



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

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

Thursday, August 25, 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. PRESENTATION OF THE EMBARK 2021 CUSTOMER SURVEY RESULTS.
2. DISCUSSION REGARDING THE FEASIBILITY ANALYSIS FOR UNDERGROUND UTILITIES ON THE JENKINS AVENUE BOND PROJECT.
3. UPDATE ON THE ALAMEDA WIDENING BOND PROJECT.
4. PUBLIC TRANSIT REPORT

### ADJOURNMENT

# EMBARC 2021 Customer Survey Results

AUGUST 25, 2022

PRESENTED BY



Since 2011,  
ETC Institute Has  
Surveyed More  
Than 3,000,000  
People for More  
Than 1,000  
government  
agencies on 4  
continents!

**ETC Institute** is the Leader in Market  
Research for State and Local Governments.  
Clients include 27 of the 35 largest public  
transit systems in the United States

*For more than 35 years, our mission has  
been to help local governments gather and  
use survey data to make better decisions.*

# Agenda

- Purpose and Methodology
- Major Findings:
  - Topic 1: Characteristics of Transit Users
  - Topic 2: Satisfaction with Bus Services
  - Topic 3: Opportunities for Improvement
  - Topic 4: Other Issues
- Summary
- Questions



# Purpose and Methodology



Item 1.

# Purpose of the Survey

- Better understand the characteristics of riders
- Assess satisfaction with transit services and changing expectations over time
- Identify opportunities to maximize the investment of available resources to continually improve the quality of services provided
- Gather feedback on other issues that may impact decisions related to transit service

# Methodology

- The survey was administered during the fall of 2021
- A total of 153 surveys were collected on routes in Norman
- Another 1,432 surveys were completed with OKC Riders
  - 1,279 riders were surveyed on buses
  - 252 riders surveyed on the Streetcar
- Overall results have a precision of at least +/-2.5% at the 95% level of confidence

*MAJOR FINDINGS: TOPIC #1*

# **Characteristics of Transit Users**

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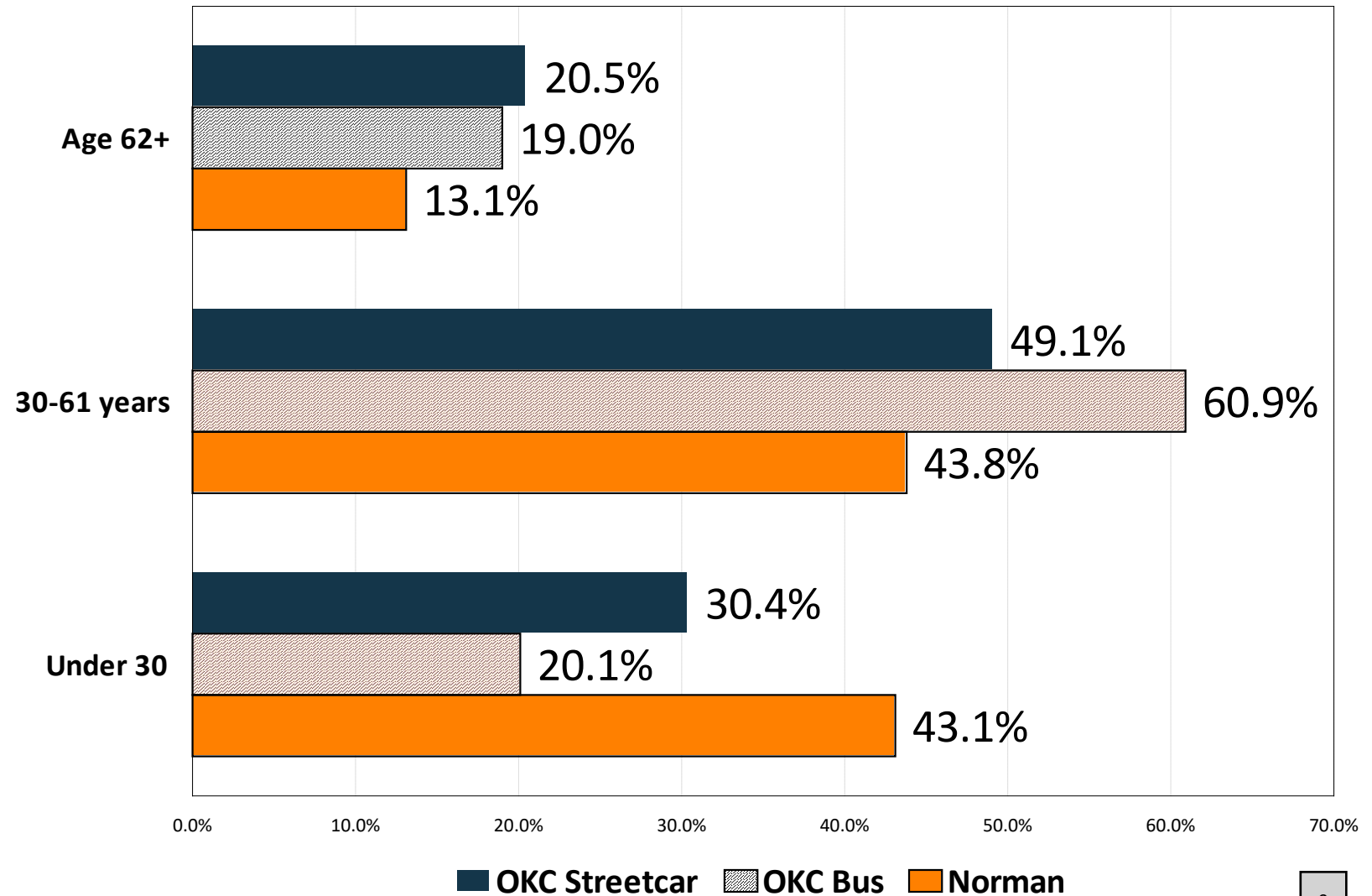


People of All  
Ages Are Being  
Served By  
EMBARK!

*Norman Riders Are  
More Likely to Be  
Under 30 than  
OKC users*

## Age of Transit Riders

by percentage of riders (excluding "not provided" responses)



# People of All Races Are Using Transit Services in Norman!

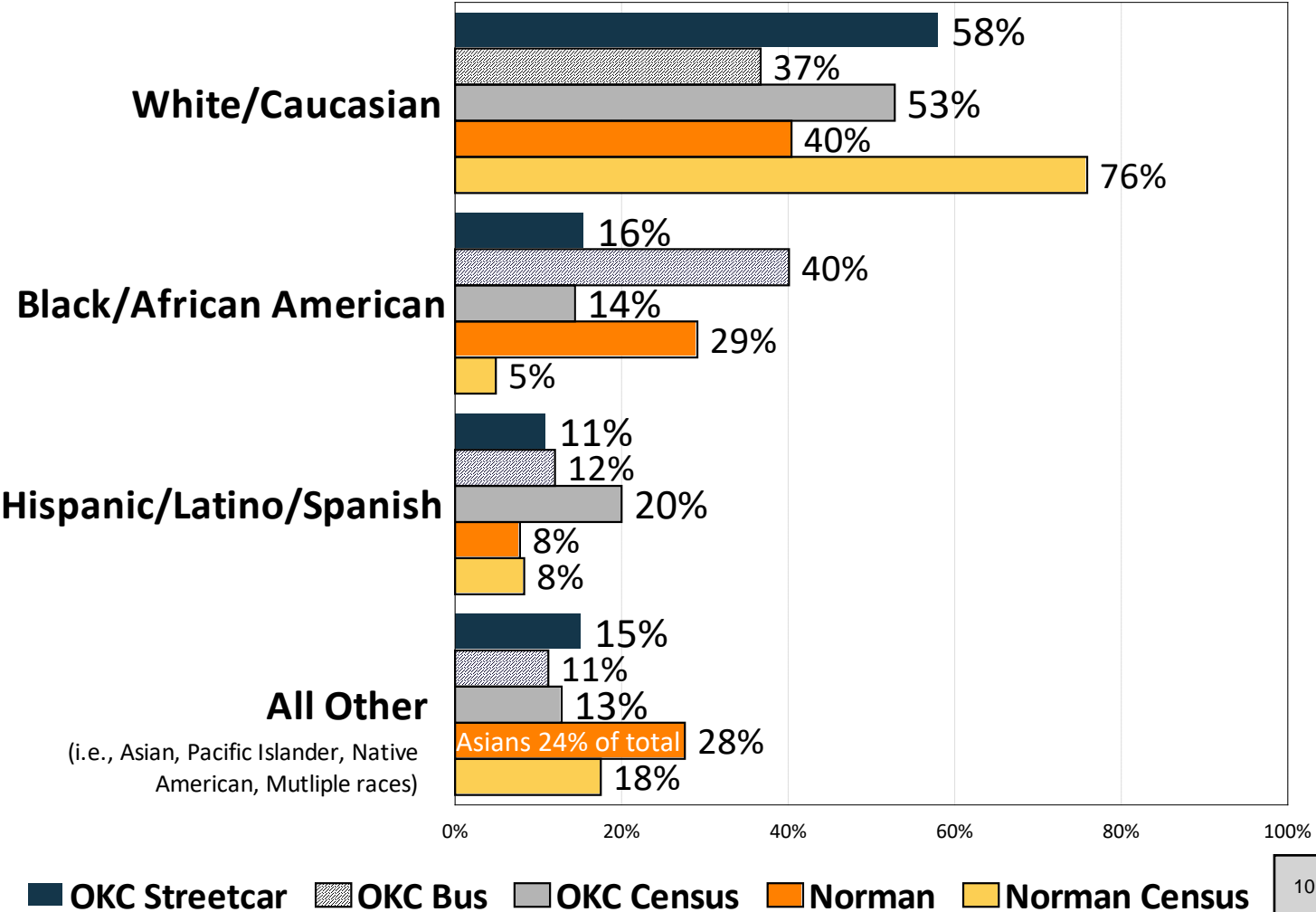
Blacks/African American  
Account for 29% of the  
Riders in Norman

Asians Account for 24% of  
the Riders in Norman

Hispanic/Latino/Spanish  
Usage Aligns with the Racial  
Composition of Norman's  
Population When Compared  
to the Census.

