



MEMO TO: Council Community Planning and Transportation Committee
FROM: Taylor Johnson, Transit and Parking Program Manager
THROUGH: Scott Sturtz P.E., CFM, Interim Director of Public Works
DATE: May 23, 2024
SUBJECT: Public Transportation Monthly Report

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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 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, 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. After adding 17 total new vehicles to the fleet between December 2022 and April 2024, only 9 out of 27 (3 out of 13 in the fixed route fleet; 6 out 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 are working to place 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 is currently finalizing the purchase of 5 paratransit vans, after multiple warranty inspection delays. All five of these vehicles have been officially accepted. Two of these vehicles are now in service, and the remaining three will be put into service in the coming weeks. Below is background on this purchase:
 - On December 14, 2021 the City Council passed and adopted resolution R-2122-72 transferring \$346,703 from the Capital Fund Balance to be matched with \$122,812 available in the Public Transit and Parking Fund to be used to replace 5 paratransit vehicles in the Transit Fleet for a total of \$469,515. Due to ongoing supply chain issues the price of the vehicles had increased, however staff were able to identify additional FTA grant funding allocated to Norman to supplement the cost increase and decrease the amount of local match that was provided from the Public Transit and Parking Fund. Resolution R-2122-98 was approved by Council on March 8, 2022 transferring an additional \$149,454 to cover the cost increase. FTA grant OK-2020-026 was amended to \$496,157 leaving a local match of \$88,508 (a reduction in the local matching funds of \$34,304 and a total cost of \$584,655.)
- The City is currently in the early stages of purchasing 6 CNG cutaway transit buses for the paratransit fleet. Staff anticipate bringing a request to Council in June for acceptance of the grant and procurement of these vehicles. Below is background on this purchase:
 - On April 11, 2023, Council approved Resolution R-2223-117 authorizing an application to the FTA's Bus and Bus Facilities (5339b) and Low- or No-Emissions Grants program to purchase 6 CNG cutaway transit buses for the paratransit fleet. The proposed cost share per bus is \$129,452 federal (75%) and \$43,151 local match (25%), resulting in \$172,603 total per bus. Thus the proposed cost share for 6 cutaway buses is \$776,714 federal (75%) and \$258,904 local (25%), resulting in a \$1,035,618 total cost for 6 units. On June 26, 2023, the FTA awarded the City's grant application to purchase 6 CNG cutaway buses for fleet replacement without any changes
- On February 9, 2024, the City Manager approved the purchase of two support vehicles via state contract using funds budgeted for vehicle replacement which were available in the Public Transportation Fund.

New Route Network

City Transit staff continue to monitor and ensure the smooth transition to the new route network by

office memorandum



working with other City staff, EMBARK staff, citizens, local organizations, and Councilmembers to identify and resolve concerns arising from the new route network.

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 – This service expansion responds to rider requests for Sunday service. Sunday service span and trip frequencies would match Saturday service levels. Sunday transit service is currently being tested as part of the Norman On-Demand microtransit pilot program.
- Priority 2: Increased Frequency on Route 112 – This service expansion upgrades the 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. Staff submitted a budget request for FYE 2025 to implement this priority, which was approved in the preliminary budget.
- 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. While ridership for this route has decreased 40% since the new route network was implemented, the planned developments along 24th Ave NW are expected to increase ridership along this route as well.

Grants

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements.

- On December 12, 2023 Council approved contract K-2324-105 with the Oklahoma Department of Transportation (ODOT), accepting funds from the fiscal year 2024 State of Oklahoma Public Transit Revolving Fund. This allocation is based on mileage from the previous fiscal year and the City of Norman was allocated \$207,400 for fiscal year 2024.
- 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.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

- Following a study determining how to best establish a microtransit pilot program in Norman, staff conducted a competitive bid process for a turnkey pilot program. Via Transportation's proposal was determined to be the best suited to the needs of Norman. Contract K-2223-164 with Via Transportation was approved unanimously by council on June 27, 2023.
- After discovering the University of Oklahoma was interested in collaborating on microtransit services with the renewal of their SafeRide program, staff worked to amend the agreement with Via to include that collaboration. On August 8, 2023 Council approved both Amendment 1 to contract K-2223-164, and Contract K-2324-50 with the University of Oklahoma for microtransit services.
- Website updates and the end user app both went live on August 16, 2023 and the microtransit service launched as planned on August 21, 2023.
- On April 23, 2024 Council approved amendments to contracts K-2223-164 (AMD2) and K-2324-50 (AMD1) providing for expansion of the existing program for the remainder of the current contract, through August 21, 2024. The expanded zone includes Ed Noble Parkway, Sooner Mall, Robinson Crossing, and more. These changes went into effect on May 1, 2024.
- Staff are following up on feedback to renew the contract into FY25. 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 April 2024.
2. Norman On-Demand Performance Report for April 2024.

