



MEMO TO: Council Community Planning and Transportation Committee

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

DATE: October 24, 2024

SUBJECT: Public Transportation Monthly Report

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Purpose:

The Public Transportation Monthly Report provides updates to City Council on public transit related items. Additionally, the EMBARK Norman Performance Report and the Norman On-Demand Performance Report for the previous month are attached. These reports provide updates on key metrics associated with the operations of each respective transit system.

Updates:

Go Norman Transit Plan (City of Norman Transit Long Range Plan Update)

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)

- City Fleet Maintenance staff continue to ensure that the transit fleet is in operational condition each morning for line up, despite the age of the vehicles that the City inherited.
 - The City's Transit Fleet includes 27 revenue vehicles, 13 in the fixed-route fleet and 14 in the paratransit fleet. Currently 9 out of 27 (3 of 13 in the fixed route fleet; 6 of 14 in the paratransit fleet) of the revenue vehicles used in the City's transit fleet have met their useful life and are eligible to be retired according to FTA standards. Staff have placed an order for an additional 6 paratransit vehicles which will, when delivered, leave 3 fixed-route vehicles remaining in the transit revenue fleet in need of replacement.
- The City has placed an order to purchase 6 CNG cutaway transit buses for the paratransit fleet. Below is background on this purchase:
 - On June 11, 2024, Council adopted resolution R-2324-149 formally accepting an FTA grant and authorizing this purchase. After additional approvals to enhance the vehicles, the revised cost share per bus is \$129,452 federal (72%) and \$51,998 local match (28%), resulting in \$181,450 total per bus. Thus the proposed cost share for 6 cutaway buses is \$776,714 federal (72%) and \$311,986 local (28%), resulting in a \$1,088,700 total cost for 6 units.
- On February 9, 2024, the City Manager approved the purchase of two hybrid or fully electric support vehicles via state contract using funds budgeted for vehicle replacement which were available in the Public Transportation Fund. The EV charging station for these units has been installed. The first of the two vehicles has been delivered and put into service., the second is undergoing warranty repairs pursuant to a recall issued prior to delivery.

Service Expansion Priorities

Now that the new route network has been implemented, City Transit staff are reviewing and evaluating the next priorities recommended by the Go Norman Transit Plan. The first three expansion recommendations from a total of eight recommendations are as follows:

- **Priority 1: Sunday Service** –Sunday transit service is currently being tested as part of the Norman On-Demand microtransit pilot program.
- **Priority 2: Increased Frequency on Route 112** – an upgrade to trip frequency of Route 112 (West Lindsey) from 60 minutes to 30 minutes. Ridership on this route has increased 75-110% since the new route network was implemented. Funding was approved in the FYE 2025 budget for this priority. Implementation is scheduled for October 28, 2024.

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Grants

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

- On February 15, 2024, the Association of Central Oklahoma Governments (ACOG) awarded The City of Norman \$1,078,880 in Public Fleet Conversion Grant Program funding which will require a local match of \$269,270 (which has been identified in the Public Transportation Fund) to install pantograph EV bus charging infrastructure at the Norman Transit Center. This overhead infrastructure will allow the City's battery electric buses to rapidly recharge while stopped at the Transit Center during operation thereby extending the time before these EV buses need to return to the Transit maintenance facility to fully recharge. The total cost of this project is estimated to be \$1,348,600.
- On August 13, 2024 Council accepted a grant through the Association of Central Oklahoma Governments (ACOG) of FTA 5303 funding for planning activities as outlined in the FY24 Unified Planning Work Program (UPWP).

Microtransit Pilot Program with Via Transportation – Norman On-Demand

- On July 9, 2024, Council approved contract amendments with both Via Transportation and the University of Oklahoma to extend the expanded service through the end of summer 2025. The service entered its second year of operation on August 20, 2024. More details can be found in the attached monthly performance report for this service, named Norman On-Demand. The format of this report has changed to include year over year data since that is now available.

Conclusion:

Thank you for your review of these updates and attached monthly performance reports. Staff are prepared to answer any questions you may have.

Attached:

1. EMBARK Norman Performance Report for September 2024.
2. Norman On-Demand Performance Report for September 2024.

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PERFORMANCE REPORT

Transit System Report

September 2024

Purpose

The Transit System Report provides a summary of both internal indicators and performance measures used to evaluate the performance of the EMBARK transportation system for the City of Norman. The internal indicators are mainly used by staff to compare performance to previous periods whereas, the performance measures having

specific targets are more outcome-based and are included in EMBARK's strategic business plan to help demonstrate accomplishments given the resources that are provided. The internal indicators and performance measures included in this report address ridership, dependability, safety and align with EMBARK's mission.

