



City of Norman, OK

Municipal Building
Council Chambers
201 West Gray
Norman, OK 73069

Master

File Number: K-2021-18

File ID: K-2021-18	Type: Contract	Status: Consent Item
Version: 1	Reference: Item 35	In Control: City Council
Department: Public Works Department	Cost: \$150,000.00	File Created: 06/30/2020
File Name: Contract with Nelson\Nygaard to Update Transit Long Range Plan		Final Action:

Title: CONTRACT K-2021-18: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND NELSON\NYGAARD CONSULTING ASSOCIATES, INC., TO PROVIDE PROFESSIONAL CONSULTING SERVICES IN AN AMOUNT NOT-TO-EXCEED \$150,000 FOR UPDATING THE TRANSIT LONG RANGE PLAN AND TO PERFORM ASSOCIATED TASKS.

Notes: ACTION NEEDED: Motion to approve or reject Contract K-2021-18 with Nelson/Nygaard Consulting Associates, Inc., in an amount not-to-exceed \$150,000; and, if approved, authorize the execution thereof.

ACTION TAKEN: _____

Agenda Date: 07/14/2020

Agenda Number: 35

Attachments: K-2021-18

Project Manager: Taylor Johnson, Public Transit Coordinator

Entered by: taylor.johnson@normanok.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File K-2021-18

Body

BACKGROUND: City Council adopted the first Comprehensive Transportation Plan (CTP) for the City of Norman on May 13, 2014. The CTP established a framework for transportation improvements that are planned, designed, and maintained to integrate vehicular, walking, bicycling, and transit use while promoting safe and efficient operations for all users in the community.

During the formation of the CTP, a Citizens Visioning Committee (CVC) Subcommittee titled Transit Capacity and Quality of Service was created to assist with providing a modest update to the 2008 Cleveland Area Rapid Transit (CART) plan and ensure transit's incorporation into the CTP. Based on the Subcommittee's work, action items were created to assist transit staff and the community in prioritizing service enhancements when funding became available.

A key change to public transit has occurred since completion of the CTP in 2014. During the course of fiscal years 2019 and 2020, the City and key stakeholders began and completed a transition of the operations of the City transit services from the University of Oklahoma (OU) to the City.

DISCUSSION: During the first few months of operation of the City transit service, and during the education campaign for the Public Transit Sales Tax election, staff heard from the community and Council about the need to update our long term vision for transit in Norman. Many of the assumptions for the basis of the 2008 CART plan, and the subsequent plan that was incorporated into the CTP in 2014, are now outdated and need to be re-evaluated. For example, the current transit transfer station in Norman is located on the OU campus, just east of the OU football stadium. The assumption that this would be the location well into the future is the basis for any route expansion identified in the current plan. Now that the transit system is City operated, there is a need to identify a new location within the community to locate the City transit transfer station. This will then help to inform any route changes, enhancements, or expansion in Norman's future.

Using RFQ-1920-60, City staff solicited proposals to update the City's Long Range Transit Plan. The following key objectives were proposed in RFQ-1920-60:

- Actively engage the public and major partners throughout the process.
- Assess the current hub/spoke system and looped routes for fixed route service.
- Provide recommendations on a new transfer station location/area and recommend route changes to accommodate the new location/area.
- Find innovative ways to serve underserved areas.
- Integrate an understanding of the connections between land-use and transit.
- Develop a detailed plan to guide service changes and capital investments.

RFQ-1920-60 also provided a broad outline of the subject areas to be addressed in the Long Range Transit Plan:

- Detailed evaluation of the existing system
- Market analysis
- Land use integration opportunities
- Non-traditional service opportunities
- Analysis of alternatives and implementation plan
 - Description of year by year service changes in phases, including siting of new transfer station, route changes, expansion, enhancements, etc.
 - Impacts on staff levels
 - Necessary capital needs, including capital outlay, vehicle replacement, bus stop

amenities, maintenance/operation facility capacity needs, and transfer station capacity needs.

- Additional Financial Considerations
 - Fare Analysis
 - Fiscal impacts of moving towards an electric fleet.
 - Identify the magnitude and probability of alternative funding sources.
- Public Outreach

An evaluation committee made up of City staff, stakeholders, and community members scored and ranked the proposals received in response to RFQ-1920-60. At the conclusion of the evaluation process, Nelson\Nygaard Consulting Associates, Inc. (Nelson\Nygaard) was selected as the most qualified firm for the proposed project. Nelson\Nygaard has extensive experience working with municipalities, universities, public agencies, elected officials, and community stakeholders to envision, develop, and improve transit systems that support local community needs. Nelson\Nygaard will be joined by Anglin PR, a local DBE-certified marketing and engagement firm, as a sub consultant assisting with public engagement.

Fiscal year 2021 budgeted funds include \$150,000 in Consultant-Design (account number 27550277-44002). If approved by Council, staff will issue a notice to proceed on July 15, 2020. Anticipated completion of the entire project is estimated to be 11 months after the notice to proceed or June 15, 2021.

RECOMMENDATION: Staff recommends approval of Contract K-2021-18 with Nelson\Nygaard Consulting Associates, Inc. to provide professional consultant services for updating the transit long range plan and to perform associated tasks.