PERFORMANCE REPORT

Transit System Report

April 2024

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 April 2024 was 35,367 compared to 30,444 in April 2023. The average total daily ridership was 1,360 for April 2024, an 11.66% increase from 1,218 in April 2023. Fiscal-year-to-date ridership is 338,370 passengers, a 25.24% increase from the April 2023 YTD total of 270,182.

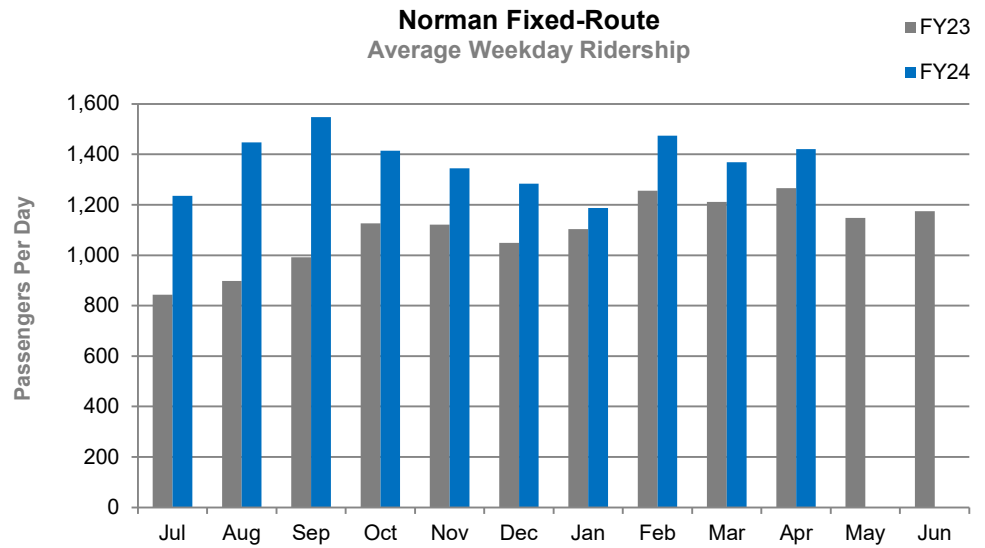
The fixed-route service totaled 33,311 for April 2024 compared to 28,479 for April 2023. Average fixed-route daily ridership for April 2024 was 1,284 compared to 1,140 for April 2023, a 12.63% increase. Passengers with bicycles or similar means of travel totaled 815, compared to 823 for April 2023. Passengers with wheelchairs or other mobility devices totaled 407, compared to 294 for April 2023.

PLUS ridership totaled 2,056 for April 2024, compared to 1,965 for April 2023. The average total PLUS ridership was 79 for April 2024, the same as April 2023. Passengers with wheelchairs or other mobility devices totaled 356 for April 2024, compared to 331 for April 2023, a 7.55% increase.

Norman Transit Services	Apr FY24	Apr FY23	+/- Apr FY23
Fixed Routes (M-F)	31,175	25,300	23.22%
110 - Main Street	2,660	5,032	-47.14%
111 - Lindsey East	17,934	11,723	52.98%
112 - Lindsey West	7,096	3,334	112.84%
120 - West Norman*	N/A	194	N/A
121 - Alameda	1,802	5,005	-64.00%
122 - Rock Creek**	1,645	N/A	N/A
144 - Social Security	38	12	216.67%
Fixed Routes (Sat)	2,136	3,179	-32.81%
110 - Main Street	248	724	-65.75%
111 - Lindsey East	1,023	1,242	-17.63%
112 - Lindsey West	567	399	42.11%
121 - Alameda	132	814	-83.78%
122 - Rock Creek**	166	N/A	N/A
PLUS ADA Service	2,056	1,965	4.63%
PLUS (M-F)	2,003	1,862	7.57%
PLUS (Sat)	53	103	-48.54%
Bikes	815	823	-0.97%
Wheelchair	407	294	38.44%
PLUS Wheelchair	356	331	7.55%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

