



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: January 25, 2024
SUBJECT: Public Transportation Monthly Report

office memorandum

Purpose

The Public Transportation Monthly Report provides updates to City Council on public transit related items. In addition to the updates provided below, attached is the EMBARK Norman Performance Report and the Norman On-Demand Performance Report for the previous month. 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. Staff are continuing 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. Unfortunately, even accounting for replacement vehicles that have been accepted so far, 13 out of 27 (4 of 13 in the fixed route fleet; 10 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 requirements.
 - There are ongoing purchases for replacement vehicles in progress, and once all of these ordered vehicles have been delivered it is expected the City will only have 9 out of 27 (3 out of 13 in the fixed route fleet; 6 out of 14 in the paratransit fleet) of the revenue vehicles used in the City's transit fleet which have met their useful life and are eligible to be retired according to FTA requirements. Staff are working on 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 is currently in the process of purchasing 5 paratransit vans and despite supply chain and warranty delays, the first two of these vehicles were delivered on December 15, 2023. These vehicles will undergo final inspections and processing before being put into service to replace vehicles that have already been decommissioned. Staff currently anticipates receiving the remaining three vehicles in early 2024. Below is background on this purchase:
 - On December 14, 2021 the City Council passed and adopted resolution R-2122-72 transferring \$346,703 from the Capital Fund Balance to be matched with \$122,812 from the Public Transit and Parking Fund to be used to replace 5 paratransit vehicles in the Transit Fleet for a total of \$469,515.
 - Due to ongoing supply chain issues the price of the vehicles had increased, however staff were able to identify additional FTA grant funding allocated to Norman to supplement the cost increase and decrease the amount of local match that was provided from the Public Transit and Parking Fund. Resolution R-2122-98 was approved by Council on March 8 transferring an additional \$149,454 (for a total cost of \$584,655) to cover the cost increase. FTA grant OK-2020-026 will be amended to \$496,157 leaving a local match of \$88,508 (a reduction in the local matching funds of \$34,304.)
- On June 26, 2023 FTA awarded the City's grant application to the FTA's Bus and Bus Facilities (5339b) and Low- or No-Emissions Grants program to purchase 6 CNG cutaway buses for fleet replacement. Staff are currently working on developing specifications for these vehicles and anticipate bringing a request to Council this spring for acceptance of the grant and procurement of these vehicles.

New Route Network

City Transit staff continue to monitor and ensure the smooth transition to the new route network by working with other City staff, EMBARK staff, citizens, local organizations, and Councilmembers to identify and resolve concerns arising from the new route network.



office memorandum

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 – This service expansion responds to rider requests for Sunday service. Sunday service span and trip frequencies would match Saturday service levels. Sunday transit service is currently being tested as part of the Norman On-Demand microtransit pilot program.
- Priority 2: Increased Frequency on Route 112 – This service expansion upgrades the 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.
- 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. While ridership for this route has decreased 40% since the new route network was implemented, the planned developments along 24th Ave NW are expected to increase ridership along this route as well.

Grants

- Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Staff are still waiting to hear about potential awards for the Public Fleet Conversion Grant, of which the City submitted for pantograph, or overhead, chargers for the electric buses to charge in route.
- On December 12, 2023 Council approved contract K-2324-105 with the Oklahoma Department of Transportation (ODOT), accepting funds from the fiscal year 2024 State of Oklahoma Public Transit Revolving Fund. This allocation is based on mileage from the previous fiscal year and the City of Norman was allocated \$207,400 for fiscal year 2024.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

- Following a study to determine the best plan for establishing a microtransit pilot program in the City of Norman, staff conducted a competitive bid process for a turnkey pilot program. The proposal from Via Transportation was determined to be the best suited to the needs of Norman. Contract K-2223-164 with Via Transportation was approved unanimously by council on June 27, 2023.
- After discovering the University of Oklahoma was interested in collaborating on microtransit services with the renewal of their SafeRide program, staff worked to amend the agreement with Via to include that collaboration. On August 8, 2023 Council approved both Amendment 1 to contract K-2223-164, and Contract K-2324-50 with the University of Oklahoma for microtransit services.
- Website updates and the end user app both went live on August 16, 2023 and the microtransit service launched as planned on August 21, 2023. More details can be found 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 2023.
2. Norman On-Demand Performance Report for December 2023.



