

# CITY OF NORMAN, OK CITY COUNCIL STUDY SESSION

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

Tuesday, January 03, 2023 at 5:30 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 OF MICRO TRANSIT STUDY
2. DISCUSSION REGARDING THE RECODIFICATION PROCESS

### ADJOURNMENT



January 3, 2022

Item 1.

# Norman

## Microtransit Pilot Program Council Workshop #2



# Background

- City of Norman assumed transit service – July 1, 2019
- Go Norman Transit Plan adoption – June 22, 2021
- Budget adoption of \$750,000 for Microtransit – July 1, 2022
- HNTB contract approval – September 15, 2022
- Kickoff meeting with HNTB – October 18, 2022
- Council Workshop #1 – December 6, 2022
- Council Workshop #2 – January 3, 2022



# Agenda

- Alternatives Analysis Process
- 1st Screening
- 2nd Screening
- Recommendation
- Discussion
- Next Steps



# Alternatives Analysis Process



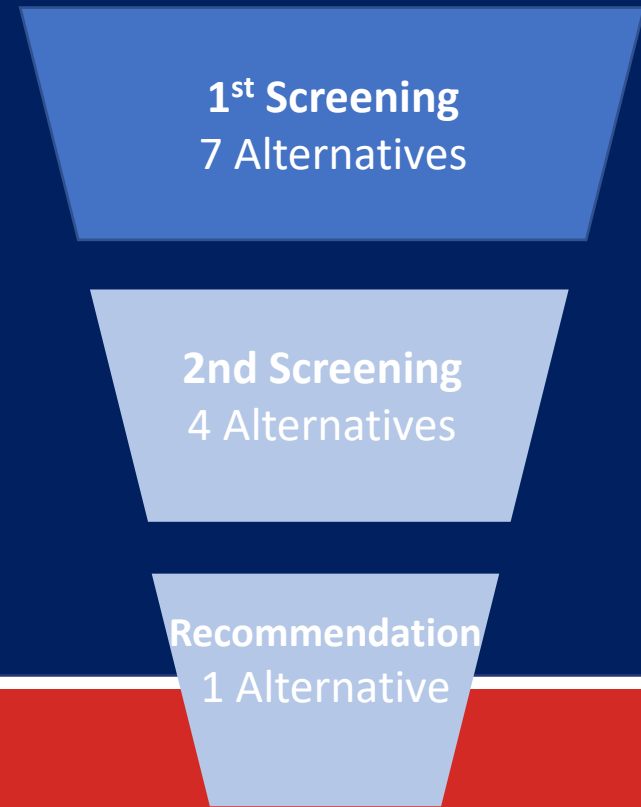


# Alternatives Analysis Process





# 1<sup>st</sup> Screening



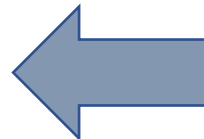


# Workshop Themes and Alternatives

Item 1.

## Workshop Themes

- Increase convenience for paratransit users
- Filling the gap for after-hours of service
- Reduce traffic congestion, less need for parking with mode shift
- Convenience/access to the program for all of City of Norman
- Access for medical appointments
- Fill in service gaps with access for most
- Access for southeast or east Norman
- Affordable access
- Efficient use of transit vehicles



How would Norman residents benefit?	What kind of service do you envision and what problem will be solved?
<div>Reliable transportation that is off bus routes</div> <div>Regular, everyday trips (work, shop, medical)</div> <div>Flexibility and ease of getting around for all users</div> <div>Flexibility and ease of getting around for paratransit users</div> <div>Easy access to low fares</div> <div>street maintenance savings</div> <div>backup plan if vehicle fails</div> <div>After hours transportation</div> <div>Less traffic/congestion</div> <div>same-day/short notice service convenience</div> <div>Less need for parking with mode shift</div>	<div>Scheduling flexibility for all riders</div> <div>Scheduling flexibility for paratransit riders</div> <div>Game day trips moving shoppers around business areas</div> <div>transportation to medical appointments</div> <div>Removal of big empty buses</div> <div>24/7</div> <div>Offer service on weekends for jobs/errands</div>
<div>Which locations or markets in Norman would best be served?</div> <div>East Side</div> <div>Central Norman</div> <div>Entire City</div> <div>Concern about Go Norman Transit - Eastside Routes</div> <div>Wheelchair</div> <div>After hours</div> <div>Service to central hub</div> <div>west side</div> <div>Guaranteed ride home</div>	<div>How did the pandemic impact the rider market?</div> <div>Fear of Public Transit</div> <div>Rideshare service with smaller groups</div> <div>There may be fewer long commutes</div> <div>Inflation and high cost of car ownership</div> <div>post pandemic may be a time for greater public transit need</div>

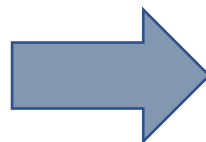


# Workshop Themes and Alternatives

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## Alternatives

- Microtransit for Paratransit
- All-Day Fixed Route Supplemental
- Weekday Evenings and Nights
- Sunday Service
- Saturday Service
- Suburban/Rural Mobility
- Go Norman Priorities

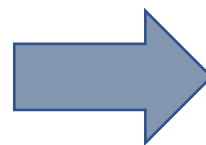


# Workshop Themes and Criteria

Item 1.

