

# PERFORMANCE REPORT

## Transit System Report

July 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 July 2023 was 30,126 compared to 20,697 in July 2022. The average total daily ridership was 1,205 for July 2023, a 45.53% increase from 828 in July 2022. Fiscal-year-to-date ridership is 30,126 passengers, a 45.56% increase from the July 2022 YTD total of 20,697.

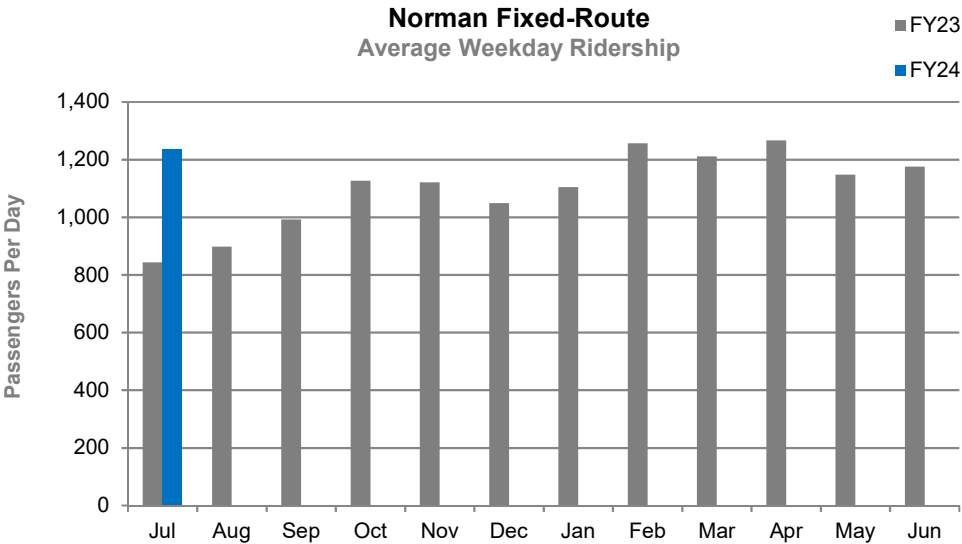
The fixed-route service totaled 28,263 for July 2023 compared to 18,906 for July 2022. Average fixed-route daily ridership for July 2023 was 1,134 compared to 712 for July 2022, a 59.27% increase. Passengers with bicycles or similar means of travel totaled 903, compared to 636 for July 2022. Passengers with wheelchairs or other mobility devices totaled 321, compared to 87 for July 2022.

PLUS ridership totaled 1,863 for July 2023, compared to 1,791 for July 2022. The average total PLUS ridership was 75 for July 2023 and 72 for July 2022, a 4.69% increase. Passengers with wheelchairs or other mobility devices totaled 301 for July 2023, compared to 321 for July 2022, a 6.23% decrease.

Norman Transit Services	Jul FY24	Jul FY23	+/- Jul FY23
<b>Fixed Routes (M-F)</b>	<b>24,649</b>	<b>16,850</b>	<b>46.28%</b>
110 - Main Street	5,272	3,955	33.30%
111 - Lindsey East	9,421	6,204	51.85%
112 - Lindsey West	3,120	2,300	35.65%
120 - West Norman	186	104	78.85%
121 - Alameda	6,616	4,277	54.69%
144 - Social Security	34	10	240.00%
<b>Fixed Routes (Sat)</b>	<b>3,614</b>	<b>1,945</b>	<b>85.81%</b>
110 - Main Street	903	541	66.91%
111 - Lindsey East	1,169	592	97.47%
112 - Lindsey West	433	300	44.33%
121 - Alameda	1,109	512	116.60%
<b>PLUS ADA Service</b>	<b>1,863</b>	<b>1,791</b>	<b>4.02%</b>
PLUS (M-F)	1,734	1,683	3.03%
PLUS (Sat)	129	108	19.44%
Bikes	903	636	41.98%
Wheelchair	321	87	268.97%
PLUS Wheelchair	301	321	-6.23%

