



MEMO TO: Council Community Planning and Transportation Committee

FROM: Taylor Johnson AICP, Transit and Parking Program Manager *T.J.*
THROUGH: Scott Sturtz P.E., CFM, Director of Public Works *SS*

DATE: May 22, 2025
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 month are attached. These reports provide updates on key metrics associated with the operations of each respective transit system.

Updates:

Go Norman Transit Plan

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.
 - Of the City's 27 revenue vehicles in the Transit Fleet, and not accounting for vehicles which already have replacements on order, there are only 3 vehicles remaining which were received from the University and have surpassed their useful life and are eligible to be retired according to FTA standards, all of which are in fixed route service. One additional unit in the paratransit fleet is also eligible to be retired and replaced.

Service Expansion Priorities

Following implementation of the new route network in October 2023, and then increasing the frequency of service on Route 112 (West Lindsey) from 60 minutes to 30 minutes (*priority 2*), City Transit staff continue to review the next priorities recommended by the Go Norman Transit Plan:

- **Priority 1: Sunday Service** – Proposed Sunday service span and trip frequencies would match current Saturday service levels. Sunday transit service is currently being offered and evaluated as part of the Norman On-Demand microtransit pilot program.
- **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. Staff are re-evaluating the timing of this priority in relation to the current ridership, expected development along the route, and other transit needs.
- **Priority 4: Implementation of New Route 113** – This service expansion would add a new route in Southeast Norman operating with a 30-minute frequency. The proposed route, as recommended in the plan, would operate along Classen Blvd, Constitution St, Oak Tree Ave, 12th Ave SE, Cedar Ln and then turnaround near Cedar Ln and Classen Blvd.

Central Oklahoma Long Range Transit Plan

Utilizing a combination of ACOG FTA Planning and OKC MAPS 4 funding, EMBARK and ACOG are leading a project and 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 regions transit service as a whole. Expected completion date is late summer 2025 with public and stakeholder engagement throughout the process. Updates from ACOG and EMBARK on the development of the plan have been presented to Council during the January 14, 2025 and May 13, 2025 Council Conferences.

office memorandum

**Grants**

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Below is a grant received from ACOG that staff continue to work on.

- 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.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

On July 9, 2024, Council approved contract amendments with both Via Transportation and the University of Oklahoma to extend the expanded service through the end of summer 2025. The service entered its second year of operation on August 20, 2024. Staff are exploring options for this pilot program's future past the current, approved contract period. While funds to continue the operations of Norman On-Demand were requested in the budget process, due to budget constraints the proposed fiscal year 2026 budget does not include funding to continue this service. More details regarding operations can be found in the attached monthly performance report for this service, named Norman On-Demand.

Paratransit Software Transition

On February 25, 2025 EMBARK transition the separate paratransit software being utilized in Oklahoma City and Norman to a single software for both service areas. The new software and hardware were supported by a grant that was awarded to EMBARK. City and EMBARK staff met with paratransit riders and other agency staff on May 12, 2025 to discuss issues that riders have been experiencing due to the transition to the new software. Following the discussion, some action items were developed for staff to look into and implement to correct some of the issues and a follow up meeting was scheduled for June 20, 2025.

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 April 2025.
2. Norman On-Demand Performance Report for April 2025.



PERFORMANCE REPORT

Transit System Report

April 2025

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 April 2025 was 45,838 compared to 35,367 in April 2024. The average total daily ridership was 1,850 for April 2025, a 30.28% increase from 1,360 in April 2024. Fiscal-year-to-date ridership is 420,447 passengers, a 26.86% increase from the 2024 YTD total of 330,659.

