



office memorandum

MEMO TO: Council Community Planning and Transportation Committee
FROM: Taylor Johnson, Transit and Parking Program Manager *TD*
THROUGH: Shawn O'Leary, P.E., CFM, Director of Public Works *SO*
DATE: November 30, 2023
SUBJECT: Public Transportation Monthly Report

Purpose

The Public Transportation Monthly Report provides updates to City Council on public transit related items. In addition to the updates provided below, attached is the EMBARK Norman Performance Report and the Norman On-Demand Performance Report for the previous month. These reports provide updates on key metrics associated with the operations of each respective transit systems.

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. Staff are continuing to move forward on the next steps as recommended in the plan. Recent work includes:
 - On February 14, 2023, Council approved contract K-2223-72 with Stronghold Construction to complete the renovation of the 320 E. Comanche St. property into the Norman Transit Center. A pre-construction meeting was conducted on February 21, 2023 to organize the start of the project, and a Notice to Proceed was issued on February 28, 2023. Construction commenced on March 1, 2023. It was estimated that the project would be completed and open in August 2023, however, the project has been delayed due to asbestos remediation and other items that came up throughout the project. The project was substantially completed on October 6, 2023. A ribbon cutting ceremony was held on October 12, 2023 and the start of service with the opening of the facility on October 16, 2023. Work on the project during the month of October 2023 included:
 - Final MEP inspection
 - Landscaping
 - Flooring installation completion
 - Convergent technology/camera installation and testing
 - 3" line boring (for landscaping irrigation)
 - Final clean, inspection, and final punch list items
 - Window sills, countertops, and stairway ledge installation
 - Furniture and vending machine installation
 - Doors and hardware
 - On December 13, 2022 Council unanimously approved a resolution to alter bus routes and transit bus services as recommended in the Go Norman Transit Plan to take effect in 2023. Staff are actively working to implement the approved changes, which includes changes to bus stops, signage and advertising, operator training, and outreach. These route changes went into effect on October 16, 2023, aligning with the opening of the new Norman Transit Center.

• Grants

- On April 12, 2023 Council approved a grant application to FTA's Bus and Bus Facilities (5339b) and Low-or No-Emissions Grants to purchase 6 CNG cutaway buses for fleet replacement. On June 26, 2023 FTA announced the project selections, and the City's grant application was awarded. Staff will begin the process to request Council's acceptance of the grant and procurement of the vehicles.
- Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Council approved resolutions on September 26, 2023 supporting applications for the two ACOG grants that are currently available. Unfortunately, the City was not awarded an Air Quality Small Grant for additional bus stop installations. However, staff are still awaiting to hear about potential awards for the Public Fleet Conversion Grant, of which the City submitted for pantograph, or overhead, chargers for the electric buses to charge in route.

• Fleet Maintenance & Vehicle Procurement

- 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. Unfortunately, even accounting for replacement vehicles that have been accepted so far, 17 out of 27 (4 of 13 in the fixed route fleet; 13 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.

office memorandum

- There are multiple ongoing purchases for replacement vehicles in progress, and once all of these ordered vehicles have been delivered it is expected the City will only have 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 which have met their useful life and are eligible to be retired according to FTA requirements.
- The City is currently in the process of purchasing 5 paratransit vans and staff anticipates receiving these vehicles October/November 2023. 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 from 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 transferring an additional \$149,454 (for a total cost of \$584,655) to cover the cost increase. FTA grant OK-2020-026 will be amended to \$496,157 leaving a local match of \$88,508 (a reduction in the local matching funds of \$34,304.)
- The City has recently completed the process of purchasing 3 paratransit ADA compliant minivans for revenue service as well as 2 non-revenue support vehicles. The support vehicles arrived in late June and are already in service. The paratransit minivans were delivered in mid-August, however did not meet initial inspections and had to undergo warranty repairs before being accepted. As of Nov. 14, 2023 all of these vehicles have been accepted and are in service. Below is background on this purchase:
 - Council provided funding in the budget sufficient to outright purchase a single large transit bus and a single paratransit vehicle. Because of effective use of grant funding and only using a small percentage of budgeted money as a local match against grant funds, staff proposed to use \$355,692.55 of the remaining funding (\$357,810) for the outright purchase of 3 additional ADA minivans for the paratransit fleet and replacement of two support vehicles which was approved by the City Manager on April 6, 2023.

Conclusion

Thank you for your review of these updates and attached monthly performance reports. As a note, there are additional Performance Reports showing data for before the transit system changes, after, and for the whole month of October 2023. Staff are prepared to answer any questions you may have.

Attached:

1. EMBARK Norman Performance Report for October 2023.
2. EMBARK Norman Performance Report for October 1-15, 2023.
3. EMBARK Norman Performance Report for October 16-31, 2023.
4. Norman On-Demand Performance Report for October 2023.



PERFORMANCE REPORT

Transit System Report

October 2023

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 October 2023 was 35,671 compared to 27,960 in October 2022. The average total daily ridership was 1,372 for October 2023, a 27.63% increase from 1,075 in October 2022. Fiscal-year-to-date ridership is 139,956 passengers, a 44.22% increase from the October 2022 YTD total of 97,045.

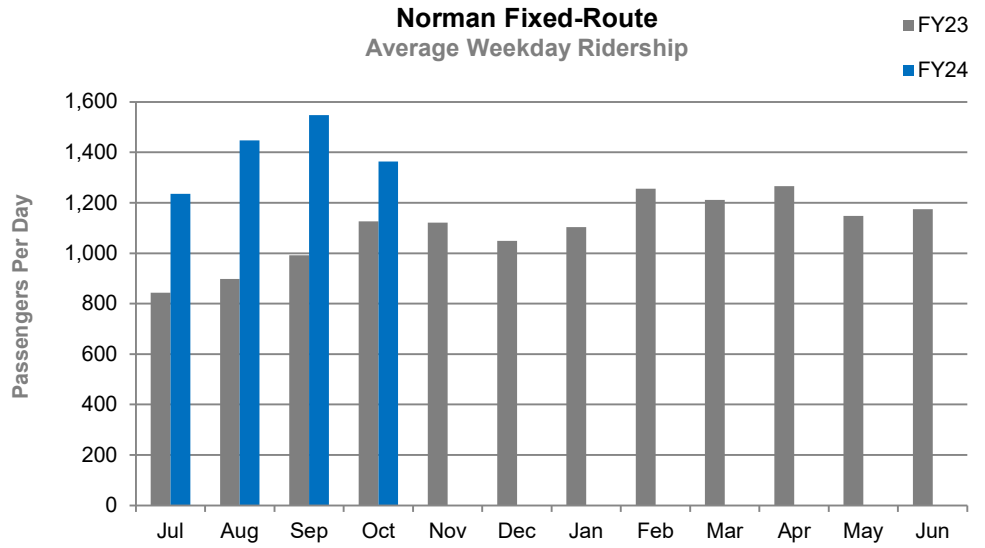
The fixed-route service totaled 33,952 for October 2023 compared to 25,881 for October 2022. Average fixed-route daily ridership for October 2023 was 1,251 compared to 999 for October 2022, a 29.79% increase. Passengers with bicycles or similar means of travel totaled 884, compared to 861 for October 2022. Passengers with wheelchairs or other mobility devices totaled 465, compared to 443 for October 2022.

PLUS ridership totaled 2,079 for October 2023, the same as October 2022. The average total PLUS ridership was 80 for October 2023, the same as October 2022. Passengers with wheelchairs or other mobility devices totaled 385 for October 2023, compared to 411 for October 2022, a 6.33% decrease.

