



office memorandum

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: October 26, 2023

SUBJECT: Public Transportation Monthly Report

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Purpose

The Public Transportation Monthly Report provides updates to City Council on public transit related items. 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 September 2023 included:
 - Outdoor seating structure installed
 - Sheetrock installed
 - Interior paint complete
 - Final concrete work
 - Birdnetting installed
 - Storefront glass installation
 - Grading for landscaping
 - Flooring and cabinets installed
 - Plumbing fixtures installed
 - Signage installed
 - 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. Staff are preparing applications for the two ACOG grants that are currently available. On September 26, 2023 Council approved resolutions for the applications to the Air Quality Small Grant for additional bus stop installations and to the Public Fleet Conversion Grant 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.
 - 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 is currently in 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 will undergo warranty repairs before being accepted. 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.
 - The first of the two non-revenue support vehicles, a 2023 Ford Escape, was delivered on June 8, 2023 and staff are completing the proper paperwork and inspections to bring it into active service and decommission the vehicle it will be replacing.

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 September 2023.
2. Norman On-Demand Performance Report for September 2023.



PERFORMANCE REPORT

Transit System Report

September 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 September 2023 was 35,830 compared to 23,948 in September 2022. The average total daily ridership was 1,433 for September 2023, a 49.58% increase from 958 in September 2022. Fiscal-year-to-date ridership is 104,285 passengers, a 50.95% increase from the September 2022 YTD total of 69,085.

The fixed-route service totaled 33,881 for September 2023 compared to 21,897 for September 2022.

Average fixed-route daily ridership for September 2023 was 1,362 compared to 863 for September 2022, a 57.82% increase. Passengers with bicycles or similar means of travel totaled 1,011, compared to 861 for September 2022. Passengers with wheelchairs or other mobility devices totaled 498, compared to 332 for September 2022.

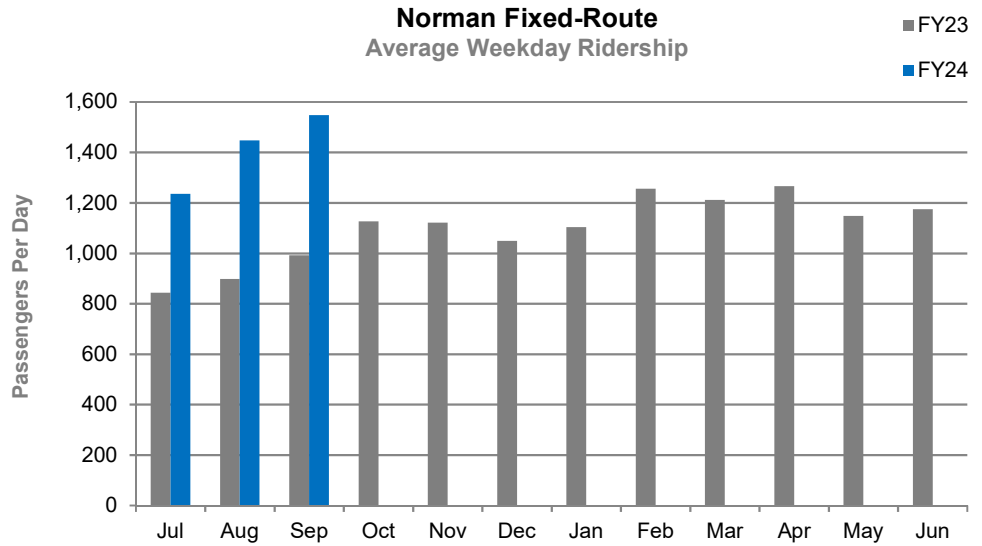
PLUS ridership totaled 1,949 for September 2023, compared to 2,051 for September 2022. The average total PLUS ridership was 78 for September 2023, a 4.92% decrease from 82 in September 2022.

Passengers with wheelchairs or other mobility devices totaled 383 for September 2023, compared to 388 for September 2022, a 1.29% decrease.

