

Norman On-Demand Microtransit Pilot Program

Council Conference

Tuesday, February 27, 2024

Taylor Johnson, Transit & Parking Program Manager



Today's Discussion



A Norman On-Demand Vehicle on Display at Campus Corner during the Launch Event



- Microtransit & the Go Norman Transit Plan
- City Council Study & Pilot Program Proposal
 - Initial Service Profile and KPIs
- OU Partnership & SafeRide
 - Revised Service Profile and KPIs
- Norman On-Demand by the Numbers
- Options Moving Forward

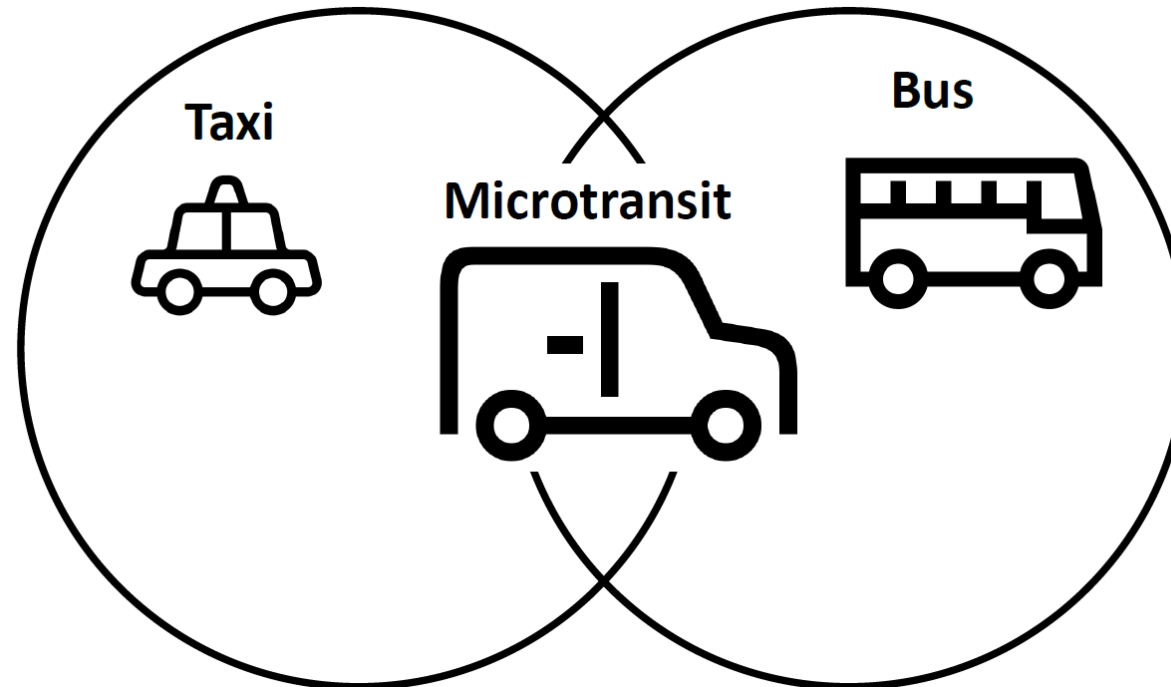


Microtransit & the Go Norman Transit Plan



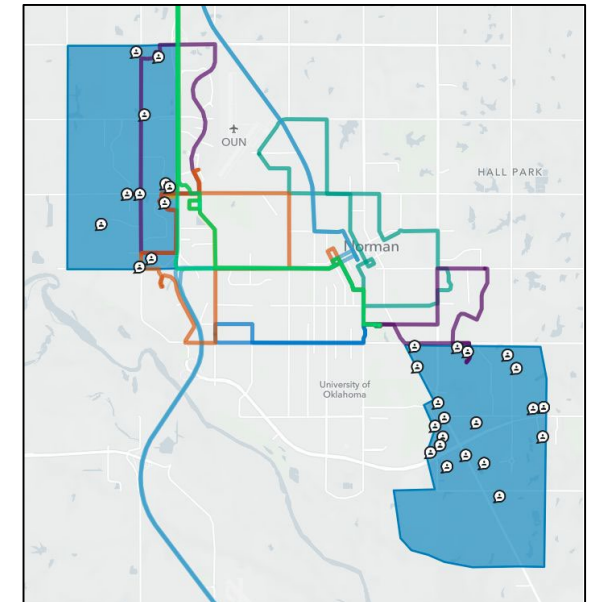
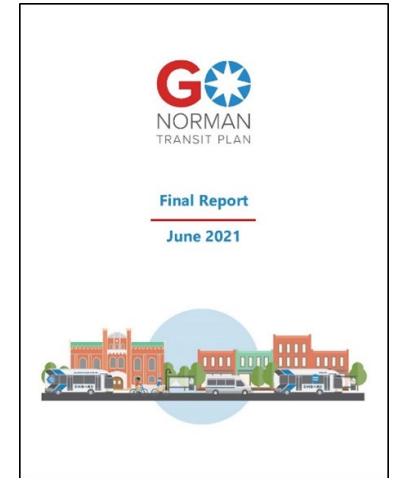
What is Microtransit?

- A publicly regulated, software-enabled transit service that uses multi-passenger vehicles (cars, vans, or shuttles) to provide on-demand or semi-fixed-schedule/route services.



Microtransit & the Go Norman Transit Plan

- Initially considered for northwest and/or southeast Norman.
- Decided against pursuing microtransit in the Go Norman Transit Plan as study determined it would result in a large increase to the transit program budget.
- In the Go Norman Transit Plan planning horizon, approximately 10 years, it was identified that there are greater needs, particularly with frequency, in areas already served by fixed route service.



City Council Study & Pilot Program Proposal



City Council Study & Pilot Program Proposal

- FY23 Budget Adoption of \$750,000 for Microtransit
- Sept. 15, 2022 - Contracted with HNTB to study and narrow down goals for a microtransit pilot program
- Oct. 2022- Jan. 2023 – HNTB conducts a series of City Council study sessions regarding microtransit
- March 17, 2023 – Staff issue *RFP 2223-59 for a Microtransit Pilot Program* developed with HNTB's assistance
- April 21, 2023 – Proposal Submission deadline.



RFP 2223-59: Initial goals and KPIs

Microtransit Zone

- Venders were invited to propose a service boundary based on:
 - budget
 - Serving Downtown
 - Serving OU
 - Complementing the existing Fixed-Route Transit Service area
 - Expected rider demand

Days & Span of Service

- Start date Summer 2023
- Last approximately 9mo-1yr
- Mon-Fri 7pm-1am
- Saturday 6pm-Midnight
- Sunday 10am-6pm
- Flexible to allow differences to be tested

Operation Goals/KPIs

- Curb-to-Curb preferred, but Corner-to-Corner allowed
- Average walk distance to a stop 0.10mi or less with max of 0.25mi
- Average wait time for pick-up of 15min or less with max of 20min
- 80% or more of rides completed within 20min wait time
- Equivalent service standards for Wheelchair Accessible Vehicles (WAV)

Staff & Vehicles

- Vendor to provide and maintain vehicles including service, cleaning, and fueling.
- Preferred vehicle is an SUV or van with seating for at least 6 passengers.
- Service must meet WAV demand by any customer in service zone (prefer all vehicles be WAV vehicles).
- Vendor to provide all personnel, ensure proper screening and background checks of all personnel, and ensure proper training of all personnel.

Phone App & Fare Collection

- Vendor to provide customer facing phone app for fully automated scheduling, dispatching, and communication of ride details to riders and drivers.
- Provide ability to book rides outside of the phone app via a customer service phone line.
- Vender responsible for fare collection and include customer specific discounts and options for the unbanked.



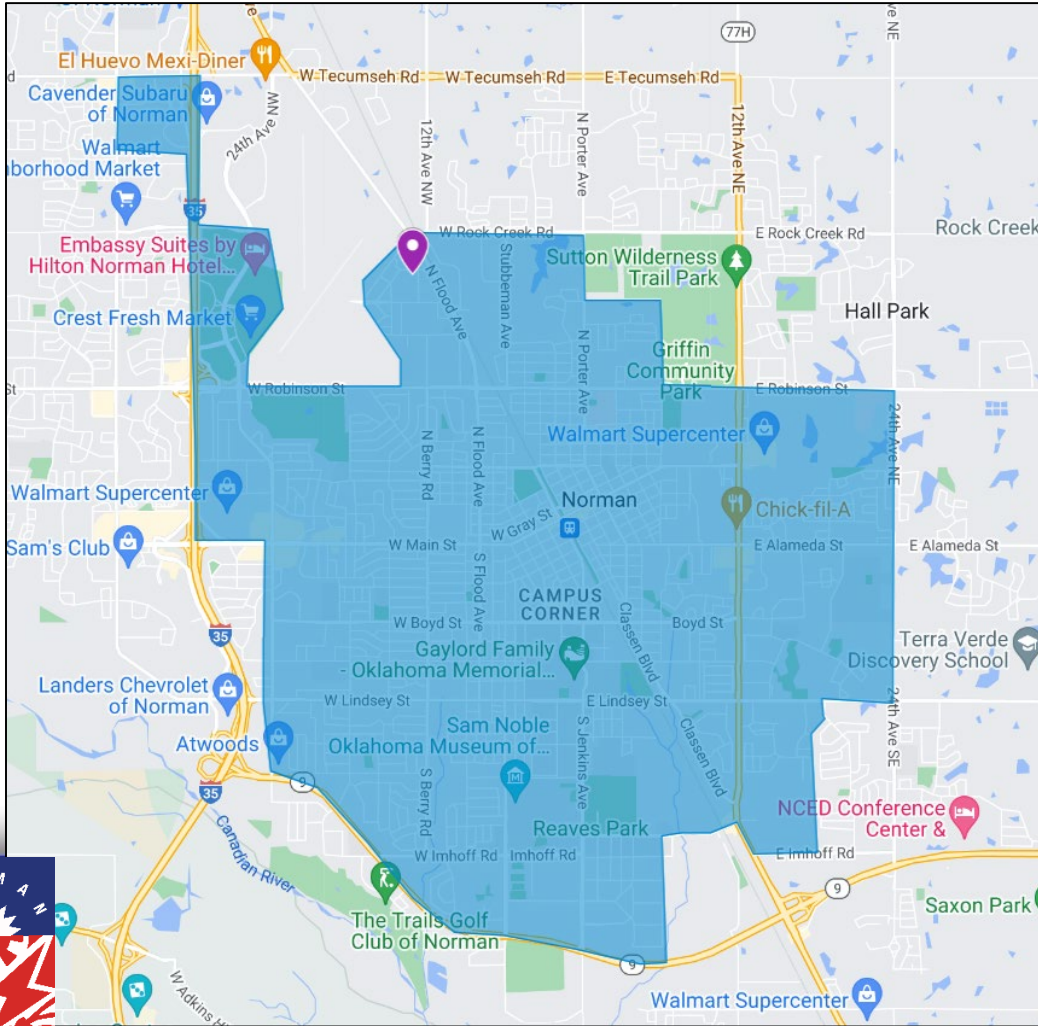


River North Transit / VIA

- RFP 2223-59 received submission of three proposals
- Following bid tabulations, River North Transit, LLC (a wholly owned subsidiary of Via Transportation, Inc.) was ranked by a committee as the best proposal for the City using scoring criteria provided in the RFP.
- June 27, 2023 – City Council approves contract K-2223-164 with River North Transit (Via Transportation) for Microtransit Services.
- The contract had a not to exceed amount of \$639,413.
- The initial launch date was set as Aug. 21, 2023.



