



MEMO TO: Council Community Planning and Transportation Committee
FROM: Taylor Johnson AICP, Transit and Parking Program Manager
THROUGH: Scott Sturtz P.E., CFM, Director of Public Works
DATE: March 27, 2025
SUBJECT: Public Transportation Monthly Report

Purpose:

The Public Transportation Monthly Report provides updates to City Council on public transit related items. Additionally, the EMBARK Norman Performance Report and the Norman On-Demand Performance Report for the previous month are attached. These reports provide updates on key metrics associated with the operations of each respective transit system.

Updates:

Go Norman Transit Plan

The Go Norman Transit Plan was approved by resolution by Council on June 22nd, 2021. On December 13, 2022 Council approved a resolution to alter transit bus service as recommended in the Plan. The route changes were effective October 16, 2023 after many months of implementation work, including the remodel of 320 E. Comanche into the Norman Transit Center. Staff continue to move forward on the next steps as recommended in the plan. Recent work includes:

Fleet Maintenance & Vehicle Procurement (upgrades and standardization)

- City Fleet Maintenance staff continue to ensure that the transit fleet is in operational condition each morning for line up.
 - Of the City's 27 revenue vehicles in the Transit Fleet, and not accounting for vehicles which already have replacements on order, there are only 3 vehicles remaining which were received from the University and have surpassed their useful life and are eligible to be retired according to FTA standards, all of which are in fixed route service. One additional unit in the paratransit fleet is also eligible to be retired and replaced.
- The City is in the process of purchasing 6 CNG cutaway transit buses for the paratransit fleet. During the week of March 5-7, staff conducted a pre-delivery inspection trip to two manufacturing facilities: the first in Elkhart, IN to inspect the conversion of the fuel system to CNG and the second to Oregon, OH to inspect the construction of the vehicle chassis. At the time of this trip each facility had 3 of our ordered vehicles under construction. Pre-delivery inspections allow staff to ensure any quality control concerns are addressed and order specifications are being met before the vehicles are delivered. Below is background on this purchase:
 - On June 11, 2024, Council adopted resolution R-2324-149 formally accepting an FTA grant and authorizing this purchase. After additional approvals to enhance the vehicles, the revised cost share per bus is \$129,452 federal (72%) and \$51,998 local match (28%), resulting in \$181,450 total per bus. Thus the proposed cost share for 6 cutaway buses is \$776,714 federal (72%) and \$311,986 local (28%), resulting in a \$1,088,700 total cost for 6 units.

Service Expansion Priorities

Following implementation of the new route network in October 2023, and then increasing the frequency of service on Route 112 (West Lindsey) from 60 minutes to 30 minutes (*priority 2*), City Transit staff continue to review the next priorities recommended by the Go Norman Transit Plan:

- **Priority 1: Sunday Service** – Proposed Sunday service span and trip frequencies would match current Saturday service levels. Sunday transit service is currently being offered and evaluated as part of the Norman On-Demand microtransit pilot program.
- **Priority 3: Increased Frequency on Route 110** – This service expansion upgrades the trip frequency of Route 110 (Main St/24th Ave NW) from 60 minutes to 30 minutes. Staff are re-evaluating the timing of this priority in relation to the current ridership, expected development along the route, and other transit needs.
- **Priority 4: Implementation of New Route 113** – This service expansion would add a new route in Southeast Norman operating with a 30-minute frequency. The proposed route, as recommended in the plan, would operate along Classen Blvd, Constitution St, Oak Tree Ave, 12th Ave SE, Cedar Ln and then turnaround near Cedar Ln and Classen Blvd.

office memorandum

**Transit Professionals Appreciation Day – March 18, 2025**

City Council approved proclamation P-2425-18 on March 11, 2025 proclaiming Tuesday, March 18, 2025 as Public Transit Professional Appreciation Day in the City of Norman. This follows a national trend of recognizing the work of transit professionals and the positive impact transit service provides for the community. As part of the proclamation, staff were recognized from operations, maintenance, and administration including staff from our partner agencies Embark Norman and Norman On-Demand. Among other celebrations, Transit & Parking staff delivered 'thank you' cookies to staff in other departments that assist with accomplishing the goals of the Transit & Parking Division.

