



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: January 22, 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 staged on Tecumseh Dr. between service trips when it was struck in a head-on collision with another vehicle actively attempting to elude authorities. We have been advised that the other party/vehicle was not insured. Once the unit was released from police hold, City Fleet staff began assessing damage and seeking quotes for repair. Multiple vendors declined to provide a quote for repair instead flatly assessing the vehicle as 'totaled'. The frame of the vehicle sustained extensive damage requiring the entire chassis or cab structure to be replaced. The estimates that were obtained ranged from approximately \$50,000 to \$100,000 and included caveats that costs would likely increase as more damage was expected to be discovered in the course of any repair. Complicating matters, this unit was recently acquired using Federal Transit Administration grant funding and entered service just eight weeks prior, on June 2, 2025. Due to the casualty nature of the loss, as an FTA grant recipient we are required to either return an amount equal to the remaining federal interest in the unit or transfer that federal interest to the acquisition of a new replacement vehicle under the FTA's Like-Kind Exchange Policy. The unit was purchased from TESCO for \$181,450, of which \$135,255 represents the FTA's federal interest. The initial authorization for that purchase was provided by Council through Resolution R-2324-149 on June 11, 2024. A quote of \$201,205 has been received from TESCO for a like-kind replacement. Staff are submitting an item for the January 27, 2026, regular Council meeting for consideration to move forward with replacing this unit.
- 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, in the paratransit fleet, which is eligible to be retired and replaced according to FTA useful life standards. The wheelchair lift in this unit has recently failed causing this unit to be out of service.

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. Following direction from the Council Community Planning and Transportation Committee on October 23, staff have worked with EMBARK on a cost estimate for this expansion if funding is identified.
- **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.



office memorandum

Central Oklahoma Long Range Transit Plan

Utilizing a combination of ACOG FTA Planning and OKC MAPS 4 funding, EMBARK and ACOG have developed a Central Oklahoma Long Range Transit Plan to analyze existing and planned improvements to transit in the region. At a high level, this plan makes recommendations for the region's transit service as a whole. Updates from ACOG and EMBARK on the development of the plan were presented to Council during the January 14, 2025; May 13, 2025; and September 23, 2025 Council Conferences. ACOG approved the plan on November 20, 2025. Council will review an item on the January 27, 2026, Council meeting to officially receive the plan with similar agenda also being presented to the Oklahoma City and Edmond Councils. In addition, based off of recommendations in the plan, ACOG is working to establish a Public Transit Advisory Committee, similar to the other committees at ACOG. This committee would primarily consist of the region's transit providers and work towards implementation of the recommendations in the plan.

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 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 funds have been identified for the replacement of 5-2065, which has exceeded its useful life.
- 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% (\$76,688) local matching funds. 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 5-0704, 5-1029 and 5-1533, which have exceeded their useful lives. This purchase was authorized by Council on Oct. 14, 2025.
- 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.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

Funding for fiscal year ending 2026 was approved as a budget amendment, and Council approved contract amendments with Via Transportation and the University of Oklahoma on July 8, 2025 to extend the service through June 30, 2026. Staff are reviewing options to transition this from its current status as a pilot program with contract extensions into a standard ongoing agreement for fiscal year ending 2027. These options will be presented to Council and City leadership for consideration. More details 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 December 2025.
2. Norman On-Demand Performance Report for December 2025.

PERFORMANCE REPORT

Transit System Report

December 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 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

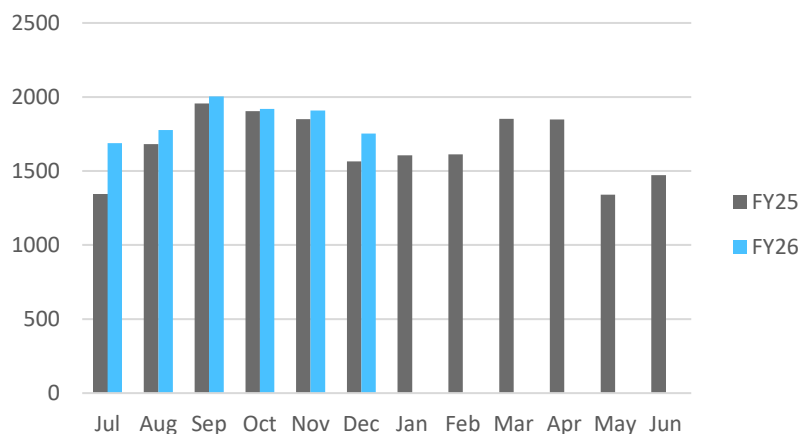
Total ridership for EMBARK Norman in December 2025 was 43,899 compared to 38,424 in December 2024. The average total daily ridership was 1,754 for December 2025, a 6.47% increase from 1,647 in December 2024.

