PICK MOD TRANSPORTATION PILOT PROGRAM

DATA COLLECTION June/2021 - July/2022



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Acknowledgment

This report is based on data collected by Uber Technologies, Inc. from June 1st, 2021 to July 31st, 2022. The PICK MOD Pilot program was funded by the Innovative Mobility Initiative (IMI) Grant through the USDOT and the Federal Transit Administration (FTA).

The partner transit agencies involved in the program are:

- Grand Gateway EDA (Pelivan Transit) Transit Director and Program Leader: Kendra McGeady (Lead Transit Agency)
- INCA Community Services (JAMM Transit) Transit Director: Erica Pogue
- United Community Action Program (Cimarron Transit) Transit Director: Laura Corff
- KI BOIS Community Action Inc. (KI BOIS Transit) Transit Director: Charla Sloan

Program Partner:

• Uber Technologies, Inc.

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Introduction

PICK MOD is a regional Mobility on Demand transit system pilot project that includes four transit providers: Pelivan Transit, JAMM (INCA) Transit, Cimarron Transit, and KI BOIS Area Transit System. The PICK Transportation partners applied for and received an Innovative Mobility Initiative (IMI) Grant through the USDOT in the amount of \$1.5 million to create a regional on-demand transportation system. The goal of the project is to provide inclusive, affordable, and spontaneous access to public transportation for all.

Knowledge gained from this project can be shared with other rural transportation providers within Oklahoma and across the United States. The PICK Transportation pilot utilizes UBER technology to provide on-demand, shared ride service through a single app allowing for individuals to book on-demand public transit trips through smartphones or the web portal. Riders can also book by calling in through the Regional Mobility Management Center (RMMC), located at Pelivan Transit, in Big Cabin, Oklahoma.

Project details include 21 rural communities (Owasso, Claremore, Miami, Vinita, Pryor, Grove, Tahlequah, Poteau, Eufaula, Sallisaw, Coweta, Skiatook, Cleveland, Sapulpa, Ponca City, Bartlesville, Atoka, Madill, Tishomingo and Sulphur) across NE and Central Oklahoma. Hours of service are Monday through Friday, from 5 p.m. to 10 p.m., and Saturday, from 10 a.m. to 2 p.m. with a 41 ADA compliant vehicle fleet provided by the four PICK transportation providers. Fare is coordinated and consistent throughout the 21 communities.



PICK MOD is a single branded service where riders can use the UBER app to book trips. PICK Transportation appears as a service/vehicle option within the UBER application. Some of the app features include the ability to rate drivers and passengers for real time feedback, access to web portal allowing agencies to book trips on behalf of riders without access to smartphone or computer, smartphones SMS messages with key info on upcoming trip or 'robot' call for riders with no SMS messaging access, accessibility options for riders with visual, hearing and developmental disabilities, visual and audible turn-byturn instructions for drivers, ability to customize faring and share ride information with a caregiver or family member, and integrated payments through the application including credit or debit card, gift card, PayPal, Apple Pay and Venmo.

The planning process for the PICK MOD program started in June 2020 during the COVID-19 pandemic. Service was launched a year later when COVID-19 was still impacting public health, the economy, affecting travel behavior, and impacting transit systems. PICK service was introduced respecting social distance requirements and all CDC guidelines. COVID-19 discouraged potential riders from using public transit systems nationwide and low ridership was observed in all transit agencies across the nation. It is not possible to predict the exact impact the pandemic had on the PICK program ridership, but it certainly altered mobility behavior and the study results.

PICK started operation on June 1, 2021. This report summarizes data collection and analysis for 14 months (June 2021 to July 2022) of operations. Data analyzed in this report will allow transit agencies to make future decisions in transit service levels, use of the technology, and day and time of operations.



PICK MOD Ridership

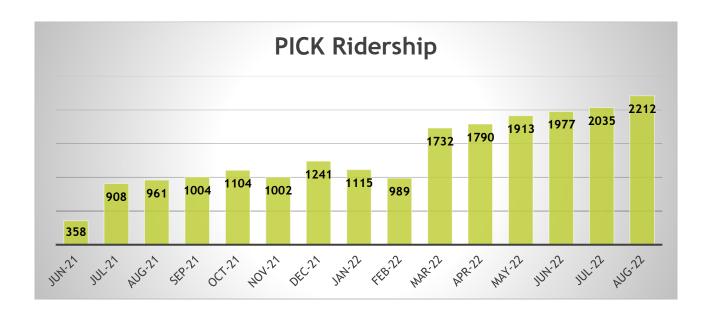
June 2021 to July 2022

The PICK MOD program started operating services in 15 communities throughout the month of June 2021. Four more communities were launched in August 2021 and the last two were launched in November 2021. The following table represents the 21 communities by provider and the number of service vehicles dedicated to each zone.

Provider	Service Community Area & Name	Community Population	County	Vehicle Allocation
Cimarron	Bartlesville (Soft Launch Service Community)	35,750	Washington County	2 Vehicles
Cimarron	Skiatook	7,397	Osage and Tulsa Counties	1 Vehicle
Cimarron	Cleveland	3,251	Pawnee County	1 Vehicle
Cimarron	Sapulpa	20,544	Creek and Tulsa Counties	2 Vehicles
Cimarron	Ponca City	28,387	Kay County	2 Vehicle
Ki Bois	Tahlequah (Soft Launch Service Community)	15,753	Cherokee County	4 Vehicles
Ki Bois	McAlester	18,363	Pittsburgh County	2 Vehicles
Ki Bois	Poteau	8,520	Le Flore County	2 Vehicles
Ki Bois	Eufaula	2,813	McIntosh County	1 Vehicle
Ki Bois	Sallisaw	8,880	Sequoyah County	2 Vehicle
Ki Boise	Okmulgee	38,465	Okmulgee County	3 Vehicles
Pelivan	Owasso (Soft Launch Service Community)	28,915	Rogers & Tulsa Counties	4 Vehicles
Pelivan	Vinita	5,743	Craig County	1 Vehicle
Pelivan	Miami	13,570	Ottawa County	2 Vehicles
Pelivan	Pryor	8,659	Mayes County	1 Vehicle
Pelivan	Claremore	18,581	Rogers County	3 vehicles
Pelivan	Grove	6,623	Delaware County	2 Vehicles
JAMM	Atoka (Soft Launch Service Community)	3,107	Atoka County	2 Vehicles
JAMM	Madill	3,707	Marshall County	2 Vehicles
JAMM	Tishomingo	3,034	Johnston County	1 Vehicle
JAMM	Sulphur	4,929	Murray County	1 Vehicle

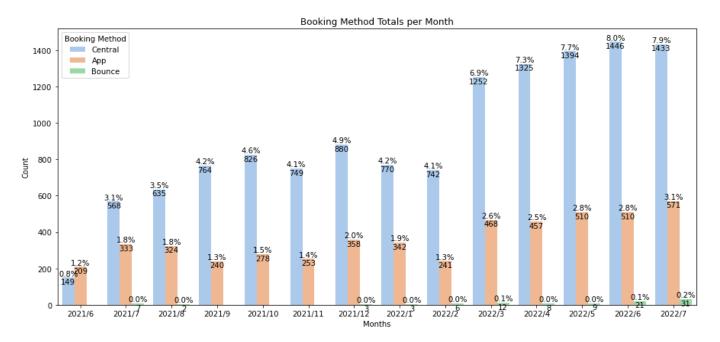
The Federal Transit Administration (FTA) designated an Independent Evaluation Team to assess the PICK pilot program from June 2021 to September 2022. For the purpose of this report, data will be collected and analyzed from June 2021 to July 2022. The PICK team believes that 14 months of data will be sufficient to demonstrate the trends and patterns that will be used to help the transit agencies, involved in the project, to make decisions that will improve the program in all service areas, for future operation and expansion.

Since the service was launched in June 2021, total ridership has been steadily growing. February 2022 saw severe weather and several days of cancelled service with ridership declining by 11%. From February to March 2022 ridership increased by 75% and from June 2021 to July 2022 ridership increased by 468%. As the pilot program approaches its final days, PICK Transportation hasn't reached a plateau yet. Ridership continues to grow as depicted below.



A survey was implemented three months after service started being provided in all the 21 communities. Responses came from eleven out of the twenty-one communities in the program from riders ranging from sixteen to those sixty years of age and older. Approximately 49% of the surveys were submitted by males and 45% by females. The majority, over 74%, were Caucasians and employed full time (40%). Twenty-six per cent of respondents used PICK once or twice a week. The majority of the trips were to grocery stores (36%) followed by employment sites (26%). Over fifty-eight per cent of people surveyed state that PICK has improved their quality of life and sixty-five per cent report it positively affects their family.

Rides are booked through the Uber app or by calling the Regional Mobility Management Center (RMMC) housed at Pelivan Transit. July 2022 data shows that the majority of the rides (72%) have been booked through the RMMC with only 28% of riders using the Uber app. All previous months maintained similar percentages, varying between 70% to 74% of riders using the RMMC.



Reasons for the high dependency on the RMMC include low smart phones ownership and difficulty in adopting new technology in older age. It is recommended that the PICK team implement travel training activities at senior centers, community centers, and non-profit organizations that work with seniors and individuals with disabilities. Marketing and activities that would encourage the use of the "on-demand" technology should also be implemented.

PICK Communities

June 2021 to July 2022

Communities' Ridership Comparison Per Month

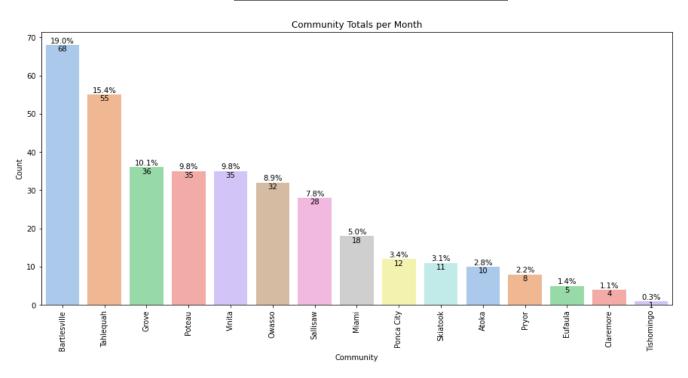


Data analysis is essential to help transit agencies plan for future developments and service improvements. The data collected per community will guide the decision of maintaining the ondemand service in communities with low service performance. The graphs below compare transit ridership per month for the twenty-one communities included in the pilot program.

Service was implemented in only 15 communities in June 2001. Total ridership in the first month of operation was 358 one-way passengers. Bartlesville had the highest percentage of riders with 19% of the total ridership followed by Tahlequah with 15.4% of total one-way passengers

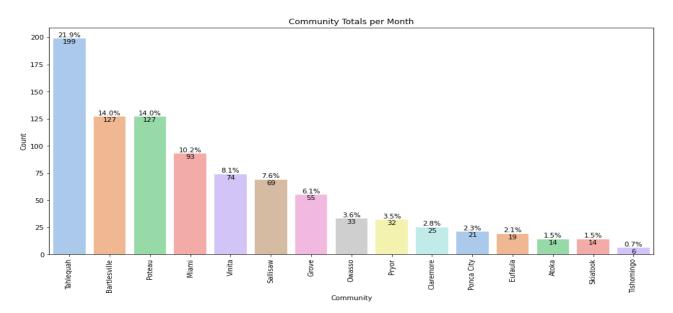
for the month. Grove was the third community with the highest ridership in the first month.

June 2021 Ridership per Community

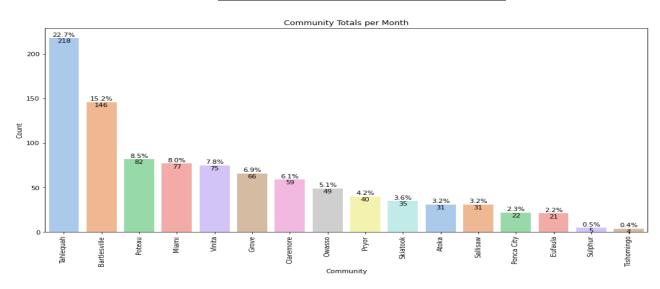


From July 2021 to July 2022, ridership followed the same trend with Tahlequah and Bartlesville leading with the highest ridership. The third and fourth highest ridership fluctuated between Poteau, Miami, Vinita, Grove, and Claremore. In November 2021, service was launched in Wagoner. By July 2022, Wagoner had the fifth highest ridership of all the 21 communities.

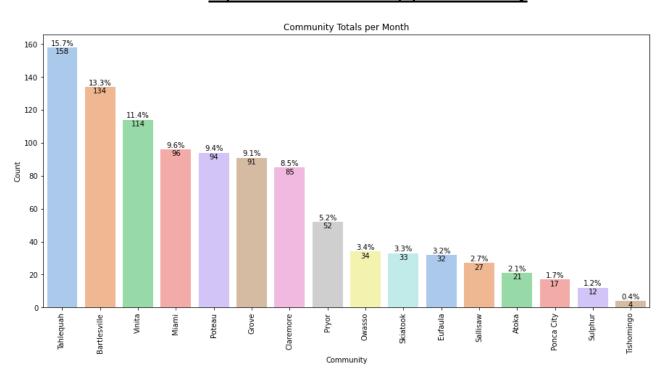
July 2021 Ridership per Community



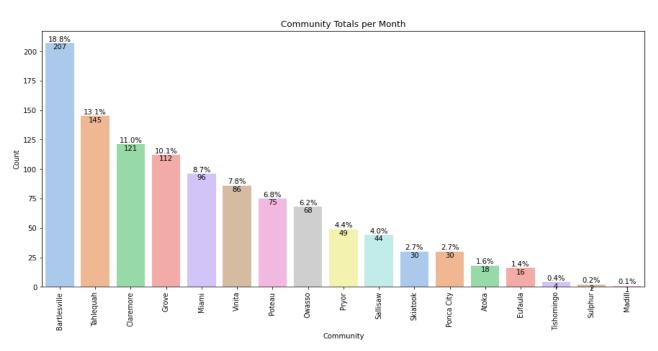
August 2021 Ridership per Community



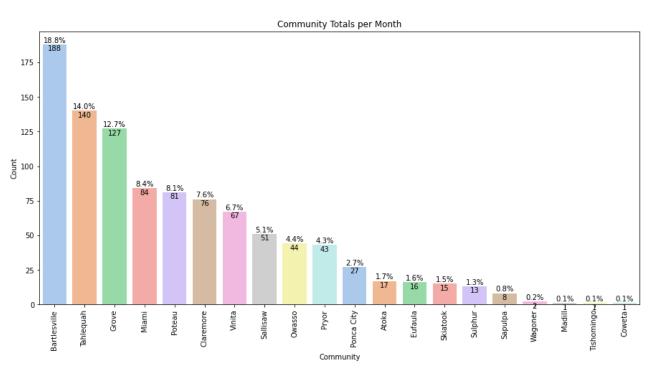
September 2021 Ridership per Community



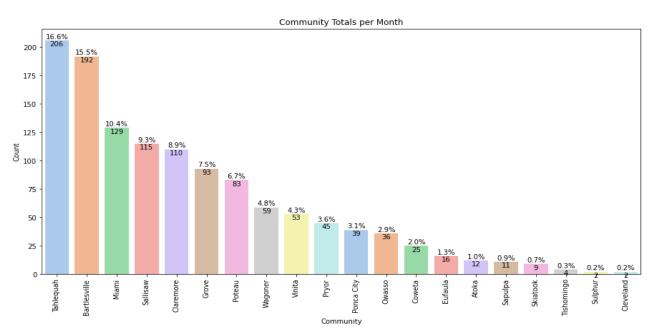
October 2021 Ridership per Community



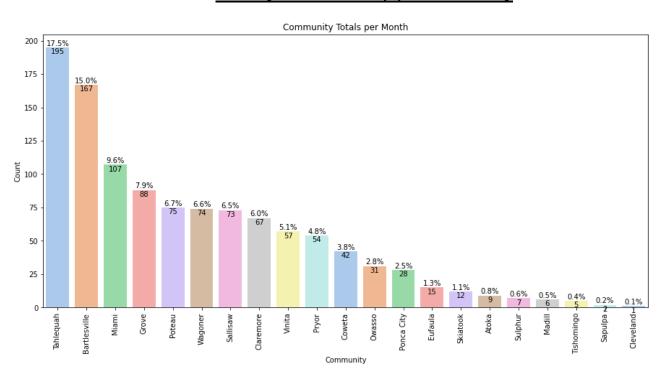
November 2021 Ridership per Community



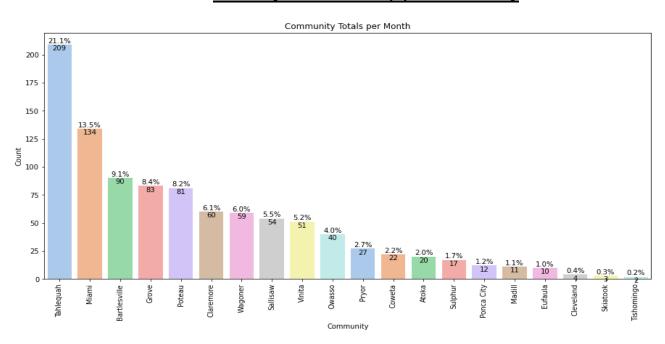
December 2021 Ridership per Community



January 2022 Ridership per Community

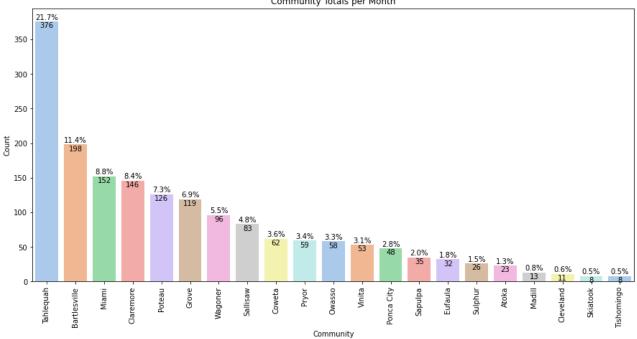


February 2022 Ridership per Community

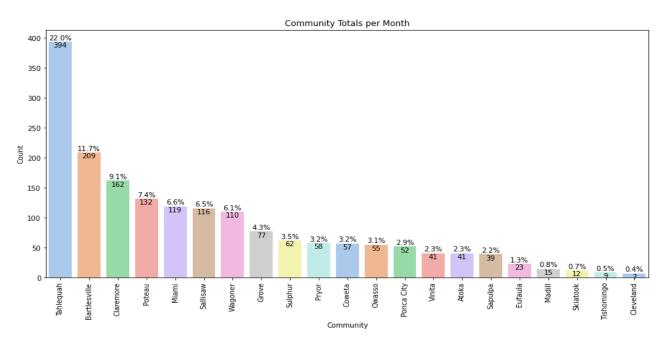


March 2022 Ridership per Community

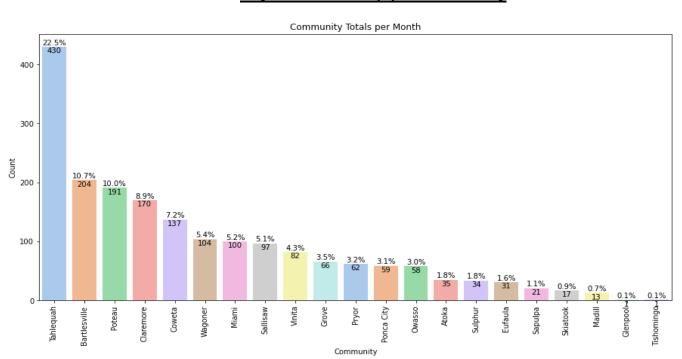
Community Totals per Month



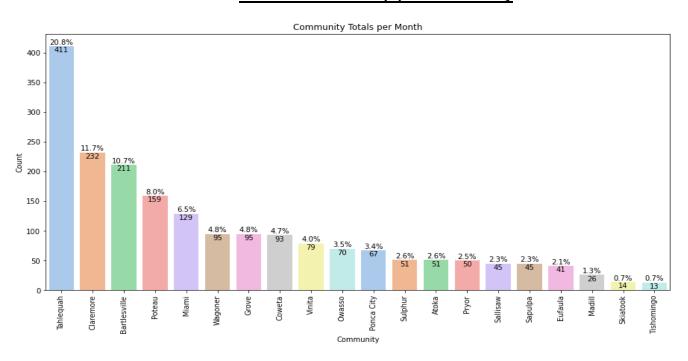
April 2022 Ridership per Community



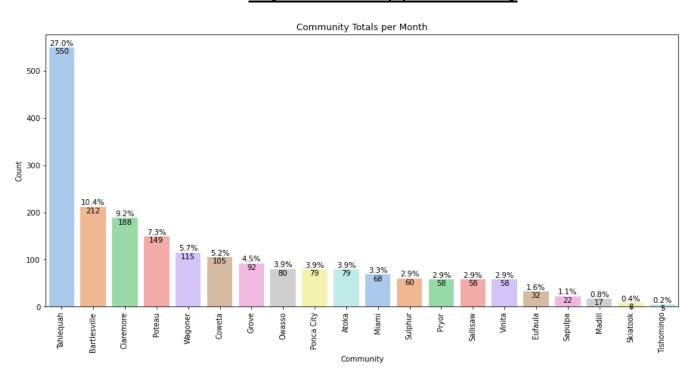
May 2022 Ridership per Community



June 2022 Ridership per Community



July 2022 Ridership per Community



The PICK team relied mostly on informal advertisement or word-of-mouth communication. A website was developed and marketing items distributed with city officials, apartment complexes, media outlets, resource fairs, and communities' events. Towards the end of the pilot program, the website is being restructured and marketing items will be distributed in city events.

Conclusions

COVID-19 was a major problem for the implementation of this pilot program since senior centers and community centers were closed and major city events were cancelled. Oklahoma inclement weather and transit drivers' shortage were also obstacles that had to be overcome. However, service was launched in all the twenty-one communities included in the pilot program and the majority of the communities saw a gradual increase in ridership over the months with just a few performing less than expected. It is expected that ridership will see another significant increase once the PICK team implements an aggressive marketing plan in all the communities who are part of this program.

With the end of the pilot program many lessons were learned that are anticipated to help improve and sustain the PICK program in the future. Using the Uber app and smartphones can be challenging for some riders, which explains the high volume of calls to the RMMC and low percentage of usage of the Uber app. The PICK team has also requested several improvements from Uber including improvements on the heat map, ability to collect trip purposes, ability to sort data by community, capacity to electronically move data from the Uber system to the National Transit Database (NTD) system, and streamline new drivers' enrollee process. The transit agencies also need to have more autonomy to define and modify geocoded areas.

PICK MOD will continue to provide on-demand services after the pilot program. It is still not determined if all the twenty-one communities originally included in the pilot will continue to provide service. The data included in this report will be analyzed along with the availability of funds to assist in future operational determinations. The PICK team also expects that other transit agencies in the State of Oklahoma will join the program, extending on-demand transportation statewide.

Attachments

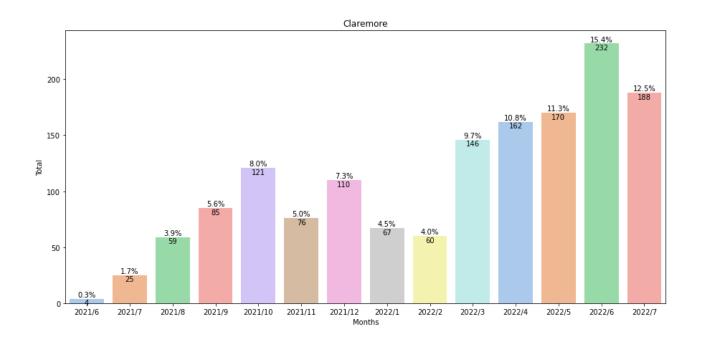
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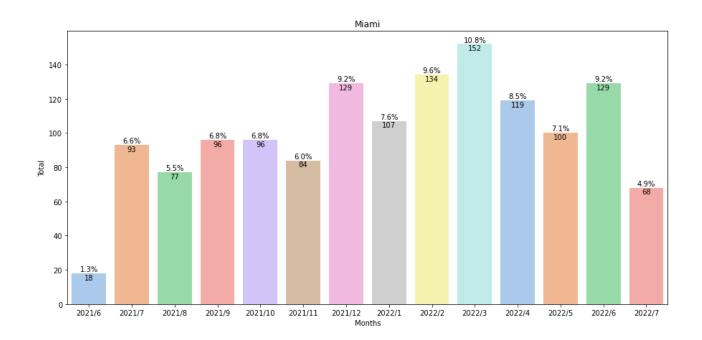
Attachment 1:

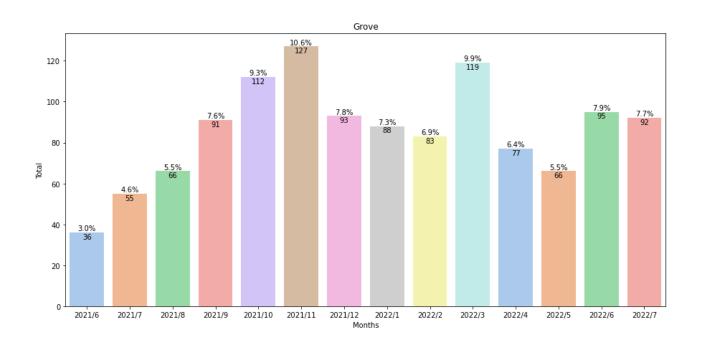
Pelivan Transit Service Area

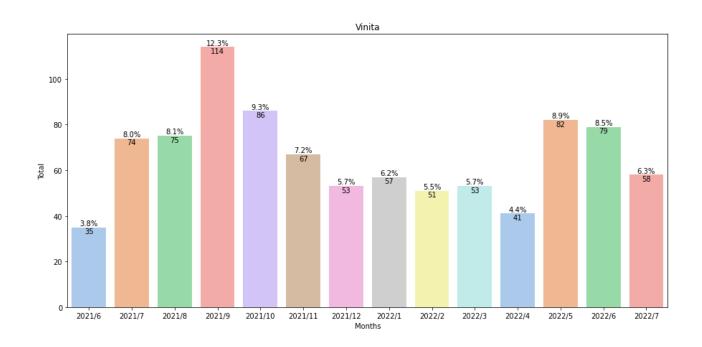
Communities' Ridership:

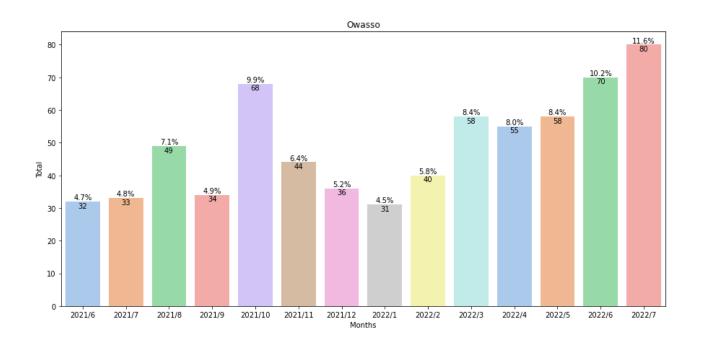
The graphs below show ridership from June 2021 to July 2022 for each community in the Pelivan Transit service area. Claremore, Miami, and Grove consistently showed the highest ridership compared to Vinita, Owasso, and Pryor. However, Owasso has steadily increased one-way trips over the pilot period, potentially achieving one of the best performances in the area in the near future. Data analysis of each of the six communities in the Pelivan service area indicate that service will continue to grow and that the PICK team should continue providing on-demand service in these six communities.

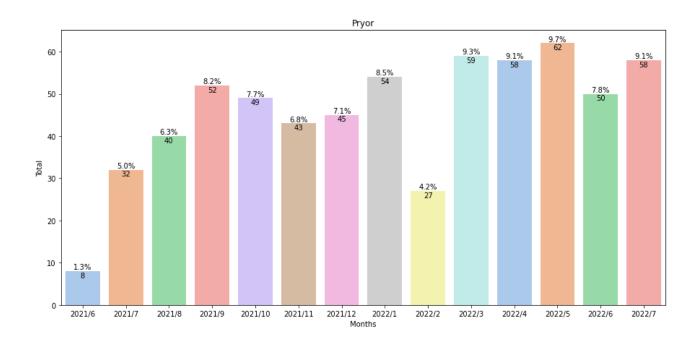










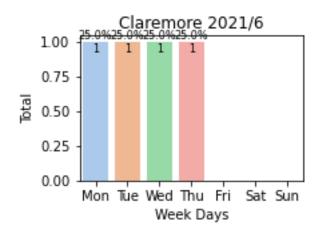


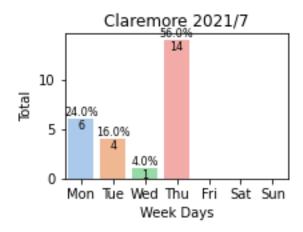
Data by Day of the Week:

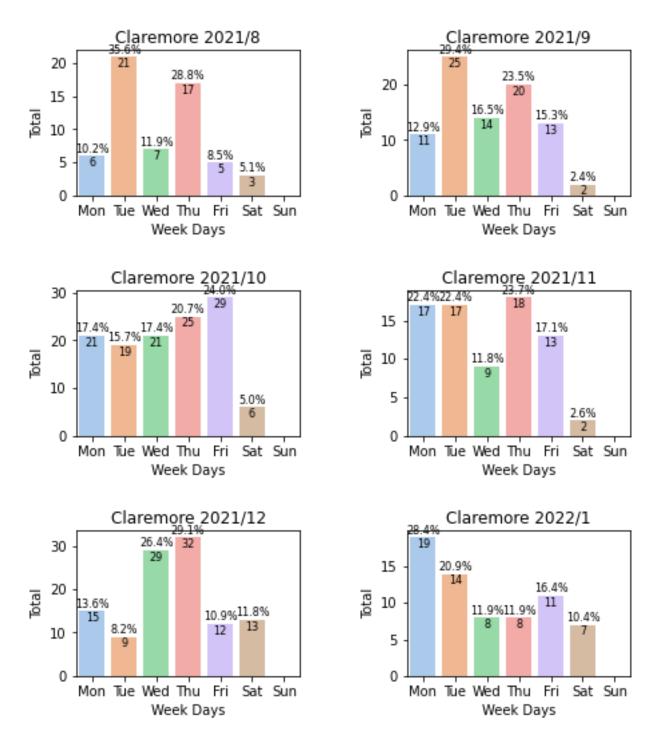
When looking at ridership numbers at the community level, it is important to consider key operating factors and how they relate to ridership demand, such as the span of service, days of the week it operates, and total hours of daily service. Analyzing ridership by day of the week is a key measure to monitor the effectiveness and efficiency of the system. Fluctuations can be identified from one day to the other and defining a pattern is essential to determine when to provide service in a most cost-effective way.

