



**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:** February 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 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 work closely with the architects on the renovation plans for the 320 E. Comanche St. property to be remodeled into a City Transit Center. The bid package was advertised December 8 and 15, 2022. A mandatory pre-bid meeting was conducted on December 20, 2022 at the site. Four bids were received at the bid opening on January 4, 2023. After reviewing the bids, a contract, bid award, and bonds were sent to Council for consideration on February 14, 2023.
  - On December 13 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. Recommendations for grant awards are expected in February, 2023.
- 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 prior feedback from Councilmembers, a second workshop was conducted on January 3 regarding possible alternatives for a microtransit pilot program. After reviewing multiple pilot program alternatives and comparing outcomes against the previously expressed concerns of Council, a recommendation was made for a 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 will continue to work with City staff to develop an implementation plan for the recommended pilot program alternative, as well as assisting with developing RFP language.

office memorandum

**• 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.
- 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. Staff continue working with the manufacturer to ensure the City is completely satisfied with the vehicles before officially accepting them and putting them 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 January 2022

## Transit System Report

January 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 January 2023 was 27,247 compared to 19,258 in January 2022. The average total daily ridership was 1,090 for January 2023, a 41.56% increase from 770 in January 2022. Fiscal-year-to-date ridership is 177,800 passengers, a 15.30% increase from the January 2022 YTD total of 154,201.

The fixed-route service totaled 25,477 for January 2023 compared to 17,709 for January 2022. Average fixed-route daily ridership for January 2023 was 1,022, compared to 738 for January 2022, a 38.48% increase. Passengers with bicycles or similar means of travel totaled 701, compared to 565 for January 2022. Passengers with wheelchairs or other mobility devices totaled 220, compared to 216 for January 2022.

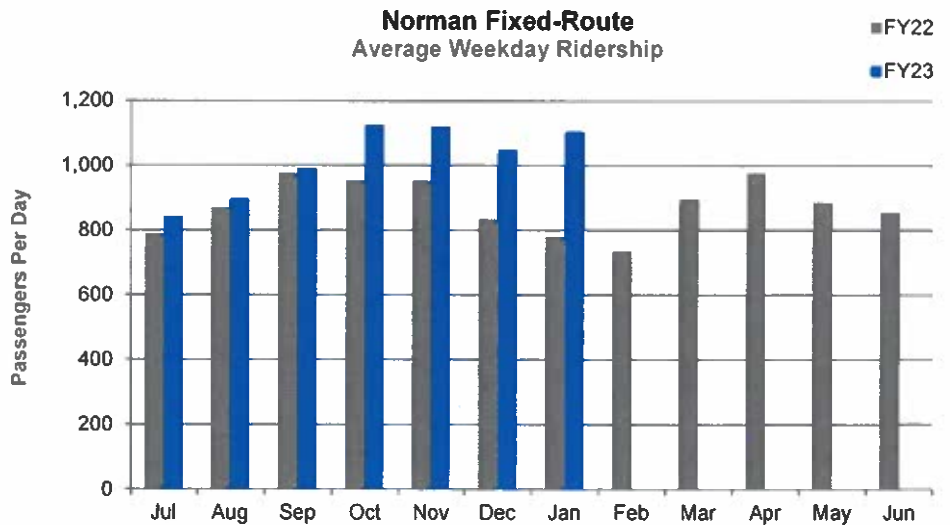
PLUS ridership totaled 1,770 for January 2023, compared to 1,549 for January 2022. The average total PLUS ridership was 71 for January 2023 and 65 for January 2022, a 9.23% increase. Passengers with wheelchairs or other mobility devices totaled 275 for January 2023, compared to 303 for January 2022, a 9.24% decrease.

