



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: August 22, 2024
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:

Go Norman Transit Plan (City of Norman Transit Long Range Plan Update)

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

Fleet Maintenance & Vehicle Procurement (upgrades and standardization)

- City Fleet Maintenance staff continue to ensure that the transit fleet is in operational condition each morning for line up, despite the age of the vehicles that the City inherited.
 - The City's Transit Fleet includes 27 revenue vehicles, 13 in the fixed-route fleet and 14 in the paratransit fleet. After adding 17 total new vehicles to the fleet between December 2022 and April 2024, only 9 out of 27 (3 of 13 in the fixed route fleet; 6 of 14 in the paratransit fleet) of the revenue vehicles used in the City's transit fleet have met their useful life and are eligible to be retired according to FTA requirements. Staff have placed an order for an additional 6 paratransit vehicles which will, when delivered, leave 3 fixed-route vehicles remaining in the transit revenue fleet in need of replacement.
- The City has placed an order to purchase 6 CNG cutaway transit buses for the paratransit fleet. Below is background on this purchase:
 - On April 11, 2023, Council approved Resolution R-2223-117 authorizing an application to the FTA's Bus and Bus Facilities (5339b) and Low- or No-Emissions Grants program to purchase 6 CNG cutaway transit buses for the paratransit fleet and on June 26, 2023, the FTA awarded the City's grant application. On June 11, 2024, Council adopted resolution R-2324-149 formally accepting the grant and authorizing the purchase of 6 CNG cutaway buses for fleet replacement which included additional local funding for designation signage which increases the fleet's resiliency by allowing these vehicles to be used in fixed-route applications if needed in the future. The revised cost share per bus is \$129,452 federal (72%) and \$50,888 local match (28%), resulting in \$180,340 total per bus. Thus the proposed cost share for 6 cutaway buses is \$776,714 federal (72%) and \$305,326 local (28%), resulting in a \$1,082,040 total cost for 6 units.
- On February 9, 2024, the City Manager approved the purchase of two hybrid or fully electric support vehicles via state contract using funds budgeted for vehicle replacement which were available in the Public Transportation Fund. The EV charging station for these units has been installed. The first of the two vehicles has been delivered and put into service, the second is undergoing warranty repairs pursuant to a recall issued prior to delivery.

New Route Network

City Transit staff continue to monitor and ensure the smooth transition to the new route network by working with other City staff, EMBARK staff, citizens, local organizations, and Councilmembers to identify and resolve concerns arising from the new route network.

- Four bus stops were added in July 2024, two on Triad Village Dr. and two on University Blvd., to address some such concerns.
- Staff are reviewing options for street furniture at the Transit Center's Bay A, along Porter Avenue.
- Working with EMBARK, staff are reviewing options for more direct service to the Adult Wellness and Education Center.

Staff will continue to work with community partners listed above to evaluate other solutions as needed.

Service Expansion Priorities

Now that the new route network has been implemented, City Transit staff are reviewing and evaluating

office memorandum



the next priorities recommended by the Go Norman Transit Plan. The first three expansion recommendations from a total of eight recommendations are as follows:

- Priority 1: Sunday Service – This service expansion responds to rider requests for Sunday service. Sunday service span and trip frequencies would match Saturday service levels. Sunday transit service is currently being tested as part of the Norman On-Demand microtransit pilot program.
- Priority 2: Increased Frequency on Route 112 – This service expansion upgrades the trip frequency of Route 112 (West Lindsey) from 60 minutes to 30 minutes. Ridership on this route increased 75-110% after the new route network was implemented. Funding was approved in the FYE 2025 budget to implement this priority which will take effect in October 2024.
- 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.

Central Oklahoma Long Range Transit Plan

Utilizing a combination of ACOG FTA Planning and OKC MAPS 4 funding, EMBARK is 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 region's transit service as a whole. Expected completion date is summer 2025 and there will be public engagement and stakeholder engagement throughout the process. A kickoff meeting with the consultant team and the region's transit staff was held August 1.

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.
- On August 13, 2024 Council accepted a grant through the Association of Central Oklahoma Governments (ACOG) of FTA 5303 funding for planning activities as outlined in the FY24 Unified Planning Work Program (UPWP).

Microtransit Pilot Program with Via Transportation – Norman On-Demand

Contract K-2223-164 with Via Transportation was approved unanimously by council on June 27, 2023, to establish a turnkey microtransit pilot program in Norman. On August 8, 2023 Council approved an Amendment 1 to contract K-2223-164 with Via Transportation, and Contract K-2324-50 with the University of Oklahoma for microtransit services which allowed for a collaboration incorporating the University's SafeRide program into the operation of the microtransit service. Website updates and the end user app were released on August 16, 2023 and the microtransit service launched as planned on August 21, 2023.

- On April 23, 2024, Council approved amendments to contracts K-2223-164 (AMD2) and K-2324-50 (AMD1) expanding the program's service area to include additional retail shopping as of May 1, 2024.
- On July 9, 2024 Council approved contract amendments with both Via (K-2223-164 (AMD3)) and the University (K-2324-50 (AMD2)) to continue the program until August 2025.
- More details can be found in the attached Norman On-Demand Monthly Performance Report.

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 June 2024.
2. EMBARK Norman Performance Report for July 2024.
3. Norman On-Demand Performance Report for June 2024.
4. Norman On-Demand Performance Report for July 2024.

PERFORMANCE REPORT

Transit System Report

June 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 June 2024 was 30,166 compared to 30,335 in June 2023. The average total daily ridership was 1,207 for June 2024, a 3.43% increase from 1,167 in June 2023. Fiscal-year-to-date ridership is 403,229 passengers, a 22.04% increase from the June 2023 YTD total of 330,398.