PERFORMANCE REPORT

Transit System Report

December 2023

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 December 2023 was 31,168 compared to 26,288 in December 2022. The average total daily ridership was 1,247 for December 2023, a 23.34% increase from 1,011 in December 2022. Fiscal-year-to-date ridership is 203,498 passengers, a 35.17% increase from the December 2022 YTD total of 150,553.

The fixed-route service totaled 29,350 for December 2023 compared to 24,581 for December 2022. Average fixed-route daily ridership for December 2023 was 1,091 compared to 947 for December 2022, a 15.21% increase. Passengers with bicycles or similar means of travel totaled 701, compared to 725 for December 2022. Passengers with wheelchairs or other mobility devices totaled 511, compared to 260 for December 2022.

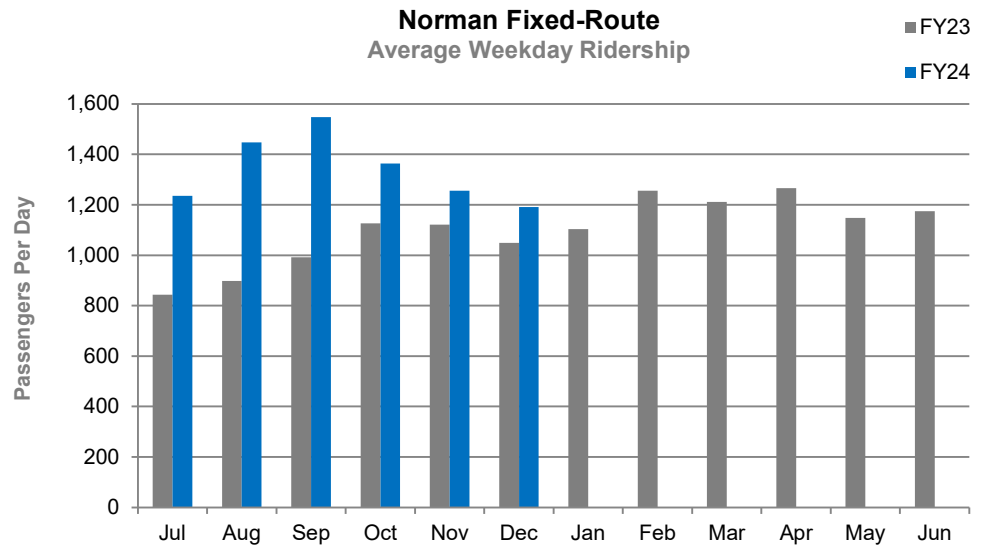
PLUS ridership totaled 1,818 for December 2023, compared to 1,707 for December 2022. The average total PLUS ridership was 73 for December 2023, compared to 66 for December 2022, a 11.19% increase. Passengers with wheelchairs or other mobility devices totaled 313 for December 2023, compared to 290 for December 2022, a 7.93% increase.