Norman Transit Services	Jan FY23	Jan FY22	+/- Jan FY22
<b>Fixed Routes (M-F)</b>	<b>23,144</b>	<b>16,384</b>	<b>41.26%</b>
110 - Main Street	5,109	3,533	44.61%
111 - Lindsey East	10,038	6,176	62.53%
112 - Lindsey West	2,790	2,366	17.92%
120 - West	244	125	95.20%
121 - Alameda	4,927	4,184	17.76%
144 - Social Security	36	N/A	N/A
<b>Fixed Routes (Sat)</b>	<b>2,333</b>	<b>1,325</b>	<b>76.08%</b>
110 - Main Street	551	335	64.48%
111 - Lindsey East	896	445	101.35%
112 - Lindsey West	223	136	63.97%
121 - Alameda	663	409	62.10%
<b>PLUS ADA Service</b>	<b>1,770</b>	<b>1,549</b>	<b>14.27%</b>
PLUS (M-F)	1,674	1,497	11.82%
PLUS (Sat)	96	52	84.62%
Bikes	701	565	24.07%
Wheelchair	220	216	1.85%
PLUS Wheelchair	275	303	-9.24%

### Fixed Route Weekday Ridership

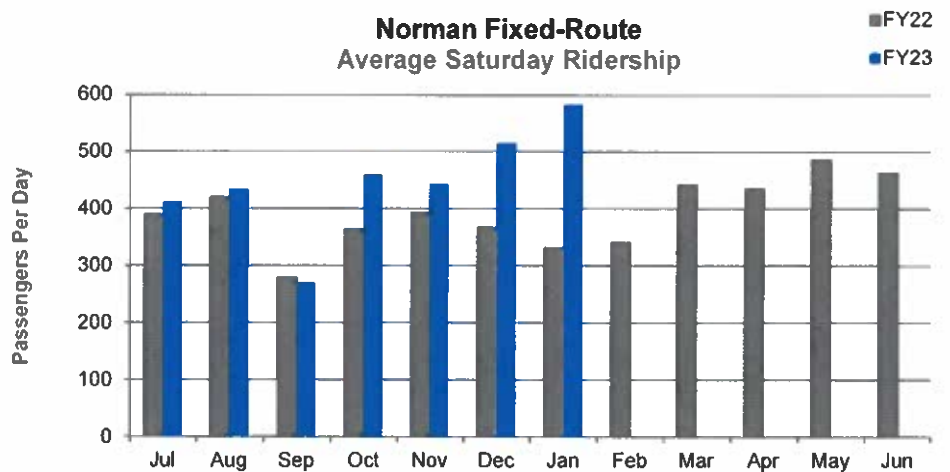
Total fixed-route weekday ridership for January 2023 was 23,144, a 41.26% increase from 16,384 in January 2022. Average weekday passenger ridership totaled 1,104 in January 2023; a 41.54% increase compared to 780 for January 2022. The average RPSH was 15.46.

Classes for the Spring 2023 semester at the University of Oklahoma began on 1/17.



### Fixed Route Saturday Ridership

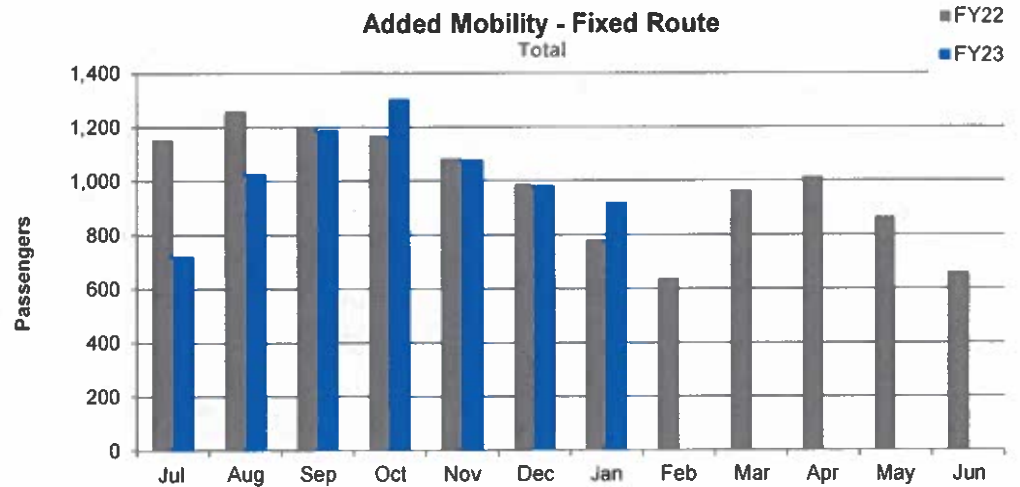
Total fixed-route Saturday ridership for January 2023 was 2,333, a 76.08% increase from 1,325 in January 2022. Average weekend passenger ridership totaled 583 for January 2023, a 76.00% increase from 331 in January 2022. The average RPSH was 16.49.



