



**MEMO TO:** Council Community Planning and Transportation Committee  
**FROM:** Taylor Johnson, Transit and Parking Program Manager  
**THROUGH:** Shawn O'Leary, P.E., CFM, Director of Public Works  
**DATE:** December 28, 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 22<sup>nd</sup>, 2021. Staff are continuing 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. Unfortunately, even accounting for replacement vehicles that have been accepted so far, 13 out of 27 (4 of 13 in the fixed route fleet; 10 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.
  - 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. Staff are working on an order for an additional 6 paratransit vehicles which will, when delivered, leave 3 vehicles remaining in the fixed route fleet in need of replacement.
- The City is currently in the process of purchasing 5 paratransit vans. The first two of these vehicles were delivered on December 15, 2023 and staff anticipates receiving the remaining vehicles in the new year. 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.)
- On June 26, 2023 FTA awarded the City's grant application to the FTA's Bus and Bus Facilities (5339b) and Low- or No-Emissions Grants program to purchase 6 CNG cutaway buses for fleet replacement. Staff are currently working on developing specifications for these vehicles and anticipate bringing a request to Council in the new year for acceptance of the grant and procurement of these vehicles.

#### 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.

office memorandum



# office memorandum

## **Grants**

- Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Staff are still waiting 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.
- On December 12, 2023 Council approved contract K-2324-105 with the Oklahoma Department of Transportation (ODOT), accepting funds from the fiscal year 2024 State of Oklahoma Public Transit Revolving Fund. This allocation is based on mileage from the previous fiscal year and the City of Norman was allocated \$207,400 for fiscal year 2024.

## **Conclusion**

Thank you for your review of these updates and attached monthly performance reports. Staff are prepared to answer any questions you may have.

## **Attached:**

1. EMBARK Norman Performance Report for November 2023.
2. Norman On-Demand Performance Report for November 2023.



# PERFORMANCE REPORT

## Transit System Report

November 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 November 2023 was 32,374 compared to 27,220 in November 2022. The average total daily ridership was 1,295 for November 2023, an 18.92% increase from 1,089 in November 2022. Fiscal-year-to-date ridership is 172,330 passengers, a 38.68% increase from the November 2022 YTD total of 124,265.

The fixed-route service totaled 30,430 for November 2023 compared to 25,295 for November 2022. Average fixed-route daily ridership for November 2023 was 1,140 compared to 1,013 for November 2022, a 12.54% increase. Passengers with bicycles or similar means of travel totaled 683, compared to 720 for November 2022. Passengers with wheelchairs or other mobility devices totaled 426, compared to 359 for November 2022.

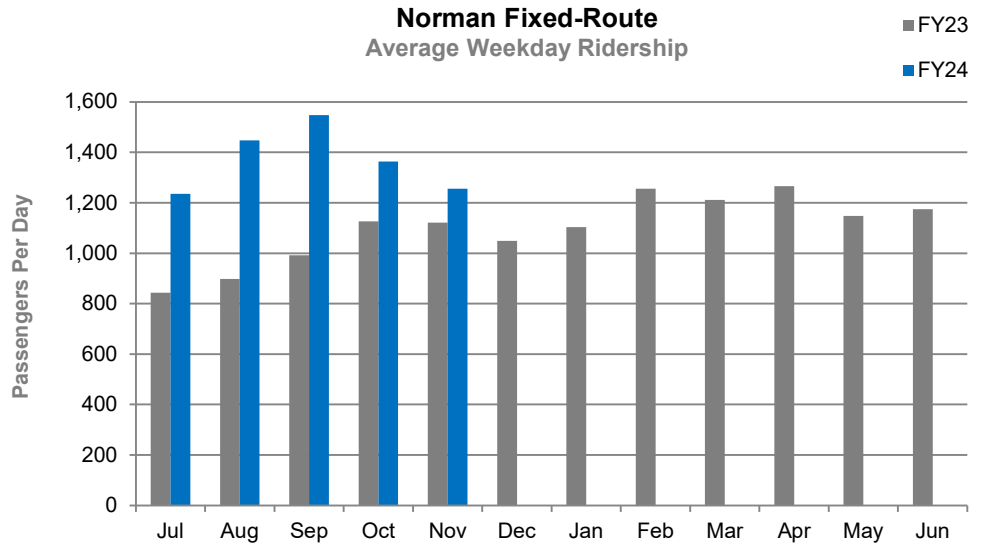
PLUS ridership totaled 1,944 for November 2023, compared to 1,925 for November 2022. The average total PLUS ridership was 78 for November 2023, compared to 77 for November 2022, a 1.30% increase. Passengers with wheelchairs or other mobility devices totaled 336 for November 2023, compared to 373 for November 2022, a 9.92% decrease.

