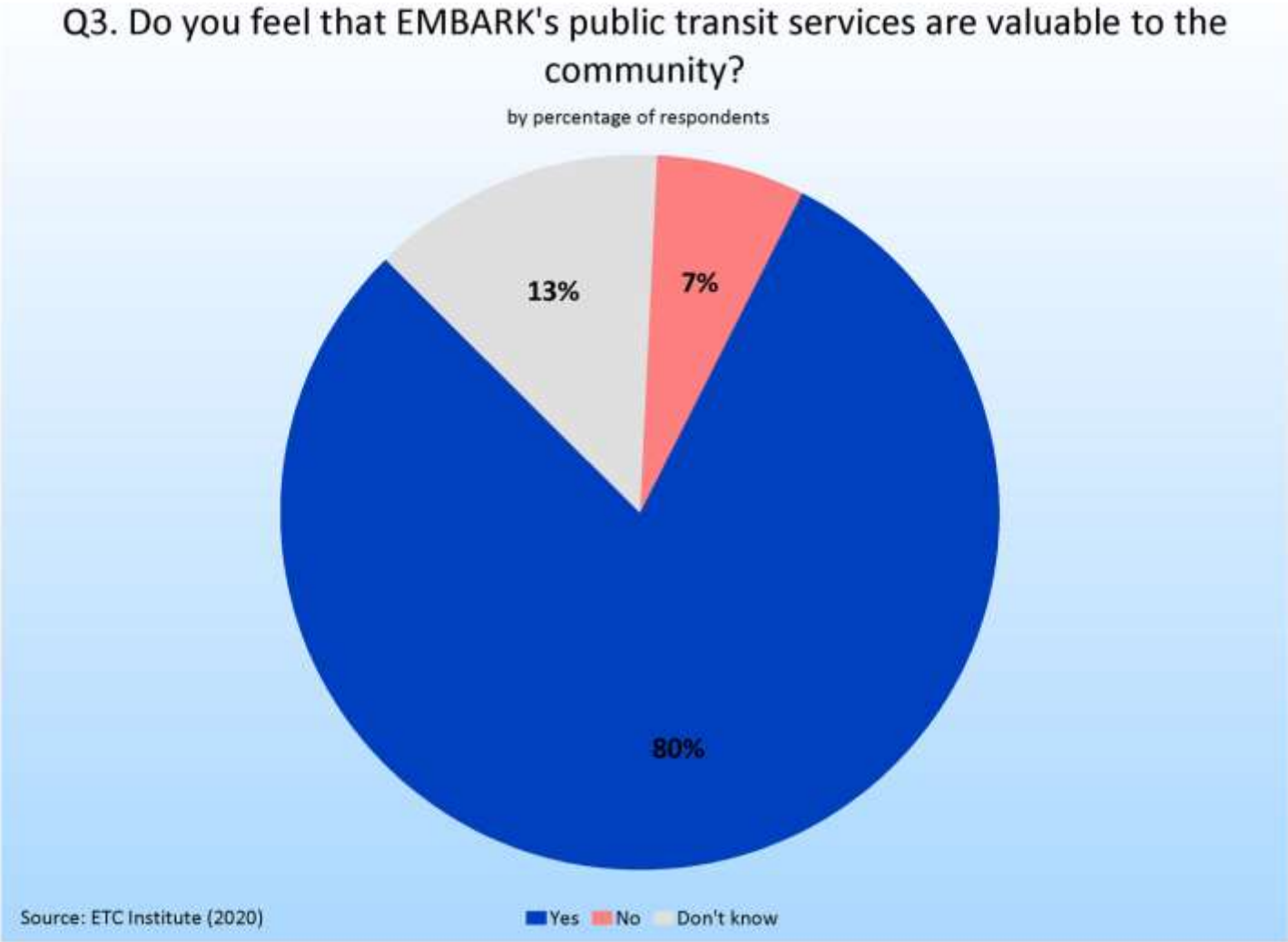
- Assess the perceived importance of transit in the community among those who do not use transit
- Measure awareness of transit and familiarity with the services provided
- Determine if non-riders would consider using transit and if so,
  - what service characteristics are most important?

Methodology

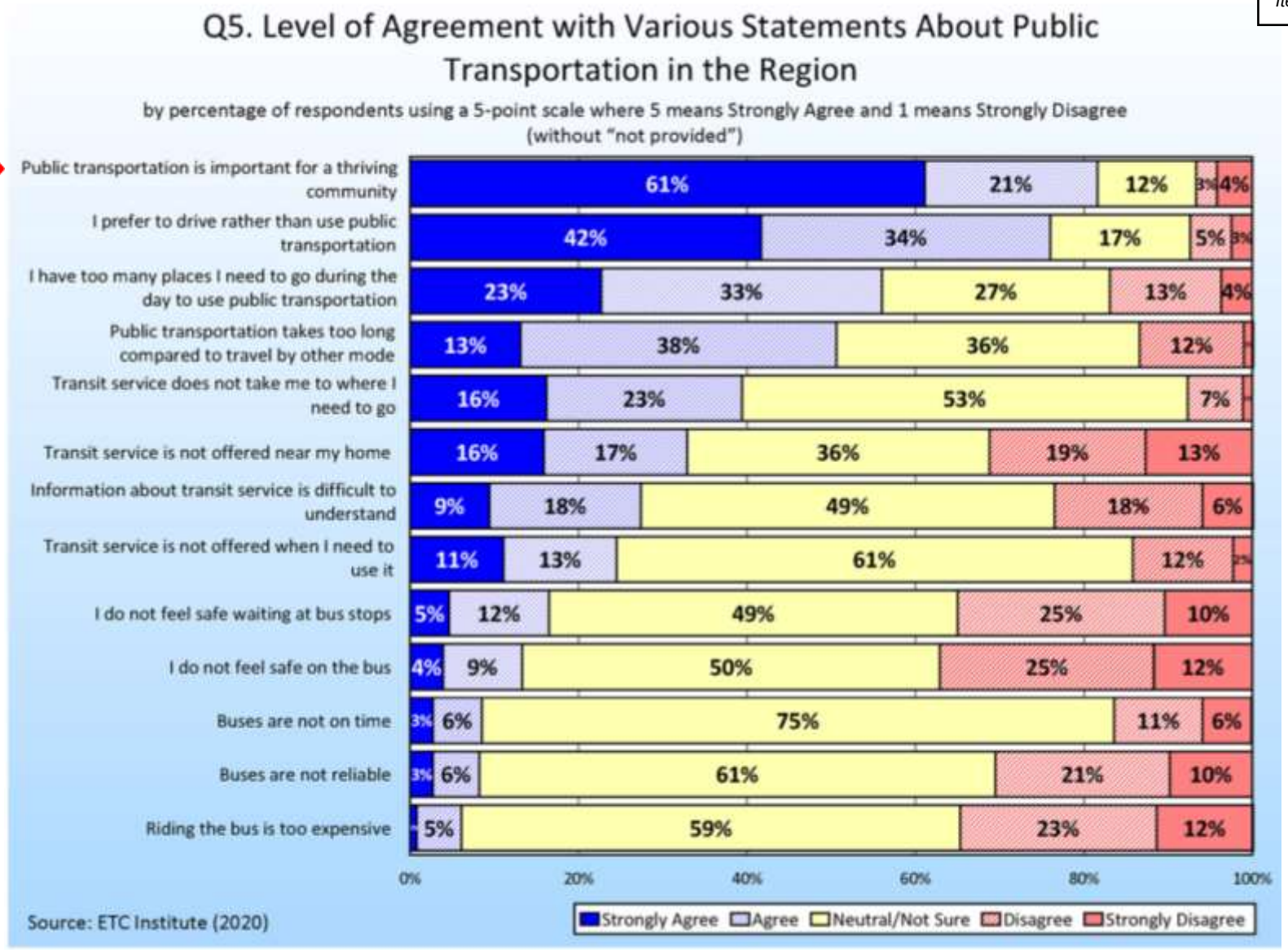
- Surveys were conducted during the winter of 2020
- Administered by email and mail to 1,275 residents in EMBARK's service area:
    - 973 in Oklahoma City and **302 in Norman**
- Overall results have a precision of at least +/-2.7% at the 95% level of confidence.
    - Norman results have a precision of at least +/-5.9% at the 95% level of confidence.

