



MEMO TO: Council Community Planning and Transportation Committee

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

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

DATE: October 23, 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 regions transit service as a whole. Expected completion date is late fall 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; May 13, 2025; and September 23, 2025 Council Conferences. Final approval of the plan by ACOG is expected in November 2025.

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

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 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 now working to identify the options available to continue this service, if desired, past the current pilot extension.

Norman Transit Center Parking Lot Improvement Project

The City of Norman conducted a bid opening on July 10th, 2025, for the Norman Transit Center Parking Lot Improvement project. The low bidder was Connelly Paving Company of Oklahoma City, Oklahoma. On August 12th, 2025, City Council approved Contract K-2526-10 with Connelly Paving Company in the amount of \$138,365.00 to fund the construction of this project. The City awarded the project on August 13th, 2025. Construction started on August 18th, 2025, and consists of removing the existing asphalt pavement and replacing it with concrete pavement. In addition to the parking lot being replaced with a more durable pavement, the project will include the replacement of the approach pavements as well as some integral curb that was in unacceptable condition. As of October 13, 2025 this project has been completed.

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 September 2025.
2. Norman On-Demand Performance Report for September 2025.

PERFORMANCE REPORT

Transit System Report

September 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

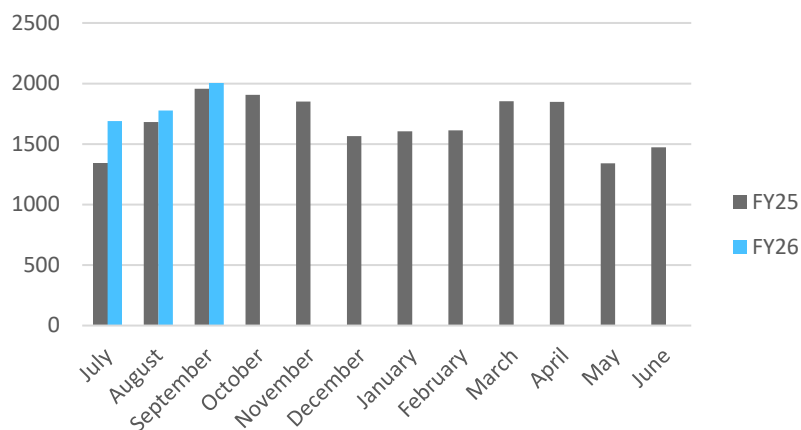
Total ridership for EMBARK Norman in September 2025 was 47,643 compared to 44,679 in September 2024. The average total daily ridership was 1,906 for September 2025, a 2.35% increase from 1,862 in September 2024.

The fixed-route service totaled 45,540 for September 2025 compared to 42,372 for September 2024. Average fixed-route daily ridership for September 2025 was 1,822 compared to 1,771 for September 2024. Passengers with wheelchairs or other mobility devices totaled 536, compared to 547 for September 2024. Passengers with bikes or other mobility devices totaled 1,560, compared to 1,011 for September 2024.

PLUS ridership totaled 2,103 for September 2025, compared to 2,307 for September 2024. The average total PLUS ridership was 84 for September 2025, compared to 96 for September 2024. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	September FY26	September FY25	+/- September FY25
Fixed Routes (M-F)	42,062	39,081	7.63%
110 - Main Street	3,340	3,396	-1.65%
111 - E Lindsey	21,109	22,587	-6.54%
112 - W Lindsey	10,555	7,942	32.90%
121 - Westheimer	3,335	2,401	38.90%
122 - Rock Creek	3,654	2,677	36.50%
144 - Social Security	69	78	-11.54%
Fixed Routes (Sat)	3,478	3,291	5.68%
110 - Main Street	377	278	35.61%
111 - E Lindsey	1,470	1,561	-5.83%
112 - W Lindsey	984	820	20.00%
121 - Westheimer	294	318	-7.55%
122 - Rock Creek	353	314	12.42%
PLUS ADA Service	2,103	2,307	-8.84%
PLUS (M-F)	2,013	2,216	-9.16%
PLUS (Sat)	90	91	-1.10%
Bikes	1,560	1,011	-2.01%
Wheelchair	536	547	54.30%
PLUS Wheelchair	n/a	382	-100.00%

