



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

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

Thursday, June 23, 2022 at 4:00 PM

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## 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. UPDATE ON THE REGIONAL TRANSIT AUTHORITY OF CENTRAL OKLAHOMA ACTIVITIES.
2. PRESENTATION BY A REPRESENTATION OF EMBARK ON THEIR CLIMB RIDE PROGRAM.
3. UPDATE ON THE GO TRANSIT STUDY.
4. PUBLIC TRANSIT REPORT

### ADJOURNMENT

# climb

RIDE PROGRAM

Item 2.

**ARNALL**  
FAMILY FOUNDATION



**ΣMBARK**





**climb**  
**RIDE PROGRAM**

**What is the Climb Ride Program?**

# GRANT GOALS



Improve time to reunification



Improve familiarity with transportation options



Decrease need for DHS staff to transport clients

# Transit Improves Outcomes



Public  
Transit

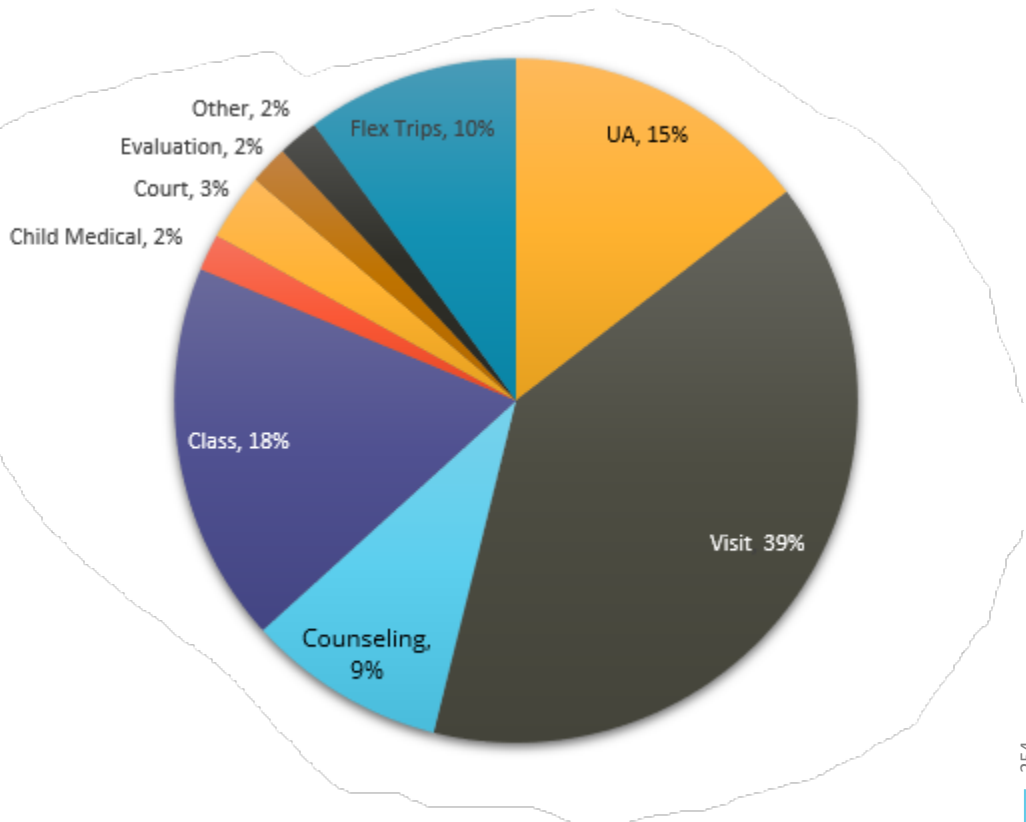
Human  
Services

Better  
Outcomes



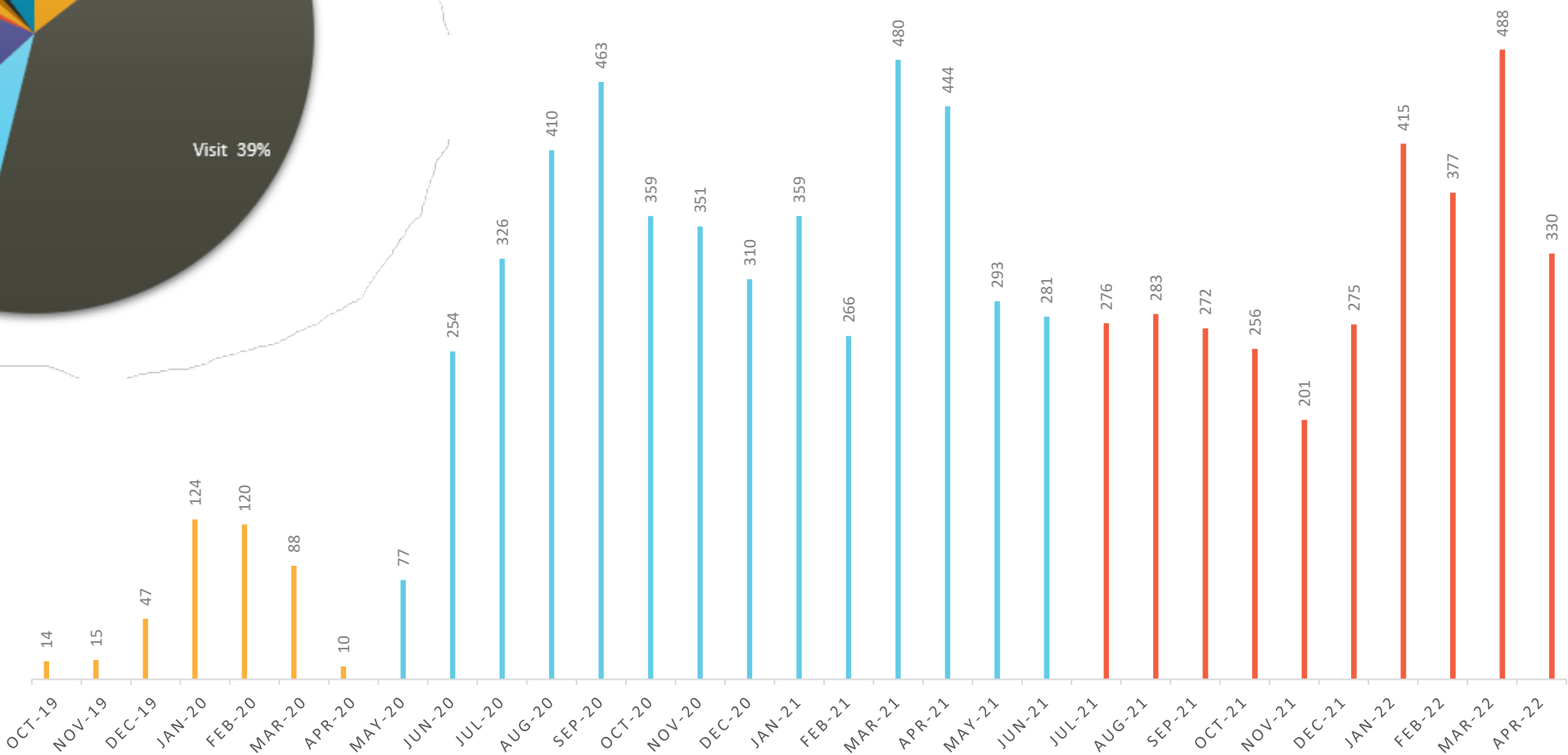
# CLIMB RIDE OVERVIEW

- On-demand and public transit fixed route options
- Travel training and trip planning support
- Expectations & Accountability
- Flex trips and program progress incentives
- Capstone Reward
- **MOBILITY COORDINATION IN A HOPE CENTERED MODEL**



TOTAL TRIPS (MONTHLY)

Limited Launch (Family Tree only)   Expansion   Full Launch



# PROGRAM GOALS

63%  
in  
16.5

Item 2.