Norman Transit Services	Sep FY24	Sep FY23	+/- Sep FY23
Fixed Routes (M-F)	30,848	20,817	48.19%
110 - Main Street	5,919	3,842	54.06%
111 - Lindsey East	14,797	10,452	41.57%
112 - Lindsey West	4,056	2,798	44.96%
120 - West Norman	206	221	-6.79%
121 - Alameda	5,778	3,498	65.18%
144 - Social Security	92	6	1433.3%
Fixed Routes (Sat)	3,033	1,113	172.51%
110 - Main Street	784	238	229.41%
111 - Lindsey East	1,008	370	172.43%
112 - Lindsey West	431	180	139.44%
121 - Alameda	810	325	149.23%
PLUS ADA Service	1,949	2,051	-4.97%
PLUS (M-F)	1,866	1,970	-5.28%
PLUS (Sat)	83	81	2.47%
Bikes	1,011	861	17.42%
Wheelchair	498	332	50.00%
PLUS Wheelchair	383	388	-1.29%

Fixed Route Weekday Ridership

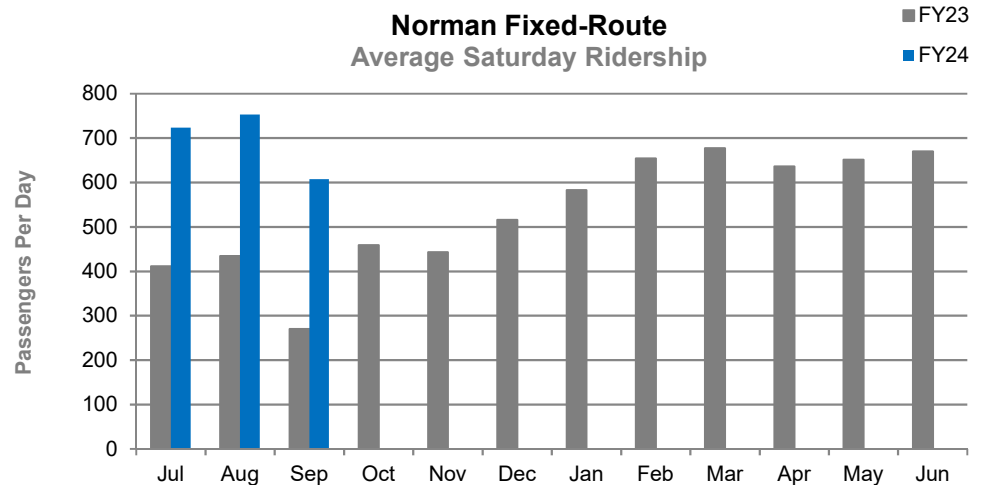
Total fixed-route weekday ridership for September 2023 was 30,848, a 48.19% increase from 20,817 in September 2022. Average weekday passenger ridership totaled 1,548 in September 2023; a 56.05% increase compared to 992 for September 2022. The average RPSH was 22.70.



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for September 2023 was 3,033, a 172.51% increase from 1,113 in September 2022. Average Saturday passenger ridership totaled 607 for September 2023, a 124.81% increase from 270 in September 2022. The average RPSH was 17.15.

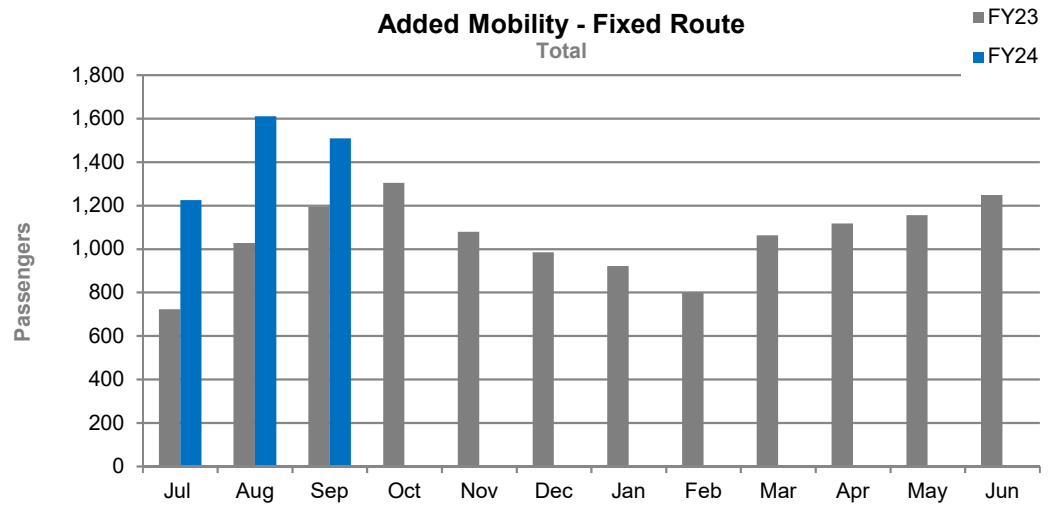
The University of Oklahoma hosted Saturday football games on 9/2, 9/9, and 9/30.