Central Oklahoma Long Range Transit Plan

Utilizing a combination of ACOG FTA Planning and OKC MAPS 4 funding, EMBARK and ACOG are leading a project and working with a consultant to create a Central Oklahoma Long Range Transit Plan. This plan will work with all existing transit providers to analyze existing and planned improvements to transit in the region. At a high level, this plan will make recommendations for the regions transit service as a whole. Expected completion date is summer 2025 with public and stakeholder engagement throughout the process. An update from ACOG and EMBARK on the development of the plan was presented to Council during the January 14, 2025 Council Conference and another update is planned for May.

Grants

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements.

- On February 15, 2024, the Association of Central Oklahoma Governments (ACOG) awarded The City of Norman \$1,078,880 in Public Fleet Conversion Grant Program funding which will require a local match of \$269,270 (which has been identified in the Public Transportation Fund) to install pantograph EV bus charging infrastructure at the Norman Transit Center. This overhead infrastructure will allow the City's battery electric buses to rapidly recharge while stopped at the Transit Center during operation thereby extending the time before these EV buses need to return to the Transit maintenance facility to fully recharge. The total cost of this project is estimated to be \$1,348,600.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

On July 9, 2024, Council approved contract amendments with both Via Transportation and the University of Oklahoma to extend the expanded service through the end of summer 2025. The service entered its second year of operation on August 20, 2024. Staff are exploring options for this pilot program's future as we near the midpoint of its second year of operation. More details can be found in the attached monthly performance report for this service, named Norman On-Demand.

Conclusion:

Thank you for your review of these updates and attached monthly performance reports. Staff are prepared to answer any questions you may have.

Attached:

1. EMBARK Norman Performance Report for February 2025.
2. Norman On-Demand Performance Report for February 2025.

PERFORMANCE REPORT

Transit System Report

February 2025

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 February 2025 was 37,386 compared to 35,374 in February 2024. The average total daily ridership was 1,569 for February 2025, a 10.88% increase from 1,415 in February 2024. Fiscal-year-to-date ridership is 329,340 passengers, a 25.96% increase from the February 2024 YTD total of 261,456.*

The fixed-route service totaled 36,008 for February 2025 compared to 33,569 for February 2024. Average fixed-route daily ridership for February 2025 was 1,503 compared to 1,345 for February 2024. Passengers with wheelchairs or other mobility devices totaled 349, compared to 607 for February 2024. Passengers with bikes or other mobility devices totaled 705, compared to 744 for February 2024.

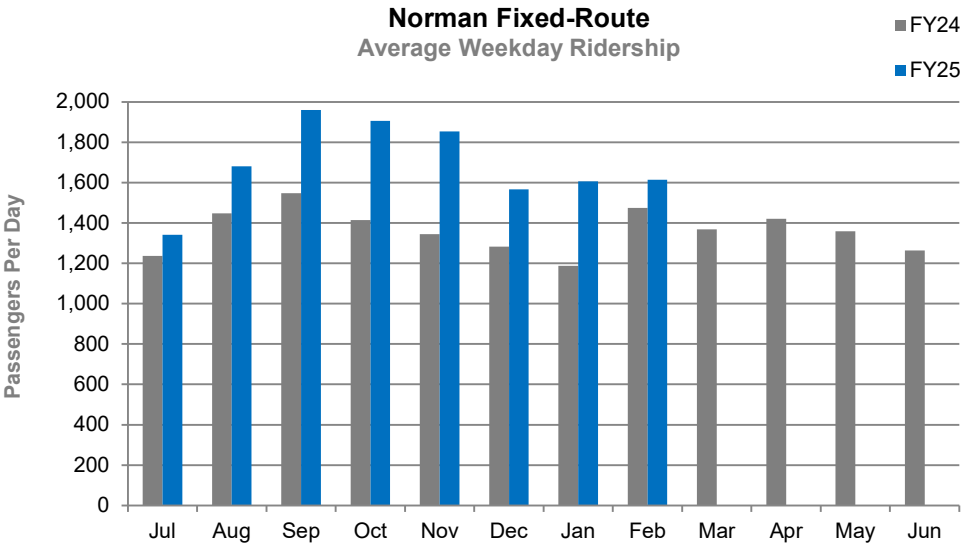
PLUS ridership totaled 1,378 for February 2025, compared to 1,805 for February 2024. The average total PLUS ridership was 66 for February 2025, compared to 72 for February 2024. Passengers with wheelchairs or other mobility devices totaled 251 for February 2025, compared to 302 for February 2024, a 16.89% decrease.*