Norman Transit Services	Nov FY24	Nov FY23	+/- Nov FY23
<b>Fixed Routes (M-F)</b>	<b>28,154</b>	<b>23,525</b>	<b>19.68%</b>
110 - Main Street	2,494	4,783	-47.86%
111 - Lindsey East	16,397	11,122	47.43%
112 - Lindsey West	5,369	2,996	79.21%
120 - West Norman*	N/A	238	N/A
121 - Alameda	2,020	4,367	-53.74%
122 - Rock Creek**	1,835	N/A	N/A
144 - Social Security	39	19	105.26%
<b>Fixed Routes (Sat)</b>	<b>2,276</b>	<b>1,570</b>	<b>44.97%</b>
110 - Main Street	268	363	-26.17%
111 - Lindsey East	953	528	80.49%
112 - Lindsey West	706	198	256.57%
121 - Alameda	167	481	-65.28%
122 - Rock Creek**	182	N/A	N/A
<b>PLUS ADA Service</b>	<b>1,944</b>	<b>1,925</b>	<b>0.99%</b>
PLUS (M-F)	1,883	1,859	1.29%
PLUS (Sat)	61	66	-7.58%
Bikes	683	720	-5.14%
Wheelchair	426	359	18.66%
PLUS Wheelchair	336	373	-9.92%
*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 November 2023 was 28,154, a 19.68% increase from 23,525 in November 2022. Average weekday passenger ridership totaled 1,256 in November 2023; a 12.04% increase compared to 1,121 for November 2022. The average RPSH was 17.93.

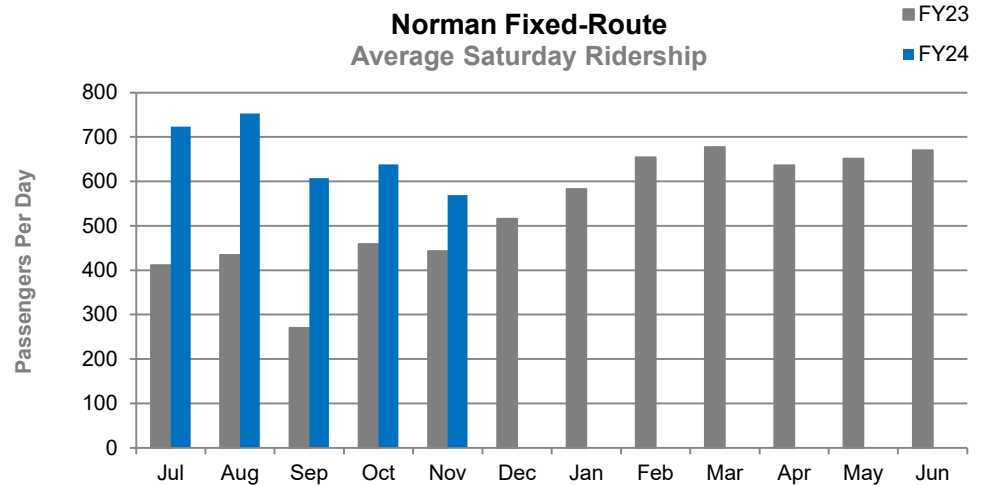
The University of Oklahoma hosted one Friday football game on 11/24.



### Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for November 2023 was 2,276, a 44.97% increase from 1,570 in November 2022. Average Saturday passenger ridership totaled 569 for November 2023, a 28.44% increase from 443 in November 2022. The average RPSH was 12.95.

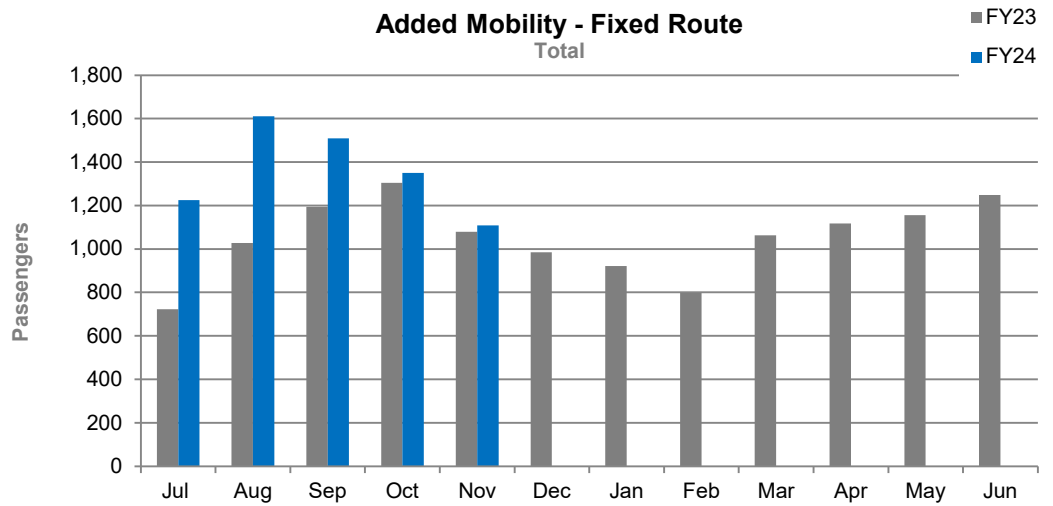
The University of Oklahoma hosted one Saturday football game on 11/11.



### Added Mobility – Fixed Route

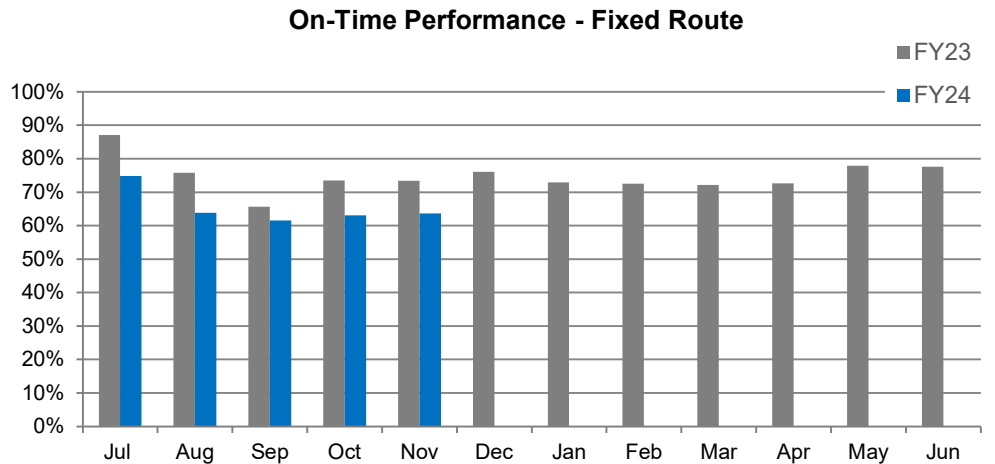
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,109 for November 2023, a 2.78% increase from 1,079 in November 2022.

Bike passengers totaled 683, a 5.14% decrease from 720 in November 2022. Wheelchair passengers totaled 426, a 18.66% increase from 359 in November 2022.