## Workshop Themes

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*Operations  
and  
Industry  
Perspective*




## Criteria

- Access and Likely Users among the general population
- Geographic Area Served
- Impact to Fixed Route Service
- Alignment with Go Norman Transit Plan
- Cost
- Pilot-ability Using Turnkey
- Pilot-ability Using Software Only
- Vendor Appeal
- Other Risks



# Alternatives

Item 1.

1 On-Demand Paratransit	2 All-Day Fixed Route Supplement	3 Weekday Nights	4 Sunday Service	5 Saturday Service	6 Suburban/ Rural Mobility	7 Go Norman Priorities																																										
<p>Microtransit that replaces existing paratransit operations with on demand software and service</p> <div></div> <div><table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td><div></div></td><td><div></div></td><td><div></div></td></tr></table></div>	M-F	Sat	Sun	<div></div>	<div></div>	<div></div>	<p>Microtransit rides are offered on a limited basis during existing fixed route service periods. This is defined as capturing 25% of current transit riders.</p> <div><table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td><div></div></td><td><div></div></td><td><div></div></td></tr></table></div>	M-F	Sat	Sun	<div></div>	<div></div>	<div></div>	<p>Microtransit available weekday late evenings/ nights outside fixed-route schedule</p> <div><table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td><div></div></td><td><div></div></td><td><div></div></td></tr></table></div>	M-F	Sat	Sun	<div></div>	<div></div>	<div></div>	<p>Microtransit available on Sundays</p> <div><table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td><div></div></td><td><div></div></td><td><div></div></td></tr></table></div>	M-F	Sat	Sun	<div></div>	<div></div>	<div></div>	<p>Microtransit available on Saturdays as a replacement to fixed-route service</p> <div><table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td><div></div></td><td><div></div></td><td><div></div></td></tr></table></div>	M-F	Sat	Sun	<div></div>	<div></div>	<div></div>	<p>Microtransit to increase mobility to those traveling to, from, and within Zone 2.</p> <div><table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td><div></div></td><td><div></div></td><td><div></div></td></tr></table></div>	M-F	Sat	Sun	<div></div>	<div></div>	<div></div>	<p>Implement Go Norman Transit Plan in order of recommended priorities</p> <div><table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td><div></div></td><td><div></div></td><td><div></div></td></tr></table></div>	M-F	Sat	Sun	<div></div>	<div></div>	<div></div>
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Tier 1 Screening	Alt 1: On-Demand Paratransit	Alt 2: Fixed Route Supplemental (25% of rider demand)	Alt 3: Weekday Nights	Alt 4: Sunday Service	Alt 5: Saturday Service	Alt 6: Suburban / Rural Mobility	Alt 7: Go Norman Priorities
							Item 1.
Description	Replaces existing paratransit operations with on-demand software and service	Rides are conditionally offered based on access to fixed route service (distance to or arrival time of) during existing fixed route service periods	Available weekday evenings/nights after fixed-route service ends	Available on Sundays	Available on Saturdays as a replacement to fixed-route	Available for individuals traveling to, from, and within Zone 2	Implement recommendations from Go Norman Transit Plan in order of recommended priorities
Likely Users	Transit riders with disabilities	Existing and new transit riders	Existing and new transit riders, students, shift workers	Existing and new transit riders	New transit riders	New transit riders living in Zone 2	Existing and new transit riders
Access	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Geographic Area Served	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Impact to Fixed Route Service	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Alignment with Go Norman Transit Plan	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Cost	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Pilotability using Turnkey	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Pilotability using Software Only	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Standalone Alternative Vendor attractiveness	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Risk	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	

