



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

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

Thursday, June 27, 2024 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 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 INCLUDING MINOR ROUTE CHANGES.
2. CAPITAL PROJECTS UPDATE.

ADJOURNMENT



MEMO TO: Council Community Planning and Transportation Committee

FROM: Taylor Johnson, Transit and Parking Program Manager *TJ*

THROUGH: Scott Sturtz P.E., CFM, Interim Director of Public Works *SS*

DATE: June 27, 2024

SUBJECT: Public Transportation Monthly Report

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 (City of Norman Transit Long Range Plan Update)

- 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, 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. After adding 17 total new vehicles to the fleet between December 2022 and April 2024, only 9 out of 27 (3 out of 13 in the fixed route fleet; 6 out of 14 in the paratransit fleet) of the revenue vehicles used in the City's transit fleet have met their useful life and are eligible to be retired according to FTA requirements. Staff are working to place an order for an additional 6 paratransit vehicles which will, when delivered, leave 3 fixed-route vehicles remaining in the transit revenue fleet in need of replacement.
- The City is currently finalizing the purchase of 5 paratransit vans, after multiple warranty inspection delays. All five of these vehicles have been officially accepted. Two of these vehicles are now in service, and the remaining three will be put into service in the coming weeks. Below is background on this purchase:
 - On December 14, 2021 the City Council passed and adopted resolution R-2122-72 authorizing replacement of 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, 2022 transferring an additional \$149,454 to cover the cost increase. FTA grant OK-2020-026 was amended to \$496,157 leaving a local match of \$88,508 (a reduction in the local matching funds of \$34,304 and a total cost of \$584,655.)
- The City is currently in the early stages of purchasing 6 CNG cutaway transit buses for the paratransit fleet. Staff anticipate bringing a request to Council in June for acceptance of the grant and procurement of these vehicles. Below is background on this purchase:
 - On April 11, 2023, Council approved Resolution R-2223-117 authorizing an application to the FTA's Bus and Bus Facilities (5339b) and Low- or No-Emissions Grants program to purchase 6 CNG cutaway transit buses for the paratransit fleet. The proposed cost share per bus was \$129,452 federal (75%) and \$43,151 local match (25%), resulting in \$172,603 total per bus. The proposed cost share for 6 cutaway buses is \$776,714 federal (75%) and \$258,904 local (25%), resulting in a \$1,035,618 total cost for 6 units. On June 26, 2023, the FTA awarded the City's grant application without any changes. On June 11, 2024, Council adopted resolution R-2324-149 formally accepting the grant and authorizing the purchase of 6 CNG cutaway buses for fleet replacement with additional local funding to include designation signage which increases the fleets resiliency allowing these vehicles to be used in fixed-route applications if needed in the future. The revised cost share per bus is \$129,452 federal (72%) and \$50,888 local match (28%), resulting in \$180,340 total per bus. Thus the proposed cost share for 6 cutaway buses is \$776,714 federal (72%) and \$305,326 local (28%), resulting in a \$1,082,040 total cost for 6 units.



office memorandum

- On February 9, 2024, the City Manager approved the purchase of two support vehicles via state contract using funds budgeted for vehicle replacement which were available in the Public Transportation Fund. The EV charging station for these units has been installed and one of the two vehicles have been delivered.

New Route Network

City Transit staff continue to monitor and ensure the smooth transition to the new route network by working with other City staff, EMBARK staff, citizens, local organizations, and Councilmembers to identify and resolve concerns arising from the new route network. A couple of areas have been identified to add bus stops to address some concerns with the route changes. Those are listed below and do not alter the times the routes operate. Visual of these changes can be found attached to this report. Staff will continue working with community partners and EMBARK to analyze other changes that could be implemented.

- Add an outbound and inbound stop on Route 112 on University Blvd, just south of Symmes St. These stops will provide access to destinations in the area, including the McFarlin Food Pantry.
- Add two inbound stops on Route 111 on Triad Village Dr, one just east of 12th Ave SE and the other outside of Wyndam Place Senior Residences.

Service Expansion Priorities

Now that the new route network has been implemented, City Transit staff are reviewing and evaluating the next priorities recommended by the Go Norman Transit Plan. The first three expansion recommendations from a total of eight recommendations are as follows:

- Priority 1: Sunday Service – This service expansion responds to rider requests for Sunday service. Sunday service span and trip frequencies would match Saturday service levels. Sunday transit service is currently being tested as part of the Norman On-Demand microtransit pilot program.
- Priority 2: Increased Frequency on Route 112 – This service expansion upgrades the trip frequency of Route 112 (West Lindsey) from 60 minutes to 30 minutes. Ridership on this route has increased 75-110% since the new route network was implemented. Staff submitted a budget request that was approved in the FYE 2025 budget to implement this priority.
- 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. While ridership for this route has decreased 40% since the new route network was implemented, the planned developments along 24th Ave NW are expected to increase ridership along this route as well.