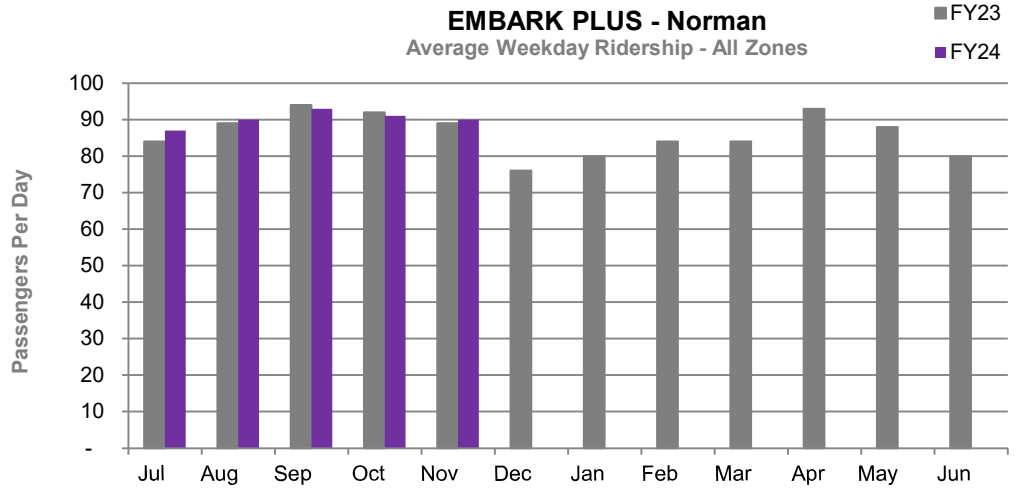
### On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 63.6% in November 2023, a 9.80% decrease from 73.4% in November 2022.



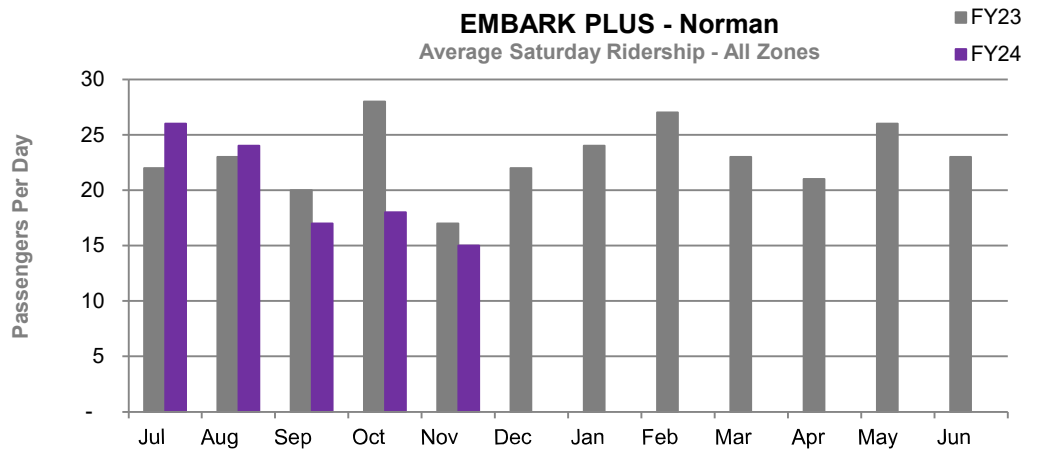
**PLUS Weekday**

Total PLUS weekday ridership for November 2023 was 1,883, a 1.29% increase from 1,859 in November 2022. Average weekday passenger ridership totaled 90 for November 2023, a 1.12% increase from the November 2022 average of 89. RPSH was 1.32.



