



**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:** June 26, 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 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.
  - 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.

**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 regions transit service as a whole. Expected completion date is late summer 2025 with public and stakeholder engagement throughout the process. Updates from ACOG and EMBARK on the development of the plan have been presented to Council during the January 14, 2025 and May 13, 2025 Council Conferences. At least one additional update is planned prior to the finalization of the plan.

**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

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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. Funding for fiscal year ending 2026 was approved as a budget amendment, and staff have begun working with our contacts at both Via Transportation and the University of Oklahoma to draft contract amendments to extend the service through June 30, 2026. Staff are working to have these contact amendments ready for the first Council meeting of the new fiscal year. More details regarding operations can be found in the attached monthly performance report for this service, named Norman On-Demand.

#### **Paratransit Software Transition**

On February 25, 2025 EMBARK transitioned the separate paratransit software being utilized in Oklahoma City and Norman to a single software for both service areas. The new software and hardware were supported by a grant that was awarded to EMBARK. City and EMBARK staff met with paratransit riders and other agency staff on May 12, 2025 to discuss issues that riders have been experiencing due to the transition to the new software. Following the discussion, action items were developed for staff to look into and implement to correct some of the issues and a follow up meeting was scheduled for June 20, 2025.

#### **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 May 2025.
2. Norman On-Demand Performance Report for May 2025.

office memorandum

# PERFORMANCE REPORT

## Transit System Report

May 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 May 2025 was 42,400 compared to 34,693 in May 2024. The average total daily ridership was 1,570 for May 2025, a 22.18% increase from 1,285 in May 2024. Fiscal-year-to-date ridership is 462,849 passengers, a 26.69% increase from the 2024 YTD total of 373,063.

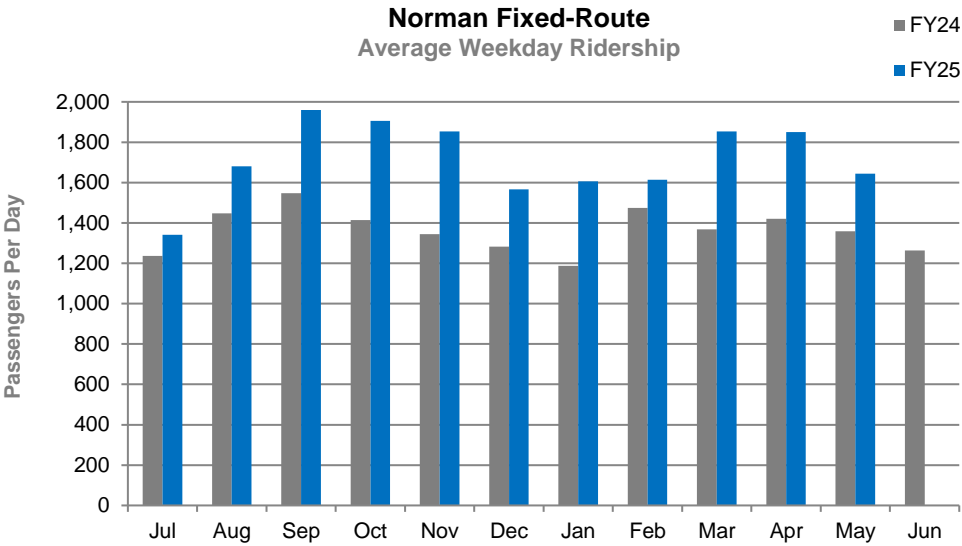
The fixed-route service totaled 40,250 for May 2025 compared to 32,583 for May 2024. Average fixed-route daily ridership for May 2025 was 1,551 compared to 1,257 for May 2024. Passengers with wheelchairs or other mobility devices totaled 243, compared to 477 for May 2024. Passengers with bikes or other mobility devices totaled 1,432, compared to 1,100 for May 2024.

PLUS ridership totaled 2,150 for May 2025, compared to 2,110 for May 2024. The average total PLUS ridership was 83 for May 2025, compared to 81 for May 2024. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	May FY25	May FY24	+/- May FY24
<b>Fixed Routes (M-F)</b>	<b>36,110</b>	<b>29,835</b>	<b>21.03%</b>
110 - Main Street	3,400	2,829	20.18%
111 - E Lindsey	17,249	15,692	9.92%
112 - W Lindsey	9,344	7,430	25.76%
121 - Westheimer	3,085	1,939	59.10%
122 - Rock Creek	2,990	1,899	57.45%
144 - Social Security	42	46	-8.70%
<b>Fixed Routes (Sat)</b>	<b>4,140</b>	<b>2,748</b>	<b>50.66%</b>
110 - Main Street	279	355	-21.41%
111 - E Lindsey	1,774	1,286	37.95%
112 - W Lindsey	1,295	669	93.57%
121 - Westheimer	360	209	72.25%
122 - Rock Creek	432	229	88.65%
<b>PLUS ADA Service</b>	<b>2,150</b>	<b>2,110</b>	<b>1.90%</b>
PLUS (M-F)	2,073	2,040	1.62%
PLUS (Sat)	77	70	10.00%
Bikes	1,432	1,100	30.18%
Wheelchair	243	477	-49.06%
PLUS Wheelchair	N/A	357	N/A