Norman Transit Services	Oct FY24	Oct FY23	+/- Oct FY23
Fixed Routes (M-F)	31,039	23,588	31.59%
110 - Main Street	4,301	4,334	-0.76%
111 - Lindsey East	16,570	12,161	36.26%
112 - Lindsey West	4,876	2,843	71.51%
120 - West Norman*	101	306	-66.99%
121 - Alameda	4,051	3,905	3.74%
122 - Rock Creek**	1,091	N/A	N/A
144 - Social Security	49	39	25.64%
Fixed Routes (Sat)	2,553	1,813	40.82%
110 - Main Street	513	407	26.04%
111 - Lindsey East	927	654	41.74%
112 - Lindsey West	539	235	129.36%
121 - Alameda	504	517	-2.51%
122 - Rock Creek**	70	N/A	N/A
PLUS ADA Service	2,079	2,079	0.00%
PLUS (M-F)	2,009	1,941	3.50%
PLUS (Sat)	70	138	-49.28%
Bikes	1,011	861	17.42%
Wheelchair	498	332	50.00%
PLUS Wheelchair	385	411	-6.33%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

Fixed Route Weekday Ridership

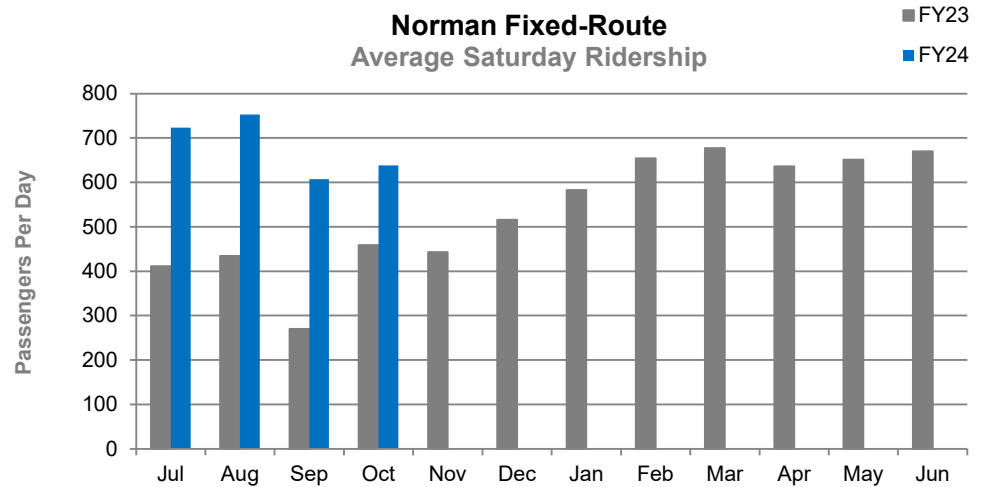
Total fixed-route weekday ridership for October 2023 was 31,039, a 31.59% increase from 23,588 in October 2022. Average weekday passenger ridership totaled 1,364 in October 2023; a 21.14% increase compared to 1,126 for October 2022. The average RPSH was 19.70.



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for October 2023 was 2,553, a 40.82% increase from 1,813 in October 2022. Average Saturday passenger ridership totaled 638 for October 2023, a 39.00% increase from 459 in October 2022. The average RPSH was 16.07.

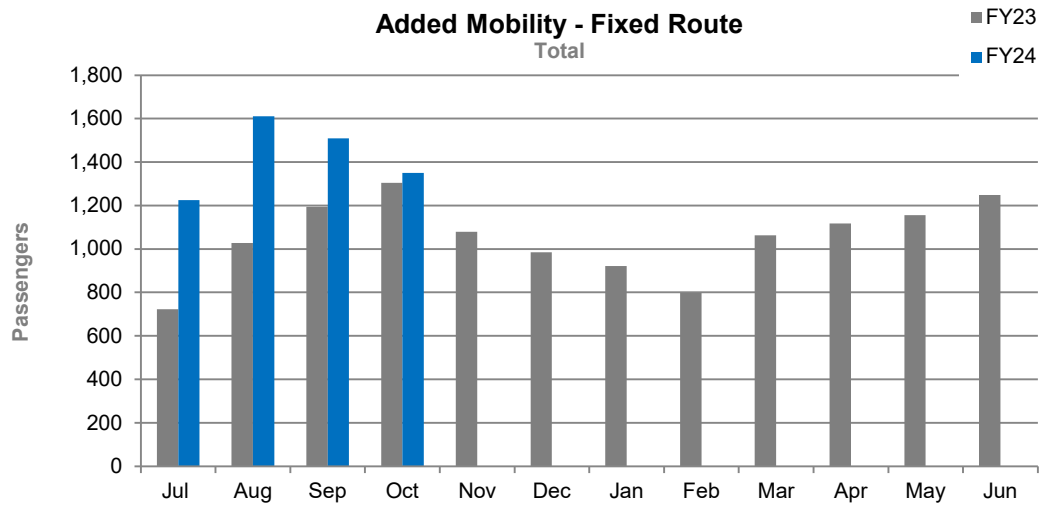
The University of Oklahoma hosted one Saturday football game on 10/21.



Added Mobility – Fixed Route

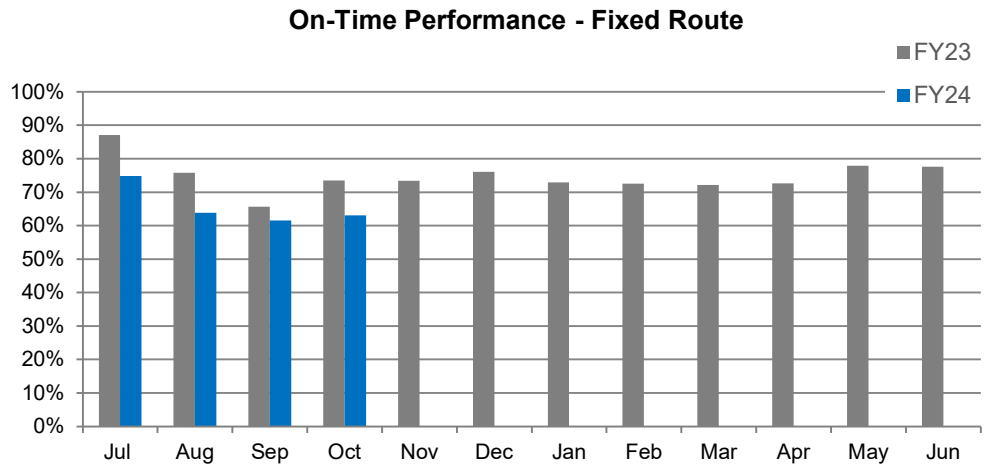
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,509 for October 2023, a 26.49% increase from 1,193 in October 2022.

Bike passengers totaled 1,011, a 17.42% increase from 861 in October 2022. Wheelchair passengers totaled 498, a 50.00% increase from 332 in October 2022.