Total Ridership

Total ridership for EMBARK Norman in September 2024 was 44,679 compared to 35,830 in September 2023. The average total daily ridership was 1,862 for September 2024, a 29.94% increase from 1,433 in September 2023. Fiscal-year-to-date ridership is 121,799 passengers, a 16.79% increase from the September 2023 YTD total of 104,285.

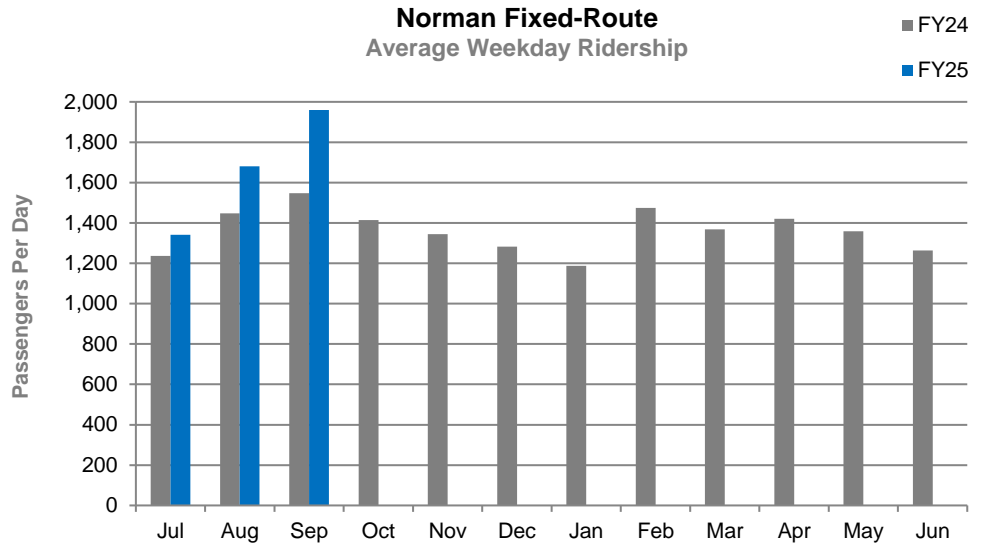
The fixed-route service totaled 42,372 for September 2024 compared to 33,881 for September 2023. Average fixed-route daily ridership for September 2024 was 1,772 compared to 1,362 for September 2023. Passengers with wheelchairs or other mobility devices totaled 547, compared to 498 for September 2023. Passengers with bikes or other mobility devices totaled 1,011, the same as September 2023.

PLUS ridership totaled 2,307 for September 2024, compared to 1,949 for September 2023. The average total PLUS ridership was 96 for September 2024, compared to 78 for September 2023. Passengers with wheelchairs or other mobility devices totaled 382 for September 2024, compared to 383 for September 2023, a 0.26% decrease.

Norman Transit Services	Sep FY25	Sep FY24	+/- Sep FY24
Fixed Routes (M-F)	39,081	30,848	26.69%
110 - Main Street	3,396	5,919	-42.63%
111 – E Lindsey	22,587	14,797	52.65%
112 – W Lindsey	7,942	4,056	95.81%
120 - West Norman*	N/A	206	N/A
121 - Westheimer	2,401	5,778	-58.45%
122 - Rock Creek**	2,677	N/A	N/A
144 - Social Security	78	92	-15.22%
Fixed Routes (Sat)	3,291	3,033	8.51%
110 - Main Street	278	784	-64.54%
111 – E Lindsey	1,561	1,008	54.86%
112 – W Lindsey	820	431	90.26%
121 - Westheimer	318	810	-60.74%
122 - Rock Creek**	314	N/A	N/A
PLUS ADA Service	2,307	1,949	18.37%
PLUS (M-F)	2,216	1,866	18.76%
PLUS (Sat)	91	83	9.64%
Bikes	1,011	1,011	0.00%
Wheelchair	547	498	9.84%
PLUS Wheelchair	382	383	-0.26%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