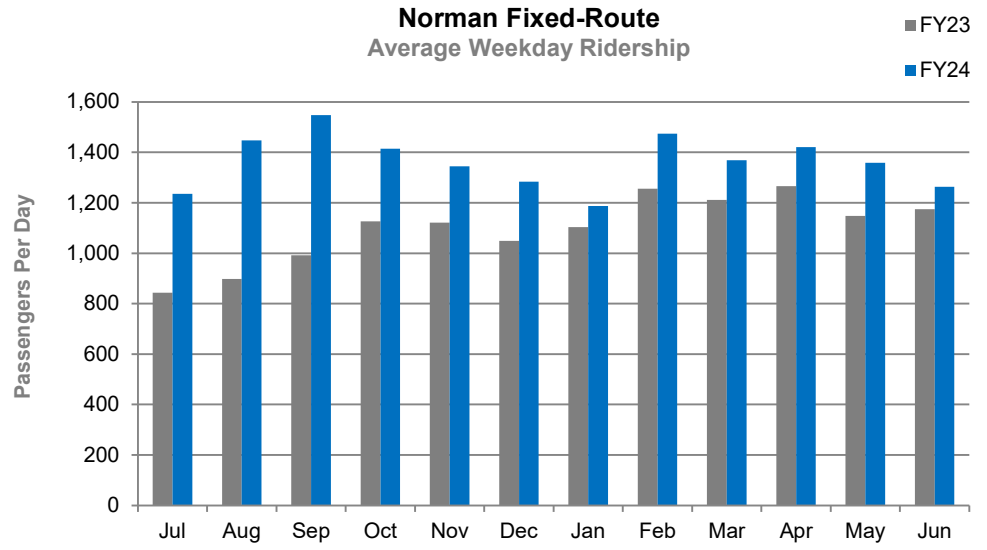
The fixed-route service totaled 28,353 for June 2024 compared to 28,492 for June 2023. Average fixed-route daily ridership for June 2024 was 1,137 compared to 1,098 for June 2023, a 3.55% increase. Passengers with bicycles or similar means of travel totaled 992, compared to 939 for June 2023. Passengers with wheelchairs or other mobility devices totaled 567, compared to 309 for June 2023.

PLUS ridership totaled 1,813 for June 2024, compared to 1,843 for June 2023. The average total PLUS ridership was 73 for June 2024, compared to 71 for June 2023. Passengers with wheelchairs or other mobility devices totaled 293 for June 2024, compared to 308 for June 2023, a 4.87% decrease.

Norman Transit Services	Jun FY24	Jun FY23	+/- Jun FY23
Fixed Routes (M-F)	25,204	25,811	-2.35%
110 - Main Street	2,743	5,690	-51.79%
111 - Lindsey East	12,265	10,582	15.90%
112 - Lindsey West	6,312	3,454	82.74%
120 - West Norman*	N/A	255	N/A
121 - Alameda	1,942	5,791	-66.47%
122 - Rock Creek**	1,905	N/A	N/A
144 - Social Security	37	39	-5.13%
Fixed Routes (Sat)	3,149	2,681	17.46%
110 - Main Street	397	694	-42.80%
111 - Lindsey East	1,344	885	51.86%
112 - Lindsey West	815	351	132.19%
121 - Alameda	273	751	-63.65%
122 - Rock Creek**	320	N/A	N/A
PLUS ADA Service	1,813	1,843	-1.63%
PLUS (M-F)	1,705	1,751	-2.63%
PLUS (Sat)	108	92	17.39%
Bikes	992	939	5.64%
Wheelchair	567	309	83.50%
PLUS Wheelchair	293	308	-4.87%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

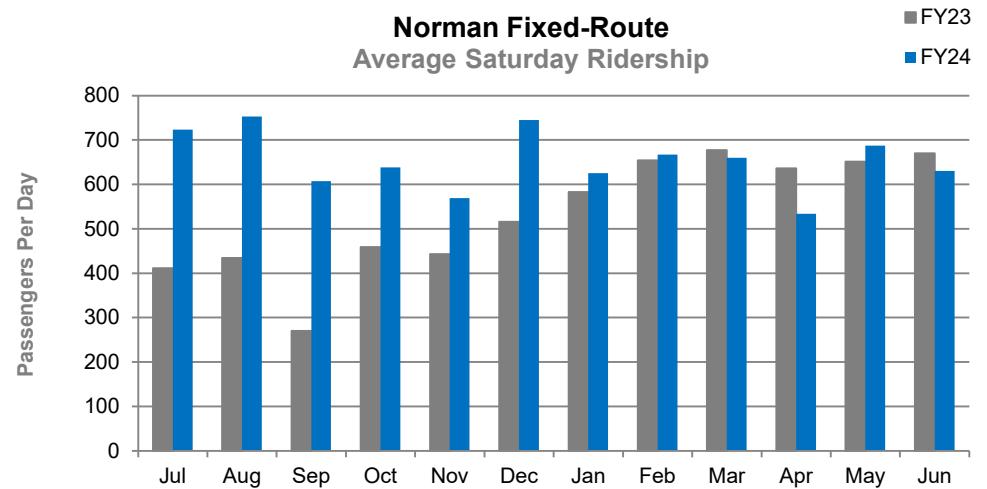
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for June 2024 was 25,204, an 2.35% decrease from 25,811 in June 2023. Average weekday passenger ridership totaled 1,263 in June 2024; a 7.49% increase compared to 1,175 for June 2023. The average RPSH was 16.86.



Fixed Route Saturday Ridership

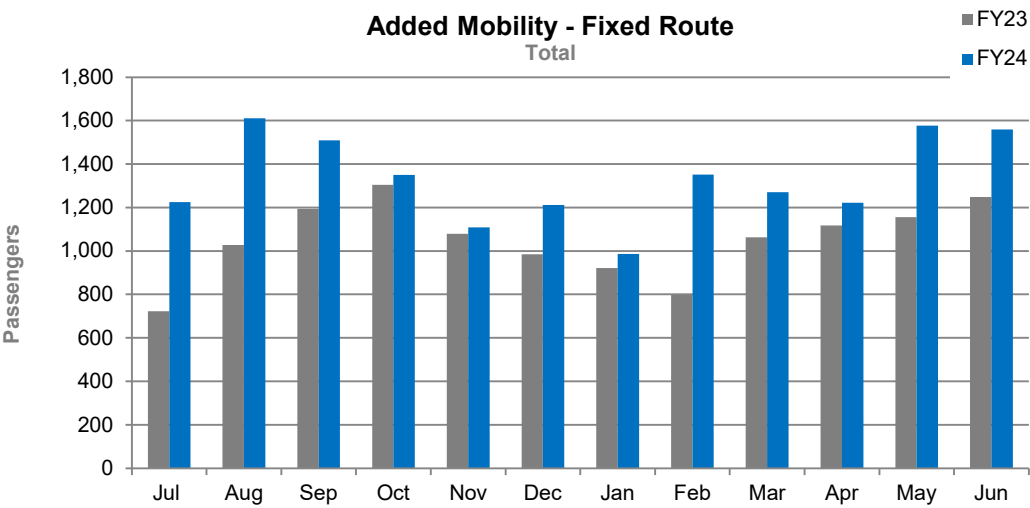
Total fixed-route Saturday ridership for June 2024 was 3,149, a 17.46% increase from 2,681 in June 2023. Average Saturday passenger ridership totaled 630 for June 2024, a 5.97% decrease from 670 in June 2023. The average RPSH was 14.30.