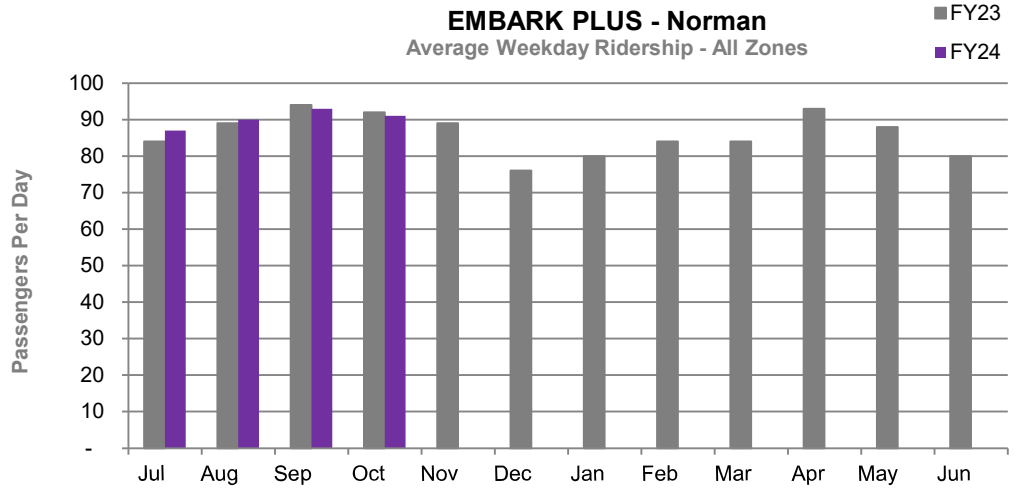
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 61.5% in October 2023, a 4.20% decrease from 65.7% in October 2022.



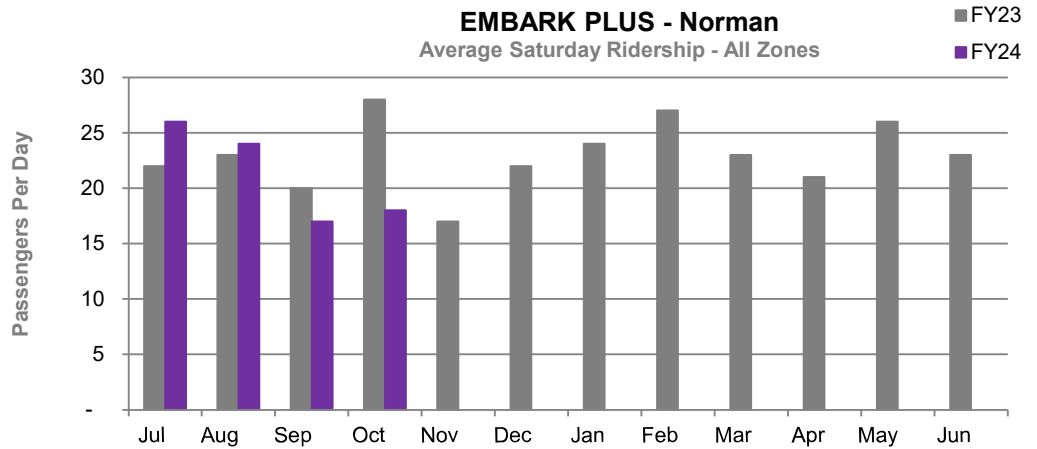
PLUS Weekday

Total PLUS weekday ridership for October 2023 was 2,009, a 3.50% increase from 1,941 in October 2022. Average weekday passenger ridership totaled 91 for October 2023, a 1.09% decrease from the October 2022 average of 92. RPSH was 1.27.



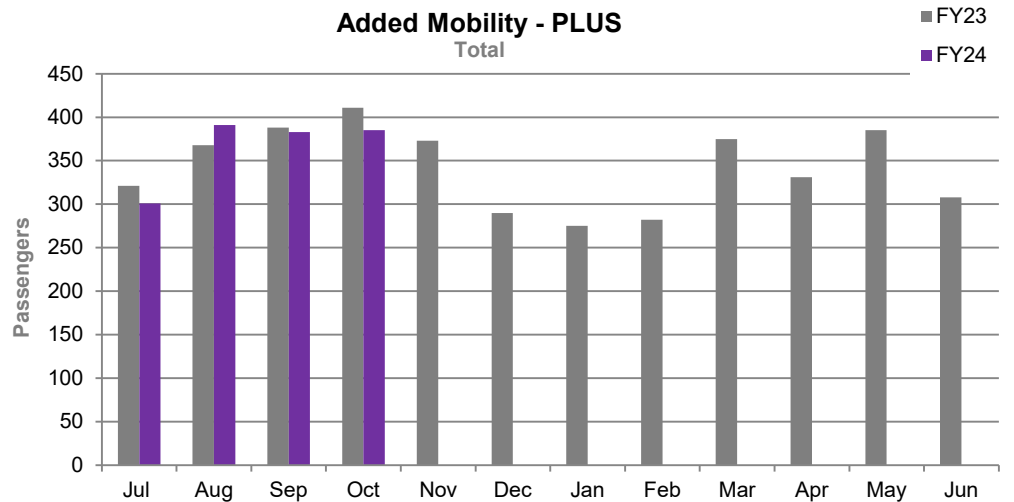
PLUS Saturday

Total PLUS Saturday ridership for October 2023 was 70, a 49.28% decrease from 138 in October 2022. Average Saturday passenger ridership totaled 18 for October 2023, a 34.78% decrease from 28 in October 2022. RPSH was 1.23.



Added Mobility - PLUS

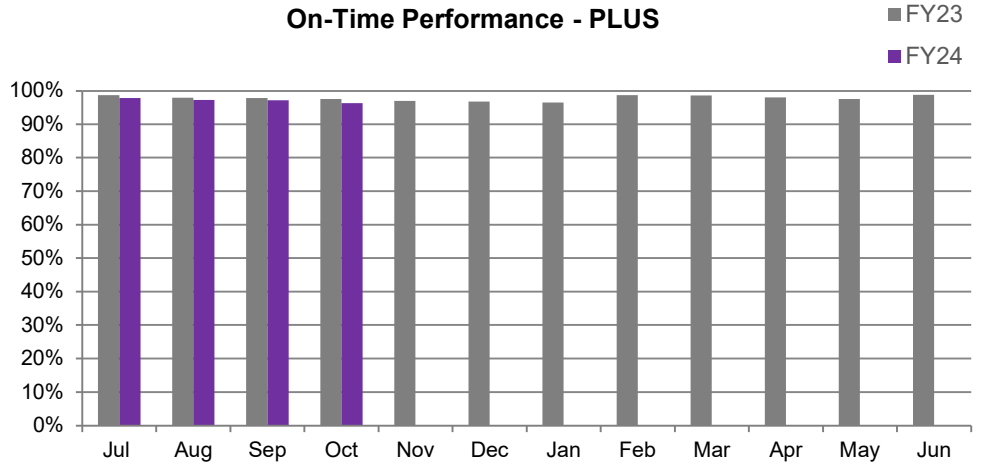
PLUS passengers with added mobility totaled 385 for October 2023, a 6.33% decrease from 411 in October 2022.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 96.28%, a 1.43% decrease from 97.71% in October 2022.

Weekday on-time performance in the primary zone was 96.41%, a 1.24% decrease from 97.65% in October 2022. Weekday on-time performance in the secondary zone was 95.79%, a 1.91% decrease from 97.70% in October 2022. Saturday on-time performance was 97.01%, a 1.45% decrease from 98.46% in October 2022.