Improve time to reunification



Improve familiarity with  
transportation options



Decrease need for DHS staff to  
transport clients



# Trauma Informed Training



Understanding Passengers  
Who Have  
Experienced Trauma®



<https://ctaa.org/training/>



# climb

RIDE PROGRAM

[mobilitymanagement@okc.gov](mailto:mobilitymanagement@okc.gov)

[www.EMBARKOK.com](http://www.EMBARKOK.com)

405-235-RIDE (7433)

# ΣMBARK NORMAN



## Council Community Planning & Transportation Committee

June 23, 2022



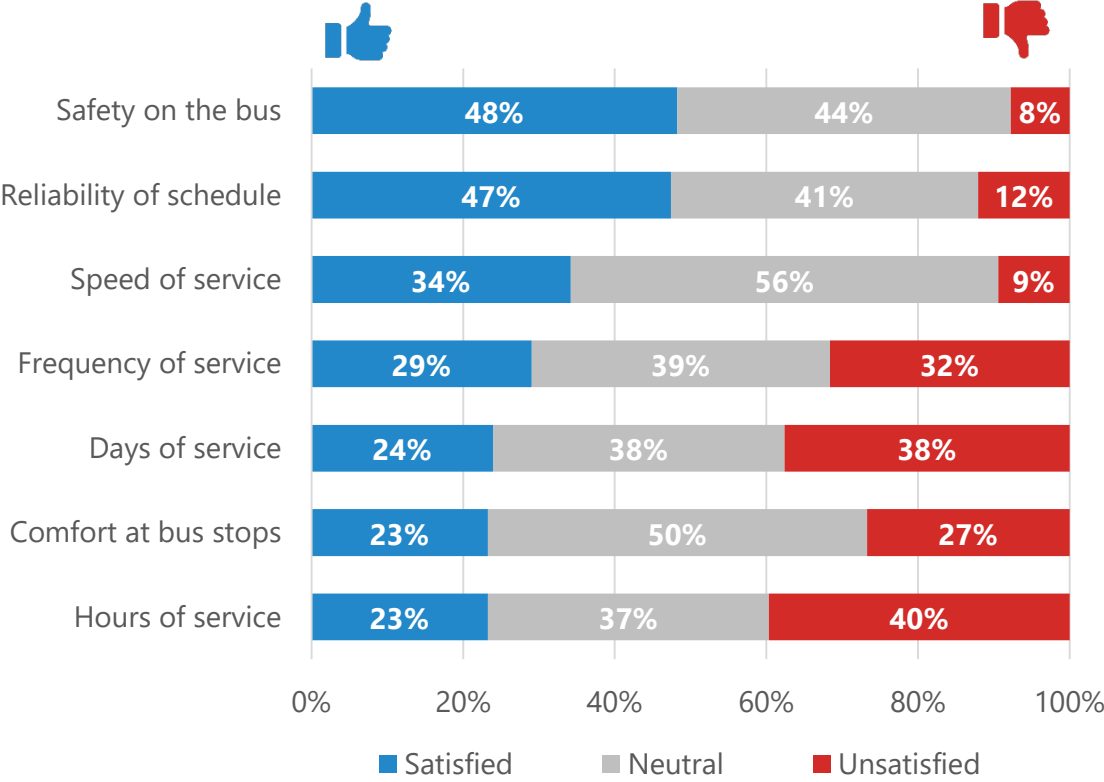
# PROJECT RECAP

**Project completed in mid-2021 and Council adopted the Go Norman Plan unanimously on June 22, 2021. Since then, staff has been preparing for implementation.**

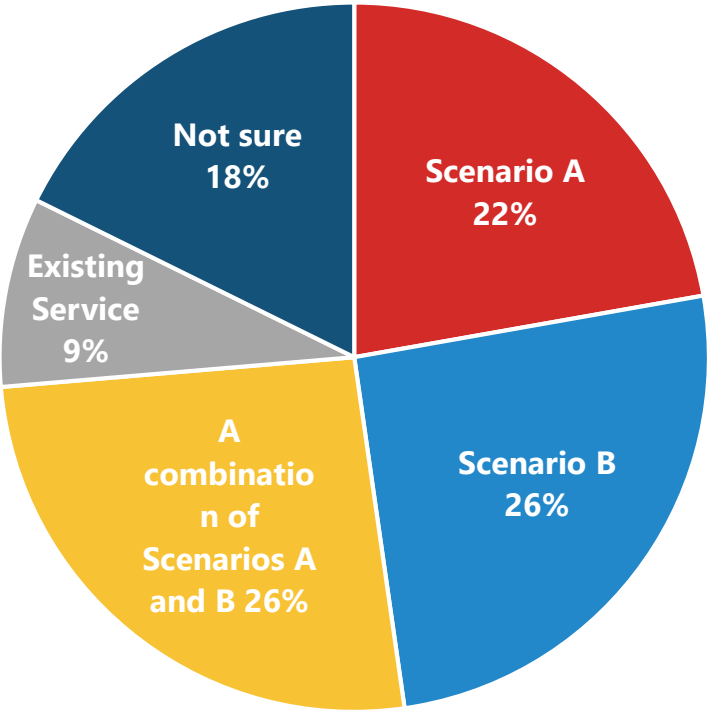


# KEY COMMUNITY FEEDBACK

Riders would like more service and better bus stops.

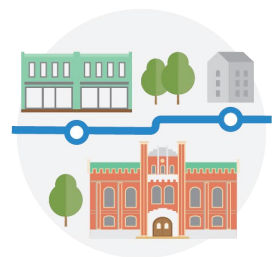


Riders support redesigning existing service.