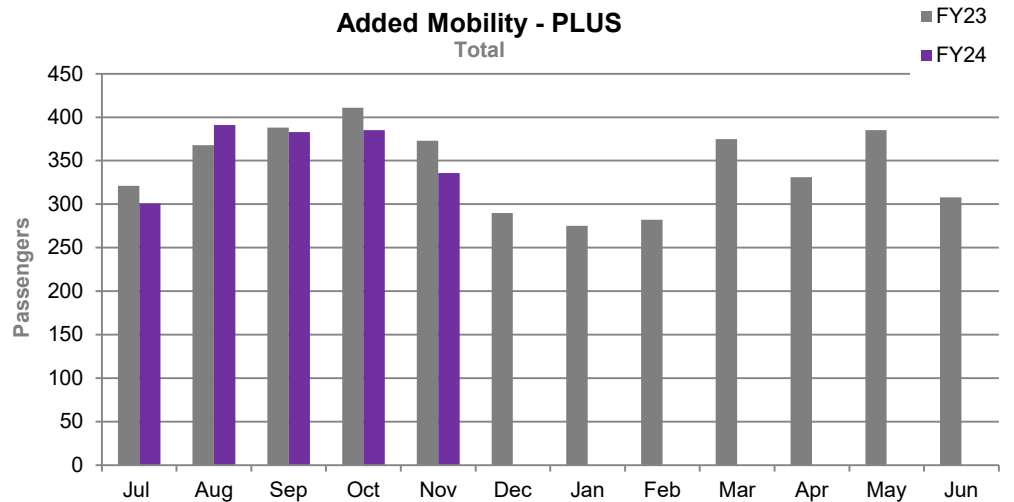
**PLUS Saturday**

Total PLUS Saturday ridership for November 2023 was 61, a 7.58% decrease from 66 in November 2022. Average Saturday passenger ridership totaled 15 for November 2023, a 9.09% decrease from 17 in November 2022. RPSH was 1.26.



**Added Mobility - PLUS**

PLUS passengers with added mobility totaled 336 for November 2023, a 9.92% decrease from 373 in November 2022.

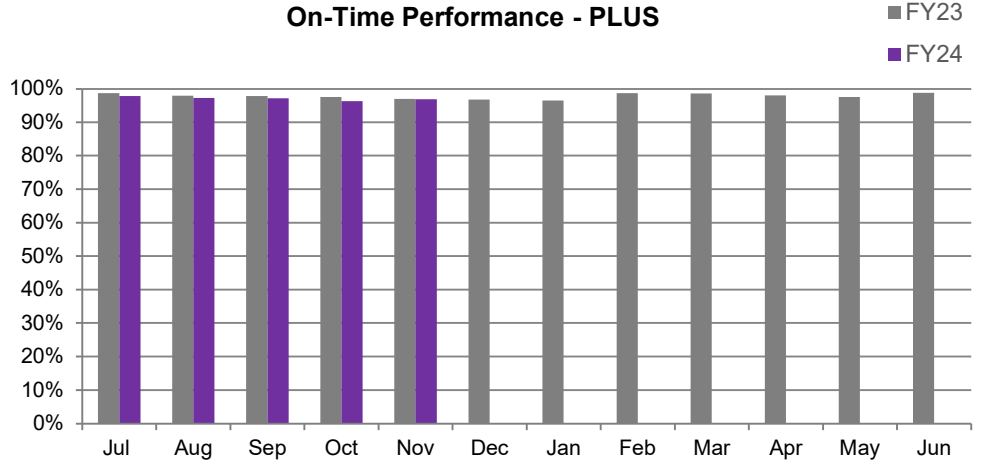




**On-Time Performance - PLUS**

Cumulative on-time performance for PLUS buses was 96.83%, a 0.18% decrease from 97.01% in November 2022.

Weekday on-time performance in the primary zone was 97.41%, a 0.45% increase from 96.96% in November 2022. Weekday on-time performance in the secondary zone was 95.15%, a 1.38% decrease from 96.53% in November 2022. Saturday on-time performance was 98.28%, a 1.72% decrease from 100.00% in November 2022.



