

January 3, 2022

Norman

Microtransit Pilot Program Council Workshop #2



Background

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



Agenda

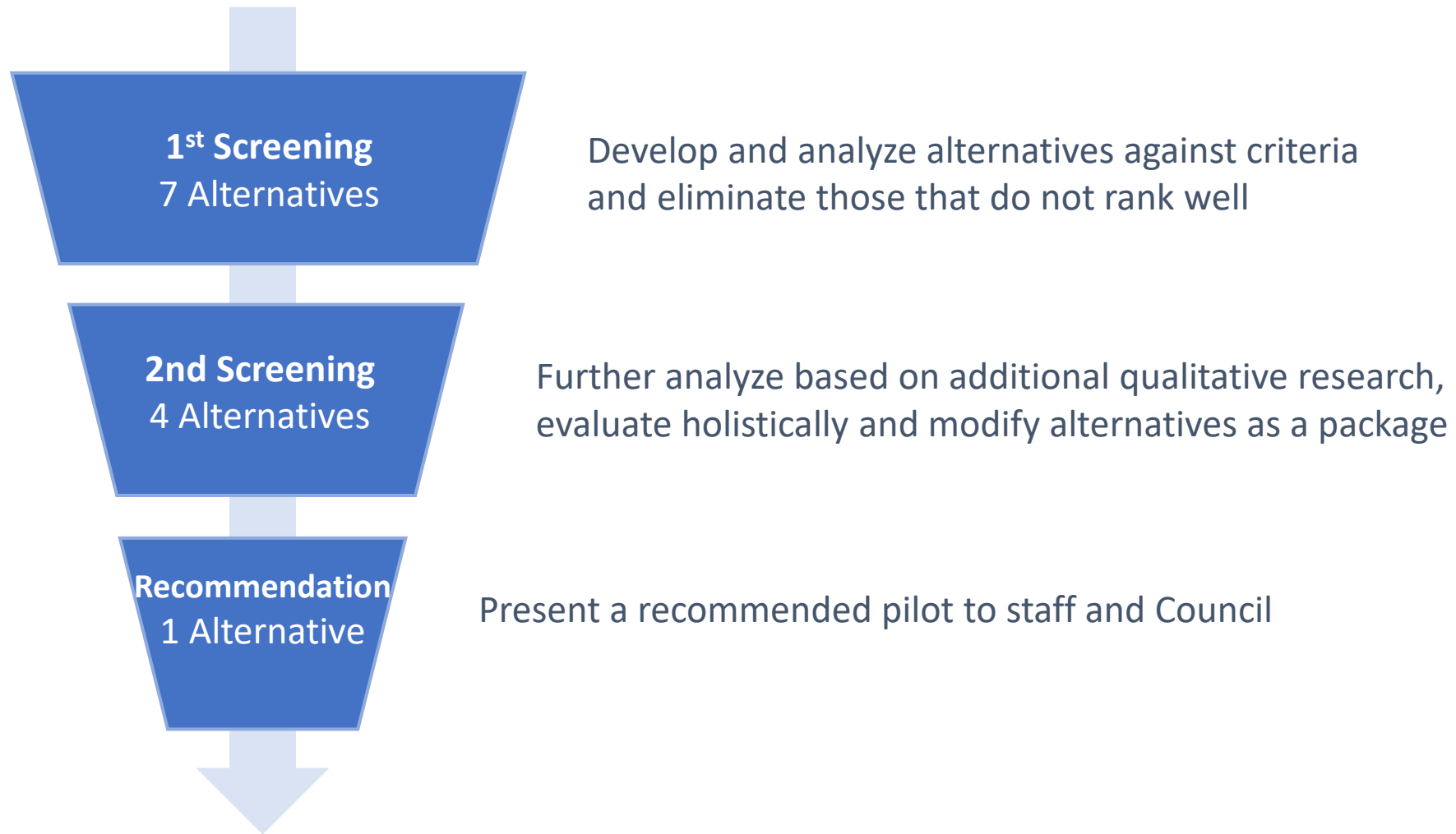
- Alternatives Analysis Process
- 1st Screening
- 2nd Screening
- Recommendation
- Discussion
- Next Steps