The fixed-route service totaled 41,889 for December 2025 compared to 36,606 for December 2024. Average fixed-route daily ridership for December 2025 was 1,612 compared to 1,466 for December 2024. Passengers with wheelchairs or other mobility devices totaled 429, compared to 511 for December 2024. Passengers with bikes or other mobility devices totaled 1,460 compared to 701 for December 2024.

PLUS ridership totaled 2,000 for December 2025, compared to 1,818 for December 2024. The average total PLUS ridership was 77 for December 2025, compared to 73 for December 2024. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	December FY26	December FY25	+/- December FY25
Fixed Routes (M-F)	38,541	32,883	17.21%
110 - Main Street	3,175	3,190	0.95%
111 – E Lindsey	16,869	19,691	2.60%
112 – W Lindsey	10,692	7,381	39.97%
121 - Westheimer	3,986	2,433	43.54%
122 - Rock Creek	3,819	2,402	33.48%
144 - Social Security	36	20	-100.00%
Fixed Routes (Sat)	3,322	3,842	13.53%
110 - Main Street	255	432	-40.97%
111 – E Lindsey	1,357	1,619	-16.18%
112 – W Lindsey	1,081	1,110	-2.61%
121 - Westheimer	286	272	5.15%
122 - Rock Creek	343	409	-16.14%
PLUS ADA Service	2,000	1,818	10.01%
PLUS (M-F)	1,777	1,703	-8.19%
PLUS (Sat)	77	73	-4.53%
Bikes	1,460	701	108.27%
Wheelchair	429	511	-16.05%
PLUS Wheelchair	n/a	N/A	-100.00%

Norman Fixed-Route Average Weekday Ridership



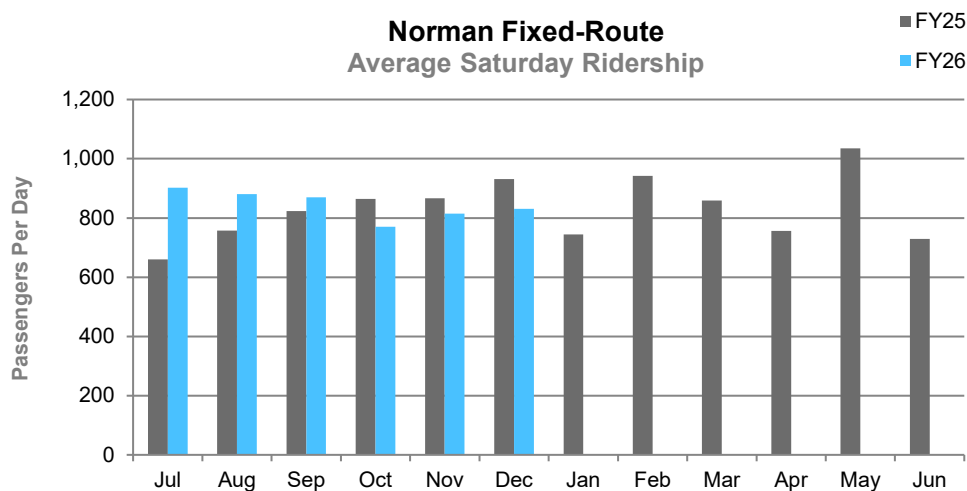
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for December 2025 was 38,541, a 17.21% increase from 32,883 in December 2024. Average weekday passenger ridership totaled 1,754 in December 2025; an 11.90% increase compared to 1,567 for December 2024. The RPSH was 21.10, a -3.80% decrease from 21.94 in December 2024.

Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for December 2025 was 3,322, a -13.53% decrease from 3,842 in December 2024. Average Saturday passenger ridership totaled 831 for December 2025, a 10.79% decrease from 931 in December 2024. RPSH was 13.83, a 18.19% decrease from 16.91 in December 2024.