Fixed Route Weekday Ridership

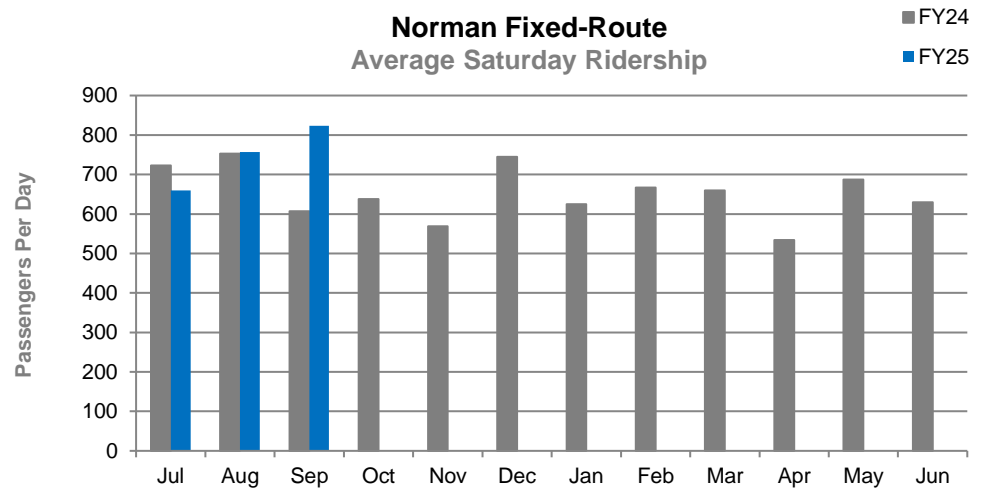
Total fixed-route weekday ridership for September 2024 was 39,081, a 26.69% increase from 30,848 in September 2023. Average weekday passenger ridership totaled 1,960 in September 2024; a 26.61% increase compared to 1,548 for September 2023. The average RPSH was 26.21.



Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for September 2024 was 3,291, an 8.51% increase from 3,033 in September 2023. Average Saturday passenger ridership totaled 823 for September 2024, a 35.58% increase from 607 in September 2023. The average RPSH was 16.52.

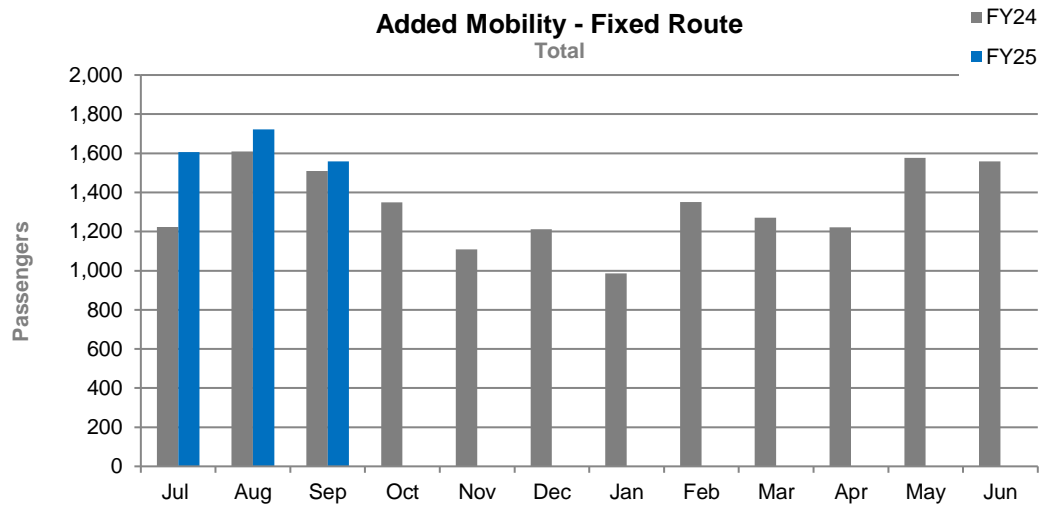
The University of Oklahoma hosted three football games on 9/7, 9/14, and 9/21.



