



PUBLIC TRANSPORTATION & PARKING

May 14, 2024 | Jason Ferbrache, Director

EMBARK

— will be —

**world-class
transportation**

— that is —

accessible

to all, and all
want to **access** it.



BRT



BUS

PARKING



STREETCAR



FERRY



PLUS





CREATE A GREAT PLACE TO WORK



**ENHANCE THE STATUS, USE, AND
UNDERSTANDING OF OUR SERVICES**



**PRESERVE THE CONFIDENCE OF
THE BOARD, CITY, AND RTA**



CREATE A GREAT PLACE TO WORK



EMBARK'S Employee-Driven Transformation Plan



2,000 Storytellers
50 Legends



Facilities

Headquarters Remodel

- Move to Sante Fe Depot
- Conceptual / Schematic
- Design Development
- Construction Documents
- Bidding
- Construction Administration
- As-builts

REMODEL
BEGINS
IN FALL



EMBARK HEADQUARTERS



SANTE FE DEPOT

MOVE
BEGINS
THIS
SUMMER



ENHANCE THE STATUS, USE, AND UNDERSTANDING OF OUR SERVICES

THE
ROADMAP

EMBARK'S Employee-Driven Transformation Plan

OKC Moves

Routes 003 & 005 Merge:

Route 005 service is replaced by Route 003 and RAPID NW.

Route 008 Expansion:

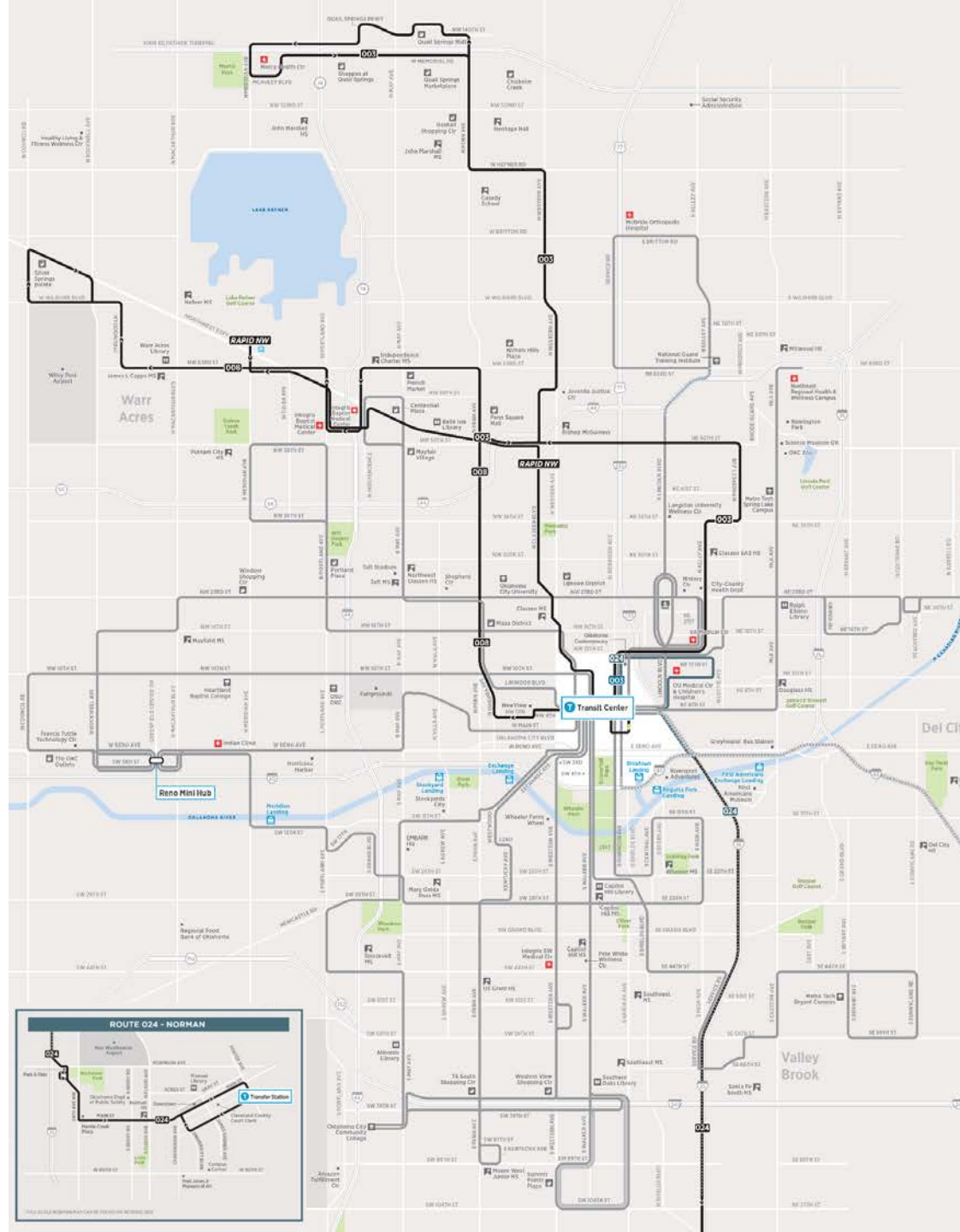
Now reaching Northwest Expressway and Council Road.

