



office memorandum

DATE: August 31, 2018

TO: Honorable Mayor and Council Members

THROUGH: Steve Lewis, City Manager

FROM: Kathryn Walker, Assistant City Attorney
Shawn O'Leary, Director of Public Works
Anthony Francisco, Director of Finance

RE: CART funding

History of CART

In 1978, the City contracted with the Central Oklahoma Transportation and Parking Authority (COTPA) for a 6 bus three radial route transportation system. In exchange for COTPA providing the bus system, Norman provided a downtown terminal on Santa Fe between Main and Gray for bus transfers, a one bay maintenance facility, an outdoor site where buses could be stored overnight, an information clerk, and a subsidy equal to 50% of the deficit, if any, for the operation of the system. The share of the deficit was split between the City and Urban Mass Transportation Administration, with the City's share not to exceed \$70,308. The contract expired on June 30, 1979 and was not renewed due to poor ridership.

In September 1980, OU started the Campus Area Rapid Transit (CART) System with 2 trolley replica buses, 5 school buses, and 1 handicapped van. This system was totally funded by the University originally with 1/3 from student general fees, and 2/3 from parking fee revenue in hopes that if successful, owners of residential and commercial complexes and the City would be encouraged to participate. A 5 year plan (1984-1989) prepared by OU stated that the transit service was designed to serve the University population and also the greatest portion of potential patrons in the general population.

In September 1985, OU requested federal funding to subsidize CART. The City adopted Resolution No. R-8384-42 so that CART could be expanded to serve non-University related citizens and to qualify for Federal Urban Mass Transit Administration financial support. This was done with the understanding that the City would provide non-direct financial support for the system through the planning, development, and construction of transportation improvements using local, state, and federal funds. The resolution was adopted on May 15, 1984 and included an expression of the City's desire to be a formal participant on the University CART Committee in planning and development of future CART system expansion. The name was eventually changed from Campus Area Rapid Transit to Cleveland Area Rapid Transit. CART now transports more than 1 million passengers annually on the fixed-route bus system. CART buses run seven Norman "city" routes and up to six University of Oklahoma "campus" routes on weekdays

and most Saturdays, as well a commuter route, the “Sooner Express”, to Oklahoma City Monday through Friday (see Attachment 1, CART Route Map). CART also operates CARTaccess, a paratransit service, for the elderly, disabled and those unable to ride the fixed-route system (see Attachment 2, CARTaccess Service Area).

The City began participating financially in CART in Fiscal Year 2004-2005 (FYE 2005) with an \$180,000 contribution. Since then contributions have grown almost every year, usually in conjunction with additional service offerings. In the FYE 19 budget, the City budgeted a \$635,500 contribution to CART in addition to \$45,500 in bus passes for low income passengers using General Fund and CDBG monies (see Attachment 3, CART Funding from City).

Comprehensive Transportation Plan

City Council adopted the first Comprehensive Transportation Plan for the City of Norman on May 13, 2014. Development of the plan was driven by five guiding principles, including one focused on mobility. The goal of these principles was to provide efficient and effective mobility options to our residents and visitors by providing multi-modal transportation options and management of existing and anticipated future needs. A Transit Subcommittee was appointed during development of the Plan and included a representative from CART.

The Transit Subcommittee identified three major deficiencies of our existing bus system: the limited Saturday and evening bus service; the absence of night-time and Sunday service; and the need for an overall increase in bus service frequency. The Committee recognized that transit funding would be the most limiting factor constraining transit service expansion. The Transit Subcommittee suggested multiple potential new funding strategies, including a time-limited sales tax, property tax, development fees, increased student fees, a possible fare increase, and/or value capture-based financing. Alternately, the subcommittee suggested that a fare-free transit system be considered for the City of Norman to attract additional ridership.

Ultimately, the adopted Comprehensive Transportation Plan included eight recommendations specifically dealing with transit service. They were:

1. Extend the CART Transit System Service Hours on Five Key Routes
2. Add Sunday CART Transit System Service
3. Enhance the CARTaccess Service Hours to Match Fixed Route Service
4. Maintain CART Service Frequency on Lindsey East and West Routes Year Round
5. Add a New Downtown/Campus Corner Circulator Route
6. Pilot Project to Reconfigure Main Street Route and Supporting Routes to Create Initial Grid Network
7. Reconfigure and Add Routes to Create Grid Network
8. Add New Bus Routes to Target Key Corridors and to Expand the Serviced Area