Findings from the Non-Rider Survey

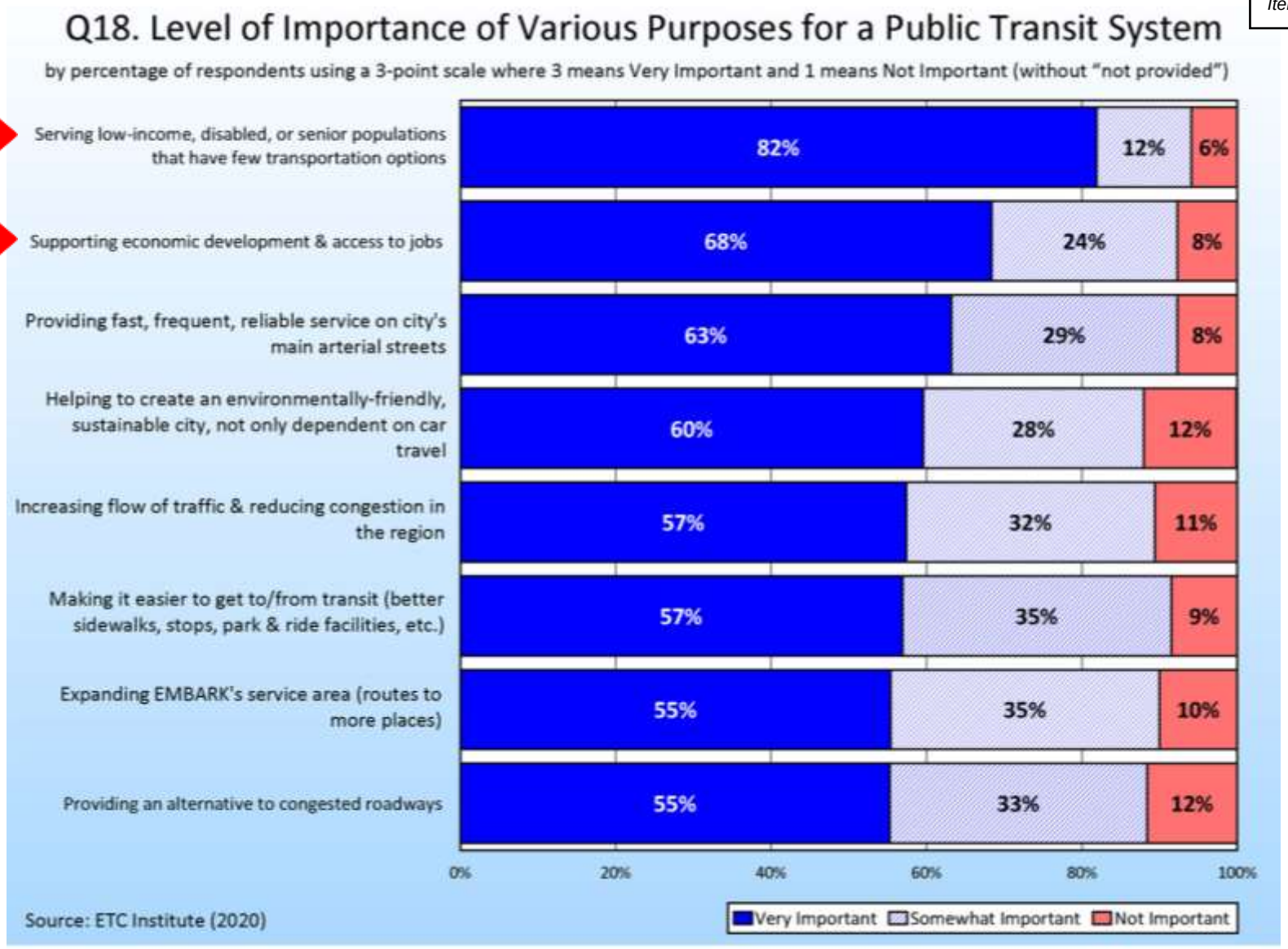
Public Transit Is a High Priority to Residents



80% "YES" in Norman vs. 77% in OKC



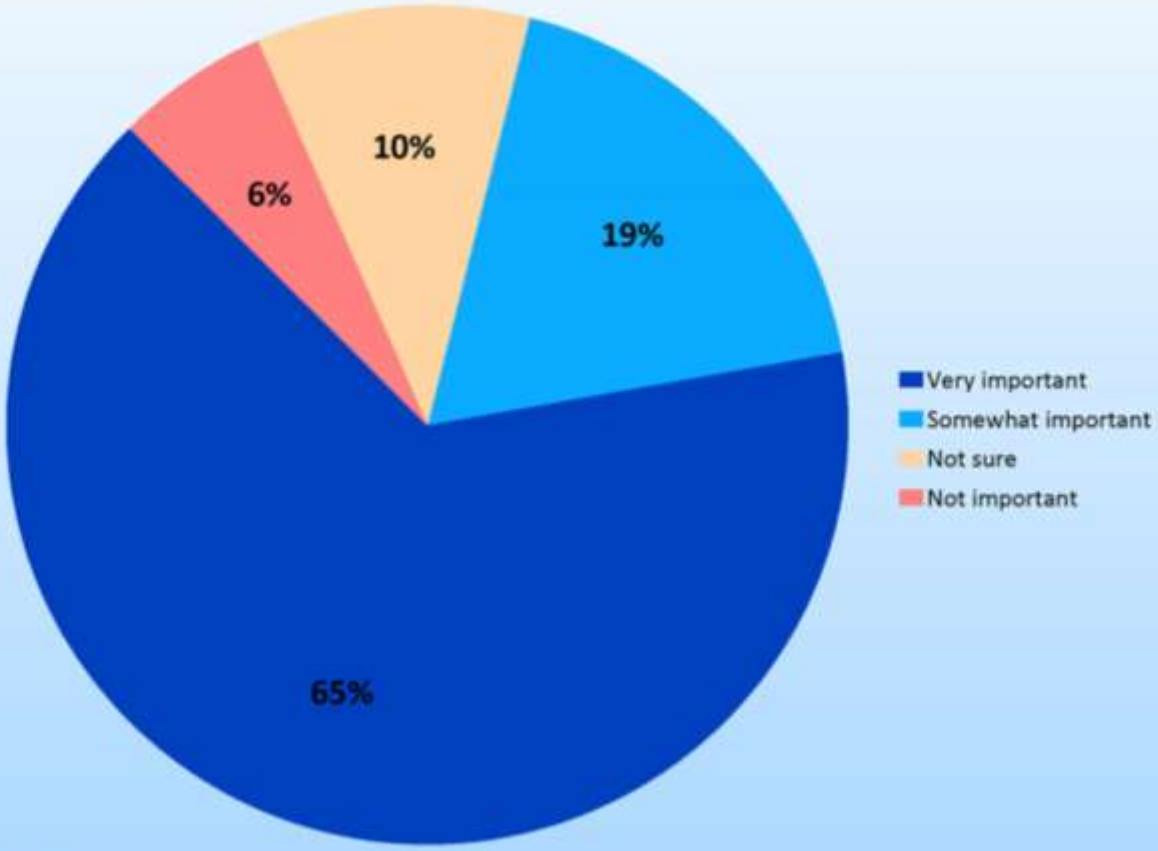
Public Transportation Is Important to Norman Residents, Including Those Who Prefer to Drive



Residents Think It Is Important to Provide Public Transportation for Many Reasons

Q20. Overall, how important do you think it is for the region (Central Oklahoma Metro) to support and fund improved public transportation?

by percentage of respondents



Source: ETC Institute (2020)