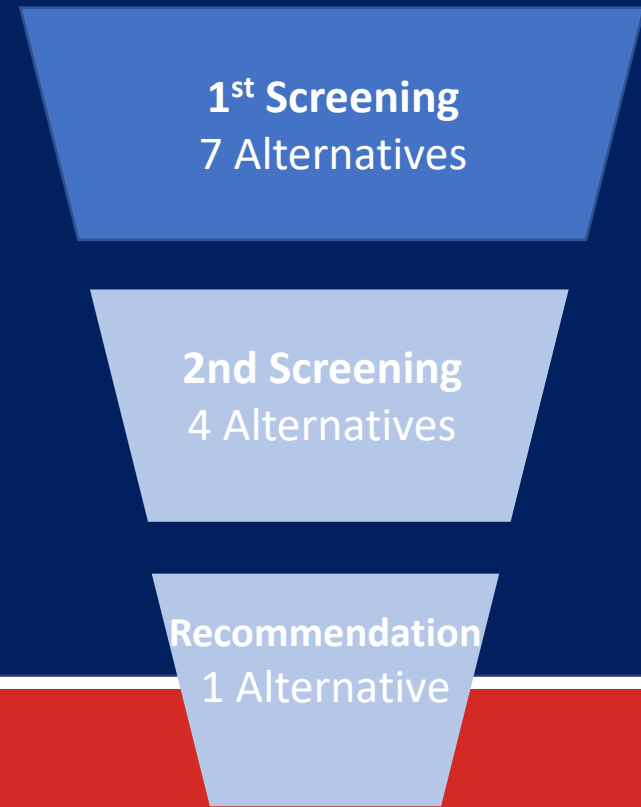
Alternatives Analysis Process



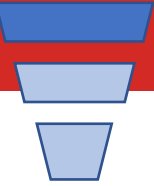
Alternatives Analysis Process



1st Screening

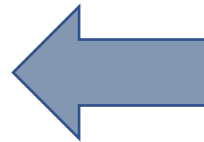


Workshop Themes and Alternatives



Workshop Themes

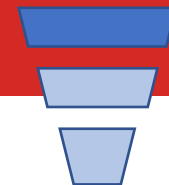
- Increase convenience for paratransit users
- Filling the gap for after-hours of service
- Reduce traffic congestion, less need for parking with mode shift
- Convenience/access to the program for all of City of Norman
- Access for medical appointments
- Fill in service gaps with access for most
- Access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



<p>How would Norman residents benefit?</p> <table border="1"> <tr> <td>Reliable transportation that is off bus routes</td> <td>Regular, everyday trips (work, shop, medical)</td> <td>Flexibility and ease of getting around for all users</td> <td>Flexibility and ease of getting around for paratransit users</td> </tr> <tr> <td>Easy access to low fares</td> <td>street maintenance savings</td> <td>backup plan if vehicle fails</td> <td>After hours transportation</td> </tr> <tr> <td>Less traffic/congestion</td> <td>same-day/short notice service convenience</td> <td></td> <td></td> </tr> <tr> <td>Less need for parking with mode shift</td> <td></td> <td></td> <td></td> </tr> </table>	Reliable transportation that is off bus routes	Regular, everyday trips (work, shop, medical)	Flexibility and ease of getting around for all users	Flexibility and ease of getting around for paratransit users	Easy access to low fares	street maintenance savings	backup plan if vehicle fails	After hours transportation	Less traffic/congestion	same-day/short notice service convenience			Less need for parking with mode shift				<p>What kind of service do you envision and what problem will be solved?</p> <table border="1"> <tr> <td>Scheduling flexibility for all riders</td> <td>Scheduling flexibility for paratransit riders</td> <td>Game day trips moving shoppers around business areas</td> <td>transportation to medical appointments</td> </tr> <tr> <td>Removal of big empty buses</td> <td>24/7</td> <td>Offer service on weekends for jobs/errands</td> <td></td> </tr> </table>	Scheduling flexibility for all riders	Scheduling flexibility for paratransit riders	Game day trips moving shoppers around business areas	transportation to medical appointments	Removal of big empty buses	24/7	Offer service on weekends for jobs/errands	
Reliable transportation that is off bus routes	Regular, everyday trips (work, shop, medical)	Flexibility and ease of getting around for all users	Flexibility and ease of getting around for paratransit users																						
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<p>Which locations or markets in Norman would best be served?</p> <table border="1"> <tr> <td>East Side</td> <td>Central Norman</td> <td>Entire City</td> <td>Concern about Go Norman Transit - Eastside Routes</td> </tr> <tr> <td>Wheelchair</td> <td>After hours</td> <td>Service to central hub</td> <td>west side</td> </tr> <tr> <td>Guaranteed ride home</td> <td></td> <td></td> <td></td> </tr> </table>	East Side	Central Norman	Entire City	Concern about Go Norman Transit - Eastside Routes	Wheelchair	After hours	Service to central hub	west side	Guaranteed ride home				<p>How did the pandemic impact the rider market?</p> <table border="1"> <tr> <td>Fear of Public Transit</td> <td>Rideshare service with smaller groups</td> <td>There may be fewer long commutes</td> </tr> <tr> <td>Inflation and high cost of car ownership</td> <td>post pandemic may be a time for greater public transit need</td> <td></td> </tr> </table>	Fear of Public Transit	Rideshare service with smaller groups	There may be fewer long commutes	Inflation and high cost of car ownership	post pandemic may be a time for greater public transit need							
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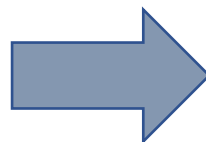


