



CITY OF NORMAN, OK CITY COUNCIL COMMUNITY PLANNING & TRANSPORTATION COMMITTEE MEETING

Municipal Building, Executive Conference Room, 201 West Gray, Norman,
OK 73069

Thursday, August 28, 2025 at 4:00 PM

AGENDA

It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, relation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please call 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.

CALL TO ORDER

AGENDA ITEMS

1. PRESENTATION OF THE JUNE AND JULY PUBLIC TRANSIT REPORT.
2. CONTINUED DISCUSSION ON THE EMBARK WELL MOBILITY MANAGEMENT PROGRAM.
3. DISCUSSION REGARDING UPDATES TO THE BICYCLE ROUTE MAP.

ADJOURNMENT



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: August 28, 2025

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 two months are attached. These reports provide updates on key metrics associated with the operations of each respective transit service.

Updates:

Go Norman Transit Plan

The Go Norman Transit Plan was approved by resolution by Council on June 22nd, 2021. On December 13, 2022 Council approved a resolution to alter transit bus service as recommended in the Plan. The route changes were effective October 16, 2023 after many months of implementation work, including the remodel of 320 E. Comanche into the Norman Transit Center. Staff continue to move forward on the next steps as recommended in the plan. Recent work includes:

Fleet Maintenance & Vehicle Procurement (upgrades and standardization)

- City Fleet Maintenance staff continue to ensure that the transit fleet is in operational condition each morning for line up.
 - Of the City's 27 revenue vehicles in the Transit Fleet, and not accounting for vehicles which already have replacements on order, there are only 3 vehicles remaining which were received from the University and have surpassed their useful life and are eligible to be retired according to FTA standards, all of which are in fixed route service. One additional unit in the paratransit fleet is also eligible to be retired and replaced. Staff believe there is grant funding available for the remaining four vehicles that have reached replacement eligibility to be replaced during fiscal year 2026.

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. Staff are re-evaluating the timing of this priority in relation to the current ridership, expected development along the route, and other transit needs.
- **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.

Central Oklahoma Long Range Transit Plan

Utilizing a combination of ACOG FTA Planning and OKC MAPS 4 funding, EMBARK and ACOG are leading a project and working with a consultant to create a Central Oklahoma Long Range Transit Plan. This plan will work with all existing transit providers to analyze existing and planned improvements to transit in the region. At a high level, this plan will make recommendations for the regions transit service as a whole. Expected completion date is late fall 2025 with public and stakeholder engagement throughout the process. Updates from ACOG and EMBARK on the development of the plan have been presented to Council during the January 14, 2025 and May 13, 2025 Council Conferences. One additional update is planned prior to the finalization of the plan, which is tentatively scheduled for September 23, 2025.

Grants

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Below is a grant received from ACOG that staff continue to work on.



- 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.
- 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, which have been flexed from Federal Highway Administration (FHWA) to the Federal Transit Administration (FTA), will require a local match of at least \$268,735. This funding will be utilized to replace 5-0704, 5-1029 and 5-1533, which have exceeded their useful lives.

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. 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. More details regarding operations can be found in the attached monthly performance report for this service, named Norman On-Demand.

Paratransit Software Transition

On February 25, 2025 EMBARK transitioned the separate paratransit software being utilized in Oklahoma City and Norman to a single software for both service areas. The new software and hardware were supported by a grant that was awarded to EMBARK. City and EMBARK staff met with paratransit riders and other agency staff on May 12, June 20, and July 25 to discuss issues that riders have been experiencing due to the transition to the new software. Following the discussions in earlier meetings, action items were developed for staff to look into and implement to correct some of the issues. It appears from follow up meetings that many issues are being corrected.

Norman Transit Center Parking Lot Improvement Project

The City of Norman conducted a bid opening on July 10th, 2025, for the Norman Transit Center Parking Lot Improvement project. The low bidder was Connelly Paving Company of Oklahoma City, Oklahoma. On August 12th, 2025, City Council approved Contract K-2526-10 with Connelly Paving Company in the amount of \$138,365.00 to fund the construction of this project. The City awarded the project on August 13th, 2025. Construction started on August 18th, 2025, and 60 calendar days were allocated to complete this project. The project is currently projected to be completed in October 2025 and consists of removing the existing asphalt pavement and replacing it with concrete pavement. In addition to the parking lot being replaced with a more durable pavement, the project will include the replacement of the approach pavements as well as some integral curb that was in unacceptable condition.

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 June 2025.
2. Norman On-Demand Performance Report for June 2025.
3. EMBARK Norman Performance Report for July 2025.
4. Norman On-Demand Performance Report for July 2025.

PERFORMANCE REPORT

Transit System Report

June 2025

Purpose

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

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

Total Ridership

Total ridership for EMBARK Norman in June 2025 was 42,049 compared to 30,166 in June 2024. The average total daily ridership was 1,699 for June 2025, a 40.76% increase from 1,207 in June 2024. Fiscal Year 2025 ridership was 504,898 passengers, a 25.21% increase from the 2024 total of 403,229.

The fixed-route service totaled 39,898 for June 2025 compared to 28,353 for June 2024. Average fixed-route daily ridership for June 2025 was 1,597 compared to 1,137 for June 2024. Passengers with wheelchairs or other mobility devices totaled 396, compared to 567 for June 2024. Passengers with bikes or other mobility devices totaled 1,522, compared to 992 for June 2024.