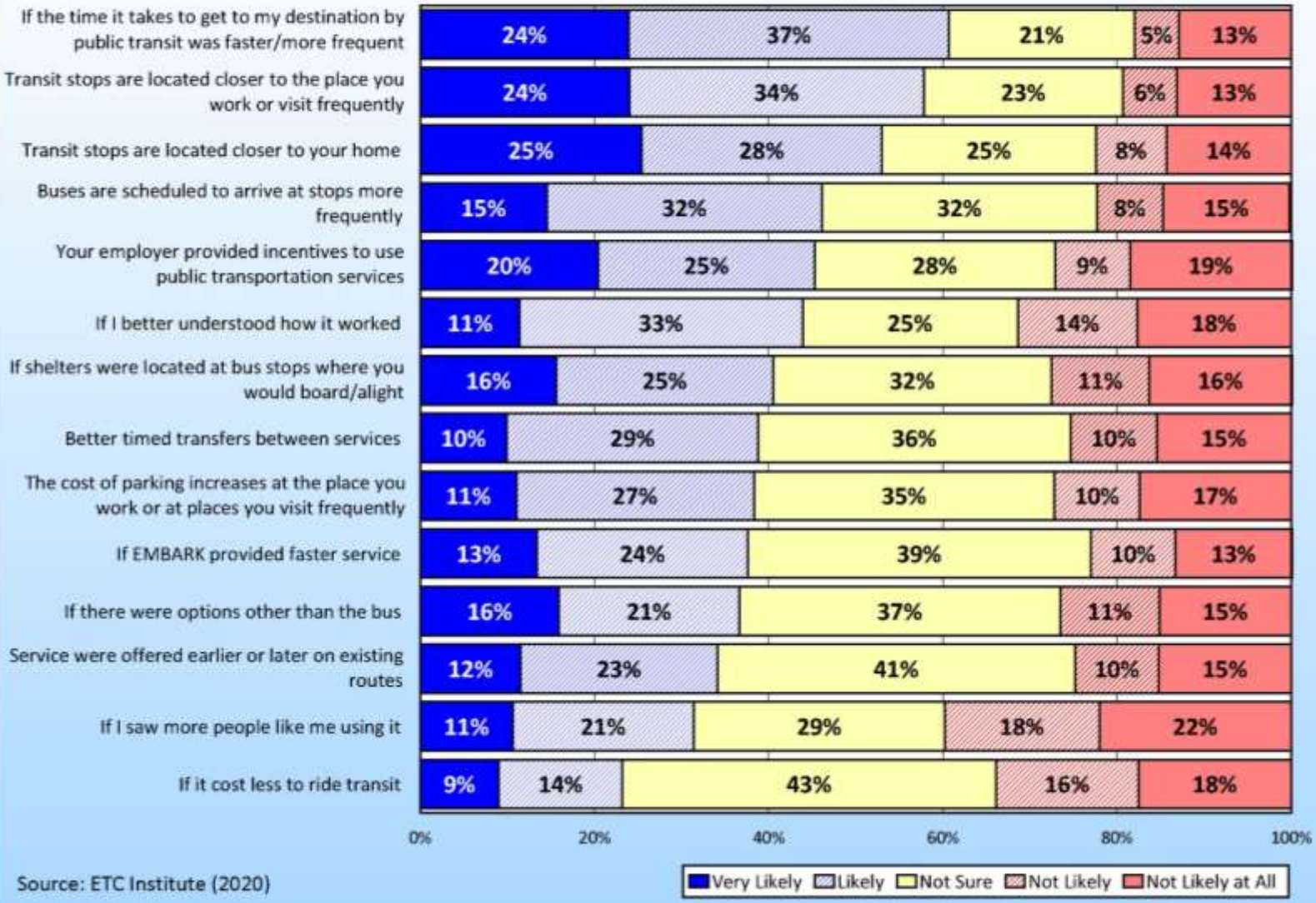
65% "Very Important" in Norman vs. 51% in OKC

Findings from the Non-Rider Survey

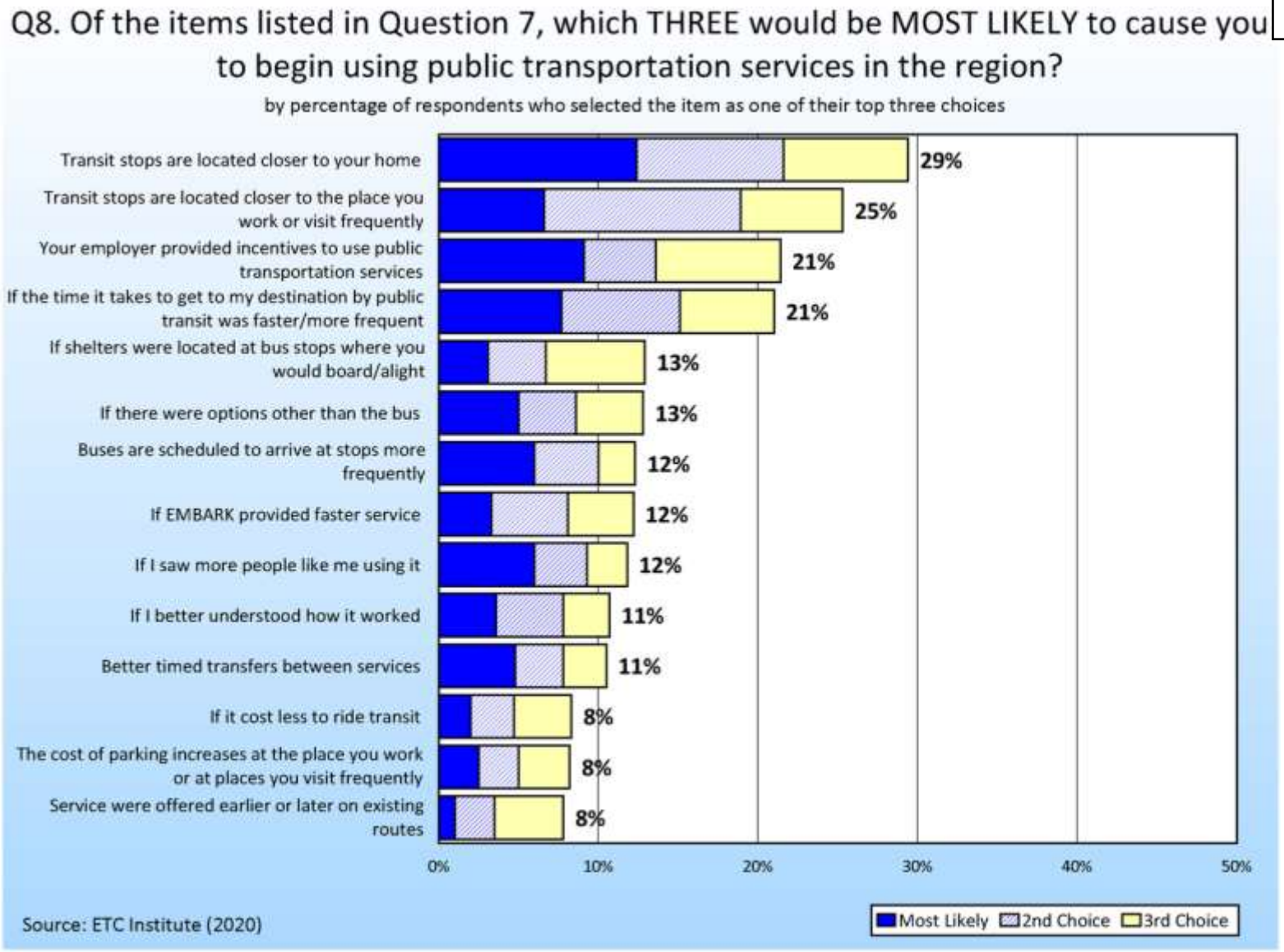
Commuters Would Use Transit Under the Right Conditions

Q7. Likelihood of Various Factors Encouraging Public Transportation in the Region

by percentage of respondents using a 5-point scale where 5 means Very Likely and 1 means Not Likely at All (without "not provided")



Source: ETC Institute (2020)


Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?
by percentage of respondents who selected the item as one of their top three choices
Transit stops are located closer to your home
29%
Transit stops are located closer to the place you work or visit frequently
25%
Your employer provided incentives to use public transportation services
21%
If the time it takes to get to my destination by public transit was faster/more frequent
21%
If shelters were located at bus stops where you would board/alight
13%
If there were options other than the bus
13%
Buses are scheduled to arrive at stops more frequently
12%
If EMBARK provided faster service
12%
If I saw more people like me using it
12%
If I better understood how it worked
11%
Better timed transfers between services
11%
If it cost less to ride transit
8%
The cost of parking increases at the place you work or at places you visit frequently
8%
Service were offered earlier or later on existing routes
8%
0%
10%
20%
30%
40%
50%
Source: ETC Institute (2020)
Most Likely
2nd Choice
3rd Choice

Rider Survey

Purpose of the Survey

- Better understand the characteristics of riders
- Assess satisfaction transit services
- Identify opportunities for improvement