Added Mobility – Fixed Route

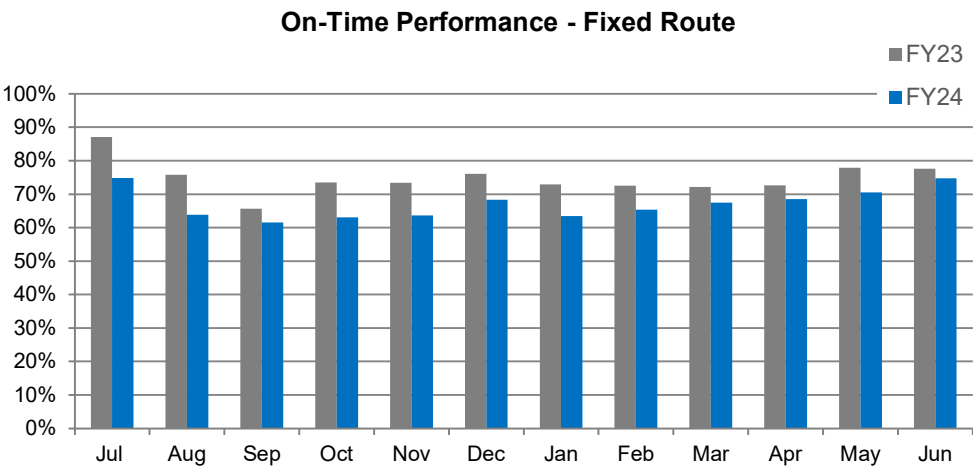
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,559 for June 2024, a 24.92% increase from 1,248 in June 2023.

Bike passengers totaled 992, a 5.64% increase from 939 in June 2023. Passengers with wheelchairs totaled 567, an 83.50% increase from 309 in June 2023.



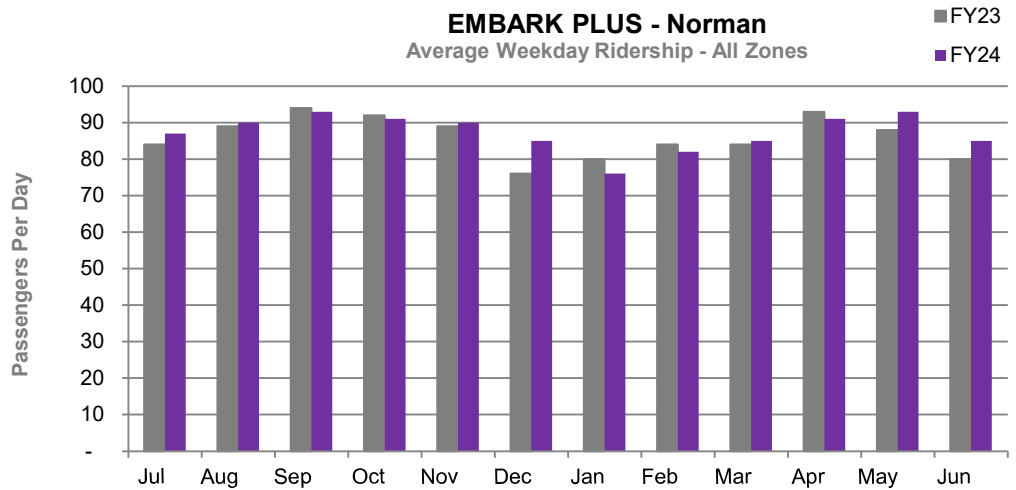
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 74.7% in June 2024, a 2.90% decrease from 77.6% in June 2023.



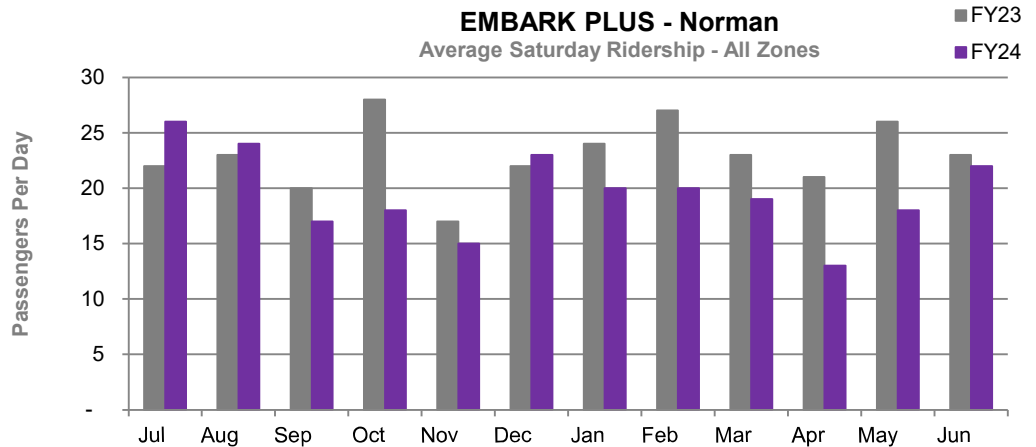
PLUS Weekday

Total PLUS weekday ridership for June 2024 was 1705, a 2.63% decrease from 1,751 in June 2023. Average weekday passenger ridership totaled 85 for June 2024, a 6.25% increase from the June 2023 average of 80. RPSH was 1.31.



