



**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:** February 26, 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 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)**

- 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. We have been advised that the other party/vehicle was not insured. 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. 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 build date is 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, 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. 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.

**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

office memorandum



# office memorandum

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, 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.

### **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 January 2025.
2. Norman On-Demand Performance Report for January 2025.



# PERFORMANCE REPORT

## Transit System Report

January 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

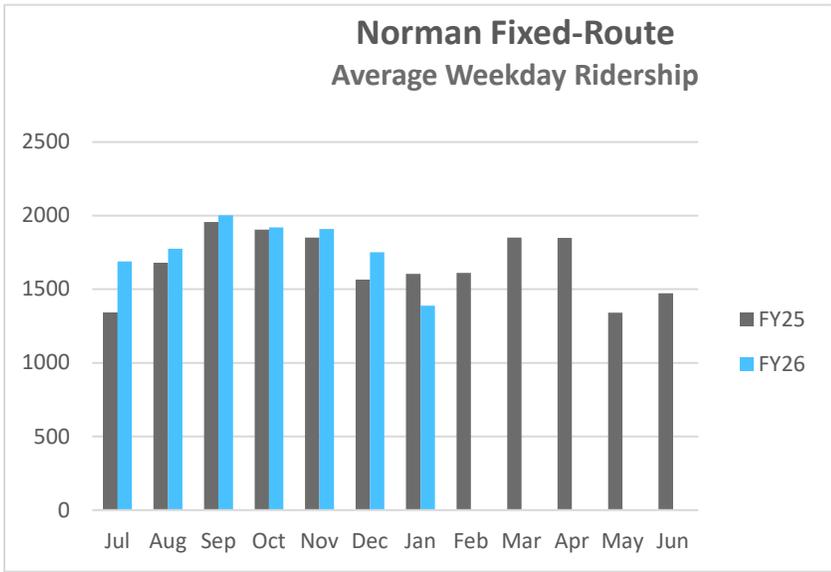
Total ridership for EMBARK Norman in January 2026 was 34,455 compared to 39,532 in January 2025. The average total daily ridership was 1,325 for January 2026, a -12.82% decrease from 1,520 in January 2025.

The fixed-route service totaled 32,574 for January 2026 compared to 37,781 for January 2025. Average fixed-route daily ridership for January 2026 was 1,253 compared to 1,456 for January 2025. Passengers with wheelchairs or other mobility devices totaled 476, compared to 378 for January 2026. Passengers with bikes or other mobility devices totaled 926 compared to 608 for January 2025.

PLUS ridership totaled 1,881 for January 2026, compared to 1,751 for January 2025. The average total PLUS ridership was 72 for January 2026, compared to 67 for January 2025. Mobility device data for Norman is undergoing testing and is unreliable.

| Norman Transit Services   | January FY26  | January FY25  | +/- January FY25 |
|---------------------------|---------------|---------------|------------------|
| <b>Fixed Routes (M-F)</b> | <b>29,174</b> | <b>35,282</b> | <b>-17.31</b>    |
| 110 - Main Street         | 2,243         | 2,865         | -21.71%          |
| 111 - E Lindsey           | 11,951        | 19,075        | -37.35%          |
| 112 - W Lindsey           | 8,465         | 7,588         | 11.56%           |
| 121 - Westheimer          | 3,493         | 2,878         | 21.37%           |
| 122 - Rock Creek          | 2,974         | 2,838         | 4.79%            |
| 144 - Social Security     | 48            | 38            | 26.32%           |
| <b>Fixed Routes (Sat)</b> | <b>3,400</b>  | <b>2,620</b>  | <b>29.77%</b>    |
| 110 - Main Street         | 252           | 240           | 5.00%            |
| 111 - E Lindsey           | 1,278         | 1,181         | 8.21%            |
| 112 - W Lindsey           | 1,156         | 756           | 52.91%           |
| 121 - Westheimer          | 316           | 164           | 92.68%           |
| 122 - Rock Creek          | 398           | 279           | 42.65%           |
| <b>PLUS ADA Service</b>   | <b>1,881</b>  | <b>1,751</b>  | <b>7.42%</b>     |
| PLUS (M-F)                | 1,779         | 1,672         | 7.60%            |
| PLUS (Sat)                | 82            | 79            | 3.80%            |
| Bikes                     | 926           | 608           | 52.30%           |
| Wheelchair                | 476           | 378           | 25.93%           |
| PLUS Wheelchair           | N/A           | N/A           | -100.00%         |

