



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: August 27, 2026

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 two months 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)

- On July 28, 2025, a City paratransit cutaway bus, unit 5-2471, was totaled after being struck in a head-on collision with another vehicle actively attempting to elude authorities. As an FTA grant recipient we are required to either return an amount equal to the remaining federal interest in the unit (\$135,255) or transfer that federal interest to the acquisition of a new replacement vehicle under the FTA's Like-Kind Exchange Policy. Council authorized purchase of a replacement for this unit at their January 27, 2026 meeting and staff completed procurement from TESCO at the quoted price of \$192,455. The unit was delivered July 8, 2026 and is being upfit for service.
- 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, unit number 5-2065 in the paratransit fleet, which is eligible to be retired and replaced according to FTA useful life standards.

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.
- 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.

Grants

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Current grants staff are working on include:

- Staff are working on a number of grant applications that Council will have the opportunity to review and approve at the next few Council meetings. Below is a list of the grants and applications staff are developing.
 - FTA Innovative Coordinated Access and Mobility (ICAM) Program – Regional Paratransit Plan in partnership with EMBARK and the City of Edmond.
 - FTA Bus and Bus Facilities 5339b Program – CAD/AVL Upgrade
 - FTA Bus and Bus Facilities 5339c Program – Replacement of 3 Paratransit Units
 - ACOG STBG-UZA (FFY30) – Replacement of 2 Fixed Route Units
- 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

office memorandum



match of \$269,270 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 normal operations 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 December 9, 2025, Council adopted Resolution R-2526-87 authorizing the purchase of the pantograph chargers which are now on order.

- 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 grant funds have been identified for the replacement of 5-2065, which has exceeded its useful life. Unit 5-2065 was requested to be replaced in the FY2027 budget but not approved.
- Staff have combined Surface Transportation Block Grant (STBG) program funding with FTA 5339 formula grant funding for the replacement of three large transit buses. 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% local matching funds for 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 units 5-0704, 5-1029 and 5-1533, which have exceeded their useful lives. This purchase was authorized by Council on Oct. 14, 2025, and these units are on order with an expected build date of April 2027.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

Funding for fiscal year ending 2027 was approved as a budget amendment at the June 9, 2026 Council meeting. Contract amendments with Via Transportation and the University of Oklahoma to extend the service through June 30, 2027 were approved on the June 23, 2026 Council agenda for service through June 30, 2027. Staff are working on a request for proposals to establish regular microtransit service beyond a pilot program. More details about the service are available 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 June 2026.
2. EMBARK Norman Performance Report for July 2026.
3. Norman On-Demand Performance Report for June 2026.
4. Norman On-Demand Performance Report for July 2026.

PERFORMANCE REPORT

Transit System Report

June 2026

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

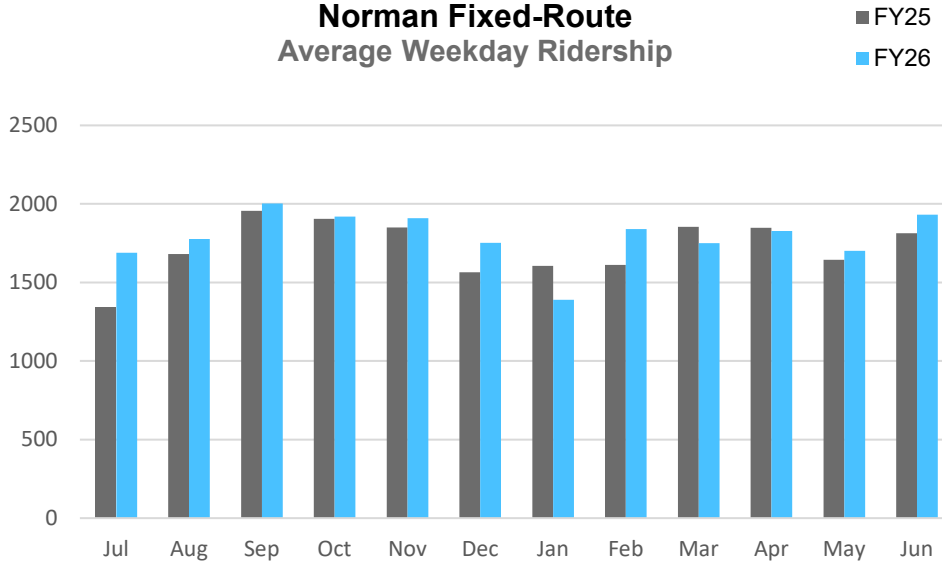
Total ridership for EMBARK Norman in June 2026 was 46,233 compared to 41,552 in June 2025. The average total daily ridership was 1,778 for June 2026, a 5.91% increase from 1,679 in June 2025.

The fixed-route service totaled 44,027 for June 2026 compared to 39,401 for June 2025. Average fixed-route daily ridership for June 2026 was 1,693 compared to 1,577 for June 2025. Passengers with wheelchairs for June 2026 totaled 507, compared to 396 for June 2025. Passengers with bikes totaled 1,577 compared to 1,522 for June 2025.