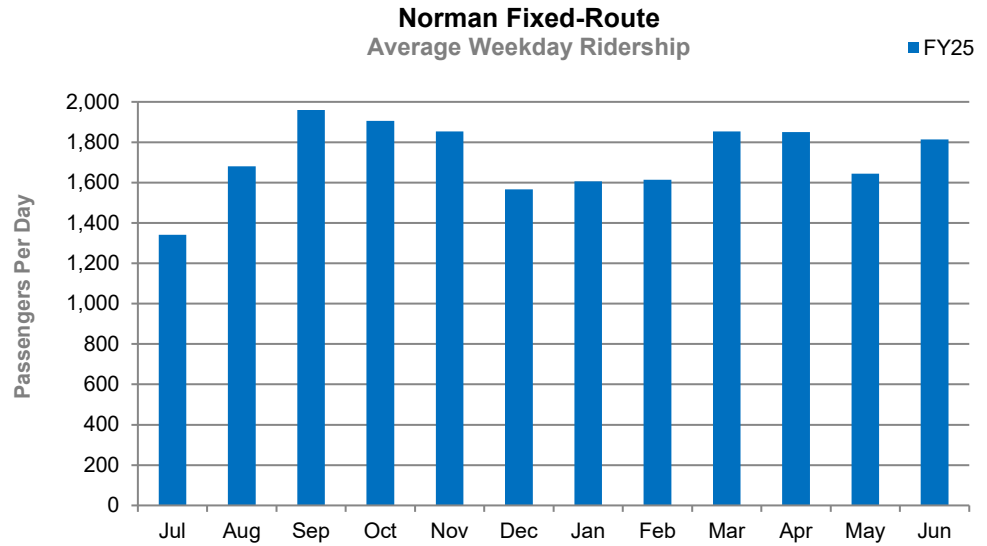
PLUS ridership totaled 2,151 for June 2025, compared to 1,813 for June 2024. The average total PLUS ridership was 102 for June 2025, compared to 73 for June 2024. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	June FY25	June FY24	+/- June FY24
Fixed Routes (M-F)	36,252	25,204	43.83%
110 - Main Street	3,459	2,743	26.10%
111 - E Lindsey	16,313	12,265	33.00%
112 - W Lindsey	10,038	6,312	59.03%
121 - Westheimer	3,074	1,942	58.29%
122 - Rock Creek	3,350	1,905	75.85%
144 - Social Security	18	37	-51.35%
Fixed Routes (Sat)	3,646	3,149	15.78%
110 - Main Street	370	397	-6.80%
111 - E Lindsey	1,501	1,344	11.68%
112 - W Lindsey	1,094	815	34.23%
121 - Westheimer	298	273	9.16%
122 - Rock Creek	383	320	19.69%
PLUS ADA Service	2,151	1,813	18.64%
PLUS (M-F)	2,086	1,705	22.35%
PLUS (Sat)	65	108	-39.81%
Bikes	1,522	992	53.43%
Wheelchair	396	567	-30.16%
PLUS Wheelchair	N/A	357	N/A

Fixed Route Weekday Ridership

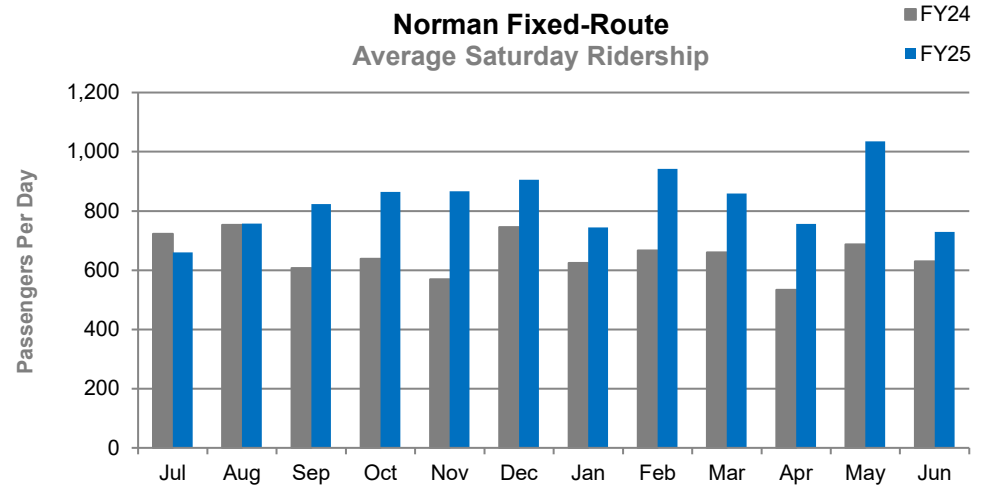
Total fixed-route weekday ridership for June 2025 was 36,252, a 43.83% increase from 25,204 in June 2024. Average weekday passenger ridership totaled 1,814 in June 2025; a 43.63% increase compared to 1,263 for June 2024. The average RPSH was 19.60, a 16.25% increase from 16.86 in June 2024.

The University of Oklahoma began its summer session on June 9. Additionally, severe thunderstorms with tornadoes in the Oklahoma City and Norman area led to a one-hour long suspension of service on June 3.



Fixed Route Saturday Ridership

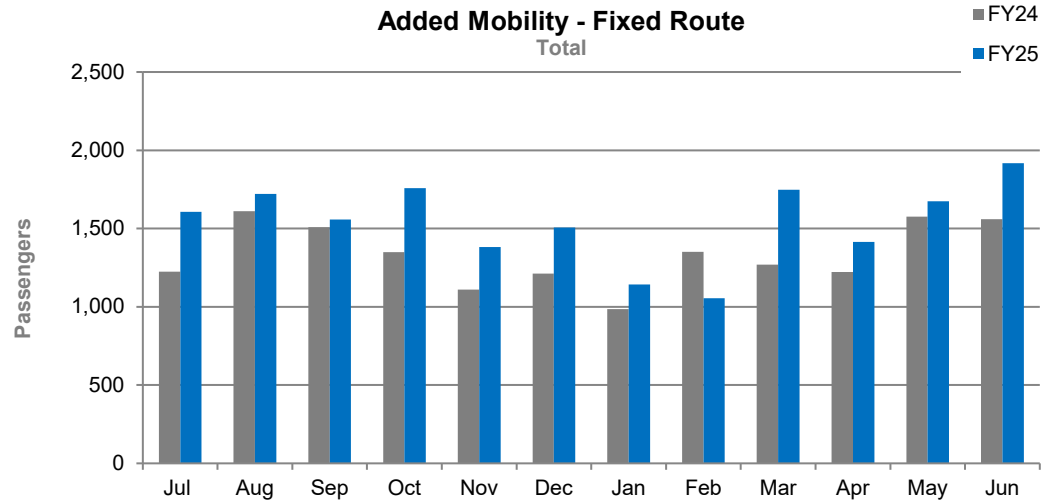
Total fixed-route Saturday ridership for June 2025 was 3,646, a 15.78% increase from 3,149 in June 2024. Average Saturday passenger ridership totaled 729 for June 2025, a 15.71% increase from 630 in June 2024. The average RPSH was 14.09, a 1.51% decrease from 14.30 in June 2024.



