



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: October 28, 2021
SUBJECT: Public Transportation Monthly Report

T.J.

office memorandum

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

- Public Transportation Ride Alongs with City Staff
 - During the months of August and September, City staff offered Ride Alongs on route 110 on Fridays during its 10am trip throughout Norman. These Ride Alongs were created as an opportunity for anyone interested in public transportation to join staff for a bus ride and ask questions. During the Ride Alongs staff members from the City, Norman Regional Health System, citizens, and elected officials participated. While the scheduled Ride Alongs are over, City staff are always available to schedule a ride along with anyone that is interested at any time.

- Public Transportation Response to COVID-19
 - Current Service Changes & Policies
 - Limited Passenger Capacity on Vehicles
 - Suspended Route 144-Social Security
 - Mandatory Face Coverings – Federal Requirement
 - Enhanced Cleaning of Vehicles including Fogging
 - Operator Barriers Installed on Every Vehicle

- Go Norman Transit Plan (City of Norman Transit Long Range Plan Update)
 - The Go Norman Transit Plan was approved by resolution by Council at its June 22nd, 2021 meeting. Staff are continuing exploratory work on the next steps as recommended in the plan. This includes work on the downtown transit center and potential grant opportunities for creating additional bus stops that are associated with the recommended route changes in the plan.

- Transit Operations and Maintenance Facility
 - Progress continues to be made on the construction of the new facility on north base. The contractor's activities this month were as follows:
 - Glazing completed
 - Finish grading of all driveways and parking areas
 - Began excavation of detention pond
 - Paving begun on east parking lot
 - Completed installation of sheet rock
 - Mechanical, electrical, HVAC, and plumbing installation continued
 - Completed installing concrete bases for light poles in east parking lot
 - Exterior garage doors installed
 - Painting of interior walls began
 - Space heaters and hose reels installed in maintenance bays
 - Interior framing and sheetrock continues for mezzanine area

- Microtransit/On-Demand Discussion
 - During Council's October 12 Conference, City staff presented an overview of existing public transit services and the concept of microtransit and on demand services. At the conclusion of that discussion, staff were directed to look at options for a pilot project for next fiscal year. Staff are actively looking into options to propose during the fiscal year 2023 budget cycle.

office memorandum

- Grants
 - Staff continue to program and draw down on grants to reimburse the City for eligible public transit expenses. This includes the annual Federal Transit Administration (FTA) grant for general expenses as well as the CARES Act grant for the new facility that will house the transit maintenance and operations activities on Northbase.
 - The City is currently in the process of purchasing 2 battery electric busses and staff have had numerous meetings with the manufacturer. Staff anticipates receiving these vehicles in August/September 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.
 - 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 2021 Low- or No-Emission Vehicle Program. The City's project was 1 of 49 projects selected in the nation.
 - On October 1, ACOG announced the grant cycle for their Air Quality Small Grant Program was open. This program seeks to improve air quality in Central Oklahoma by reducing reliance on single-occupancy vehicle trips. Small transportation infrastructure projects and transit improvements as well as projects focused on congestion relief efforts are all eligible. Staff are analyzing this funding opportunity for how transit could benefit, such as bus stop improvements associated with the long range plan.
 - Staff are working to complete the City's second National Transit Database Report. Each transit agency in the country receiving federal funds are required to submit the report with data covering the previous fiscal year. Data points include financials, fleet and facilities inventory, and operation performance metrics.
- 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. This not only includes mechanical maintenance, but also fueling, cleaning, and sanitizing activities which are performed at night at the conclusion of service.
 - 19 out of 28 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.
 - Staff are continuing to work to identify other avenues of funding to purchase transit vehicles, as shown with the electric vehicle purchases.

Conclusion

Thank you for your review of these updates and attached report. Staff are available to answer any questions.

Attached:

EMBARC Norman Performance Report for September 2021



PERFORMANCE REPORT

Transit System Report

September 2021

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 2021 was 23,280, compared to 22,426 in August 2021. The average total daily ridership was 931 for September 2021 and 863 for August 2021, a 7.96% increase. Fiscal-year-to-date ridership is 65,880 passengers, a 25.69% increase from the September 2020 YTD total of 52,414.

