



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

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

Thursday, October 22, 2026 at 5:00 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. DISCUSSION REGARDING THE STATUS AND PROGRESS OF ONGOING TRANSPORTATION PROJECTS.
2. PRESENTATION OF THE SEPTEMBER PUBLIC TRANSIT REPORTS.

ADJOURNMENT



CITY OF NORMAN

Item 1.

Norman's Traffic Management Center

Community Planning & Transportation Committee
October 22, 2026

CITY OF NORMAN
Building an Inclusive Community

TMC Design

Item 1.



Proposed Operation of Our TMC

- 3 stations (+1 in ECOC)
- One Operator per station
- Ability to monitor/manage/change over 1,000 traffic signals
- Over 500 live video feeds

Staffing Plan

Item 1.

Staffing Our TMC

- We landed on the idea that students – especially ones skilled with computers (gamers) – could be naturally skilled operators
- With the desire to staff the TMC in three separate shifts, the following shifts were advertised in the job description:
 - 7:00 to 10:00 AM Monday-Friday
 - 11:00 AM to 2:00 PM Monday-Friday



Staffing and Operations

Item 1.



TMC Staffing and Operations

- We talked with many people about our staffing plan and were discouraged from pursuing student help
- We persisted because the available shifts worked very well with a student's academic schedule
- We also wanted to find applicants who wanted to grow with us and stick around long-term even after completing their studies
- Some students may not have given a second thought to working in traffic and this opportunity may be enlightening for some
- Working with a large group of students also gave us an opportunity to evaluate future long-term employees in a real work setting
- Our work with the students began with an

Going Live!

Item 1.



April 1, 2026

- With construction substantially complete, we went live with our TMC on April 1, 2026
- While this is also known as April Fool's Day, perhaps this date for a go-live date was appropriate given that many wondered if this day would ever come to be
- Please note that we have a student operator stationed at each of the three control stations

TMC Accomplishments

Item 1.



Since April 1, 2026

- Traffic Monitoring and Adjustments
- Special-Event and Incident Response
- Equipment Monitoring and Reporting
- Data Collection and Operational Improvements

Congestion Monitoring & Response

Item 1.



Daily Monitoring and Adjustment

- Key signalized intersections and corridors are monitored
- 24 PTZ-Capable Cameras
- 300+ Video Detection Units
- When congestion occurs, operators can activate preset event plans to improve operations
- Operators can adjust preset plans to accommodate fluctuating traffic demand, reducing wasted time, and improving coordination

Unexpected Incidents

Item 1.



Daily Monitoring – Periodic Temporary Adjustment

- Norman Fire Dispatch Channel is monitored for collisions or other relevant emergencies
- Operators follow Standard Operating Procedures (SOPs) to manage traffic during incidents, congestion, and lane closures
- Unique events may spur changes to SOPs – Need for Continuous Improvement

Special Event Operation

Item 1.



Seasonal – Oct 17, 2026

- 3 Major Corridors
- 2 Operators, Staffed 3:00 PM to 11:20 PM
- Combination of Preset Plans and Manual Control to Hold Key Movements Green
- Attention to Side Street Demand
- Lindsey Street Clear in 50 minutes
- Flood Avenue Clear in 80 minutes
- State Highway 9 Clear in 90 minutes
- Plans effectively began at 9:50 PM

Data Collection & Continuous Improvement

Item 1.



Since April 1, 2026

- The TMC has built some of its own tools utilizing student help:
 - Assisted Logging Tools
 - Detector Monitoring Tools
 - Relevant logs are shared with field crew for reduced response time
 - These tools help identify and address problems before citizens need to report them

What's Next for Norman's TMC?

Item 1.



Planned 2026-2030

- Operational Improvements
 - Citywide Corridor Retiming
 - Traveler Information Updates
 - SOP Manual
- Federally Funded Safety Projects
 - CCTV PH 2 – Add. 24 per PH
 - Video Detection Upgrades PH 3&4
 - ADMS PH 1



CITY OF NORMAN

Item 1.