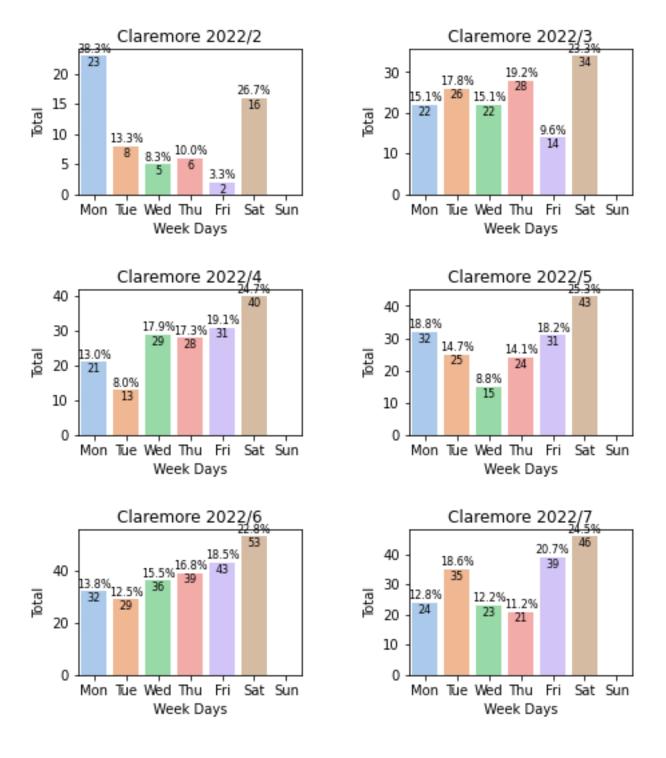
Saturdays is indisputably the preferred day of the week to travel for most of Pelivan's communities. In the Cities of Claremore and Owasso it was observed that Thursday also had high ridership in most of the months included in this report. Grove's data indicate a preference for Tuesday. For Pryor, Mondays and Saturdays have the highest ridership most months of the pilot year.

Claremore:

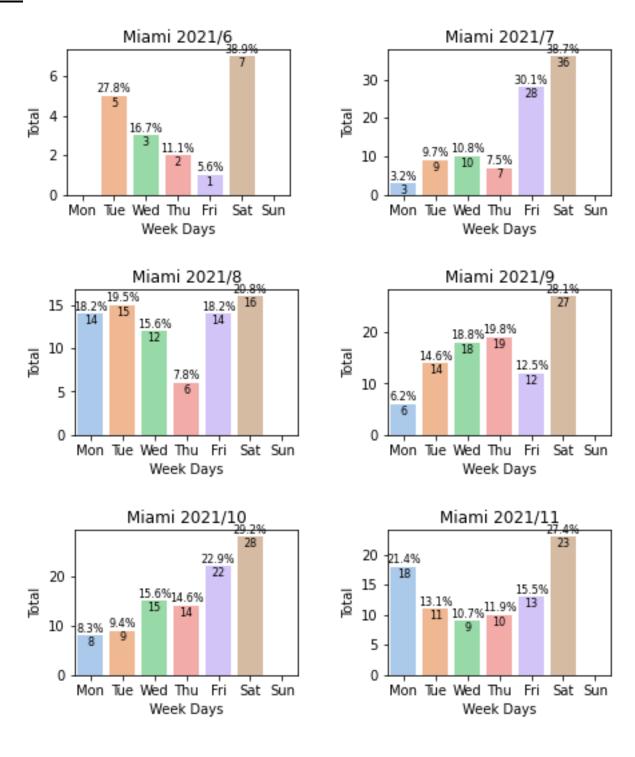


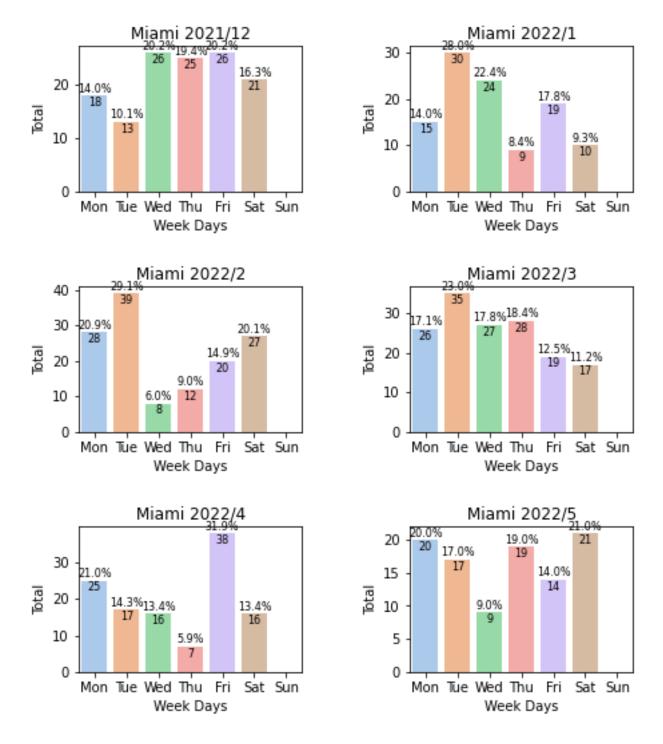


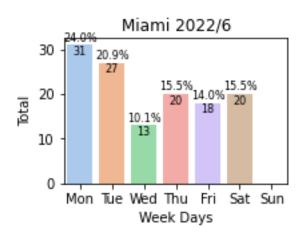


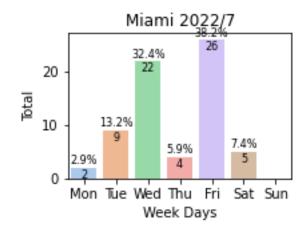


Miami:

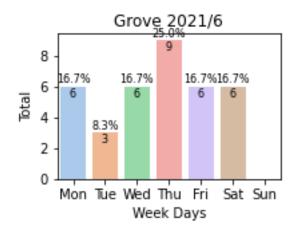


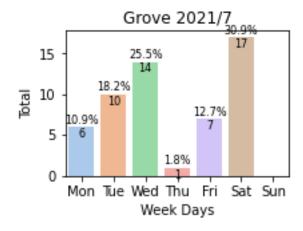


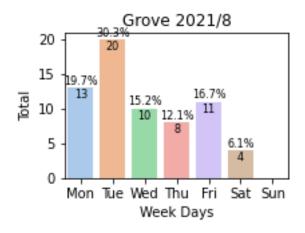


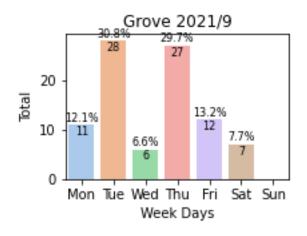


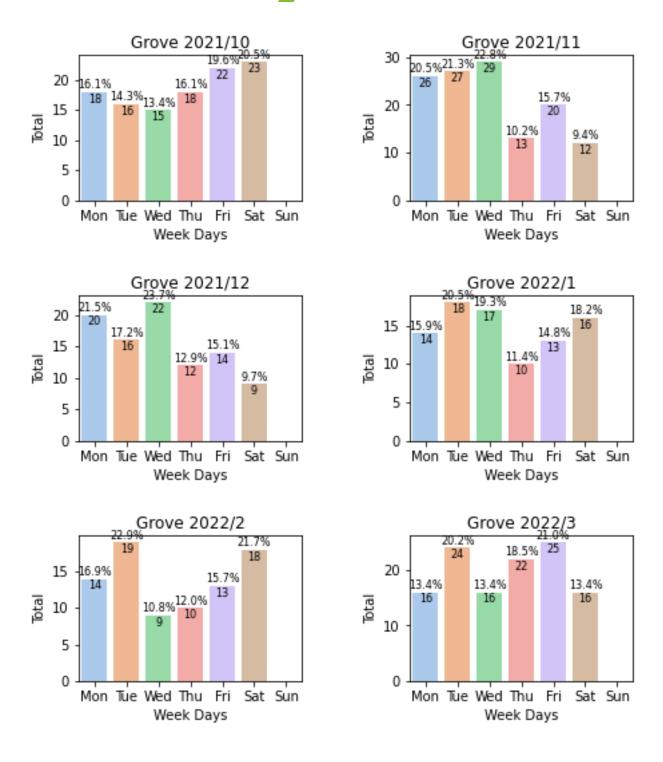
Grove:

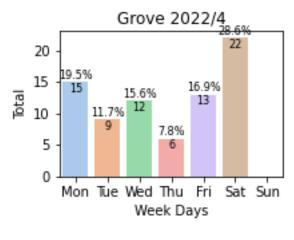


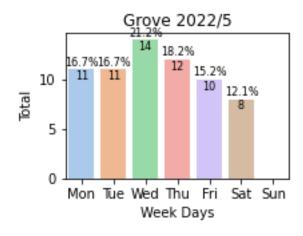


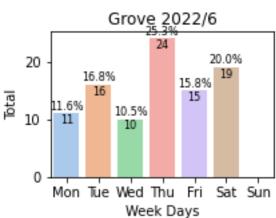


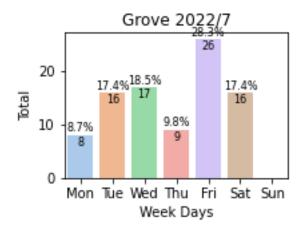




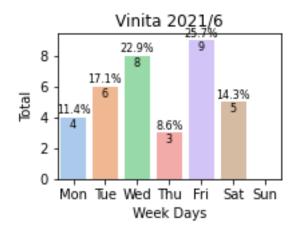


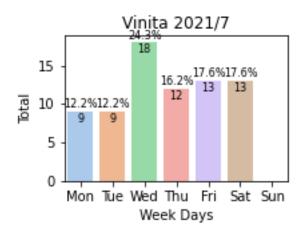


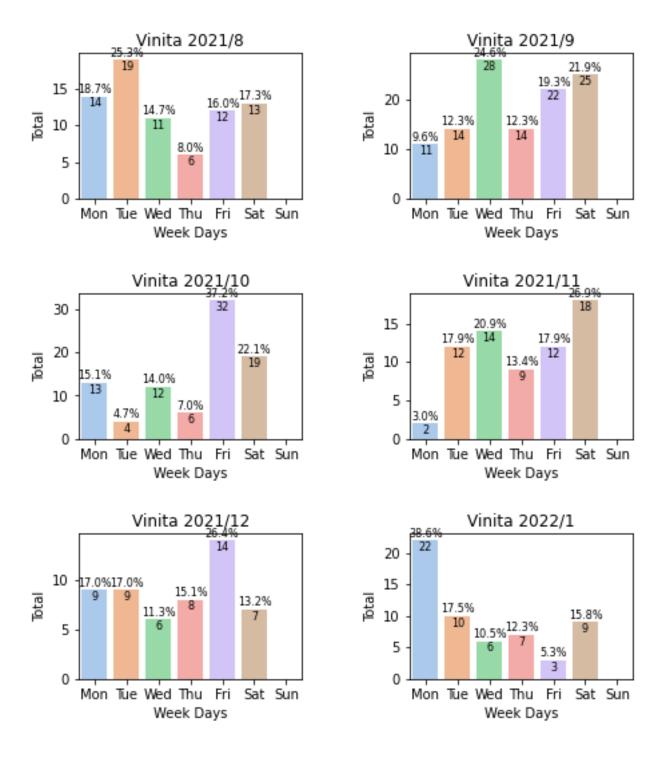


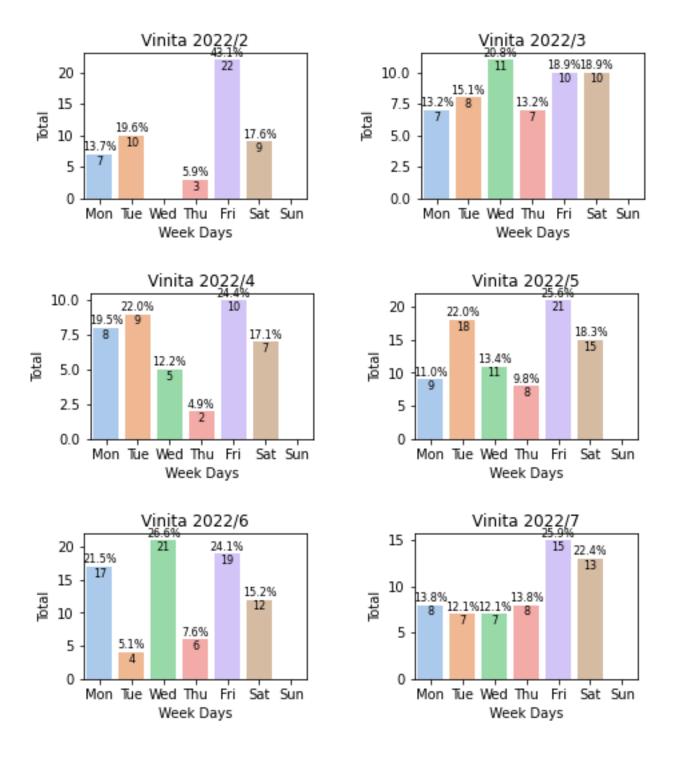


Vinita:

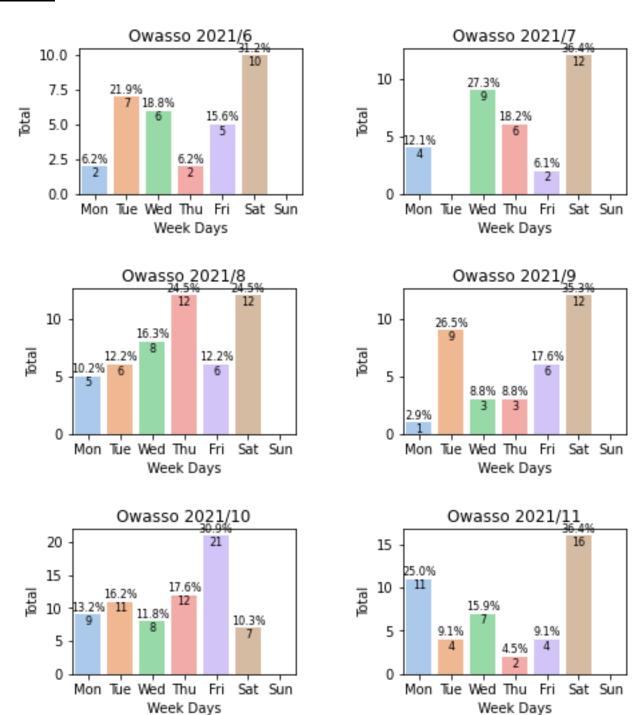


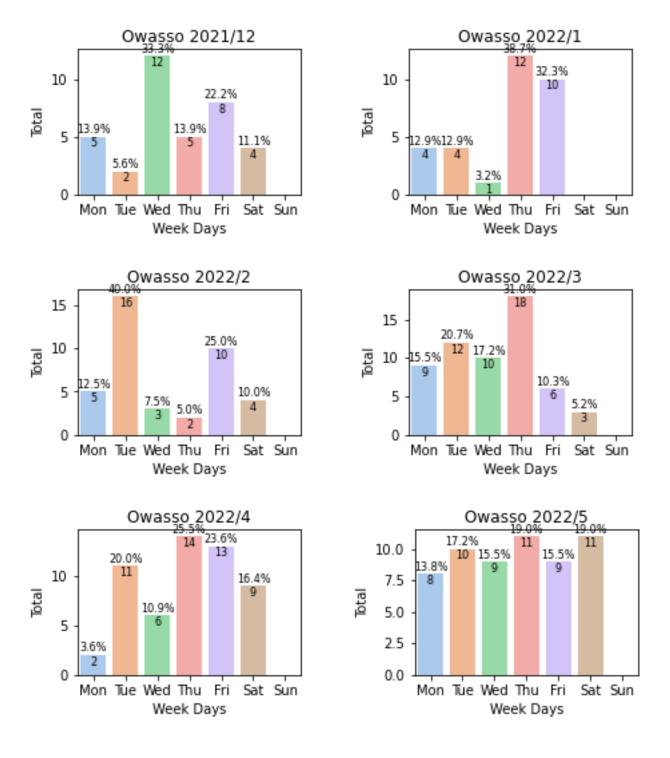


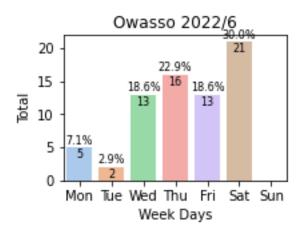


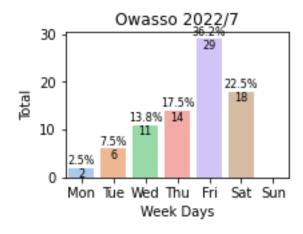


Owasso:

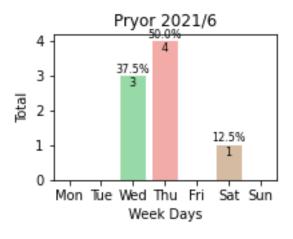


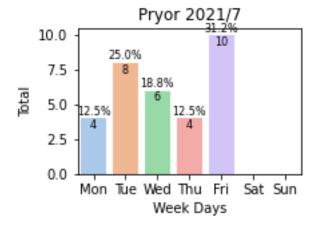


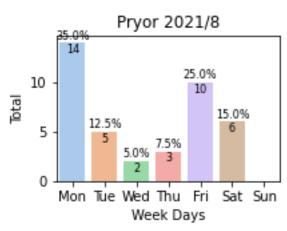


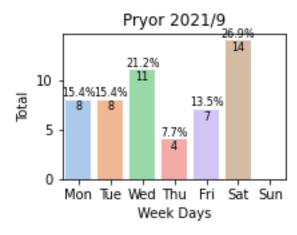


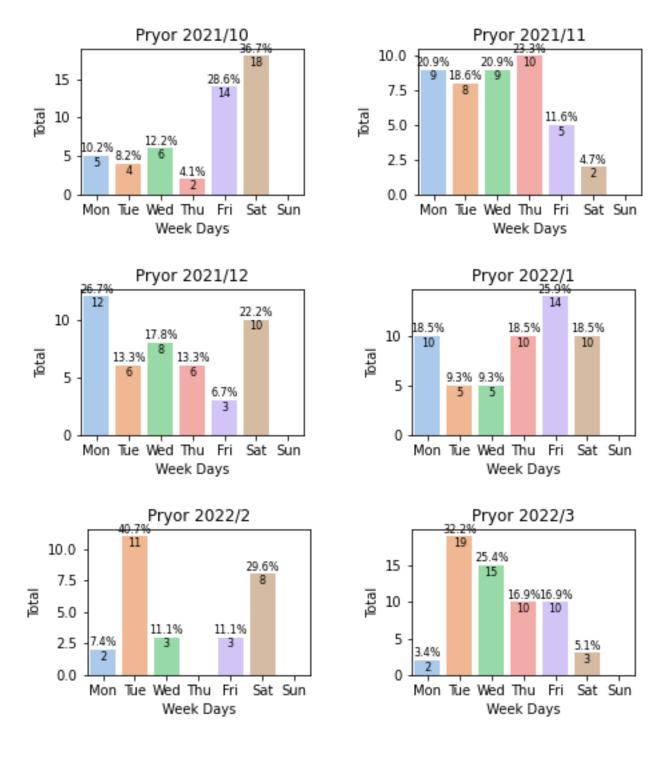
Pryor:

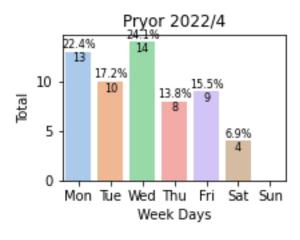


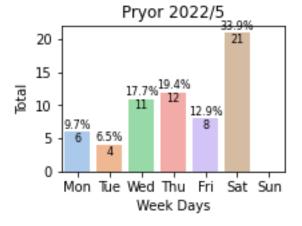


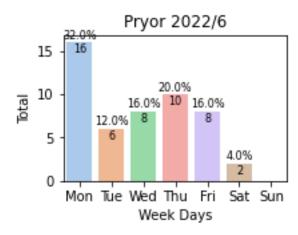


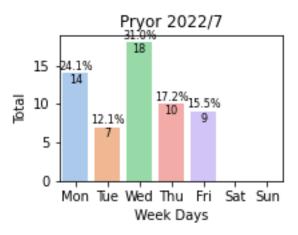








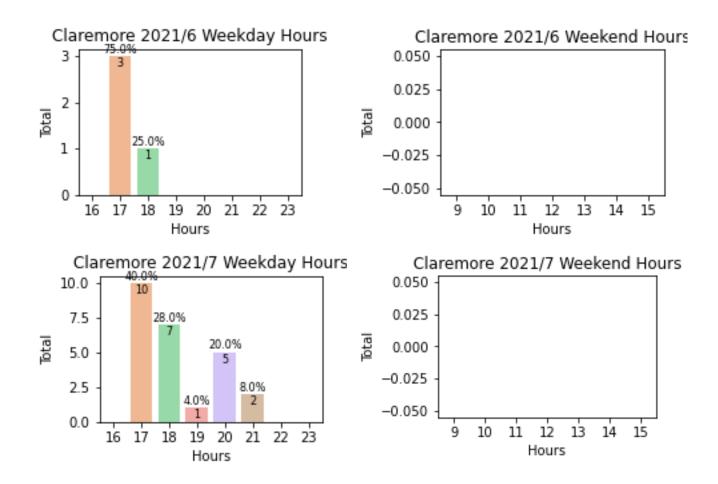


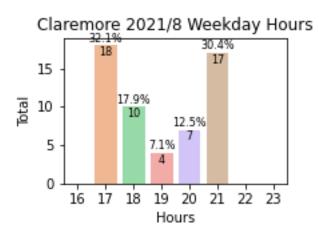


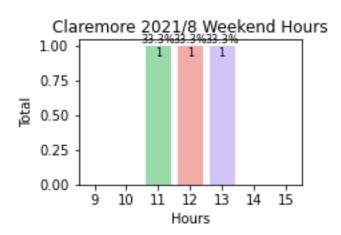
Data by Time of the Day:

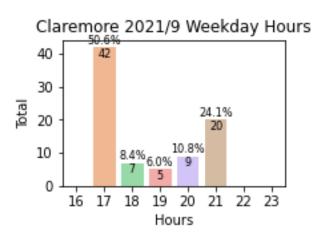
By analyzing data by time of the day, it is possible to observe that on-demand trips are spontaneous and ridership fluctuates making it difficult to define a pattern. On the majority of the communities, there is no observed pattern on Saturdays with ridership fluctuating from 10:00 a.m. to 2:00p.m. On weekdays, the number of trips between 5:00 p.m. to 6:00 p.m. is higher, with trips declining from 7:00 p.m. to 10:00 p.m.

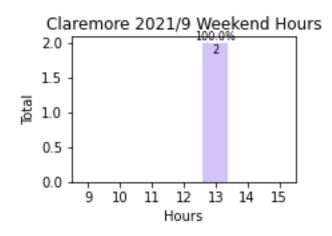
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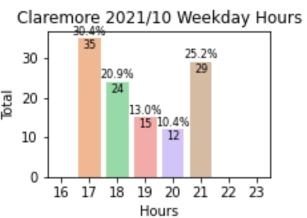


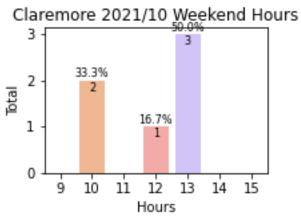


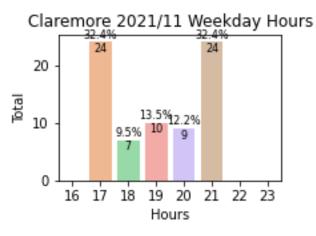


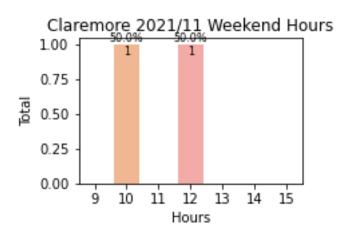


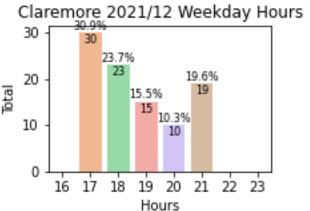


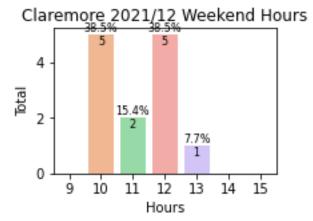


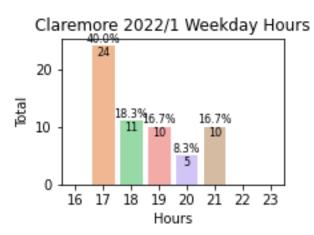


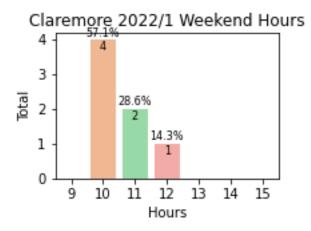


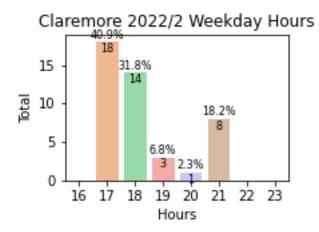


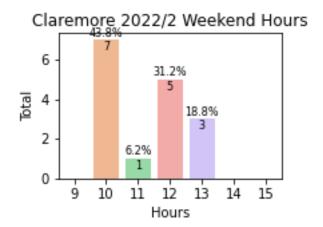


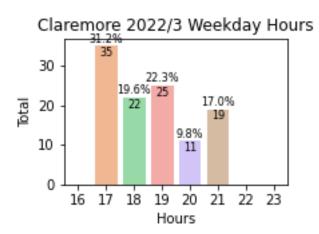


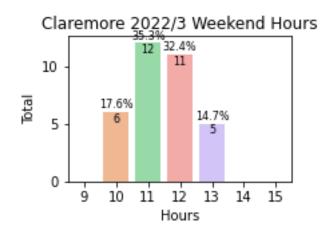


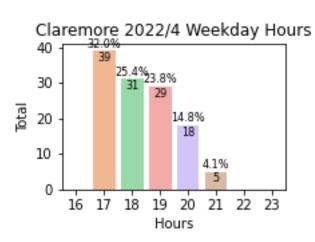


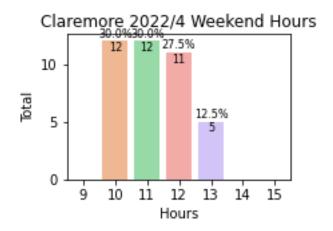


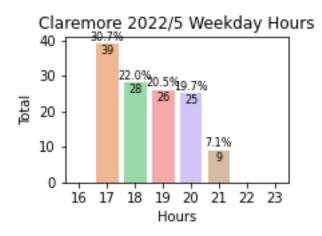


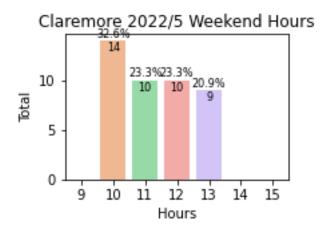


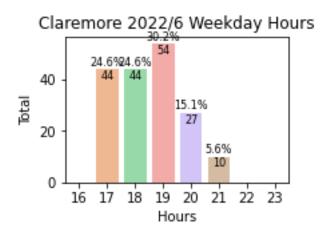


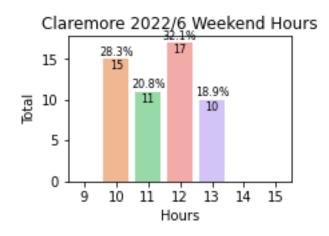


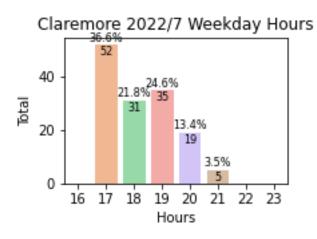


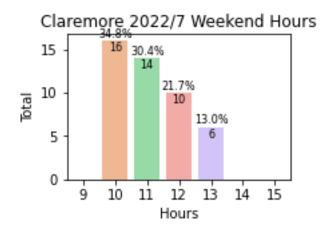




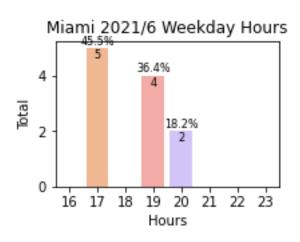


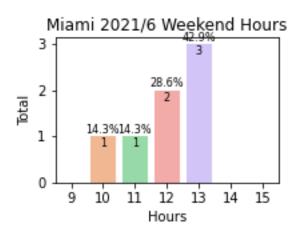


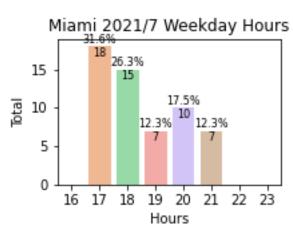


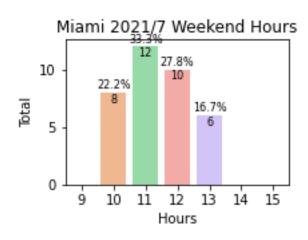


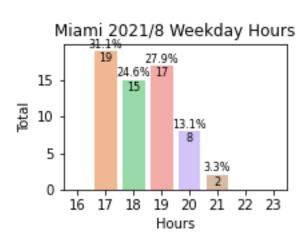
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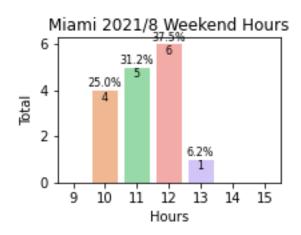


