



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: November 30, 2022
SUBJECT: Public Transportation Monthly Report

office memorandum

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 22nd, 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. Recommendations for cost savings are now being considered before finalizing the bid package for solicitation.
 - Council approved and acknowledged the public participation process for the recommended route network by resolution on September 27, 2022. Ways that citizens were notified included a press release, notice in the Norman Transcript, posters (in English and Spanish) placed in all the buses and at City Hall, social media posts, and through stakeholders via emails. A dedicated website was also created so that the information could be reviewed anytime. The process also consisted of 3 public meetings (1 virtual and 2 in person) where staff presented the proposed changes and asked for feedback. 21 individuals outside of City staff attended the meetings, asking questions and providing comments. Outside of the public meetings, comments could also be submitted by email, phone, online form, and mail. Staff will compile all of the feedback received and present it and the proposed changes to Council for review and action on December 13. If approved, staff will move forward with implementation of the proposed changes, anticipated to take effect in August 2023.

• **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 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.
- 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 December 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

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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.
- 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.
- Website Updates
 - In an effort to better organize information, staff worked diligently on revisions to the City's website. In large part, these changes provide more information about the transit service the City provides and reflects the ongoing transition of parking operations from the Traffic Division to the Transit and Parking Division by ensuring other city staff and the public have the correct information available. Following a general landing page, there are subpages with information on transit operations, e-scooters, transit planning and assets, where to park and how to pay, parking planning, and bus transit service changes. You can view the new website at www.normanok.gov/residents-visitors/transit-parking.

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 October 2022



PERFORMANCE REPORT

Transit System Report

October 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 October 2022 was 27,960 compared to 23,732 in October 2021. The average total daily ridership was 1,075 for October 2022, a 17.74% increase from 913 in October 2021. Fiscal-year-to-date ridership is 97,045 passengers, an 8.29% increase from the October 2021 YTD total of 89,612.

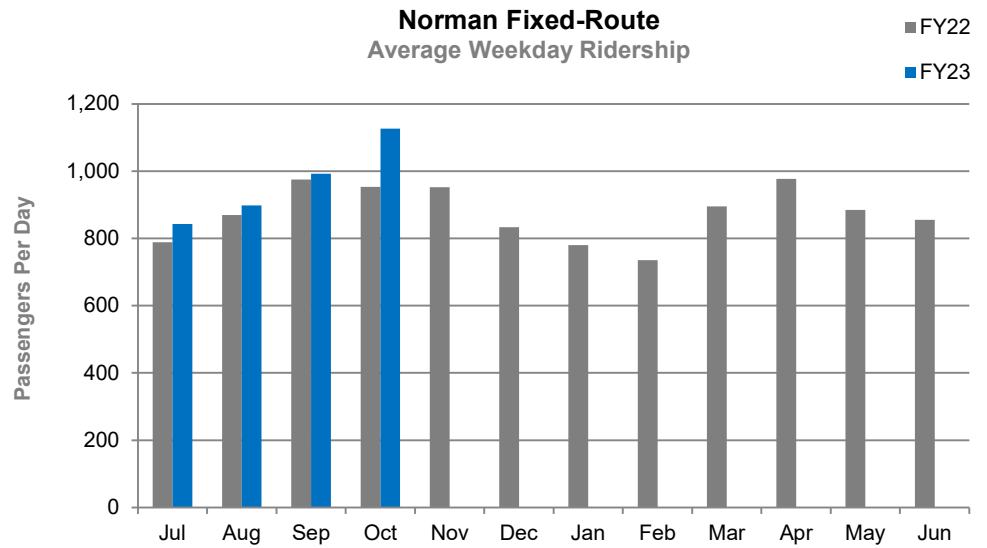
The fixed-route service totaled 25,881 for October 2022 compared to 21,834 for October 2021. Average fixed-route daily ridership for October 2022 was 999, compared to 840 for October 2021, an 18.93% increase. Passengers with bicycles or similar means of travel totaled 861, compared to 801 for October 2021. Passengers with wheelchairs or other mobility devices totaled 443, compared to 368 for October 2021.

