



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: March 23, 2023

SUBJECT: Public Transportation Monthly Report

Purpose

The Public Transportation Monthly Report provides 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 on June 22nd, 2021. Staff are continuing to move forward on the next steps as recommended in the plan. Recent work includes:
 - Work continues on the remodel project to turn the 320 E. Comanche St. property into a City Transit Center. After the bid process concluded, a contract, bid award, and bonds were sent to Council for consideration on February 14, 2023 and were approved. Since approval, staff have been meeting with the contractor regularly, the contractor has taken over the site, and demolition is underway.
 - On December 13, 2022 Council unanimously approved a resolution to alter bus routes and transit bus services as recommended in the Go Norman Transit Plan to take effect in 2023. Staff have started the work to implement the newly approved changes, which includes changes to bus stops, signage and advertising, as well as operator training.

• Grants

- Staff continue to program and draw down on Federal Transit Administration (FTA) grants periodically to reimburse the City for eligible public transit expenses.
- Staff submitted an application to the annual ACOG Surface Transportation Block Grant Program – Urbanized Area (STBG-UZA) call for projects. Staff are proposing to replace 2 CNG 35' fixed-route transit buses. Council supported the application by resolution on October 11, 2022, and the application was submitted by the deadline of October 31, 2022. It appears that the City will receive the funds for this project.
- Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Staff are researching project opportunities for the various ACOG (Air Quality) and FTA (Low/No) grants that will be available over the next few months.

• Microtransit Study with HNTB

- Following feedback from Councilmembers through two workshops a recommendation was made for a microtransit pilot program consisting of:
 - Turnkey microtransit service which would be offered Monday-Saturday 6pm-12am (or 7pm-1am) as well as on Sunday from 10am-6pm. The recommendation suggests this service be offered in a defined zone and limited in size, which could be proposed by vendors responding to a Request for Proposals (RFP).
 - Invest in more robust software in partnership with EMBARK to improve existing paratransit service.
- HNTB and City staff are finalizing the RFP language and it should be out to the public soon.

• 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 (9 out of 13 in the fixed route fleet; 13 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.

office memorandum

Office memorandum

- The City is currently in the process of purchasing 2 battery electric buses which were delivered on December 15 and 16, 2022, after staff visited the factory to perform final inspections. A trainer from the manufacturer was on site to train technicians, operators, and first responders between January 10-12, 2023, as final preparations are completed to bring these vehicles into service. On Tuesday, January 31, 2023, one of the electric buses was available for public viewing from 4-5:30pm at the Municipal Complex. While the City has accepted one of the vehicles, staff continue working with the manufacturer to ensure the City is completely satisfied with the other vehicle before officially accepting it and putting it into service. 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.
- The City is currently in the process of purchasing 5 paratransit vans and staff anticipates receiving these vehicles in March-April 2023. Below is background on this purchase:
 - 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.)
- The City is currently in the process of purchasing 5 CNG 35' fixed route buses and staff anticipates receiving these vehicles in June-July 2023. Below is background information on this purchase:
 - Utilizing transit 5339 funds allocated from FY21 (grant number OK-2020-026), 1 35' CNG bus will be purchased. These were funds allocated to the Norman urbanized area by formula. In addition, on June 14, 2022 the City Council approved a contract with the Oklahoma Department of Transportation (ODOT) accept Surface Transportation Block Grant – Urbanized Area (STBG-UZA) funding for the purchase of 2 35' low-floor CNG transit buses. An Authorization to Purchase for these 3 buses was approved by Council on August 23, 2022. A purchase order was issued on September 14, 2022 to the manufacturer.
 - Utilizing funds received from the FY22 FTA Low- or No-Emissions Vehicle Program, staff proposed to purchase 2 additional CNG 35' fixed route buses. Council approved a resolution accepting the grant and an authorization to purchase the buses on September 27, 2022. The purchase order for 2 buses was issued September 29, 2022.