### Norman Fixed-Route Average Weekday Ridership



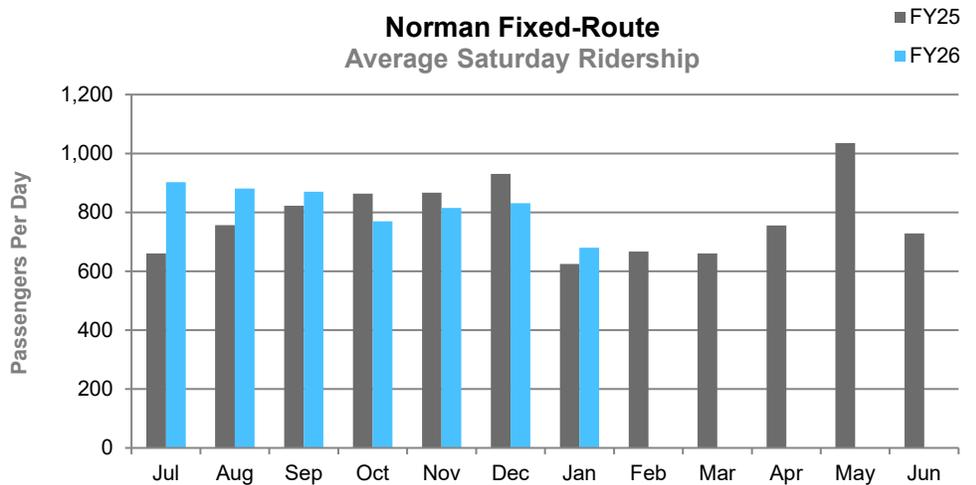
### Fixed Route Weekday Ridership

Total fixed-route weekday ridership for January 2026 was 29,174, a -17.31% decrease from 35,282 in January 2025. Average weekday passenger ridership totaled 1,606 in January 2026; an -13.50% decrease compared to 1,606 for January 2026. The RPSH was 23.09, a -3.80% decrease from 21.69 in January 2025.

### Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for January 2026 was 3,400, a 29.77% increase from 2,620 in January 2025. Average Saturday passenger ridership totaled 680 for January 2026, a 8.80% increase from 625 in January 2025. RPSH was 21.49, a -18.19% decrease from 14.19 in January 2025.