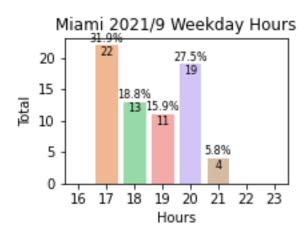


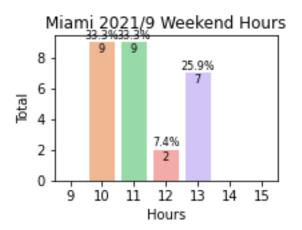


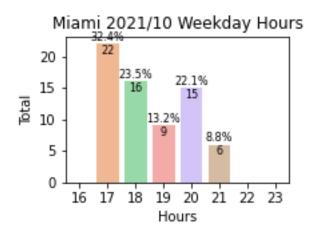


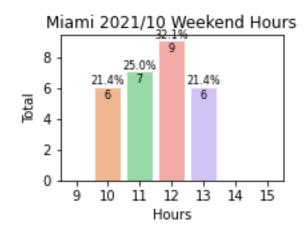


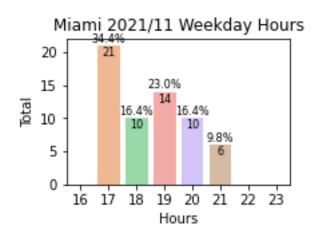


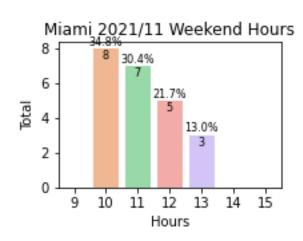


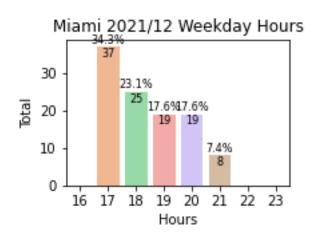


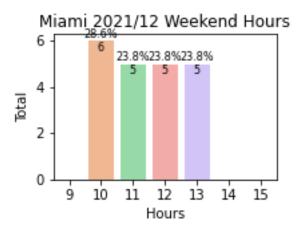


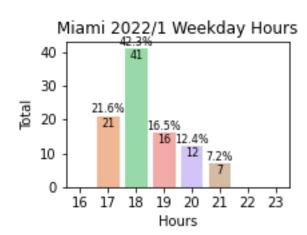


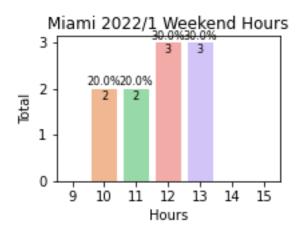


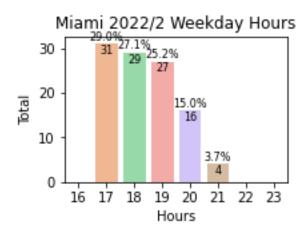


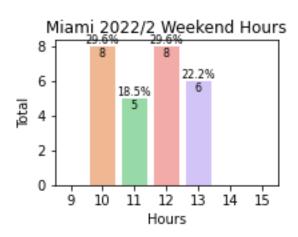


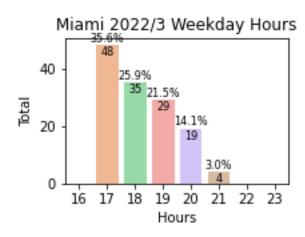


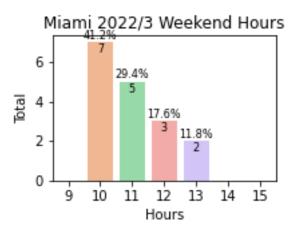


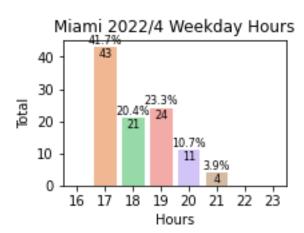


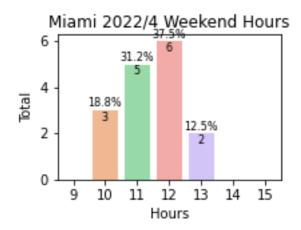


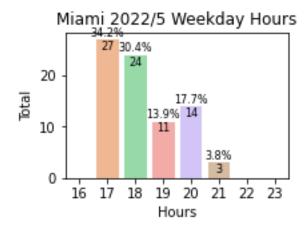


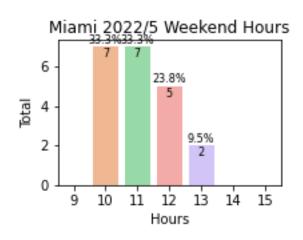


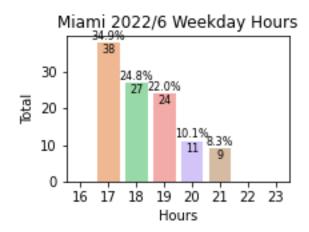


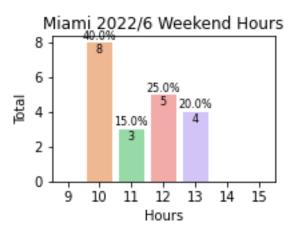


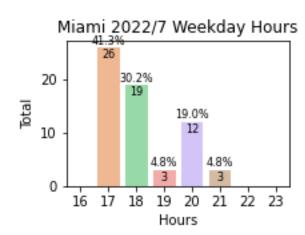


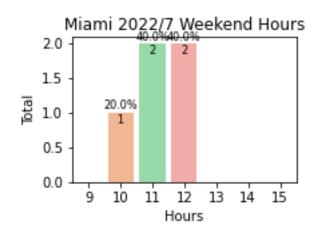




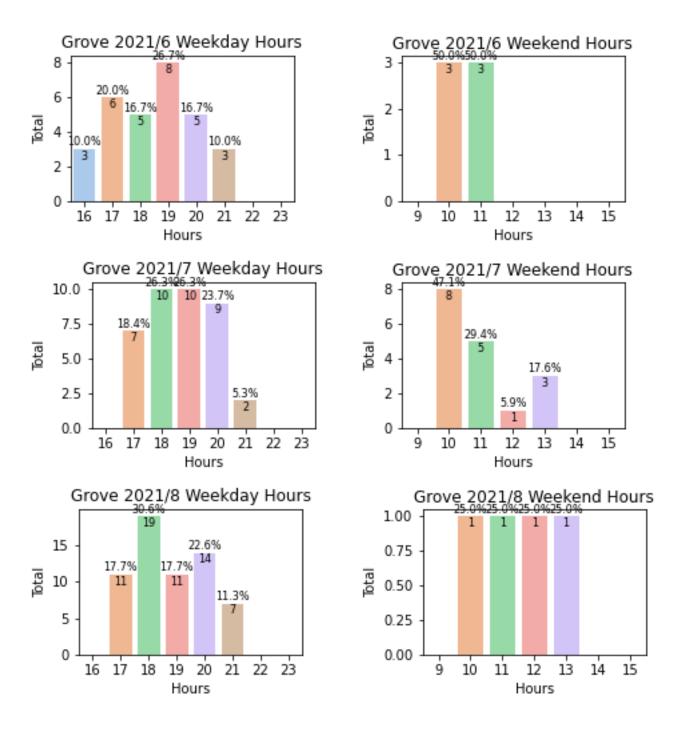


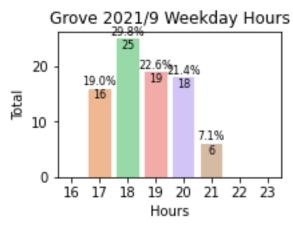


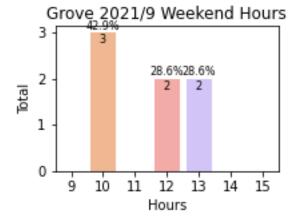


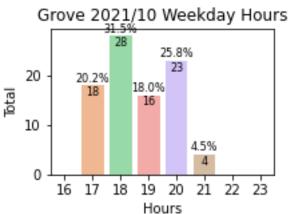


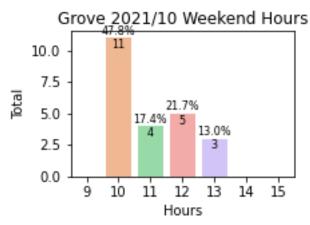
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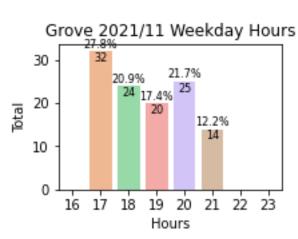


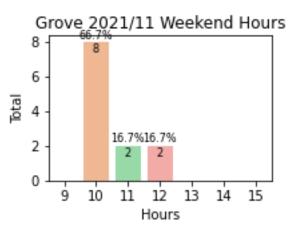


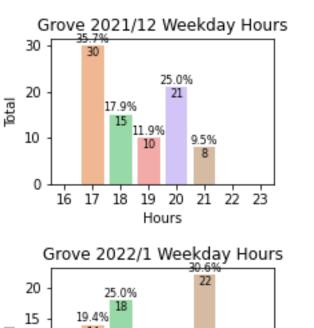


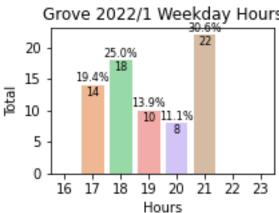


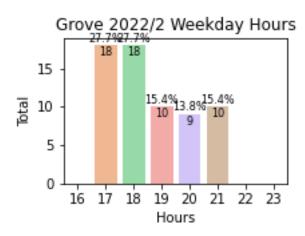


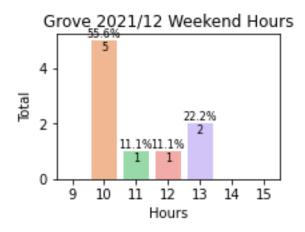


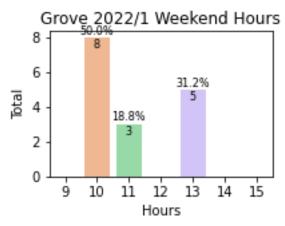


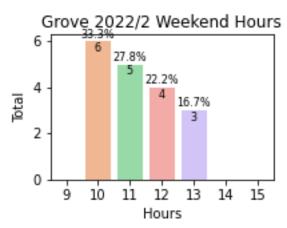


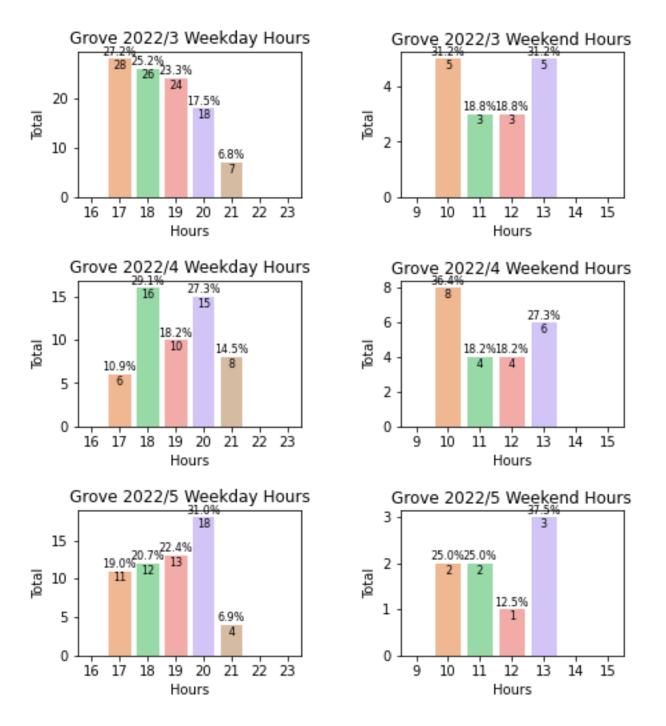


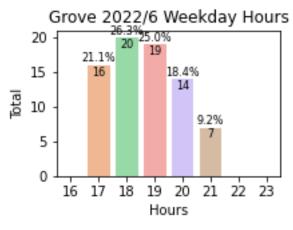


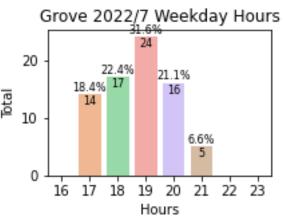


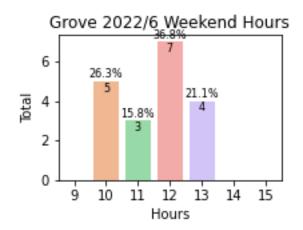


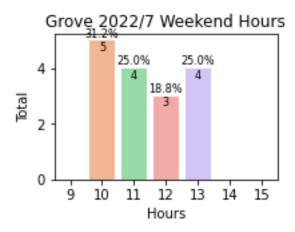




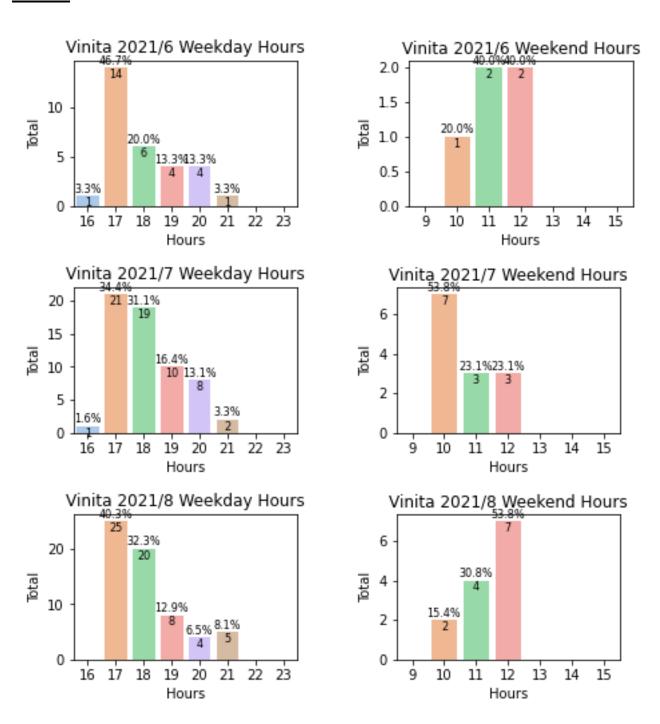


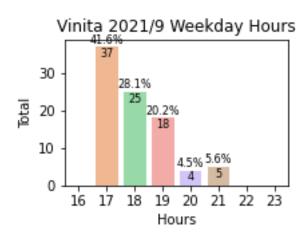


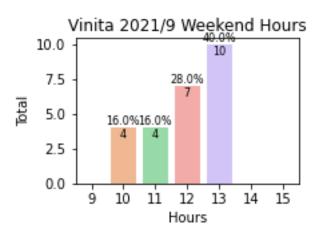


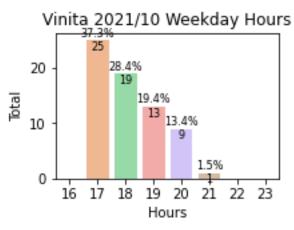


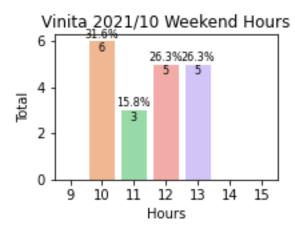
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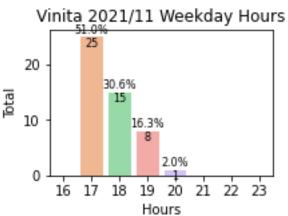


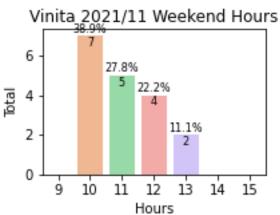


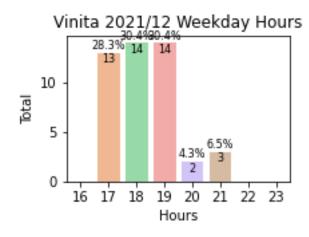


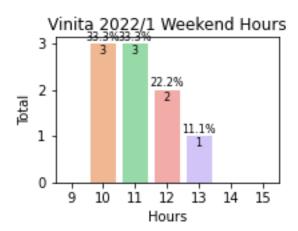


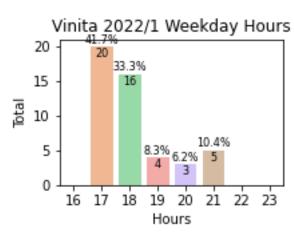


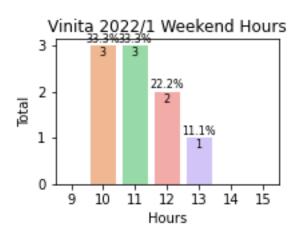


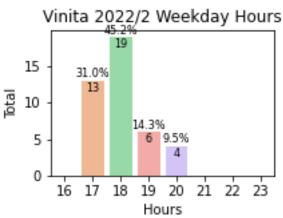


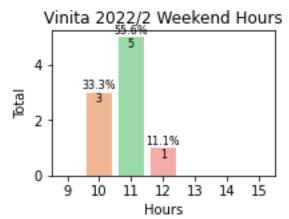


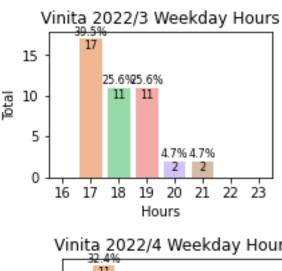


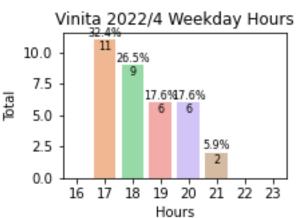


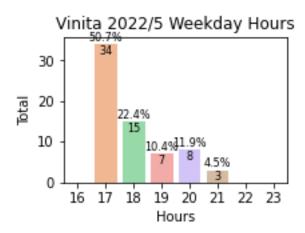


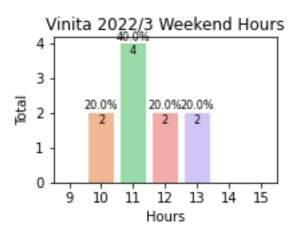


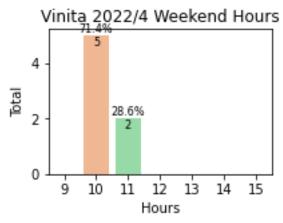


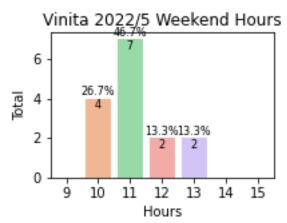


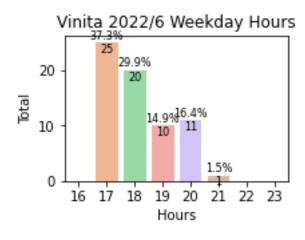


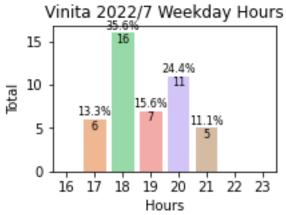


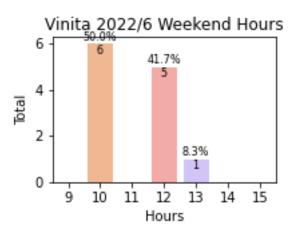


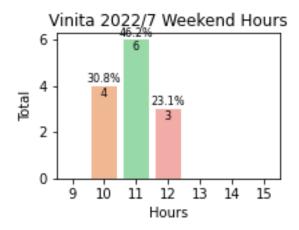




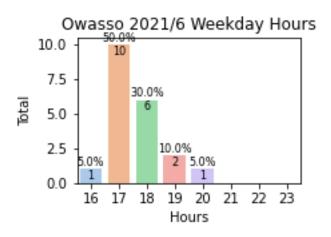


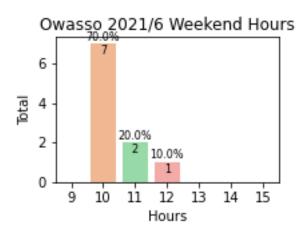


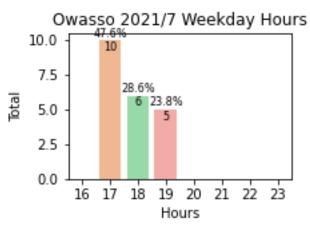


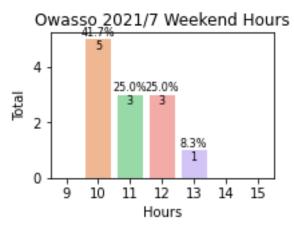


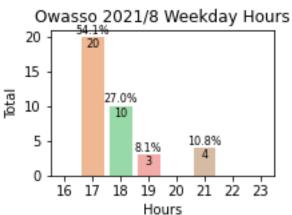
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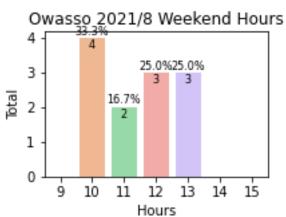


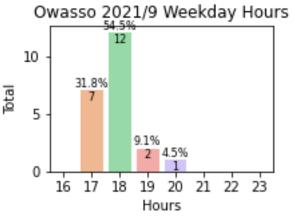


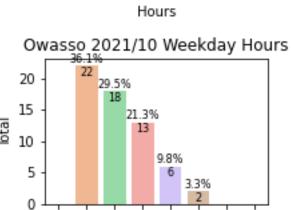






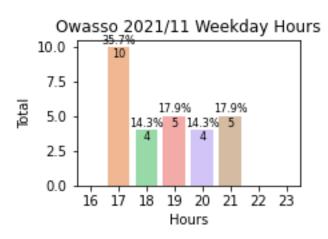




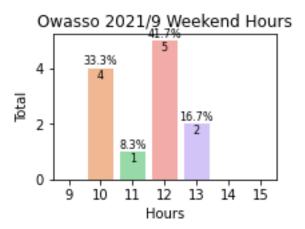


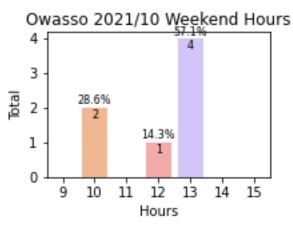
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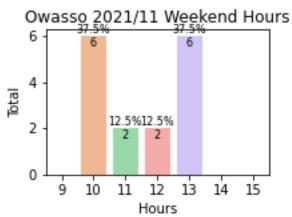
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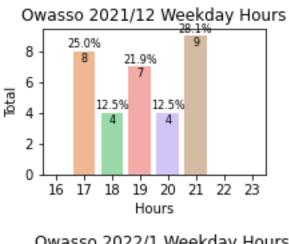


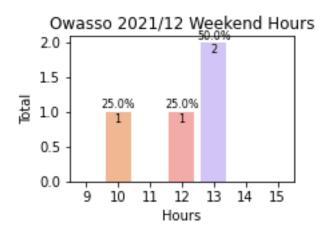
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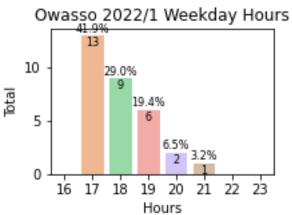


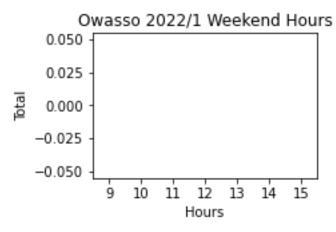


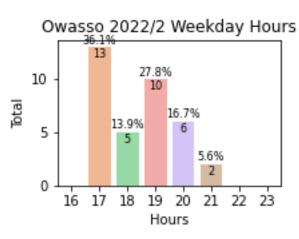


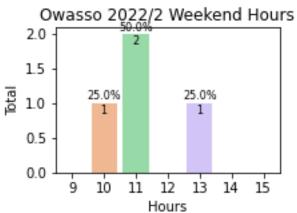


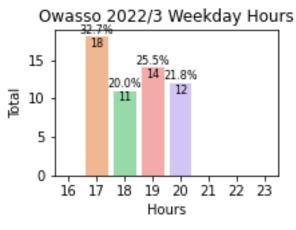


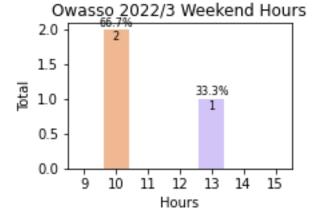


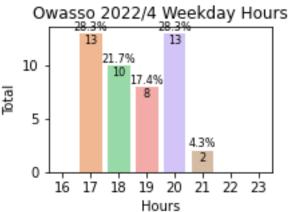


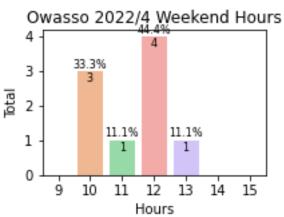


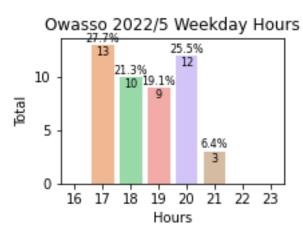


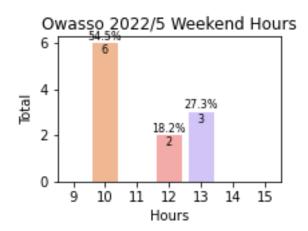


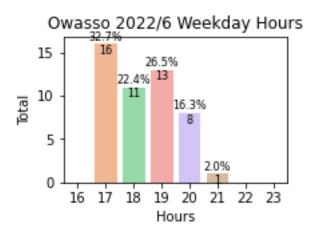


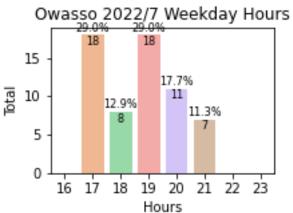


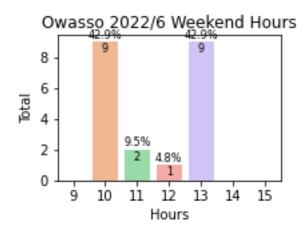


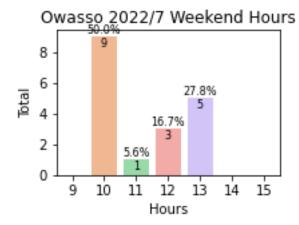




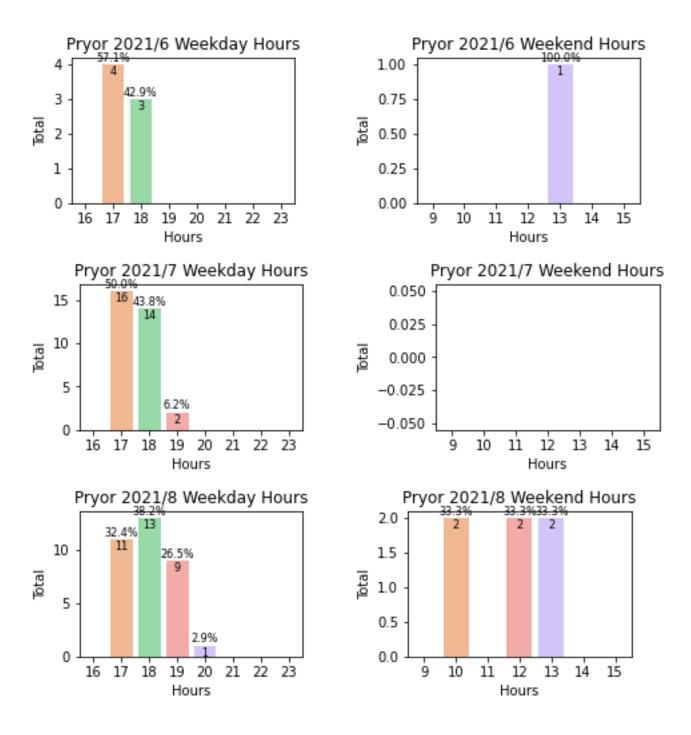


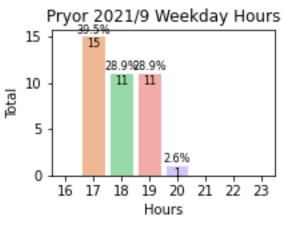


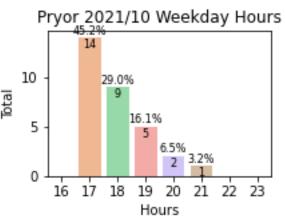


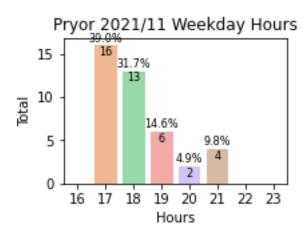


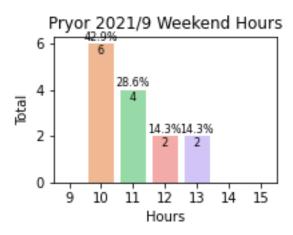
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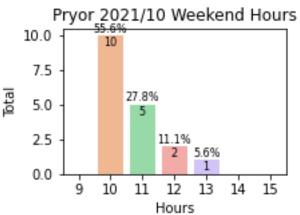