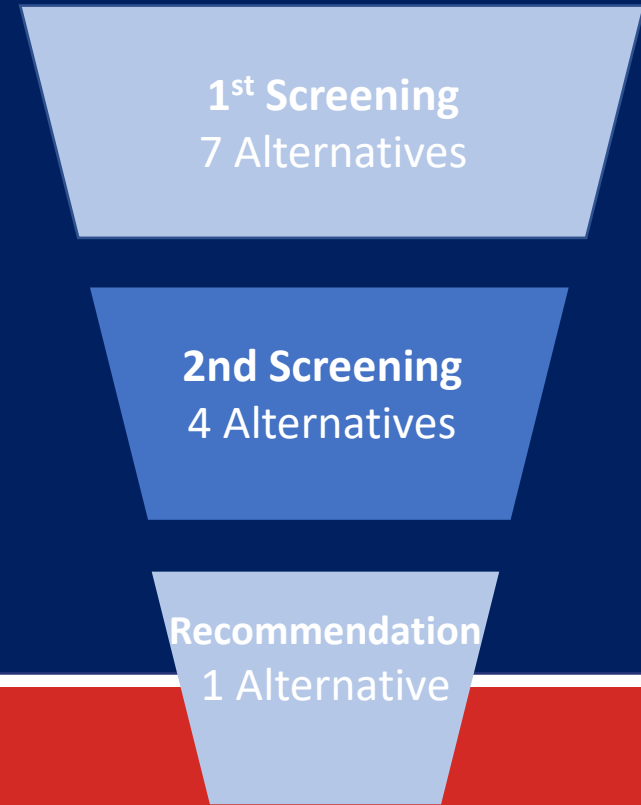


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Item 1.







































# 2<sup>nd</sup> Screening





# 2<sup>nd</sup> Screening Qualitative Analysis

Item 1.

1 On-Demand Paratransit	2 Weekday Nights	3 Sunday Service	4 Saturday Service																								
Microtransit that replaces existing paratransit operations with on demand software and service	Microtransit available weekday late evenings/ nights outside fixed-route schedule	Microtransit available on Sundays	Microtransit available on Saturdays as a replacement to fixed-route service																								
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# 2<sup>nd</sup> Screening Qualitative Analysis

Item 1.

## Criteria

- Feasibility with Vendors
  - Operations – staffing drivers
  - Operations – startup effort
- Rider Comprehension
  - Easy-to-follow Service Schedule
  - Enough service offered to make it worth testing or adopting into trip habits
- Cost Refinements
- Internal Feasibility
  - Opportunities with Embark or existing software







































*Consider remaining alternatives holistically rather than individually ranked*



# 2<sup>nd</sup> Screening Qualitative Analysis

Item 1.

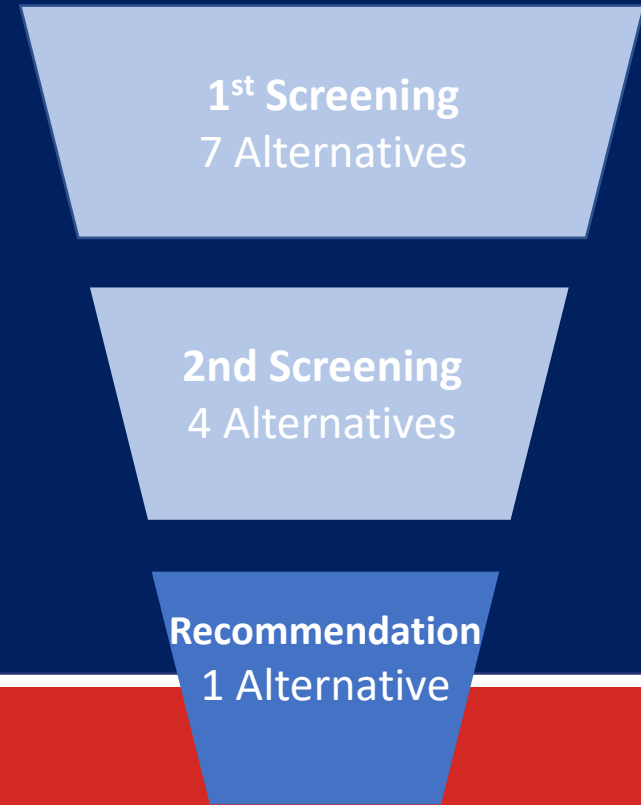
Move forward through opportunity to partner on Embark contract for On-Demand software (within ~2 years)

1 On-Demand Paratransit	2 Weekday Nights	3 Sunday Service	4 Saturday Service																								
Microtransit that replaces existing paratransit operations with on demand software and service	Microtransit available weekday late evenings/ nights outside fixed-route schedule	Microtransit available on Sundays	Microtransit available on Saturdays as a replacement to fixed-route service																								
<table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td></td><td></td><td></td></tr></table>	M-F	Sat	Sun				<table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td></td><td></td><td></td></tr></table>	M-F	Sat	Sun				<table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td></td><td></td><td></td></tr></table>	M-F	Sat	Sun				<table><tr><td>M-F</td><td>Sat</td><td>Sun</td></tr><tr><td></td><td></td><td></td></tr></table>	M-F	Sat	Sun			
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Move Alternative 2 forward and package with modifications to Alternatives 3 and 4 to maximize the budget