Initial Service Profile & KPIs



Service Hours		Pricing	
Monday-Saturday	7pm – 1am	First Passenger	\$2.00
Sunday	10am – 6pm	Each Additional Passenger	\$1.00
ADA/Wheelchair Accessible Vehicles available upon request.			

KPI MEASURE	Target
Average Walking Distance	0.10 miles
Maximum Walking Distance	0.25 miles
Average Rider Wait Time	<15 min
Maximum Rider Wait Time	20 min
Percentage of Ride Requests Completed Within 20 min. Wait Time	>80%

Original Contract Cost:

\$639,413



OU Partnership & SafeRide





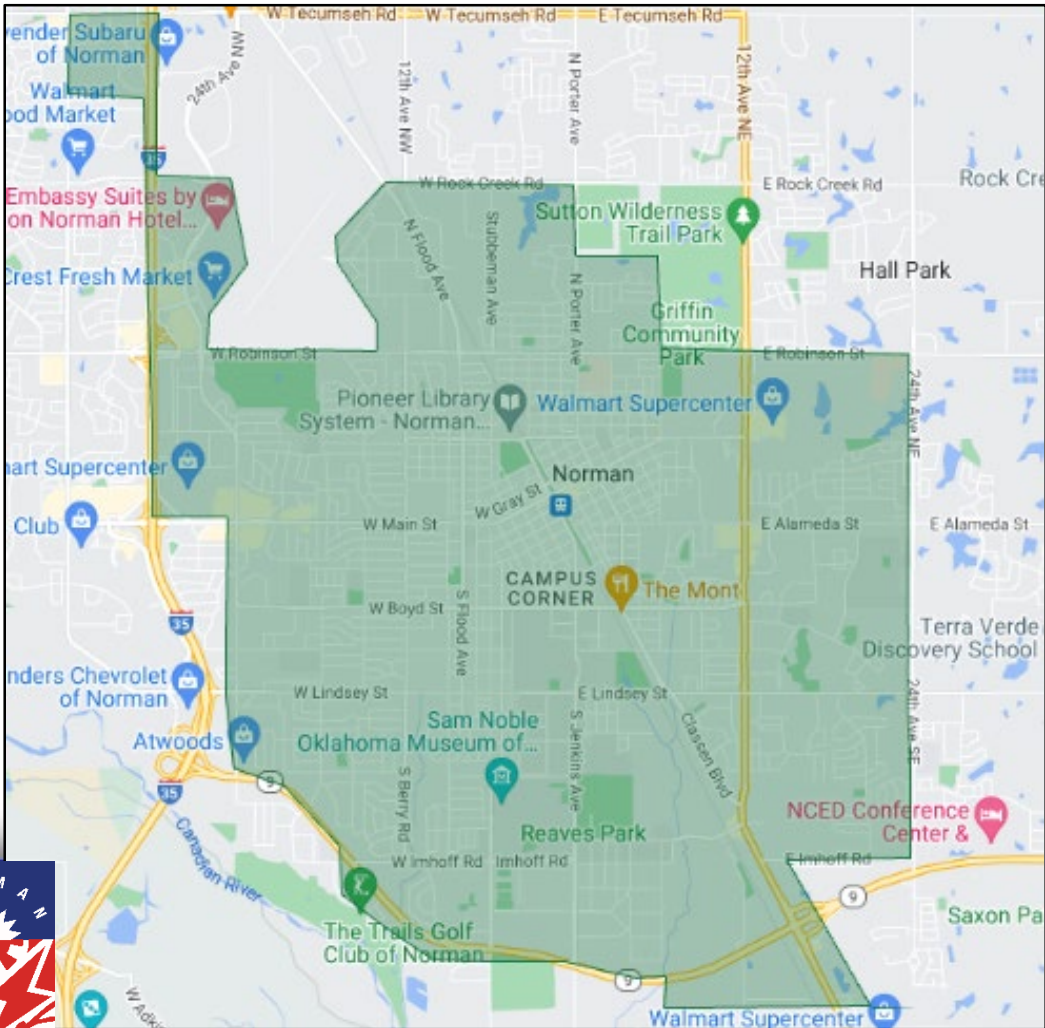
OU Partnership & SafeRide

- In the Spring of 2023, as Norman was concluding the RFP process, OU was looking to begin a similar process for their SafeRide program which offers students free rides Thurs-Sat 10pm-3am.
- Staff from both the City of Norman and OU discussed combining resources with a goal of expanding the City and Via proposed service to incorporate the University's SafeRide program.
- Aug. 8, 2023 – The City Council approves contract K-2324-50 with OU for Microtransit Services and Amendment 1 to K-2223-164 with River North Transit (Via Transportation) to include the SafeRide program.
- This expansion:
 - Extended the end time of service on Thurs-Sat to 3am
 - Expanded the microtransit zone map
 - Increased the number of vehicles from 4 to 5
 - Increased the cost of the overall service by \$121,130.20 which would be funded by OU, and
 - Provides free rides to OU students during SafeRide hours





Revised Service Profile & KPIs to Include OU SafeRide

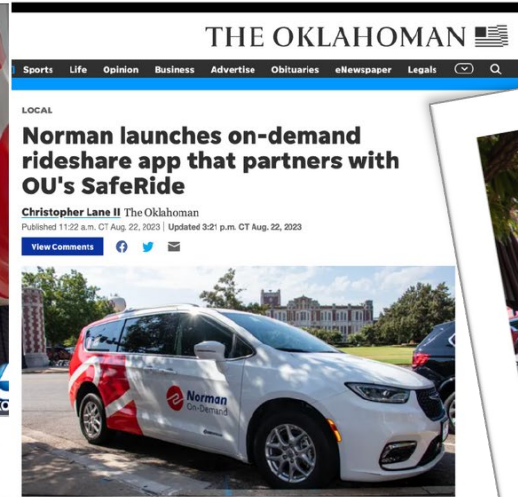


Service Hours		Pricing	
Monday-Wednesday	7pm – 1am	First Passenger	\$2.00
Thursday- Saturday	7pm – 3am	Each Additional Passenger	\$1.00
OU SafeRide: Thursday- Saturday	10pm – 3am	OU SafeRide (OU Students using OU email address during SafeRide hours)	Free
Sunday	10am – 6pm		
ADA/Wheelchair Accessible Vehicles available upon request.			

KPI MEASURE	Target
Average Walking Distance	0.10 miles
Maximum Walking Distance	0.25 miles
Average Rider Wait Time*	<15 min
Maximum Rider Wait Time*	20 min
Percentage of Ride Requests Completed Within 20 min. Wait Time*	>80%
*OU has requested longer available wait times for OU students during SafeRide hours (up to a 2 hour max). Because we are not able to segregate the SafeRide specific data out from other rides provided, this skews all of the wait time metrics.	

Original Contract Cost:	\$639,413
<u>OU SafeRide Increase:</u>	<u>+\$121,130</u>
Revised Contract Cost:	\$760,543

Service Launch: August 21, 2023



News Weather Videos Sports | Trending: Choctaw Shooting 1st & Football

IS FOOTBALL: GET THE LATEST HIGH SCHOOL FOOTBALL SCORES

NORMAN LAUNCHES NEW ON-DEMAND TRANSIT APP

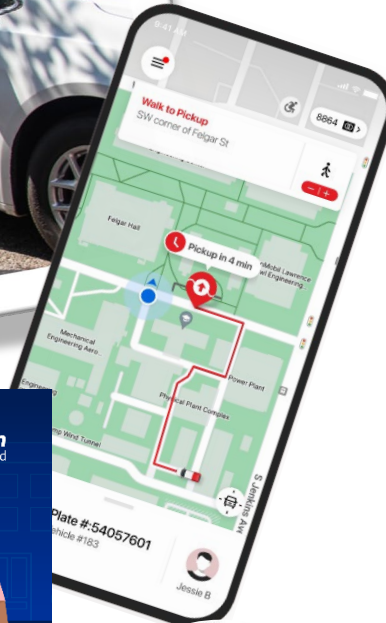
A new app launched by the City of Norman hopes to increase public transportation in previously unserved areas.

Monday, August 21st 2023, 6:31 am
By: News 9

The city of Norman is blending rideshares with public transit through a new app-based program.

The program, Norman On-Demand, aims to address transportation access gaps within the core area of Norman during evenings and on Sundays when other transit services are limited, according to a news release. The new app service began Aug. 21.

The app also will serve the University of Oklahoma's existing SafeRide program, adding to the user experience for students.



Norman On-Demand by the Numbers



Ridership and Engagement

13.2k+

Completed Rides

94.4%

Five Star Ride Ratings

1.6k+

Individuals Who Have Taken
at Least One Ride

Ridership	Service to Date (8/21/23 – 1/31/24)
Total number of passengers	13,251
Total number of Trips Completed	8,123
# of Completed Trips Requesting WAV	98



Performance Report

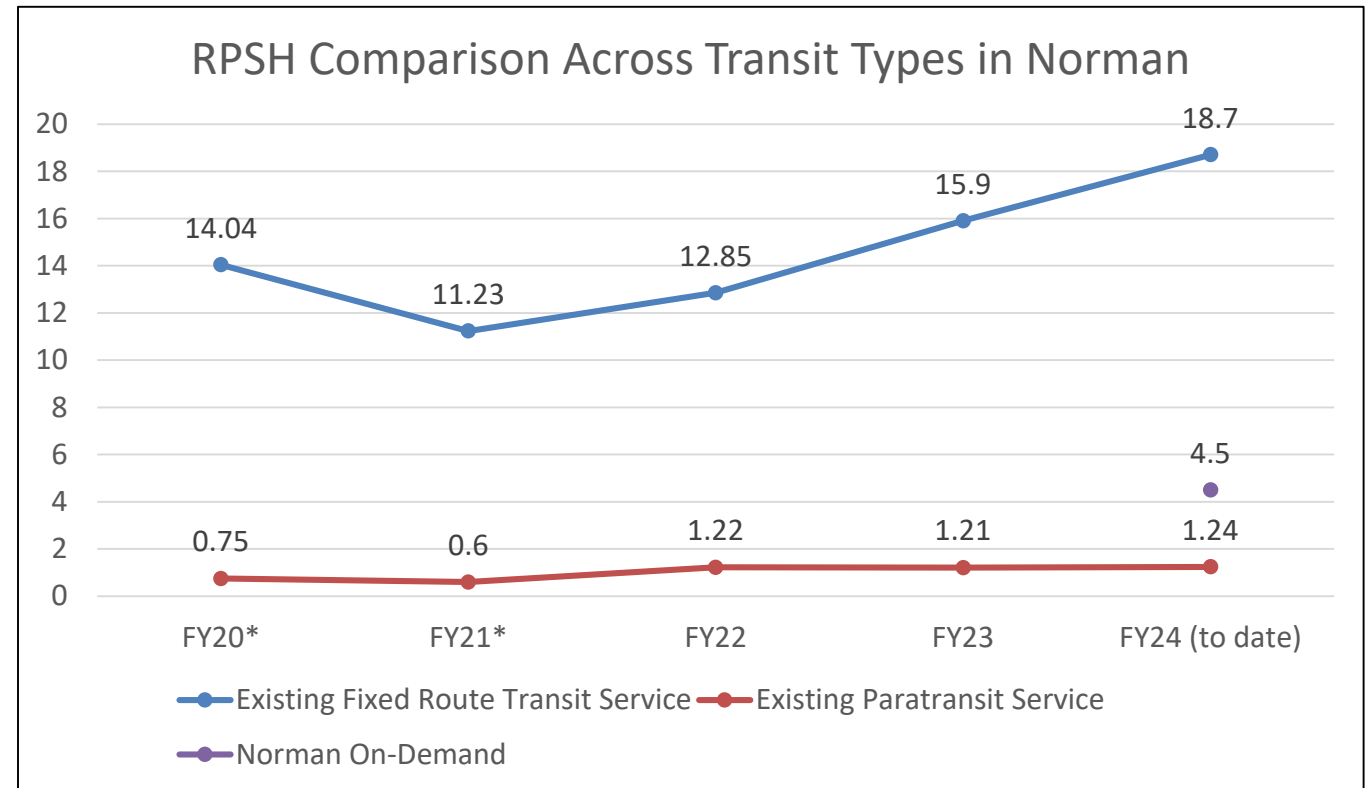
Rider Experience	Service to Date (8/21/23 – 1/31/24)
Average Ride Duration	9 min
Average Ride Distance	2.9 miles
Average Ride Rating	4.9 (out of 5 stars)

