



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

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

Thursday, March 24, 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. PUBLIC TRANSIT REPORT
2. DISCUSSION REGARDING MICRO TRANSIT.
3. DISCUSSION REGARDING THE POTENTIAL ESTABLISHMENT OF ONE-WAY ALLEYS IN THE CENTER CITY FORM BASED CODE AREA.

### ADJOURNMENT



**MEMO TO:** Council Community Planning and Transportation Committee

**FROM:** Taylor Johnson, Transit and Parking Program Manager *T.J.*

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

**DATE:** March 24, 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

- Public Transportation Response to COVID-19 to Date
  - Current Service Changes & Policies
    - Limited Passenger Capacity on Vehicles
    - Suspended Route 144-Social Security
    - Mandatory Face Coverings – Federal Requirement (Expiration April 18, 2021)
  - 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 22<sup>nd</sup>, 2021 meeting. Staff are continuing exploratory work 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 will begin work with consultants to renovate this into the new Transit Center.
    - 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 have 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. This amendment will make minor changes to the Go Norman Transit Plan to reflect the property at 318-320 Comanche Street to be used as a Transit Center, rather than The Depot. Staff are now working on an additional amendment to include architectural design for the renovation of the new transit center.
- 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 completed drawing down all the funds available from the FTA CARES Act grant for the new Northbase facility housing the transit maintenance and operations activities.
  - Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. This includes grants through programs at ACOG, FTA, and the RAISE grant. Please see the Go Norman Transit Plan section on the first page of this report for more information on an ACOG grant to support new bus stops in Norman.

office memorandum

# office memorandum

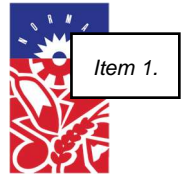
- AngelTrax Public Transportation Onboard Surveillance System Installation
  - On November 9, 2021 City Council approved contract K-2122-43 with AngelTrax to provide a public transportation onboard surveillance system for the City of Norman public transportation fleet.
  - This contract provides:
    - Sufficient camera coverage both inside and outside the vehicle
    - Sufficient storage on each vehicle to download video up to the past 240 hours.
    - An automatic system that would download tagged video wirelessly when the vehicle comes in range of the public transit fleet yard.
    - A computer software solution that enables both EMBARK and City of Norman employees to tag/request video be downloaded and viewed.
  - Vendor has completed installation. Staff are working with the company's corporate office to schedule training on the equipment and software.
  
- 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.
  - 22 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.
  - The City is currently in the process of purchasing 2 battery electric busses and staff have had numerous meetings with the manufacturer. 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 2021 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 add charge rails to the top of the busses so that in the future an overhead pantograph charging system could be utilized.
  - 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 purchase five (5) 3500 Dodge Promaster vans for the Public Transportation Fleet for a total of \$469,515. Due to ongoing supply chain issues the price of the vehicles has 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.)

## 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 February 2022



# PERFORMANCE REPORT

## Transit System Report

February 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 February 2022 was 17,425, compared to 19,258 in January 2022. The average total daily ridership was 726 for February 2022, a 9.52% decrease from 802 for January 2022, and a 36.23% increase from 533 in February 2021. Fiscal-year-to-date ridership is 171,626 passengers, a 26.60% increase from the February 2021 YTD total of 135,567.

The fixed-route service totaled 16,059 for February 2022 compared to 17,709 for January 2022. Average fixed-route daily ridership for February 2022 was 669, compared to 738 for January 2022, a 9.32% decrease, and 492 for February 2021, a 36.07% increase. Passengers with bicycles or similar means of travel totaled 637, compared to 781 for January 2022 and 512 for February 2021. Passengers with wheelchairs or other mobility devices totaled 172, compared to 216 for January 2022 and 234 for February 2021.

PLUS ridership totaled 1,366 for February 2022, compared to 1,549 for January 2022 and 989 for February 2021. The average daily total PLUS ridership was 57 for February 2022 and 65 for January 2022, a 11.81% decrease, and 41 for February 2021, a 38.12% increase. Passengers with wheelchairs or other mobility devices totaled 264 for February 2022, compared to 303 for January 2022, a 12.87% decrease, and 192 for February 2021, a 37.50% increase.