# KEY STUDY RECOMMENDATIONS



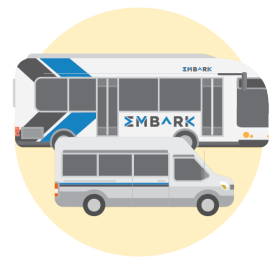
**Update and streamline the route network.**



**Establish a downtown transit hub.**



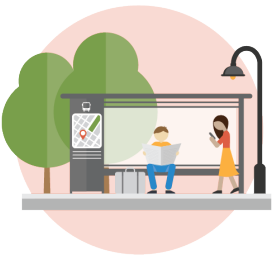
**Strategically expand bus service.**



**Upgrade and standardize the fleet.**



**Continue to operate fare free.**



**Promote transit supportive land use.**

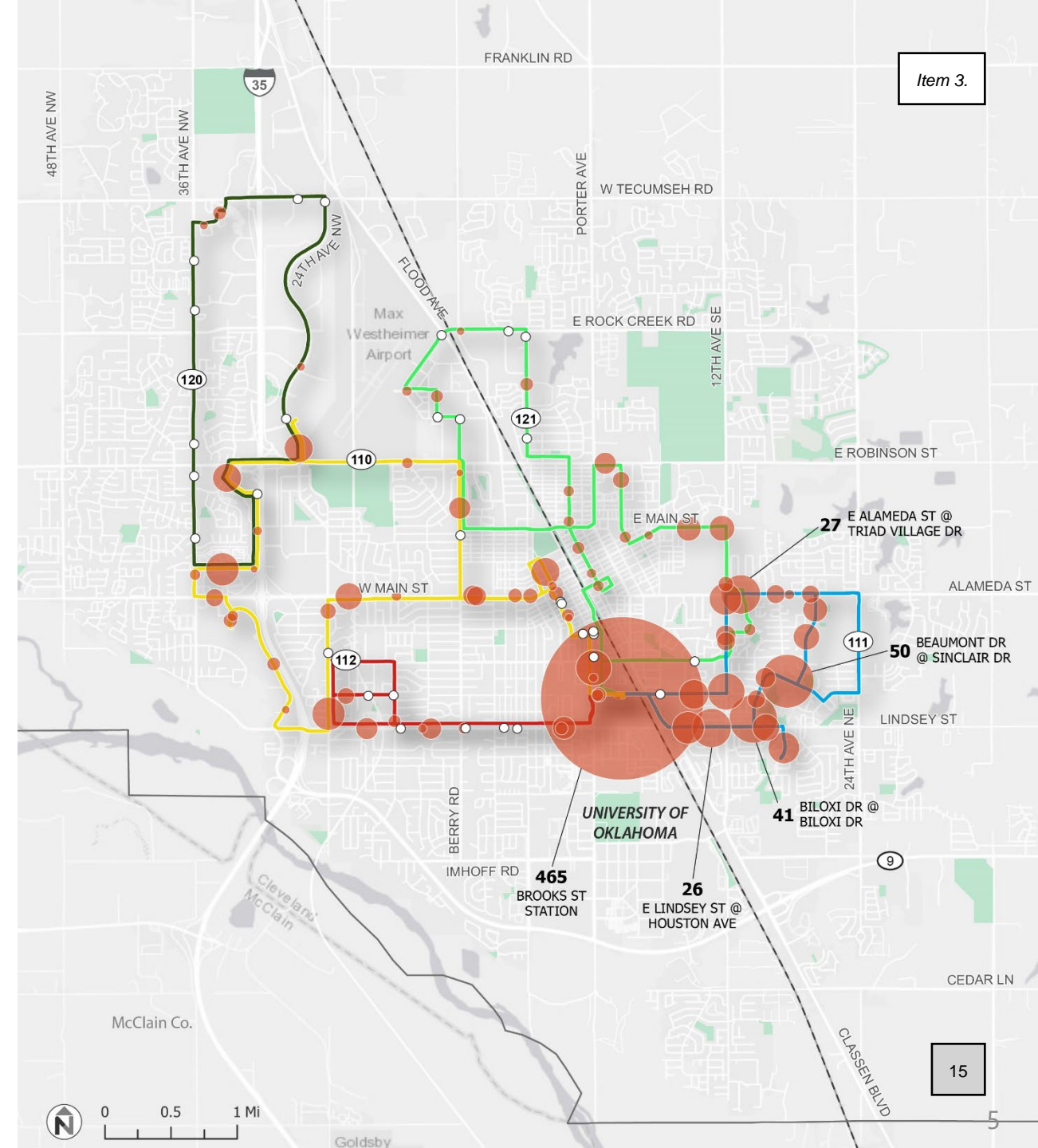
# EXISTING ROUTE NETWORK

**Most routes converge at Brooks Street on OU campus**

**Growing percentage of non-student riders (e.g. workers, seniors, etc.)**

**Opportunities to streamline routes to reduce rider travel time**

**Opportunities to improve access to jobs, shopping, and services**



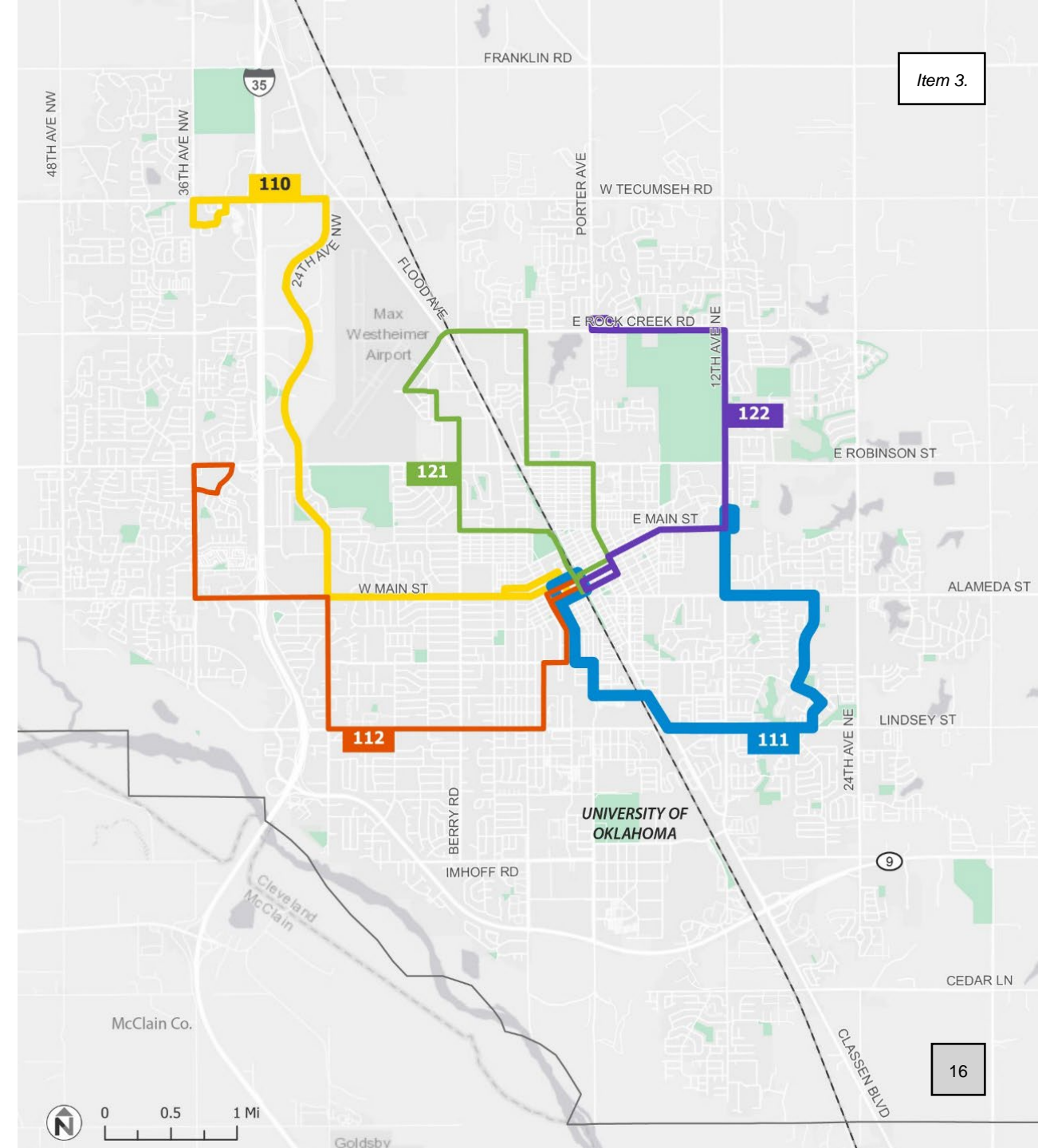
# RECOMMENDED NETWORK

**Establish downtown as the primary connection point.**

**Save riders time by improving route directness.**

**Reinvest unproductive service into high-need areas.**

**Create a strong foundation for future upgrades and expansion.**



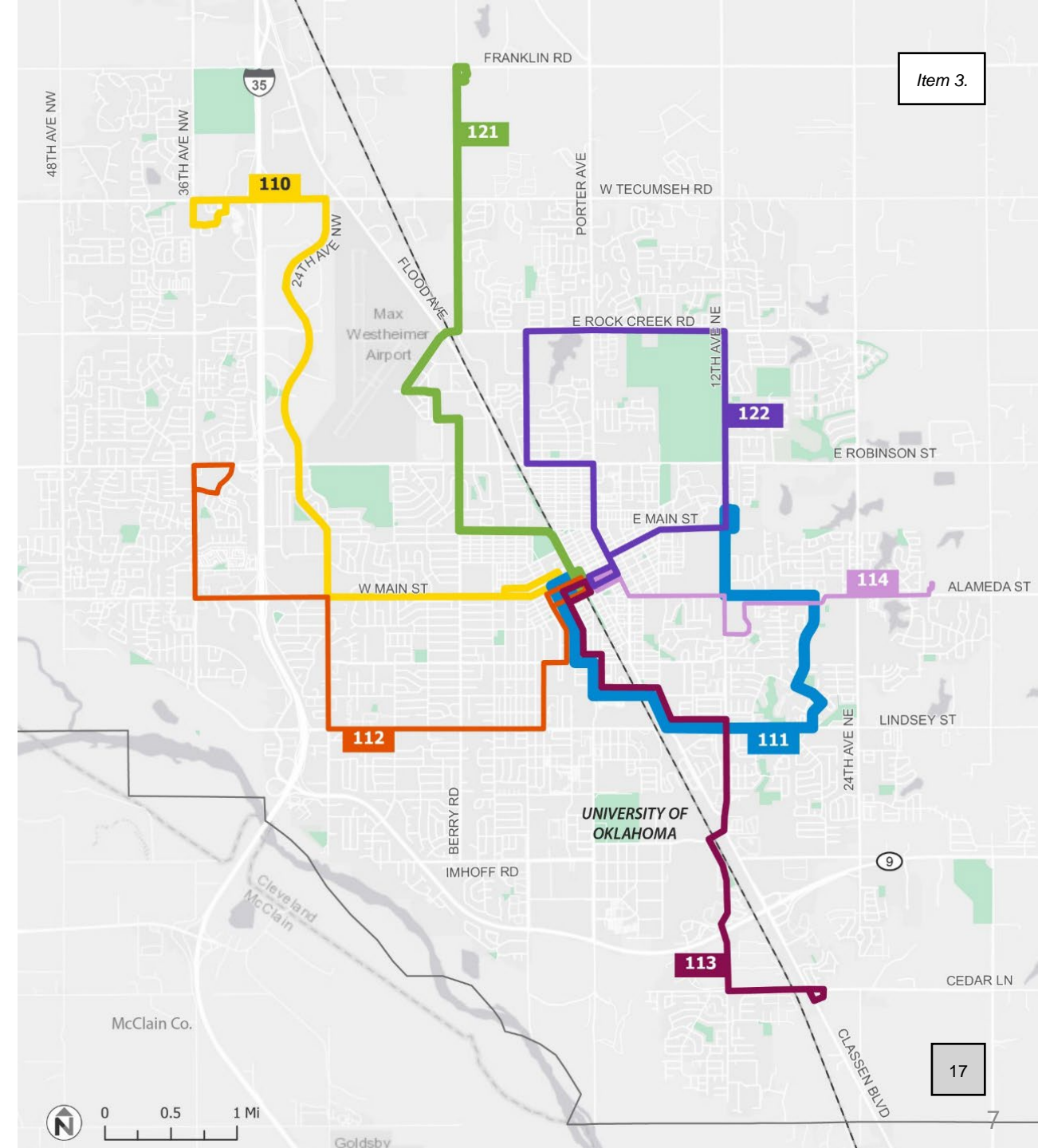
# FUTURE EXPANSION

**Add Sunday service.**

**Upgrade service frequencies.**

**Extend Route 121 to Moore  
Norman Tech**

**Add new routes in South and East  
Norman.**

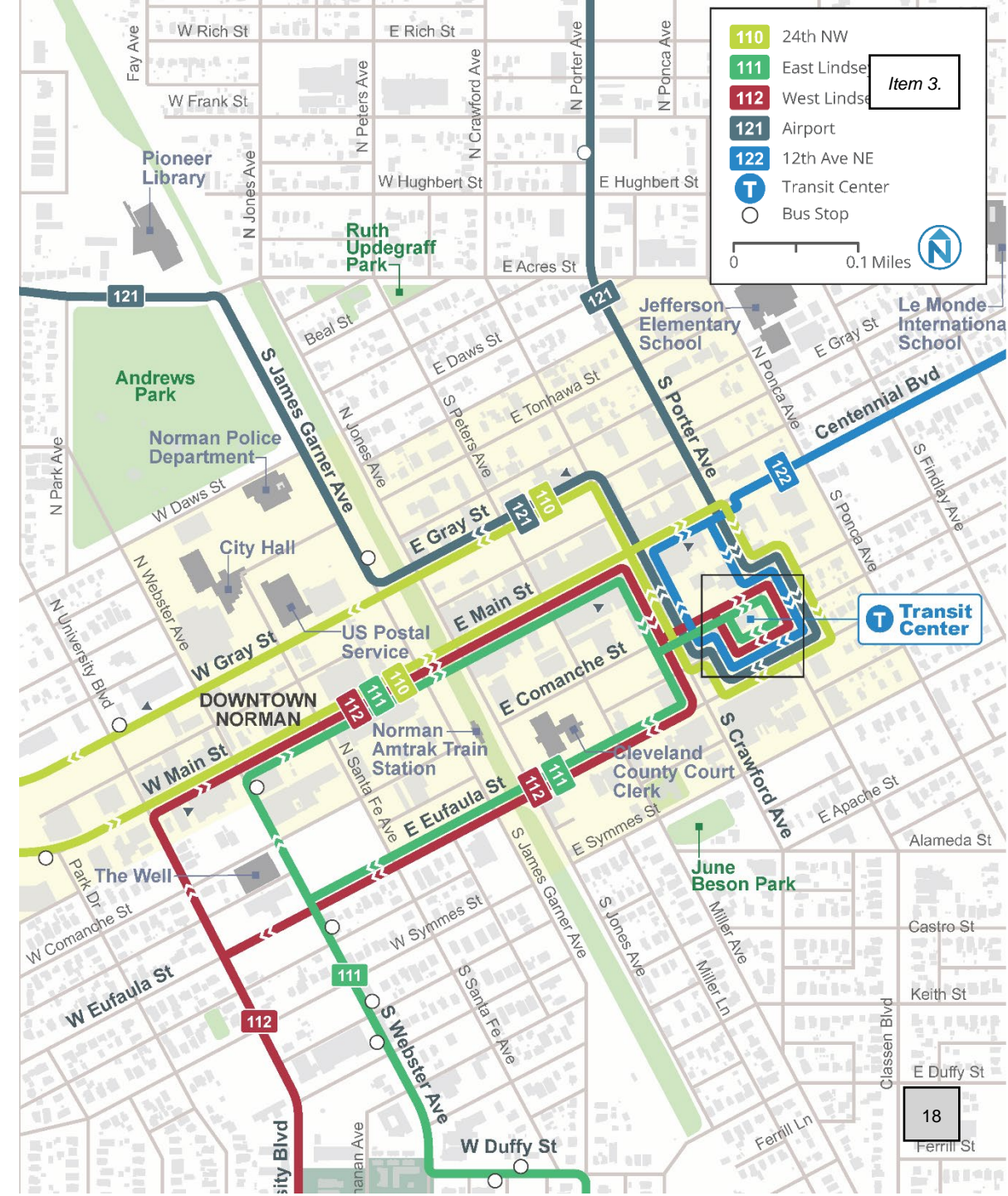




# DOWNTOWN TRANSIT HUB

**City purchased property in April 2022.**

## Downtown route alignments updated based on transit hub design.














# NEXT STEPS

Item 3.

2022

2023

		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
	Public Hearings (3)													
	Committee and Council Meetings													
	Transit Center Design													
	Transit Center Bid Process													
	Transit Center Construction													
	Bus Stops Bid Process													
	Bus Stops Installation/Upgrades													
	Service Change Marketing Campaign													
	Service Change Implementation													

# THANK YOU!



Taylor Johnson – Transit & Parking  
Program Manager  
[transit@normanok.gov](mailto:transit@normanok.gov)  
405-307-7033



**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:** June 23, 2022

**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

- 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 22<sup>nd</sup>, 2021 meeting. Staff are continuing to move forward on the next steps as recommended in the plan. Recent work includes:
    - The acquisition of property downtown, 318-320 Comanche Street, to be used as a transit center, which Council approved the purchase sale agreement on January 18. The City and the seller finalized the sale process on March 4, 2022. Staff have completed a task order for on-call architectural and engineering services with McKinney Partnership Architects P.C., which was approved by City Council on May 10, 2022. The initial project kickoff meeting occurred on site the morning of May 13, 2022.
    - On October 1, 2021 ACOG announced the grant cycle for their Air Quality Small Grant Program was open. This program seeks to improve air quality in Central Oklahoma by reducing reliance on single-occupancy vehicle trips. Small transportation infrastructure projects and transit improvements as well as projects focused on congestion relief efforts are all eligible. Staff submitted an application on November 19, 2021 requesting funding to install 80 new bus stops associated with the recommended route changes in the Go Norman Transit Plan. Council supported this application by approving a programming resolution on November 30, 2021 for the project. On January 13, 2022 the ACOG MPO Technical Committee recommended a list of projects be approved for funding, of which the City's was one of them. Then the ACOG MPO Policy Committee reviewed the list of projects on January 27, 2022 and approved them for funding. City staff worked with ACOG on a contract agreement for the project which was brought to the March 8th Council meeting and approved.
    - Staff have also worked with Nelson/Nygaard, the consultant that worked with the City to create the Go Norman Transit Plan, on an amendment to their contract which was approved by Council on March 8, 2022. This amendment will make minor changes to the Go Norman Transit Plan to reflect the property at 320 Comanche Street to be used as a Transit Center, rather than The Depot.
    - Lastly, staff are looking at the overall schedule for implementing the recommended route network in the Plan. This will include a public participation process to finalize the route changes, implementing the bus stop changes, renovating the new Transit Center, and marketing.
- Grants
  - Staff continue to program and draw down on Federal Transit Administration Grant (FTA) grants periodically to reimburse the City for eligible public transit expenses.
  - Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Staff are awaiting news of 1 grant application and are looking to apply to 2 additional grants in the near future. Please see below for more information:
    - FY22 RAISE Grant: Application for purchase and installation of 2 pantograph chargers, providing for in service charging for the new EV buses. Council supported the application by resolution on April 12 and it was submitted on April 14.
    - FY22 FTA Bus and Bus Facilities Grant: Staff are proposing to replace 2 CNG 35' fixed route buses and 4 paratransit vans. Council supported the application by resolution on May 24, and it was submitted on May 31. (Please note that staff are submitting the 2 CNG 35' buses to this grant and the one listed below, with the

- request to FTA to fund the replacement through one grant or the other, not both.)
  - FY22 FTA Low- or No-Emissions Vehicle Program: Staff are proposing to replace 2 CNG 35' fixed route buses. Council supported the application by Resolution on May 24, and it was submitted on May 31. (Please note that staff are submitting the 2 CNG 35' buses to this grant and the one listed above, with the request to FTA to fund the replacement through one grant or the other, not both.)
  - Please see the Go Norman Transit Plan section on the first page of this report for more information on an ACOG Air Quality Grant to support new bus stops in Norman.
- 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, 21 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. Two additional vehicles will reach the end of their useful life by the end of 2022, and a third will do so in 2023.
  - The City is currently in the process of purchasing 2 battery electric busses and 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 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.
    - As the buses near completion, staff will take a trip to the bus manufacturer's facility in California to oversee part of the process. Preliminary plans for this trip are being made for July.
  - 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.)
  - Staff have worked with the Oklahoma Department of Transportation (ODOT) to draft a contract to accept Surface Transportation Block Grant – Urbanized Area (STBG-UZA) funding for the purchase of 2 35ft low-floor CNG transit buses, which Council reviewed and approved at their June 14, 2022 meeting. A follow up authorization to purchase the buses will be drafted for review and approval.