### Norman Fixed-Route Average Saturday Ridership

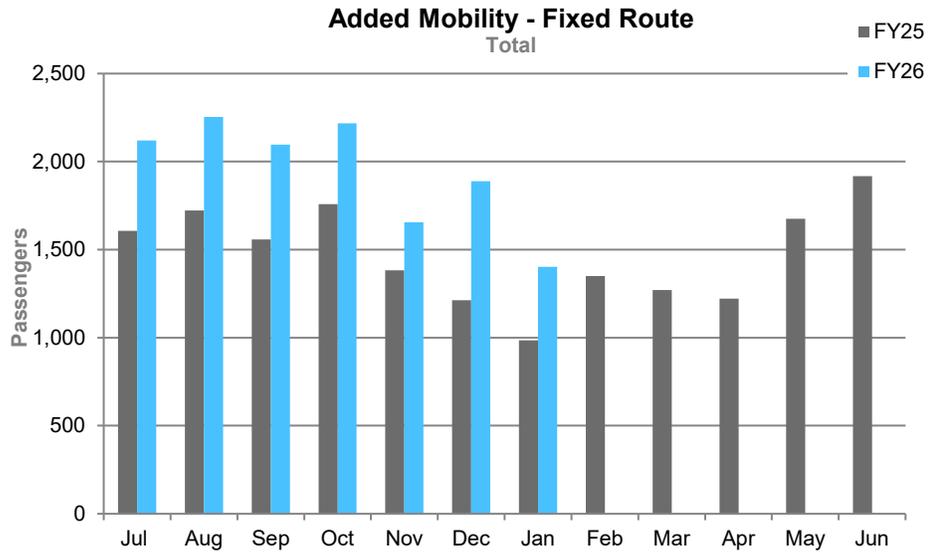


**Added Mobility – Fixed Route**

Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,402 for January 2026, a 42.19% increase from 986 in January 2025.

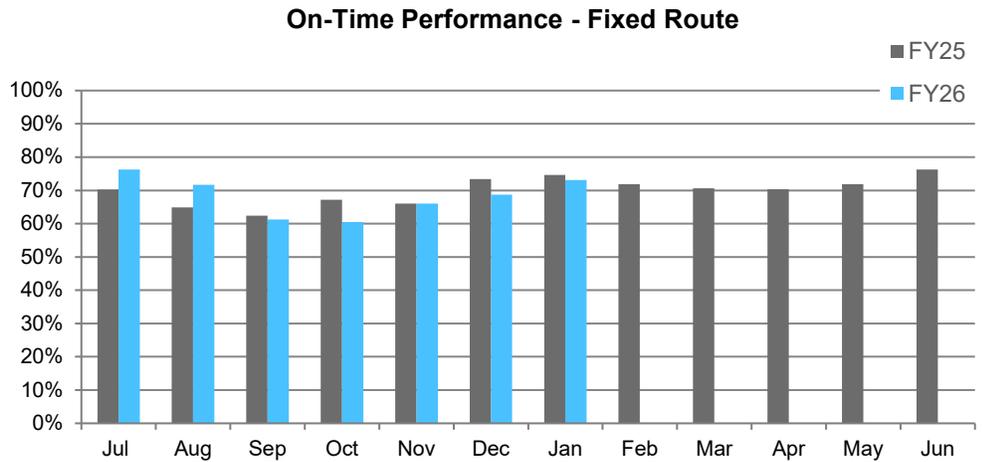
Bike passengers totaled 926 a 52.30% increase from 608 in January 2026.

Passengers with wheelchairs totaled 476, a 25.93% increase from 378 in January 2025.



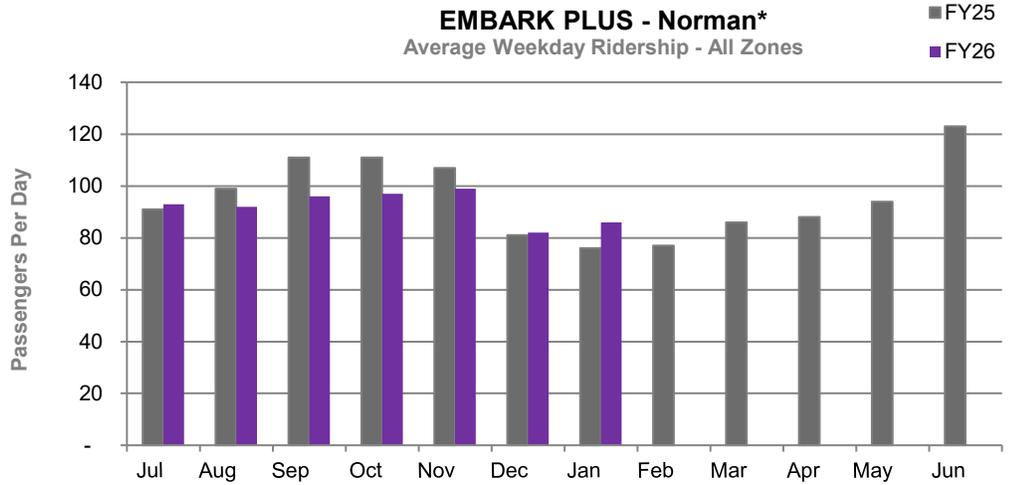
**On-Time Performance – Fixed Route**

Cumulative on-time performance for fixed-route buses was 73.08% in January 2026, a 2.01% decrease from 74.60% in January 2025.