| Norman Transit Services | Feb FY25 | Feb FY24 | +/- Feb FY24 |
|---------------------------|---------------|---------------|-----------------|
| Fixed Routes (M-F) | 32,242 | 30,903 | 4.33% |
| 110 - Main Street | 2,531 | 2,849 | -11.16% |
| 111 - E Lindsey | 17,351 | 17,723 | -2.10% |
| 112 - W Lindsey | 6,811 | 6,649 | 2.44% |
| 121 - Westheimer | 2,778 | 1,965 | 41.37% |
| 122 - Rock Creek | 2,744 | 1,687 | 62.66% |
| 144 - Social Security | 27 | 30 | -10.00% |
| Fixed Routes (Sat) | 3,766 | 2,666 | 41.26% |
| 110 - Main Street | 341 | 250 | 36.40% |
| 111 - E Lindsey | 1,756 | 1,351 | 29.98% |
| 112 - W Lindsey | 981 | 650 | 50.92% |
| 121 - Westheimer | 301 | 181 | 66.30% |
| 122 - Rock Creek | 387 | 234 | 65.38% |
| PLUS ADA Service | 1,378* | 1,805 | -23.66%* |
| PLUS (M-F) | 1,310* | 1,725 | -24.06%* |
| PLUS (Sat) | 68* | 80 | -15.00%* |
| Bikes | 705 | 744 | -5.24% |
| Wheelchair | 349 | 607 | -42.50% |
| PLUS Wheelchair | 251* | 302 | -16.89%* |

*2025 FEB WKD PLUS data is unavailable from 26th-28th due to transition to new software. Average daily ridership is calculated for 17 days instead of 20.

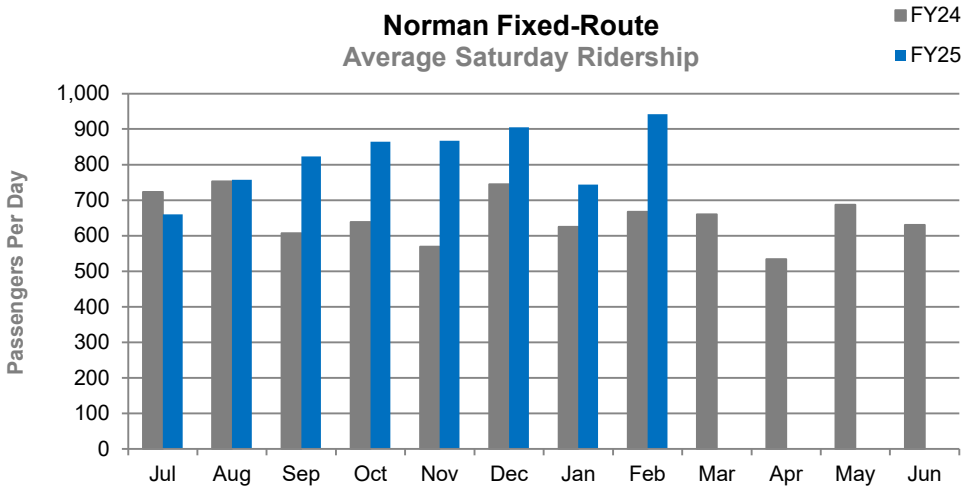
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for February 2025 was 32,242, a 4.33% increase from 30,903 in February 2024. Average weekday passenger ridership totaled 1,614 in February 2025; a 9.50% increase compared to 1,474 for February 2024. The average RPSH was 18.26, an 8.16% decrease from 19.88 in February 2024.