PLUS ridership totaled 2,206 for June 2026, compared to 2,151 for June 2025. The average total PLUS ridership was 85 for June 2026, compared to 104 for June 2025. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	June FY26	June FY25	+/- June FY25
Fixed Routes (M-F)	39,903	36,252	10.07%
110 - Main Street	2,976	3,459	-13.96%
111 - E Lindsey	17,888	16,313	9.65%
112 - W Lindsey	11,155	10,038	11.13%
121 - Westheimer	3,667	3,074	19.29%
122 - Rock Creek	4,160	3,350	24.18%
144 - Social Security	57	18	216.67%
Fixed Routes (Sat)	4,124	3,212	28.39%
110 - Main Street	620	397	56.17%
111 - E Lindsey	1,510	1,344	12.35%
112 - W Lindsey	1,321	815	62.09%
121 - Westheimer	333	273	21.98%
122 - Rock Creek	340	383	-11.23%
PLUS ADA Service	2,206	2,151	2.56%
PLUS (M-F)	2,111	2,086	1.20%
PLUS (Sat)	95	65	46.15%
Bikes	1,577	1,522	3.61%
Wheelchair	507	396	28.03%
PLUS Wheelchair	N/A	N/A	N/A%

**Norman Fixed-Route
Average Weekday Ridership**



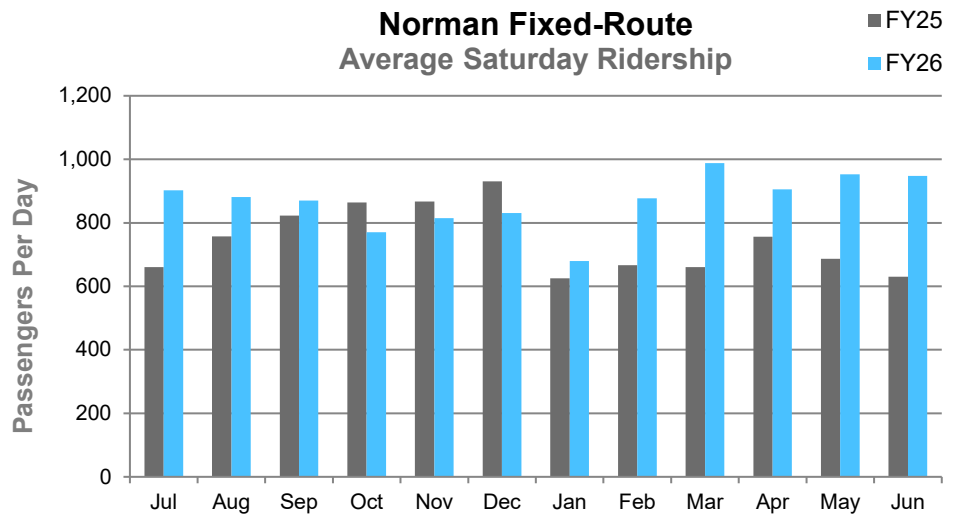
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for June 2026 was 39,903, a 10.07% increase from 36,252 in June 2025. Average weekday passenger ridership totaled 1,814 in June 2026; a 0.00% increase compared to 1,814 for June 2025. The RPSH was 20.67, a 14.78% decrease from 24.25 in June 2025.

Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for June 2026 was 4,124, an 28.39% increase from 3,212 in June 2025. Average Saturday passenger ridership totaled 1,031 for June 2026, a 63.65% increase from 630 in June 2025. RPSH was 18.36, a 28.35% increase from 14.30 in June 2025.

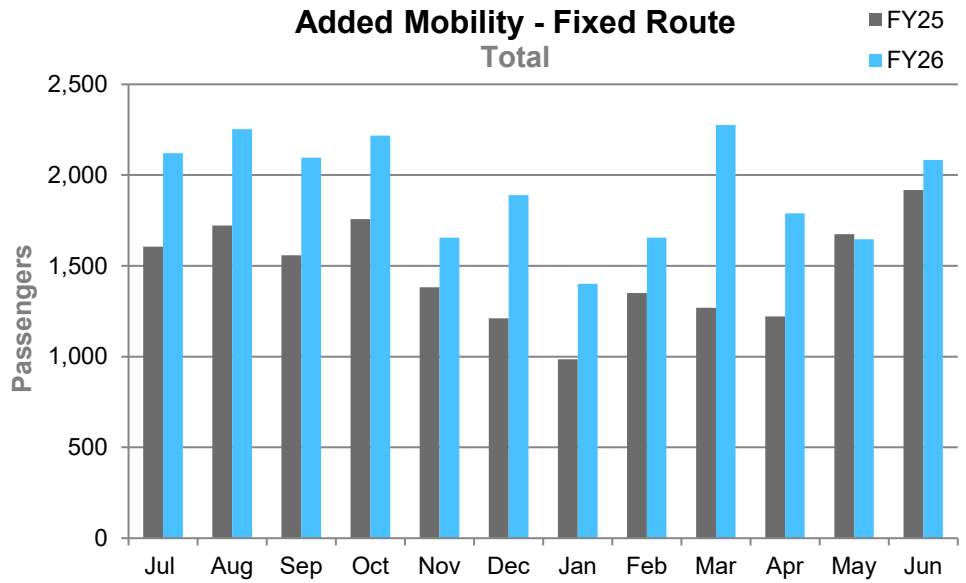
**Norman Fixed-Route
Average Saturday Ridership**



Added Mobility – Fixed Route

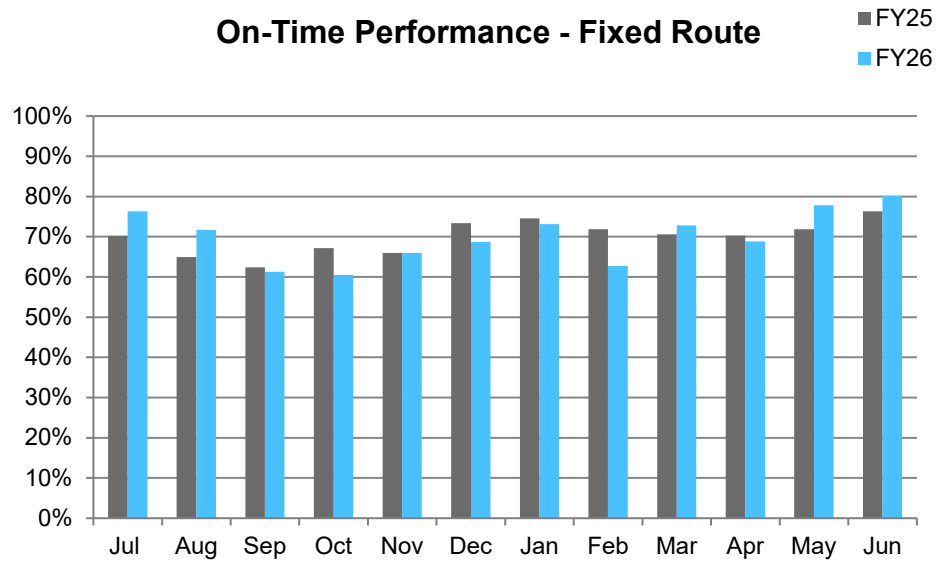
Total passengers with added mobility, such as bikes and wheelchairs, totaled 2,084 for June 2026, an 8.65% increase from 1,918 in June 2025.