<b>PLUS Weekday Service Summary</b>	Nov FY24	Nov FY23	+/- Nov FY23		<b>PLUS Saturday Service Summary</b>	Nov FY24	Nov FY23	+/- Nov FY23
Total Passengers	1,883	1,859	1.29%		Total Passengers	61	66	-7.58%
Total Trips	1,770	1,769	0.06%		Total Trips	58	69	-15.94%
Trips Daily Average	84	89	-5.62%		Trips Daily Average	15	17	-15.94%
Trips Requested	1,826	1,842	-0.87%		Trips Requested	58	71	-18.31%
Denied Trips	56	73	-23.29%		Denied Trips	0	2	-200.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	24	30	-20.00%		No Show	0	3	-300.00%

<b>PLUS Applications</b>	Nov FY24	Nov FY23	+/- Nov FY23
New Applications	18	7	157.14%
Renewals Received	10	10	0.00%
Applications Approved	10	14	-28.57%
Applications Denied	0	0	0.00%

**Summary of Services Table: November 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.

<b>EMBARK Norman Service Summary</b>	<b>ADP Nov FY24</b>	<b>FY24 YTD</b>	<b>FY23 YTD</b>	<b>Service Profile</b>	<b>Nov FY24</b>	<b>Nov FY23</b>
Fixed Routes (M-F)	1,256	147,385	105,335	Weekdays	21	21
Fixed Routes (Sat)	569	17,040	8,598	Saturdays	4	4
PLUS (M-F)	90	9,571	9,510	Gamedays	2	2
-Zone 1*	64	7,166	7,967	Holidays	1	1
-Zone 2**	26	2,405	1,543	Weather	1	1
PLUS (Sat)***	15	451	485	Fiscal YTD Days	128	128
				Cal. YTD Days	333	333

\*Requires ¾ mile

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

\*\*\*Operates only in Zone 1

**Strategic Performance Measures**

<b>MEASURE</b>	<b>FY 24 YTD</b>	<b>FY 24 Targets</b>	
# of Norman fixed-route passenger trips provided	162,322	251,881	■
# of Norman paratransit trips provided	10,008	21,000	■
% of on-time Norman paratransit pick-ups	97.07%	98.58%	●
# of Norman bus passengers per service hour, cumulative	19.67	13.04	■
# of Norman bus passengers per day, average	1,247	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%**	0.00%*	●
% of on-time fixed-route arrivals	65.36%	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

## Microtransit Pilot Program Performance Report

November 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

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>			

a pilot program, there may be changes to service area, hours of operations, or other aspects of the service while the City focuses the program to efficiently serve the needs and desires of our community.

### Key Performance Indicator Measures

Measure	Target	November	Service to Date (8/21/23 – 11/30/23)
Average Walking Distance	<0.10 miles	0.06 miles	0.07 miles
Maximum Walking Distance	0.25 miles	0.24 miles	0.32 miles
Average Rider Wait Time	<15 min	18.3 min	18.2 min
Maximum Rider Wait Time	20 min	58.7*	58.7*
Percentage of Ride Requests Completed Within 20min. Wait Time	>80%	67.53%**	65.99%**

\*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 2,850 rides in November 2023, which is a 12.0% increase over the October 2023 total of 2,546. There were a total of 29 completed trips that requested a wheelchair accessible vehicle (WAV) in the month of November.

Ridership	November	Service to Date (8/21/23 – 11/30/23)
Total number of passengers	2,850	8,165
Total number of Trips Completed	1,734	4,881
# of Completed Trips Requesting WAV	29	60

### 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. No rider complaints were reported in the month of November.

Rider Experience	November	Service to Date (8/21/23 – 11/30/23)
Average Ride Duration	9.4 min	9.7 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, 2,959 individual accounts have been created, which is a 14.7% increase over the October 2023 service to date total of 2,580. Of these accounts about two in five, or 40.3%, have utilized the service at least once. Approximately 16.4% or 485 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 – 11/30/23)		
App Accounts Created Since Launch	2,959	
OU Accounts	N/A	N/A
Active Accounts*	1,737	58.7%
Rider Accounts**	1,192	40.3%
Repeat Rider Accounts***	907	30.7%
*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 November 2023. 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.