Norman Transit Services	Dec FY24	Dec FY23	+/- Dec FY23
Fixed Routes (M-F)	25,627	21,999	16.49%
110 - Main Street	2,559	4,649	-44.96%
111 - Lindsey East	13,112	9,087	44.29%
112 - Lindsey West	5,821	2,790	108.64%
120 - West Norman*	N/A	244	N/A
121 - Alameda	2,251	5,211	-56.80%
122 - Rock Creek**	1,852	N/A	N/A
144 - Social Security	32	18	77.78%
Fixed Routes (Sat)	3,723	1,097	239.38%
110 - Main Street	432	214	101.87%
111 - Lindsey East	1,619	405	299.75%
112 - Lindsey West	1,110	118	840.68%
121 - Alameda	272	360	-24.44%
122 - Rock Creek**	290	N/A	N/A
PLUS ADA Service	1,818	1,707	6.50%
PLUS (M-F)	1,703	1,595	6.77%
PLUS (Sat)	115	112	2.68%
Bikes	701	725	-3.31%
Wheelchair	511	260	96.54%
PLUS Wheelchair	313	290	7.93%
*Route 120 ended service on 10/14/2023			
**Route 122 began service on 10/16/2023			

Fixed Route Weekday Ridership

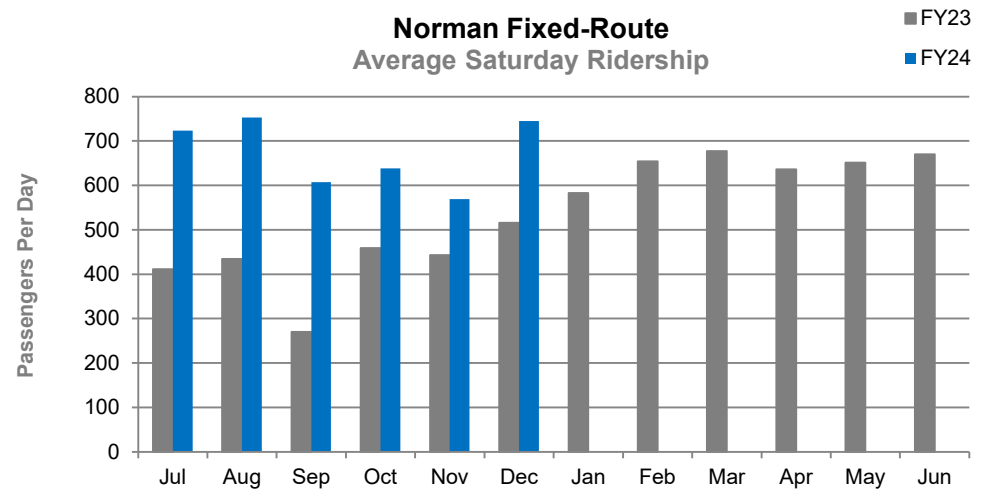
Total fixed-route weekday ridership for December 2023 was 25,627, a 16.49% increase from 21,999 in December 2022. Average weekday passenger ridership totaled 1,191 in December 2023; a 13.54% increase compared to 1,049 for December 2022. The average RPSH was 17.09.

The University of Oklahoma finished classes on 12/8 and held finals from 12/11 - 12/15.



Fixed Route Saturday Ridership

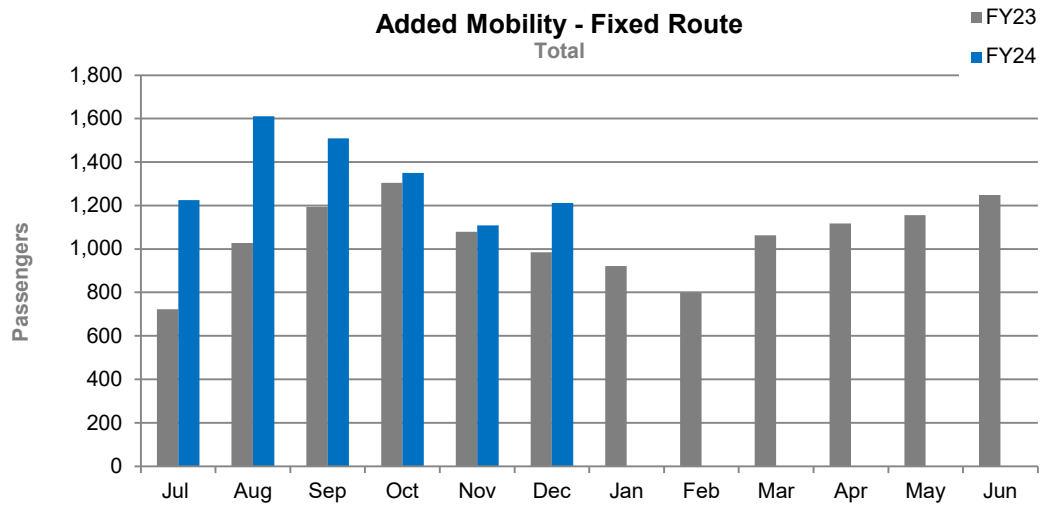
Total fixed-route Saturday ridership for December 2023 was 3,723, a 239.38% increase from 1,097 in December 2022. Average Saturday passenger ridership totaled 745 for December 2023, a 44.38% increase from 516 in December 2022. The average RPSH was 16.91.