QUESTIONS



405-217-7762
405-366-5327



David.Riesland@normanok.gov
Brian.Hiney@normanok.gov



NormanOK.gov



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: October 22, 2026

SUBJECT: Public Transportation Monthly Report

Purpose:

The Public Transportation Monthly Report provides updates to City Council on public transit related items. Additionally, the EMBARK Norman Performance Report and the Norman On-Demand Performance Report for the previous 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 22, 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)

- With the Council authorization to purchase a replacement for paratransit unit 5-2065, which was approved on October 13, 2026, all of the vehicles in the transit fleet which are eligible to be retired and replaced according to FTA useful life standards have replacement vehicles on order. Staff continue to seek opportunities for replacement vehicles as active vehicles age and reach replacement eligibility. More details are available under 'Grants'.

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.
- Priority 4: Implementation of New Route 113 – This service expansion would add a new route in Southeast Norman operating with a 30-minute frequency. The proposed route, as recommended in the plan, would operate along Classen Blvd, Constitution St, Oak Tree Ave, 12th Ave SE, Cedar Ln and then turnaround near Cedar Ln and Classen Blvd.

Grants

Staff continue to research eligible grants to support existing operations, vehicle needs, and future improvements. Current grants staff are working on include:

- Staff are working on a number of grant applications that Council has had the opportunity to review and approve at Council meetings. Below is a list of the grant applications staff are developing.
 - FTA Innovative Coordinated Access and Mobility (ICAM) Program – Regional Paratransit Plan in partnership with EMBARK and the City of Edmond. (8-25-26 agenda)
 - FTA Bus and Bus Facilities 5339b Program – CAD/AVL Upgrade (9-8-26 agenda)
 - FTA Bus and Bus Facilities 5339c Program – Replacement of 3 Paratransit Units (9-8-26 agenda)
 - ACOG STBG-UZA (FFY30) – Replacement of 2 Fixed Route Units (10-13-26 agenda)
- On February 15, 2024, the Association of Central Oklahoma Governments (ACOG) awarded The City of Norman \$1,078,880 in Public Fleet Conversion Grant Program funding which will require a local match of \$269,270 to install pantograph EV bus charging infrastructure at the Norman Transit Center. This overhead infrastructure will allow the City's battery electric buses to rapidly recharge while stopped at the Transit Center during normal operations thereby extending the time before these EV buses need to return to the Transit maintenance facility to fully recharge. The total cost of this project is estimated to be \$1,348,600. On December 9, 2025, Council adopted Resolution R-2526-87 authorizing the purchase of the pantograph chargers. A bid opening for installation and other site work



office memorandum

was help on October 8. Staff are developing a bid acceptance agenda item for Council review at the November 10, 2026 meeting.

- 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 grant funds have been identified for the replacement of 5-2065, which has exceeded its useful life. Council authorized to purchase a replacement for paratransit unit 5-2065 on October 13, 2026.
- Staff have combined Surface Transportation Block Grant (STBG) program funding with FTA 5339 formula grant funding for the replacement of three large transit buses. The Association of Central Oklahoma Governments (ACOG) awarded the City of Norman \$505,953 in FY23 STBG funds and \$1,016,875 in FY25 STBG funds for a total federal award amount of \$1,522,828. These funds will require a minimum cost share of 85% federal and 15% local matching funds for a minimum local match of \$268,735. Additionally, \$434,567 in combined 5339 grant funds allocated from FY23, FY24, and FY25 is available, which has a minimum cost share of 85% federal and 15% (\$76,688) local matching funds. This combined funding total of \$2,302,818 (\$1,957,395 federal and \$345,423 local) will be utilized to replace units 5-0704, 5-1029 and 5-1533, which have exceeded their useful lives. This purchase was authorized by Council on Oct. 14, 2025, and these units are on order with an expected build date of April 2027. Due to updates in recommended safety and vendor products, some changes to the order were identified in the pre-production meetings which will result in an overall cost increase to the order of \$14,712, or \$4,904 per bus. Grant funding is also available to offset these costs leading to a local match increase of \$2,207 or \$736 per bus. Staff are processing these cost increases as a change order through City Manager approval utilizing funds available in the transit operating fund.