Norman Fixed-Route Average Saturday Ridership

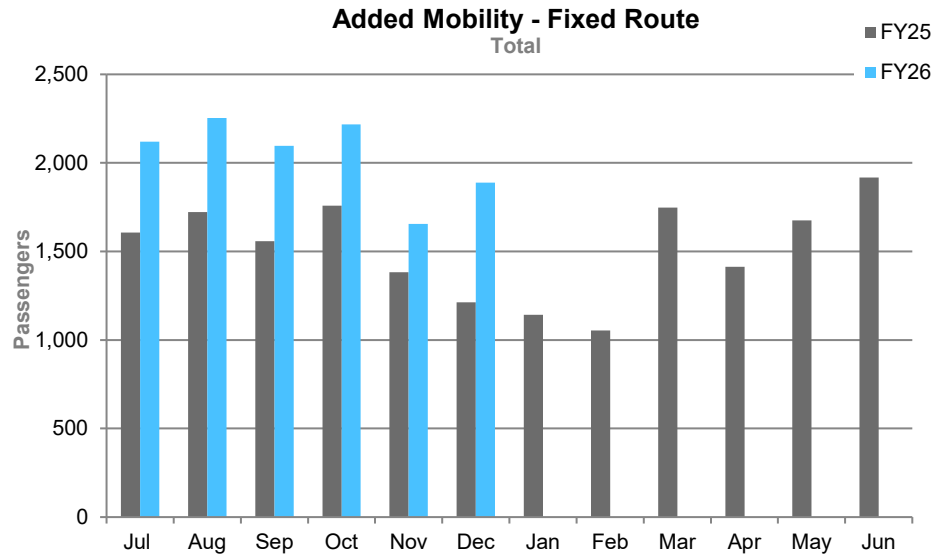


Added Mobility – Fixed Route

Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,889 for December 2025, a 55.86% increase from 1,212 in December 2024.

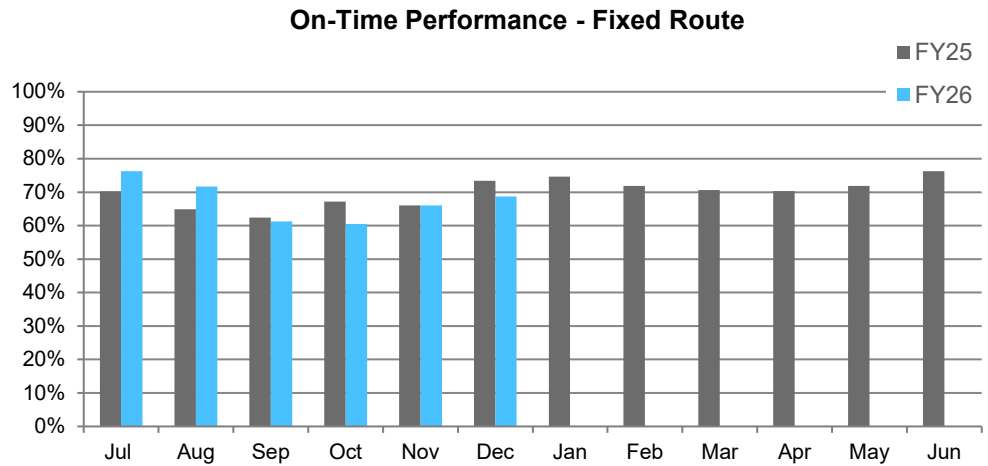
Bike passengers totaled 1,460 an 108.27% increase from 701 in December 2024.

Passengers with wheelchairs totaled 429, a -16.05% decrease from 701 in December 2024.



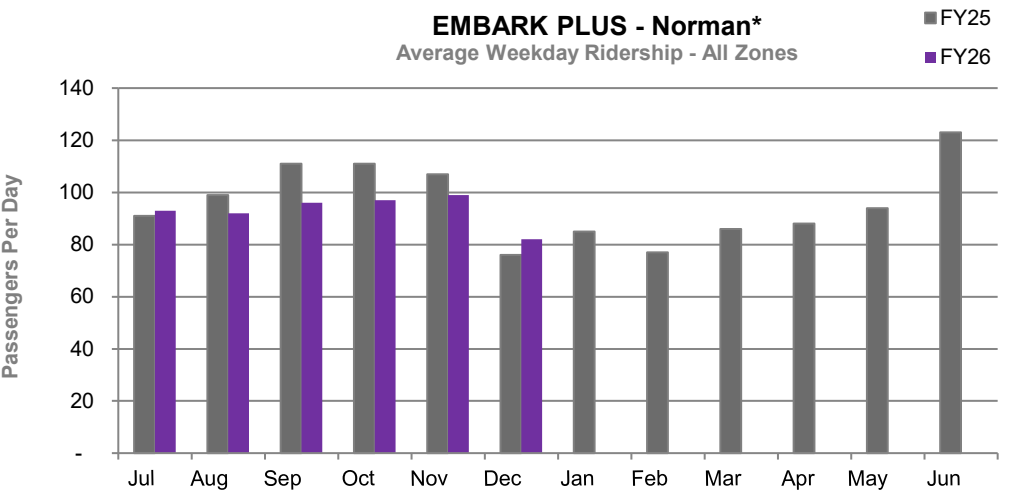
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 68.70% in December 2025, a -6.40% decrease from 73.40% in December 2024.



