



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: June 25, 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 month 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)

- On July 28, 2025, a City paratransit cutaway bus, unit 5-2471, was totaled after being struck in a head-on collision with another vehicle actively attempting to elude authorities. As an FTA grant recipient we are required to either return an amount equal to the remaining federal interest in the unit (\$135,255) or transfer that federal interest to the acquisition of a new replacement vehicle under the FTA's Like-Kind Exchange Policy. Council authorized purchase of a replacement for this unit at their January 27, 2026 meeting and staff are moving forward with procurement from TESCO at the quoted price of \$192,455. Expected delivery date is late July 2026.
- 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.

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.

Grants

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

- 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 which are now on order.
- 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

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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.

- 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.
- Staff submitted an application for an Oklahoma Tobacco Settlement Endowment Trust (TSET) Targeted Achievement Grants (TAG) Physical Activity grant to launch a pilot program for senior-focused transit service to specific health and wellness destinations in Norman that would be modeled after an existing program in Oklahoma City known as EMBARK Well. Norman's submission was not selected to receive this grant during this award cycle.

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 included on the June 23, 2026 Council agenda. If approved, staff will work with our partner agencies to revise advertising to reflect the changed hours of service. Staff will then begin 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 May 2026.
2. Norman On-Demand Performance Report for May 2026.



PERFORMANCE REPORT

Transit System Report

May 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 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

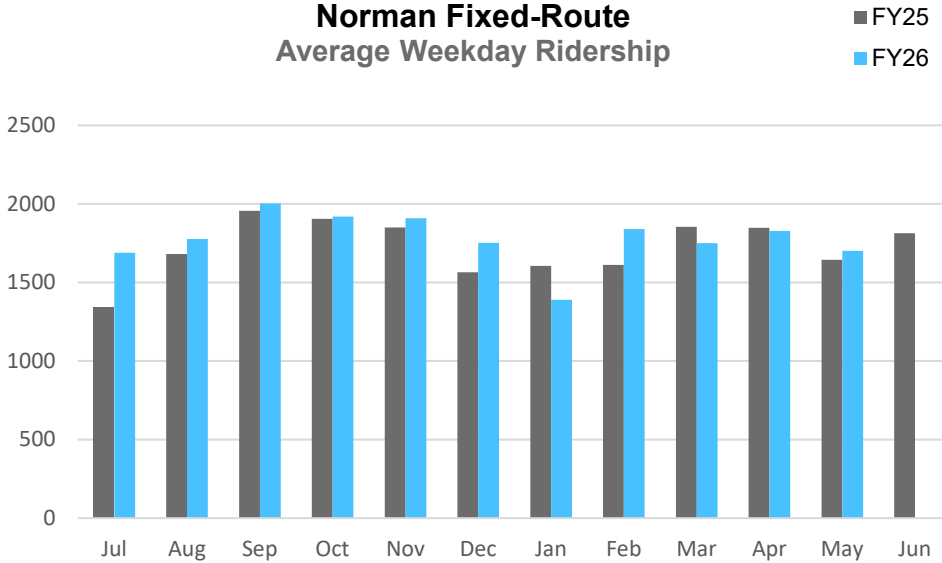
Total ridership for EMBARK Norman in May 2026 was 42,700 compared to 42,400 in May 2025. The average total daily ridership was 1,801 for May 2026, a 3.73% increase from 1,736 in May 2025.

The fixed-route service totaled 40,508 for May 2026 compared to 40,250 for May 2025. Average fixed-route daily ridership for May 2026 was 1,558 compared to 1,551 for May 2025. Passengers with wheelchairs for May 2026 totaled 481, compared to 243 for May 2025. Passengers with bikes totaled 1,165 compared to 1,432 for May 2025.

PLUS ridership totaled 2,192 for May 2026, compared to 2,150 for May 2025. The average total PLUS ridership was 84 for May 2026, compared to 100 for May 2025. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	May FY26	May FY25	+/- May FY25
Fixed Routes (M-F)	35,744	36,110	-1.01%
110 - Main Street	3,168	3,400	-6.82%
111 – E Lindsey	16,030	17,249	-7.07%
112 – W Lindsey	10,296	9,344	10.19%
121 - Westheimer	2,940	3,085	-4.70%
122 - Rock Creek	3,261	2,990	9.06%
144 - Social Security	49	42	16.67%
Fixed Routes (Sat)	4,764	4,140	15.07%
110 - Main Street	502	279	79.93%
111 – E Lindsey	1,835	1,774	3.44%
112 – W Lindsey	1,508	1,295	16.45%
121 - Westheimer	439	360	21.94%
122 - Rock Creek	480	432	11.11%
PLUS ADA Service	2,192	2,150	1.95%
PLUS (M-F)	2,072	2,073	-0.05%
PLUS (Sat)	120	77	55.84%
Bikes	1,165	1,432	-18.65%
Wheelchair	481	243	97.94%
PLUS Wheelchair	N/A	N/A	N/A%