Route 024 Streamline:

Streamlining the express service between Norman and downtown OKC for a faster, fuss-free ride.

BRT Integration

Connects downtown with Lake Hefner, serving medical centers, commercial areas, and residents along Classen Boulevard and Northwest Expressway.



Human Services

Essential Mobility Services & Partnerships



Ridership Summary



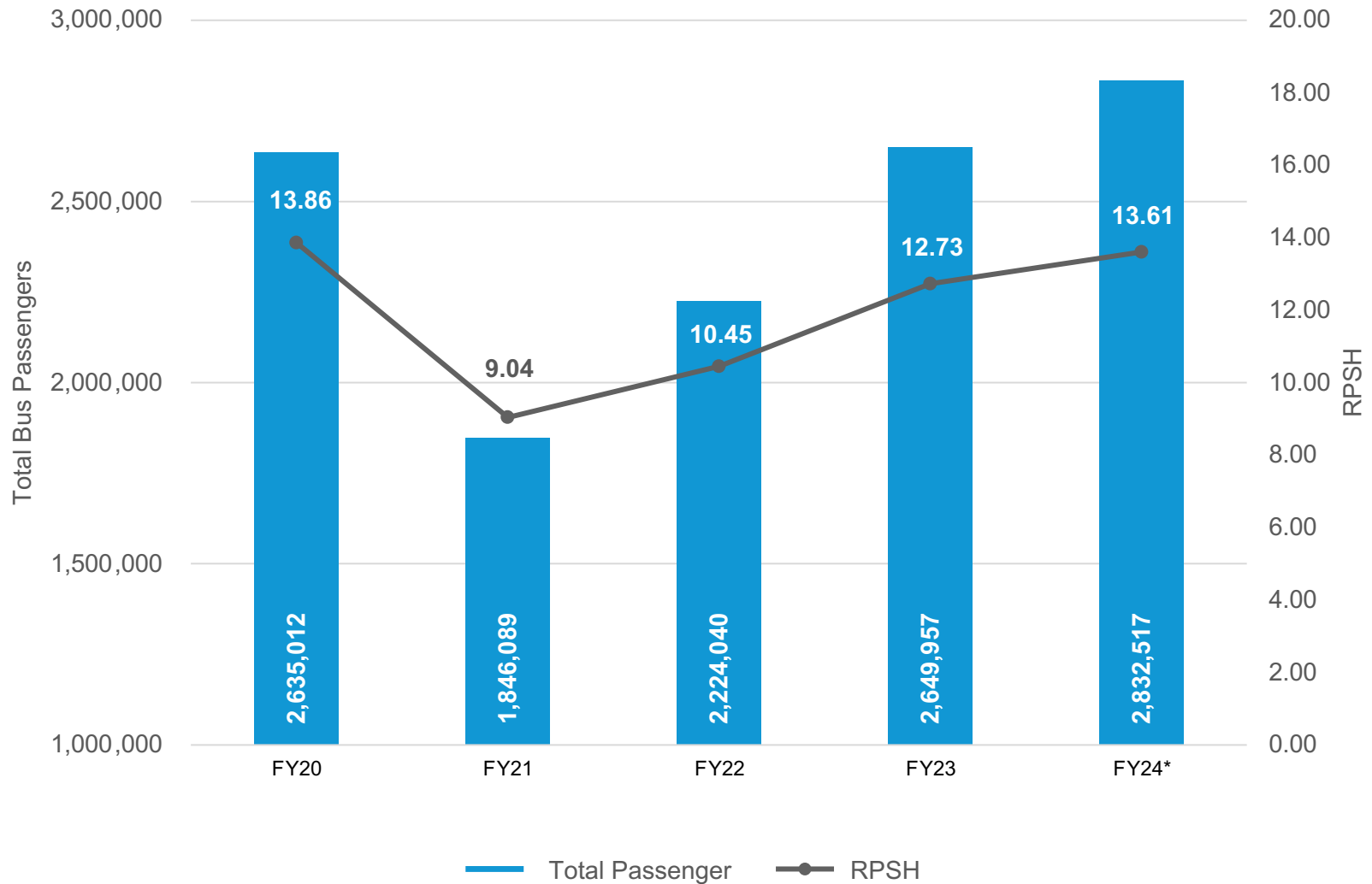
	BUS	STREETCAR	FERRY	PLUS	MOBILITY MANAGEMENT
					
FY 24 Ridership	2,832,517*	227,249**	8,172**	47,012**	136,956**
FY 23 Ridership	2,649,957	216,784	7,912	45,245	124,633
YOY % Change	▲ 6.89%	▲ 4.8%	▲ 3.3%	▲ 3.91%	▲ 16.50%

*FY24 = April, May, June Estimated **FY24 = May and June Estimated

Total Bus Ridership



Total Bus Passengers vs. # of Riders Per Service Hour (RPSH)