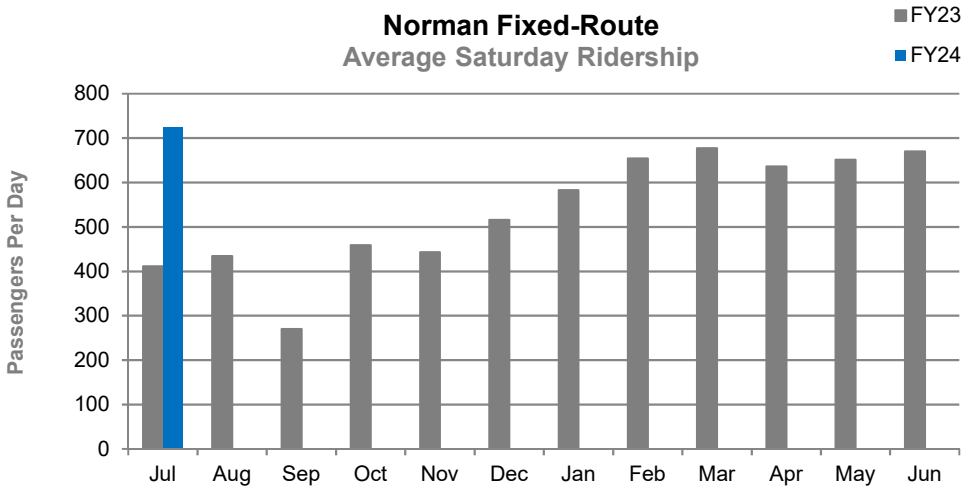
**Fixed Route Weekday Ridership**

Total fixed-route weekday ridership for July 2023 was 24,649, a 46.28% increase from 16,850 in July 2022. Average weekday passenger ridership totaled 1,236 in July 2023; a 46.62% increase compared to 843 for July 2022. The average RPSH was 18.19.



**Fixed Route Saturday Ridership**

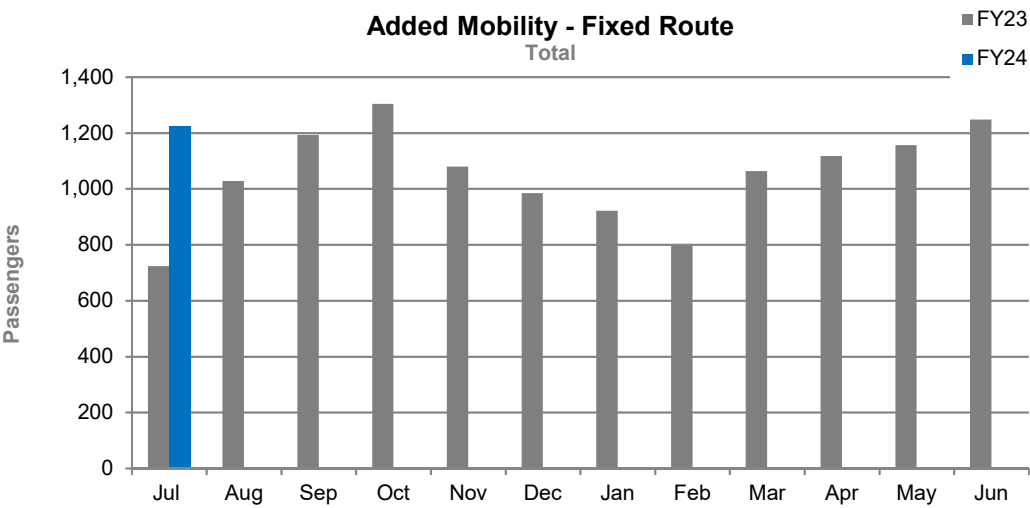
Total fixed-route Saturday ridership for July 2023 was 3,614, an 85.81% increase from 1,945 in July 2022. Average Saturday passenger ridership totaled 723 for July 2023, a 75.91% increase from 411 in July 2022. The average RPSH was 20.39.