Bike passengers totaled 1,577 for June 2026, a 3.61% increase from 1,522 in June 2025. Passengers with wheelchairs totaled 507, a 28.03% increase from 396 in June 2025.



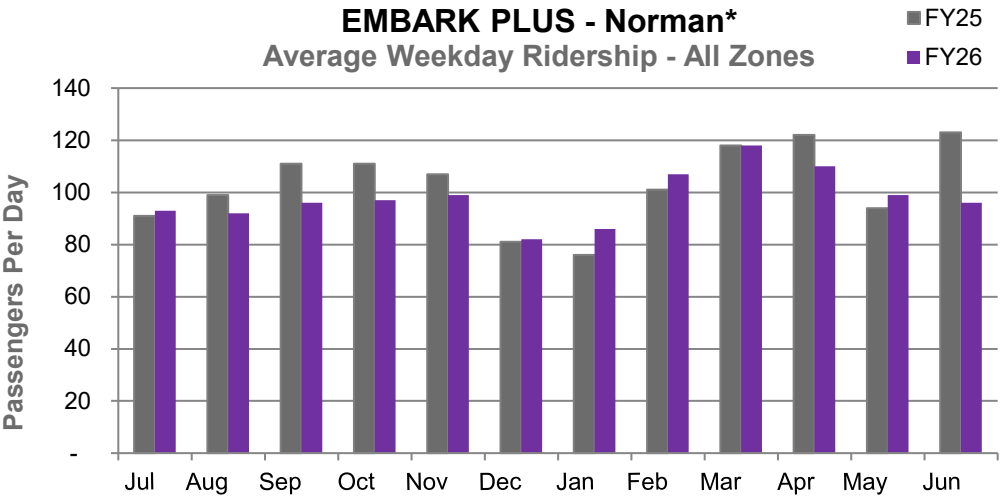
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 80.10% in June 2026, a 3.80% increase from 76.30% in June 2025.



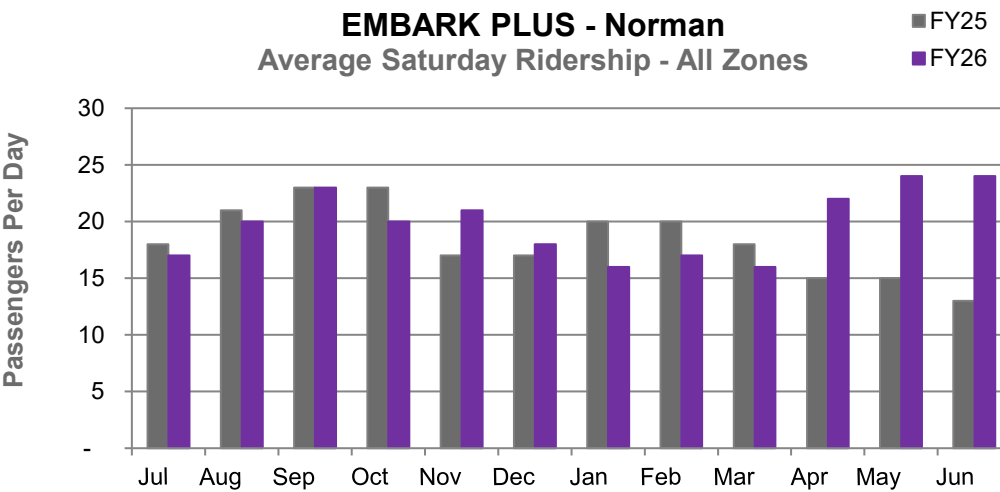
PLUS Weekday*

Total PLUS weekday ridership for June 2026 was 2,111, a 1.20% increase from 2,086 in June 2025. Average weekday passenger ridership totaled 96 for June 2026, a 21.99% decrease from the June 2025 average of 123. RPSH was 1.61, an 11.77% decrease from 1.83 in June 2025.



PLUS Saturday

Total PLUS Saturday ridership for June 2026 was 95, a 46.15% increase from 65 in June 2025. Average Saturday passenger ridership totaled 24 for June 2026, which is an 82.69% increase from the average of 13 in June 2025. RPSH for June 2026 was 1.64, a 39.99% increase from 1.17 in June 2025.