Transit Funding

The Federal Transit Administration (“FTA”) provides significant federal funding each year to support transit activities in Norman. Because OU, through its CART system, is the public transportation provider in Norman, it is the direct recipient of Federal Transit Administration funds for public transit. With these funds come certain obligations, including a 20% local funding match and the provision of certain transit services. Funding contributions in FYE 18 for CART services are set forth below:

Federal Transit Administration Funds	\$ 1,700,000
OU Student Transit Fee	\$ 1,680,000
City of Norman	\$ 575,000
Fare Box (including OU Football Shuttle)	\$ 250,000
State of Oklahoma	\$ 150,000
Bus Advertising	\$ 100,000
Norman Regional Hospital	<u>\$ 50,000</u>
	\$ 4,505,000

Source: OU Parking and Transit Services

Short Term Challenges

In FYE 18, transit expenses exceeded funding by \$352,000. Using FYE 18 numbers, OU projects that transit expenses will exceed available funding by more than \$240,000 in FYE 19. On August 9, 2018, the City received a letter from OU notifying the City of its intention to eliminate two services if it did not receive additional funding from the City to cover the operating loss. The services originally proposed for elimination included Saturday service and CARTaccess Zone 2 (see Attachment 2 for Zone 2 area). CARTaccess is CART’s origin-to-destination transportation service for individuals who are unable to use the regularly scheduled CART bus routes due to a disability. CARTaccess features lift-equipped vans and generally operates the same hours as the regular CART service.

Since receiving the letter, City and OU officials have met and discussed other options. Although the CART access services in Zone 2 are some of the least cost-effective services because of low ridership numbers and the driving distance involved, OU recognizes that it provides an important service to the disabled community. During the meeting between the City and OU, OU proposed another option that may inconvenience customers but would avoid elimination of CARTAccess Zone 2. Rather than eliminating CARTaccess Zone 2, OU proposed eliminating the Main Street and Alameda 30-minute service. Up until 5 years ago, these routes operated on a one-hour frequency. Going back to the one-hour frequency would save around \$150,000. OU also expressed a willingness to consider other options, including additional funding from the City for particular services and/or the elimination or reduction of other services. Because OU receives FTA funding, any changes to routes and services require a thirty day notification of a public

meeting to discuss the changes. Changes cannot be implemented until 30 days after the public meeting.

Long Term Challenges

During the meeting between the City and OU, OU representatives also expressed a desire to begin a conversation about the long term bus operations in Norman, noting that the new administration would like to transition non-campus bus services to another operator by the end of the fiscal year. CART's ridership data, collected primarily through survey results, demonstrates that OU Campus Shuttles, including the Apartment Loop, the Lloyd Noble Shuttle, the Research Route, Campus Connection, Campus Loop and Late Night Flex, are primarily used by OU passengers, whereas the CARTaccess and Fixed-Route Bus Services off campus are primarily used by non-OU passengers (see Attachment 4, Ridership Data).

Using OU's numbers, the operational cost in FYE 18 of the non-campus bus services was \$3,691,243. (See Attachment 5, CART Operations Cost Analysis). Estimated available funding (using FYE19 funding levels) for the non-campus operations includes:

Federal Transit Administration	\$ 1,700,000
City of Norman	\$ 635,500
State of Oklahoma	\$ 150,000
Fare Box (not including Gameday Shuttle)	\$ 150,000
Advertising Revenue	\$ 100,000
Norman Regional Health System	<u>\$ 50,000</u>
	\$ 2,785,500

Capital expenses like buses and facilities funded by the FTA can be transferred to other eligible FTA recipients, including the City of Norman or another operator like Embark in Oklahoma City. Embark is funded and operated by COTPA, a public trust created by the City of Oklahoma City in 1966. A transition to Norman or Embark will require coordination with FTA to ensure federally funded assets are being transferred correctly.

Conclusion

Staff is currently working to identify a consultant that could work with Norman and OU to provide more information about how a transition would work, and identify possible funding sources for planning and operations. Staff can also schedule a meeting with Embark to identify its interest in providing the service if Council so desires. Staff, as well as representatives from OU, will be available at the Study Session on Tuesday to discuss this issue further and answer any questions you may have.

ATTACHMENT 1 CART ROUTE MAP

West Norman Link's north leg



Legend

Late-Night Flex
Boundary
CARTaccess
Service Boundary

See www.rideCART.com for full
CARTaccess service boundary.



All CART routes use ADA-accessible
buses. All buses are equipped with
bike racks. Visit bike.ou.edu for
more information.