### Added Mobility – Fixed Route

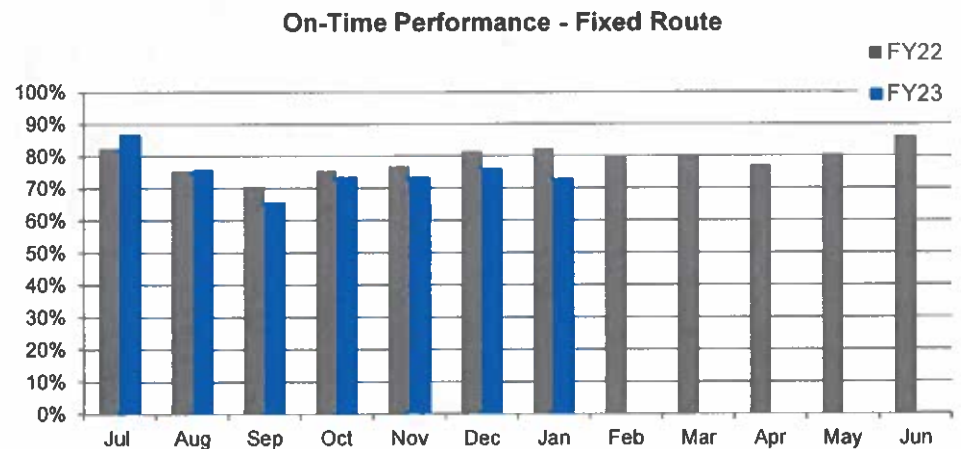
Total passengers with added mobility, such as bikes and wheelchairs, totaled 921 for January 2023, a 17.93% increase from 781 in January 2022.

Bike passengers totaled 701, a 24.07% increase from 565 in January 2022. Wheelchair passengers totaled 220, a 1.85% increase from 216 in January 2022.



### On-Time Performance – Fixed Route

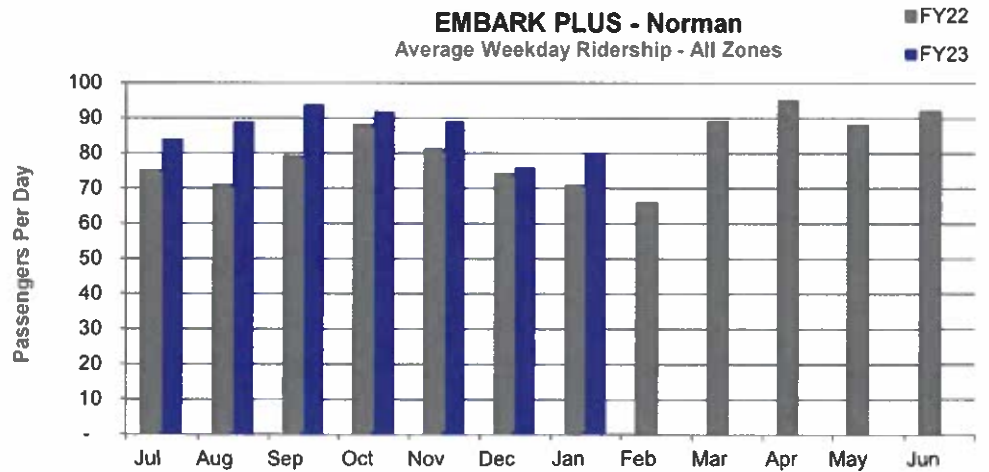
Cumulative on-time performance for fixed-route buses was 72.90% in January 2023, a 9.60% decrease from 82.50% in January 2022.



