



**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:** February 27, 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 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. Council approved a contract amendment at its January 28, 2025 meeting for these services which began on February 1, 2025.

**Go Norman Transit Plan**

The Go Norman Transit Plan was approved by resolution by Council on June 22<sup>nd</sup>, 2021. On December 13, 2022 Council approved a resolution to alter transit bus service as recommended in the Plan. The route changes were effective October 16, 2023 after many months of implementation work, including the remodel of 320 E. Comanche into the Norman Transit Center. Staff continue to move forward on the next steps as recommended in the plan. Recent work includes:

**Fleet Maintenance & Vehicle Procurement (upgrades and standardization)**

- City Fleet Maintenance staff continue to ensure that the transit fleet is in operational condition each morning for line up.
  - Of the City's 27 revenue vehicles in the Transit Fleet, 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.
- 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:

- **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.

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**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 January 2025.
2. Norman On-Demand Performance Report for January 2025.

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# PERFORMANCE REPORT

## Transit System Report

January 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 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 January 2025 was 40,182 compared to 30,295 in January 2024. The average total daily ridership was 1,545 for January 2025, a 32.62% increase from 1,165 in January 2024. Fiscal-year-to-date ridership is 291,954 passengers, a 29.14% increase from the January 2024 YTD total of 226,082.

The fixed-route service totaled 38,258 for January 2025 compared to 28,544 for January 2024. Average fixed-route daily ridership for January 2025 was 1,474 compared to 1,101 for January 2024. Passengers with wheelchairs or other mobility devices totaled 379, compared to 378 for January 2024. Passengers with bikes or other mobility devices totaled 764, compared to 608 for January 2024.

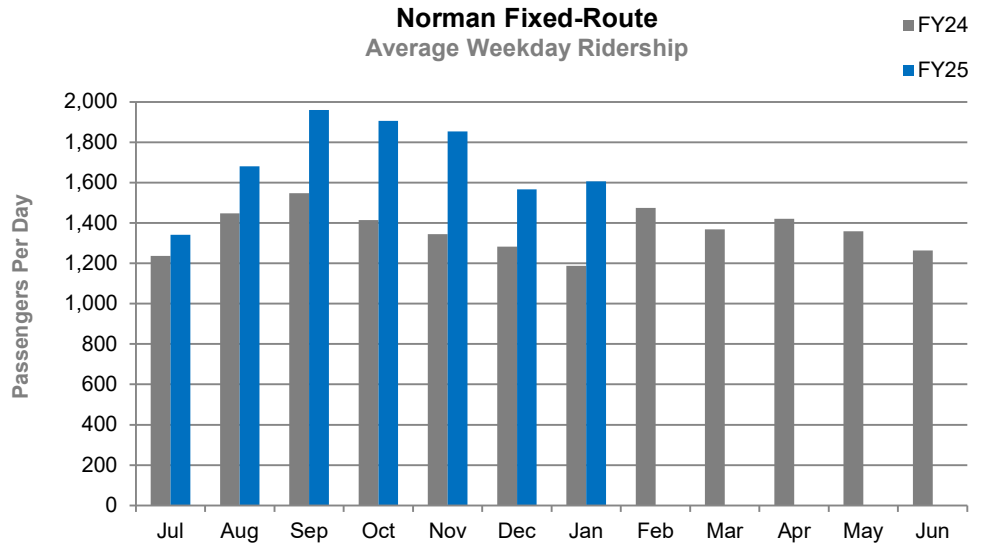
PLUS ridership totaled 1,924 for January 2025, compared to 1,751 for January 2024. The average total PLUS ridership was 74 for January 2025, compared to 67 for January 2024. Passengers with wheelchairs or other mobility devices totaled 335 for January 2025, compared to 318 for January 2024, a 5.35% increase.