CART service frequency (minutes*)

Service Frequency	Regular Service		Alternate Service	
	Weekdays	Saturdays	Weekdays	Saturdays
10 Main Street	# 30	60	30	60
11 Lindsey East	30	30	30	30
12 Lindsey West	30	30	30	30
20 West Norman Link	30	NA	30	NA
21 Alameda/E. Norman	# 30	60	30	60
24 Sooner Express	Peak only	NA	Peak only	NA
32 Apartment Loop	30	30	30	30
40 LNC Shuttle**	10/20	NA	NA	NA
42 Research Route	30	NA	NA	NA
43 LNC/Research	30	NA	30	NA
44 Social Security***	T/F only	NA	T/F only	NA
52 Campus Loop	30	NA	NA	NA
LNF Late-Night Flex****	30	NA	NA	NA

* Frequency of service shown in minutes. See individual schedules for details.

** LNC - 5-10 minutes Monday-Thursday before 6 p.m.; 20 minutes after 6 p.m.

*** Social Security runs Tuesdays and Fridays only.

**** LNF - Monday to Thursday during OU fall and spring semesters.

Regular Service during OU fall and spring semesters. Alternate Service all other times.

30-minute service 10:30 a.m.-5:30 p.m. only.

*P&R is a park-and-ride
location.

CART routes

- 10 Main Street
- 11 Lindsey East
- 12 Lindsey West
- 20 West Norman Link
- 21 Alameda/E. Norman
- 24 Sooner Express
- 32 Apartment Loop
- 40 Lloyd Noble Shuttle
- 42 Research Route
- 43 LNC and Research
- 44 Social Security
- 52 Campus Loop

Bus stop signage

Route name

Bus arrives
at this time
each hour

When route
is in service

CART contact
information

CART GPS
number

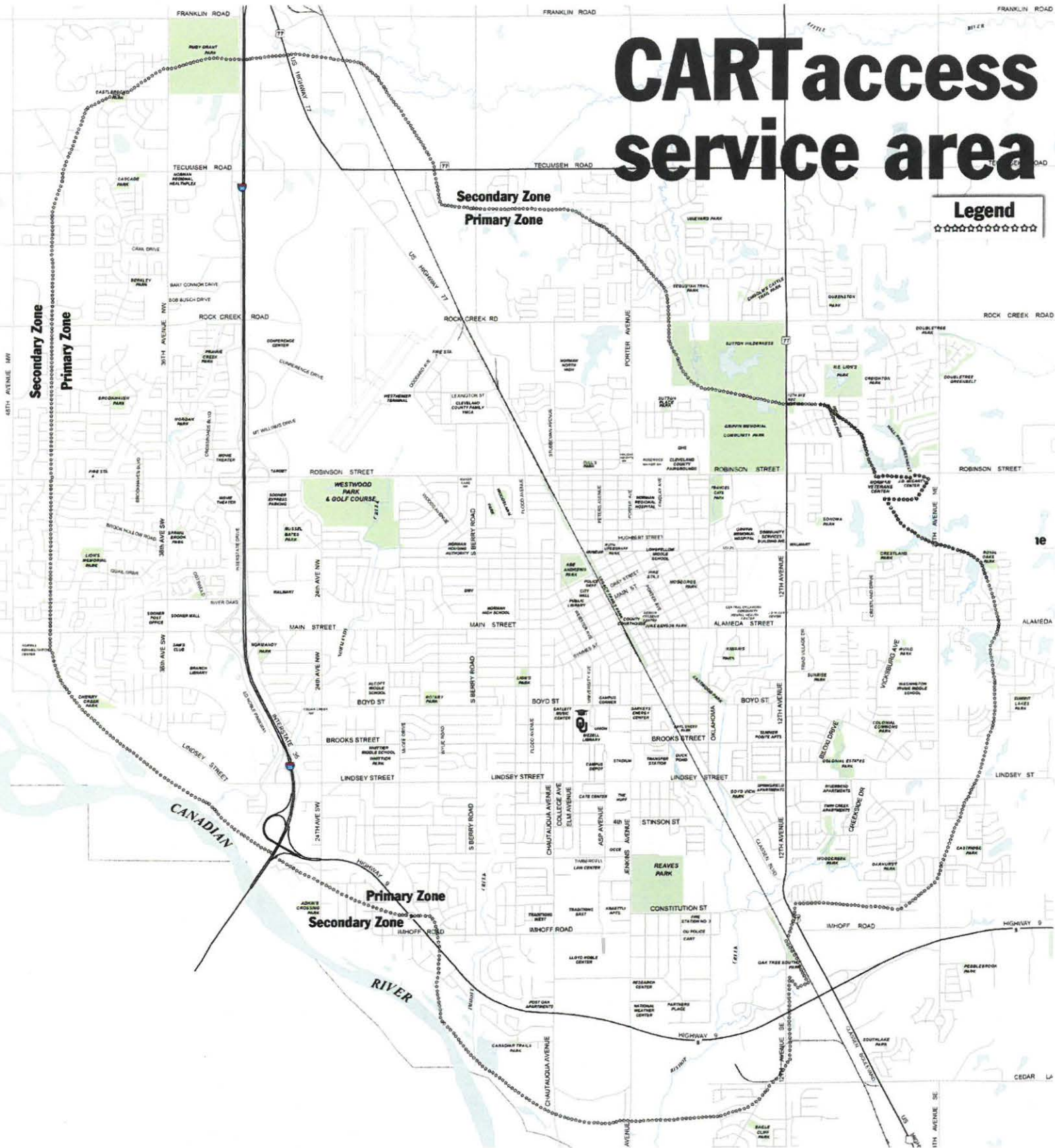
Call (405) 217-
3463, text 41411
(CART and stop
number) or visit
www.CARTgps.com for estimat-
ed arrival time.