Grants

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements.

- On December 12, 2023 Council approved contract K-2324-105 with the Oklahoma Department of Transportation (ODOT), accepting funds from the fiscal year 2024 State of Oklahoma Public Transit Revolving Fund. This allocation is based on mileage from the previous fiscal year and the City of Norman was allocated \$207,400 for fiscal year 2024.
- 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

- Following a study determining how to best establish a microtransit pilot program in Norman, staff conducted a competitive bid process for a turnkey pilot program. Via Transportation's proposal was determined to be the best suited to the needs of Norman. Contract K-2223-164 with Via Transportation was approved unanimously by council on June 27, 2023.
- After discovering the University of Oklahoma was interested in collaborating on microtransit services with the renewal of their SafeRide program, staff worked to amend the agreement with Via to include that collaboration. On August 8, 2023 Council approved both Amendment 1 to contract K-2223-164, and Contract K-2324-50 with the University of Oklahoma for microtransit services.
- Website updates and the end user app both went live on August 16, 2023 and the microtransit service



launched as planned on August 21, 2023.

- On April 23, 2024 Council approved amendments to contracts K-2223-164 (AMD2) and K-2324-50 (AMD1) providing for expansion of the existing program for the remainder of the current contract, through August 21, 2024. The expanded zone includes Ed Noble Parkway, Sooner Mall, Robinson Crossing, and more. These changes went into effect on May 1, 2024.
- Staff have developed contract amendments with both Via Transportation and the University of Oklahoma to extend the expanded service through the end of summer 2025. These amendments will be included on the July 9, 2024 Council regular meeting agenda. More details 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:

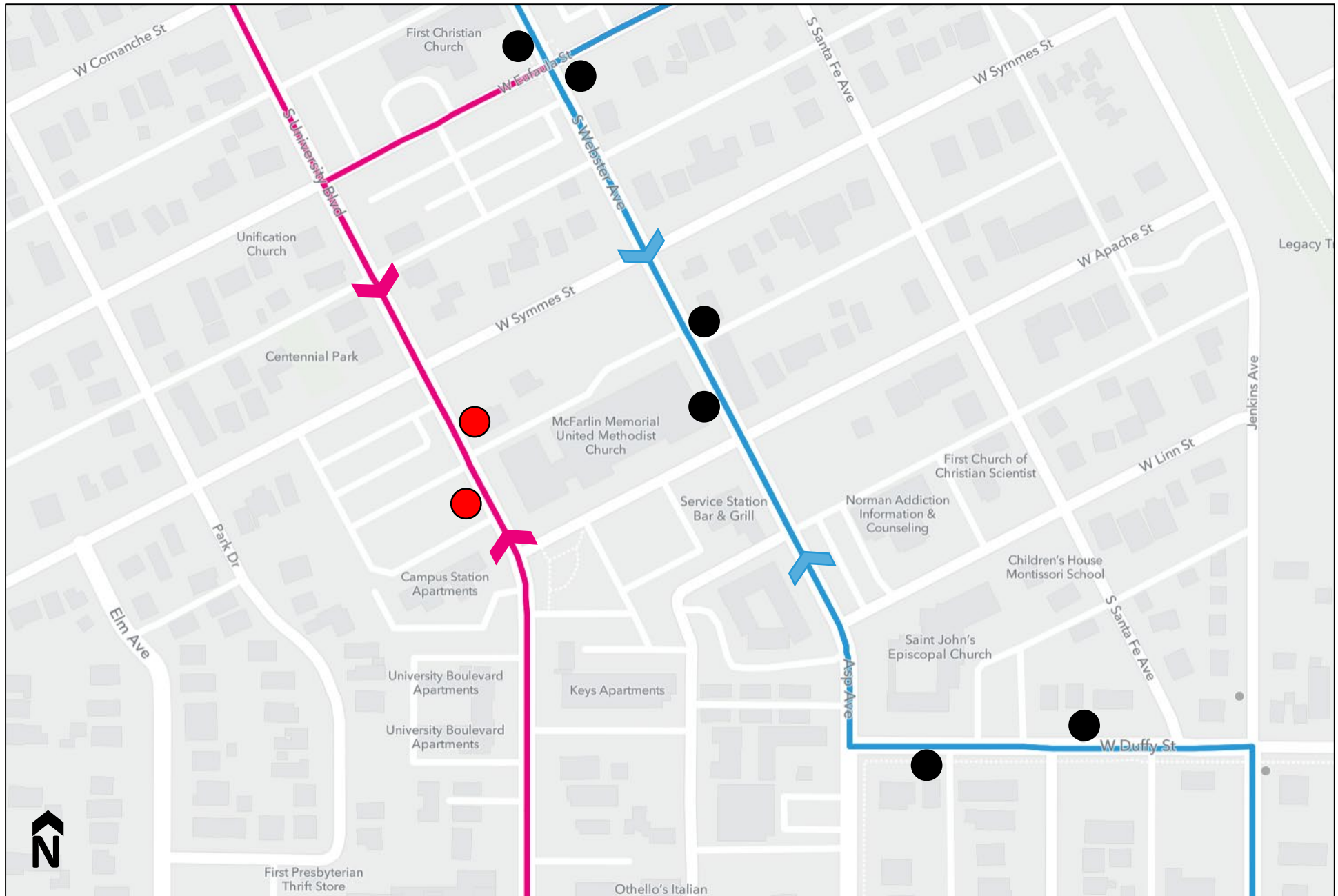
1. EMBARK Norman Performance Report for May 2024.
2. Norman On-Demand Performance Report for May 2024.