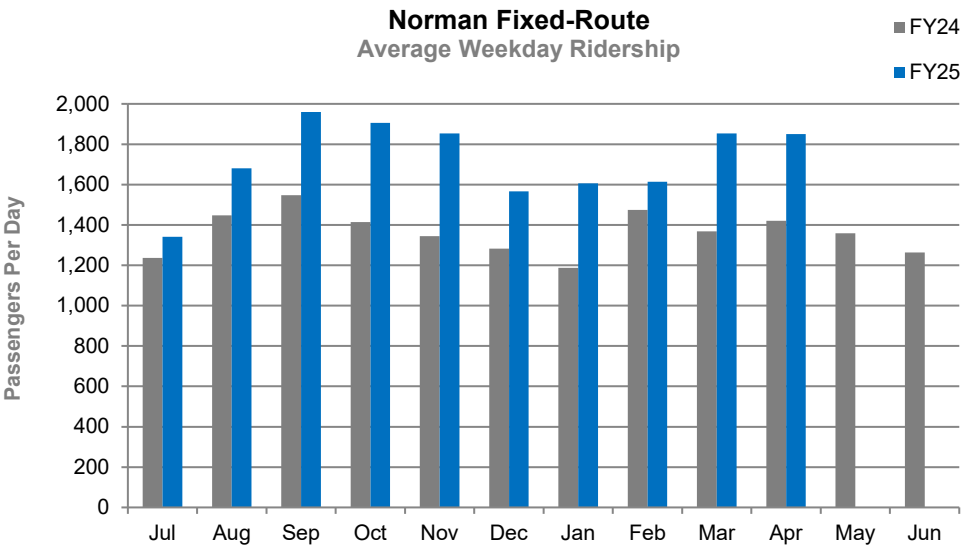
The fixed-route service totaled 43,699 for April 2025 compared to 33,311 for April 2024. Average fixed-route daily ridership for April 2025 was 1,682 compared to 1,284 for April 2024. Passengers with wheelchairs or other mobility devices totaled 313, compared to 407 for April 2024. Passengers with bikes or other mobility devices totaled 1,101, compared to 815 for April 2024.

PLUS ridership totaled 2,139 for April 2025, compared to 2,056 for April 2024. The average total PLUS ridership was 102 for April 2025, compared to 79 for April 2024. The number of Plus passengers with added mobility was 524, compared to 356 for April 2024.

Norman Transit Services	Apr FY25	Apr FY24	+/- Apr FY24
Fixed Routes (M-F)	40,677	31,175	30.48%
110 - Main Street	3,292	2,660	23.76%
111 - E Lindsey	21,557	17,934	20.20%
112 - W Lindsey	10,112	7,096	42.50%
121 - Westheimer	2,781	1,802	54.33%
122 - Rock Creek	2,913	1,645	77.08%
144 - Social Security	22	38	-42.11%
Fixed Routes (Sat)	3,022	2,136	41.48%
110 - Main Street	184	355	-25.81%
111 - E Lindsey	1,228	1,286	20.04%
112 - W Lindsey	991	669	74.78%
121 - Westheimer	295	209	123.48%
122 - Rock Creek	324	229	95.18%
PLUS ADA Service	2,139	1,875	4.04%
PLUS (M-F)	2,079	1,778	3.79%
PLUS (Sat)	60	97	13.21%
Bikes	1,101	815	35.09%
Wheelchair	313	407	-23.10%
PLUS Wheelchair	524	356	47.19%

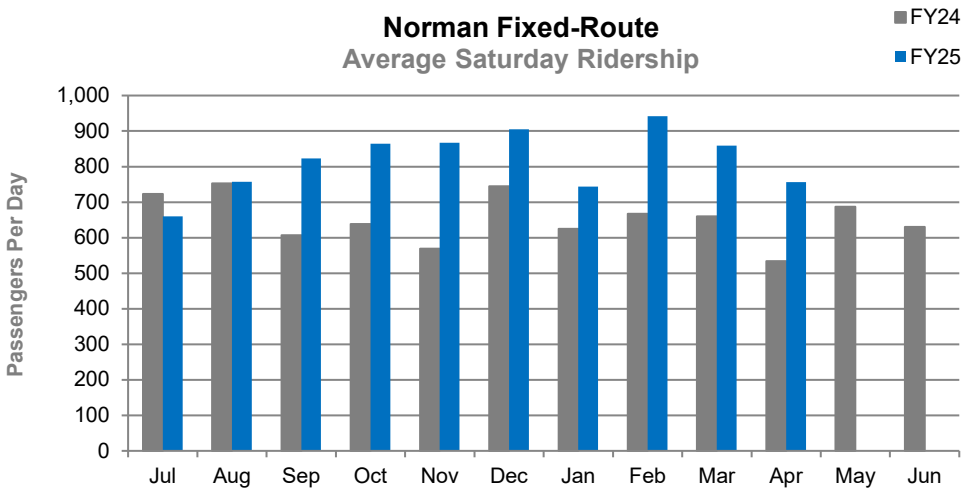
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for April 2025 was 40,677, a 30.48% increase from 31,175 in April 2024. Average weekday passenger ridership totaled 1,850 in April 2025, a 30.28% increase compared to 1,420 for April 2024. The average RPSH was 20.99, a 10.76% increase from 18.95 in April 2024.