Engagement – Service to Date (8/21/23 – 1/31/24)		
Total Rider Accounts Created Since Launch	3,835	
OU SafeRide Eligible Rider Accounts	1,101	28.7%
Rider Accounts that have Engaged w/ Ride Requests At Least Once	2,374	61.9%
Rider Accounts w/ At Least 1 Completed Ride	1,674	43.7%
Rider Accounts w/ At Least 2 Completed Rides	1,273	33.2%
Rider Accounts w/ At Least 1 Paid Ride	213	5.6%



Ridership per Service Hour (RPSH)

- Existing Fixed-Route Transit: *FY20 & FY21 had restricted capacity due to the Covid Pandemic.
- Existing Paratransit: *FY20 & FY21 had restricted capacity due to the Covid Pandemic.
- Norman On-Demand: Via measures this as “rides per driver hour” which is slightly different but measures the same metric, and service since launch (FY24 to date) has averaged 4.5 rides per driver hour with a peak weekly rate of 5.8.

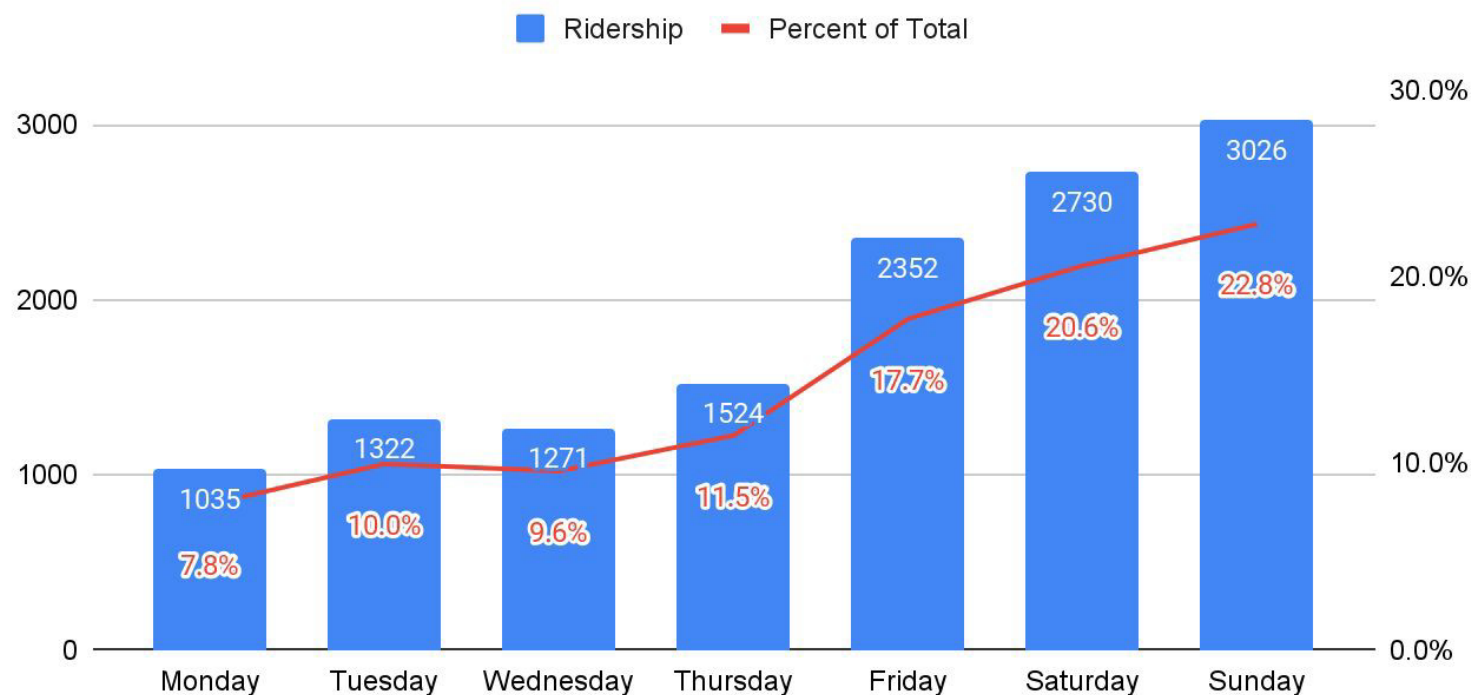


Note: Data pulled through January 31, 2024



Ridership and Engagement

Ridership by Weekday



Ridership is highest on the weekends, which reflects the longer available service hours.

38.9%

of rides occur between 12:00am Monday and 11:59pm Thursday.

43.4%

of rides occur between 12:00am Friday and 3:00am Sunday.

17.7%

of rides occur during the daytime service on Sundays (10am-6pm).



KPIs – Service Overview

KPI MEASURE	Target	Service to Date (8/21/23 – 1/31/24)
Average Walking Distance	0.10 miles	0.07 miles
Maximum Walking Distance	0.25 miles	0.32 miles
Average Rider Wait Time*	<15 min	20.8 min*
Maximum Rider Wait Time*	20 min	63.0*
Percentage of Ride Requests Completed Within 20 min. Wait Time*	>80%	59.25%**
*OU has requested longer available wait times for OU students during SafeRide hours (up to a 2 hour max). Because we are not able to segregate the SafeRide specific data out from other rides provided, this skews all of the wait time metrics.		
**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.		



KPIs – SafeRide Impact on Data

10%

Percentage of all Completed Trips which Utilized the SafeRide Discount.

1,101 / 28.5%

Number & Percentage of Rider Accounts Eligible for SafeRide Program.

35%

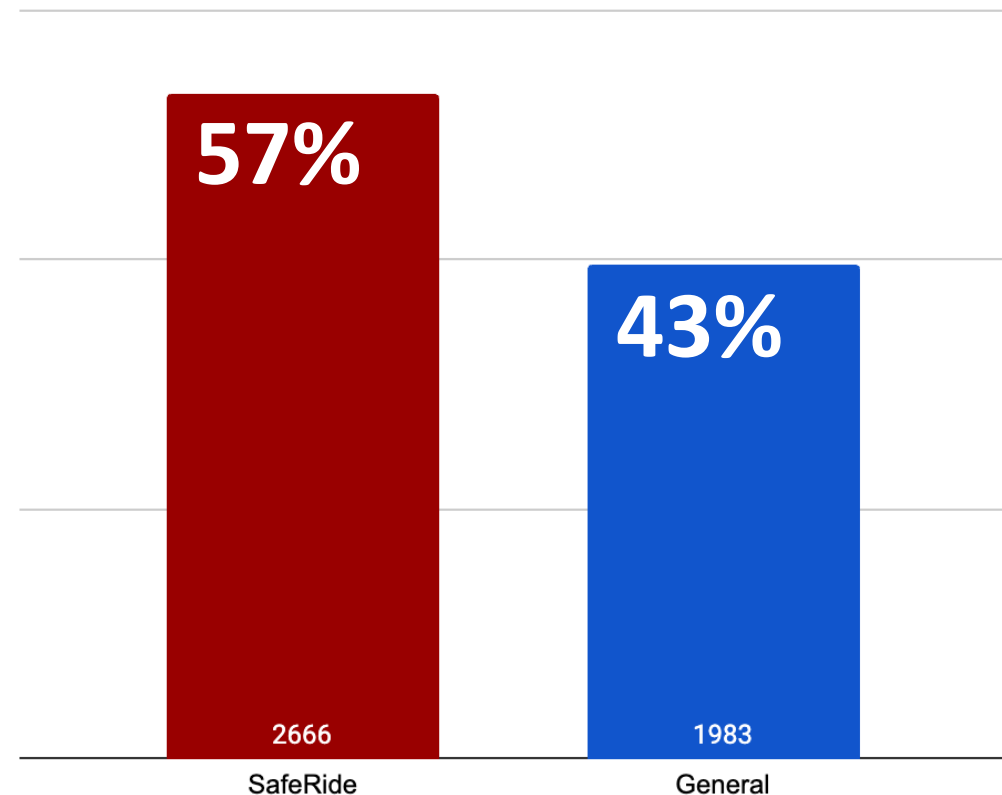
Percentage of All Completed Rides that Occur During SafeRide Hours (10pm-3am, Thurs. Evening to Sun. Morning).

~ 49%

Approximate Percentage of All Ridership that is Made Up of OU Ridership. (Both Using the SafeRide Program and Eligible Accounts using the Service outside of the SafeRide Program).