Norman Transit Services	Jan FY25	Jan FY24	+/- Jan FY24
<b>Fixed Routes (M-F)</b>	<b>35,282</b>	<b>26,045</b>	<b>35.47%</b>
110 - Main Street	2,865	2,329	23.01%
111 - E Lindsey	19,075	13,929	36.94%
112 - W Lindsey	7,588	5,811	30.58%
121 - Westheimer	2,878	2,174	32.38%
122 - Rock Creek**	2,838	1,747	62.45%
144 - Social Security	38	55	-30.91%
<b>Fixed Routes (Sat)</b>	<b>2,976</b>	<b>2,499</b>	<b>19.09%</b>
110 - Main Street	292	240	21.67%
111 - E Lindsey	1,326	1,181	12.28%
112 - W Lindsey	822	756	8.73%
121 - Westheimer	257	164	56.71%
122 - Rock Creek**	279	158	76.58%
<b>PLUS ADA Service</b>	<b>1,924</b>	<b>1,751</b>	<b>9.88%</b>
PLUS (M-F)	1,869	1,672	11.78%
PLUS (Sat)	55	79	-30.38%
Bikes	764	608	25.66%
Wheelchair	379	378	0.26%
PLUS Wheelchair	335	318	5.35%

### Fixed Route Weekday Ridership

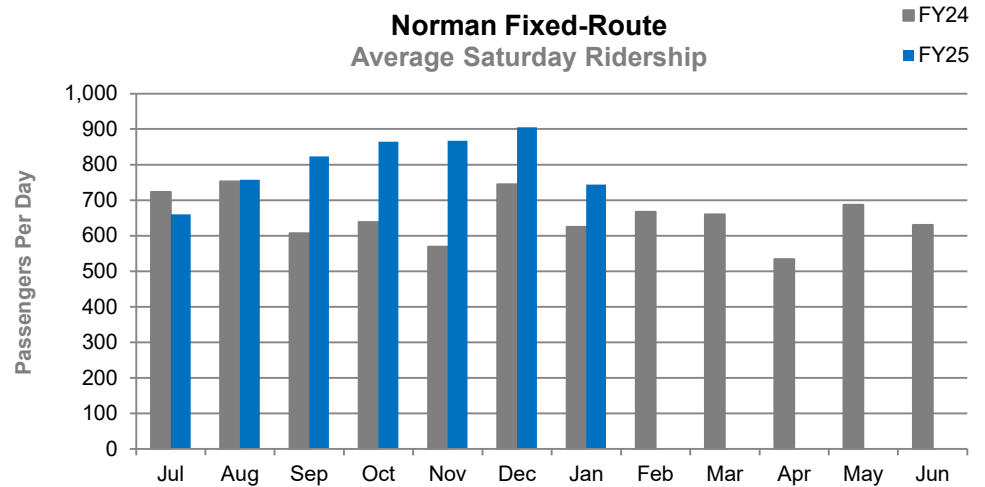
Total fixed-route weekday ridership for January 2025 was 35,282, a 35.47% increase from 26,045 in January 2024. Average weekday passenger ridership totaled 1,606 in January 2025; a 35.30% increase compared to 1,187 for January 2024. The average RPSH was 18.12, a 13.16% increase from 16.01 in January 2024.

The Spring 2025 semester at the University of Oklahoma began on 1/15.



### Fixed Route Saturday Ridership

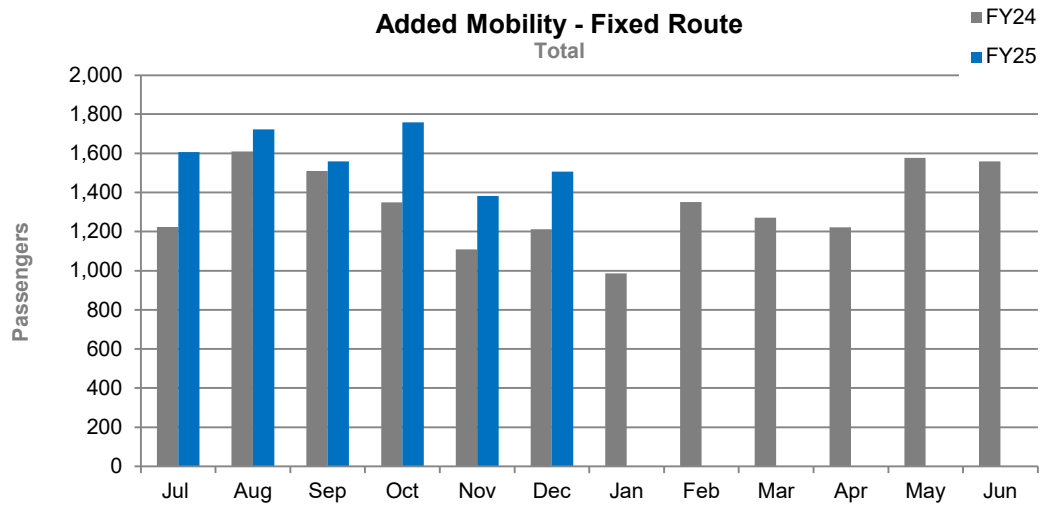
Total fixed-route Saturday ridership for January 2025 was 2,976, a 19.09% increase from 2,499 in January 2024. Average Saturday passenger ridership totaled 744 for January 2025, a 19.04% increase from 625 in January 2024. The average RPSH was 14.37, a 1.30% increase from 14.19 in January 2024.