Fixed Route Weekday Ridership

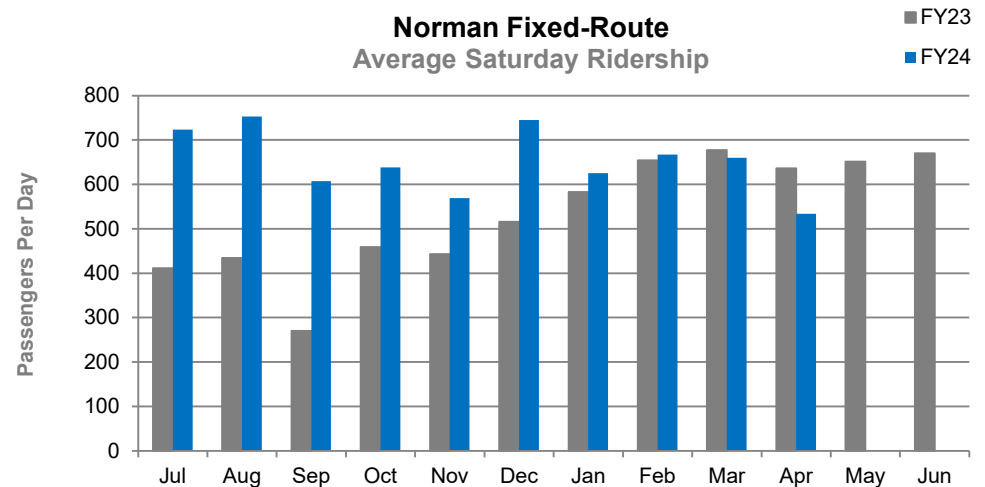
Total fixed-route weekday ridership for April 2024 was 31,175, a 23.22% increase from 25,300 in April 2023. Average weekday passenger ridership totaled 1,420 in April 2024; a 12.16% increase compared to 1,266 for April 2023. The average RPSH was 18.95.



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for April 2024 was 2,136, a 32.81% decrease from 3,179 in April 2023. Average Saturday passenger ridership totaled 534 for April 2024, a 16.04% decrease from 636 in April 2023. The average RPSH was 12.13.

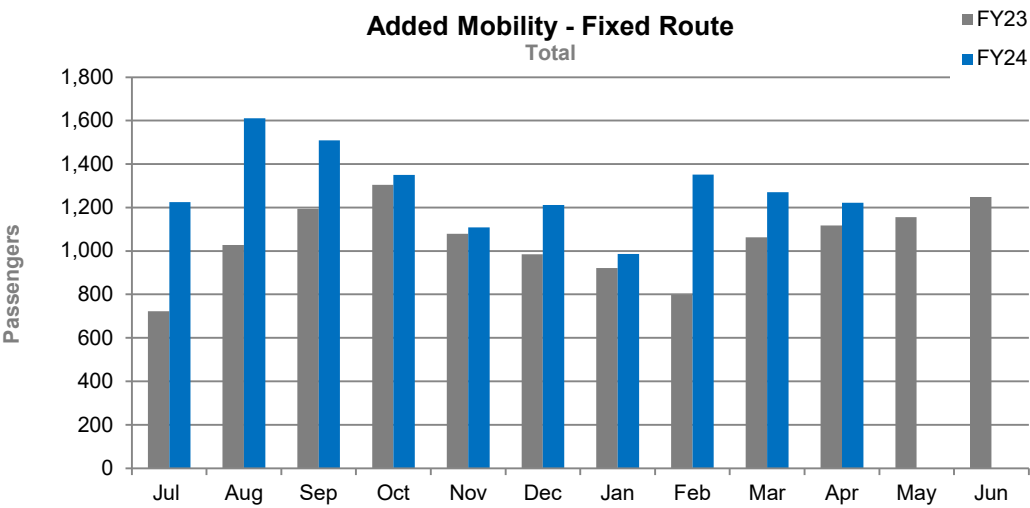
The University of Oklahoma hosted its spring football scrimmage on 4/20.