Rides During SafeRide Program Hours

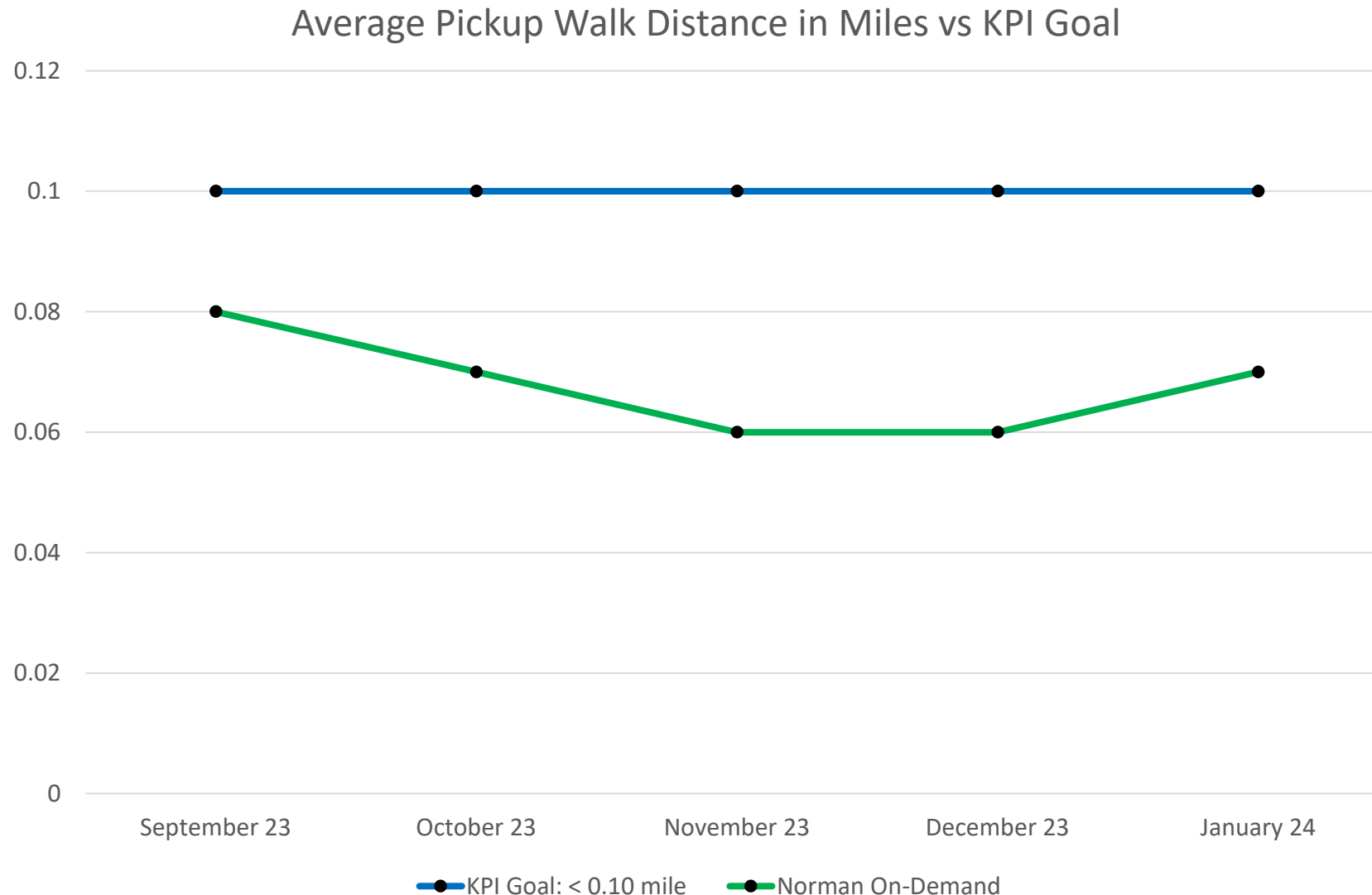
SafeRide vs. General Ridership: 10pm-3am, Thursday evening through Sunday morning