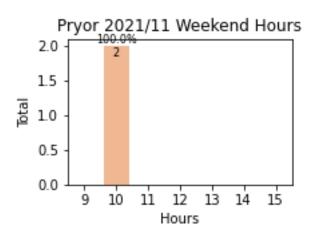


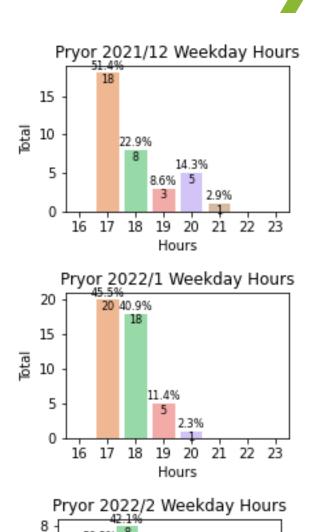












36.8% 8

16 17 18

10.5%10.5%

21 22

23

19 20

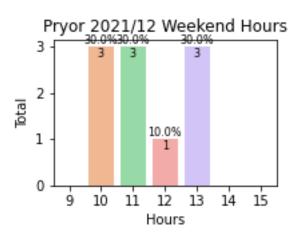
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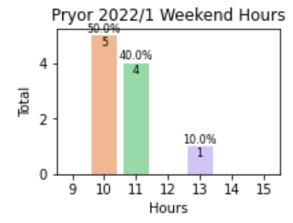
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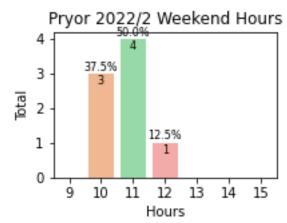
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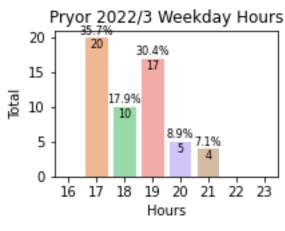
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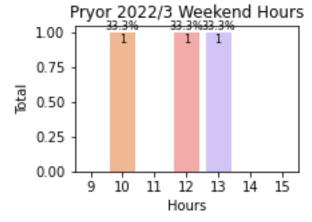
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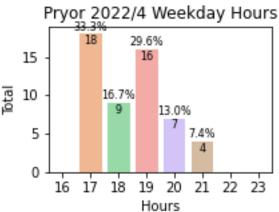


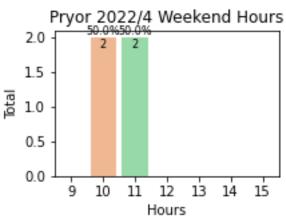


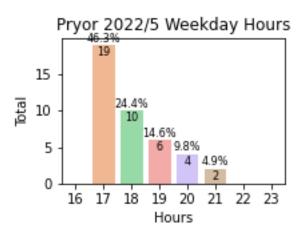


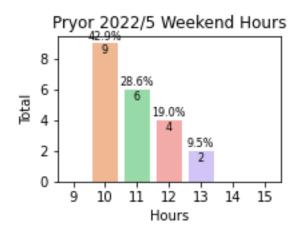


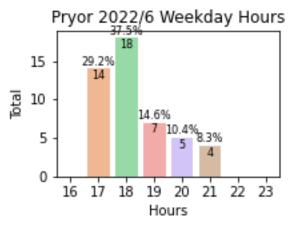


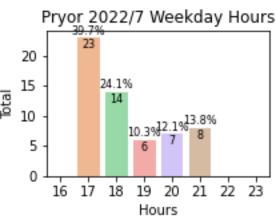


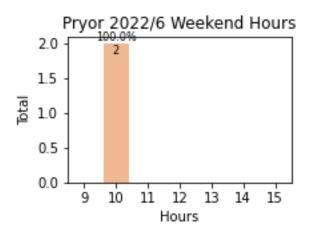


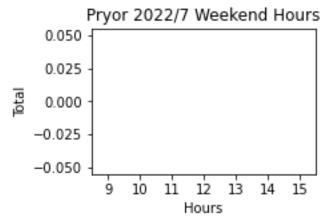








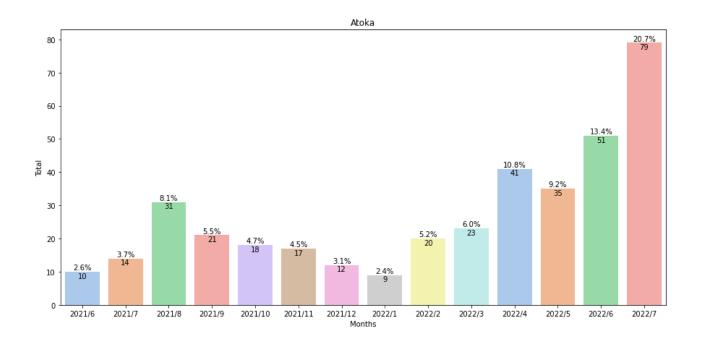


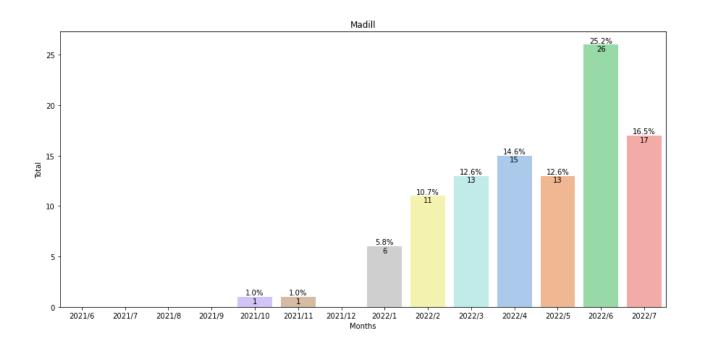


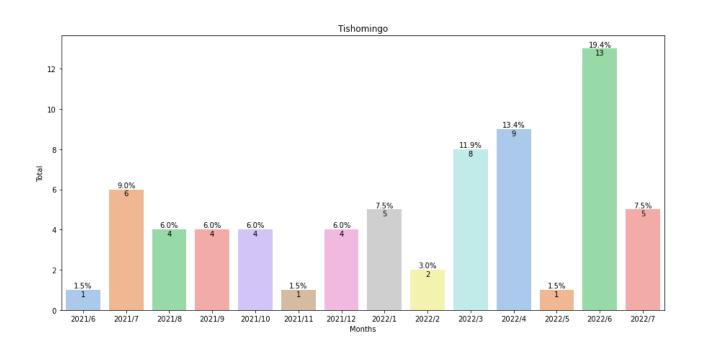
Attachment 2: JAMM Transit Service Area

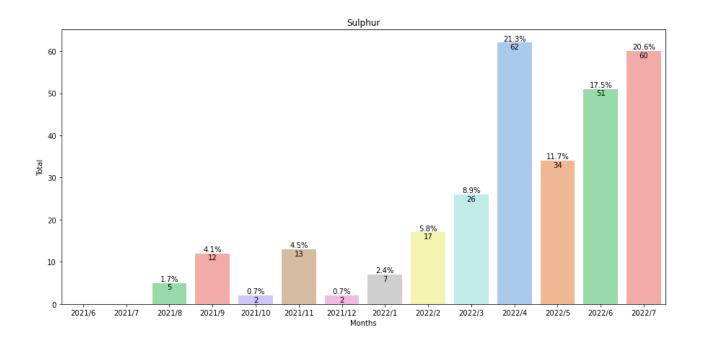
Communities' Ridership:

JAMM Transit service area includes four communities with population ranging from 3,000 to 14,000 people. Once on demand service was implemented in those four communities, ridership was very low. However, Atoka and Sulphur have steadily increased ridership. Tishomingo is the lowest ridership compared to all the 21 communities. On demand is a brand-new concept and it takes time to educate the population on how to use the new technology and make them aware of what is available when it comes to service days and time.







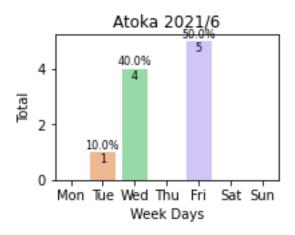


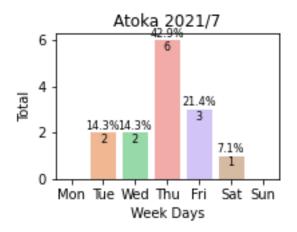
Data by Day of the Week:

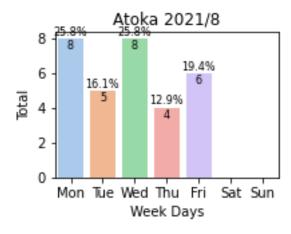
When looking at ridership numbers at the community level, it is important to consider key operating factors and how they relate to ridership demand, such as the span of service, days of the week it operates, and total hours of daily service. Analyzing ridership by day of the week is a key measure to monitor the effectiveness and efficiency of the system. Fluctuations can be identified from one day to the other and defining a pattern is essential to determine when to provide service in a most cost-effective way.

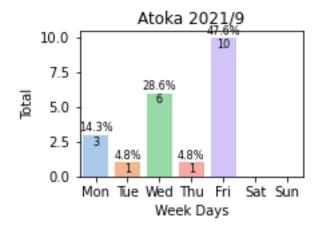
There is no specific pattern on weekdays for any of the JAMM Transit communities. There is a preference for Saturday trips in Atoka and Sulphur. Months not included in this report refers to no ridership for that month in that specific community.

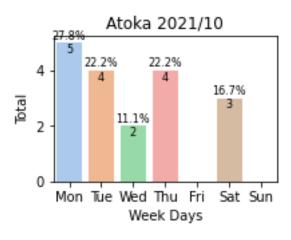
Atoka:

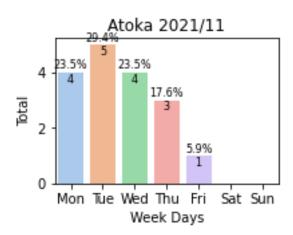


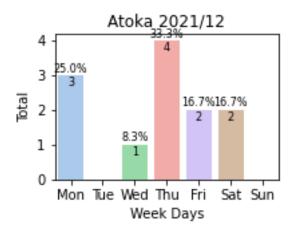


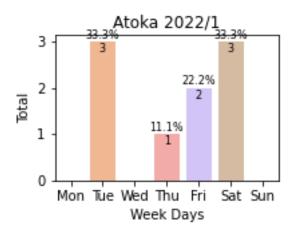


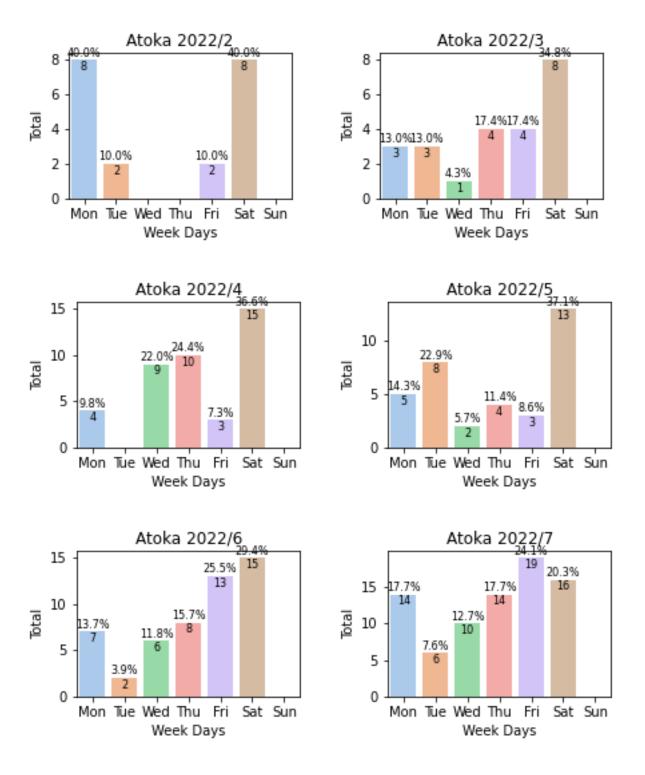




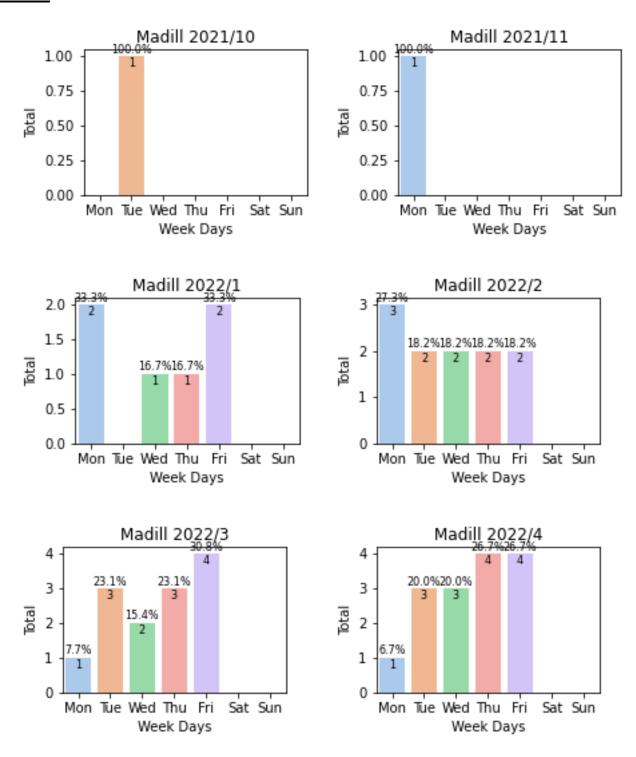


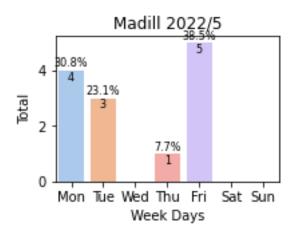


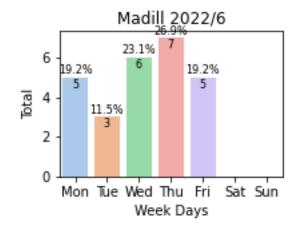


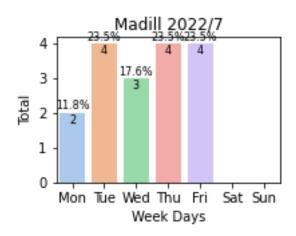


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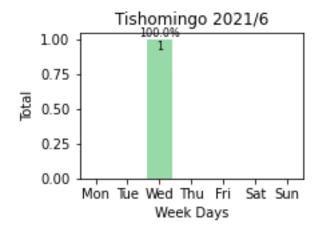


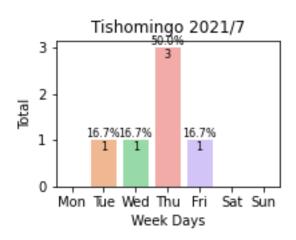


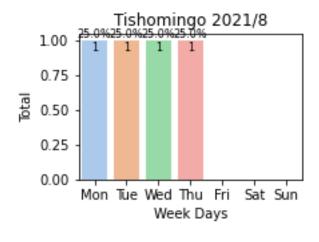


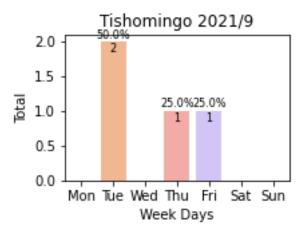


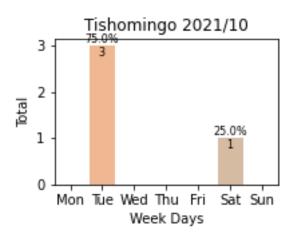
Tishomingo:

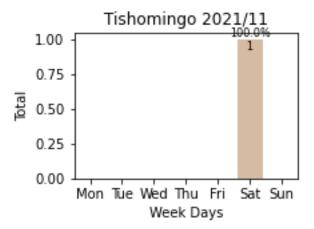


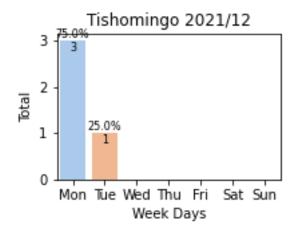


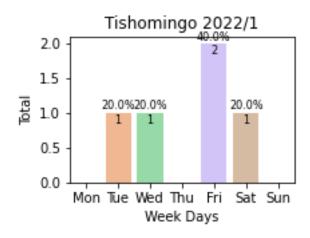


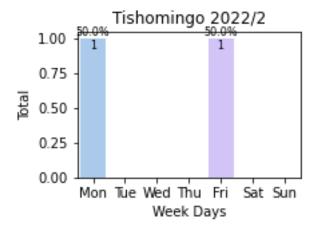


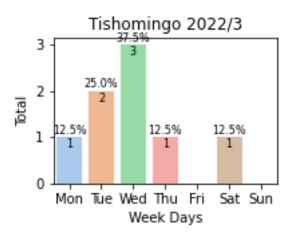


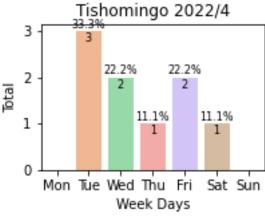


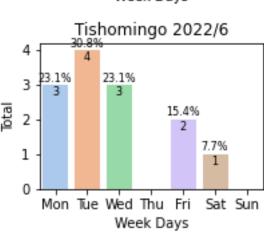


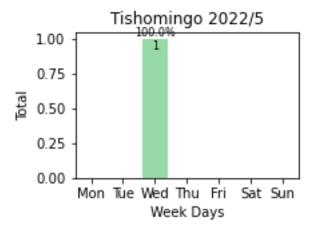


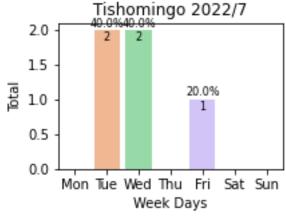




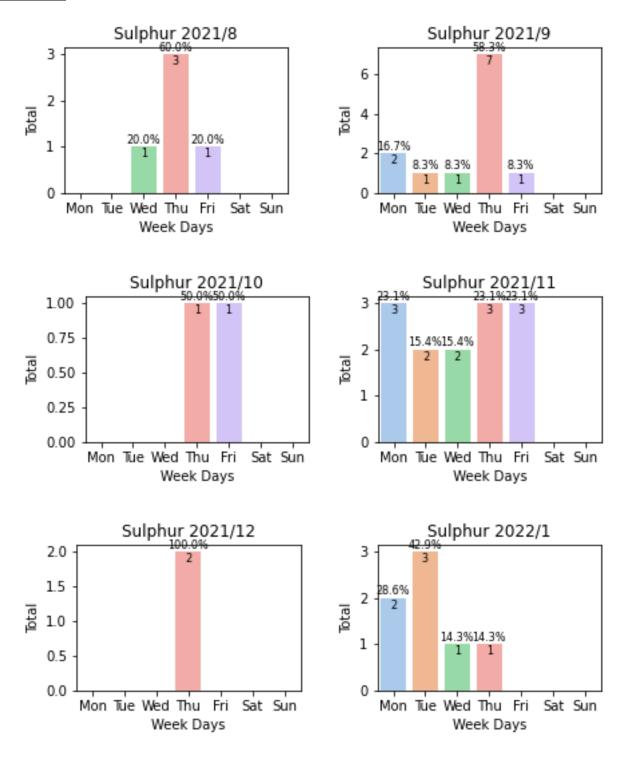


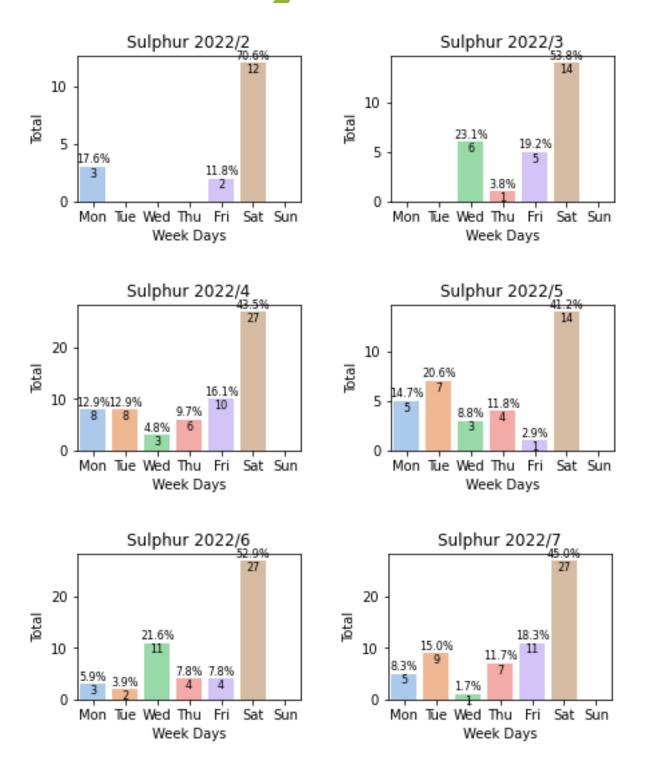






Sulphur:

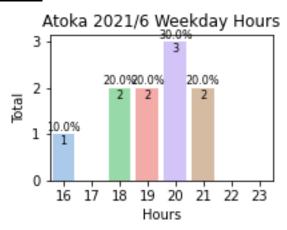


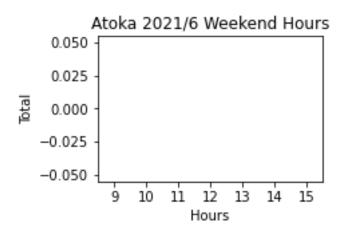


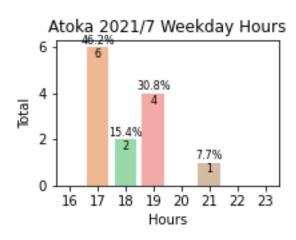
Data by Time of the Day:

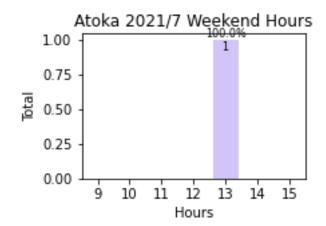
By analyzing data by time of the day, it is possible to observe that on-demand trips are spontaneous and ridership fluctuates making it difficult to define a pattern. On the majority of the communities, there is no observed pattern on Saturdays with ridership fluctuating from 10:00 a.m. to 2:00p.m. In Madill, it is possible to see that there is demand mainly from 5:00 p.m. to 6:00 p.m. Months not included in this report refers to no ridership for that month in that specific community.

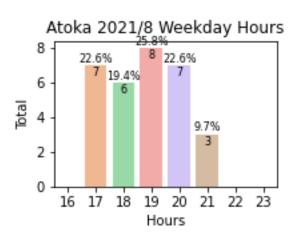
Atoka:

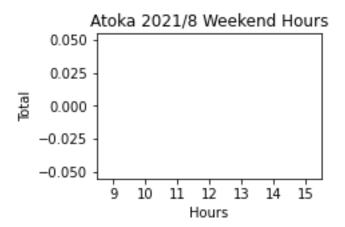


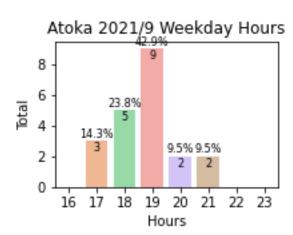


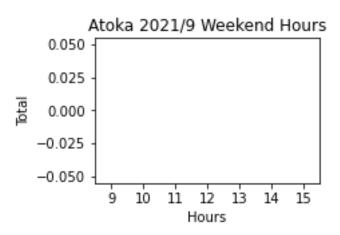


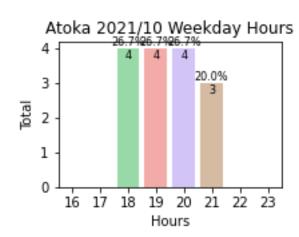


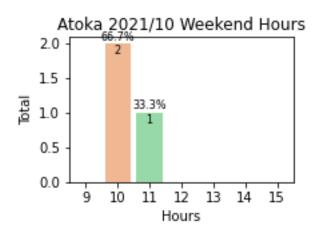


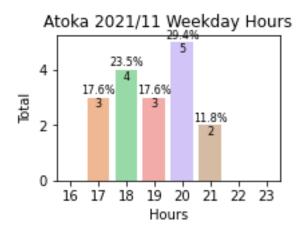


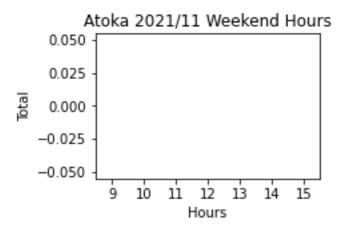


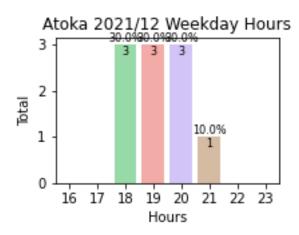


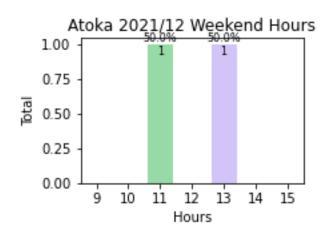


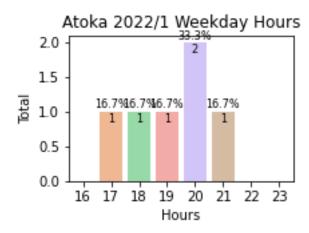


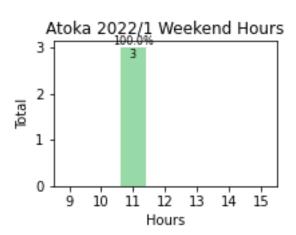


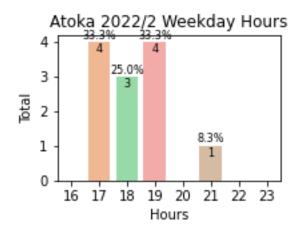


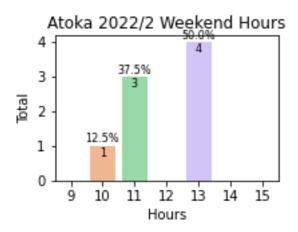


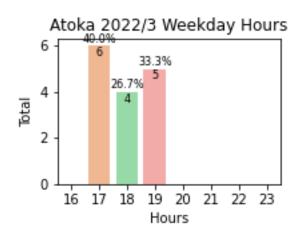


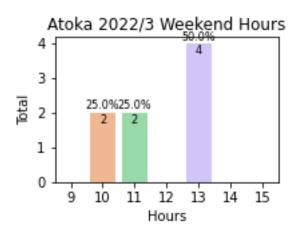


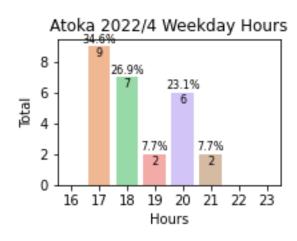


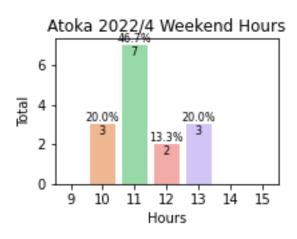


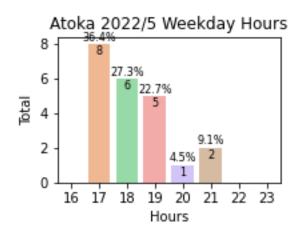


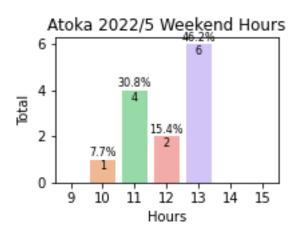


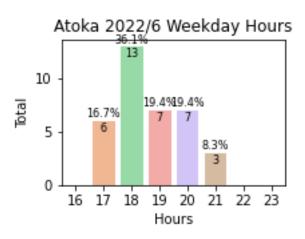


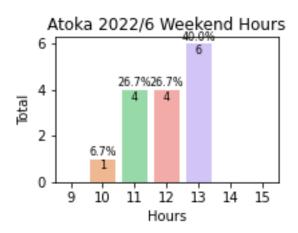


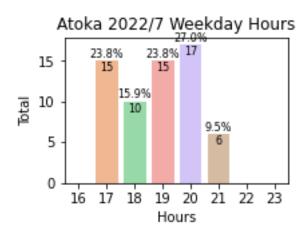


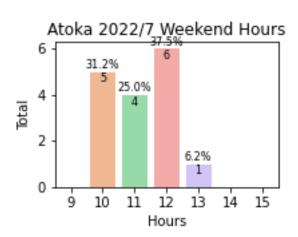




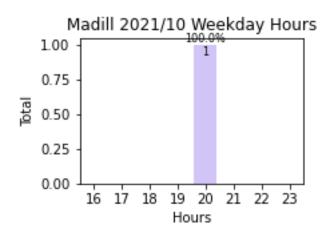


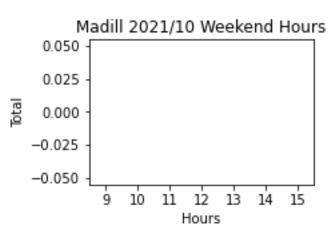


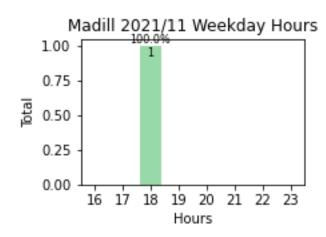


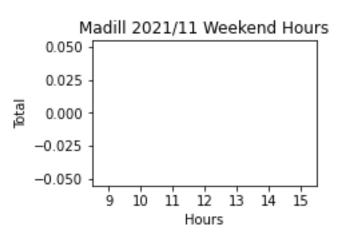


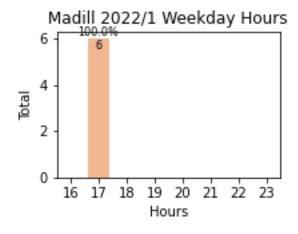
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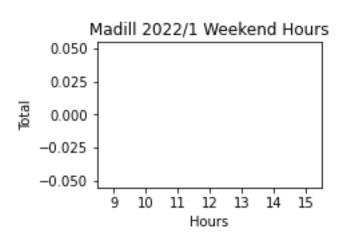