office memorandum

July 2024 – Minor Transit Service Changes

Route 112 Bus Stop Additions at University Ave/Symmes St

Item 1.



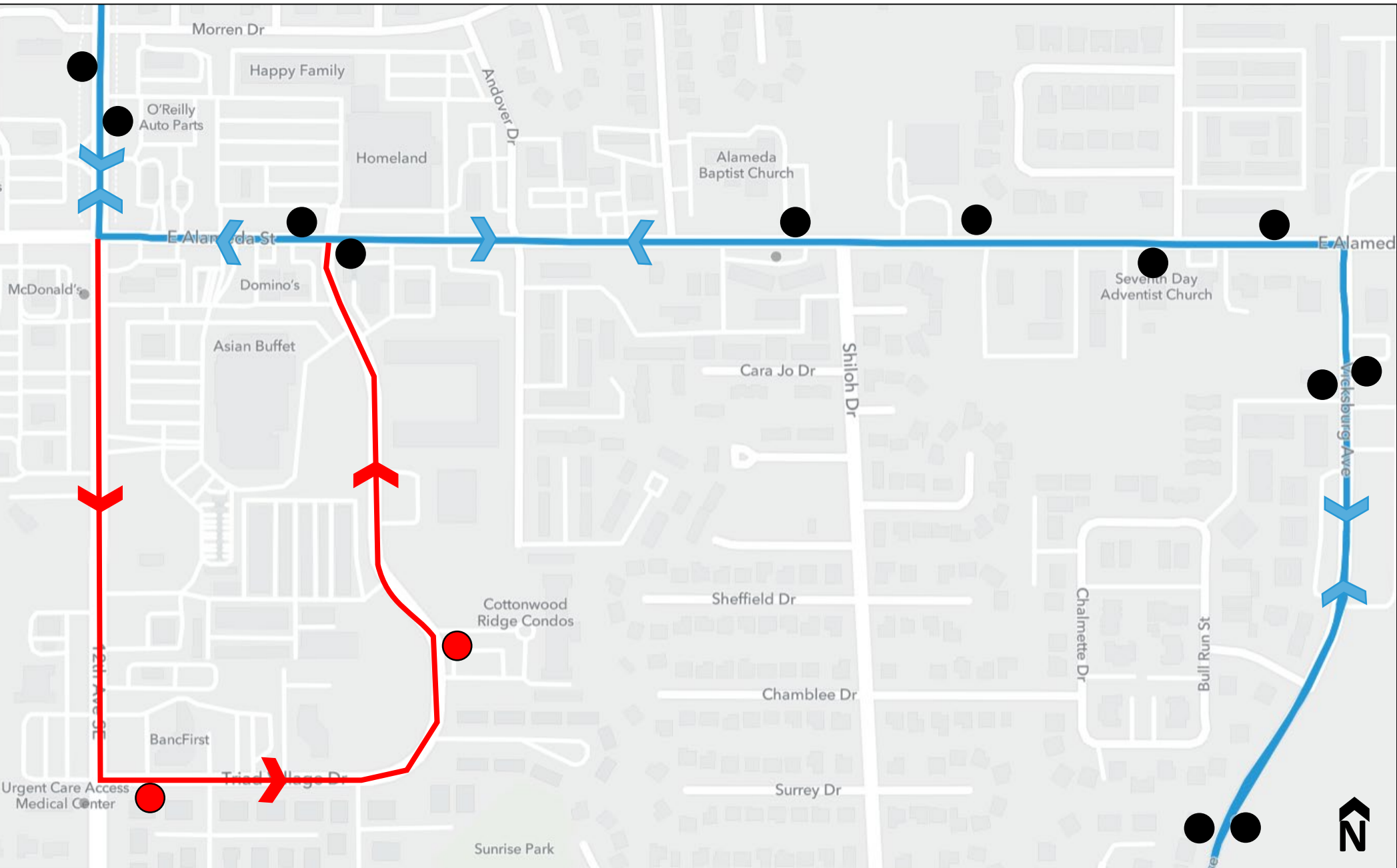
- - Current Bus Stops
- - New Bus Stops

- - Route 112 W Lindsey/36th NW
- - Route 111 E Lindsey/Alameda

July 2024 – Minor Transit Service Changes

Route 112 Bus Stop Additions at 12th Ave SE/Triad Village Dr

Item 1.