### PLUS Weekday

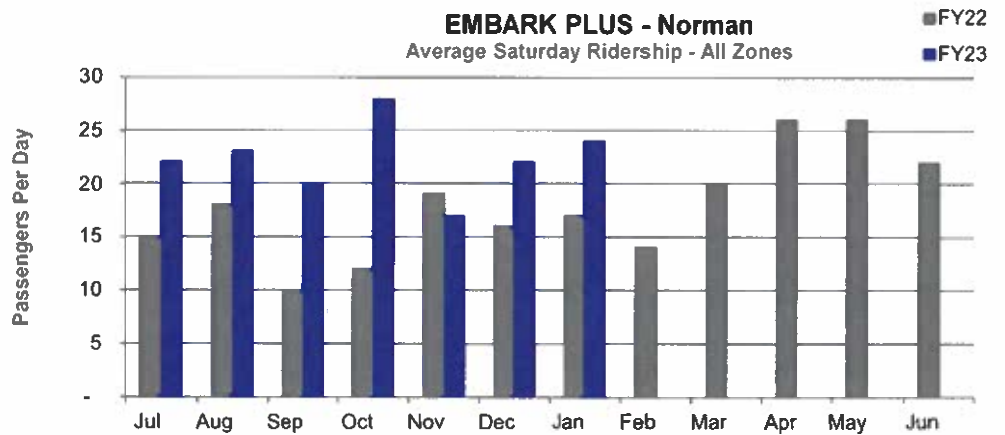
Total PLUS weekday ridership for January 2023 was 1,674, a 11.82% increase from 1,497 in January 2022. Average weekday passenger ridership totaled 80 for January 2023, a 12.68% increase from 71 for January 2022. RPSH was 1.17.

Two riders had no classification.



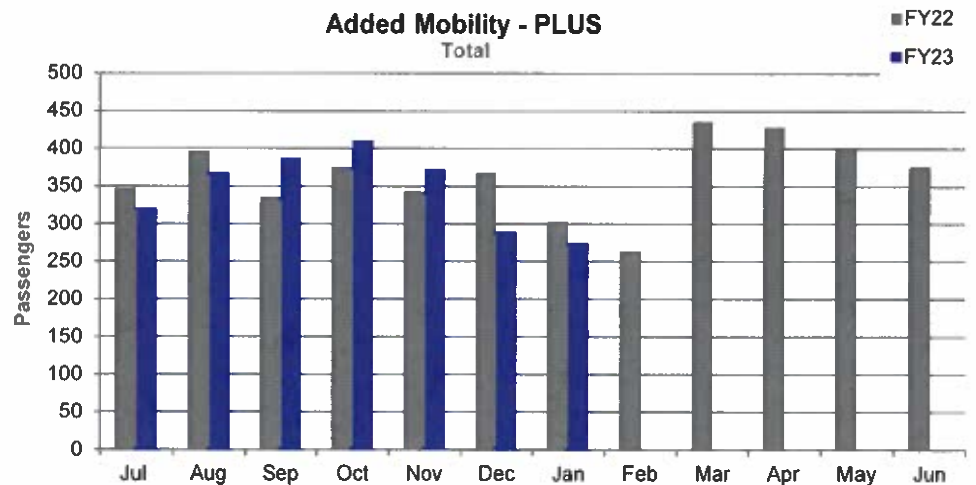
### PLUS Saturday

Total PLUS Saturday ridership for January 2023 was 96, an 84.62% increase from 52 in January 2022. Average Saturday passenger ridership totaled 24 for January 2023, a 41.18% increase from 17 in January 2022. RPSH was 1.29.



### Added Mobility - PLUS

PLUS passengers with added mobility totaled 275 for January 2023, a 9.24% decrease from 303 in January 2022.