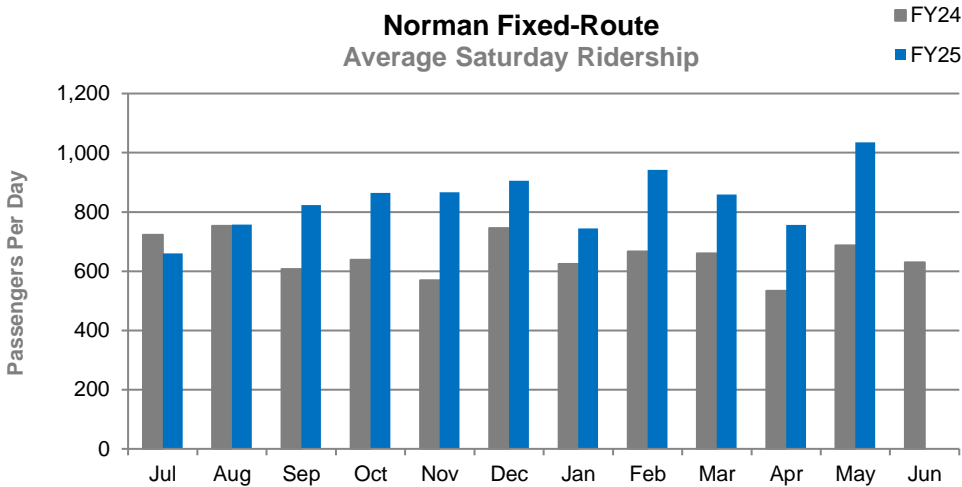
**Fixed Route Weekday Ridership**

Total fixed-route weekday ridership for May 2025 was 36,110, a 21.03% increase from 29,835 in May 2024. Average weekday passenger ridership totaled 1,644 in May 2025; a 20.97% increase compared to 1,359 for May 2024. The average RPSH was 19.52, a 7.74% increase from 18.12 in May 2024.



**Fixed Route Saturday Ridership**

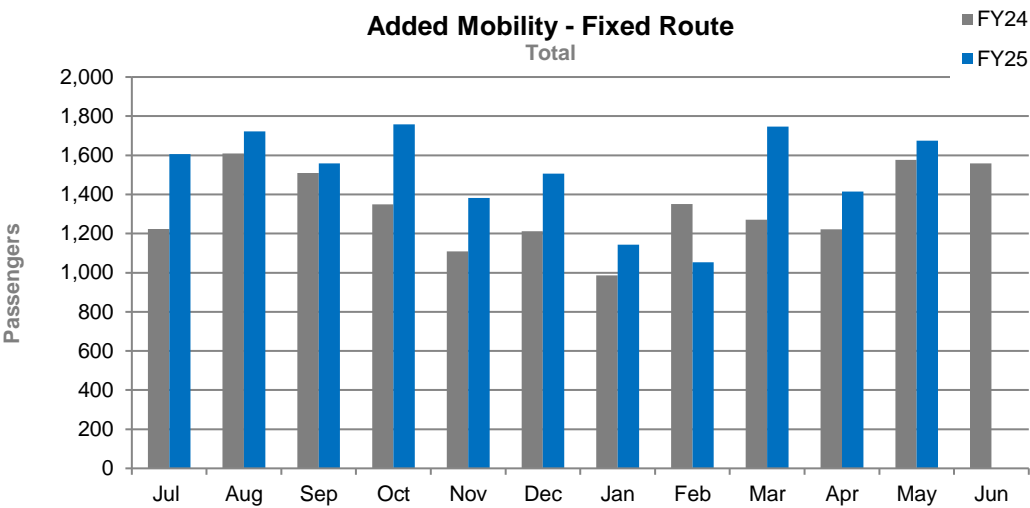
Total fixed-route Saturday ridership for May 2025 was 4,140, a 50.66% increase from 2,748 in May 2024. Average Saturday passenger ridership totaled 1,035 for May 2025, a 50.66% increase from 687 in May 2024. The average RPSH was 16.00, a 2.52% increase from 15.60 in May 2024.