- - Current Bus Stops
- - New Bus Stops

- - Route 111 E Lindsey/Alameda
- - Route 111 E Lindsey/Alameda Change

PERFORMANCE REPORT

Transit System Report

May 2024

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 2024 was 34,693 compared to 29,881 in May 2023. The average total daily ridership was 1,334 for May 2024, a 16.10% increase from 1,149 in May 2023. Fiscal-year-to-date ridership is 373,063 passengers, a 24.33% increase from the May 2023 YTD total of 300,063.

The fixed-route service totaled 32,583 for May 2024 compared to 27,833 for May 2023. Average fixed-route daily ridership for May 2024 was 1,257 compared to 1,072 for May 2023, a 17.26% increase. Passengers with bicycles or similar means of travel totaled 1,100, compared to 885 for May 2023. Passengers with wheelchairs or other mobility devices totaled 477, compared to 271 for May 2023.

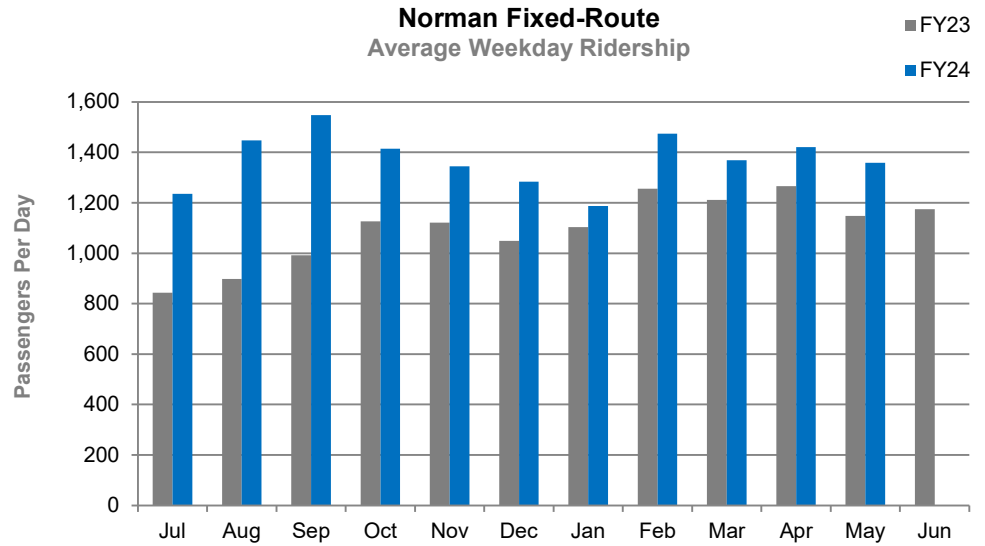
PLUS ridership totaled 2,110 for May 2024, compared to 2,048 for May 2023. The average total PLUS ridership was 81 for May 2024, compared to 79 for May 2023. Passengers with wheelchairs or other mobility devices totaled 357 for May 2024, compared to 385 for May 2023, a 7.27% decrease.

Norman Transit Services	May FY24	May FY23	+/- May FY23
Fixed Routes (M-F)	29,835	25,230	18.25%
110 - Main Street	2,829	5,329	-46.91%
111 - Lindsey East	15,692	11,170	40.48%
112 - Lindsey West	7,430	3,296	125.42%
120 - West Norman*	N/A	187	N/A
121 - Alameda	1,939	5,231	-62.93%
122 - Rock Creek**	1,899	N/A	N/A
144 - Social Security	46	17	170.59%
Fixed Routes (Sat)	2,748	2,603	5.57%
110 - Main Street	355	585	-39.32%
111 - Lindsey East	1,286	939	36.95%
112 - Lindsey West	669	343	95.04%
121 - Alameda	209	736	-71.60%
122 - Rock Creek**	229	N/A	N/A
PLUS ADA Service	2,110	2,048	3.03%
PLUS (M-F)	2,040	1,943	4.99%
PLUS (Sat)	70	105	-33.33%
Bikes	1,100	885	24.29%
Wheelchair	477	271	76.01%
PLUS Wheelchair	357	385	-7.27%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

Fixed Route Weekday Ridership

Total fixed-route weekday ridership for May 2024 was 29,835, an 18.25% increase from 25,230 in May 2023. Average weekday passenger ridership totaled 1,359 in May 2024; an 18.38% increase compared to 1,148 for May 2023. The average RPSH was 18.12.

