

office memorandum



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: January 23, 2025

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 two months are attached. These reports provide updates on key metrics associated with the operations of each respective transit system.

Updates:

Norman Transit Center Security Services

At the September 26, 2024 Council Community Planning and Transportation Committee staff presented working with EMBARK to provide security services at the NTC. Staff received the direction to move forward with EMBARK to formalize a contract amendment for Council consideration for these additional services. Council will be consideration a contract amendment at its January 28, 2025 meeting.

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)

- o 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, there are only 3 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.
- o The City has placed an order to purchase 6 CNG cutaway transit buses for the paratransit fleet. Below is background on this purchase:
 - On June 11, 2024, Council adopted resolution R-2324-149 formally accepting an FTA grant and authorizing this purchase. After additional approvals to enhance the vehicles, the revised cost share per bus is \$129,452 federal (72%) and \$51,998 local match (28%), resulting in \$181,450 total per bus. Thus the proposed cost share for 6 cutaway buses is \$776,714 federal (72%) and \$311,986 local (28%), resulting in a \$1,088,700 total cost for 6 units.

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:

- o 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.
- o 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.
- o 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 summer 2025 with public and stakeholder engagement throughout the process. An update from ACOG and EMBARK on the development of the plan was presented to Council during the January 14, 2025 Council Conference.

Grants

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

- On February 15, 2024, the Association of Central Oklahoma Governments (ACOG) awarded The City of Norman \$1,078,880 in Public Fleet Conversion Grant Program funding which will require a local match of \$269,270 (which has been identified in the Public Transportation Fund) to install pantograph EV bus charging infrastructure at the Norman Transit Center. This overhead infrastructure will allow the City’s battery electric buses to rapidly recharge while stopped at the Transit Center during operation thereby extending the time before these EV buses need to return to the Transit maintenance facility to fully recharge. The total cost of this project is estimated to be \$1,348,600.

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. Staff are exploring options for this pilot program’s future as we near the midpoint of its second year of operation. More details can be found in the attached monthly performance report for this service, named Norman On-Demand. The format of this report has changed to include year over year data since that is now available.

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 November 2024.
2. EMBARK Norman Performance Report for December 2024.
3. Norman On-Demand Performance Report for November 2024.
4. Norman On-Demand Performance Report for December 2024.



PERFORMANCE REPORT

Transit System Report

November 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 November 2024 was 41,597 compared to 32,374 in November 2023. The average total daily ridership was 1,733 for November 2024, a 33.82% increase from 1,295 in November 2023. Fiscal-year-to-date ridership is 213,285 passengers, a 29.56% increase from the November 2023 YTD total of 164,619.

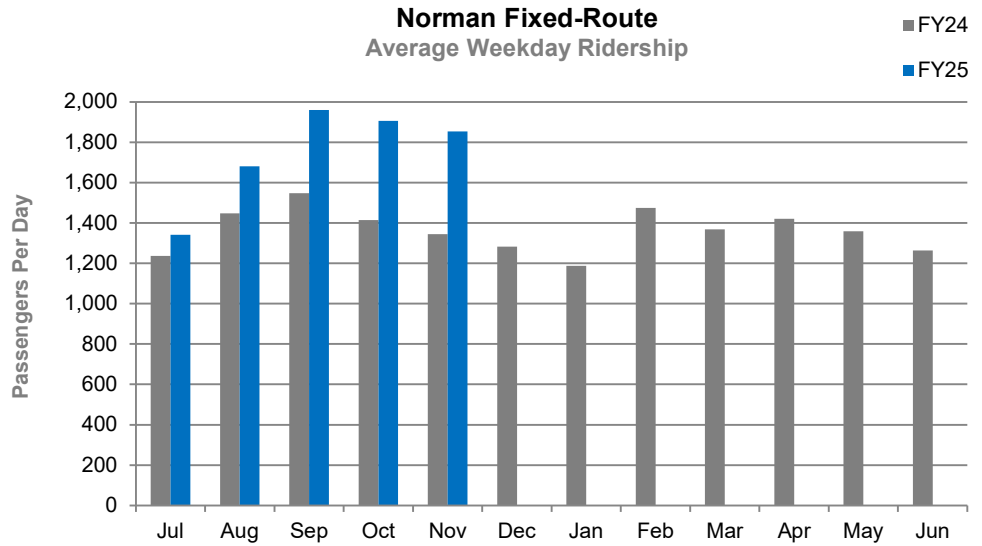
The fixed-route service totaled 39,486 for November 2024 compared to 30,430 for November 2023. Average fixed-route daily ridership for November 2024 was 1,649 compared to 1,221 for November 2023. Passengers with wheelchairs or other mobility devices totaled 366, compared to 426 for November 2023. Passengers with bikes or other mobility devices totaled 1,016, compared to 683 for November 2023.

PLUS ridership totaled 2,111 for November 2024, compared to 1,944 for November 2023. The average total PLUS ridership was 88 for November 2024, compared to 78 for November 2023. Passengers with wheelchairs or other mobility devices totaled 334 for November 2024, compared to 336 for November 2023, a 0.60% decrease.

Norman Transit Services	Nov FY25	Nov FY24	+/- Nov FY24
Fixed Routes (M-F)	35,149	28,154	24.85%
110 - Main Street	3,190	2,494	27.91%
111 - E Lindsey	19,691	16,397	20.09%
112 - W Lindsey	7,381	5,369	37.47%
121 - Westheimer	2,433	2,020	20.45%
122 - Rock Creek**	2,402	1,835	30.90%
144 - Social Security	52	39	33.33%
Fixed Routes (Sat)	4,337	2,276	90.55%
110 - Main Street	406	268	51.49%
111 - E Lindsey	1,681	953	76.39%
112 - W Lindsey	1,265	706	79.18%
121 - Westheimer	461	167	176.05%
122 - Rock Creek**	524	182	187.91%
PLUS ADA Service	2,111	1,944	8.59%
PLUS (M-F)	2,028	1,883	7.70%
PLUS (Sat)	83	61	36.07%
Bikes	1,016	683	48.76%
Wheelchair	366	426	14.08%
PLUS Wheelchair	334	336	-0.60%

