

AMENDED
CITY OF NORMAN, OKLAHOMA
CITY COUNCIL COMMUNITY PLANNING AND
TRANSPORTATION COMMITTEE AGENDA

Municipal Building Conference Room
201 West Gray

Thursday, September 26, 2019

4:00 P.M.

- 1. PUBLIC TRANSIT RIDERSHIP REPORT FOR THE MONTHS OF JULY AND AUGUST AND TRANSIT RIDERSHIP FARES.**
- 2. DISCUSSION REGARDING OKLAHOMA'S BLOCKED CROSSING STATUTE RELATED TO RAILROADS.**
- 3. DISCUSSION REGARDING ZONING AND LICENSING REQUIREMENTS FOR MEDICAL MARIJUANA PROCESSORS AND DISPOSAL AND OUTDOOR CONSUMPTION OF MEDICAL MARIJUANA.**
- 4. MISCELLANEOUS COMMENTS.**

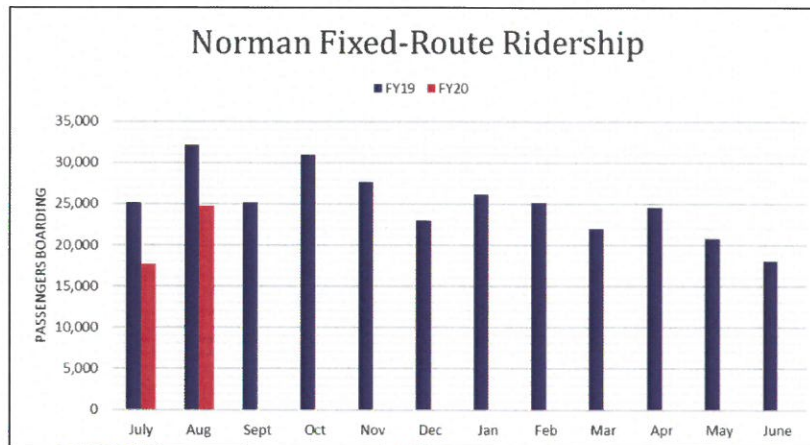
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Community Planning & Transportation Committee Meeting, September 26th, 2019 Public Transportation Monthly Report for August 2019



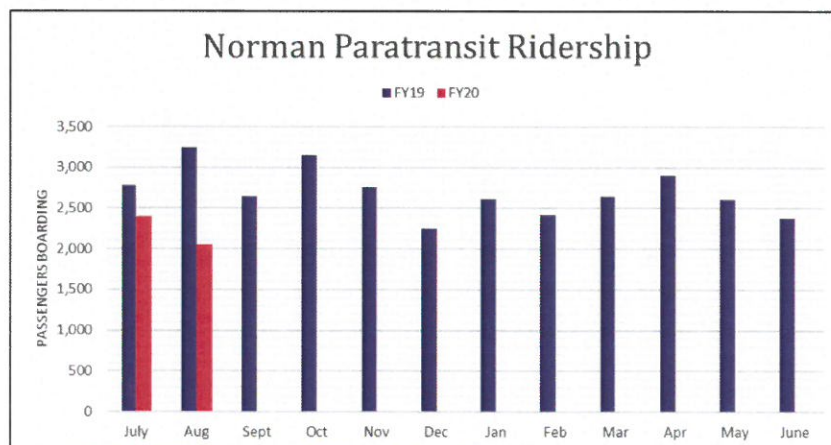
Fixed-Route Ridership

- Fixed-routes transported 24,807 passengers in August – a 23% decrease compared to August 2018. The daily average ridership was 1,133, a decrease of 6% or 72.
- Fiscal year 20 to date ridership (July – August) is 42,541 – a decrease of 26% over the same period last year.



Paratransit Ridership

- Paratransit transported 2,048 passengers in August – a decrease of 37% compared to August 2018. Average daily ridership was 93, a decrease of 22% or 27. Zone 1 ridership decreased by 38% or 1,065 and Zone 2 ridership decreased by 28% or 126 compared to August 2018.
- For fiscal year 19 year to date (July – August), paratransit ridership is 4,451 – a decrease of 26% or 1,568. Zone 1 ridership has decreased by 27% or 1,426 FYTD; Zone 2 ridership has decreased by 16% or 142 FYTD.



Transit Activities

- Training and transition of paratransit technology and hardware was scheduled and finalized with vendor.
- Began initial meetings regarding the joint transit and public safety maintenance facility to be constructed near current City maintenance operations on Da Vinci Street.
- Continuing work with FTA Region VI staff to obtain access for City staff into grant/reporting systems.