Methodology

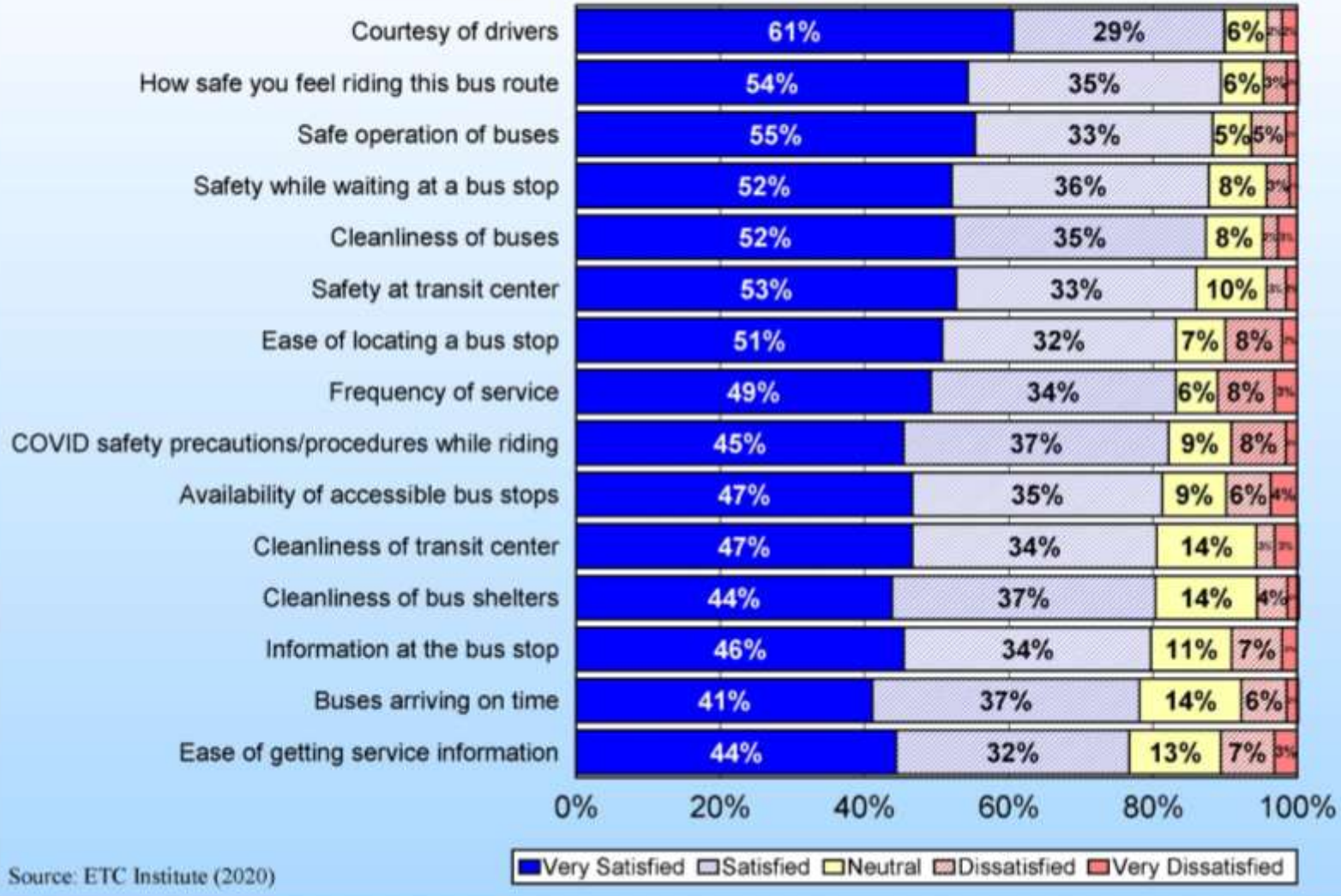
- Surveys were conducted during the fall of 2020
- 1,208 total surveys were completed:
  - 994 in Oklahoma City and **214 in Norman**
- Overall results have a precision of at least +/-2.5% at the 95% level of confidence.
  - Norman results have a precision of at least +/-6.9% at the 95% level of confidence.

Findings from the Rider Survey

Most Riders Are Satisfied with Transit Services

Q8. Satisfaction with Service

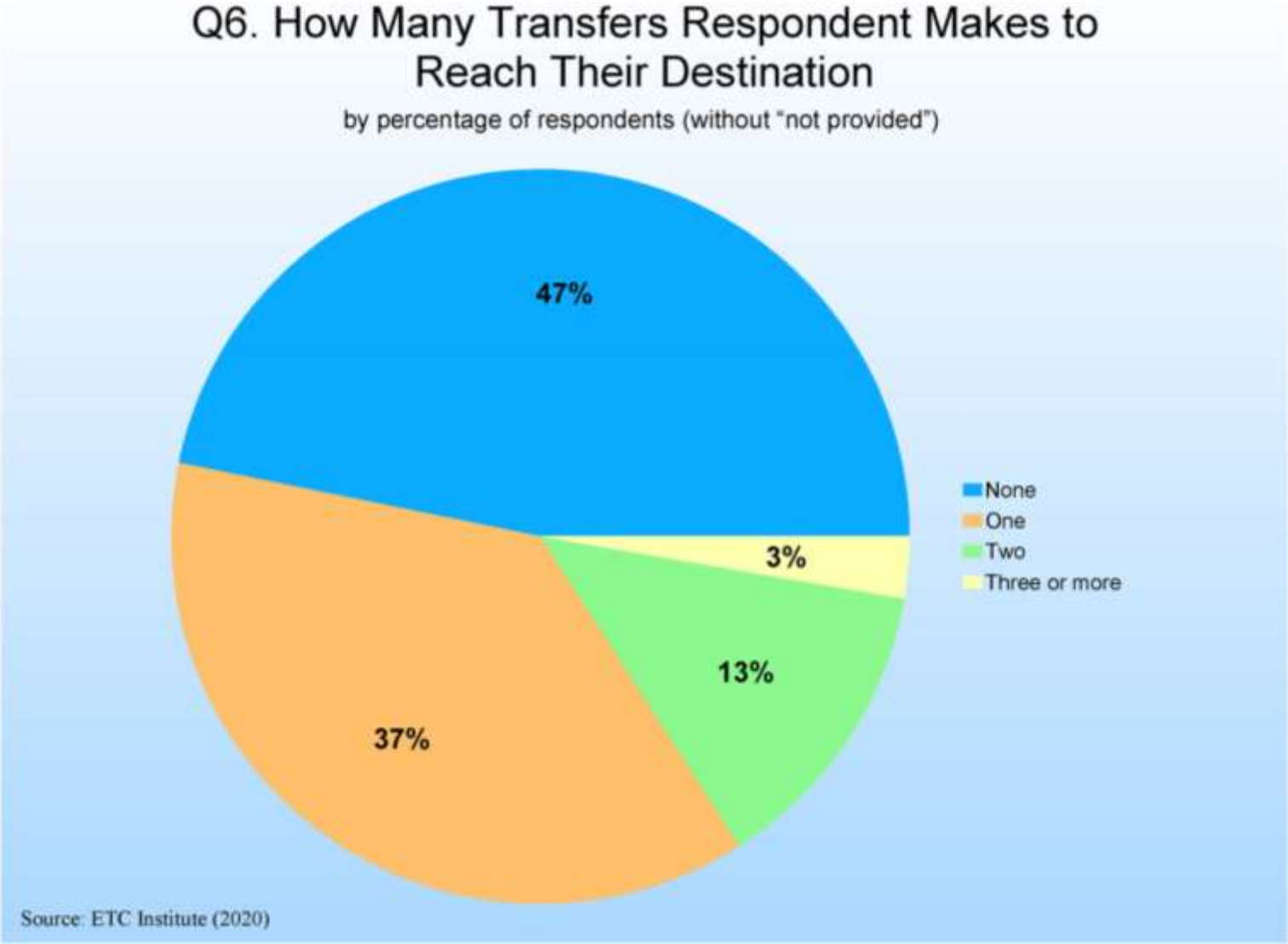
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Findings from the Rider Survey

Many Riders Make Multiple Transfers to Reach Their Destination



16% Make at Least 2 Transfers

Findings from the Rider Survey

Opportunities for Improvement

2020 Importance-Satisfaction Rating
EMBARK Onboard Survey - Norman
Major Categories of Services

Top Priorities for Norman

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < 0.10)						
1 Buses arriving on time	45%	1	78%	14	0.0975	1
2 Availability of accessible bus stops	39%	2	81%	10	0.0735	2
3 Frequency of service	36%	3	83%	8	0.0603	3
Information at the bus stop	18%	5	80%	13	0.0369	4
Cleanliness of buses	16%	6	87%	5	0.0198	5
Ease of getting service information	8%	8	77%	15	0.0196	6
Courtesy of drivers	19%	4	90%	1	0.0194	7
Safety while waiting at a bus stop	11%	7	88%	4	0.0134	8
Cleanliness of bus shelters	6%	10	80%	12	0.0122	9
Ease of locating a bus stop	7%	9	83%	7	0.0122	10
Safety at transit center	5%	11	86%	6	0.0064	11
Safe operation of buses	4%	12	88%	3	0.0043	12
Cleanliness of transit center	2%	13	81%	11	0.0029	13
How safe you feel riding this bus route	2%	14	89%	2	0.0016	14
COVID safety precautions/procedures while riding	0%	15	82%	9	0.0000	15