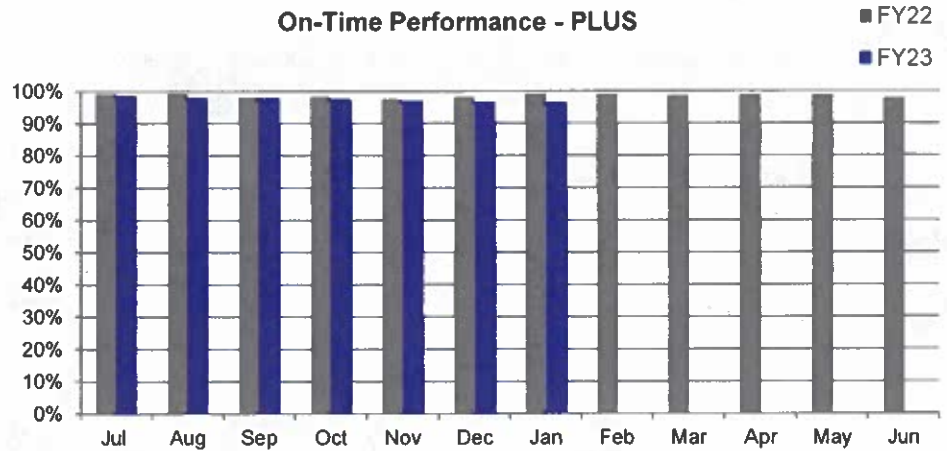




## On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 96.52%, a 2.61% decrease from 99.10% in January 2022.

Weekday on-time performance in the primary zone was 97.20%, a 1.89% decrease from 99.09% in January 2022. Weekday on-time performance in the secondary zone was 95.02%, a 3.96% decrease from 98.98% in January 2022. Saturday on-time performance was 90.43%, a 9.57% decrease from 100.00% in January 2022.



PLUS Weekday Service Summary	Jan FY23	Jan FY22	+/- Jan FY22	PLUS Saturday Service Summary	Jan FY23	Jan FY22	+/- Jan FY22
Total Passengers	1,674	1,497	11.82%	Total Passengers	96	52	84.62%
Total Trips	1,600	1,396	14.61%	Total Trips	94	48	95.83%
Trips Daily Average	76	71	7.04%	Trips Daily Average	24	16	46.88%
Trips Requested	1,652	1,396	18.34%	Trips Requested	96	48	100.00%
Denied Trips	52	0	5,200%	Denied Trips	2	0	200.00%
Capacity Denials	0	0	0.00%	Capacity Denials	0	0	0.00%
No Show	27	20	35.00%	No Show	2	2	0.00%

PLUS Applications	Jan FY23	Jan FY22	+/- Jan FY22
New Applications	12	13	-7.69%
Renewals Received	20	2	900.00%
Applications Approved	18	13	38.46%
Applications Denied	0	0	0.00%

### Summary of Services Table: January 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 Jan FY23	FY23 YTD	FY22 YTD		Service Profile	Jan FY23	Jan FY22
Fixed Routes (M-F)	1,104	150,478	131,707		Weekdays	21	21
Fixed Routes (Sat)	583	13,850	10,540		Saturdays	4	4
PLUS (M-F)	80	12,779	11,536		Gamedays	0	0
-Zone 1*	68	10,744	9,122		Holidays	0****	1
-Zone 2**	12	2,033	2,414		Weather	2	0
PLUS (Sat)***	24	693	418		Fiscal YTD Days	179	179
					Cal. YTD Days	25	25

\*Requires ¼ mile

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

\*\*\*Operates only in Zone 1

\*\*\*\* New Year's Day was on a Sunday for 2023 and weekday service was provided on 1/2.

### Strategic Performance Measures

MEASURE	FY 23 YTD	FY 23 Targets	
# of Norman fixed-route passenger trips provided	164,328	251,881	■
# of Norman paratransit trips provided	13,472	21,000	■
% of on-time Norman paratransit pick-ups	97.52%	98.58%	●
# of Norman bus passengers per service hour, cumulative	14.52	13.04	■
# of Norman bus passengers per day, average	921	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.01%	0.00%*	●
% of on-time fixed-route arrivals	74.93%	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