Norman Transit Services	Feb FY22	+/- Feb FY21	+/- Jan FY22
<b>Fixed Routes (M-F)</b>	<b>14,698</b>	<b>37.17%</b>	<b>-10.29%</b>
110 - Main Street	2,848	-22.08%	-19.39%
111 - Lindsey East	6,029	40.18%	-2.38%
112 - Lindsey West	2,283	42.96%	-3.51%
120 - West Norman	114	25.27%	-8.80%
121 - Alameda	3,424	58.01%	-18.16%
144 - Social Security	0	0.00%	0.00%
<b>Fixed Routes (Sat)</b>	<b>1,361</b>	<b>25.21%</b>	<b>2.72%</b>
110 - Main Street	327	6.17%	-2.39%
111 - Lindsey East	462	19.69%	3.82%
112 - Lindsey West	212	22.54%	55.88%
121 - Alameda	360	63.64%	-11.98%
<b>PLUS ADA Service</b>	<b>1,366</b>	<b>38.12%</b>	<b>-11.81%</b>
PLUS (M-F)	1,311	35.85%	-12.42%
PLUS (Sat)	55	129.17%	5.77%
Bikes	465	67.27%	-17.70%
Wheelchair	172	-26.50%	-20.37%
PLUS Wheelchair	264	-12.87%	-12.87%

**Fixed Route Weekday Ridership**

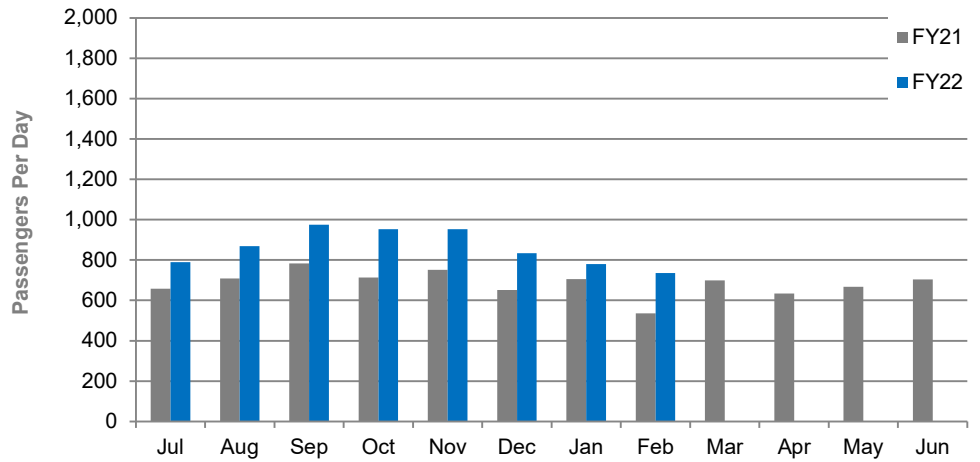
Total fixed-route weekday ridership for February 2022 was 14,698, a 10.29% decrease from 16,384 in January 2022 and a 37.17% increase from 10,715 in February 2021. Average weekday passenger ridership totaled 735 in February 2022; a 5.81% decrease compared to 780 for January 2022. Average ridership increased 37.17% compared to 536 passengers in February 2021. The average RPSH was 11.00.

