



**MEMO TO:** Council Community Planning and Transportation Committee

**FROM:** Taylor Johnson, Transit and Parking Program Manager *T.J.*

**THROUGH:** Scott Sturtz P.E., CFM, Interim Director of Public Works *SS*

**DATE:** September 26, 2024

**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 (City of Norman Transit Long Range Plan Update)**

The Go Norman Transit Plan was approved by resolution by Council on June 22<sup>nd</sup>, 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, despite the age of the vehicles that the City inherited.
  - The City's Transit Fleet includes 27 revenue vehicles, 13 in the fixed-route fleet and 14 in the paratransit fleet. Currently 9 out of 27 (3 of 13 in the fixed route fleet; 6 of 14 in the paratransit fleet) of the revenue vehicles used in the City's transit fleet have met their useful life and are eligible to be retired according to FTA requirements. Staff have placed an order for an additional 6 paratransit vehicles which will, when delivered, leave 3 fixed-route vehicles remaining in the transit revenue fleet in need of replacement.
- The City has placed an order to purchase 6 CNG cutaway transit buses for the paratransit fleet. 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.
- On February 9, 2024, the City Manager approved the purchase of two hybrid or fully electric support vehicles via state contract using funds budgeted for vehicle replacement which were available in the Public Transportation Fund. The EV charging station for these units has been installed. The first of the two vehicles has been delivered and put into service, the second is undergoing warranty repairs pursuant to a recall issued prior to delivery.

**New Route Network**

City Transit staff continue to monitor and ensure the smooth transition to the new route network by working with other City staff, EMBARK staff, citizens, local organizations, and Councilmembers to identify and resolve concerns arising from the new route network. So far, four additional bus stops have been added which do not alter the times the routes operate. Staff will continue working with community partners and EMBARK to analyze other changes that could be implemented.

**Service Expansion Priorities**

Now that the new route network has been implemented, City Transit staff are reviewing and evaluating the next priorities recommended by the Go Norman Transit Plan. The first three expansion recommendations from a total of eight recommendations are as follows:

- **Priority 1: Sunday Service** –Sunday transit service is currently being tested as part of the Norman On-Demand microtransit pilot program.
- **Priority 2: Increased Frequency on Route 112** – an upgrade to trip frequency of Route 112 (West Lindsey) from 60 minutes to 30 minutes. Ridership on this route has increased 75-110% since the new route network was implemented. Funding was approved in the FYE 2025 budget for this priority. Implementation is scheduled for October 2024.

**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.
- On August 13, 2024 Council accepted a grant through the Association of Central Oklahoma Governments (ACOG) of FTA 5303 funding for planning activities as outlined in the FY24 Unified Planning Work Program (UPWP).

**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. 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 August 2024.
2. Norman On-Demand Performance Report for August 2024.

# PERFORMANCE REPORT

## Transit System Report

August 2023

### 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 August 2023 was 38,329 compared to 24,440 in August 2022. The average total daily ridership was 1,420 for August 2023, a 56.91% increase from 905 in August 2022. Fiscal-year-to-date ridership is 68,455 passengers, a 51.66% increase from the August 2022 YTD total of 45,137.

The fixed-route service totaled 36,156 for August 2023 compared to 22,291 for August 2022. Average fixed-route daily ridership for August 2023 was 1,346 compared to 800 for August 2022, a 68.25% increase. Passengers with bicycles or similar means of travel totaled 1,091, compared to 900 for August 2022. Passengers with wheelchairs or other mobility devices totaled 519, compared to 128 for August 2022.