Norman Fixed-Route Average Weekday Ridership



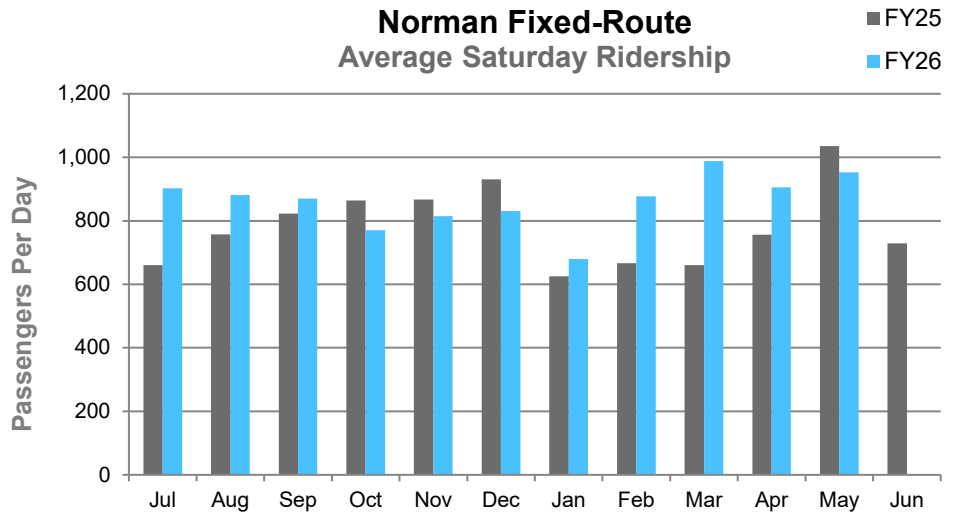
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for May 2026 was 35,744, a 1.01% decrease from 36,110 in May 2025. Average weekday passenger ridership totaled 1,702 in May 2026; a 3.53% increase compared to 1,644 for May 2025. The RPSH was 20.27, a 4.34% decrease from 19.43 in May 2025.

Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for May 2026 was 4,764, a 15.07% increase from 4,140 in May 2025. Average Saturday passenger ridership totaled 953 for May 2026, a 7.94% decrease from 1,035 in May 2025. RPSH was 18.19 a 13.71% increase from 16.00 in May 2025.

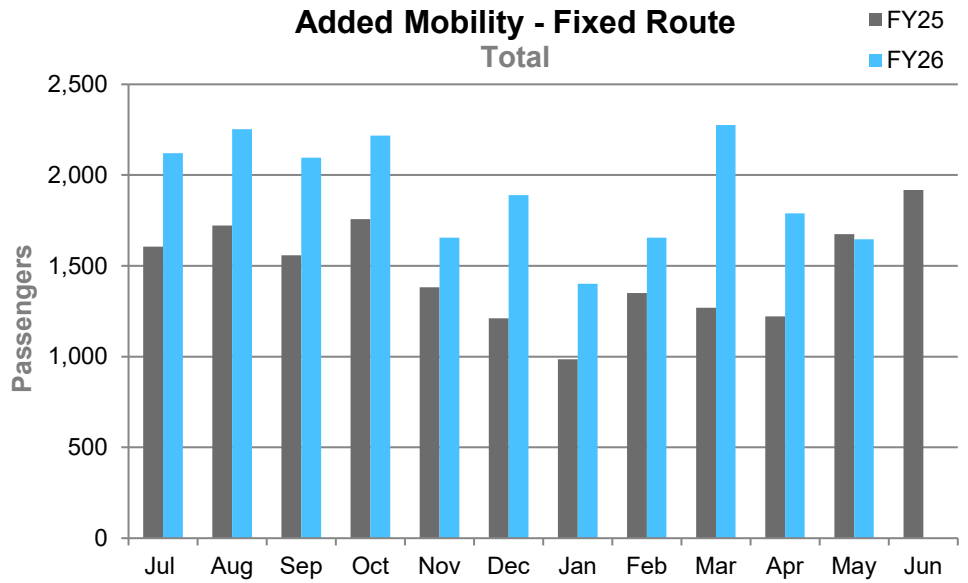
Norman Fixed-Route Average Saturday Ridership