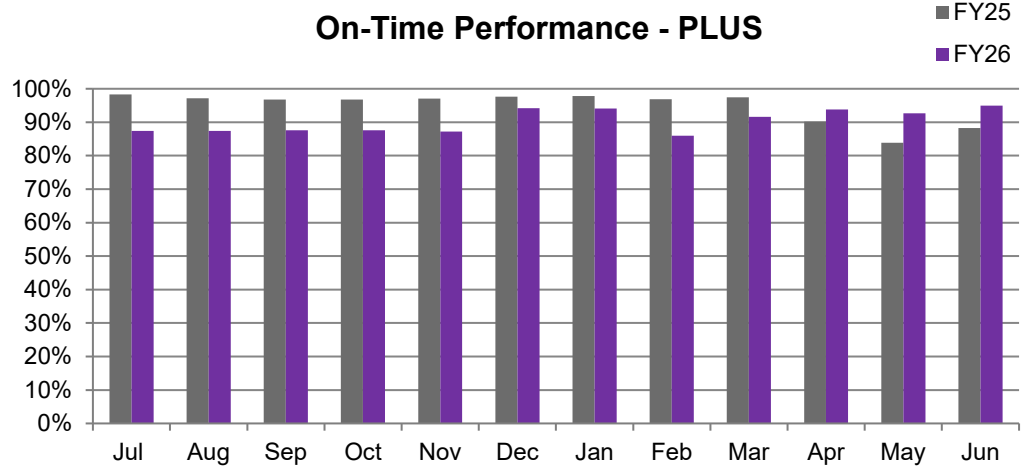
Added Mobility – PLUS*

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 for June 2026 was 94.99%, a 6.68% increase from 88.31% in June 2025.

Due to Ecolane limitations, on-time performance can no longer be separated by zones for weekday service, however overall, on-time performance for weekdays was 95.22%, which is up 6.91% from 88.31% in June 2025. Saturday on-time performance was 89.16%, an 8.56% increase from 80.60% in June 2025.



PLUS Weekday Service Summary	June FY26*	June FY25	+/- June FY26		PLUS Saturday Service Summary	June FY26	June FY25	+/- June FY26
Total Passengers	2,111	2,086	1.20%		Total Passengers	95	65	46.20%
Total Trips	2,006	1,924	4.26%		Total Trips	83	67	23.88%
Trips Daily Average	91	96	-5.02%		Trips Daily Average	21	13	54.85%
Trips Requested	2,073	1,929	7.47%		Trips Requested	83	72	15.28%
Denied Trips	26	3	766.67%		Denied Trips	0	3	-300.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	51	36	41.67%		No Show	4	2	100.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	June FY26	June FY25	+/- June FY26
New Applications	16	16	0.00%
Renewals Received	9	3	200.00%
Applications Approved	16	18	-11.11%
Applications Denied	1	1	0.00%

Summary of Services Table: June 2026

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 June FY26	FY26 YTD	FY25 YTD		Service Profile	June FY26	June FY25
Fixed Routes (M-F)	1,814	454,134	436,703		Weekdays	22	20
Fixed Routes (Sat)	1,031	45,340	39,916		Saturdays	4	5
PLUS (M-F)	96	25,071	22,914		Gamedays	0	0
-Zone 1*	96	25,071	19,089		Holidays	1	0
-Zone 2**	0	0	3,825		Weather	0	13
PLUS (Sat)***	24	996	1,001		Fiscal YTD	325	306
					Cal. YTD Days	172	153

*Requires ¾ mile

**Zone 2 operated on 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	499,474	500,000	●
# of Norman paratransit trips provided	26,067	26,000	▲
% of on-time Norman paratransit pick-ups	90.39%	98.58%	▲
# of Norman bus passengers per service hour, cumulative	21.55	22.29	◆
# of Norman bus passengers per day, average	1,622	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%	0.00%	●
% of on-time fixed-route arrivals	70.36%	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 7/1/2025 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 individuals with disabilities through an application process and a functional eligibility assessment
- **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

Transit System Report

July 2026

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

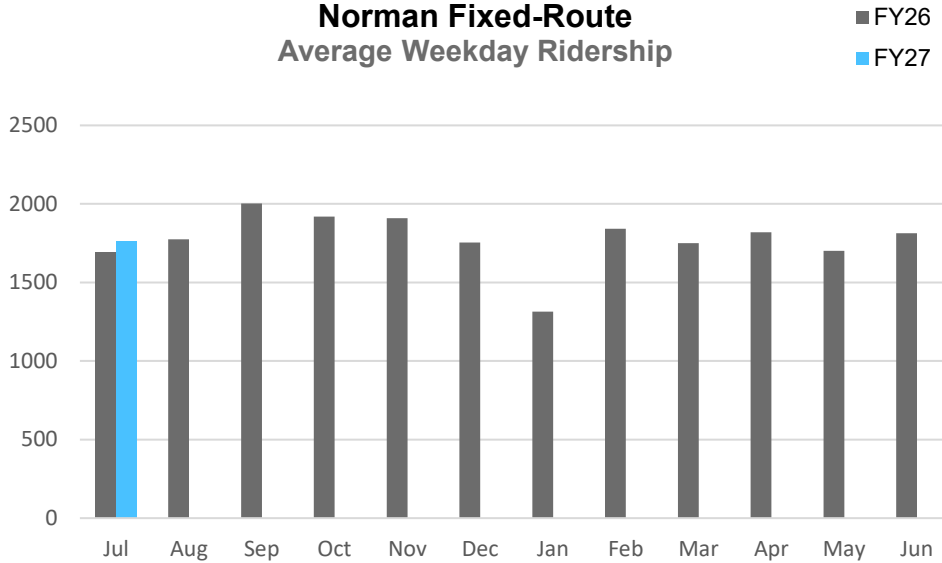
Total ridership for EMBARK Norman in July 2026 was 45,642 compared to 42,895 in July 2025. The average total daily ridership was 1,609 for July 2026, a -2.49% increase from 1,650 in July 2025.

The fixed-route service totaled 43,435 for July 2026 compared to 40,775 for July 2025. Average fixed-route daily ridership for July 2026 was 1,609 compared to 1,568 for July 2025. Passengers with wheelchairs for July 2026 totaled 355, compared to 351 for July 2025. Passengers with bikes totaled 1,596 compared to 1,774 for July 2025.