NORMAN TRANSIT RIDERSHIP TOTALS

Month: July 2019

FY20: July 1, 2019 - June 30, 2020 (FY19: July 1, 2018 - June 30, 2019)

Average Daily Fixed-Route Passengers

ROUTE	Jul-18	Jul-19	% Change	# Change	FYTD19	FYTD20	% Change	# Change
10 Main Street	291	229	-21%	-62	291	229	-21%	-62
11 Lindsey East	344	273	-21%	-71	344	273	-21%	-71
12 Lindsey West	99	98	-2%	-1	99	98	-2%	-1
20 West Norman Link	28	13	-54%	-15	28	13	-54%	-15
21 Alameda/E. Norman	196	146	-26%	-50	196	146	-26%	-50
24 Sooner Express	55	46	-17%	-10	55	46	-17%	-10
44 Social Security	2	2	47%	1	2	2	47%	1
TOTAL	1,016	808	-21%	-208	1,016	808	-21%	-208

Days of Service

Month	Mon-Fri	Sat	Total
Jul-19	22	NA	22
Jul-18	21	4	25
FYTD20	22	NA	22
FYTD19	21	4	25
44 Social Security (Tues. & Fri.)			
Month	Days	FYTD	
Jul-19	9	9	
Jul-18	9	9	

Total Fixed-Route Passengers

ROUTE	Jul-18	Jul-19	% Change	# Change	FYTD19	FYTD20	% Change	# Change
10 Main Street	7,277	5,039	-31%	-2,238	7,277	5,039	-31%	-2,238
11 Lindsey East	8,600	6,010	-30%	-2,590	8,600	6,010	-30%	-2,590
12 Lindsey West	2,484	2,153	-13%	-331	2,484	2,153	-13%	-331
20 West Norman Link	704	288	-59%	-416	704	288	-59%	-416
21 Alameda/E. Norman	4,910	3,217	-34%	-1,693	4,910	3,217	-34%	-1,693
24 Sooner Express	1,162	1,005	-14%	-157	1,162	1,005	-14%	-157
44 Social Security	15	22	47%	7	15	22	47%	7
TOTAL	25,152	17,734	-29%	-7,418	25,152	17,734	-29%	-7,418

*Saturday service discontinued January 1, 2019. All routes operate Monday-Friday except Route 44, which operates on Tuesday and Friday.

CARTaccess Passenger Information

ZONE	Jul-18	Jul-19	% Change	# Change	FYTD19	FYTD20	% Change	# Change
Zone 1	2,415	2,054	-15%	-361	2,415	2,054	-15%	-361
Zone 2	365	349	-4%	-16	365	349	-4%	-16
TOTAL	2,780	2,403	-14%	-377	2,780	2,403	-14%	-377

NORMAN TRANSIT RIDERSHIP TOTALS

Month: August 2019

FY20: July 1, 2019 - June 30, 2020 (FY19: July 1, 2018 - June 30, 2019)

Average Daily Fixed-Route Passengers

ROUTE	Aug-18	Aug-19	% Change	# Change	FYTD19	FYTD20	% Change	# Change
10 Main Street	285	293	3%	8	288	261	-9%	-27
11 Lindsey East	488	494	1%	6	419	384	-8%	-35
12 Lindsey West	102	95	-7%	-7	101	96	-4%	-4
20 West Norman Link	21	15	-30%	-6	25	14	-43%	-11
21 Alameda/E. Norman	243	179	-26%	-64	220	162	-26%	-58
24 Sooner Express	57	49	-15%	-9	56	47	-16%	-9
44 Social Security	9	8	-2%	0	5	5	10%	1
TOTAL	1,205	1,133	-6%	-72	1,114	970	-13%	-144

Days of Service

Month	Mon-Fri	Sat	Total
Aug-19	22	NA	22
Aug-18	23	4	27
FYTD20	44	NA	44
FYTD19	44	8	52
44 Social Security (Tues. & Fri.)			
Month	Days	FYTD	
Aug-19	9	18	
Aug-18	8	17	

Total Fixed-Route Passengers

ROUTE	Aug-18	Aug-19	% Change	# Change	FYTD19	FYTD20	% Change	# Change
10 Main Street	7,689	6,449	-16%	-1,240	14,966	11,488	-23%	-3,478
11 Lindsey East	13,181	10,872	-18%	-2,309	21,781	16,882	-22%	-4,899
12 Lindsey West	2,757	2,092	-24%	-665	5,241	4,245	-19%	-996
20 West Norman Link	571	324	-43%	-247	1,275	612	-52%	-663
21 Alameda/E. Norman	6,555	3,927	-40%	-2,628	11,465	7,144	-38%	-4,321
24 Sooner Express	1,319	1,067	-19%	-252	2,481	2,072	-16%	-409
44 Social Security	69	76	10%	7	84	98	17%	14
TOTAL	32,141	24,807	-23%	-7,334	57,293	42,541	-26%	-14,752