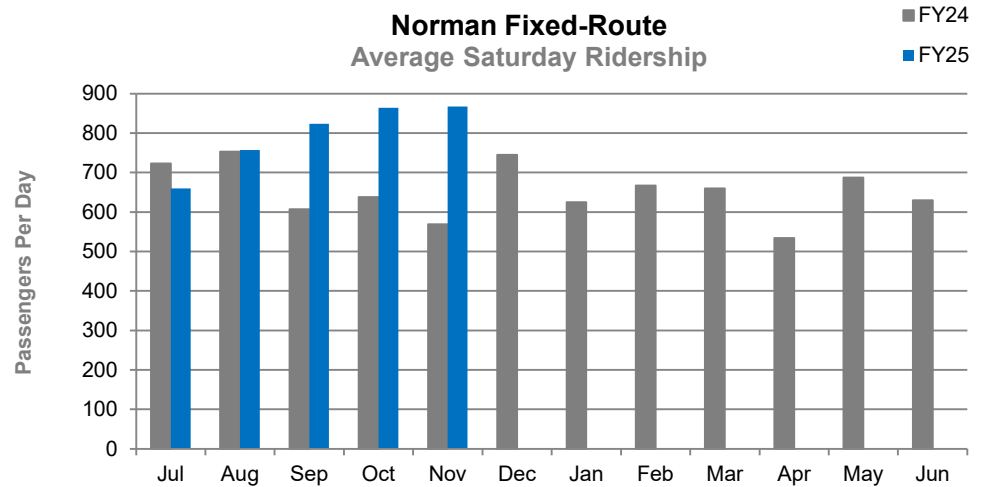
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for November 2024 was 35,149, a 24.85% increase from 28,154 in November 2023. Average weekday passenger ridership totaled 1,853 in November 2024; a 37.87% increase compared to 1,344 for November 2023. The average RPSH was 19.82, a 10.54% increase from 17.93 in November 2023.



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for November 2024 was 4,337, a 90.55% increase from 2,276 in November 2023. Average Saturday passenger ridership totaled 867 for November 2024, a 52.37% increase from 569 in November 2023. The average RPSH was 14.71, a 13.58% increase from 12.95 in November 2023.

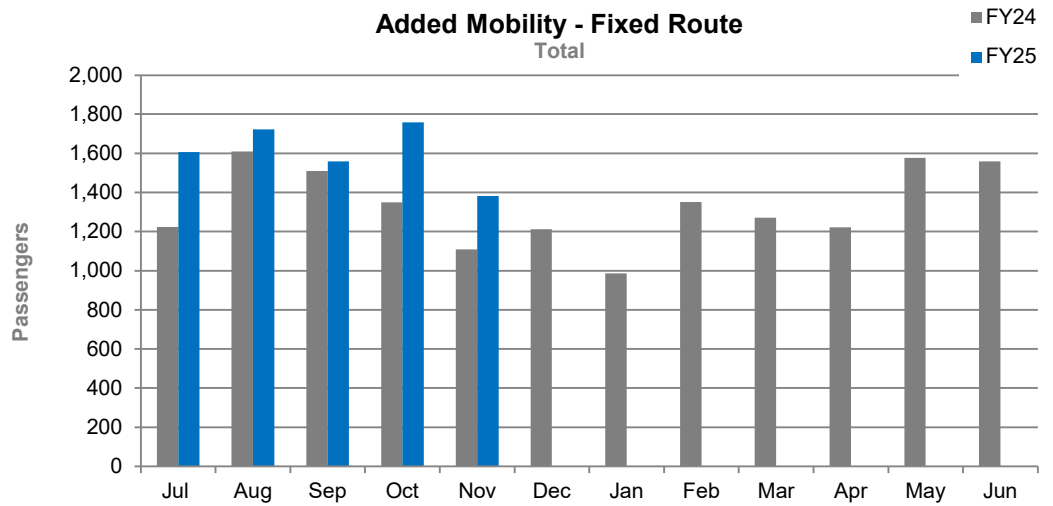


The University of Oklahoma hosted two football games on 11/2 and 11/23.

Added Mobility – Fixed Route

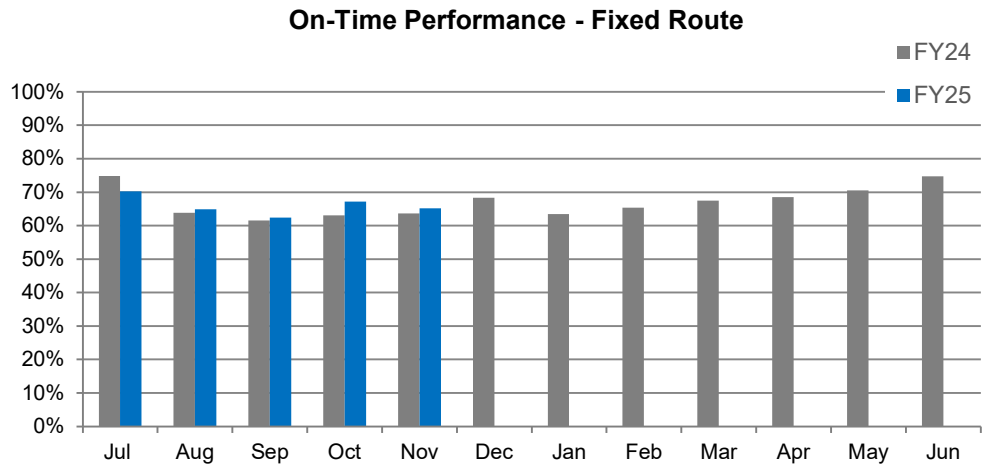
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,382 for November 2024, a 24.62% increase from 1,109 in November 2023.

Bike passengers totaled 1,016, a 48.76% increase from 683 in November 2023. Passengers with wheelchairs totaled 366, a 14.08% decrease from 426 in November 2023.