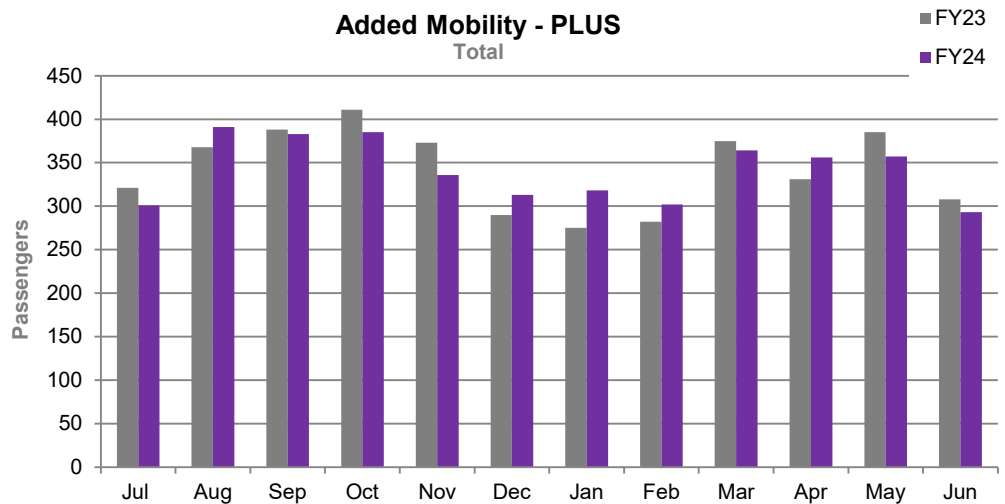
PLUS Saturday

Total PLUS Saturday ridership for June 2024 was 108, a 17.39% increase from 92 in June 2023. Average Saturday passenger ridership totaled 22 for June 2024, a 4.35% decrease from 23 in June 2023. RPSH was 1.52.



Added Mobility - PLUS

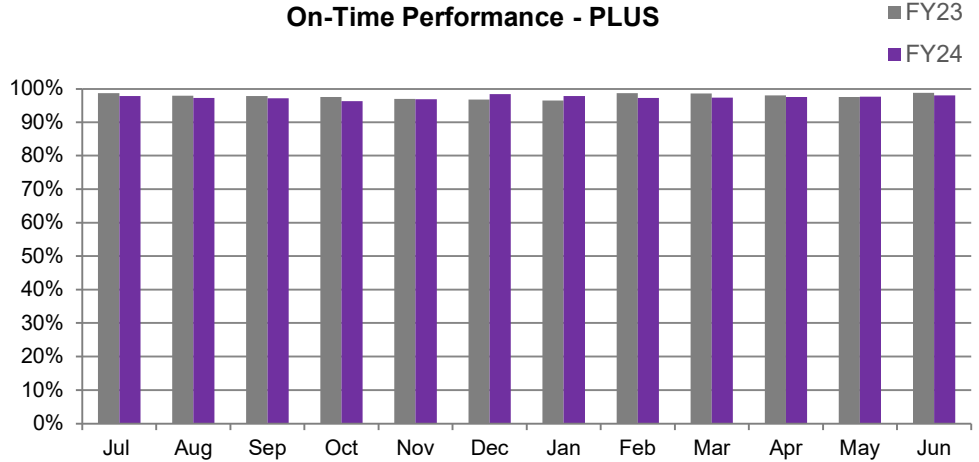
PLUS passengers with added mobility totaled 293 for June 2024, a 4.87% decrease from 308 in June 2023.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 98.06%, a 0.75% decrease from 98.81% in June 2023.

Weekday on-time performance in the primary zone was 98.44%, a 0.41% decrease from 98.85% in June 2023. Weekday on-time performance in the secondary zone was 97.14%, a 1.51% decrease from 98.65% in June 2023. Saturday on-time performance was 97.87%, a 0.91% decrease from 98.84% in June 2023.



PLUS Weekday Service Summary	Jun FY24	Jun FY23	+/- Jun FY23		PLUS Saturday Service Summary	Jun FY24	Jun FY23	+/- Jun FY23
Total Passengers	1,705	1,751	-2.63%		Total Passengers	108	87	24.10%
Total Trips	1,608	1,685	-4.57%		Total Trips	94	86	9.30%
Trips Daily Average	80	77	3.90%		Trips Daily Average	24	22	9.09%
Trips Requested	1,635	1,706	-4.16%		Trips Requested	94	86	9.30%
Denied Trips	27	21	28.57%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	26	18	44.44%		No Show	1	0	-100.00%

PLUS Applications	Jun FY24	Jun FY23	+/- Jun FY23
New Applications	19	7	171.43%
Renewals Received	5	6	-16.67%
Applications Approved	10	13	-23.08%
Applications Denied	1	1	0.00%

Summary of Services Table: June 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 Jun FY24	FY24 YTD	FY23 YTD		Service Profile	Jun FY24	Jun FY23
Fixed Routes (M-F)	1,263	345,285	279,632		Weekdays	20	22
Fixed Routes (Sat)	630	34,708	27,635		Saturdays	5	4
PLUS (M-F)	85	22,197	21,940		Gamedays	0	0
-Zone 1*	60	16,237	18,420		Holidays	0	0
-Zone 2**	25	5,960	3,520		Weather	4	5
PLUS (Sat)***	22	1,039	1,186		Fiscal YTD Days	307	307
					Cal. YTD Days	154	153

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 24 YTD	FY 24 Targets	
# of Norman fixed-route passenger trips provided	379,993	251,881	■
# of Norman paratransit trips provided	23,236	21,000	■
% of on-time Norman paratransit pick-ups	97.34%	98.58%	●
# of Norman bus passengers per service hour, cumulative	18.40	13.10	■
# of Norman bus passengers per day, average	1,241	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%*	0.00%**	●
% of on-time fixed-route arrivals	67.10%	80.94%	◆

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

**One denial due to capacity was recorded for FY23

Glossary

- **Added Mobility** – Wheelchairs, bicycles, scooters, and other devices used by passengers in conjunction with transit
- **ADP** – Average Daily Passengers
- **ADR** – Average Daily Ridership
- **AVG** – Average
- **Fixed Route** – Regular bus service
- **FY23** – The fiscal year 2023. Lasted from 7/1/2022 to 6/30/2023
- **FY24** – The fiscal year 2024. Lasting from 7/1/2023 to 6/30/2024
- **FY YTD** – Fiscal Year, Year to Date
- **KPI** – Spreadsheet used to record and compare all data used in the monthly report
- **LFR** – "Leading for Results," EMBARK's internal performance measurements and targets
- **OTP** – On-time performance
- **Paratransit** – ADA vehicle service for seniors and other clients with special needs
- **PAX** – Passenger
- **PLUS** – Brand name for EMBARK Paratransit service
- **RPSH** – Riders per service hour
- **SAT** – Saturday
- **WKD** – Weekday
- **YOY** – Year-over-year, used to compare the previous year's performance when available
- **ZONE 1** – Primary zone for PLUS operation
- **ZONE 2** – Secondary zone for PLUS operation

PERFORMANCE REPORT

Transit System Report

July 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 July 2024 was 34,170 compared to 30,126 in July 2023. The average total daily ridership was 1,314 for July 2024, a 9.05% increase from 1,205 in July 2023. Fiscal-year-to-date ridership is 34,170 passengers, a 13.42% increase from the July 2023 YTD total of 30,126.