Added Mobility – Fixed Route

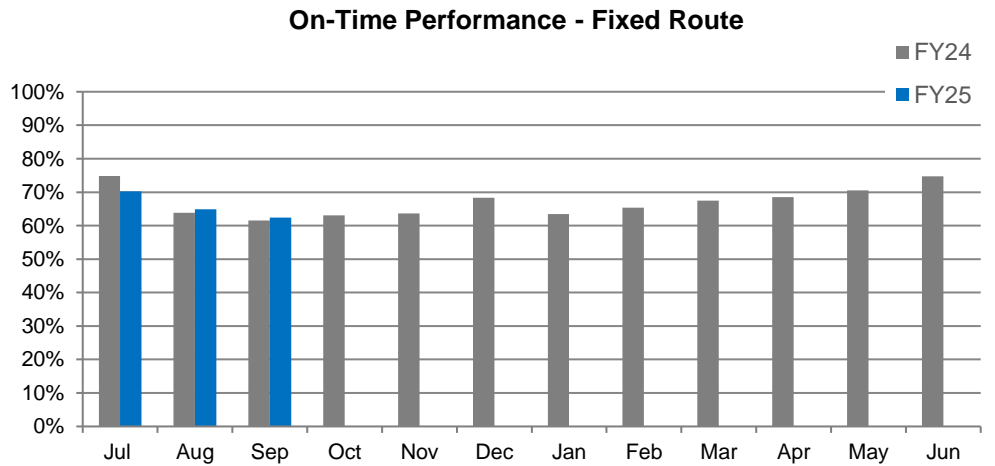
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,558 for September 2024, a 3.25% increase from 1,509 in September 2023.

Bike passengers totaled 1,011, the same as September 2023. Passengers with wheelchairs totaled 547, a 9.84% increase from 498 in September 2023.



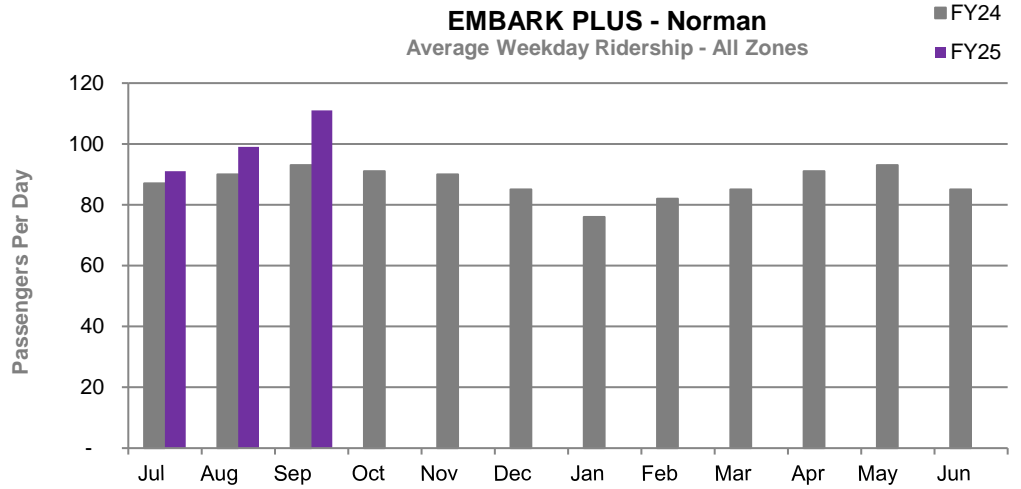
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 62.4% in September 2024, a 0.90% increase from 61.5% in September 2023.



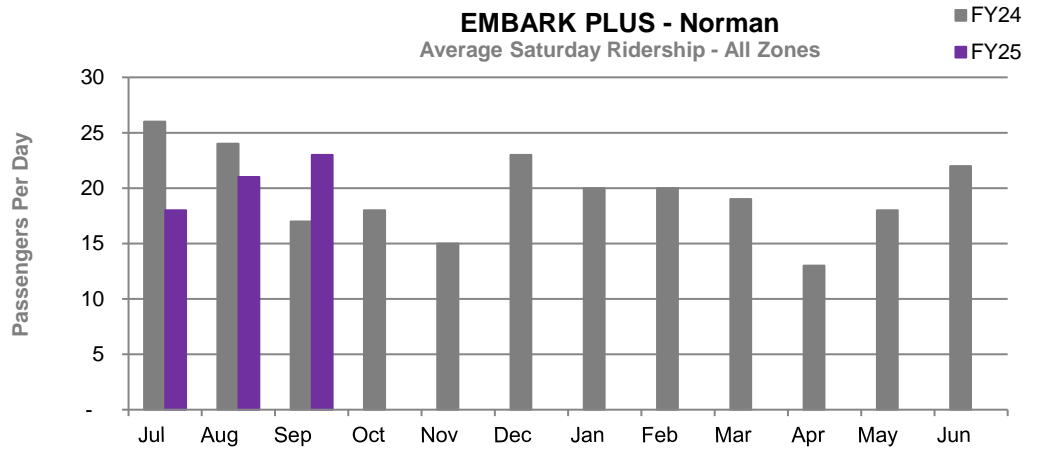
PLUS Weekday

Total PLUS weekday ridership for September 2024 was 2,216, a 18.76% increase from 1,866 in September 2023. Average weekday passenger ridership totaled 111 for September 2024, a 19.35% increase from the September 2023 average of 93. RPSH was 1.42.



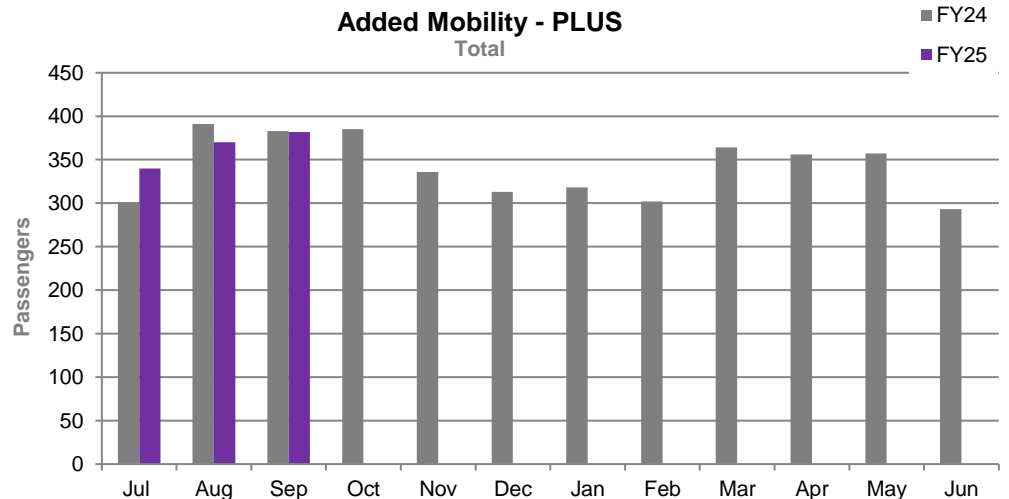
PLUS Saturday

Total PLUS Saturday ridership for September 2024 was 91, a 9.64% increase from 83 in September 2023. Average Saturday passenger ridership totaled 23 for September 2024, a 35.29% increase from 17 in September 2023. RPSH was 1.54.



Added Mobility - PLUS

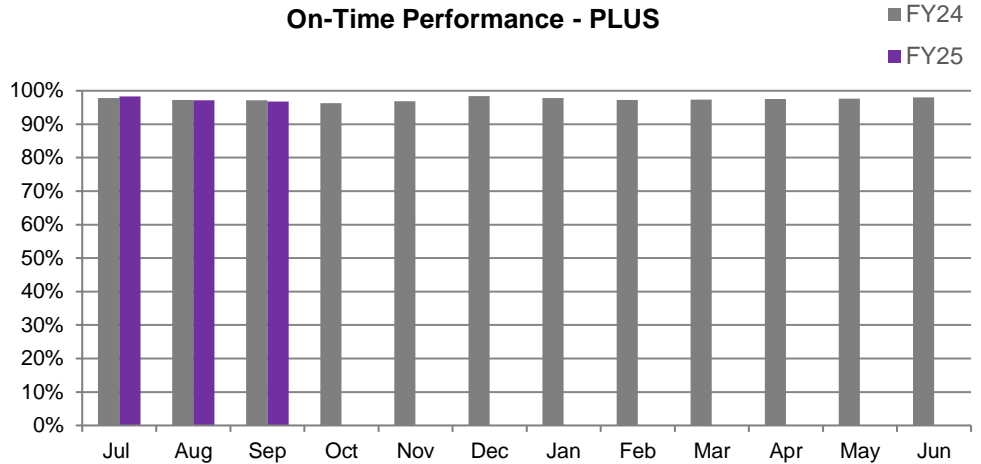
PLUS passengers with added mobility totaled 382 for September 2024, a 0.26% decrease from 383 in September 2023.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 96.81%, a 0.39% decrease from 97.20% in September 2023.