Added Mobility – Fixed Route

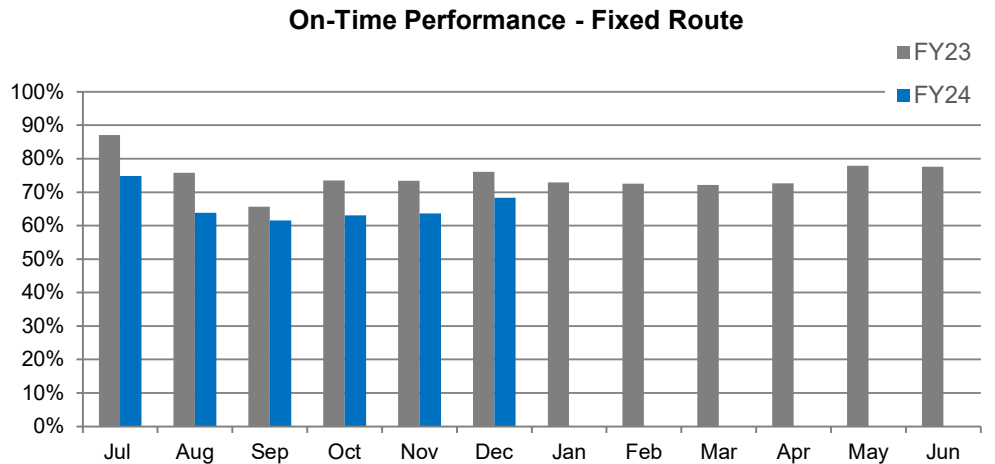
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,212 for December 2023, a 23.05% increase from 985 in December 2022.

Bike passengers totaled 701, a 3.31% decrease from 725 in December 2022. Wheelchair passengers totaled 511, a 96.54% increase from 260 in December 2022.



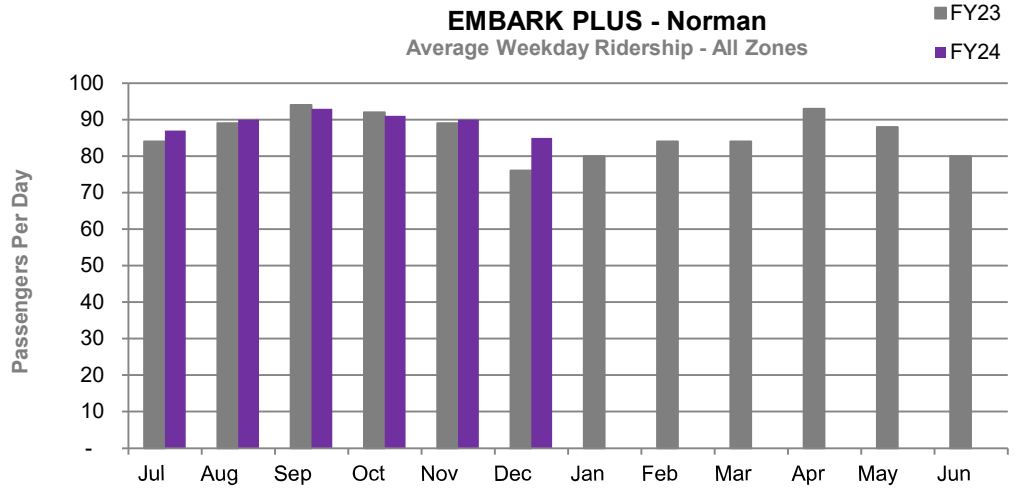
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 68.3% in December 2023, a 7.80% decrease from 76.1% in December 2022.