Added Mobility – Fixed Route

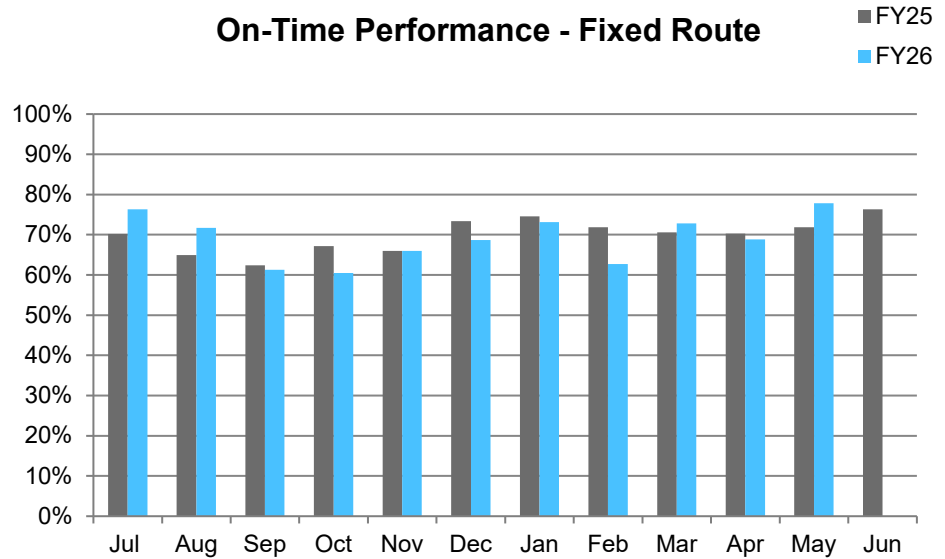
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,646 for May 2026, a 1.73% decrease from 1,675 in May 2025.

Bike passengers totaled 1,165 for May 2026, a 18.65% decrease from 1,432 in May 2025. Passengers with wheelchairs totaled 481, a 97.94% increase from 243 in May 2025.



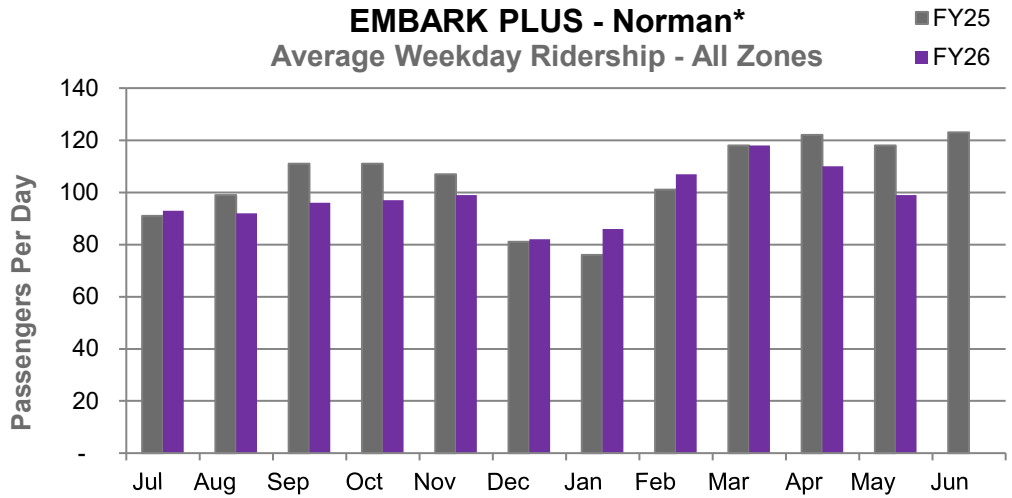
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 77.80% in May 2026, a 5.90% increase from 71.90% in May 2025.