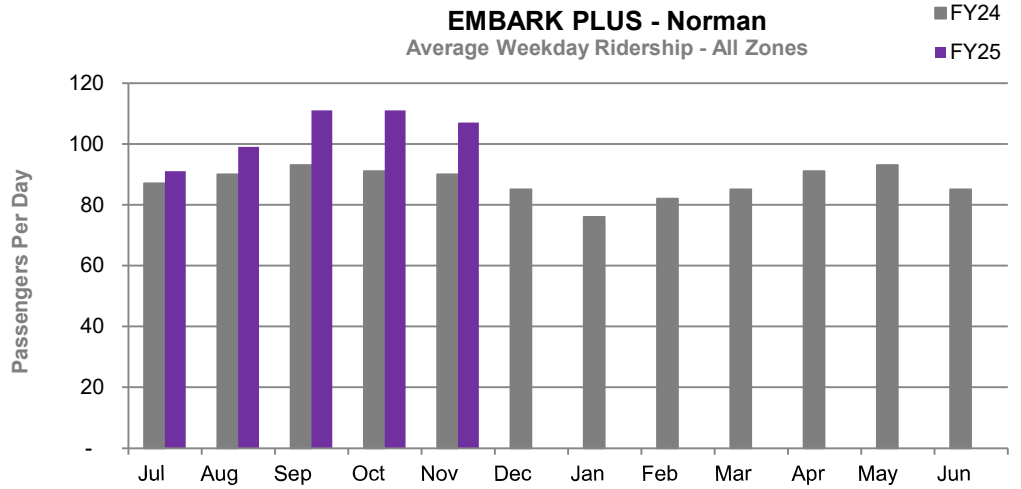
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 65.2% in November 2024, a 1.60% increase from 63.60% in November 2023.



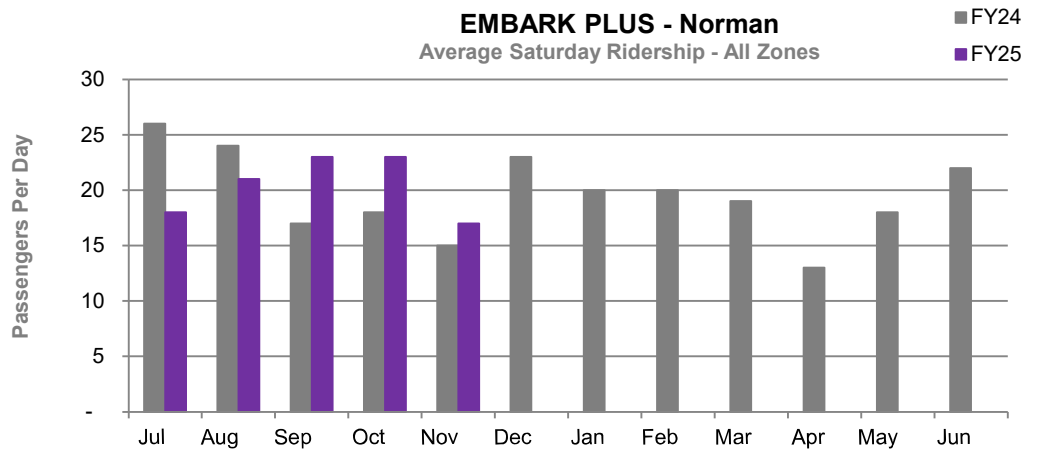
PLUS Weekday

Total PLUS weekday ridership for November 2024 was 2,028, a 7.70% increase from 1,883 in November 2023. Average weekday passenger ridership totaled 107 for November 2024, an 18.89% increase from the November 2023 average of 90. RPSH was 1.45, a 9.48% increase from 1.32 in November 2023.



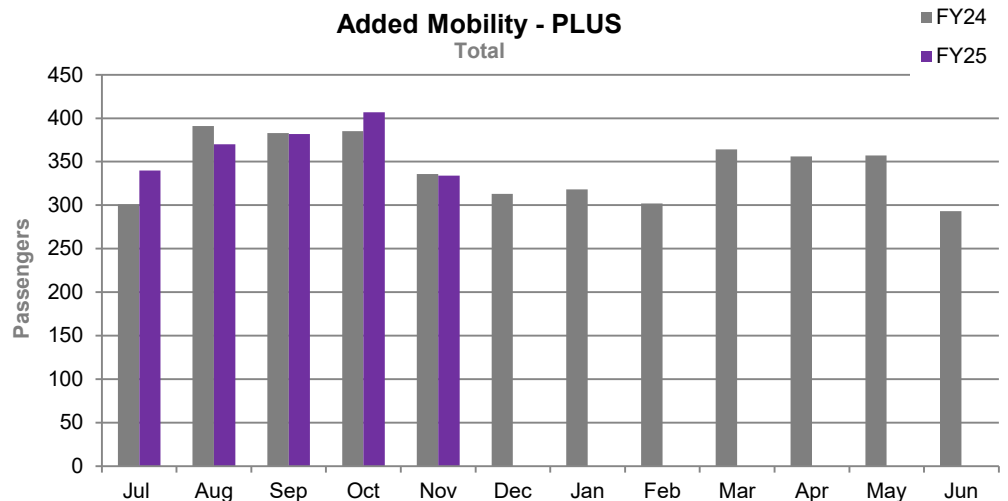
PLUS Saturday

Total PLUS Saturday ridership for November 2024 was 83, a 36.07% increase from 61 in November 2023. Average Saturday passenger ridership totaled 17 for November 2024, a 13.33% increase from 15 in November 2023. RPSH was 1.20, a 5.07% decrease from 1.26 in November 2023.