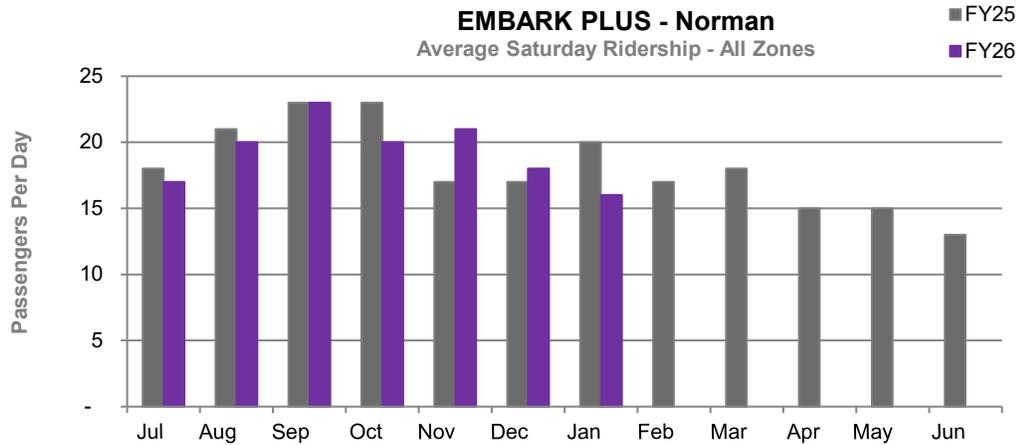
**PLUS Weekday\***

Total PLUS weekday ridership for January 2026 was 1,799, a 7.60% increase from 1,672 in January 2025. Average weekday passenger ridership totaled 86 for January 2026, a 12.72% increase from the January 2025 average of 76. RPSH was 1.89, a 65.16% increase from 1.14 in January 2025.



**PLUS Saturday**

Total PLUS Saturday ridership for January 2025 was 82, a 3.80% increase from 79 in January 2026. Average Saturday passenger ridership totaled 16 for January 2026, which is a -18.0% decrease from the average of 20 in January 2025. RPSH for January 2026 was 1.58, a 7.89% increase from 1.46 in January 2025.



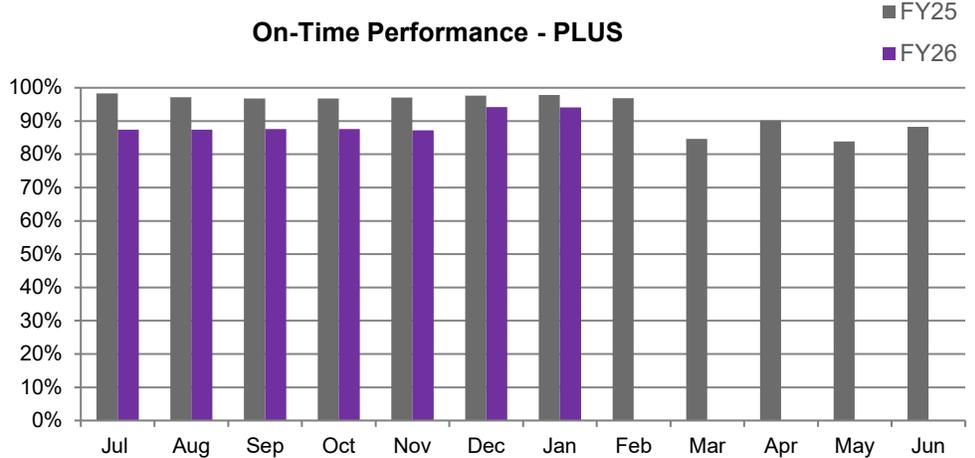
**Added Mobility – PLUS\***

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 January 2026 was 94.14%, a -3.65% decrease from 97.79% in January 2025.