Added Mobility – Fixed Route

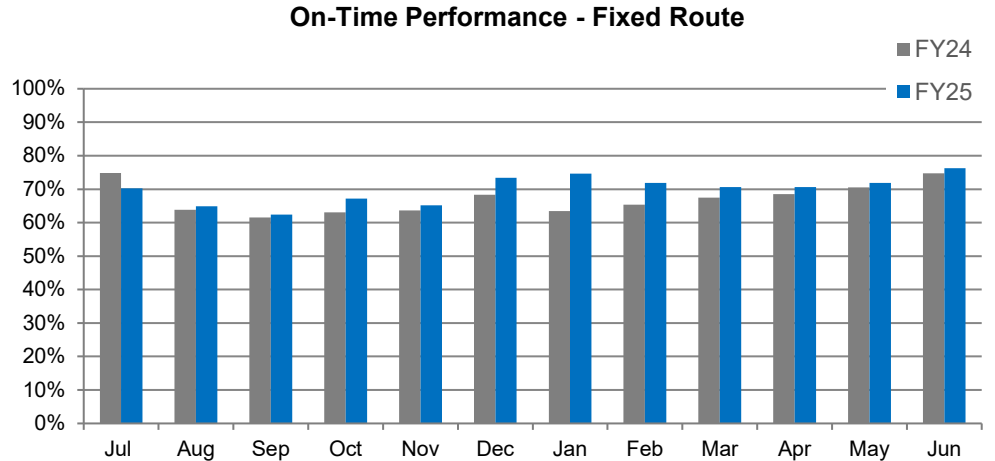
Total passengers with added mobility, such as bikes and wheelchairs, totaled 1,918 for June 2025, a 23.03% increase from 1,559 in June 2024.

Bike passengers totaled 1,522, a 53.43% increase from 992 in June 2024. Passengers with wheelchairs totaled 396, a 30.16% decrease from 567 in June 2024.



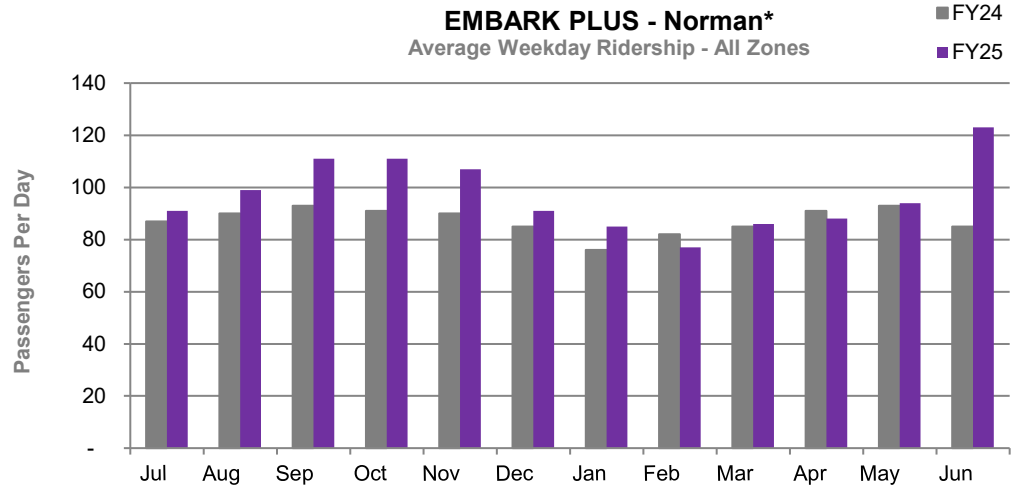
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 76.3% in June 2025, a 1.60% increase from 74.70% in June 2024.



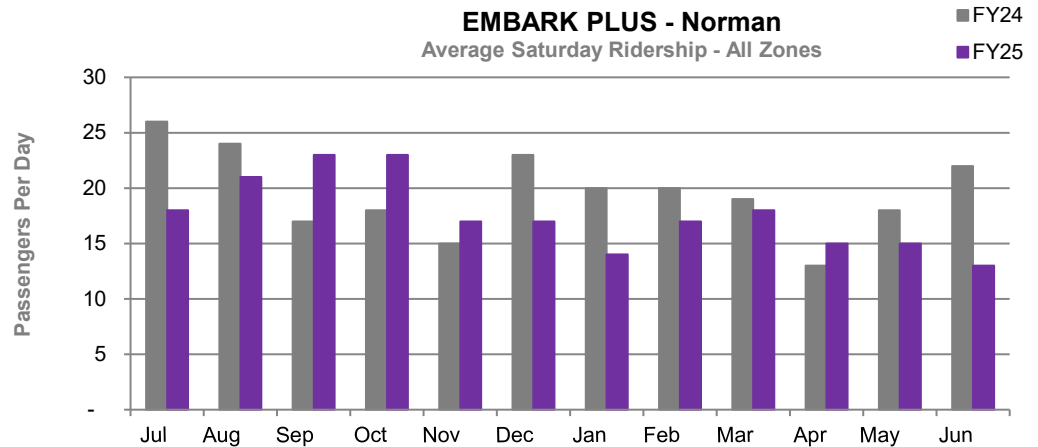
PLUS Weekday*

Total PLUS weekday ridership for June 2025 was 2,086, a 22.35% increase from 1,705 in June 2024. Average weekday passenger ridership totaled 123 for June 2025, a 44.71% increase from the June 2024 average of 85. RPSH was 1.82, a 38.65% increase from 1.31 in June 2024.