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

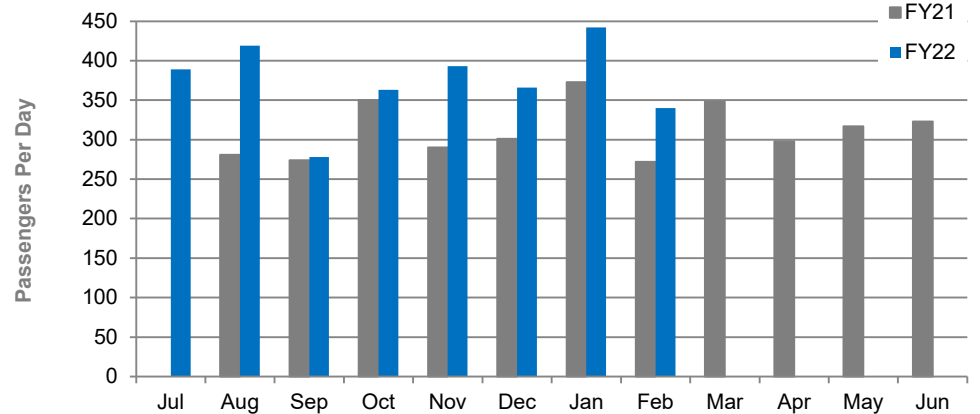
**Fixed Route Saturday Ridership**

Total fixed-route Saturday ridership for February 2022 was 1,361, a 2.72% increase over 1,325 for January 2022 and a 25.21% increase from 1,087 in February 2021. Average weekend passenger ridership totaled 340 for February 2022, a 22.96% decrease, compared to 442 for January 2022, and a 25.21% increase over 272 in February 2021. The average RPSH was 9.62.

**Norman Fixed-Route  
Average Weekday Ridership**



**Norman Fixed-Route  
Average Saturday Ridership**

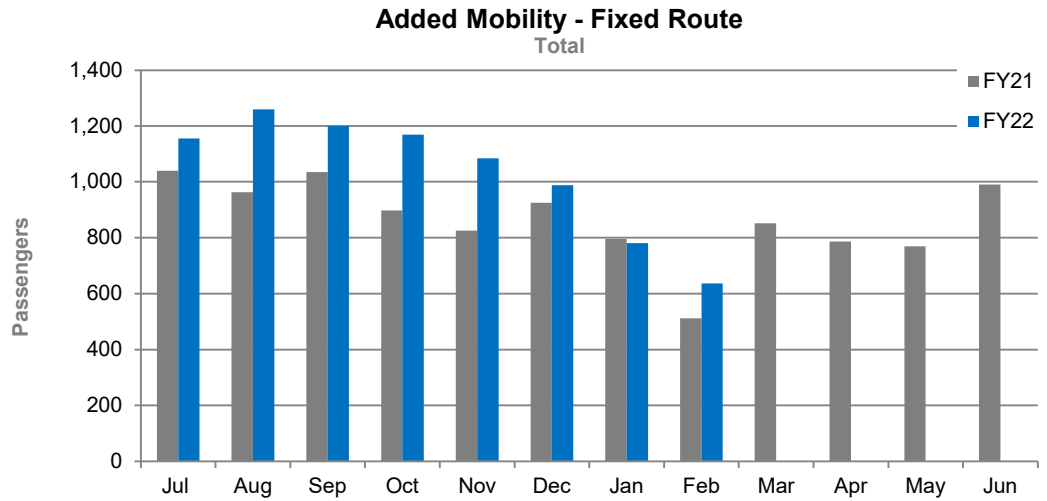


**Added Mobility – Fixed Route**

Total passengers with added mobility, such as bikes and wheelchairs, totaled 637 for February 2022, a 18.44% decrease from 781 in January 2022, and a 24.41% increase from 512 in February 2021.

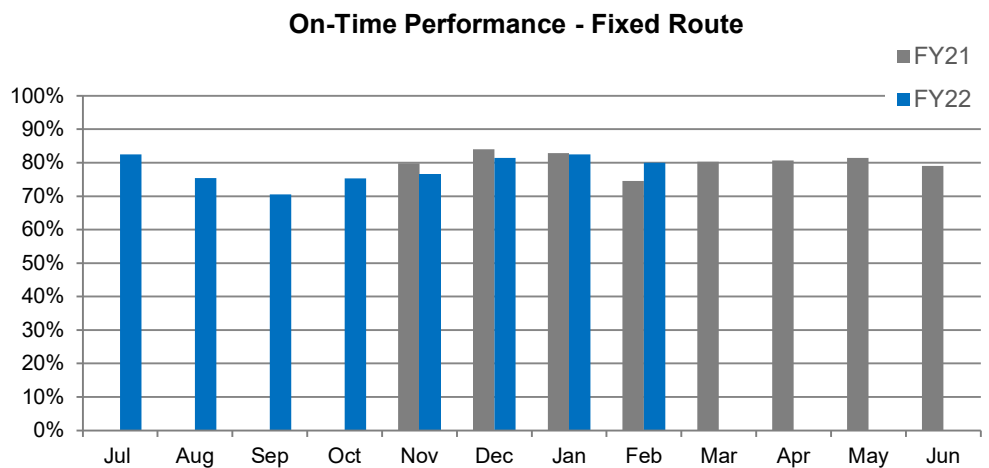
Bike passengers totaled 465, a 17.70% decrease from 565 in January 2022 and a 67.27% increase from 278 in February 2021.