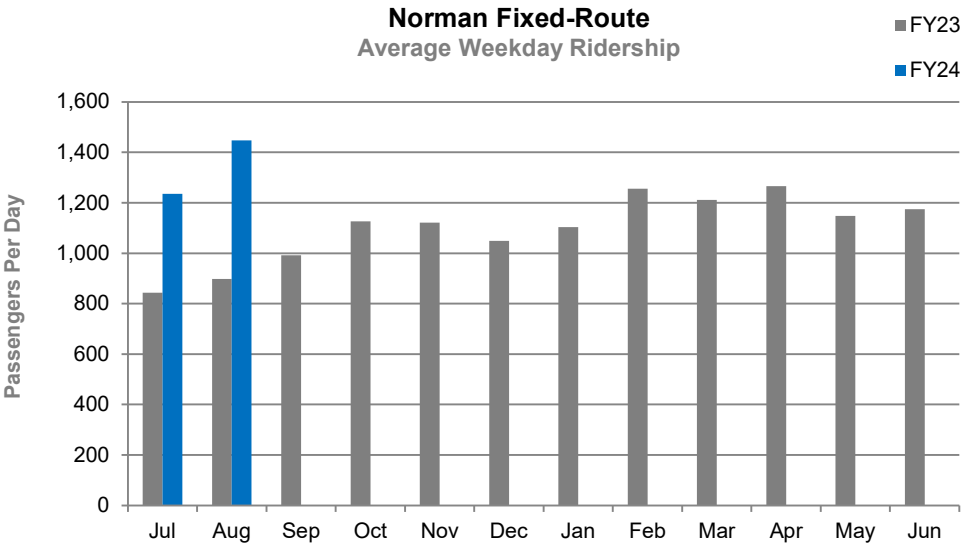
PLUS ridership totaled 2,173 for August 2023, compared to 2,149 for August 2022. The average total PLUS ridership was 80 for August 2023, the same as August 2022. Passengers with wheelchairs or other mobility devices totaled 391 for August 2023, compared to 368 for August 2022, a 6.25% increase.

Norman Transit Services	Aug FY24	Aug FY23	+/- Aug FY23
<b>Fixed Routes (M-F)</b>	<b>33,145</b>	<b>20,555</b>	<b>61.25%</b>
110 - Main Street	6,829	4,220	61.82%
111 - Lindsey East	14,443	8,927	61.79%
112 - Lindsey West	4,573	2,821	62.11%
120 - West Norman	213	178	19.66%
121 - Alameda	6,996	4,350	60.83%
144 - Social Security	91	59	54.24%
<b>Fixed Routes (Sat)</b>	<b>3,011</b>	<b>1,677</b>	<b>79.55%</b>
110 - Main Street	827	391	111.51%
111 - Lindsey East	1,160	576	101.39%
112 - Lindsey West	378	268	41.04%
121 - Alameda	646	442	46.15%
<b>PLUS ADA Service</b>	<b>2,173</b>	<b>2,149</b>	<b>1.12%</b>
PLUS (M-F)	2,079	2,057	1.07%
PLUS (Sat)	94	92	2.17%
Bikes	1,091	900	21.22%
Wheelchair	519	128	305.47%
PLUS Wheelchair	391	368	6.25%

**Fixed Route Weekday Ridership**

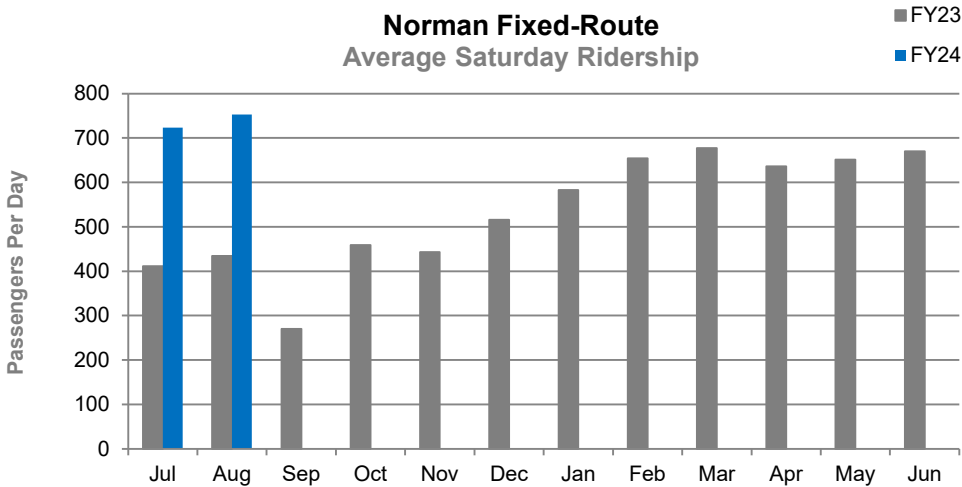
Total fixed-route weekday ridership for August 2023 was 33,145, a 61.25% increase from 20,555 in August 2022. Average weekday passenger ridership totaled 1,447 in August 2023; a 61.14% increase compared to 898 for August 2022. The average RPSH was 21.23.