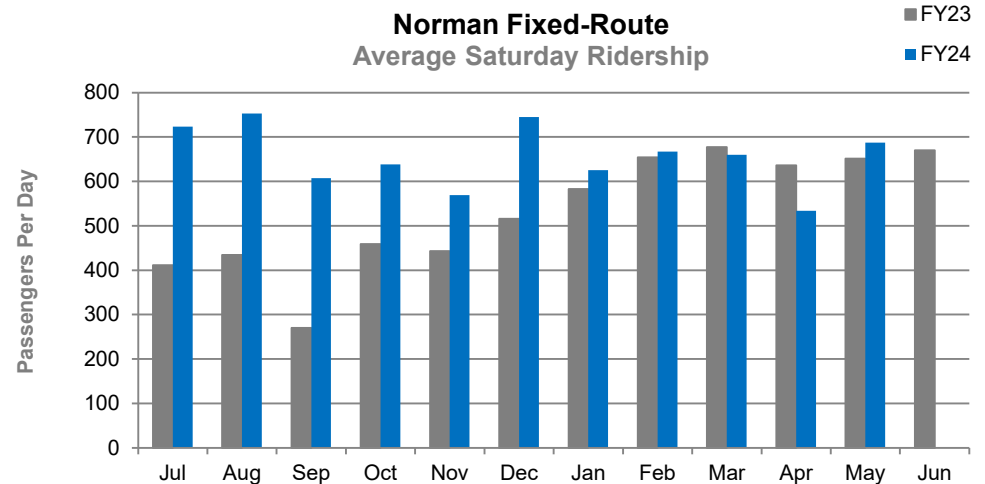
The University of Oklahoma held their final classes for the spring semester on 5/3. Final exams took place from 5/6 to 5/10. Service was not provided on Memorial Day.



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for May 2024 was 2,748, a 5.57% increase from 2,603 in May 2023. Average Saturday passenger ridership totaled 687 for May 2024, a 5.53% increase from 651 in May 2023. The average RPSH was 15.60.

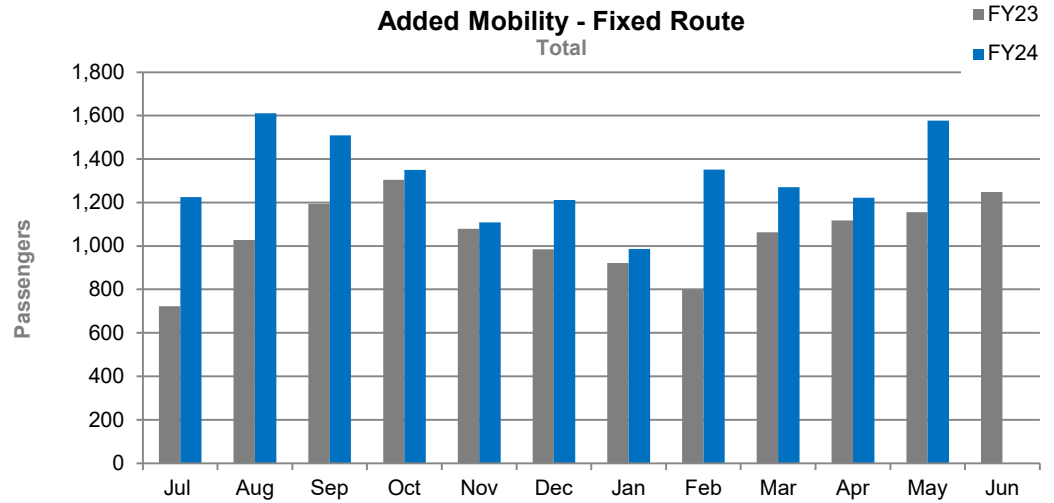
The University held commencement ceremonies from 5/10 to 5/12.