PLUS ridership totaled 2,207 for July 2026, compared to 2,120 for July 2025. The average total PLUS ridership was 82 for July 2026, compared to 82 for July 2025. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	July FY27	July FY26	+/- July FY27
Fixed Routes (M-F)	40,482	37,166	8.92%
110 - Main Street	3,577	4,021	-11.04%
111 - E Lindsey	18,084	17,459	3.58%
112 - W Lindsey	13,172	11,624	13.32%
121 - Westheimer	3,983	3,491	14.09%
122 - Rock Creek	4,557	4,158	9.60%
144 - Social Security	62	22	181.82%
Fixed Routes (Sat)	2,953	3,609	-18.18%
110 - Main Street	620	397	56.17%
111 - E Lindsey	1,510	1,344	12.35%
112 - W Lindsey	1,321	815	62.09%
121 - Westheimer	333	273	21.98%
122 - Rock Creek	340	383	-11.23%
PLUS ADA Service	2,207	2,120	4.10%
PLUS (M-F)	2,163	2,054	5.31%
PLUS (Sat)	44	66	-33.33%
Bikes	1,596	1,774	-10.03%
Wheelchair	355	351	1.14%
PLUS Wheelchair	N/A	N/A	N/A%

Norman Fixed-Route Average Weekday Ridership



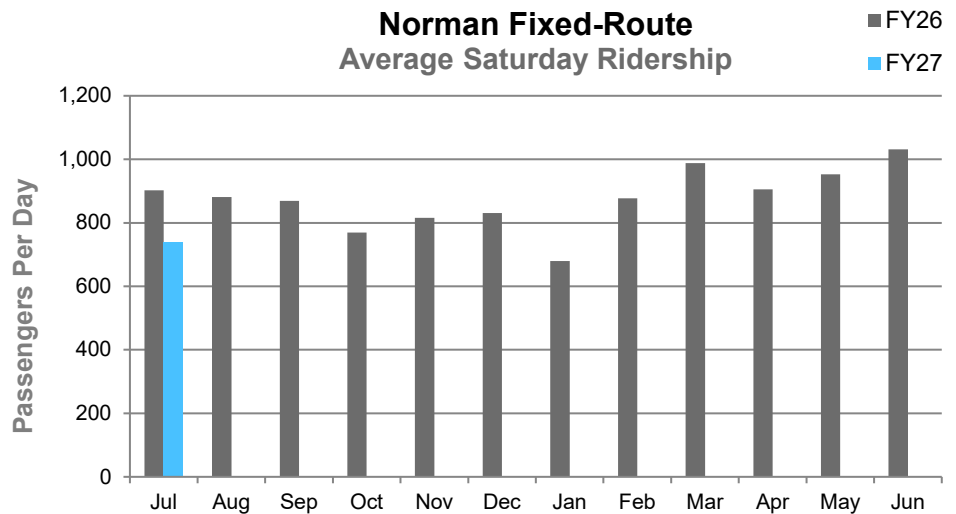
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for July 2026 was 40,482, an 8.92% increase from 37,166 in July 2025. Average weekday passenger ridership totaled 1,760 in July 2026; a 4.21% increase compared to 1,689 for July 2025. The RPSH was 19.96, a 4.59% increase from 19.08 in July 2025.

Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for July 2026 was 2,953, an 18.18% decrease from 3,609 in July 2025. Average Saturday passenger ridership totaled 738 for July 2026, an 18.15% decrease from 902 in July 2025. RPSH was 19.02, a 9.11% increase from 17.43 in July 2025.

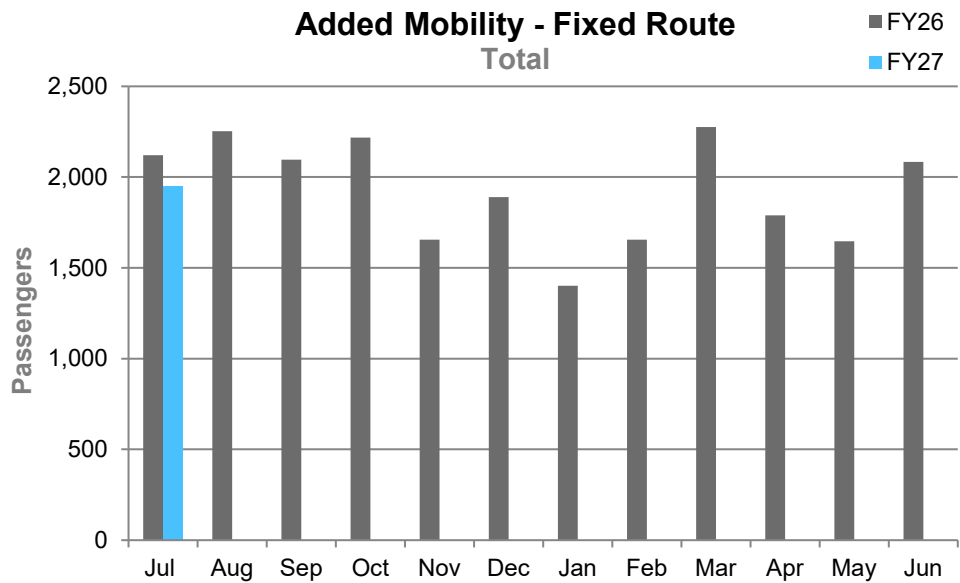
Norman Fixed-Route Average Saturday Ridership