Classes for the Fall 2023 semester at the University of Oklahoma began on 8/21.



**Fixed Route Saturday Ridership**

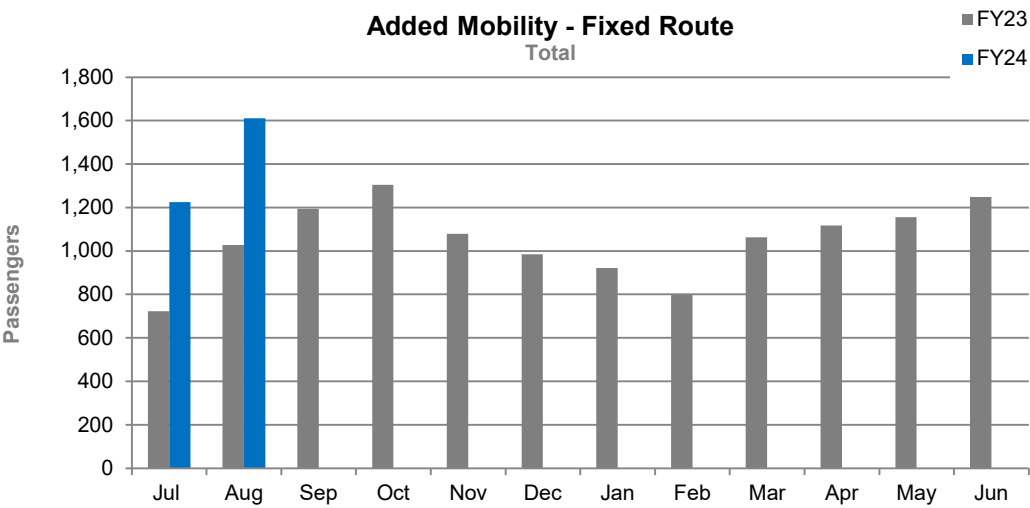
Total fixed-route Saturday ridership for August 2023 was 3,011, a 79.55% increase from 1,677 in August 2022. Average Saturday passenger ridership totaled 753 for August 2023, a 73.50% increase from 434 in August 2022. The average RPSH was 21.28.



**Added Mobility – Fixed Route**

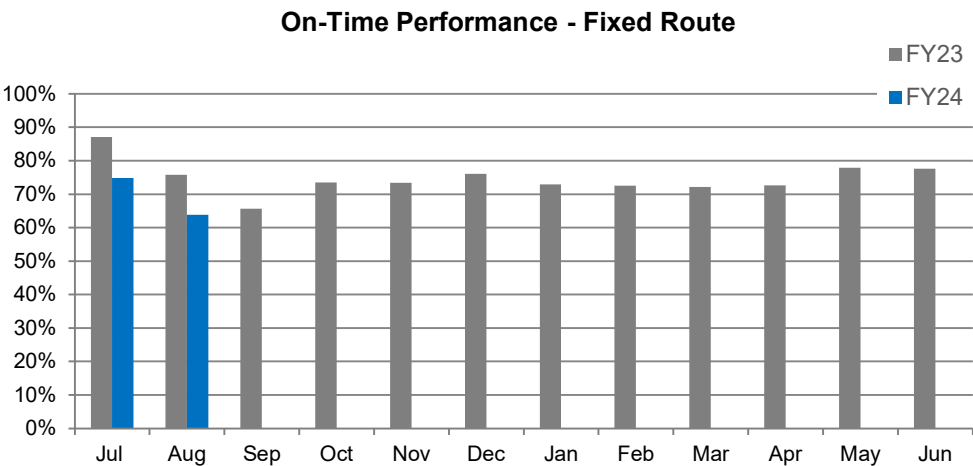
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,610 for August 2023, an 56.61% increase from 1,028 in August 2022.

Bike passengers totaled 1,091, a 21.22% increase from 900 in August 2022. Wheelchair passengers totaled 519, a 305.47% increase from 128 in August 2022.