Added Mobility – Fixed Route

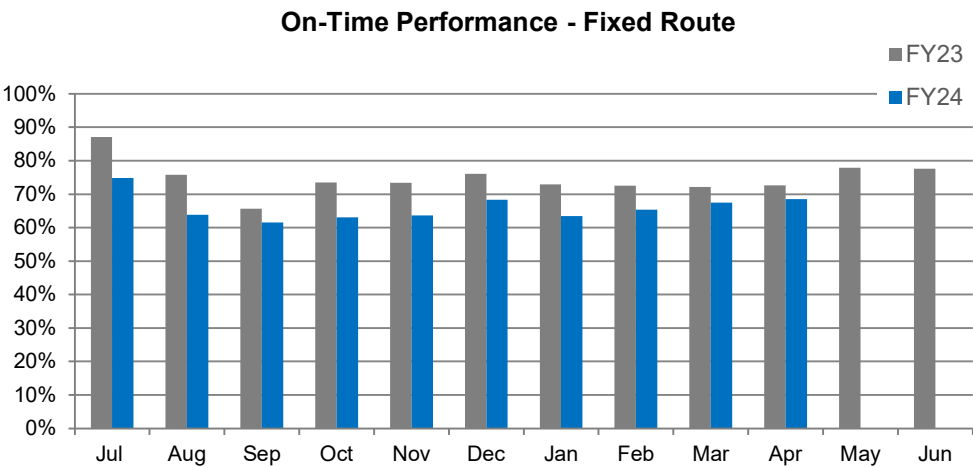
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,222 for April 2024, a 9.40% increase from 1,117 in April 2023.

Bike passengers totaled 815, a 0.97% decrease from 823 in April 2023. Passengers with wheelchairs totaled 407, a 38.44% increase from 294 in April 2023.



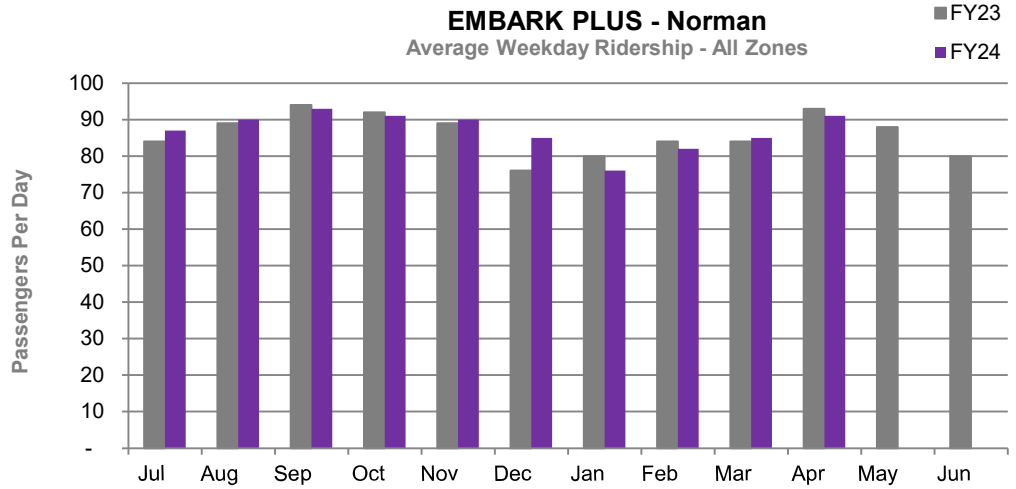
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 68.5% in April 2024, a 4.10% decrease from 72.6% in April 2023.