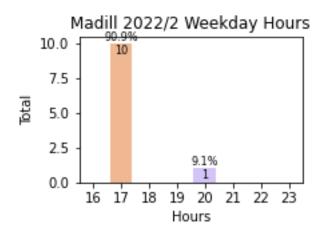


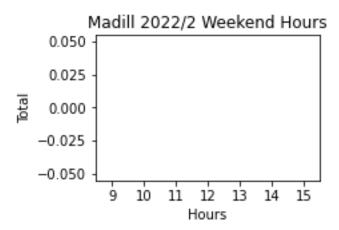


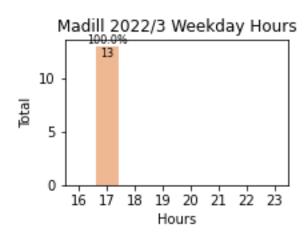


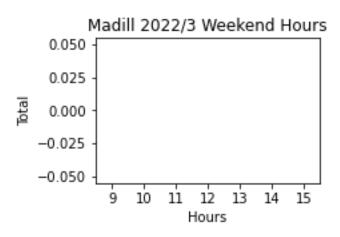


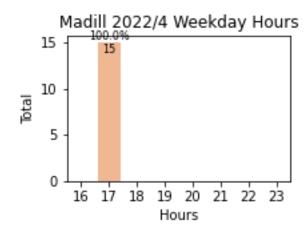


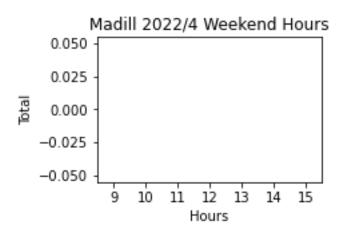


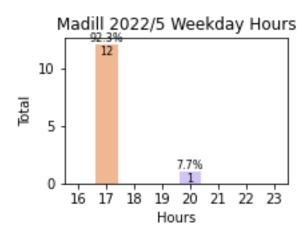


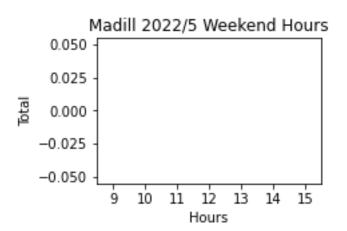


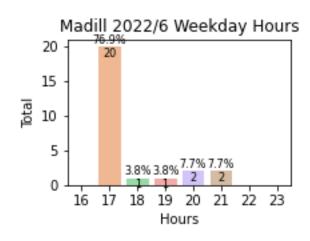


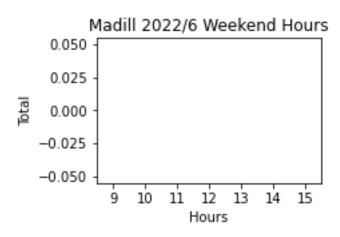


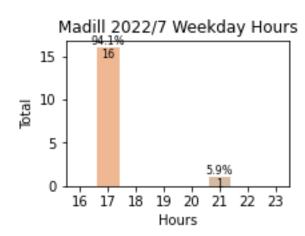


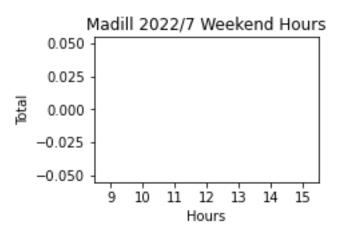




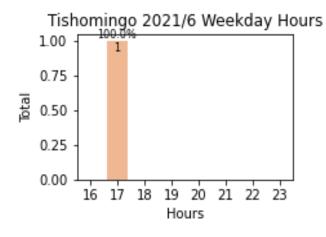


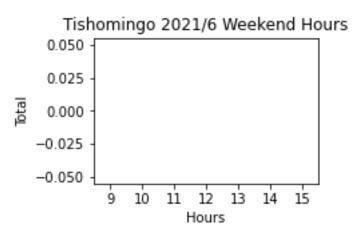


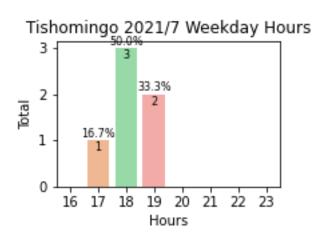


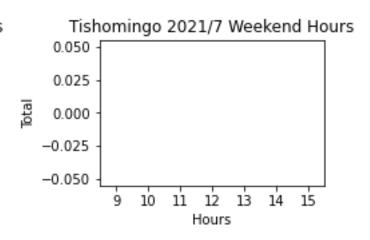


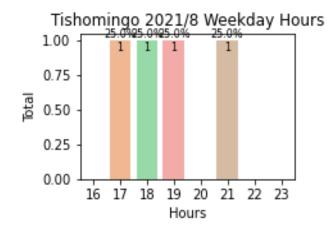
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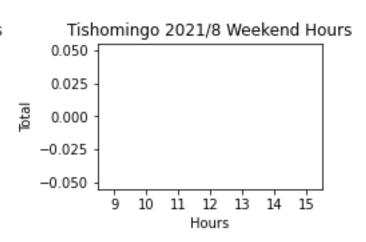


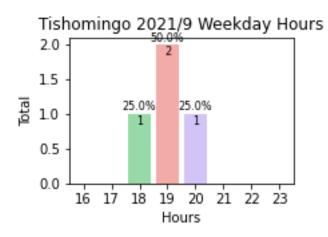


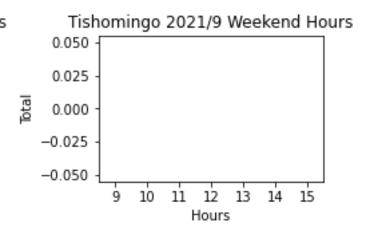


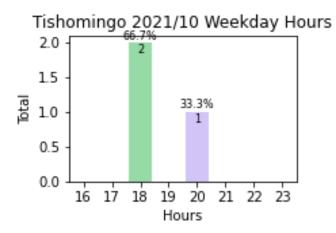


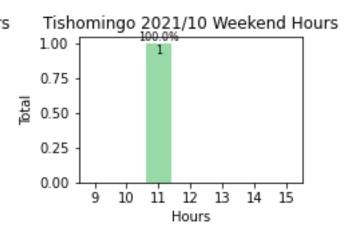


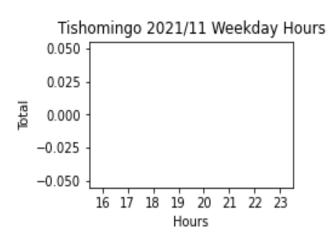


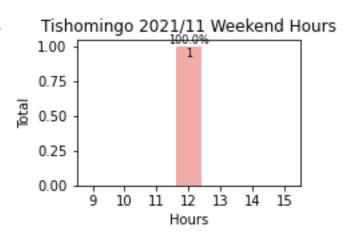




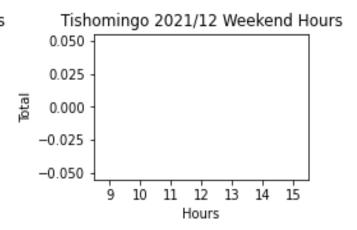


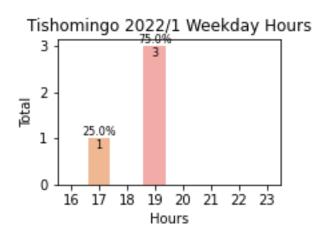


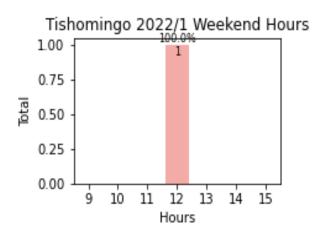


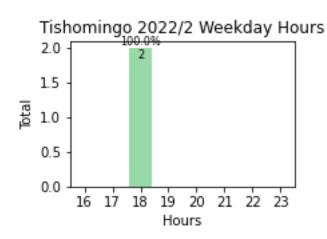


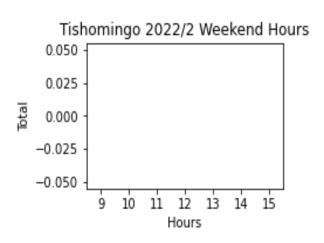


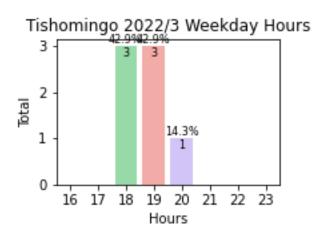


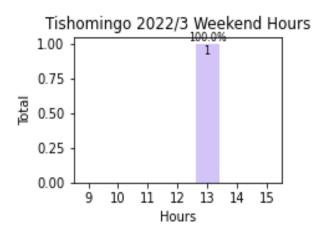


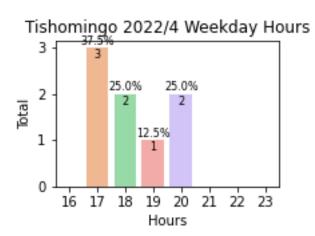


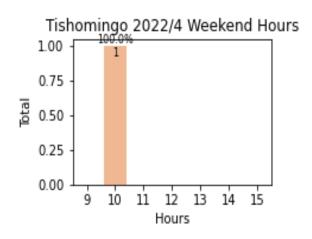


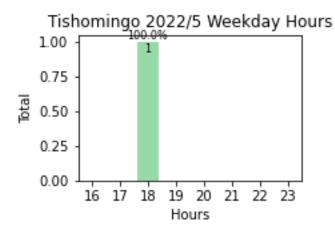


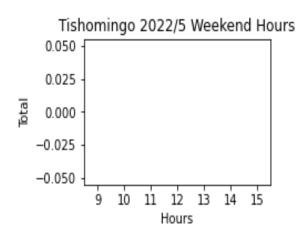


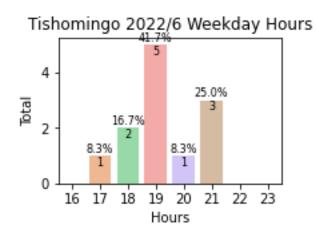


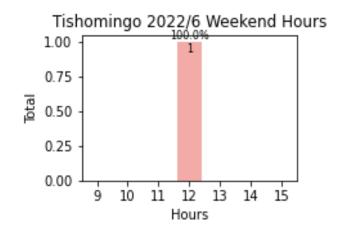


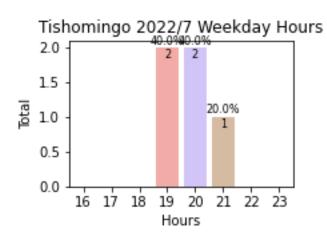


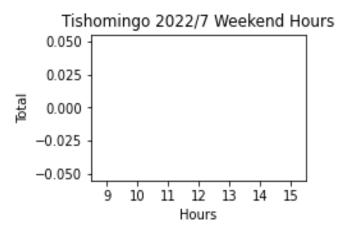




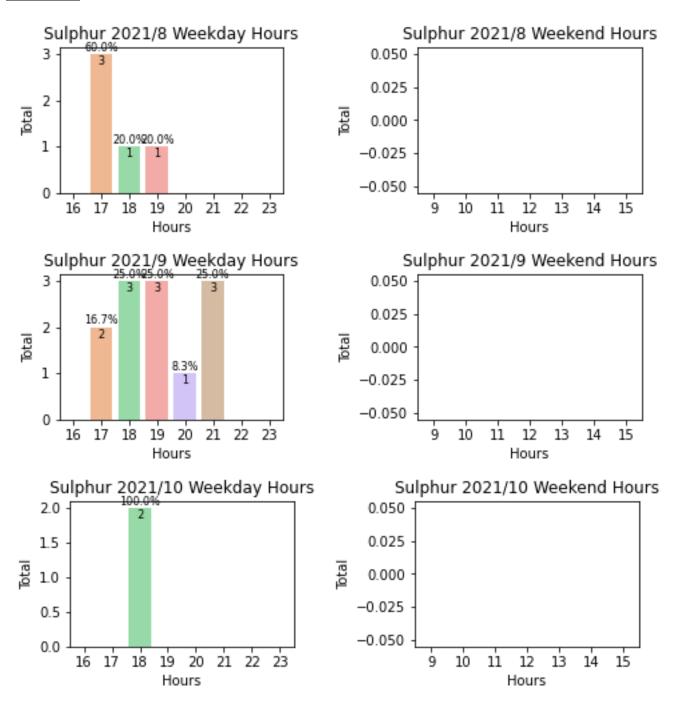


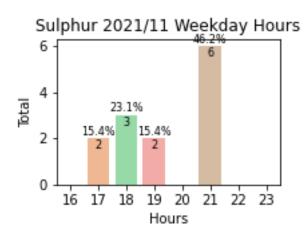


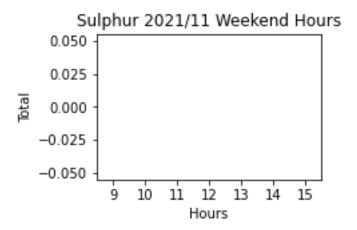


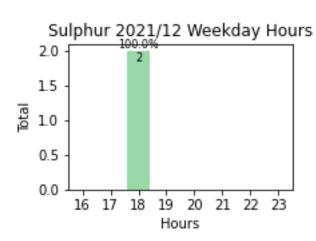


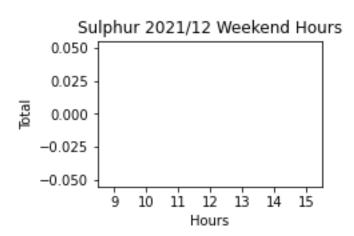
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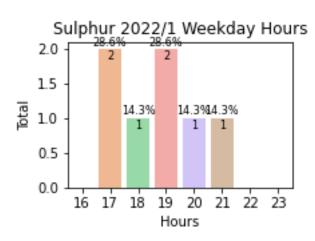


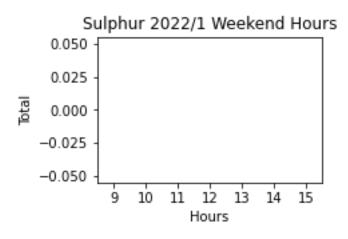


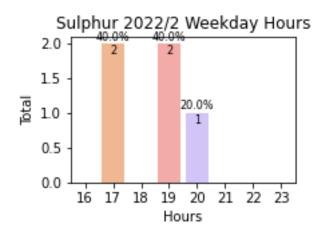


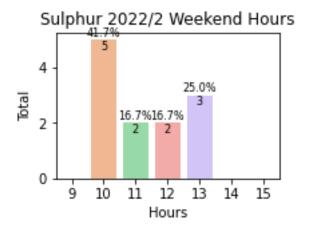


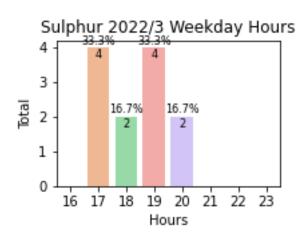


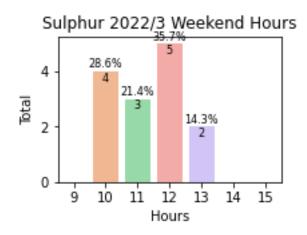


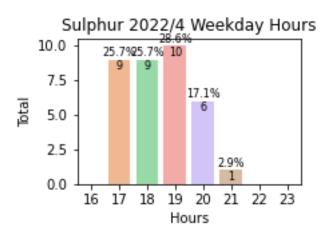


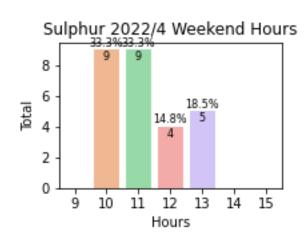


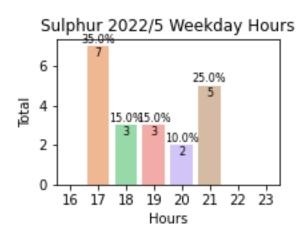


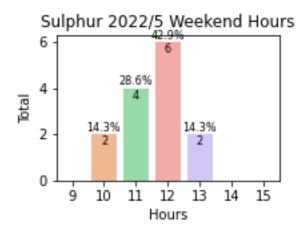


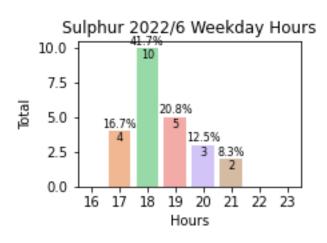


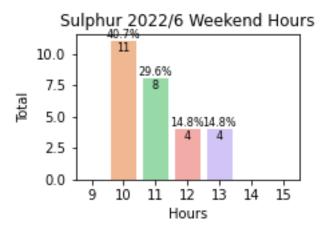


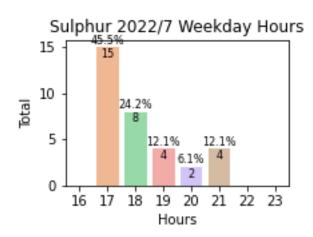


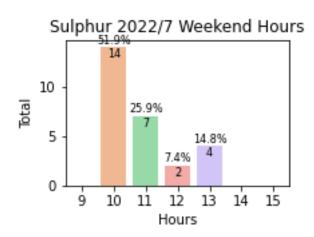










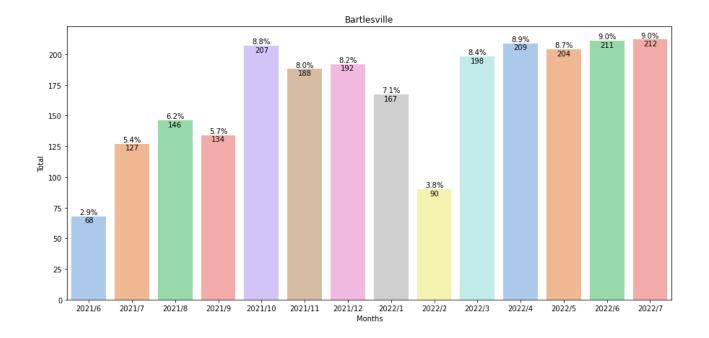


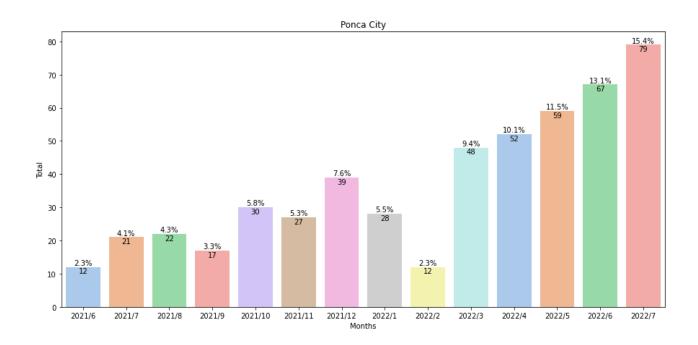
Attachment 3: Cimarron Transit Service Area

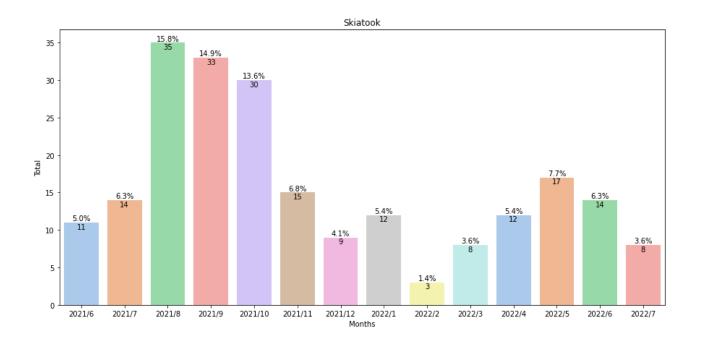
Communities' Ridership:

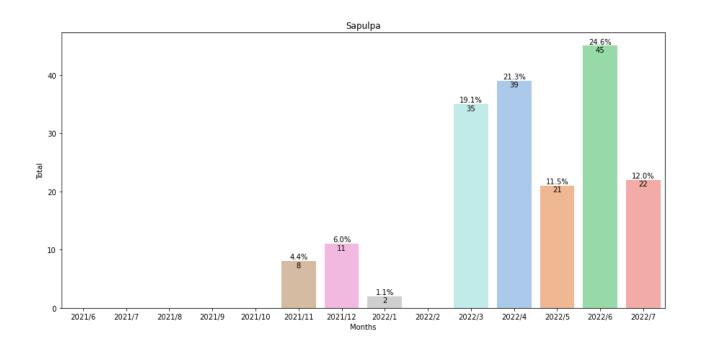
Five communities are included in the Cimarron Transit service area. Since service implementation in June 2021, Bartlesville has embraced the on-demand service and ridership has been gradually increasing. During all the pilot program service period, Bartlesville has been first or second highest ridership compared to all the other 21 communities.

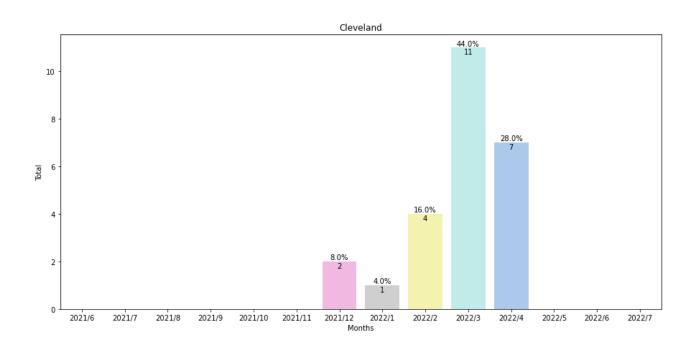
Ponca City started slow, but service is growing every single month. Cleveland, Sapulpa, and Skiatook haven't fared as well as the other communities. Sapulpa and Cleveland had a late start with services implemented only in August 2021.









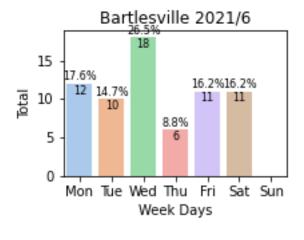


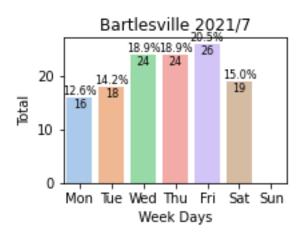
Data by Day of the Week:

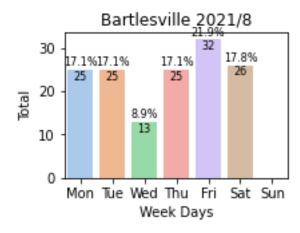
When looking at ridership numbers at the community level, it is important to consider key operating factors and how they relate to ridership demand, such as the span of service, days of the week it operates, and total hours of daily service. Analyzing ridership by day of the week is a key measure to monitor the effectiveness and efficiency of the system. Fluctuations can be identified from one day to the other and defining a pattern is essential to determine when to provide service in a most cost-effective way.

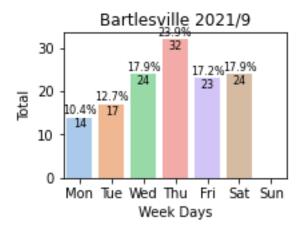
It was not possible to identify a travel pattern for any of the Cimarron Transit communities. Months not included in this report refers to no ridership for that month in that specific community.

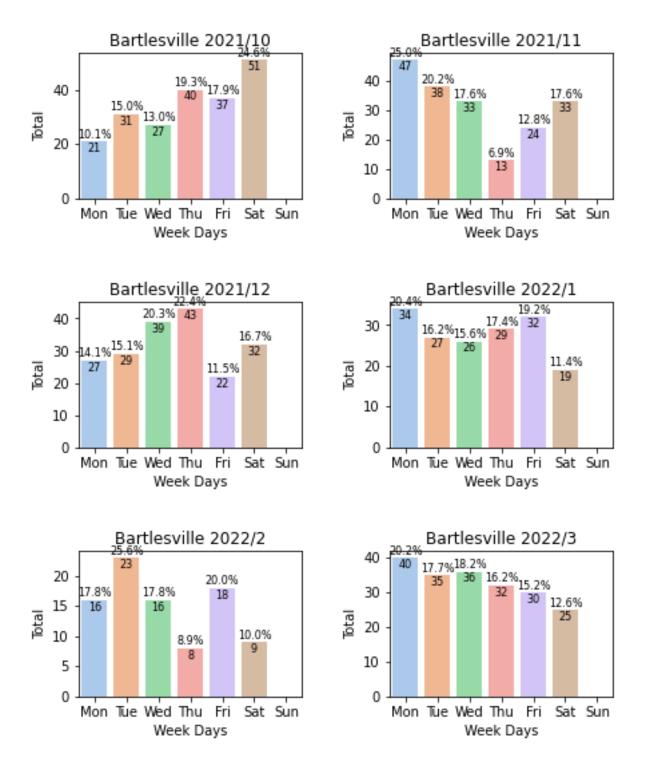
Bartlesville:

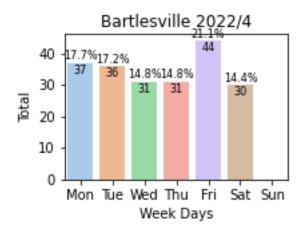


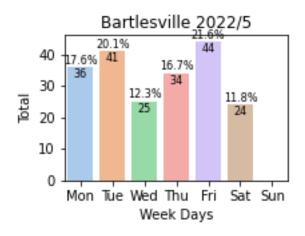


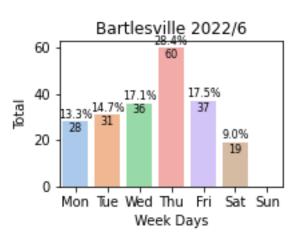


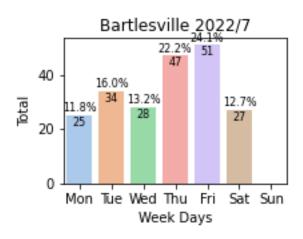




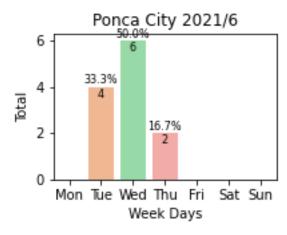


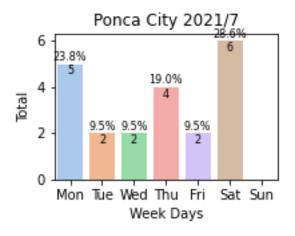


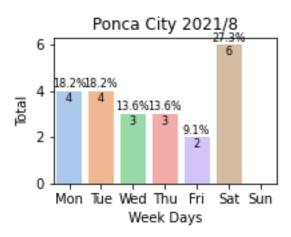


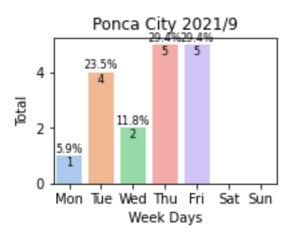


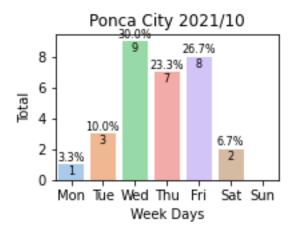
Ponca City:

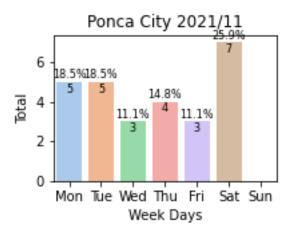


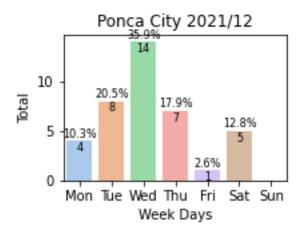


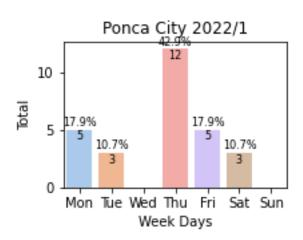


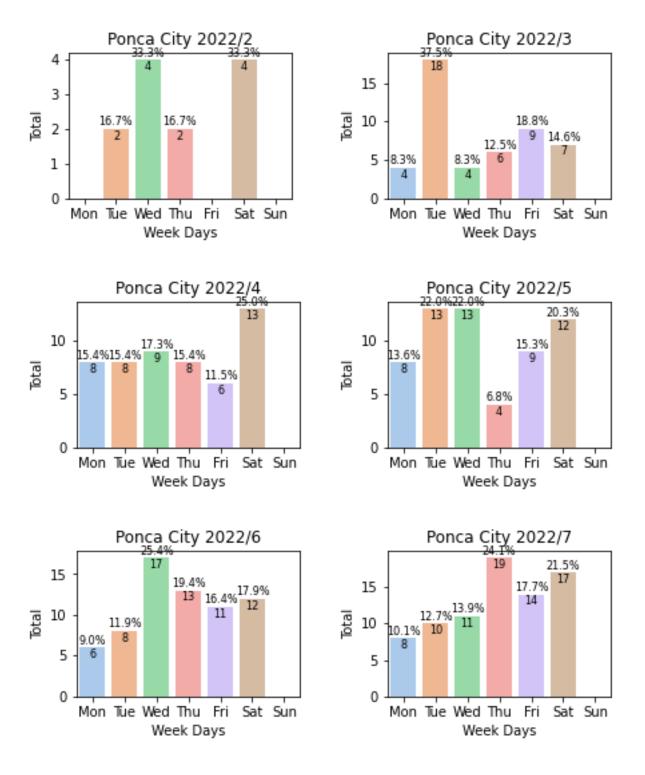




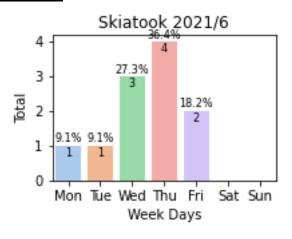


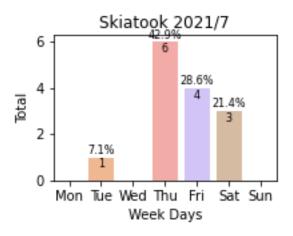


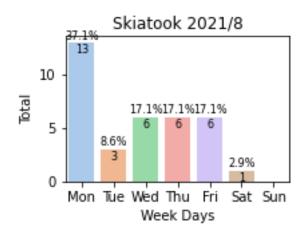


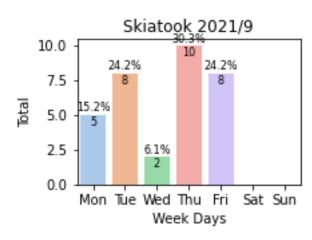


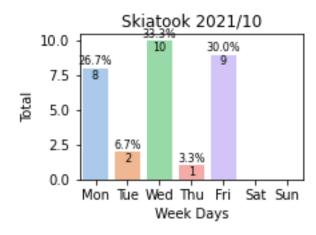
Skiatook:

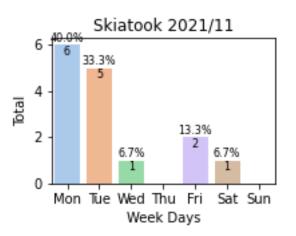


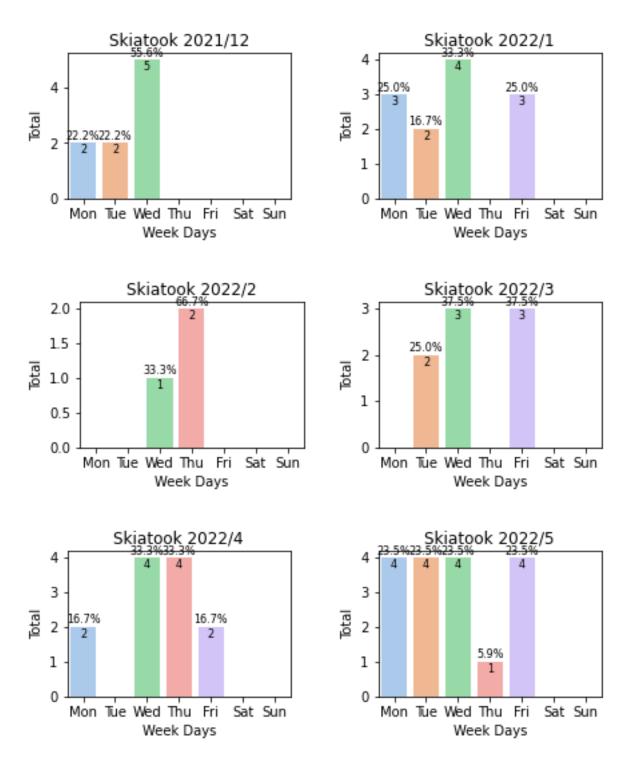


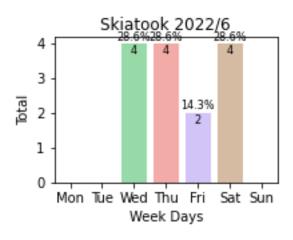


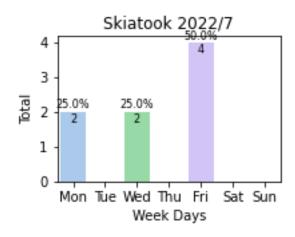




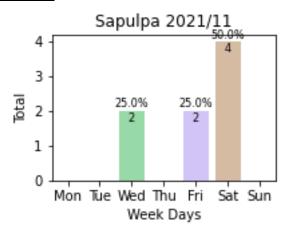


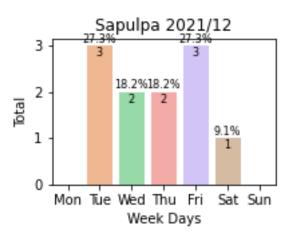


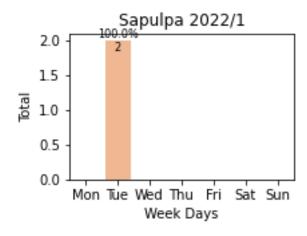


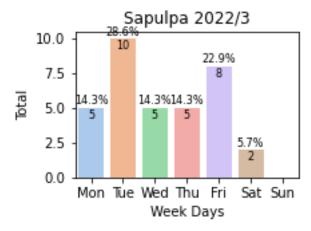


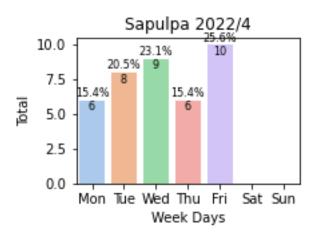
Sapulpa:

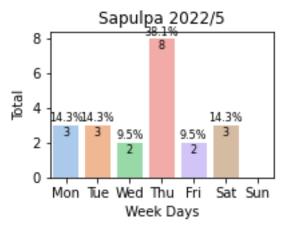


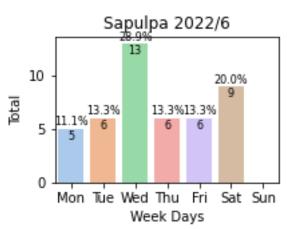


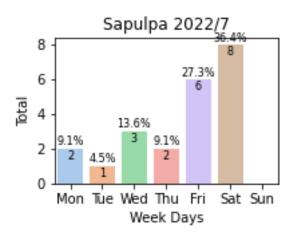




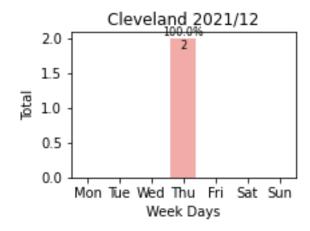


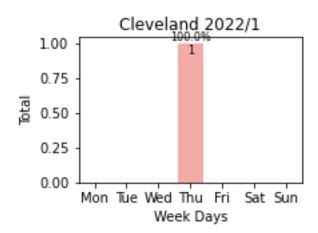


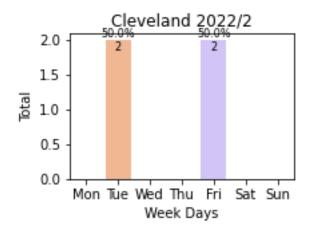


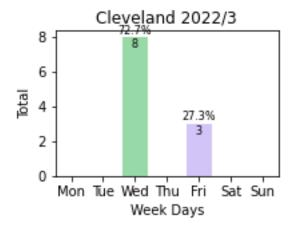


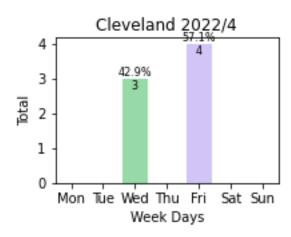
Cleveland:







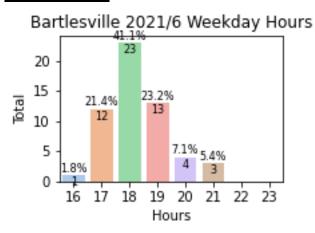


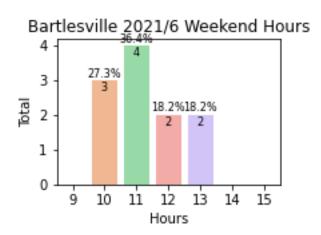


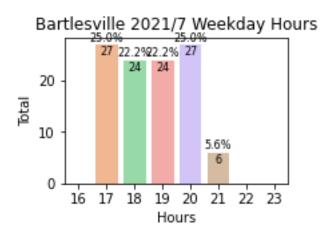
Data by Time of the Day:

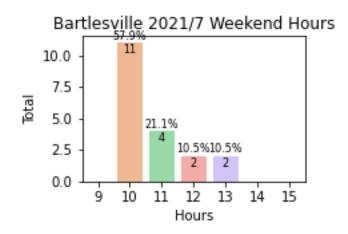
By analyzing data by time of the day, it is possible to observe that on-demand trips are spontaneous and ridership fluctuates making it difficult to define a pattern. On the majority of the Cimarron Transit' communities, there is no observed pattern on weekdays or Saturdays, with ridership fluctuating from start to end of services.

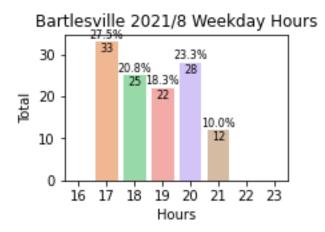
Bartlesville:

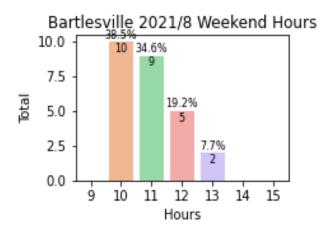


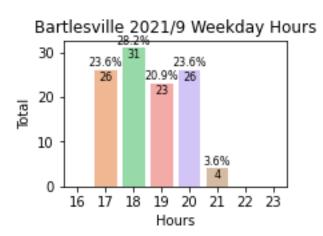


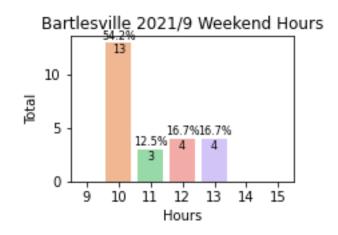


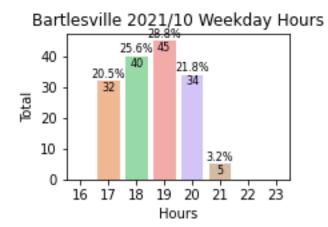


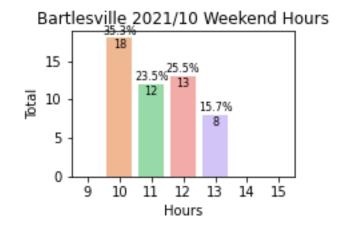


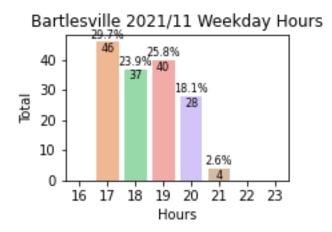


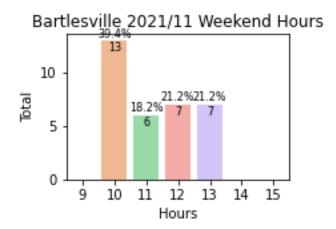


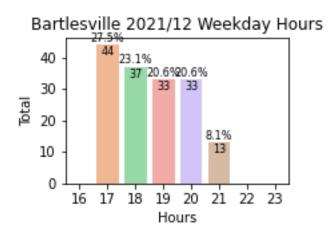




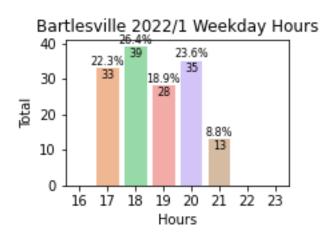


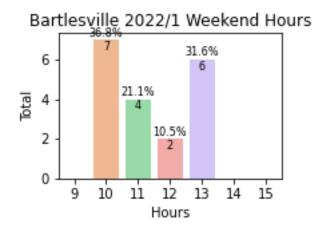


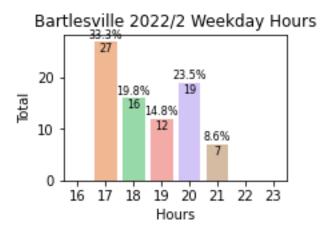


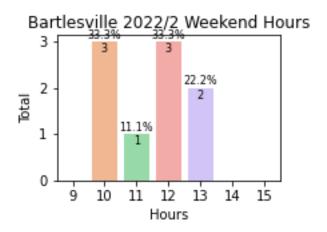


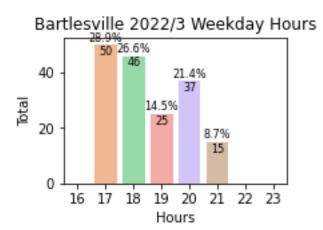


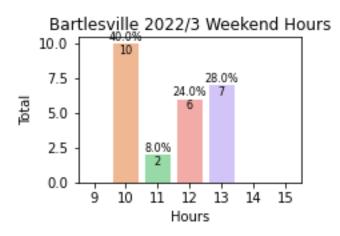


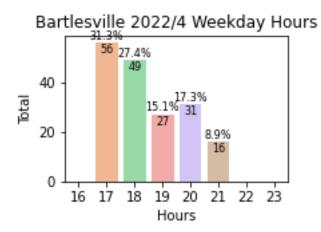


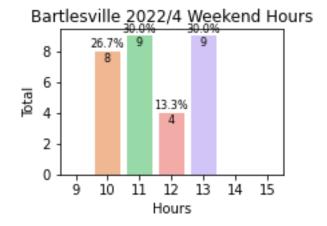


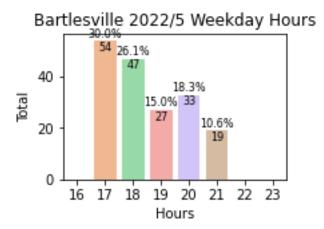


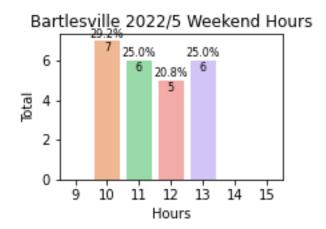


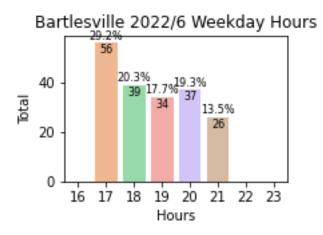


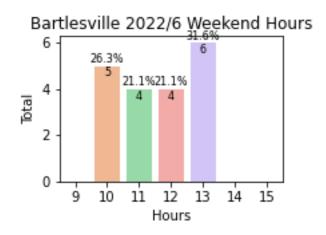


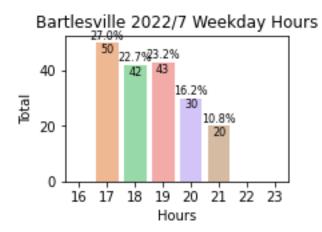


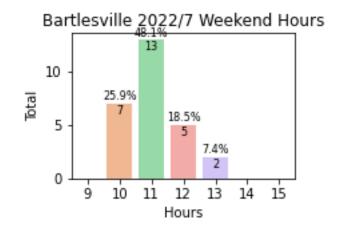








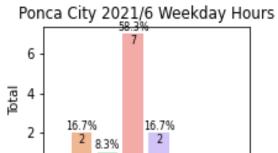




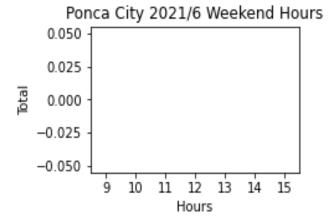
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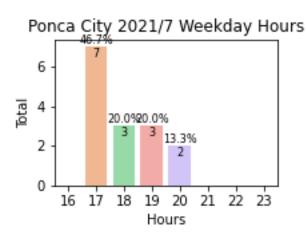
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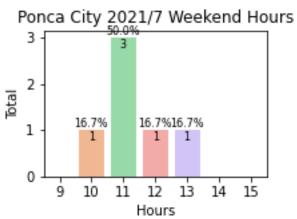


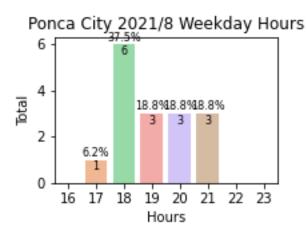
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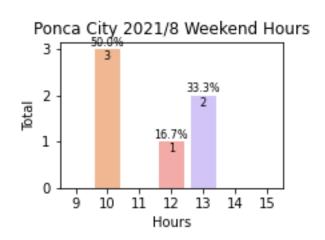


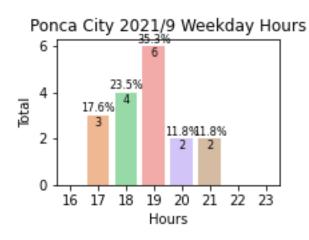


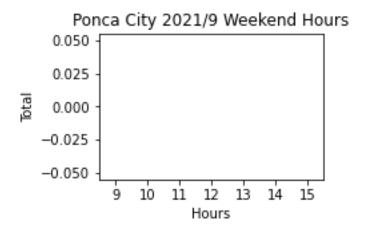
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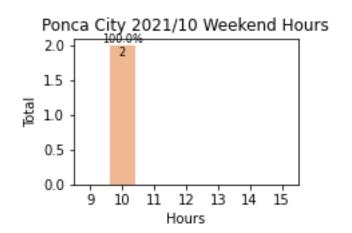


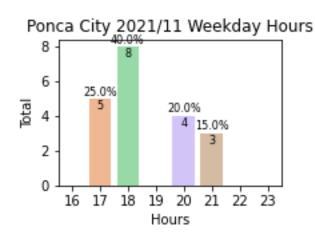


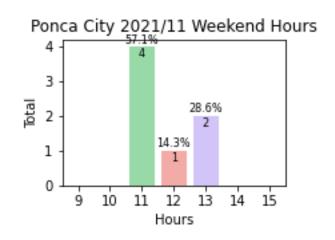


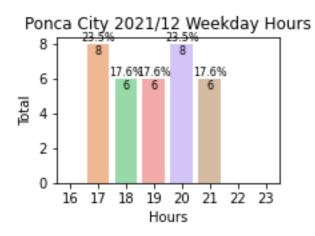


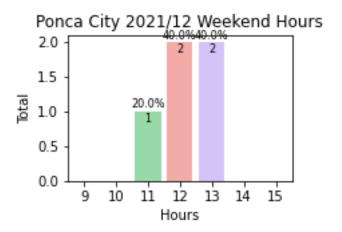


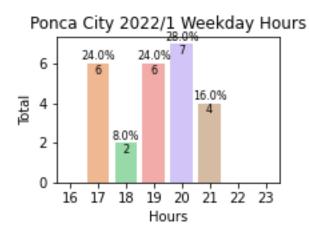


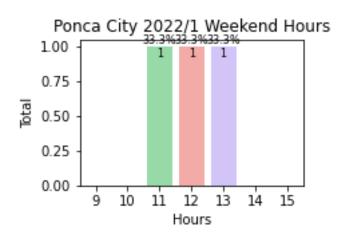


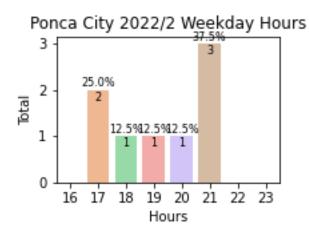


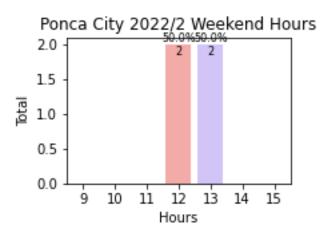


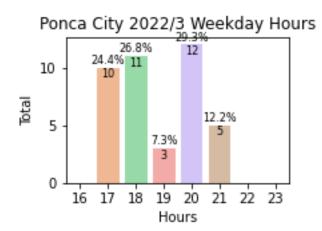




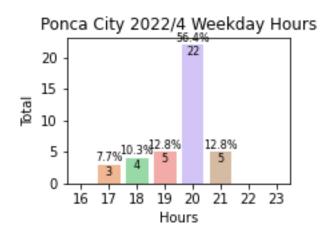


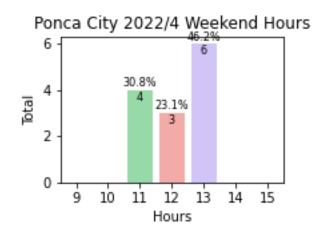


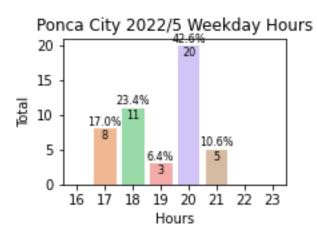


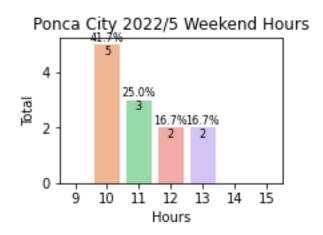


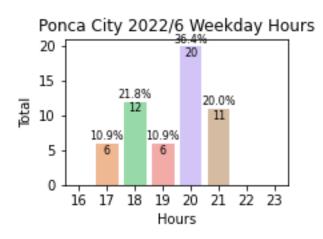




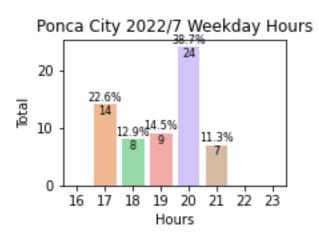


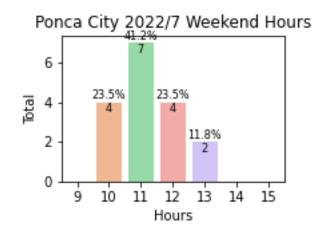




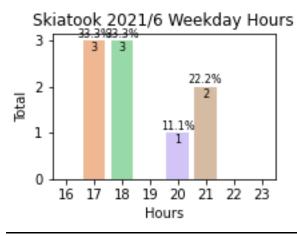


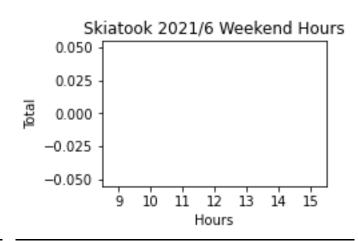


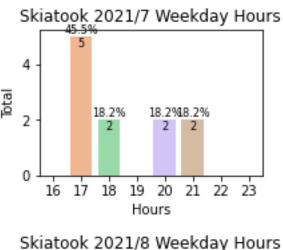


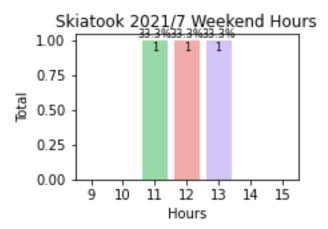


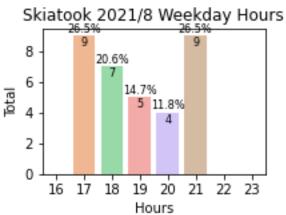
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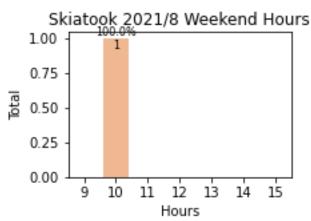


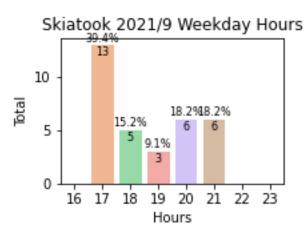


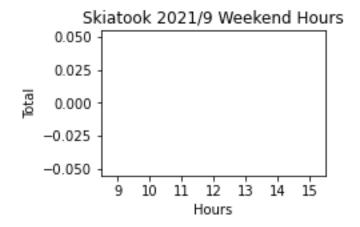


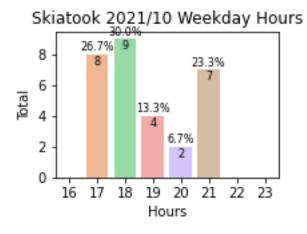


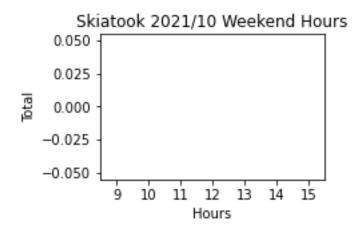


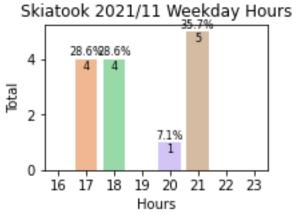


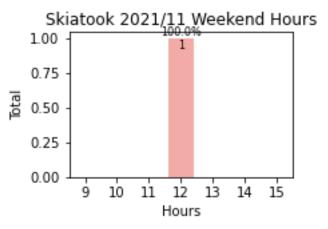


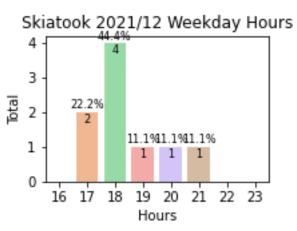


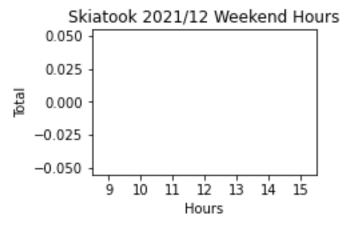


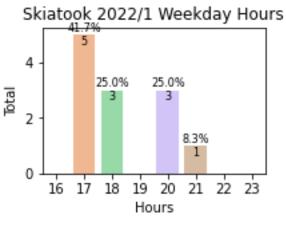


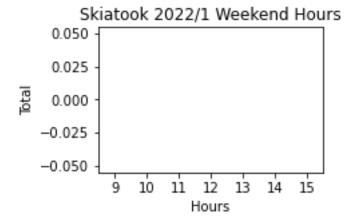


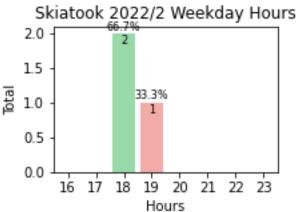


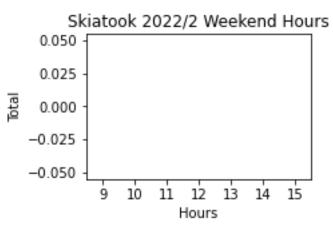


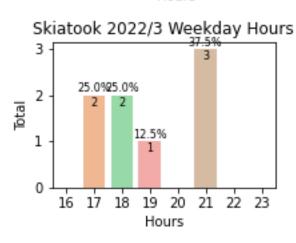


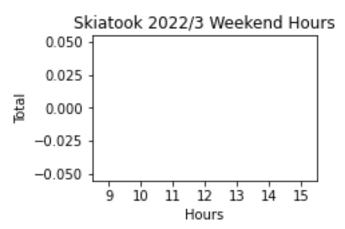


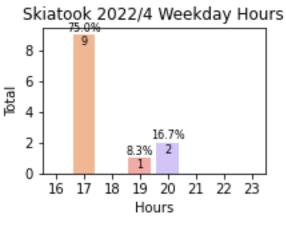


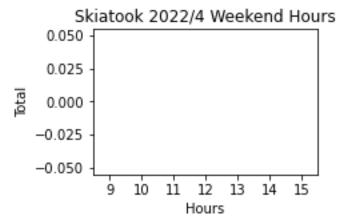


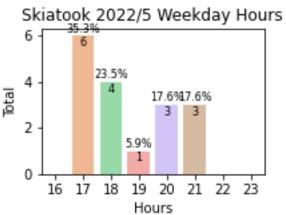


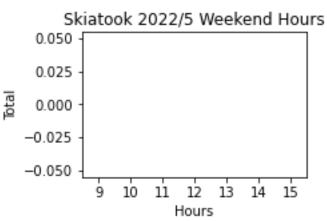


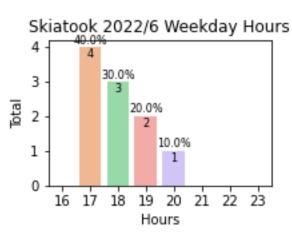


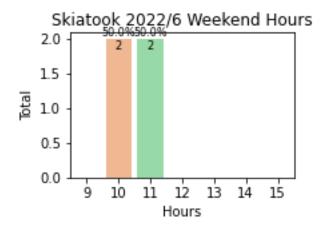


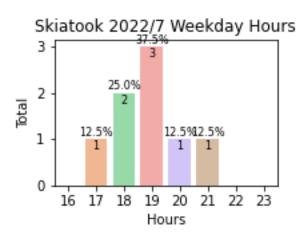


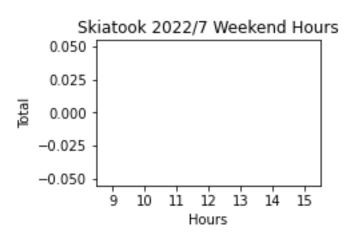




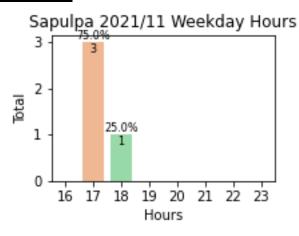


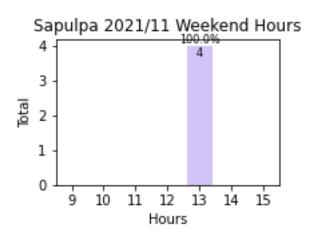


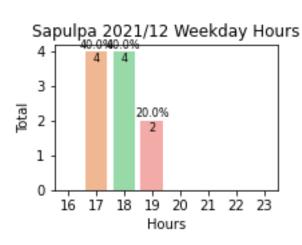


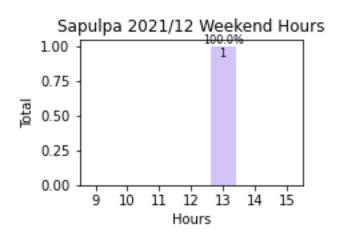


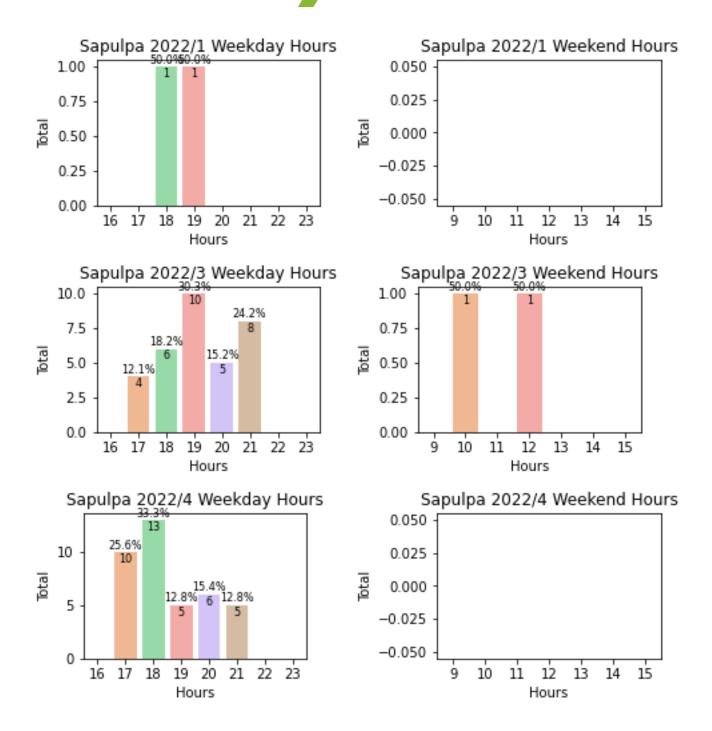
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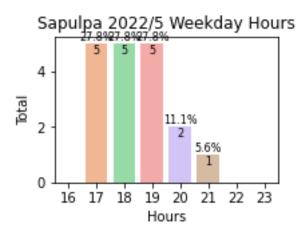