**On-Time Performance – Fixed Route**

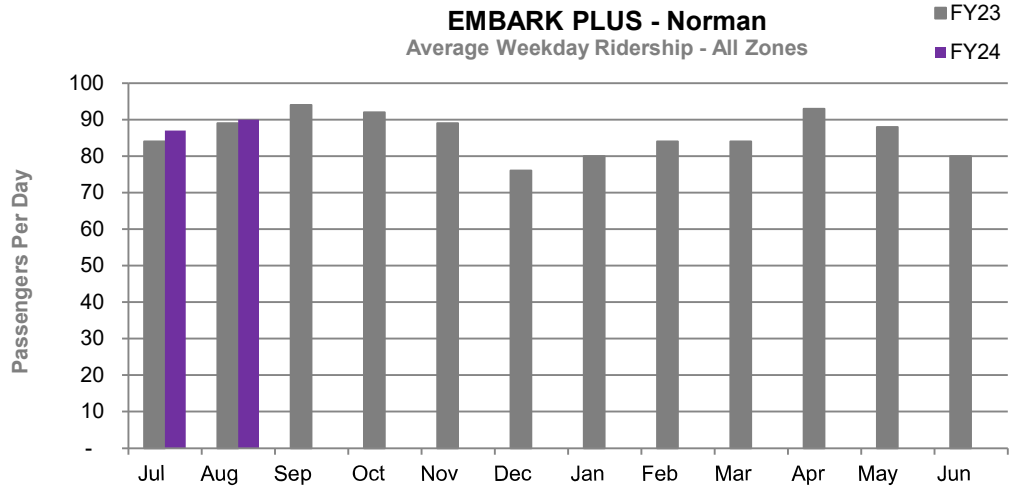
Cumulative on-time performance for fixed-route buses was 63.80% in August 2023, a 12.00% decrease from 75.80% in August 2022.





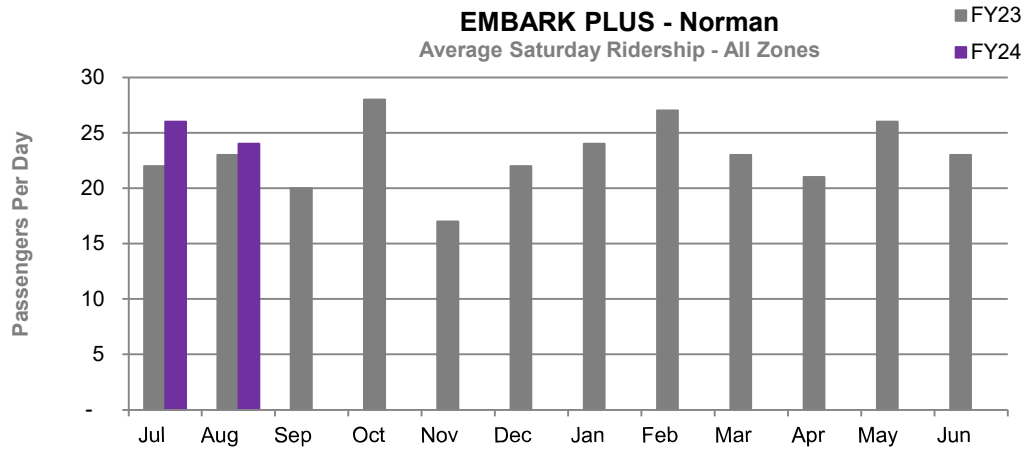
### PLUS Weekday

Total PLUS weekday ridership for August 2023 was 2,079, a 1.07% increase from 2,057 in August 2022. Average weekday passenger ridership totaled 90 for August 2023, a 1.12% increase from the August 2022 average of 89. RPSH was 1.25.