Fixed Route Saturday Ridership

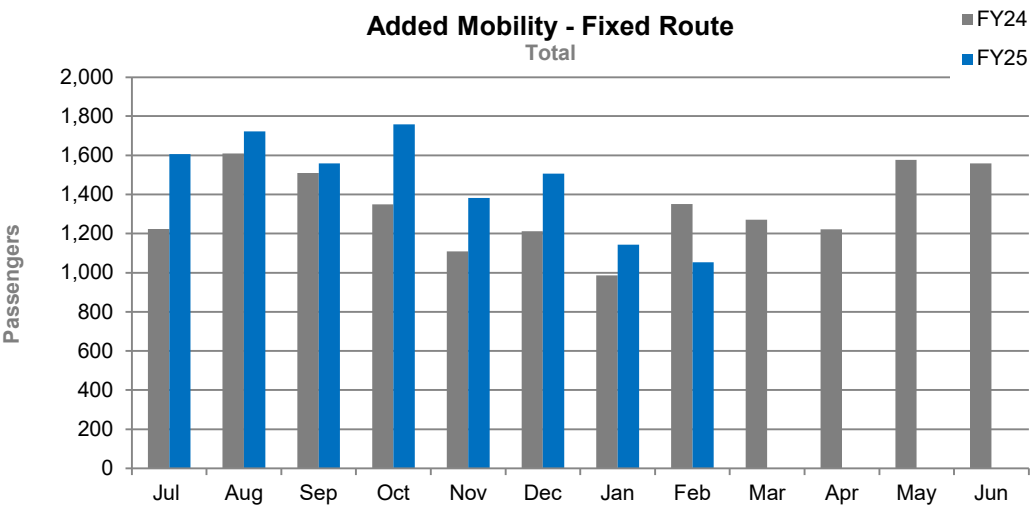
Total fixed-route Saturday ridership for February 2025 was 3,766, a 41.26% increase from 2,666 in February 2024. Average Saturday passenger ridership totaled 942 for February 2025, a 41.23% increase from 667 in February 2024. The average RPSH was 15.50, a 1.76% increase from 15.23 in February 2024.



Added Mobility – Fixed Route

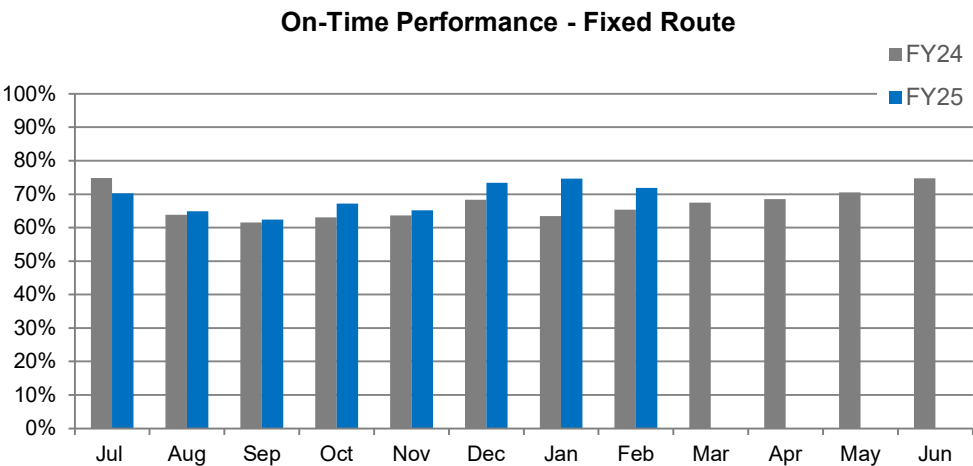
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,054 for February 2025, a 21.98% decrease from 1,351 in February 2024.

Bike passengers totaled 705, a 5.24% decrease from 744 in February 2024. Passengers with wheelchairs totaled 349, a 42.50% decrease from 607 in February 2024.