### Conclusion

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

# PERFORMANCE REPORT

## Transit System Report

May 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 May 2022 was 22,453, compared to 24,814 in April 2022. The average total daily ridership was 898 for May 2022, a 5.87% decrease from 954 for April 2022, and a 37.17% increase from 655 in May 2021. Fiscal-year-to-date ridership is 243,375 passengers, a 29.74% increase from the May 2021 YTD total of 187,592.

The fixed-route service totaled 20,501 for May 2022 compared to 22,690 for April 2022. Average fixed-route daily ridership for May 2022 was 820, compared to 873 for April 2022, a 6.07% decrease, and 598 for May 2021, a 37.11% increase. Passengers with bicycles or similar means of travel totaled 662, compared to 760 for April 2022 and 394 for May 2021. Passengers with wheelchairs or other mobility devices totaled 203, compared to 254 for April 2022 and 375 for May 2021.

PLUS ridership totaled 1,952 for May 2022, compared to 2,124 for April 2022 and 1,415 for May 2021. The average total PLUS ridership was 78 for May 2022 and 82 for April 2022, a 4.88% decrease, and 57 for May 2021, a 36.84% increase. Passengers with wheelchairs or other mobility devices totaled 401 for May 2022, compared to 429 for April 2022, a 6.53% decrease, and 255 for May 2021, a 57.25% increase.

Norman Transit Services	May FY22	+/- May FY21	+/- Apr FY22
<b>Fixed Routes (M-F)</b>	<b>18,566</b>	<b>38.88%</b>	<b>-9.51%</b>
110 - Main Street	4,038	16.23%	-6.94%
111 - Lindsey East	7,416	42.37%	-13.19%
112 - Lindsey West	2,579	52.51%	-13.49%
120 - West Norman	175	49.57%	-6.91%
121 - Alameda	4,331	59.82%	-3.02%
144 - Social Security	18	N/A	N/A
<b>Fixed Routes (Sat)</b>	<b>1,944</b>	<b>22.73%</b>	<b>-10.54%</b>
110 - Main Street	482	7.59%	-3.02%
111 - Lindsey East	672	21.30%	-10.04%
112 - Lindsey West	237	21.54%	-26.63%
121 - Alameda	553	42.89%	-8.75%
<b>PLUS ADA Service</b>	<b>1,952</b>	<b>37.95%</b>	<b>-8.10%</b>
PLUS (M-F)	1,848	37.50%	-7.37%
PLUS (Sat)	104	46.48%	-19.38%
Bikes	662	68.02%	-12.89%
Wheelchair	203	-45.87%	-20.08%
PLUS Wheelchair	401	57.25%	-6.53%



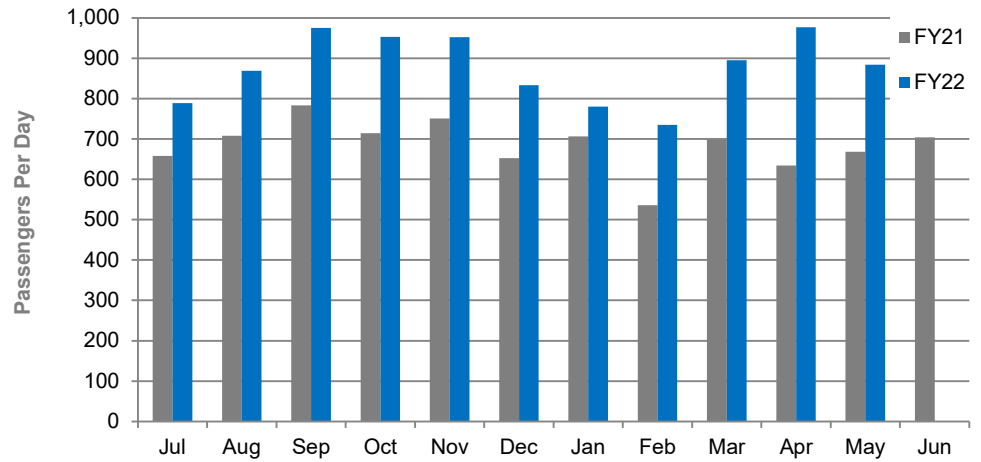
### Fixed Route Weekday Ridership

Total fixed-route weekday ridership for May 2022 was 18,566, a 9.51% decrease from 20,517 in April 2022 and a 38.88% increase from 13,368 in May 2021. Average weekday passenger ridership totaled 885 in May 2022; a 9.42% decrease compared to 977 for April 2022. Average ridership increased 32.49% compared to 668 passengers in May 2021. The average RPSH was 12.95.

Route 144 resumed service for the first time since the start of the Covid-19 pandemic.

The spring semester at the University of Oklahoma ended on 5/13.

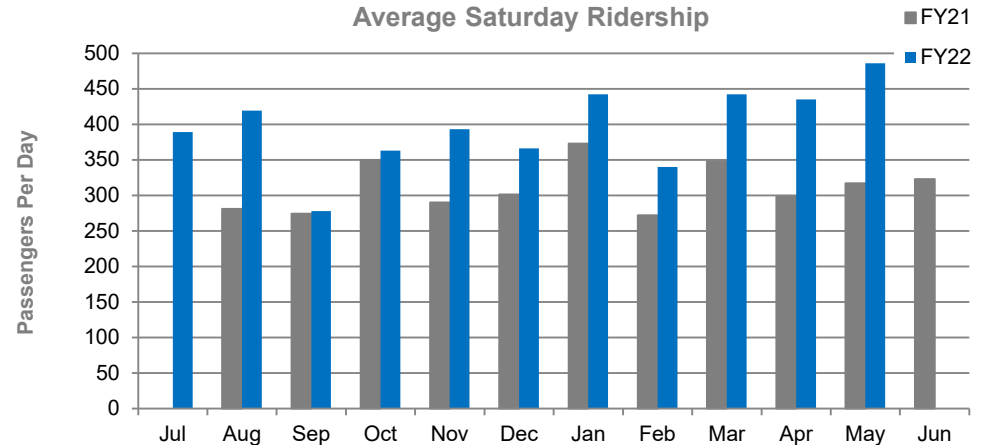
**Norman Fixed-Route**  
Average Weekday Ridership



### Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for May 2022 was 1,944, a 10.54% decrease over 2,173 for April 2022 and a 22.73% increase from 1,584 in May 2021. Average weekend passenger ridership totaled 486 for May 2022, a 11.72% increase, compared to 435 for April 2022, and a 53.31% increase over 317 in May 2021. The average RPSH was 13.73.

**Norman Fixed-Route**  
Average Saturday Ridership

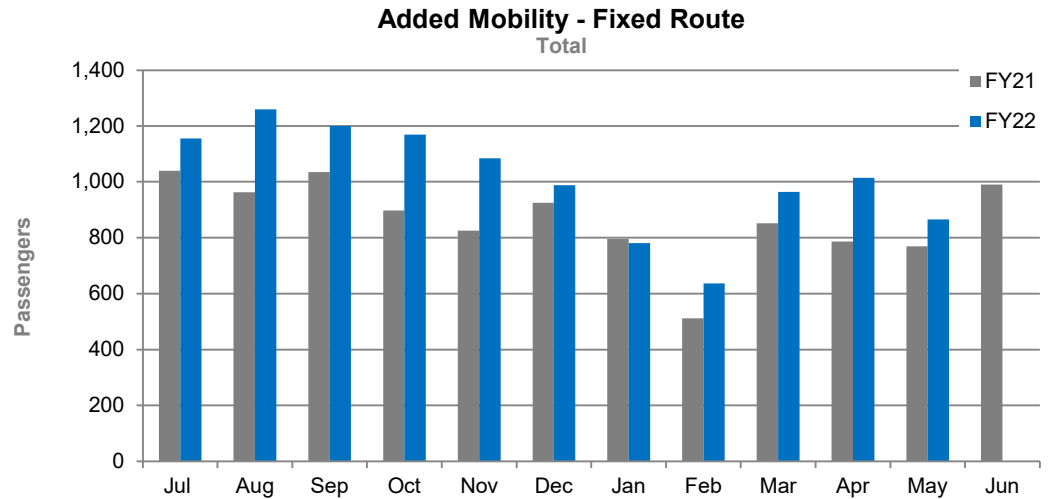


### Added Mobility – Fixed Route

Total passengers with added mobility, such as bikes and wheelchairs, totaled 865 for May 2022, a 14.69% decrease from 1,014 in April 2022, and a 12.48% increase from 769 in May 2021.

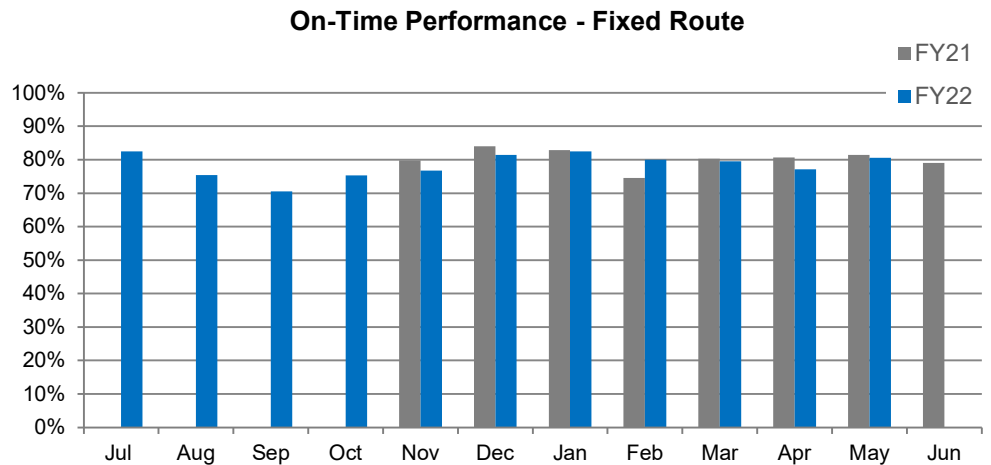
Bike passengers totaled 662, a 12.89% decrease from 760 in April 2022 and a 68.02% increase from 394 in May 2021.

Wheelchair passengers totaled 203, a 20.08% decrease from 254 in April 2022, and a 45.87% decrease from 375 in May 2021.



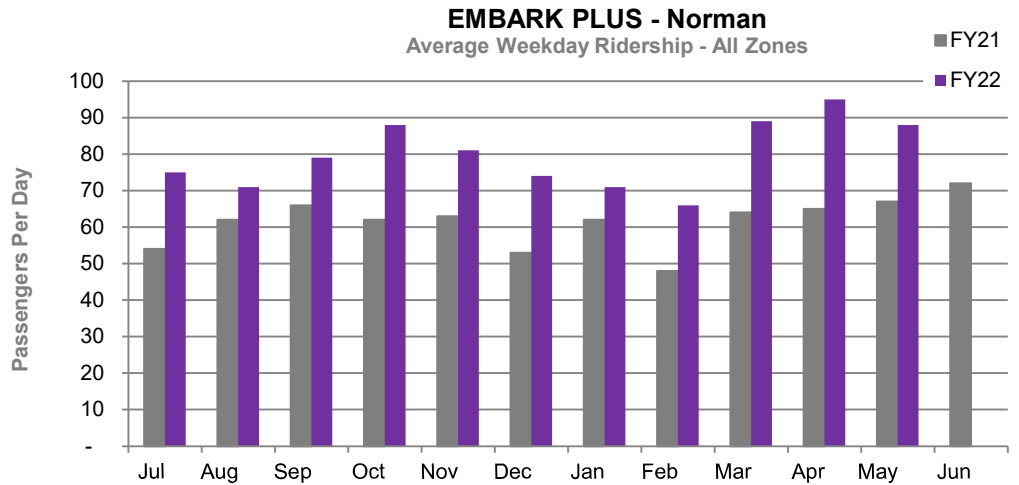
### On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 80.60% in May 2022, a 3.50% increase from 77.10% in April 2022 and a 0.80% decrease from 81.40% in May 2021.



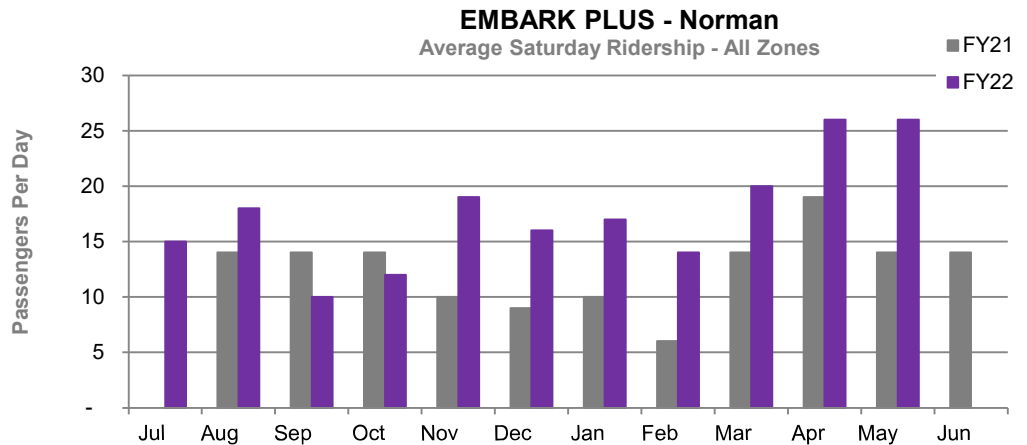
### PLUS Weekday

Total PLUS weekday ridership for May 2022 was 1,848, a 7.37% decrease from 1,995 in April 2022, and a 37.50% increase from 1,344 in May 2021. Average weekday passenger ridership totaled 88 for May 2022, a 7.37% decrease from 95 for April 2022 and a 31.34% increase from 67 for May 2021. RPSH was 1.19.



