



**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 *SO*  
**DATE:** October 27, 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 on June 22<sup>nd</sup>, 2021. Staff are continuing to move forward on the next steps as recommended in the plan. Recent work includes:
  - Staff continue to have regular meetings with the architects to finalize renovation plans for the 320 E. Comanche St property into a City Transit Center. The next step is to acquire a cost estimate for the work to be completed before bidding out the work.
  - Council approved and acknowledged the proposed the public participation process for the recommended route network by resolution on September 27, 2022. The process will consist of 2-3 public meetings where staff will glean feedback on the proposal. Finally, it will conclude with a final Council agenda item requesting review and approval to move forward with implementation.
  - Staff continue to work with partner agencies, such as EMBARK and Tyler Media, on the overall implementation plan for the recommended route network in the Go Norman Transit Plan. This includes a public participation process to finalize the route changes as mentioned above, implementing the bus stop changes, renovating the new Transit Center, marketing, and others.

#### • 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 are working to submit an application to the annual Surface Transportation Block Grant Program – Urbanized Area (STBG-UZA) call for projects, as announced by the Association of Central Oklahoma Governments (ACOG). 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 will be submitted by the deadline of October 31, 2022.
- Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Staff are researching project opportunities for the various ACOG and FTA grants that will be available over the next few months.

#### • 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 October 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.

office memorandum

# office memorandum

- 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.
- Staff visited the bus manufacturer's facility between September 13-16, 2022 in order to inspect the buses as the manufacturing process was mostly complete. Unfortunately, there have been some part delays for these 2 buses which will prolong their delivery. Once fully complete, the manufacturer, Gillig, will perform tests before the buses are delivered.
- The City is currently in the process of purchasing 5 paratransit vans and staff anticipates receiving these vehicles in January-February 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 October 2023-January 2024. 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.
- Regional Transportation Authority (RTA) Update
  - Council approved an amended RTA Trust Indenture on September 13, 2022 due to Midwest City, Del City, and Moore withdrawing from the RTA. Each remaining member City (Edmond, Oklahoma City, and Norman) will gain an additional RTA Board seat with the changes. On September 27, 2022 Council approved a resolution appointing Mr. Chuck Thompson as the additional Norman RTA Board Director.

## 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 September 2022



# PERFORMANCE REPORT

## Transit System Report

September 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 September 2022 was 23,948 compared to 23,280 in September 2021. The average total daily ridership was 958 for September 2022, a 2.90% increase from 931 in September 2021. Fiscal-year-to-date ridership is 69,085 passengers, a 4.86% increase from the September 2021 YTD total of 65,880.

The fixed-route service totaled 21,897 for September 2022 compared to 21,584 for September 2021.

Average fixed-route daily ridership for September 2022 was 876, compared to 863 for September 2021, a 1.51% increase. Passengers with bicycles or similar means of travel totaled 861, compared to 762 for September 2021. Passengers with wheelchairs or other mobility devices totaled 332, compared to 438 for September 2021.

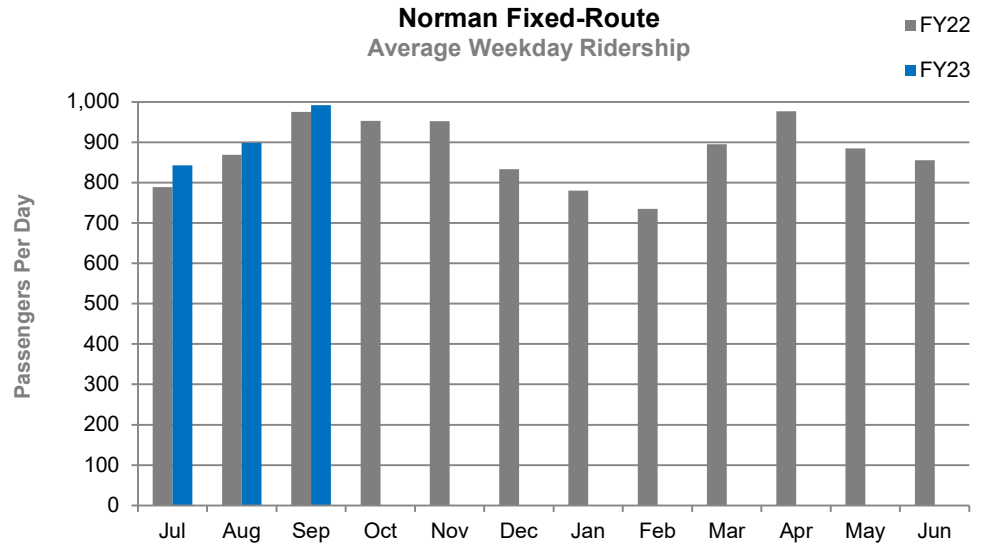
PLUS ridership totaled 2,051 for September 2022, compared to 1,696 for September 2021. The average total PLUS ridership was 82 for September 2022 and 68 for September 2021, a 20.59% increase.

