



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: November 19, 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 service.

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.
 - On October 14, 2025, Council authorized purchase of 3 CNG transit buses which will replace the last three vehicles which were received from the University and have surpassed their useful life and are eligible to be retired according to FTA standards.
 - Of the City's 27 revenue vehicles in the Transit Fleet, and not accounting for vehicles which already have replacements authorized or on order, there is only one unit remaining, in the paratransit fleet, which is eligible to be retired and replaced according to FTA useful life standards. The wheelchair lift in this unit has recently failed causing this unit to be out of service.

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.

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 region's transit service as a whole. Updates from ACOG and EMBARK on the development of the plan have been presented to Council during the January 14, 2025; May 13, 2025; and September 23, 2025 Council Conferences. Final approval of the plan by ACOG is expected in November 2025.

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**Grants**

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Below is a grant received from ACOG that staff continue to work on.

- 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.
- Annually, the City of Norman is apportioned Section 5339a funding from the Federal Transit Administration (FTA) for capital projects to replace, rehabilitate, and purchase buses, bus related equipment and bus related facilities. The City of Norman has \$158,950 in FY22, and FY23 FTA Section 5339a funds, which will require a local match amount of at least \$28,050. These funds have been identified for the replacement of 5-2065, which has exceeded its useful life.
- The Association of Central Oklahoma Governments (ACOG) awarded the City of Norman \$505,953 in FY23 STBG funds and \$1,016,875 in FY25 STBG funds for a total federal award amount of \$1,522,828. These funds will require a minimum cost share of 85% federal and 15% (\$76,688) local matching funds. a minimum local match of \$268,735. Additionally, \$434,567 in combined 5339 grant funds allocated from FY23, FY24, and FY25 is available, which has a minimum cost share of 85% federal and 15% (\$76,688) local matching funds. This combined funding total of \$2,302,818 (\$1,957,395 federal and \$345,423 local) will be utilized to replace 5-0704, 5-1029 and 5-1533, which have exceeded their useful lives. This purchase was authorized by Council on Oct. 14, 2025.
- Staff are preparing an application for an Oklahoma Tobacco Settlement Endowment Trust (TSET) Targeted Achievement Grants (TAG) Physical Activity grant to launch a pilot program for senior-focused transit service to specific health and wellness destinations here in Norman that would be modeled after an existing program in OKC known as EMBARK Well.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

Funding for fiscal year ending 2026 was approved as a budget amendment, and Council approved contract amendments with Via Transportation and the University of Oklahoma on July 8, 2025 to extend the service through June 30, 2026. Staff are reviewing options to transition this from its current status as a pilot program with contract extensions into a standard ongoing agreement for fiscal year ending 2027. These options will be presented to Council and City leadership for consideration. More details regarding operations 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 October 2025.
2. Norman On-Demand Performance Report for October 2025.

PERFORMANCE REPORT

Transit System Report

October 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 the 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

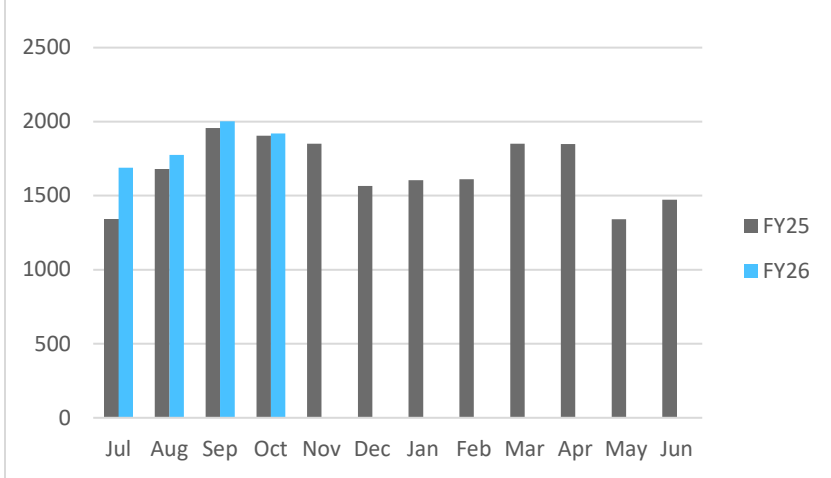
Total ridership for EMBARK Norman in October 2025 was 49,545 compared to 48,424 in October 2024. The average total daily ridership was 1,835 for October 2025, a 2.34% increase from 1,793 in October 2024.