2020 Importance-Satisfaction Rating
EMBARK Onboard Survey - OKC
Major Categories of Services

Priorities for Norman Shaded

	Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
	Medium Priority (IS < 0.10)						
1	Buses arriving on time	30%	1	68%	14	0.0944	1
3	Frequency of service	22%	3	70%	11	0.0650	2
	Courtesy of drivers	20%	4	69%	13	0.0610	3
2	Availability of accessible bus stops	22%	2	72%	9	0.0609	4
	Cleanliness of buses	14%	5	69%	12	0.0441	5
	COVID safety precautions/procedures while riding	12%	6	77%	4	0.0277	6
	Cleanliness of bus shelters	7%	10	63%	16	0.0245	7
	Safe operation of buses	11%	7	78%	2	0.0242	8
	Information at the bus stop	6%	12	67%	15	0.0190	9
	Safety while waiting at a bus stop	6%	11	70%	10	0.0185	10
	How safe you feel riding this bus route	8%	8	79%	1	0.0165	11
	Ease of paying your fare	7%	9	77%	3	0.0160	12
	Ease of getting service information	5%	13	72%	8	0.0149	13
	Safety at transit center	5%	14	73%	6	0.0126	14
	Ease of locating a bus stop	4%	15	75%	5	0.0091	15
	Cleanliness of transit center	2%	16	73%	7	0.0047	16

The Availability of Accessible Bus Stops Ranked Slightly Higher in Norman than OKC

Transit Summary

- Most residents think transit service is very important even if they are not using it
- Overall satisfaction with transit service among riders is very high
- 92% of Norman residents think transit is important to support economic development and access to jobs
- Many non-riders would be willing to use transit under the right conditions
- As service improvements are made, expectations are likely to rise

QUESTIONS?

CITY OF NORMAN, OK

STAFF REPORT

MEETING DATE: 08/26/2021

REQUESTER: Taylor Johnson

PRESENTER: Taylor Johnson, Transit and Parking Program Manager

ITEM TITLE: SUBMISSION OF PUBLIC TRANSIT RIDERSHIP REPORT.

office memorandum

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: August 26, 2021

SUBJECT: Public Transportation Monthly Report

Purpose

The Public Transportation Monthly Report is meant to provide 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

- Public Transportation Ride Alongs with City Staff
  - City staff would like to create an opportunity for anyone interested in public transportation to join staff for a bus ride during the months of August and September. Each Friday, from August 13 through September 29, a City staff member will be riding route 110 on its 10am trip throughout Norman. While you can catch the bus anywhere along the route, staff will be boarding the bus at stop 4117-Webster Avenue at Tonhawa Street (just outside the west entrance to the old central library at 225 N Webster Avenue) at approximately 10:06am each Friday (it is recommended that you be at the bus stop at least 5 minutes early). Interested individuals are welcome to join staff to ask questions and to get a feel for public transportation in Norman.
  - While an RSVP is not required, it is encouraged to avoid any potential issues with capacity on the bus. You may RSVP to Taylor Johnson, Transit and Parking Program Manager, at 405-217-7721 or taylor.johnson@normanok.gov.
  - Public transportation in Norman is fare free, but please note that a mask is required to use public transportation as directed by the Transportation Security Administration (TSA) until September 13, 2021, unless extended. Disposable masks will be available on the bus if you do not bring your own.

- Public Transportation Response to COVID-19
  - Current Service Changes & Policies
    - Limited Passenger Capacity on Vehicles (gradually increasing)
    - Suspended Route 144-Social Security
    - Mandatory Face Coverings (Federal Requirement)
  - Enhanced Cleaning of Vehicles including Fogging
  - Operator Barriers Installed on Every Vehicle

- Go Norman Transit Plan (City of Norman Transit Long Range Plan Update)
  - The Go Norman Transit Plan was approved by resolution by Council at its June 22nd, 2021 meeting. Staff are beginning exploratory work on the next steps as recommended in the plan.

- Transit Operations and Maintenance Facility
  - Progress continues to be made on the construction of the new facility on north base. The contractor's activities this month were as follows:
    - Site utility installation complete and final grading of parking lot.
    - Continued mezzanine and interior framing.
    - Completed metal building panel and roof installation.
    - Insulation complete.
    - Begun mechanical, electrical, and plumbing installation.
    - Installed trolley crane.
    - Tilt up panels and floors for conference room installed.
    - Began door and window frame installation.

office memorandum

- Grants
  - Staff continued to draw down on grants to reimburse the City for eligible public transit expenses. This includes the annual Federal Transit Administration (FTA) grant for general expenses as well as the CARES Act grant for the new facility that will house the transit maintenance and operations activities on Northbase.
  - The City is currently in the process of purchasing 2 battery electric busses. Staff anticipates receiving these vehicles in August/September 2022. 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 25th meeting. A purchase order was issued on May 27th 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 10th meeting. A purchase order was issued on August 13th to the manufacturer. Approximately 70% of the vehicle purchase price will be reimbursed through a grant received from the FTA's 2021 Low- or No-Emission Vehicle Program. The City's project was 1 of 49 projects selected in the nation.

- 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. This not only includes mechanical maintenance, but also fueling, cleaning, and sanitizing activities which are performed at night at the conclusion of service.
  - 19 out of 28 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.
  - Staff are eagerly awaiting the City's two battery electric busses as previously mentioned under the Grants update.
  - Staff are also working to identify other avenues to purchase transit vehicles to modernized and standardize our fleet using existing local and federal funds available.

Conclusion

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

Attached:

EMBARK Norman Performance Report for July 2021

Transit System Report

July 2021

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 July 2021 was 20,174, compared to 18,410 in June 2021. The average total daily ridership was 776 for July 2021 and 708 for June 2021, a 9.58% increase. Fiscal-year-to-date ridership is 20,174 passengers, a 23.17% increase from the July 2020 YTD total of 16,379.

The fixed-route service totaled 18,520 for July 2021 compared to 16,774 for June 2021. Average fixed-route daily ridership for July 2021 was 712, and 645 for June 2021, a 10.41% increase. Passengers with bicycles or similar means of travel totaled 697, compared to 554 for June 2021. Passengers with wheelchairs or other mobility devices totaled 458, compared to 436 for June 2021.

PLUS ridership totaled 1,654 for July 2021, compared to 1,636 for June 2021. The average daily total PLUS ridership was 64 for July 2021 and 63 for June 2021, a 1.61% increase. Passengers with wheelchairs or other mobility devices totaled 347 for July 2021 and 365 for June 2021, a 4.93% decrease.

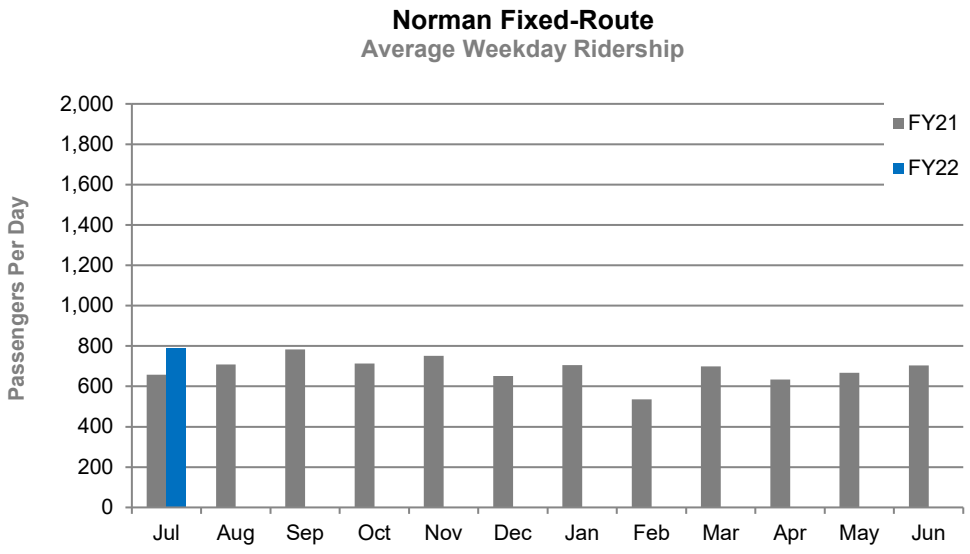
Norman Transit Services	Jul FY22	+/-Jul FY21	+/- Jun FY21
Fixed Routes (M-F)	**16,575**	**9.57%**	**7.07%**
110 - Main Street	4,101	2.01%	-3.32%
111 - Lindsey East	5,749	16.92%	1.00%
112 - Lindsey West	2,210	19.65%	11.50%
120 - West Norman	151	-34.06%	-2.58%
121 - Alameda	4,364	31.01%	20.15%
144 - Social Security	0	0.00%	0.00%
Fixed Routes (Sat)	**1,945**	***N/A***	**50.43%**
110 - Main Street	541	*N/A*	38.72%
111 - Lindsey East	592	*N/A*	38.00%
112 - Lindsey West	300	*N/A*	70.45%
121 - Alameda	512	*N/A*	71.81%
PLUS ADA Service	**1,654**	**32.21%**	**1.10%**
PLUS (M-F)	1,579	26.22%	-0.19%
PLUS (Sat)	75	*N/A*	38.89%
Bikes	697	25.81%	2.35%
Wheelchair	458	27.58%	5.05%
PLUS Wheelchair	347	36.08%	-4.93%

Saturday ridership for Norman started on August 15, 2020. As a result, there is no comparable year-over-year ridership data for that category. On June 11th, capacity was expanded, allowing six additional passengers per vehicle. July was the first month of the 2022 fiscal year. Although EMBARK Norman does not operate on 7/4, the date fell on a Sunday and buses ran their usual schedules on 7/5.