CARTaccess Passenger Information

ZONE	Aug-18	Aug-19	% Change	# Change	FYTD19	FYTD20	% Change	# Change
Zone 1	2,781	1,716	-38%	-1,065	5,196	3,770	-27%	-1,426
Zone 2	458	332	-28%	-126	823	681	-17%	-142
TOTAL	3,239	2,048	-37%	-1,191	6,019	4,451	-26%	-1,568

*Saturday service discontinued January 1, 2019. All routes operate Monday-Friday except Route 44, which operates on Tuesday and Friday.

Public Transportation Services Norman Fare Discussion

Community Planning and Transportation Committee
September 26, 2019





Background

- Most recent Norman transit fare increase was in January 2014
 - Fixed-route single trip – \$0.50 to \$0.75
 - Reduced Fare* - \$0.25 to \$0.35
 - Sooner Express single trip – \$2.25 to \$3.00
 - Reduced Fare* - \$1.10 to \$1.50
 - Monthly Pass – \$20.00 to \$25.00
 - Reduced Fare* - \$10.00 to \$12.50
 - Paratransit Zone 1 - \$1.00 to \$1.50
 - Paratransit Zone 2 - \$2.50 to \$3.50
 - Paratransit Same-Day Urgent - \$2.50 to \$3.50

**Reduced Fare available for youths 6-17, seniors 60 and older, persons with disabilities, and Medicare cardholders. Children under age 6 ride free.*

- Council approved free fare until October 31, 2019 with approval of EMBARK contract K-1920-30
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OU/CART and EMBARK Fare Structure Comparison

Fixed-Route

	OU/CART	EMBARK
Fixed Route Single-Trip	\$0.75	\$1.75
Reduced Fare*	\$0.35	\$0.75
Sooner Express Single-Trip	\$3.00	\$3.00
Reduced Fare*	\$1.50	\$1.50
Monthly Pass	\$25.00	\$50.00
Reduced Fare*	\$12.50	\$25.00
7 Day Pass	NA	\$14.00
Reduced Fare*	NA	\$7.00
1 Day Pass	NA	\$4.00
Reduced Fare*	NA	\$2.00

*OU/CART reduced fare available for youths 6-17, seniors 60 and older, persons with disabilities, and Medicare cardholders. Children under age 6 ride free.

*EMBARK reduced fare available for youths 7-17, seniors 65 and older, persons with disabilities, and Medicare cardholders. Children under age 7 ride free. Must have reduced fare card.

Paratransit

	OU/CART	EMBARK
Zone 1	\$1.50	\$3.50
Zone 2	\$3.50	\$7.00
Zone 3	NA	\$10.00
Same-Day Urgent	\$3.50	NA





Estimated Fare Revenue

- FY19 OU/CART Cash Fare - \$54,000
- FY19 OU/CART Fixed-Route Pass Sales - \$6,000
- FY19 OU/CART CARTaccess \$15 Punch Cards - \$19,000
- Allocated Funds for CDBG Bus Passes - \$35,000
- **Total Annual Estimated Fare Revenue – \$114,000**





Costs of Upgrading Fare Technology

- Estimated Cost of Modern Fareboxes - \$330,000
- Estimated Cost of Fare Collection Infrastructure at Facility - \$30,000
- **Total Estimated One Time Upgrade Cost – \$360,000**

- Estimated Sublet Repairs of Electronic Fareboxes – \$50,000
- Estimated Cost for Security Company to Transport Fares – \$12,000
- **Total Estimated Ongoing Annual Cost – \$62,000**





Findings

- In the past, OU/CART had chosen a more fundamental farebox and decided not to upgrade due to the cost of the changes and relatively small amount of revenue.
- The cost of upgrading to a more modern farebox is expensive.
- Free fare can save capital costs of farebox improvements and potentially increase ridership, however, the operations cost of paratransit could increase with higher ridership.
- Fare increases can generate more revenue to offset costs, however, it can also lead to a decrease in ridership. A rough rule of thumb is for every 3% increase in fare, there is a 1% decrease in ridership (Litman, 2019).



Staff Recommendations

- Extend free fare period to December 31, 2019 to further evaluate the operations of the system and perform a more in depth analysis of the potential impacts of fare options.



References

- Litman (2019), *Transit Price Elasticities and Cross-Elasticities*, Victoria Transport Policy Institute (<https://www.vtpi.org/>); at <https://www.vtpi.org/tranelas.pdf>.