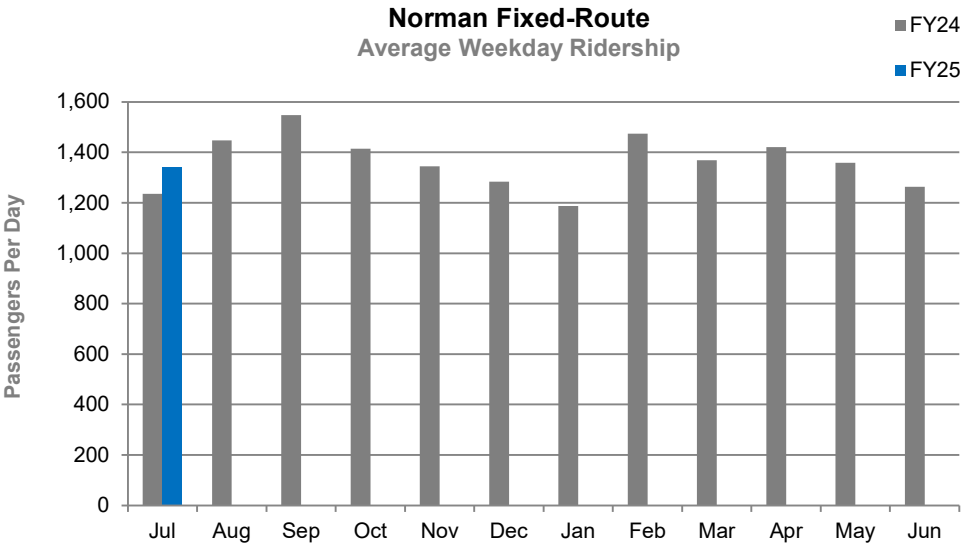
The fixed-route service totaled 32,104 for July 2024 compared to 28,263 for July 2023. Average fixed-route daily ridership for July 2024 was 1,237 compared to 1,134 for July 2023. Passengers with wheelchairs or other mobility devices totaled 518, compared to 321 for July 2023.

PLUS ridership totaled 2,066 for July 2024, compared to 1,863 for July 2023. The average total PLUS ridership was 79 for July 2024, compared to 75 for July 2023. Passengers with wheelchairs or other mobility devices totaled 340 for July 2024, compared to 301 for July 2023, a 12.96% increase.

Norman Transit Services	Jul FY25	Jul FY24	+/- Jul FY24
Fixed Routes (M-F)	29,466	24,649	19.54%
110 - Main Street	3,079	5,272	-41.60%
111 - E Lindsey	14,024	9,421	48.86%
112 - W Lindsey	7,064	3,120	126.41%
120 - West Norman*	N/A	186	N/A
121 - Westheimer	2,765	6,616	-58.21%
122 - Rock Creek**	2,510	N/A	N/A
144 - Social Security	24	34	-29.41%
Fixed Routes (Sat)	2,638	3,614	-27.01%
110 - Main Street	294	903	-67.44%
111 - E Lindsey	1,133	1,169	-3.08%
112 - W Lindsey	656	433	51.50%
121 - Westheimer	294	1,109	-73.49%
122 - Rock Creek**	261	N/A	N/A
PLUS ADA Service	2,066	1,863	10.90%
PLUS (M-F)	1,993	1,734	14.94%
PLUS (Sat)	73	129	-43.41%
Bikes	1,088	903	20.49%
Wheelchair	518	321	61.37%
PLUS Wheelchair	340	301	12.96%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

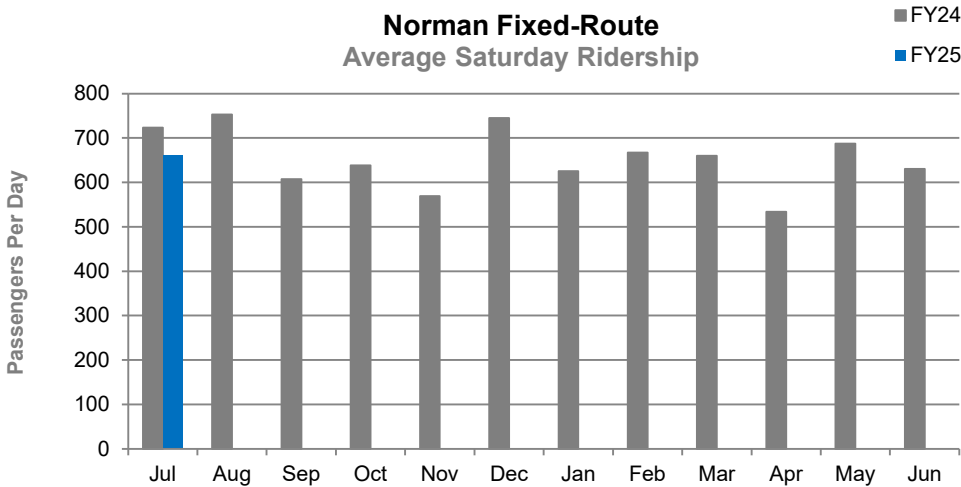
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for July 2024 was 29,466, a 19.54% increase from 24,649 in July 2023. Average weekday passenger ridership totaled 1,341 in July 2024; an 8.50% increase compared to 1,236 for July 2023. The average RPSH was 17.92.



