



**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:** November 20, 2024

**SUBJECT:** Public Transportation Monthly Report

J.S.  
SS

office memorandum

**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 Plan27**

The Go Norman Transit Plan was approved by resolution by Council on June 22<sup>nd</sup>, 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)**

- o 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. Currently 9 out of 27 (3 of 13 in the fixed route fleet; 6 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 standards. Staff have placed 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.
- o The City has placed an order to purchase 6 CNG cutaway transit buses for the paratransit fleet. Below is background on this purchase:
  - On June 11, 2024, Council adopted resolution R-2324-149 formally accepting an FTA grant and authorizing this purchase. After additional approvals to enhance the vehicles, the revised cost share per bus is \$129,452 federal (72%) and \$51,998 local match (28%), resulting in \$181,450 total per bus. Thus the proposed cost share for 6 cutaway buses is \$776,714 federal (72%) and \$311,986 local (28%), resulting in a \$1,088,700 total cost for 6 units.

**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:

- o **Priority 1: Sunday Service** – Sunday transit service is currently being tested as part of the Norman On-Demand microtransit pilot program.
- o **Priority 2: Increased Frequency on Route 112** – an upgrade to 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. Funding was approved in the FYE 2025 budget for this priority. This added frequency was implemented on October 28, 2024.

**Grants**

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements.

- 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 reviewing proposed expansion options to (1) include specific locations just outside the service’s current SE boundary such as the NEDC and Norman Regional Highway 9 and to (2) expand service by increasing ‘driver hours per week’ to increase availability and reduce rider wait times and capacity denials.

More details can be found in the attached monthly performance report for this service, named Norman On-Demand. The format of this report has changed to include year over year data since that is now available.

**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 October 2024.
2. Norman On-Demand Performance Report for October 2024.

office memorandum



# PERFORMANCE REPORT

## Transit System Report

October 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 October 2024 was 49,889 compared to 35,671 in October 2023. The average total daily ridership was 1,848 for October 2024, a 34.69% increase from 1,372 in October 2023. Fiscal-year-to-date ridership is 171,688 passengers, a 22.67% increase from the October 2023 YTD total of 139,956.

The fixed-route service totaled 47,247 for October 2024 compared to 33,592 for October 2023.

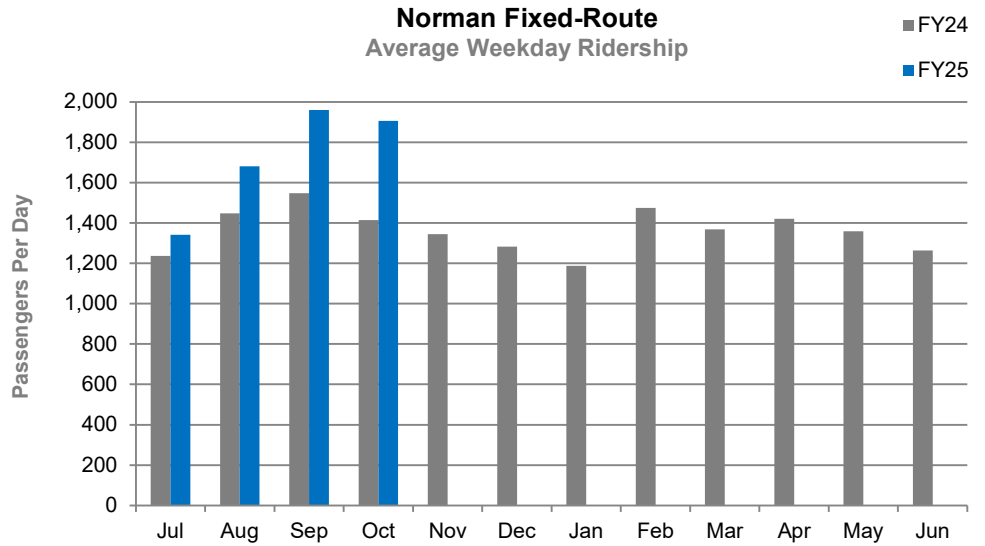
Average fixed-route daily ridership for October 2024 was 1,752 compared to 1,296 for October 2023. Passengers with wheelchairs or other mobility devices totaled 482, compared to 465 for October 2023. Passengers with bikes or other mobility devices totaled 1,276, compared to 884 for October 2023.