PLUS ridership totaled 2,079 for October 2022, compared to 1,898 for October 2021. The average total PLUS ridership was 80 for October 2022 and 73 for October 2021, a 9.59% increase. Passengers with wheelchairs or other mobility devices totaled 411 for October 2022, compared to 375 for October 2021, a 9.60% increase.

Norman Transit Services	Oct FY23	Oct FY22	+/- Oct FY22
Fixed Routes (M-F)	23,588	20,021	17.82%
110 - Main Street	4,334	3,732	16.13%
111 - Lindsey East	12,161	8,999	35.14%
112 - Lindsey West	2,843	2,842	0.04%
120 - West Norman	306	146	109.59%
121 - Alameda	3,905	4,302	-9.23%
144 - Social Security	39	N/A	N/A
Fixed Routes (Sat)	2,293	1,813	26.48%
110 - Main Street	534	407	31.20%
111 - Lindsey East	902	654	37.92%
112 - Lindsey West	305	235	29.79%
121 - Alameda	552	517	6.77%
PLUS ADA Service	2,079	1,898	9.54%
PLUS (M-F)	1,941	1,839	5.55%
PLUS (Sat)	138	59	133.90%
Bikes	861	801	7.49%
Wheelchair	443	368	20.38%
PLUS Wheelchair	411	375	9.60%

Fixed Route Weekday Ridership

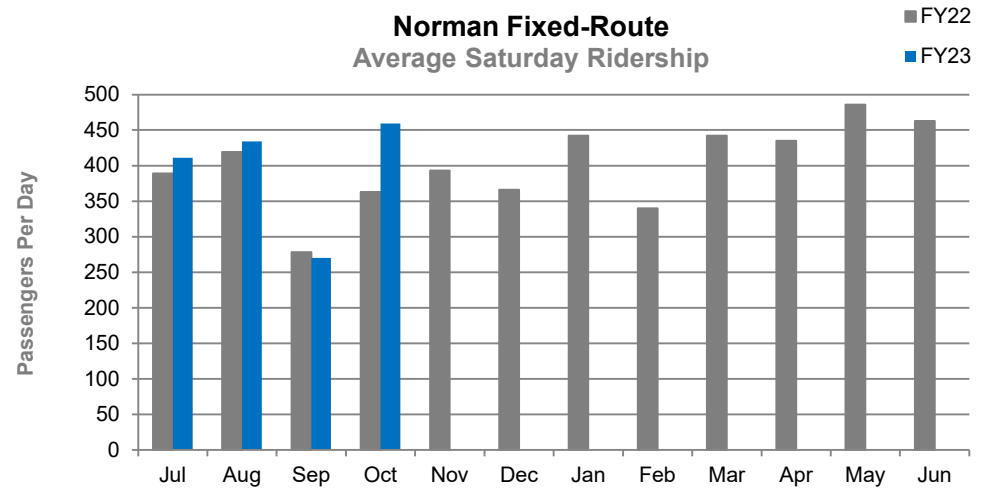
Total fixed-route weekday ridership for October 2022 was 23,588, a 17.82% increase from 20,021 in October 2021. Average weekday passenger ridership totaled 1,126 in October 2022; an 18.15% increase compared to 953 for October 2021. The average RPSH was 16.52.



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for October 2022 was 2,293, a 26.48% increase from 1,813 in October 2021. Average weekend passenger ridership totaled 459 for October 2022, a 26.45% increase from 363 in October 2021. The average RPSH was 12.96.