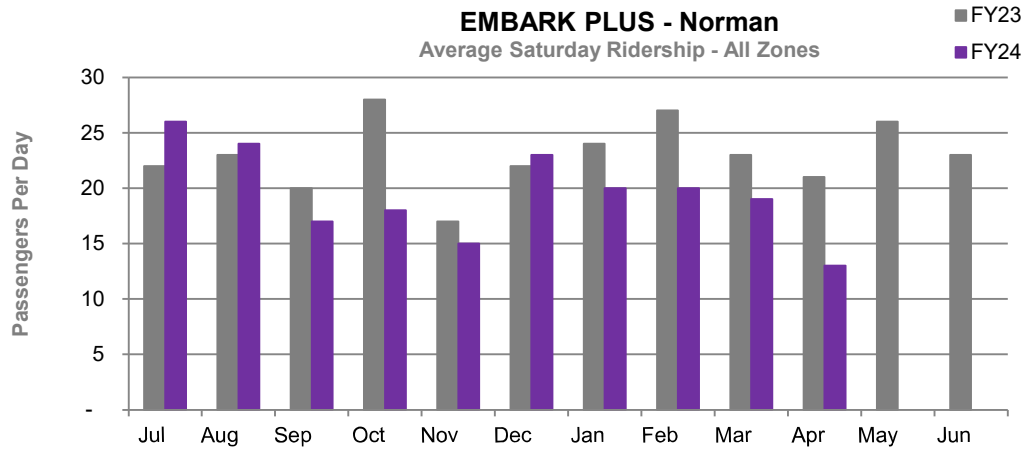
PLUS Weekday

Total PLUS weekday ridership for April 2024 was 2,003, a 7.57% increase from 1,862 in April 2023. Average weekday passenger ridership totaled 91 for April 2024, a 2.15% decrease from the April 2023 average of 93. RPSH was 1.31.



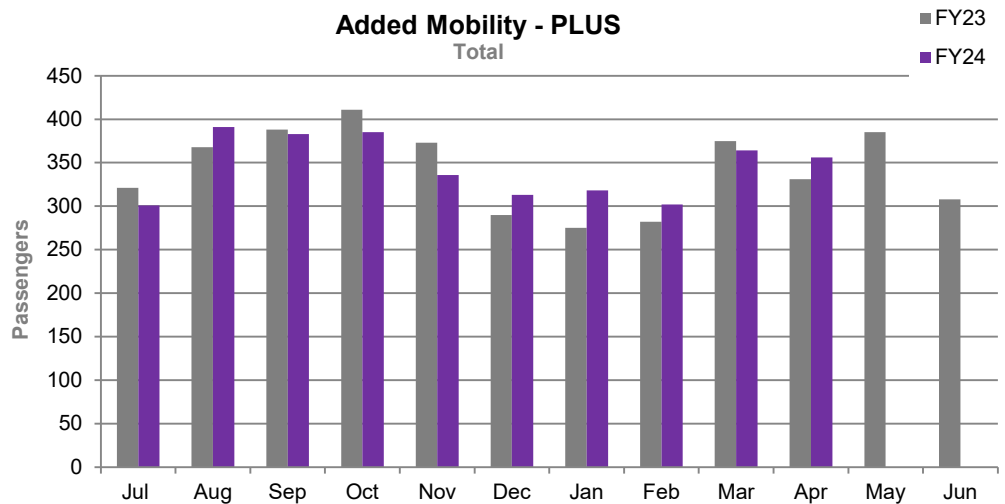
PLUS Saturday

Total PLUS Saturday ridership for April 2024 was 53, a 48.54% decrease from 103 in April 2023. Average Saturday passenger ridership totaled 13 for April 2024, a 38.10% decrease from 23 in April 2023. RPSH was 1.06.



Added Mobility - PLUS

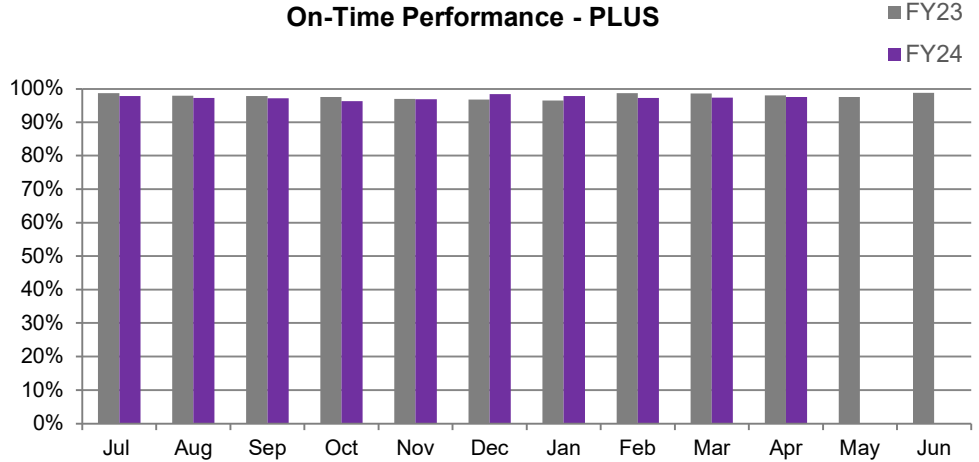
PLUS passengers with added mobility totaled 356 for April 2024, a 7.55% increase from 331 in April 2023.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.57%, a 0.45% decrease from 98.02% in April 2023.