Fixed Route Saturday Ridership

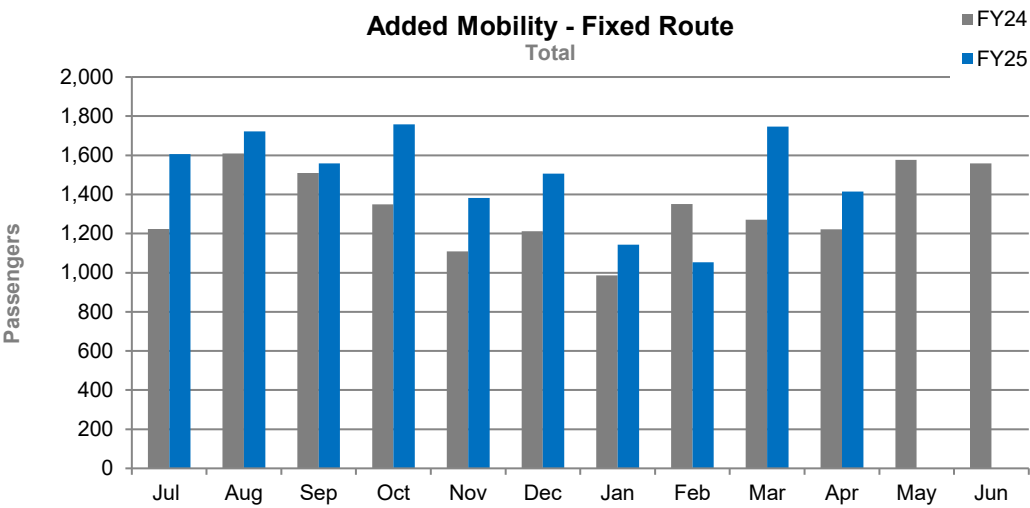
Total fixed-route Saturday ridership for April 2025 was 3,022, a 41.48% increase from 2,136 in April 2024. Average Saturday passenger ridership totaled 756 for April 2025, a 41.57% increase from 534 in April 2024. The average RPSH was 12.00, a 3.72% decrease from 12.13 in April 2024.



Added Mobility – Fixed Route

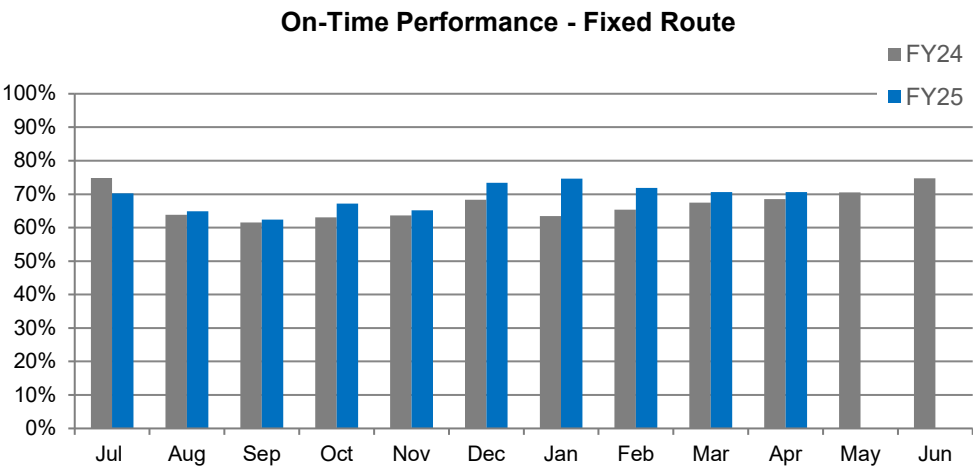
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,414 for April 2025, a 15.71% increase from 1,222 in April 2024.