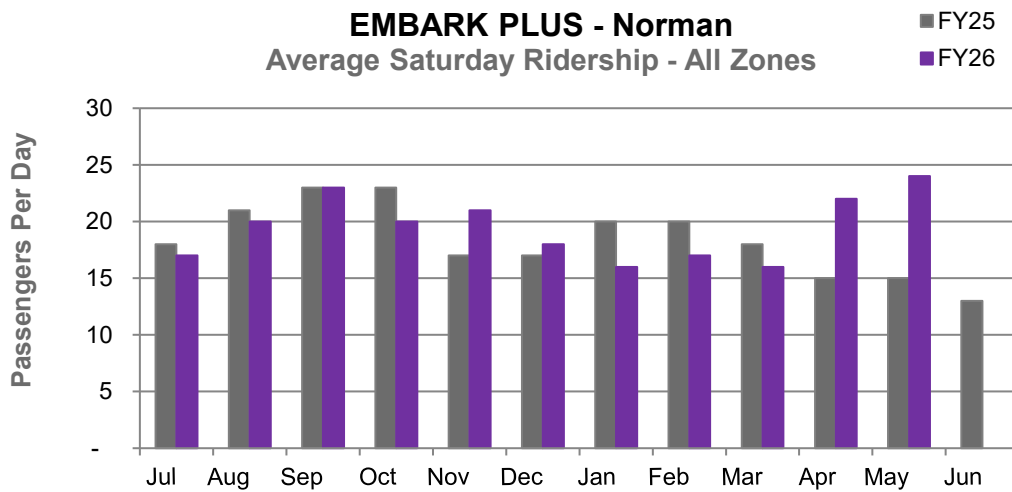
PLUS Weekday*

Total PLUS weekday ridership for May 2026 was 2,072, a 0.05% decrease from 2,073 in May 2025. Average weekday passenger ridership totaled 99 for May 2026, a 4.96% increase from the May 2025 average of 94. RPSH was 1.81, a 28.40% increase from 1.41 in May 2025.



PLUS Saturday

Total PLUS Saturday ridership for May 2026 was 120, a 55.84% increase from 77 in May 2025. Average Saturday passenger ridership totaled 24 for May 2026, which is a 26.32% increase from the average of 19 in May 2025. RPSH for May 2026 was 1.79, a 55.84% increase from 1.15 in May 2025.



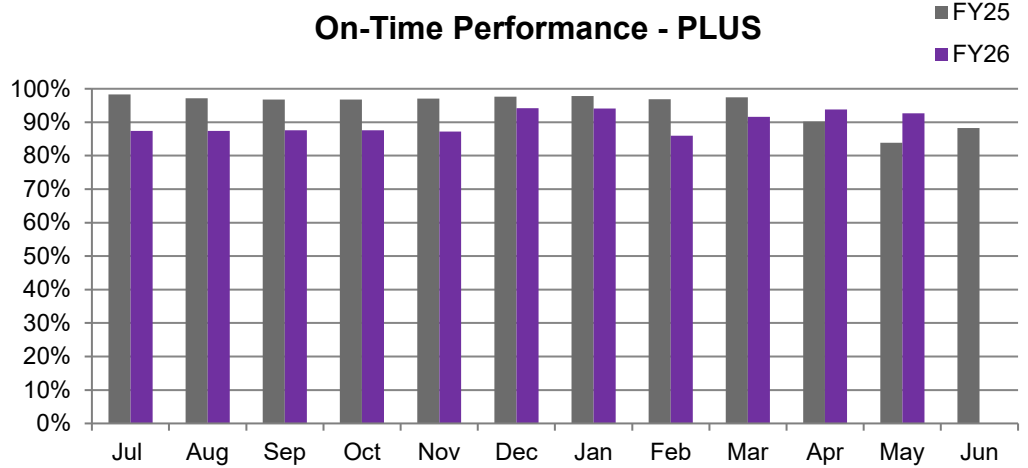
Added Mobility – PLUS*

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 May 2026 was 92.70%, an 8.79% increase from 83.91% in May 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 93.84%, which is up 13.87% from 79.97% in May 2025. Saturday on-time performance was 72.48%, a 15.70% decrease from 88.18% in May 2025.



PLUS Weekday Service Summary	May FY26*	May FY25	+/- May FY26		PLUS Saturday Service Summary	May FY26	May FY25	+/- May FY26
Total Passengers	2,072	2,073	-0.05%		Total Passengers	120	77	55.84%
Total Trips	1,880	1,964	-4.28%		Total Trips	109	77	41.56%
Trips Daily Average	90	89	0.59%		Trips Daily Average	22	19	13.25%
Trips Requested	1,947	1,969	-1.12%		Trips Requested	107	78	37.18%
Denied Trips	15	5	200.00%		Denied Trips	0	5	-100.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	67	49	36.73%		No Show	2	1	100.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	May FY26	May FY25	+/- May FY26
New Applications	15	13	15.38%
Renewals Received	10	8	25.00%
Applications Approved	20	15	33.33%
Applications Denied	1	0	100.00%