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 February 2023

PERFORMANCE REPORT

Transit System Report

February 2023

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 2023 was 29,401 compared to 17,425 in February 2022. The average total daily ridership was 1,225 for February 2023, a 68.73% increase from 726 in February 2022. Fiscal-year-to-date ridership is 207,201 passengers, a 20.73% increase from the February 2022 YTD total of 171,626.

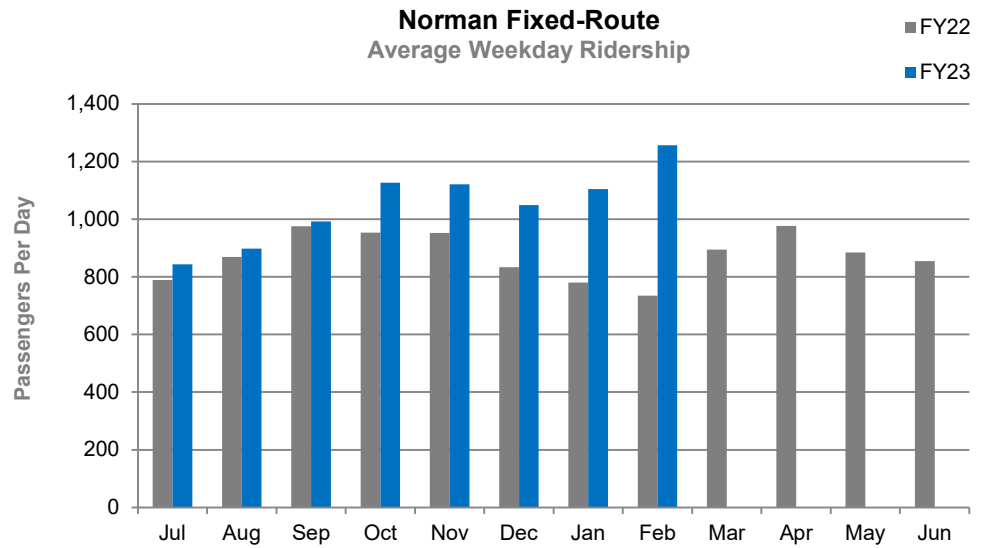
The fixed-route service totaled 27,620 for February 2023 compared to 16,059 for February 2022. Average fixed-route daily ridership for February 2023 was 1,157 compared to 669 for February 2022, a 72.94% increase. Passengers with bicycles or similar means of travel totaled 558, compared to 465 for February 2022. Passengers with wheelchairs or other mobility devices totaled 240, compared to 172 for February 2022.

PLUS ridership totaled 1,781 for February 2023, compared to 1,366 for February 2022. The average total PLUS ridership was 74 for February 2023 and 57 for February 2022, a 29.82% increase. Passengers with wheelchairs or other mobility devices totaled 282 for February 2023, compared to 264 for February 2022, a 6.82% increase.

Norman Transit Services	Feb FY23	Feb FY22	+/- Feb FY22
Fixed Routes (M-F)	25,004	14,698	70.12%
110 - Main Street	4,793	2,848	68.29%
111 - Lindsey East	11,837	6,029	96.33%
112 - Lindsey West	3,350	2,283	46.74%
120 - West	227	114	99.12%
121 - Alameda	4,723	3,424	37.94%
144 - Social Security	74	N/A	N/A
Fixed Routes (Sat)	2,616	1,361	92.21%
110 - Main Street	512	327	56.57%
111 - Lindsey East	977	462	111.47%
112 - Lindsey West	360	212	69.81%
121 - Alameda	767	360	113.06%
PLUS ADA Service	1,781	1,366	30.38%
PLUS (M-F)	1,675	1,311	27.77%
PLUS (Sat)	106	55	92.73%
Bikes	558	465	20.00%
Wheelchair	240	172	39.53%
PLUS Wheelchair	282	264	6.82%