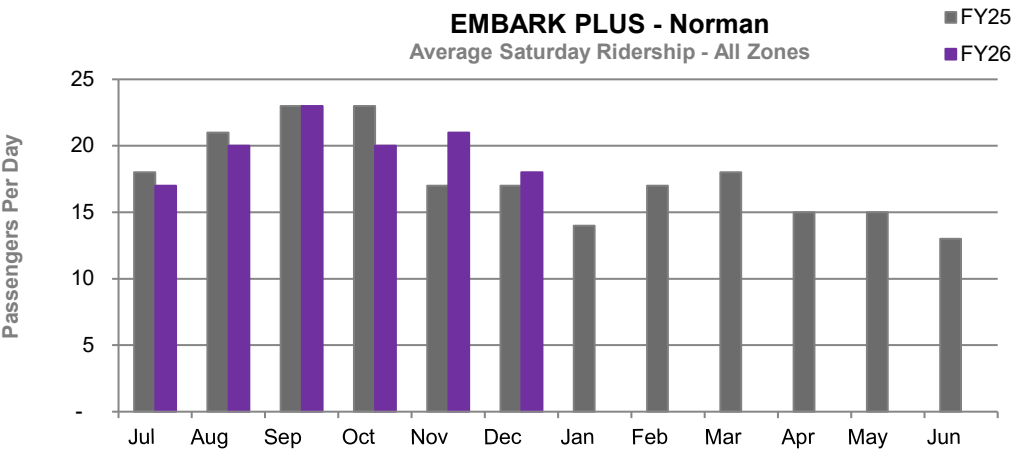
PLUS Weekday*

Total PLUS weekday ridership for December 2025 was 1,928, a 13.21% increase from 1,703 in December 2024. Average weekday passenger ridership totaled 82 for December 2025, a 13.61% increase from the December 2024 average of 76. RPSH was 1.62, a 13.24% increase from 1.27 in December 2024.



PLUS Saturday

Total PLUS Saturday ridership for December 2025 was 72, a -37.39% decrease from 115 in December 2024. Average Saturday passenger ridership totaled 18 for December 2025, which is a -37.93% decrease from the average of 29 in December 2024. RPSH was 1.41, a 4.53% decrease from 1.47 in December 2024.



Added Mobility – PLUS*

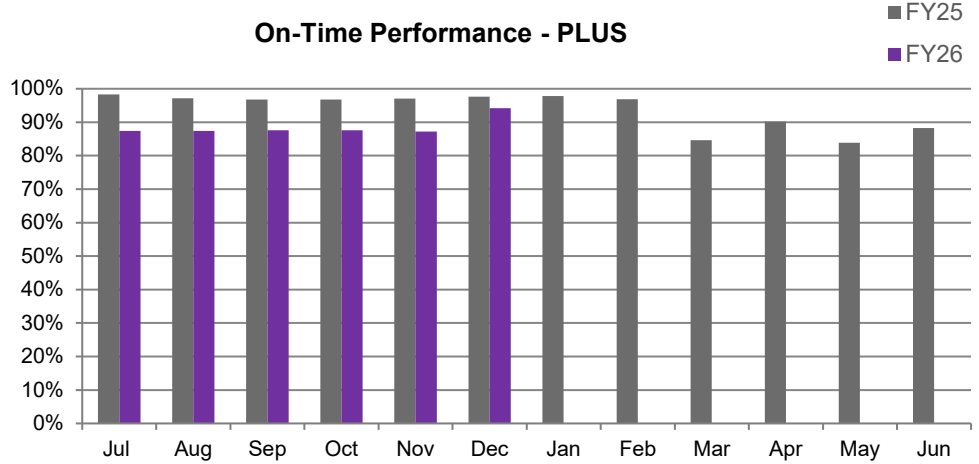
Due to ongoing testing, mobility device data is currently unreliable. This data is expected to be provided again in the future, however.

On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 94.44%, a -3.05% decrease from 97.34% in December 2024.

Due to Ecolane limitations, on-time performance can no longer be broken out by zones for weekday service, however overall, on-time performance for weekdays was 94.44%, which is down -3.05% from 97.23%

December 2024. Saturday on-time performance was 90.54%, a -8.49% decrease from 99.03% in December 2024.