Workshop Themes and Alternatives



Workshop Themes

- Increase convenience for paratransit users
- Filling the gap for after-hours of service
- Reduce traffic congestion, less need for parking with mode shift
- Convenience/access to the program for all of City of Norman
- Access for medical appointments
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Alternatives

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

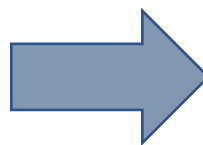


Workshop Themes and Criteria



Workshop Themes

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*Operations
and
Industry
Perspective*

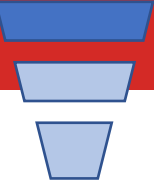


































































Criteria

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

























Alternatives



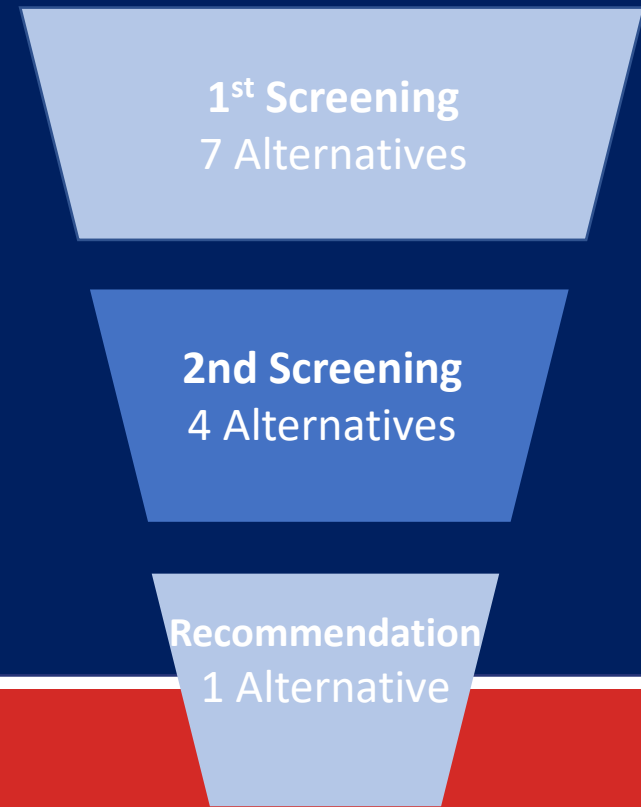
1 On-Demand Paratransit	2 All-Day Fixed Route Supplement	3 Weekday Nights	4 Sunday Service	5 Saturday Service	6 Suburban/ Rural Mobility	7 Go Norman Priorities																																										
<p>Microtransit that replaces existing paratransit operations with on demand software and service</p>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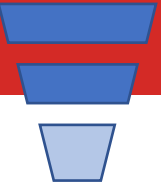
Tier 1 Screening	Alt 1: On-Demand Paratransit	Alt 2: Fixed Route Supplemental (25% of rider demand)	Alt 3: Weekday Nights	Alt 4: Sunday Service	Alt 5: Saturday Service	Alt 6: Suburban / Rural Mobility	Alt 7: Go Norman Priorities
Description	Replaces existing paratransit operations with on-demand software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