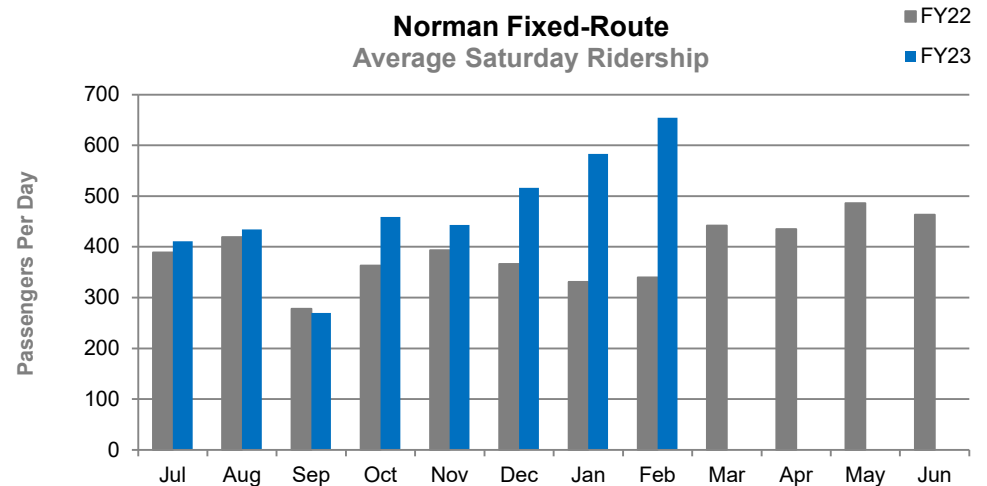
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for February 2023 was 25,004, a 70.12% increase from 14,698 in February 2022. Average weekday passenger ridership totaled 1,256 in February 2023; a 70.88% increase compared to 735 for February 2022. The average RPSH was 18.41.



Fixed Route Saturday Ridership

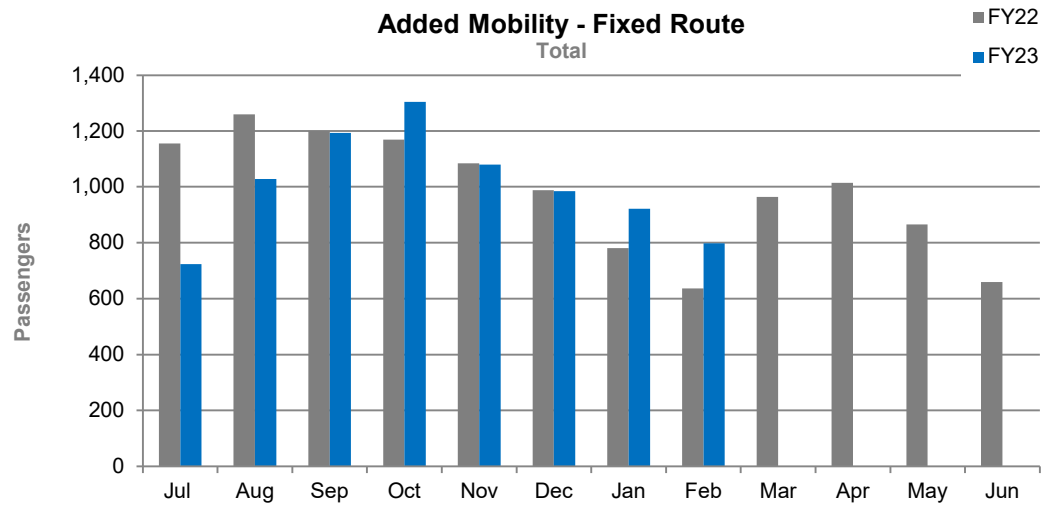
Total fixed-route Saturday ridership for February 2023 was 2,616, a 92.21% increase from 1,361 in February 2022. Average weekend passenger ridership totaled 654 for February 2023, a 92.21% increase from 340 in February 2022. The average RPSH was 18.48.