PLUS Weekday Service Summary	Oct FY24	Oct FY23	+/- Oct FY23		PLUS Saturday Service Summary	Oct FY24	Oct FY23	+/- Oct FY23
Total Passengers	2,009	1,941	3.50%		Total Passengers	70	138	-49.28%
Total Trips	1,920	1,836	4.58%		Total Trips	67	130	-48.46%
Trips Daily Average	87	92	-5.43%		Trips Daily Average	17	26	-35.58%
Trips Requested	1,988	1,926	3.22%		Trips Requested	67	132	-49.24%
Denied Trips	68	92	-26.09%		Denied Trips	0	2	-200.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	26	36	-27.78%		No Show	1	2	-50.00%

PLUS Applications	Oct FY24	Oct FY23	+/- Oct FY23
New Applications	14	16	-12.50%
Renewals Received	4	8	-50.00%
Applications Approved	16	13	23.08%
Applications Denied	3	3	0.00%

Summary of Services Table: October 2023

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 Oct FY24	FY24 YTD	FY23 YTD	Service Profile	Oct FY24	Oct FY23
Fixed Routes (M-F)	1,364	119,681	81,810	Weekdays	22	21
Fixed Routes (Sat)	638	12,211	6,548	Saturdays	4	5
PLUS (M-F)	91	7,688	7,651	Gamedays	1	2
-Zone 1*	67	5,821	6,397	Holidays	0	0
-Zone 2**	24	1,867	1,254	Weather	2	1
PLUS (Sat)***	18	376	419	Fiscal YTD Days	103	103
				Cal. YTD Days	308	308

*Requires ¼ 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	131,892	251,881	■
# of Norman paratransit trips provided	7,747	21,000	■
% of on-time Norman paratransit pick-ups	97.12%	98.58%	●
# of Norman bus passengers per service hour, cumulative	20.27	13.04	■
# of Norman bus passengers per day, average	1,273	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%**	0.00%*	●
% of on-time fixed-route arrivals	65.80%	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
- **FY22** – The fiscal year 2022. Lasted from 7/1/2021 to 6/30/2022
- **FY23** – The fiscal year 2032. Lasting from 7/1/2022 to 6/30/2023
- **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

October 1-15, 2023

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 October 1-15, 2023 was 17,333 compared to 12,909 in October 1-15, 2022. The average total daily ridership was 1,444 for October 1-15, 2023, a 45.42% increase from 993 in October 1-15, 2022. Fiscal-year-to-date ridership is 121,618 passengers, a 48.33% increase from the October 1-15, 2022 YTD total of 81,994.

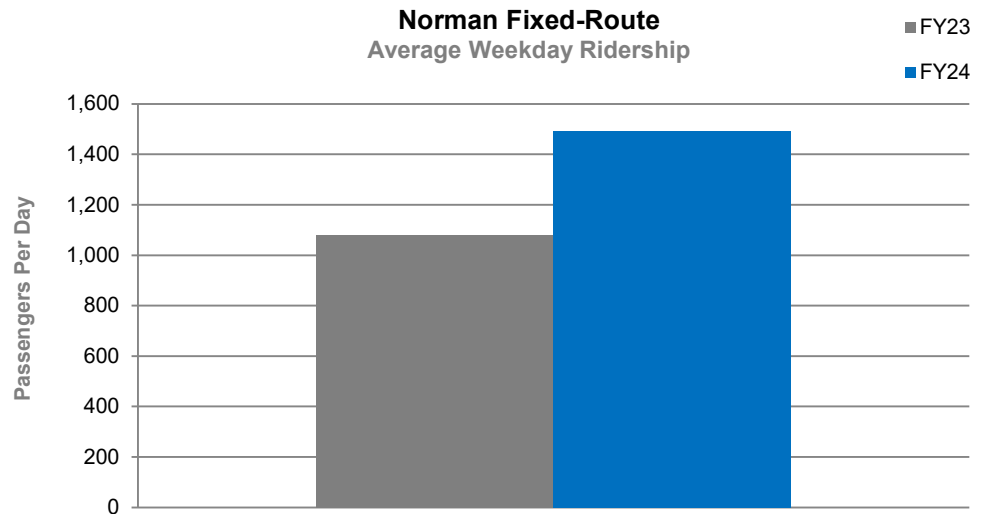
The fixed-route service totaled 16,342 for October 1-15, 2023 compared to 11,904 for October 1-15, 2022. Average fixed-route daily ridership for October 1-15, 2023 was 1,365 compared to 919 for October 1-15, 2022, a 48.53% increase. Passengers with bicycles or similar means of travel totaled 453, compared to 456 for October 1-15, 2022. Passengers with wheelchairs or other mobility devices totaled 211, compared to 190 for October 1-15, 2022.

PLUS ridership totaled 991 for October 1-15, 2023, a 1.39% decrease from 1,005 for October 1-15, 2022. The average total PLUS ridership was 83 for October 1-15, 2023, a 7.79% increase from 77 for October 1-15, 2022. Passengers with wheelchairs or other mobility devices totaled 204 for October 1-15, 2023, compared to 225 for October 1-15, 2022, a 9.33% decrease.

Norman Transit Services	Oct FY24	Oct FY23	+/- Oct FY23
Fixed Routes (M-F)	14,873	10,759	38.24%
110 - Main Street	2,902	1,763	64.61%
111 - Lindsey East	6,975	5,752	21.26%
112 - Lindsey West	2,039	1,271	60.42%
120 - West Norman*	101	153	-33.99%
121 - Alameda	2,838	1,803	57.40%
122 - Rock Creek**	N/A	N/A	N/A
144 - Social Security	18	17	5.88%
Fixed Routes (Sat)	1,469	1,145	28.30%
110 - Main Street	397	249	59.44%
111 - Lindsey East	521	425	22.59%
112 - Lindsey West	185	164	12.80%
121 - Alameda	366	307	19.22%
122 - Rock Creek**	N/A	N/A	N/A
PLUS ADA Service	991	1,005	-1.39%
PLUS (M-F)	952	920	3.48%
PLUS (Sat)	39	85	-54.12%
Bikes	453	456	-0.66%
Wheelchair	190	190	0.00%
PLUS Wheelchair	204	225	-9.33%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

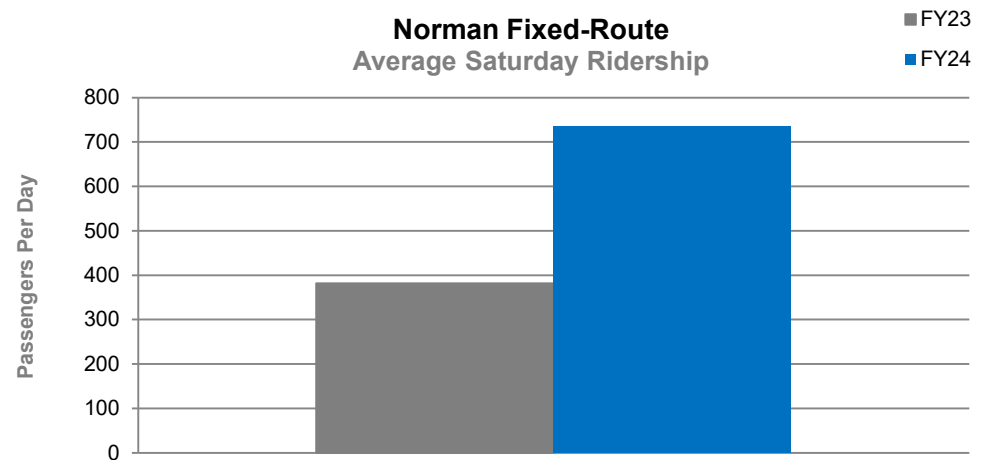
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for October 1-15, 2023 was 14,873, a 38.24% increase from 10,759 in October 1-15, 2022. Average weekday passenger ridership totaled 1,490 in October 1-15, 2023; a 38.22% increase compared to 1,078 for October 1-15, 2022. The average RPSH was 21.92.