Weekday on-time performance in the primary zone was 97.63%, a 0.55% decrease from 98.18% in April 2023. Weekday on-time performance in the secondary zone was 97.36%, a 0.14% increase from 97.22% in April 2023. Saturday on-time performance was 98.15%, a 0.17% increase from 97.98% in April 2023.



PLUS Weekday Service Summary	Apr FY24	Apr FY23	+/- Apr FY23		PLUS Saturday Service Summary	Apr FY24	Apr FY23	+/- Apr FY23
Total Passengers	2,003	1,862	7.57%		Total Passengers	53	103	-48.54%
Total Trips	1,883	1,715	9.80%		Total Trips	54	99	-45.45%
Trips Daily Average	86	86	0.00%		Trips Daily Average	14	20	-30.00%
Trips Requested	1,941	1,746	11.17%		Trips Requested	54	99	-45.45%
Denied Trips	58	31	87.10%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	24	19	26.32%		No Show	4	2	100.00%

PLUS Applications	Apr FY24	Apr FY23	+/- Apr FY23
New Applications	19	8	137.50%
Renewals Received	3	6	-50.00%
Applications Approved	18	28	-35.71%
Applications Denied	1	2	-50.00%

Summary of Services Table: April 2024

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 Apr FY24	FY24 YTD	FY23 YTD		Service Profile	Apr FY24	Apr FY23
Fixed Routes (M-F)	1,420	290,246	228,591		Weekdays	22	20
Fixed Routes (Sat)	534	28,811	22,351		Saturdays	4	5
PLUS (M-F)	91	18,452	18,246		Gamedays	1	1
-Zone 1*	67	13,627	15,353		Holidays	0	0
-Zone 2**	24	4,825	2,893		Weather	4	2
PLUS (Sat)***	13	861	994		Fiscal YTD Days	256	255
					Cal. YTD Days	103	101

*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	319,057	251,881	■
# of Norman paratransit trips provided	19,313	21,000	■
% of on-time Norman paratransit pick-ups	97.25%	98.58%	●
# of Norman bus passengers per service hour, cumulative	18.64	13.04	■
# of Norman bus passengers per day, average	1,250	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%*	0.00%**	●
% of on-time fixed-route arrivals	66.00%	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
- **FY23** – The fiscal year 2023. Lasted from 7/1/2022 to 6/30/2023
- **FY24** – The fiscal year 2024. Lasting from 7/1/2023 to 6/30/2024
- **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

April 2023

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 completed within 20 minute wait time.

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 compliments existing public transit service by extending service into the late night hours and during the day on Sundays for a small fee. 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. As of May 1, 2024, the map will extend the west boundary to 36th Ave. NW, add one additional vehicle for a total fleet of six, and alter Thurs-Sat hours to end at 1am during 'Summer Hours'.

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.			

Key Performance Indicator Measures

Measure	Target	April	Service to Date (8/21/23 – 4/30/24)
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles
Maximum Walking Distance	0.25 miles	0.29 miles	0.32 miles
Average Rider Wait Time*	<15 min	26.6 min	23.2 min
Maximum Rider Wait Time*	20 min	61.3 min*	86.7 min*
Percentage of Ride Requests Completed Within 20min. Wait Time	>80%	43.30%**	52.4%**

*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 2,539 rides in April 2024, which is a 4.6% decrease from the March 2024 total of 2,662. There were a total of 15 completed trips that requested a wheelchair accessible vehicle

(WAV) in the month of April. 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	April	Service to Date (8/21/23 – 4/30/24)
Total number of passengers	2,539	21,071
Total number of Trips Completed	1,686	13,289
# of Completed Trips Requesting WAV	15	158
Ridership Per Service Hour (RPSH)	5.9	5.8

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. Five rider complaints were reported to Via in the month of April both regarding driver behavior.

Rider Experience	April	Service to Date (8/21/23 – 4/30/24)
Average Ride Duration	10 min	9.5 min
Average Ride Distance	2.9 miles	2.9 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, 4,943 individual accounts have been created, which is a 12.5% increase over the March 2024 service to date total of 4,393. Of these accounts a little less than half, or 46.8%, have utilized the service at least once. Approximately 23.9% or 1,182 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 (8/21/23 – 4/30/24)		
App Accounts Created Since Launch	4,943	
OU Accounts	N/A	N/A
Active Accounts*	3,250	65.7%
Rider Accounts**	2,313	46.8%
Repeat Rider Accounts***	1,804	36.5%
*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 were reported in the month of April. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

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