ATTACHMENT 2
CARTACCESS SERVICE AREA

CARTaccess service area

Legend



ATTACHMENT 3
CART FUNDING FROM CITY

CART Funding
City of Norman

	FYE 2005 <u>Actual</u>	FYE 2006 <u>Actual</u>	FYE 2007 <u>Actual</u>	FYE 2008 <u>Actual</u>	FYE 2009 <u>Actual</u>	FYE 2010 <u>Actual</u>	FYE 2011 <u>Actual</u>	FYE 2012 <u>Actual</u>	FYE 2013 <u>Actual</u>	FYE 2014 <u>Actual</u>	FYE 2015 <u>Actual</u>	FYE 2016 <u>Actual</u>	FYE 2017 <u>Actual</u>	FYE 2018 <u>Actual</u>	FYE 2019 <u>Budget</u>
CART Contribution	\$180,000.00	\$180,000.00	\$180,000.00	\$230,000.00	\$280,000.00	\$390,000.00	\$300,000.00	\$300,000.00	\$450,000.00	\$450,000.00	\$500,000.00	\$525,000.00	\$575,000.00	\$575,000.00	\$635,500.00
Low Income Bus Passes - General Fund	\$0.00	\$0.00	\$7,630.00	\$5,804.92	\$13,619.96	\$12,330.00	\$0.00	\$12,710.00	\$0.00	\$12,600.00	\$12,897.00	\$11,769.00	\$3,024.00	\$10,500.00	\$10,500.00
Low Income Bus Passes - CDBG	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$32,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$31,000.00	\$35,000.00	\$35,000.00	\$35,000.00	\$35,000.00
Total	\$205,000.00	\$205,000.00	\$212,630.00	\$260,804.92	\$318,619.96	\$434,330.00	\$325,000.00	\$337,710.00	\$475,000.00	\$487,600.00	\$543,897.00	\$571,769.00	\$613,024.00	\$620,500.00	\$681,000.00

*General Fund usually budgets a \$10,000-\$10,500 allowance for bus passes but actual expenditures are based on need after CDBG funds are exhausted.

ATTACHMENT 4 RIDERSHIP DATA

CART Ridership Data Explanation

Attached you will find both documents CART used to justify the percentages that OU affiliates ride each CART route.

The first attachment was used for routes 10, 11, 12, 20, 21, 32, 42/43, 52 and LNF. Question 9 that asks how respondents usually paid their bus fare had an option for OU ID.

The second attachment was used for route 24. That survey had the same question, however, the route 24-Sooner Express was not free for students at the time so it did not make sense for participants to choose OU ID. For this route CART used question 11, which asked respondents about their student status.

CART did not have survey data for Route 44-Social Security so a 50/50 split was estimated.

Lastly, route 40 (Lloyd Noble Center Shuttle) was assumed that all passengers, if not mostly, were affiliated with OU and going to campus.

Summary of Survey Responses by Route - Percentages (%)

[illegible]