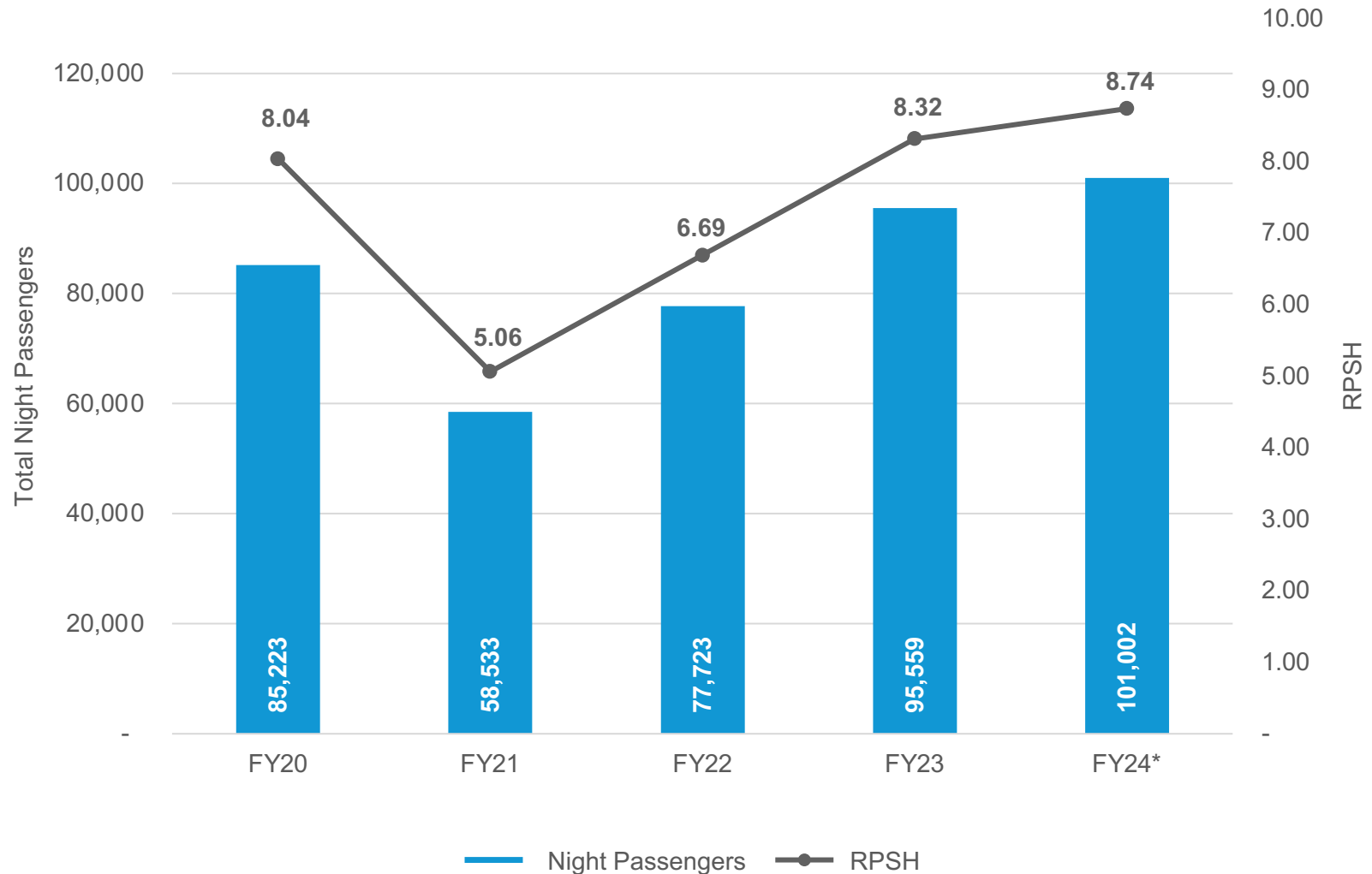


**FY24 =April, May, June Estimated*

Night Bus Ridership



Total Night Passengers vs. # of Riders Per Service Hour (RPSH)