Norman Fixed-Route Average Weekday Ridership



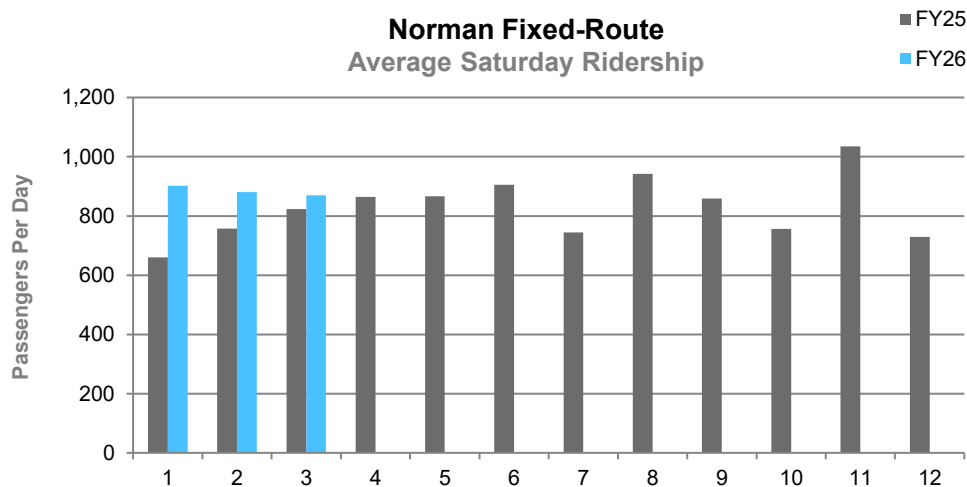
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for September 2025 was 42,062, a 7.63% increase from 39,081 in September 2024. Average weekday passenger ridership totaled 2,003 in September 2025; a 2.24% increase compared to 1,959 for September 2024. The average RPSH was 22.79, a 13.02% decrease from 26.21 in September 2024.

Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for September 2025 was 3,478, a 5.68% increase from 3,291 in September 2024. Average Saturday passenger ridership totaled 870 for September 2025, a 5.65% increase from 823 in September 2024. RPSH was 17.47, a 5.73% increase from 16.52 in September 2024.

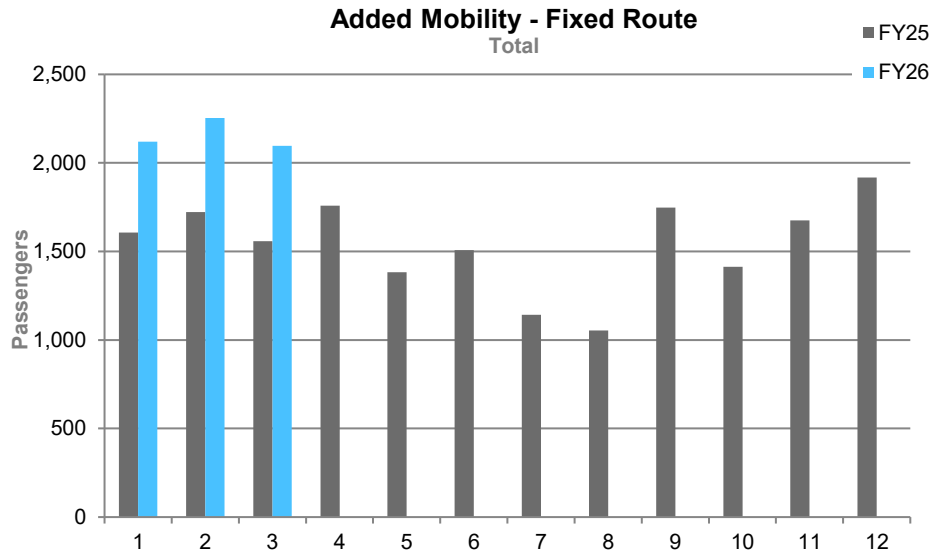
Norman Fixed-Route Average Saturday Ridership