Passengers with wheelchairs or other mobility devices totaled 388 for September 2022, compared to 335 for September 2021, a 15.82% increase.

Norman Transit Services	Sep FY23	Sep FY22	+/- Sep FY22
<b>Fixed Routes (M-F)</b>	<b>20,817</b>	<b>20,471</b>	<b>1.69%</b>
110 - Main Street	3,842	3,717	3.36%
111 - Lindsey East	10,452	9,794	6.72%
112 - Lindsey West	2,798	2,820	-0.78%
120 - West Norman	221	146	51.37%
121 - Alameda	3,498	3,994	-12.42%
144 - Social Security	6	N/A	N/A
<b>Fixed Routes (Sat)</b>	<b>1,080</b>	<b>1,113</b>	<b>-2.96%</b>
110 - Main Street	205	238	-13.87%
111 - Lindsey East	388	370	4.86%
112 - Lindsey West	169	180	-6.11%
121 - Alameda	318	325	-2.15%
<b>PLUS ADA Service</b>	<b>2,051</b>	<b>1,696</b>	<b>20.93%</b>
PLUS (M-F)	1,970	1,656	18.96%
PLUS (Sat)	81	40	102.50%
Bikes	861	762	12.99%
Wheelchair	332	438	-24.20%
PLUS Wheelchair	388	335	15.82%

### Fixed Route Weekday Ridership

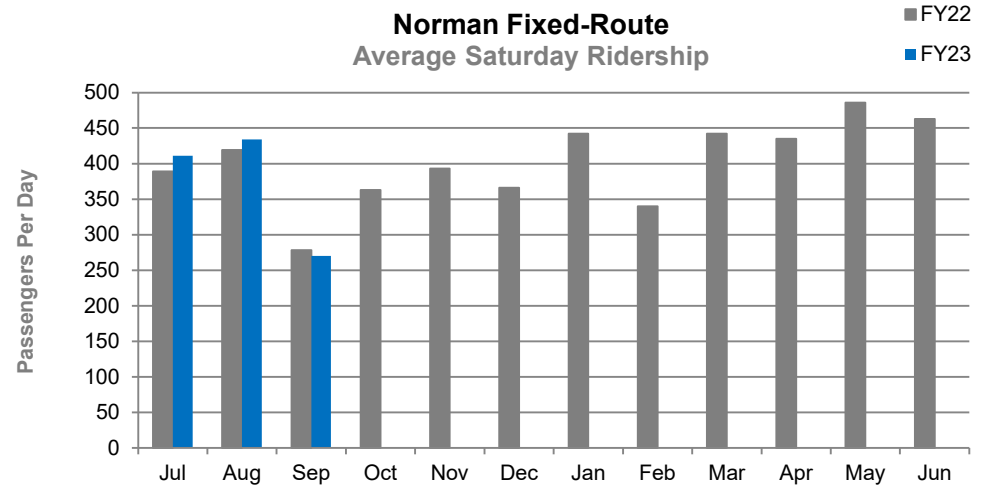
Total fixed-route weekday ridership for September 2022 was 20,817, a 1.69% increase from 20,471 in September 2021. Average weekday passenger ridership totaled 992 in September 2022; a 1.74% increase compared to 975 for September 2021. The average RPSH was 14.52.



### Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for September 2022 was 1,080, a 2.96% decrease from 1,113 in September 2021. Average weekend passenger ridership totaled 270 for September 2022, a 2.88% decrease from 278 in September 2021. The average RPSH was 7.94.