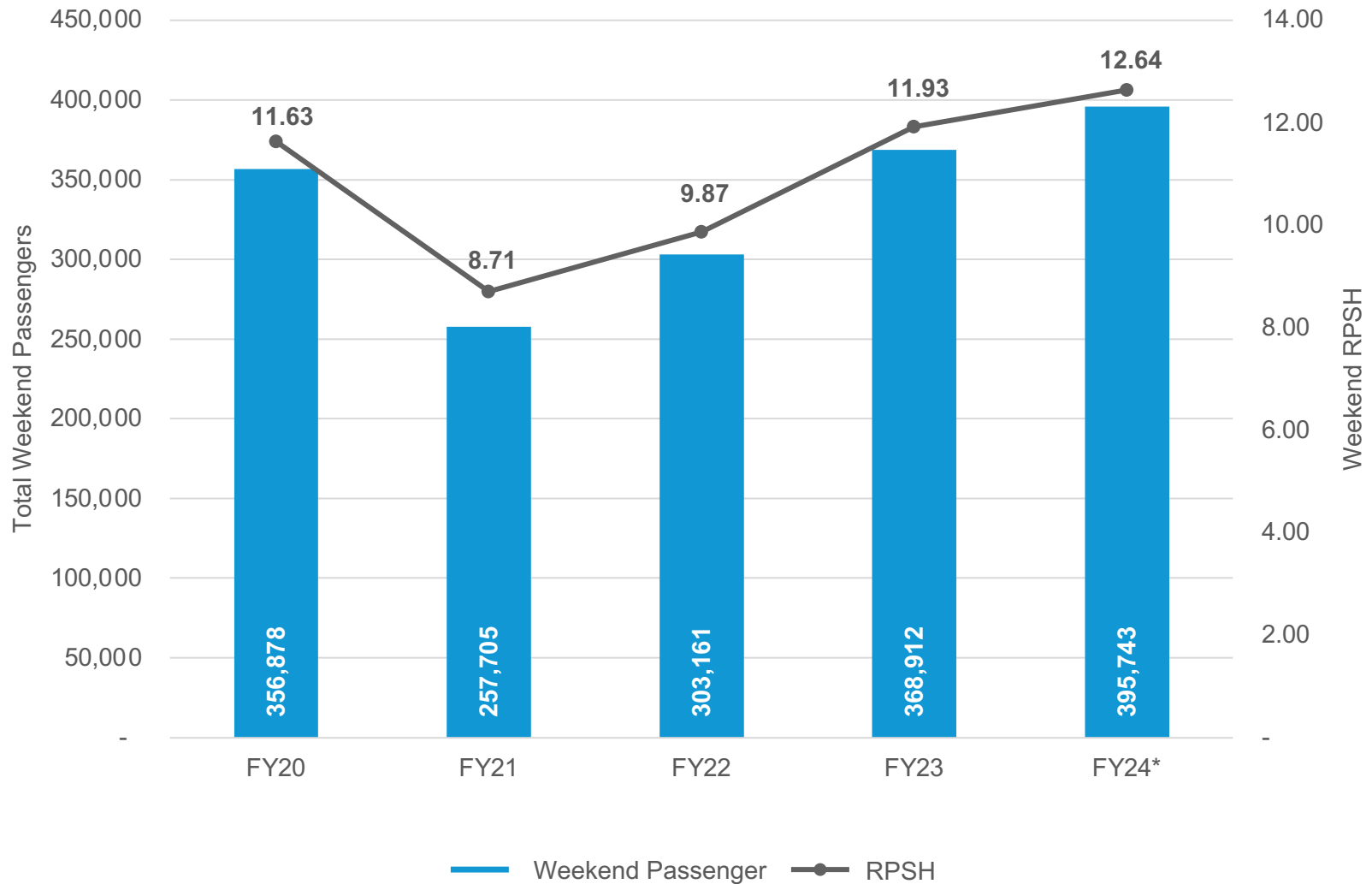
Night Routes Include: 003/005, 011, 13N, 022, 23N

**FY24 =April, May, June Estimated*

Weekend Bus Ridership



Total Weekend Passengers vs. # of Riders Per Service Hour (RPSH)