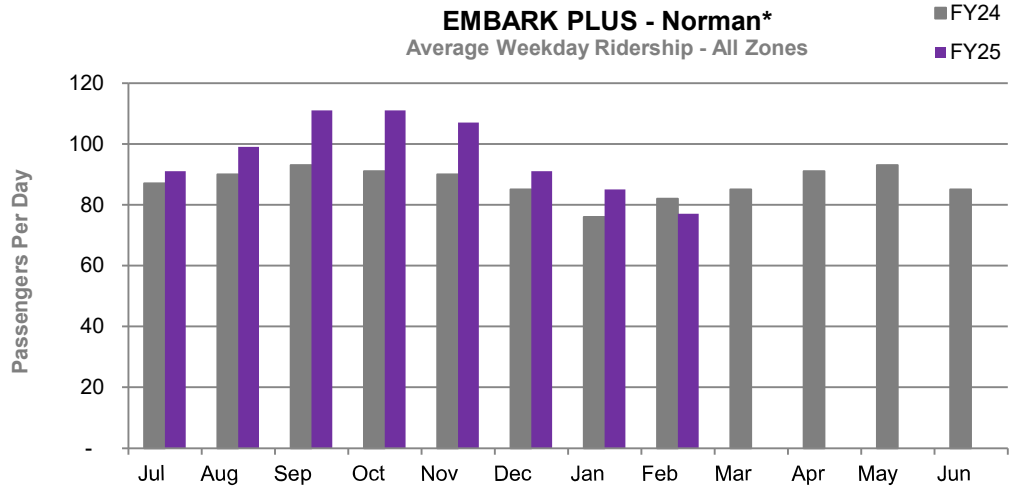
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 71.9% in February 2025, a 6.50% increase from 65.40% in February 2024.



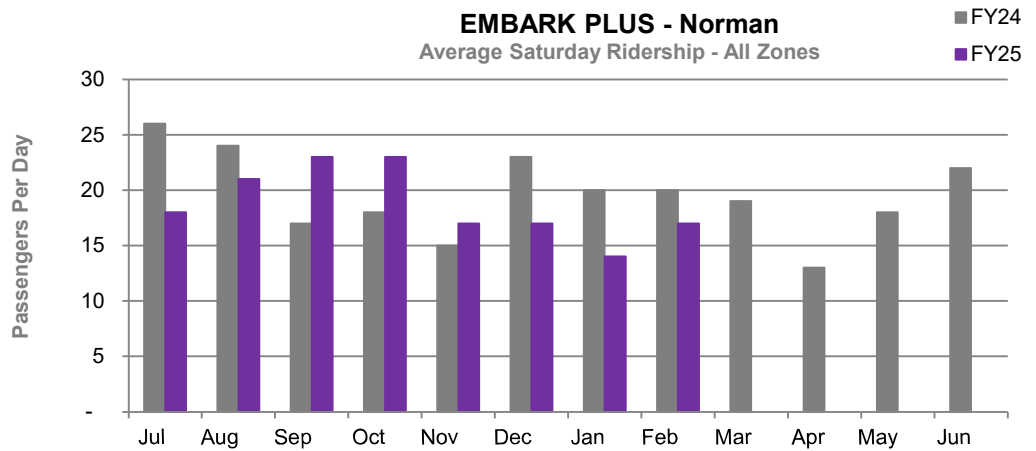
PLUS Weekday*

Total PLUS weekday ridership for February 2025 was 1,310, a 24.06% decrease from 1,725 in February 2024. Average weekday passenger ridership totaled 77 for February 2025, a 6.10% decrease from the February 2024 average of 82. RPSH was 1.25, a 6.14% increase from 1.17 in February 2024.



PLUS Saturday

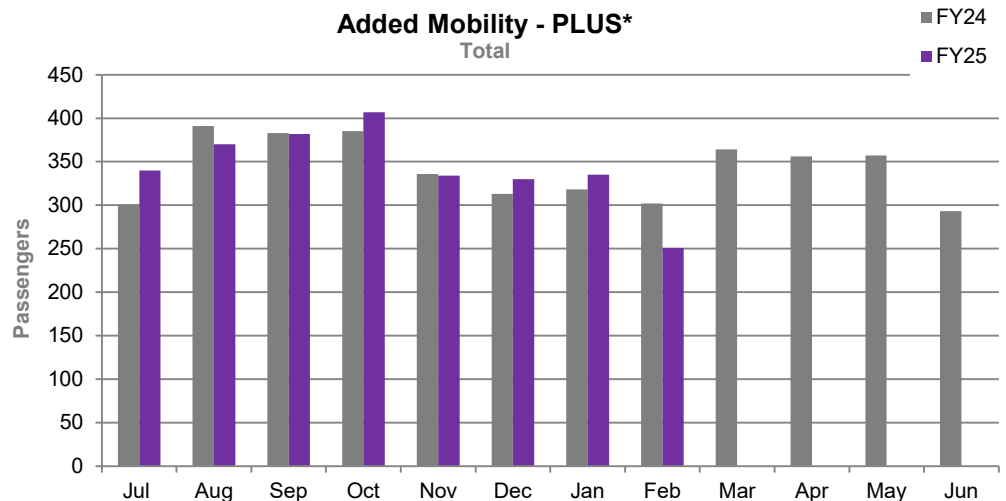
Total PLUS Saturday ridership for February 2025 was 68, a 15.00% decrease from 80 in February 2024. Average Saturday passenger ridership totaled 17 for February 2025, a 15.00% decrease from 20 in February 2024. RPSH was 1.20, an 8.09% decrease from 1.30 in February 2024.



Added Mobility – PLUS*

PLUS passengers with added mobility totaled 251 for February 2025, a 16.89% decrease from 302 in February 2024.

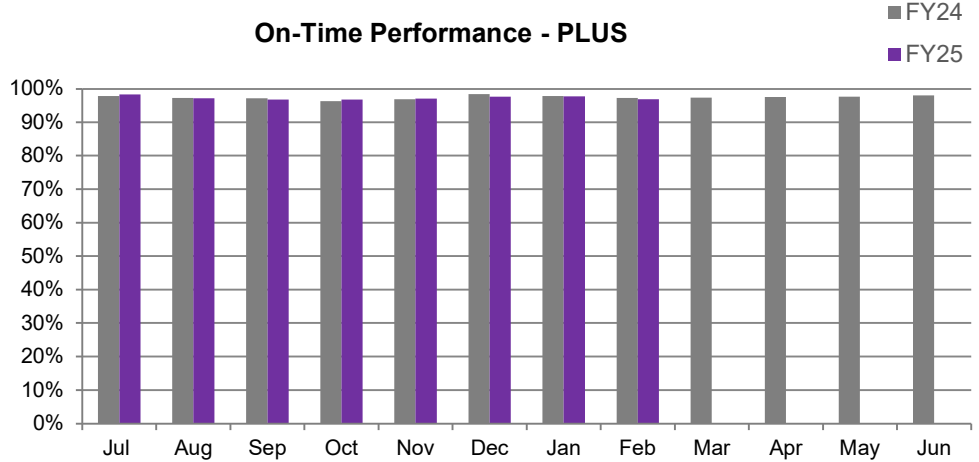
*2025 FEB WKD PLUS data is unavailable from 26th-28th due to transition to New software. Average daily ridership is calculated for 17 days instead of 20.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 96.90%, a 0.36% decrease from 97.26% in February 2024.

Weekday on-time performance in the primary zone was 96.69%, a 0.55% decrease from 97.24% in February 2024. Weekday on-time performance in the secondary zone was 96.78%, a 0.12% decrease from 96.90% in February 2024. Saturday on-time performance was 100.00%, the same as February 2024.



| PLUS Weekday Service Summary | Feb FY25* | Feb FY24 | +/- Feb FY24 | | PLUS Saturday Service Summary | Feb FY25 | Feb FY24 | +/- Feb FY24 |
|------------------------------|-----------|----------|--------------|--|-------------------------------|----------|----------|--------------|
| Total Passengers | 1,310 | 1,725 | -24.06% | | Total Passengers | 68 | 80 | -15.00% |
| Total Trips | 1,189 | 1,681 | -29.27% | | Total Trips | 68 | 72 | -5.56% |
| Trips Daily Average | 70 | 80 | -12.50% | | Trips Daily Average | 17 | 18 | -5.56% |
| Trips Requested | 1,193 | 1,721 | -30.68% | | Trips Requested | 68 | 72 | -5.56% |
| Denied Trips | 4 | 40 | -90.00% | | Denied Trips | 0 | 0 | 0.00% |
| Capacity Denials | 4 | 0 | 400.00% | | Capacity Denials | 0 | 0 | 0.00% |
| No Show | 30 | 38 | -21.05% | | No Show | 0 | 0 | 0.00% |

*2025 FEB WKD PLUS data is unavailable from 26th-28th due to transition to new software. Average daily ridership is calculated for 17 days instead of 20.

| PLUS Applications | Feb FY25 | Feb FY24 | +/- Feb FY24 |
|-----------------------|----------|----------|--------------|
| New Applications | 17 | 9 | 88.89% |
| Renewals Received | 7 | 15 | -53.33% |
| Applications Approved | 13 | 29 | -55.17% |
| Applications Denied | 2 | 1 | 100.00% |