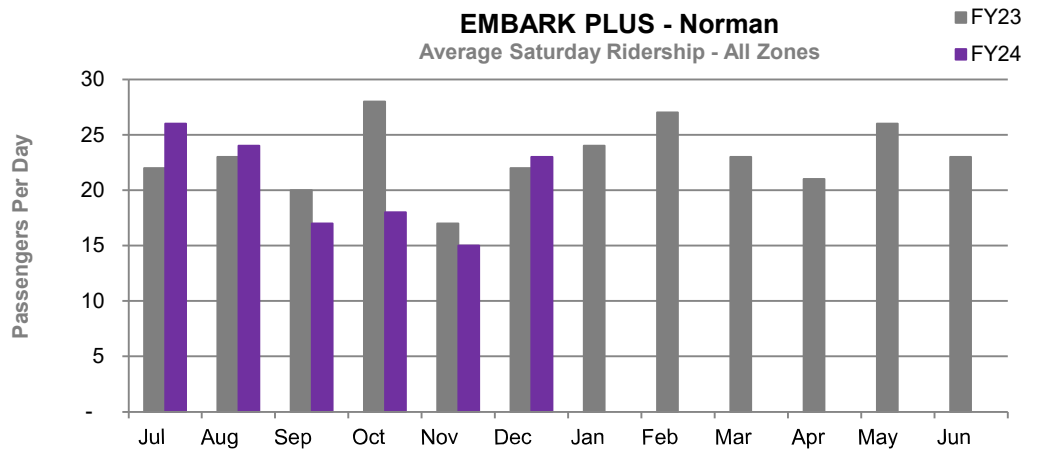
PLUS Weekday

Total PLUS weekday ridership for December 2023 was 1,703, a 6.77% increase from 1,595 in December 2022. Average weekday passenger ridership totaled 85 for December 2023, an 11.84% increase from the December 2022 average of 76. RPSH was 1.25.



