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

Municipal Building, Executive Conference Room, 201 West Gray, Norman, OK 73069
Thursday, April 24, 2025 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, relation, 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 call 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.

CALL TO ORDER

AGENDA ITEMS

1. PRESENTATION OF THE MARCH PUBLIC TRANSIT REPORT.
2. DISCUSSION REGARDING PROJECT DESIGN FOR THE 24TH AVENUE NW AND 48TH AVENUE NW WIDENING PROJECTS.
3. DISCUSSION REGARDING THE POTENTIAL INSTALLATION OF STREET BOLLARDS ON CAMPUS CORNER.

ADJOURNMENT

MEMO TO: Council Community Planning and Transportation Committee

FROM: Taylor Johnson AICP, Transit and Parking Program Manager
THROUGH: Scott Sturtz P.E., CFM, Director of Public Works

DATE: April 24, 2025
SUBJECT: Public Transportation Monthly Report

office memorandum

Purpose:
The Public Transportation Monthly Report provides updates to City Council on public transit related items. Additionally, the EMBARK Norman Performance Report and the Norman On-Demand Performance Report for the previous month are attached. These reports provide updates on key metrics associated with the operations of each respective transit system.

Updates:
Go Norman Transit Plan
The Go Norman Transit Plan was approved by resolution by Council on June 22nd, 2021. On December 13, 2022 Council approved a resolution to alter transit bus service as recommended in the Plan. The route changes were effective October 16, 2023 after many months of implementation work, including the remodel of 320 E. Comanche into the Norman Transit Center. Staff continue to move forward on the next steps as recommended in the plan. Recent work includes:

Fleet Maintenance & Vehicle Procurement (upgrades and standardization)

- City Fleet Maintenance staff continue to ensure that the transit fleet is in operational condition each morning for line up.
  - Of the City's 27 revenue vehicles in the Transit Fleet, and not accounting for vehicles which already have replacements on order, there are only 3 vehicles remaining which were received from the University and have surpassed their useful life and are eligible to be retired according to FTA standards, all of which are in fixed route service. One additional unit in the paratransit fleet is also eligible to be retired and replaced.
- The City is in the process of purchasing 6 CNG cutaway transit buses for the paratransit fleet. All six of these vehicles were delivered to the Northbase complex between March 26-28, 2025. These vehicles are undergoing final inspections and warranty repairs to correct any issues found during the final inspection. Final equipment up-fitting will be completed before these vehicles are put into service which is expected in the coming weeks. Below is background on this purchase:
  - On June 11, 2024, Council adopted resolution R-2324-149 formally accepting an FTA grant and authorizing this purchase. After additional approvals to enhance the vehicles, the revised cost share per bus is $129,452 federal (72%) and $51,998 local match (28%), resulting in $181,450 total per bus. Thus the proposed cost share for 6 cutaway buses is $776,714 federal (72%) and $311,986 local (28%), resulting in a $1,088,700 total cost for 6 units.

Service Expansion Priorities
Following implementation of the new route network in October 2023, and then increasing the frequency of service on Route 112 (West Lindsey) from 60 minutes to 30 minutes (*priority 2*), City Transit staff continue to review the next priorities recommended by the Go Norman Transit Plan:

- Priority 1: Sunday Service – Proposed Sunday service span and trip frequencies would match current Saturday service levels. Sunday transit service is currently being offered and evaluated as part of the Norman On-Demand microtransit pilot program.
- Priority 3: Increased Frequency on Route 110 – This service expansion upgrades the trip frequency of Route 110 (Main St/24th Ave NW) from 60 minutes to 30 minutes. Staff are re-evaluating the timing of this priority in relation to the current ridership, expected development along the route, and other transit needs.
- Priority 4: Implementation of New Route 113 – This service expansion would add a new route in Southeast Norman operating with a 30-minute frequency. The proposed route, as recommended in the plan, would operate along Classen Blvd, Constitution St, Oak Tree Ave, 12th Ave SE, Cedar Ln and then turnaround near Cedar Ln and Classen Blvd.

memorandum

Central Oklahoma Long Range Transit Plan

Utilizing a combination of ACOG FTA Planning and OKC MAPS 4 funding, EMBARK and ACOG are leading a project and working with a consultant to create a Central Oklahoma Long Range Transit Plan. This plan will work with all existing transit providers to analyze existing and planned improvements to transit in the region. At a high level, this plan will make recommendations for the regions transit service as a whole. Expected completion date is late summer 2025 with public and stakeholder engagement throughout the process. An update from ACOG and EMBARK on the development of the plan was presented to Council during the January 14, 2025 Council Conference and another update is planned for May 13.

Grants

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Below is a grant received from ACOG that staff continue to work on.

- On February 15, 2024, the Association of Central Oklahoma Governments (ACOG) awarded The City of Norman $1,078,880 in Public Fleet Conversion Grant Program funding which will require a local match of $269,270 (which has been identified in the Public Transportation Fund) to install pantograph EV bus charging infrastructure at the Norman Transit Center. This overhead infrastructure will allow the City's battery electric buses to rapidly recharge while stopped at the Transit Center during operation thereby extending the time before these EV buses need to return to the Transit maintenance facility to fully recharge. The total cost of this project is estimated to be $1,348,600.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

On July 9, 2024, Council approved contract amendments with both Via Transportation and the University of Oklahoma to extend the expanded service through the end of summer 2025. The service entered its second year of operation on August 20, 2024. Staff are exploring options for this pilot program's future past the current, approved contract period. While funds to continue the operations of Norman On-Demand were requested in the budget process, due to budget constraints the proposed fiscal year 2026 budget does not include funding to continue this service. More details regarding operations can be found in the attached monthly performance report for this service, named Norman On-Demand.

Conclusion:

Thank you for your review of these updates and attached monthly performance reports. Staff are prepared to answer any questions you may have.

Attached:

1. EMBARK Norman Performance Report for March 2025.
2. Norman On-Demand Performance Report for March 2025.

Transit System Report

March 2025

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 February 2025 was 37,386 compared to 35,374 in February 2024. The average total daily ridership was 1,569 for February 2025, a 10.88% increase from 1,415 in February 2024. Fiscal-year-to-date ridership is 329,340 passengers, a 25.96% increase from the 2024 YTD total of 303,003.**

The fixed-route service totaled 43,178 for March 2025 compared to 31,961 for March 2024. Average fixed-route daily ridership for March 2025 was 1,661 compared to 1,232 for March 2024. Passengers with wheelchairs or other mobility devices totaled 614, compared to 747 for March 2024. Passengers with bikes or other mobility devices totaled 1,133, compared to 523 for March 2024.

*PLUS ridership totaled 1,378 for February 2025, compared to 1,875 for February 2024. The average total PLUS ridership was 66 for February 2025, compared to 72 for February 2024. Passengers with wheelchairs or other mobility devices totaled 251 for February 2025, compared to 364 for February 2024, a 16.89% decrease.**

Norman Transit Services	Mar FY25	Mar FY24	+/- Mar FY24
Fixed Routes (M-F)	**38,883**	**28,661**	**35.67%**
110 - Main Street	3,185	2,723	16.97%
111 – E Lindsey	20,135	15,902	26.62%
112 – W Lindsey	8,942	6,330	41.26%
121 - Westheimer	3,405	1,980	71.97%
122 - Rock Creek	3,185	1,683	89.25%
144 - Social Security	31	43	-27.91%
Fixed Routes (Sat)	**4,295**	**3,300**	**30.15%**
110 - Main Street	331	347	-4.61%
111 – E Lindsey	1,945	1,743	11.59%
112 – W Lindsey	1,159	858	35.08%
121 - Westheimer	403	158	155.06%
122 - Rock Creek	457	194	135.57%
PLUS ADA Service	***1,378****	***1,875***	***-23.66%****
PLUS (M-F)	*1,310**	*1,778*	*-24.06%**
PLUS (Sat)	*68**	*97*	*-15.00%**
Bikes	1,133	747	51.67%
Wheelchair	614	523	17.40%
PLUS Wheelchair	*251**	*364*	*-16.89%**