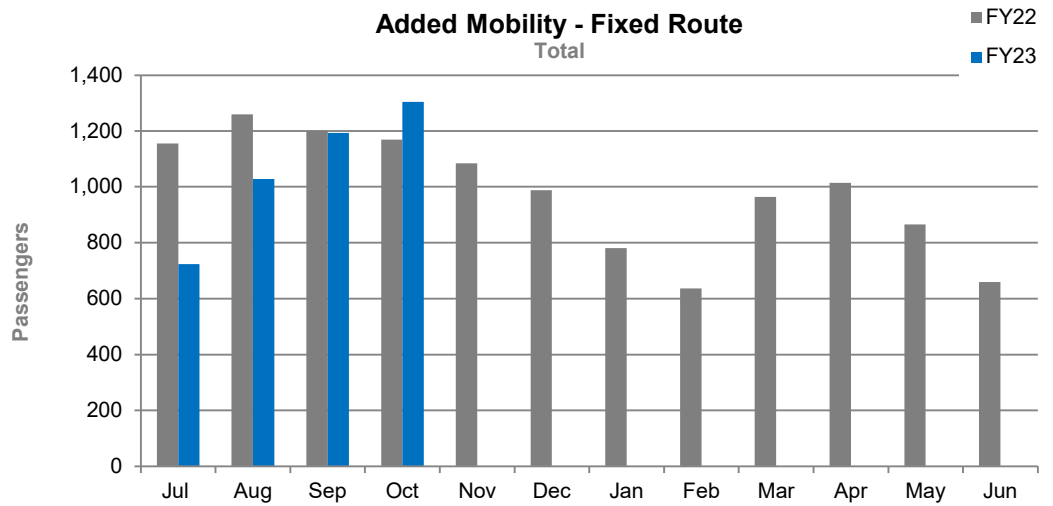
The University of Oklahoma hosted one football game on Saturday, 10/15.



Added Mobility – Fixed Route

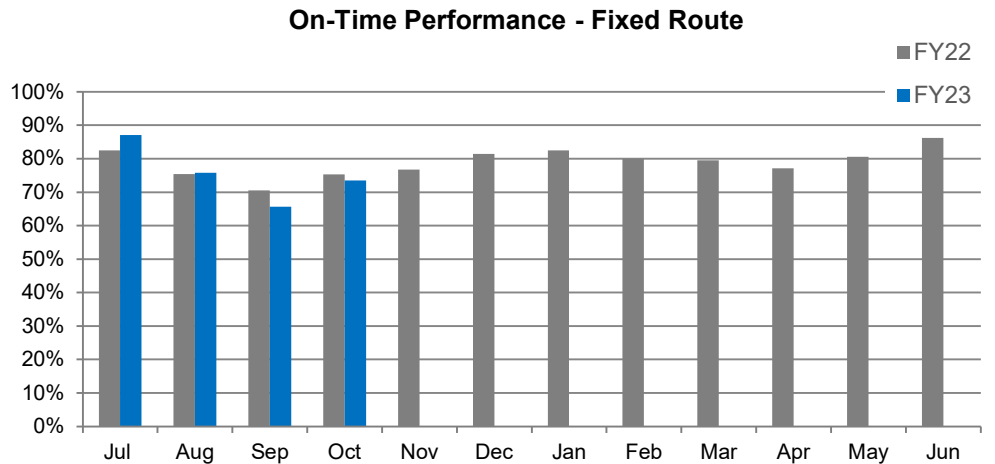
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,304 for October 2022, an 11.55% increase from 1,169 in October 2021.

Bike passengers totaled 861, a 7.49% increase from 801 in October 2021. Wheelchair passengers totaled 443, a 20.38% increase from 368 in October 2021.



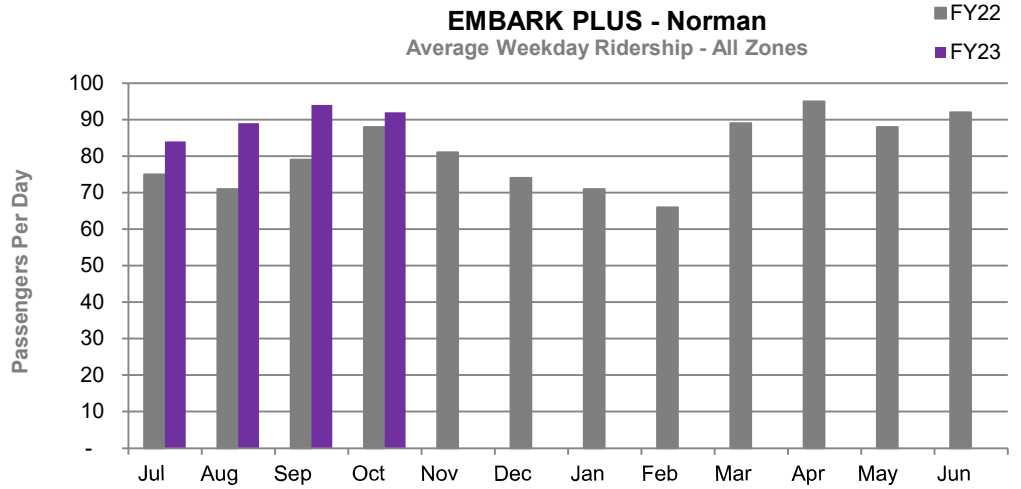
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 73.50% in October 2022, a 1.80% decrease from 75.30% in October 2021.