**Added Mobility – Fixed Route**

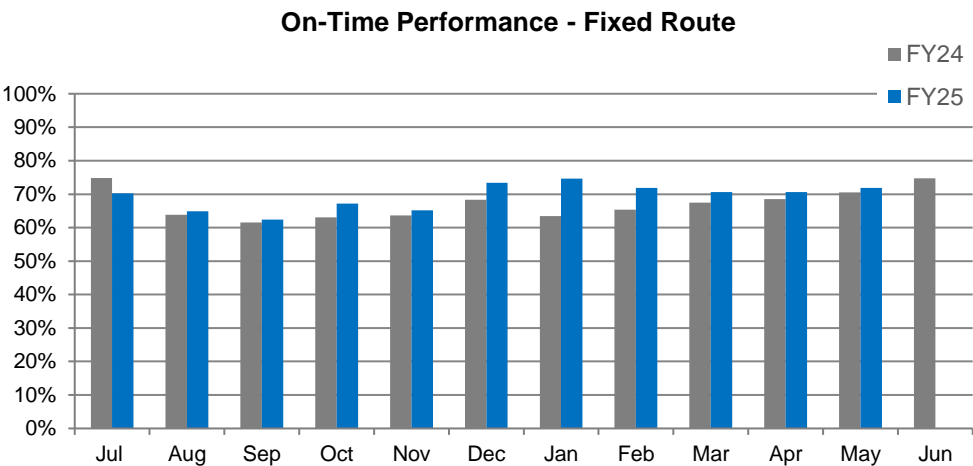
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,675 for May 2025, a 6.21% increase from 1,577 in May 2024.

Bike passengers totaled 1,432, a 30.18% increase from 1,100 in May 2024. Passengers with wheelchairs totaled 243, a 49.06% decrease from 477 in May 2024.



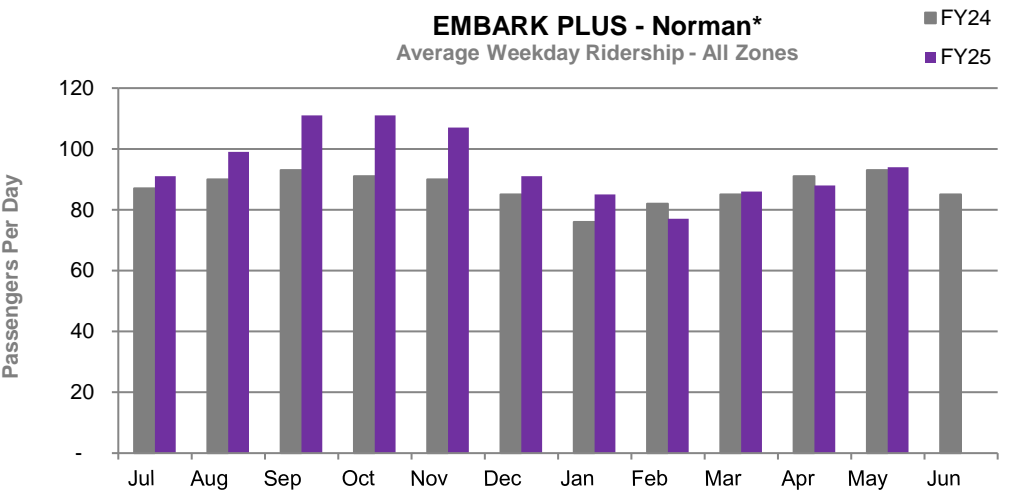
**On-Time Performance – Fixed Route**

Cumulative on-time performance for fixed-route buses was 71.90% in May 2025, a 1.40% increase from 70.50% in May 2024.