The fixed-route service totaled 47,244 for October 2025 compared to 46,345 for October 2024. Average fixed-route daily ridership for October 2025 was 1,750 compared to 1,719 for October 2024. Passengers with wheelchairs or other mobility devices totaled 483, compared to 465 for October 2024. Passengers with bikes or other mobility devices totaled 1,734, compared to 884 for October 2024.

PLUS ridership totaled 2,301 for October 2025, compared to 2,079 for October 2024. The average total PLUS ridership was 85 for October 2025, compared to 77 for October 2024. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	October FY26	October FY25	+/- October FY25
Fixed Routes (M-F)	44,165	43,792	0.85%
110 - Main Street	3,506	4,092	-14.32%
111 - E Lindsey	21,376	25,308	-15.54%
112 - W Lindsey	11,193	8,800	27.19%
121 - Westheimer	3,975	2,704	47.00%
122 - Rock Creek	4,090	2,853	43.36%
144 - Social Security	25	35	-28.57%
Fixed Routes (Sat)	3,079	2,553	20.60%
110 - Main Street	272	513	-45.98%
111 - E Lindsey	1,332	927	46.69%
112 - W Lindsey	908	539	68.46%
121 - Westheimer	255	504	-49.40%
122 - Rock Creek	312	70	345.71%
PLUS ADA Service	2,301	2,079	10.68%
PLUS (M-F)	2,221	2,009	10.55%
PLUS (Sat)	80	70	8.43%
Bikes	1,734	884	96.15%
Wheelchair	483	465	3.87%
PLUS Wheelchair	n/a	382	-100.00%

Norman Fixed-Route Average Weekday Ridership



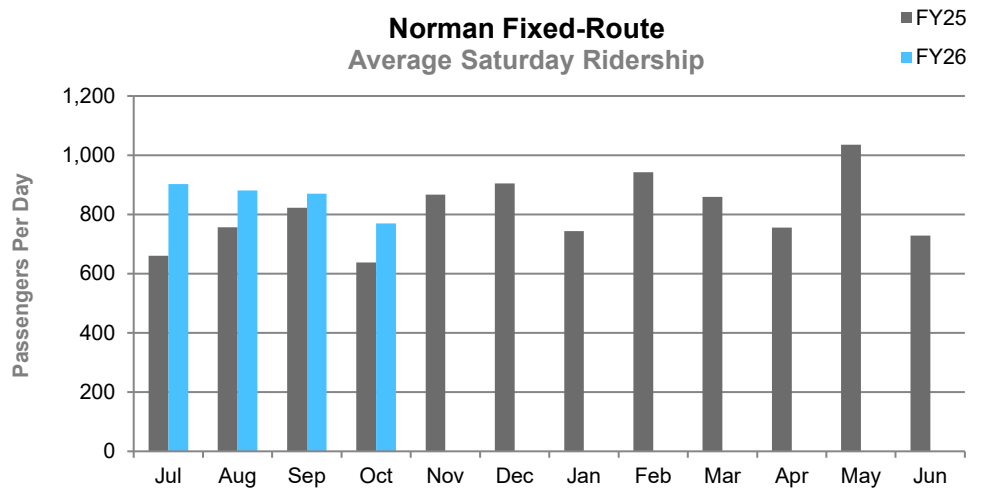
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for October 2025 was 44,165, a 0.85% increase from 43,792 in October 2024. Average weekday passenger ridership totaled 1,920 in October 2025; a 0.75% increase compared to 1,906 for October 2024. The average RPSH was 21.92, a 21.13% decrease from 27.79 in October 2024.

Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for October 2025 was 3,079, a 20.60% increase from 2,553 in October 2024. Average Saturday passenger ridership totaled 770 for October 2025, a 20.69% increase from 638 in October 2024. RPSH was 13.38, a -16.74% decrease from 16.07 in October 2024.

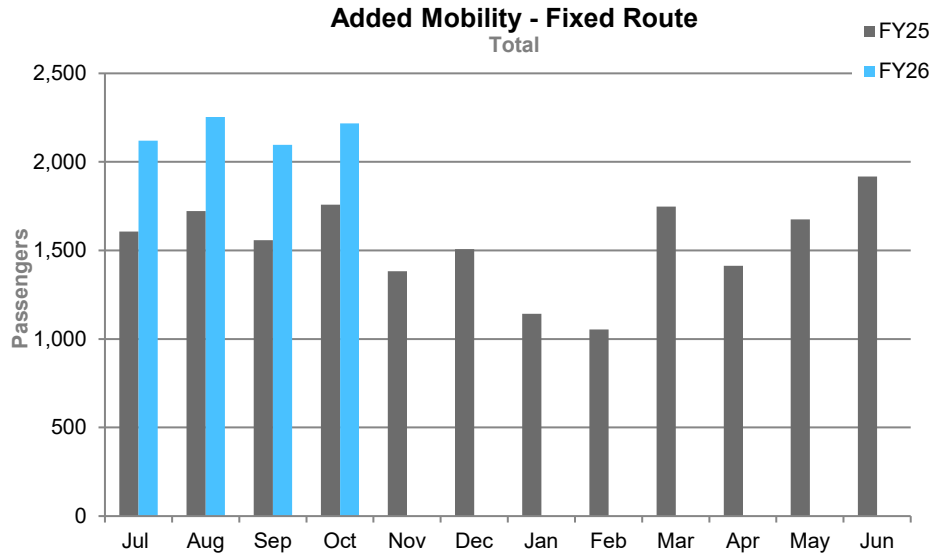
Norman Fixed-Route Average Saturday Ridership



Added Mobility – Fixed Route

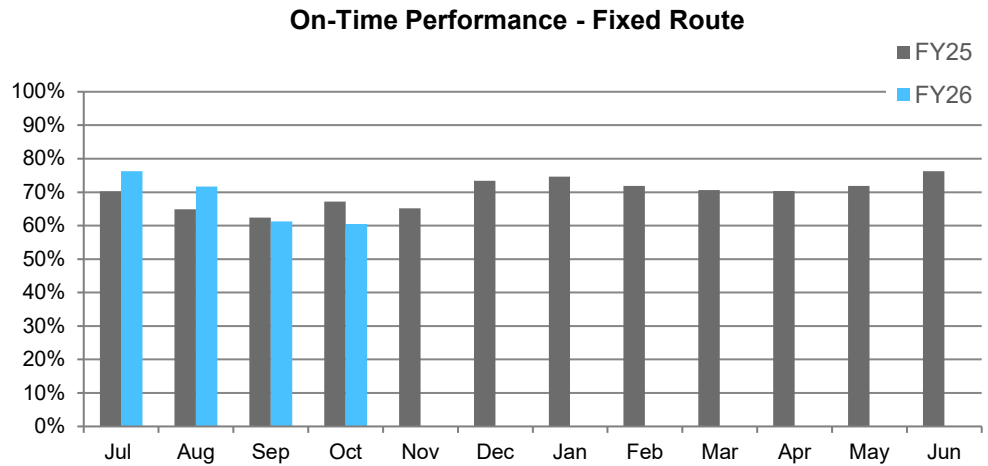
Total passengers with added mobility, such as bikes and wheelchairs, totaled 2,217 for October 2025, a 64.34% increase from 1,349 in October 2024.