Added Mobility – Fixed Route

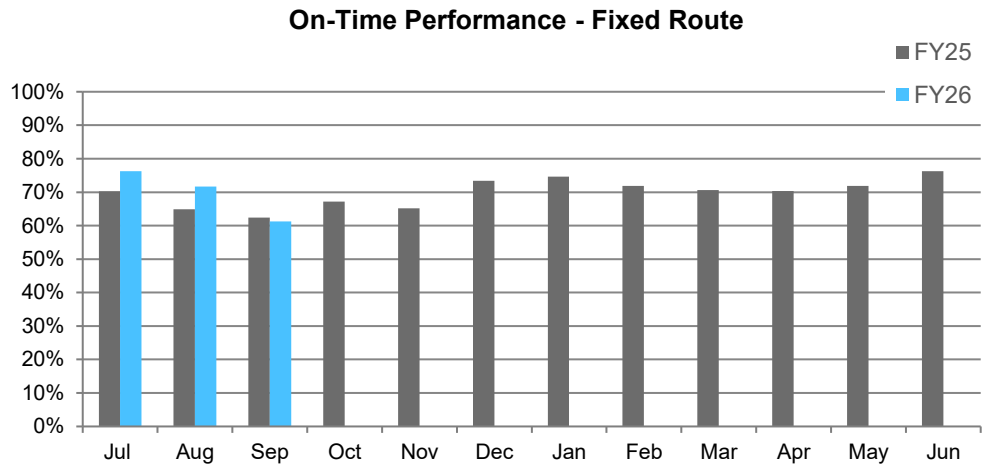
Total passengers with added mobility, such as bikes and wheelchairs, totaled 2,096 for September 2025, a 34.53% increase from 1,558 in September 2024.

Bike passengers totaled 1,560, a 54.30% increase from 1,011 in September 2024. Passengers with wheelchairs totaled 536, a 2.01% decrease from 547 in September 2024.



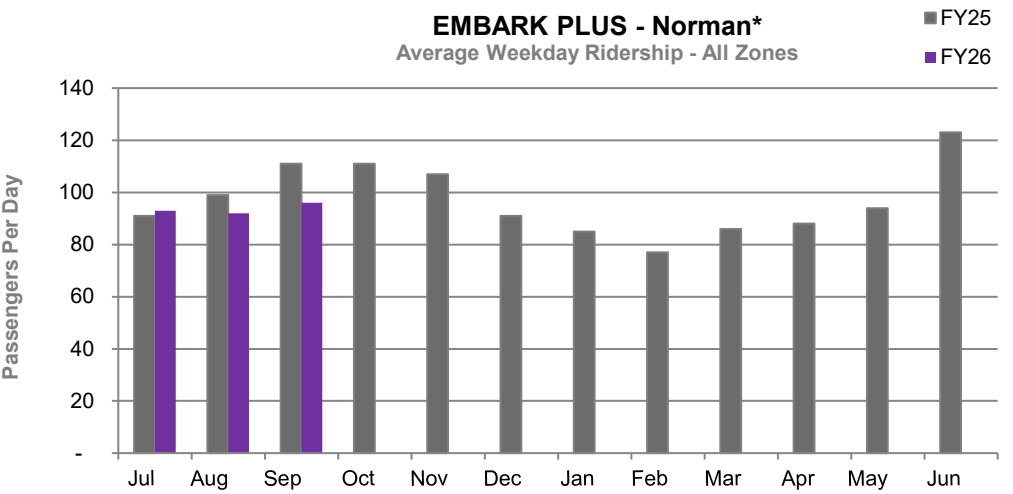
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 61.3% in September 2025, a 1.10% decrease from 62.4% in September 2024.