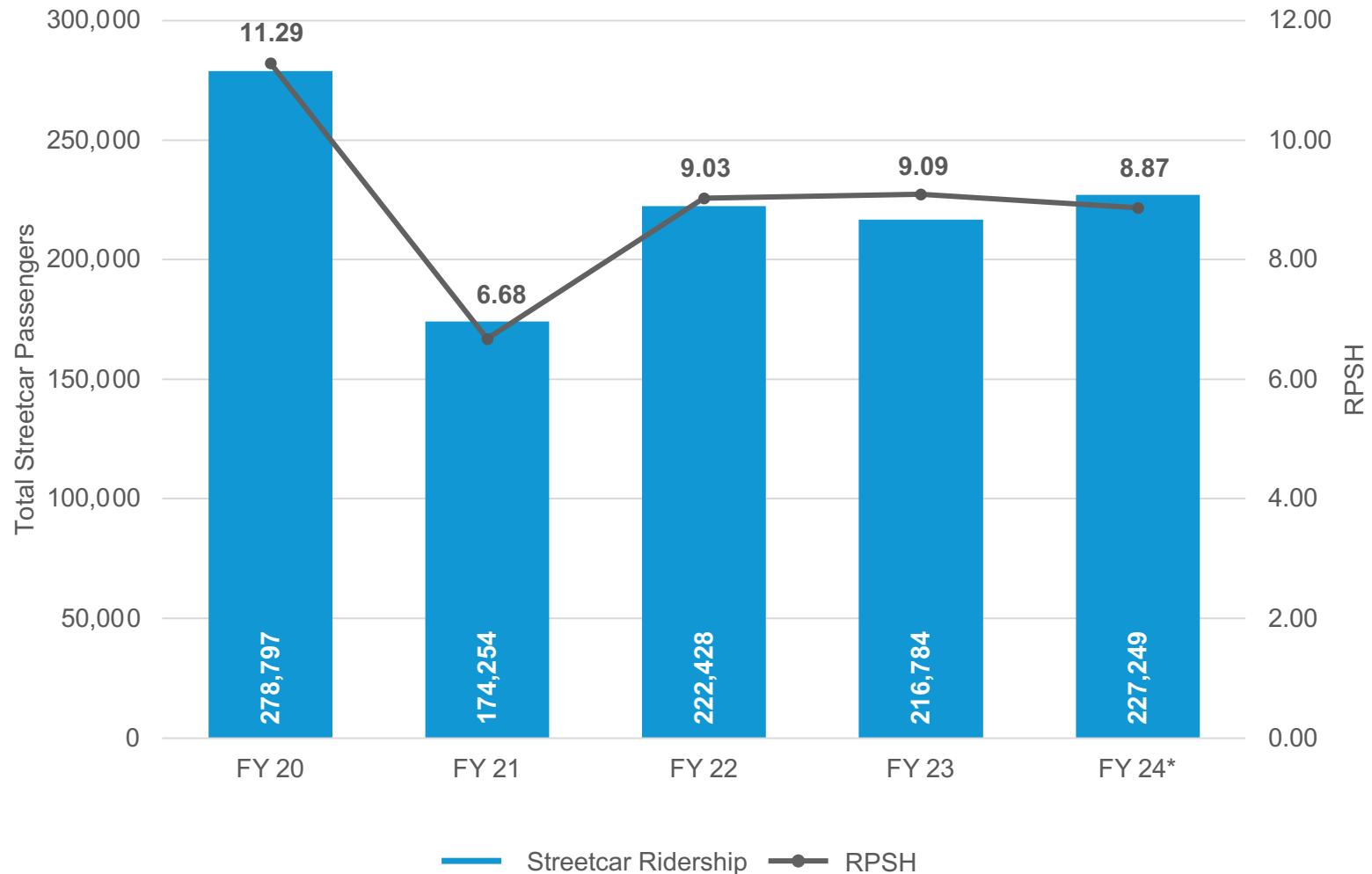


**FY24 =April, May, June Estimated*

Streetcar Ridership



Total Streetcar Passengers vs. # of Riders Per Service Hour (RPSH)



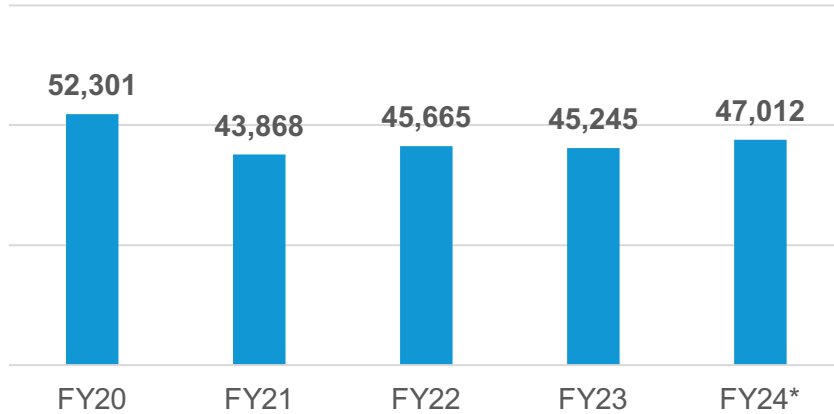
**FY24 =May and June Estimated*

ADA & Senior Transportation

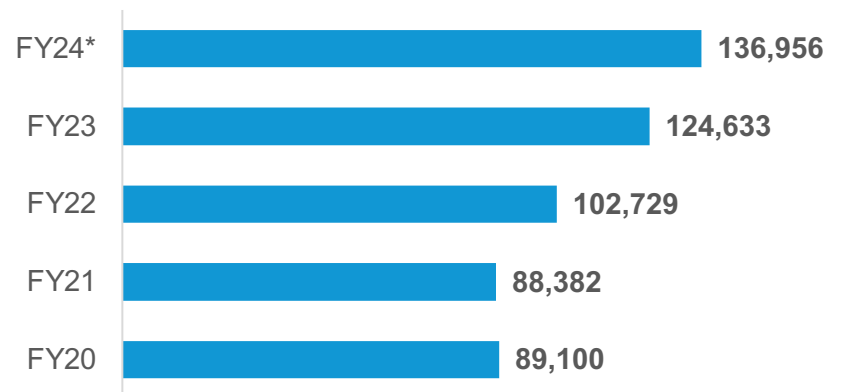


Ridership & Programs

Annual ADA Paratransit Ridership



Annual Mobility & Senior Services Ridership



*FY24 = May, June Estimated



PRESERVE THE CONFIDENCE OF THE BOARD, CITY, AND RTA



EMBARK'S Employee-Driven Transformation Plan

Enhanced Mobility

Seniors and individuals with disabilities



EMBARK's goal is to facilitate coordinated transportation services through a multi-agency partnership network to eliminate access gaps.