The fixed-route service totaled 21,584 for September 2021 compared to 20,789 for August 2021. Average fixed-route daily ridership for September 2021 was 863, and 800 for August 2021, a 7.98% increase. Passengers with bicycles or similar means of travel totaled 762, compared to 824 for August 2021. Passengers with wheelchairs or other mobility devices totaled 438, compared to 435 for August 2021.

PLUS ridership totaled 1,696 for September 2021, compared to 1,637 for August 2021. The average daily total PLUS ridership was 68 for September 2021 and 63 for August 2021, a 7.75% increase. Passengers with wheelchairs or other mobility devices totaled 335 for September 2021 and 397 for August 2021, a 15.62% decrease.

Norman Transit Services	Sep FY22	+/- Sep FY21	+/- Aug FY22
Fixed Routes (M-F)	20,471	24.56%	7.11%
110 - Main Street	3,717	5.66%	-6.30%
111 - Lindsey East	9,794	46.99%	24.94%
112 - Lindsey West	2,820	20.46%	11.86%
120 - West Norman	146	-14.12%	8.96%
121 - Alameda	3,994	16.51%	-14.13%
144 - Social Security	0	0.00%	0.00%
Fixed Routes (Sat)	1,113	1.74%	-33.63%
110 - Main Street	238	0.85%	-39.13%
111 - Lindsey East	370	-15.72%	-35.76%
112 - Lindsey West	180	20.00%	-32.84%
121 - Alameda	325	20.82%	-26.47%
PLUS ADA Service	1,696	16.97%	3.60%
PLUS (M-F)	1,656	18.88%	5.75%
PLUS (Sat)	40	-29.82%	-43.66%
Bikes	762	21.34%	-7.52%
Wheelchair	438	7.62%	0.69%
PLUS Wheelchair	335	21.38%	-15.62%

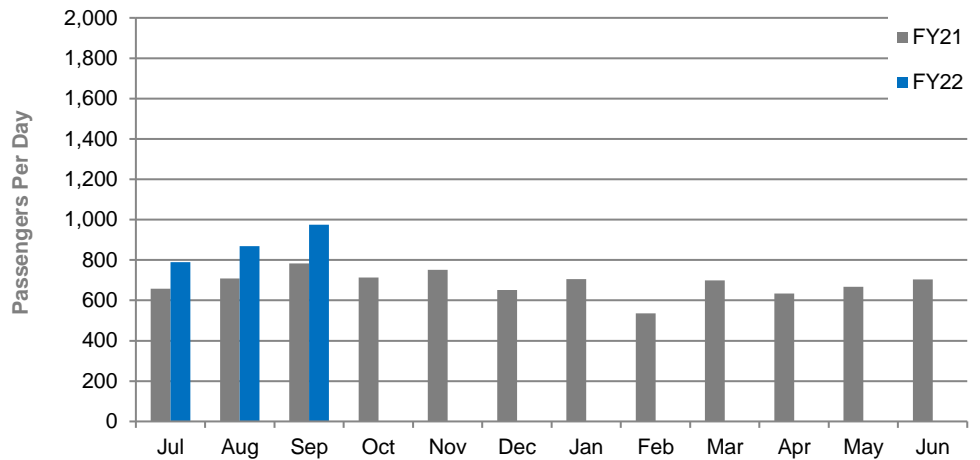
On June 11th, capacity was expanded, allowing six additional passengers per vehicle.

Fixed Route Weekday Ridership

Total fixed-route weekday ridership for September 2021 was 20,471, a 7.11% increase from 19,112 in August 2021. Average weekday passenger ridership totaled 975 in September 2021, a 12.21% increase compared to 869 for August 2021. Average ridership increased 24.56% compared to 783 passengers in September 2020. The average RPSH was 7.79.

Route 144 was not operated due to the ongoing COVID outbreak.