Microtransit Pilot Program with Via Transportation – Norman On-Demand

Funding for fiscal year ending 2027 was approved as a budget amendment at the June 9, 2026 Council meeting. Contract amendments with Via Transportation and the University of Oklahoma to extend the service through June 30, 2027 were approved on the June 23, 2026 Council agenda for service through June 30, 2027. Staff are working on a request for proposals to establish regular microtransit service beyond a pilot program. More details about the service are available in the attached monthly performance report for this service, named Norman On-Demand.

Conclusion:

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

Attached:

1. EMBARK Norman Performance Report for September 2026.
2. Norman On-Demand Performance Report for September 2026.

PERFORMANCE REPORT

Transit System Report

September 2026

Purpose

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

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

Total Ridership

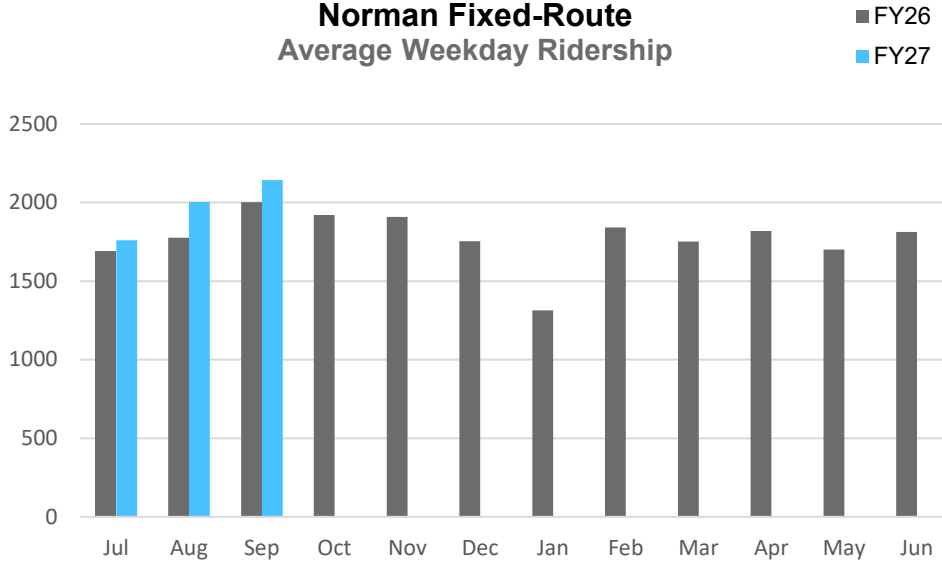
Total ridership for EMBARK Norman in September 2026 was 51,441 compared to 47,643 in September 2025. The average total daily ridership was 2,058 for September 2026, a 7.97% increase from 1,906 in September 2025.

The fixed-route service totaled 49,181 for September 2026 compared to 45,540 for September 2025. Average fixed-route daily ridership for September 2026 was 1,967 compared to 1,822 for September 2025. Passengers with wheelchairs for September 2026 totaled 554, compared to 536 in September 2025. Passengers with bikes for September 2026 totaled 1,737 compared to 1,560 for September 2025.

PLUS ridership totaled 2,260 for September 2026, compared to 2,103 for September 2025. The average total PLUS ridership was 90 for September 2026, compared to 84 for September 2025. Mobility device data for Norman is undergoing testing and is unreliable.

Norman Transit Services	September FY27	September FY26	+/- September FY27
Fixed Routes (M-F)	45,030	42,062	7.06%
110 - Main Street	3,349	3,340	0.27%
111 - E Lindsey	21,639	21,109	2.51%
112 - W Lindsey	11,391	10,555	7.92%
121 - Westheimer	4,035	3,335	20.99%
122 - Rock Creek	4,566	3,654	24.96%
144 - Social Security	50	69	-27.54%
Fixed Routes (Sat)	4,151	3,478	19.35%
110 - Main Street	386	377	2.39%
111 - E Lindsey	1,545	1,470	5.10%
112 - W Lindsey	1,213	984	23.27%
121 - Westheimer	437	294	48.64%
122 - Rock Creek	570	353	61.47%
PLUS ADA Service	2,260	2,103	7.47%
PLUS (M-F)	2,174	2,013	8.00%
PLUS (Sat)	86	90	-4.44%
Bikes	1,737	1,560	11.35%
Wheelchair	554	536	3.36%
PLUS Wheelchair	N/A	N/A	N/A%