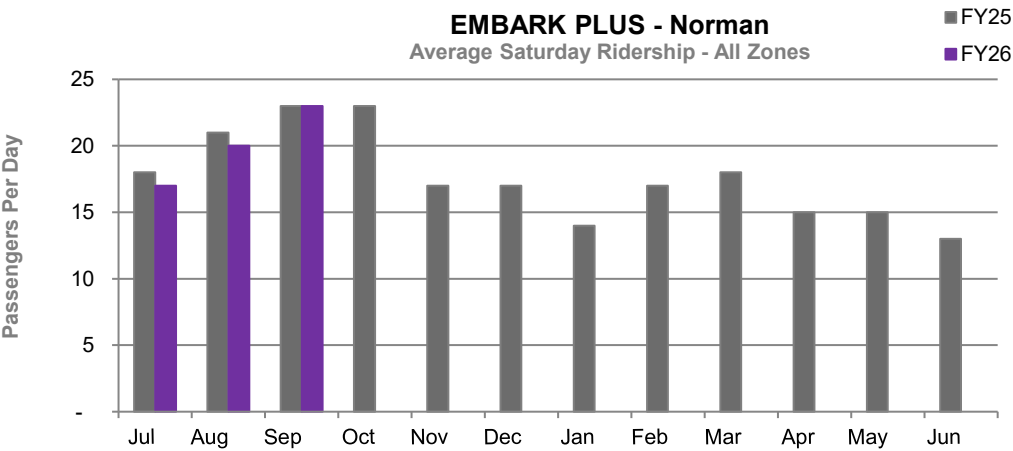
PLUS Weekday*

Total PLUS weekday ridership for September 2025 was 2,013, a 9.16% decrease from 2,216 in September 2024. Average weekday passenger ridership totaled 96 for September 2025, a 13.64% decrease from the September 2024 average of 111. RPSH was 1.85, a 30.68% increase from 1.42 in September 2024.



PLUS Saturday

Total PLUS Saturday ridership for September 2025 was 90, a 1.10% decrease from 91 in September 2024. Average Saturday passenger ridership totaled 23 for September 2025, which is equal to the average of 23 in September 2024. RPSH was 1.59, a 3.06% increase from 1.54 in September 2024.



Added Mobility – PLUS*

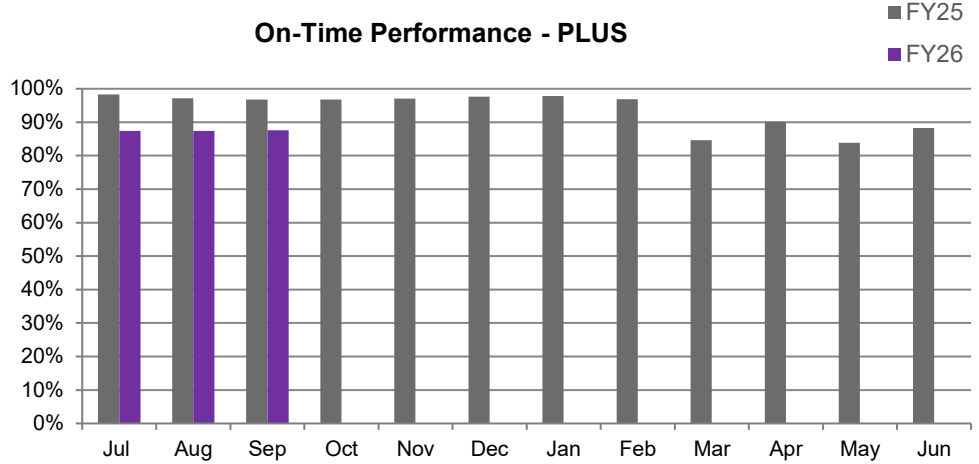
Due to ongoing testing, mobility device data is currently unreliable. This data is expected to be provided again in the future, however.

On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 87.58%, a 9.23% decrease from 96.81% in September 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 87.83%, which is down 9.01% from 96.84%

September 2024. Saturday on-time performance was 85.55%, a 10.50% decrease from 96.05% in September 2024.