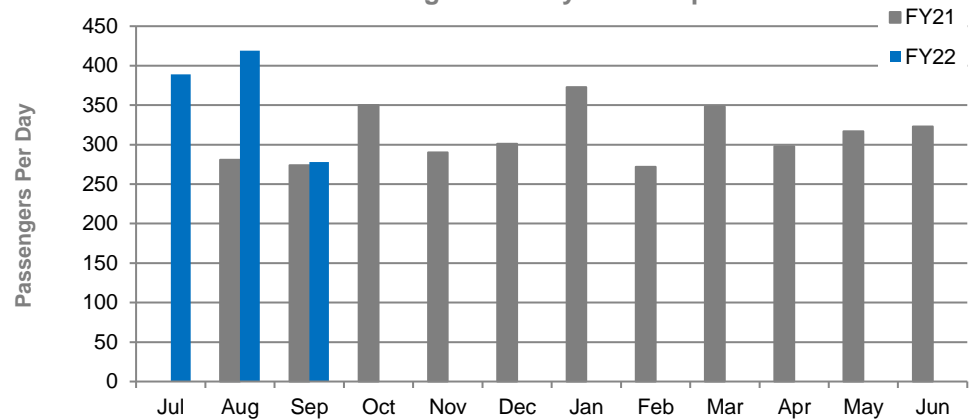
Norman Fixed-Route
Average Weekday Ridership



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for September 2021 was 1,113, a 33.63% decrease over 1,677 for August 2021. Average weekend passenger ridership totaled 278 for September 2021, a 33.63% decrease, compared to 419 for August 2021. The average RPSH was 6.34.

Norman Fixed-Route
Average Saturday Ridership



Gameday Information

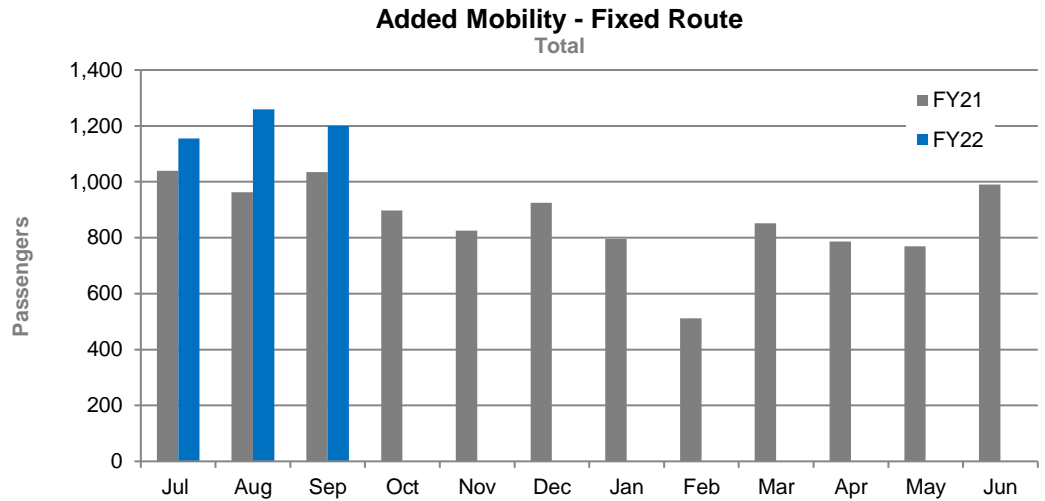
The last three weekends during September were gamedays in Norman. Detours were implemented on affected routes.

Added Mobility – Fixed Route

Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,200 for September 2021, a 4.69% decrease from 1,259 in August 2021, and a 15.94% increase from 1,035 in September 2020.