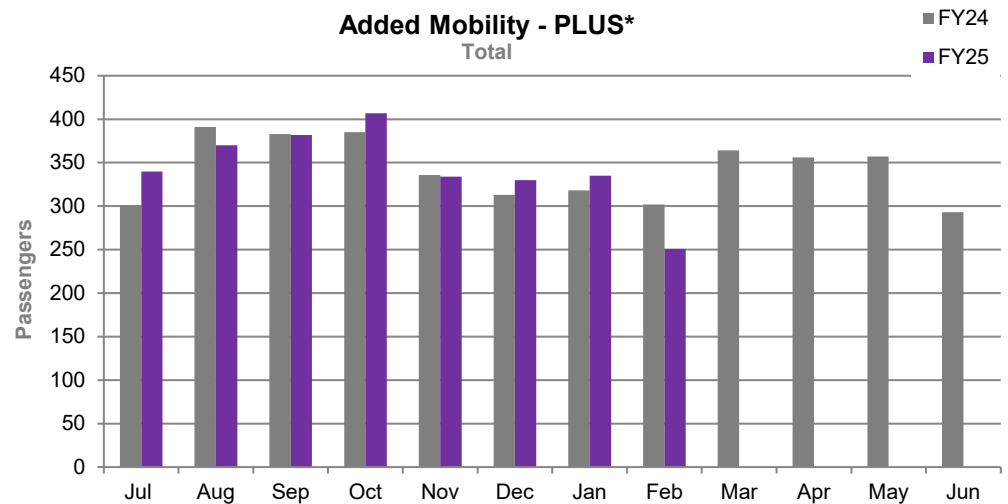
PLUS Saturday

Total PLUS Saturday ridership for June 2025 was 65, a 39.81% decrease from 108 in June 2024. Average Saturday passenger ridership totaled 13 for June 2025, a 40.91% decrease from 22 in June 2024. RPSH was 1.17, a 23.23% decrease from 1.52 in June 2024.



Added Mobility – PLUS*

Due to ongoing testing, mobility device data is currently unreliable.

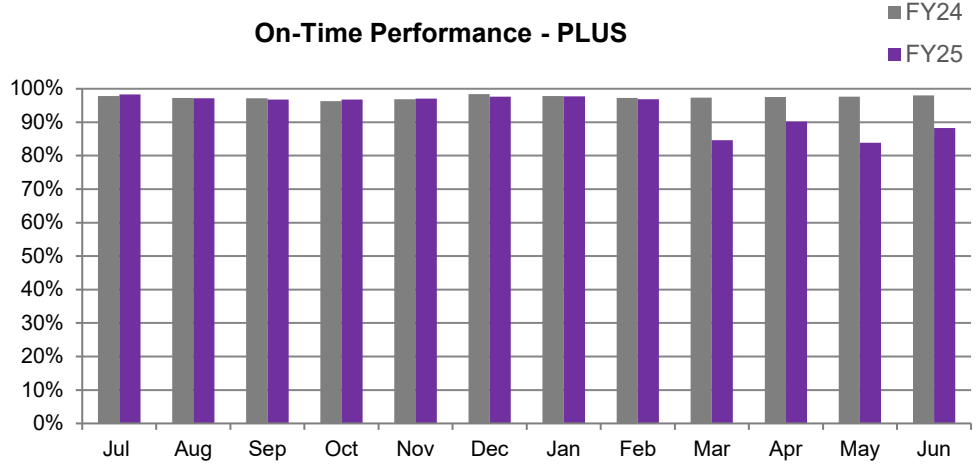


On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 88.31%, a 9.75% decrease from 98.06% in June 2024.

Due to Ecolane limitations, on-time performance can no longer be broken out by zones for weekday service, however overall on-time performance for weekdays was 88.31%.

Saturday on-time performance was 80.60%, a 17.27% decrease from 97.87% in June 2024.



PLUS Weekday Service Summary	June FY25*	June FY24	+/- June FY24		PLUS Saturday Service Summary	June FY25	June FY24	+/- June FY24
Total Passengers	2,086	1,705	22.35%		Total Passengers	65	108	-39.80%
Total Trips	1,924	1,608	19.65%		Total Trips	67	94	-28.72%
Trips Daily Average	96	80	20.00%		Trips Daily Average	13	24	-44.17%
Trips Requested	1,929	1,635	17.98%		Trips Requested	72	94	-23.40%
Denied Trips	3	27	-88.89%		Denied Trips	3	0	100.00%
Capacity Denials	N/A*	0	100.00%		Capacity Denials	N/A	0	100.00%
No Show	36	26	38.46%		No Show	2	1	100.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	June FY25	June FY24	+/- June FY24
New Applications	16	7	128.57%
Renewals Received	3	6	-50.00%
Applications Approved	18	13	38.46%
Applications Denied	1	1	0.00%

Summary of Services Table: June 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 June FY25	FY25 YTD	FY24 YTD		Service Profile	June FY25	June FY24
Fixed Routes (M-F)	1,814	436,703	345,285		Weekdays	20	20
Fixed Routes (Sat)	729	42,970	34,708		Saturdays	5	5
PLUS (M-F)	104	24,298	22,197		Gamedays	0	0
-Zone 1*	104	19,725	16,237		Holidays	0	0
-Zone 2**	0	4,573	5,960		Weather	13	4
PLUS (Sat)***	13	927	1,039		Fiscal YTD Days	306	307
					Cal. YTD Days	153	154

*Requires $\frac{3}{4}$ 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	479,673	400,000	
# of Norman paratransit trips provided	25,225	23,800	
% of on-time Norman paratransit pick-ups	93.38%	98.58%	
# of Norman bus passengers per service hour, cumulative	19.86	21.14	
# of Norman bus passengers per day, average	1,571*	800*	
% of Norman required paratransit pick-ups denied due to capacity	0.65%*	0.00%	
% of on-time fixed-route arrivals	69.91%	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