Tier 1 Screening	Alt 1: On-Demand Paratransit	Alt 2: Fixed Route Supplemental (25% of rider demand)	Alt 3: Weekday Nights	Alt 4: Sunday Service	Alt 5: Saturday Service	Alt 6: Suburban / Rural Mobility	Alt 7: Go Norman Priorities
Description	Replaces existing paratransit operations with on-demand software and service	Rides are conditionally offered based on access to fixed route service (distance to or arrival time of) during existing fixed route service periods	Available weekday evenings/nights after fixed-route service ends	Available on Sundays	Available on Saturdays as a replacement to fixed-route	Available for individuals traveling to, from, and within Zone 2	Implement recommendations from Go Norman Transit Plan in order of recommended priorities
Likely Users	Transit riders with disabilities	Existing and new transit riders	Existing and new transit riders, students, shift workers	Existing and new transit riders	New transit riders	New transit riders living in Zone 2	Existing and new transit riders
Access							
Geographic Area Served							
Impact to Fixed Route Service							
Alignment with Go Norman Transit Plan							
Cost							
Pilotability using Turnkey							
Pilotability using Software Only							
Standalone Alternative Vendor attractiveness							
Risk							

2nd Screening

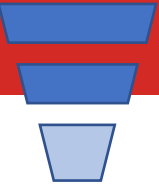


2nd Screening Qualitative Analysis



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

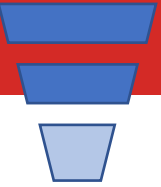


Criteria

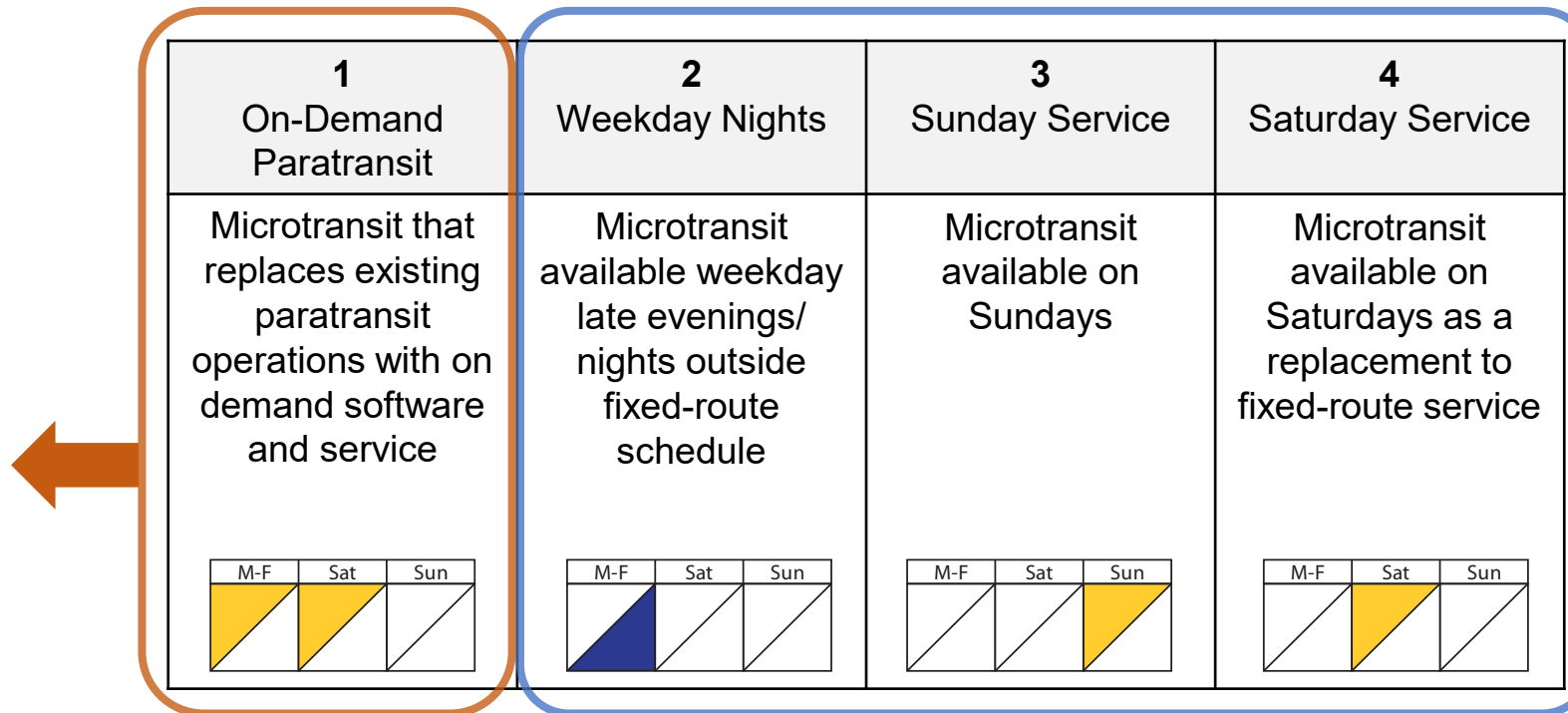
- Feasibility with Vendors
 - Operations – staffing drivers
 - Operations – startup effort
- Rider Comprehension
 - Easy-to-follow Service Schedule
 - Enough service offered to make it worth testing or adopting into trip habits
- Cost Refinements
- Internal Feasibility
 - Opportunities with Embark or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