Fixed Route Saturday Ridership

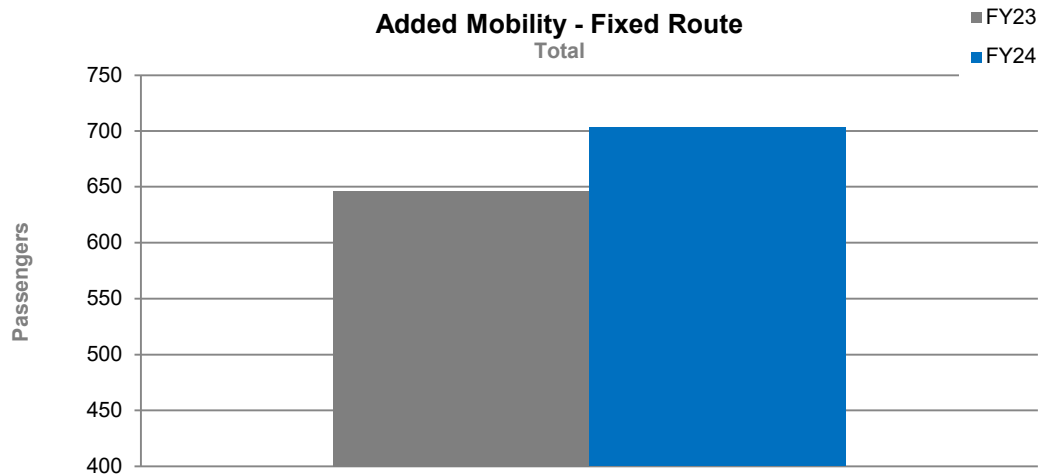
Total fixed-route Saturday ridership for October 1-15, 2023 was 1,469, a 28.30% increase from 1,145 in October 1-15, 2022. Average Saturday passenger ridership totaled 735 for October 1-15, 2023, a 92.41% increase from 382 in October 1-15, 2022. The average RPSH was 20.76.



Added Mobility – Fixed Route

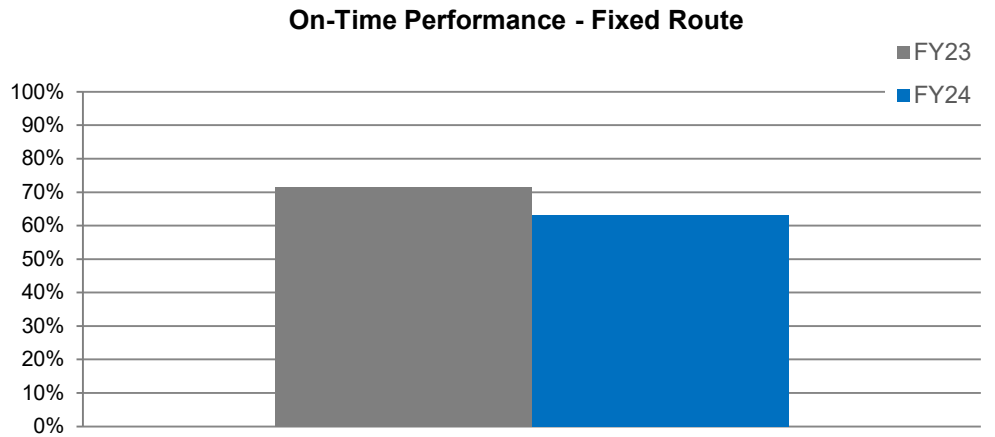
Total passengers with added mobility, such as bikes and wheelchairs, totaled 703 for October 1-15, 2023, an 8.82% increase from 646 in October 1-15, 2022.

Bike passengers totaled 492, a 7.89% increase from 456 in October 1-15, 2022. Wheelchair passengers totaled 211, a 11.05% increase from October 1-15, 2022.



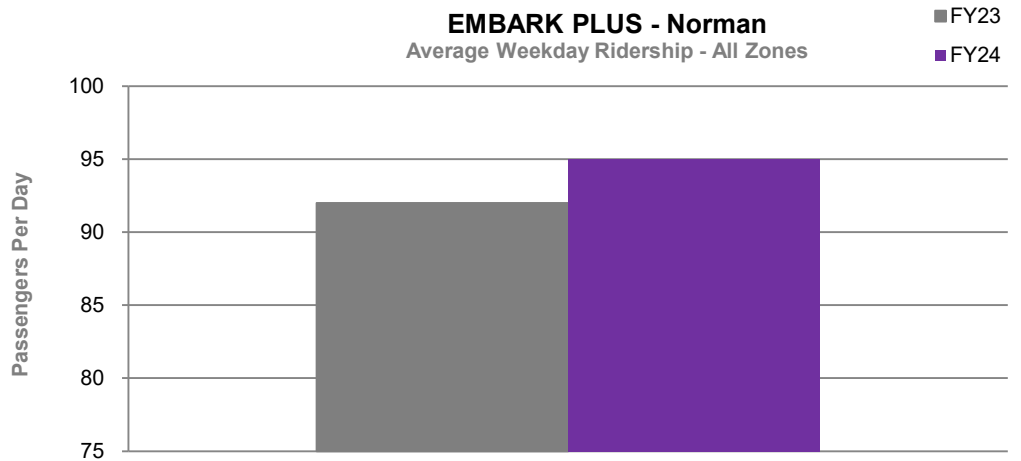
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 63.2% in October 1-15, 2023, an 8.30% decrease from 71.5% in October 1-15, 2022.



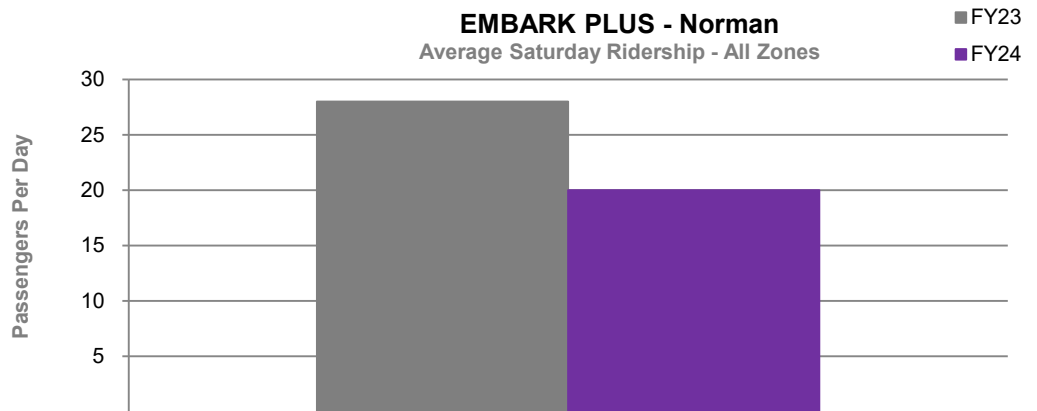
PLUS Weekday

Total PLUS weekday ridership for October 1-15, 2023 was 952, a 3.48% increase from 920 in October 1-15, 2022. Average weekday passenger ridership totaled 95 for October 1-15, 2023, a 3.26% increase from the October 1-15, 2022 average of 92. RPSH was 1.32.