Norman Fixed-Route Average Weekday Ridership



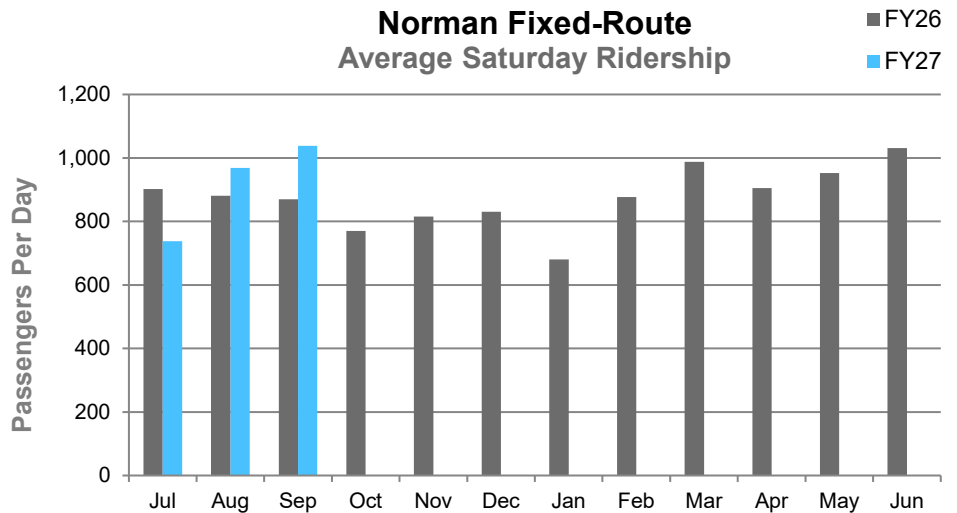
Fixed Route Weekday Ridership

Total fixed-route weekday ridership for September 2026 was 45,030, a 7.06% increase from 42,062 in September 2025. Average weekday passenger ridership totaled 2,144 in September 2026; a 7.06% increase compared to 2,003 for September 2025. The RPSH was 25.33, an 11.15% increase from 22.79 in September 2025.

Fixed Route Saturday Ridership

Total fixed-route Saturday ridership for September 2026 was 4,151, a 19.35% increase from 3,478 in September 2025. Average Saturday passenger ridership totaled 1,038 for September 2026, a 19.35% increase from 870 in September 2025. RPSH was 22.69, a 29.89% increase from 17.47 in September 2025.

