



**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:** February 22, 2024

**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 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 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 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 fixed-route vehicles remaining in the transit revenue fleet in need of replacement.
- The City is currently in the process of purchasing 5 paratransit vans and despite supply chain and warranty delays, the first two of these vehicles were delivered on December 15, 2023. These vehicles will undergo final inspections and processing before being put into service to replace vehicles that have already been decommissioned. Two additional vehicles from this order were delivered on 2/2/2024, however these were found to have unfinished warranty work and have been temporarily returned to the vendor as of 2/8/2024 to correct the issues. The fifth vehicle from this order was delivered on 2/7/2024. 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 this spring for acceptance of the grant and procurement of these vehicles.
- Staff are preparing a memo for City Manager approval to use remaining funds budgeted for replacement vehicles which will not be needed as local match to grant funds to outright purchase two replacement support vehicles.

Office memorandum



### 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.

### Service Expansion Priorities

Now that the new route network has been implemented, City Transit staff are reviewing and evaluating 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 has increased 75-110% since the new route network was implemented. Staff have submitted a budget request for FYE 2025 to implement this service expansion.
- Priority 3: Increased Frequency on Route 110 – This service expansion upgrades the trip frequency of Route 110 (Main St/24<sup>th</sup> Ave NW) from 60 minutes to 30 minutes. While ridership for this route has decreased 40% since the new route network was implemented, the planned developments along 24<sup>th</sup> Ave NW are expected to increase ridership along this route as well.

### 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.

### Microtransit Pilot Program with Via Transportation – Norman On-Demand

- Following a study to determine the best plan for establishing a microtransit pilot program in the City of Norman, staff conducted a competitive bid process for a turnkey pilot program. The proposal from Via Transportation was determined to be the best suited to the needs of Norman. Contract K-2223-164 with Via Transportation was approved unanimously by council on June 27, 2023.
- After discovering the University of Oklahoma was interested in collaborating on microtransit services with the renewal of their SafeRide program, staff worked to amend the agreement with Via to include that collaboration. On August 8, 2023 Council approved both Amendment 1 to contract K-2223-164, and Contract K-2324-50 with the University of Oklahoma for microtransit services.
- Website updates and the end user app both went live on August 16, 2023 and the microtransit service launched as planned on August 21, 2023. More details can be found in the attached monthly performance report for this service, named Norman On-Demand.
- A review of this pilot program will be presented for Council's consideration at the Council study session on 2/27/2024

### 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 January 2024.
2. Norman On-Demand Performance Report for January 2024.



# PERFORMANCE REPORT

## Transit System Report

January 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 January 2024 was 30,295 compared to 27,245 in January 2023. The average total daily ridership was 1,165 for January 2024, a 6.88% increase from 1,090 in January 2023. Fiscal-year-to-date ridership is 233,793 passengers, a 31.49% increase from the January 2023 YTD total of 177,798.

The fixed-route service totaled 28,544 for January 2024 compared to 25,477 for January 2023. Average fixed-route daily ridership for January 2024 was 1,028 compared to 1,022 for January 2023, a 0.59% increase. Passengers with bicycles or similar means of travel totaled 608, compared to 701 for January 2023. Passengers with wheelchairs or other mobility devices totaled 378, compared to 220 for January 2023.