Note: Data pulled through January 31, 2024



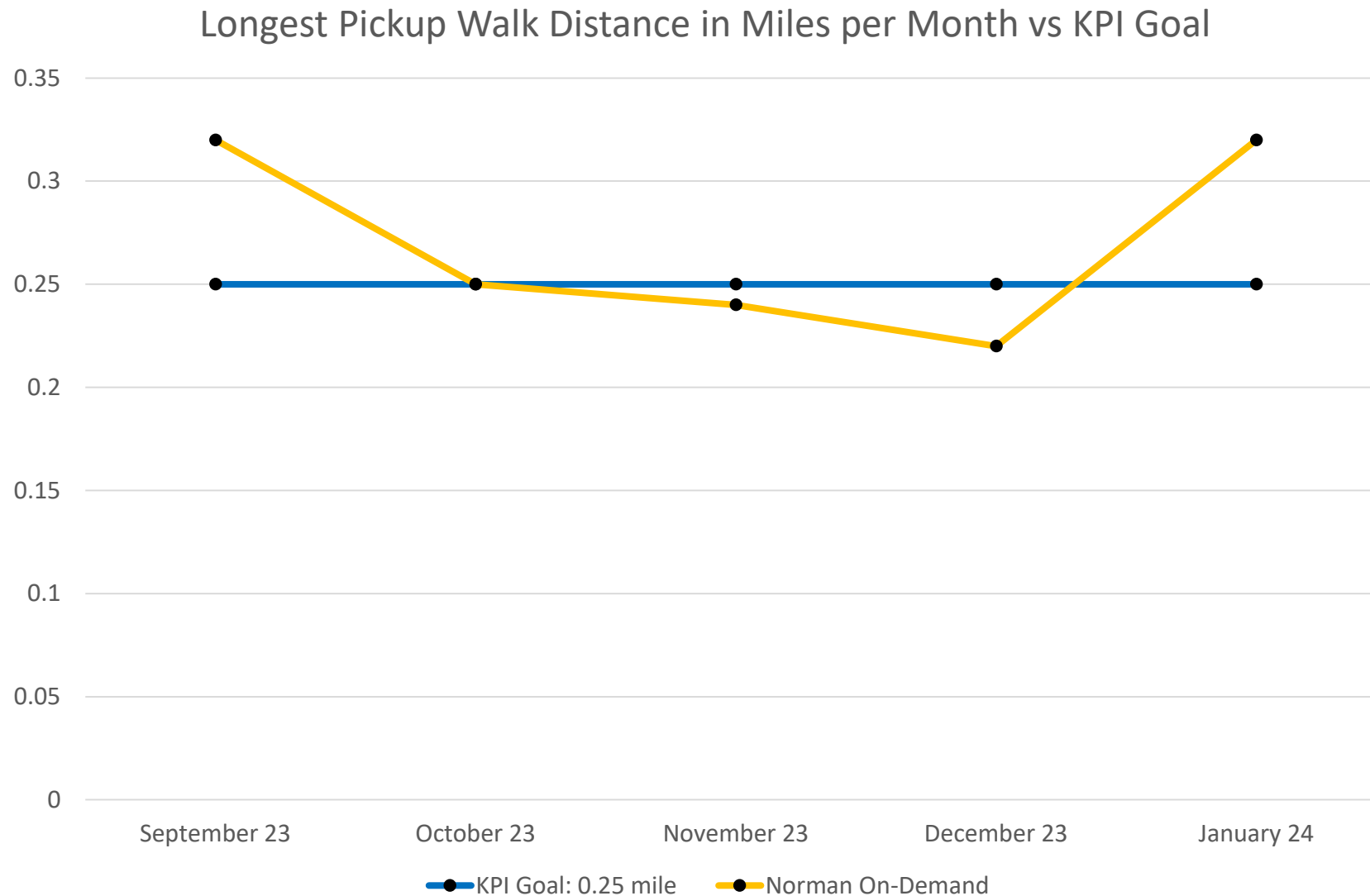
KPIs – Average Walking Distance



Note: Data pulled through January 31, 2024



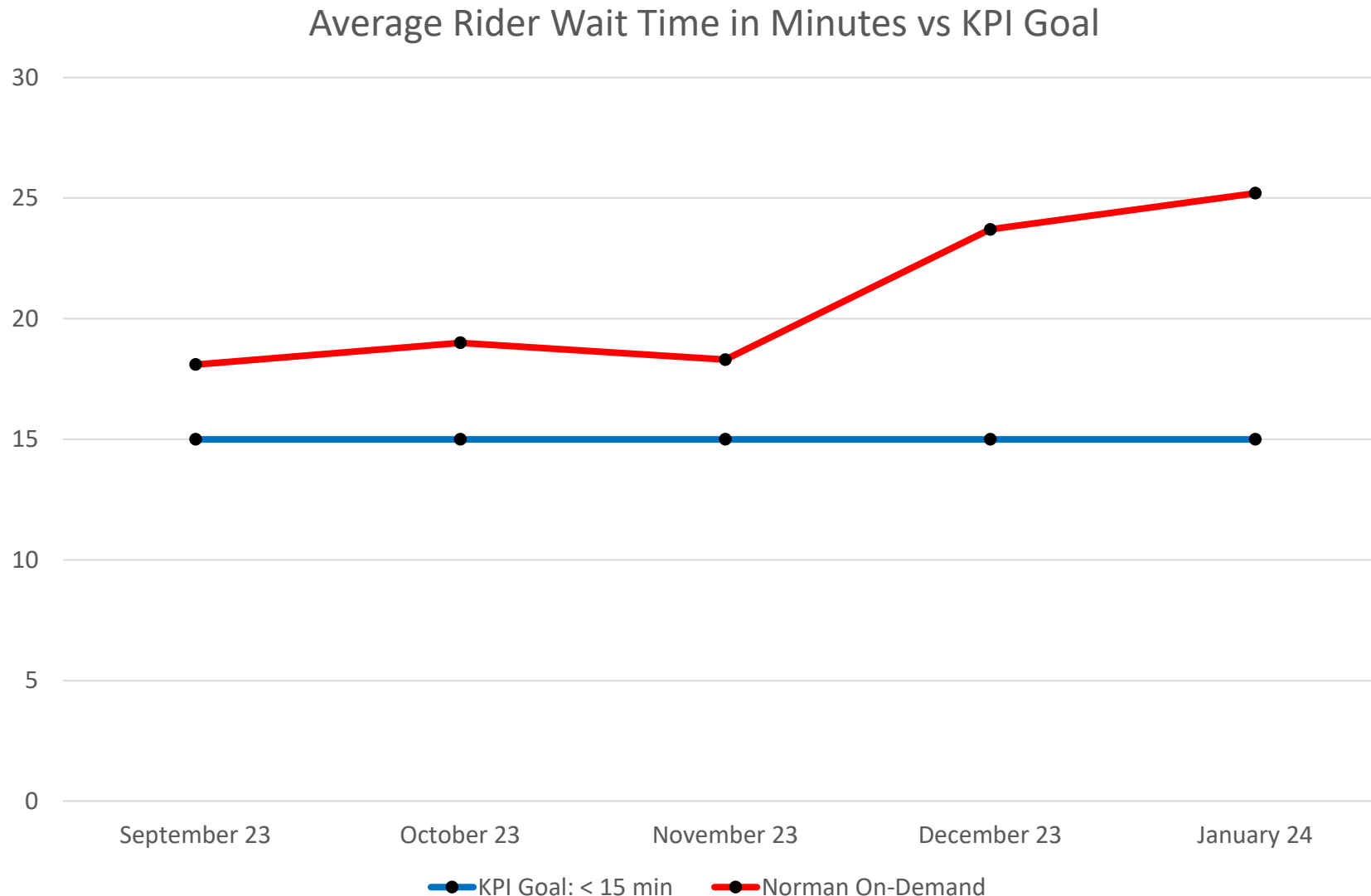
KPIs – Maximum Walking Distance



Note: Data pulled through January 31, 2024



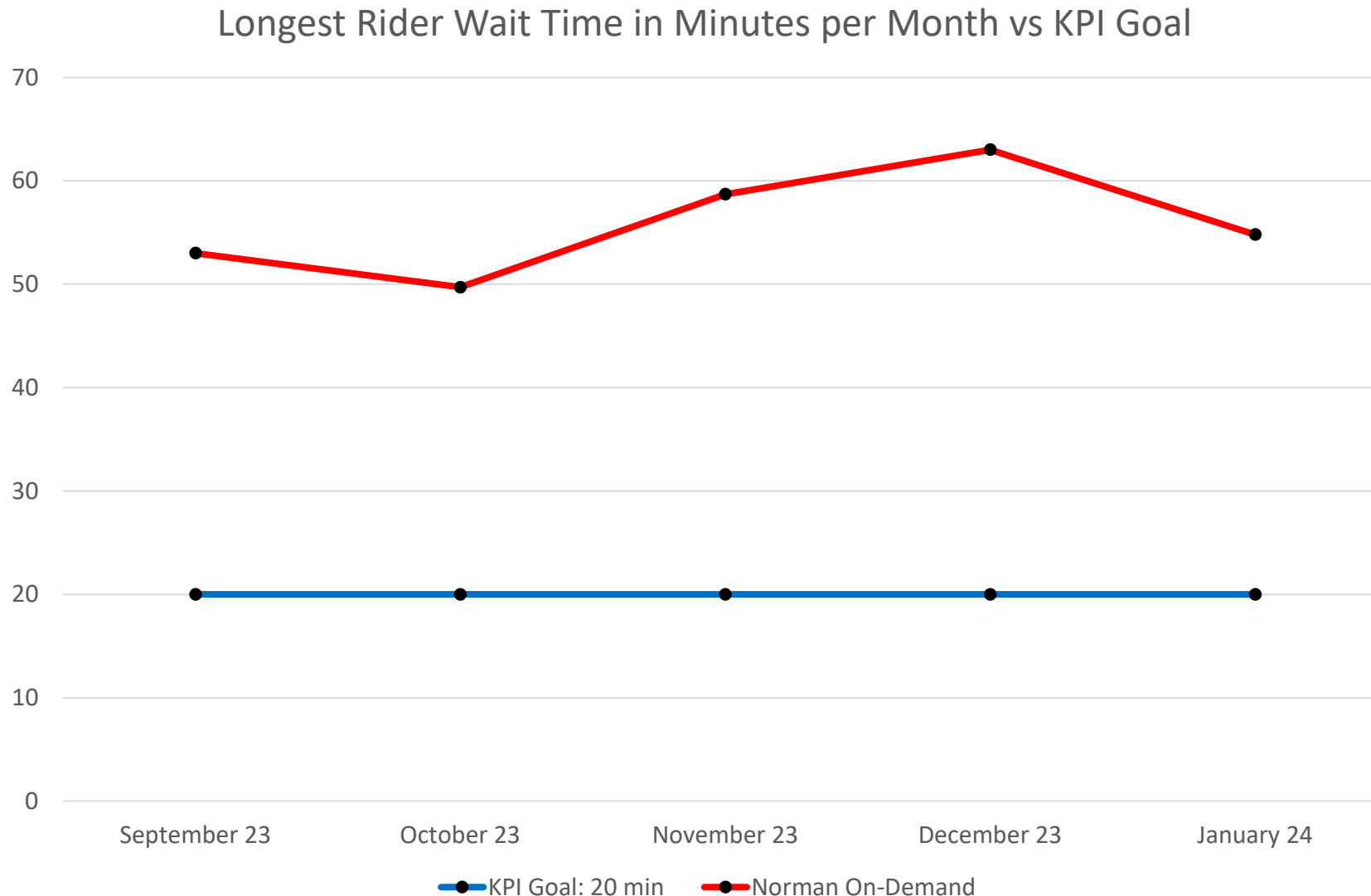
KPIs – Average Rider Wait Time



OU has requested longer wait times for OU students during SafeRide hours (up to a 2 hour max). Because we are not able to segregate the SafeRide specific data out from other rides provided, this skews all of the wait time metrics.



KPIs – Maximum Rider Wait Time



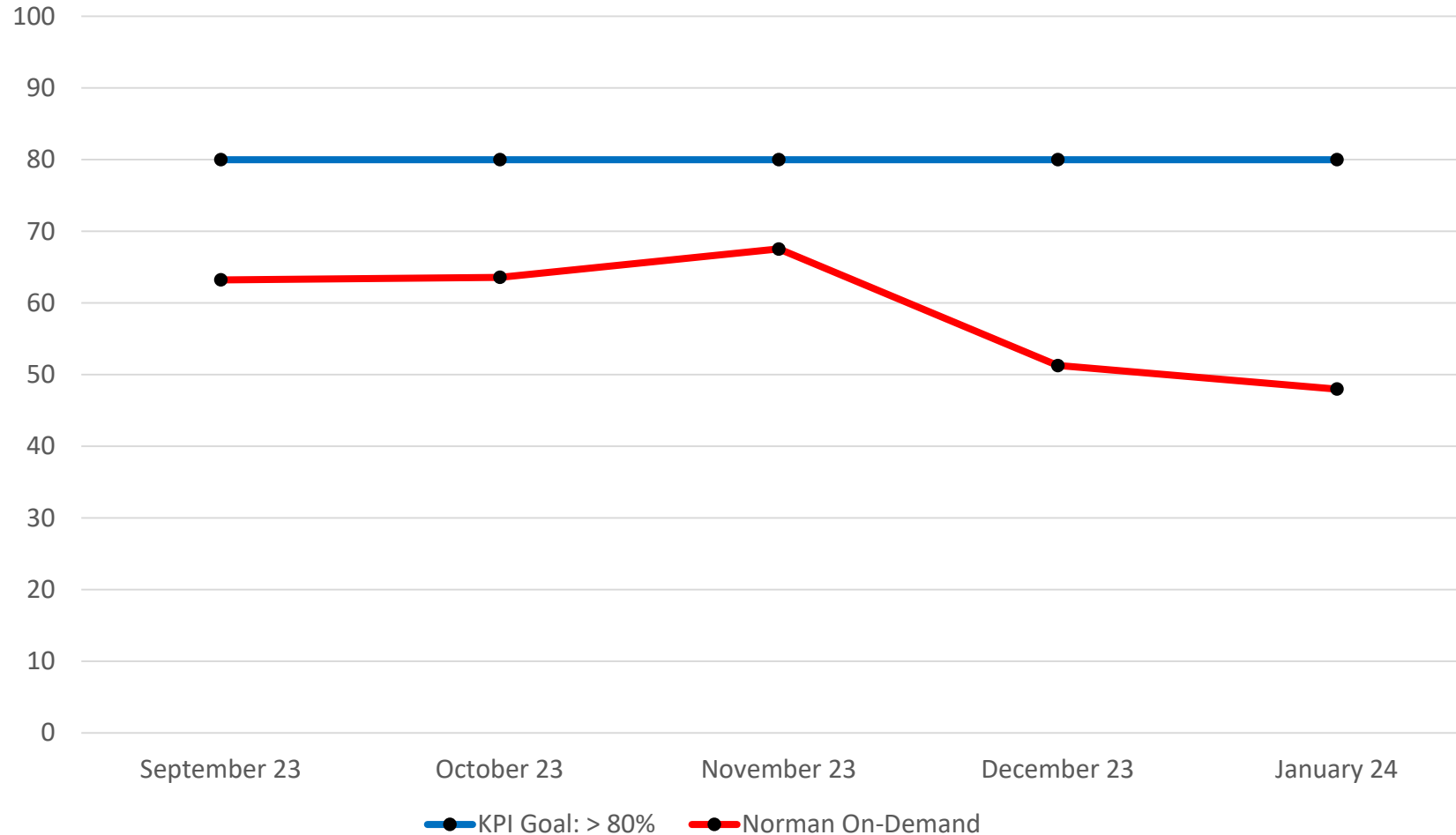
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Note: Data pulled through January 31, 2024

KPIs – Percentage of Ride Requests Completed Within 20 min. Wait Time

Percentage of 'Completed' Rides a Wait Time
Less Than 20 Minutes vs KPI Goal



Calculation Methodology:
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.

OU has requested longer wait times for OU students during SafeRide hours (up to a 2 hour max). Because we are not able to segregate the SafeRide specific data out from other rides provided, this skews all of the wait time metrics.



Note: Data pulled through January 31, 2024

Fares – Free Rides

OU SafeRide

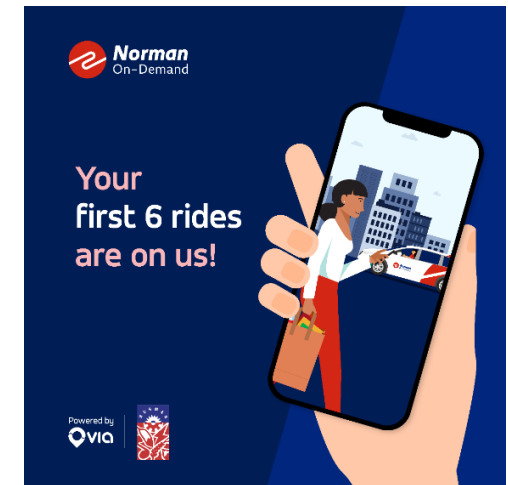
- OU's SafeRide program started as a paper voucher program for free rides home (no questions asked) to discourage drinking and driving, but has evolved to incorporate modern technology while offering students free rides Thurs-Sat 10pm-3am through a phone app.
- Any Norman On-Demand rider account created with an OU student email address is eligible for the SafeRide Program discount which provides unlimited free rides during the SafeRide hours.
- SafeRide discounted trips make up 10% of all completed trips

Initial Marketing Promotion

- As part of the initial marketing campaign, with the intent of incentivizing potential riders to download the app and try out the service, every new account has a built in promotion that provides the first six rides free of charge. Regular pricing begins with the seventh trip.
- First 6 Rides Free discounted trips make up 77% of all completed trips, some of which were also eligible for the SafeRide discount.

How Many Free Rides Are We Providing?

- As of January 31, 2024 – Approximately 80% of all completed trips (6,464 out of 8,045) qualified for one or both of the above promotions and were provided without charge to the rider.



Fares – Paid Ride Revenues

"Farebox" Revenue



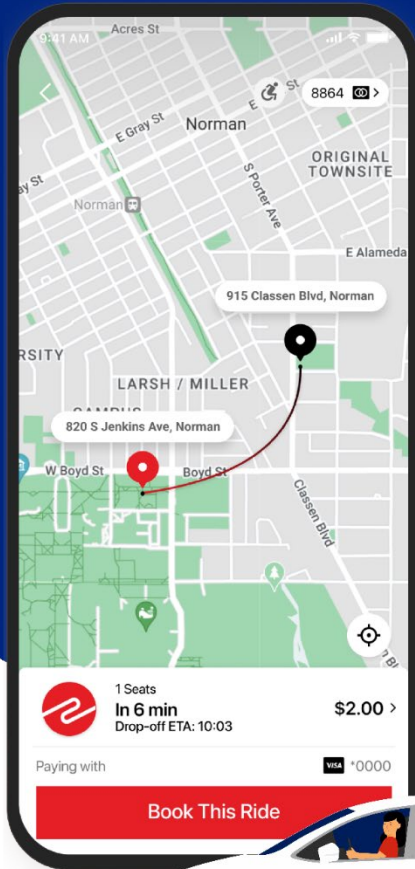
\$2,218.³⁴

Total "Farebox" Revenue
Credited to City of Norman

Note: Data pulled through
December 31, 2023



Fares – Paid Rides Ridership



MEASURE	Launch - 1/31/24
% of Completed Trips w/ paid fare	20%
# of Completed Trips w/ paid fare	1,581
# of Unique Rider IDs w/ paid fare	213
# of Unique “Super User” Rider IDs*	41
* “Super User” Rider IDs include accounts with 11 or more paid fare completed rides (17 or more rides with the service including initial promotional free rides.)	