## Do you consider yourself?

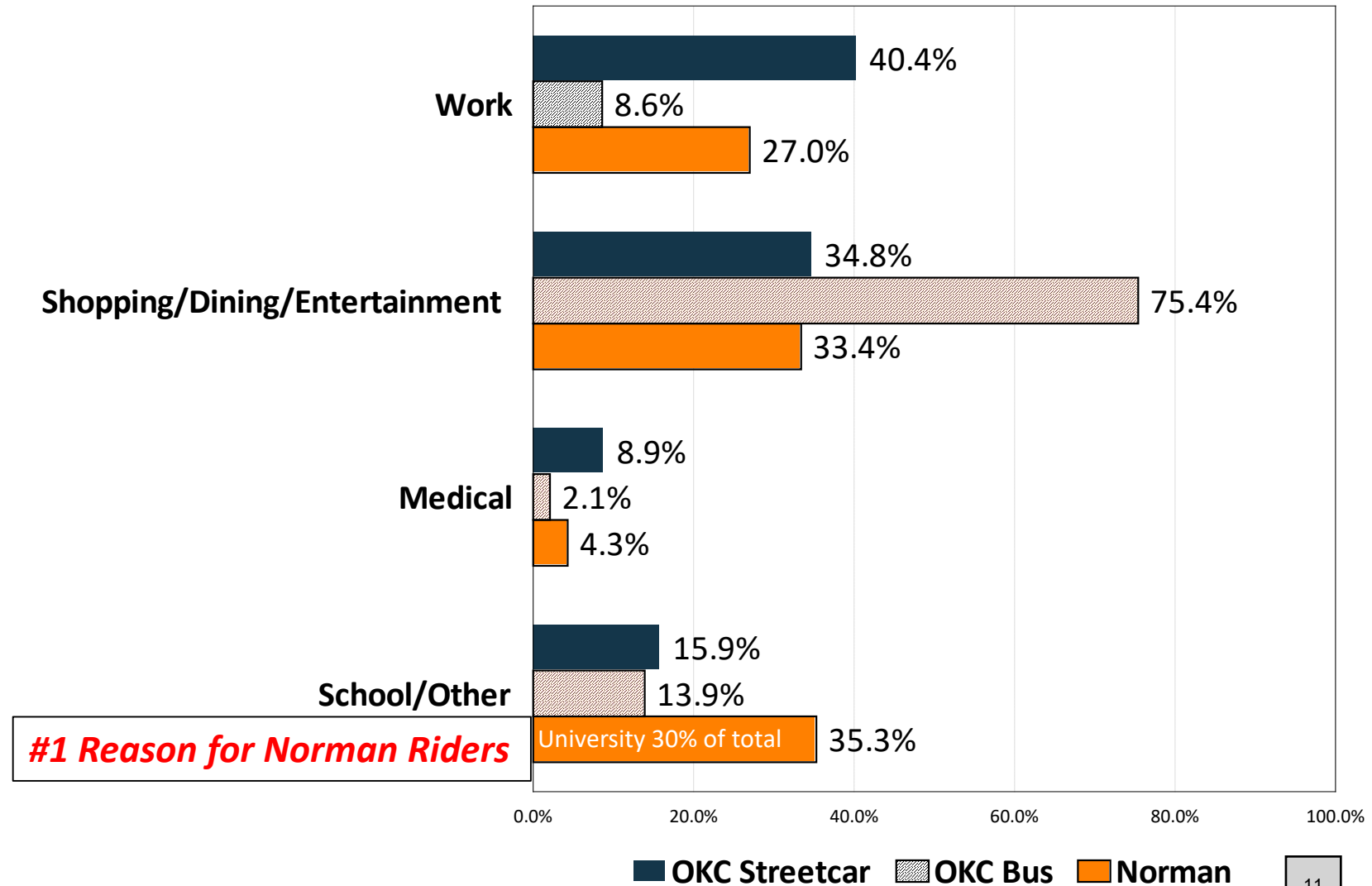
by percentage of riders



# University-Related Trips Are the #1 Reason People Use the Bus in Norman

## What was the main purpose of your trip today?

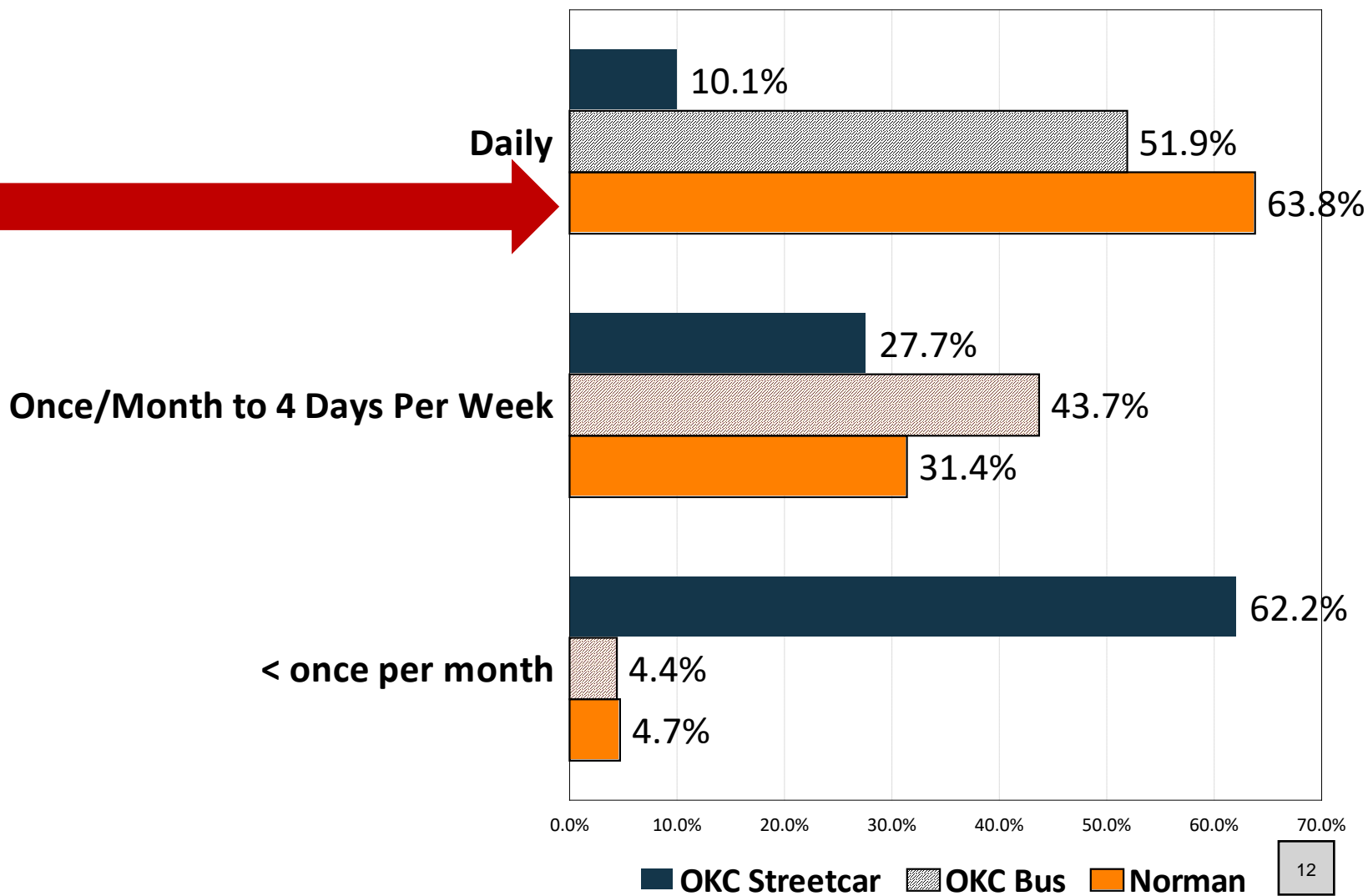
by percentage of riders (excluding "not provided" responses) - response choices have been collapsed



# How often do you use the the Bus/Streetcar?

by percentage of riders (excluding “not provided” responses)

The Majority of Bus Riders in Norman Use Transit Service on a Daily Basis!



*MAJOR FINDINGS: TOPIC #2*

# **Satisfaction with Transit Services**

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# Satisfaction with Norman Bus Improved in 12 of 15 Areas!

## Largest Increases

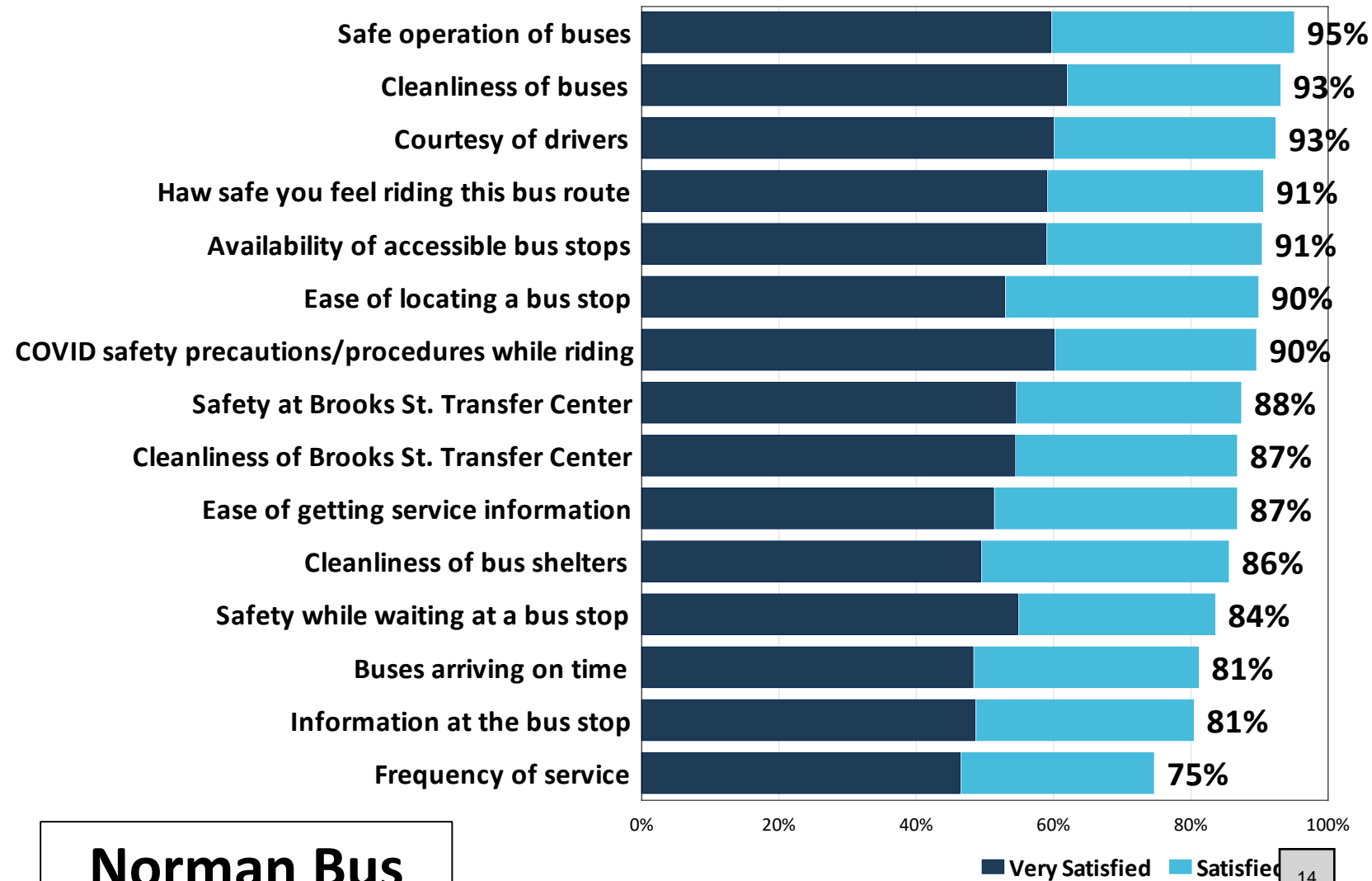
- Ease of getting information (+10.9)
- Avail. of accessible stops (+8.5%)
- COVID safety procedures (+7.7%)
- Safe operation of buses (+7.2%)
- Ease of locating a bus stop (+7.0%)
- Cleanliness of buses (+6.2%)

## Decreases

- Safety at bus stops (-4.3%)
- Frequency of service (-8.2%)

## Satisfaction with Norman Bus Services

by percentage of riders

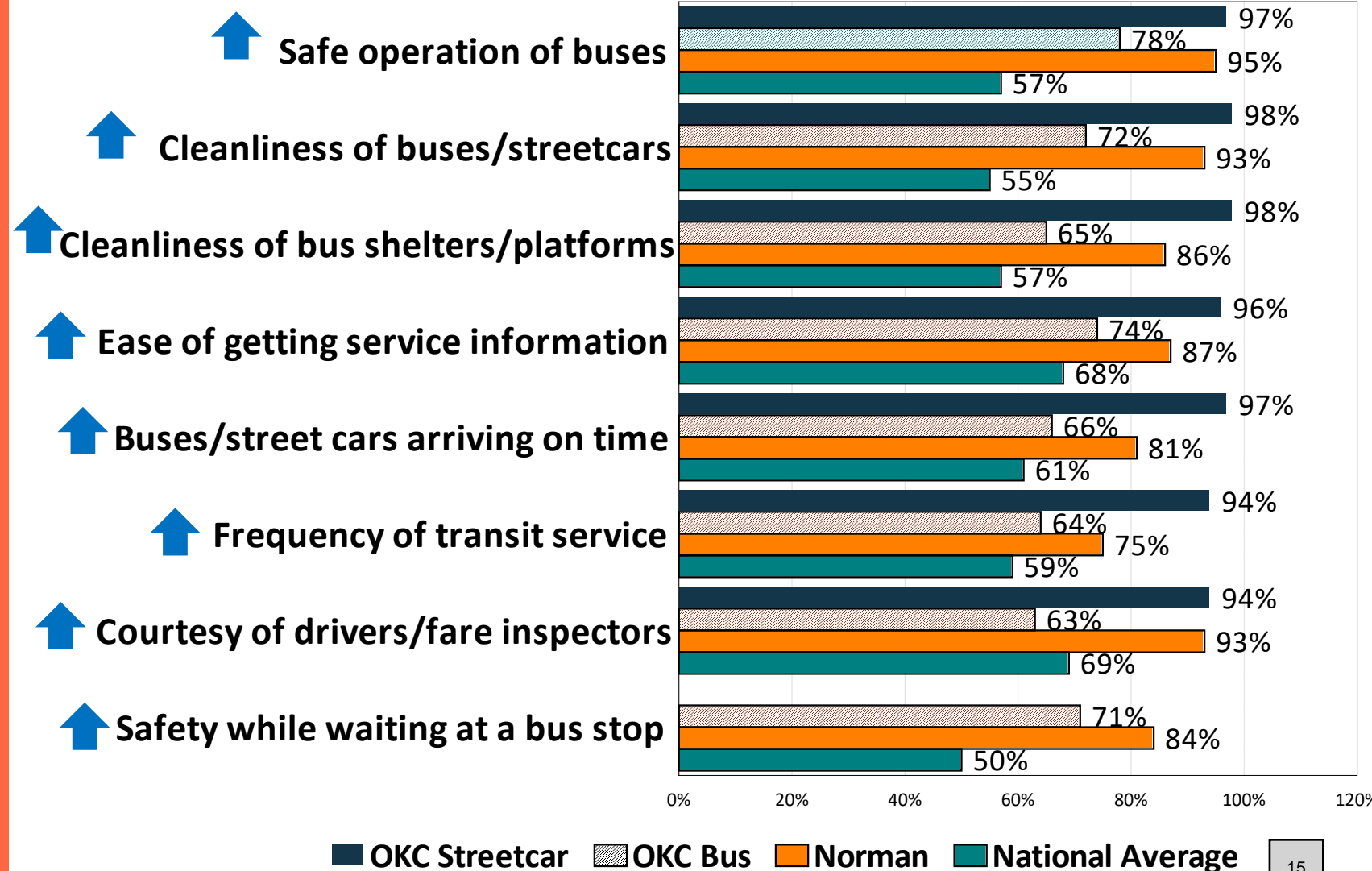




EMBARC's  
Norman Service  
Is Setting the  
Standard for  
Customer  
Satisfaction in  
All Areas!

## Embarc Satisfaction vs. National Average

by percentage of riders (excluding "don't knows")

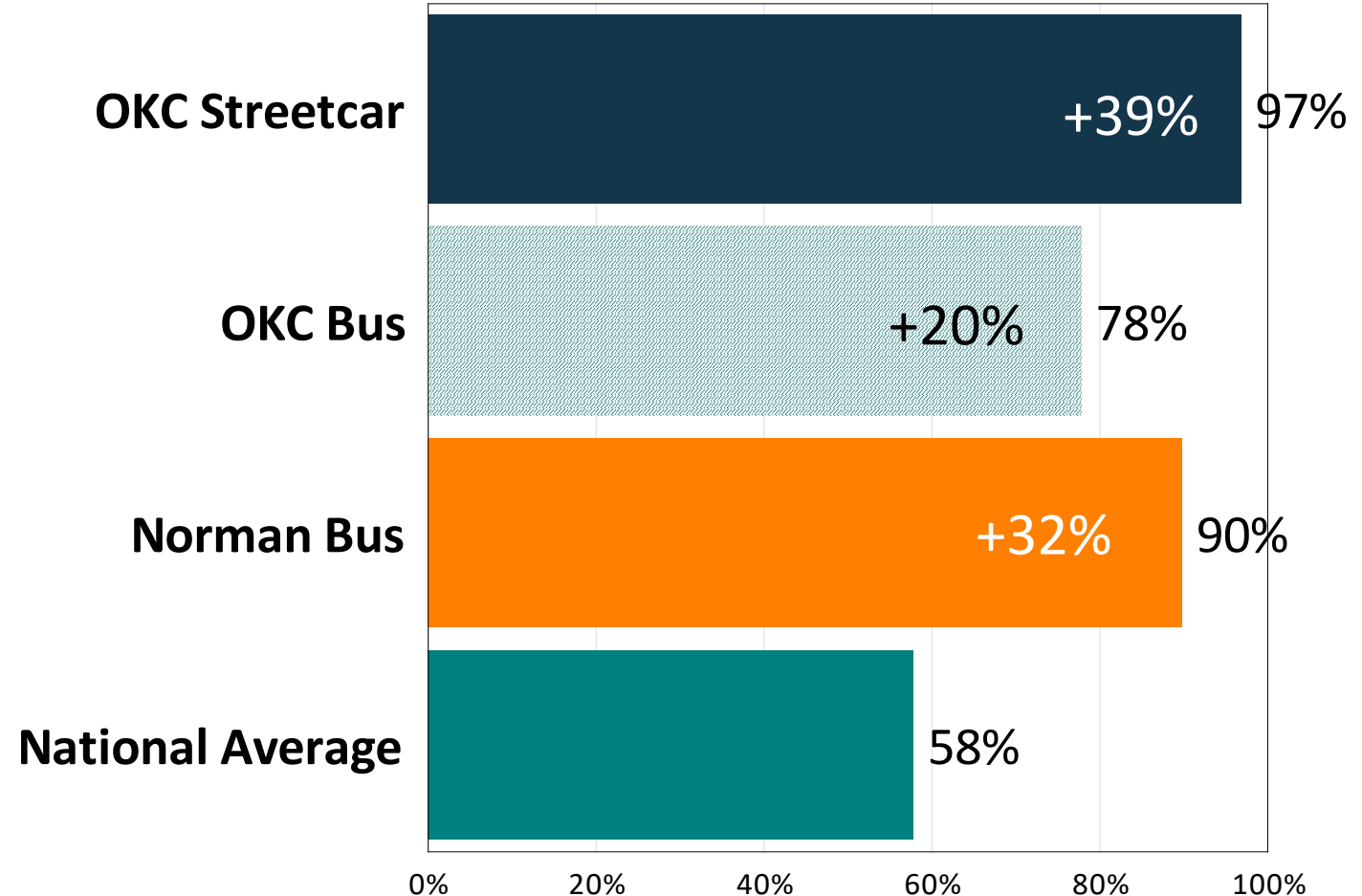


Overall  
Satisfaction with  
the Quality of  
Service Provided  
By EMBARK is  
Very High!

All Three Services Rated  
Significantly Above the  
National Average

## Overall Satisfaction with the Quality of Service Embark Satisfaction vs. National Average

by percentage of riders who were very satisfied or satisfied (excluding "don't knows")



Item 1.

## *MAJOR FINDINGS: TOPIC #3*

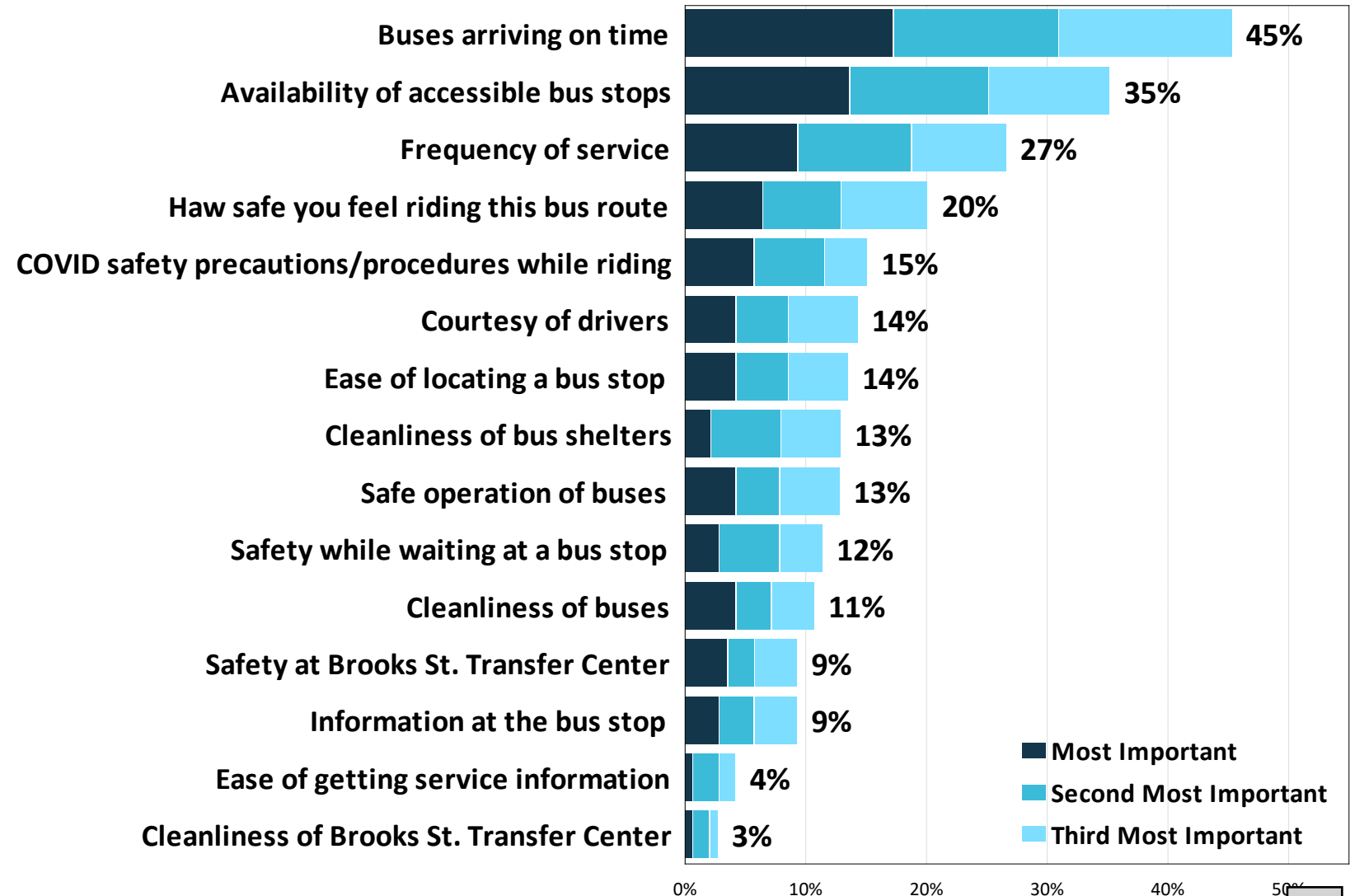
# **Top Priorities and Opportunities to Improve Transit Services**

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# Norman BUS Service Attributes that Are Most Important to Riders

## Norman Bus Service Items That Are Most Important to Riders

by sum percentage of respondents top three choices



# Norman Importance-Satisfaction Rating

EMBARC Should Continue Emphasize the Highest Rated Areas to Sustain High Satisfaction Ratings in the Future.

Item 1.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Medium Priority (IS &lt; 0.10)</u></b>						
Buses arriving on time	45%	1	78%	14	0.0975	1
Availability of accessible bus stops	39%	2	81%	10	0.0735	2
Frequency of service	36%	3	83%	8	0.0603	3
Information at the bus stop	18%	5	80%	13	0.0369	4
Cleanliness of buses	16%	6	87%	5	0.0198	5
Ease of getting service information	8%	8	77%	15	0.0196	6
Courtesy of drivers	19%	4	90%	1	0.0194	7
Safety while waiting at a bus stop	11%	7	88%	4	0.0134	8
Cleanliness of bus shelters	6%	10	80%	12	0.0122	9
Ease of locating a bus stop	7%	9	83%	7	0.0122	10
Safety at transfer center	5%	11	86%	6	0.0064	11
Safe operation of buses	4%	12	88%	3	0.0043	12
Cleanliness of transfer center	2%	13	81%	11	0.0029	13
How safe you feel riding this bus route	2%	14	89%	2	0.0016	14
COVID safety precautions/procedures while riding	0%	15	82%	9	0.0000	15

Top 6 Opportunities for Improvement

 Cleanliness/Information Are Lower Cost Opportunities for Improvement with Potentially High Returns!

# Summary





# Summary

- **EMBARC is setting the standard when it comes to providing riders with an excellent customer experience!**
  - Norman Bus satisfaction is 32% above the National Average
- **Satisfaction has stayed the same or improved in most areas over the past year**
  - Of the 15 Norman Bus attributes rated, satisfaction increased in 13 areas
- **The Importance-Satisfaction analysis should be used to guide opportunities for improved**
  - EMBARK should emphasize its efforts in lower cost opportunities that have high I-S ratings, such as cleanliness and driver courtesy on OKC buses.

# QUESTIONS?

# Thank You!

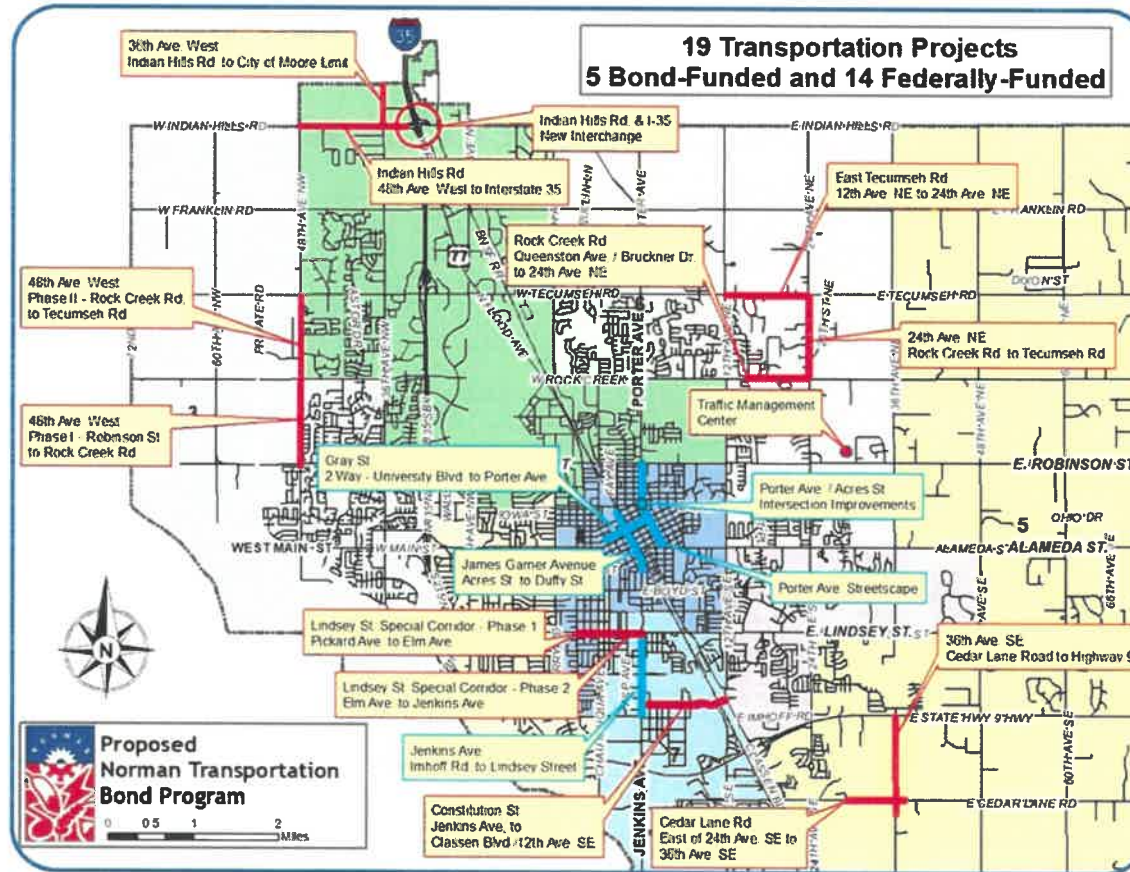
# **Jenkins Avenue Bond Project: Underground Utilities**

**Community Planning & Transportation  
Committee**

**August 25, 2022**



# 2019 Transportation Bond Program



# Jenkins Avenue Bond Project Details

## Jenkins Avenue – Imhoff Road to Lindsey Street

### Scope

- ✓ Roadway Widening and Reconstruction
- ✓ Four-lane divided roadway (like Lindsey Street east of Jenkins Avenue)
- ✓ New Traffic Signal at Timberdell Road
- ✓ Traffic Signal Modifications at Stinson Street and Constitution Street
- ✓ New Sidewalk / Multimodal Path
- ✓ Decorative Roadway Lighting
- ✓ Stormwater Drainage System
- ✓ Landscaping



Construction Cost (Federal Share)	Total Cost	Bond Cost
	\$10,227,087	\$10,227,087



### Key Issue:

Need additional roadway capacity to accommodate Reeves Park and OU Development Traffic.