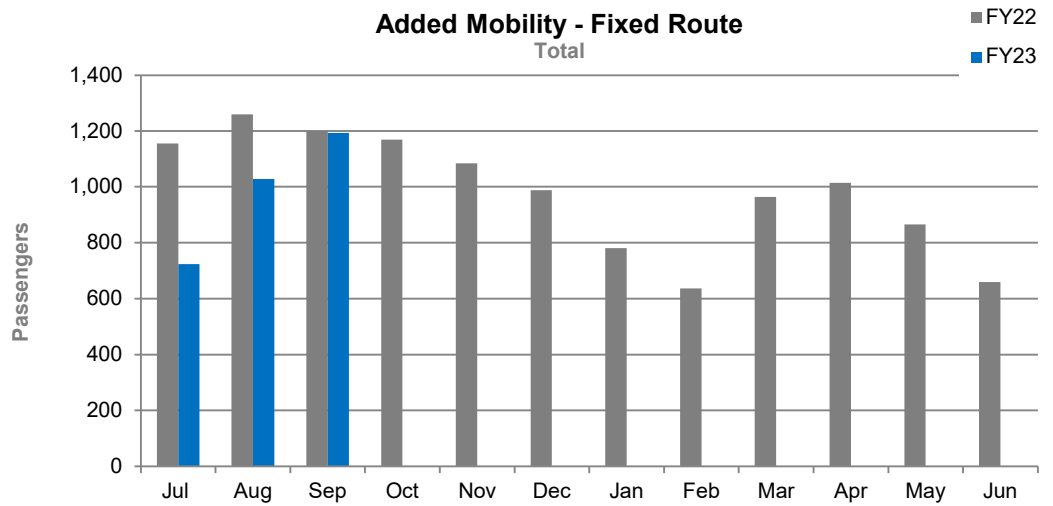
The University of Oklahoma hosted three football games on Saturdays in the month of September (9/3, 9/10, and 9/24).



### Added Mobility – Fixed Route

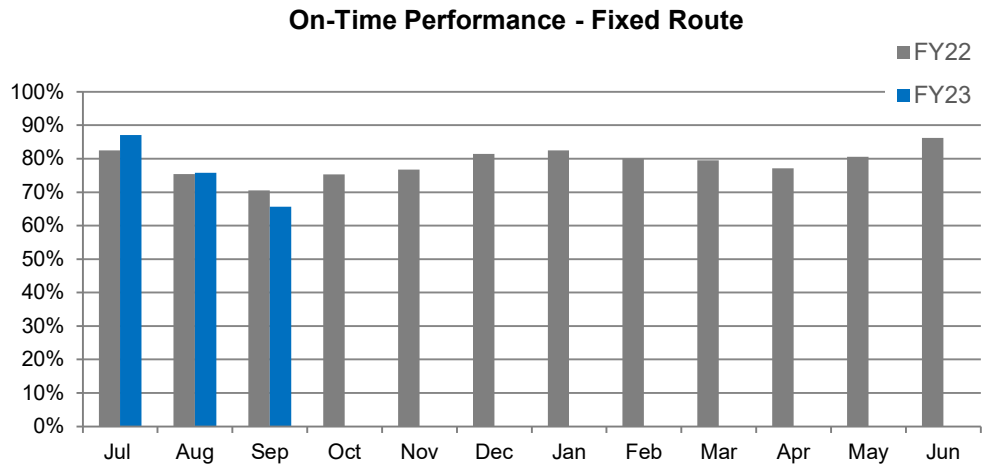
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,193 for September 2022, a 0.58% decrease from 1,200 in September 2021.

Bike passengers totaled 861, a 12.99% increase from 762 in September 2021. Wheelchair passengers totaled 332, an 24.20% decrease from 438 in September 2021.



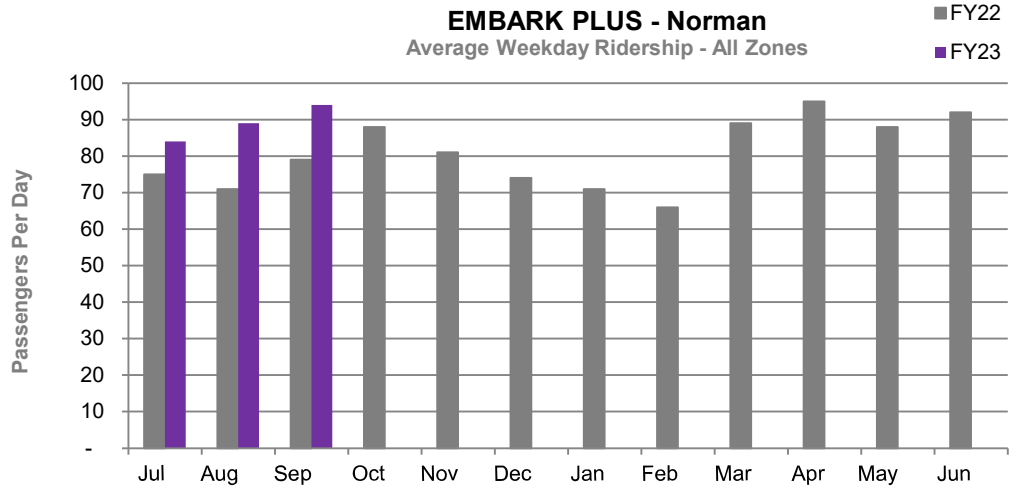
### On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 65.70% in September 2022, a 4.80% decrease from 70.50% in September 2021.