Added Mobility – Fixed Route

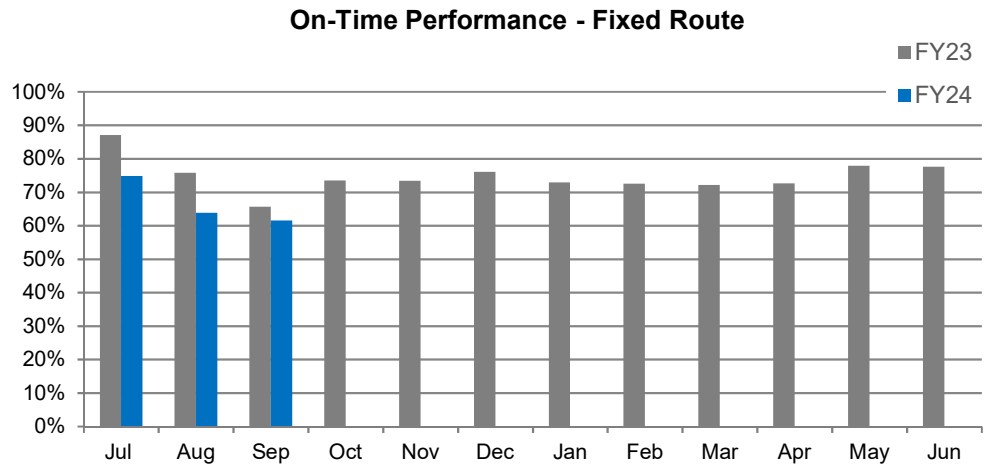
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,509 for September 2023, a 26.49% increase from 1,193 in September 2022.

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



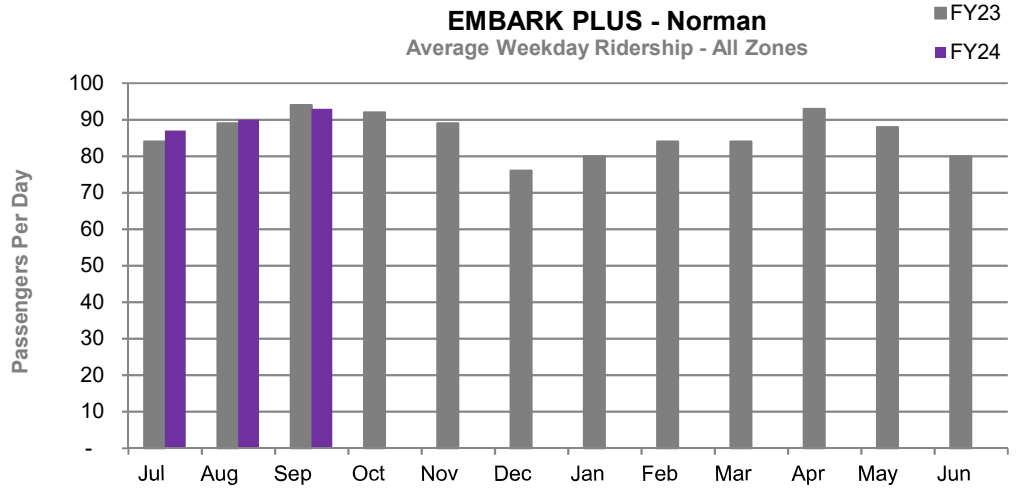
On-Time Performance – Fixed Route

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



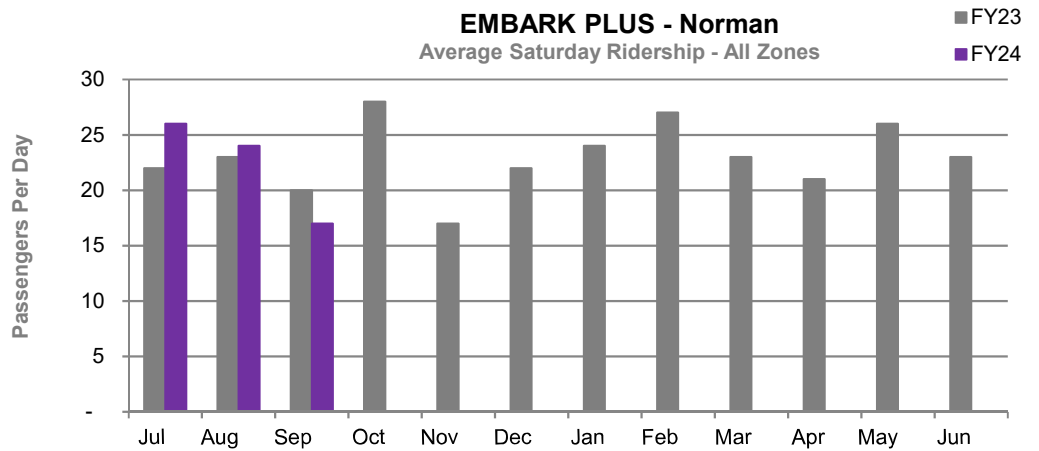
PLUS Weekday

Total PLUS weekday ridership for September 2023 was 1,866, a 5.28% decrease from 1,970 in September 2022. Average weekday passenger ridership totaled 93 for September 2023, a 1.06% decrease from the September 2022 average of 94. RPSH was 1.26.