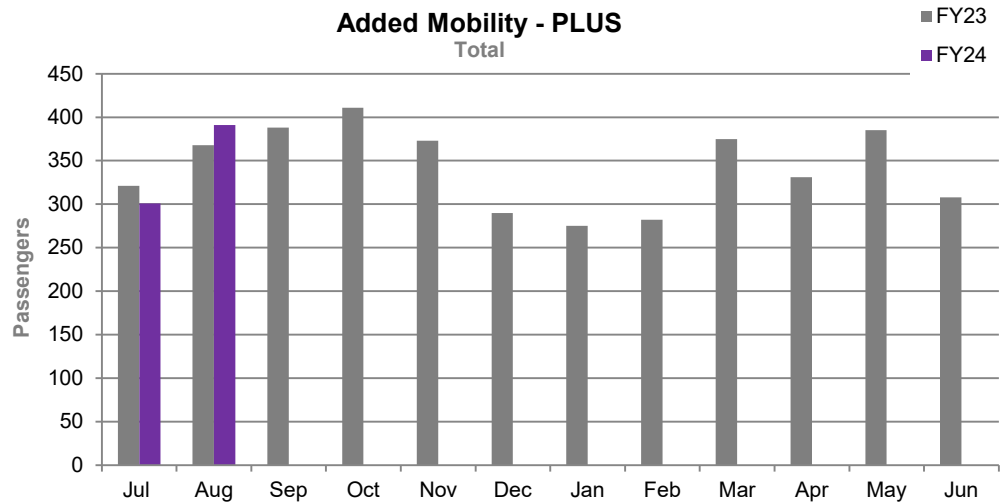
### PLUS Saturday

Total PLUS Saturday ridership for August 2023 was 94, a 2.17% increase from 92 in August 2022. Average Saturday passenger ridership totaled 24 for August 2023, a 4.35% increase from 23 in August 2022. RPSH was 1.29.



### Added Mobility - PLUS

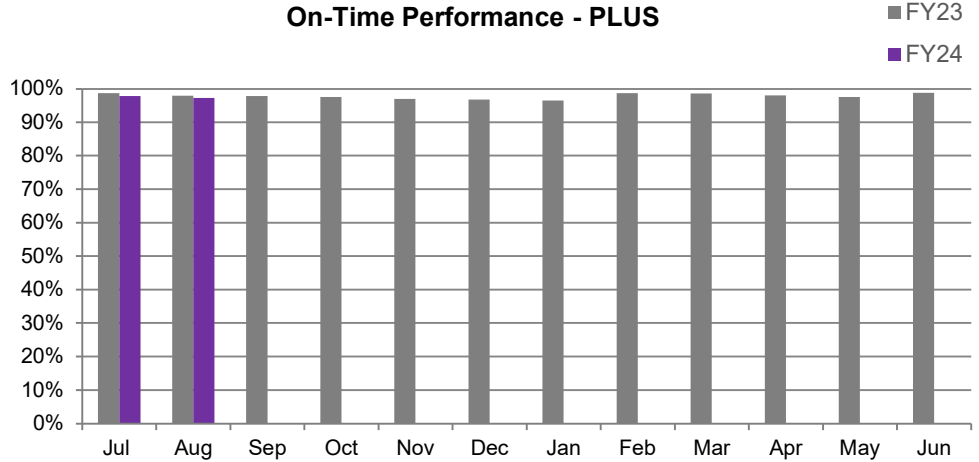
PLUS passengers with added mobility totaled 391 for August 2023, a 6.25% increase from 368 in August 2022.



## On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.23%, a 0.66% decrease from 97.89% in August 2022.

Weekday on-time performance in the primary zone was 97.74%, a 0.16% decrease from 97.90% in August 2022. Weekday on-time performance in the secondary zone was 95.84%, a 1.48% decrease from 97.32% in August 2022. Saturday on-time performance was 96.63%, a 3.37% decrease from 100.00% in August 2022.



PLUS Weekday Service Summary	Aug FY24	Aug FY23	+/- Aug FY23		PLUS Saturday Service Summary	Aug FY24	Aug FY23	+/- Aug FY23
Total Passengers	2,079	2,057	1.07%		Total Passengers	94	92	2.17%
Total Trips	2,007	1,956	1.07%		Total Trips	89	86	3.49%
Trips Daily Average	87	89	-2.25%		Trips Daily Average	22	22	0.00%
Trips Requested	2,089	1,957	6.75%		Trips Requested	89	86	3.49%
Denied Trips	82	1	8,100%		Denied Trips	0	0	0.00%
Capacity Denials	0	1	-100.00%		Capacity Denials	0	0	0.00%
No Show	29	22	31.82%		No Show	0	1	-100.00%

PLUS Applications	Aug FY24	Aug FY23	+/- Aug FY23
New Applications	19	10	90.00%
Renewals Received	7	10	-30.00%
Applications Approved	17	17	0.00%
Applications Denied	4	4	0.00%