### Key Stakeholder

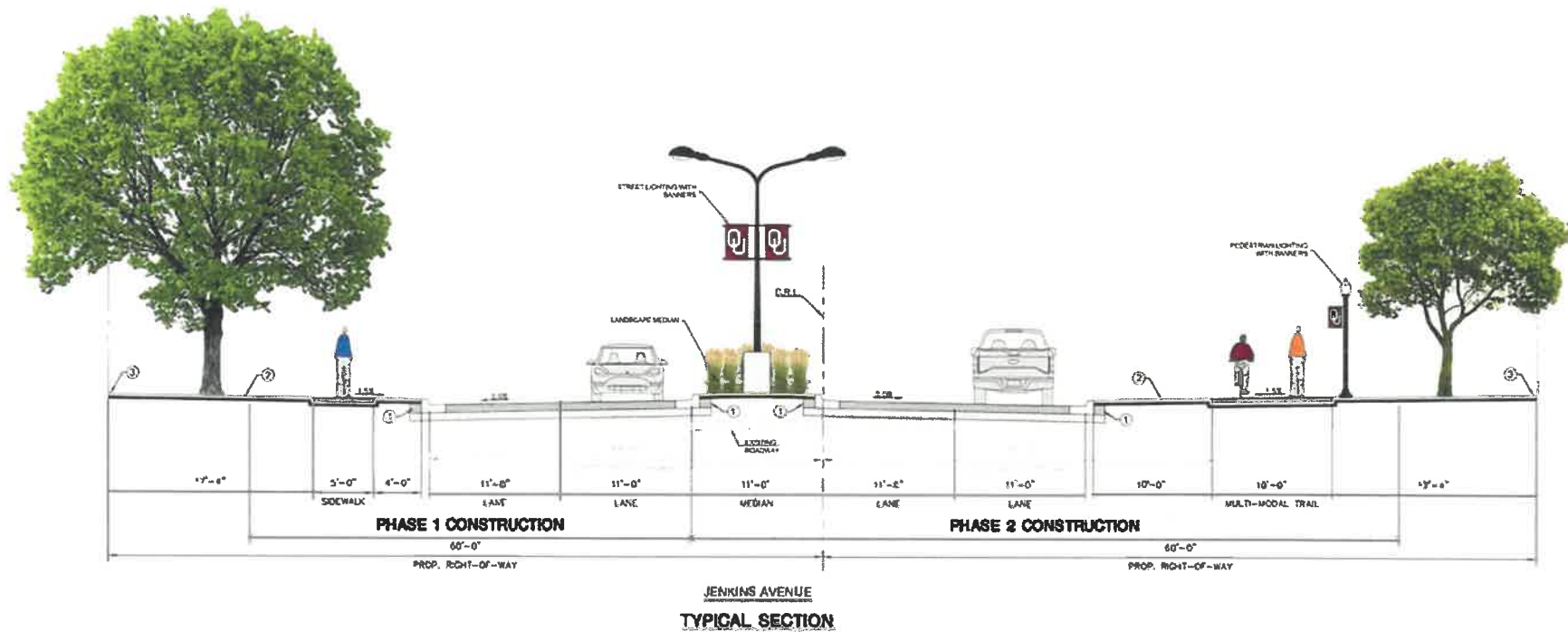




# Jenkins Avenue- Imhoff to Lindsey

## Early Rendering

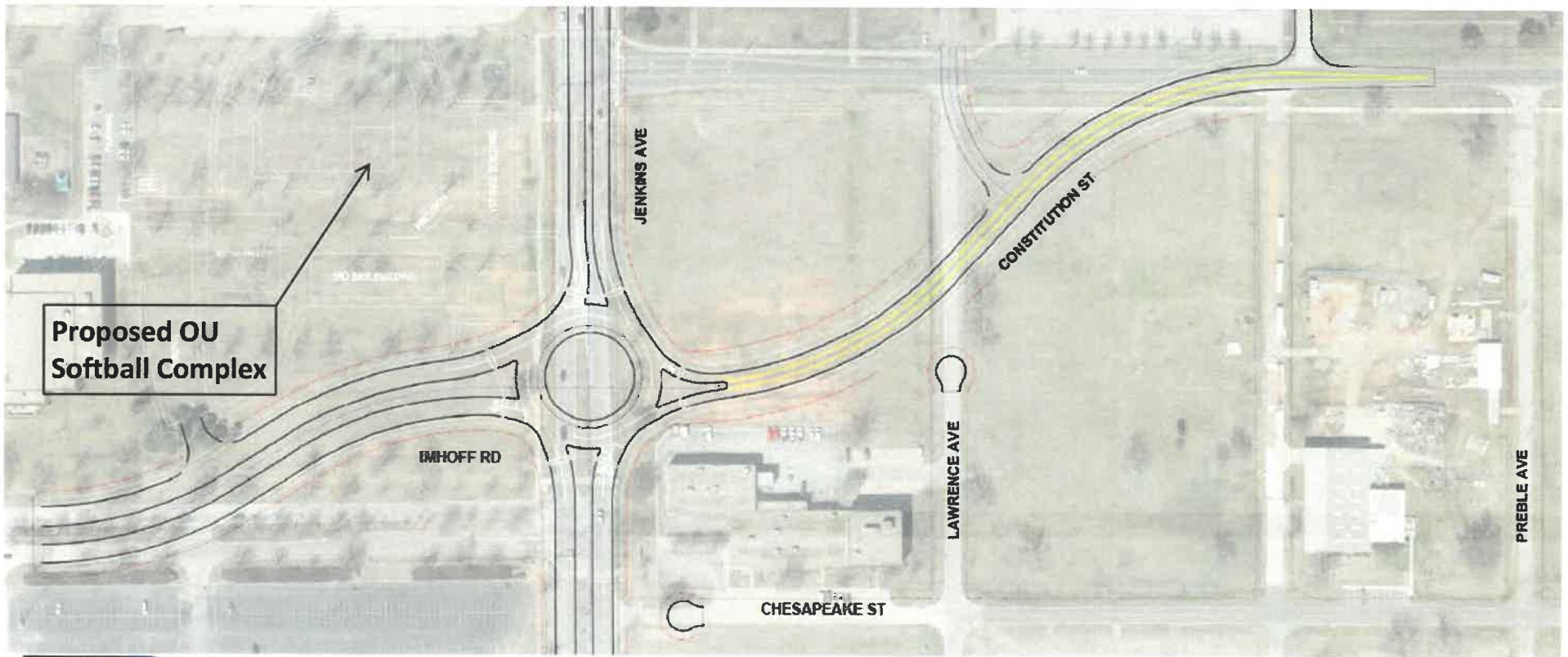
2020 Traffic Count = 8,207 vpd  
 2040 Traffic Projection = 9,430 vpd





## Jenkins Avenue- Imhoff to Lindsey

### Design Considerations – Imhoff Road and Constitution Street realignment

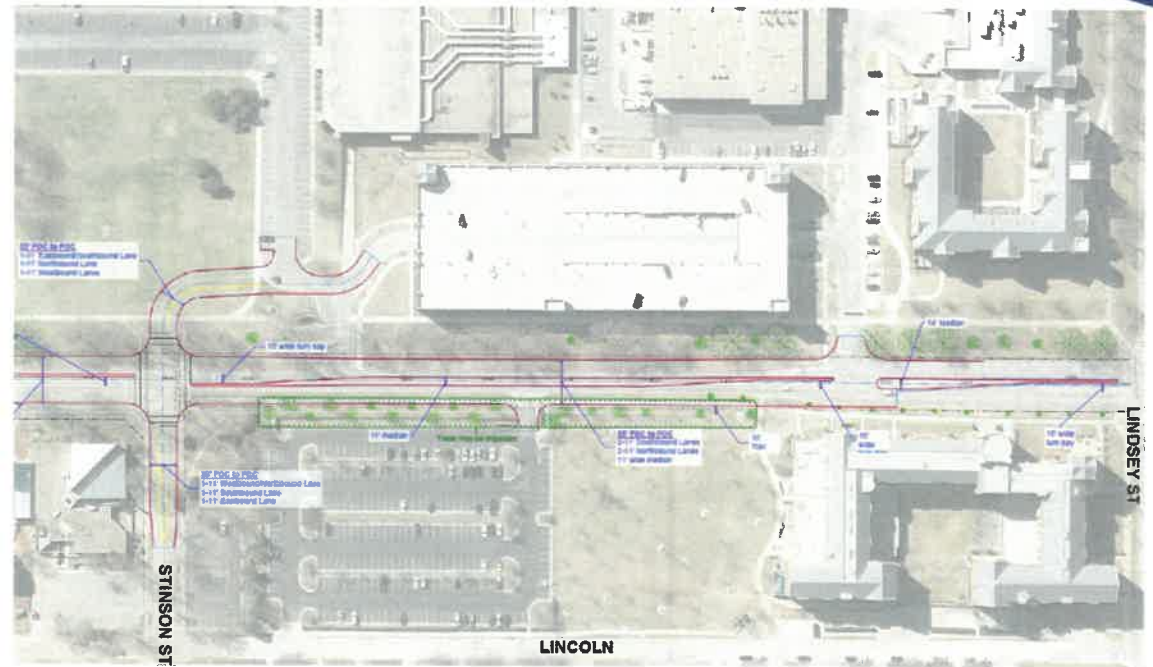


## Jenkins Avenue- Imhoff to Lindsey

### Design Considerations



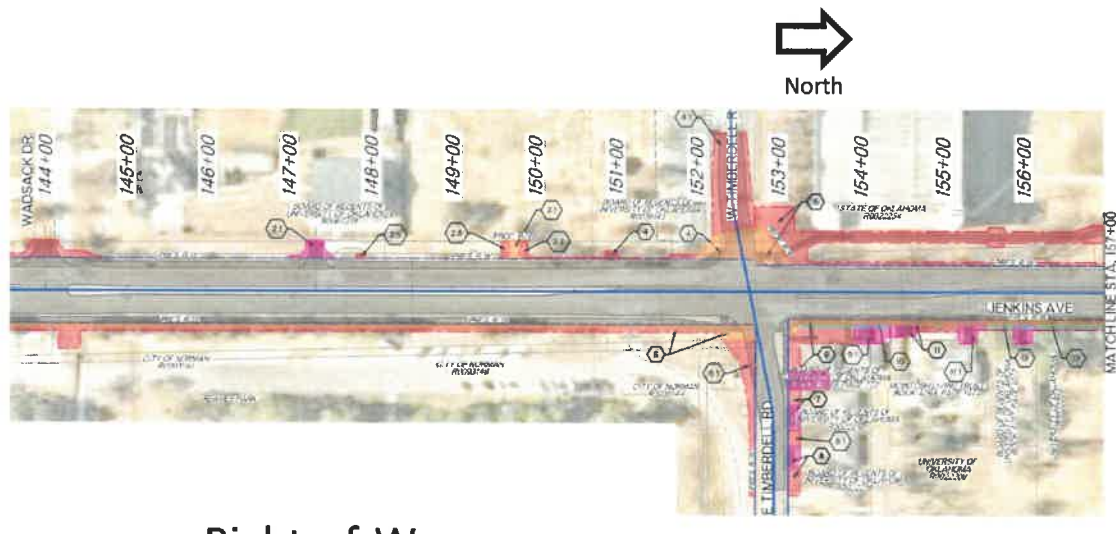
- Realign Timberdell Road



- Make Stinson Street 4-way intersection
- Pedestrian crossings

## Jenkins Avenue- Imhoff to Lindsey

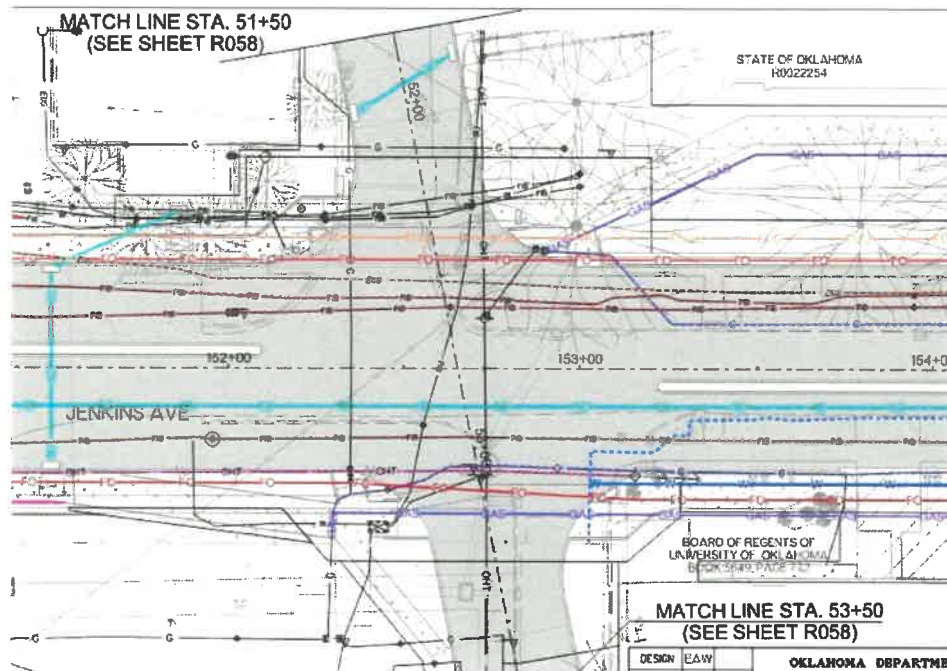
### Right of Way



### Right-of-Way

- OU
- City
- 4 Residents

# Jenkins Avenue- Imhoff to Lindsey Right of Way



## Utility Relocations


- City Water & Fiber
- ONG
- AT&T
- Info Fiber
- Cox Communication
- OU Fiber, Water, Gas and Electric

# Jenkins Avenue Bond Project



## Project Budget:

Total Project Construction Estimate:	\$10,091,743
Construction Management (12%):	<u>\$939,787</u>
Total Estimated Project Cost:	\$11,031,530
Federal Share:	<u>-\$7,500,000</u>
Current City Bond Share:	\$3,531,530
Surplus City Bond Funds:	\$6,560,213
 2019 Bond Budget	 \$9,601,000





# Jenkins Avenue Bond Project



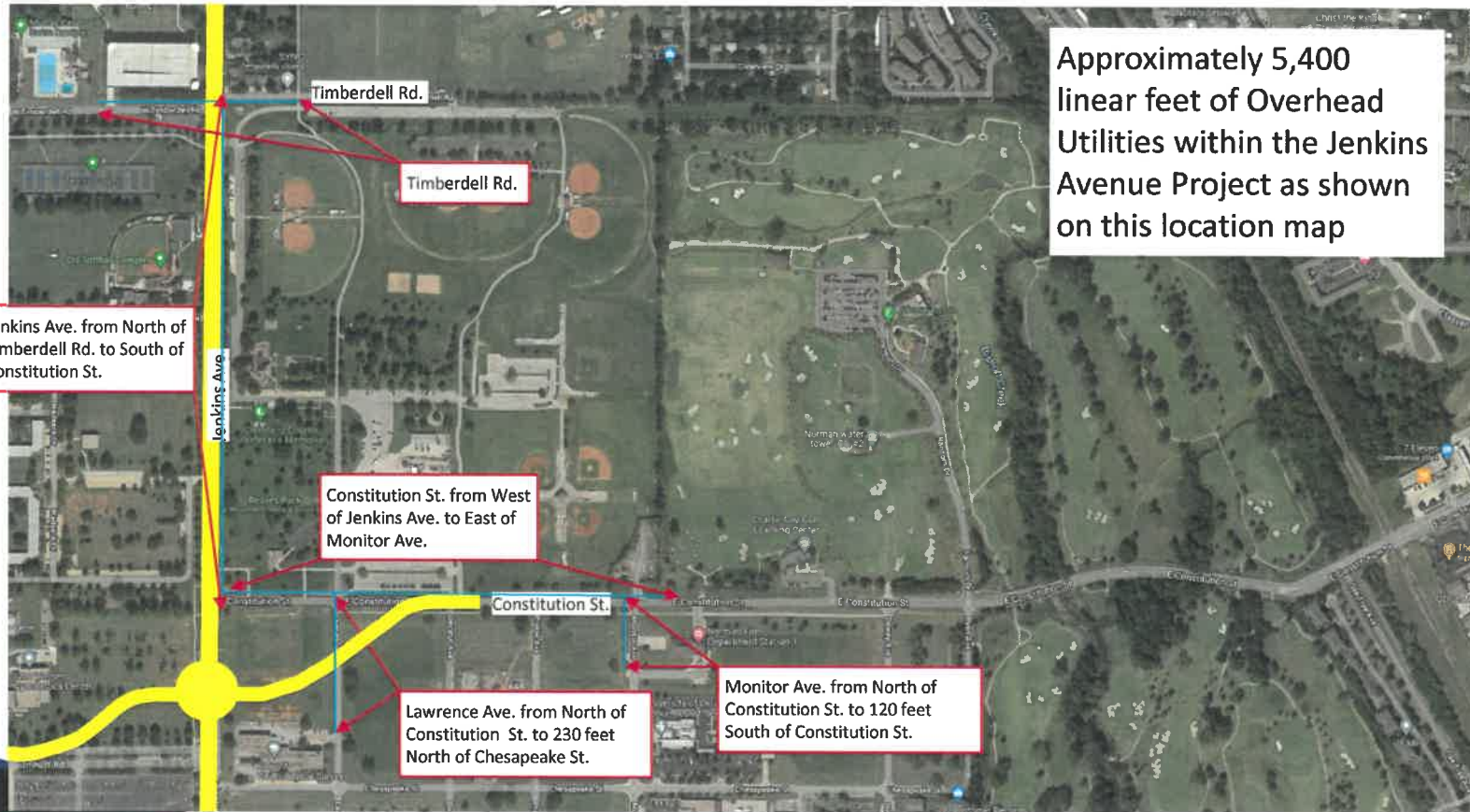
Project Schedule:

- CPTC Meeting.....March 25, 2021
- Preliminary 30% Plans.....March 29, 2021
- 60% Plans & R/W Plans.....February 7,2022
- Revised R/W Plans.....July 1, 2022
- Begin NEPA Process.....August 29, 2022
- R/W and Utility Clear.....December 30, 2022
- 90% Plans.....January 20, 2023
- Final Plans.....June 2, 2023
- ODOT Bid Opening.....November 16, 2023
- Begin Construction.....February 2024

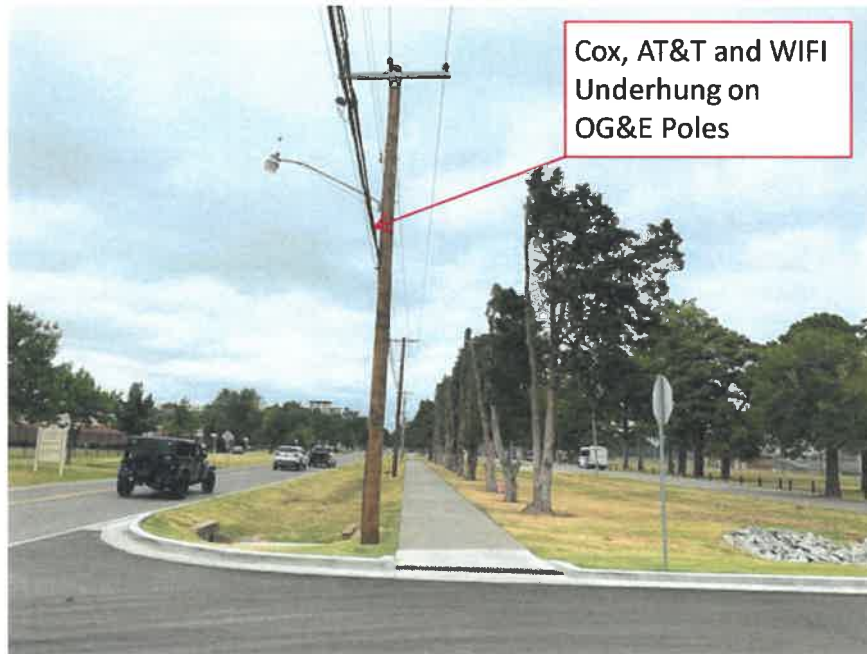




# Jenkins Avenue Overhead Locations



# Jenkins Avenue Overhead Locations



Looking North on Jenkins Ave. along Reaves Park



Looking West on Constitution St. at Monitor Ave.

# Sample Overhead to Underground







# Jenkins Avenue Underground Cost

## Underground Conversion

OG&E: \$1,000,000

Cox: \$90,000

AT&T: \$170,000

Total: \$1,260,000

## OG&E Participation:

If overhead electric is in conflict with proposed roadway improvements:

- City pays the difference in cost between overhead and underground
- Underground installation costs are approximately 3-5 times more than overhead for average section line streets
- Feeder lines are 4-7 times more than overhead

If overhead electric is not in conflict with the proposed roadway improvements:

- City pays 100% of underground relocation costs
- This is the case on the Jenkins Widening Project

# Council Direction



- 2019 Bond Funds did not include underground relocation costs
- Potential R/W implications for the three overhead utilities (above ground pedestals will conflict with hike/bike trail)
- Anticipate relocation delays due to material shortages, especially with AT&T
- Need Council direction to move forward by early September
- Additional Funding Source?
- Questions?

# **East Alameda Street Bond Project: Update**

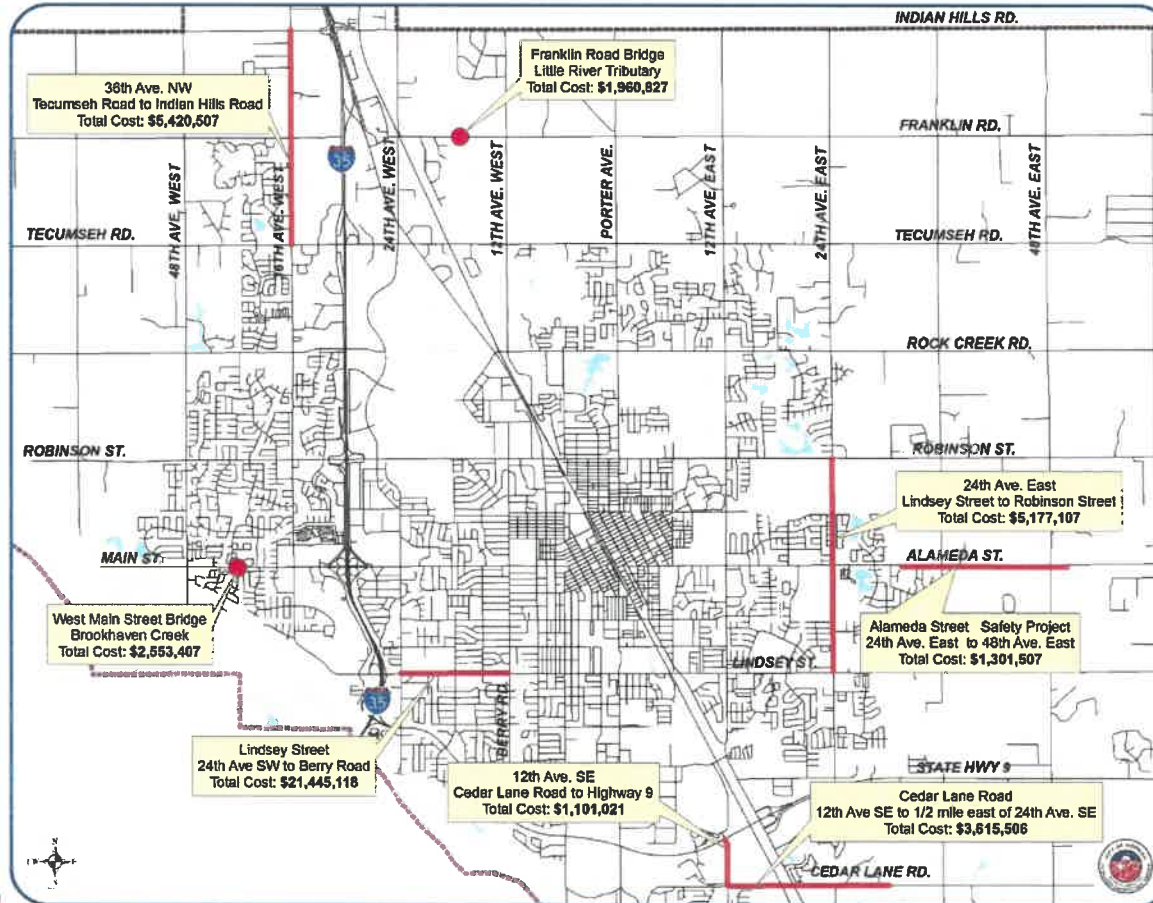
**Community Planning & Transportation  
Committee**

**August 25, 2022**





# 2012 Transportation Bond Program



**Combined Storm Water/Transportation Improvements  
General Obligation Bond Project (FFY 2013-2017)  
Cost Reduction with Federal Funding**

<b>Storm Drainage and Street Widening Projects</b>	<b>City Project Cost</b>		
	<b>Without Federal Funding</b>	<b>With Federal Funding</b>	<b>Federal Share</b>
W. Main Street Bridge	\$ 4,138,407	\$ 2,553,407	\$ 1,585,000
Lindsey St.: 24 <sup>th</sup> SW to Berry*	**32,945,118	**21,445,118	*11,500,000
Franklin Road Bridge	4,520,827	1,960,827	2,560,000
Sub-Total	\$ 41,604,352	\$ 25,959,352	\$ 15,645,000
<b>Street Widening Projects</b>	<b>Without Federal Funding</b>	<b>With Federal Funding</b>	<b>Federal Share</b>
Cedar Lane-12 <sup>th</sup> SE to ½ mi. 24 <sup>th</sup> Ave	\$ 9,846,786	\$ 3,615,506	\$ 6,231,280
12 <sup>th</sup> SE- Cedar Lane - Hwy 9	3,181,021	1,101,021	2,080,000
24 <sup>th</sup> Ave SE - Lindsey - Robinson	13,007,507	5,177,107	7,830,400
36 <sup>th</sup> NW - Tecumseh - Indian Hills	16,920,507	5,420,507	*11,500,000
East Alameda Street Project	4,942,507	1,301,507	3,641,000
Sub-Total	\$ 47,898,328	\$ 16,615,648	\$ 31,282,680
<b>GRAND TOTAL</b>	<b>\$ 89,502,680</b>	<b>\$ 42,575,000</b>	<b>\$ 46,927,680</b>
		(48%)	(52%)

\* Leveraging of federal funds is limited for this project due to its high costs. The maximum City of Norman ACOG funding per year is \$11.5 million.