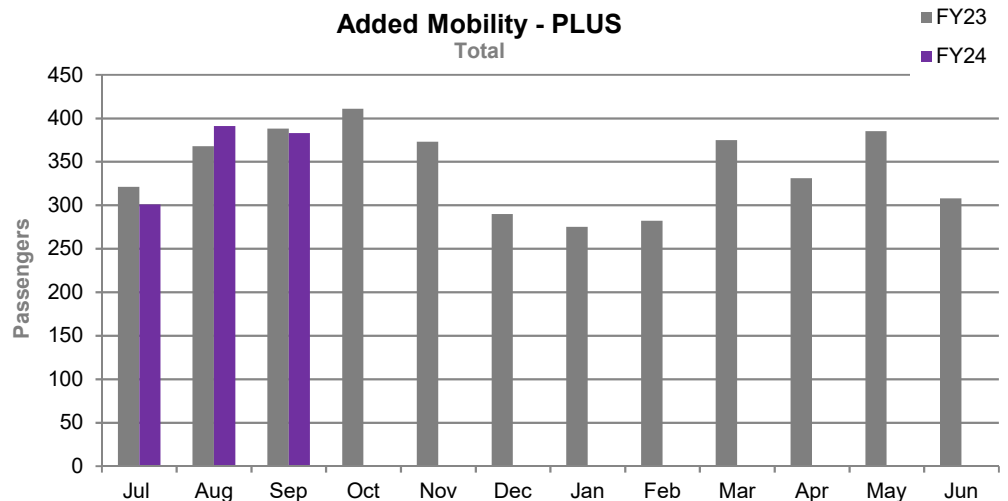
PLUS Saturday

Total PLUS Saturday ridership for September 2023 was 83, a 2.47% increase from 81 in September 2022. Average Saturday passenger ridership totaled 17 for September 2023, a 16.05% decrease from 20 in September 2022. RPSH was 1.18.



Added Mobility - PLUS

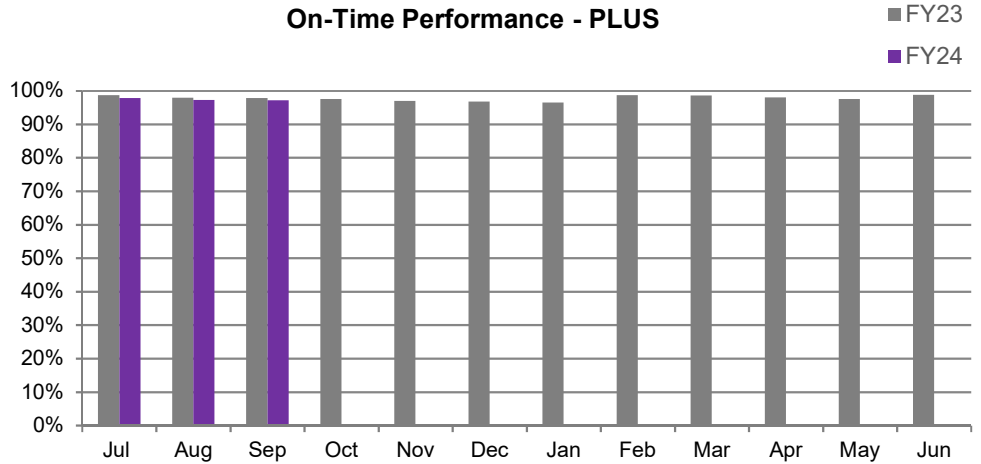
PLUS passengers with added mobility totaled 383 for September 2023, a 1.29% decrease from 388 in September 2022.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.20%, a 0.62% decrease from 97.82% in September 2022.

Weekday on-time performance in the primary zone was 97.41%, a 0.51% decrease from 97.92% in September 2022. Weekday on-time performance in the secondary zone was 96.06%, a 1.46% decrease from 97.52% in September 2022. Saturday on-time performance was 100.00%, a 2.60% increase from 97.40% in September 2022.