Added Mobility – Fixed Route

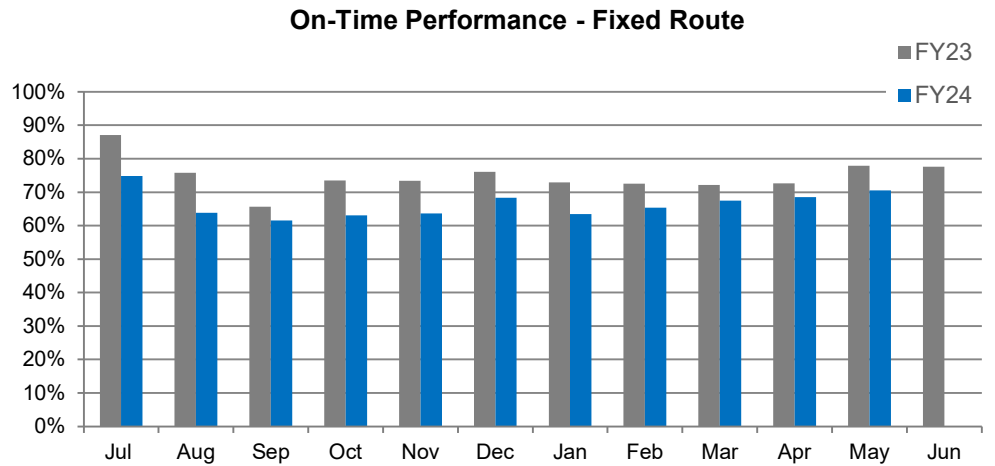
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,577 for May 2024, a 36.42% increase from 1,156 in May 2023.

Bike passengers totaled 1,100, a 24.29% increase from 885 in May 2023. Passengers with wheelchairs totaled 477, a 76.01% increase from 271 in May 2023.



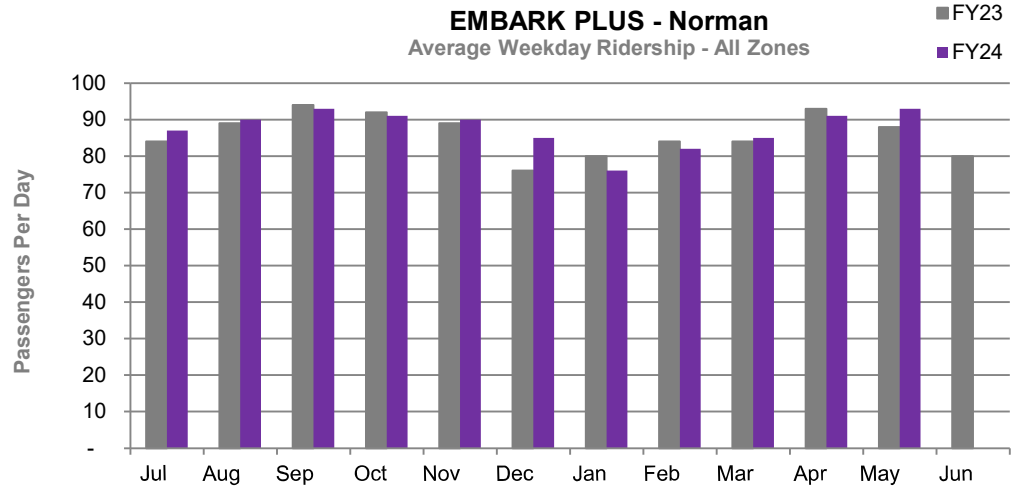
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 70.5% in May 2024, a 7.40% decrease from 77.9% in May 2023.



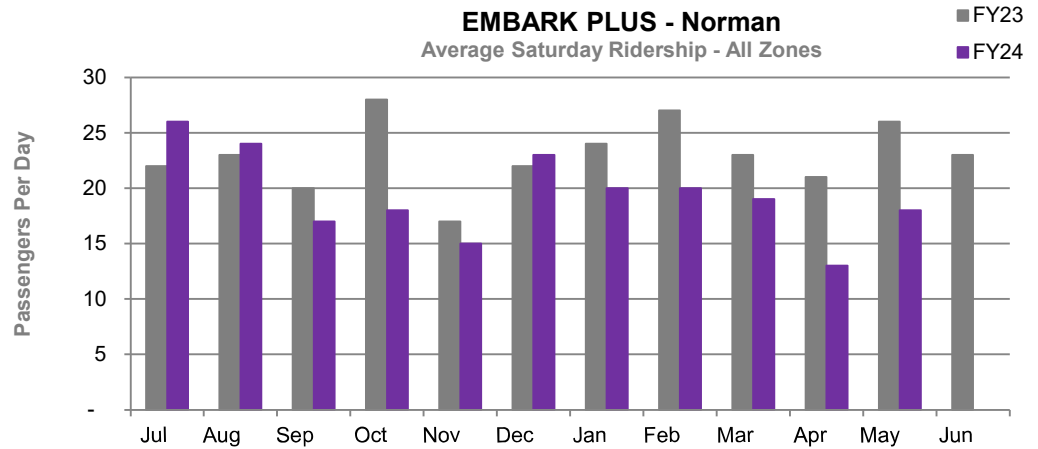
PLUS Weekday

Total PLUS weekday ridership for May 2024 was 2,040, a 4.99% increase from 1,943 in May 2023. Average weekday passenger ridership totaled 93 for May 2024, a 5.68% increase from the May 2023 average of 88. RPSH was 1.33.