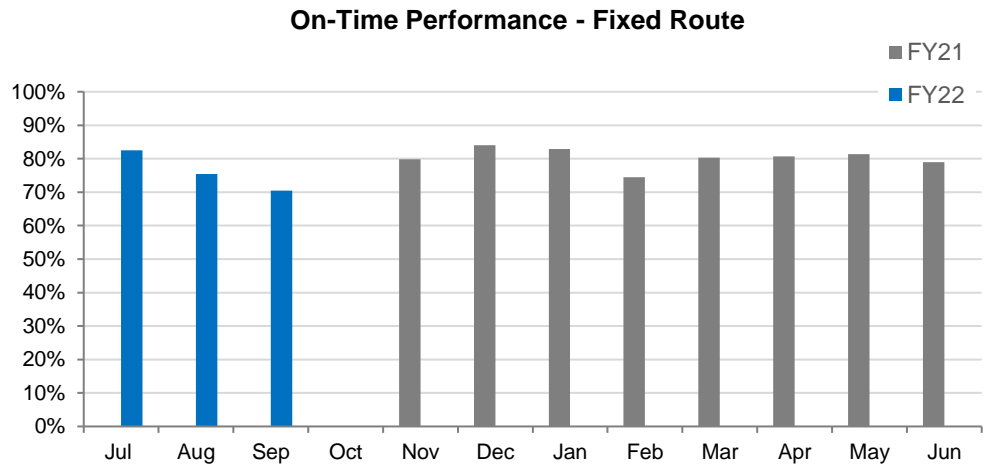
Bike passengers totaled 762, a 7.52% decrease from 824 in August 2021 and a 21.34% increase from 628 in September 2020.

Wheelchair passengers totaled 438, a 0.69% increase from 435 in August 2021, and a 7.62% increase from 407 in September 2020.



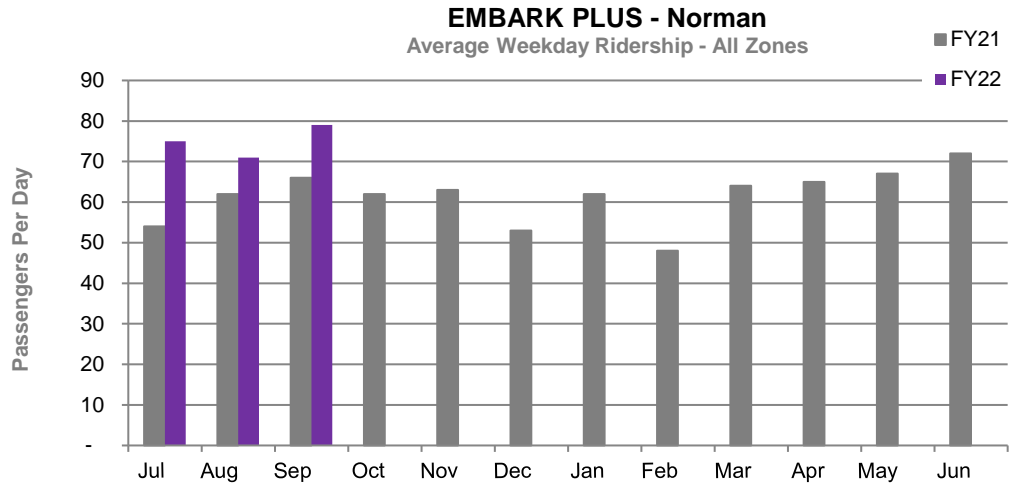
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 70.5% in September 2021, a 6.50% decrease from 75.4% in August 2021. As fixed-route on-time performance was first reported in November 2020, comparable year-over-year data is not available.



