

FY 2023 Microtransit Proposal

Council Community Planning and
Transportation Committee

March 24, 2022



Discussion Today

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



Overview of Oct. 12 Council Conference Discussion

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



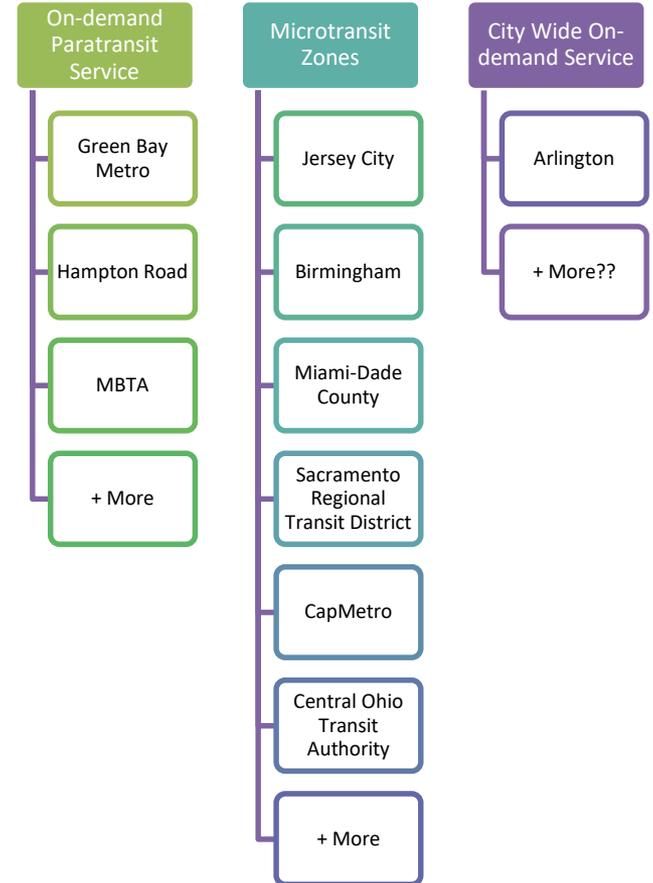
Overview of On-demand or Microtransit Services

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



Examples of On-demand/Microtransit Services

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



City of Norman (EMBARC Norman)

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

Arlington (Via)

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



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

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

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

On-demand service

Service design + simulation.

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

Algorithm parameters

30 min

Max wait time

180 meters

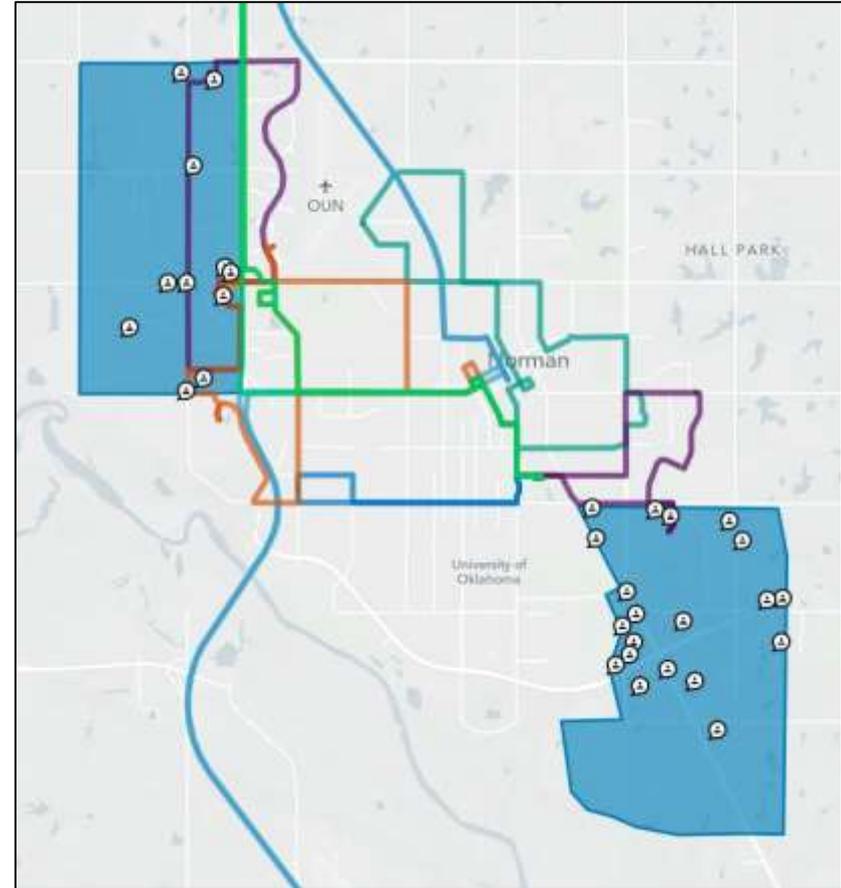
Max walking distance

45 min

Max detour

FY2023 Microtransit Budget Proposal

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



DISCUSSION