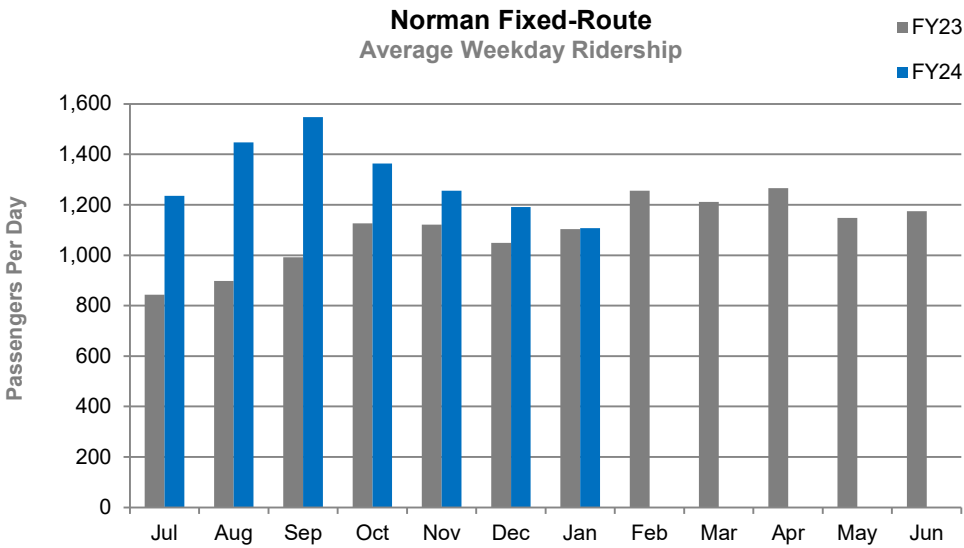
PLUS ridership totaled 1,751 for January 2024, compared to 1,768 for January 2023. The average total PLUS ridership was 67 for January 2024, compared to 71 for January 2023, a 5.26% decrease. Passengers with wheelchairs or other mobility devices totaled 318 for January 2024, compared to 275 for January 2023, a 15.64% increase.

Norman Transit Services	Jan FY24	Jan FY23	+/- Jan FY23
<b>Fixed Routes (M-F)</b>	<b>26,045</b>	<b>23,144</b>	<b>12.53%</b>
110 - Main Street	2,329	5,109	-54.41%
111 - Lindsey East	13,929	10,038	38.76%
112 - Lindsey West	5,811	2,790	108.28%
120 - West Norman*	N/A	244	N/A
121 - Alameda	2,174	4,927	-55.88%
122 - Rock Creek**	1,747	N/A	N/A
144 - Social Security	55	36	52.78%
<b>Fixed Routes (Sat)</b>	<b>2,499</b>	<b>1,325</b>	<b>88.60%</b>
110 - Main Street	240	335	-28.36%
111 - Lindsey East	1,181	445	165.39%
112 - Lindsey West	756	136	455.88%
121 - Alameda	164	409	-59.90%
122 - Rock Creek**	158	N/A	N/A
<b>PLUS ADA Service</b>	<b>1,751</b>	<b>1,768</b>	<b>-0.96%</b>
PLUS (M-F)	1,672	1,672	0.00%
PLUS (Sat)	79	96	-17.71%
Bikes	608	701	-13.27%
Wheelchair	378	220	71.82%
PLUS Wheelchair	318	275	15.64%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

**Fixed Route Weekday Ridership**

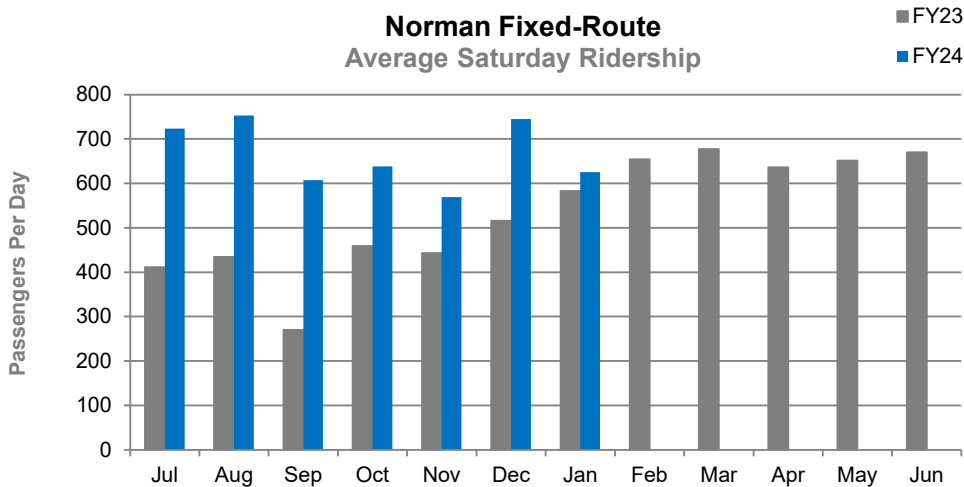
Total fixed-route weekday ridership for January 2024 was 26,045, a 12.53% increase from 23,144 in January 2023. Average weekday passenger ridership totaled 1,107 in January 2024; a 0.27% increase compared to 1,104 for January 2023. The average RPSH was 16.01.