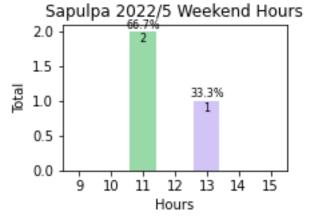


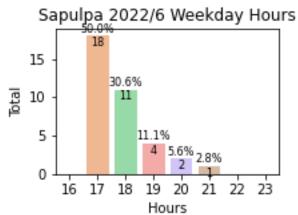


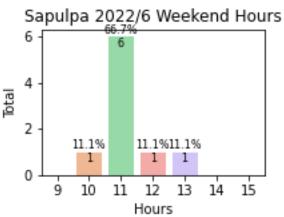


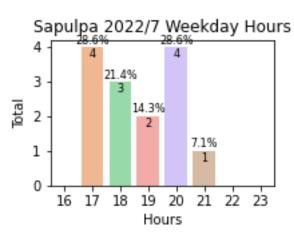


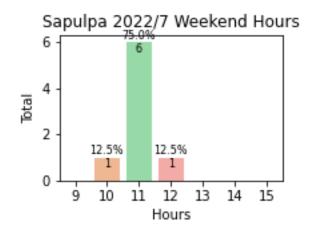




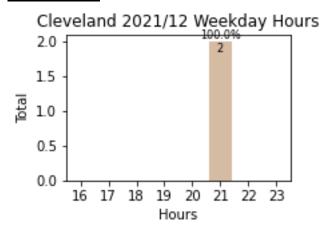


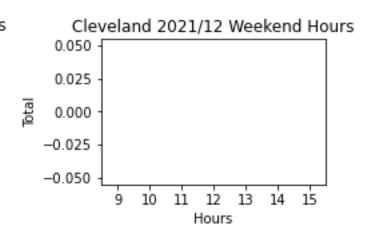


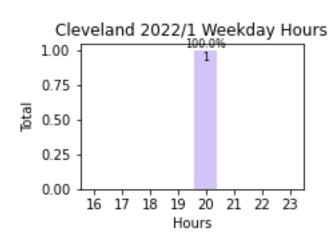


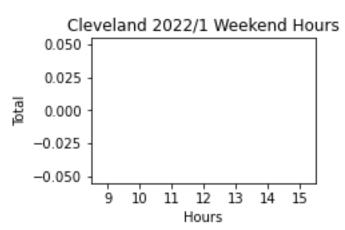


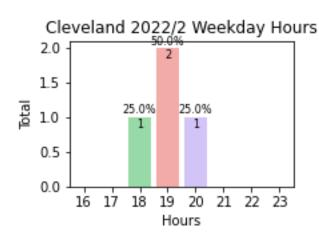
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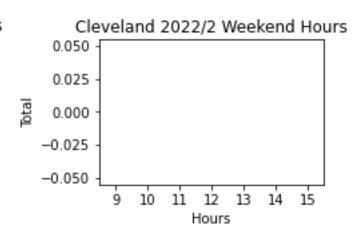


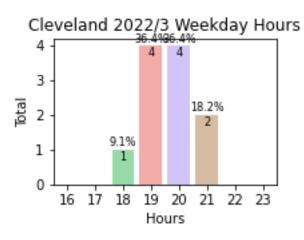


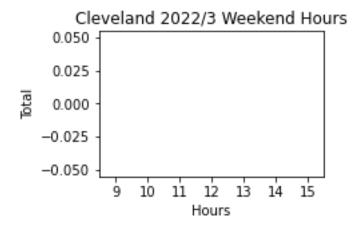


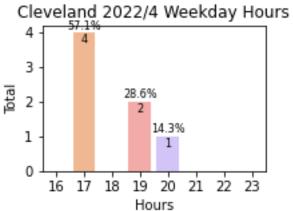


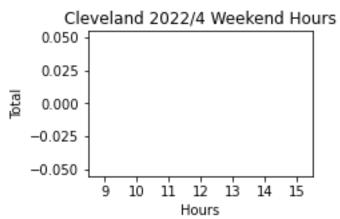










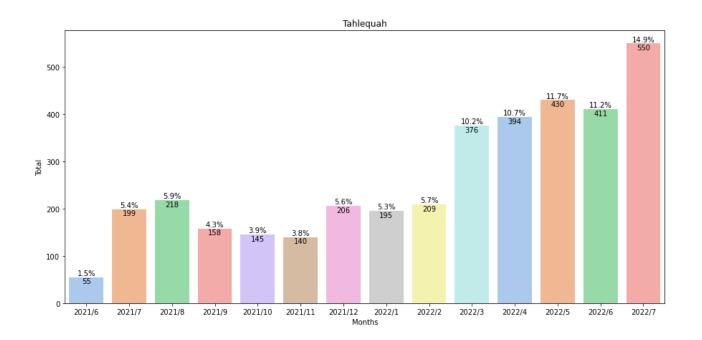


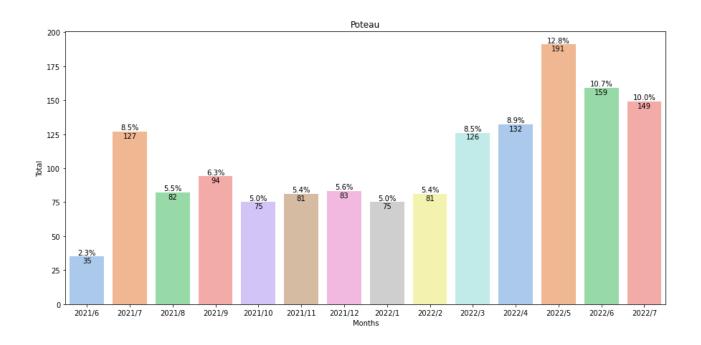
Attachment 4: KI BOIS Transit Service Area

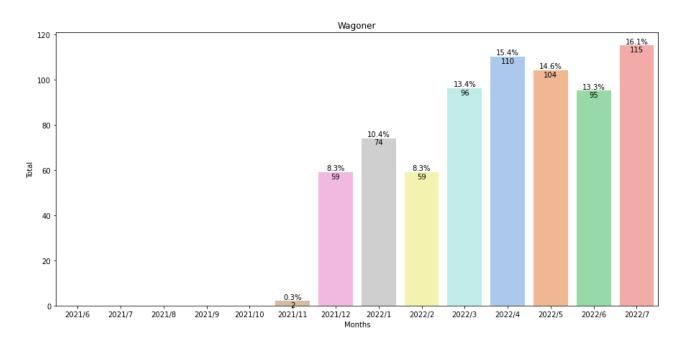
Communities' Ridership:

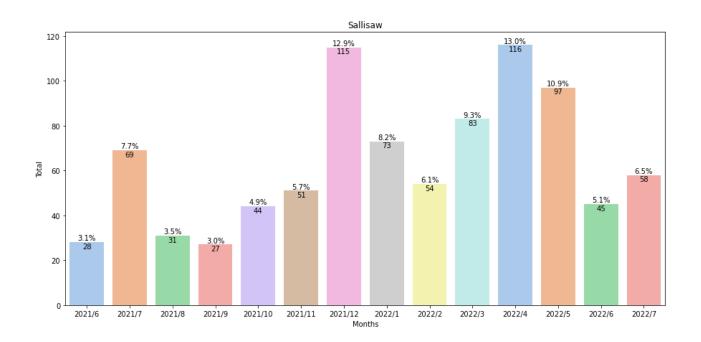
KI BOIS Transit service area includes six communities. Tahlequah is the community that has fared the best with the highest ridership during the whole pilot program period compared to all the other 21 communities. Poteau is the second-best performance community in the KI BOIS service area. Wagoner and Coweta were the last communities to have service implemented but both communities have performed well with Wagoner being in the top six or seven highest ridership compared to the other 21 communities.

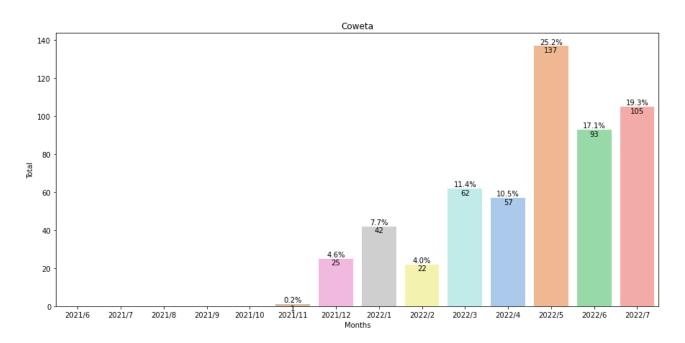
After making on-demand service available in Eufaula for 14 months, KI BOIS Transit leadership decided to discontinue service in that location due to low ridership.

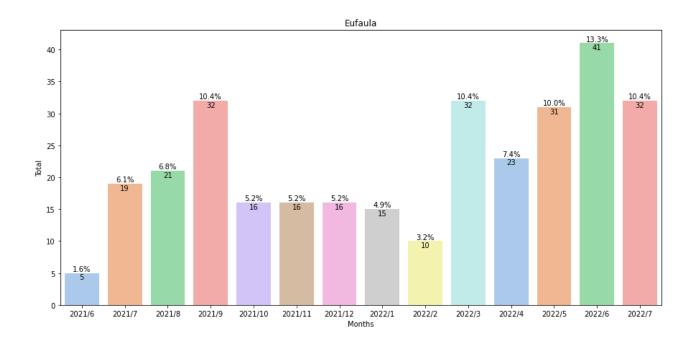










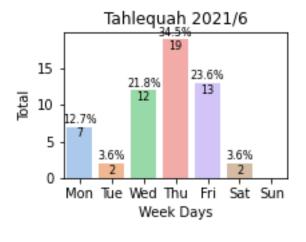


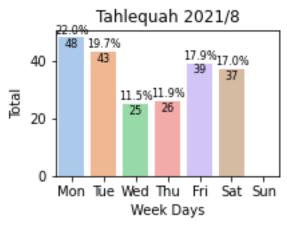
Data by Day of the Week:

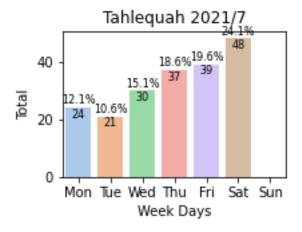
When looking at ridership numbers at the community level, it is important to consider key operating factors and how they relate to ridership demand, such as the span of service, days of the week it operates, and total hours of daily service. Analyzing ridership by day of the week is a key measure to monitor the effectiveness and efficiency of the system. Fluctuations can be identified from one day to the other and defining a pattern is essential to determine when to provide service in a most cost-effective way.

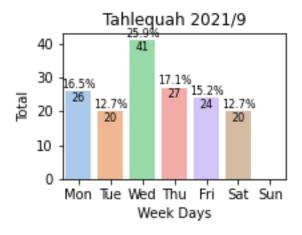
Since Tahlequah has maintained high ridership during the pilot program it was not possible to identify a pattern, with riders using the system consistently throughout the months. The same is attributed to the other communities in the KI BOIS service area.

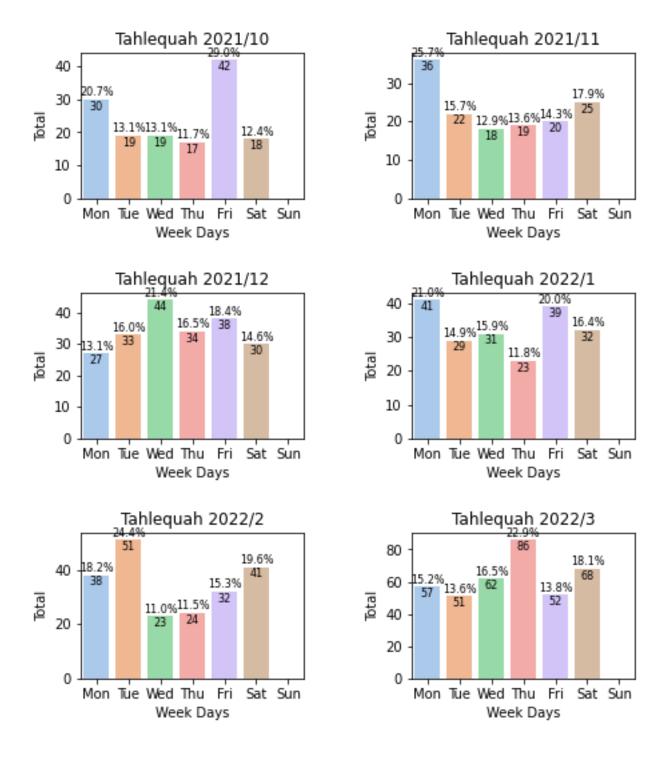
Tahlequah:

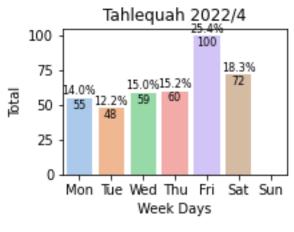


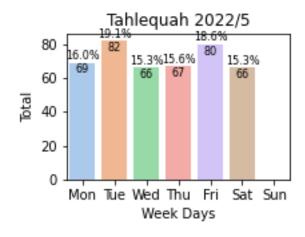


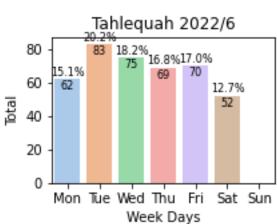


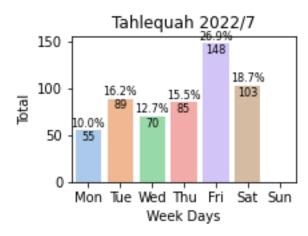




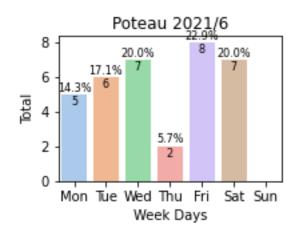


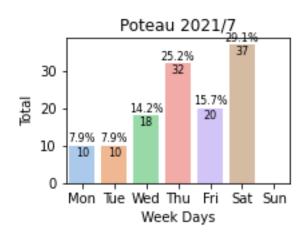


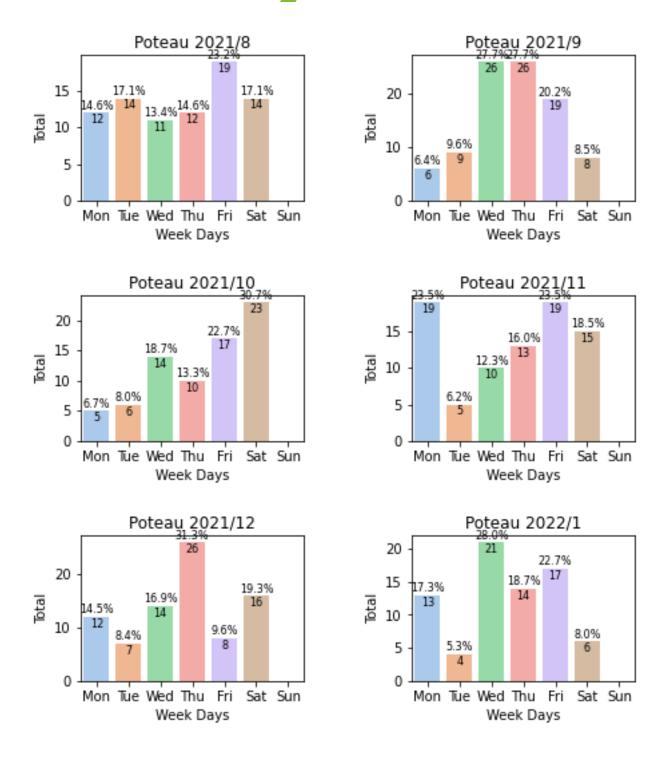


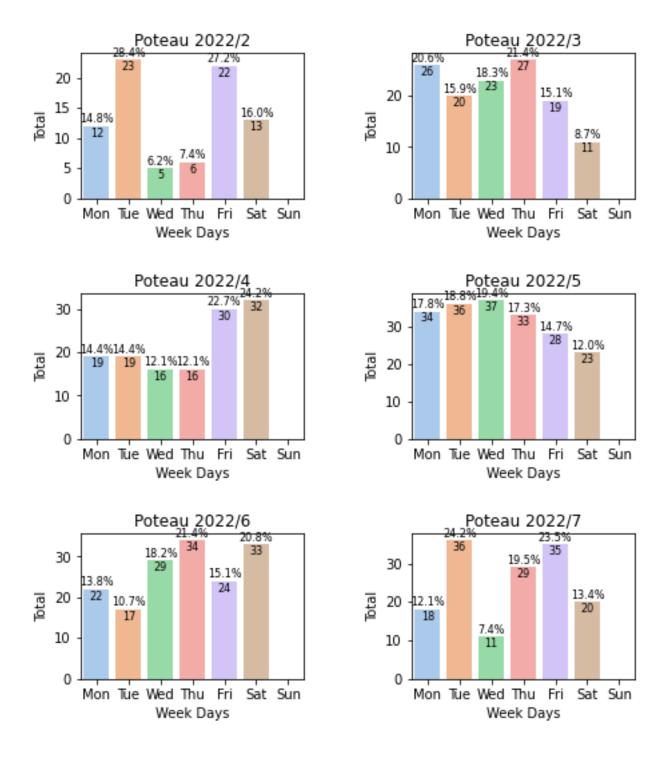


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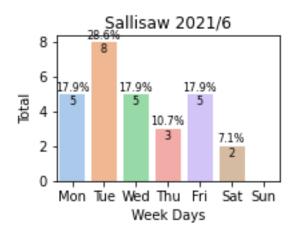


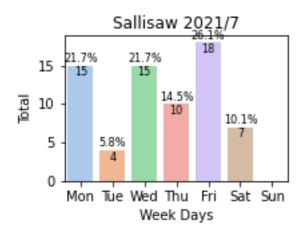


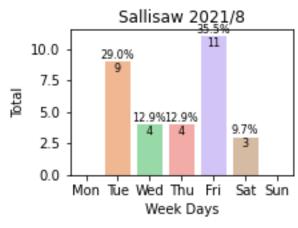


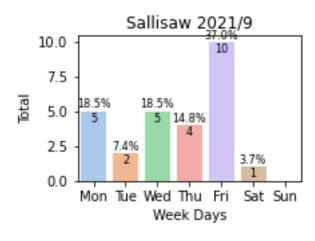


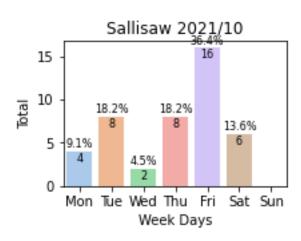
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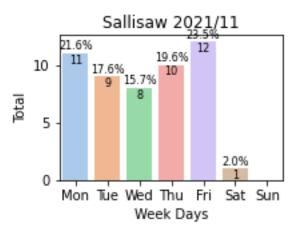


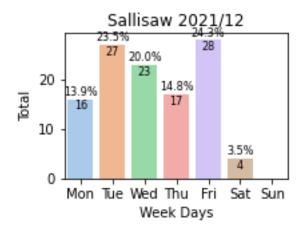


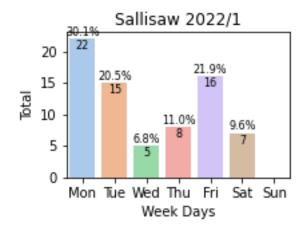


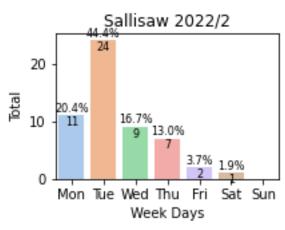


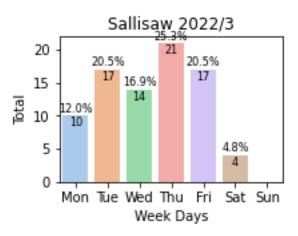


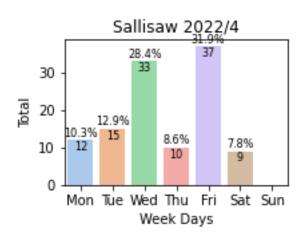


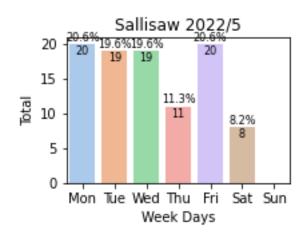


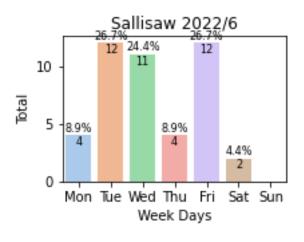


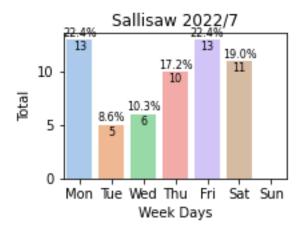




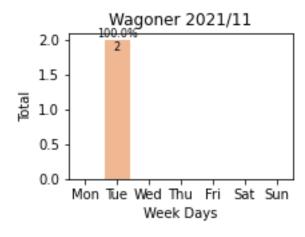


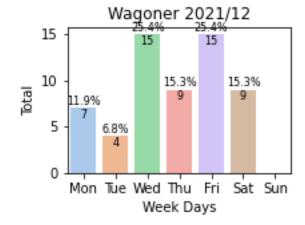


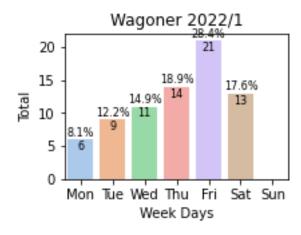


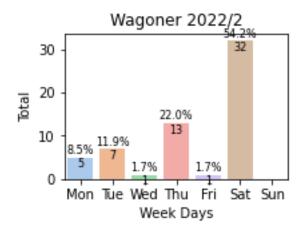


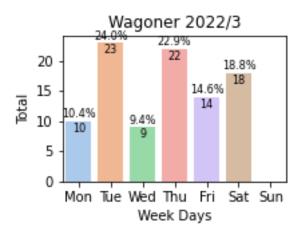
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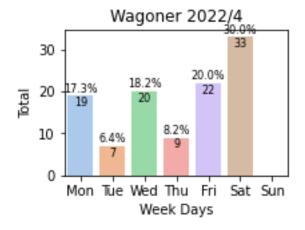


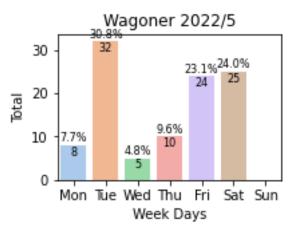


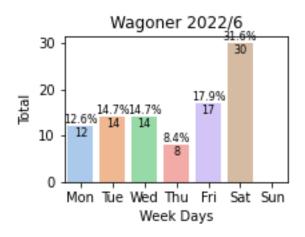


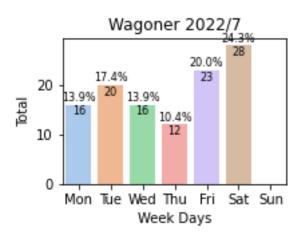




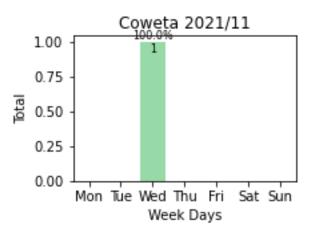


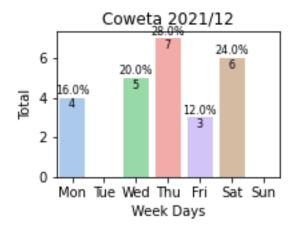


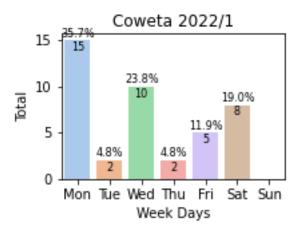


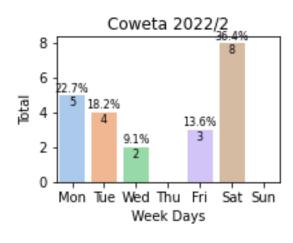


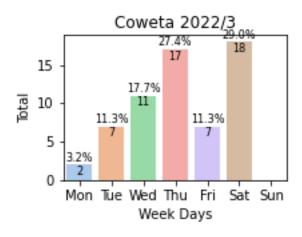
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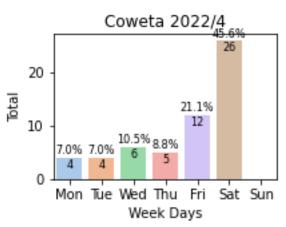


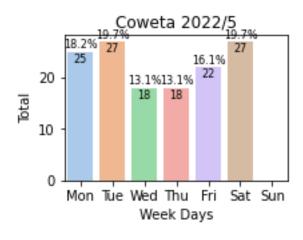


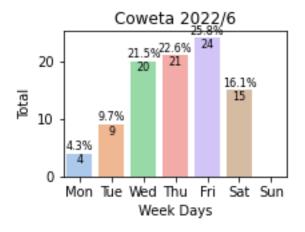


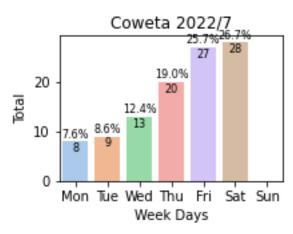




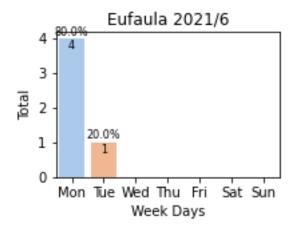


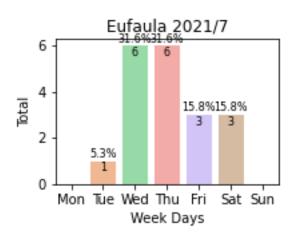


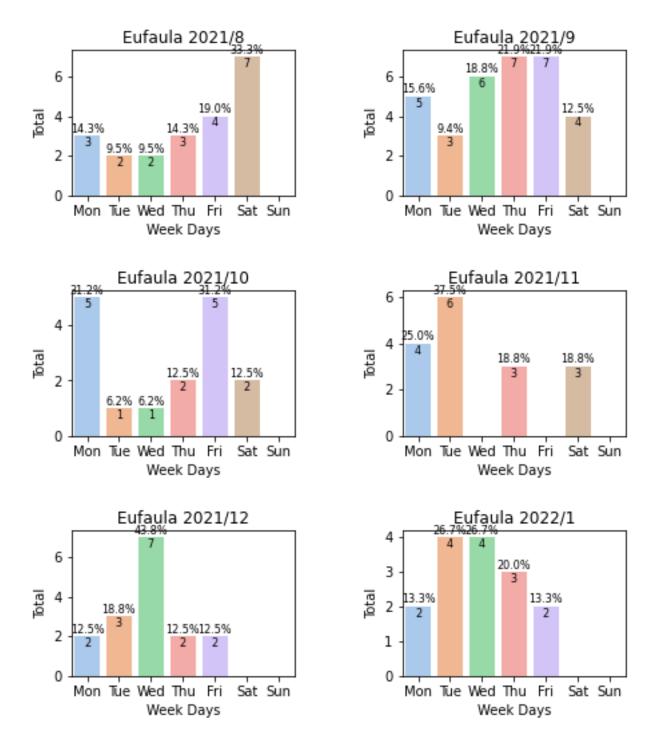


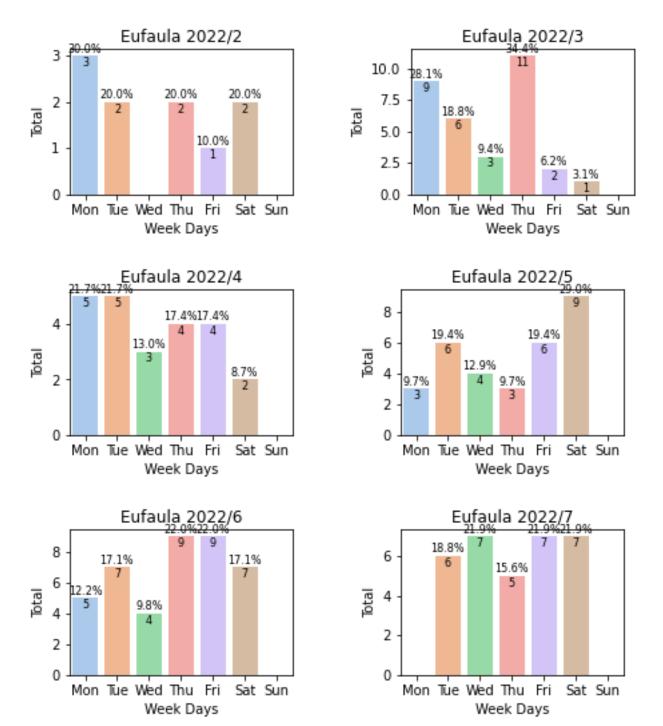


Eufaula:





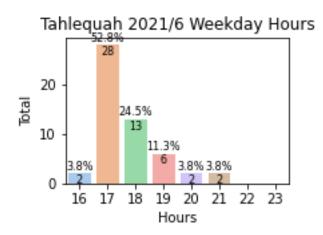


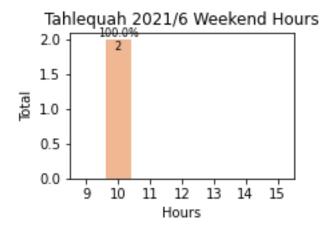


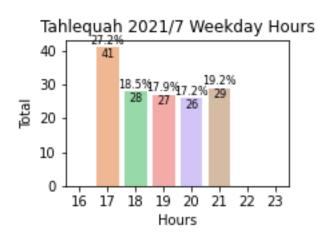
Data by Time of the Day:

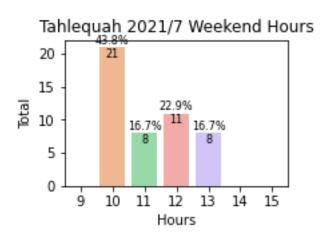
By analyzing data by time of the day, it is possible to observe that on-demand trips are spontaneous and ridership fluctuates making it difficult to define a pattern. On the majority of the communities in the KI BOIS service area, there is no observed pattern on Saturdays with ridership fluctuating from 10:00 a.m. to 2:00p.m. On weekdays, it is observed that ridership is at peak at 5:00 p.m. and gradually declines till it closes at 10:00 p.m.