Weekday on-time performance in the primary zone was 97.30%, a 0.11% decrease from 97.41% in September 2023. Weekday on-time performance in the secondary zone was 95.60%, a 0.46% decrease from 96.06% in September 2023. Saturday on-time performance was 96.05%, a 3.95% decrease from 100.00% in September 2023.



PLUS Weekday Service Summary	Sep FY25	Sep FY24	+/- Sep FY24		PLUS Saturday Service Summary	Sep FY25	Sep FY24	+/- Sep FY24
Total Passengers	2,216	1,866	18.76%		Total Passengers	91	83	9.64%
Total Trips	2,026	1,771	14.40%		Total Trips	76	86	-11.63%
Trips Daily Average	101	89	13.48%		Trips Daily Average	19	17	10.47%
Trips Requested	2,079	1,832	13.48%		Trips Requested	76	86	-11.63%
Denied Trips	53	61	-13.11%		Denied Trips	0	0	0.00%
Capacity Denials	41	0	4,100%		Capacity Denials	0	0	0.00%
No Show	39	32	21.88%		No Show	1	3	-66.67%

PLUS Applications	Sep FY25	Sep FY24	+/- Sep FY24
New Applications	16	15	6.67%
Renewals Received	6	13	-53.85%
Applications Approved	16	20	-20.00%
Applications Denied	0	1	-100.00%

Summary of Services Table: September 2024

The table below provides daily averages for the number of passengers carried by many of the services offered by EMBARK Norman. The year-to-date (YTD) figures are cumulative totals.

EMBARK Norman Service Summary	ADP Sep FY25	FY25 YTD	FY24 YTD	Service Profile	Sep FY25	Sep FY24
Fixed Routes (M-F)	1,960	105,433	88,642	Weekdays	20	20
Fixed Routes (Sat)	823	9,715	9,658	Saturdays	4	5
PLUS (M-F)	111	6,381	5,679	Gamedays	3	3
-Zone 1*	81	4,621	4,344	Holidays	1	1
-Zone 2**	30	1,760	1,335	Weather	1	1
PLUS (Sat)***	23	270	306	Fiscal YTD Days	77	77
				Cal. YTD Days	231	230

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 25 YTD	FY 25 Targets	
# of Norman fixed-route passenger trips provided	115,148	400,000	●
# of Norman paratransit trips provided	6,651	23,800	●
% of on-time Norman paratransit pick-ups	97.41%	98.58%	●
# of Norman bus passengers per service hour, cumulative	21.41	21.14	▲
# of Norman bus passengers per day, average	1,507*	800*	●
% of Norman required paratransit pick-ups denied due to capacity	1.95%*	0.00%	●
% of on-time fixed-route arrivals	67.16%	75.00%	▲

*These targets are not being tracked in LFR but can be found in the KPI spreadsheet.

Glossary

- **Added Mobility** – Wheelchairs, bicycles, scooters, and other devices used by passengers in conjunction with transit
- **ADP** – Average Daily Passengers
- **ADR** – Average Daily Ridership
- **AVG** – Average
- **Fixed Route** – Regular bus service
- **FY24** – The fiscal year 2024. Lasted from 7/1/2023 to 6/30/2024
- **FY25** – The fiscal year 2025. Lasting from 7/1/2024 to 6/30/2025
- **FY YTD** – Fiscal Year, Year to Date
- **KPI** – Spreadsheet used to record and compare all data used in the monthly report
- **LFR** – "Leading for Results," EMBARK's internal performance measurements and targets
- **OTP** – On-time performance
- **Paratransit** – ADA vehicle service for seniors and other clients with special needs
- **PAX** – Passenger
- **PLUS** – Brand name for EMBARK Paratransit service
- **RPSH** – Riders per service hour
- **SAT** – Saturday
- **WKD** – Weekday
- **YOY** – Year-over-year, used to compare the previous year's performance when available
- **ZONE 1** – Primary zone for PLUS operation
- **ZONE 2** – Secondary zone for PLUS operation



Performance Report

Microtransit Pilot Program Performance Report

September 2024

Purpose

This report provides a summary of service performance measures used to evaluate the performance of the Norman On-Demand microtransit transportation system for the City of Norman. The key performance indicator goals were outlined in the request for proposals (RFP) and include average walking distance, maximum walking distance, average rider wait time, maximum rider wait time, and the percentage of ride requests picked up within 20 minutes.