Added Mobility – Fixed Route

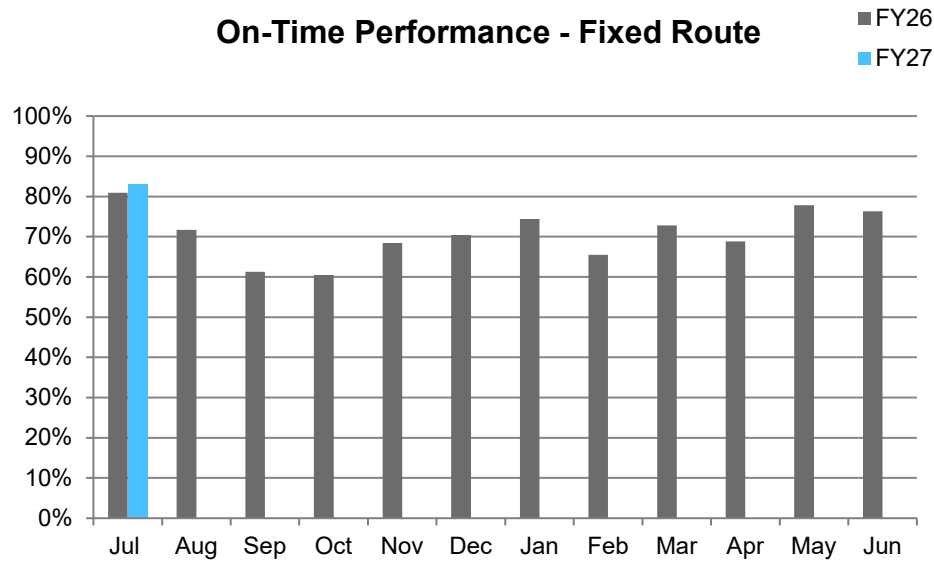
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,951 for July 2026, an 8.19% decrease from 2,125 in July 2025.

Bike passengers totaled 1,596 for July 2026, a 10.03% decrease from 1,774 in July 2025. Passengers with wheelchairs totaled 355, a 1.14% increase from 351 in July 2025.



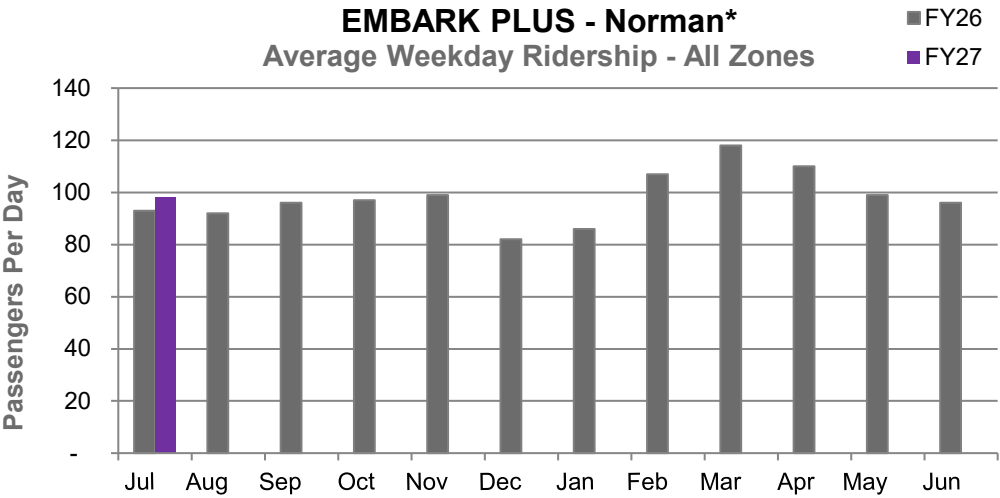
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 83.20% in July 2026, a 2.30% increase from 80.90% in July 2025.



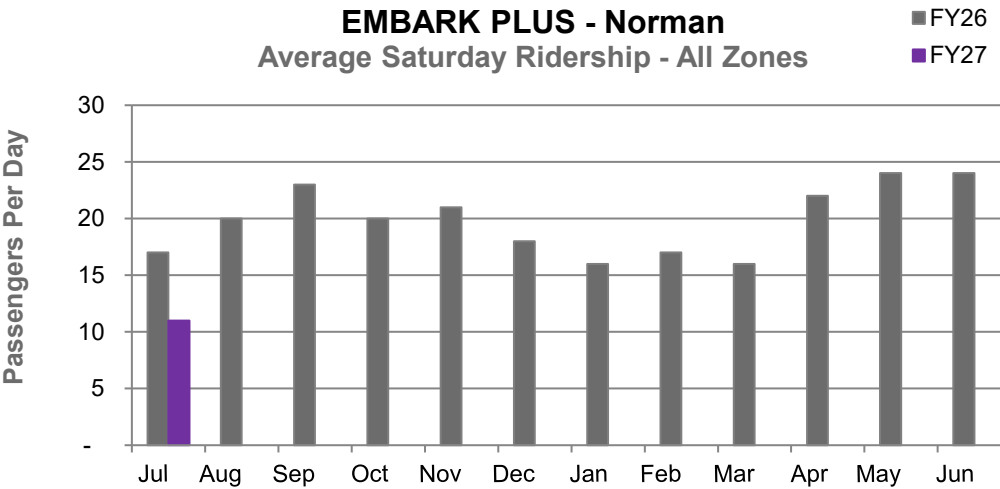
PLUS Weekday*

Total PLUS weekday ridership for July 2026 was 2,207, a 4.10% increase from 2,120 in July 2025. Average weekday passenger ridership totaled 98 for July 2026, a 5.72% increase from the July 2025 average of 93. RPSH was 1.70, an 13.84% decrease from 1.97 in July 2025.



PLUS Saturday

Total PLUS Saturday ridership for July 2026 was 44, a 33.33% decrease from 66 in July 2025. Average Saturday passenger ridership totaled 11 for July 2026, which is an 35.29% decrease from the average of 17 in July 2025. RPSH for July 2026 was 1.27, a 6.15% decrease from 1.35 in July 2025.