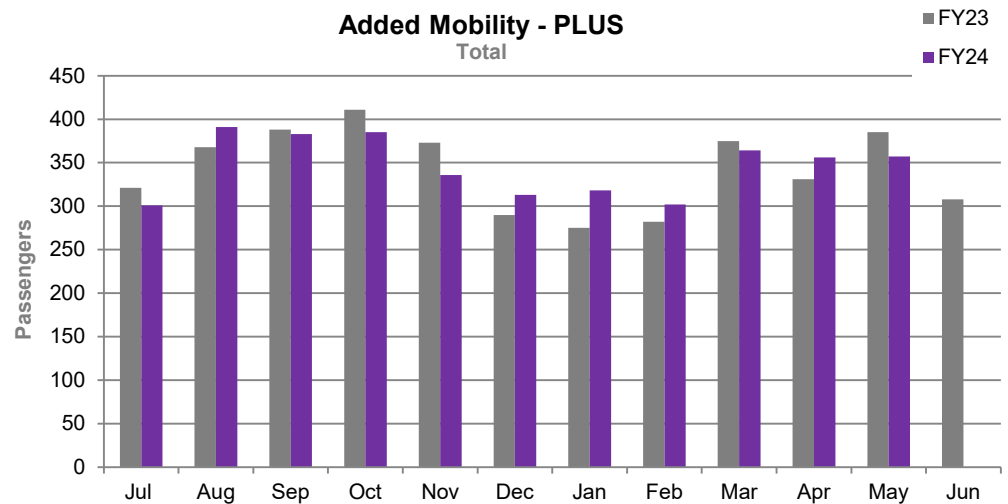
PLUS Saturday

Total PLUS Saturday ridership for May 2024 was 70, a 33.33% decrease from 105 in May 2023. Average Saturday passenger ridership totaled 18 for May 2024, a 30.77% decrease from 26 in May 2023. RPSH was 1.21.



Added Mobility - PLUS

PLUS passengers with added mobility totaled 357 for May 2024, a 7.27% decrease from 385 in May 2023.

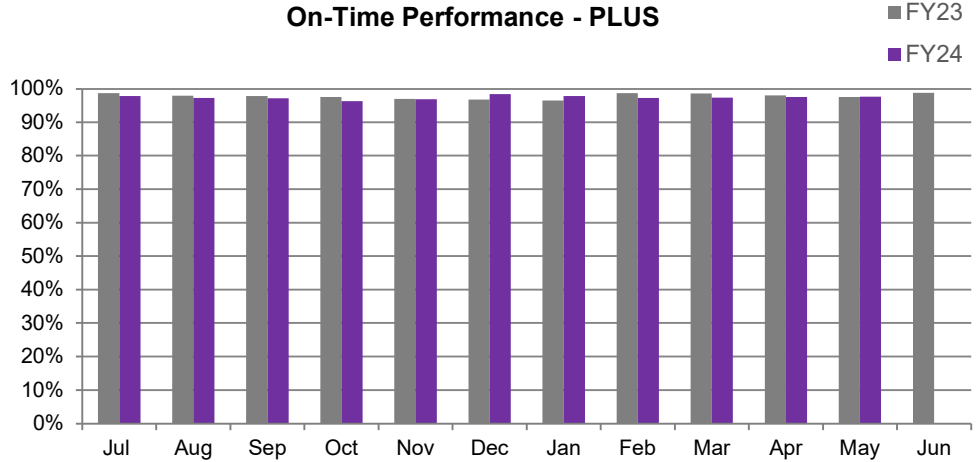


On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.59%, a 0.08% increase from 97.51% in May 2023.

Weekday on-time performance in the primary zone was 97.56%, a 0.17% increase from 97.39% in May 2023. Weekday on-time performance in the secondary zone was 98.06%, a 0.05% increase from 98.01% in May 2023. Saturday on-time performance was 94.03%, a 3.91% decrease from 97.94% in May 2023.