Fixed Route Weekday Ridership

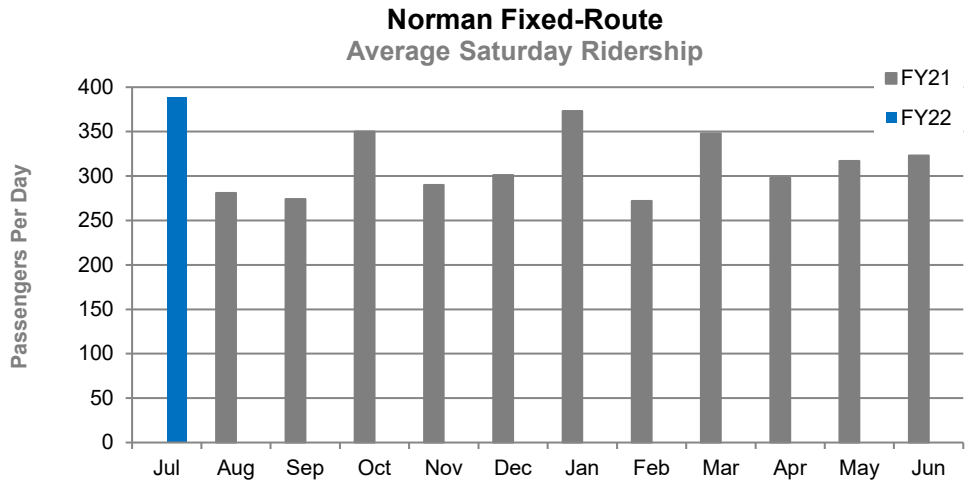
Total fixed-route weekday ridership for July 2021 was 16,575, a 7.07% increase from 15,481 in June 2021. Average weekday passenger ridership totaled 789 in July 2021, a 12.17% increase compared to 704 for June 2021. Average ridership increased 20.00% compared to 658 passengers in July 2020. The average RPSH was 11.28.

Route 144 was not operated due to the ongoing COVID outbreak.



Fixed Route Saturday Ridership

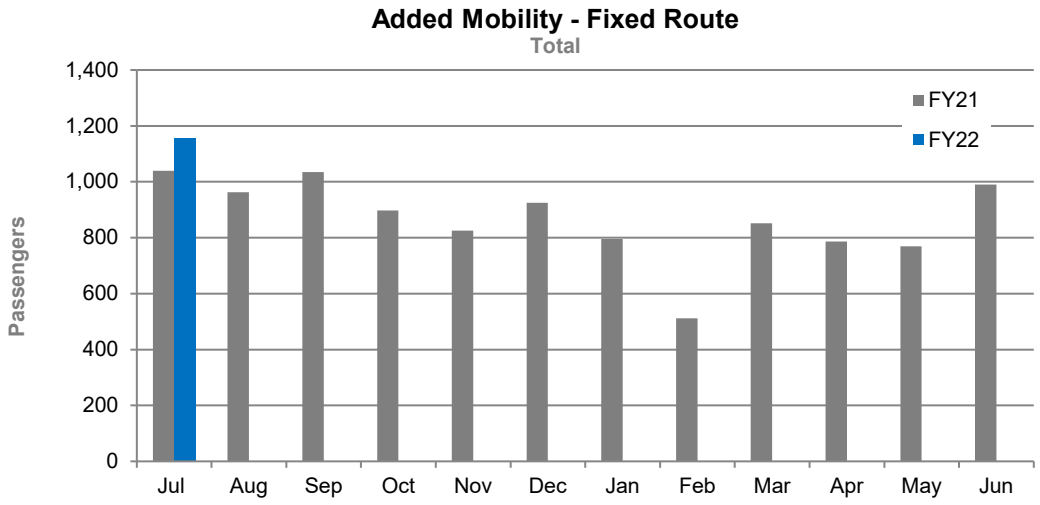
Total fixed-route Saturday ridership for July 2021 was 1,945, a 50.43% increase over 1,293 for June 2021. Average weekend passenger ridership totaled 389 for July 2021, a 20.34% increase, compared to 323 for June 2021. The average RPSH was 10.99.



Added Mobility – Fixed Route

Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,155 for July 2021, a 16.67% increase from 990 in June 2021, and a 11.06% increase from 1,040 in July 2020.

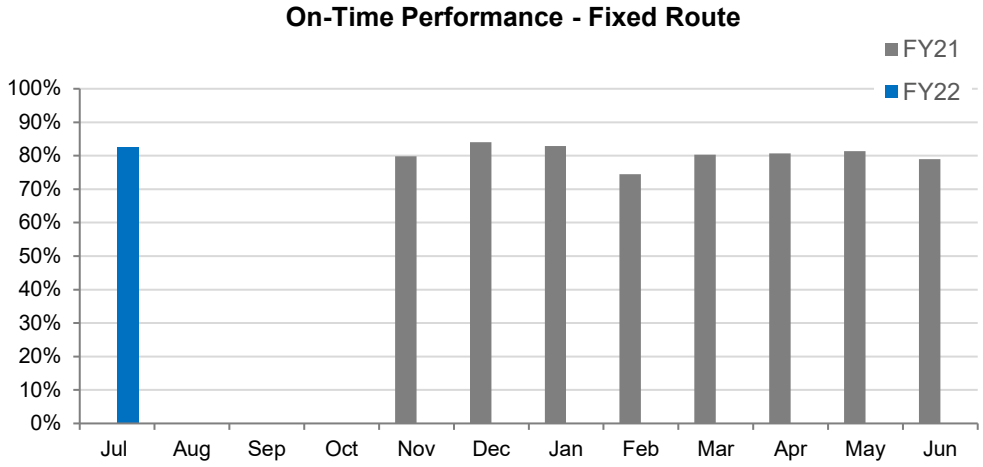
Bike passengers totaled 697, a 25.81% increase from 554 in June 2021 and a 2.35% in crease from 681 in July 2020.



Wheelchair passengers totaled 458, a 5.05% increase from 436 in June 2021, and a 27.58% increase from 359 in July 2020.

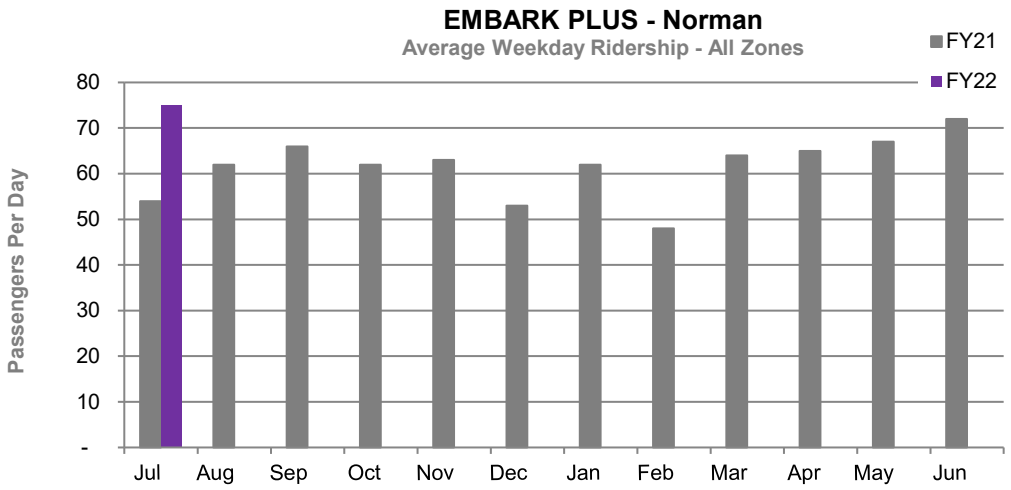
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was in 82.5% July 2021, a 3.5% increase from 79.0% in June 2021. As fixed-route on-time performance was first reported in November 2020, comparable year-over-year data is not available.