Competitive Grants Awarded



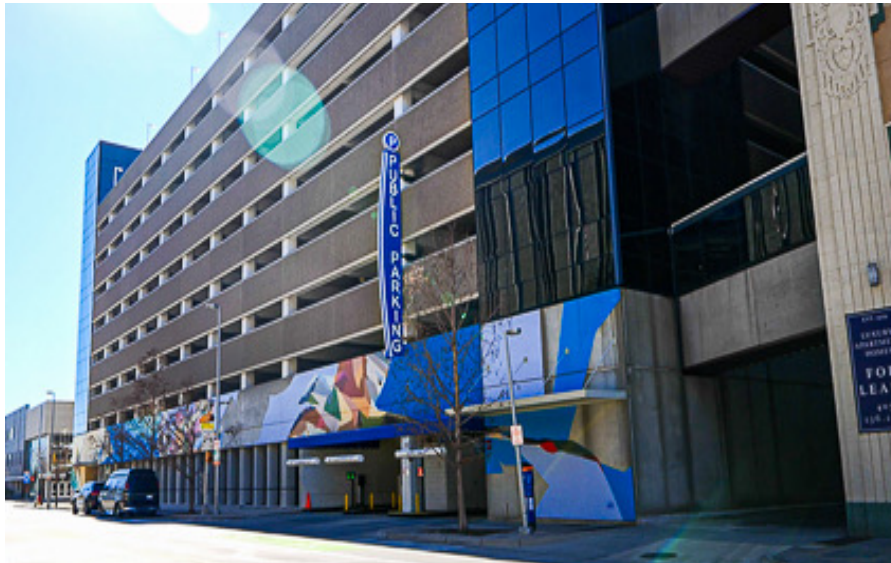
Buses & Bus Facilities - \$5,840,000
CNG Buses

RAISE - \$4,278,772

Headquarters Expansion Design
Transit Center Feasibility Study

Total: \$10,118,772

Parking



Off-Street Parking

- Security enhancements for parking facilities
- Facility assessments to direct future capital maintenance projects

On-Street Parking

Enforcement Activation

- Approved ordinance adjustments on April 23, 2024
- Parking Department to start enforcement on May 24, 2024



RAPID NW



CurbSide Chronicle
February 16 •

Learn more about Embark's first RAPID line and hear from everyday riders how bus rapid transit is impacting the way they move across Oklahoma City.

Miguel Rios
Nathan Poppe



CURBSIDE

QUICK TRIPS

With the introduction of RAPID, Oklahoma City is now home to its first bus rapid transit system. You've probably seen those new go-foot black buses — with a glowing blue interior — make their way up and down NW Expressway or Eastern Boulevard. CurbSide shares what's worth knowing about the fresh fleet, what needs work and how it's impacting everyday riders.

Story by Miguel Rios

Photos by Nathan Poppe



285

ATTENDED RIBBON CUTTING

1,200 AVG DAILY RIDERSHIP

39  **AMBASSADORS**

MORE THAN

31,700
OPENING MONTH RIDERSHIP

Established connections with businesses, nonprofits, property owners, apartments, & neighborhoods on the RAPID NW route.