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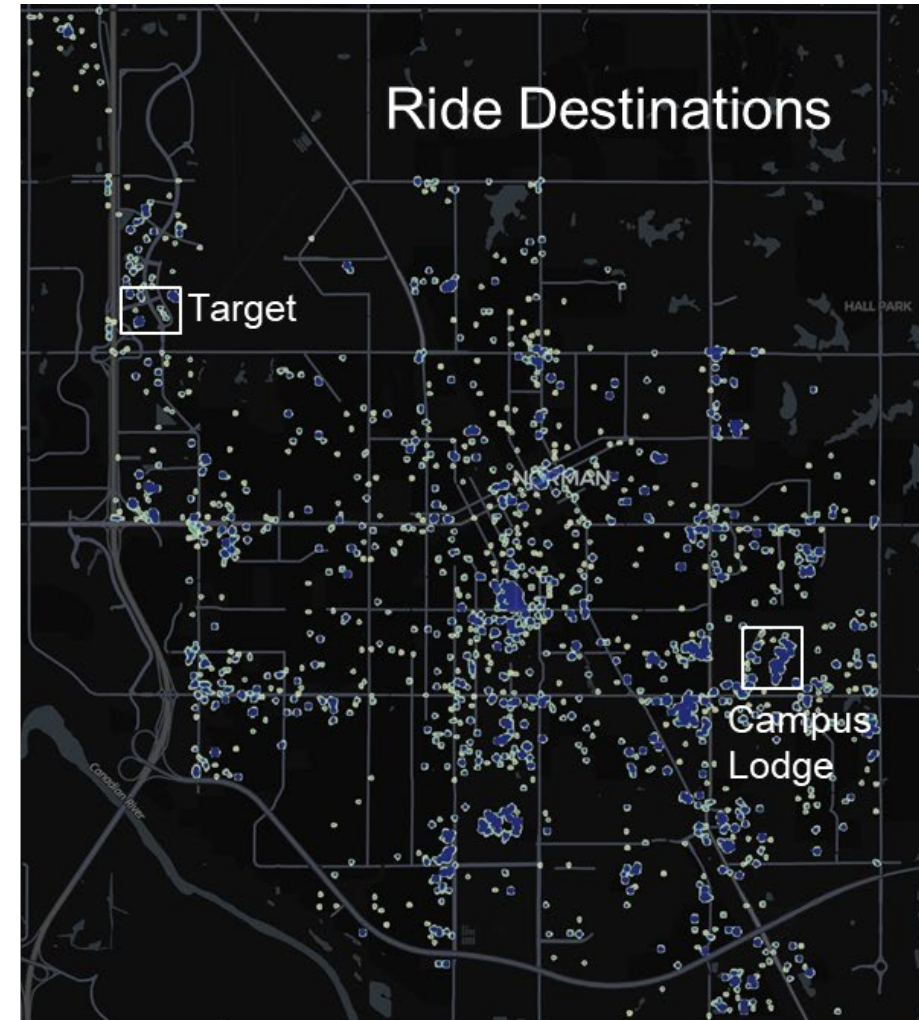
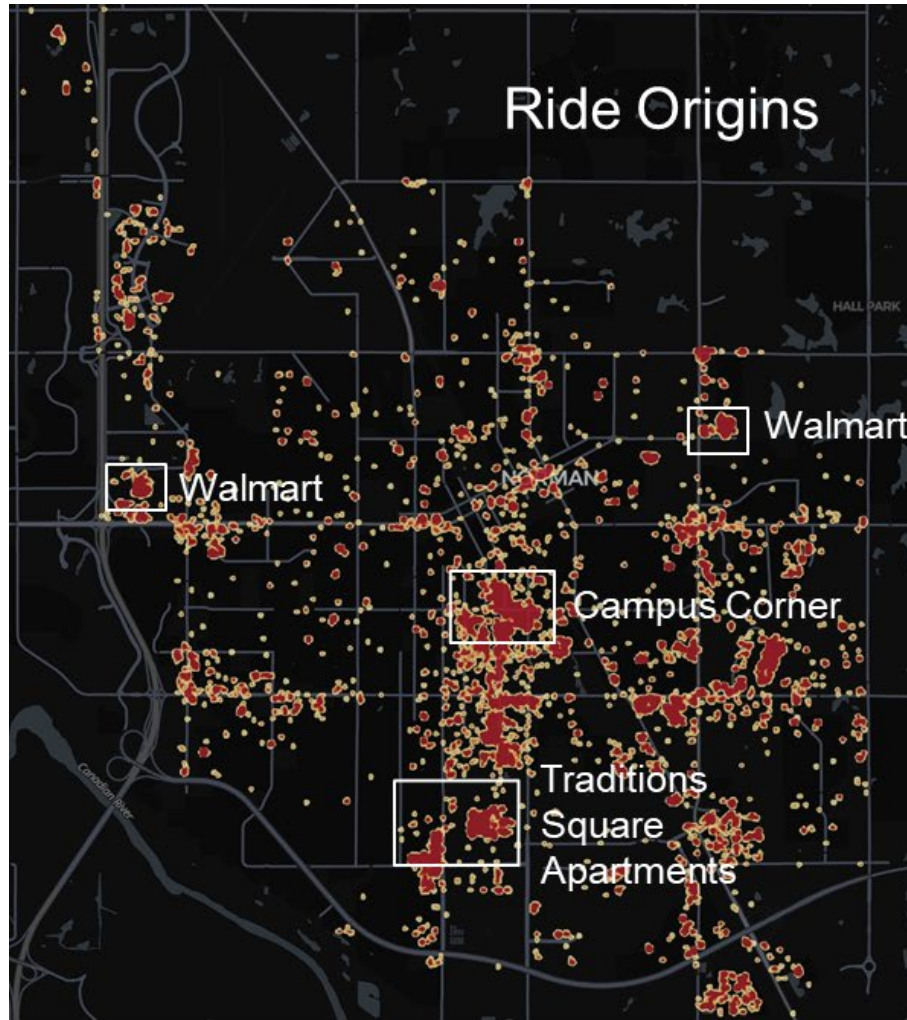
Average Number of Paid Trips
completed by a Unique Rider
ID w/ paid fare
(after 6 free rides promo).

5.6%

Percentage of Rider Accounts
with at least one paid fare.

Note: Data pulled through January 31, 2024

Top Trip Origins & Destinations



Note: Data pulled through January 25, 2024



Customer Satisfaction Survey

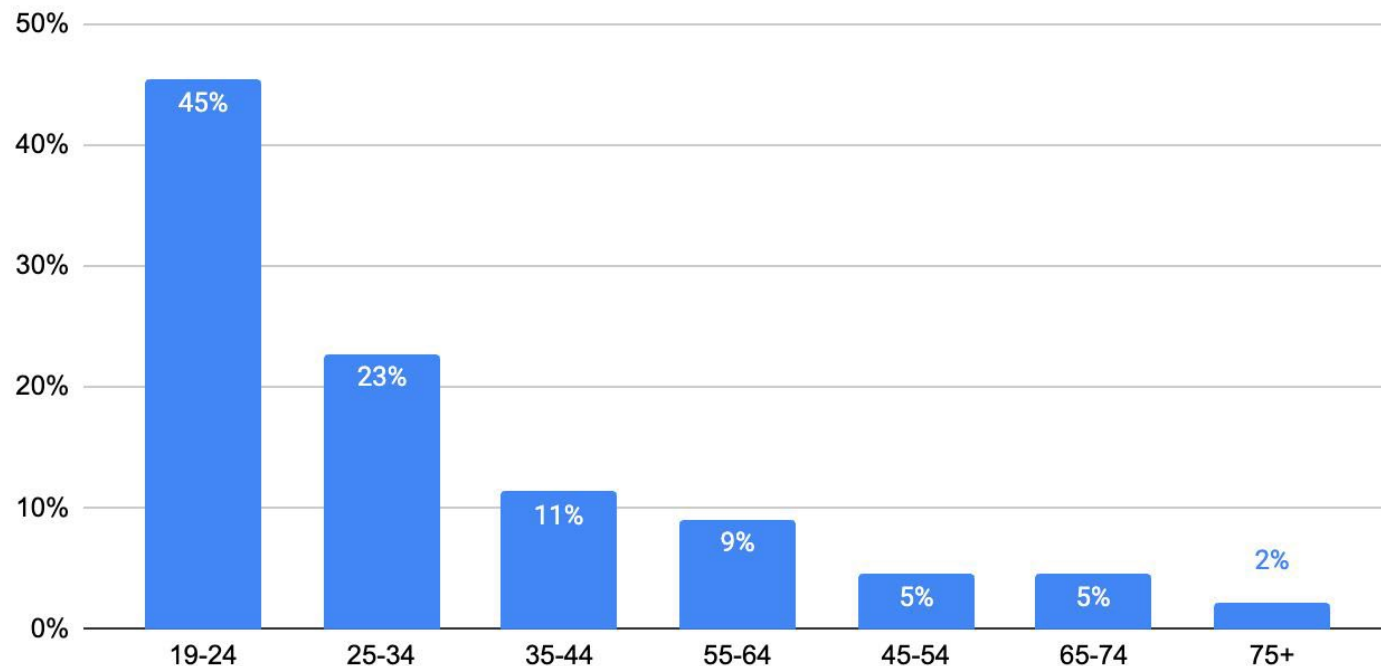
- River North Transit / Via conducted a Customer Satisfaction Survey between December 6, 2023 and December 10, 2023.
- The survey included 21 questions covering Demographics, Service Usage, and Satisfaction.
- The survey included yes/no, multiple choice, and open response questions.
- The survey received 45 respondents.





Customer Satisfaction Survey: Demographics

What is your age?



The largest portion of riders which responded to the survey fall into the 19-24 age bracket, but all age groups were represented.

67%

of Survey Respondents reported living in a household with zero cars.

74%

of Survey Respondents reported they make under \$25k/year.

55%

of Survey Respondents are non-white.