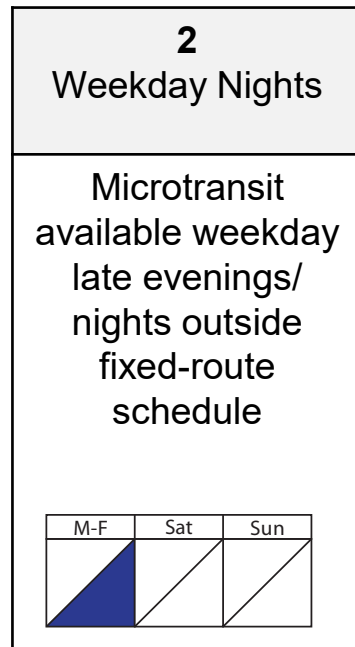
# Recommendation





# Alternatives Refinement

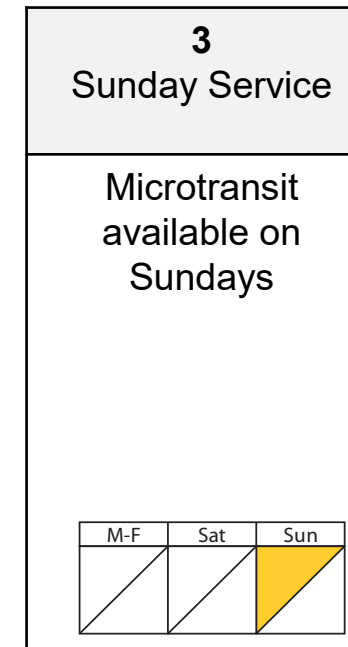
Item 1.



*Weekdays serves as foundation with appeal for vendors, customer uptake and case study*



*Add in Saturday night with additional budget and easy to understand for customers*



*Add in Sunday daytime service as budget allows and where no service exists today*



# Recommended Pilot

Item 1.



<b>What?</b>	Provide microtransit service during weekday evenings, Saturday evening and Sunday day with some overlap with fixed route service
<b>When?</b>	Monday - Saturday evenings: <b>6pm – 12am</b> (or 7pm to 1am) for 6-hour spans of service  Sundays: <b>10am – 6pm</b> for 8-hour span of service
<b>Who?</b>	Riders within a defined zone, limited in size
<b>Why?</b>	<ul style="list-style-type: none"><li>• Offers a pilot that puts a strong case forward for micromobility success</li><li>• Offers some overlap with fixed route as a case study for the service's appeal</li><li>• Allows for little to no disruption to Embark's current operations – can be done as turnkey and be removed or modified after the pilot period</li><li>• Sufficient service periods to be attractive to a vendor and for uptake by riders</li><li>• Fits the budget with workable tradeoffs based on vendor response</li></ul>



# Pilot Zone Size Tradeoffs

Item 1.

## Small zone

- Assures service standards including low wait time for a ride request
  - Best chance at user satisfaction
- Pilot an area with demographics that are most likely to use the service
  - Best chance for user uptake
- Gain understanding in rider behavior and lessons learned to justify an increase in or adding a zone
  - Best strategy for continuing or expanding service

## Large zone

- Demand may be too large to maintain service standard of low wait time, dissuading people from using the service again
  - Less likelihood for pilot success
- Mechanisms to control demand if greater than estimated may be perceived negatively: reducing zone size, introducing a fare, increasing or variable wait times
  - Less likelihood for future support

*An RFP would not define the zone size, the vendor would propose what size can be done based on service goals and budget*

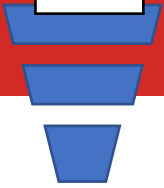






# Paratransit Recommendation

Item 1.

**What?**

Invest in microtransit software for existing paratransit service area in partnership with Embark

**Why?**

The improved convenience to the customer is likely and does not need a pilot to learn. It would not be a case study in how microtransit may be a mobility option for more general application to Norman. It is more suitable as a policy decision on *when* to make the investment rather than *whether* to make the investment.



# Discussion



# Discussion

- Initial reactions to proposed evening service plus Sundays? (like/dislike and why)
- Your thoughts on zone size tradeoffs?
- Wants/goals that can wait for future pilots?
- Concerns with paratransit recommendation?



# Next Steps

- Implementation Plan
- RFP
- Coordination with Embark on Paratransit Software
- Consider broader mobility services currently available from Embark
  - NEMT
  - Grocery Routes
  - Food boxes
  - Share-A-Fare