PLUS Weekday Service Summary	September FY26*	September FY25	+/- September FY25		PLUS Saturday Service Summary	September FY26	September FY25	+/- September FY25
Total Passengers	2,013	2,216	-9.16%		Total Passengers	90	91	-1.10%
Total Trips	2,070	2,026	2.17%		Total Trips	96	76	26.32%
Trips Daily Average	99	101	-2.40%		Trips Daily	24	17	43.28%
Trips Requested	2,093	2,079	0.67%		Trips Requested	96	76	26.32%
Denied Trips	23	53	-56.60%		Denied Trips	0	0	0.00%
Capacity Denials	0	41	-100.00%		Capacity Denials	0	0	0.00%
No Show	57	39	46.15%		No Show	6	1	500.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	September FY26	September FY25	+/- September FY25
New Applications	16	16	0.00%
Renewals Received	14	6	133.33%
Applications Approved	29	16	-81.25%
Applications Denied	2	0	200.00%

Summary of Services Table: September 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 September FY26	FY26 YTD	FY25 YTD		Service Profile	September FY26	September FY25
Fixed Routes (M-F)	2,003	116,514	105,433		Weekdays	21	20
Fixed Routes (Sat)	870	11,493	9,715		Saturdays	4	4
PLUS (M-F)	96	5,995	6,381		Gamedays	2	3
-Zone 1*	96	5,995	4,621		Holidays	1	1
-Zone 2**	0	0	1,760		Weather	3	1
PLUS (Sat)***	23	254	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

September 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 (7/01/25 – 9/30/25)	September		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	0.27 miles	0.35 miles	-23.86%
Average Rider Wait Time*	<15 min	26.0 min	23.1 min	20.3 min	+12.12%
Maximum Rider Wait Time*	20 min	68.2 min*	58.8 min*	76.7 min*	-23.34%
Percent of Ride Requests Picked Up in 20min	>80%	39.37%**	46.47%**	54.86%**	-15.29%
*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 2,928 rides in September 2025, which is a 9.84% increase from the August 2025 total of 2,640. The fiscal year to date ridership for September FY26 is 8,360, which is a 32.79% decrease

from the September FY25 fiscal year to date ridership of 12,438. There were a total of 8 completed trips requesting a WAV or wheelchair accessible vehicle in September 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 – 09/30/25)	September		Year Over Year Service
		2025	2024	
Total Number of Riders	8,360	2,928	4,760	-38.49%
Total # of Completed Trips	5,598	1,926	3,131	-38.49%
# of Completed Trips Requesting WAV	86	8	33	-75.75%
Ridership Per Service Hour (RPSH)	5.3	4.8	6.1	-21.31%

Rider Experience

Approximately 9.5% of all completed rides during FYE26 received a rating, of which 94.7% were rated five out of five stars. The

Rider Experience	Fiscal Year to Date (7/01/25 – 09/30/25)	September		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.4 minutes	11.7	12	-2.50%
Average Ride Distance (in miles)	3.5 miles	3.4	3.4	0% (no change)
Average Ride Rating (5 stars scale)	4.9 stars	4.8	4.9	-2.04%

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. Four complaints were reported to Via in the month of September, representing 1.37 complaints per 1000 rides provided. There was one complaint regarding the rudeness of the driver and three complaints 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 14,439 individual accounts have been created, which is a 4.22% increase over the August 2025 service to date total of 13,830 and a 43.73% increase over the September 2024 service to date total of 8,125. Of these accounts more than half of them (52.12%) have utilized the service at least once and about a third (4,403 or 30.49%) 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 – 09/30/2025)		
App Accounts Created Since Launch	14,439	
OU Accounts (as of 09/01/2025)	3,633	25.16%
Active Accounts*	10,140	70.23%
Rider Accounts**	7,526	52.12%
Repeat Rider Accounts***	6,168	42.71%
*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 September, for a total of zero accidents and zero incidents reported in FY26. Six of seven vehicles were in active service during the month of September, 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.