PLUS Weekday Service Summary	Sep FY24	Sep FY23	+/- Sep FY23		PLUS Saturday Service Summary	Sep FY24	Sep FY23	+/- Sep FY23
Total Passengers	1,866	1,970	-5.28%		Total Passengers	83	81	2.47%
Total Trips	1,771	1,900	-6.79%		Total Trips	86	77	11.69%
Trips Daily Average	84	94	-10.64%		Trips Daily Average	22	19	11.69%
Trips Requested	1,832	1,900	-3.58%		Trips Requested	86	77	11.69%
Denied Trips	61	0	6,100%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	32	38	-15.79%		No Show	3	2	50.00%

PLUS Applications	Sep FY24	Sep FY23	+/- Sep FY23
New Applications	22	15	46.67%
Renewals Received	7	13	-46.15%
Applications Approved	17	20	-15.00%
Applications Denied	2	2	0.00%

Summary of Services Table: September 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 Sep FY24	FY24 YTD	FY23 YTD	Service Profile	Sep FY24	Sep FY23
Fixed Routes (M-F)	1,548	88,642	58,222	Weekdays	20	21
Fixed Routes (Sat)	607	9,658	4,735	Saturdays	5	4
PLUS (M-F)	93	5,679	5,710	Gamedays	3	3
-Zone 1*	66	4,344	4,764	Holidays	1	1
-Zone 2**	22	1,335	946	Weather	1	0
PLUS (Sat)***	21	306	281	Fiscal YTD Days	77	77
				Cal. YTD Days	282	282

*Requires 3/4 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	98,300	251,881	■
# of Norman paratransit trips provided	5,985	21,000	■
% of on-time Norman paratransit pick-ups	97.41%	98.58%	●
# of Norman bus passengers per service hour, cumulative	20.60	13.04	■
# of Norman bus passengers per day, average	1,281	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%**	0.00%*	●
% of on-time fixed-route arrivals	66.70%	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

September 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	September	Service to Date (8/21/23 – 9/30/23)
Average Walking Distance	<0.10 miles	0.08 miles	0.08 miles
Maximum Walking Distance	0.25 miles	0.32 miles	0.32 miles
Average Rider Wait Time	<15 min	18.1 min	17.4 min
Maximum Rider Wait Time	20 min	N/A*	N/A*
Percentage of Ride Requests Completed Within 20min. Wait Time	>80%	63.22%**	68.39%**

*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 may also be skewed by longer available wait times for OU students during SafeRide hours.

Additional Performance Measures

Ridership

Norman On-Demand completed 2,223 rides in September 2023, which is a 307% increase over the August 2023 total of 546. Please note that August 2023 only includes days from launch, August 21, to the end of the month. There were a total of 9 wheelchair accessible vehicle (WAV) requests in the month of September.

Ridership	September	Service to Date (8/21/23 – 9/30/23)
Total number of passengers	2223	2769
Total # of Trips Completed	1278	1563
# of Trips Requesting WAV	9	12

Rider Experience

The system includes an automated feedback process where all ride ratings with 4 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 complaint was

Rider Experience	September	Service to Date (8/21/23 – 9/30/23)
Average Ride Duration	10.3 min	10 min
Average Ride Distance	3.1 miles	3 miles
Average Ride Rating	4.9 (out of 5 stars)	4.9 (out of 5 stars)

received in the month of September, in which there was a dispute of the driver falsely changing the ride status to no-show. That dispute was resolved by customer service who was able to confirm the correct pick-up location.

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 21, 2023, 2023 individual accounts have been created, an increase of 390 (or 23.88%) over the course of the month of September. Of these accounts nearly one in three, or 31.98%, have utilized the service at least once. We are not yet able to differentiate between OU student accounts and others, but look forward to being able to do so in the future. Riders are also able to call 405-643-8638 to schedule rides without using the App.

Engagement – Service to Date (8/21/23 – 9/30/23)		
App Accounts Created Since Launch	2023	
OU Student Accounts	N/A	N/A
Active Accounts*	1055	52.15%
Rider Accounts**	647	31.98%
Repeat Rider Accounts***	420	20.76%
*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 was one minor collision that occurred on September 23 between a Norman On-Demand vehicle and another vehicle. No physical injuries to the driver or riders, with minor damage to the front bumper of the Norman On-Demand vehicle. All incidents are reported to Norman Transit staff in a timely manner by our provider Via.

One complication for the new service was located by the Field Manager when conducting wheelchair accessible vehicle (WAV) trainings prior to the service start. Due to an issue with the seatbelt, one of the two WAV vehicles is currently at a maintenance shop in Oklahoma City waiting on a new seat belt part to arrive in order to fix the issue. This issue has had minimal impact on the service because the other WAV vehicle is still in active use.