### Added Mobility – Fixed Route

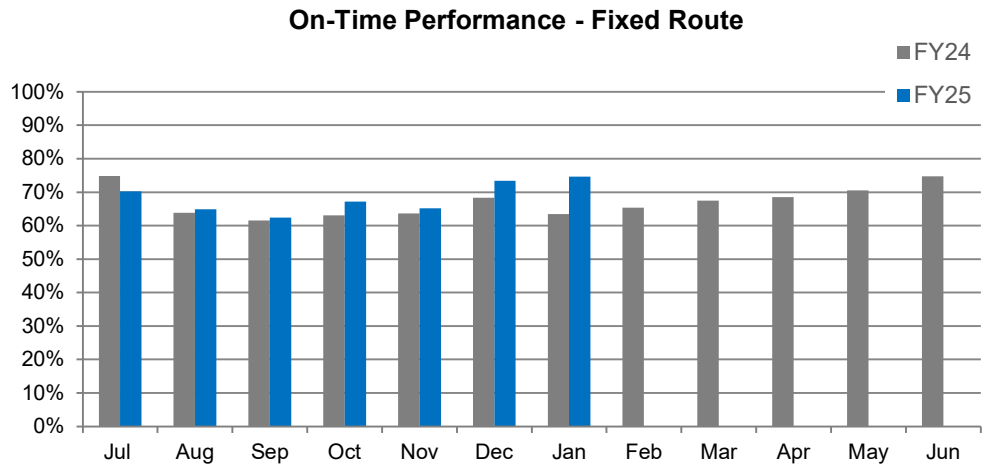
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,143 for January 2025, a 15.92% increase from 986 in January 2024.

Bike passengers totaled 764, a 25.66% increase from 608 in January 2024. Passengers with wheelchairs totaled 379, a 0.26% increase from 378 in January 2024.



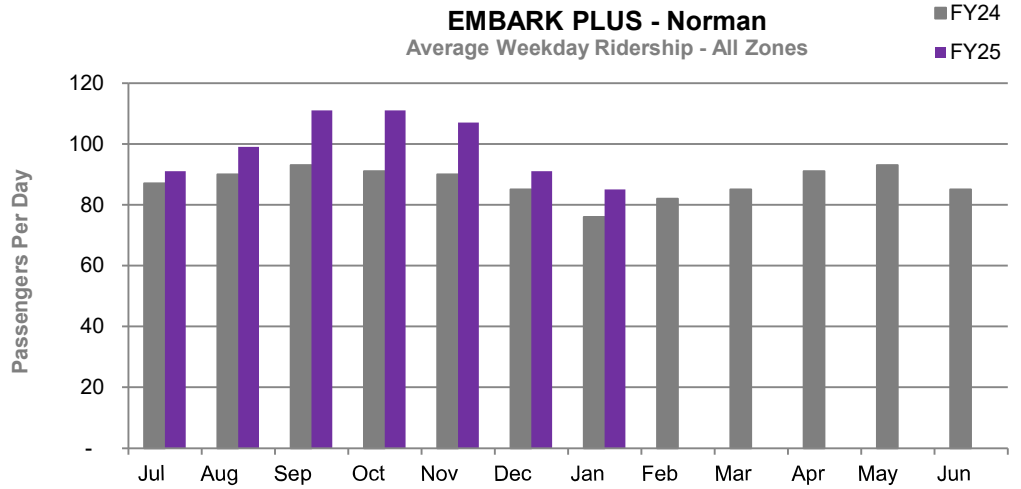
### On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 74.6% in January 2025, a 11.10% increase from 63.50% in January 2024.