Added Mobility – Fixed Route

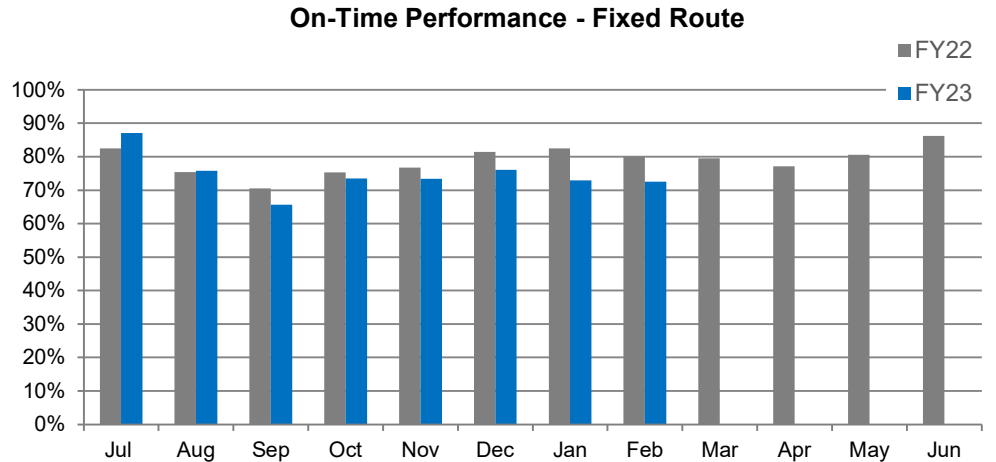
Total passengers with added mobility, such as bikes and wheelchairs, totaled 798 for February 2023, a 25.27% increase from 637 in February 2022.

Bike passengers totaled 558, a 20.00% increase from 465 in February 2022. Wheelchair passengers totaled 240, a 39.53% increase from 172 in February 2022.



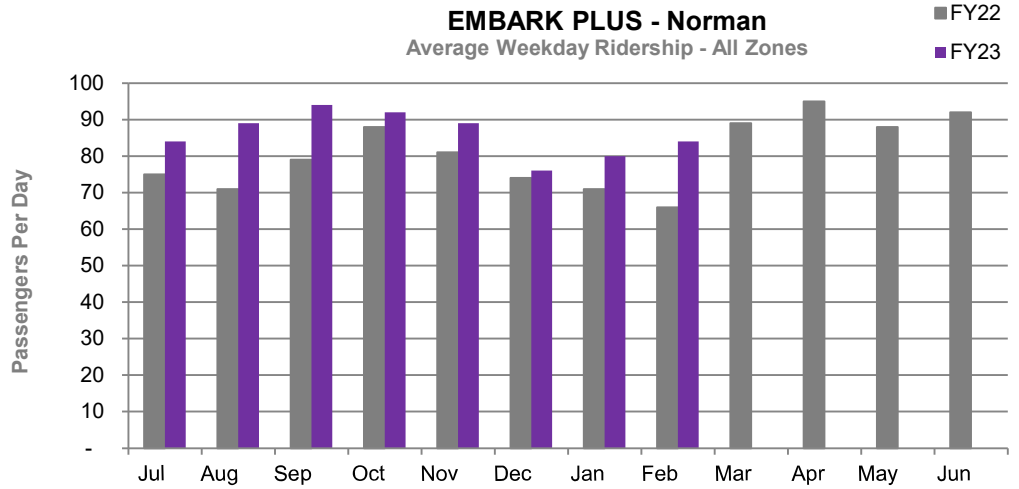
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 72.50% in February 2023, a 7.50% decrease from 80.00% in February 2022.