## Summary of Services Table: August 2023

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 Aug FY24	FY24 YTD	FY23 YTD		Service Profile	Aug FY24	Aug FY23
Fixed Routes (M-F)	1,447	57,794	37,405		Weekdays	23	23
Fixed Routes (Sat)	753	6,625	3,622		Saturdays	4	4
PLUS (M-F)	90	3,813	3,740		Gamedays	0	0
-Zone 1*	68	2,950	3,154		Holidays	0	0
-Zone 2**	22	863	586		Weather	0	0
PLUS (Sat)***	24	223	200		Fiscal YTD Days	52	52
					Cal. YTD Days	205	205

\*Requires ¾ mile

\*\*Operates only on Weekdays until 7:00 pm

\*\*\*Operates only in Zone 1

## Strategic Performance Measures

MEASURE	FY 24 YTD	FY 24 Targets	
# of Norman fixed-route passenger trips provided	64,419	251,881	■
# of Norman paratransit trips provided	4,036	21,000	■
% of on-time Norman paratransit pick-ups	97.51%	98.58%	●
# of Norman bus passengers per service hour, cumulative	19.84	13.04	■
# of Norman bus passengers per day, average	1,240	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%**	0.00%*	●
% of on-time fixed-route arrivals	69.30%	80.94%	▲

\*These targets are not being tracked in LFR but can be found in the KPI spreadsheet.

\*\*One denial due to capacity was recorded for FY23



## 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
- **FY22** – The fiscal year 2022. Lasted from 7/1/2021 to 6/30/2022
- **FY23** – The fiscal year 2032. Lasting from 7/1/2022 to 6/30/2023
- **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

August 2024

#### Purpose

The Microtransit Pilot Program Performance 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 performance measures used by staff may change over the course of the pilot program. Initially we will be comparing the key performance indicator goals that were outlined in the request for proposals (RFP) to the data provided from Via for the Norman On-Demand program. These indicators and performance measures 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 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	\$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			

#### Key Performance Indicator Measures

Measure	Target	August 2024	Year to Date Service (8/21/23 – 8/31/24)
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles
Maximum Walking Distance	0.25 miles	0.08 miles	0.33 miles
Average Rider Wait Time*	<15 min	21.8 min	22.9 min
Maximum Rider Wait Time*	20 min	69.1 min*	86.7 min*
Percent of Ride Requests Picked Up in 20min	>80%	55.41%**	52.75%**

\*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 4,694 rides in August 2024, which is a 157.30% increase from the July 2024 total of 2,984. There were a total of 15 completed trips which requested a wheelchair accessible vehicle

(WAV) in the month of August. 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	August 2024	Year to Date Service (8/21/23 – 8/31/24)
Total number of passengers	4,694	33,479
Total number of Trips Completed	3,037	21,680
# of Completed Trips Requesting WAV	15	216
Ridership Per Service Hour (RPSH)	5.7	5.6

### Rider Experience

The system includes an automated feedback 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. Two complaints were reported to Via in the month of July, both regarding driver courtesy.

Rider Experience	August 2024	Year to Date Service (8/21/23 – 8/31/24)
Average Ride Duration	11.4 min	10.1 min
Average Ride Distance	3.3 miles	3.1 miles
Average Ride Rating	4.9 (out of 5 stars)	4.9 (out of 5 stars)

### Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 21, 2023, a total of 7,395 individual accounts have been created, which is a 25.85% increase over the July 2024 service to date total of 5,876. Of these accounts just less than half of them (46.95%) have utilized the service at least once. Approximately 24.11% or 1,783 active accounts 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 – 8/31/24)		
App Accounts Created Since Launch	7,395	
OU Accounts	N/A	N/A
Active Accounts*	4,714	63.74%
Rider Accounts**	3,472	46.95%
Repeat Rider Accounts***	2,760	37.32%
*accounts where user has engaged with ride requests at least once		
**accounts with at least 1 completed ride		
***accounts with at least 2 completed rides		

### Accidents and Vehicles

No accidents and one incident was reported in the month of August. The reported incident involved a rider with substances and paraphernalia. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

All six vehicles were in active service during the month of August, which meets the target fleet availability.