The University of Oklahoma was scheduled to begin its spring semester on 1/16 but was delayed to 1/17 due to winter weather.



**Fixed Route Saturday Ridership**

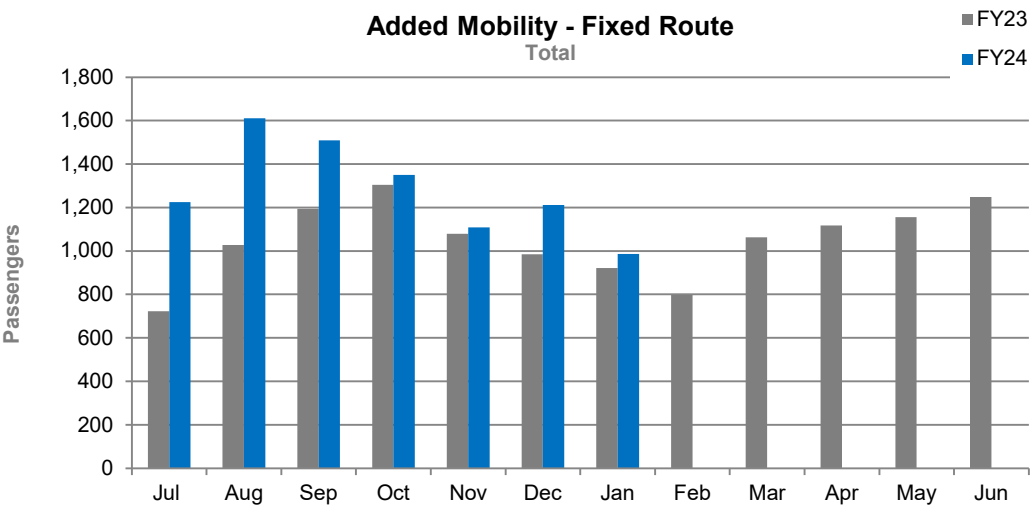
Total fixed-route Saturday ridership for January 2024 was 2,499, an 88.60% increase from 1,325 in January 2023. Average Saturday passenger ridership totaled 625 for January 2024, a 7.20% increase from 583 in January 2023. The average RPSH was 14.19.



**Added Mobility – Fixed Route**

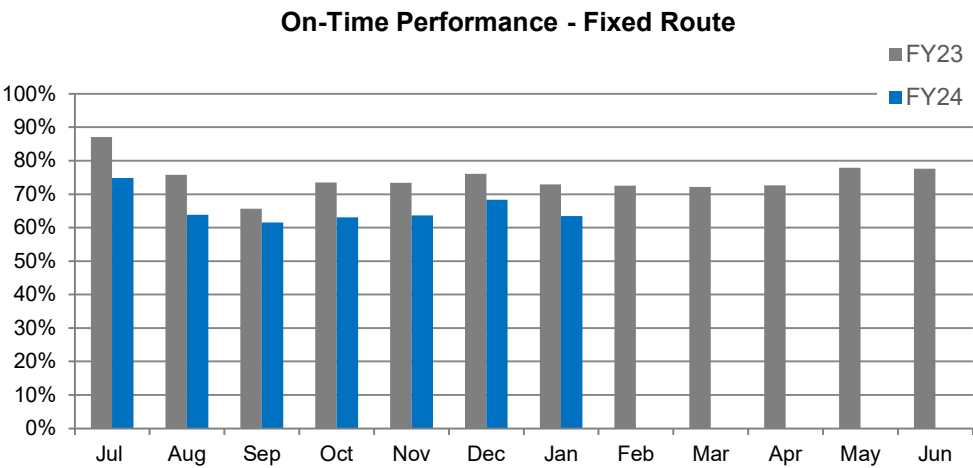
Total passengers with added mobility, such as bikes and wheelchairs, totaled 986 for January 2024, a 7.06% increase from 921 in January 2023.