Bike passengers totaled 1,734, a 96.15% increase from 884 in October 2024. Passengers with wheelchairs totaled 483, a 3.87% increase from 465 in October 2024.



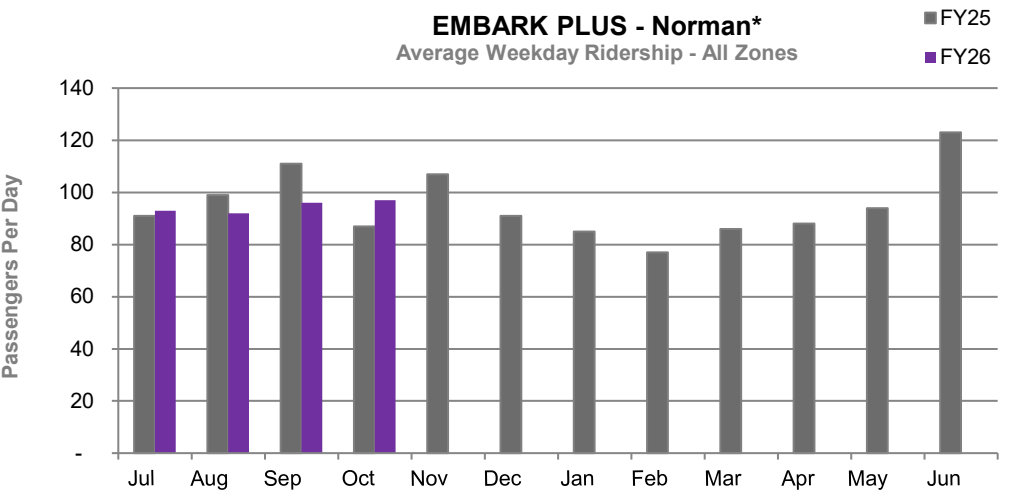
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 60.5% in October 2025, a -9.97% decrease from 67.20% in October 2024.



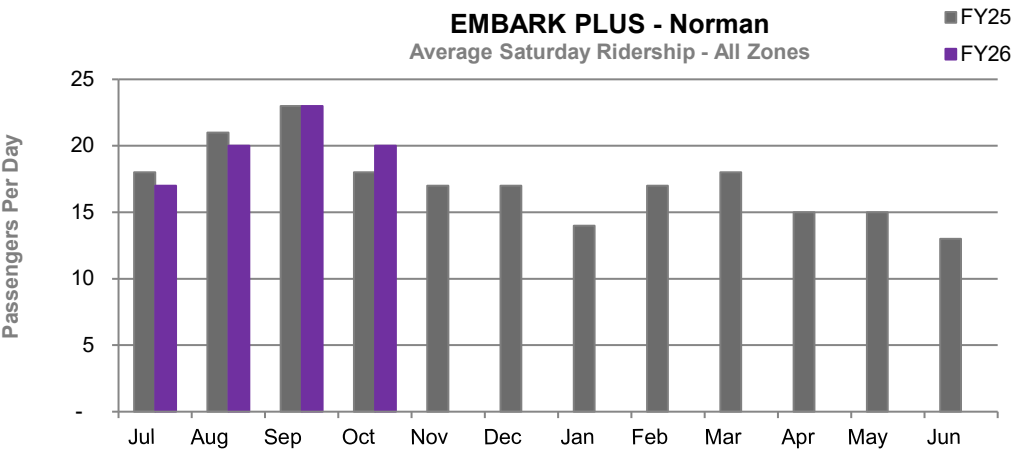
PLUS Weekday*

Total PLUS weekday ridership for October 2025 was 2,221, a 10.55% increase from 2,009 in October 2024. Average weekday passenger ridership totaled 97 for October 2025, a 17.13% increase from the October 2024 average of 87. RPSH was 1.87, a 46.84% increase from 1.27 in October 2024.