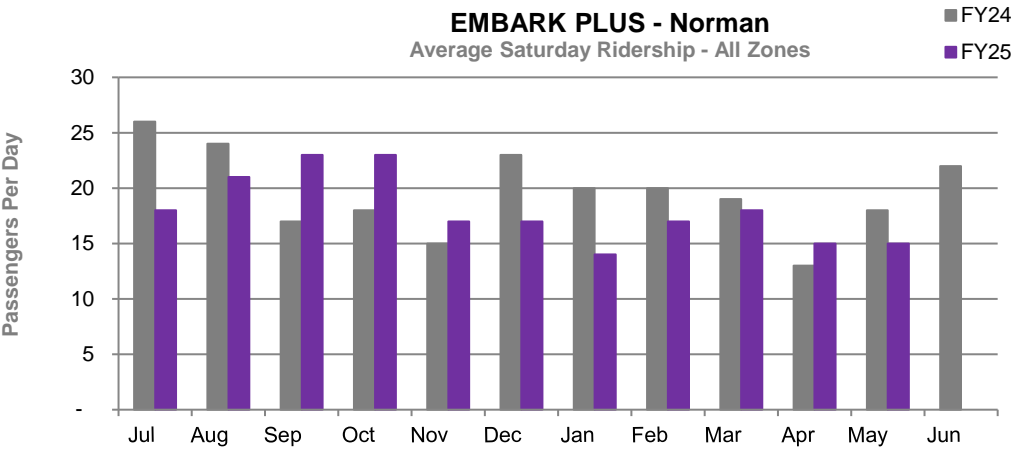
**PLUS Weekday\***

Total PLUS weekday ridership for May 2025 was 2,073, a 1.62% increase from 2,040 in May 2024. Average weekday passenger ridership totaled 94 for May 2025, a 1.08% increase from the May 2024 average of 93. RPSH was 1.73, a 30.06% increase from 1.33 in May 2024.



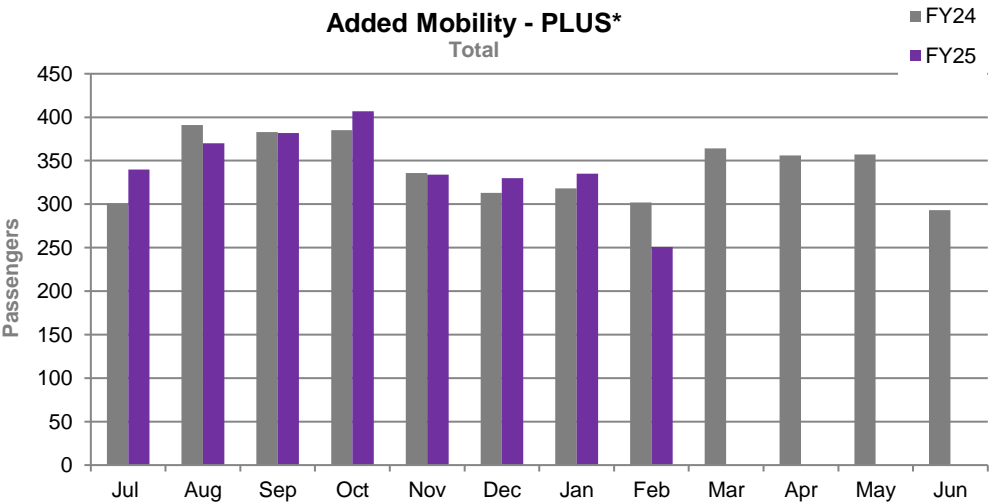
**PLUS Saturday**

Total PLUS Saturday ridership for May 2025 was 77, a 10.00% increase from 70 in May 2024. Average Saturday passenger ridership totaled 15 for May 2025, a 16.67% decrease from 18 in May 2024. RPSH was 1.15, a 5.04% decrease from 1.21 in May 2024.



**Added Mobility – PLUS\***

Due to ongoing testing, mobility device data is currently unreliable.



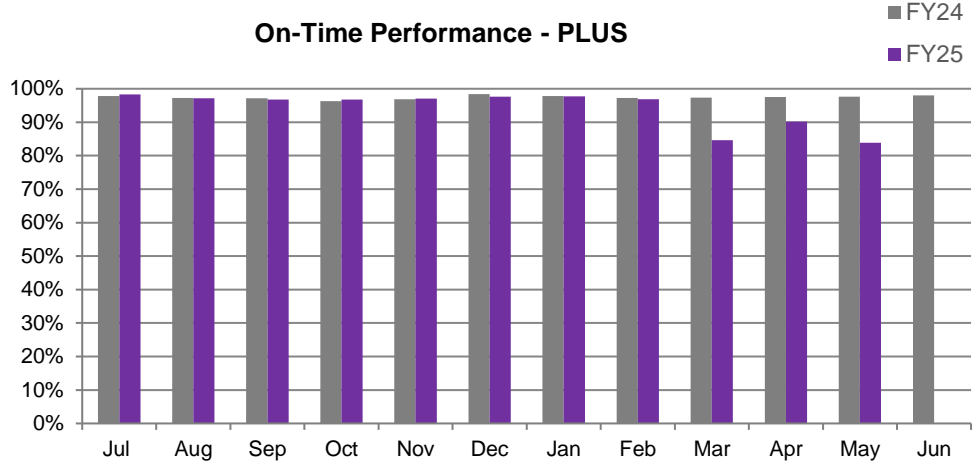


## On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 83.91%, a 13.68% decrease from 97.59% in May 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 79.97%.