Transit System Report

July 2025

Purpose

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

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

Total Ridership

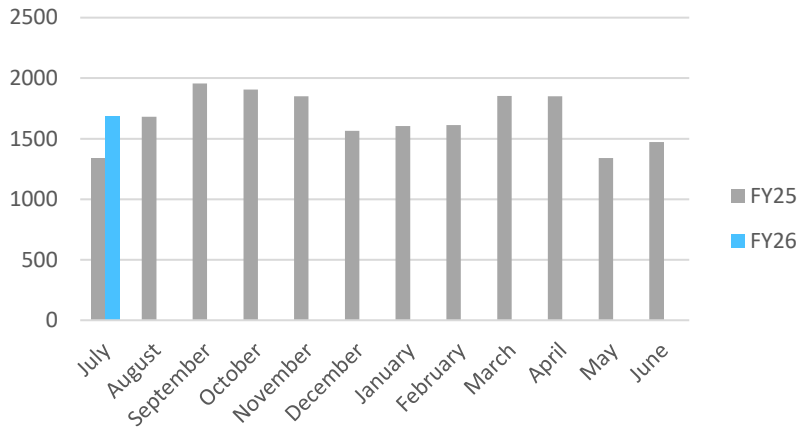
Total ridership for EMBARK Norman in July 2025 was 42,895 compared to 34,170 in July 2024. The average total daily ridership was 1,650 for July 2025, a 25.56% increase from 1,314 in July 2024.

The fixed-route service totaled 40,775 for July 2025 compared to 32,104 for July 2024. Average fixed-route daily ridership for July 2025 was 1,568 compared to 1,237 for July 2024. Passengers with wheelchairs or other mobility devices totaled 351, compared to 518 for July 2024. Passengers with bikes or other mobility devices totaled 1,774, compared to 1,088 for July 2024.

PLUS ridership totaled 2,120 for July 2025, compared to 2,066 for July 2024. The average total PLUS ridership was 82 for July 2025, compared to 79 for July 2024. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	July FY26	July FY25	+/- July FY25
Fixed Routes (M-F)	37,166	29,466	26.13%
110 - Main Street	3,677	3,079	19.42%
111 – E Lindsey	16,084	14,024	14.69%
112 – W Lindsey	10,480	7,064	48.36%
121 - Westheimer	3,181	2,765	15.05%
122 - Rock Creek	3,722	2,510	48.29%
144 - Social Security	22	24	-8.33%
Fixed Routes (Sat)	3,646	2,638	15.78%
110 - Main Street	344	294	17.01%
111 – E Lindsey	1,375	1,133	21.36%
112 – W Lindsey	1,144	656	74.39%
121 - Westheimer	310	294	5.44%
122 - Rock Creek	436	261	67.05%
PLUS ADA Service	2,151	1,813	18.64%
PLUS (M-F)	2,086	1,705	22.35%
PLUS (Sat)	65	108	-39.81%
Bikes	1,774	1,088	63.05%
Wheelchair	351	518	-32.24%
PLUS Wheelchair	N/A	357	N/A

Norman Fixed-Route Average Weekday Ridership



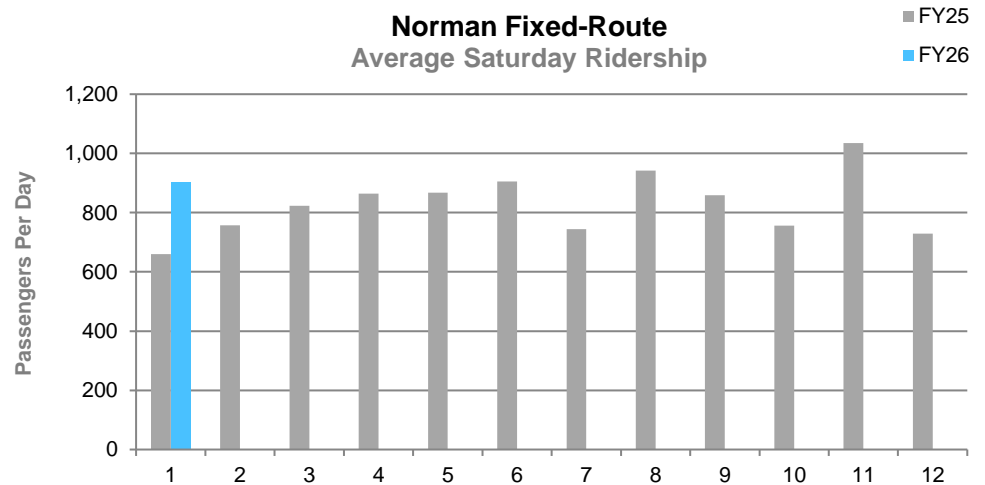
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for July 2025 was 37,166, a 26.13% increase from 32,104 in July 2024. Average weekday passenger ridership totaled 1,689 in July 2025; a 25.98% increase compared to 1,341 for July 2024. The average RPSH was 19.08, a 7.59% decrease from 20.64 in July 2024.

Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for July 2025 was 3,609, a 36.81% increase from 2,638 in July 2024. Average Saturday passenger ridership totaled 902 for July 2025, a 36.70% increase from 660 in July 2024. The average RPSH was 17.43, a 1.02% decrease from 17.26 in July 2024.

Norman Fixed-Route Average Saturday Ridership

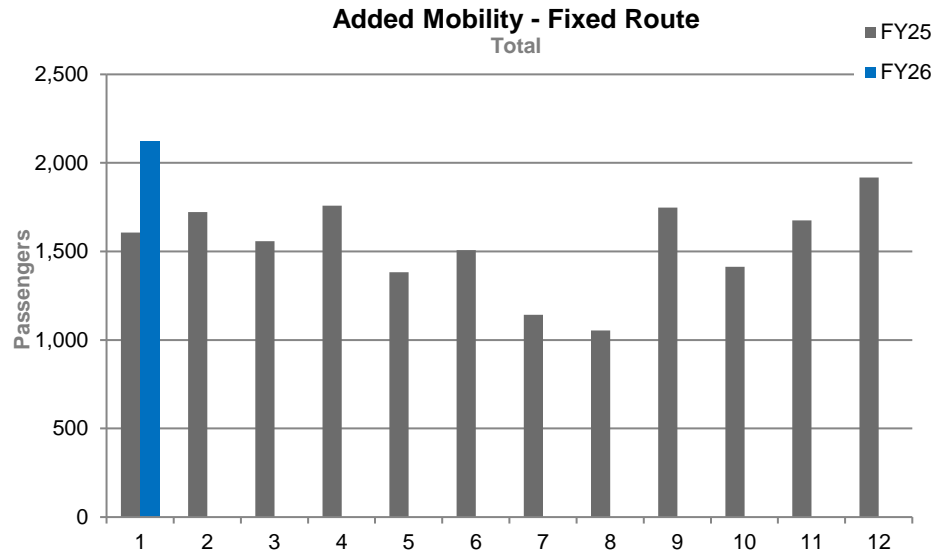


Added Mobility – Fixed Route

Total passengers with added mobility, such as bikes and wheelchairs, totaled 2,125 for July 2025, a 32.32% increase from 1,559 in July 2024.