\*\* This cost includes \$4,345,000 for storm water projects north of Lindsey Street along McGee Avenue and Wylie Road. It is a non-participating cost and must be paid 100% by the City of Norman.

## POTENTIAL CONSTRUCTION SCHEDULE

### 2012 Transportation / Storm Water Bond Projects

2013	2014	2015	2016	2017	2018
Cedar Lane Road	Main Street Bridge over Brookhaven Creek	12 <sup>th</sup> Avenue SE	Lindsey Street	24 <sup>th</sup> Avenue East	36 <sup>th</sup> Avenue NW
	Franklin Road Bridge over Little River	Alameda Street			
\$3,615,506	\$4,514,234	\$2,402,528	\$21,445,118	\$5,177,107	\$5,420,507

# East Alameda Street Location Map



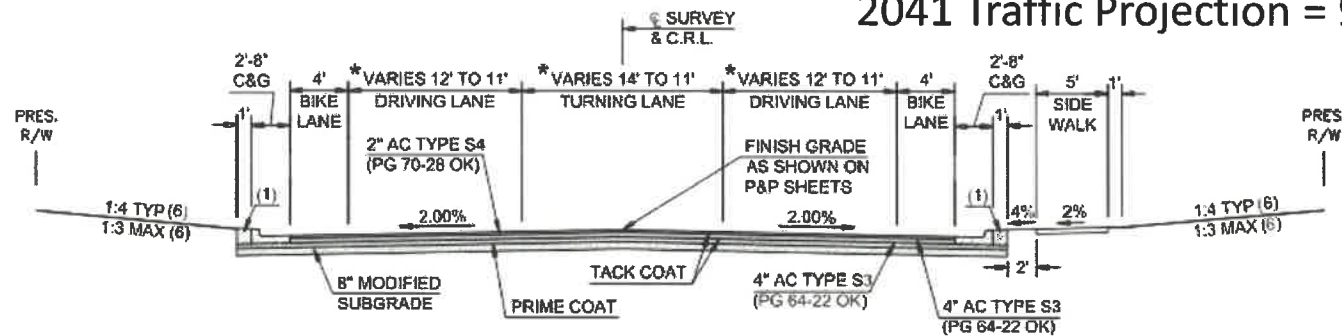


# East Alameda Street Proposed Improvements

## Urban Section

2021 Traffic Count = 6,800 vpd

2041 Traffic Projection = 9,520 vpd



TYPICAL SECTION NO. 2  
STA. 18+91.47 TO STA. 41+38.28  
\* STA. 18+91.47 TO STA. 20+00.00

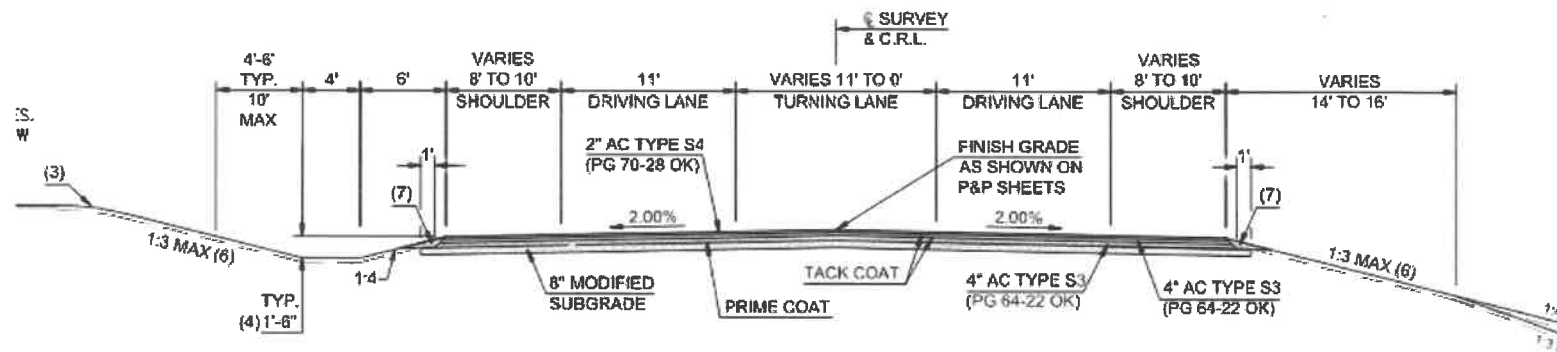
- 3-Lane Reconstructed Roadway
- On-Street Bike Lanes
- Curb and Gutter
- Sidewalk on the south side
- Storm Pipeline System
- New Waterline
- \$2,171,000 Construction Cost

## Other

- New Left-Turn Lanes on Alameda Street at 36<sup>th</sup> Ave. East and 48<sup>th</sup> Ave. Ea

# East Alameda Street Proposed Improvements

## Rural Section



**TYPICAL SECTION NO. 4**  
C.R.L. STA. 44+06.89 TO STA. 45+86.88 ALAMEDA STREET

- 2-Lane Reconstructed Roadway
- 10-Foot Wide Paved Shoulders
- New Driveway Culverts
- Storm Water Improvements
- \$1,445,911 Construction Cost

### Other

- New Left-Turn Lanes on Alameda Street at 36<sup>th</sup> Ave. East and 48<sup>th</sup> Ave. East

# East Alameda Street Bond Project Finances

## Budget Overview:

2012 Bond Funds:	\$1,301,507
2016-2021 Streets Maintenance Bond Surplus:	\$2,452,000 *
2021-2026 Street Maintenance Bond:	<u>\$216,480 **</u>
Total:	\$3,969,987

\* Approved by City Council on 1/25/2022

\*\* Voter Approved for East Alameda Street

Project Cost Savings = \$972,000

## Key Cost-Saving Elements:

- City Paving Crew on Rural Portion
- No sidewalk- north side
- 3-Lane Roadway
- No right-of-way acquisition
- Limited utility relocation





# East Alameda Street Construction Schedule

## Urban Section

- October 2022-Complete from Ridge Lake Blvd. to the intersection at 36th Avenue SE
- November 2022-Close 36th Avenue SE and complete the intersection

## Rural Section

- May 2023-Complete rural section from 36th Avenue SE through the intersection at 48th Avenue SE

## Note

- Underground AT&T utilities continue to cause delays



# Current Project Status

August 2022



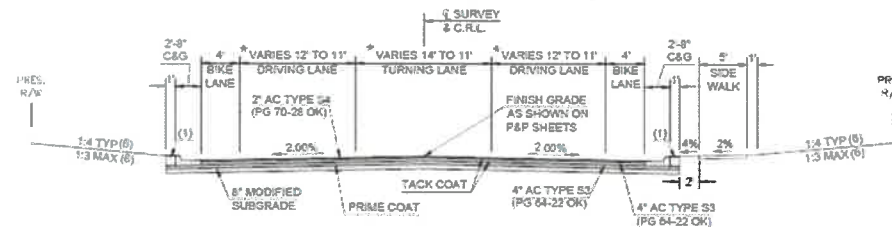
Urban Project- Roadway Profile Established

August 2022



Rural Project- Installed Driveway Culverts Throughout Project

# Alameda Street Urban Typical Section



## Urban Project 3-Lane with Bike Lanes Justification

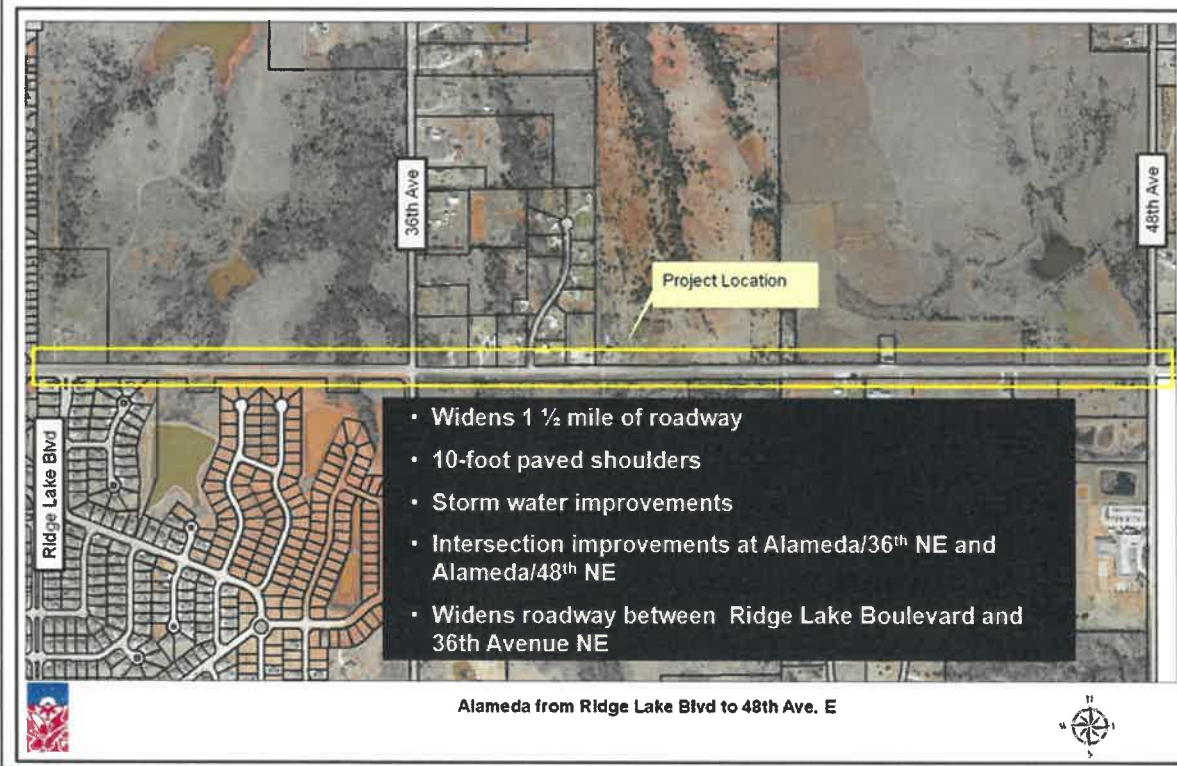
- Lane Configuration not part of 2012 Bond Program Distribution Materials
- Lane Configuration not part of 2012 Bond Ballot Ordinance
- Consistent with Norman Comprehensive Transportation Plan
- No potential drives on the south side

## 4-Lane and 5-Lane Options Evaluated During Design

- Not warranted based on traffic projections
- Not enough right-of-way for 5-lane
- No federal fund received so land and construction costs were factor

# 2012 Bond Program-Public Information

## East Alameda Street Project





# 2012 Bond Program-Public Information

## East Alameda Street Project



# Alameda Street Ballot Ordinance

## SPECIAL ELECTION PROCLAMATION AND NOTICE

Under and by virtue of Section 27 of Article X, of the Oklahoma Constitution and the Statutes of the State of Oklahoma, and Acts complementary, supplementary, and enacted pursuant thereto, and Ordinance No. O-1112-35 dated April 24, 2012, authorizing the calling of an election on the proposition hereinafter set forth, I, the undersigned Mayor of The City of Norman, Oklahoma, hereby call a special election and give notice thereof to be held in The City of Norman, Oklahoma, on the 28<sup>th</sup> day of August, 2012, for the purpose of submitting to the registered, qualified voters in said City the following proposition:

### PROPOSITION NO. 1

"SHALL THE CITY OF NORMAN, STATE OF OKLAHOMA, INCUR AN INDEBTEDNESS BY ISSUING ITS BONDS IN THE SUM OF FORTY-TWO MILLION FIVE HUNDRED SEVENTY FIVE THOUSAND DOLLARS (\$42,575,000.00) TO PROVIDE FUNDS FOR THE PURPOSE OF WIDENING STREETS AND BRIDGES, AND CONSTRUCTING RELATED DRAINAGE AND OTHER IMPROVEMENTS IN CONNECTION WITH SAID STREETS AND BRIDGES IN THE CITY OF NORMAN, OKLAHOMA; AND LEVY AND COLLECT AN ANNUAL TAX, IN ADDITION TO ALL OTHER TAXES, UPON ALL THE TAXABLE PROPERTY IN SAID CITY SUFFICIENT TO PAY THE INTEREST ON SAID BONDS AS IT FALLS DUE, AND ALSO TO CONSTITUTE A SINKING FUND FOR THE PAYMENT OF THE PRINCIPAL THEREOF WHEN DUE, SAID BONDS TO BEAR INTEREST AT NOT TO EXCEED THE RATE OF TEN PERCENTUM (10%) PER ANNUM, PAYABLE SEMI-ANNUALLY AND TO BECOME DUE SERIALY WITHIN TWENTY (20) YEARS FROM THEIR DATE?"