PLUS Weekday Service Summary	December FY26*	December FY25	+/- December FY25		PLUS Saturday Service Summary	December FY26	December FY25	+/- December FY25
Total Passengers	1,928	1,703	13.21%		Total Passengers	72	115	-37.39%
Total Trips	1,803	1,587	13.61%		Total Trips	72	103	-30.10%
Trips Daily Average	82	76	7.83%		Trips Daily	18	17	-7.46%
Trips Requested	1,854	1,593	16.38%		Trips Requested	74	104	-28.85%
Denied Trips	20	6	233.33%		Denied Trips	0	1	-100.00%
Capacity Denials	0	4	-100.00%		Capacity Denials	0	1	-100.00%
No Show	51	18	183.33%		No Show	2	2	0%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	December FY26	December FY25	+/- December FY25
New Applications	6	6	8.33%
Renewals Received	8	5	100.00%
Applications Approved	26	17	31.25%
Applications Denied	2	0	100.00%

Summary of Services Table: December 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 December FY26	FY26 YTD	FY25 YTD		Service Profile	December FY26	December FY25
Fixed Routes (M-F)	1,754	235,520	217,257		Weekdays	22	21
Fixed Routes (Sat)	815	21,971	21,729		Saturdays	4	4
PLUS (M-F)	94	11,274	12,029		Gamedays	0	0
-Zone 1*	94	11,274	12,029		Holidays	1	1
-Zone 2**	0	0	0		Weather	0	5
PLUS (Sat)***	15	479	552		Fiscal YTD	165	159
					Cal. YTD Days	319	313

*Requires ¾ mile

**Zone 2 operated 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	235,520	500,000	●
# of Norman paratransit trips provided	12,400	26,000	▲
% of on-time Norman paratransit pick-ups	94.29%	98.58%	▲
# of Norman bus passengers per service hour, cumulative	20.52	22.29	◆
# of Norman bus passengers per day, average	1,754	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%*	0.00%	●
% of on-time fixed-route arrivals	68.08%	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 7/1/2024 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

December 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 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	\$3.00**
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*

***First passenger fare increased from \$2 to \$3 in August 2025*

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (07/01/25 – 12/31/25)	December		Year Over Year Service
			2025	2024	
Average Walking Distance	<0.10 miles	0.06 miles	0.07 miles	0.06 miles	+14.29%
Maximum Walking Distance	0.25 miles	0.37 miles	0.25 miles	0.25 miles	0% (no change)
Average Rider Wait Time*	<15 min	22.9 min	20.6 min	25.3 min	-18.58%
Maximum Rider Wait Time*	20 min	68.2 min*	47.0 min*	51.1 min*	-8.02%
Percent of Ride Requests Picked Up in 20min	>80%	49.47%**	58.12%**	39.88%**	+31.38%

*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. *This stat has been revised down from 105 minutes in the Nov 2025 report which was an error caused by Daylight Saving Time clock changes. The adjusted Maximum Rider Wait time for Nov 2025 is 45.0 minutes.*

**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 1,799 rides in December 2025, which is a 11.03% decrease from the November 2025 total of 2,022. The fiscal year to date ridership for December FY26 is 14,258 which is a 40.28%

decrease from the December FY25 fiscal year to date ridership of 23,875. There were a total of 8 completed trips requesting a WAV or wheelchair accessible vehicle in December 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 (07/01/25 – 12/31/25)	December		Year Over Year Service
		2025	2024	
Total Number of Riders	14,258	1,799	3,372	-46.65%
Total # of Completed Trips	9,767	1,306	2,244	-41.80%
# of Completed Trips Requesting WAV	128	8	27	-70.37%
Ridership Per Service Hour (RPSH)	4.8	4.4	6.2	-29.03%

Rider Experience

Approximately 12.6% of all completed rides during FY26 to date received a rating, of which 95.8% were rated five out of five stars. The system

Rider Experience	Fiscal Year to Date (07/01/25 – 12/31/25)	December		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.0 minutes	10.0	11.0	-9.09%
Average Ride Distance (in miles)	3.3 miles	3.1	3.4	-8.82%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	6.2	0% (no change)

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. Zero complaints were reported to Via in the month of December, representing 0.00 complaints per 1000 rides provided.

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 15,555 individual accounts have been created, which is a 2.02% increase over the November 2025 service to date total of 15,241 and a 38.55% increase over the December 2024 service to date total of 9,558. Of these accounts more than half of them (51.83%) have utilized the service at least once and about a third (4,549 or 29.24%) 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 – 12/31/2025)		
App Accounts Created Since Launch	15,555	
OU Accounts (as of 12/29/2025)	3,863	24.83%
Active Accounts*	11,077	71.21%
Rider Accounts**	8,063	51.83%
Repeat Rider Accounts***	6,554	42.13%
*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 December, for a total of zero accidents and zero incidents reported in FY26. Four of seven vehicles were in active service during the month of December, 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.