



CITY OF NORMAN

PRESS RELEASE

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Norman On-Demand celebrates 20,000 rides with coverage expansion

Norman City Council approves funding for expanded transit program powered by Via

NORMAN, OKLA. — The City of Norman’s app-based public transit program, Norman On-Demand powered by Via, is celebrating 20,000 completed rides with more coverage west of I-35 in Norman beginning May 1. The expansion is made possible with approval of Norman City Council and in partnership with the University of Oklahoma. See additional information and frequently-asked-questions on this initiative below.

WHERE CAN RIDERS TRAVEL IN THE EXPANDED ZONE?

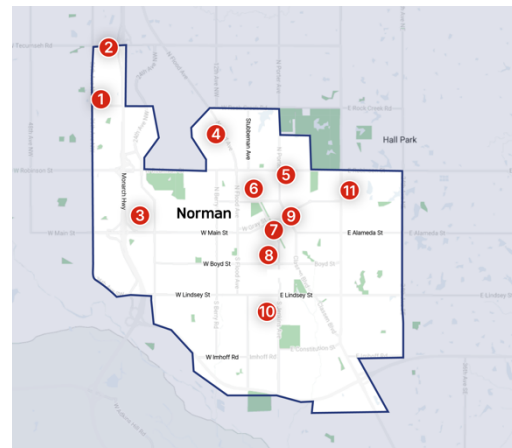
The expanded zone will enable riders to access areas west to 36th Avenue NW/SW from Tecumseh Road to Lindsey Street. This includes Ed Noble Parkway, Sooner Mall, Robinson Crossing, and more. This decision was made based on an evaluation of the most-requested new destinations by riders. Visit <https://city.ridewithvia.com/norman> or download the Norman On-Demand app to view mapping of the new service zone on May 1.

HOW IT WORKS

Norman On-Demand is powered by TransitTech provider, Via. Riders can book a trip at a moment’s notice through an app or by calling a phone number, and Via’s intelligent algorithms match riders headed in the same direction into one shared vehicle. The result is an efficient transit option that combines the affordability and sustainability of the bus with the convenience of a taxi.

STEP-BY-STEP GUIDE TO RIDE NORMAN ON-DEMAND

- Download the “Norman On-Demand” app from the App Store or Google Play Store and follow the sign-up steps. Enter pickup and drop-off addresses in the app.
- Wheelchair-accessible vehicles are available upon request.
- Riders will receive an estimate time of arrival (ETA) from their driver and can follow along in real time in the app to see when and where to meet their driver.



Popular Destinations:

- | | |
|---|------------------------------|
| ① Walmart Market - Northwest | ⑥ Norman Central Library |
| ② Norman Regional Hospital - Healthplex | ⑦ Downtown Norman |
| ③ Walmart Supercenter - West | ⑧ Campus Corner |
| ④ Cleveland County YMCA | ⑨ Norman Transit Center |
| ⑤ Norman Regional Hospital - Porter | ⑩ The University of Oklahoma |
| | ⑪ Walmart Supercenter - East |

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- Phone booking: Regular rides can be requested by calling 405-643-8638.

COMMUNITY IMPACTS

Since Norman On-Demand launched in August 2023, it has accomplished its goal of expanding access to flexible, convenient transportation in Norman and served more than 20,000 rides. Recent rider survey data highlights the program's positive impacts on the Norman community:

- 93% said they save money
- 77% said they feel safer traveling
- 47% said they get out more often

SERVICE DETAILS

Service hours will change slightly beginning May 12, 2024. Service hours as of May 12, 2024, will be: Monday through Wednesday: 7 p.m. to 1 a.m.; Thursday through Saturday: 7 p.m. to 1 a.m. (with service ending at 3 a.m. through May 12); Sunday: 10 a.m. to 6 p.m.

FARE RATES

- Norman On-Demand regular fares are \$2 per ride, plus \$1 for each additional rider.
- During OU Student SafeRide hours (Thursdays, Fridays and Saturdays from 10 p.m. to 3 a.m. during the school year; and Thursdays, Fridays and Saturdays from 10 p.m. to 1 a.m. during summer break), students ride for free.
- To be eligible for the free student SafeRides, students MUST create their account using their official OU email address.
- Student rides outside OU SafeRide hours pay the Norman On-Demand regular fares listed above.

Questions about this program can be directed to City of Norman Transit & Parking Program Manager Taylor Johnson at Taylor.Johnson@Normanok.gov.

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History of Norman On-Demand

At the direction of Norman City Council, Norman city staff began exploring options for microtransit to expand the the city's access to flexible, efficient public transportation in 2021. After thorough research and public meeting discussion during fiscal year 2022, funding for a microtransit pilot program was approved in the fiscal year 2023 budget. Following consultation work and requests for proposals, the City of Norman engaged with TransitTech provider Via by contract in June 2023 and finalized a partnership agreement with the University of Oklahoma in August 2023. Learn more at normanok.gov.

About Via

Founded in 2012, Via pioneered the TransitTech category by using new technologies to develop public mobility systems — optimizing networks of buses, shuttles, wheelchair-accessible vehicles, school buses, autonomous vehicles, and electric vehicles around the globe. Building the world's most efficient, equitable, and sustainable transportation network for all passengers — including those with limited mobility, those without smartphones, and unbanked populations — Via works with its partners to lower the costs of public transit while providing transportation options that rival the convenience of a personal car while reducing environmental impact. At the intersection of transportation and technology, Via is a visionary market leader that combines software innovation with sophisticated service design and operational expertise to fundamentally improve the way the world moves, providing technology in 700 communities and more than 35 countries and counting.