PLUS ridership totaled 2,642 for October 2024, compared to 2,079 for October 2023. The average total PLUS ridership was 98 for October 2024, compared to 80 for October 2023. Passengers with wheelchairs or other mobility devices totaled 407 for October 2024, compared to 385 for October 2023, a 5.71% increase.

Norman Transit Services	Oct FY25	Oct FY24	+/- Oct FY24
<b>Fixed Routes (M-F)</b>	<b>43,792</b>	<b>31,039</b>	<b>41.09%</b>
110 - Main Street	4,092	4,301	-4.86%
111 - E Lindsey	25,308	16,570	52.73%
112 - W Lindsey	8,800	4,876	80.48%
120 - West Norman*	N/A	101	N/A
121 - Westheimer	2,704	4,051	-33.25%
122 - Rock Creek**	2,853	1,091	161.50%
144 - Social Security	35	49	-28.57%
<b>Fixed Routes (Sat)</b>	<b>3,455</b>	<b>2,553</b>	<b>35.33%</b>
110 - Main Street	328	513	-36.06%
111 - E Lindsey	1,503	927	62.14%
112 - W Lindsey	860	539	59.55%
121 - Westheimer	393	504	-22.02%
122 - Rock Creek**	371	70	430.00%
<b>PLUS ADA Service</b>	<b>2,642</b>	<b>2,079</b>	<b>27.08%</b>
PLUS (M-F)	2,550	2,009	26.93%
PLUS (Sat)	92	70	31.43%
Bikes	1,276	884	44.34%
Wheelchair	482	465	3.66%
PLUS Wheelchair	407	385	5.71%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

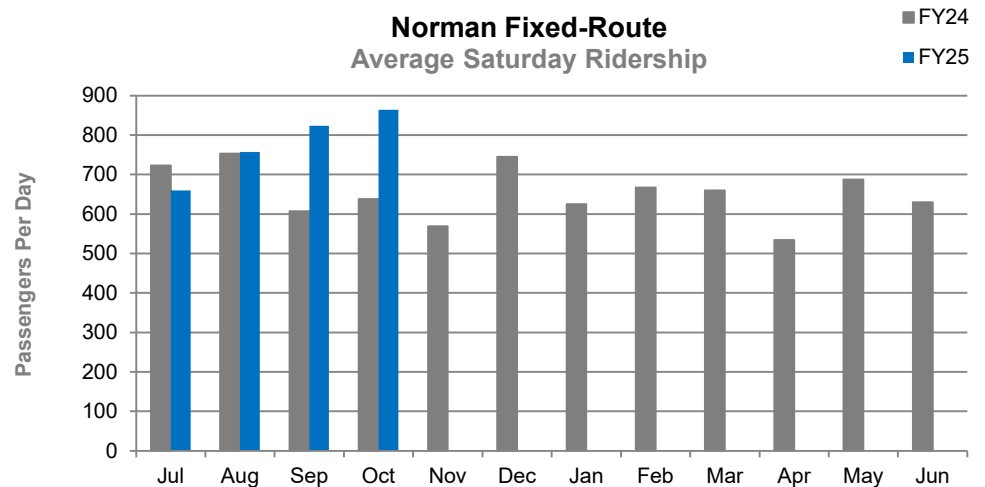
### Fixed Route Weekday Ridership

Total fixed-route weekday ridership for October 2024 was 43,792, a 41.09% increase from 31,039 in October 2023. Average weekday passenger ridership totaled 1,906 in October 2024; a 34.79% increase compared to 1,414 for October 2023. The average RPSH was 24.68, a 25.29% increase from 19.70 in October 2023.



### Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for October 2024 was 3,455, a 35.33% increase from 2,553 in October 2023. Average Saturday passenger ridership totaled 864 for October 2024, a 35.42% increase from 638 in October 2023. The average RPSH was 19.72, a 22.71% increase from 16.07 in October 2023.

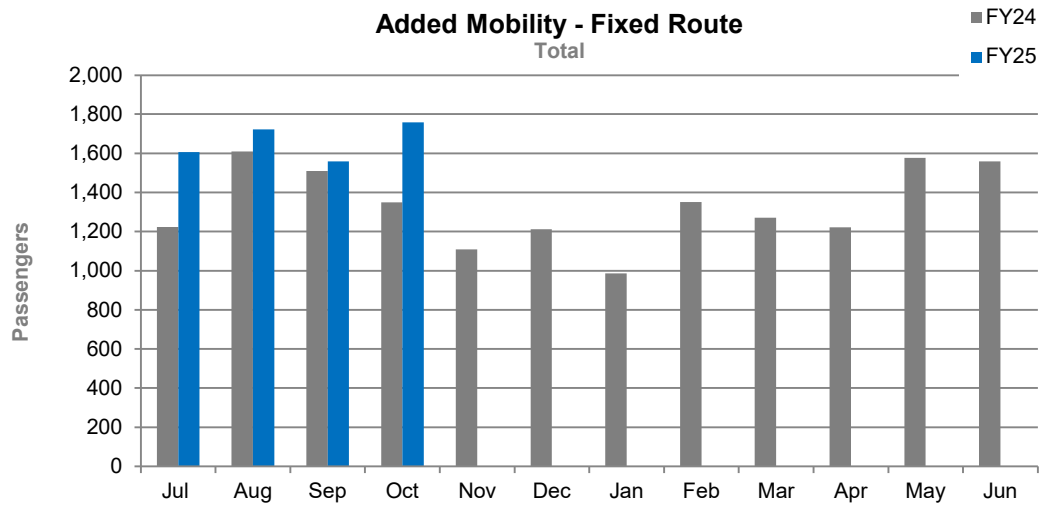


The University of Oklahoma hosted a football game on 10/19.

### Added Mobility – Fixed Route

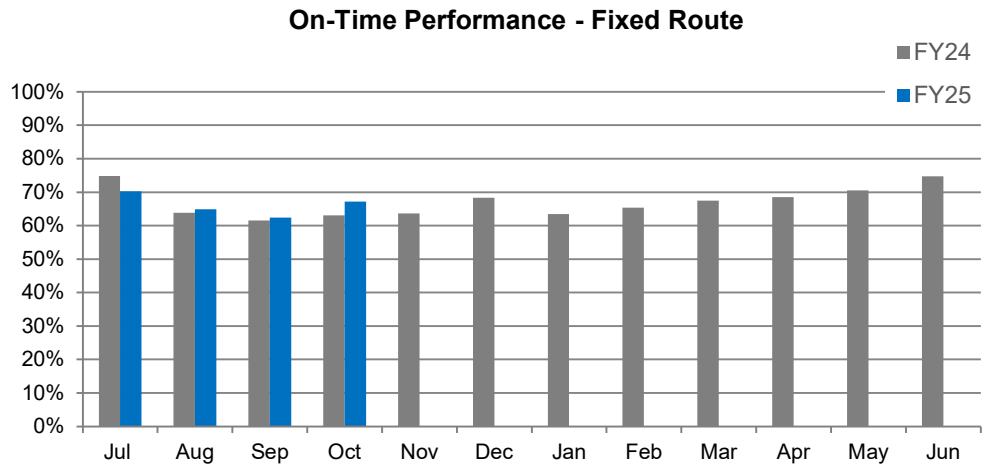
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,758 for October 2024, a 30.32% increase from 1,349 in October 2023.

Bike passengers totaled 1,276, a 44.34% increase from 884 in October 2023. Passengers with wheelchairs totaled 482, a 3.66% increase from 465 in October 2023.



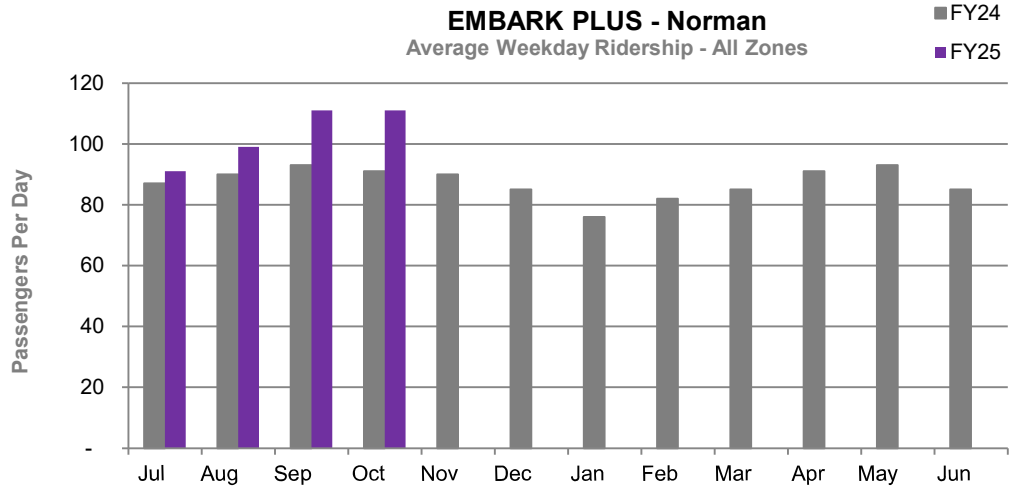
### On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 67.20% in October 2024, a 4.10% increase from 63.10% in October 2023.



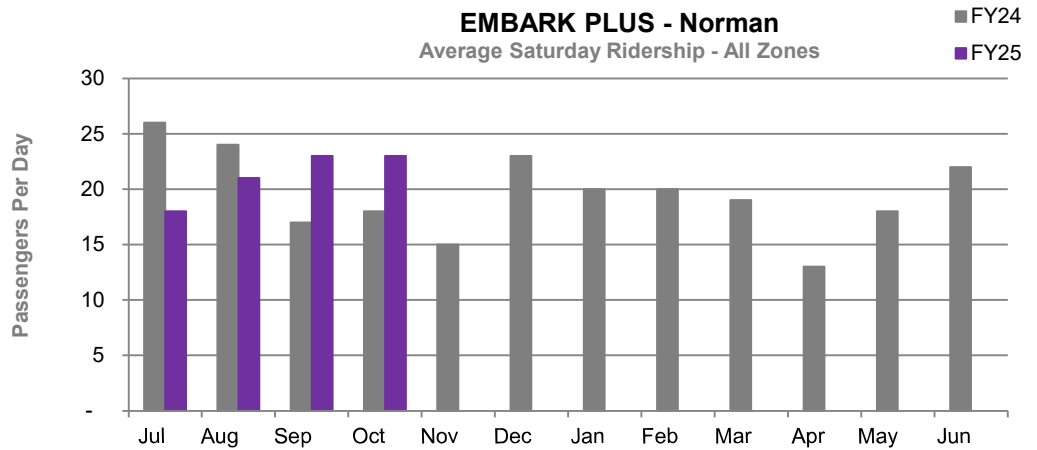
**PLUS Weekday**

Total PLUS weekday ridership for October 2024 was 2,550, a 26.93% increase from 2,009 in October 2023. Average weekday passenger ridership totaled 111 for October 2024, a 21.98% increase from the October 2023 average of 91. RPSH was 1.45, a 13.52% increase from 1.27 in October 2023.



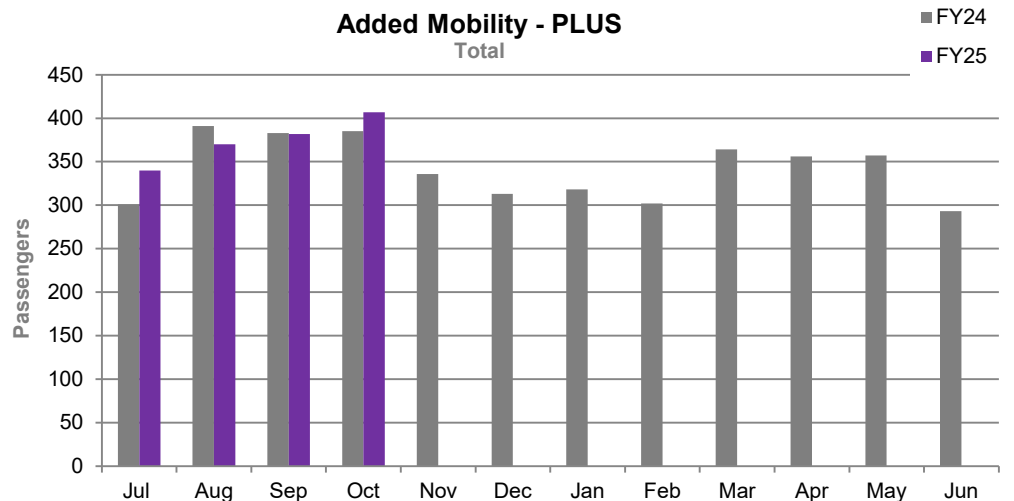
**PLUS Saturday**

Total PLUS Saturday ridership for October 2024 was 92, a 31.43% increase from 70 in October 2023. Average Saturday passenger ridership totaled 23 for October 2024, a 27.78% increase from 18 in October 2023. RPSH was 1.64, a 32.87% increase from 1.23 in October 2023.



**Added Mobility - PLUS**

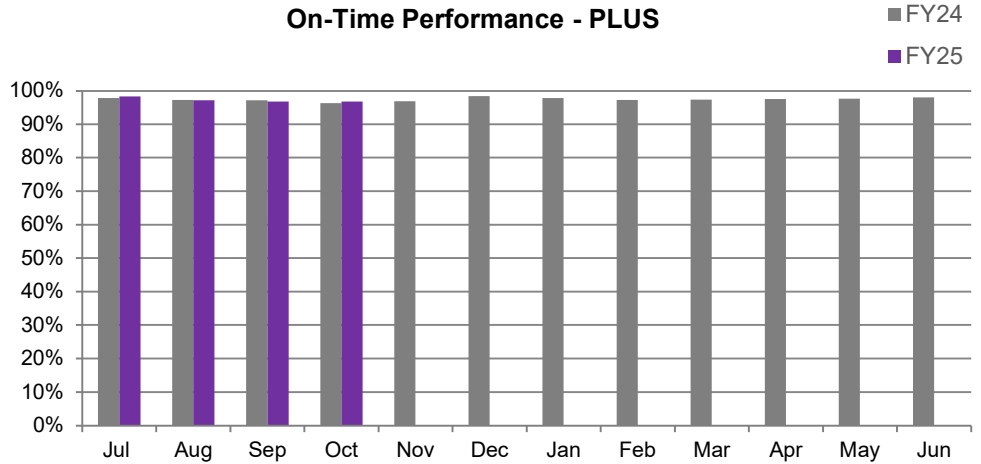
PLUS passengers with added mobility totaled 407 for October 2024, a 5.71% increase from 385 in October 2023.



**On-Time Performance - PLUS**

Cumulative on-time performance for PLUS buses was 96.80%, a 0.52% increase from 96.28% in October 2023.

Weekday on-time performance in the primary zone was 97.39%, a 0.98% increase from 96.41% in October 2023. Weekday on-time performance in the secondary zone was 95.33%, a 0.46% decrease from 95.79% in October 2023. Saturday on-time performance was 95.95%, a 1.06% decrease from 97.01% in October 2023.



<b>PLUS Weekday Service Summary</b>	Oct FY25	Oct FY24	+/- Oct FY24		<b>PLUS Saturday Service Summary</b>	Oct FY25	Oct FY24	+/- Oct FY24
Total Passengers	2,550	2,009	26.93%		Total Passengers	92	70	31.43%
Total Trips	2,270	1,920	18.23%		Total Trips	74	67	10.45%
Trips Daily Average	99	87	13.79%		Trips Daily Average	19	17	10.45%
Trips Requested	2,328	1,988	17.10%		Trips Requested	83	67	23.88%
Denied Trips	58	68	-14.71%		Denied Trips	9	0	900.00%
Capacity Denials	46	0	4,600%		Capacity Denials	0	0	0.00%
No Show	39	26	50.00%		No Show	0	1	-100.00%

<b>PLUS Applications</b>	Oct FY25	Oct FY24	+/- Oct FY24
New Applications	12	16	-25.00%
Renewals Received	7	8	-12.50%
Applications Approved	13	13	0.00%
Applications Denied	0	0	0.00%