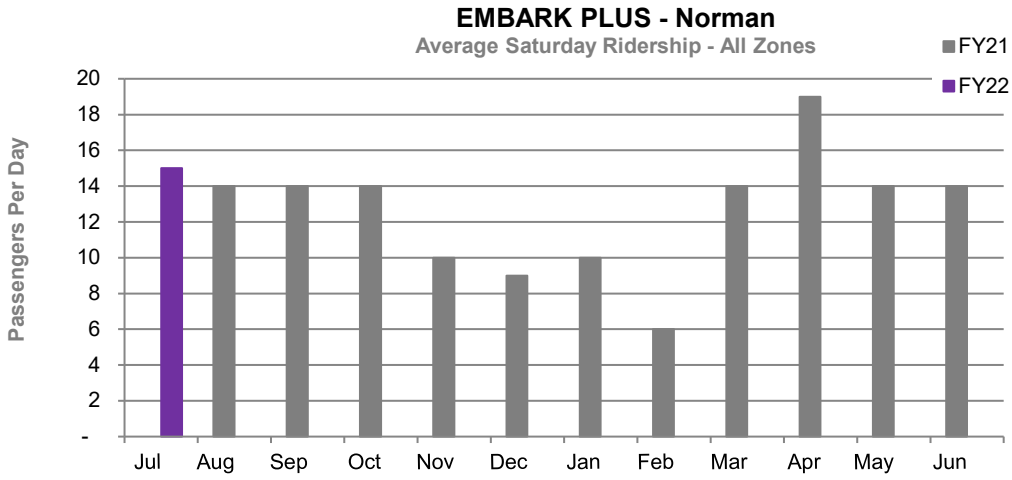
PLUS Weekday

Total PLUS weekday ridership for July 2021 was 1,579, a 0.19% decrease from 1,582 in June 2021 and a 26.22% increase from 1,251 in July 2020. Average weekday passenger ridership totaled 75 for July 2021, a 4.56% increase from 72 for June 2021 and a 38.24% increase from 54 for July 2020. RPSH was 0.62.



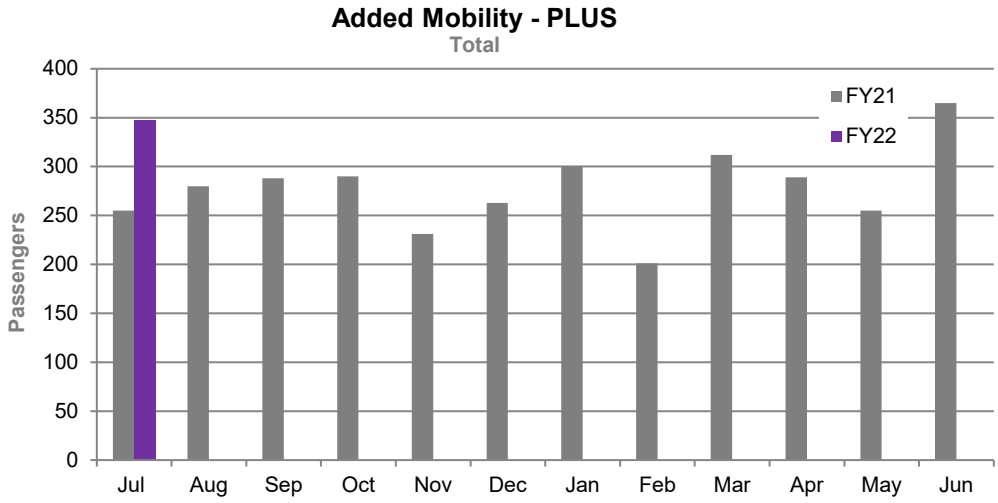
PLUS Saturday

Total PLUS Saturday ridership for July 2021 75 was, a 38.89% increase from 54 in June 2021. Average Saturday passenger ridership totaled 15 for July 2021, a 11.11% increase from 14 in 2021. RPSH was 1.15.

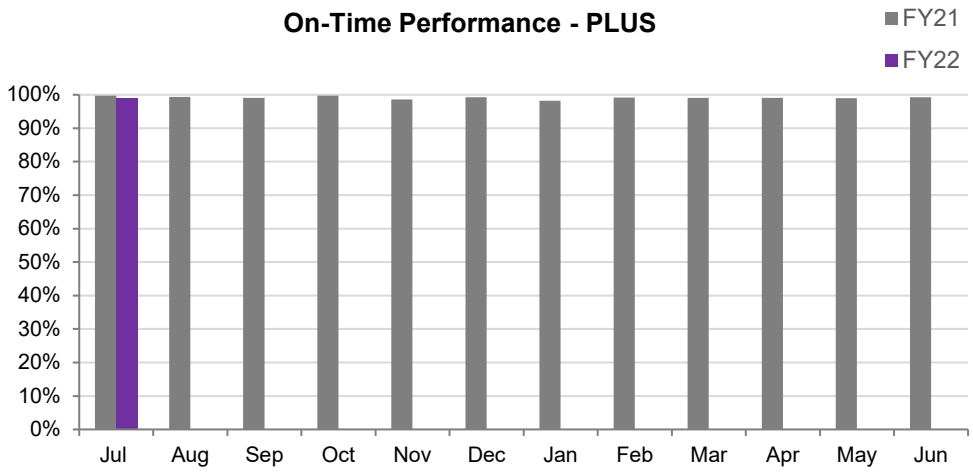


Added Mobility - PLUS

PLUS passengers with added mobility totaled 347 for July 2021, a 4.93% decrease from 365 in June 2021, and a 36.08% increase from 255 in July 2020.



On-Time Performance - PLUS



Cumulative on-time performance for PLUS buses was 99.06%, a 0.17% decrease from 99.23% in June 2021 and a 0.69% decrease from 99.75% in July 2020.

Weekday on-time performance in the primary zone was 99.35%, a 0.35% increase from 98.99% in June 2021 and a 0.34% decrease from 99.69% in July 2020. Weekday on-time performance in the secondary zone was 98.69%, a 1.31% decrease from 100.00% in both June 2021 and July 2020. Saturday on-time performance was 95.38%, a 4.62% decrease from 100.00% in June 2021.

PLUS Weekday Service Summary	Jul FY22	+/- Jul FY21	+/- Jun FY21		**PLUS Saturday Service Summary**	Jul FY22	+/- Jul FY21	+/- Jun FY21
Total Passengers	1,579	26.22%	-0.19%		Total Passengers	75	*N/A*	38.89%
Total Trips	1,529	27.52%	1.87%		Total Trips	65	*N/A*	30.00%
Trips Daily Average	75	38.24%	4.56%		Trips Daily Average	13	*N/A*	4.00%
Trips Requested	1,529	27.52%	1.87%		Trips Requested	65	*N/A*	30.00%
Denied Trips	0	0.00%	0.00%		Denied Trips	0	*N/A*	0.00%
Capacity Denials	0	0.00%	0.00%		Capacity Denials	0	*N/A*	0.00%
No Show	17	88.89%	-19.05%		No Show	3	*N/A*	200.00%

PLUS Applications	Jul FY22	+/- Jul FY21	+/- Jun FY21
New Applications	10	42.86%	-23.08%
Renewals Received	4	-55.56%	-42.86%
Applications Approved	16	-15.79%	100.00%
Applications Denied	2	-200.00%	100.00%

Summary of Services Table: July 2021

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. Although the Fiscal Year for 2020 began on July 1, 2019, EMBARK did not start providing service in Norman until August 5, 2019, and ridership numbers are counted from that date forward. EMBARK PLUS operations and ridership began in October 2019.

EMBARK Norman Service Summary	ADP Jul FY22	FY22 YTD	FY21 YTD		**Service Profile**	Jul FY22	Jul FY21	Jun FY21
Fixed Routes (M-F)	789	16,575	15,128		Weekdays	21	23	22
Fixed Routes (Sat)	389	1,945	N/A		Saturdays	5	0	4
PLUS (M-F)	75	1,579	1,251		Gamedays	0	0	0
-Zone 1*	60	1,263	1,003		Holidays	0****	1	0
-Zone 2**	15	316	248		Weather	0	0	1
PLUS (Sat)***	15	75	N/A		Fiscal YTD Days	26	23	302
					Cal. YTD Days	179	151	153

* Requires ¾ mile
**Operates only on Weekdays until 7:00 pm
***Operates only in Zone 1
****Service was not impacted by Independence Day as it fell on a Sunday.