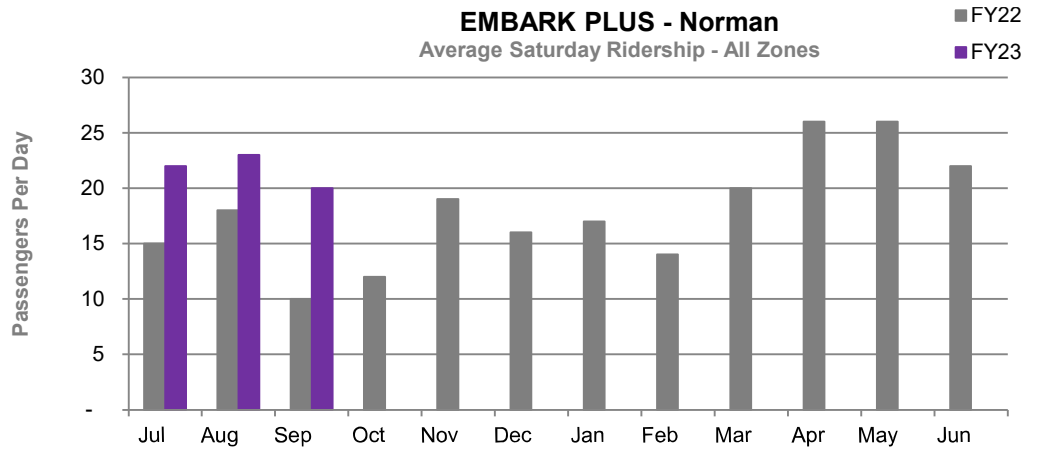
**PLUS Weekday**

Total PLUS weekday ridership for September 2022 was 1,970, an 18.96% increase from 1,656 in September 2021. Average weekday passenger ridership totaled 94 for September 2022, an 18.99% increase from 79 for September 2021. RPSH was 1.30.



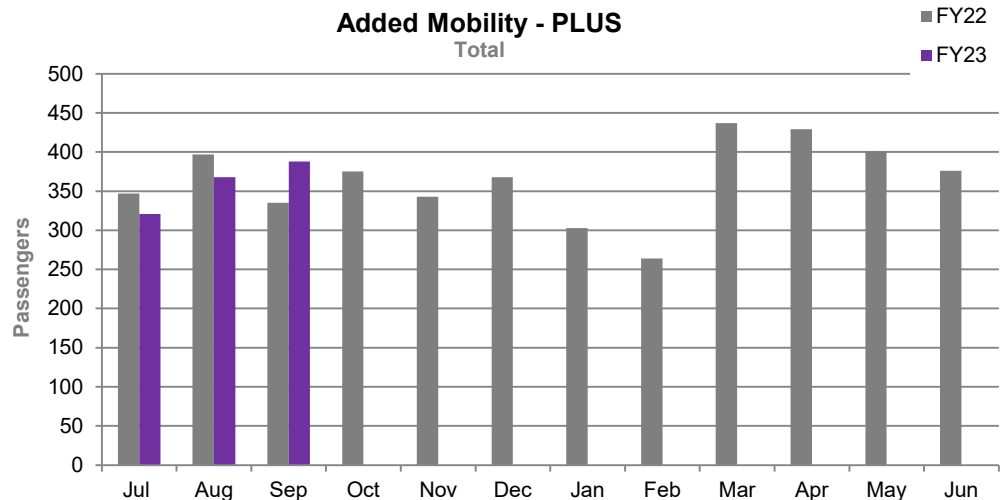
**PLUS Saturday**

Total PLUS Saturday ridership for September 2022 was 81, a 102.50% increase from 40 in September 2021. Average Saturday passenger ridership totaled 20 for September 2022, a 100% increase from 10 in September 2021. RPSH was 1.31.