Bike passengers totaled 608, a 13.27% decrease from 701 in January 2023. Wheelchair passengers totaled 378, a 71.82% increase from 220 in January 2023.



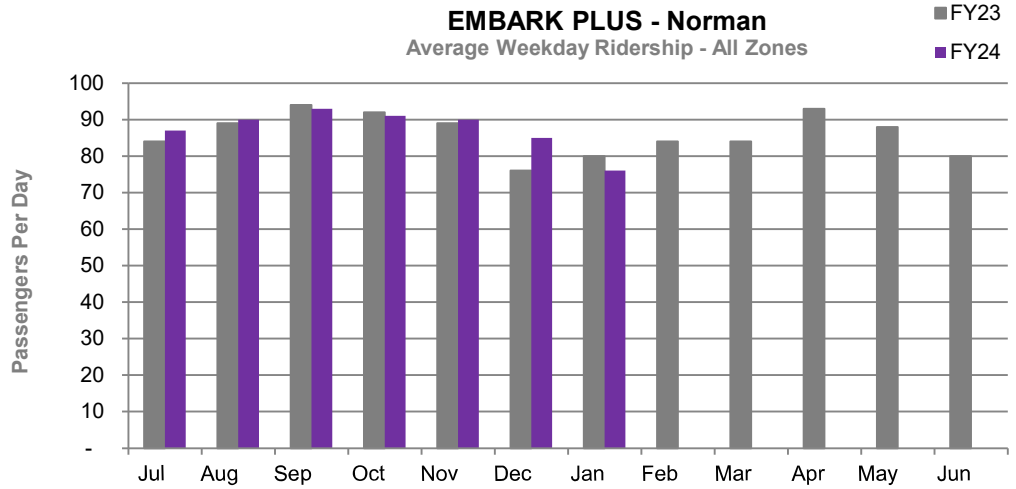
**On-Time Performance – Fixed Route**

Cumulative on-time performance for fixed-route buses was 63.5% in January 2023, a 9.40% decrease from 72.9% in January 2023.



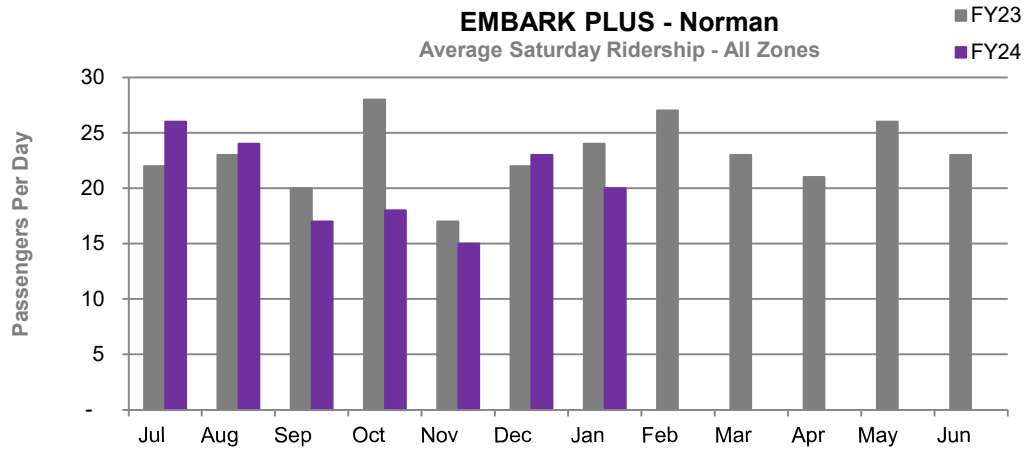
### PLUS Weekday

Total PLUS weekday ridership for January 2024 was 1,672, the same as January 2023. Average weekday passenger ridership totaled 67 for January 2024, a 5.26% decrease from the January 2023 average of 71. RPSH was 1.14.



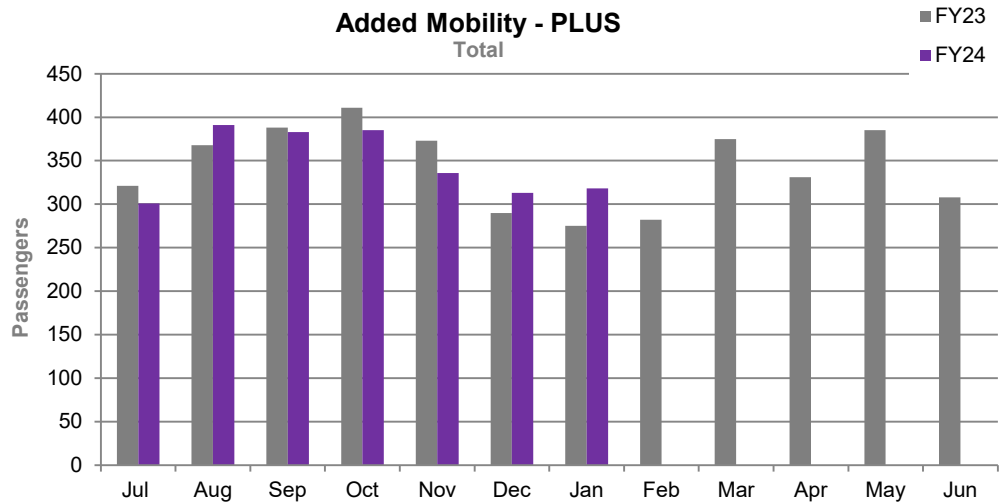
### PLUS Saturday

Total PLUS Saturday ridership for January 2024 was 79, a 17.71% decrease from 96 in January 2023. Average Saturday passenger ridership totaled 20 for January 2024, a 16.67% decrease from 24 in January 2023. RPSH was 1.46.



### Added Mobility - PLUS

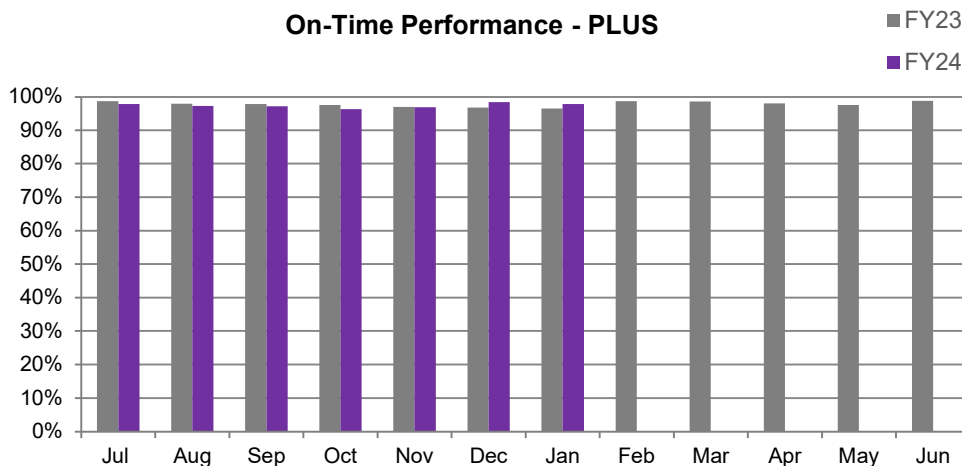
PLUS passengers with added mobility totaled 318 for January 2024, a 15.64% increase from 275 in January 2023.



## On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.79%, a 1.27% increase from 96.52% in January 2023.

Weekday on-time performance in the primary zone was 97.76%, a 0.56% increase from 97.20% in January 2023. Weekday on-time performance in the secondary zone was 98.41%, a 3.39% increase from 95.02% in January 2023. Saturday on-time performance was 94.44%, a 4.01% increase from 90.43% in January 2023.



<b>PLUS Weekday Service Summary</b>	Jan FY24	Jan FY23	+/- Jan FY23		<b>PLUS Saturday Service Summary</b>	Jan FY24	Jan FY23	+/- Jan FY23
Total Passengers	1,672	1,672	0.00%		Total Passengers	79	96	-17.71%
Total Trips	1,601	1,600	0.06%		Total Trips	72	94	-23.40%
Trips Daily Average	76	80	-5.00%		Trips Daily Average	18	24	-23.40%
Trips Requested	1,631	1,652	-1.27%		Trips Requested	72	96	-25.00%
Denied Trips	30	52	-42.31%		Denied Trips	0	2	-100.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	26	27	-3.70%		No Show	1	2	-50.00%

<b>PLUS Applications</b>	Jan FY24	Jan FY23	+/- Jan FY23
New Applications	13	12	8.33%
Renewals Received	9	20	-55.00%
Applications Approved	19	18	5.56%
Applications Denied	0	0	0.00%

## Summary of Services Table: January 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 Jan FY24	FY24 YTD	FY23 YTD		Service Profile	Jan FY24	Jan FY23
Fixed Routes (M-F)	1,107	199,507	150,478		Weekdays	22	21
Fixed Routes (Sat)	625	20,709	11,020		Saturdays	4	4
PLUS (M-F)	76	12,946	12,777		Gamedays	0	2
-Zone 1*	58	9,629	10,744		Holidays	1	1
-Zone 2**	22	3,317	2,033		Weather	5	2
PLUS (Sat)***	20	631	693		Fiscal YTD Days	179	179
					Cal. YTD Days	26	25

\*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	220,216	251,881	■
# of Norman paratransit trips provided	13,577	21,000	■
% of on-time Norman paratransit pick-ups	97.19%	98.58%	●
# of Norman bus passengers per service hour, cumulative	18.70	13.04	■
# of Norman bus passengers per day, average	1,193	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%**	0.00%*	●
% of on-time fixed-route arrivals	65.51%	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

### Microtransit Pilot Program Performance Report

January 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		
ADA/Wheelchair Accessible Vehicles available upon request.			

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	January	Service to Date (8/21/23 – 1/31/24)
Average Walking Distance	<0.10 miles	0.07 miles	0.07 miles
Maximum Walking Distance	0.25 miles	0.32 miles	0.32 miles
Average Rider Wait Time*	<15 min	25.2 min	20.8 min
Maximum Rider Wait Time*	20 min	54.8*	63.0*
Percentage of Ride Requests Completed Within 20min. Wait Time	>80%	47.98%**	59.25%**

\*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 2,481 rides in January 2024, which is a 4.8% decrease from the December 2023 total of 2,605. There were a total of 13 completed trips that requested a wheelchair accessible vehicle (WAV) in the month of December.

Ridership	January	Service to Date (8/21/23 – 1/31/24)
Total number of passengers	2,481	13251
Total number of Trips Completed	1,592	8,123
# of Completed Trips Requesting WAV	13	98

### 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. Four rider complaints were reported in the month of January all regarding driver behavior.

Rider Experience	January	Service to Date (8/21/23 – 1/31/24)
Average Ride Duration	8.2 min	9 min
Average Ride Distance	2.8 miles	2.9 miles
Average Ride Rating	4.8 (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, 3,835 individual accounts have been created, which is a 13% increase over the December 2023 service to date total of 3,365. Of these accounts about two in five, or 43.7%, have utilized the service at least once. Approximately 19.4% or 745 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 – 1/31/24)		
App Accounts Created Since Launch	3835	
OU Accounts	N/A	N/A
Active Accounts*	2,374	61.9%
Rider Accounts**	1,674	43.7%
Repeat Rider Accounts***	1,273	33.2%
*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 January 2024. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

All five vehicles are in active service. There are no issues to report regarding vehicles.