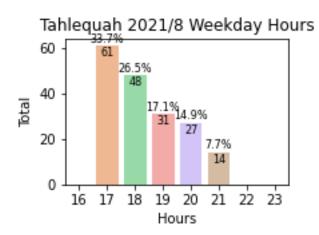
Tahlequah:

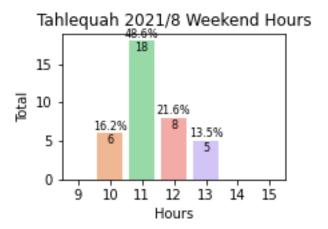


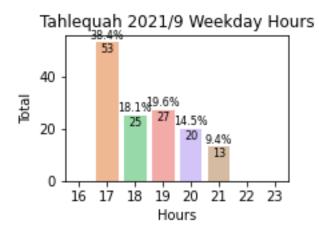


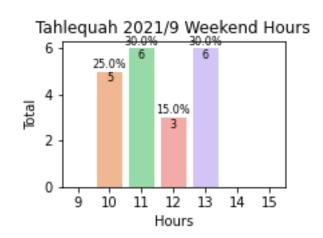


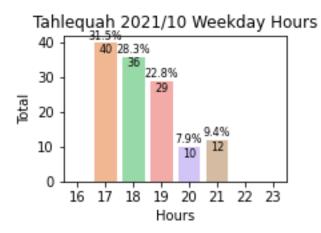


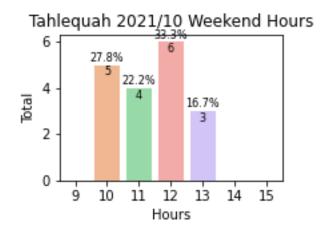


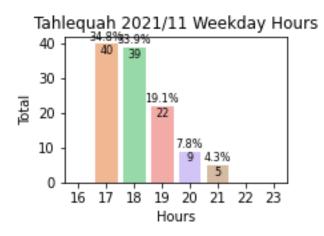


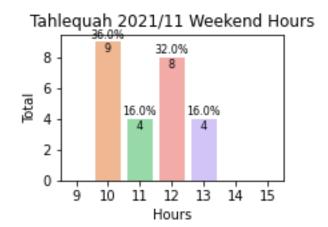


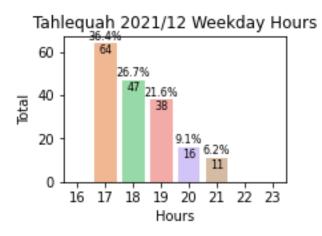


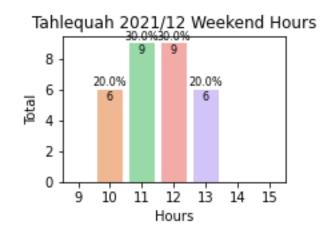


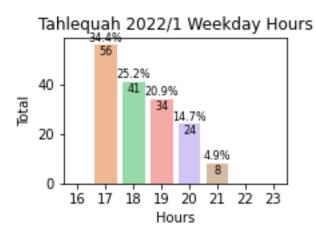


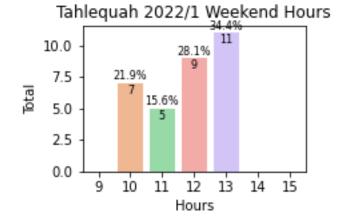




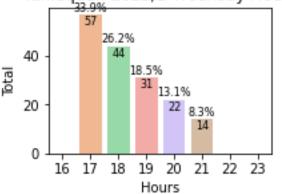




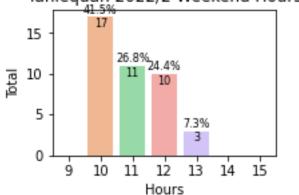


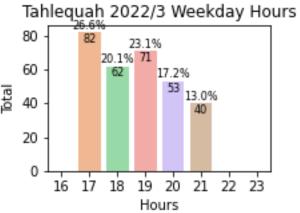




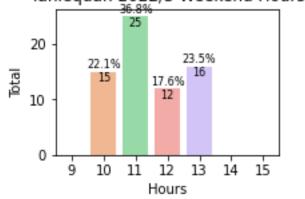


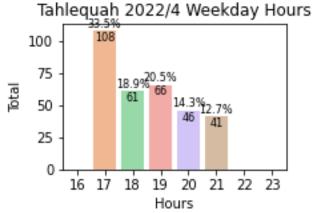
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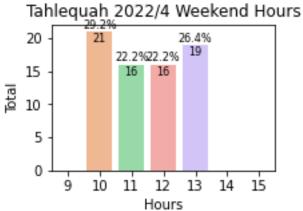


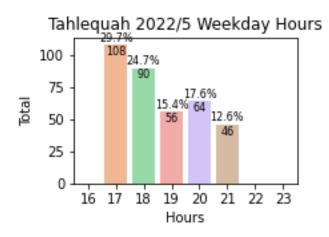


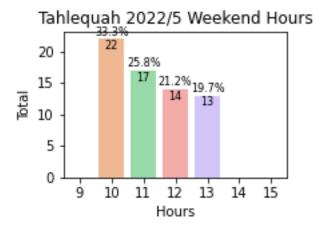
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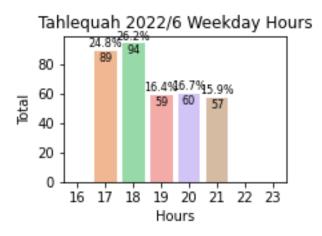


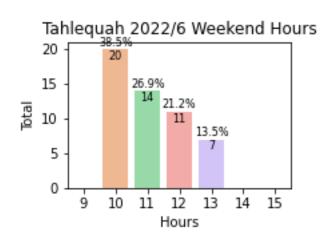


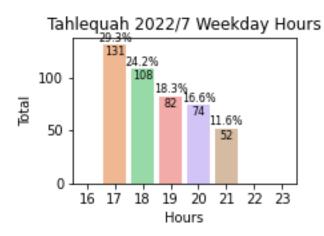


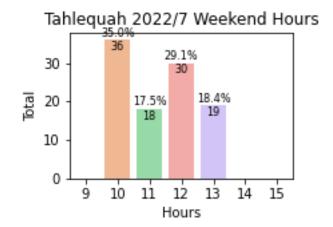




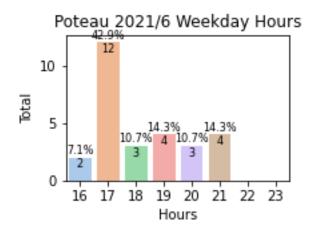


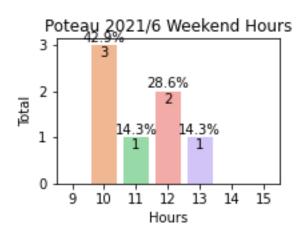


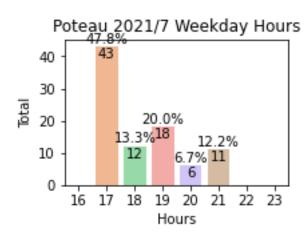


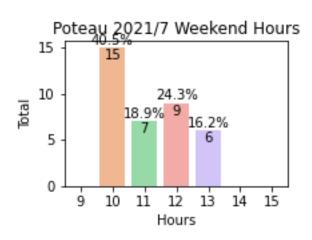


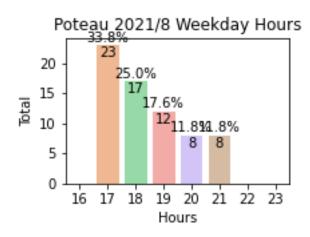
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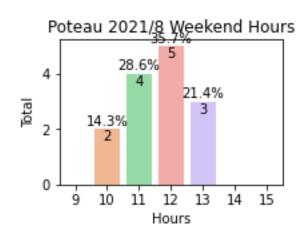


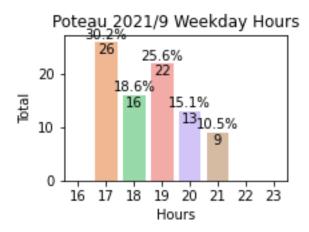


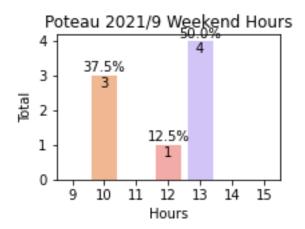


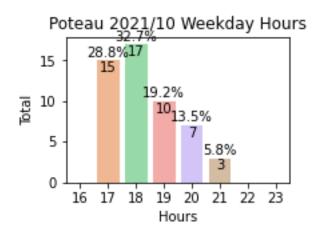


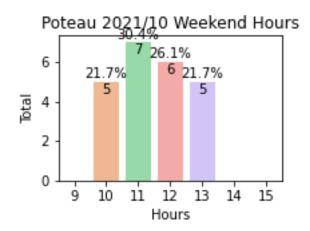


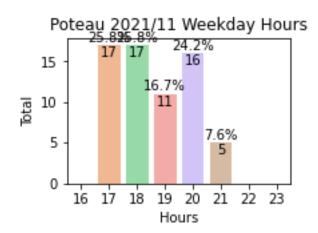


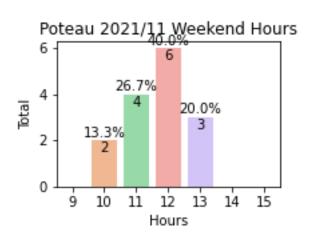


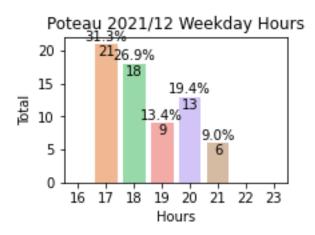


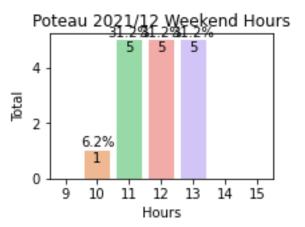


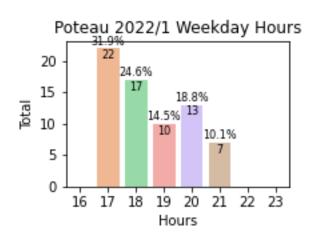


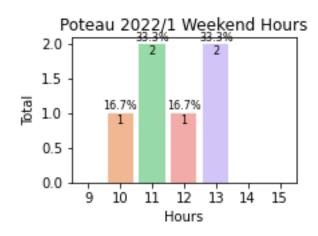


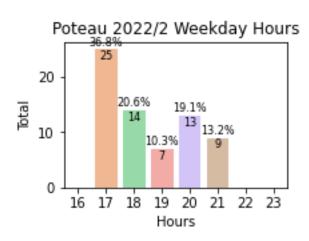


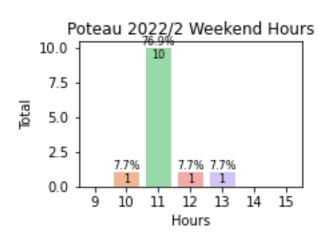


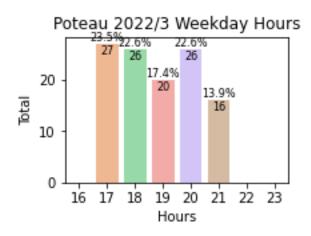


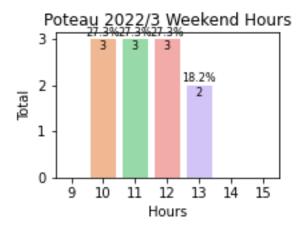


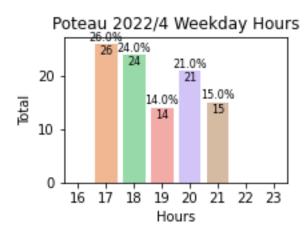


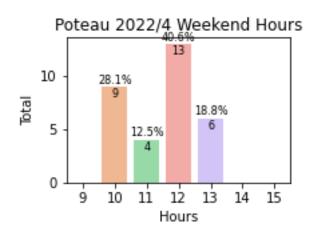


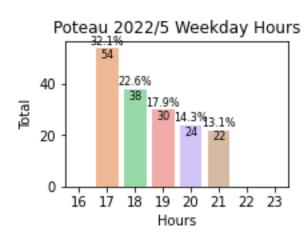


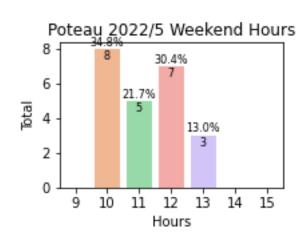


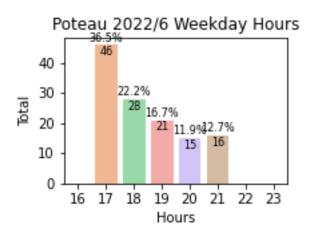


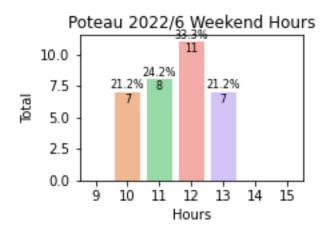


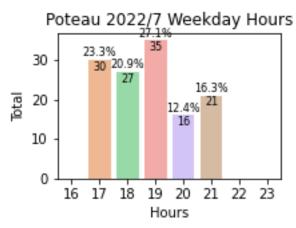


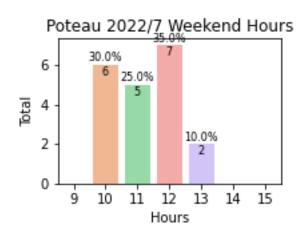




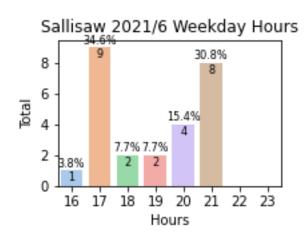


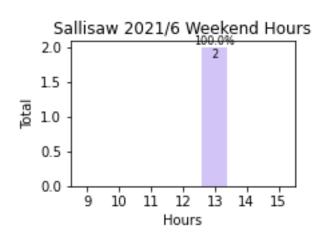


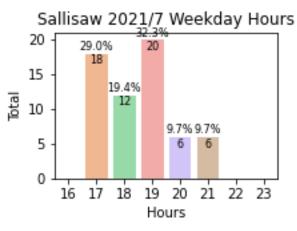


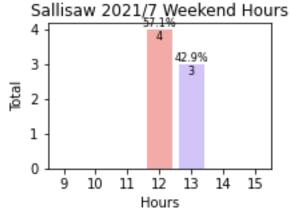


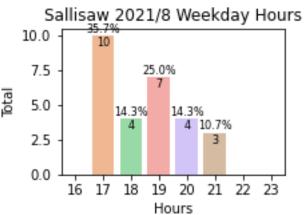
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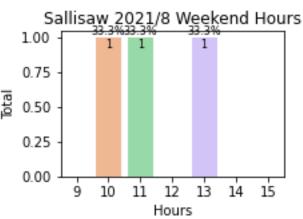


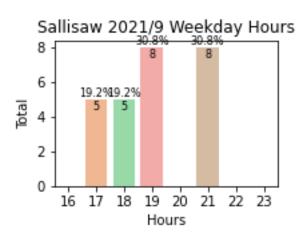


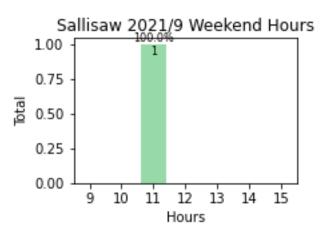


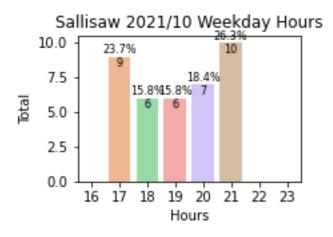


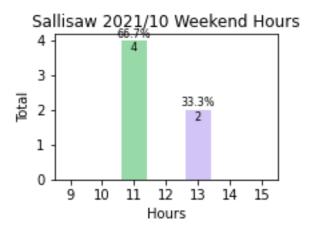


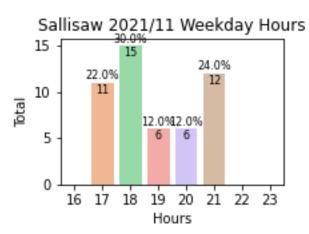


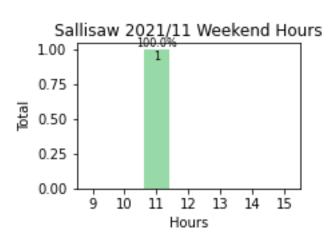


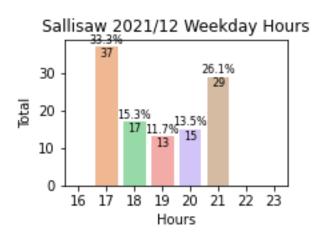


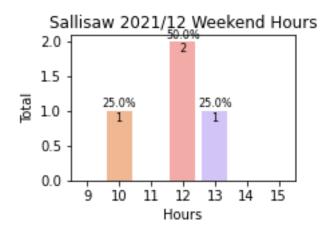


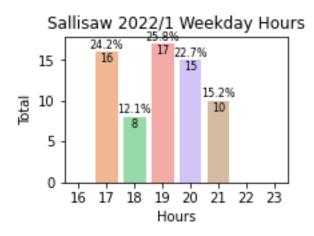


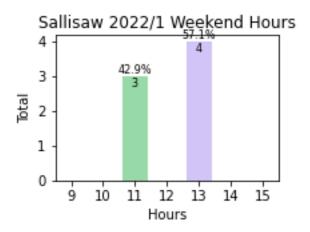


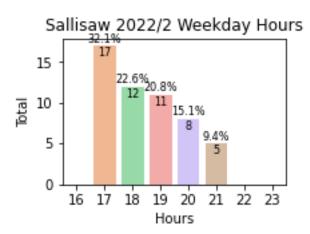


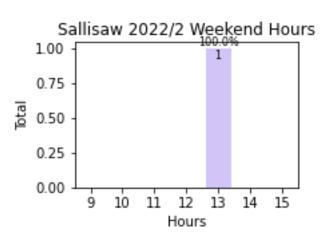


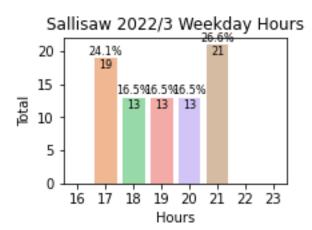


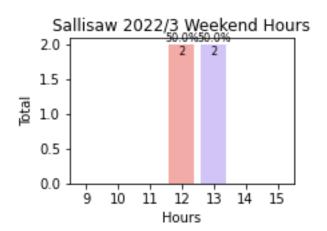


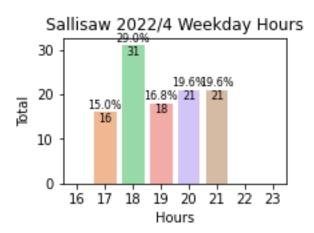


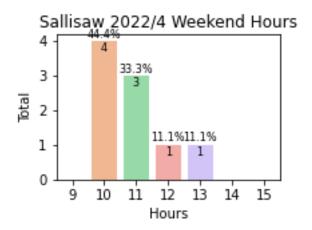


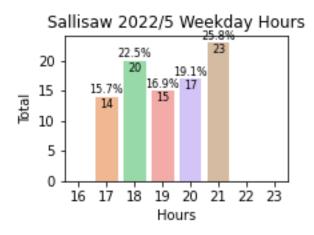


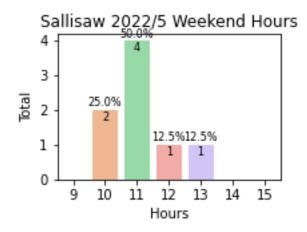


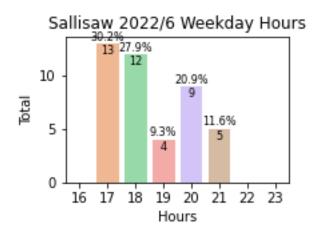


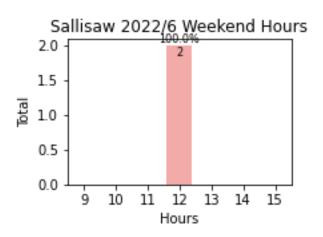


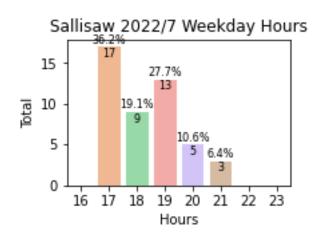


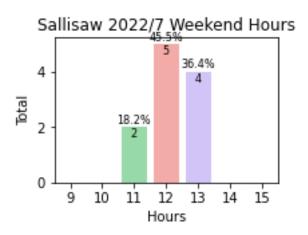




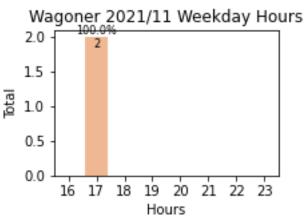


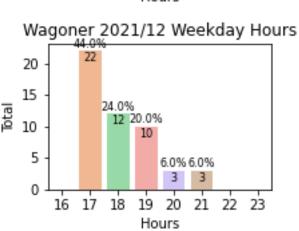


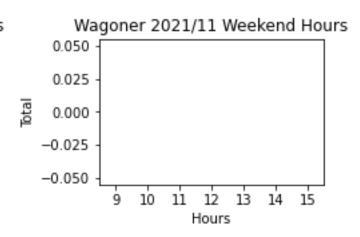


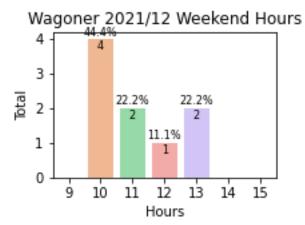


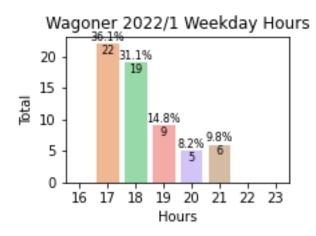
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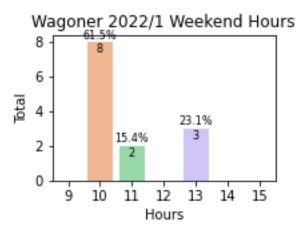


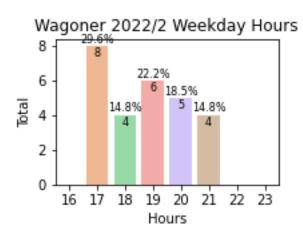


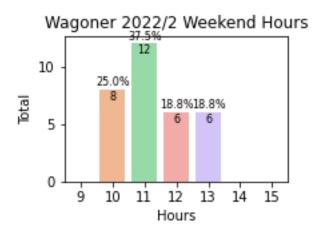


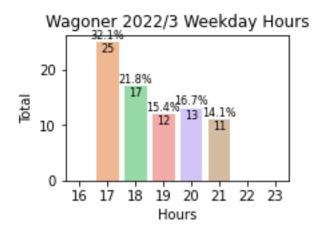


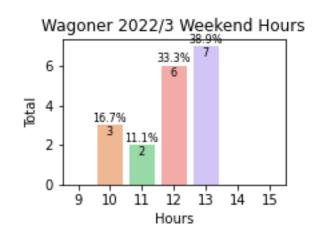


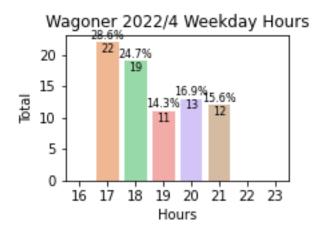


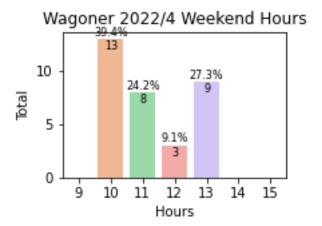


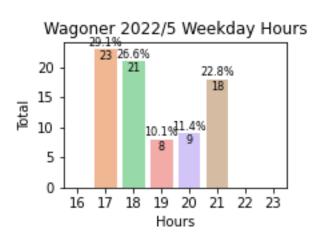


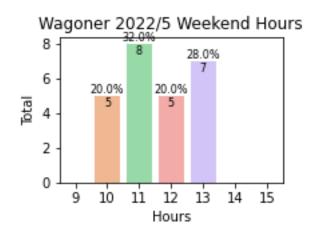


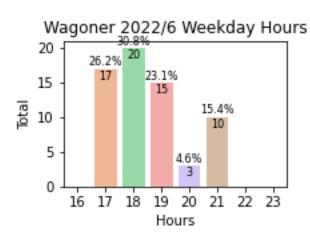


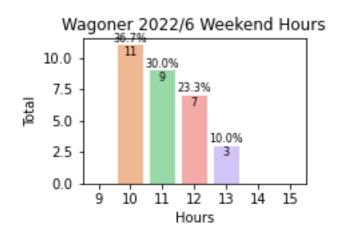


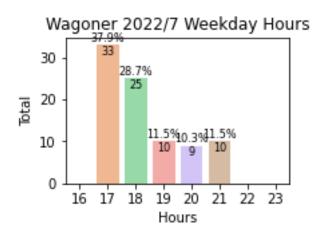


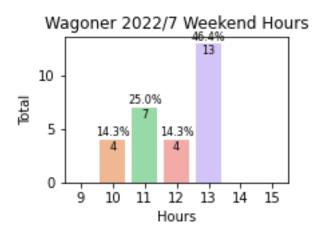




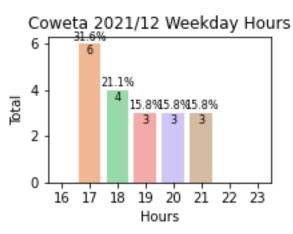


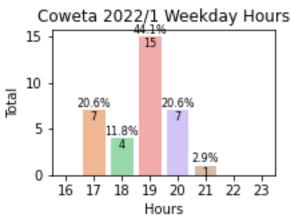


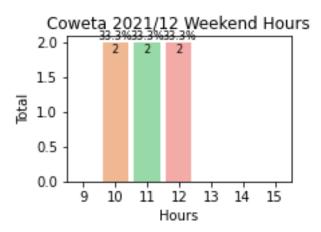


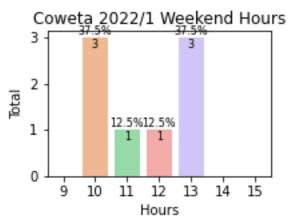


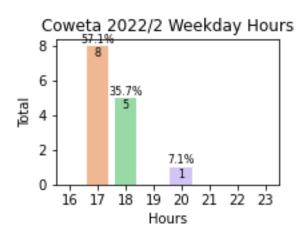
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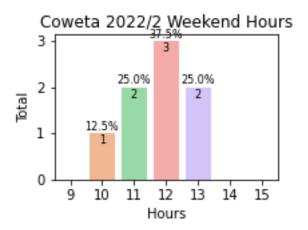


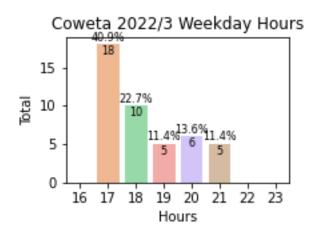


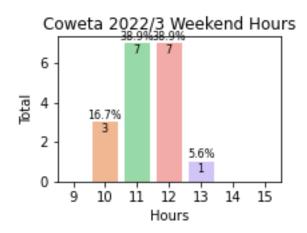


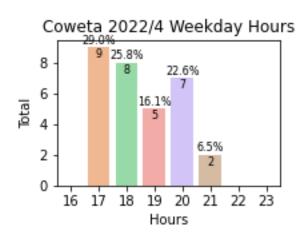


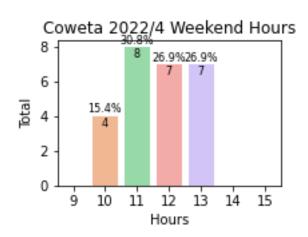


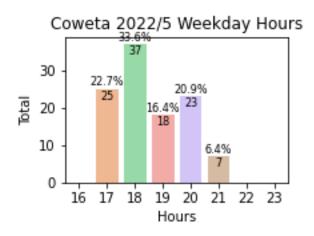


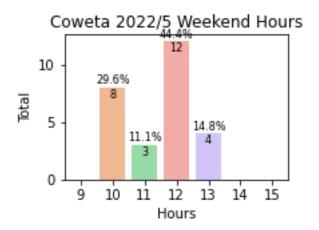


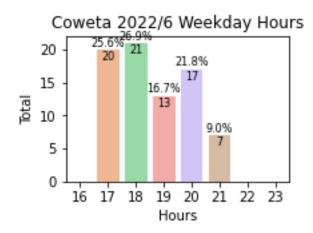


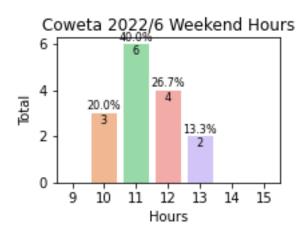


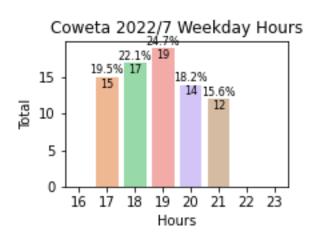


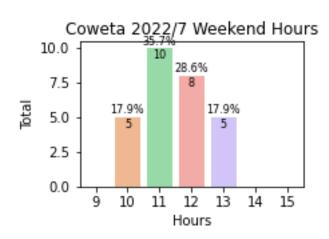












Eufaula:

