memorandum

MEMO TO: Council Community Planning and Transportation Committee

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

DATE: September 24, 2026
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 two months are attached. These reports provide updates on key metrics associated with the operations of each respective transit service.

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)

- Of the City's 27 revenue vehicles in the Transit Fleet, and not accounting for vehicles which already have replacements authorized or on order, there is only one unit remaining, unit number 5-2065 in the paratransit fleet, which is eligible to be retired and replaced according to FTA useful life standards. Staff are preparing procurement documents for this replacement and anticipate an item on the October 13, 2026, regular council meeting agenda. More details are available under 'Grants'.

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.
- 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.

Federal Transit Administration Triennial Review
Transit agencies receiving federal funds are subject to mandatory evaluations, conducted by the Federal Transit Administration (FTA) every three years, to ensure compliance with federal rules and statutes. This review includes 21 different management compliance areas including an examination of 57 procurement system elements, a financial management oversight review, and a physical site visit. The City's second such review as a transit agency was completed this year. The Final Report of this Triennial Review stated there were no deficiency findings.

Grants
Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Current grants staff are working on include:

- Staff are working on a number of grant applications that Council have had or will have the opportunity to review and approve at regular Council meetings. Below is a list of the grants and applications staff are developing.
    - FTA Innovative Coordinated Access and Mobility (ICAM) Program – Regional Paratransit Plan in partnership with EMBARK and the City of Edmond. (8-25-26 agenda)
    - FTA Bus and Bus Facilities 5339b Program – CAD/AVL Upgrade (9-8-26 agenda)
    - FTA Bus and Bus Facilities 5339c Program – Replacement of 3 Paratransit Units (9-8-26 agenda)

- ACOG STBG-UZA (FFY30) – Replacement of 2 Fixed Route Units (10-13-26 agenda)

- 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 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 normal operations 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. On December 9, 2025, Council adopted Resolution R-2526-87 authorizing the purchase of the pantograph chargers. Work is ongoing under project number BG0094.
- Annually, the City of Norman is apportioned Section 5339a funding from the Federal Transit Administration (FTA) for capital projects to replace, rehabilitate, and purchase buses, bus related equipment and bus related facilities. The City of Norman has $158,950 in FY22, and FY23 FTA Section 5339a funds, which will require a local match amount of at least $28,050. These grant funds have been identified for the replacement of 5-2065, which has exceeded its useful life. Unit 5-2065 was requested to be replaced in the FY2027 budget but not approved, however staff have identified available savings from operations accounts that can cover the local match amount and will bring an item to council for review.
- Staff have combined Surface Transportation Block Grant (STBG) program funding with FTA 5339 formula grant funding for the replacement of three large transit buses. The Association of Central Oklahoma Governments (ACOG) awarded the City of Norman $505,953 in FY23 STBG funds and $1,016,875 in FY25 STBG funds for a total federal award amount of $1,522,828. These funds will require a minimum cost share of 85% federal and 15% local matching funds for a minimum local match of $268,735. Additionally, $434,567 in combined 5339 grant funds allocated from FY23, FY24, and FY25 is available, which has a minimum cost share of 85% federal and 15% ($76,688) local matching funds. This combined funding total of $2,302,818 ($1,957,395 federal and $345,423 local) will be utilized to replace units 5-0704, 5-1029 and 5-1533, which have exceeded their useful lives. This purchase was authorized by Council on Oct. 14, 2025, and these units are on order with an expected build date of April 2027. Due to updates in recommended safety and vendor products, some changes to the order were identified in the pre-production meetings which will result in an overall cost increase to the order of $14,712, or $4,904 per bus. Grant funding is also available to offset these costs leading to a local match increase of $2,207 or $736 per bus. Staff are processing these cost increases as a change order through City Manager approval utilizing funds available in the transit operating fund.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

Funding for fiscal year ending 2027 was approved as a budget amendment at the June 9, 2026 Council meeting. Contract amendments with Via Transportation and the University of Oklahoma to extend the service through June 30, 2027 were approved on the June 23, 2026 Council agenda for service through June 30, 2027. Staff are working on a request for proposals to establish regular microtransit service beyond a pilot program. More details about the service are available in the attached monthly performance report for this service, named Norman On-Demand.

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 August 2026.
2. Norman On-Demand Performance Report for August 2026.

Transit System Report

August 2026

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 the accomplishments given the resources provided. The internal indicators and performance measures included in this report address ridership, dependability, safety and align with EMBARK's mission.

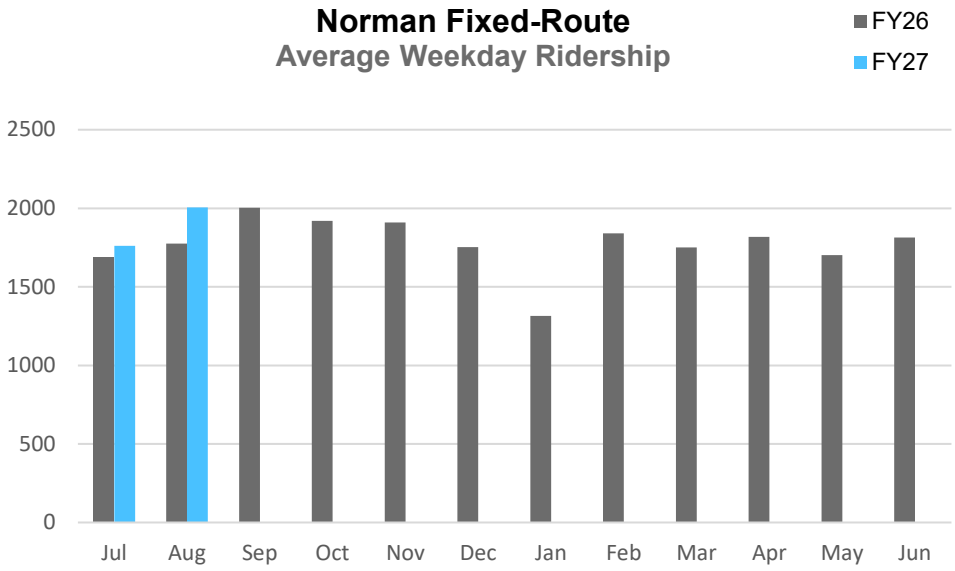
Total Ridership

Total ridership for EMBARK Norman in August 2026 was 49,262 compared to 43,718 in August 2025. The average total daily ridership was 1,895 for August 2026, a 12.68% increase from 1,681 in August 2025.

The fixed-route service totaled 46,954 for August 2026 compared to 41,692 for August 2025. Average fixed-route daily ridership for August 2026 was 1,806 compared to 1,604 for August 2025. Passengers with wheelchairs for August 2026 totaled 461, compared to 476 in August 2025. Passengers with bikes totaled 1,667 compared to 1,777 for August 2025.

PLUS ridership totaled 2,308 for August 2026, compared to 2,026 for August 2025. The average total PLUS ridership was 89 for August 2026, compared to 78 for August 2025. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	August FY27	August FY26	+/- August FY27
Fixed Routes (M-F)	**42,110**	**37,286**	**12.94%**
110 - Main Street	3,416	3,440	-0.70%
111 – E Lindsey	18,756	17,490	7.24%
112 – W Lindsey	11,388	10,293	10.64%
121 - Westheimer	4,200	2,677	56.89%
122 - Rock Creek	4,296	3,348	28.32%
144 - Social Security	54	38	42.11%
Fixed Routes (Sat)	**4,844**	**4,406**	**9.94%**
110 - Main Street	451	440	2.50%
111 – E Lindsey	1,875	1,682	11.47%
112 – W Lindsey	1,626	1,368	18.86%
121 - Westheimer	510	382	33.51%
122 - Rock Creek	382	534	-28.46%
PLUS ADA Service	**2,308**	**2,026**	**13.92%**
PLUS (M-F)	2,215	1,928	14.89%
PLUS (Sat)	93	98	-5.10%
Bikes	1,667	1,777	-6.19%
Wheelchair	461	476	3.15%
PLUS Wheelchair	N/A	N/A	N/A%

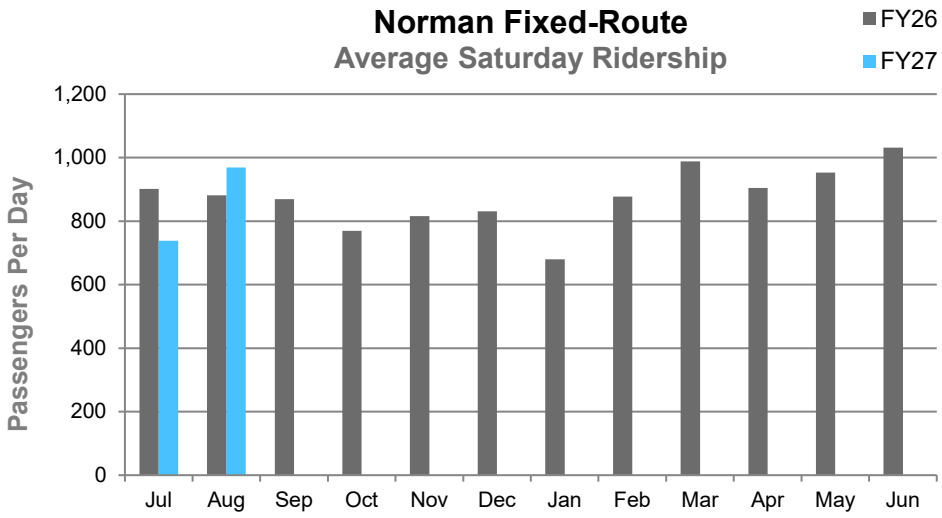


Fixed Route Weekday Ridership

Total fixed-route weekday ridership for August 2026 was 42,110, a 12.94% increase from 37,286 in August 2025. Average weekday passenger ridership totaled 2,005 in August 2026; a 12.94% increase compared to 1,776 for August 2025. The RPSH was 23.00, a 14.32% increase from 20.12 in August 2025.

Fixed Route Saturday Ridership

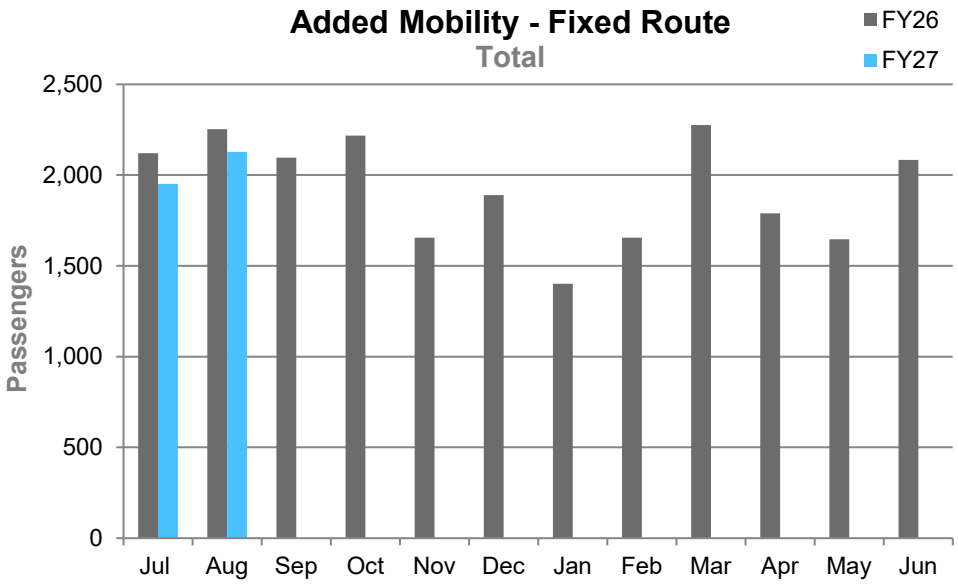
Total fixed-route Saturday ridership for August 2026 was 4,844, a 9.94% increase from 4,406 in August 2025. Average Saturday passenger ridership totaled 969 for August 2026, a 9.94% increase from 881 in August 2025. RPSH was 18.82, a 15.48% increase from 16.30 in August 2025.



Added Mobility – Fixed Route

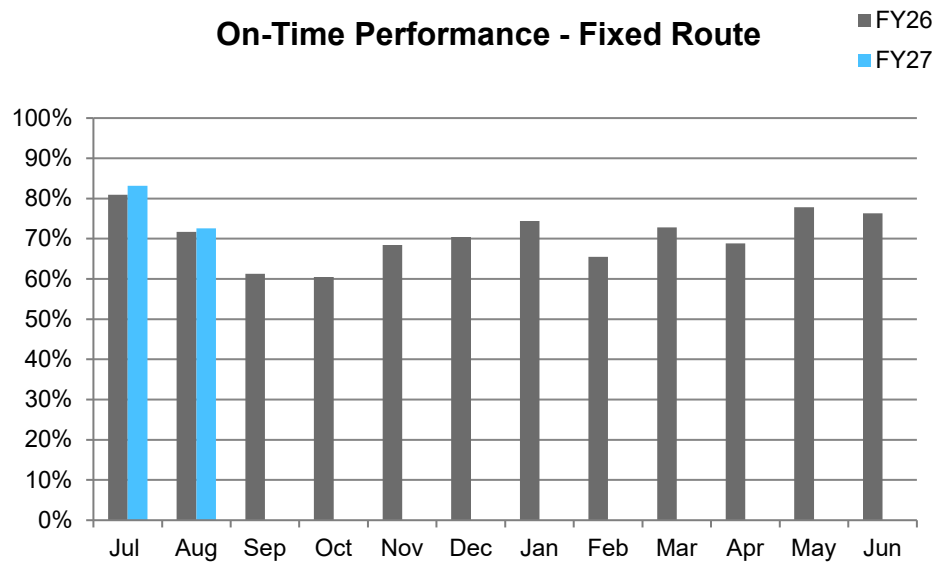
Total passengers with added mobility, such as bikes and wheelchairs, totaled 2,128 for August 2026, a 5.55% decrease from 2,253 in August 2025.

Bike passengers totaled 1,667 for August 2026, a 6.19% decrease from 1,777 in August 2025. Passengers with wheelchairs totaled 461, a 3.15% decrease from 476 in August 2025.



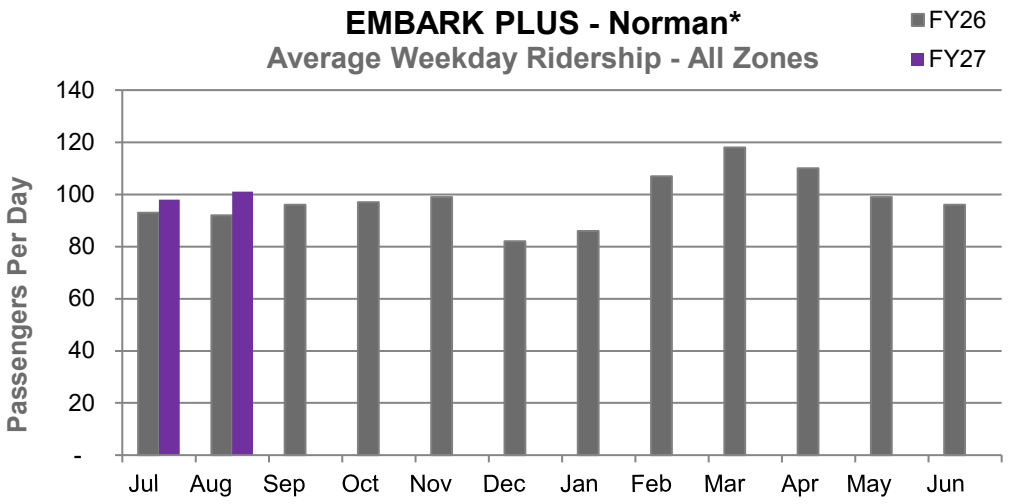
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 72.6% in August 2026, a 0.90% increase from 71.70% in August 2025.



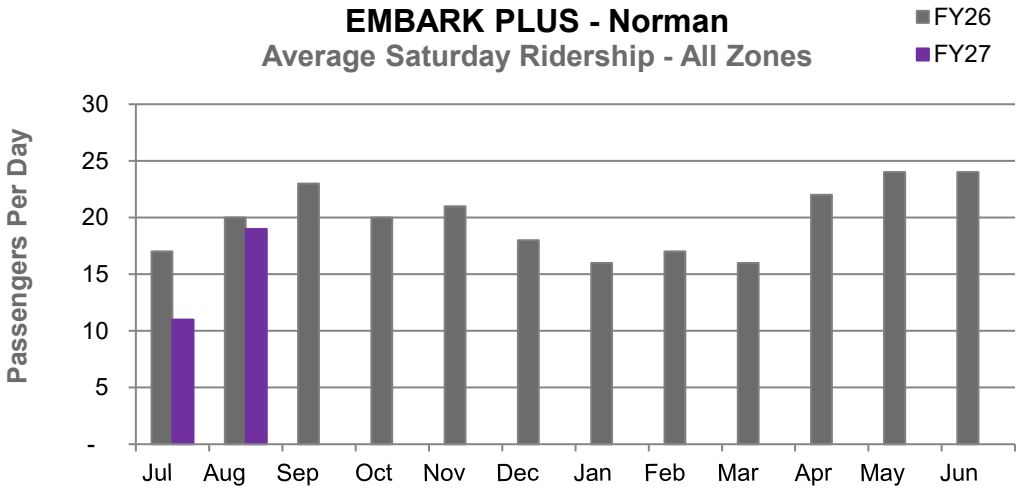
PLUS Weekday*

Total PLUS weekday ridership for August 2026 was 2,215, a 14.89% increase from 1,928 in August 2025. Average weekday passenger ridership totaled 101 for August 2026, a 9.66% increase from the August 2025 average of 92. RPSH was 1.94, a 5.79% increase from 1.84 in August 2025.



PLUS Saturday

Total PLUS Saturday ridership for August 2026 was 93, a 5.10% decrease from 98 in August 2025. Average Saturday passenger ridership totaled 19 for August 2026, which is a 5.10% decrease from the average of 20 in August 2025. RPSH for August 2026 was 1.47, a 4.31% increase from 1.41 in August 2025.

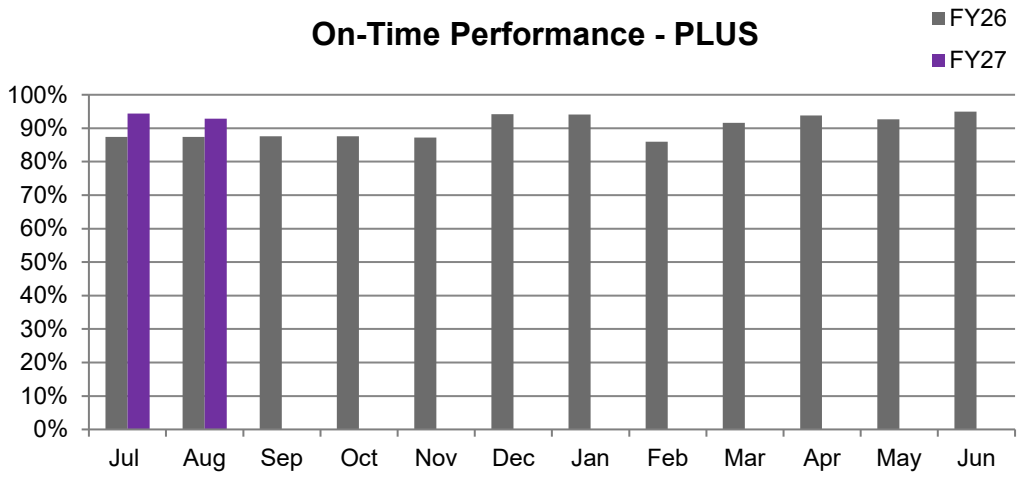


Added Mobility – PLUS*

Due to ongoing testing, mobility device data is currently unreliable. This data is expected to be provided again in the future, however.

On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses for August 2026 was 92.82%, a 5.42% increase from 87.40% in August 2025.



Due to Ecolane limitations, on-time performance can no longer be separated by zones for weekday service, however overall, on-time performance for weekdays was 96.62%, which is up 8.91% from 87.71% in August 2025. Saturday on-time performance was 89.01%, a 14.50% increase from 74.51% in August 2025.

PLUS Weekday Service Summary	August FY27*	August FY26	+/- August FY27		**PLUS Saturday Service Summary**	August FY27	August FY26	+/- August FY27
Total Passengers	2,215	1,928	14.89%		Total Passengers	93	98	-5.10%
Total Trips	2,012	1,998	0.70%		Total Trips	91	98	-7.14%
Trips Daily Average	91	95	-3.88%		Trips Daily Average	0	20	-100.00%
Trips Requested	2,068	1,928	7.26%		Trips Requested	84	98	-14.29%
Denied Trips	16	13	23.08%		Denied Trips	10	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	56	70	-20.00%		No Show	10	4	150.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	August FY27	August FY26	+/- August FY27
New Applications	15	10	50.00%
Renewals Received	8	9	-11.11%
Applications Approved	26	16	62.50%
Applications Denied	1	0	100.00%

Summary of Services Table: August 2026

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 August FY27	FY27 YTD	FY26 YTD		Service Profile	August FY27	August FY26
Fixed Routes (M-F)	2,005	82,592	74,452		Weekdays	21	21
Fixed Routes (Sat)	969	7,797	8,015		Saturdays	5	5
PLUS (M-F)	101	4,378	3,982		Gamedays	0	1
-Zone 1*	101	4,378	3,982		Holidays	0	0
-Zone 2**	0	0	0		Weather	0	8
PLUS (Sat)***	19	137	164		Fiscal YTD	53	52
					Cal. YTD Days	212	206

*Requires ¾ mile

**Zone 2 operated on weekdays until 7pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 27 YTD	FY 27 Targets	
# of Norman fixed-route passenger trips provided	90,389	500,000	●
# of Norman paratransit trips provided	4,515	26,000	▲
% of on-time Norman paratransit pick-ups	93.62%	98.58%	▲
# of Norman bus passengers per service hour, cumulative	21.16	22.29	◆
# of Norman bus passengers per day, average	3,477	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%	0.00%	●
% of on-time fixed-route arrivals	77.90%	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
- **FY26** – The fiscal year 2025. Lasted from 7/1/2025 to 6/30/2025
- **FY27** – The fiscal year 2026. Lasting from 7/1/2025 to 6/30/2026
- **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 individuals with disabilities through an application process and a functional eligibility assessment
- **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

Norman On-Demand

Performance Report

City of Norman
Public Works Department

Microtransit Pilot Program Performance Report — August 2026

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 original request for proposals (RFP) in 2023 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. Some of the expected outcomes of these metrics were altered by the City's partnership with the University of Oklahoma, though the targets were not adjusted.

Service Profile, Pricing, & Hours

Pricing		Service Hours	
First Passenger	$3.00**	Monday-Wednesday	7pm – 1am
Each Added Passenger	$1.00	Thursday-Saturday	7pm – 3am*
OU SafeRide	Free	OU SafeRide: Thursday -Saturday	10pm – 3am*
OU SafeRide: OU Students using OU email address during SafeRide hours		Sunday	10am – 6pm

ADA/Wheelchair Accessible Vehicles available upon request.
**Outside of the OU fall & spring semesters, Thurs.-Sat. service ends at 1am*
***First passenger fare increased from $2 to $3 in August 2025*

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. Staff are working on a request for proposals (RFP) to transition this service from a pilot service to a regular transit offering for fiscal year ending 2028.

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (YTD) (07/01/26 – 08/31/26)	August 2026	August 2025	Year Over Year (YOY) Service
Average Walking Distance	<0.10 miles	0.07 miles	0.07 miles	0.06 miles	+16.67%
Maximum Walking Distance	0.25 miles	0.37miles	0.37 miles	0.28 miles	+32.14%
Average Rider Wait Time*	<15 min	22.5 min	23.8 min	29.6 min	-19.60%
Maximum Rider Wait Time*	20 min	47.0 min*	47.0 min*	60.3 min*	-22.06%
Percent of Ride Requests Picked Up in 20min**	>80%	36.79%**	33.10%**	31.19%**	+6.12%

**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

Ridership	Fiscal YTD (07/01/26 – 08/31/26)	Aug. 2026	Aug. 2025	YOY Service
Total Number of Riders	3,430	1,888	2,640	-28.49%
Total # of Completed Trips	2,477	1,350	1,741	-22.46%
# of Completed Trips Requesting WAV	10	10	37	-72.97%
Ridership Per Service Hour (RPSH)	4.6	4.9	5.5	-6.12%

Norman On-Demand completed 1,888 rides in August 2026, which is a 22.44% increase from the July 2026 total of 1,542. The fiscal year to date ridership for August FY27 is 3,430 which is a 36.86% decrease from the August FY26 fiscal year to date ridership of 5,432. There were a total of 10 completed trips requesting a WAV or wheelchair accessible vehicle in August 2026. 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').

Rider Experience

Rider Experience	Fiscal YTD (07/01/26 – 08/31/26)	Aug. 2026	Aug. 2025	YOY Service
Average Ride Duration (in minutes)	12.1 minutes	12.6	11.6	+8.62%
Average Ride Distance (in miles)	3.7 miles	3.8	3.5	+8.57%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

Approximately 11.1% of all completed rides during FY27 to date received a rating, of which 97.1% 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. One complaint was reported to Via in the month of August, representing 0.53 complaints per 1000 rides provided. The single complaint was regarding driver behaviors.

Program Engagement and Rider Growth

Engagement – Service to Date (8/16/23 – 08/31/2026)		
App Accounts Created Since Launch	18,249	
OU Accounts (as of 08/31/2026)	4,015	22.00%
Active Accounts (at least 1 ride request)	13,456	73.74%
Rider Accounts (at least 1 completed ride)	9,497	52.04%
Repeat Rider Accounts (at least 2 completed rides)	7,628	41.80%

Since the Norman On-Demand App launched on August 16, 2023, a total of 18,249 individual accounts have been created, which is a 3.94% increase over the July 2026 service to date total of 17,557 and a 31.95% increase over the August 2026 service to date total of 13,830. Of these accounts more than half of them (52.04%) have utilized the service at least once and nearly a third (4,827 or 26.45%) have completed more than five rides. Riders are also able to call 405-643-8638 to schedule rides without using the App.

Accidents and Vehicles

No accidents or incidents were reported in August 2026, for a total of zero accidents and zero incidents reported in the 2027 fiscal year and a 16 month streak without accident or incident. Four of seven vehicles were in active service during the month of August, which meets the target fleet availability of four vehicles.