Fixed Route Saturday Ridership

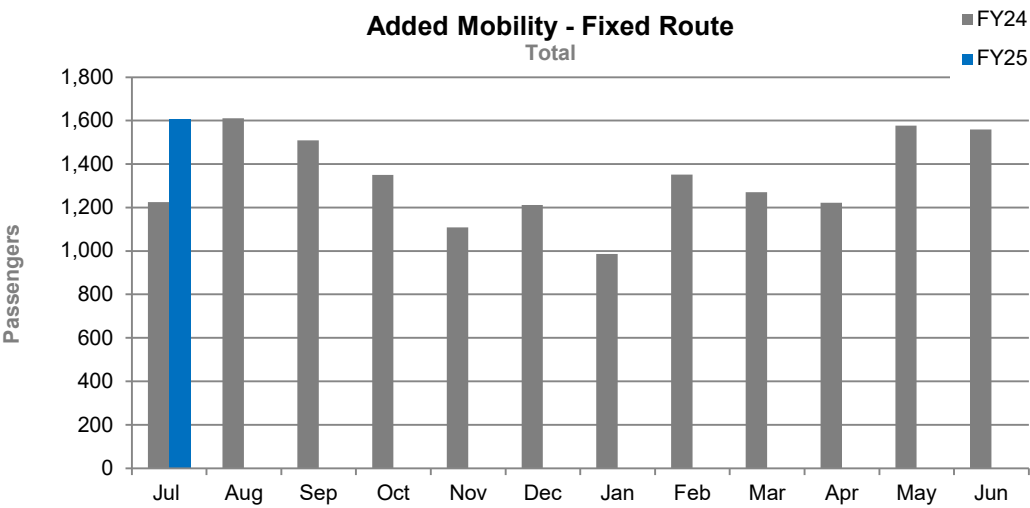
Total fixed-route Saturday ridership for July 2024 was 2,638, a 27.01% decrease from 3,614 in July 2023. Average Saturday passenger ridership totaled 660 for July 2024, an 8.71% decrease from 723 in July 2023. The average RPSH was 14.98.



Added Mobility – Fixed Route

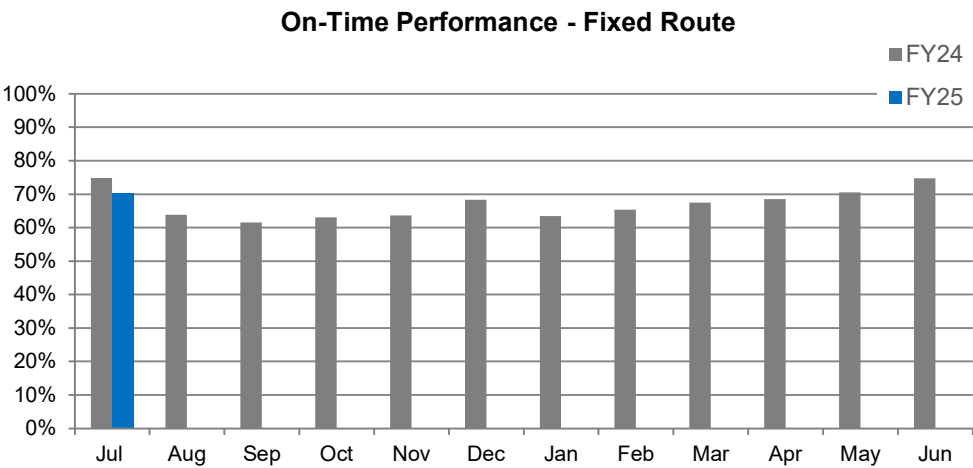
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,606 for July 2024, a 31.21% increase from 1,224 in July 2023.

Bike passengers totaled 1,088, a 20.49% increase from 903 in July 2023. Passengers with wheelchairs totaled 518, a 61.37% increase from 321 in July 2023.



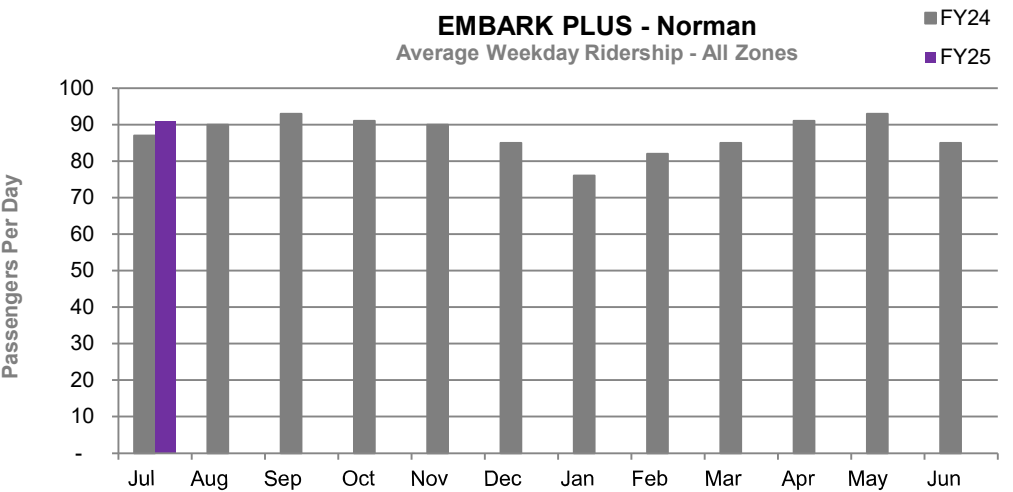
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 70.2% in July 2024, a 4.60% decrease from 74.8% in July 2023.



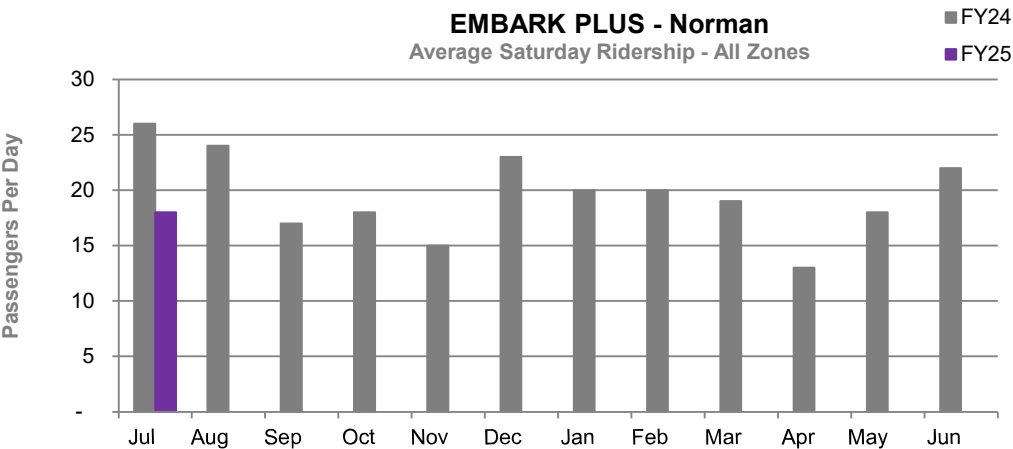
PLUS Weekday

Total PLUS weekday ridership for July 2024 was 1,993, a 14.94% increase from 1,734 in July 2023. Average weekday passenger ridership totaled 91 for July 2024, a 4.60% increase from the July 2023 average of 87. RPSH was 1.31.