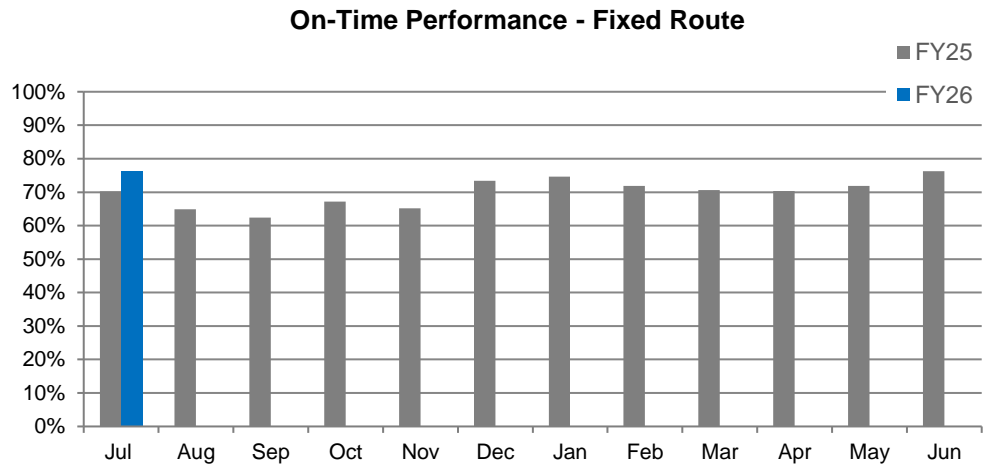
Bike passengers totaled 1,774, a 63.05% increase from 1,088 in July 2024.

Passengers with wheelchairs totaled 351, a 32.24% decrease from 518 in July 2024.



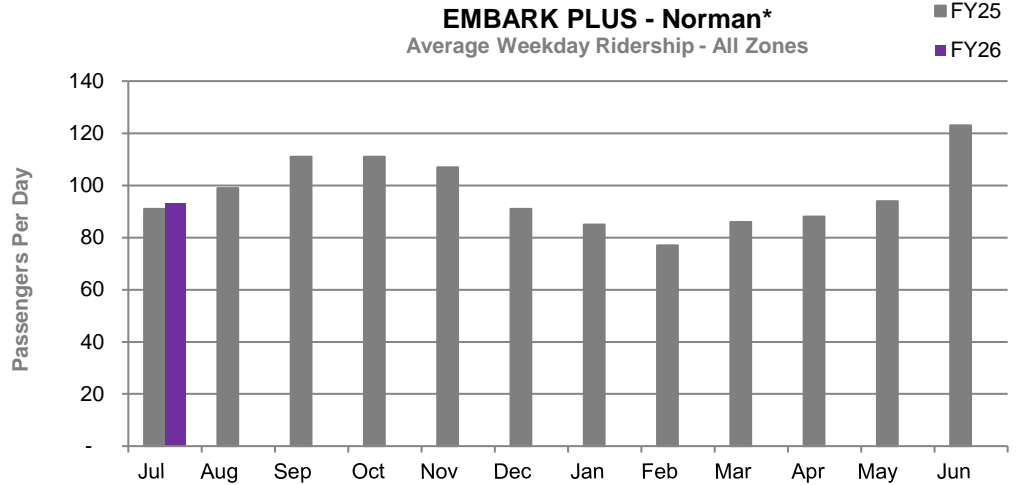
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 76.3% in July 2025, a 1.60% increase from 74.70% in July 2024.



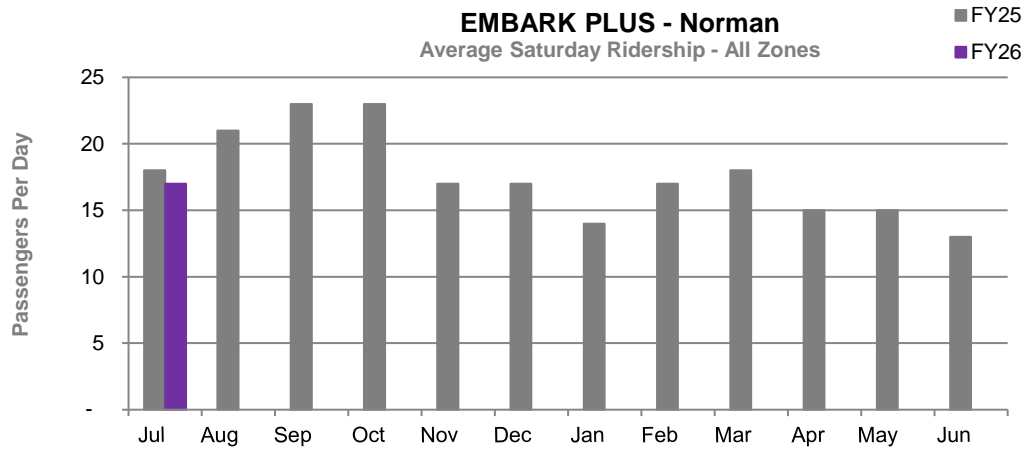
PLUS Weekday*

Total PLUS weekday ridership for July 2025 was 2,054, a 3.06% increase from 1,993 in July 2024. Average weekday passenger ridership totaled 93 for July 2025, a 2.60% increase from the July 2024 average of 91. RPSH was 1.97, a 49.72% increase from 1.31 in July 2024.