PLUS Saturday

Total PLUS Saturday ridership for October 2025 was 80, a 14.29% increase from 70 in October 2024. Average Saturday passenger ridership totaled 20 for October 2025, which is a 11.11% increase from the average of 18 in October 2024. RPSH was 1.65, a 33.99% increase from 1.23 in October 2024.



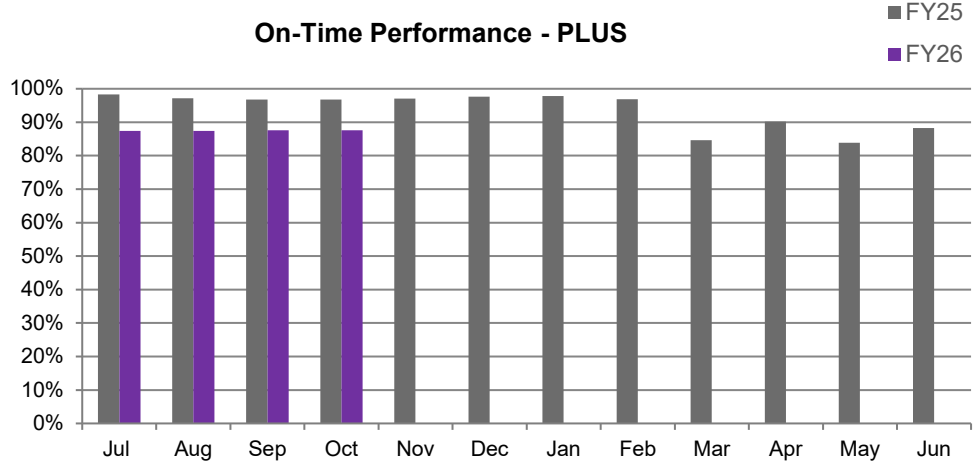
Added Mobility – PLUS*

Due to ongoing testing, mobility device data is currently unreliable. This data is expected to be provided again in the future, however.

On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 87.98%, a - 8.69% decrease from 96.25% in October 2024.

Due to Ecolane limitations, on-time performance can no longer be broken out by zones for weekday service, however overall on-time performance for weekdays was 87.98%, which is down 8.69% from 96.25% in October 2024. Saturday on-time performance was 79.27%, a 17.74% decrease from 97.01% in October 2024.



PLUS Weekday Service Summary	October FY26*	October FY25	+/- October FY25		PLUS Saturday Service Summary	October FY26	October FY25	+/- October FY25
Total Passengers	2,221	2,009	10.55%		Total Passengers	80	70	14.23%
Total Trips	2,236	1,920	16.46%		Total Trips	80	67	19.40%
Trips Daily Average	97	83	16.88%		Trips Daily	20	17	17.65%
Trips Requested	2,288	1,978	15.67%		Trips Requested	82	76	7.89%
Denied Trips	27	58	-55.45%		Denied Trips	0	9	-100.00%
Capacity Denials	0	46	-100.00%		Capacity Denials	0	0	-100.00%
No Show	52	12	333.33%		No Show	2	1	100.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	October FY26	October FY25	+/- October FY25
New Applications	16	12	33.33%
Renewals Received	6	7	-14.29%
Applications Approved	12	1	1100%
Applications Denied	0	0	0%

Summary of Services Table: October 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 October FY26	FY26 YTD	FY25 YTD		Service Profile	October FY26	October FY25
Fixed Routes (M-F)	1,920	160,679	149,225		Weekdays	21	20
Fixed Routes (Sat)	770	14,572	9,715		Saturdays	4	4
PLUS (M-F)	97	8,216	6,381		Gamedays	2	3
-Zone 1*	97	8,216	4,621		Holidays	1	1
-Zone 2**	0	0	1,760		Weather	3	1
PLUS (Sat)***	20	334	270		Fiscal YTD	77	77
					Cal. YTD Days	231	231