Service Profile, Hours, and Pricing

Norman On-Demand is a pilot microtransit service which launched for late night and Sunday service in core Norman on August 21, 2023. Norman On-Demand is a turnkey service provided by TransitTech provider Via. The Norman On-Demand app is available on the Apple App Store and the Google Play Store.

This service provides access to safe and affordable public transportation through technology, particularly during evening hours and on Sundays when other public transit options are limited. Through a collaboration with the University of Oklahoma, the Norman On-Demand Program also operates the University's SafeRide Program, which is designed to provide safe and free late night transportation to OU students. Because this is a pilot program, there may be changes to service area, hours of operations, or other aspects of the service while the City focuses the program to efficiently serve the needs and desires of our community.

Service Hours		Pricing	
Monday-Wednesday	7pm – 1am	First Passenger	\$2.00
Thursday-Saturday	7pm – 3am*	Each Additional Passenger	\$1.00
OU SafeRide: Thursday-Saturday	10pm – 3am*	OU SafeRide (OU Students using OU email address during SafeRide hours)	Free
Sunday	10am – 6pm		
<i>ADA/Wheelchair Accessible Vehicles available upon request.</i>			
<i>*Outside of the OU fall and spring semesters, Thursday-Saturday service ends at 1am</i>			

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (7/01/24 – 09/30/24)	September		Year Over Year Service
			2024	2023	
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles	0.08 miles	-25.00%
Maximum Walking Distance	0.25 miles	0.35 miles	0.35 miles	0.32 miles	+8.57%
Average Rider Wait Time*	<15 min	20.5 min	20.3 min	18.1 min	+10.83%
Maximum Rider Wait Time*	20 min	76.7 min*	76.7 min*	N/A*	N/A*
Percent of Ride Requests Picked Up in 20min	>80%	54.86%**	50.18%**	63.22%**	-20.63%

*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 4,760 rides in September 2024, which is a 1.39% increase from the August 2024 total of 4,694. There were a total of 33 completed trips which requested a wheelchair accessible vehicle (WAV) in the month of September. Ridership per service hour (RPSH) is a ratio of the number of riders making use of the service in relation to how much service is being provided (i.e. one vehicle providing one hour of service would be one 'service hour').

Ridership	Fiscal Year to Date (7/01/24 – 09/30/24)	September		Year Over Year Service
		2024	2023	
Total Number of Riders	12,438	4,760	2,223	+53.30%
Total Number of Trips	8,118	3,131	1,278	+59.18%
# of Completed Trips Requesting WAV	64	33	9	+72.73%
Ridership Per Service Hour (RPSH)	5.7	6.1	N/A	N/A

Rider Experience

Approximately 11.5% of all completed rides in the past 12 months received a rating, of which 95.9% were rated five out of five stars. The system includes an automated feed-back process where all ride ratings with four stars or fewer that have actual written feedback attached are reviewed by customer support agents. Poor ride ratings alone are not categorized as complaints. Due to changes in that review process, we expect to see a high number of complaints in the few months. Ten complaints were reported to Via in the month of September, representing 2.1 complaints per 1000 rides provided. One complaint was regarding the tidiness of the vehicle, the remaining 9 complaints were regarding driver conduct such as speeding, rudeness, unprofessional behavior, and device usage.

Rider Experience	Fiscal Year to Date (7/01/24 – 09/30/24)	September		Year Over Year Service
		2024	2023	
Average Ride Duration (in minutes)	11.5 minutes	12	10.3	+14.17%
Average Ride Distance (in miles)	3.4 miles	3.4	3.1	+8.82%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 8,125 individual accounts have been created, which is a 8.99% increase over the August 2024 service to date total of 7,395. Of these accounts just less than half of them (48.66%) have utilized the service at least once. A quarter of active accounts (2,050 accounts or 25.23%) 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 – 9/30/24)		
App Accounts Created Since Launch	8,125	
OU Accounts	N/A	N/A
Active Accounts*	5,360	65.97%
Rider Accounts**	3,954	48.66%
Repeat Rider Accounts***	3,152	38.79%
*accounts with user engaging with ride requests at least once		
**accounts with at least 1 completed ride		
***accounts with at least 2 completed rides		

Accidents and Vehicles

No accidents and two incidents were reported in the month of September. One reported incident involved a driver with substances and paraphernalia; the other incident involved insufficient railroad safety involving a rider. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

All seven vehicles were in active service during the month of September, which meets the target fleet availability.