Wheelchair passengers totaled 172, a 20.37% decrease from 234 in January 2022, and a 26.50% decrease from 234 in February 2021.



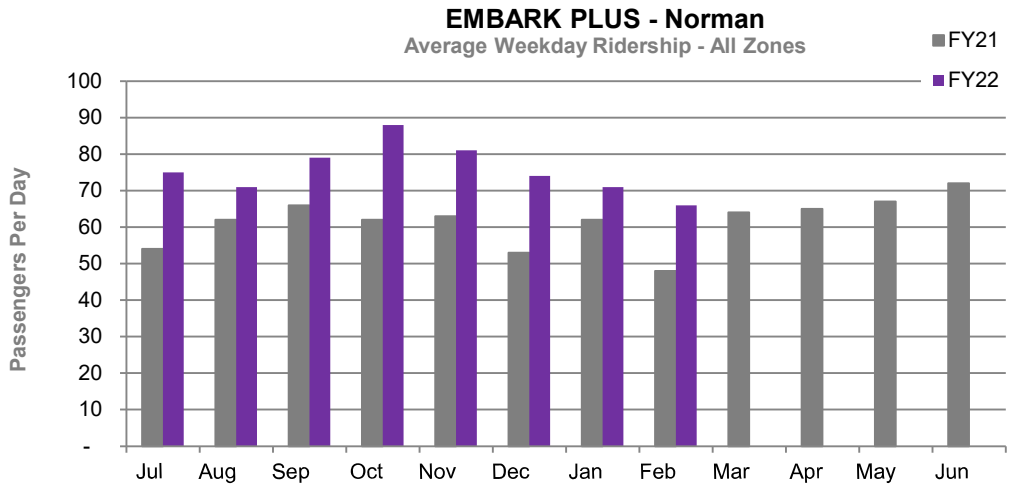
**On-Time Performance – Fixed Route**

Cumulative on-time performance for fixed-route buses was 80.00% in February 2022, a 2.50% decrease from 82.50% in January 2022 and a 5.50% increase from 74.50% in February 2021.



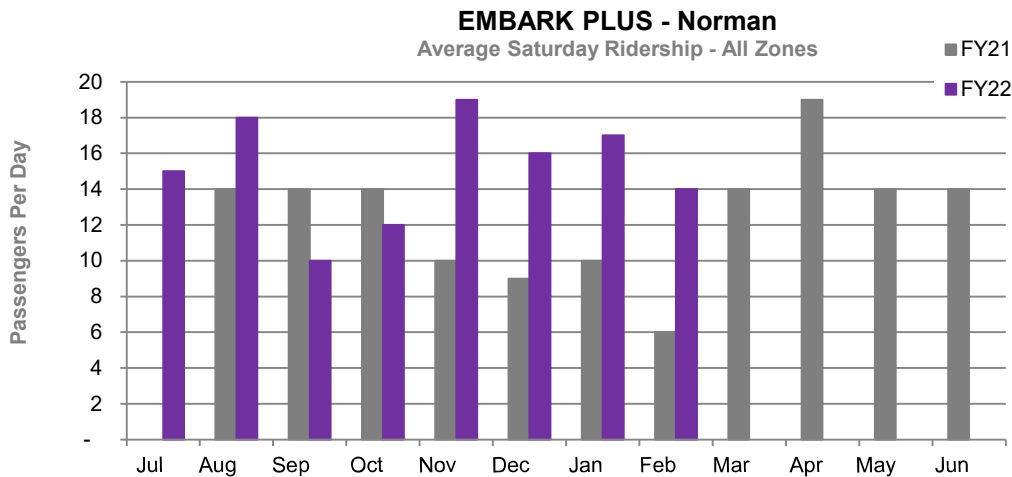
**PLUS Weekday**

Total PLUS weekday ridership for February 2022 was 1,311, a 12.42% decrease from 1,497 in January 2022, and a 35.85% increase from 965 in February 2021. Average weekday passenger ridership totaled 66 for February 2022, an 8.05% decrease from 71 for January 2022 and a 35.85% increase from 48 for February 2021. RPSH was 1.20.