PLUS Saturday

Total PLUS Saturday ridership for October 1-15, 2023 was 39, a 54.12% decrease from 85 in October 1-15, 2022. Average Saturday passenger ridership totaled 20 for October 1-15, 2023, a 28.57% decrease from 28 in October 1-15, 2022. RPSH was 1.31.



Added Mobility - PLUS

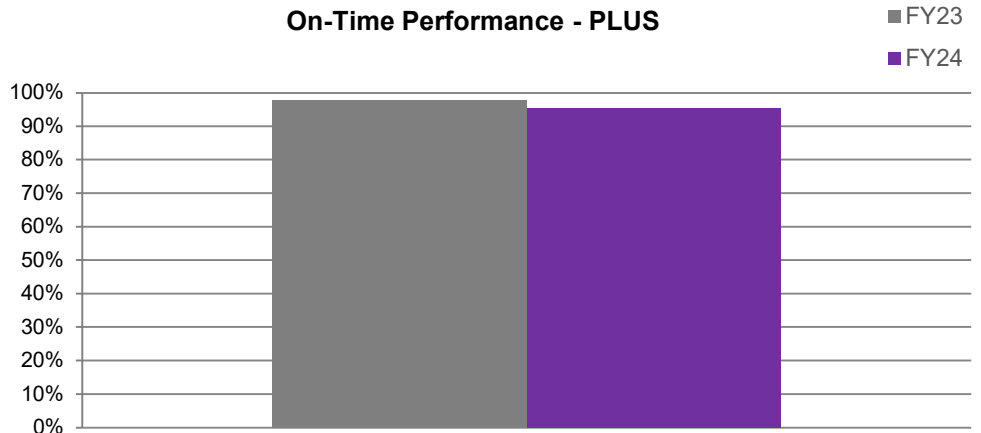
PLUS passengers with added mobility totaled 204 for October 1-15, 2023, a 9.33% decrease from 225 in October 1-15, 2022.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 95.41%, a 2.30% decrease from 97.71% in October 1-15, 2022.

Weekday on-time performance in the primary zone was 95.66%, a 1.90% decrease from 97.56% in October 1-15, 2022. Weekday on-time performance in the secondary zone was 94.32%, a 3.58% decrease from 97.90% in October 1-15, 2022. Saturday on-time performance was 97.44%, a 1.26% decrease from 98.70% in October 1-15, 2022.



PLUS Weekday Service Summary	Oct FY24	Oct FY23	+/- Oct FY23		PLUS Saturday Service Summary	Oct FY24	Oct FY23	+/- Oct FY23
Total Passengers	952	920	3.48%		Total Passengers	39	85	-54.12%
Total Trips	897	882	1.70%		Total Trips	39	77	-49.35%
Trips Daily Average	90	88	2.27%		Trips Daily Average	20	26	-24.03%
Trips Requested	935	940	-0.53%		Trips Requested	39	77	-49.35%
Denied Trips	38	58	-34.48%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	16	21	-23.81%		No Show	0	0	0.00%

Summary of Services Table: October 1-15

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EMBARK Norman Service Summary	ADP Oct FY24	ADP Oct FY23	Service Profile	Oct FY24	Oct FY23
Fixed Routes (M-F)	1,490	1,078	Weekdays	10	10
Fixed Routes (Sat)	735	382	Saturdays	2	3
PLUS (M-F)	95	92	Gamedays	0	1
-Zone 1*	70	78	Holidays	0	0
-Zone 2**	26	14	Weather	1	0
PLUS (Sat)***	20	28	Fiscal YTD Days	90	90
			Cal. YTD Days	295	295

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Glossary

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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 October 16-31, 2023 was 18,338 compared to 15,051 in October 16-31, 2022. The average total daily ridership was 1,310 for October 16-31, 2023, a 13.13% increase from 1,158 in October 16-31, 2022. Fiscal-year-to-date ridership is 139,956 passengers, a 44.22% increase from the October 2022 YTD total of 97,045.

The fixed-route service totaled 17,250 for October 16-31, 2023 compared to 13,977 for October 16-31, 2022. Average fixed-route daily ridership for October 16-31, 2023 was 1,153 compared to 1,079 for October 16-31, 2022, a 6.86% increase. Passengers with bicycles or similar means of travel totaled 392, compared to 405 for October 16-31, 2022.

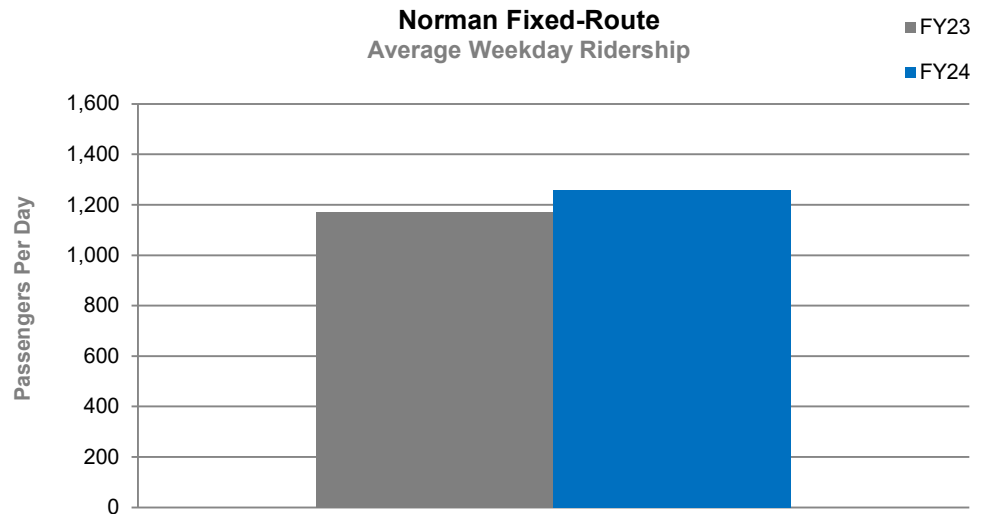
Passengers with wheelchairs or other mobility devices totaled 254, compared to 253 for October 16-31, 2022.

PLUS ridership totaled 1,088 for October 16-31, 2023, a 1.30% increase from 1,074 for October 16-31, 2022. The average total PLUS ridership was 78 for October 16-31, 2023, a 6.02% decrease from 83 for October 16-31, 2022. Passengers with wheelchairs or other mobility devices totaled 181 for October 16-31, 2023, compared to 186 for October 16-31, 2022, a 2.69% decrease.