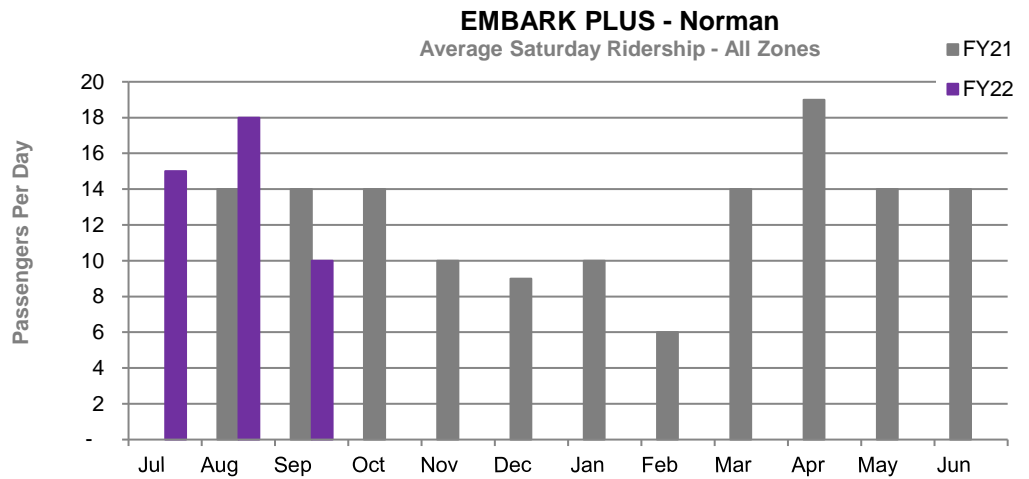
PLUS Weekday

Total PLUS weekday ridership for September 2021 was 1,656, a 5.75% increase from 1,566 in August 2021 and a 18.88% increase from 1,393 in September 2020. Average weekday passenger ridership totaled 79 for September 2021, a 10.78% increase from 71 for August 2021 and a 18.88% increase from 66 for September 2020. RPSH was 1.15.



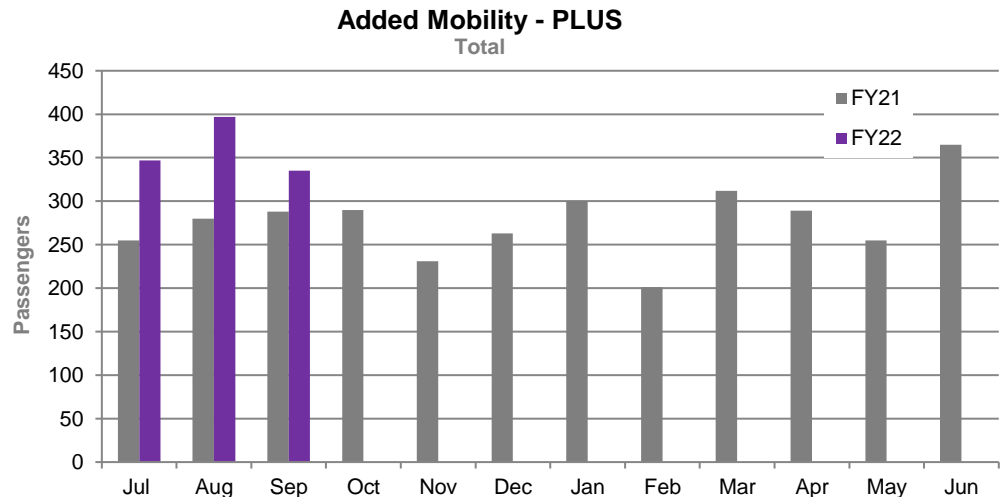
PLUS Saturday

Total PLUS Saturday ridership for September 2021 was 40, a 43.66% decrease from 71 in August 2021. Average Saturday passenger ridership totaled 10 for September 2021, a 43.66% decrease from 18 in August 2021 and a 29.82% decrease from 14 in September 2020. RPSH was 1.00.



Added Mobility - PLUS

PLUS passengers with added mobility totaled 335 for September 2021, a 15.62% decrease from 397 in August 2021, and a 21.38% increase from 276 in September 2020.

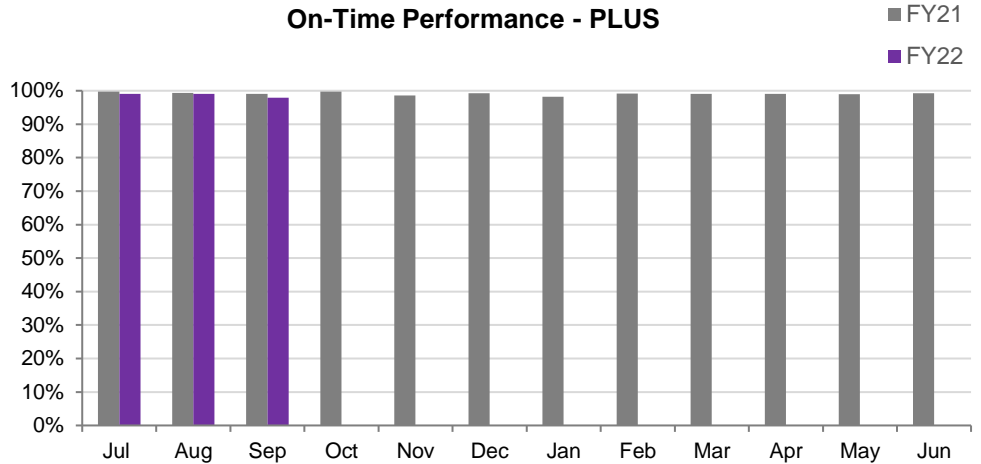


On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.94%, a 1.11% decrease from 99.05% in August 2021 and a 1.13% decrease from 99.06% in September 2020.