**Summary of Services Table: October 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.

<b>EMBARK Norman Service Summary</b>	<b>ADP Oct FY25</b>	<b>FY25 YTD</b>	<b>FY24 YTD</b>	<b>Service Profile</b>	<b>Oct FY25</b>	<b>Oct FY24</b>
Fixed Routes (M-F)	1,906	149,225	119,681	Weekdays	23	22
Fixed Routes (Sat)	864	13,170	12,211	Saturdays	4	4
PLUS (M-F)	111	8,931	7,688	Gamedays	1	2
-Zone 1*	81	6,475	5,821	Holidays	0	0
-Zone 2**	30	2,456	1,867	Weather	0	2
PLUS (Sat)***	23	362	376	Fiscal YTD Days	104	103
				Cal. YTD Days	258	256

\*Requires ¼ mile

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

\*\*\*Operates only in Zone 1

**Strategic Performance Measures**

<b>MEASURE</b>	<b>FY 25 YTD</b>	<b>FY 25 Targets</b>	
# of Norman fixed-route passenger trips provided	162,395	400,000	●
# of Norman paratransit trips provided	9,293	23,800	●
% of on-time Norman paratransit pick-ups	97.24%	98.58%	●
# of Norman bus passengers per service hour, cumulative	22.16	21.14	●
# of Norman bus passengers per day, average	1,752*	800*	●
% of Norman required paratransit pick-ups denied due to capacity	1.14%*	0.00%	●
% of on-time fixed-route arrivals	66.18%	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** – Primary zone for PLUS operation
- **ZONE 2** – Secondary zone for PLUS operation



# Performance Report

## Microtransit Pilot Program Performance Report

October 2024

### 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 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.

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>			
<i>*Outside of the OU fall and spring semesters, Thursday-Saturday service ends at 1am</i>			

### Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (7/01/24 – 10/31/24)	October		Year Over Year Service
			2024	2023	
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles	0.07 miles	-14.29%
Maximum Walking Distance	0.25 miles	0.35 miles	0.26 miles	0.25 miles	+3.85%
Average Rider Wait Time*	<15 min	20.8 min	21.9 min	19.0 min	+15.26%
Maximum Rider Wait Time*	20 min	76.7 min*	74.3 min*	N/A*	N/A*
Percent of Ride Requests Picked Up in 20min	>80%	51.19%**	39.82%**	63.57%**	-37.36%

\*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 4,145 rides in October 2024, which is a 12.92% decrease from the September 2024 total of 4,760. There were a total of 36 completed trips which requested a wheelchair accessible vehicle (WAV) in the month of September. 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 – 10/31/24)	October		Year Over Year Service
		2024	2023	
Total Number of Riders	16,583	4,145	2,546	+62.80%
Total Number of Trips	10,872	2,654	1,584	+67.55%
# of Completed Trips Requesting WAV	100	36	19	+89.47%
Ridership Per Service Hour (RPSH)	5.9	6.5	N/A	N/A

### Rider Experience

Approximately 13.8% of all completed rides in the past 12 months received a rating, of which 96.7% 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. Due to changes in that review process, we expect to see a higher number of complaints in the next few months. Seven complaints were reported to Via in the month of October, representing 1.7 complaints per 1000 rides provided. These are minor complaints typically regarding driver conduct such as speeding, rudeness, unprofessional behavior, or deviating from the app's route.

Rider Experience	Fiscal Year to Date (7/01/24 – 10/31/24)	October		Year Over Year Service
		2024	2023	
Average Ride Duration (in minutes)	11.5 minutes	11.8	9.8	+16.95%
Average Ride Distance (in miles)	3.4 miles	3.4	3.0	+11.76%
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 8,693 individual accounts have been created, which is a 6.53% increase over the September 2024 service to date total of 8,125. Of these accounts just less than half of them (49.50%) have utilized the service at least once. Just more than a quarter of active accounts (2,281 accounts or 26.24%) 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 (8/16/23 – 10/31/24)		
App Accounts Created Since Launch	8,693	
OU Accounts	N/A	N/A
Active Accounts*	5,849	67.29%
Rider Accounts**	4,303	49.50%
Repeat Rider Accounts***	3,439	39.56%
*accounts with user engaging with ride requests at least once **accounts with at least 1 completed ride ***accounts with at least 2 completed rides		

### Accidents and Vehicles

No accidents and one incident was reported in the month of October. The one reported incident involved a rider verbally berating the customer service support personnel. All seven vehicles were in active service during the month of October, which meets the target fleet availability.