Note: Survey ran in December 2023 and surveyed 45 respondents



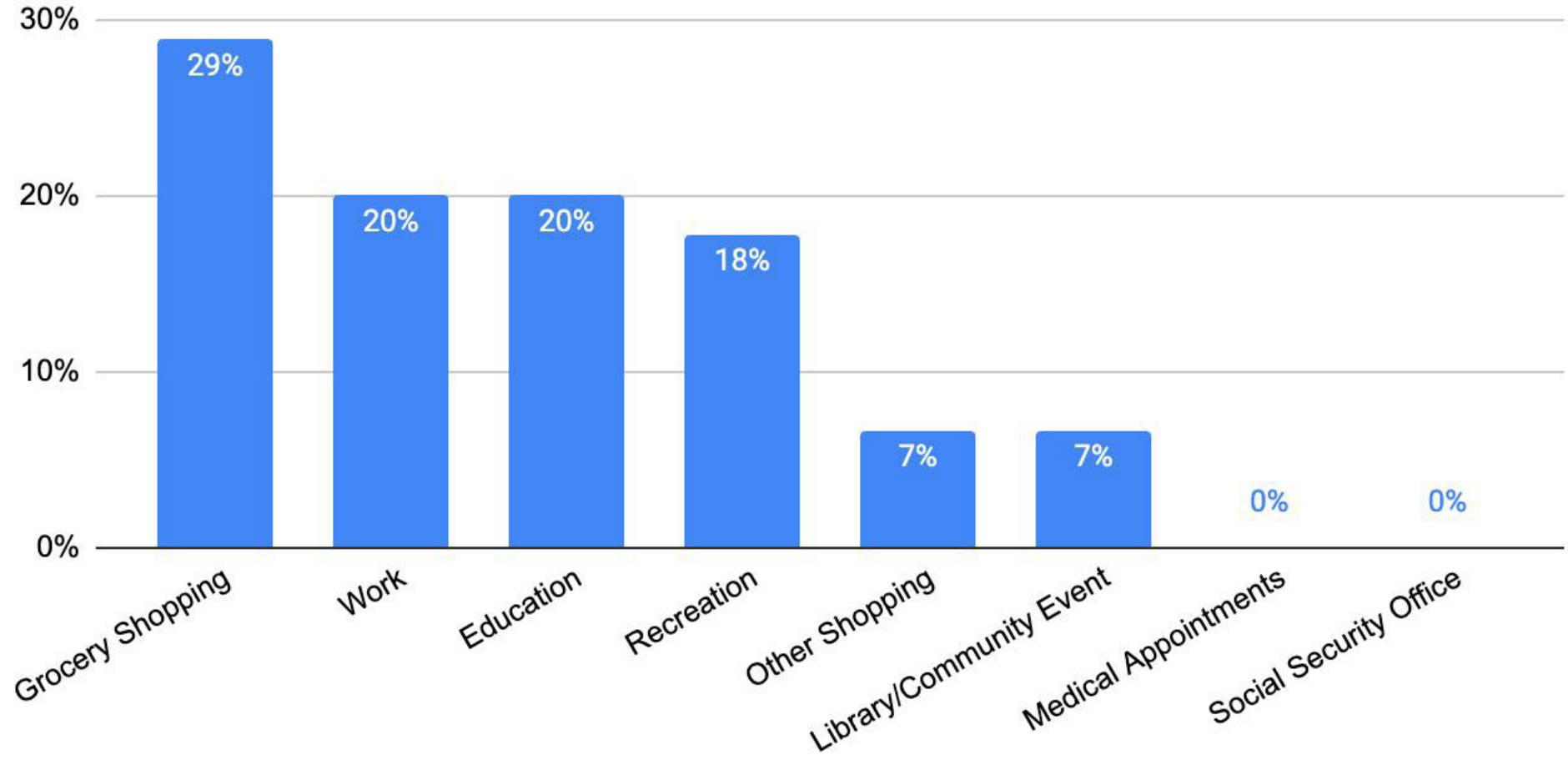
Customer Satisfaction Survey: Service Usage

Notes:

Survey ran in December 2023 and surveyed 45 respondents.

The Social Security Office is not available within the Service Zone.

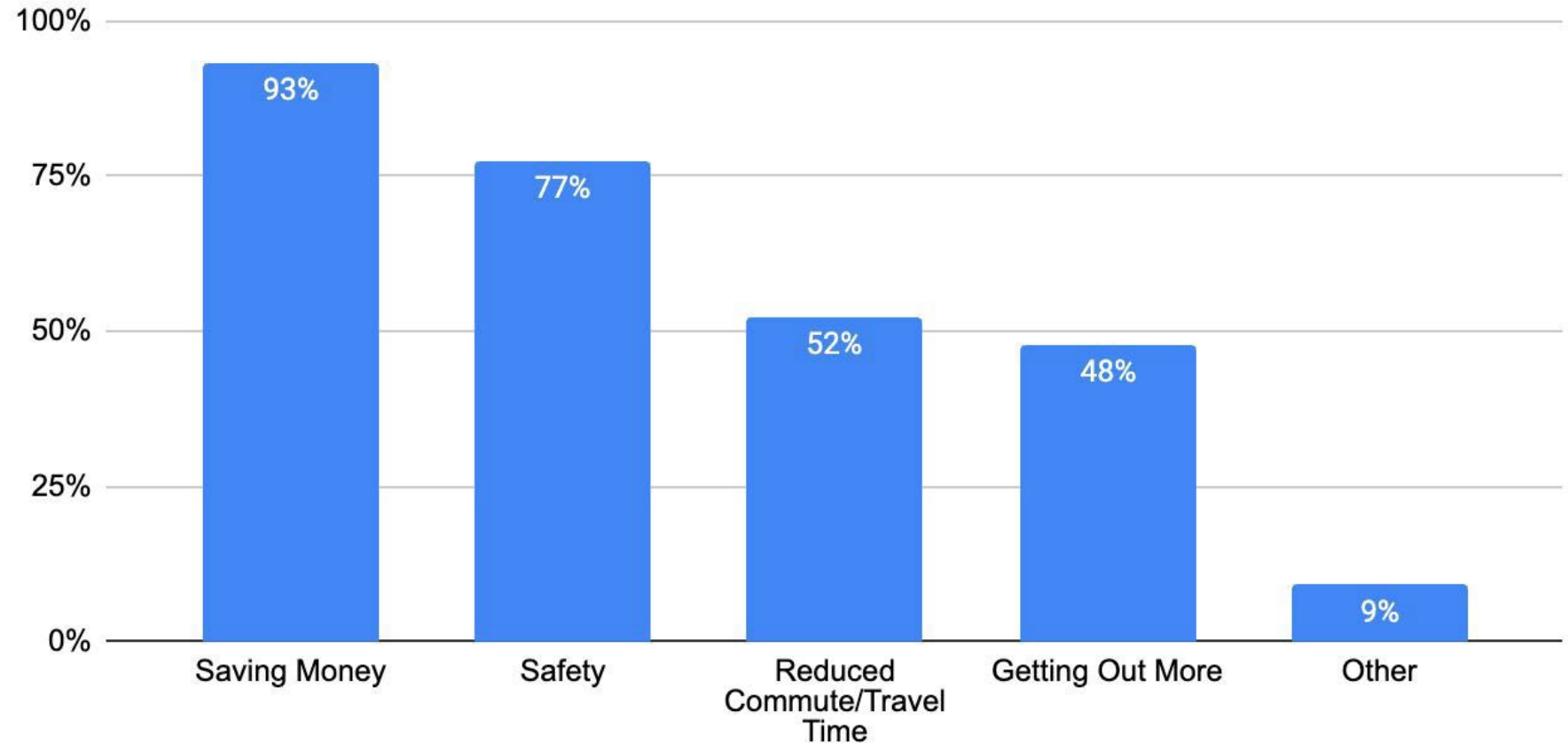
What is your most frequent use for Norman On-Demand?





Customer Satisfaction Survey: Service Usage

What benefits have you seen from using Norman On-Demand?



Notes:

Survey ran in December 2023 and surveyed 45 respondents.

The businesses on Ed Noble Parkway are not currently available within the Service Zone.

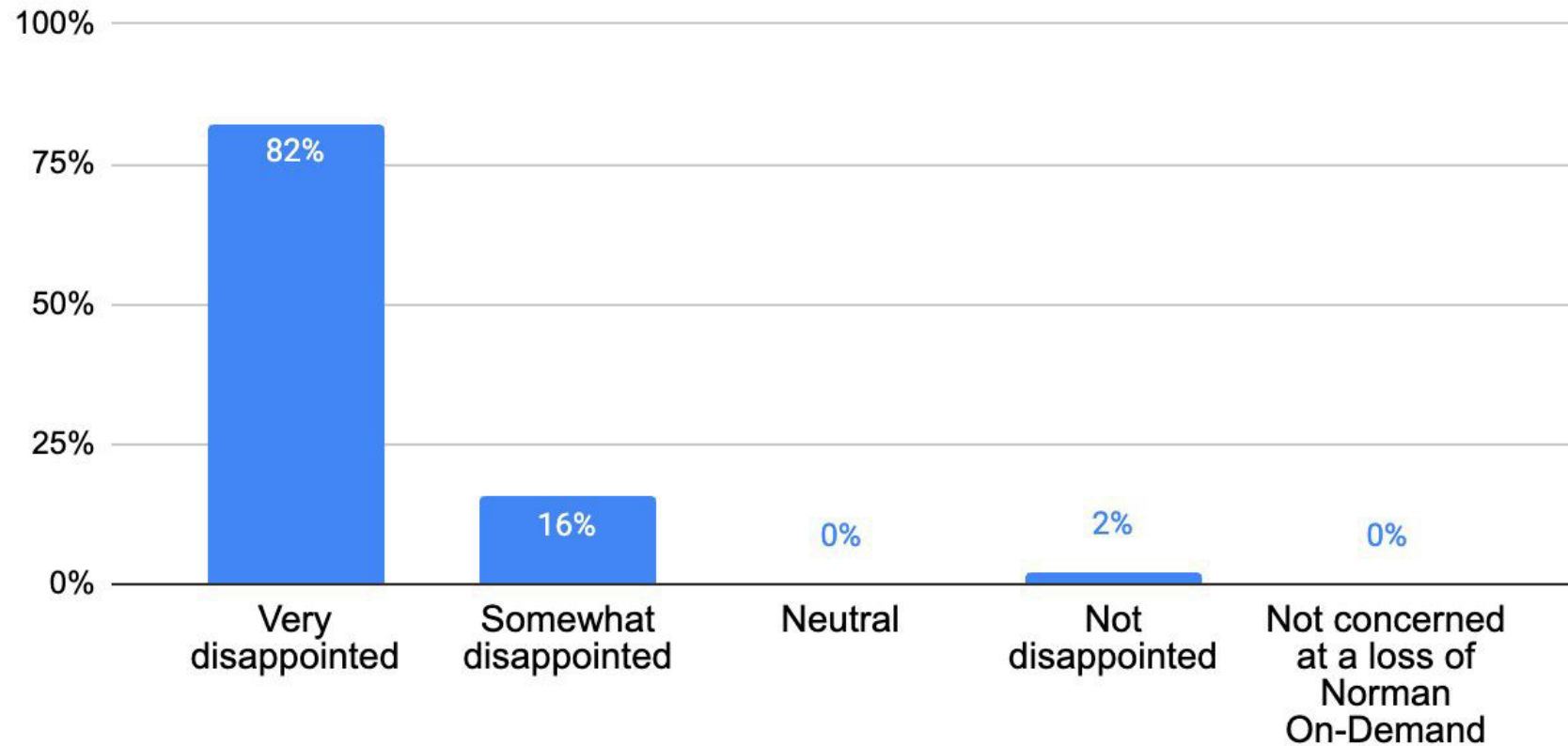
"Other" responses include: Getting to the businesses on Ed Noble Parkway, Safe and steady employment, Being able to go do groceries and basic necessities, and Greater flexibility with working hours since Norman On-Demand operates late evenings.





Customer Satisfaction Survey: Satisfaction

How disappointed would you be if you could no longer use Norman On-Demand?



Note:

Survey ran in December 2023 and surveyed 45 respondents.





Customer Satisfaction Survey: Satisfaction - Respondent Quotes

Note:

Survey ran in
December 2023
and surveyed 45
respondents.

*"I've got epilepsy
so I can't drive so
I use it when my
family can't take
me places."*

*"This service
helps residence
and keep the
roads safe from
youth going out
at night."*

*"I don't own a
vehicle and
Norman On-
Demand has
been my
lifesaver."*

*"I love not having
to use a car or
Uber. Increased
bus coverage time
and frequency
would make me
less disappointed
about losing on
demand."*

*"This is the
cheapest most
efficient way I've
been able to get
around Norman in
the 4 years I've
been here."*

*"I rely on Norman
On-Demand to
get around
Norman when I
cannot get the
bus or my friends
cannot take me
somewhere."*

*"It is a great and
safe way to
prevent drunk
driving."*

*"I depend on it to
go everywhere,
especially for
groceries."*

60%

of riders would like to see an
increased coverage area.