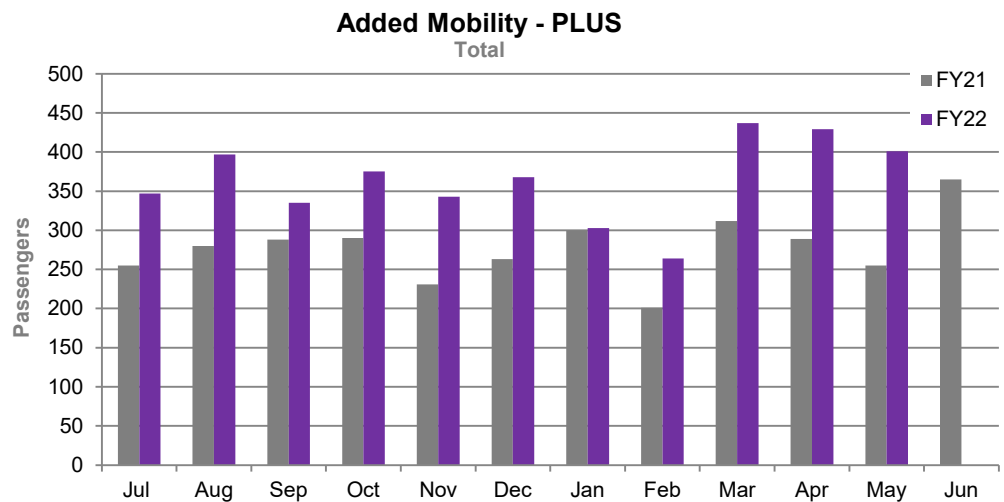
### PLUS Saturday

Total PLUS Saturday ridership for May 2022 was 104, a 19.38% decrease from 129 in April 2022 and a 46.48% increase from 71 in May 2021. Average Saturday passenger ridership totaled 26 for May 2022, the same as April 2022 and an 85.71% increase from 14 in May 2021. RPSH was 1.42.



### Added Mobility - PLUS

PLUS passengers with added mobility totaled 401 for May 2022, a 6.53% decrease from 429 in April 2022, and a 57.25% increase from 255 in May 2021.

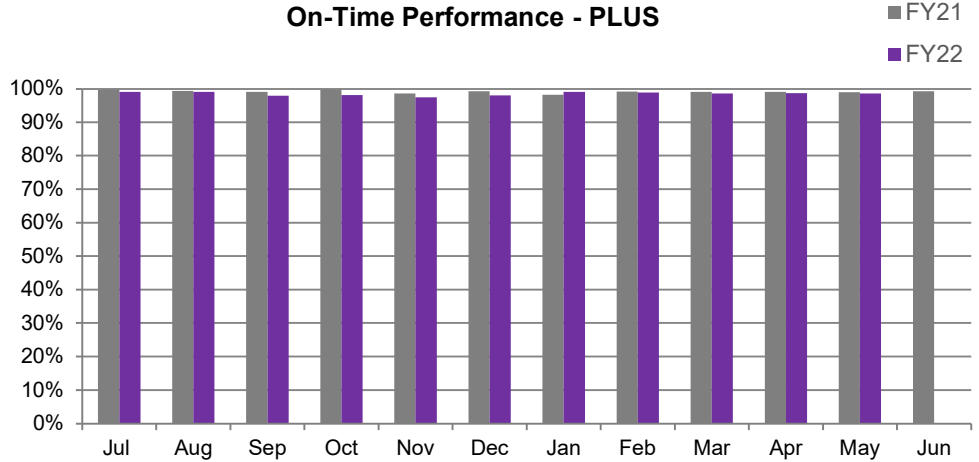


**On-Time Performance - PLUS**

Cumulative on-time performance for PLUS buses was 98.60%, a 0.11% decrease from 98.71% in April 2022 and a 0.38% decrease from 98.98% in May 2021.

Weekday on-time performance in the primary zone was 98.57%, a 0.04% decrease from 98.61% in April 2022 and a 0.52% decrease from 99.09% in May 2021.

Weekday on-time performance in the secondary zone was 98.63%, a 0.32% decrease from 98.95% in April 2022 and a 0.05% decrease from 98.68% in May 2021. Saturday on-time performance was 98.97%, a 0.19% decrease from 99.16% in April 2022 and a 0.34% increase from 98.63% in May 2021.



<b>PLUS Weekday Service Summary</b>	May FY22	+/- May FY21	+/- Apr FY22		<b>PLUS Saturday Service Summary</b>	May FY22	+/- May FY21	+/- Apr FY22
Total Passengers	1,848	37.50%	-7.37%		Total Passengers	104	46.48%	-19.38%
Total Trips	1,760	36.12%	-6.83%		Total Trips	97	32.88%	-18.49%
Trips Daily Average	84	47.37%	-6.67%		Trips Daily Average	24	60.00%	0.00%
Trips Requested	1,760	36.12%	-6.83%		Trips Requested	97	32.88%	-18.49%
Denied Trips	0	0.00%	-100.00%		Denied Trips	0	0.00%	0.00%
Capacity Denials	0	0.00%	0.00%		Capacity Denials	0	0.00%	0.00%
No Show	45	181.25%	18.42%		No Show	3	50.00%	200.00%

<b>PLUS Applications</b>	May FY22	+/- May FY21	+/- Apr FY22
New Applications	12	50.00%	20.00%
Renewals Received	5	400.00%	500.00%
Applications Approved	11	-15.38%	-35.29%
Applications Denied	2	100.00%	200.00%

### Summary of Services Table: May 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.

<b>EMBARK Norman Service Summary</b>	<b>ADP May FY22</b>	<b>FY22 YTD</b>	<b>FY21 YTD</b>		<b>Service Profile</b>	<b>May FY22</b>	<b>May FY21</b>	<b>Apr FY22</b>
Fixed Routes (M-F)	885	206,073	159,718		Weekdays	21	22	21
Fixed Routes (Sat)	486	17,787	13,172		Saturdays	4	5	5
PLUS (M-F)	88	18,278	14,182		Gamedays	0	0	1
-Zone 1*	74	14,955	11,185		Holidays	1	1	0
-Zone 2**	14	3,773	2,997		Weather	4	0	2
PLUS (Sat)***	26	787	520		Fiscal YTD Days	280	276	255
					Cal. YTD Days	126	127	101

\* Requires ¾ mile

\*\*Operates only on Weekdays until 7:00 pm

\*\*\*Operates only in Zone 1

### Strategic Performance Measures

<b>MEASURE</b>	<b>FY 22 YTD</b>	<b>FY 22 Targets</b>	
# of Norman fixed-route passenger trips provided	223,860	265,054	▲
# of Norman paratransit trips provided	19,515	19,000	■
% of on-time Norman paratransit pick-ups	98.49%	95.00%	●
# of Norman bus passengers per service hour, cumulative	12.83	13.14	●
# of Norman bus passengers per day, average	799	N/A*	N/A*
% of Norman required paratransit pick-ups denied due to capacity	0.01%	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