Bike passengers totaled 1,101, a 35.09% increase from 815 in April 2024. Passengers with wheelchairs totaled 349, a 23.10% decrease from 407 in April 2024.



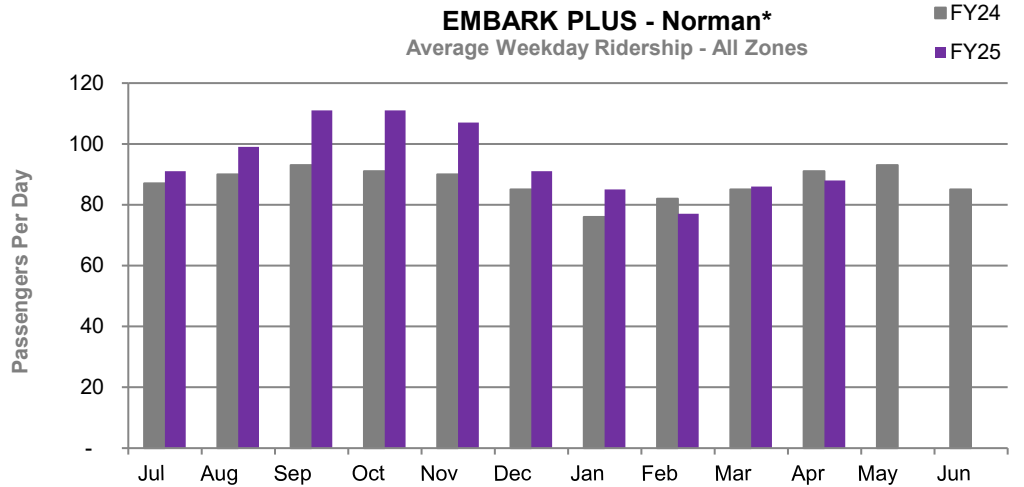
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 70.60% in April 2025, a 2.10% increase from 68.50% in April 2024.



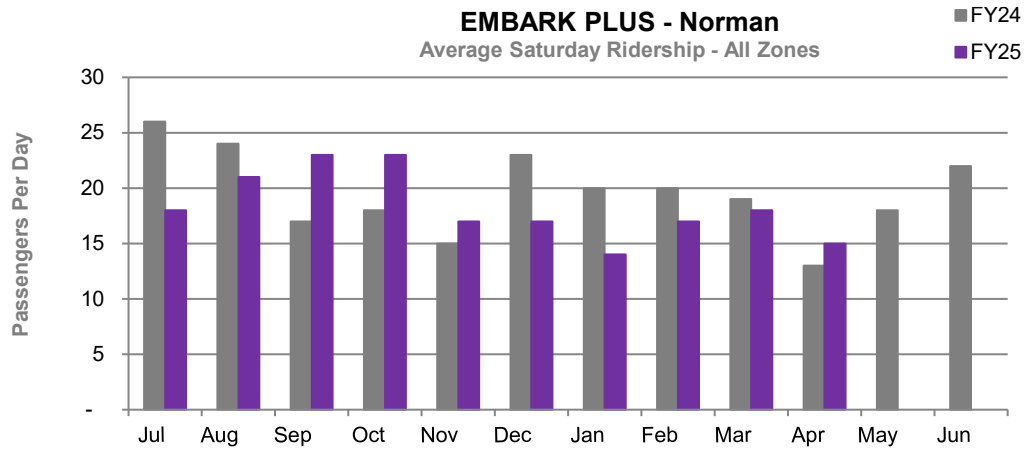
PLUS Weekday*

Total PLUS weekday ridership for April 2025 was 2,079, a 3.79% increase from 2,003 in April 2024. Average weekday passenger ridership totaled 88 for April 2025, a 3.30% decrease from the April 2024 average of 85. RPSH was 1.82, a 39.09% increase from 1.31 in April 2024.



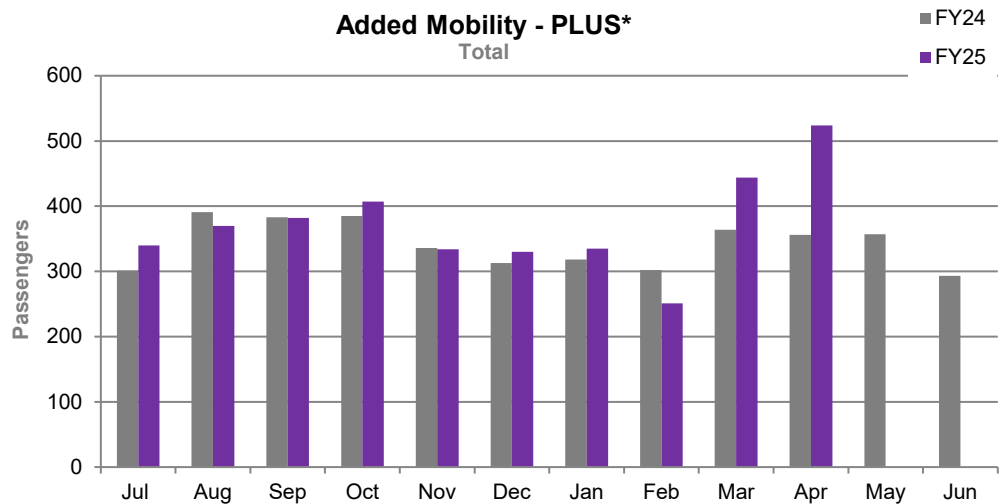
PLUS Saturday

Total PLUS Saturday ridership for April 2025 was 60, a 13.21% increase from 53 in April 2024. Average Saturday passenger ridership totaled 15 for April 2025, a 15.38% increase from 13 in April 2024. RPSH was 1.17, a 10.89% increase from 1.06 in April 2024.



Added Mobility – PLUS*

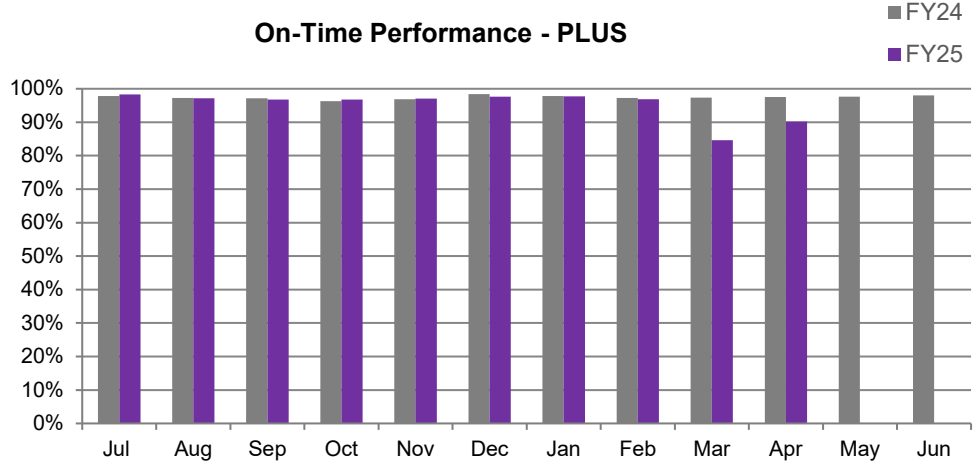
In April 2024, the number of PLUS passengers with added mobility was found to be 524, a 47.19% increase from 356 in April 2024. This data was initially thought unavailable for March, however it was later found that March 2024 total number of passengers with added mobility was 444, up 21.98% from 364 in 2024.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 90.21%, a 7.36% decrease from 97.57% in April 2024.

Due to Ecolane limitations, on-time performance can no longer be broken out by zones for weekday service. Saturday on-time performance was 89.68%, an 8.47% decrease from 98.15% in April 2024.



PLUS Weekday Service Summary	Apr FY25*	Apr FY24	+/- Apr FY24		PLUS Saturday Service Summary	Apr FY25	Apr FY24	+/- Apr FY24
Total Passengers	2,079	2,003	3.79%		Total Passengers	60	53	13.21%
Total Trips	1,935	1,883	2.76%		Total Trips	57	54	5.56%
Trips Daily Average	97	86	12.50%		Trips Daily Average	14	14	0.00%
Trips Requested	1,931	1,941	-0.52%		Trips Requested	60	54	11.11%
Denied Trips	4	58	93.10%		Denied Trips	3	0	100.00%
Capacity Denials	3	0	100.00%		Capacity Denials	2	0	100.00%
No Show	48	24	100.00%		No Show	4	4	0.00%

PLUS Applications	Apr FY25	Apr FY24	+/- Apr FY24
New Applications	11	8	+37.50%
Renewals Received	3	6	-50.00%
Applications Approved	20	28	-28.57%
Applications Denied	2	2	0.00%

Summary of Services Table: April 2025

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 Apr FY25	FY25 YTD	FY24 YTD		Service Profile	Apr FY25	Apr FY24
Fixed Routes (M-F)	1,850	364,341	290,246		Weekdays	22	22
Fixed Routes (Sat)	756	35,184	28,811		Saturdays	4	4
PLUS (M-F)	95	20,139	18,452		Gamedays	0	1
-Zone 1*	95	15,566	13,627		Holidays	0	0
-Zone 2**	0	4,573	4,825		Weather	5	4
PLUS (Sat)***	15	785	861		Fiscal YTD Days	256	255
					Cal. YTD Days	103	102

*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	399,525	400,000	
# of Norman paratransit trips provided	19,156	23,800	
% of on-time Norman paratransit pick-ups	95.23%	98.58%	
# of Norman bus passengers per service hour, cumulative	20.04	21.14	
# of Norman bus passengers per day, average	1,655*	800*	
% of Norman required paratransit pick-ups denied due to capacity	0.79%*	0.00%	
% of on-time fixed-route arrivals	69.36%	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
- **ADP** – Average Daily Passengers
- **ADR** – Average Daily Ridership
- **AVG** – Average
- **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** – PriApy zone for PLUS operation
- **ZONE 2** – Secondary zone for PLUS operation



Performance Report

Microtransit Pilot Program Performance Report

April 2025

Purpose

This 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 key performance indicator goals were outlined in the request for proposals (RFP) and 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 also operates the University's SafeRide

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			

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.

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (7/01/24 – 4/30/25)	April		Year Over Year Service
			2025	2024	
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles	0.06 miles	0% (no change)
Maximum Walking Distance	0.25 miles	0.37 miles	0.26 miles	0.29 miles	-11.54%
Average Rider Wait Time*	<15 min	24.6 min	29.0 min	26.6 min	+8.28%
Maximum Rider Wait Time*	20 min	79.8 min*	47.0 min*	61.3 min*	-23.33%
Percent of Ride Requests Picked Up in 20min	>80%	41.86%**	31.99%**	43.30%**	-26.12%
*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 3,724 rides in April 2025, which is a 2.97% decrease from the March 2025 total of 3,838. There were a total of 30 completed trips requesting a WAV or wheelchair accessible vehicle in April 2025. 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	Fiscal Year to Date (7/01/24 – 4/30/25)	April		Year Over Year Service
		2025	2024	
Total Number of Riders	38,721	3,724	2,539	+31.82%
Total # of Completed Trips	25,491	2,522	1,686	+33.15%
# of Completed Trips Requesting WAV	344	30	15	+50.00%
Ridership Per Service Hour (RPSH)	6.1	6.0	5.9	+1.67

Rider Experience

Approximately 12.3% of all completed rides during FYE25 received a rating, of which 96.5% were rated five out of five stars. The system includes an automated feed-back 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. Three complaints were reported to Via in the month of April, representing 0.8 complaints per 1000 rides provided. Two complaints were disputing the amount charged and one complaint was regarding routing concerns.

Rider Experience	Fiscal Year to Date (7/01/24 – 4/30/25)	April		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.1 minutes	10.8	10.0	+7.41%
Average Ride Distance (in miles)	3.3 miles	3.1	2.9	+6.45%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 11,479 individual accounts have been created, which is a 3.75% increase over the March 2025 service to date total of 11,048 and a 56.94% increase over the April 2024 service to date total of 4,943. Of these accounts more than half of them (53.55%) have utilized the service at least once and almost a third of 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 – 4/30/2025)		
App Accounts Created Since Launch	11,479	
OU Accounts (as of 4/27/2025)	2,818	24.55%
Active Accounts*	8,199	71.43%
Rider Accounts**	6,147	53.55%
Repeat Rider Accounts***	5,031	43.82%
*accounts with user engaging w/ 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 April. Six of seven vehicles were in active service during the month of April, which meets the target fleet availability.