Added Mobility - PLUS

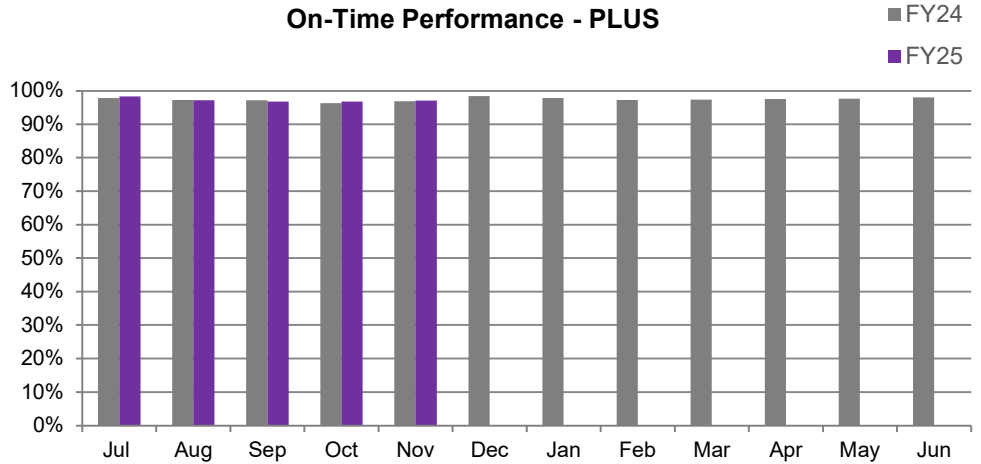
PLUS passengers with added mobility totaled 334 for November 2024, a 0.60% decrease from 336 in November 2023.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.10%, a 0.27% increase from 96.83% in November 2023.

Weekday on-time performance in the primary zone was 97.37%, a 0.04% decrease from 97.41% in November 2023. Weekday on-time performance in the secondary zone was 96.62%, a 1.47% increase from 95.15% in November 2023. Saturday on-time performance was 96.00%, a 2.28% decrease from 98.28% in November 2023.



PLUS Weekday Service Summary	Nov FY25	Nov FY24	+/- Nov FY24		PLUS Saturday Service Summary	Nov FY25	Nov FY24	+/- Nov FY24
Total Passengers	2,028	1,883	7.70%		Total Passengers	83	61	36.07%
Total Trips	1,787	1,770	0.96%		Total Trips	75	58	29.31%
Trips Daily Average	94	84	11.90%		Trips Daily Average	15	15	3.45%
Trips Requested	1,814	1,826	-0.66%		Trips Requested	75	58	29.31%
Denied Trips	27	56	-51.79%		Denied Trips	0	0	0.00%
Capacity Denials	20	0	2,000%		Capacity Denials	0	0	0.00%
No Show	40	24	66.67%		No Show	2	0	-200.00%

PLUS Applications	Nov FY25	Nov FY24	+/- Nov FY24
New Applications	12	7	71.43%
Renewals Received	4	10	-60.00%
Applications Approved	16	14	14.29%
Applications Denied	1	0	100.00%

Summary of Services Table: November 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 Nov FY25	FY25 YTD	FY24 YTD	Service Profile	Nov FY25	Nov FY24
Fixed Routes (M-F)	1,853	184,374	147,835	Weekdays	19	21
Fixed Routes (Sat)	867	17,507	14,487	Saturdays	5	4
PLUS (M-F)	107	10,959	9,571	Gamedays	2	2
-Zone 1*	77	7,934	7,166	Holidays	1	1
-Zone 2**	30	3,025	2,405	Weather	5	1
PLUS (Sat)***	17	445	437	Fiscal YTD Days	128	128
				Cal. YTD Days	282	281

*Requires ¼ 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	201,881	400,000	■
# of Norman paratransit trips provided	11,404	23,800	■
% of on-time Norman paratransit pick-ups	97.20%	98.58%	●
# of Norman bus passengers per service hour, cumulative	21.49	21.14	●
# of Norman bus passengers per day, average	1,584*	800*	●
% of Norman required paratransit pick-ups denied due to capacity	1.13%*	0.00%	●
% of on-time fixed-route arrivals	65.98%	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

Transit System Report

December 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 December 2024 was 38,487 compared to 31,168 in December 2023. The average total daily ridership was 1,539 for December 2024, a 23.42% increase from 1,247 in December 2023. Fiscal-year-to-date ridership is 251,772 passengers, a 28.59% increase from the December 2023 YTD total of 195,787.

The fixed-route service totaled 36,501 for December 2024 compared to 29,350 for December 2023. Average fixed-route daily ridership for December 2024 was 1,461 compared to 1,176 for December 2023. Passengers with wheelchairs or other mobility devices totaled 436, compared to 511 for December 2023. Passengers with bikes or other mobility devices totaled 1,071, compared to 701 for December 2023.

PLUS ridership totaled 1,986 for December 2024, compared to 1,818 for December 2023. The average total PLUS ridership was 79 for December 2024, compared to 73 for December 2023. Passengers with wheelchairs or other mobility devices totaled 330 for December 2024, compared to 313 for December 2023, a 5.43% increase.