*Requires ¾ mile

**Zone 2 operated weekdays until 7pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 26 YTD	FY 26 Targets	
# of Norman fixed-route passenger trips provided	128,007	500,000	●
# of Norman paratransit trips provided	6,249	26,000	▲
% of on-time Norman paratransit pick-ups	87.46%	98.58%	▲
# of Norman bus passengers per service hour, cumulative	13.23	22.29	◆
# of Norman bus passengers per day, average	1,664*	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%*	0.00%	●
% of on-time fixed-route arrivals	71.30%	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
- **FY25** – The fiscal year 2025. Lasted from 7/1/2024 to 6/30/2025
- **FY26** – The fiscal year 2026. Lasting from 7/1/2025 to 6/30/2026
- **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

October 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 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.

Service Hours		Pricing	
Monday-Wednesday	7pm – 1am	First Passenger	\$3.00
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			

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (07/01/25 – 10/31/25)	October		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	0.25 miles	0.35 miles	-28.57%
Average Rider Wait Time*	<15 min	24.0 min	16.6 min	20.8 min	-20.19%
Maximum Rider Wait Time*	20 min	68.2 min*	47.0 min*	76.7 min*	-38.72%
Percent of Ride Requests Picked Up in 20min	>80%	45.56%**	69.42%**	51.19%**	+26.26%
*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 2,077 rides in October 2025, which is a 29.06% decrease from the September 2025 total of 2,928. The fiscal year to date ridership for October FY26 is 10,437, which is a 37.06%

decrease from the October FY25 fiscal year to date ridership of 16,583. There were a total of 17 completed trips requesting a WAV or wheelchair accessible vehicle in October 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 (07/01/25 – 10/31/25)	October		Year Over Year Service
		2025	2024	
Total Number of Riders	10,437	2,077	4,145	-49.89%
Total # of Completed Trips	7,049	1,452	2,654	-45.29%
# of Completed Trips Requesting WAV	103	17	36	-52.78%
Ridership Per Service Hour (RPSH)	4.9	3.9	6.5	-40.00%

Rider Experience

Approximately 9.9% of all completed rides during FYE26 received a rating, of which 94.9% were rated five out of five stars. The system includes an

Rider Experience	Fiscal Year to Date (07/01/25 – 10/31/25)	October		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.3 minutes	10.8	11.8	-9.26%
Average Ride Distance (in miles)	3.4 miles	3.2	3.4	-5.88%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

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. Three complaints were reported to Via in the month of October, representing 1.44 complaints per 1000 rides provided. There were two complaints regarding the rudeness of the driver and one complaint regarding the behavior of another passenger.

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 14,903 individual accounts have been created, which is a 3.11% increase over the September 2025 service to date total of 14,439 and a 41.67% increase over the October 2024 service to date total of 8,693. Of these accounts more than half of them (51.74%) have utilized the service at least once and about a third (4,464 or 29.95%) 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 – 10/31/2025)		
App Accounts Created Since Launch	14,903	
OU Accounts (as of 10/28/2025)	3,690	24.76%
Active Accounts*	10,514	70.54%
Rider Accounts**	7,712	51.74%
Repeat Rider Accounts***	6,298	42.25%
*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 October, for a total of zero accidents and zero incidents reported in FY26. Six of seven vehicles were in active service during the month of October, which just meets the target fleet availability. A Chrysler airbag recall for 2022-2025 Voyager & Pacifica vehicles and an abundance of caution impacted the ability to maintain the use of the full fleet of seven vehicles. Some temporary replacement vehicles were borrowed from another program run by our partner Via and are operating with magnetic side decals instead of full vehicle wraps. Riders have in-app and email messages making them aware and keeping them up to date.