2nd Screening Qualitative Analysis

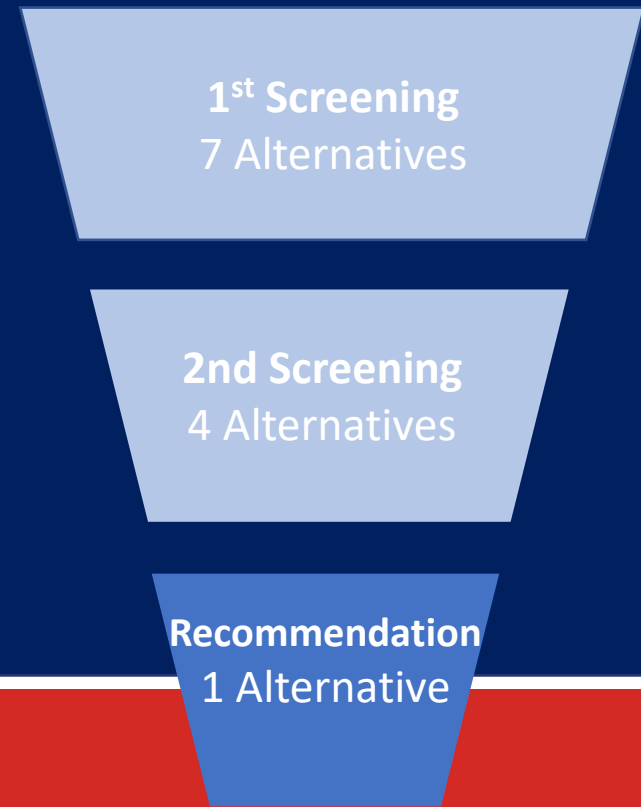


Move forward through opportunity to partner on Embark contract for On-Demand software (within ~2 years)

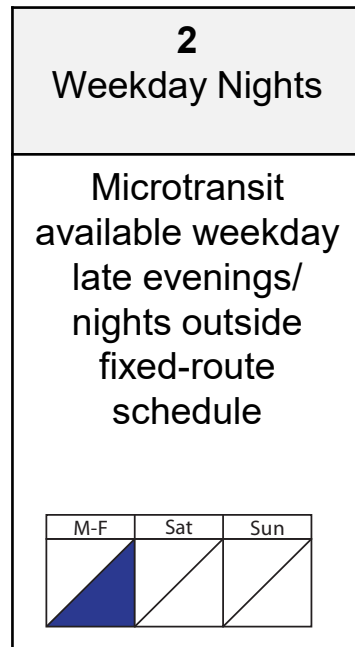
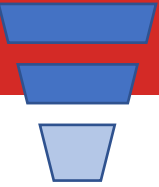


Move Alternative 2 forward and package with modifications to Alternatives 3 and 4 to maximize the budget