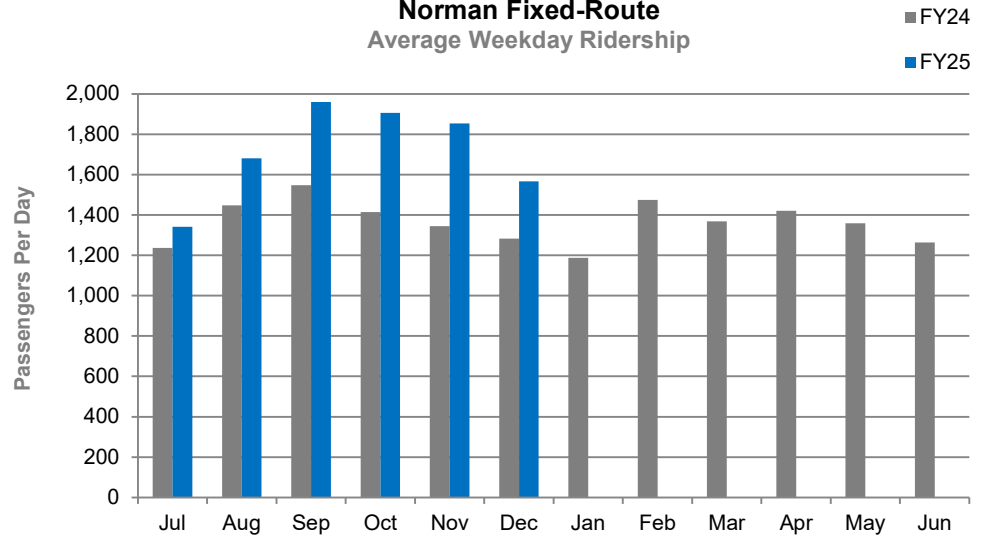
Norman Transit Services	Dec FY25	Dec FY24	+/- Dec FY24
Fixed Routes (M-F)	32,883	25,627	28.31%
110 - Main Street	3,145	2,559	22.90%
111 - E Lindsey	16,441	13,112	25.39%
112 - W Lindsey	7,639	5,821	31.23%
121 - Westheimer	2,777	2,251	23.37%
122 - Rock Creek**	2,861	1,852	54.48%
144 - Social Security	20	32	-37.50%
Fixed Routes (Sat)	3,618	3,723	-2.82%
110 - Main Street	344	432	-20.37%
111 - E Lindsey	1,366	1,619	-15.63%
112 - W Lindsey	1,162	1,110	4.68%
121 - Westheimer	337	272	23.90%
122 - Rock Creek**	409	290	41.03%
PLUS ADA Service	1,986	1,818	9.24%
PLUS (M-F)	1,917	1,703	12.57%
PLUS (Sat)	69	115	-40.00%
Bikes	1,071	701	52.78%
Wheelchair	436	511	-14.68%
PLUS Wheelchair	330	313	5.43%

Fixed Route Weekday Ridership

Total fixed-route weekday ridership for December 2024 was 32,883, a 28.31% increase from 25,627 in December 2023. Average weekday passenger ridership totaled 1,567 in December 2024; a 22.14% increase compared to 1,283 for December 2023. The average RPSH was 17.66, a 3.31% increase from 17.09 in December 2023.

The Fall 2024 semester at the University of Oklahoma concluded on 12/6. Final exams took place 12/9-12/13.

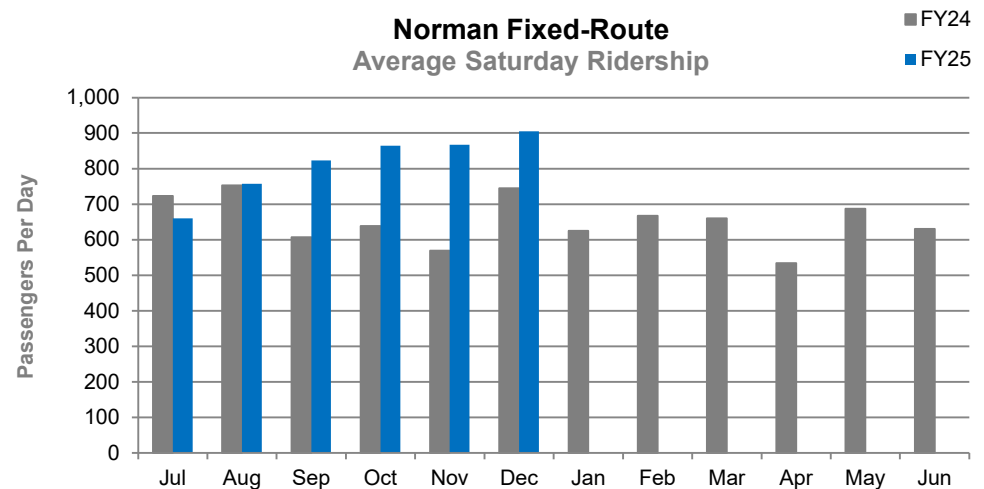
Norman Fixed-Route
Average Weekday Ridership



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for December 2024 was 3,618, a 2.82% decrease from 3,723 in December 2023. Average Saturday passenger ridership totaled 905 for December 2024, a 21.48% increase from 745 in December 2023. The average RPSH was 17.47, a 3.33% increase from 16.91 in December 2023.

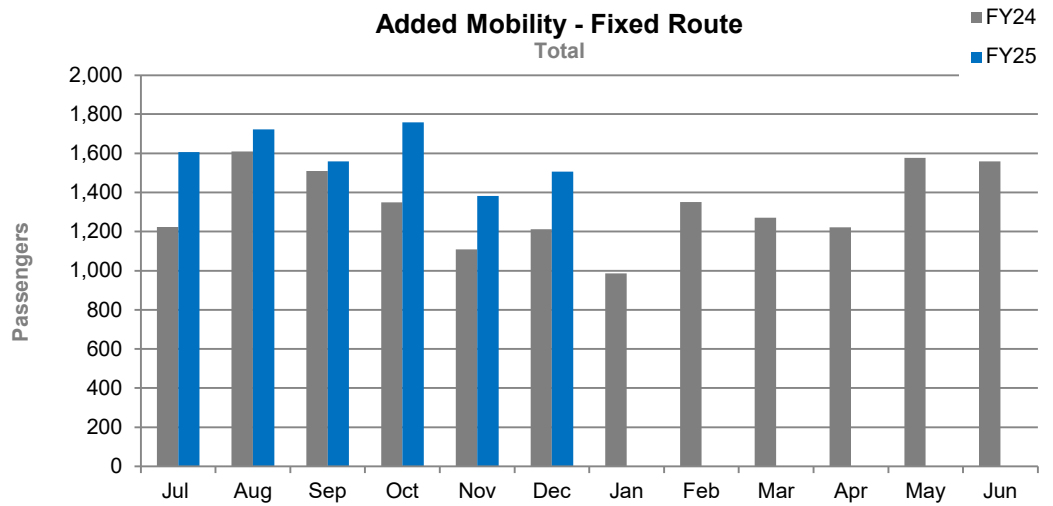
Norman Fixed-Route
Average Saturday Ridership