**Added Mobility - PLUS**

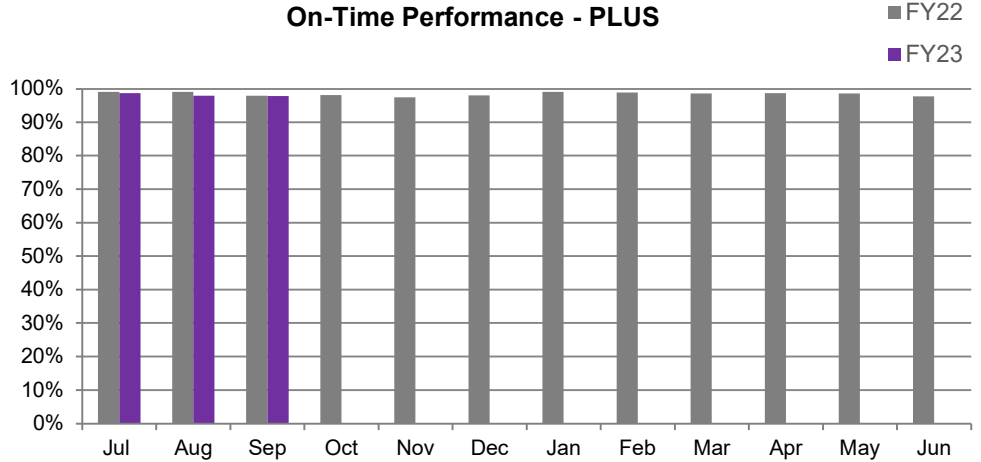
PLUS passengers with added mobility totaled 388 for September 2022, a 15.82% increase from 335 in September 2021.



**On-Time Performance - PLUS**

Cumulative on-time performance for PLUS buses was 97.82%, a 0.11% decrease from 97.94% in September 2021.

Weekday on-time performance in the primary zone was 97.92%, a 0.17% decrease from 98.09% in September 2021. Weekday on-time performance in the secondary zone was 97.52%, a 0.06% increase from 97.46% in September 2021. Saturday on-time performance was 97.40%, the same as September 2021.



<b>PLUS Weekday Service Summary</b>	Sep FY23	Sep FY22	+/- Sep FY22		<b>PLUS Saturday Service Summary</b>	Sep FY23	Sep FY22	+/- Sep FY22
Total Passengers	1,970	1,656	18.96%		Total Passengers	81	40	102.50%
Total Trips	1,900	1,561	21.72%		Total Trips	77	39	97.44%
Trips Daily Average	90	79	13.92%		Trips Daily Average	19	10	92.50%
Trips Requested	1,900	1,561	21.72%		Trips Requested	77	39	97.44%
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	38	22	72.73%		No Show	2	1	100.00%

<b>PLUS Applications</b>	Sep FY23	Sep FY22	+/- Sep FY22
New Applications	15	17	-11.76%
Renewals Received	13	4	225.00%
Applications Approved	20	10	100.00%
Applications Denied	1	1	0.00%

**Summary of Services Table: September 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>	ADP Sep FY23	FY23 YTD	FY22 YTD	<b>Service Profile</b>	Sep FY23	Sep FY22
Fixed Routes (M-F)	992	58,222	56,158	Weekdays	21	22
Fixed Routes (Sat)	270	4,872	4,735	Saturdays	4	4
PLUS (M-F)	94	5,710	4,801	Gamedays	3	4
-Zone 1*	77	4,764	3,821	Holidays	1	1
-Zone 2**	17	946	980	Weather	0	0
PLUS (Sat)***	20	281	186	Fiscal YTD Days	77	77
				Cal. YTD Days	229	230

\*Requires ¼ mile

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

\*\*\*Operates only in Zone 1

**Strategic Performance Measures**

<b>MEASURE</b>	FY 23 YTD	FY 23 Targets	
# of Norman fixed-route passenger trips provided	63,094	251,881	●
# of Norman paratransit trips provided	5,991	21,000	●
% of on-time Norman paratransit pick-ups	98.11%	98.58%	■
# of Norman bus passengers per service hour, cumulative	13.05	13.04	●
# of Norman bus passengers per day, average	821	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.02%	0.00%*	●
% of on-time fixed-route arrivals	76.20%	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