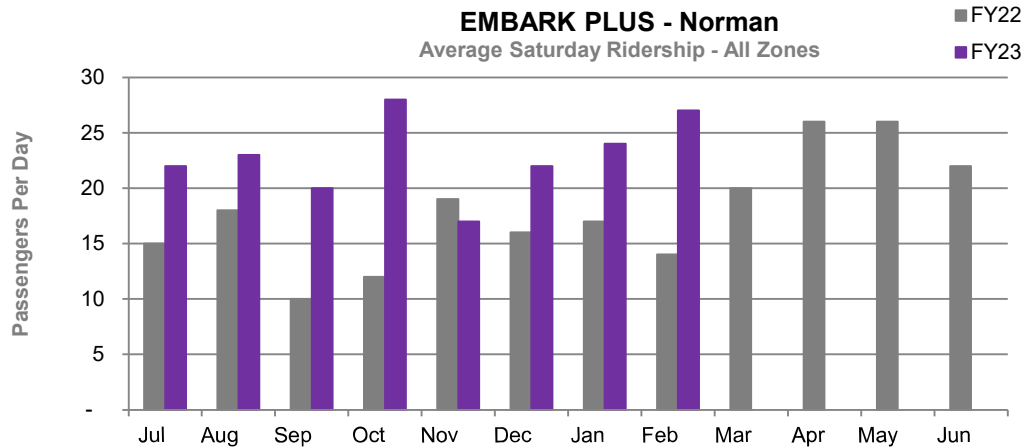
PLUS Weekday

Total PLUS weekday ridership for February 2023 was 1,675, a 27.77% increase from 1,311 in February 2022. Average weekday passenger ridership totaled 84 for February 2023, a 27.27% increase from 66 for February 2022. RPSH was 1.13.



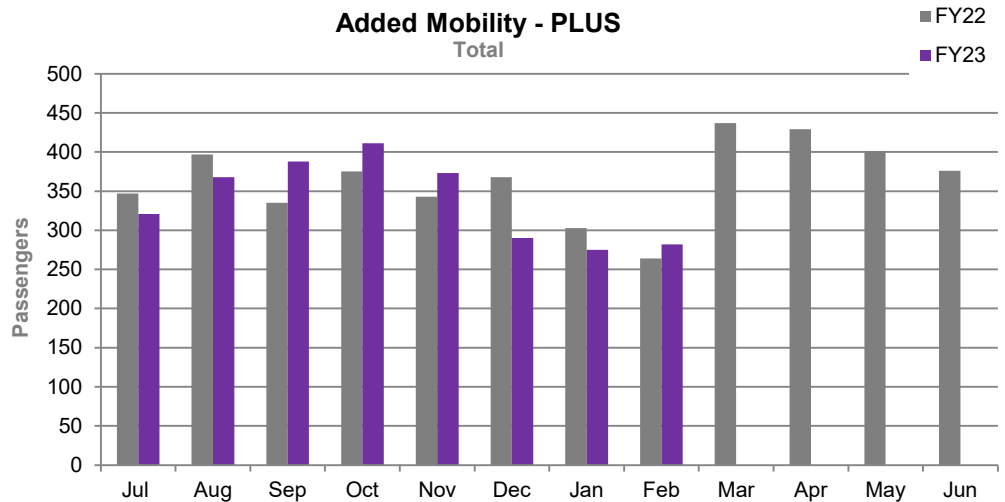
PLUS Saturday

Total PLUS Saturday ridership for February 2023 was 106, a 92.73% increase from 55 in February 2022. Average Saturday passenger ridership totaled 27 for February 2023, an 89.29% increase from 14 in February 2022. RPSH was 1.29.