67%

of riders would like to see
decreased wait times.

87%

of riders would like to see
expanded operation hours.



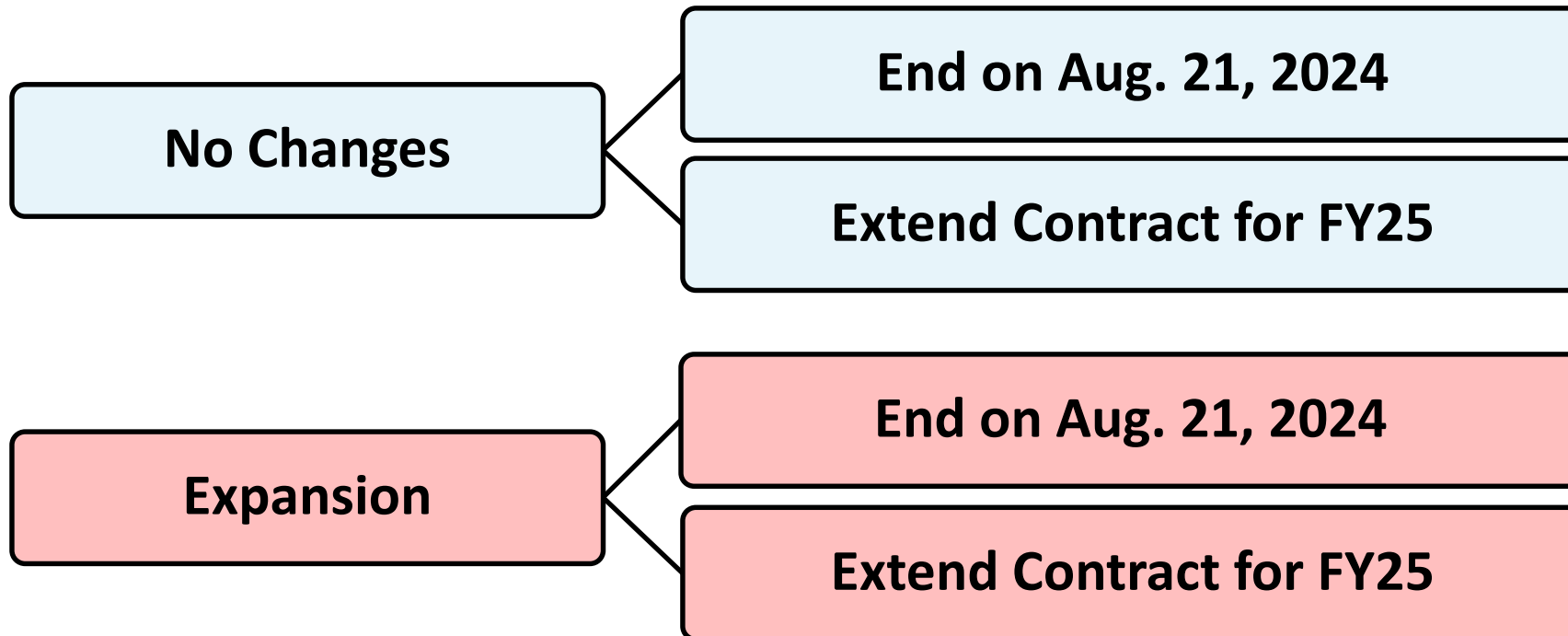
Options Moving Forward





Options Moving Forward

- The initial pilot program is scheduled by K-2223-164 to end 12 months after launch (August 21, 2024) unless otherwise extended by Council.
- An option for expansion of the pilot program, which would incur additional costs, has been explored at the request of Council and OU.



Moving Forward – Map Expansion

Map Expansion - expanding the service zone west of I-35 to improve access to more of Norman given recent fixed-route transit cuts.

Note:

This expansion would add businesses on Ed Noble Parkway to the service area which was referenced in the customer satisfaction survey responses.

Walmart
Neighborhood
Market

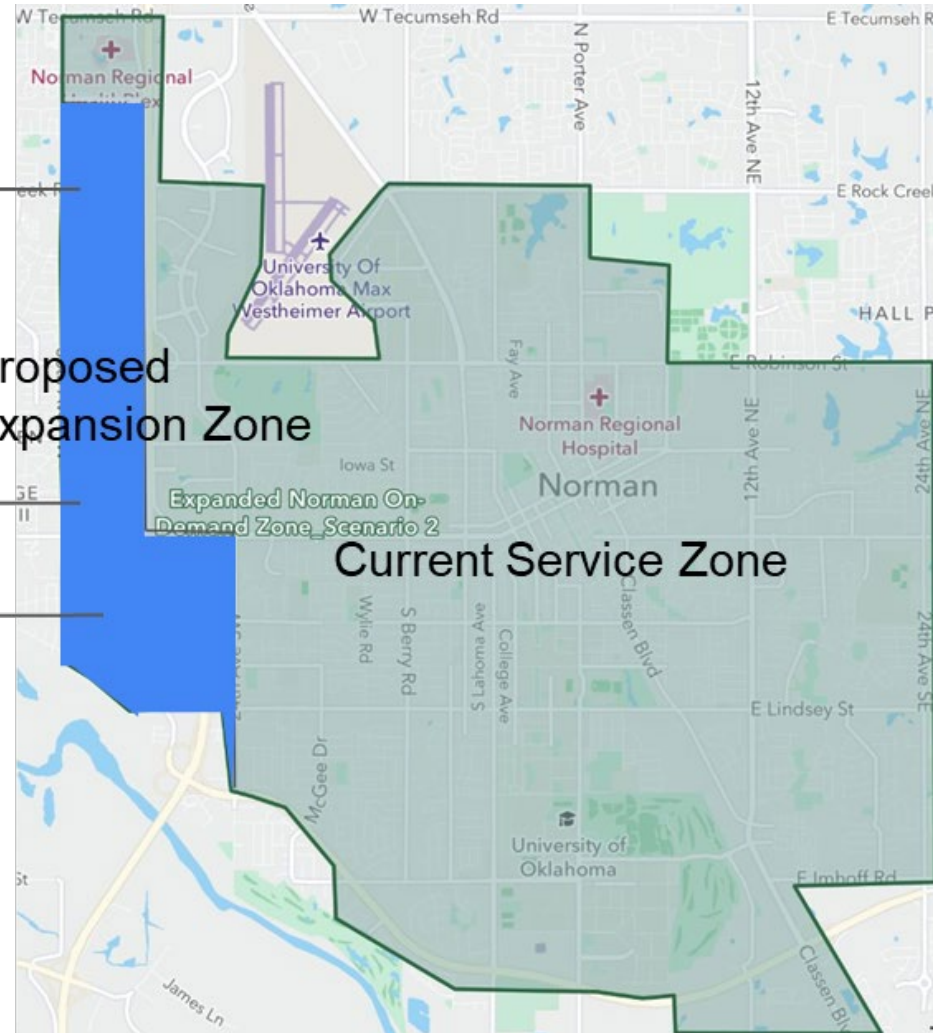
Sooner Mall

Parkway
Plaza

Proposed
Expansion Zone

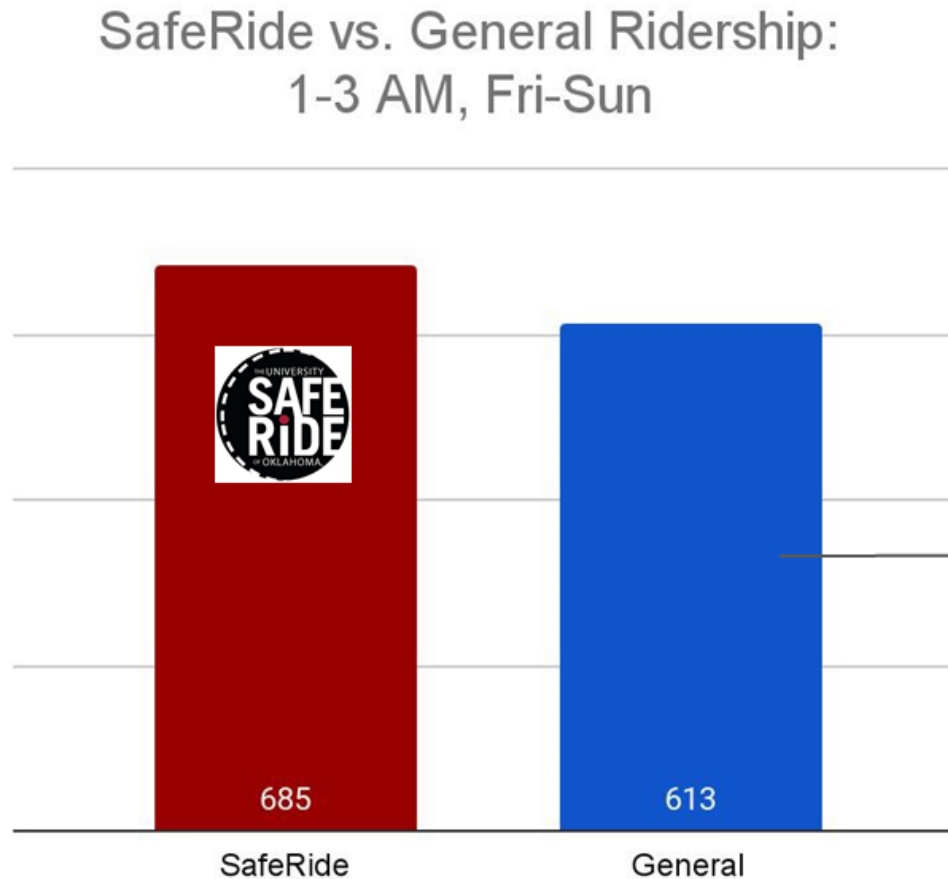
Expanded Norman On-
Demand Zone Scenario 2

Current Service Zone



Moving Forward – SafeRide Hours Expansion

SafeRide Hours Expansion - expanding SafeRide-specific hours (1 AM-3 AM, Fri-Sun), penned to end May 12, through August 21.



Ridership during these SafeRide-specific hours comprises 9.8% of total ridership!

Both OU students (53%) and the broader Norman community (47%) ride during SafeRide-specific hours!



Moving Forward – Cost of Expansion

With desires to expand west and continue SafeRide hours of operation through the summer, these expansions would increase van hours to strengthen quality of service.

	Scenario	Weekly Van Hours	Est. Requests /Van Hour*	Vans at Peak	Est. SU %*	Additional Cost**
1	Run to Contract	137	8 - 11	5	10 - 18%	-
2	QoS Improvement (+15% hours)	158	7 - 10	6	8 - 14%	\$51,216.77
3	Premier QoS (+30% hours)	179	6 - 9	7	6 - 11%	\$102,433.54

Note: Quality of service projections assume modest 5% month-over-month demand growth, with a 50% dip in OU demand from June-August 2024. If we were to assume higher demand growth (15% month-over-month), still taking lower OU demand during the summer into account, seat unavailable rate could soar to >40% by August.

**Estimations are based on daily request volume from launch through November 15.*

***Assumes an increase in hours starting on March 1, 2024 through August 21, 2024. The additional cost per vehicle is \$2,000 for vehicle wrapping.*



Questions?

**Transit and Parking Division
Department of Public Works
City of Norman**

www.normanok.gov/residents-visitors/transit-parking

(405) 307-7219

transit@normanok.gov