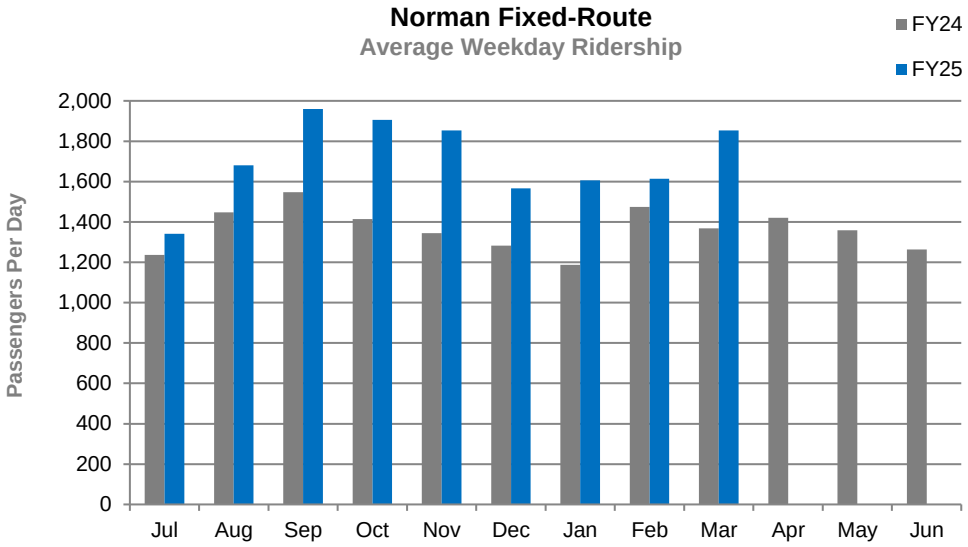
**2025 FEB WKD PLUS data was unavailable from 26th-28th due to transition to new software. Average daily ridership is calculated for 17 days instead of 20.*

NOTE: 2025 MAR PLUS data is unavailable currently due to data validation issues. A revised report will be given when this data becomes available.

Fixed Route Weekday Ridership

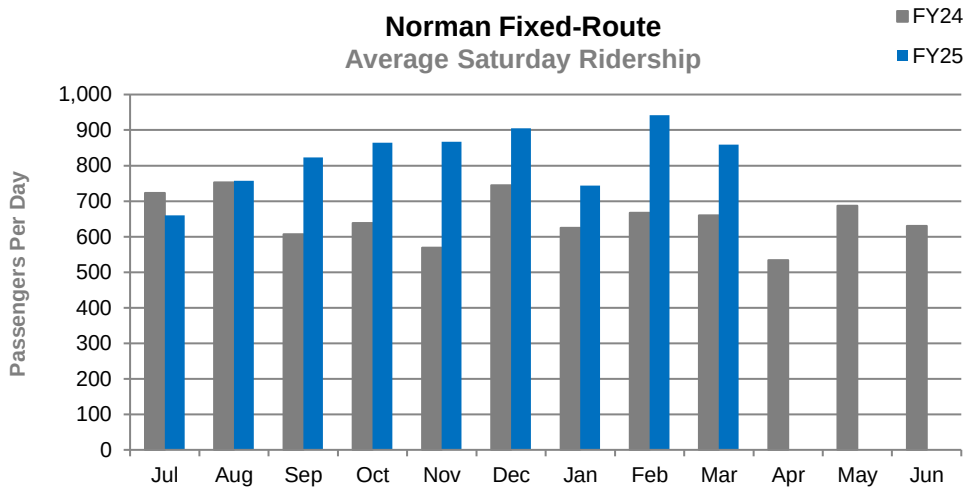
Total fixed-route weekday ridership for March 2025 was 38,883, a 35.67% increase from 28,661 in March 2024. Average weekday passenger ridership totaled 1,854 in March 2025; a 35.53% increase compared to 1,368 for March 2024. The average RPSH was 21.02, a 15.42% increase from 18.21 in March 2024.

Spring Break at the University of Oklahoma was held from March 17th to March 21st.



Fixed Route Saturday Ridership

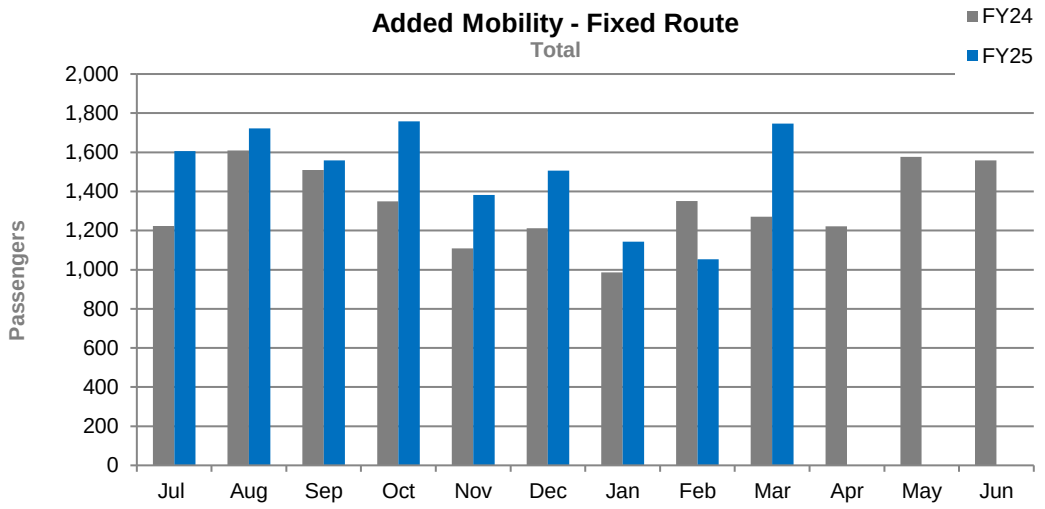
Total fixed-route Saturday ridership for March 2025 was 4,295, a 30.15% increase from 3,300 in March 2024. Average Saturday passenger ridership totaled 859 for March 2025, a 30.15% increase from 660 in March 2024. The average RPSH was 16.60, a 10.71% increase from 14.99 in March 2024.



Added Mobility – Fixed Route

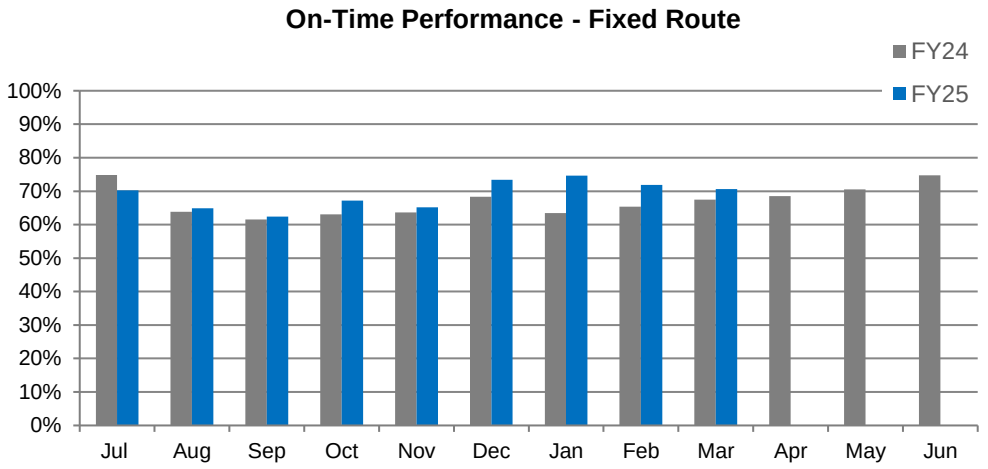
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,747 for March 2025, a 37.56% increase from 1,270 in March 2024.

Bike passengers totaled 1,133, a 51.67% increase from 747 in March 2024. Passengers with wheelchairs totaled 614, a 17.40% increase from 523 in March 2024.