On-Time Performance - PLUS



PLUS Weekday Service Summary	May FY24	May FY23	+/- May FY23		PLUS Saturday Service Summary	May FY24	May FY23	+/- May FY23
Total Passengers	2,040	1,943	4.99%		Total Passengers	70	105	-33.33%
Total Trips	1,921	1,832	4.86%		Total Trips	67	97	-30.93%
Trips Daily Average	87	83	4.82%		Trips Daily Average	17	24	-29.17%
Trips Requested	1,945	1,863	4.40%		Trips Requested	67	100	-33.00%
Denied Trips	24	31	-22.58%		Denied Trips	0	3	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	34	15	126.67%		No Show	1	2	-50.00%

PLUS Applications	May FY24	May FY23	+/- May FY23
New Applications	10	13	-23.08%
Renewals Received	5	13	-61.54%
Applications Approved	12	21	-42.86%
Applications Denied	3	0	-300.00%

Summary of Services Table: May 2024

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 May FY24	FY24 YTD	FY23 YTD		Service Profile	May FY24	May FY23
Fixed Routes (M-F)	1,359	320,081	253,821		Weekdays	22	22
Fixed Routes (Sat)	687	31,559	24,954		Saturdays	4	4
PLUS (M-F)	93	20,492	20,189		Gamedays	0	0
-Zone 1*	64	15,037	16,978		Holidays	1	1
-Zone 2**	29	5,455	3,211		Weather	6	3
PLUS (Sat)***	18	931	1,099		Fiscal YTD Days	282	281
					Cal. YTD Days	129	127

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 24 YTD	FY 24 Targets	
# of Norman fixed-route passenger trips provided	351,640	251,881	■
# of Norman paratransit trips provided	21,423	21,000	■
% of on-time Norman paratransit pick-ups	97.28%	98.58%	●
# of Norman bus passengers per service hour, cumulative	18.56	13.04	■
# of Norman bus passengers per day, average	1,257	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%*	0.00%**	●
% of on-time fixed-route arrivals	66.41%	80.94%	◆

*These targets are not being tracked in LFR but can be found in the KPI spreadsheet.

**One denial due to capacity was recorded 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
- **FY23** – The fiscal year 2023. Lasted from 7/1/2022 to 6/30/2023
- **FY24** – The fiscal year 2024. Lasting from 7/1/2023 to 6/30/2024
- **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



Performance Report

Microtransit Pilot Program Performance Report

May 2023

Purpose

The Microtransit Pilot Program Performance 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 performance measures used by staff may change over the course of the pilot program. Initially we will be comparing the key performance indicator goals that were outlined in the request for proposals (RFP) to the data provided from Via for the Norman On-Demand program. These indicators and performance measures include average walking distance, maximum walking distance, average rider wait time, maximum rider wait time, and the percentage of ride requests completed within 20 minute wait time.

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 compliments existing public transit service by extending service into the late night hours and during the day on Sundays for a small fee. 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. As of May 1, 2024, the map will extend the west boundary to 36th Ave. NW, add one additional vehicle for a total fleet of six, and alter Thurs-Sat hours to end at 1am during 'Summer Hours'.

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.			

Key Performance Indicator Measures

Measure	Target	May	Service to Date (8/21/23 – 5/31/24)
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles
Maximum Walking Distance	0.25 miles	0.21 miles	0.32 miles
Average Rider Wait Time*	<15 min	24.7 min	23.4 min
Maximum Rider Wait Time*	20 min	60.6 min*	86.7 min*
Percentage of Ride Requests Completed Within 20min. Wait Time	>80%	46.17%**	48.28%**

*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

Norman On-Demand completed 2,567 rides in May 2024, which is a 1.1% increase from the April 2024 total of 2,539. There were a total of 19 completed trips that requested a wheelchair accessible vehicle

(WAV) in the month of May. 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').

Ridership	May	Service to Date (8/21/23 – 5/31/24)
Total number of passengers	2,567	23,638
Total number of Trips Completed	1,711	15,000
# of Completed Trips Requesting WAV	19	177
Ridership Per Service Hour (RPSH)	5.3	5.7

Rider Experience

The system includes an automated feedback 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. Two rider complaints were reported to Via in the month of May, one regarding driver behavior and the other regarding routing.

Rider Experience	May	Service to Date (8/21/23 – 5/31/24)
Average Ride Duration	10.6 min	9.7 min
Average Ride Distance	3.2 miles	3 miles
Average Ride Rating	4.9 (out of 5 stars)	4.9 (out of 5 stars)

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 21, 2023, a total of 5,351 individual accounts have been created, which is a 8.25% increase over the April 2024 service to date total of 4,943. Of these accounts a little less than half, or 47.8%, have utilized the service at least once. Approximately 24.5% or 1,312 active accounts have completed more than five rides. Riders are also able to call 405-643-8638 to schedule rides without using the App.

Engagement – Service to Date (8/21/23 – 5/31/24)		
App Accounts Created Since Launch	5,351	
OU Accounts	N/A	N/A
Active Accounts*	3,540	66.1%
Rider Accounts**	2,561	47.8%
Repeat Rider Accounts***	2,015	37.6%
*accounts where user has engaged with ride requests at least once **accounts with at least 1 completed ride ***accounts with at least 2 completed rides		

Accidents and Vehicles

One accident was reported in the month of May. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

All five vehicles were in active service during the month of May, which meets the target fleet availability.