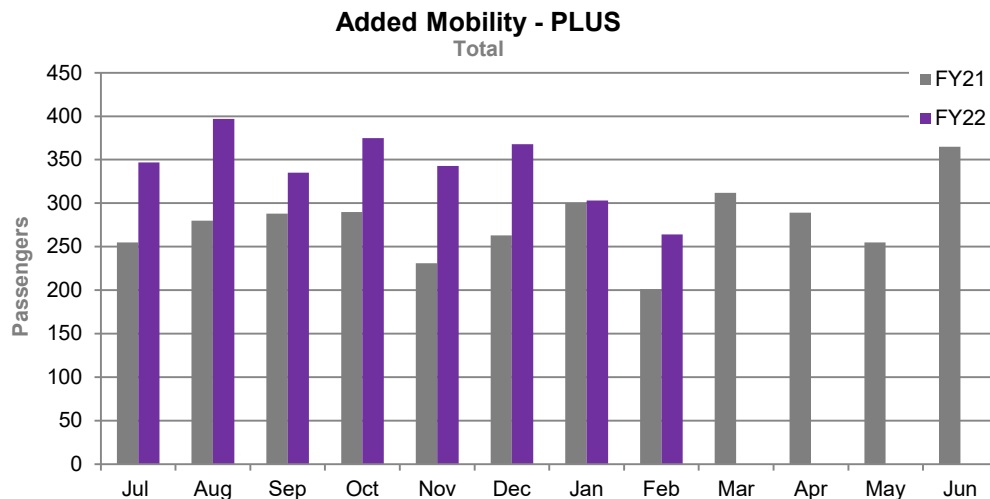
**PLUS Saturday**

Total PLUS Saturday ridership for February 2022 was 55, a 5.77% increase from 52 in January 2022 and a 129.17% increase from 24 in February 2021. Average Saturday passenger ridership totaled 14 for February 2022, a 20.67% decrease from 17 in January 2022 and a 129.17% increase from 6 in February 2021. RPSH was 0.96.



**Added Mobility - PLUS**

PLUS passengers with added mobility totaled 264 for February 2022, a 12.87% decrease from 303 in January 2022, and a 37.50% increase from 264 in February 2021.

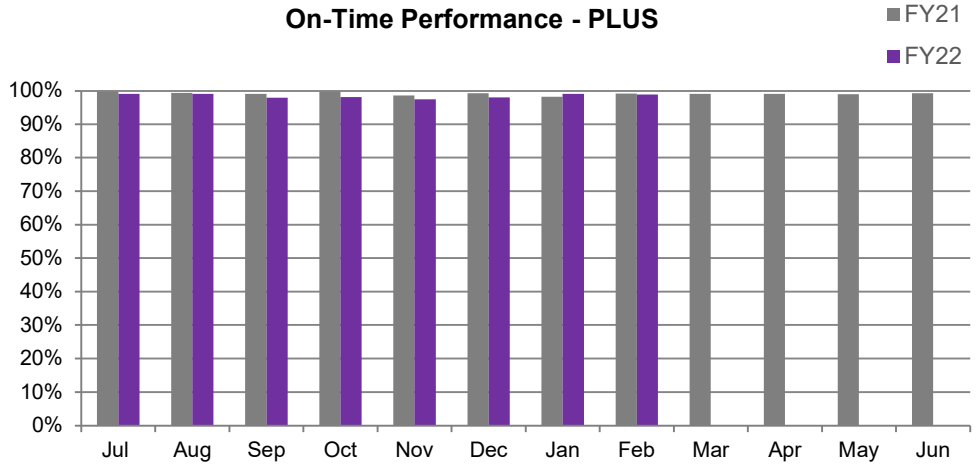


**On-Time Performance - PLUS**

Cumulative on-time performance for PLUS buses was 98.90%, a 0.20% decrease from 99.10% in January 2022 and a 0.23% decrease from 99.14% in February 2021.