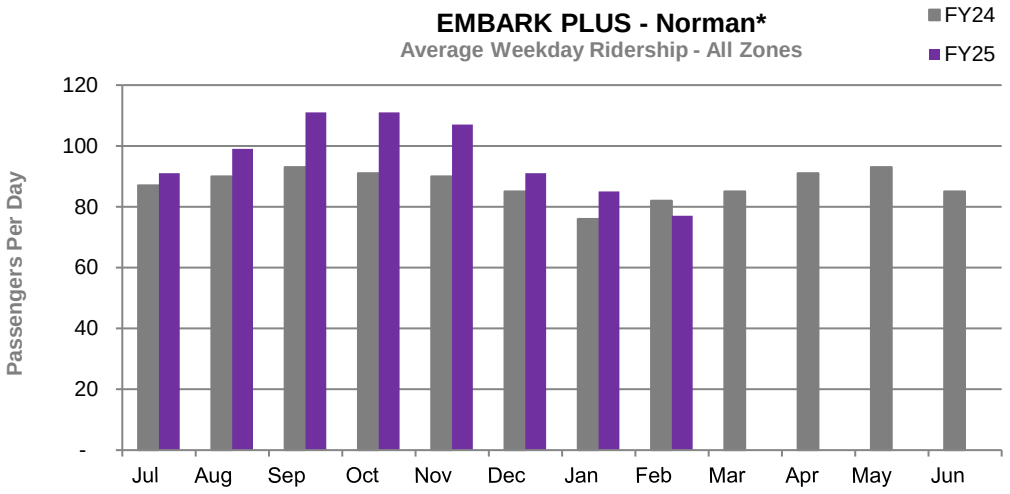
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 70.60% in March 2025, a 3.10% increase from 67.50% in March 2024.



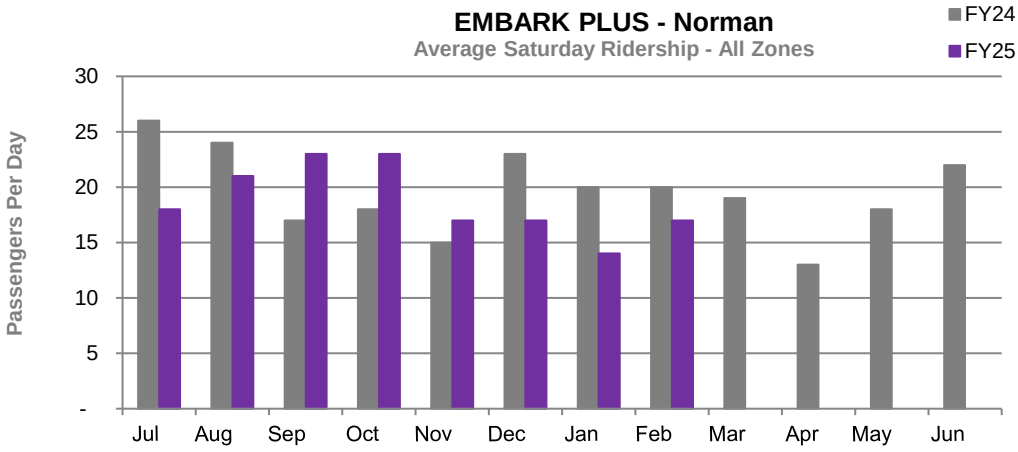
PLUS Weekday*

Total PLUS weekday ridership for February 2025 was 1,310, a 24.06% decrease from 1,778 in February 2024. Average weekday passenger ridership totaled 77 for February 2025, a 6.10% decrease from the February 2024 average of 85. RPSH was 1.25, a 6.14% increase from 1.17 in February 2024.



PLUS Saturday

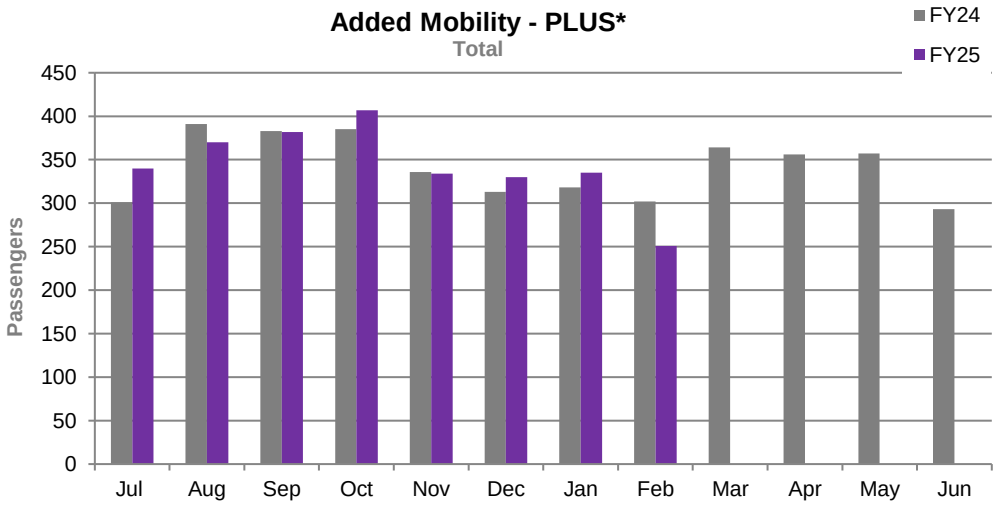
Total PLUS Saturday ridership for February 2025 was 68, a 15.00% decrease from 97 in March 2024. Average Saturday passenger ridership totaled 20 for February 2025, a 15.00% decrease from 19 in February 2024. RPSH was 1.20, an 8.09% decrease from 1.41 in February 2024.



Added Mobility – PLUS*

PLUS passengers with added mobility totaled 251 for February 2025, a 16.89% decrease from 364 in February 2024.

**2025 FEB WKD PLUS data is unavailable from 26th-28th due to transition to new software. Average daily ridership is calculated for 17 days instead of 20.*
NOTE: 2025 MAR PLUS data is currently unavailable. A revised

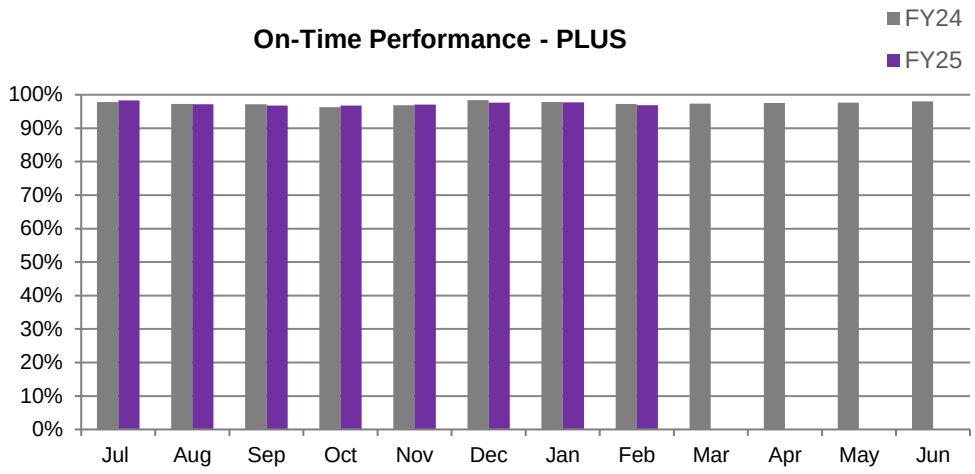


report will be given when this data becomes available.

On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 96.90%, a 0.36% decrease from 97.31% in February 2024.

Weekday on-time performance in the primary zone was 96.69%, a 0.55% decrease from 97.34% in February 2024. Weekday on-time performance in the secondary zone was 96.78%, a 0.12% decrease from 96.94% in February 2024. Saturday on-time performance was 100%, the same as in February 2024.