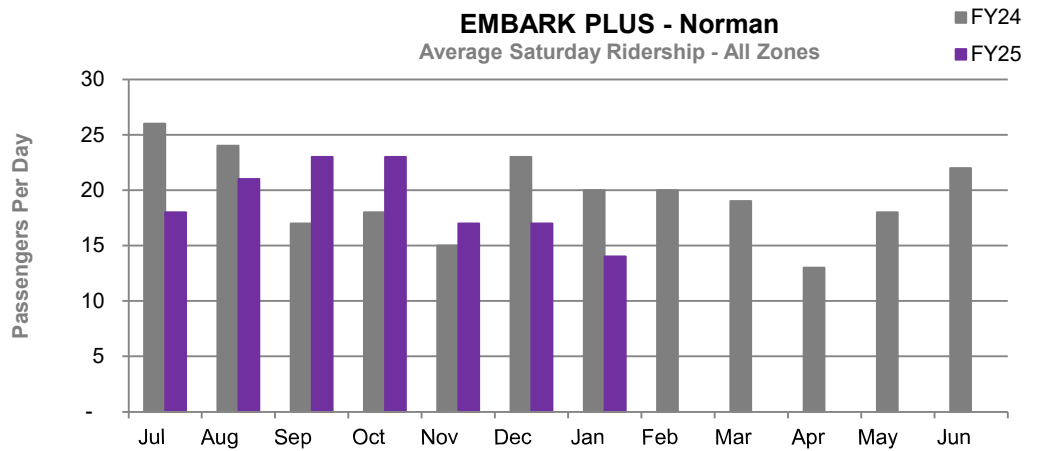
**PLUS Weekday**

Total PLUS weekday ridership for January 2025 was 1,869, a 11.78% increase from 1,672 in January 2024. Average weekday passenger ridership totaled 85 for January 2025, a 11.84% increase from the January 2024 average of 76. RPSH was 1.27, an 11.41% increase from 1.14 in January 2024.



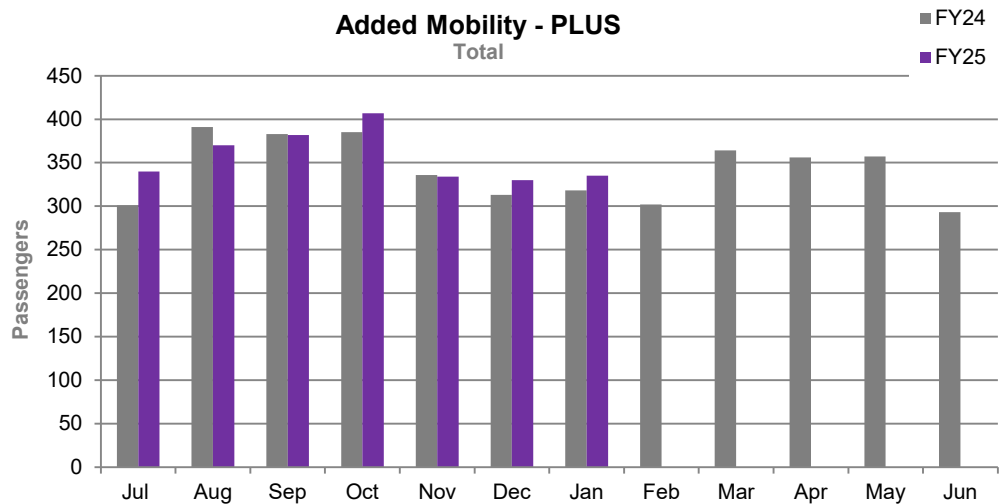
**PLUS Saturday**

Total PLUS Saturday ridership for January 2025 was 55, a 30.38% decrease from 79 in January 2024. Average Saturday passenger ridership totaled 14 for January 2025, a 30.00% decrease from 20 in January 2024. RPSH was 0.96, a 34.37% decrease from 1.46 in January 2024.



**Added Mobility - PLUS**

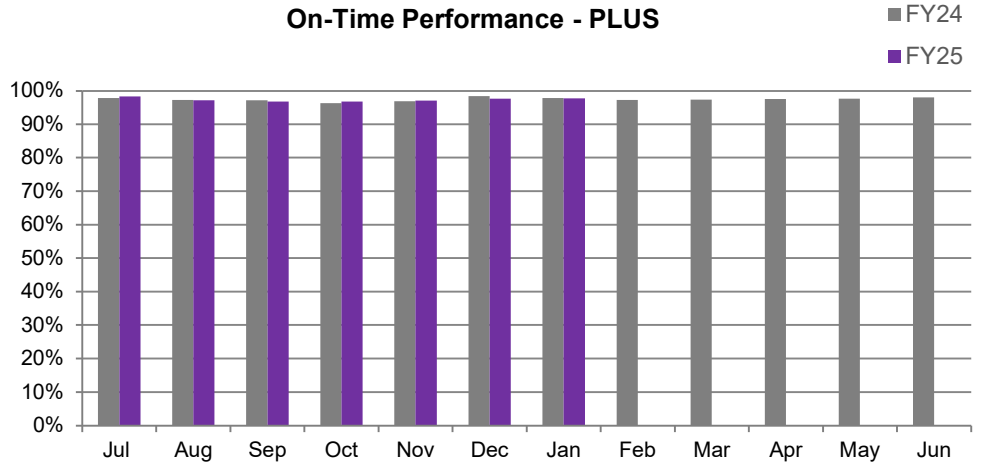
PLUS passengers with added mobility totaled 335 for January 2025, a 5.35% increase from 318 in January 2024.



**On-Time Performance - PLUS**

Cumulative on-time performance for PLUS buses was 97.74%, a 0.05% decrease from 97.79% in January 2024.

Weekday on-time performance in the primary zone was 97.84%, a 0.08% increase from 97.76% in January 2024. Weekday on-time performance in the secondary zone was 97.29%, a 1.12% decrease from 98.41% in January 2024. Saturday on-time performance was 100.00%, a 5.56% increase from 94.44% in January 2024.



<b>PLUS Weekday Service Summary</b>	Jan FY25	Jan FY24	+/- Jan FY24		<b>PLUS Saturday Service Summary</b>	Jan FY25	Jan FY24	+/- Jan FY24
Total Passengers	1,869	1,672	11.78%		Total Passengers	55	79	-30.38%
Total Trips	1,673	1,601	4.50%		Total Trips	56	72	-22.22%
Trips Daily Average	76	76	0.00%		Trips Daily Average	14	18	-22.22%
Trips Requested	1,677	1,631	2.82%		Trips Requested	57	72	-20.83%
Denied Trips	4	30	-86.67%		Denied Trips	1	0	-100.00%
Capacity Denials	2	0	200.00%		Capacity Denials	1	0	-100.00%
No Show	19	26	-26.92%		No Show	1	1	0.00%

<b>PLUS Applications</b>	Jan FY25	Jan FY24	+/- Jan FY24
New Applications	12	12	0.00%
Renewals Received	5	20	-75.00%
Applications Approved	7	18	-61.11%
Applications Denied	0	0	0.00%

**Summary of Services Table: January 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.

<b>EMBARK Norman Service Summary</b>	ADP Jan FY25	FY25 YTD	FY24 YTD	<b>Service Profile</b>	Jan FY25	Jan FY24
Fixed Routes (M-F)	1,606	252,539	199,507	Weekdays	22	22
Fixed Routes (Sat)	744	24,101	20,709	Saturdays	4	4
PLUS (M-F)	85	14,745	12,946	Gamedays	0	0
-Zone 1*	59	10,589	9,629	Holidays	1	1
-Zone 2**	26	4,156	3,317	Weather	1	5
PLUS (Sat)***	14	569	631	Fiscal YTD Days	179	179
				Cal. YTD Days	26	26

\*Requires ¾ mile

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

\*\*\*Operates only in Zone 1

**Strategic Performance Measures**

<b>MEASURE</b>	FY 25 YTD	FY 25 Targets	
# of Norman fixed-route passenger trips provided	276,640	400,000	●
# of Norman paratransit trips provided	15,314	23,800	■
% of on-time Norman paratransit pick-ups	97.34%	98.58%	●
# of Norman bus passengers per service hour, cumulative	20.31	21.14	▲
# of Norman bus passengers per day, average	1,551*	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.90%*	0.00%	●
% of on-time fixed-route arrivals	68.27%	75.00%	▲

\*These targets are not being tracked in LFR but can be found in the KPI spreadsheet.