Weekday on-time performance in the primary zone was 98.89%, a 0.21% decrease from 99.09% in January 2022 and a 0.13% decrease from 99.02% in

February 2021. Weekday on-time performance in the secondary zone was 98.74%, a 0.24% decrease from 98.98% in January 2022 and a 0.73% decrease from 99.47% in February 2021. Saturday on-time performance was 100.00%, the same as January 2022 and February 2021.



<b>PLUS Weekday Service Summary</b>	Feb FY22	+/- Feb FY21	+/- Jan FY22		<b>PLUS Saturday Service Summary</b>	Feb FY22	+/- Feb FY21	+/- Jan FY22
Total Passengers	1,311	35.85%	-12.42%		Total Passengers	55	129.17%	5.77%
Total Trips	1,226	35.77%	-12.18%		Total Trips	52	136.36%	8.33%
Trips Daily Average	61	48.76%	-12.18%		Trips Daily Average	13	136.36%	-18.75%
Trips Requested	1,226	35.77%	-12.18%		Trips Requested	52	136.36%	8.33%
Denied Trips	0	0.00%	0.00%		Denied Trips	0	0.00%	0.00%
Capacity Denials	0	0.00%	0.00%		Capacity Denials	0	0.00%	0.00%
No Show	18	0.00%	-10.00%		No Show	1	-50.00%	0.00%

<b>PLUS Applications</b>	Feb FY22	+/- Feb FY21	+/- Jan FY22
New Applications	9	125.00%	-30.77%
Renewals Received	3	-25.00%	50.00%
Applications Approved	11	0.00%	-15.38%
Applications Denied	0	100.00%	0.00%



### Summary of Services Table: February 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 Feb FY22</b>	<b>FY22 YTD</b>	<b>FY21 YTD</b>	<b>Service Profile</b>	<b>Feb FY22</b>	<b>Feb FY21</b>	<b>Jan FY22</b>
Fixed Routes (M-F)	735	146,405	125,320	Weekdays	20	20	21
Fixed Routes (Sat)	340	11,901	9,004	Saturdays	4	4	3
PLUS (M-F)	66	12,847	9,930	Gamedays	0	0	0
-Zone 1*	53	10,183	7,860	Holidays	0	0	1
-Zone 2**	12	2,664	2,070	Weather	4	7	0
PLUS (Sat)***	14	473	317	Fiscal YTD Days	202	198	178
				Cal. YTD Days	48	49	24

\* 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	158,306	265,054	●
# of Norman paratransit trips provided	13,320	19,000	▲
% of on-time Norman paratransit pick-ups	98.43%	95.00%	●
# of Norman bus passengers per service hour, cumulative	12.57	13.14	▲
# of Norman bus passengers per day, average	783	N/A*	N/A*
% of Norman required paratransit pick-ups denied due to capacity	0.02%	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

# FY 2023 Microtransit Proposal

Council Community Planning and  
Transportation Committee

March 24, 2022



# Discussion Today

Item 2.

- Microtransit/On-Demand Transit
  - Overview of October 12, 2021 Council Conference Discussion
  - Discussions with Via
  - FY2023 Budget Proposal



# Overview of Oct. 12 Council Conference Discussion

Item 2.

- **Provided Overview of Current City Services**
  - Fixed-Route (EMBARK Norman)
  - Paratransit (EMBARK Norman Plus)
- **Discussed Transit Budget**
  - Operations, Maintenance, Fleet Replacement
- **Discussed Transit Facilities**
  - Transit/Public Safety Maintenance Facility
  - Transit Transfer Center
- **Discussed Local and Regional Transit Planning**
  - Regional Transportation Authority (RTA) of Central Oklahoma
  - Go Norman Transit Plan



# Overview of On-demand or Microtransit Services

Item 2.

- On-demand or Microtransit service at its basic level is low-capacity, “flexible” public transit service.
  - Privately or publicly operated
  - Technology based
  - Vans or shuttle type vehicles
- Usually deployed to compliment traditional public transit to assist in these areas:
  - Low-Density Area Mobility
  - First-Last-Mile
  - Underperforming Bus Routes
  - Paratransit
- Really started to evolve and become more popular in the last 5 or so years.