Norman Transit Services	Oct FY24	Oct FY23	+/- Oct FY23
Fixed Routes (M-F)	16,166	12,829	26.01%
110 - Main Street	1,399	2,571	-45.59%
111 - Lindsey East	9,595	6,409	49.71%
112 - Lindsey West	2,837	1,572	80.47%
120 - West Norman*	N/A	153	-100.00%
121 - Alameda	1,213	2102	-42.29%
122 - Rock Creek**	1,091	N/A	N/A
144 - Social Security	31	22	40.91%
Fixed Routes (Sat)	1,084	1,148	-5.57%
110 - Main Street	116	285	-59.30%
111 - Lindsey East	406	477	-14.88%
112 - Lindsey West	354	141	151.06%
121 - Alameda	138	245	-43.67%
122 - Rock Creek**	70	N/A	N/A
PLUS ADA Service	1,088	1,074	1.30%
PLUS (M-F)	1,057	1,021	3.53%
PLUS (Sat)	31	53	-41.51%
Bikes	453	456	-0.66%
Wheelchair	190	190	0.00%
PLUS Wheelchair	181	186	-2.69%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

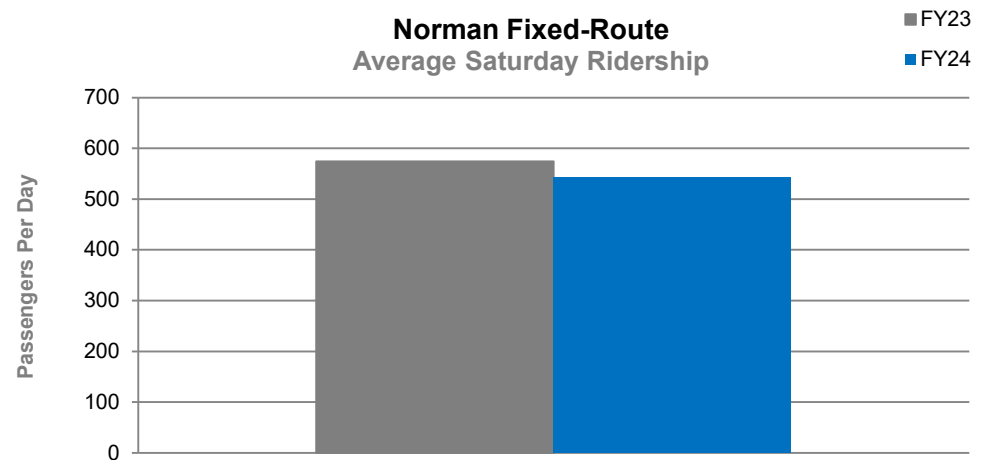
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for October 16-31, 2023 was 16,166, a 26.01% increase from 12,829 in October 16-31, 2022. Average weekday passenger ridership totaled 1,260 in October 16-31, 2023; a 7.69% increase compared to 1,170 for October 16-31, 2022. The average RPSH was 18.02.



Fixed Route Saturday Ridership

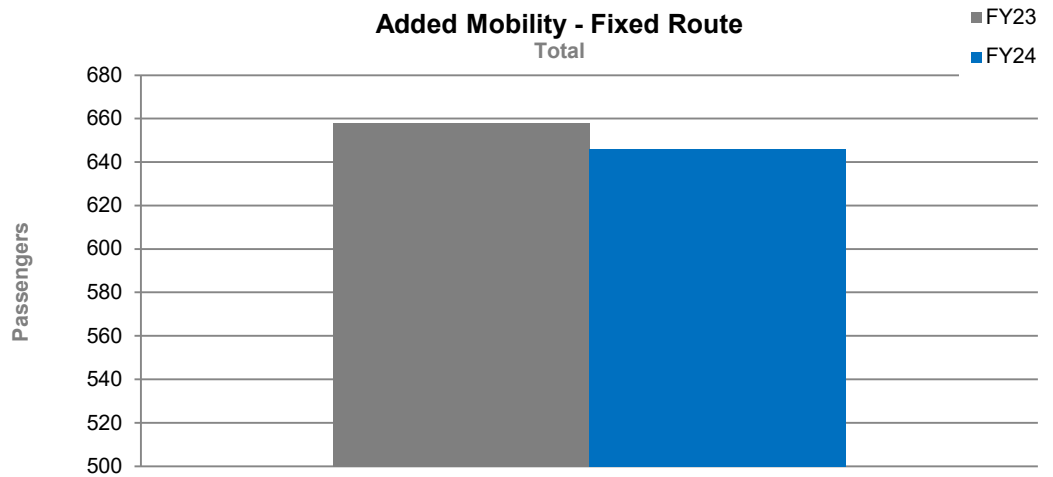
Total fixed-route Saturday ridership for October 16-31, 2023 was 1,084, a 5.57% decrease from 1,148 in October 16-31, 2022. Average Saturday passenger ridership totaled 542 for October 16-31, 2023, a 5.57% decrease from 574 in October 16-31, 2022. The average RPSH was 12.31.



Added Mobility – Fixed Route

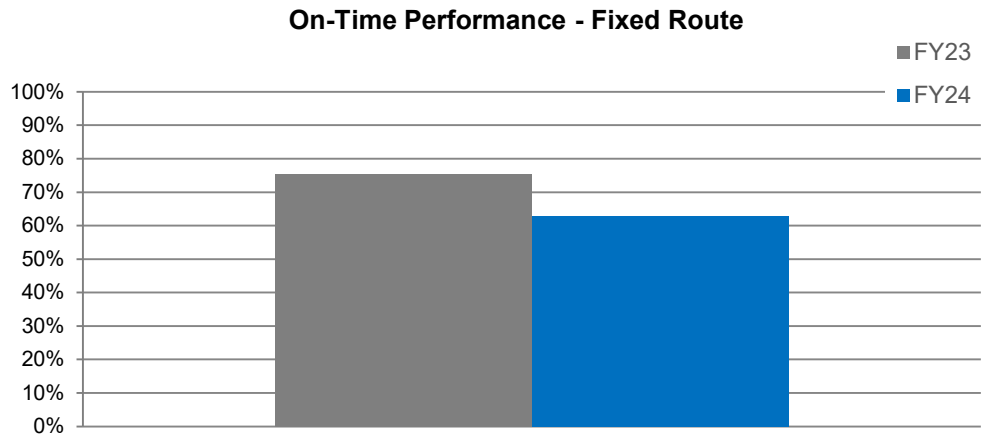
Total passengers with added mobility, such as bikes and wheelchairs, totaled 646 for October 16-31, 2023, a 1.82% decrease from 658 in October 16-31, 2022.

Bike passengers totaled 392, a 3.21% decrease from 405 in October 16-31, 2022. Wheelchair passengers totaled 254, a 0.40% increase from 253 in October 16-31, 2022.



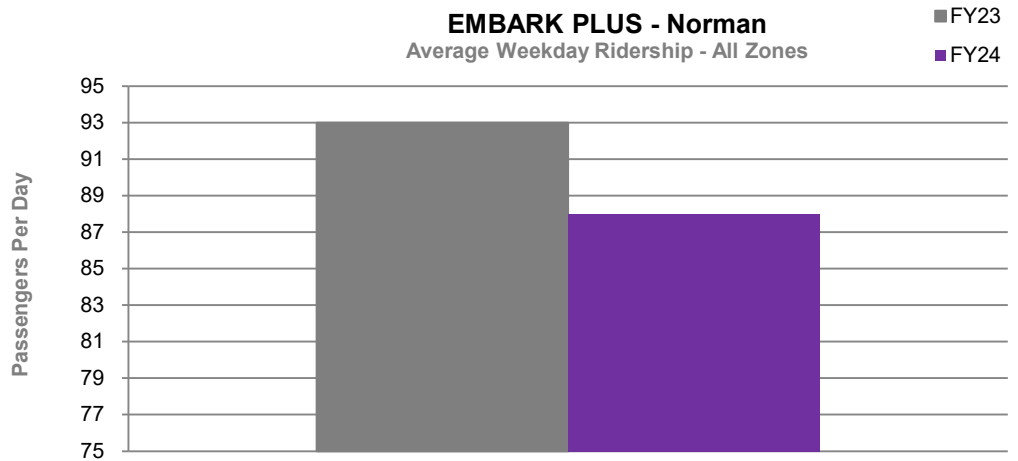
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 62.9% in October 16-31, 2023, a 12.50% decrease from 75.4% in October 16-31, 2022.