200



300
CUSTOMER
EDUCATION HOURS

OUTREACH EVENTS



45

PUBLIC SAFETY
VIDEO & GRAPHICS

35

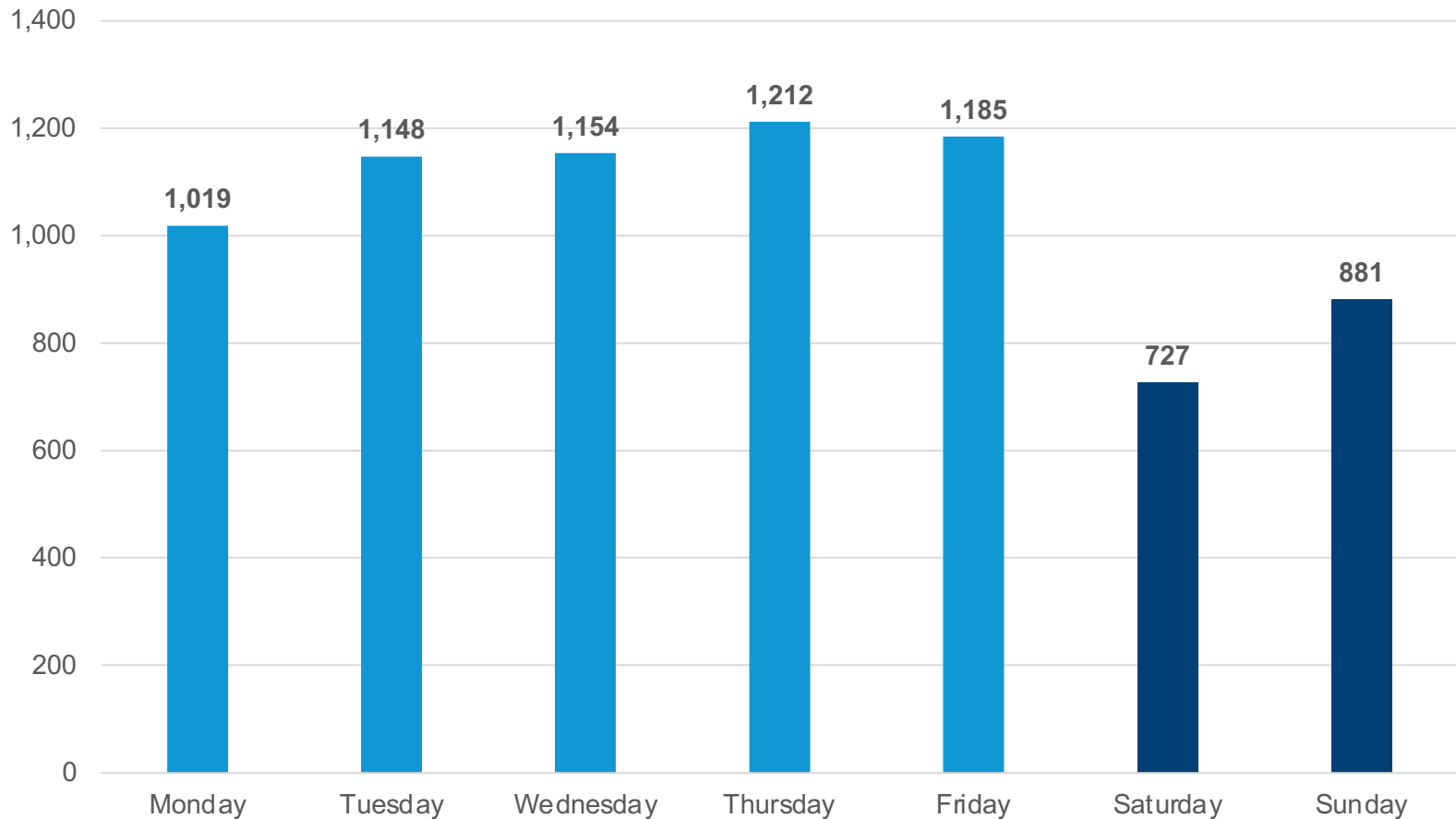


78 **NEWS**
STORIES PUBLISHED

RAPID NW Average Daily Ridership



Dec '23 – March '24

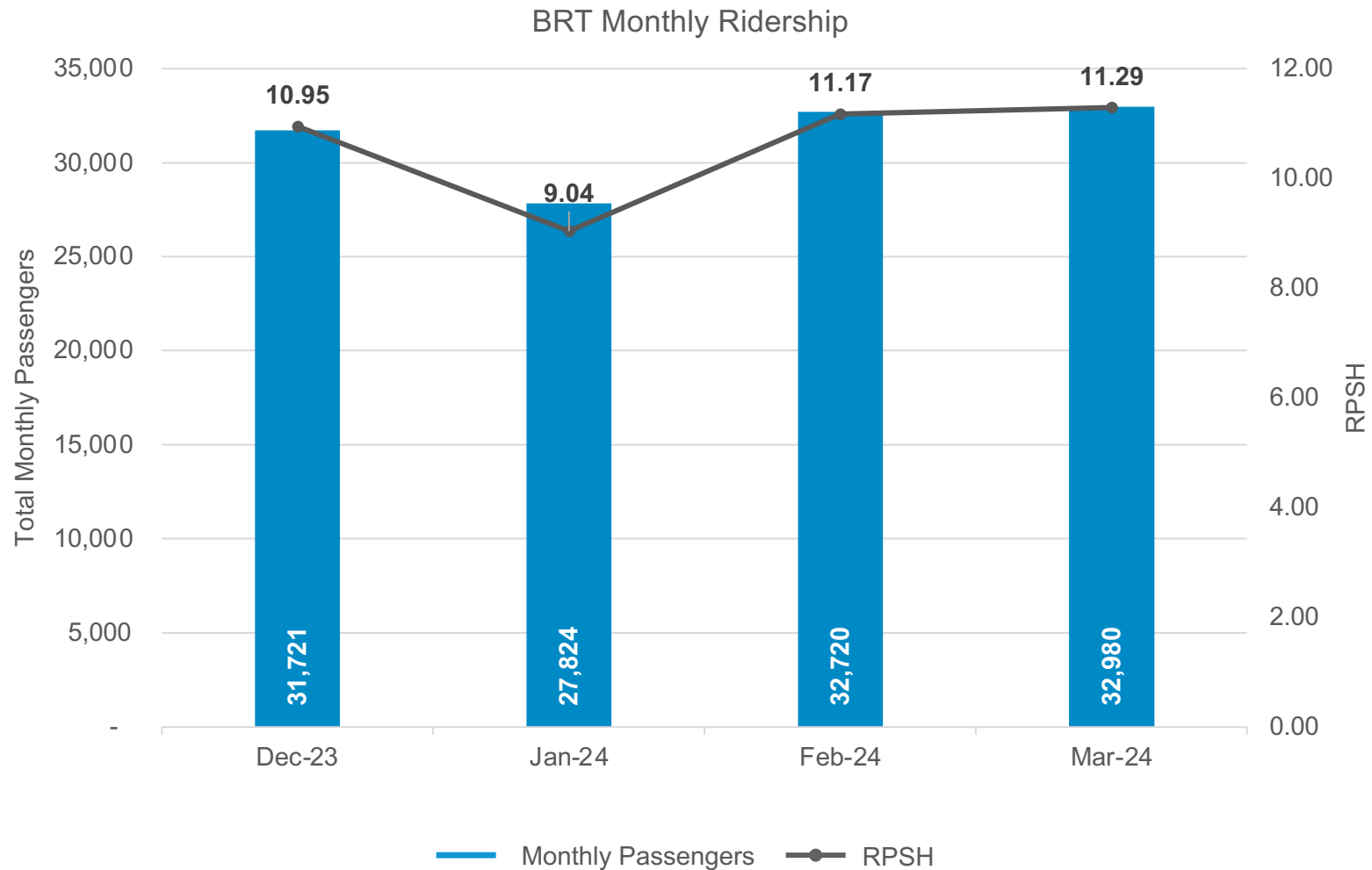