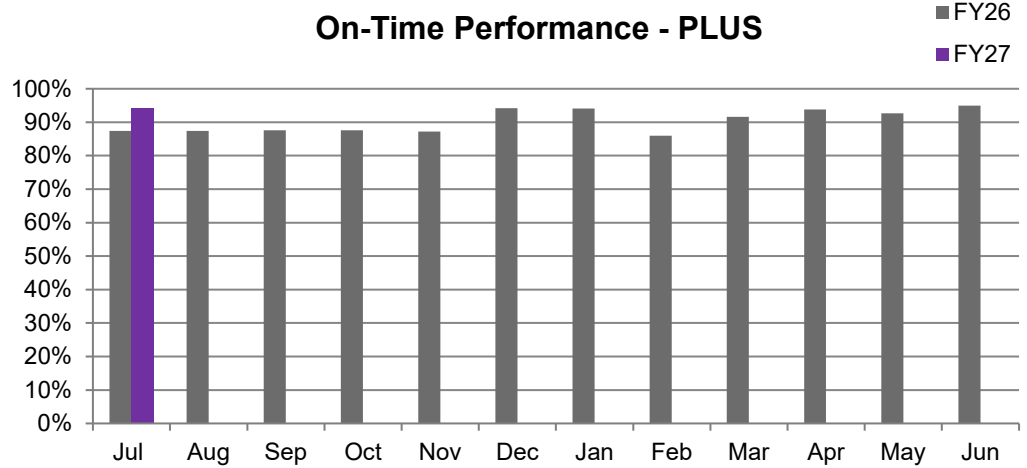
Added Mobility – PLUS*

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 for July 2026 was 94.42%, an 7.04% increase from 87.38% in July 2025.

Due to Ecolane limitations, on-time performance can no longer be separated by zones for weekday service, however overall, on-time performance for weekdays was 96.72%, which is up 9.49% from 87.23% in July 2025. Saturday on-time performance was 92.11%, a 0.05% increase from 92.06% in July 2025.



PLUS Weekday Service Summary	July FY27*	July FY26	+/- July FY27		PLUS Saturday Service Summary	July FY27	July FY26	+/- July FY27
Total Passengers	2,163	2,054	5.31%		Total Passengers	44	66	-33.33%
Total Trips	1,989	1,918	3.70%		Total Trips	38	63	-39.68%
Trips Daily Average	90	87	3.70%		Trips Daily Average	0	16	-100.00%
Trips Requested	2,163	2,054	5.31%		Trips Requested	38	66	-42.42%
Denied Trips	0	13	-100.00%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	51	73	-30.14%		No Show	0	7	-100.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	July FY27	July FY26	+/- July FY27
New Applications	18	16	12.50%
Renewals Received	10	5	100.00%
Applications Approved	13	12	8.33%
Applications Denied	0	2	-100.00%

Summary of Services Table: July 2026

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 July FY27	FY27 YTD	FY26 YTD		Service Profile	July FY27	July FY26
Fixed Routes (M-F)	1,814	454,132	436,703		Weekdays	22	20
Fixed Routes (Sat)	1,031	45,340	42,970		Saturdays	4	5
PLUS (M-F)	96	25,071	24,298		Gamedays	0	0
-Zone 1*	96	25,071	19,725		Holidays	1	0
-Zone 2**	0	0	4,573		Weather	0	13
PLUS (Sat)***	24	996	927		Fiscal YTD	325	306
					Cal. YTD Days	172	153

*Requires $\frac{3}{4}$ mile

**Zone 2 operated on weekdays until 7pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 27 YTD	FY 27 Targets	
# of Norman fixed-route passenger trips provided	43,435	500,000	●
# of Norman paratransit trips provided	2,207	26,000	▲
% of on-time Norman paratransit pick-ups	94.42%	98.58%	▲
# of Norman bus passengers per service hour, cumulative	19.89	22.29	◆
# of Norman bus passengers per day, average	1,671	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%	0.00%	●
% of on-time fixed-route arrivals	83.20%	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
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- **ADR** – Average Daily Ridership
- **AVG** – Average
- **Fixed Route** – Regular bus service
- **FY26** – The fiscal year 2025. Lasted from 7/1/2025 to 6/30/2025
- **FY27** – The fiscal year 2026. Lasting from 7/1/2025 to 6/30/2026
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- **KPI** – Spreadsheet used to record and compare all data used in the monthly report
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- **ZONE 2** – Secondary zone for PLUS operation



Performance Report

Microtransit Pilot Program Performance Report

June 2026

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, Pricing, & Hours

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

Pricing		Service Hours	
First Passenger	\$3.00**	Monday-Wednesday	7pm – 1am
Each Added Passenger	\$1.00	Thursday-Saturday	7pm – 3am*
OU SafeRide	Free	OU SafeRide: Thursday -Saturday	10pm – 3am*
OU SafeRide: OU Students using OU email address during SafeRide hours		Sunday	10am – 6pm
<i>ADA/Wheelchair Accessible Vehicles available upon request.</i> <i>*Outside of the OU fall & spring semesters, Thurs.-Sat. service ends at 1am</i> <i>**First passenger fare increased from \$2 to \$3 in August 2025</i>			

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.

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (YTD) (07/01/25 – 06/30/26)	June 2026	June 2025	Year Over Year (YOY) Service
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	0.36 miles	0.34 miles	+5.56%
Average Rider Wait Time*	<15 min	21.4 min	20.2 min	30.3 min	-33.33%
Maximum Rider Wait Time*	20 min	105.0 min*	47.0 min*	47.0 min*	0% (no change)
Percent of Ride Requests Picked Up in 20min	>80%	54.88%**	57.40%**	27.81%**	+51.55%

**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 1,522 rides in June 2026, which is a 31.84% decrease from the May 2026 total of 2,233. The fiscal year to date ridership for June FY26 is 26,325 which is a 41.42% decrease from the June FY25 fiscal year to date

ridership of 44,934. There were a total of 4 completed trips requesting a WAV or wheelchair accessible vehicle in June 2026. 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 YTD (07/01/25 – 06/30/26)	June 2026	June 2025	YOY Service
Total Number of Riders	26,325	1,522	2,831	-46.24%
Total # of Completed Trips	18,461	1,183	1,960	-39.64%
# of Completed Trips Requesting WAV	178	4	58	-93.10%
Ridership Per Service Hour (RPSH)	4.6	4.1	5.9	-30.51%