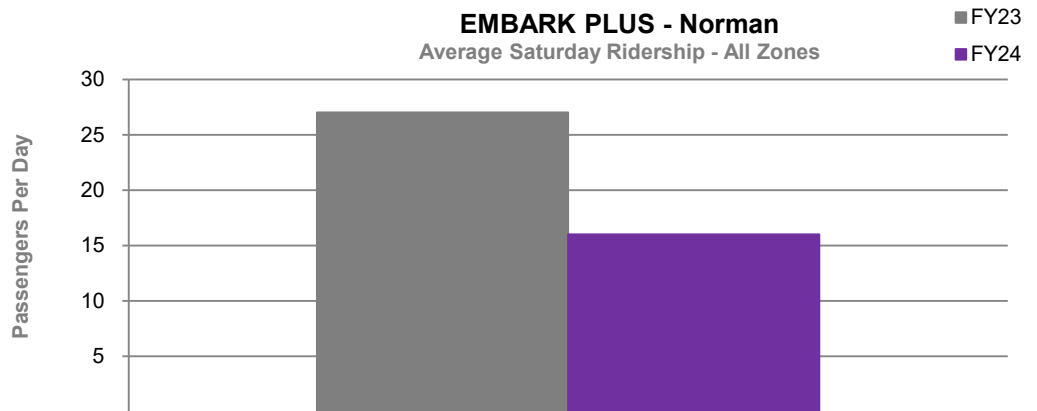
PLUS Weekday

Total PLUS weekday ridership for October 16-31, 2023 was 1,057, a 3.53% increase from 1,021 in October 16-31, 2022. Average weekday passenger ridership totaled 88 for October 16-31, 2023, a 5.38% decrease from the October 16-31, 2022 average of 93. RPSH was 1.24.



PLUS Saturday

Total PLUS Saturday ridership for October 16-31, 2023 was 31, a 41.51% decrease from 53 in October 16-31, 2022. Average Saturday passenger ridership totaled 16 for October 16-31, 2023, a 40.74% decrease from 27 in October 16-31, 2022. RPSH was 1.11.



Added Mobility - PLUS

PLUS passengers with added mobility totaled 181 for October 16-31, 2023, a 2.69% decrease from 186 in October 16-31, 2022.

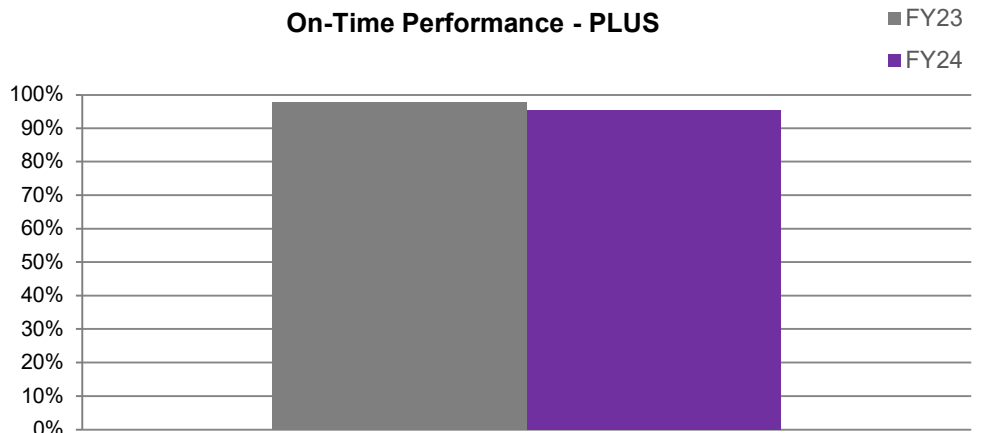


On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.05%, a 0.67% decrease from 97.72% in October 16-31, 2022.

Weekday on-time performance in the primary zone was 97.08%, a 0.65% decrease from 97.73% in October 16-31, 2022.

Weekday on-time performance in the secondary zone was 97.04%, a 0.48% decrease from 97.52% in October 16-31, 2022. Saturday on-time performance was 96.43%, a 1.68% decrease from 98.11% in October 16-31, 2022.



PLUS Weekday Service Summary	Oct FY24	Oct FY23	+/- Oct FY23		PLUS Saturday Service Summary	Oct FY24	Oct FY23	+/- Oct FY23
Total Passengers	1,057	1,021	3.53%		Total Passengers	31	53	-41.51%
Total Trips	1,023	954	7.23%		Total Trips	28	53	-47.17%
Trips Daily Average	85	87	-2.30%		Trips Daily Average	14	27	-47.17%
Trips Requested	1,053	988	6.58%		Trips Requested	28	55	-49.09%
Denied Trips	30	34	-11.76%		Denied Trips	0	2	-200.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	10	15	-33.33%		No Show	1	2	-50.00%

Summary of Services Table: October 16-31

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 Oct FY24	ADP Oct FY23	Service Profile	Oct FY24	Oct FY23
Fixed Routes (M-F)	1,260	1,170	Weekdays	12	11
Fixed Routes (Sat)	542	574	Saturdays	2	2
PLUS (M-F)	88	93	Gamedays	0	0
-Zone 1*	65	78	Holidays	0	0
-Zone 2**	23	15	Weather	1	1
PLUS (Sat)***	16	27	Fiscal YTD Days	103	103
			Cal. YTD Days	308	308

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

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
- **FY22** – The fiscal year 2022. Lasted from 7/1/2021 to 6/30/2022
- **FY23** – The fiscal year 2032. Lasting from 7/1/2022 to 6/30/2023
- **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

October 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.

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>			

Key Performance Indicator Measures

Measure	Target	October	Service to Date (8/21/23 – 10/31/23)
Average Walking Distance	<0.10 miles	0.07 miles	0.07 miles
Maximum Walking Distance	0.25 miles	0.25 miles	0.32 miles
Average Rider Wait Time	<15 min	19 min	18.2 min
Maximum Rider Wait Time	20 min	N/A*	N/A*
Percentage of Ride Requests Completed Within 20min. Wait Time	>80%	63.57%**	67.46%**

*OU has requested longer available wait times for OU students during SafeRide hours (up to a 2 hour max). Because we are not yet able to filter these rides from the remaining data, we cannot confidently report this statistic at this time

**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 2,546 rides in October 2023, which is a 14.5% increase over the September 2023 total of 2,223. There were a total of 19 wheelchair accessible vehicle (WAV) requests for completed trips in the month of October.

Ridership	October	Service to Date (8/21/23 – 10/31/23)
Total number of passengers	2,546	5,321
Total number of Trips Completed	1,584	3,147
# of Completed Trips Requesting WAV	19	31

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. Three rider complaints were received in the month of October.

Rider Experience	October	Service to Date (8/21/23 – 10/31/23)
Average Ride Duration	9.8 min	9.9 min
Average Ride Distance	3 miles	3 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, 2,580 individual accounts have been created, which is a 1.5% increase over the September 2023 total of 2,542. Of these accounts over one in three, or 37.0%, have utilized the service at least once. Approximately 12.7% or 328 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 – 10/31/23)		
App Accounts Created Since Launch	2,580	
OU Accounts	N/A	N/A
Active Accounts*	1,453	56.3%
Rider Accounts**	955	37.0%
Repeat Rider Accounts***	697	27.0%
*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

There were no accidents that occurred in October 23. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

Both wheelchair accessible vehicle (WAV) vehicles are back in service after having a new seatbelt installed.