Recommendation



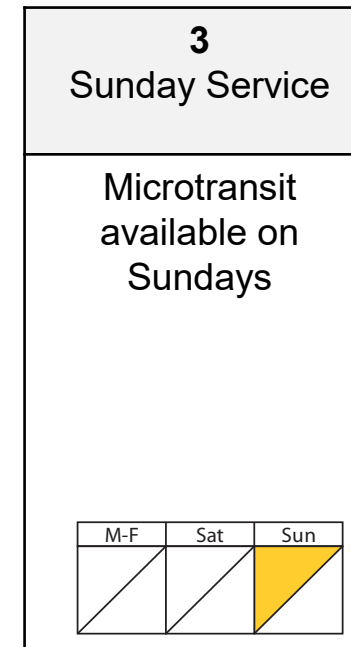
Alternatives Refinement



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



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



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



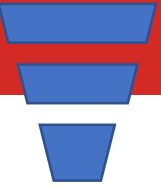
Recommended Pilot



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



Pilot Zone Size Tradeoffs



Small zone

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

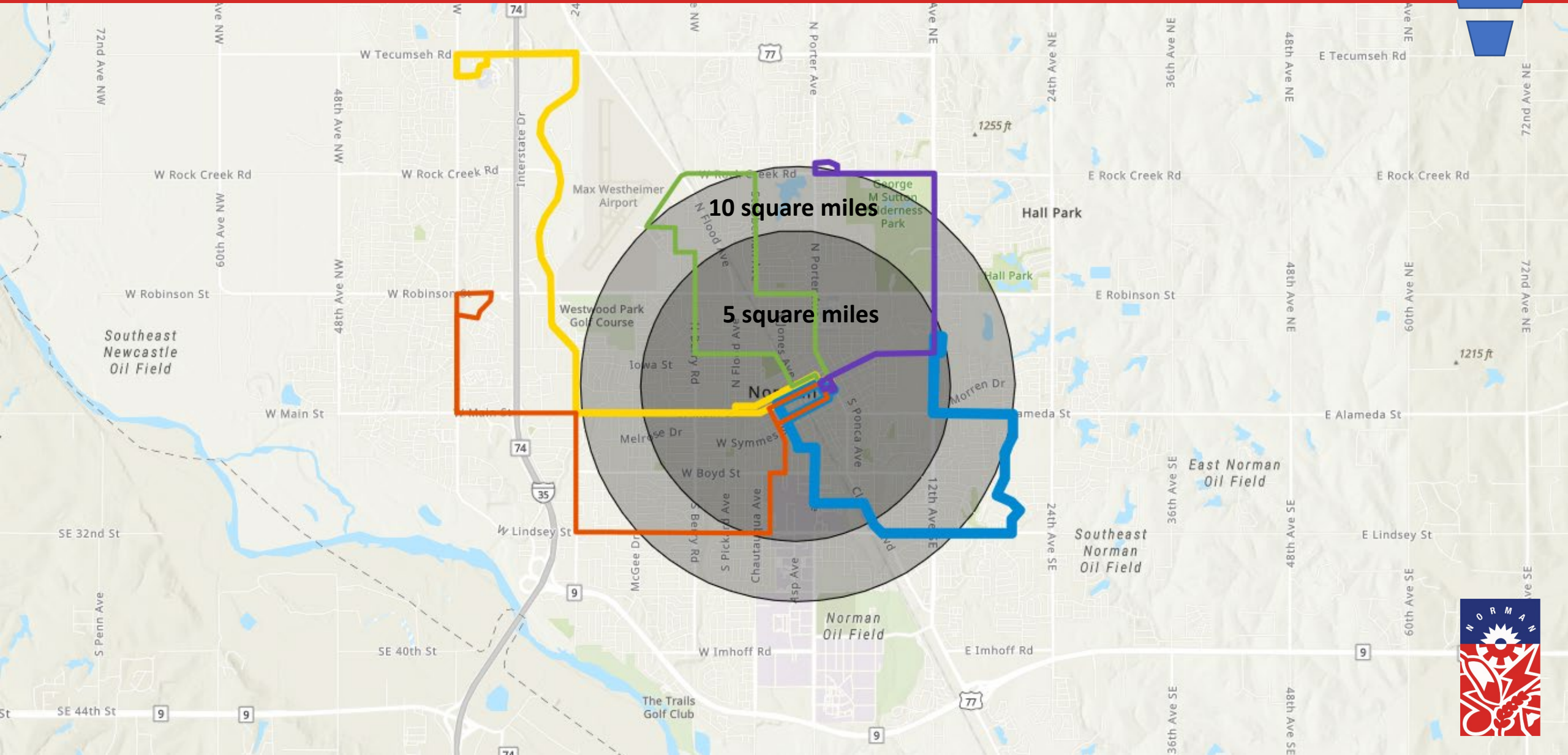
Large zone

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

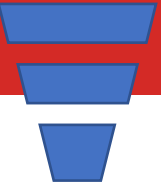
An RFP would not define the zone size, the vendor would propose what size can be done based on service goals and budget



Example Zones



Paratransit Recommendation



What?

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

Why?

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



Discussion



Discussion

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



Next Steps

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