Summary of Services Table: February 2025

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 Feb FY25 | FY25 YTD | FY24 YTD | | Service Profile | Feb FY25 | Feb FY24 |
|----------------------------------|-----------------|-------------|-------------|--|-----------------|-------------|-------------|
| Fixed Routes (M-F) | 1,614 | 284,781 | 230,410 | | Weekdays | 20 | 21 |
| Fixed Routes (Sat) | 942 | 27,867 | 23,375 | | Saturdays | 4 | 4 |
| PLUS (M-F) | 77 | 16,055 | 14,761 | | Gamedays | 0 | 0 |
| -Zone 1* | 53 | 11,482 | 10,846 | | Holidays | 0 | 0 |
| -Zone 2** | 25 | 4,573 | 3,825 | | Weather | 5 | 1 |
| PLUS (Sat)*** | 17 | 637 | 711 | | Fiscal YTD Days | 203 | 204 |
| | | | | | Cal. YTD Days | 50 | 51 |








*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Note: 2025 FEB WKD PLUS data is unavailable from 26th-28th due to transition to new software. Average daily ridership is calculated for 17 days instead of 20.

Strategic Performance Measures

| MEASURE | FY 25 YTD | FY 25 Targets | |
|--|--------------|------------------|---|
| # of Norman fixed-route passenger trips provided | 312,648 | 400,000 |  |
| # of Norman paratransit trips provided | 16,692 | 23,800 |  |
| % of on-time Norman paratransit pick-ups | 97.30% | 98.58% |  |
| # of Norman bus passengers per service hour, cumulative | 20.01 | 21.14 |  |
| # of Norman bus passengers per day, average | 1,545* | 800* |  |
| % of Norman required paratransit pick-ups denied due to capacity | 0.85%* | 0.00% |  |
| % of on-time fixed-route arrivals | 68.73% | 75.00% |  |

*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
- **FY24** – The fiscal year 2024. Lasted from 7/1/2023 to 6/30/2024
- **FY25** – The fiscal year 2025. Lasting from 7/1/2024 to 6/30/2025
- **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



Performance Report

Microtransit Pilot Program Performance Report

February 2025

Purpose

This report provides a summary of service performance measures used to evaluate the performance of the Norman On-Demand microtransit transportation system for the City of Norman. The key performance indicator goals were outlined in the request for proposals (RFP) and include average walking distance, maximum walking distance, average rider wait time, maximum rider wait time, and the percentage of ride requests picked up within 20 minutes.

Service Profile, Hours, and Pricing

Norman On-Demand is a pilot microtransit service which launched for late night and Sunday service in core Norman on August 21, 2023. Norman On-Demand is a turnkey service provided by TransitTech provider Via. The Norman On-Demand app is available on the Apple App Store and the Google Play Store.

This service provides access to safe and affordable public transportation through technology, particularly during evening hours and on Sundays when other public transit options are limited. Through a collaboration with the University of Oklahoma, the Norman On-Demand Program also operates the University's SafeRide

| Service Hours | | Pricing | |
|---|-------------|--|--------|
| Monday-Wednesday | 7pm – 1am | First Passenger | \$2.00 |
| Thursday-Saturday | 7pm – 3am* | Each Additional Passenger | \$1.00 |
| OU SafeRide: Thursday-Saturday | 10pm – 3am* | OU SafeRide (OU Students using OU email address during SafeRide hours) | Free |
| Sunday | 10am – 6pm | | |
| ADA/Wheelchair Accessible Vehicles available upon request. | | | |
| *Outside of the OU fall and spring semesters, Thursday-Saturday service ends at 1am | | | |

Program, which is designed to provide safe and free late night transportation to OU students. Because this is a pilot program, there may be changes to service area, hours of operations, or other aspects of the service while the City focuses the program to efficiently serve the needs and desires of our community.