PLUS Weekday Service Summary	Mar FY25*	Mar FY24	+/- Mar FY24
Total Passengers	*1,310*	*1,778*	*-24.06%*
Total Trips	*1,189*	*1,699*	*-29.27%*
Trips Daily Average	*70*	*81*	*-12.50%*
Trips Requested	*1,193*	*1,747*	*-30.68%*
Denied Trips	*4*	*48*	*-90.00%*
Capacity Denials	*4*	*0*	*400.00%*
No Show	*30*	*22*	*-21.05%*

PLUS Saturday Service Summary	Mar FY25	Mar FY24	+/- Mar FY24
Total Passengers	*68*	*97*	*-15.00%*
Total Trips	*68*	*86*	*-5.56%*
Trips Daily Average	*17*	*22*	*-5.56%*
Trips Requested	*68*	*86*	*-5.56%*
Denied Trips	*0*	*0*	*0.00%*
Capacity Denials	*0*	*0*	*0.00%*
No Show	*0*	*0*	*0.00%*

*2025 FEB WKD PLUS data is unavailable from 26th-28th due to transition to new software. Average daily ridership is calculated for 17 days instead of 20.
Note: Mar 2025 PLUS data is currently unavailable. A revised report will be given when this data becomes available.

PLUS Applications	Mar FY25	Mar FY24	+/- Mar FY24
New Applications	*17*	*18*	*88.89%*
Renewals Received	*7*	*20*	*-53.33%*
Applications Approved	*13*	*26*	*-55.17%*
Applications Denied	*2*	*1*	*100.00%*

Summary of Services Table: March 2025

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 Mar FY25	FY25 YTD	FY24 YTD		Service Profile	Mar FY25	Mar FY24
Fixed Routes (M-F)	1,854	323,664	259,071		Weekdays	21	21
Fixed Routes (Sat)	859	32,162	26,675		Saturdays	5	5
PLUS (M-F)	*77*	*16.055*	16,449		Gamedays	0	0
-Zone 1*	*53*	*11,482*	12,149		Holidays	0	0
-Zone 2**	*25*	*4,573*	4,300		Weather	5	1
PLUS (Sat)***	*17*	*637*	808		Fiscal YTD Days	229	230
					Cal. YTD Days	76	77

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Note: Plus data is currently unavailable for Mar 2025 as of April 8, 2025. FEB 2025 data is shown in italicized font.

Strategic Performance Measures

MEASURE	FY 25 YTD	FY 25 Targets	
# of Norman fixed-route passenger trips provided	312,648	400,000	■
# of Norman paratransit trips provided	16,692	23,800	●
% of on-time Norman paratransit pick-ups	97.30%	98.58%	●
# of Norman bus passengers per service hour, cumulative	20.01	21.14	▲
# of Norman bus passengers per day, average	1,545*	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.85%*	0.00%	●
% of on-time fixed-route arrivals	68.90%	75.00%	▲

*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
- **FY24** – The fiscal year 2024. Lasted from 7/1/2023 to 6/30/2024
- **FY25** – The fiscal year 2025. Lasting from 7/1/2024 to 6/30/2025
- **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

Norman On-Demand

Performance Report

City of Norman
Public Works Department

Microtransit Pilot Program Performance Report March 2025

Purpose

This report provides a summary of service performance measures used to evaluate the performance of the Norman On-Demand microtransit transportation system for the City of Norman. The key performance indicator goals were outlined in the request for proposals (RFP) and include average walking distance, maximum walking distance, average rider wait time, maximum rider wait time, and the percentage of ride requests picked up within 20 minutes.

Service Profile, Hours, and Pricing

Norman On-Demand is a pilot microtransit service which launched for late night and Sunday service in core Norman on August 21, 2023. Norman On-Demand is a turnkey service provided by TransitTech provider Via. The Norman On-Demand app is available on the Apple App Store and the Google Play Store. This service provides access to safe and affordable public transportation through technology, particularly during evening hours and on Sundays when other public transit options are limited. Through a collaboration with the University of Oklahoma, the Norman On-Demand Program also operates the University's SafeRide Program, which is designed to provide safe and free late night transportation to OU students. Because this is a pilot program, there may be changes to service area, hours of operations, or other aspects of the service while the City focuses the program to efficiently serve the needs and desires of our community.

Service Hours		Pricing	
Monday-Wednesday	7pm – 1am	First Passenger	$2.00
Thursday-Saturday	7pm – 3am*	Each Additional Passenger	$1.00
OU SafeRide: Thursday-Saturday	10pm – 3am*	OU SafeRide (OU Students using OU email address during SafeRide hours)	Free
Sunday	10am – 6pm		

ADA/Wheelchair Accessible Vehicles available upon request.

**Outside of the OU fall and spring semesters, Thursday-Saturday service ends at 1am*

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (7/01/24 – 3/31/25)	March		Year Over Year Service
			2025	2024	
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles	0.06 miles	0% (no change)
Maximum Walking Distance	0.25 miles	0.37 miles	0.35 miles	0.25 miles	+28.57%
Average Rider Wait Time*	<15 min	24.1 min	29.1 min	25.4 min	+12.72%
Maximum Rider Wait Time*	20 min	79.8 min*	47.0 min*	86.7 min*	-45.79%
Percent of Ride Requests Picked Up in 20min	>80%	42.94%**	31.97%**	46.73%**	-31.59%

*OU has requested longer available wait times for OU students during SafeRide hours (up to a 2 hour max). This affects the original goal of 20 minutes that was identified in the original Request for Proposals.

**Number of ride requests with 'Completed' status that have a wait time of 20 minutes or less as a percentage of the total number of ride requests with 'Completed' status. This data is skewed by longer available wait times for OU students during SafeRide hours.

Additional Performance Measures

Ridership

Ridership	Fiscal Year to Date (7/01/24 – 3/31/25)	March		Year Over Year Service
		2025	2024	
Total Number of Riders	34,997	3,838	2,662	+30.64%
Total # of Completed Trips	22,969	2,546	1,759	+30.91%
# of Completed Trips Requesting WAV	314	59	26	+55.93%
Ridership Per Service Hour (RPSH)	6.1	6.0	N/A	N/A

Norman On-Demand completed 3,838 rides in March 2025, which is a 4.55% decrease from the February 2025 total of 4,021. There were a total of 59 completed trips requesting a WAV or wheelchair accessible vehicle in March 2025. Ridership per service hour (RPSH) is a ratio of the number of riders making use of the service in relation to how much service is being provided (i.e. one vehicle providing one hour of service would be one 'service hour').

Rider Experience

Rider Experience	Fiscal Year to Date (7/01/24 – 3/31/25)	March		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.1 minutes	10.8	8.7	+24.14%
Average Ride Distance (in miles)	3.3 miles	3.2	2.7	+15.63%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.8	+2.04%

Approximately 12.6% of all completed rides during FYE25 received a rating, of which 96.7% were rated five out of five stars. The system includes an automated feed-back process where all ride ratings with four stars or fewer that have actual written feedback attached are reviewed by customer support agents. Poor ride ratings alone are not categorized as complaints. Nine complaints were reported to Via in the month of March, representing 2.3 complaints per 1000 rides provided. Four complaints were disputing the amount charged, four complaints were regarding routing or pick-up/drop-off issues and one complaint was regarding the cleanliness/smell of the vehicle/driver.

Program Engagement and Rider Growth

Engagement – Service to Date (8/16/23 – 3/31/2025)		
App Accounts Created Since Launch	11,048	
OU Accounts	N/A	N/A
Active Accounts*	7,818	70.76%
Rider Accounts**	5,856	53.01%
Repeat Rider Accounts***	4,773	43.20%

**accounts with user engaging w/ ride requests at least once*
***accounts with at least 1 completed ride*
****accounts with at least 2 completed rides*

Since the Norman On-Demand App launched on August 16, 2023, a total of 11,048 individual accounts have been created, which is a 4.11% increase over the February 2025 service to date total of 10,594 and a 60.24% increase over the March 2024 service to date total of 4,393. Of these accounts more than half of them (53.01%) have utilized the service at least once and almost a third of active accounts (3,331 accounts or 30.15%) have completed more than five rides. Riders are also able to call 405-643-8638 to schedule rides without using the App.

Accidents and Vehicles

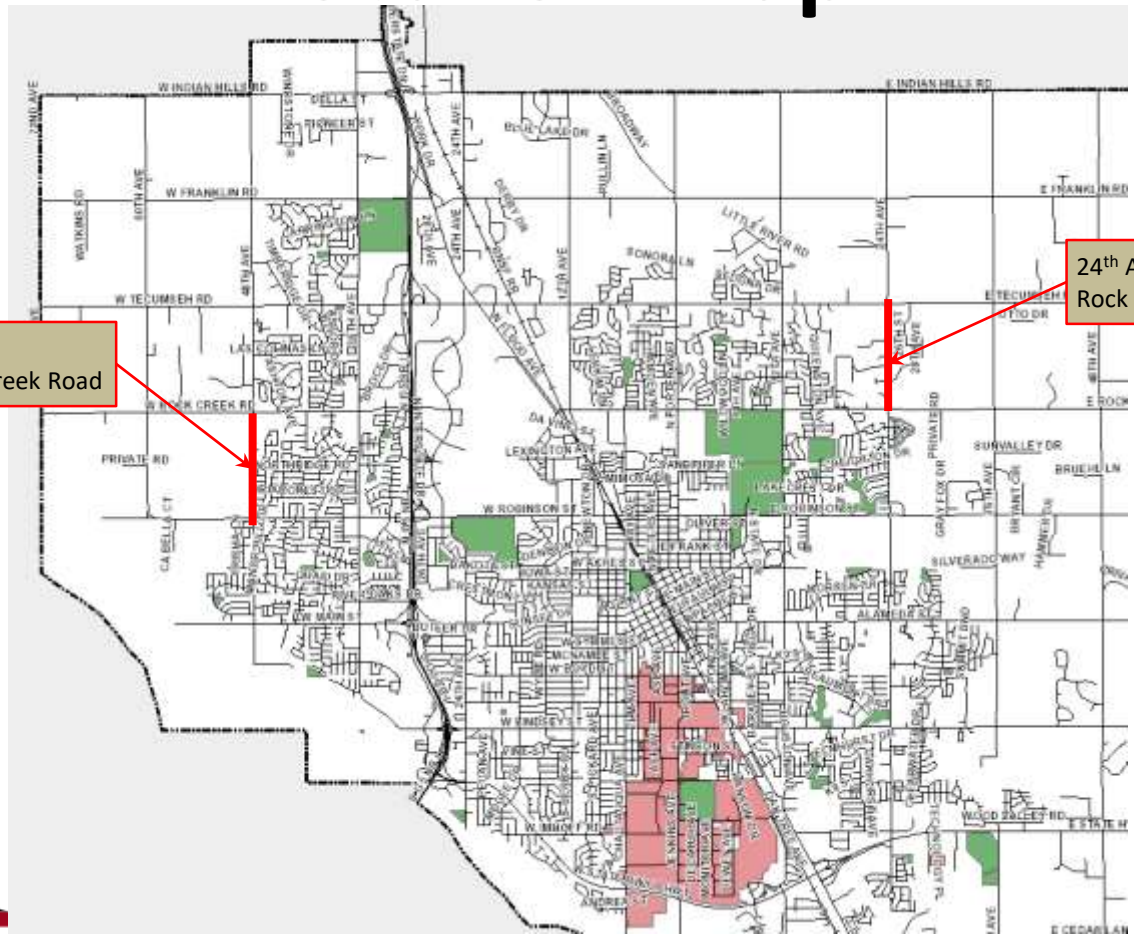
No accidents or incidents were reported in the month of March. Five of seven vehicles were in active service during the month of March, which meets the target fleet availability. Due to the lease cycle of the vehicles, four of the vehicles were replaced with new vehicles on the lease during the month of March.

48th Avenue NW and 24th Avenue NE Proposed Design Changes

Community Planning & Transportation Committee

April 24, 2025

Location Map



Background

- Two roadway segments in the 2019 Transportation Bond Projects package, 48th Avenue NW-Robinson Street to Rock Creek Road and 24th Avenue NE-Rock Creek Road to Tecumseh Road, are scheduled to be constructed.

- During the design analysis of these two projects, physical constraints, construction cost increases, and developmental patterns in the area have warranted a re-evaluation of the expansion of these two roadway segments.

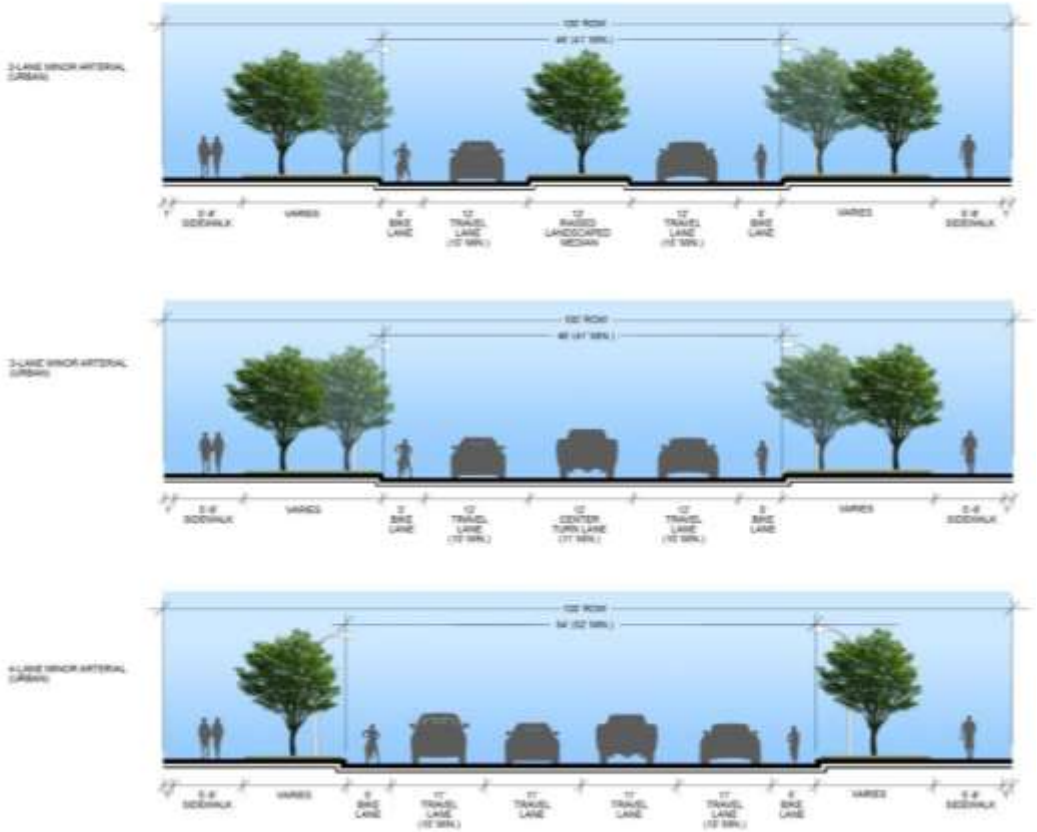
- Upon detailed design evaluation, staff proposes changing the roadway designs from what was previously presented in the 2019 Transportation Bond Project descriptions.

- Decreasing the proposed lanes will still meet the intent of the original projects and render a more constructible design within the site constraints while reducing costs.

- The proposed designs will still provide improved levels of service in these areas over existing conditions.

CTP Typical Sections

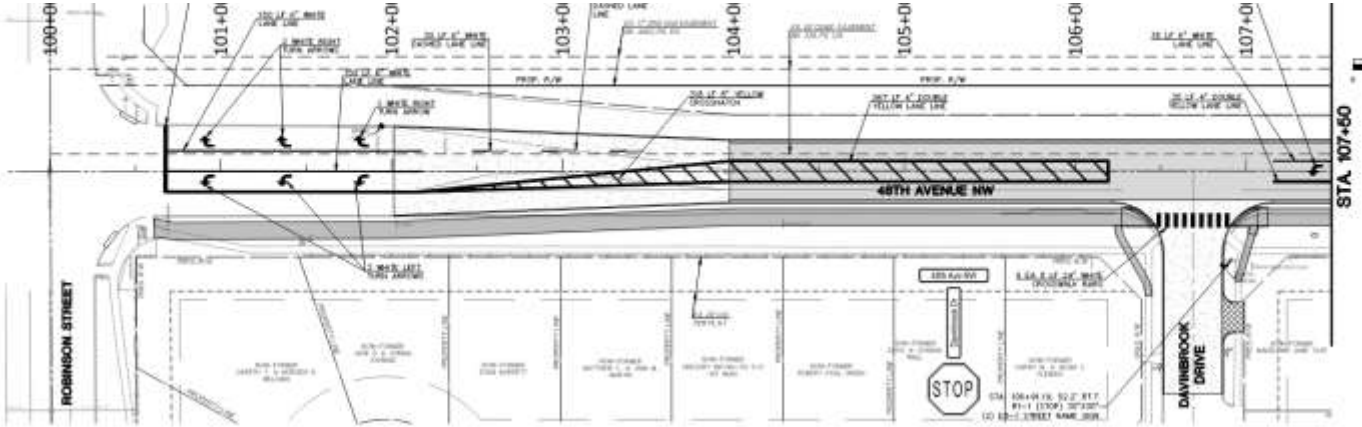
Minor Arterials, Urban

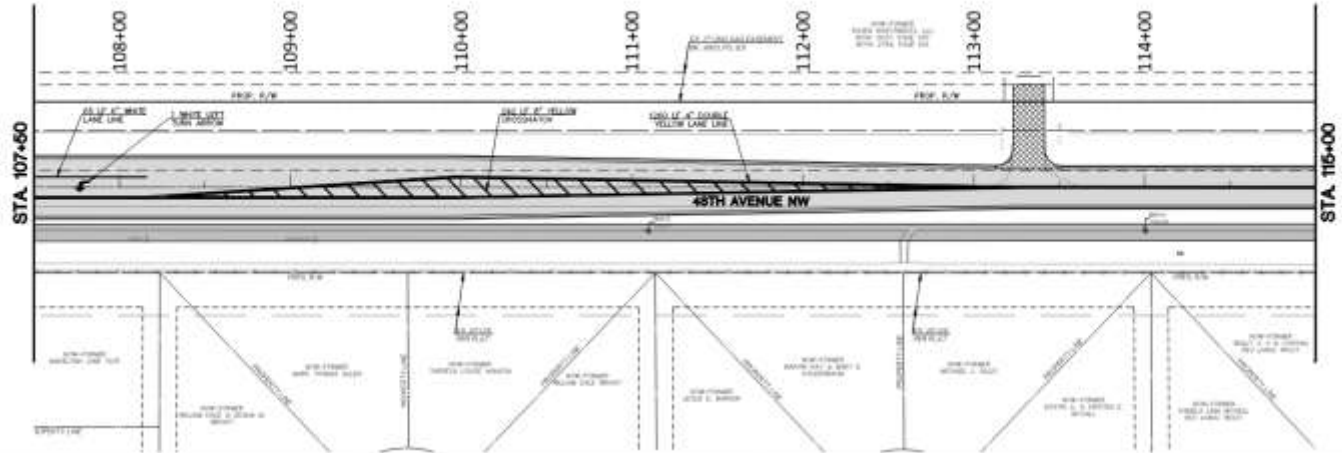


48th Avenue NW - Robinson to Rock Creek

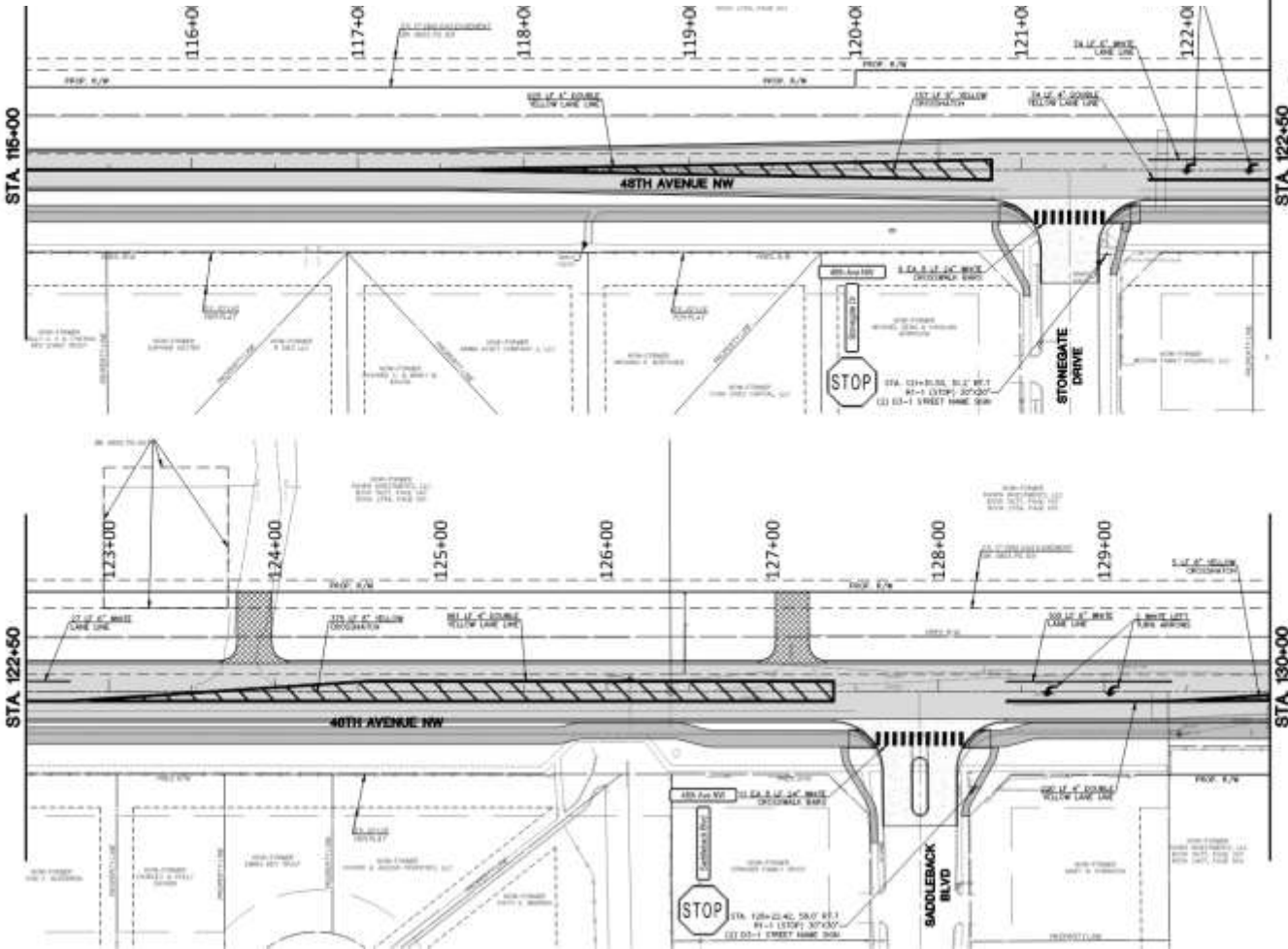
- 2019 Transportation Bond Project description calls for a 3-lane roadway with on-street bike lanes
- ADT is 4200 VPD, which is consistent with a 3-lane configuration
- East side is mostly developed or floodplain
- West side is floodplain resulting in the need to reduce roadway fill and offsetting fill with compensatory storage
- Lack of development opportunities within project limits reduces the need for full 3-lane roadway
- Recommendations include constructing two-lane roadway with center left-turn lanes at major entrances and replacing on-street bike lanes with 10’ wide multimodal trail on east side
    - Minimizes footprint and consistent with intent of project
    - Additional widening could be done by developer if/when additional development occurs

48th Avenue NW- Proposed Layout

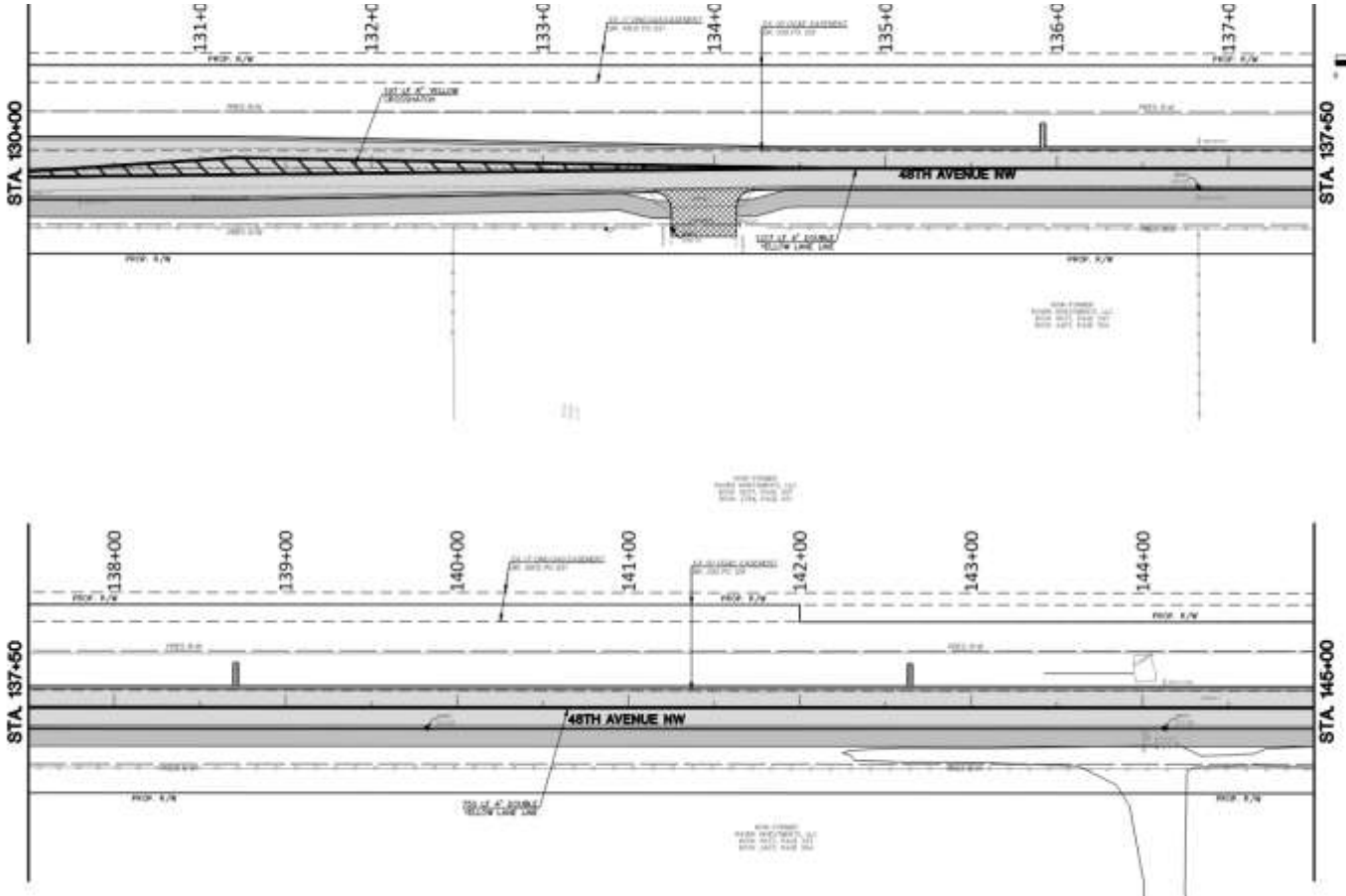




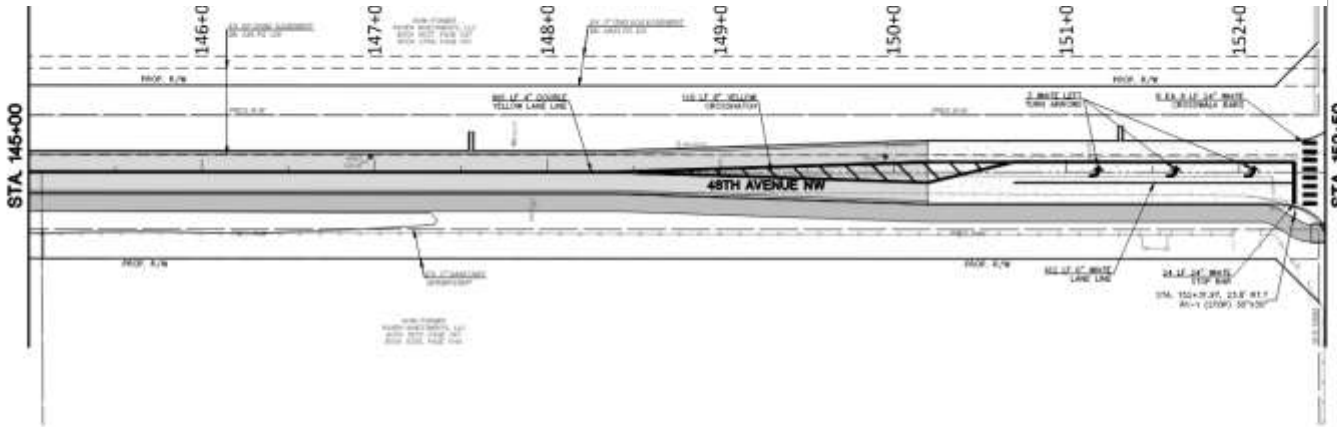
48th Avenue NW- Proposed Layout

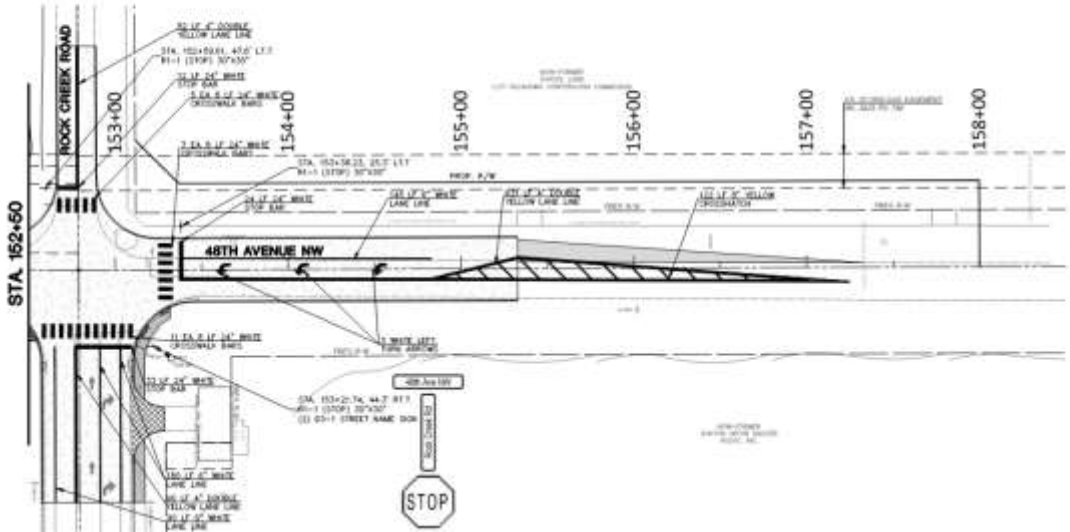


48th Avenue NW- Proposed Layout



48th Avenue NW- Proposed Layout





24th Avenue NE - Rock Creek to Tecumseh

- 2019 Transportation Bond Project description showed a 4-lane roadway with on-street bike lanes
- ADT is 3800 VPD so 4-lane not warranted at this time
- Costly utility relocations in private easements (OG&E) can be minimized/avoided with proposed design
- Multiple large acreage residential parcels reduce development potential in the area and the need for 4-lane
- MPDG Grant feedback stated that the project would rank higher if 3-lane due to increased benefit to cost ratio
- Suggest changing design from 4-lane to 3-lane with 10’ multi-use path

DISCUSSION
QUESTIONS
COMMENTS

Festival Street Bollards Pilot Project Update

Community Planning and Transportation Committee

April 24, 2025

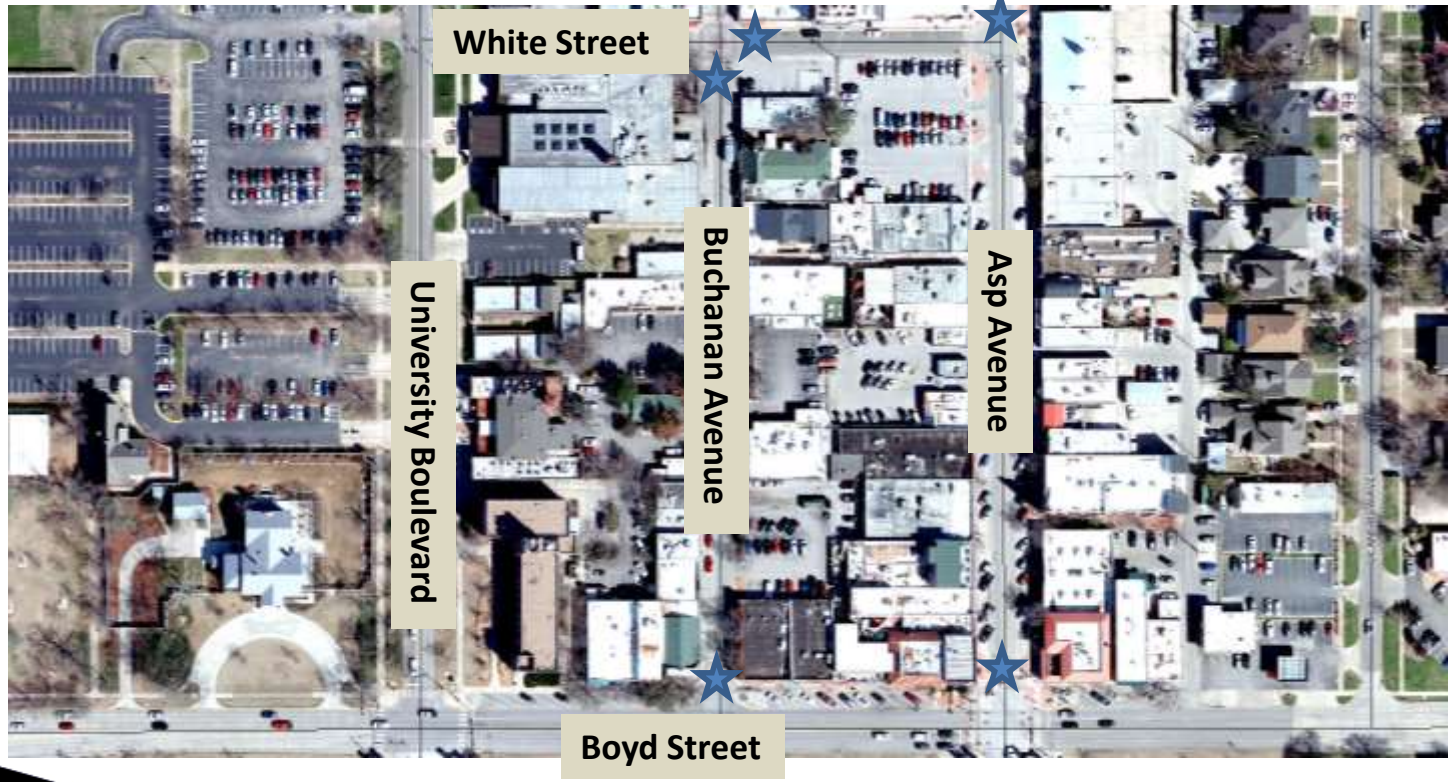
Agenda

- Timeline for Campus Corner Bollards pilot program
- Issues with in-street bollards
- Staff Discussions
- Alternatives to perform what needs to be done

Timeline for Campus Corner Bollards

- Staff received request from Council to look into potential pilot program for installation of aesthetically pleasing bollards to replace some Type III barricades to close traffic on Campus Corner on game-days in April 2023 (BACA)
- Preferred Bollard type selected/Pilot Project funded in the FYE 2024 Budget
- Staff ordered materials and concrete maintenance/preparation performed at proposed bollard locations in summer 2023
- Subject was brought back to Council in May 2024 to provide update—this discussion included representative from Campus Corner Merchants
- Staff solicited quotes for bollard installation in May 2024 (CP&T)
- Project delayed following safety and feasibility concerns raised by first responders and merchants
- Multiple internal meetings between Police, Fire and Public Works following concerns raised in summer 2024

Pilot Location—Campus Corner



★ Location of Festival Street Bollards

Issues with Preferred Bollard Type

- Initially, the Campus Corner Merchants were concerned with who would have a key to the bollards and who would be responsible for raising the bollards before an event and lowering them following an event. ***Campus Corner Merchants Association is the event manager responsible for implementation of event aspects including game-day.***

- Fire/Police and emergency responders raised concerns that their response times could be compromised if they did not have a key to lower the bollards in the event of an emergency or if bollards malfunctioned.

- Security / access control: how many keys, who receives keys, who maintains inventory, and what happens if key is lost or stolen?

- It was becoming rather concerning that a system that required bollards to be physically raised and lowered could be problematic for many that need access to the closed areas at various times.

Issues with Preferred Bollard Type

- Then in January, New Orleans happened
- Concerns started being raised as to whether or not the preferred bollard type could prevent what happened in New Orleans and staff held internal discussions including NPD, NFD and PW leading to further investigation into options
- Conversations with the vendor made us aware that the bollards we had purchased would stop only a very small vehicle driving at slow speed and initial pilot project did not account for bollards off roadway leaving gaps in security.
- This revelation caused concerns with many that the bollards we purchased are not a feasible solution to the problem

Issues with Preferred Bollard Type

- Staff had further conversations with the vendor on what type of bollard could be utilized that would be traffic-rated
- Eventually, Staff was able to determine that options do exist for traffic-rated bollards. However, the size of the infrastructure required would be prohibitive given the number of underground utilities in the Campus Corner area and significantly more expensive to install and maintain.
- Finally, it should be pointed out that bollards closing the roadway will not prevent an episode like occurred in New Orleans where the roads were closed and the driver used the sidewalk to enter the area of interest. The exact same thing could happen in an attempt to close the Campus Corner area using bollards in the street.
- Bollards do not seem to be the proper solution to prevent a tragic situation like occurred in New Orleans from happening in the Campus Corner area

Staff Discussions

- Police and Fire Departments were invited to this meeting to participate in the discussion of bollard options

- Important to be unified in the decision moving forward

Alternatives—What City Needs

- What is needed is a modular system that can be deployed and retrieved for use in multiple locations throughout the City
- City needs to consider more defined policies regarding where events can and cannot be supported including clearly defined expectations for organizers. ***(consideration for event friendly zones)***
- Event friendly zones in the long term could incorporate more fixed structures such as traffic rated street furniture/planters, or designed barriers as a few examples.
- Additional Devices such as what OUPD currently uses to close portion of Campus for football game day situations (MVBs)
- Concrete barricades could be included as added layer to closures. (not necessarily traffic rated but more robust)

Modular System Example

- Meridian Rapid Defense modular barrier system
  - Mobile capability
  - Can be expanded beyond roadway
  - ADA accessible
  - Rapid deployment
  - Blends well with current staff operation for event security
  - Can be incorporated into other systems such as concrete barriers and traffic rated streetscape elements
  - Direct purchase or rental option

Modular System Example

- Access control barrier that OU uses
  - Mobile capability
  - Ease of operation
  - Low maintenance
  - Can be incorporated with multiple barrier setups including concrete barricades and Meridian system
  - Solar/generator controlled

More Discussion/Questions?