Rider Experience

Approximately 11.0% of all completed rides during FY26 to date received a rating, of which 96.4% were rated five out of five

Rider Experience	Fiscal YTD (07/01/25 – 06/30/26)	June 2026	June 2025	YOY Service
Average Ride Duration (in minutes)	10.9 minutes	11.3	11.2	+0.89%
Average Ride Distance (in miles)	3.3 miles	3.5	3.5	0% (no change)
Average Ride Rating (5 stars scale)	4.9 stars	5.0	4.9	+2.00%

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. In June there were only two rides that were rated less than 5 stars, representing less than a rounding error of the 145 ratings received resulting in the average rating being a perfect five stars. One complaint was reported to Via in the month of June, representing 0.66 complaints per 1000 rides provided. The only complaint received was 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 17,264 individual accounts have been created, which is a 1.46% increase over the May 2026 service to date total of 17,012 and a 29.02% increase over the June 2025 service to date total of 12,255. Of these accounts more than half of them (52.64%) have utilized the service at least once and nearly a third (4,771 or 27.64%) 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 – 06/30/2026)		
App Accounts Created Since Launch	17,264	
OU Accounts (as of 06/30/2026)	4,081 3796?	23.64% 21.99%
Active Accounts (at least 1 ride request)	12,671	73.40%
Rider Accounts (at least 1 completed ride)	9,087	52.64%
Repeat Rider Accounts (at least 2 completed rides)	7,312	42.36%

Accidents and Vehicles

No accidents or incidents were reported in June 2026, for a total of zero accidents and zero incidents reported in the entire 2026 fiscal year. Five of seven vehicles were in active service during the month of June, which 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.



Performance Report

Microtransit Pilot Program Performance Report

July 2026

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, Pricing, & Hours

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

Pricing		Service Hours	
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OU SafeRide: OU Students using OU email address during SafeRide hours		Sunday	10am – 6pm
<i>ADA/Wheelchair Accessible Vehicles available upon request.</i> <i>*Outside of the OU fall & spring semesters, Thurs.-Sat. service ends at 1am</i> <i>**First passenger fare increased from \$2 to \$3 in August 2025</i>			

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. Staff are working on a request for proposals (RFP) to transition this service from a pilot service to a regular transit offering for fiscal year ending 2028.

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (YTD) (07/01/26 – 07/31/26)	July 2026	July 2025	Year Over Year (YOY) Service
Average Walking Distance	<0.10 miles	0.07 miles	0.07 miles	0.06 miles	+14.29%
Maximum Walking Distance	0.25 miles	0.29 miles	0.29 miles	0.37 miles	-21.62%
Average Rider Wait Time*	<15 min	20.7 min	20.7 min	26.0 min	-20.38%
Maximum Rider Wait Time*	20 min	47.0 min*	47.0 min*	68.3 min*	-31.19%
Percent of Ride Requests Picked Up in 20min	>80%	56.52%**	56.52%**	39.67%**	+29.81%

*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 1,542 rides in July 2026, which is a 1.30% increase from the June 2026 total of 1,522. The fiscal year to date ridership for July FY27 is 1,542 which is a 44.77% decrease from the July FY26 fiscal year to date

ridership of 2,792. For the first time, there were a total of 0 completed trips requesting a WAV or wheelchair accessible vehicle in July 2026. 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 YTD (07/01/26 – 07/31/26)	July 2026	July 2025	YOY Service
Total Number of Riders	1,542	1,542	2,792	-44.77%
Total # of Completed Trips	1,127	1,127	1,931	-41.64%
# of Completed Trips Requesting WAV	0	0	41	-100.00%
Ridership Per Service Hour (RPSH)	4.3	4.3	5.6	-23.21%

Rider Experience

Approximately 10.8% of all completed rides during FY27 to date received a rating, of which 98.4% 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. In July there were only two rides that were rated less than 5 stars, representing less than a rounding error of the 122 ratings received resulting in the average rating being a perfect five stars. Three complaints were reported to Via in the month of July, representing 1.95 complaints per 1000 rides provided. One complaint was regarding the language of another passenger, while two complaints were regarding driver behaviors.

Rider Experience	Fiscal YTD (07/01/26 – 07/31/26)	July 2026	July 2025	YOY Service
Average Ride Duration (in minutes)	11.6 minutes	11.6	11.0	+5.17%
Average Ride Distance (in miles)	3.6 miles	3.6	3.5	+2.78%
Average Ride Rating (5 stars scale)	50. stars	5.0	4.9	+2.00%

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 17,557 individual accounts have been created, which is a 1.67% increase over the June 2026 service to date total of 17,264 and a 28.83% increase over the July 2025 service to date total of 12,496. Of these accounts more than half of them (52.77%) have utilized the service at least once and nearly a third (4,794 or 27.30%) 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 – 07/31/2026)		
App Accounts Created Since Launch	17,557	
OU Accounts (as of 07/31/2026)	3,831	21.75%
Active Accounts (at least 1 ride request)	12,932	73.65%
Rider Accounts (at least 1 completed ride)	9,264	52.77%
Repeat Rider Accounts (at least 2 completed rides)	7,467	42.53%

Accidents and Vehicles

No accidents or incidents were reported in July 2026, for a total of zero accidents and zero incidents reported in the 2027 fiscal year and a 14 month streak without accident or incident. Three of seven vehicles were in active service during the month of July, which does not meet the target fleet availability of four vehicles. This did not impact service availability due to lower summer demand, but did allow for the other vehicles in the fleet to undergo regular preventative maintenance before demand picks up due to autumn schedules.