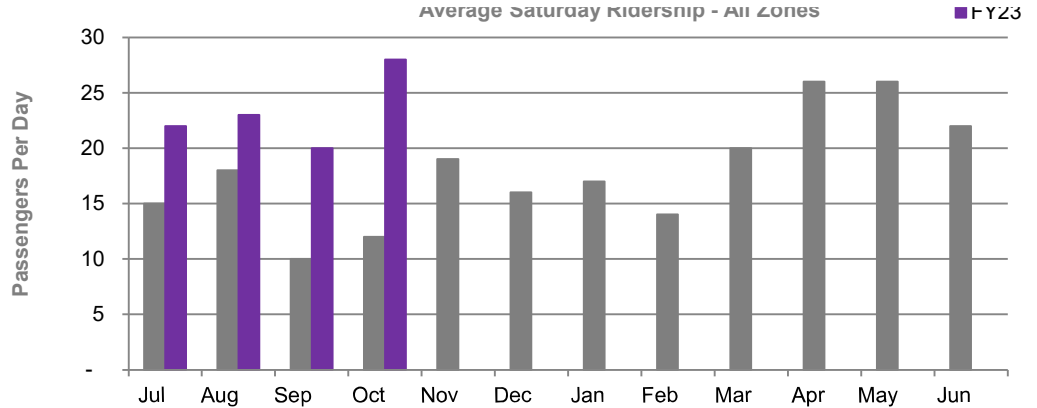
PLUS Weekday

Total PLUS weekday ridership for October 2022 was 1,941, a 5.55% increase from 1,839 in October 2021. Average weekday passenger ridership totaled 92 for October 2022, a 4.55% increase from 88 for October 2021. RPSH was 1.38.



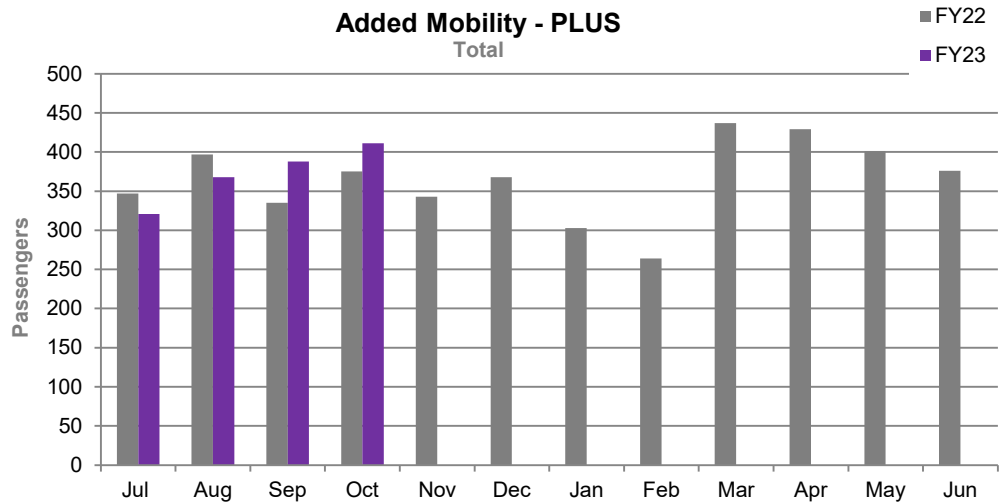
PLUS Saturday

Total PLUS Saturday ridership for October 2022 was 138, a 133.90% increase from 59 in October 2021. Average Saturday passenger ridership totaled 28 for October 2022, a 133.33% increase from 12 in October 2021. RPSH was 1.58.