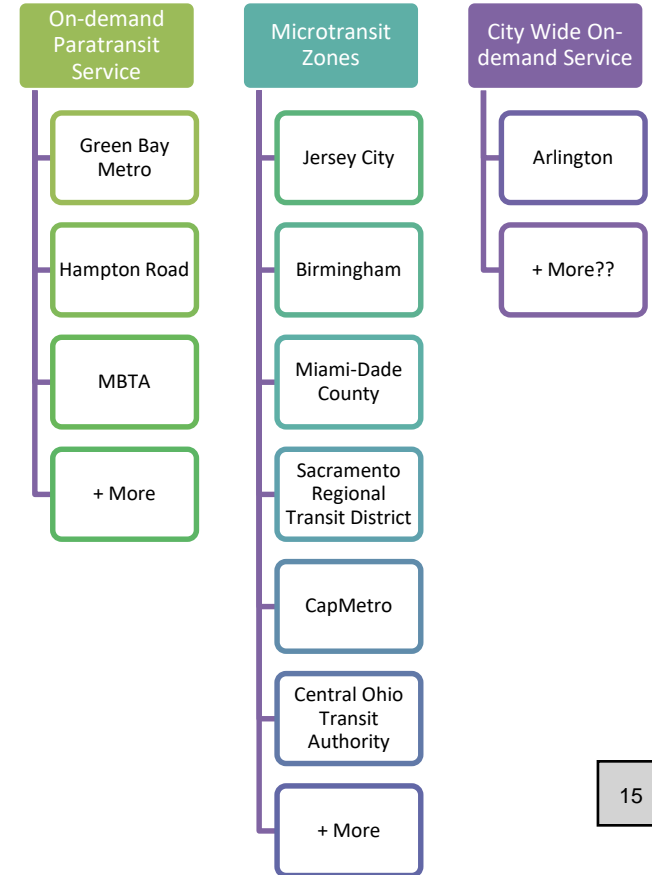


# Examples of

# On-demand/Microtransit Services

Item 2.

- Service Options
  - On-demand Paratransit
  - Microtransit Zones
  - City Wide On-demand Service
- Providers
  - Via (Operations, Maintenance, and/or Technology)
  - Spare (Technology)
  - Moovit (Technology)
  - Routematch by Uber (Technology)
  - RideCo (Technology)



## City of Norman (EMBARC Norman)

- 2020 Population: 125,762
- 189 Square Miles
- FY21 Ridership (July 1, 2020 – June 30, 2021): 206,002
  - FY20 Ridership: 282,923
  - FY19 Ridership: 333,274
    - *City routes and paratransit ridership pulled from CART.*
- Cost of Operations (FY22 Budget and Typical Fleet Replacement):
  - \$6,231,850
    - \$5,401,850 (Ops, Maintenance, Admin, etc.)
    - \$600,000 (1 CNG 35' Bus Replacement)
    - \$230,000 (2 Paratransit Vans Replacement)
- Fare: Free

## Arlington (Via)

Item 2.

- 2020 Population: 398,864
- 99 Square Miles
- FY21 Ridership (October 1, 2020 – September 25, 2021): 348,056
  - FY20 Ridership: 179,814
  - FY19 Ridership: 187,929
- Cost of Operations (FY21 Contract):
  - \$8,300,000
- Fare:
  - Trips from 0-1.5 miles: \$3.00
  - Trips from >1.5-3 miles: \$3.50
  - Trips from >3-4.5 miles: \$4.00
  - Trips from >4.5-6 miles: \$4.50
  - Trips over >6 miles: \$5.00
  - ViaPass – \$25.00 weekly pass that allows up to 4 trips per day.



# On-demand/Microtransit Service and the Go Norman Transit Plan

Item 2.





- Initially considered for northwest and/or southeast Norman.
- Decided not to pursue microtransit in the plan as it was showing to result in a large increase to the transit program budget.
- In the Go Norman Transit Plan planning horizon, approximately 10 years, it was identified that there are greater needs, particularly with frequency, in areas already served by fixed route service.
- Ridership per Service Hour Comparison.
  - Existing Fixed-Routes: 10-40 riders per service hour pre-pandemic, 6-17 riders per service hour in FY21 with limited capacity restrictions.
  - Existing Paratransit: 1.5 riders per service hour pre-pandemic and per service hour in FY21.
  - On-demand/microtransit: Typically 3-4 riders per service hour when used as a fixed route replacement.