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 94.14%, which is down -3.65% from 97.79% January 2025. Saturday on-time performance was 85.19%, a -9.25% decrease from 94.44% in January 2025.



| <b>PLUS Weekday Service Summary</b> | January FY26* | January FY25 | +/- January FY26 | <b>PLUS Saturday Service Summary</b> | January FY26 | January FY25 | +/- January FY26 |
|-------------------------------------|---------------|--------------|------------------|--------------------------------------|--------------|--------------|------------------|
| Total Passengers                    | 1,799         | 1,672        | 7.60%            | Total Passengers                     | 82           | 79           | 3.80%            |
| Total Trips                         | 1,662         | 1,601        | 3.81%            | Total Trips                          | 74           | 72           | 2.78%            |
| Trips Daily Average                 | 79            | 73           | 8.41%            | Trips Daily                          | 15           | 17           | -11.64%          |
| Trips Requested                     | 1,727         | 1,605        | 7.60%            | Trips Requested                      | 81           | 73           | 10.96%           |
| Denied Trips                        | 29            | 4            | 625.00%          | Denied Trips                         | 0            | 1            | -100.00%         |
| Capacity Denials                    | 0             | 2            | -100.00%         | Capacity Denials                     | 0            | 1            | -100.00%         |
| No Show                             | 65            | 26           | 150.00%          | No Show                              | 7            | 1            | 600.00%          |

\*Capacity denials are currently unknown for specific service levels.

| <b>PLUS Applications</b> | January FY26 | January FY25 | +/- January FY26 |
|--------------------------|--------------|--------------|------------------|
| New Applications         | 17           | 12           | 41.67%           |
| Renewals Received        | 14           | 5            | 180.00%          |
| Applications Approved    | 21           | 7            | 200.00%          |
| Applications Denied      | 0            | 0            | 0.00%            |

### Summary of Services Table: January 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 January FY26 | FY26 YTD | FY25 YTD | Service Profile | January FY26 | January FY25 |
|-------------------------------|------------------|----------|----------|-----------------|--------------|--------------|
| Fixed Routes (M-F)            | 1,389            | 264,694  | 252,539  | Weekdays        | 22           | 22           |
| Fixed Routes (Sat)            | 680              | 25,371   | 24,101   | Saturdays       | 5            | 4            |
| PLUS (M-F)                    | 86               | 13,720   | 14,745   | Gamedays        | 0            | 0            |
| -Zone 1*                      | 86               | 13,720   | 10,589   | Holidays        | 2            | 0            |
| -Zone 2**                     | 0                | 0        | 4,156    | Weather         | 4            | 1            |
| PLUS (Sat)***                 | 16               | 561      | 569      | Fiscal YTD      | 176          | 179          |
|                               |                  |          |          | Cal. YTD Days   | 27           | 26           |

\*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                 | 290,065   | 500,000       | ● |
| # of Norman paratransit trips provided                           | 14,281    | 26,000        | ▲ |
| % of on-time Norman paratransit pick-ups                         | 89.37%    | 98.58%        | ▲ |
| # of Norman bus passengers per service hour, cumulative          | 20.71     | 22.29         | ◆ |
| # of Norman bus passengers per day, average                      | 1,611     | 800*          | ● |
| % of Norman required paratransit pick-ups denied due to capacity | 0.00%     | 0.00%         | ● |
| % of on-time fixed-route arrivals                                | 68.88%    | 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