Routes	10	11	12	20	21	32	40	42	52	LNF	Total
#3 Come from before											
home	63.9%	50.6%	75.5%	36.4%	52.0%	33.9%	66.4%	24.5%	84.9%	0.0%	58.0%
shopping	4.6%	8.6%	1.9%	18.2%	10.7%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
medical facility	0%	0%	2%	0%	4%	0%	0%	0%	0%	0%	0.4%
work	9.3%	7.4%	7.5%	9.1%	6.7%	1.8%	1.1%	6.1%	0.0%	4.5%	3.3%
OU	8.3%	21.6%	5.7%	9.1%	12.0%	62.4%	30.6%	66.3%	9.4%	95.5%	31.8%
recreation	1.9%	1.2%	1.9%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
other school	0.9%	0.0%	1.9%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%
personal business	5.6%	4.9%	1.9%	9.1%	1.3%	0.0%	0.3%	0.0%	0.0%	0.0%	1.3%
other	4.6%	3.1%	1.9%	9.1%	8.0%	0.9%	0.9%	2.0%	0.0%	2.3%	1.9%
no response	0.9%	2.5%	0.0%	9.1%	2.7%	0.9%	0.1%	1.0%	5.7%	0.0%	0.9%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100.0%
#4 Going to after											
home	28.7%	43.2%	22.6%	27.3%	28.0%	64.2%	35.3%	44.9%	9.4%	97.7%	38.3%
shopping	15.7%	9.9%	3.8%	9.1%	13.3%	1.8%	1.0%	1.0%	0.0%	0.0%	3.6%
medical facility	2.8%	1.2%	0.0%	0.0%	10.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%
work	16.7%	7.4%	20.8%	9.1%	8.0%	2.8%	6.5%	12.2%	0.0%	0.0%	7.5%
OU	6.5%	22.2%	32.1%	0.0%	9.3%	26.6%	55.2%	36.7%	79.2%	0.0%	41.4%
recreation	2.8%	1.2%	5.7%	0.0%	4.0%	0.9%	0.3%	0.0%	0.0%	0.0%	0.9%
other school	0%	0%	0%	9%	0%	0%	1%	0%	0%	0%	0.4%
personal business	9.3%	1.9%	3.8%	36.4%	13.3%	0.9%	0.5%	1.0%	1.9%	2.3%	2.3%
other	17.6%	10.5%	11.3%	9.1%	10.7%	0.9%	0.5%	3.1%	1.9%	0.0%	3.8%
no response	0%	2%	0%	0%	3%	1%	0%	1%	8%	0%	0.8%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100.0%
#5 Get to after											
bike	4.6%	3.1%	1.9%	9.1%	9.3%	1.8%	0.6%	0.0%	0.0%	0.0%	1.6%
picked up	3.7%	0.6%	1.9%	9.1%	1.3%	0.0%	2.8%	1.0%	0.0%	2.3%	2.2%
walk	70.4%	77.8%	75.5%	27.3%	57.3%	88.1%	55.2%	92.9%	90.6%	40.9%	64.5%
ride CART route	12.0%	14.2%	15.1%	36.4%	26.7%	2.8%	0.8%	2.0%	0.0%	0.0%	5.0%
drive	2.8%	1.2%	0.0%	0.0%	0.0%	3.7%	38.7%	2.0%	1.9%	56.8%	23.7%
other	2.8%	0.6%	5.7%	18.2%	2.7%	2.8%	1.0%	0.0%	0.0%	0.0%	1.4%

Routes	10	11	12	20	21	32	40	42	52	LNF	Total
no response	3.7%	2.5%	0.0%	0.0%	2.7%	0.9%	0.8%	2.0%	7.5%	0.0%	1.5%
total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100.0%
#6 Days a week											
5+ days	37.0%	49.4%	50.9%	54.5%	49.3%	57.8%	59.9%	49.0%	24.5%	59.1%	54.4%
3-4 days	33.3%	28.4%	26.4%	9.1%	28.0%	30.3%	29.2%	29.6%	37.7%	31.8%	29.5%
1-2 days	17.6%	12.3%	13.2%	27.3%	9.3%	4.6%	8.5%	15.3%	24.5%	6.8%	10.5%
1-3 days a month	9.3%	4.3%	7.5%	9.1%	9.3%	4.6%	1.5%	0.0%	5.7%	2.3%	3.2%
less than once a month	2.8%	2.5%	1.9%	0.0%	1.3%	1.8%	0.5%	4.1%	0.0%	0.0%	1.2%
no response	0.0%	3.1%	0.0%	0.0%	2.7%	0.9%	0.5%	2.0%	7.5%	0.0%	1.1%
total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
#7 How long riding											
6 months or less	16.7%	25.3%	7.5%	0.0%	21.3%	27.5%	20.3%	27.6%	34.0%	22.7%	21.5%
6 months to a year	10.2%	16.0%	9.4%	36.4%	16.0%	36.7%	28.2%	26.5%	32.1%	29.5%	25.3%
1-2 years	15.7%	24.7%	32.1%	18.2%	20.0%	13.8%	33.5%	19.4%	18.9%	18.2%	27.5%
more than 2 years	57.4%	30.2%	50.9%	45.5%	40.0%	21.1%	17.3%	24.5%	9.4%	27.3%	24.5%
no response	0.0%	3.7%	0.0%	0.0%	2.7%	0.9%	0.7%	2.0%	5.7%	2.3%	1.3%
total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
#8 Most important reason											
No car in the household	53.7%	37.7%	40.7%	63.6%	49.3%	20.2%	5.2%	27.6%	0.0%	13.6%	18.0%
I don't drive	21.3%	23.5%	20.4%	36.4%	25.3%	35.8%	2.6%	17.3%	1.9%	13.6%	11.4%
Bus is economical	5.6%	9.3%	11.1%	0.0%	9.3%	6.4%	16.2%	6.1%	5.7%	18.2%	12.6%
someone else uses the car	4.6%	6.2%	13.0%	0.0%	2.7%	0.9%	0.6%	2.0%	0.0%	2.3%	2.1%
avoid traffic congestion	1.9%	1.2%	3.7%	0.0%	1.3%	0.0%	2.2%	1.0%	1.9%	0.0%	1.8%
CART is convenient	9.3%	13.6%	7.4%	0.0%	4.0%	22.0%	20.2%	34.7%	58.5%	27.3%	19.9%
No convenient parking	0.0%	3.1%	3.7%	0.0%	4.0%	12.8%	43.4%	8.2%	20.8%	25.0%	27.3%
other	3.7%	2.5%	0.0%	0.0%	1.3%	0.9%	9.1%	2.0%	3.8%	0.0%	5.9%
no response	0.0%	3.1%	0.0%	0.0%	2.7%	0.9%	0.6%	1.0%	7.5%	0.0%	1.1%
total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
#8 Working vehicles in household											

[illegible]

Routes	10	11	12	20	21	32	40	42	52	LNF	Total
#12 OU Norman											
Yes	13.0%	42.6%	34.0%	27.3%	20.0%	84.4%	#VALUE!	77.6%	73.6%	90.9%	51.3%
No	81.5%	48.8%	64.2%	63.6%	73.3%	13.8%	#VALUE!	10.2%	5.7%	4.5%	41.1%
no response	5.6%	6.2%	1.9%	9.1%	6.7%	1.8%	#VALUE!	12.2%	20.8%	4.5%	7.0%
total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	#VALUE!	100.0%	100.0%	100.0%	100.0%
#13 On-time performance											
Excellent	32.4%	40.7%	30.2%	27.3%	41.3%	23.9%	30.1%	34.7%	11.3%	43.2%	31.4%
Good	40.7%	42.6%	56.6%	54.5%	45.3%	53.2%	52.6%	41.8%	22.6%	47.7%	48.8%
Fair	18.5%	9.3%	7.5%	9.1%	6.7%	18.3%	11.5%	8.2%	37.7%	4.5%	12.3%
Poor	2.8%	1.2%	3.8%	0.0%	0.0%	2.8%	1.0%	2.0%	7.5%	0.0%	1.6%
no response	5.6%	6.2%	1.9%	9.1%	6.7%	1.8%	4.8%	13.3%	20.8%	4.5%	5.8%
total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
#14 Bus service information											
On the bus	32.9%	28.5%	13.2%	18.2%	36.9%	20.8%	38.1%	19.0%	18.9%	29.4%	32.1%
CART website	20.5%	26.2%	13.2%	27.3%	17.5%	24.5%	23.5%	34.5%	11.3%	20.6%	23.3%
social media	1.9%	2.3%	3.8%	0.0%	1.9%	0.6%	1.5%	2.6%	0.0%	1.5%	1.7%
CART app	12.4%	25.7%	9.4%	27.3%	18.4%	35.2%	11.7%	21.6%	28.3%	17.6%	17.1%
At bus stop	9.9%	9.8%	7.5%	18.2%	13.6%	15.1%	20.2%	18.1%	11.3%	26.5%	16.8%
CART text message	9.3%	2.8%	3.8%	0.0%	2.9%	0.6%	1.2%	2.6%	3.8%	1.5%	2.4%
Telephone	6.8%	3.3%	5.7%	0.0%	7.8%	1.9%	0.2%	0.0%	0.0%	2.9%	1.9%
other	6.2%	1.4%	1.9%	9.1%	1.0%	1.3%	3.6%	1.7%	5.7%	0.0%	3.0%
no response	0.0%	0.0%	41.5%	0.0%	0.0%	0.0%	0.0%	0.0%	20.8%	0.0%	1.8%
total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
#15 AGE											
under 18	2.8%	1.2%	0.0%	0.0%	2.7%	0.0%	0.1%	0.0%	0.0%	0.0%	0.5%
18-29	25.0%	49.4%	37.7%	0.0%	33.3%	88.1%	88.4%	69.4%	73.6%	81.8%	73.4%
30-39	20.4%	18.5%	30.2%	27.3%	10.7%	3.7%	3.1%	3.1%	1.9%	9.1%	7.4%
40-49	8.3%	11.7%	5.7%	18.2%	18.7%	0.9%	0.6%	5.1%	0.0%	0.0%	3.6%
50-59	16.7%	6.2%	13.2%	0.0%	13.3%	2.8%	0.0%	2.0%	0.0%	0.0%	3.1%
60+	17.6%	3.1%	9.4%	9.1%	6.7%	0.0%	0.1%	0.0%	0.0%	0.0%	2.3%

[illegible]



Cleveland Area Rapid Transit

510 E. Chesapeake, Norman OK 73019-5128

P (405) 325-2278/F (405) 325-7490

Download the "CART Norman" app

rideCART.com/CARTgps.com

@CARTNorman on Twitter

CART on Facebook

Thank you for taking a few minutes to complete this survey. Your comments will help us improve CART service. Please return your survey to the person who gave it to you, or place it in the box by the door of the bus. All information is confidential and used for transit planning only. For more information, call 325-2278 or email rideCART@ou.edu.

Date: _____ Time: _____

Route: _____, # _____

Bus Stop _____, # _____ (ON)

Bus Stop _____, # _____ (OFF)

Mobility Aids: 2 Yes 48 No If yes, please describe _____

Bicycle: 6 Yes 44 No

Indicate below if you are traveling on the bus today with:

1. If you were **NOT** riding CART, how would you make this trip? (Check one)

65.4% Car/Truck

5.8% Bike

1.9% Motorcycle/Scooter

11.5% Carpool

5.8% Walk

9.6% Other _____

2. How did you **GET TO** this bus? (Check one)

10.2% Bicycled (____ minutes)

26.5% Walked (____ minutes)

34.7% Drove and parked

20.4% Dropped off

6.1% Rode CART route

2% Other _____

3. Where did you **COME FROM** before getting on this bus? (Check one)

80% Home

2% Work

4% Other school

0% Shopping

10% University of Oklahoma

2% Personal business

0% Medical facility

0% Recreation

2% Other _____

4. Where are you **GOING TO** after you get off this bus? (Check one)

17.6% Home

45% Work

11.8% Other school

2% Shopping

7.8% University of Oklahoma

3.9% Personal business

7.8% Medical facility

2% Recreation

2% Other _____

5. How will you **GET TO** where you are going after leaving this bus? (Check one)

11.3% Bicycle (____ minutes)

56.6% Walk (____ minutes)

7.5% Drive

5.7% Picked up

11.3% Ride CART route

7.5% Other _____

6. How many **DAYS A WEEK** do you usually ride the bus?

71.4% 4-6 days a week

4% 1 day a week

0% This is my first time

18.4% 2-3 days a week

6.4% less than 1 day a week

0% Other _____

7. In the past 12 months, have you started riding CART or are you riding more frequently? 42.9% Yes 8.1% No 49% Same

8. What is the **MOST IMPORTANT REASON** you ride Cleveland Area Rapid Transit (CART)? (Check only one)

<u>12.5%</u> No car in household	<u>7.1%</u> Someone else uses the car	<u>3.6%</u> No convenient parking
<u>10.7%</u> I don't drive	<u>14.3%</u> Avoid traffic congestion	<u>8.9%</u> Other (specify) _____
<u>28.6%</u> Bus is economical	<u>12.5%</u> CART is convenient	_____

9. How do you usually **PAY** your **BUS FARE**? (Check up to 2 options)

<u>32.7%</u> Cash	<u>5.8%</u> CDBG	<u>5.8%</u> Norman monthly pass	<u>0%</u> Norman special patron monthly pass
Card			
<u>1.9%</u> OU ID card w/sticker	<u>42.3%</u> Sooner Express monthly pass	<u>11.5%</u> Sooner Express special patron monthly pass	

10. What is your **EMPLOYMENT STATUS**?

<u>57.4%</u> Employed full time (35 hours or more)	<u>4.3%</u> Retired/homemaker
<u>19.1%</u> Employed part time	<u>19.1%</u> Unemployed

11. What is your **STUDENT STATUS**?

<u>25%</u> Full-time college student	<u>2.1%</u> High School/Middle/Jr. High student
<u>6.2%</u> Part-time college student	<u>66.7%</u> Not a student

12. Do you work or go to school on the **OU-Norman campus**? 18.7% Yes 81.3% No

13. Do you work or go to school at the **OU Health Sciences Center**? 19.1% Yes 80.9% No

14. Where do you receive **BUS SERVICE INFORMATION**? (Check all that apply)

<u>27.1%</u> On the bus	<u>10.4%</u> CART Norman app*	<u>10.4%</u> Telephone (CART office)
<u>28.2%</u> CART website	<u>15.6%</u> At bus stop	<u>3%</u> Other _____
<u>3.1%</u> Twitter/Instagram/Facebook	<u>1%</u> CART text message service	_____

*The **free** CART Norman app is available on the Apple App Store and Google Play Store. With the app you can set reminders, search by address, search by bus stop, and find service updates.*

15. Do you use the **FREE WIFI** provided on the bus? 73% Yes 27% No

If not, you can connect to the WIFI by selecting CART under your WIFI settings.

16. How dependable/reliable is **CART SERVICE**?

<u>74.5%</u> Very dependable/reliable	<u>23.4%</u> Usually dependable/reliable	<u>2.1%</u> Rarely dependable/reliable
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17. Are the **BUS OPERATORS** able to answer your questions about CART service, routes, schedules, etc.?

<u>66.7%</u> Always	<u>33.3%</u> Usually	<u>0%</u> Rarely
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18. Do you have comments about existing CART service or suggestions for added service (routes, schedules, etc.)?*

19. List up to 5 specific locations where you would like CART to add service.*

*See separate sheet

Thank you for completing the CART On-Board Transit Survey!

ATTACHMENT 5
CART OPERATIONS COST ANALYSIS

CART Operations Cost Analysis - Estimated FY19 Using FY18 Numbers

CARTaccess City Disability Service	FY18 Hours of Service	Total Cost	FY18 Passengers	Estimated % OU Passengers*	Estimated # OU Passengers
CARTaccess Zone 1	18,555	\$1,591,625	28,571	6.1%	1,753
CARTaccess Zone 2	4,142	\$164,693	5,422	8.1%	441
Total CARTaccess	22,697	\$1,756,318	33,993	6.5%	2,194

*Source: FY18 RouteMatch Reports

City Fixed-Route Bus Service	FY18 Hours of Service	Total Cost	FY18 Passengers	Estimated % OU Passengers**	Estimated # OU Passengers
10-Main Street	4,212	\$315,900	91,243	15.3%	13,960
10.5-Main Street	1,526	\$114,450			
11-Lindsey East	4,212	\$315,900	128,427	46.9%	60,232
12-Lindsey West	4,212	\$315,900	29,267	37.7%	11,034
20-West Norman Link	3,659	\$274,425	9,686	25.0%	2,422
21-Alameda/E. Norman	4,212	\$315,900	73,565	20.0%	14,713
21.5-Alameda/E. Norman	1,526	\$114,450			
24-Sooner Express	2,040	\$153,000	13,574	25.0%	3,394
44-Social Security Express	200	\$15,000	604	50.0%	302
Total City	25,799	\$1,934,925	346,366	30.6%	106,056

**Sources: CART Fixed-Route Spring 2017 Rider Survey Question 9 for routes 10, 11, 12, 20, 21. CART Route 24 Fall 2015 Survey Question 11 for route 24. Route 44 estimated 50% OU passengers.

OU Campus Shuttles	FY18 Hours of Service	Total Cost	FY18 Passengers	Estimated % OU Passengers***	Estimated # OU Passengers
32-Apartment Loop	3,785	\$283,875	90,950	92.7%	84,311
40-Lloyd Noble Shuttle	5,958	\$446,850	535,167	100.0%	535,167
42/43-Research Route	2,531	\$189,825	128,506	83.8%	107,688
46-Campus Connection	15	\$1,125	1,006	100.0%	1,006
52-Campus Loop	1,440	\$108,000	26,521	75.5%	20,023
Late Night Flex	381	\$28,575	8,077	88.6%	7,156
Total Campus	14,110	\$1,058,250	790,227	95.6%	755,351

***Sources: CART Fixed-Route Spring 2017 Rider Survey Question 9 for routes 32, 42/43, 52, LNF. Route 46 used entirely for students. Route 40 used for transporting students/faculty/staff from LNC to Main Campus.

CART Revenue Sources

OU Student Transit Fee	\$1,680,000
City of Norman	\$575,000
Norman Regional Hospital	\$50,000
Bus Advertising	\$100,000
State of Oklahoma	\$150,000
Federal Transit Administration	\$1,700,000
Fare Box (Includes OU Football Shuttle)	\$250,000
Total	\$4,505,000

Expenses \$4,749,493

Operating Revenue Over (Under) Expenses **-\$244,493**