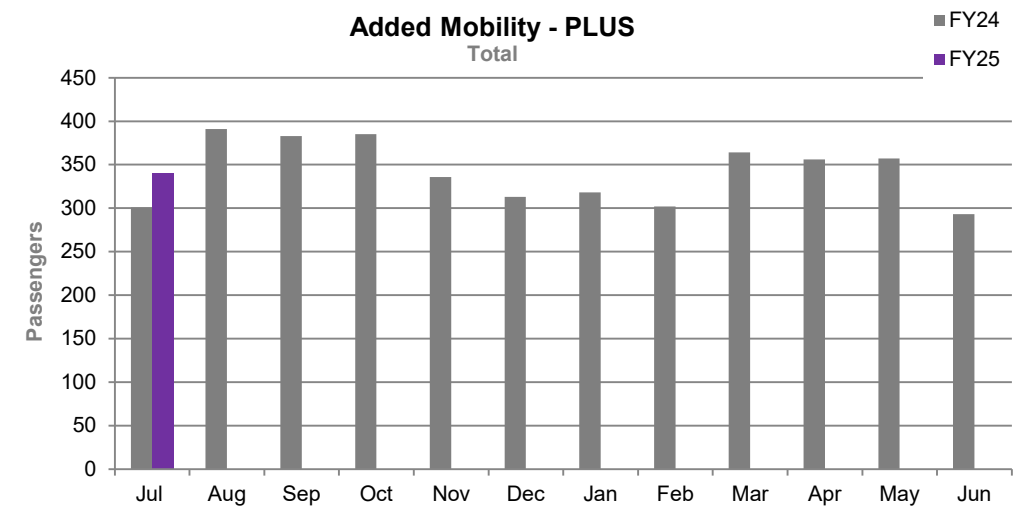
PLUS Saturday

Total PLUS Saturday ridership for July 2024 was 73, a 43.41% decrease from 129 in July 2023. Average Saturday passenger ridership totaled 18 for July 2024, a 30.77% decrease from 26 in July 2023. RPSH was 1.34.



Added Mobility - PLUS

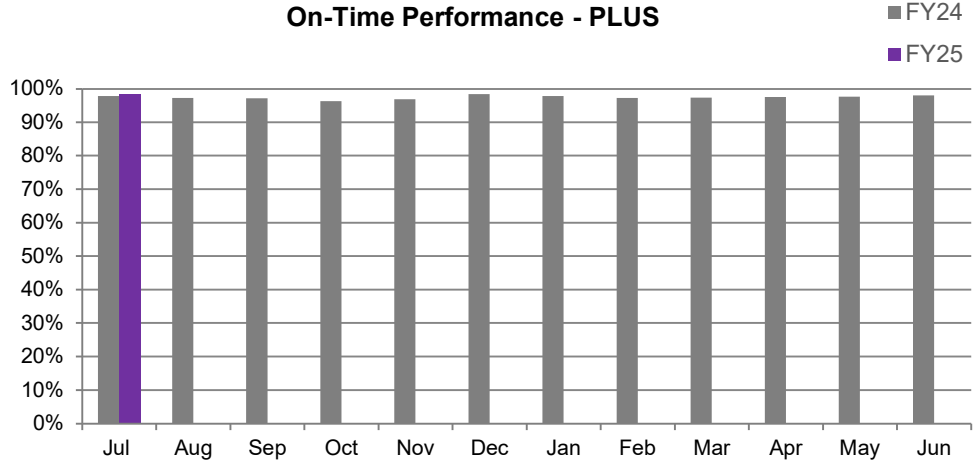
PLUS passengers with added mobility totaled 340 for July 2024, a 12.96% decrease from 301 in July 2023.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 98.30%, a 0.46% increase from 97.84% in July 2023.

Weekday on-time performance in the primary zone was 98.07%, a 0.07% decrease from 98.14% in July 2023. Weekday on-time performance in the secondary zone was 98.95%, a 2.50% increase from 96.45% in July 2023. Saturday on-time performance was 98.51%, a 0.14% increase from 98.37% in July 2023.



PLUS Weekday Service Summary	Jul FY25	Jul FY24	+/- Jul FY24		PLUS Saturday Service Summary	Jul FY25	Jul FY24	+/- Jul FY24
Total Passengers	1,993	1,734	14.94%		Total Passengers	73	129	-43.41%
Total Trips	1,875	1,684	11.34%		Total Trips	67	123	-45.53%
Trips Daily Average	85	84	1.19%		Trips Daily Average	17	25	-31.91%
Trips Requested	1,899	1,717	10.60%		Trips Requested	67	123	-45.53%
Denied Trips	24	33	-27.27%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	29	29	0.00%		No Show	0	2	-200.00%

PLUS Applications	Jul FY25	Jul FY24	+/- Jul FY24
New Applications	15	14	7.14%
Renewals Received	6	12	-50.00%
Applications Approved	20	20	0.00%
Applications Denied	1	2	-50.00%

Summary of Services Table: July 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 Jul FY25	FY25 YTD	FY24 YTD		Service Profile	Jul FY25	Jul FY24
Fixed Routes (M-F)	1,341	29,466	24,649		Weekdays	22	20
Fixed Routes (Sat)	660	2,638	3,614		Saturdays	4	5
PLUS (M-F)	91	1,993	1,734		Gamedays	0	0
-Zone 1*	66	1,455	1,387		Holidays	1	1
-Zone 2**	24	538	347		Weather	1	3
PLUS (Sat)***	18	73	129		Fiscal YTD Days	26	25
					Cal. YTD Days	180	178

*Requires ¾ 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	32,104	400,000	
# of Norman paratransit trips provided	2,066	23,800	
% of on-time Norman paratransit pick-ups	98.30%	98.58%	
# of Norman bus passengers per service hour, cumulative	17.63	21.14	
# of Norman bus passengers per day, average	1,237*	800*	
% of Norman required paratransit pick-ups denied due to capacity	0.00%*	0.00%	
% of on-time fixed-route arrivals	70.20%	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
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- **ADR** – Average Daily Ridership
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- **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

June 2023

Purpose

The Microtransit Pilot Program Performance Report provides a summary of service performance measures used to evaluate the performance of the Norman On-Demand microtransit transportation system for the City of Norman. The performance measures used by staff may change over the course of the pilot program. Initially we will be comparing the key performance indicator goals that were outlined in the request for proposals (RFP) to the data provided from Via for the Norman On-Demand program. These indicators and performance measures include average walking distance, maximum walking distance, average rider wait time, maximum rider wait time, and the percentage of ride requests completed within 20 minute wait time.