January 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, 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:<br>Thursday-Saturday | 10pm – 3am* | OU SafeRide<br>(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 (YTD)<br>(07/01/25 – 01/31/26) | January    |            | Year Over Year (YOY) Service |
|---|-------------|--|------------|------------|------------------------------|
|   |             |  | 2026       | 2025       |                              |
| Average Walking Distance                    | <0.10 miles | 0.06 miles   | 0.06 miles | 0.07 miles | -14.29%                      |
| Maximum Walking Distance                    | 0.25 miles  | 0.37 miles   | 0.37 miles | 0.37 miles | 0% (no change)               |
| Average Rider Wait Time*                    | <15 min     | 22.6 min   | 20.2 min   | 27.4 min   | -27.01%                      |
| Maximum Rider Wait Time*                    | 20 min      | 105.0 min*   | 47.0 min*  | 47.0 min*  | 0% (no change)               |
| Percent of Ride Requests Picked Up in 20min | >80%        | 50.84%**   | 60.95%**   | 36.13%**   | +40.72%                      |

\*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 1,813 rides in January 2026, which is a 0.77% decrease from the December 2025 total of 1,799. The fiscal year to date ridership for January FY26 is 16,071 which is a 40.80% decrease from the January

| Ridership                           | Fiscal YTD<br>(07/01/25 – 01/31/26) | January |       | YOY Service |
|-------------------------------------|-------------------------------------|---------|-------|-------------|
|                                     |                                     | 2026    | 2025  |             |
| Total Number of Riders              | 16,071                              | 1,813   | 3,272 | -44.59%     |
| Total # of Completed Trips          | 11,037                              | 1,270   | 2,184 | -41.85%     |
| # of Completed Trips Requesting WAV | 140                                 | 12      | 52    | -76.92%     |
| Ridership Per Service Hour (RPSH)   | 4.8                                 | 4.4     | 6.1   | -27.87%     |

FY25 fiscal year to date ridership of 27,147. There were a total of 12 completed trips requesting a WAV or wheelchair accessible vehicle in January 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 10.9% of all completed rides during FY26 to date received a rating, of which 95.9% were rated five out of five

| Rider Experience                    | Fiscal YTD<br>(07/01/25 – 01/31/26) | January |      | YOY Service |
|-------------------------------------|-------------------------------------|---------|------|-------------|
|                                     |                                     | 2026    | 2025 |             |
| Average Ride Duration (in minutes)  | 10.9 minutes                        | 10.3    | 8.2  | +20.39%     |
| Average Ride Distance (in miles)    | 3.3 miles                           | 3.1     | 2.8  | +9.68%      |
| Average Ride Rating (5 stars scale) | 4.9 stars                           | 5.0     | 4.8  | +4.00%      |

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. In January there were only three rides that were rated less than 5 stars, representing less than a rounding error of all the ratings received resulting in the average rating being a perfect five stars. Two complaints were reported to Via in the month of January, representing 1.10 complaints per 1000 rides provided. One complaint was regarding the behavior of another rider, the other was regarding the driver not showing up.

### Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 15,880 individual accounts have been created, which is a 2.04% increase over the December 2025 service to date total of 15,555 and a 36.43% increase over the January 2025 service to date total of 10,095. Of these accounts more than half of them (51.74%) have utilized the service at least once and nearly a third (4,582 or 28.85%) 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<br>(8/16/23 – 01/31/2026)      |        |        |
|---|--------|--------|
| App Accounts Created Since Launch                           | 15,880 |        |
| OU Accounts (as of 02/02/2026)                              | 3,919  | 24.68% |
| Active Accounts*  | 11,325 | 71.31% |
| Rider Accounts**  | 8,216  | 51.74% |
| Repeat Rider Accounts***                                    | 6,679  | 42.05% |
| *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 January, for a total of zero accidents and zero incidents reported in FY26. Four of seven vehicles were in active service during the month of January, 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.