Saturday on-time performance was 88.18%, a 5.85% decrease from 94.03% in May 2024.



<b>PLUS Weekday Service Summary</b>	May FY25*	May FY24	+/- May FY24		<b>PLUS Saturday Service Summary</b>	May FY25	May FY24	+/- May FY24
Total Passengers	2,073	2,040	1.62%		Total Passengers	77	70	10.00%
Total Trips	1,964	1,921	2.24%		Total Trips	77	67	14.93%
Trips Daily Average	89	87	2.61%		Trips Daily Average	15	17	-11.76%
Trips Requested	1,898	1,945	-2.42%		Trips Requested	78	67	16.42%
Denied Trips	5	24	-79.17%		Denied Trips	5	0	100.00%
Capacity Denials	N/A*	0	100.00%		Capacity Denials	N/A	0	100.00%
No Show	66	34	94.12%		No Show	1	1	0.00%

\*Capacity denials are currently unknown for specific service levels.

<b>PLUS Applications</b>	May FY25	May FY24	+/- May FY24
New Applications	13	13	0.00%
Renewals Received	8	13	-38.46%
Applications Approved	15	21	-28.57%
Applications Denied	0	0	0.00%

## Summary of Services Table: May 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 May FY25	FY25 YTD	FY24 YTD		Service Profile	May FY25	May FY24
Fixed Routes (M-F)	1,644	400,451	320,081		Weekdays	22	22
Fixed Routes (Sat)	1,035	39,324	31,559		Saturdays	4	4
PLUS (M-F)	94	22,212	20,492		Gamedays	0	0
-Zone 1*	94	17,639	15,037		Holidays	1	1
-Zone 2**	0	4,573	5,455		Weather	7	6
PLUS (Sat)***	15	862	931		Fiscal YTD Days	281	282
					Cal. YTD Days	128	129

\*Requires ¾ mile

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

\*\*\*Operates only in Zone 1

## Strategic Performance Measures

MEASURE	FY 25 YTD	FY 25 Targets	
# of Norman fixed-route passenger trips provided	439,775	400,000	■
# of Norman paratransit trips provided	23,074	23,800	●
% of on-time Norman paratransit pick-ups	94.17%	98.58%	●
# of Norman bus passengers per service hour, cumulative	20.18	21.14	▲
# of Norman bus passengers per day, average	1,569*	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.77%*	0.00%	●
% of on-time fixed-route arrivals	69.33%	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

May 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 – 5/31/25)	May		Year Over Year Service
			2025	2024	
Average Walking Distance	<0.10 miles	0.06 miles	0.07 miles	0.06 miles	-14.29%
Maximum Walking Distance	0.25 miles	0.37 miles	0.37 miles	0.21 miles	+43.24%
Average Rider Wait Time*	<15 min	24.9 min	28.0 min	24.7 min	-11.79%
Maximum Rider Wait Time*	20 min	79.8 min*	47.0 min*	60.6 min*	-22.45%
Percent of Ride Requests Picked Up in 20min	>80%	41.13%**	32.94%**	46.17%**	-28.65%
*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 3,382 rides in May 2025, which is a 9.18% decrease from the April 2025 total of 3,724. There were a total of 60 completed trips requesting a WAV or wheelchair accessible vehicle in May 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 – 5/31/25)	May		Year Over Year Service
		2025	2024	
Total Number of Riders	42,103	3,382	2,567	+24.10%
Total # of Completed Trips	27,780	2,289	1,711	+25.25%
# of Completed Trips Requesting WAV	404	60	19	+68.33%
Ridership Per Service Hour (RPSH)	6.1	5.8	5.3	+8.62%

### Rider Experience

Approximately 12.2% 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.

Rider Experience	Fiscal Year to Date (7/01/24 – 5/31/25)	May		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.1 minutes	10.9	10.6	+2.75%
Average Ride Distance (in miles)	3.3 miles	3.3	3.2	+3.03%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

### Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 11,870 individual accounts have been created, which is a 3.29% increase over the April 2025 service to date total of 11,479 and a 54.92% increase over the May 2024 service to date total of 5,351. Of these accounts more than half of them (54.05%) have utilized the service at least once and almost a third (3,749 or 31.58%) 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 – 5/31/2025)		
App Accounts Created Since Launch	11,870	
OU Accounts (as of 06/02/2025)	2,860	24.09%
Active Accounts*	8,508	71.67%
Rider Accounts**	6,416	54.05%
Repeat Rider Accounts***	5,277	44.45%
*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 May. Six of seven vehicles were in active service during the month of April, which meets the target fleet availability.