## Glossary

- **Added Mobility** – Wheelchairs, bicycles, scooters, and other devices used by passengers in conjunction with transit
- **ADP** – Average Daily Passengers
- **ADR** – Average Daily Ridership
- **AVG** – Average
- **Fixed Route** – Regular bus service
- **FY24** – The fiscal year 2024. Lasted from 7/1/2023 to 6/30/2024
- **FY25** – The fiscal year 2025. Lasting from 7/1/2024 to 6/30/2025
- **FY YTD** – Fiscal Year, Year to Date
- **KPI** – Spreadsheet used to record and compare all data used in the monthly report
- **LFR** – "Leading for Results," EMBARK's internal performance measurements and targets
- **OTP** – On-time performance
- **Paratransit** – ADA vehicle service for seniors and other clients with special needs
- **PAX** – Passenger
- **PLUS** – Brand name for EMBARK Paratransit service
- **RPSH** – Riders per service hour
- **SAT** – Saturday
- **WKD** – Weekday
- **YOY** – Year-over-year, used to compare the previous year's performance when available
- **ZONE 1** – Primary zone for PLUS operation
- **ZONE 2** – Secondary zone for PLUS operation



# Performance Report

## Microtransit Pilot Program Performance Report

January 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 – 1/31/25)	January		Year Over Year Service
			2025	2024	
Average Walking Distance	<0.10 miles	0.06 miles	0.07 miles	0.07 miles	0% (no change)
Maximum Walking Distance	0.25 miles	0.37 miles	0.37 miles	0.32 miles	+13.51%
Average Rider Wait Time*	<15 min	22.5 min	27.4 min	25.2 min	+8.03%
Maximum Rider Wait Time*	20 min	79.8 min*	47.0 min*	54.8 min*	-16.60%
Percent of Ride Requests Picked Up in 20min	>80%	46.35%**	36.13%**	47.98%**	-32.80%

\*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 3,272 rides in January 2025, which is a 3.06% decrease from the December 2024 total of 3,372. There were a total of 52 completed trips requesting a WAV or wheelchair accessible vehicle in December 2024. Ridership per service hour

Ridership	Fiscal Year to Date (7/01/24 – 1/31/25)	January		Year Over Year Service
		2025	2024	
Total Number of Riders	27,147	3,272	2,481	+24.18%
Total # of Completed Trips	17,872	2,184	1,592	+27.11%
# of Completed Trips Requesting WAV	217	52	13	+75.00%
Ridership Per Service Hour (RPSH)	6.0	6.1	N/A	N/A

(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 12.8% 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 – 1/31/25)	January		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.3 minutes	10.5	8.2	+21.90%
Average Ride Distance (in miles)	3.3 miles	3.2	2.8	+12.5%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.8	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. Six complaints were reported to Via in the month of January, representing 1.2 complaints per 1000 rides provided. Four complaints were regarding driver conduct, regarding detours and pickup issues as well as demeanor; one complaint was regarding the cleanliness/smell of the vehicle; and one complaint was disputing a duplicate charge.

### Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 10,095 individual accounts have been created, which is a 5.62% increase over the December 2024 service to date total of 9,558 and a 61.78% increase over the January 2024 service to date total of 3,835. Of these accounts more than half of them (51.58%) have utilized the service at least once and more than a quarter of active accounts (2,883 accounts or 28.56%) have completed more than five rides. A highlight of recent data shows 16 unique accounts have completed more than 100 rides.

Engagement – Service to Date (8/16/23 – 12/31/24)		
App Accounts Created Since Launch	10,095	
OU Accounts	N/A	N/A
Active Accounts*	7,009	69.43%
Rider Accounts**	5,208	51.58%
Repeat Rider Accounts***	4,209	41.69%
<i>*accounts with user engaging w/ ride requests at least once</i> <i>**accounts with at least 1 completed ride</i> <i>***accounts with at least 2 completed rides</i>		

Riders are also able to call 405-643-8638 to schedule rides without using the App.

### Accidents and Vehicles

No accidents or incidents were reported in the month of January. Five of seven vehicles were in active service during the month of January, which still meets the target fleet availability. One of the vehicles out for service is being assessed for a wiring issue, the other is expected to return to service in early February.