Added Mobility – Fixed Route

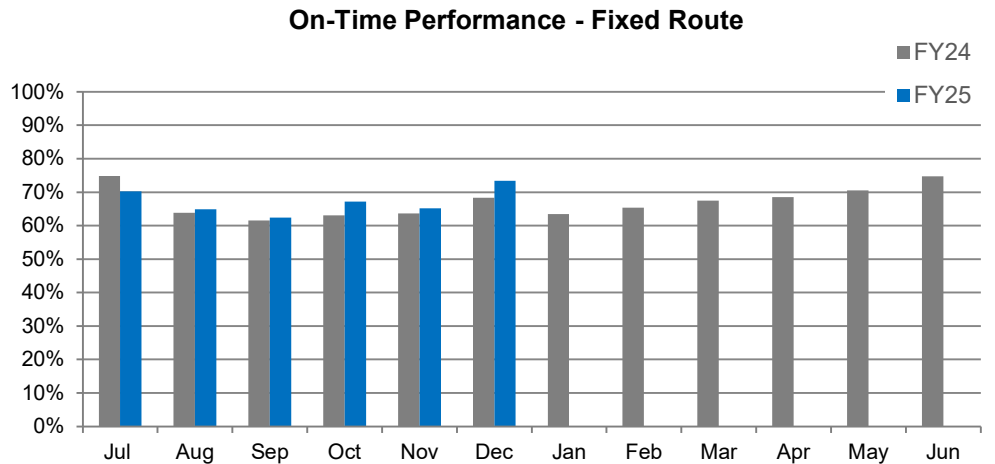
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,507 for December 2024, a 24.34% increase from 1,212 in December 2023.

Bike passengers totaled 1,071, a 52.78% increase from 701 in December 2023. Passengers with wheelchairs totaled 436, a 14.68% decrease from 511 in December 2023.



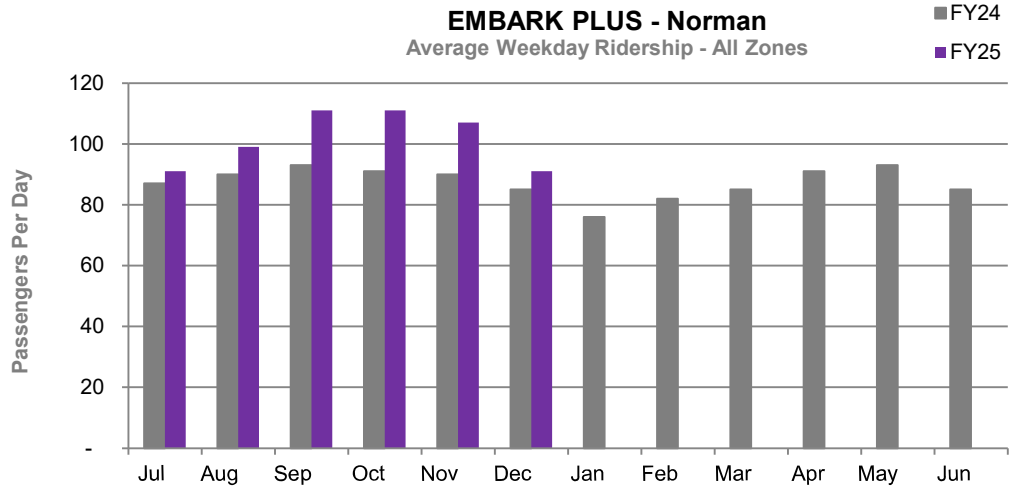
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 73.4% in December 2024, a 5.10% increase from 68.30% in December 2023.



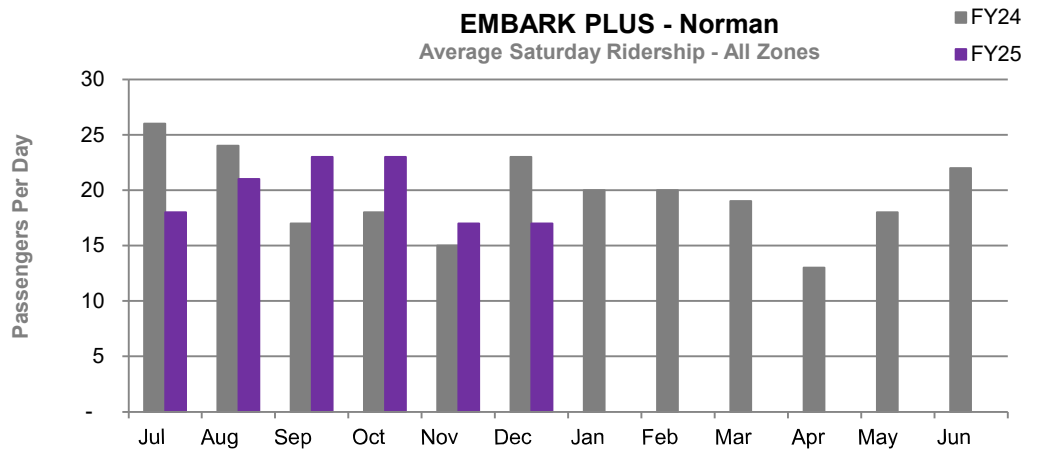
PLUS Weekday

Total PLUS weekday ridership for December 2024 was 1,917, a 12.57% increase from 1,703 in December 2023. Average weekday passenger ridership totaled 91 for December 2024, a 7.06% increase from the December 2023 average of 85. RPSH was 1.33, a 6.43% increase from 1.27 in December 2023.