PLUS Saturday

Total PLUS Saturday ridership for July 2025 was 66, a 9.59% decrease from 73 in July 2024. Average Saturday passenger ridership totaled 17 for July 2025, a 8.33% decrease from 18 in July 2024. RPSH was 1.35, a 23.23% decrease from 1.34 in July 2024.



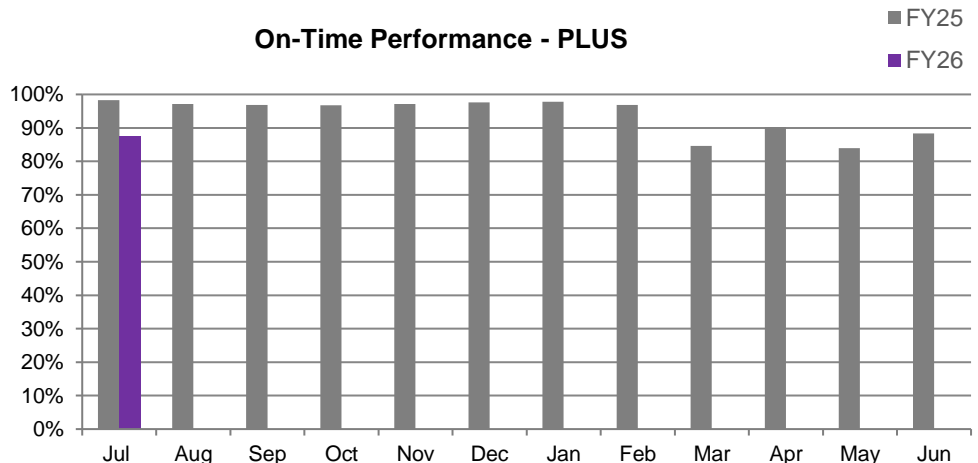
Added Mobility – PLUS*

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

On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses was 87.38%, a 10.92% decrease from 98.29% in July 2024.

Due to Ecolane limitations, on-time performance can no longer be broken out by zones for weekday service, however overall on-time performance for weekdays was 87.23%, which is



down 11.06% from July 2024. Saturday on-time performance was 92.06%, a 6.45% decrease from 98.51% in July 2024.

PLUS Weekday Service Summary	July FY26*	July FY25	+/- July FY25		PLUS Saturday Service Summary	July FY26	July FY25	+/- July FY25
Total Passengers	2,054	1,993	3.06%		Total Passengers	66	73	-9.59%
Total Trips	1,918	1,875	2.29%		Total Trips	63	67	-5.97%
Trips Daily Average	87	85	2.57%		Trips Daily Average	16	17	-5.97%
Trips Requested	2,054	1,899	8.16%		Trips Requested	66	67	-1.49%
Denied Trips	13	24	-45.83%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	73	29	151.72%		No Show	7	0	0.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	July FY26	July FY25	+/- July FY25
New Applications	16	15	-6.67%
Renewals Received	5	6	-16.67%
Applications Approved	12	20	-40.00%
Applications Denied	2	1	100.00%

Summary of Services Table: July 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 July FY26	FY26 YTD	FY25 YTD		Service Profile	July FY25	July FY24
Fixed Routes (M-F)	1,814	37,166	29,466		Weekdays	22	22
Fixed Routes (Sat)	729	3,609	2,638		Saturdays	4	4
PLUS (M-F)	104	2,054	1,993		Gamedays	0	0
-Zone 1*	93	2,054	1,455		Holidays	1	1
-Zone 2**	0	0	538		Weather	2	1

PLUS (Sat)***	17	66	73		Fiscal YTD Days	306	307
					Cal. YTD Days	153	154

*Requires ¾ mile

**Zone 2 operated weekdays until 7pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 26 YTD	FY 26 Targets	
# of Norman fixed-route passenger trips provided	40,775	500,000	
# of Norman paratransit trips provided	2,120	26,000	
% of on-time Norman paratransit pick-ups	87.38%	98.58%	
# of Norman bus passengers per service hour, cumulative	18.92	22.29	
# of Norman bus passengers per day, average	1,237*	800*	
% of Norman required paratransit pick-ups denied due to capacity	0.00%*	0.00%	
% of on-time fixed-route arrivals	80.90%	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

June 2025

Purpose

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

Service Profile, Hours, and Pricing

Norman On-Demand is a pilot microtransit service which launched for late night and Sunday service in core Norman on August 21, 2023. Norman On-Demand is a turnkey service provided by TransitTech provider Via. The Norman On-Demand app is available on the Apple App Store and the Google Play Store. This service provides access to safe and affordable public transportation through technology, particularly during evening hours and on Sundays when other public transit options are limited. Through a collaboration with the University of Oklahoma, the Norman On-Demand Program also operates the University's SafeRide Program, which is designed to provide safe and free late night transportation to OU students. Because this is a pilot program, there may be changes to service area, hours of operations, or other aspects of the service while the City focuses the program to efficiently serve the needs and desires of our community.

Service Hours		Pricing	
Monday-Wednesday	7pm – 1am	First Passenger	\$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.			
*Outside of the OU fall and spring semesters, Thursday-Saturday service ends at 1am			

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (7/01/24 – 6/30/25)	June		Year Over Year Service
			2025	2024	
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles	0.06 miles	0% (no change)
Maximum Walking Distance	0.25 miles	0.37 miles	0.34 miles	0.33 miles	+2.94%
Average Rider Wait Time*	<15 min	25.2 min	30.3 min	24.4 min	+19.47%
Maximum Rider Wait Time*	20 min	79.8 min*	47.0 min*	77.3 min*	-39.20%
Percent of Ride Requests Picked Up in 20min	>80%	40.25%**	27.81%**	46.70%**	-40.45%
*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 2,831 rides in June 2025, which is a 16.29% decrease from the May 2025 total of 3,382. There were a total of 58 completed trips requesting a WAV or wheelchair accessible vehicle in May 2025. Ridership per service hour (RPSH) is a ratio of the number of riders making use of the service in relation to how much service is being provided (i.e. one vehicle providing one hour of service would be one 'service hour').