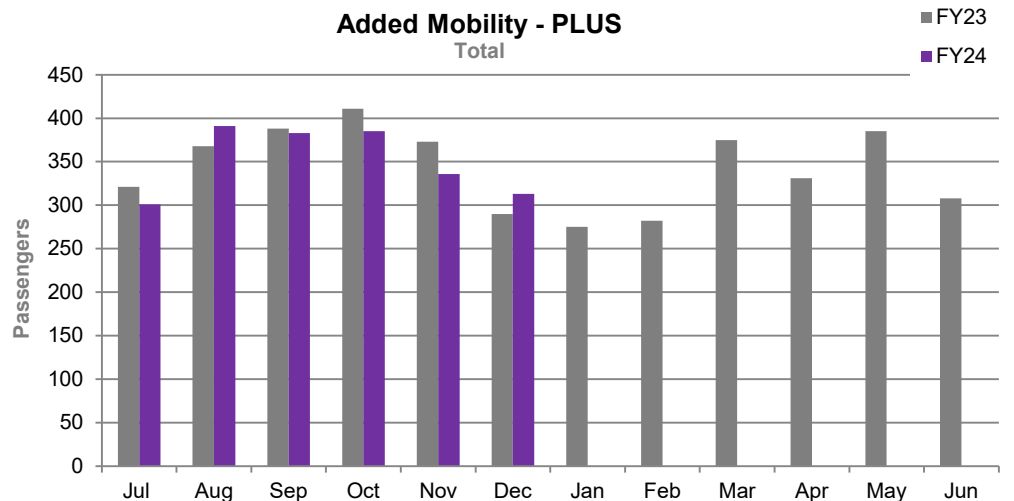
PLUS Saturday

Total PLUS Saturday ridership for December 2023 was 115, a 2.68% increase from 112 in December 2022. Average Saturday passenger ridership totaled 23 for December 2023, a 2.68% increase from 22 in December 2022. RPSH was 1.47.



Added Mobility - PLUS

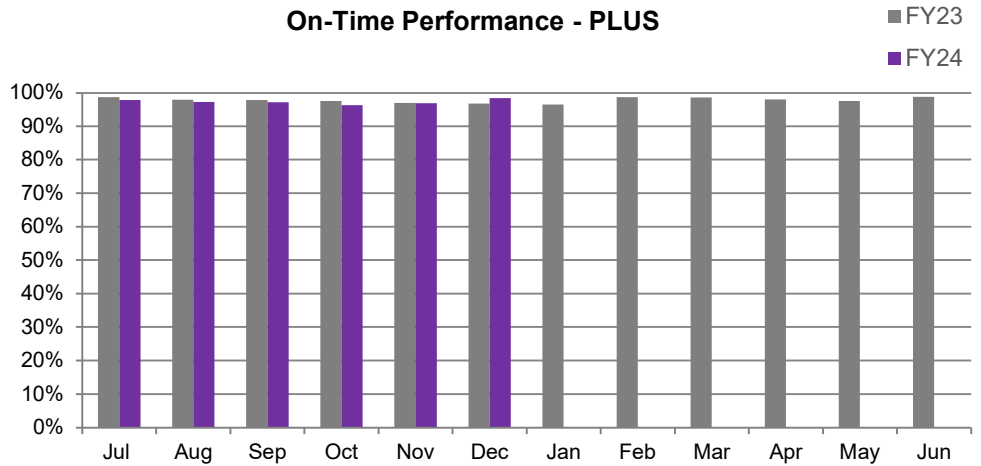
PLUS passengers with added mobility totaled 313 for December 2023, a 7.93% increase from 290 in December 2022.



On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 97.34%, a 0.53% increase from 96.81% in December 2022.

Weekday on-time performance in the primary zone was 97.37%, a 0.48% increase from 96.89% in December 2022. Weekday on-time performance in the secondary zone was 96.83%, a 0.23% decrease from 97.06% in December 2022. Saturday on-time performance was 99.03%, a 3.79% increase from 95.24% in December 2022.



PLUS Weekday Service Summary	Dec FY24	Dec FY23	+/- Dec FY23		PLUS Saturday Service Summary	Dec FY24	Dec FY23	+/- Dec FY23
Total Passengers	1,703	1,595	6.77%		Total Passengers	115	112	2.68%
Total Trips	1,587	1,525	4.07%		Total Trips	103	105	-1.90%
Trips Daily Average	76	76	0.00%		Trips Daily Average	21	21	-1.90%
Trips Requested	1,614	1,585	1.83%		Trips Requested	103	106	-2.83%
Denied Trips	27	60	-55.00%		Denied Trips	0	1	-100.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	18	29	-37.93%		No Show	2	3	-33.33%

PLUS Applications	Dec FY24	Dec FY23	+/- Dec FY23
New Applications	9	7	28.57%
Renewals Received	2	7	-71.43%
Applications Approved	24	20	20.00%
Applications Denied	2	2	0.00%