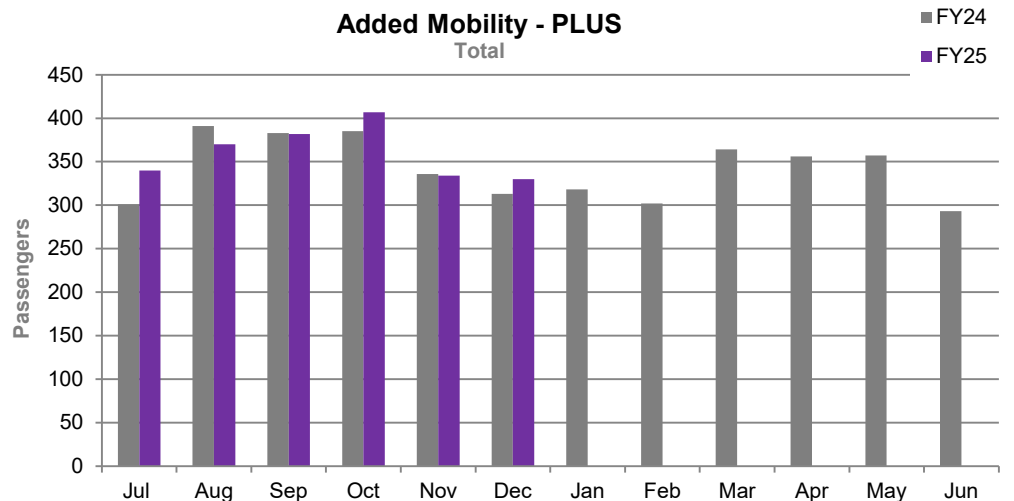
PLUS Saturday

Total PLUS Saturday ridership for December 2024 was 69, a 40.00% decrease from 115 in December 2023. Average Saturday passenger ridership totaled 17 for December 2024, a 26.09% decrease from 23 in December 2023. RPSH was 1.26, a 14.06% decrease from 1.47 in December 2023.



Added Mobility - PLUS

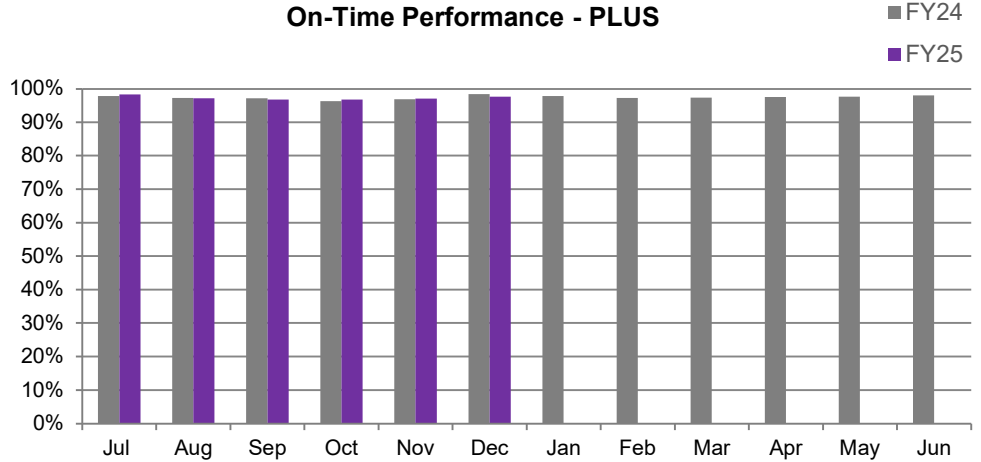
PLUS passengers with added mobility totaled 330 for December 2024, a 5.43% increase from 313 in December 2023.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.65%, a 0.31% increase from 97.34% in December 2023.

Weekday on-time performance in the primary zone was 97.91%, a 0.54% increase from 97.37% in December 2023. Weekday on-time performance in the secondary zone was 96.91%, a 0.08% increase from 96.83% in December 2023. Saturday on-time performance was 98.55%, a 0.48% decrease from 99.03% in December 2023.



PLUS Weekday Service Summary	Dec FY25	Dec FY24	+/- Dec FY24		PLUS Saturday Service Summary	Dec FY25	Dec FY24	+/- Dec FY24
Total Passengers	1,917	1,703	12.57%		Total Passengers	69	115	-40.00%
Total Trips	1,715	1,587	8.07%		Total Trips	69	103	-33.01%
Trips Daily Average	82	76	7.89%		Trips Daily Average	17	21	-16.26%
Trips Requested	1,721	1,614	6.63%		Trips Requested	70	103	-32.04%
Denied Trips	6	27	-77.78%		Denied Trips	1	0	-100.00%
Capacity Denials	4	0	400.00%		Capacity Denials	1	0	-100.00%
No Show	37	18	105.56%		No Show	4	2	100.00%

PLUS Applications	Dec FY25	Dec FY24	+/- Dec FY24
New Applications	6	7	-14.29%
Renewals Received	5	7	-28.57%
Applications Approved	17	20	-15.00%
Applications Denied	0	0	0.00%

Summary of Services Table: December 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 Dec FY25	FY25 YTD	FY24 YTD	Service Profile	Dec FY25	Dec FY24
Fixed Routes (M-F)	1,567	217,257	173,462	Weekdays	21	20
Fixed Routes (Sat)	905	21,125	18,210	Saturdays	4	4
PLUS (M-F)	91	12,876	11,274	Gamedays	0	0
-Zone 1*	64	9,282	8,420	Holidays	1	1
-Zone 2**	27	3,594	2,854	Weather	0	1
PLUS (Sat)***	17	514	552	Fiscal YTD Days	153	153
				Cal. YTD Days	307	306

*Requires ¼ 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	238,382	400,000	
# of Norman paratransit trips provided	13,390	23,800	
% of on-time Norman paratransit pick-ups	97.28%	98.58%	
# of Norman bus passengers per service hour, cumulative	20.79	21.14	
# of Norman bus passengers per day, average	1,564*	800*	
% of Norman required paratransit pick-ups denied due to capacity	1.00%*	0.00%	
% of on-time fixed-route arrivals	67.22%	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
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- **ZONE 1** – Primary zone for PLUS operation
- **ZONE 2** – Secondary zone for PLUS operation



Performance Report

Microtransit Pilot Program Performance Report

November 2024

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	\$2.00
Thursday-Saturday	7pm – 3am*	Each Additional Passenger	\$1.00
OU SafeRide: Thursday-Saturday	10pm – 3am*	OU SafeRide (OU Students using OU email address during SafeRide hours)	Free
Sunday	10am – 6pm		

ADA/Wheelchair Accessible Vehicles available upon request.