Key Performance Indicator Measures

| Measure | Target | Fiscal Year to Date (7/01/24 – 2/28/25) | February | | Year Over Year Service |
|---|-------------|--|------------|------------|------------------------|
| | | | 2025 | 2024 | |
| Average Walking Distance | <0.10 miles | 0.06 miles | 0.06 miles | 0.06 miles | 0% (no change) |
| Maximum Walking Distance | 0.25 miles | 0.37 miles | 0.37 miles | 0.32 miles | +13.51% |
| Average Rider Wait Time* | <15 min | 23.5 min | 29.4 min | 28.7 min | +2.05% |
| Maximum Rider Wait Time* | 20 min | 79.8 min* | 47.0 min* | 70.8 min* | -33.62% |
| Percent of Ride Requests Picked Up in 20min | >80% | 44.31%** | 30.07%** | 33.93%** | -11.38% |
| *OU has requested longer available wait times for OU students during SafeRide hours (up to a 2 hour max). This affects the original goal of 20 minutes that was identified in the original Request for Proposals. | | | | | |
| **Number of ride requests with 'Completed' status that have a wait time of 20 minutes or less as a percentage of the total number of ride requests with 'Completed' status. This data is skewed by longer available wait times for OU students during SafeRide hours. | | | | | |

Additional Performance Measures

Ridership

Norman On-Demand completed 2,551 rides in February 2025, which is a 22.04% decrease from the January 2025 total of 3,272. There were a total of 38 completed trips requesting a WAV or wheelchair accessible vehicle in February 2025. Ridership per service hour (RPSH) is a ratio of the number of riders making use of the service in relation to how much service is being provided (i.e. one vehicle providing one hour of service would be one 'service hour').

| Ridership | Fiscal Year to Date (7/01/24 – 2/28/25) | February | | Year Over Year Service |
|-------------------------------------|--|----------|-------|------------------------|
| | | 2025 | 2024 | |
| Total Number of Riders | 31,159 | 4,012 | 2,619 | +34.72% |
| Total # of Completed Trips | 20,423 | 2,551 | 1,721 | +32.54% |
| # of Completed Trips Requesting WAV | 255 | 38 | 19 | +50.00% |
| Ridership Per Service Hour (RPSH) | 6.1 | 6.7 | N/A | N/A |

Rider Experience

Approximately 12.7% of all completed rides during FYE25 received a rating, of which 96.6% were rated five out of five stars. The system includes an automated feed-back process where all ride ratings with four stars or fewer that have actual written feedback attached are reviewed by customer support agents. Poor ride ratings alone are not categorized as complaints. Seven complaints were reported to Via in the month of February, representing 1.7 complaints per 1000 rides provided. Six complaints were regarding routing or pick-up/drop-off issues and one complaint was regarding the cleanliness/smell of the vehicle/driver.

| Rider Experience | Fiscal Year to Date (7/01/24 – 2/28/25) | February | | Year Over Year Service |
|-------------------------------------|--|----------|------|------------------------|
| | | 2025 | 2024 | |
| Average Ride Duration (in minutes) | 11.2 minutes | 10.4 | 8.9 | +14.42% |
| Average Ride Distance (in miles) | 3.3 miles | 3.0 | 2.9 | +3.34% |
| Average Ride Rating (5 stars scale) | 4.9 stars | 4.8 | 4.9 | -2.04% |

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 10,594 individual accounts have been created, which is a 4.71% increase over the January 2025 service to date total of 10,095 and a 61.04% increase over the February 2024 service to date total of 4,268. Of these accounts more than half of them (52.29%) have utilized the service at least once and more than a quarter of active accounts (3,120 accounts or 29.45%) have completed more than five rides. Riders are also able to call 405-643-8638 to schedule rides without using the App.

| Engagement – Service to Date (8/16/23 – 2/28/2025) | | |
|---|--------|--------|
| App Accounts Created Since Launch | 10,594 | |
| OU Accounts | N/A | N/A |
| Active Accounts* | 7,425 | 70.09% |
| Rider Accounts** | 5,540 | 52.29% |
| Repeat Rider Accounts*** | 4,491 | 42.39% |
| *accounts with user engaging w/ ride requests at least once **accounts with at least 1 completed ride ***accounts with at least 2 completed rides | | |

Accidents and Vehicles

No accidents or incidents were reported in the month of February. Five of seven vehicles were in active service during the month of February, which still meets the target fleet availability. Due to the lease cycle of the vehicles, four of the vehicles will be replaced with new vehicles on the lease during the month of March.