FOR THE ABOVE PROPOSITION

AGAINST THE ABOVE PROPOSITION

### DESCRIPTION OF PROJECTS AND USE OF PROCEEDS

#### (Proposition No. 1)

The street and bridge widening projects, together with the related drainage and other improvements, all represent improvements to streets and bridges in The City of Norman, Oklahoma, including but not limited to those streets, and bridges listed below. Related improvements could include, but not by way of limitation, easement acquisition, utility relocation, new curb and gutter and driveway approaches, signalization, striping, and landscaping. The costs of the projects are based on engineering estimates, with engineering to be completed as the bonds are issued and with the improvements to be made as needed. Said projects may be accomplished through participation with other governmental agencies and

others, and may be accomplished in phases. The specific projects for which at least seventy percent (70%) of the proceeds of the aforesaid bonds shall be expended and the dollar amount of each such project shall be as follows:

West Main Street Bridge at Brookhaven Creek (located on Main Street West of 36 <sup>th</sup> Avenue West)	\$2,540,000
Franklin Road Bridge at Little River (located on Franklin Road between 12 <sup>th</sup> Avenue Northwest and 24 <sup>th</sup> Avenue Northwest)	\$1,940,000
Cedar Lane from 12 <sup>th</sup> Avenue Southeast to one half mile east of 24 <sup>th</sup> Avenue Southeast	\$3,610,000
12 <sup>th</sup> Avenue Southeast from Cedar Lane to State Highway 9	\$1,075,000
24 <sup>th</sup> Avenue East from Lindsey Street to Robinson Street	\$5,200,000
36 <sup>th</sup> Avenue Northwest from Tecumseh Road to Indian Hills Road	\$5,450,000
Alameda Street from 24 <sup>th</sup> Avenue East to 48 <sup>th</sup> Avenue East	\$1,290,000
Lindsey Street from 24 <sup>th</sup> Avenue Southwest to Berry Road (the project will address drainage problems on Lindsey Street as well as drainage problems that impact McGee Avenue and Wylie Road in the vicinity of Lindsey Street)	\$21,470,000
<b>TOTAL:</b>	<b>\$42,575,000</b>

That only the registered, qualified voters of The City of Norman, Oklahoma, may vote upon the proposition as above set forth.

The polls shall be opened at 7:00 o'clock a.m. and shall remain open continuously until and be closed at 7:00 o'clock p.m.

Such election shall be conducted by those precinct officers designated by the County Election Board of Cleveland County, Oklahoma, which officers shall also act as counters and certify the results in the case of regular elections and certify the results thereof as required by law.

The number and location of the polling places and the names of the persons who shall conduct said election shall be provided by the County Election Board of Cleveland County, Oklahoma.

[Remainder of Page Intentionally Left Blank]

WITNESS my hand as Mayor of The City of Norman, Oklahoma and the Seal of said City affixed hereon this 24<sup>th</sup> day of April, 2012.



*Cindy S. Rose*  
Mayor

*Brenda Hall*  
City Clerk

# Alameda Street Lane Configuration

- 2014 Norman Comprehensive Transportation Plan recommended Alameda Street as road diet candidate

## Bicyclist and Pedestrian Facilities Master Plan

### Summary of Key Bicyclist and Pedestrian Plan Features

Based on feedback received from the CVC subcommittee on pedestrian, bicycle and streetscape, from OU Students, and from the Norman BAC, the bicycle facilities master plan was developed, as depicted in Figure 3.7. Key features of the plan include:

- Extension of the Legacy Trail to provide a loop around Max Westheimer Airport, including a grade separation over Robinson Street;
- Bike lanes along Lindsey Street from Elm Avenue to 24<sup>th</sup> Avenue W, connecting to the sidepaths along each side of the Lindsey crossing over I-35 to Ed Noble Parkway. Extend a trail west of Ed Noble Parkway along the north and south side of Lindsey/36<sup>th</sup> Avenue W, to Westernview/Willowbend, with a trail continuation westward to connect to 48<sup>th</sup> Avenue W;
- Bike lanes along Ed Noble Parkway from Lindsey Street to Main Street;
- Bike lanes along Main Street from Cherry Creek to 48<sup>th</sup> Avenue W, and along 48<sup>th</sup> Avenue W, from Main Street to north of Indian Hills Road;
- Sidepaths along both sides of Rock Creek Road from Flood Avenue to 24<sup>th</sup> Avenue E;
- Bike lanes on University Boulevard from Boyd Street to Apache Street, sharrows along Apache Street from University Boulevard to Webster Avenue, and bike lanes along Webster Avenue from Duffy Street to north of Gray Street;
- Reduce the Main Street and Gray Street one-way pair west of Porter Avenue from three lanes to two lanes, creating a buffer space between the rightmost travel lane and the parking area, with bulb-outs at the corners. This treatment will provide for shorter crossing distance for pedestrians, easier backing maneuvers for parked vehicles, and a usable roadway edge for on-street bicyclists.
- Conversion of Main Street and Gray Street, between Porter Avenue and the roundabout, from two way streets to a one-way street pair (Main Street east bound and Gray Street west bound) providing one travel lane, one parking lane/buffer lane, and one bike lane on each street;
- Widening of Acres Street to provide bike lanes from Berry Road to Porter Avenue;
- Future shoulder bike lanes on all principal and minor rural arterial roadways;
- Extension of Main Street east of 12<sup>th</sup> Avenue E as a multi-use path to tie to the local street network and extend to 24<sup>th</sup> Avenue E.
- Future multi-use trail along Robinson Street from 24<sup>th</sup> Avenue E to Lake Thunderbird Trail system, (along potential Waterline Trail from Parks Department Trails Master Plan);
- 12<sup>th</sup> Avenue E sidepaths from Tecumseh Road to Lindsey Street and along Lindsey Street from 12<sup>th</sup> Avenue E to Classen Boulevard, with a crossing of the railroad to tie to the sidepaths at OU.
- Potential road diets on some streets to introduce bike lanes:
  - Rock Creek Road between 48<sup>th</sup> Avenue W, and Grandview Avenue
  - W. Main Street between 48<sup>th</sup> Avenue W, and 36<sup>th</sup> Avenue W;
  - Alameda Street between Classen and 36<sup>th</sup> Avenue E, dependent upon the intensity of future development in the Alameda corridor and resultant future traffic volumes.
  - Rock Creek Road between 36<sup>th</sup> Avenue W, and 24<sup>th</sup> Avenue W., dependent upon the intensity of future development west of 36<sup>th</sup> Avenue W, and upon the courses of action taken to enhance access to and from I-35 north of Robinson Street.
  - Rock Creek Road between 12<sup>th</sup> Avenue W, and 12<sup>th</sup> Avenue E, dependent upon the intensity of future development in the Rock Creek Road corridor.
  - 60th Avenue W., Tecumseh Road to Indian Hills Road (currently programmed for widening from 2 lanes to 4 lanes, stripe new pavement for three lanes with bike lanes.)



# Alameda Street





Questions?





**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:** August 25, 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. Design development with the architect continues.
- 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 made 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. Those changes were presented to the Council Community Planning and Transportation Committee at the June 23 meeting.
- Lastly, staff have begun work with partner agencies, such as EMBARK and Tyler Media, in preparation to seek public feedback on implementing the recommended route network in the Go Norman Transit Plan. These service changes 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 received news of three grant applications and details are shown below.
  - 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. Unfortunately, the City's grant application for this program was not approved.
  - 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

office memorandum

it was submitted on May 31. Unfortunately, the City's grant application for this program was not approved.

- 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. The City's grant application to this program was approved. Staff will begin the process to request Council's acceptance of the grant and procurement of the vehicles.

• 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 visit the bus manufacturer's facility in California to oversee part of the process.
  - 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.
- Regional Transportation Authority (RTA) Update
- In addition to Midwest City (who withdrew last fall), Del City and Moore expressed their intent on withdrawing from the RTA in May of 2022. An agenda item updating the RTA Trust Indenture due to these departures will be forthcoming to Council. RTA has stated that FY 2023 funding contributions will not change.

Conclusion

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

Attached: EMBARK Norman Performance Report for July 2022

# PERFORMANCE REPORT

## Transit System Report

July 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 July 2022 was 20,697, compared to 20,174 in July 2021. The average total daily ridership was 828 for July 2022, a 6.70% increase from 776 in July 2021. Fiscal-year-to-date ridership is 20,697 passengers, a 2.59% increase from the July 2021 YTD total of 20,174.

The fixed-route service totaled 18,906 for July 2022 compared to 18,520 for July 2021. Average fixed-route daily ridership for July 2022 was 757, compared to 712 for July 2021, a 6.32% increase. Passengers with bicycles or similar means of travel totaled 636, compared to 697 for July 2021. Passengers with wheelchairs or other mobility devices totaled 87, compared to 458 for July 2021.

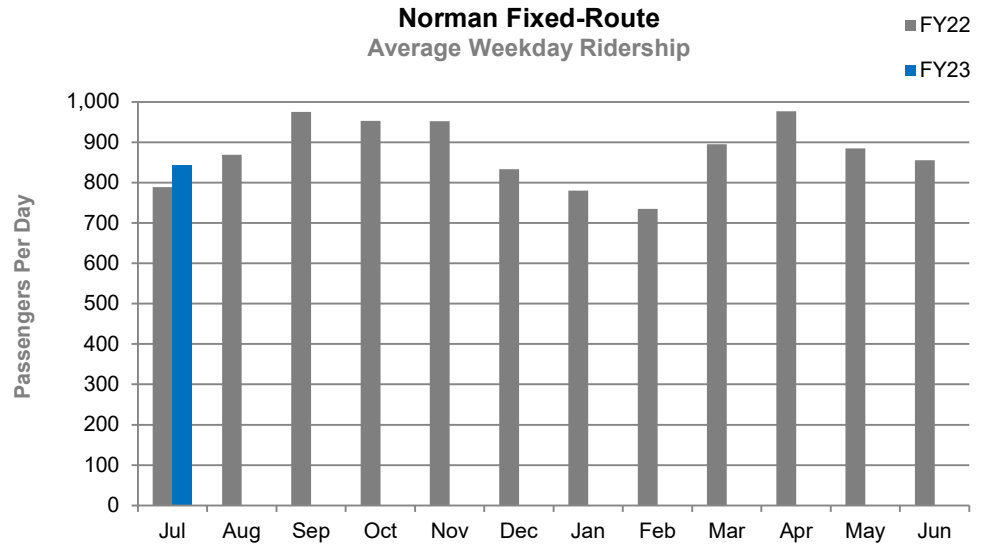
PLUS ridership totaled 1,791 for July 2022, compared to 1,654 for July 2021. The average total PLUS ridership was 72 for July 2022 and 64 for July 2021, a 13.18% increase. Passengers with wheelchairs or other mobility devices totaled 321 for July 2022, compared to 347 for July 2021, a 7.49% decrease.

Norman Transit Services	Jul FY23	Jul FY22	+/- Jul FY22
<b>Fixed Routes (M-F)</b>	<b>16,850</b>	<b>16,575</b>	<b>1.16%</b>
110 - Main Street	3,955	4,101	-3.56%
111 - Lindsey East	6,204	5,749	7.91%
112 - Lindsey West	2,300	2,210	4.07%
120 - West Norman	104	151	-31.13%
121 - Alameda	4,277	4,364	-1.99%
144 - Social Security	10	N/A	N/A
<b>Fixed Routes (Sat)</b>	<b>2,056</b>	<b>1,945</b>	<b>5.71%</b>
110 - Main Street	503	541	-7.02%
111 - Lindsey East	667	592	12.67%
112 - Lindsey West	312	300	4.00%
121 - Alameda	574	512	12.11%
<b>PLUS ADA Service</b>	<b>1,791</b>	<b>1,654</b>	<b>8.28%</b>
PLUS (M-F)	1,683	1,579	6.59%
PLUS (Sat)	108	75	44.00%
Bikes	636	697	-8.75%
Wheelchair	87	458	-81.00%
PLUS Wheelchair	321	347	-7.49%



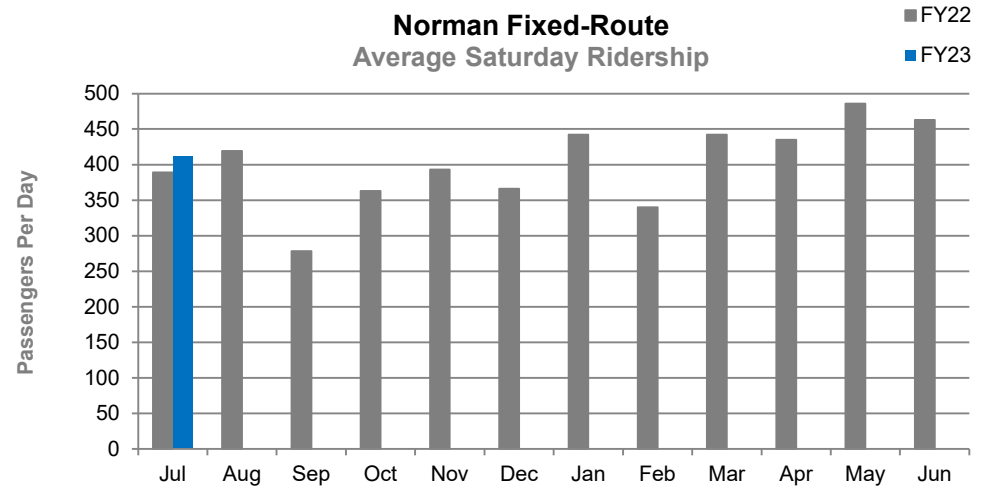
### Fixed Route Weekday Ridership

Total fixed-route weekday ridership for July 2022 was 16,850, a 1.66% increase from 16,575 in July 2021. Average weekday passenger ridership totaled 843 in July 2022; a 6.84% increase compared to 789 for July 2021. The average RPSH was 12.32.