Norman Fixed-Route Average Saturday Ridership

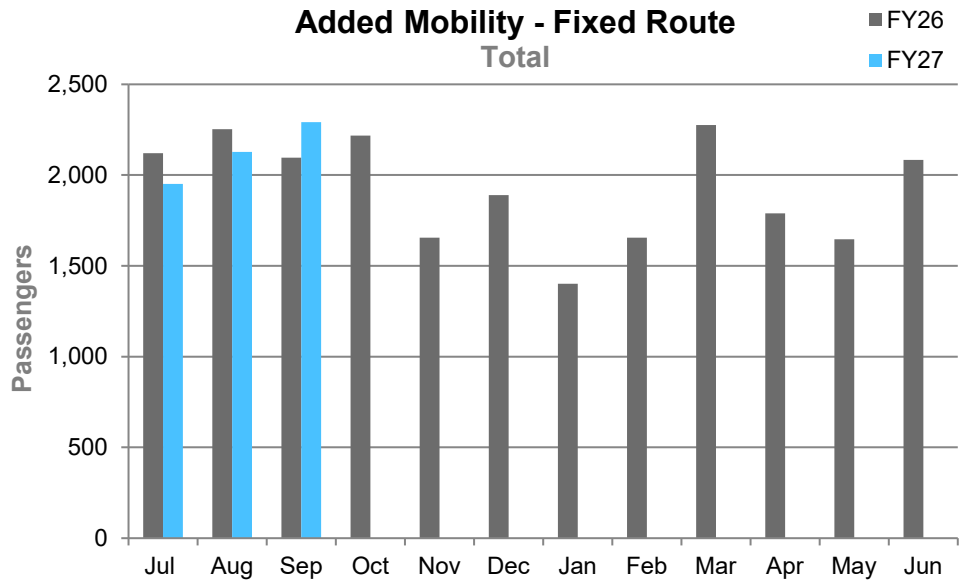


Added Mobility – Fixed Route

Total passengers with added mobility, such as bikes and wheelchairs, totaled 2,291 for September 2026, a 9.30% increase from 2,096 in September 2025.

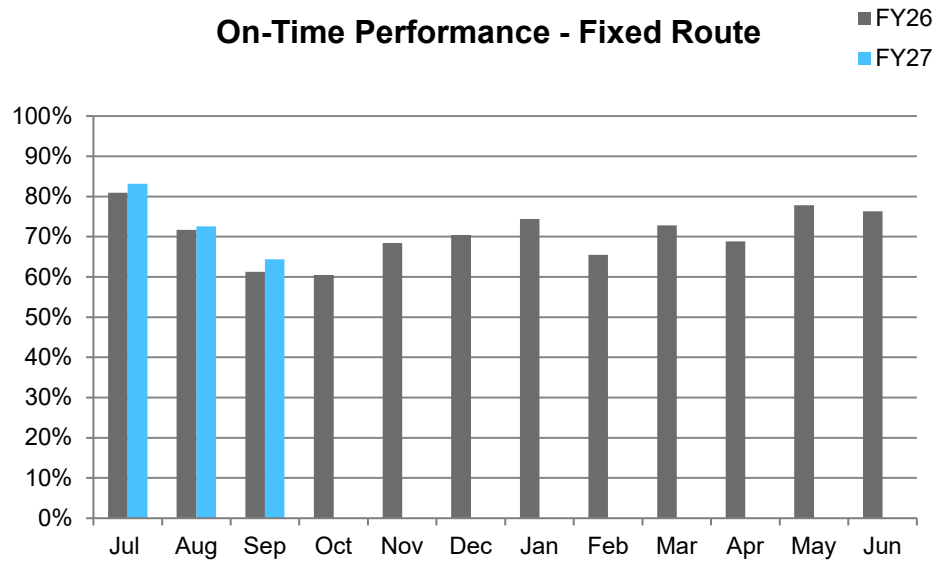
Bike passengers totaled 1,737 for September 2026, an 11.35% increase from 1,560 in September 2025.

Passengers with wheelchairs totaled 554, a 3.36% increase from 536 in September 2025.