Summary of Services Table: December 2023

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 Dec FY24	FY24 YTD	FY23 YTD	Service Profile	Dec FY24	Dec FY23
Fixed Routes (M-F)	1,191	173,462	127,334	Weekdays	20	22
Fixed Routes (Sat)	745	18,210	9,695	Saturdays	5	4
PLUS (M-F)	85	11,274	11,105	Gamedays	0	2
-Zone 1*	60	8,420	9,324	Holidays	1	1
-Zone 2**	21	2,854	1,781	Weather	1	1
PLUS (Sat)***	23	552	597	Fiscal YTD Days	153	154
				Cal. YTD Days	358	359

*Requires ¾ mile

**Operates only on Weekdays until 7:00 pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 24 YTD	FY 24 Targets	
# of Norman fixed-route passenger trips provided	191,672	251,881	■
# of Norman paratransit trips provided	11,826	21,000	■
% of on-time Norman paratransit pick-ups	97.11%	98.58%	●
# of Norman bus passengers per service hour, cumulative	19.67	13.04	■
# of Norman bus passengers per day, average	1,221	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%**	0.00%*	●
% of on-time fixed-route arrivals	65.85%	80.94%	◆

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

**One denial due to capacity was recorded for FY23

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
- **FY22** – The fiscal year 2022. Lasted from 7/1/2021 to 6/30/2022
- **FY23** – The fiscal year 2032. Lasting from 7/1/2022 to 6/30/2023
- **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 2023

Purpose

The Microtransit Pilot Program Performance 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 performance measures used by staff may change over the course of the pilot program. Initially we will be comparing the key performance indicator goals that were outlined in the request for proposals (RFP) to the data provided from Via for the Norman On-Demand program. These indicators and performance measures include average walking distance, maximum walking distance, average rider wait time, maximum rider wait time, and the percentage of ride requests completed within 20 minute wait time.

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 compliments existing public transit service by extending service into the late night hours and during the day on Sundays for a small fee. 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>			

Key Performance Indicator Measures

Measure	Target	December	Service to Date (8/21/23 – 12/31/23)
Average Walking Distance	<0.10 miles	0.06 miles	0.07 miles
Maximum Walking Distance	0.25 miles	0.22 miles	0.32 miles
Average Rider Wait Time	<15 min	23.7 min	19.6 min
Maximum Rider Wait Time	20 min	63.0*	63.0*
Percentage of Ride Requests Completed Within 20min. Wait Time	>80%	51.27%**	62.45%**

*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 2,605 rides in December 2023, which is a 7.0% decrease over the November 2023 total of 2,850. There were a total of 25 completed trips that requested a wheelchair accessible vehicle (WAV) in the month of November.

Ridership	December	Service to Date (8/21/23 – 12/31/23)
Total number of passengers	2,605	10,770
Total number of Trips Completed	1,650	6,531
# of Completed Trips Requesting WAV	25	85

Rider Experience

The system includes an automated feedback 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. No rider complaints were reported in the month of November.

Rider Experience	December	Service to Date (8/21/23 – 12/31/23)
Average Ride Duration	9.6 min	9.7 min
Average Ride Distance	3 miles	3 miles
Average Ride Rating	4.9 (out of 5 stars)	4.9 (out of 5 stars)

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 21, 2023, 3,365 individual accounts have been created, which is a 12% increase over the November 2023 service to date total of 2,959. Of these accounts about two in five, or 41.6%, have utilized the service at least once. Approximately 17.7% or 595 active accounts 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 (8/21/23 – 12/31/23)		
App Accounts Created Since Launch	2,959	
OU Accounts	N/A	N/A
Active Accounts*	1,996	59.3%
Rider Accounts**	1,401	41.6%
Repeat Rider Accounts***	1,068	31.7%
*accounts where user has engaged with ride requests at least once **accounts with at least 1 completed ride ***accounts with at least 2 completed rides		

Accidents and Vehicles

There were no accidents that occurred in December 2023. All incidents are reported to City of Norman Transit staff in a timely manner by our provider Via.

All five vehicles are in active service. There are no issues to report regarding vehicles.