### Fixed Route Saturday Ridership

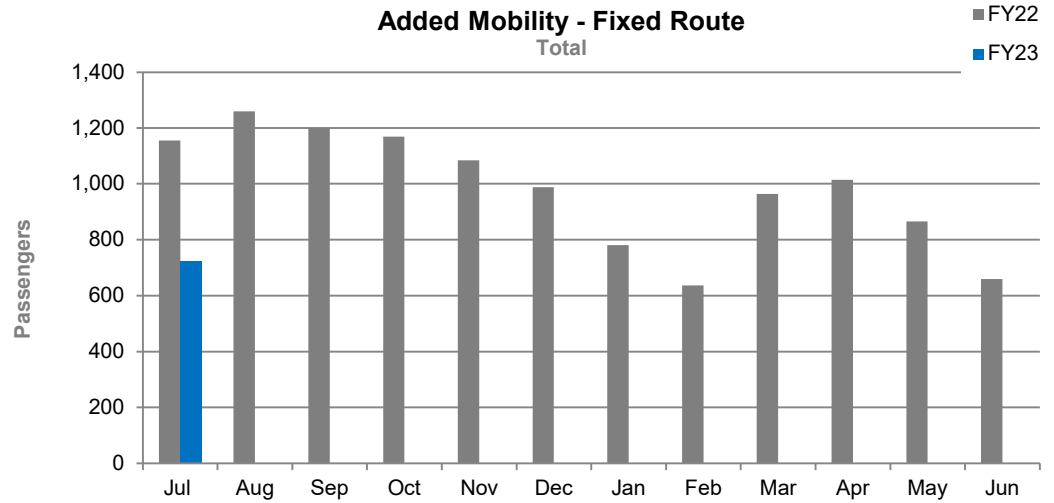
Total fixed-route Saturday ridership for July 2022 was 2,056, a 5.71% increase from 1,945 in July 2021. Average weekend passenger ridership totaled 411 for July 2022, a 5.66% increase over 389 in July 2021. The average RPSH was 11.24.



### Added Mobility – Fixed Route

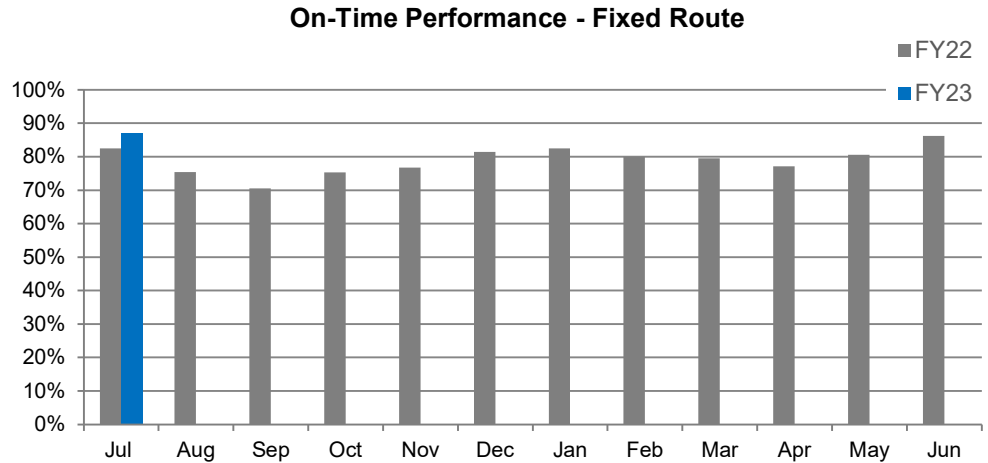
Total passengers with added mobility, such as bikes and wheelchairs, totaled 723 for July 2022, a 37.40% decrease from 1,155 in July 2021.

Bike passengers totaled 636, an 8.75% decrease from 697 in July 2021. Wheelchair passengers totaled 87, an 81.00% decrease from 458 in July 2021.



### On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 87.1% in July 2022, a 4.60% increase from 82.5% in July 2021.





### PLUS Weekday

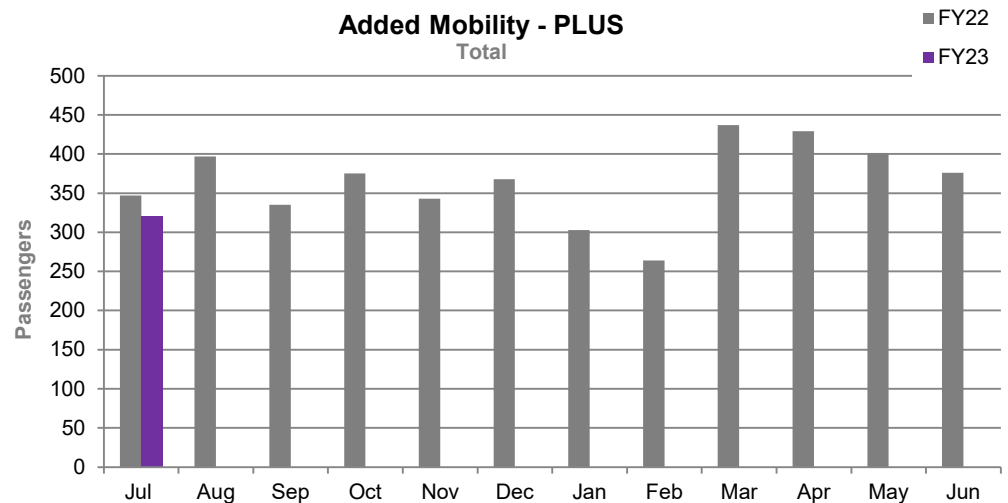
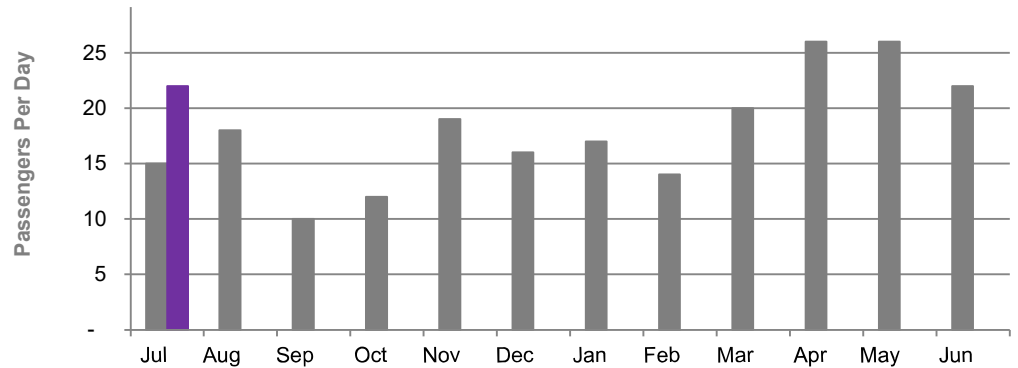
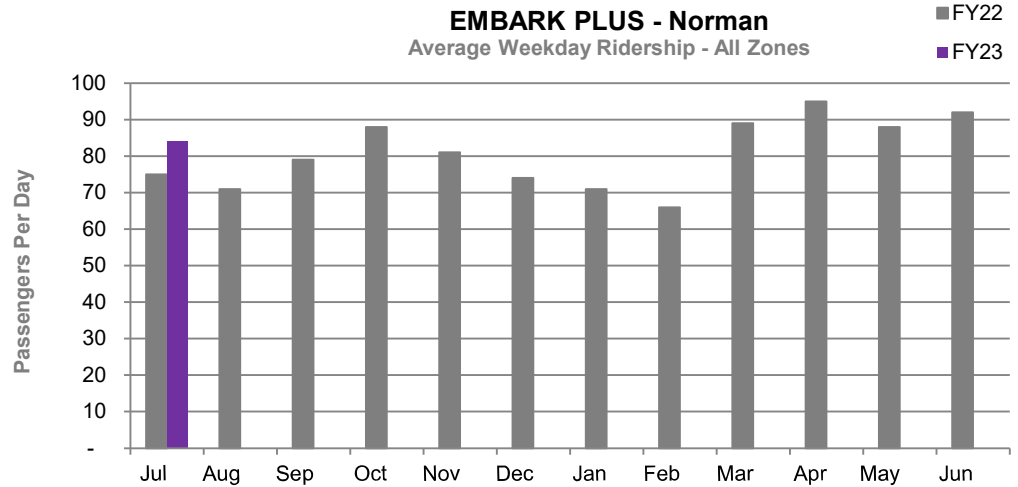
Total PLUS weekday ridership for July 2022 was 1,683, a 6.59% increase from 1,579 in July 2021. Average weekday passenger ridership totaled 84 for July 2022, a 12.00% increase from 75 for July 2021. RPSH was 1.19.

### PLUS Saturday

Total PLUS Saturday ridership for July 2022 was 108, a 44.00% increase from 75 in July 2021. Average Saturday passenger ridership totaled 22 for July 2022, a 44.00% increase from 15 in July 2021. RPSH was 1.21.

### Added Mobility - PLUS

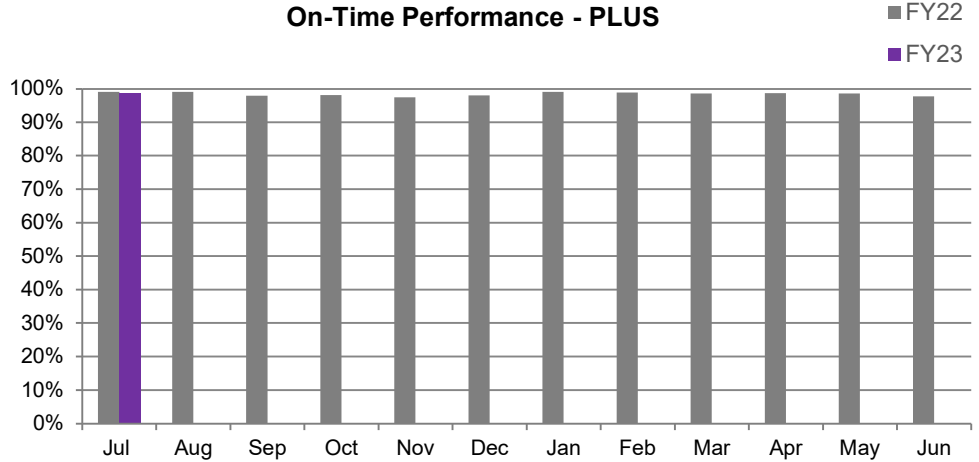
PLUS passengers with added mobility totaled 321 for July 2022, a 7.49% decrease from 347 in July 2021.



### On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 98.70%, a 0.35% decrease from 99.06% in July 2021.

Weekday on-time performance in the primary zone was 98.75%, a 0.60% decrease from 99.35% in July 2021. Weekday on-time performance in the secondary zone was 99.15%, a 0.46% increase from 98.69% in July 2021. Saturday on-time performance was 97.09%, a 1.69% increase from 95.40% in July 2021.



PLUS Weekday Service Summary	Jul FY23	Jul FY22	+/- Jul FY22		PLUS Saturday Service Summary	Jul FY23	Jul FY22	+/- Jul FY22
Total Passengers	1,683	1,579	6.59%		Total Passengers	108	75	44.00%
Total Trips	1,595	1,529	4.32%		Total Trips	103	65	58.46%
Trips Daily Average	80	75	6.67%		Trips Daily Average	21	13	58.46%
Trips Requested	1,595	1,529	4.32%		Trips Requested	103	65	58.46%
Denied Trips	0	0	0.00%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	32	19	68.42%		No Show	1	3	-66.67%

PLUS Applications	Jul FY23	Jul FY22	+/- Jul FY22
New Applications	14	10	40.00%
Renewals Received	12	4	200.00%
Applications Approved	20	16	25.00%
Applications Denied	2	2	0.00%

### Summary of Services Table: July 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 Jul FY23</b>	<b>FY23 YTD</b>	<b>FY22 YTD</b>	<b>Service Profile</b>	<b>Jul FY23</b>	<b>Jul FY22</b>
Fixed Routes (M-F)	843	16,850	16,575	Weekdays	20	22
Fixed Routes (Sat)	411	2,056	1,945	Saturdays	5	5
PLUS (M-F)	84	1,683	1,579	Gamedays	0	0
-Zone 1*	68	1,445	1,263	Holidays	1	0****
-Zone 2**	12	238	316	Weather	1	1
PLUS (Sat)***	22	108	75	Fiscal YTD Days	25	26
				Cal. YTD Days	177	179

\*Requires ¾ mile

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

\*\*\*Operates only in Zone 1

\*\*\*\*Independence Day 2021 fell on Sunday. Full service was in effect on the following Monday.

### Strategic Performance Measures

<b>MEASURE</b>	<b>FY 23 YTD</b>	<b>FY 23 Targets</b>	
# of Norman fixed-route passenger trips provided	18,906	251,881	●
# of Norman paratransit trips provided	1,791	21,000	■
% of on-time Norman paratransit pick-ups	98.70%	98.58%	●
# of Norman bus passengers per service hour, cumulative	12.19	13.04	●
# of Norman bus passengers per day, average	757	N/A*	N/A*
% of Norman required paratransit pick-ups denied due to capacity	0.00%	N/A*	N/A*
% of on-time fixed-route arrivals	87.10%	80.94%	●

\*These LFR targets are currently unavailable. We hope to have them soon.

## 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
- **FY22** – The fiscal year 2022. Lasted from 7/1/2020 to 6/30/2021
- **FY23** – The fiscal year 2032. 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