**Added Mobility – Fixed Route**

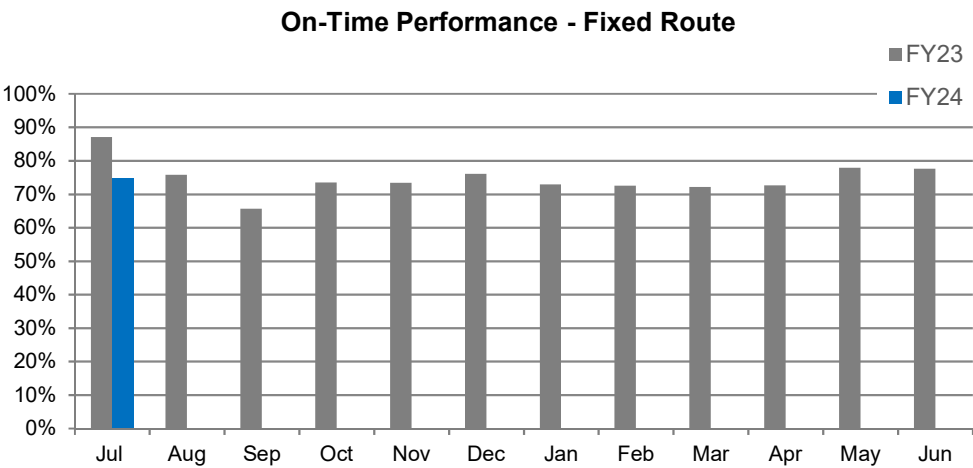
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,224 for July 2023, an 69.29% increase from 723 in July 2022.

Bike passengers totaled 903, a 41.98% increase from 636 in July 2022. Wheelchair passengers totaled 321, a 268.97% increase from 87 in July 2022.



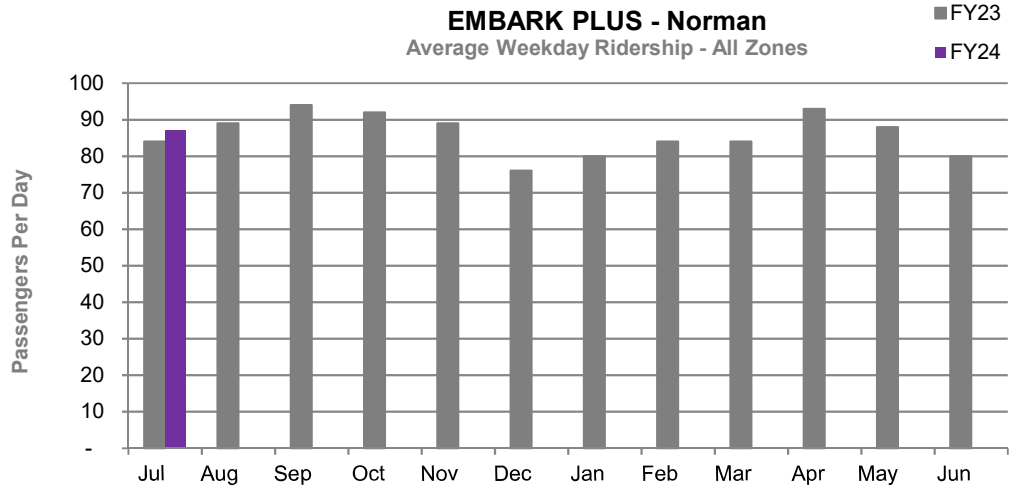
**On-Time Performance – Fixed Route**

Cumulative on-time performance for fixed-route buses was 74.80% in July 2023, a 12.30% decrease from 87.10% in July 2022.



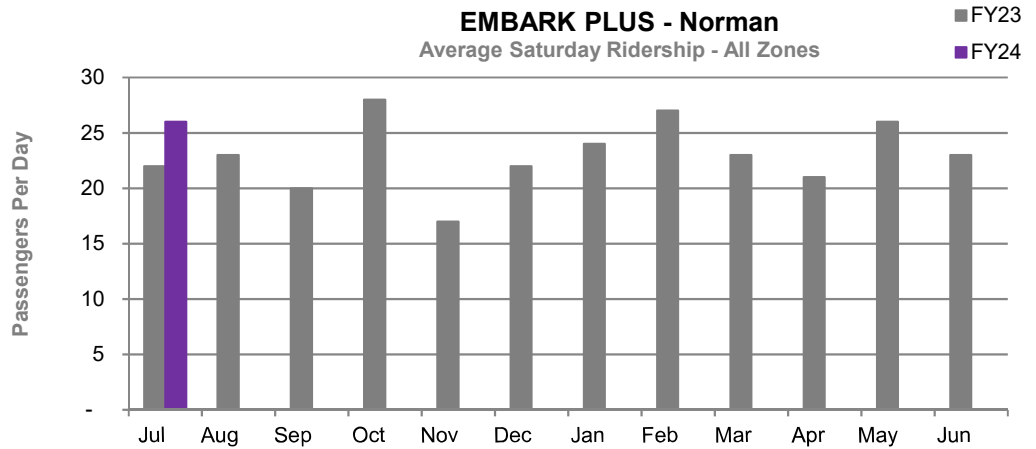
### PLUS Weekday

Total PLUS weekday ridership for July 2023 was 1,734, a 3.03% increase from 1,683 in July 2022. Average weekday passenger ridership totaled 87 for July 2023, a 3.57% increase from the July 2022 average of 84. RPSH was 1.14.



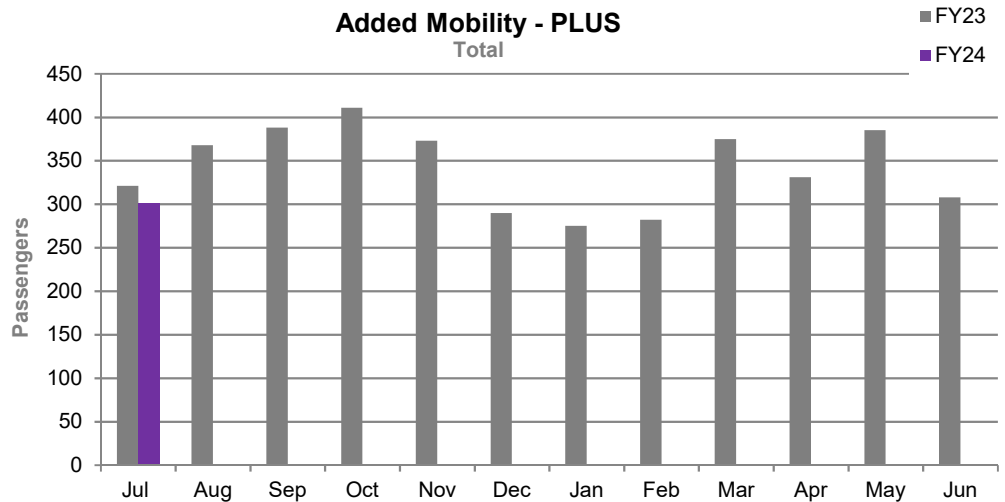
### PLUS Saturday

Total PLUS Saturday ridership for July 2023 was 129, a 19.44% increase from 108 in July 2022. Average Saturday passenger ridership totaled 26 for July 2023, a 20.37% increase from 22 in July 2022. RPSH was 1.36.



### Added Mobility - PLUS

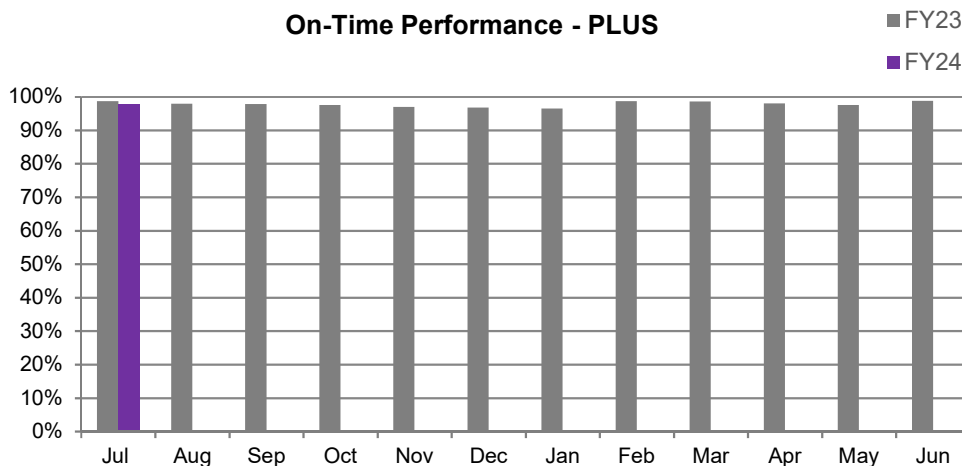
PLUS passengers with added mobility totaled 301 for July 2023, a 6.23% decrease from 321 in July 2022.



## On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.84%, a 0.86% decrease from 98.70% in July 2022.

Weekday on-time performance in the primary zone was 98.14%, a 0.61% decrease from 98.75% in July 2022. Weekday on-time performance in the secondary zone was 96.45%, a 2.70% decrease from 99.15% in July 2022. Saturday on-time performance was 98.37%, a 1.28% increase from 97.09% in July 2022.



<b>PLUS Weekday Service Summary</b>	Jul FY24	Jul FY23	+/- Jul FY23		<b>PLUS Saturday Service Summary</b>	Jul FY24	Jul FY22	+/- Jul FY23
Total Passengers	1,734	1,683	3.03%		Total Passengers	129	108	19.44%
Total Trips	1,684	1,595	5.58%		Total Trips	123	103	19.42%
Trips Daily Average	84	84	0.00%		Trips Daily Average	25	21	19.42%
Trips Requested	1,717	1,595	7.65%		Trips Requested	123	103	19.42%
Denied Trips	33	0	3,300%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	29	32	-9.38%		No Show	2	1	100.00%

<b>PLUS Applications</b>	Jul FY24	Jul FY23	+/- Jul FY23
New Applications	14	14	0.00%
Renewals Received	4	12	-66.67%
Applications Approved	15	20	-25.00%
Applications Denied	1	1	0.00%

## Summary of Services Table: July 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 Jul FY23	FY23 YTD	FY22 YTD		Service Profile	Jul FY23	Jul FY22
Fixed Routes (M-F)	1,236	24,649	16,850		Weekdays	22	22
Fixed Routes (Sat)	723	3,614	1,945		Saturdays	5	5
PLUS (M-F)	87	1,734	1,683		Gamedays	0	0
-Zone 1*	67	1,387	1,445		Holidays	1	1
-Zone 2**	19	347	238		Weather	3	1
PLUS (Sat)***	26	129	108		Fiscal YTD Days	25	25
					Cal. YTD Days	178	178

\*Requires ¾ mile

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

\*\*\*Operates only in Zone 1

## Strategic Performance Measures

MEASURE	FY 23 YTD	FY 23 Targets	
# of Norman fixed-route passenger trips provided	28,263	251,881	■
# of Norman paratransit trips provided	1,863	21,000	■
% of on-time Norman paratransit pick-ups	97.84%	98.58%	●
# of Norman bus passengers per service hour, cumulative	18.45	13.04	■
# of Norman bus passengers per day, average	1,134	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%**	0.00%*	●
% of on-time fixed-route arrivals	74.80%	80.94%	▲

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

\*\*One denial due to capacity was recorded for FY23

## Glossary

- **Added Mobility** – Wheelchairs, bicycles, scooters, and other devices used by passengers in conjunction with transit
- **ADP** – Average Daily Passengers
- **ADR** – Average Daily Ridership
- **AVG** – Average
- **Fixed Route** – Regular bus service
- **FY22** – The fiscal year 2022. Lasted from 7/1/2021 to 6/30/2022
- **FY23** – The fiscal year 2032. Lasting from 7/1/2022 to 6/30/2023
- **FY YTD** – Fiscal Year, Year to Date
- **KPI** – Spreadsheet used to record and compare all data used in the monthly report
- **LFR** – "Leading for Results," EMBARK's internal performance measurements and targets
- **OTP** – On-time performance
- **Paratransit** – ADA vehicle service for seniors and other clients with special needs
- **PAX** – Passenger
- **PLUS** – Brand name for EMBARK Paratransit service
- **RPSH** – Riders per service hour
- **SAT** – Saturday
- **WKD** – Weekday
- **YOY** – Year-over-year, used to compare the previous year's performance when available
- **ZONE 1** – Primary zone for PLUS operation
- **ZONE 2** – Secondary zone for PLUS operation