**Outside of the OU fall and spring semesters, Thursday-Saturday service ends at 1am*

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (7/01/24 – 11/30/24)	November		Year Over Year Service
			2024	2023	
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles	0.06 miles	0% (no change)
Maximum Walking Distance	0.25 miles	0.35 miles	0.32 miles	0.24 miles	+33.33%
Average Rider Wait Time*	<15 min	21.2 min	22.5 min	18.3 min	+22.95%
Maximum Rider Wait Time*	20 min	79.9 min*	79.9 min*	N/A*	N/A*
Percent of Ride Requests Picked Up in 20min	>80%	51.91%**	40.24%**	67.53%**	-40.41%

*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 3,920 rides in November 2024, which is a 5.43% decrease from the October 2024 total of 4,145. There were a total of 38 completed trips which requested a wheelchair accessible vehicle (WAV) in the month of September. Ridership

Ridership	Fiscal Year to Date (7/01/24 – 11/30/24)	November		Year Over Year Service
		2024	2023	
Total Number of Riders	20,503	3,920	2,850	+37.54%
Total Number of Trips	13444	2,572	1,734	+48.33%
# of Completed Trips Requesting WAV	138	38	29	+31.03%
Ridership Per Service Hour (RPSH)	6.0	6.4	N/A	N/A

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').

Rider Experience

Approximately 13.4% of all completed rides during FYE25 received a rating, of which 96.9% were rated five out of five stars. The

Rider Experience	Fiscal Year to Date (7/01/24 – 11/30/24)	November		Year Over Year Service
		2024	2023	
Average Ride Duration (in minutes)	11.5 minutes	11.2	9.4	+19.15%
Average Ride Distance (in miles)	3.4 miles	3.3	3.0	+10.00%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

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. Due to changes in that review process, we expect to see a higher number of complaints in the next few months. One complaint was reported to Via in the month of November, representing 0.2 complaints per 1000 rides provided. The one complaint was regarding an issue/miscommunication regarding the pickup location for the ride.

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 9,168 individual accounts have been created, which is a 5.18% increase over the October 2024 service to date total of 8,693. Of these accounts about half of them (50.46%) have utilized the service at least once. Just more than a quarter of active accounts (2,501 accounts or 27.28%) 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 – 11/30/24)		
App Accounts Created Since Launch	9,168	
OU Accounts	N/A	N/A
Active Accounts*	6,273	68.42%
Rider Accounts**	4,626	50.46%
Repeat Rider Accounts***	3,709	40.45%
*accounts with user engaging with ride requests at least once **accounts with at least 1 completed ride ***accounts with at least 2 completed rides		

Accidents and Vehicles

One accident and two incidents was reported in the month of November. The one reported accident occurred in a parking lot on Nov. 25, 2024 with no passengers onboard, did not meet the FTA reporting criteria, and resulted in only a minor scratch/dent. The two reported incidents were related to technical difficulties experienced by the vehicle rental facility on two separate dates.

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



Performance Report

Microtransit Pilot Program Performance Report

December 2024

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		
<i>ADA/Wheelchair Accessible Vehicles available upon request.</i>			
<i>*Outside of the OU fall and spring semesters, Thursday-Saturday service ends at 1am</i>			

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 – 12/31/24)	December		Year Over Year Service
			2024	2023	
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles	0.06 miles	0% (no change)
Maximum Walking Distance	0.25 miles	0.35 miles	0.25 miles	0.22 miles	+12.00%
Average Rider Wait Time*	<15 min	21.8 min	25.3 min	23.7 min	+6.32%
Maximum Rider Wait Time*	20 min	79.9 min*	51.1 min*	63.0 min*	-23.29%
Percent of Ride Requests Picked Up in 20min	>80%	47.78%**	39.88%**	51.27%**	-22.22%
*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 3,372 rides in December 2024, which is a 13.98% decrease from the November 2024 total of 3,920. There were a total of 27 completed trips which requested a wheelchair accessible vehicle (WAV) in the month of December. Ridership

Ridership	Fiscal Year to Date (7/01/24 – 12/31/24)	December		Year Over Year Service
		2024	2023	
Total Number of Riders	23,875	3,372	2,605	+22.75%
Total Number of Trips	15,688	2,244	1,650	+26.47%
# of Completed Trips Requesting WAV	165	27	25	+7.41%
Ridership Per Service Hour (RPSH)	6.0	6.2	N/A	N/A

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').

Rider Experience

Approximately 13.1% of all completed rides during FYE25 received a rating, of which 96.8% were rated five out of five stars. The

Rider Experience	Fiscal Year to Date (7/01/24 – 12/31/24)	December		Year Over Year Service
		2024	2023	
Average Ride Duration (in minutes)	11.4 minutes	11.0	9.6	+12.73%
Average Ride Distance (in miles)	3.4 miles	3.4	3.0	+11.76%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

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. Due to changes in that review process, we expect to see a higher number of complaints in the next few months. Four complaints were reported to Via in the month of December, representing 1.2 complaints per 1000 rides provided. All four complaints were regarding driver conduct, specifically regarding detours and pickup issues. Two of the complaints where the passenger was not (or the wrong passenger was) picked up were also classified as incidents.

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 9,558 individual accounts have been created, which is a 4.08% increase over the November 2024 service to date total of 9,168. Of these accounts just more than half of them (51.22%) have utilized the service at least once. Just more than a quarter of active accounts (2,696 accounts or 28.20%) 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 – 12/31/24)		
App Accounts Created Since Launch	9,558	
OU Accounts	N/A	N/A
Active Accounts*	6,597	69.02%
Rider Accounts**	4,896	51.22%
Repeat Rider Accounts***	3,957	41.39%
*accounts with user engaging with ride requests at least once **accounts with at least 1 completed ride ***accounts with at least 2 completed rides		

Accidents and Vehicles

No accidents and three incidents were reported in the month of December. Two of the reported incidents were related to reports of drivers picking up the wrong passengers and the third incident was related to rider conduct.

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