Strategic Performance Measures

MEASURE	FY 22 YTD	FY 22 Targets	
# of Norman fixed-route passenger trips provided	18,520	265,054	◆
# of Norman paratransit trips provided	1,594	19,000	▲
% of on-time Norman paratransit pick-ups	99.06%	95.00%	●
# of Norman bus passengers per service hour, cumulative	11.24	12.70	▲
# of Norman bus passengers per day, average	712	*N/A**	*N/A**
% of Norman required paratransit pick-ups denied due to capacity	0.00%	*N/A**	*N/A**

*These LFR targets are unavailable for this fiscal year. We hope to have them for FY23.

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
- **FY21** – The fiscal year 2021. Lasted from 7/1/2020 to 6/30/2021
- **FY22** – The fiscal year 2022. Lasting from 7/1/2021 to 6/30/2022
- **FY YTD** – Fiscal Year, Year to Date
- **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

CITY OF NORMAN, OK

STAFF REPORT

MEETING DATE: 08/26/2021

REQUESTER: David Riesland

PRESENTER: David Riesland, Transportation Engineer

ITEM TITLE: DISCUSSION REGARDING BACK-IN ANGLE PARKING PILOT PROJECT ON JAMES GARNER AVENUE AND ASSOCIATED ORDINANCE.

Back-in Angle Parking Pilot Project on James Garner Avenue and Associated Ordinance Change

Community Planning & Transportation Committee

August 26, 2021

Why Introduce a Pilot Project?

- Norman currently has no back-in angle parking
- Two projects, currently under design—James Garner Avenue Phase 3 (Acres to Duffy) and the Gray Street Two-Way Conversion—could consider back-in angle parking to be able to provide more parking than in a typical parallel parking layout
- The City created a parallel parking area on James Garner Avenue between Symmes Street and Apache Street in 2019 as part of an original pilot to show how parallel parking with a pull-off lane could work
- This parallel parking area was created in accordance with our Engineering Design Criteria and features the pull-off area to be able to access the parallel parking spaces without interfering with through traffic on James Garner Avenue
- Because this pull-off exists, this area is a prime candidate for another pilot for back-in angled parking area by restriping the existing parallel parking spaces—total cost to implement this pilot will be less than $1,000 to be accomplished by city forces with completion in September, 2021
- A pilot project would allow motorists to get used to the concept and allow staff to perfect the implementation of various supplemental signs prior to implementation with much larger projects

Original Pilot Project

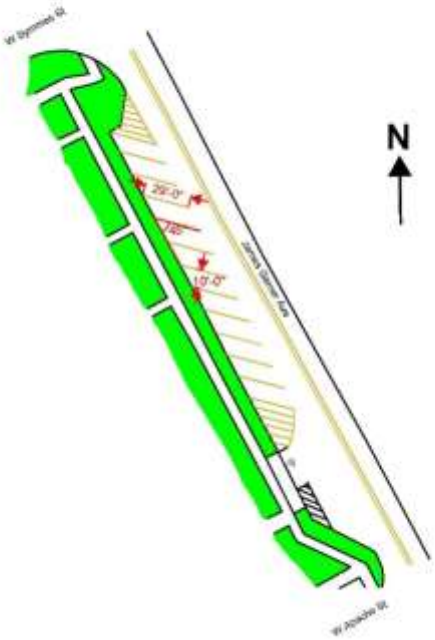
- Original pilot added a row of parallel parking spaces to the west side of James Garner Avenue between Symmes Street and Apache Street
- This pilot featured a pull off lane so the backing maneuvers could be made outside of the travel lane
- Intended to demonstrate how the pull off lane might work

Existing Parallel Spaces

- Image shows existing spaces (10 spaces) on James Garner Avenue between Symmes Street and Apache Street
- Note pull-off lane (it is being illegally used for double parking!)
- This would be the location for a 2nd pilot to demonstrate back-in angle parking

Proposed Back-in Angle Parking Spaces

- Preliminary design increases the total number of spaces from 10 to 13 (keeping the one accessible space)
- Design eliminates the potential for double parking
- Much safer operation



What is Back-in Angle Parking?

- Back-in angle parking is a safer type of angle parking that the city is currently investigating

- Instead of pulling into a parking space, cars back into the space, allowing them to make eye contact with oncoming traffic when exiting the parking space

How Does Back-in Angle Parking Work?

- Just like parallel parking:

1. Signal a right turn to warn other drivers
2. Pull past the parking space and stop
3. Reverse into the parking space

- These three simple steps are illustrated in the diagram at right

What are the Benefits of Reverse Angle Parking?

- Improved visibility and increased field of vision—when leaving the parking space, motorists are better able to see oncoming traffic
- Decreased number of collisions—motorists no longer have to back out blindly from their parking space
- Improved safety for children—car doors open in a manner that directs children to the back of the vehicle ushering them toward the sidewalk rather than the street
- Improved safety for bicyclists—as vehicles exit their parking space, they are able to see bicyclists in the roadway

What are the Benefits of Reverse Angle Parking?

- Improved loading and unloading—trunks are adjacent to the sidewalk and open car doors offer protection from the street allowing for loading and unloading to occur outside the traveled way
- Improved accessible parking—accessible parking spaces can be placed adjacent to curb ramps
- Increased space—reverse angle parking does not require as much space to maneuver as traditional angle parking which may result in an increased number of parking spaces or additional room for sidewalks, bike lanes, etc.
- Traffic calming—the back-in maneuver encourages slower vehicle operating speeds

What are Some Potential Downsides?

- Vehicles overhanging sidewalks—this can be alleviated with proper design and placement
- Vehicles backing into street furniture—this can be alleviated with proper design and placement
- Vehicles may enter the spaces head-in from the opposite side of the street—this can be alleviated with enforcement, signs, and driver awareness
- Potential congestion—as with parallel parking, backing in may cause some congestion on heavily trafficked streets
- **Each potential location would be evaluated to determine it if is an appropriate site for back-in angle parking**

Is this really safer than head-in angle parking?

- Yes! Tuscon, AZ has reported an average of 3-4 bike/car crashes per month before back-in angle parking and none in the four years following
- Overall, back-in angle parking improves the safety of the cyclist and drivers by increasing visibility, and makes accessing your car easier and safer

Would the transition be difficult for drivers?

- No. The transition would be aided with signs, etc., to clarify the appropriate use of these spaces. At first, “seed” cars could also be parked in a few spaces to provide a visual example of the correct way to park.
- Staff has created an informational brochure to educate motorists regarding back-in angle parking. This will help with the necessary educational outreach necessary to inform the public of the switch.
- The parking itself is a simple driving operation; it is, in fact, easier than parallel parking, and easier than blindly backing into an active traffic lane to leave a space.

Where else does this concept exist?

- Tulsa, OK
- Birmingham, AL
- Charlotte, NC
- Chico, CA
- Everett, WA
- Honolulu, HI
- Indianapolis, IN
- Knoxville, TN
- Marquette, MI
- Santa Barbara, CA
- Syracuse, NY
- Tuscon, AZ
- Washington, DC
- Hoboken, NJ
- Auburn, NY
- Vancouver, WA
- Davidson, NC
- Fort Collins, CO
- Albuquerque, NM
- Bloomfield, NJ
- Missoula, MT
- New York, NY
- Olympia, WA
- Philadelphia, PA
- Portland, OR
- Pottstown, PA
- Salem, OR
- Salt Lake City, UT
- San Francisco, CA
- Seattle, WA
- Tacoma, WA
- Ventura, CA
- Wilmington, DE
- Burlington, VT
- Enid, OK
- New Braunfels, TX
- Eugene, OR
- South Bend, IN
- Sarasota, FL
- Arlington, TX

MORE ON THE WAY!!

What is needed to enforce back-in angle parking?

- Signs will need to displayed to alert motorists on the other side of the street that head-in parking in spaces intended for back-in parking is illegal
- In order to properly enforce this, a change to the existing Code of Ordinances is needed
- Over time, drivers will become more accustomed to the back-in angle parking and avoid the temptation to park illegally head-in

Ordinance Sec. 20-805

- Sec. 20-805 deals with “Parking, stopping, or standing no to obstruct traffic.”
- Specifically, “No person shall park, stop, or stand a vehicle:”
- (7) currently reads “Facing the opposite way from the normal flow of traffic;”
- To address back-in angle parking, (7) is modified to read “Facing the opposite way from the normal flow of traffic *including turning across a double solid yellow line to park head-in in a space intended for reverse angle back-in parking in the opposite direction;”*

Next Steps

- If the Committee is in agreement with the proposed Ordinance change, staff will work on an Agenda Item for Council approval.
- Staff will also make the arrangements necessary to implement the back-in angle pilot on the west side of James Garner Avenue between Symmes Street and Apache Street

QUESTIONS?