Added Mobility - PLUS

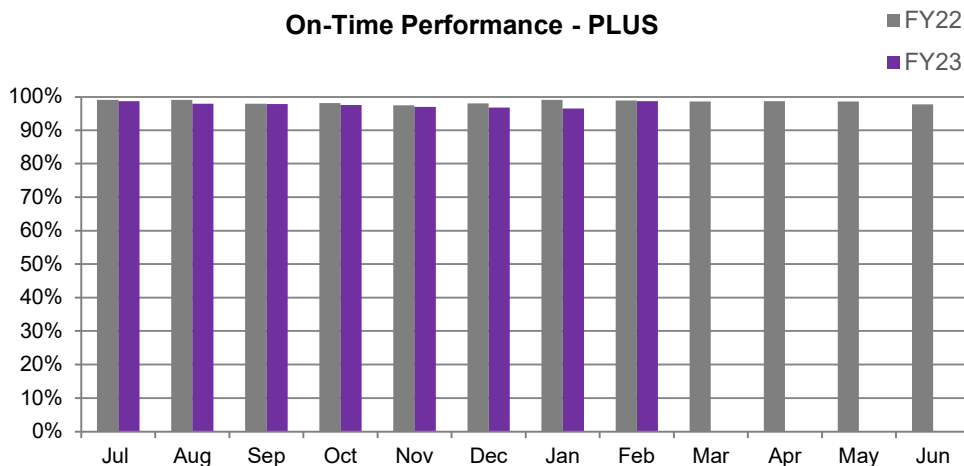
PLUS passengers with added mobility totaled 282 for February 2023, a 6.82% increase from 264 in February 2022.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 98.65%, a 0.25% decrease from 98.90% in February 2022.

Weekday on-time performance in the primary zone was 98.90%, a 0.01% increase from 98.89% in February 2022. Weekday on-time performance in the secondary zone was 97.48%, a 1.26% decrease from 98.74% in February 2022. Saturday on-time performance was 98.02%, a 1.98% decrease from 100.00% in February 2022.



PLUS Weekday Service Summary	Feb FY23	Feb FY22	+/- Feb FY22		PLUS Saturday Service Summary	Feb FY23	Feb FY22	+/- Feb FY22
Total Passengers	1,675	1,311	27.77%		Total Passengers	106	55	92.73%
Total Trips	1,603	1,226	30.75%		Total Trips	101	52	94.23%
Trips Daily Average	80	66	21.21%		Trips Daily Average	25	13	94.23%
Trips Requested	1,617	1,226	31.89%		Trips Requested	101	52	94.23%
Denied Trips	14	0	1,400%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	27	18	50.00%		No Show	1	1	0.00%

PLUS Applications	Feb FY23	Feb FY22	+/- Feb FY22
New Applications	9	9	0.00%
Renewals Received	15	3	400.00%
Applications Approved	29	11	163.64%
Applications Denied	1	1	0.00%

Summary of Services Table: February 2023

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 Feb FY23	FY23 YTD	FY22 YTD	Service Profile	Feb FY23	Feb FY22
Fixed Routes (M-F)	1,256	175,482	146,405	Weekdays	20	20
Fixed Routes (Sat)	654	16,466	11,901	Saturdays	4	4
PLUS (M-F)	84	14,454	12,847	Gamedays	0	0
-Zone 1*	68	12,172	10,183	Holidays	0	0
-Zone 2**	12	2,280	2,664	Weather	1	4
PLUS (Sat)***	27	799	473	Fiscal YTD Days	203	203
				Cal. YTD Days	49	49

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 23 YTD	FY 23 Targets	
# of Norman fixed-route passenger trips provided	191,948	251,881	■
# of Norman paratransit trips provided	15,253	21,000	■
% of on-time Norman paratransit pick-ups	97.65%	98.58%	●
# of Norman bus passengers per service hour, cumulative	14.98	13.04	■
# of Norman bus passengers per day, average	950	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.01%	0.00%*	●
% of on-time fixed-route arrivals	74.63%	80.94%	▲

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

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 7/1/2021 to 6/30/2022
- **FY23** – The fiscal year 2032. Lasting from 7/1/2022 to 6/30/2023
- **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