Summary of Services Table: May 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 May FY26	FY26 YTD	FY25 YTD	Service Profile	May FY26	May FY25
Fixed Routes (M-F)	1,702	415,977	400,451	Weekdays	21	22
Fixed Routes (Sat)	953	41,216	39,324	Saturdays	5	4
PLUS (M-F)	99	22,960	22,212	Gamedays	0	0
-Zone 1*	99	22,960	17,639	Holidays	1	0
-Zone 2**	0	0	4,573	Weather	0	7
PLUS (Sat)***	24	901	862	Fiscal YTD	295	281
				Cal. YTD Days	142	128

*Requires ¾ mile

**Zone 2 operated on weekdays until 7pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 26 YTD	FY 26 Targets	
# of Norman fixed-route passenger trips provided	457,193	500,000	●
# of Norman paratransit trips provided	23,861	26,000	▲
% of on-time Norman paratransit pick-ups	89.97%	98.58%	▲
# of Norman bus passengers per service hour, cumulative	20.09	22.29	◆
# of Norman bus passengers per day, average	1,621	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%	0.00%	●
% of on-time fixed-route arrivals	69.48%	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
- **FY25** – The fiscal year 2025. Lasted from 7/1/2025 to 6/30/2025
- **FY26** – 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 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

May 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 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, Pricing, & Hours

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

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

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.

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (YTD) (07/01/25 – 05/31/26)	May 2026	May 2025	Year Over Year (YOY) Service
Average Walking Distance	<0.10 miles	0.06 miles	0.07 miles	0.07 miles	0% (no change)
Maximum Walking Distance	0.25 miles	0.37 miles	0.33 miles	0.37 miles	-10.81%
Average Rider Wait Time*	<15 min	21.5 min	19.6 min	28.0 min	-30.00%
Maximum Rider Wait Time*	20 min	105.0 min*	49.5 min*	47.0 min*	+5.05%
Percent of Ride Requests Picked Up in 20min	>80%	54.70%**	60.59%**	32.94%**	+45.63%

*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 2,233 rides in May 2026, which is a 1.59% decrease from the April 2026 total of 2,269. The fiscal year to date ridership for May FY26 is 24,803 which is a 41.09% decrease from the May FY25 fiscal year to date

Ridership	Fiscal YTD (07/01/25 – 05/31/26)	May 2026	May 2025	YOY Service
Total Number of Riders	24,803	2,233	3,382	-33.97%
Total # of Completed Trips	17,281	1,568	2,289	-31.50%
# of Completed Trips Requesting WAV	174	10	60	-83.34%
Ridership Per Service Hour (RPSH)	4.6	4.5	5.8	-22.41%

ridership of 42,103. There were a total of 10 completed trips requesting a WAV or wheelchair accessible vehicle in May 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

Approximately 11.0% of all completed rides during FY26 to date received a rating, of which 96.3% were rated five out of five

Rider Experience	Fiscal YTD (07/01/25 – 05/31/26)	May 2026	May 2025	YOY Service
Average Ride Duration (in minutes)	10.9 minutes	11.3	10.9	+3.54%
Average Ride Distance (in miles)	3.3 miles	3.3	3.3	0% (no change)
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

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 May, representing 1.34 complaints per 1000 rides provided. All three complaints were regarding unprofessional driver behavior.

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 17,012 individual accounts have been created, which is a 1.62% increase over the April 2026 service to date total of 16,737 and a 30.32% increase over the May 2025 service to date total of 11,870. Of these accounts more than half of them (52.33%) have utilized the service at least once and nearly a third (4,749 or 27.92%) 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 – 05/31/2026)		
App Accounts Created Since Launch	17,012	
OU Accounts (as of 06/01/2026)	4,065	23.89%
Active Accounts (at least 1 ride request)	12,433	73.08%
Rider Accounts (at least 1 completed ride)	8,903	52.33%
Repeat Rider Accounts (at least 2 completed rides)	7,172	42.16%

Accidents and Vehicles

No accidents or incidents were reported in May 2026, for a total of zero accidents and zero incidents reported in FY26. Five of seven vehicles were in active service during the month of May, which meets the target fleet availability. A Chrysler airbag recall for 2022-2025 Voyager & Pacifica vehicles and an abundance of caution impacted the ability to maintain the use of the full fleet of seven vehicles. Some temporary replacement vehicles were borrowed from another program run by our partner Via and are operating with magnetic side decals instead of full vehicle wraps. Riders have in-app and email messages making them aware and keeping them up to date.