Service Profile, Hours, and Pricing

Norman On-Demand is a pilot microtransit service which launched for late night and Sunday service in core Norman on August 21, 2023. Norman On-Demand is a turnkey service provided by TransitTech provider Via. The Norman On-Demand app is available on the Apple App Store and the Google Play Store. This service compliments existing public transit service by extending service into the late night hours and during the day on Sundays for a small fee. Because this is a pilot program, there may be changes to service area, hours of operations, or other aspects of the service while the City focuses the program to efficiently serve the needs and desires of our community. As of May 1, 2024, the map will extend the west boundary to 36th Ave. NW, add one additional vehicle for a total fleet of six, and alter Thurs-Sat hours to end at 1am during 'Summer Hours'.

Service Hours		Pricing	
Monday-Wednesday	7pm – 1am	First Passenger	\$2.00
Thursday-Saturday	7pm – 1am	Each Additional Passenger	\$1.00
OU SafeRide: Thursday-Saturday	10pm – 1am	OU SafeRide (OU Students using OU email address during SafeRide hours)	Free
Sunday	10am – 6pm		
ADA/Wheelchair Accessible Vehicles available upon request.			

Key Performance Indicator Measures

Measure	Target	June	Service to Date (8/21/23 – 6/30/24)
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles
Maximum Walking Distance	0.25 miles	0.33 miles	0.33 miles
Average Rider Wait Time*	<15 min	24.4 min	23.5 min
Maximum Rider Wait Time*	20 min	77.3 min*	86.7 min*
Percentage of Ride Requests Completed Within 20min. Wait Time	>80%	46.70%**	51.23%**

*OU has requested longer available wait times for OU students during SafeRide hours (up to a 2 hour max). This affects the original goal of 20 minutes that was identified in the original Request for Proposals.

**Number of ride requests with 'Completed' status that have a wait time of 20 minutes or less as a percentage of the total number of ride requests with 'Completed' status. This data is skewed by longer available wait times for OU students during SafeRide hours.

Additional Performance Measures

Ridership

Norman On-Demand completed 2,163 rides in June 2024, which is a 15.73% decrease from the May 2024 total of 2,567. There were a total of 8 completed trips that requested a wheelchair accessible vehicle

(WAV) in the month of June. Ridership per service hour (RPSH) is a ratio of the number of riders making use of the service in relation to how much service is being provided (i.e. one vehicle providing one hour of service would be one 'service hour').

Ridership	June	Service to Date (8/21/23 – 6/30/24)
Total number of passengers	2,163	25,801
Total number of Trips Completed	1,593	16,593
# of Completed Trips Requesting WAV	8	185
Ridership Per Service Hour (RPSH)	5	5.7

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. A single rider complaint was reported to Via in the month of June; regarding an issue with routing.

Rider Experience	June	Service to Date (8/21/23 – 6/30/24)
Average Ride Duration	10.6 min	9.7 min
Average Ride Distance	3.3 miles	3 miles
Average Ride Rating	5.0 (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, a total of 5,466 individual accounts have been created, which is a 6.07% increase over the May 2024 service to date total of 5,153. Of these accounts a little less than half, or 48.3%, have utilized the service at least once. Approximately 25.2% or 1,376 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 (8/16/23 – 6/30/24)		
App Accounts Created Since Launch	5,466	
OU Accounts	N/A	N/A
Active Accounts*	3,633	66.5%
Rider Accounts**	2,642	48.3%
Repeat Rider Accounts***	2,100	38.4%
*accounts where user has engaged with ride requests at least once **accounts with at least 1 completed ride ***accounts with at least 2 completed rides		

Accidents and Vehicles

No accidents or incidents were reported in the month of June. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

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



Performance Report

Microtransit Pilot Program Performance Report

July 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 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 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	July	Service to Date (8/21/23 – 7/31/24)
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles
Maximum Walking Distance	0.25 miles	0.25 miles	0.33 miles
Average Rider Wait Time*	<15 min	18.7 min	23.0 min
Maximum Rider Wait Time*	20 min	47.0 min*	86.7 min*
Percent of Ride Requests Picked Up in 20min	>80%	61.12%**	52.32%**

*OU has requested longer available wait times for OU students during SafeRide hours (up to a 2 hour max). This affects the original goal of 20 minutes that was identified in the original Request for Proposals.

**Number of ride requests with 'Completed' status that have a wait time of 20 minutes or less as a percentage of the total number of ride requests with 'Completed' status. This data is skewed by longer available wait times for OU students during SafeRide hours.

Additional Performance Measures

Ridership

Norman On-Demand completed 2,984 rides in July 2024, which is a 37.95% increase from the June 2024 total of 2,163. There were a total of 16 completed trips that requested a wheelchair accessible vehicle

(WAV) in the month of July. Ridership per service hour (RPSH) is a ratio of the number of riders making use of the service in relation to how much service is being provided (i.e. one vehicle providing one hour of service would be one 'service hour').

Ridership	July	Service to Date (8/21/23 – 7/31/24)
Total number of passengers	2,984	28,785
Total number of Trips Completed	2,050	18,643
# of Completed Trips Requesting WAV	16	201
Ridership Per Service Hour (RPSH)	5.2	5.6

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. Two complaints were reported to Via in the month of July, both regarding driver courtesy.

Rider Experience	July	Service to Date (8/21/23 – 7/31/24)
Average Ride Duration	10.7 min	9.9 min
Average Ride Distance	3.3 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, a total of 5,876 individual accounts have been created, which is a 7.5% increase over the June 2024 service to date total of 5,466. Of these accounts half of them (50.0%) have utilized the service at least once. Approximately 26.3% or 1,548 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 (8/16/23 – 7/31/24)		
App Accounts Created Since Launch	5,876	
OU Accounts	N/A	N/A
Active Accounts*	3,948	67.19%
Rider Accounts**	2,940	50.0%
Repeat Rider Accounts***	2,346	39.9%
*accounts where user has engaged with ride requests at least once **accounts with at least 1 completed ride ***accounts with at least 2 completed rides		

Accidents and Vehicles

No accidents and one incident was reported in the month of June. The reported incident involved unsafe behavior from a rider who has since been permanently suspended from the service. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

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