Ridership	Fiscal Year to Date (7/01/24 – 6/30/25)	June		Year Over Year Service
		2025	2024	
Total Number of Riders	44,934	2,831	2,163	+23.60%
Total # of Completed Trips	29,740	1,960	1,593	+18.72%
# of Completed Trips Requesting WAV	462	58	8	+86.20%
Ridership Per Service Hour (RPSH)	6.1	5.9	5.0	+15.25%

Rider Experience

Approximately 12.1% of all completed rides during FYE25 received a rating, of which 96.5% 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. One complaint was reported to Via in the month of June, representing 0.34 complaints per 1000 rides provided. The single complaint was regarding another rider's rude behavior.

Rider Experience	Fiscal Year to Date (7/01/24 – 6/30/25)	June		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.1 minutes	11.2	10.6	+5.36%
Average Ride Distance (in miles)	3.3 miles	3.5	3.3	+5.71%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	5.0	-2.04%

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 12,255 individual accounts have been created, which is a 3.14% increase over the May 2025 service to date total of 11,870 and a 55.40% increase over the June 2024 service to date total of 5,466. Of these accounts more than half of them (54.42%) have utilized the service at least once and almost a third (3,928 or 32.05%) 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 – 6/30/2025)		
App Accounts Created Since Launch	12,255	
OU Accounts (as of 06/30/2025)	2,878	23.48%
Active Accounts*	8,815	71.92%
Rider Accounts**	6,669	54.42%
Repeat Rider Accounts***	5,503	44.90%
*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 the month of June. Seven of seven vehicles were in active service during the month of June, which meets the target fleet availability.

One accident was reported in the month of May that was not included in the May 2025 report. The single accident involved a WAV rider who was not secured properly causing them to bump their head and shoulder. The rider declined medical assistance at the scene in favor of following up with a primary care doctor the following day. The driver was suspended with a formal warning.



Performance Report



Microtransit Pilot Program Performance Report

July 2025

Purpose

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

Service Profile, Hours, and Pricing

Norman On-Demand is a pilot microtransit service which launched for late night and Sunday service in core Norman on August 21, 2023. Norman On-Demand is a turnkey service provided by TransitTech provider Via. The Norman On-Demand app is available on the Apple App Store and the Google Play Store. This service provides access to safe and affordable public transportation through technology, particularly during evening hours and on Sundays when other public transit options are limited. Through a collaboration with the University of Oklahoma, the Norman On-Demand Program also operates the University's SafeRide Program, which is designed to provide safe and free late night transportation to OU students. Because this is a pilot program, there may be changes to service area, hours of operations, or other aspects of the service while the City focuses the program to efficiently serve the needs and desires of our community.

Service Hours		Pricing	
Monday-Wednesday	7pm – 1am	First Passenger	\$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.			
*Outside of the OU fall and spring semesters, Thursday-Saturday service ends at 1am			

Key Performance Indicator Measures

Measure	Target	Fiscal Year to Date (7/01/25 – 7/31/25)	July		Year Over Year Service
			2025	2024	
Average Walking Distance	<0.10 miles	0.06 miles	0.06 miles	0.06 miles	0% (no change)
Maximum Walking Distance	0.25 miles	0.37 miles	0.37 miles	0.25 miles	+32.43%
Average Rider Wait Time*	<15 min	26.0 min	26.0 min	18.7 min	+28.08%
Maximum Rider Wait Time*	20 min	68.2 min*	68.2 min*	47.0 min*	+31.08%
Percent of Ride Requests Picked Up in 20min	>80%	39.67%**	39.67%**	61.12%**	-35.09%
*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 2,792 rides in July 2025, which is a 1.38% decrease from the June 2025 total of 2,831. The fiscal year to date ridership for July FY26 is 2,792, which is a 6.43% decrease from the July FY25 fiscal year to date

ridership of 2,984. There were a total of 41 completed trips requesting a WAV or wheelchair accessible vehicle in July 2025. Ridership per service hour (RPSH) is a ratio of the number of riders making use of the service in relation to how much service is being provided (i.e. one vehicle providing one hour of service would be one 'service hour').

Ridership	Fiscal Year to Date (07/01/25 – 07/31/25)	July		Year Over Year Service
		2025	2024	
Total Number of Riders	2,792	2,792	2,984	-6.43%
Total # of Completed Trips	1,931	1,931	2,050	-5.80%
# of Completed Trips Requesting WAV	41	41	16	+93.75%
Ridership Per Service Hour (RPSH)	5.6	5.6	5.2	+7.14%

Rider Experience

Approximately 9.6% of all completed rides during FYE26 received a rating, of which 94.6% were rated five out of five stars. The

Rider Experience	Fiscal Year to Date (7/01/25 – 7/31/25)	July		Year Over Year Service
		2025	2024	
Average Ride Duration (in minutes)	11.0 minutes	11.0	10.7	+2.73%
Average Ride Distance (in miles)	3.5 miles	3.5	3.3	+5.71%
Average Ride Rating (5 stars scale)	4.9 stars	4.9	4.9	0% (no change)

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. Four complaints were reported to Via in the month of July, representing 1.43 complaints per 1000 rides provided. Three complaints were received about routing/telematics and the fourth was about a smell in the vehicle.

Program Engagement and Rider Growth

Since the Norman On-Demand App launched on August 16, 2023, a total of 12,496 individual accounts have been created, which is a 1.92% increase over the June 2025 service to date total of 12,255 and a 52.98% increase over the July 2024 service to date total of 5,876. Of these accounts more than half of them (55.46%) have utilized the service at least once and about a third (4,110 or 32.89%) 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 – 7/31/2025)		
App Accounts Created Since Launch	12,496	
OU Accounts (as of 07/31/2025)	2,888	23.11%
Active Accounts*	9,122	73.00%
Rider Accounts**	6,930	55.46%
Repeat Rider Accounts***	5,740	45.93%
*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 the month of July. Four of seven vehicles were in active service during the month of July, which just 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.