Weekday on-time performance in the primary zone was 98.09%, a 0.81% decrease from 98.77% in August 2021 and a 0.68% decrease from 98.77% in

September 2020. Weekday on-time performance in the secondary zone was 97.46%, a 1.90% decrease from 99.37% in August 2021 and a 2.54% decrease from 100.00% in September 2020. Saturday on-time performance was 97.44%, a 2.56% decrease from 100.00% in August 2021 and a 2.56% decrease from September 2020.



PLUS Weekday Service Summary	Sep FY22	+/- Sep FY21	+/- Aug FY22		PLUS Saturday Service Summary	Sep FY22	+/- Sep FY21	+/- Aug FY22
Total Passengers	1,696	21.75%	8.30%		Total Passengers	40	-29.82%	-43.66%
Total Trips	1,561	16.93%	3.58%		Total Trips	39	-26.42%	-40.00%
Trips Daily Average	79	35.96%	10.78%		Trips Daily Average	10	-26.42%	-44.44%
Trips Requested	1,206	-9.66%	1.34%		Trips Requested	39	-26.42%	-40.00%
Denied Trips	0	0.00%	0.00%		Denied Trips	0	0.00%	0.00%
Capacity Denials	0	0.00%	0.00%		Capacity Denials	0	0.00%	0.00%
No Show	17	-26.09%	-15.00%		No Show	1	0.00%	100.00%

PLUS Applications	Sep FY22	+/- Sep FY21	+/- Aug FY22
New Applications	17	183.33%	41.67%
Renewals Received	4	-50.00%	-20.00%
Applications Approved	10	-47.37%	-44.44%
Applications Denied	0	-100.00%	-100.00%

Summary of Services Table: September 2021

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. Although the Fiscal Year for 2020 began on August 1, 2019, EMBARK did not start providing service in Norman until September 5, 2019, and ridership numbers are counted from that date forward. EMBARK PLUS operations and ridership began in October 2019.

EMBARK Norman Service Summary	ADP Sep FY22	FY22 YTD	FY21 YTD	Service Profile	Sep FY22	Sep FY21	Aug FY22
Fixed Routes (M-F)	975	56,158	46,434	Weekdays	21	24	22
Fixed Routes (Sat)	278	4,735	1,938	Saturdays	4	3	4
PLUS (M-F)	79	4,801	3,943	Gamedays	0	0	0
-Zone 1*	62	3,821	3,150	Holidays	0	0	0****
-Zone 2**	16	980	793	Weather	0	0	0
PLUS (Sat)***	10	186	99	Fiscal YTD Days	77	72	52
				Cal. YTD Days	230	200	205





* Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

****Service was not impacted by Independence Day as it fell on a Sunday.

Strategic Performance Measures

MEASURE	FY 22 YTD	FY 22 Targets	
# of Norman fixed-route passenger trips provided	60,893	265,054	
# of Norman paratransit trips provided	4,703	19,000	
% of on-time Norman paratransit pick-ups	97.94%	95.00%	
# of Norman bus passengers per service hour, cumulative	12.68	13.14	
# of Norman bus passengers per day, average	792	N/A*	N/A*
% of Norman required paratransit pick-ups denied due to capacity	0.00%	N/A*	N/A*

*These LFR targets are unavailable for this fiscal year. We hope to have them for FY23.

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
- **FY21** – The fiscal year 2021. Lasted from 7/1/2020 to 6/30/2021
- **FY22** – The fiscal year 2022. Lasting from 7/1/2021 to 6/30/2022
- **FY YTD** – Fiscal Year, Year to Date
- **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