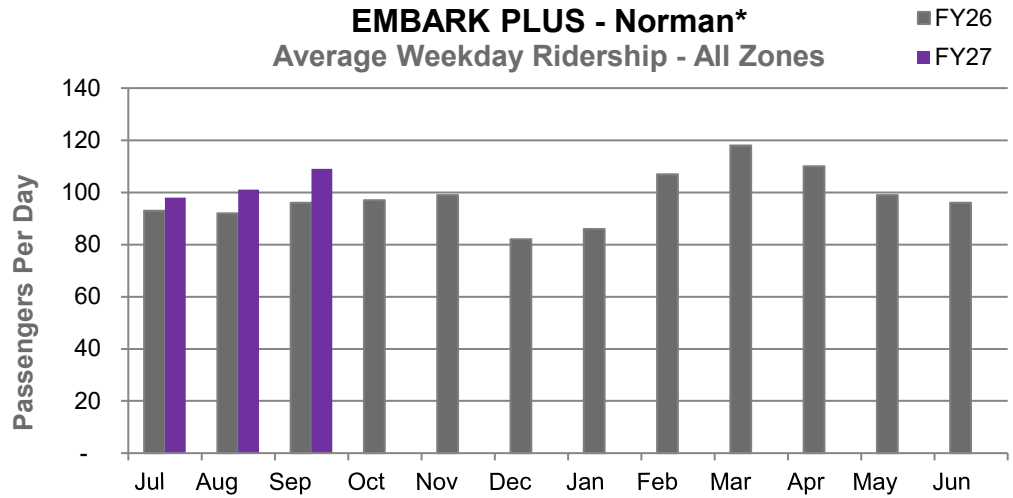
On-Time Performance – Fixed Route

Cumulative on-time performance for fixed-route buses was 64.4% in September 2026, a 3.10% increase from 61.30% in September 2025.



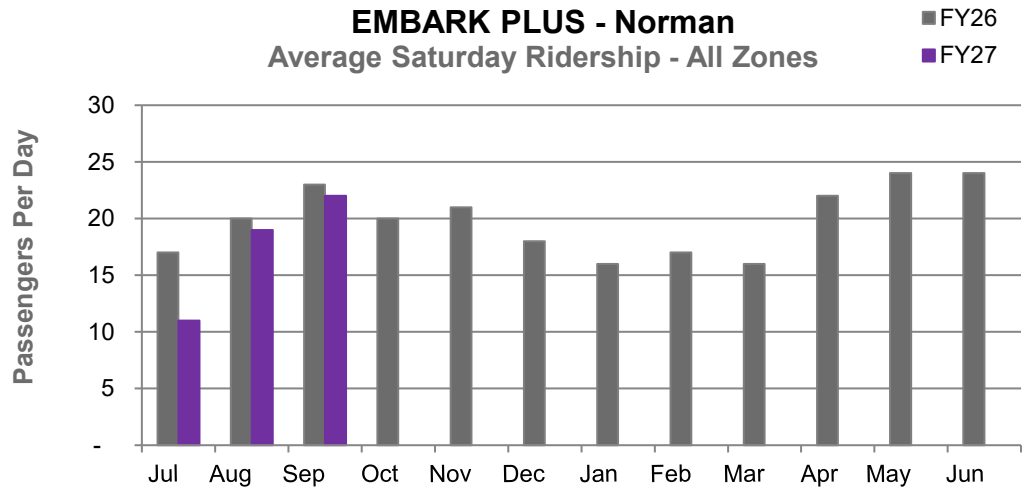
PLUS Weekday*

Total PLUS weekday ridership for September 2026 was 2,174, an 8.00% increase from 2,013 in September 2025. Average weekday passenger ridership totaled 109 for September 2026, a 13.40% increase from the September 2025 average of 96. RPSH was 1.86, a 0.16% increase from 1.85 in September 2025.



PLUS Saturday

Total PLUS Saturday ridership for September 2026 was 86, a 4.44% decrease from 90 in September 2025. Average Saturday passenger ridership totaled 22 for September 2026, which is a 4.44% decrease from the average of 23 in September 2025. RPSH for September 2026 was 1.33, a 15.88% decrease from 1.59 in September 2025.



Added Mobility – PLUS*

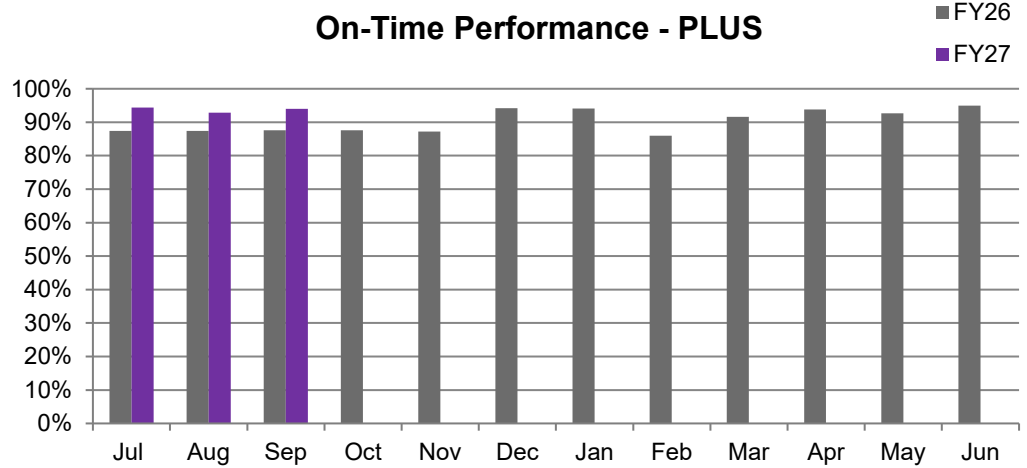
Due to ongoing testing, mobility device data is currently unreliable. This data is expected to be provided again in the future, however.