Added Mobility - PLUS

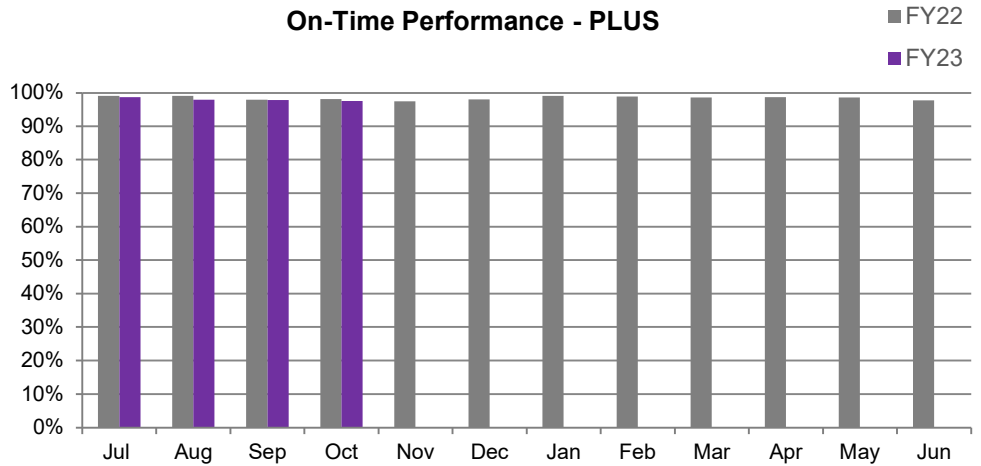
PLUS passengers with added mobility totaled 411 for October 2022, a 9.60% increase from 375 in October 2021.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.56%, a 0.58% decrease from 98.12% in October 2021.

Weekday on-time performance in the primary zone was 97.45%, a 0.59% decrease from 98.04% in October 2021. Weekday on-time performance in the secondary zone was 97.70%, a 0.44% decrease from 98.14% in October 2021. Saturday on-time performance was 98.46%, a 1.54% decrease from 100.00%.



PLUS Weekday Service Summary	Oct FY23	Oct FY22	+/- Oct FY22		PLUS Saturday Service Summary	Oct FY23	Oct FY22	+/- Oct FY22
Total Passengers	1,941	1,839	5.55%		Total Passengers	138	59	133.90%
Total Trips	1,836	1,707	7.56%		Total Trips	130	51	154.90%
Trips Daily Average	87	88	-1.14%		Trips Daily Average	26	10	160.00%
Trips Requested	1,928	1,707	12.95%		Trips Requested	132	51	158.82%
Denied Trips	92	0	9,200%		Denied Trips	2	0	200.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	36	28	28.57%		No Show	2	1	100.00%

PLUS Applications	Oct FY23	Oct FY22	+/- Oct FY22
New Applications	16	17	-5.88%
Renewals Received	8	7	14.29%
Applications Approved	13	25	-48.00%
Applications Denied	0	0	0.00%

Summary of Services Table: October 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.

EMBARK Norman Service Summary	ADP Oct FY23	FY23 YTD	FY22 YTD	Service Profile	Oct FY23	Oct FY22
Fixed Routes (M-F)	1,126	81,810	76,179	Weekdays	21	21
Fixed Routes (Sat)	459	7,165	6,548	Saturdays	4	5
PLUS (M-F)	92	7,651	6,640	Gamedays	1	2
-Zone 1*	78	6,397	5,235	Holidays	0	0
-Zone 2**	15	1,254	1,405	Weather	1	1
PLUS (Sat)***	28	419	245	Fiscal YTD Days	103	103
				Cal. YTD Days	255	256

*Requires 3/4 mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 23 YTD	FY 23 Targets	
# of Norman fixed-route passenger trips provided	88,975	251,881	●
# of Norman paratransit trips provided	8,070	21,000	●
% of on-time Norman paratransit pick-ups	97.97%	98.58%	■
# of Norman bus passengers per service hour, cumulative	13.82	13.04	●
# of Norman bus passengers per day, average	866	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.01%	0.00%*	●
% of on-time fixed-route arrivals	75.53%	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 2023. 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