# Discussions with Via

- At Council's direction after the October 12 Council Conference meeting, staff began researching the cost to establish microtransit zones in Norman.
- Via is a provider of advanced public mobility solutions. Some of their services include Microtransit and Paratransit services.
- Staff consulted with Via to discuss options for Microtransit in Norman. Both parties acknowledged the need for a formal, competitive RFP process if the project was funded.
- A proposed service design was discussed so that an estimate could be provided to serve as the basis of the FY23 Budget Proposal.

## On-demand service

## Service design + simulation.

 <b>Booking model</b>	On-Demand
 <b>Vehicle type</b>	6-passenger vehicle
 <b>Simulation hours (peak)</b>	<b>7am - 10am</b>
 <b>Walking</b>	Corner-to-corner service

## Algorithm parameters

**30 min**  
Max wait time

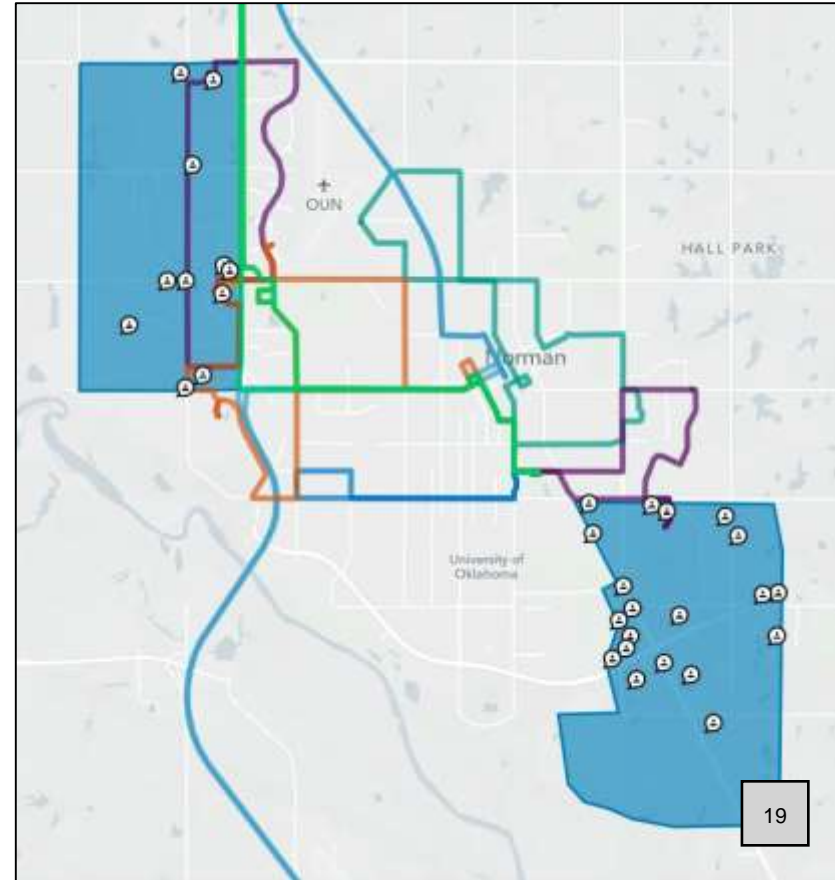
**180 meters**  
Max walking distance

**45 min**  
Max detour

# FY2023 Microtransit Budget Proposal

Item 2.

- Requesting a new service contract with an outside contractor for turnkey microtransit operations. The microtransit service provider would provide
  - 4-6 "vans" in 2 zones (generally NW and SE urban Norman) for on-demand services within the zone.
  - Increased flexibility and shorter trip durations for transit customers that live within the designated zones.
  - Compliment Norman's fixed-route and paratransit services.
- Estimated cost for the first year: \$1,500,000.00.
  - Selection of microtransit provider and costs are still subject to a forthcoming RFP selection process if funding was allocated.



# DISCUSSION