On-Time Performance - PLUS

Cumulative on-time performance for PLUS buses for September 2026 was 91.01%, a 3.43% increase from 87.58% in September 2025.

Due to Ecolane limitations, on-time performance can no longer be separated by zones for weekday service, however overall, on-time performance for weekdays was 95.77%, which is up 7.94% from 87.83% in September 2025. Saturday on-time performance was 86.25%, a 0.70% increase from 85.55% in September 2025.

On-Time Performance - PLUS



PLUS Weekday Service Summary	September FY27*	September FY26	+/- September FY27		PLUS Saturday Service Summary	September FY27	September FY26	+/- September FY27
Total Passengers	2,174	2,013	8.00%		Total Passengers	86	90	-4.44%
Total Trips	2,022	2,070	-2.32%		Total Trips	80	96	-16.67%
Trips Daily Average	101	99	2.57%		Trips Daily Average	0	24	-100.00%
Trips Requested	2,080	2,013	3.33%		Trips Requested	76	96	-20.83%
Denied Trips	7	23	-69.57%		Denied Trips	0	0	0.00%
Capacity Denials	0	0	0.00%		Capacity Denials	0	0	0.00%
No Show	58	57	1.75%		No Show	0	6	-100.00%

*Capacity denials are currently unknown for specific service levels.

PLUS Applications	September FY27	September FY26	+/- September FY27
New Applications	19	16	18.75%
Renewals Received	4	14	-71.43%
Applications Approved	20	29	-31.03%
Applications Denied	4	2	100.00%

Summary of Services Table: September 2026

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 September FY27	FY27 YTD	FY26 YTD		Service Profile	September FY27	September FY26
Fixed Routes (M-F)	2,144	127,622	116,514		Weekdays	22	21
Fixed Routes (Sat)	1,038	11,948	11,493		Saturdays	4	4
PLUS (M-F)	109	6,552	5,995		Gamedays	1	2
-Zone 1*	109	6,552	5,995		Holidays	1	1
-Zone 2**	0	0	0		Weather	0	3
PLUS (Sat)***	22	223	254		Fiscal YTD Days	83	77
					Cal. YTD Days	242	231

*Requires ¾ mile

**Zone 2 operated on weekdays until 7pm

***Operates only in Zone 1

Strategic Performance Measures

MEASURE	FY 27 YTD	FY 27 Targets	
# of Norman fixed-route passenger trips provided	139,570	500,000	●
# of Norman paratransit trips provided	6,775	26,000	●
% of on-time Norman paratransit pick-ups	92.75%	98.58%	▲
# of Norman bus passengers per service hour, cumulative	22.40	22.29	●
# of Norman bus passengers per day, average	1,789	800*	●
% of Norman required paratransit pick-ups denied due to capacity	0.00%	0.00%	●
% of on-time fixed-route arrivals	73.40%	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
- **FY26** – The fiscal year 2025. Lasted from 7/1/2025 to 6/30/2025
- **FY27** – The fiscal year 2026. Lasting from 7/1/2025 to 6/30/2026
- **FY YTD** – Fiscal Year, Year to Date
- **KPI** – Spreadsheet used to record and compare all data used in the monthly report
- **LFR** – "Leading for Results," EMBARK's internal performance measurements and targets
- **OTP** – On-time performance
- **Paratransit** – ADA vehicle service for seniors and individuals with disabilities through an application process and a functional eligibility assessment
- **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