Average Weekday Ridership on Rapid NW was 1,143 through March 2024
Average Weekend Ridership on Rapid NW was 804 through March 2024

RAPID NW Monthly Ridership



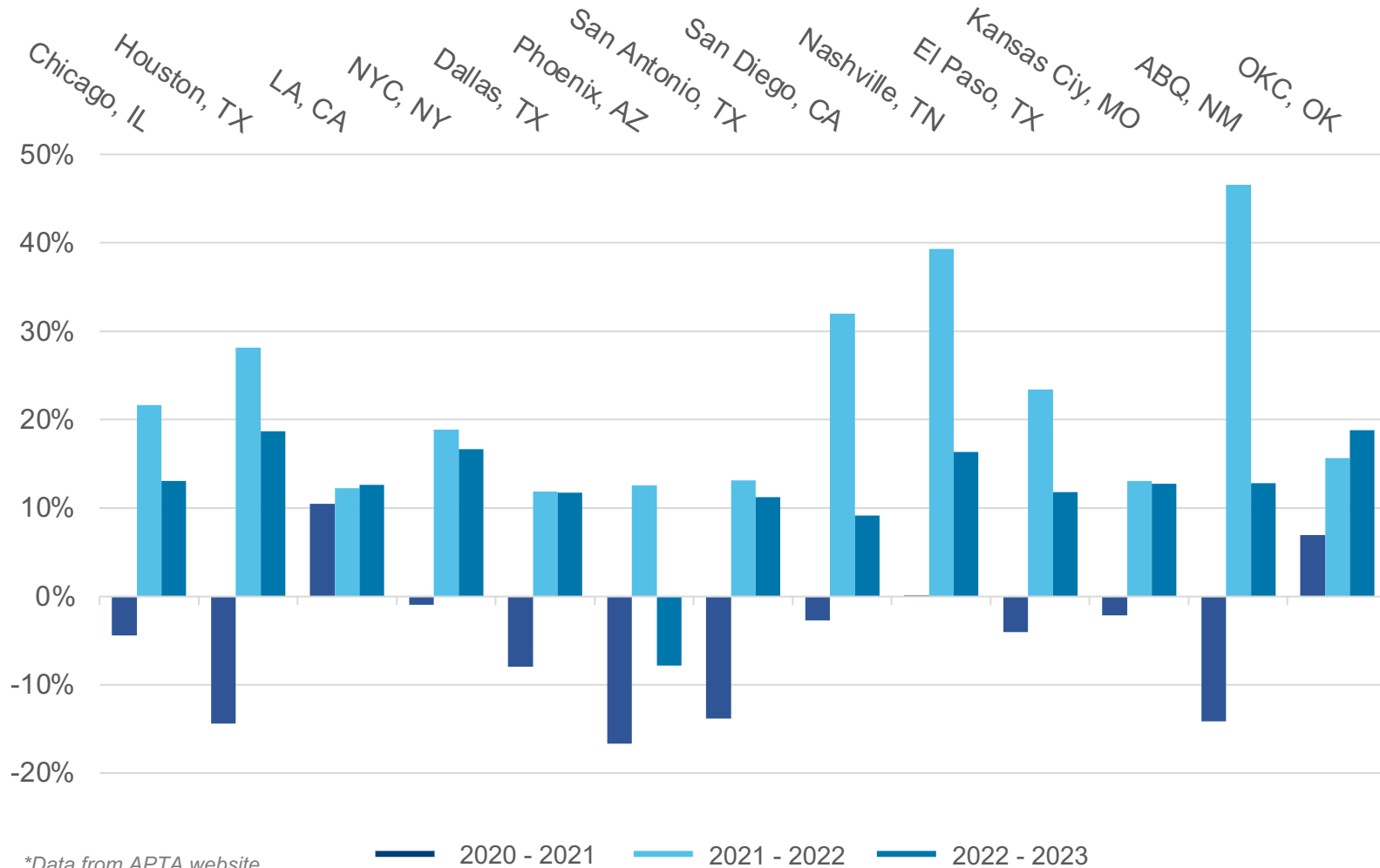
Total Monthly Passengers vs. # of Riders Per Service Hour (RPSH)





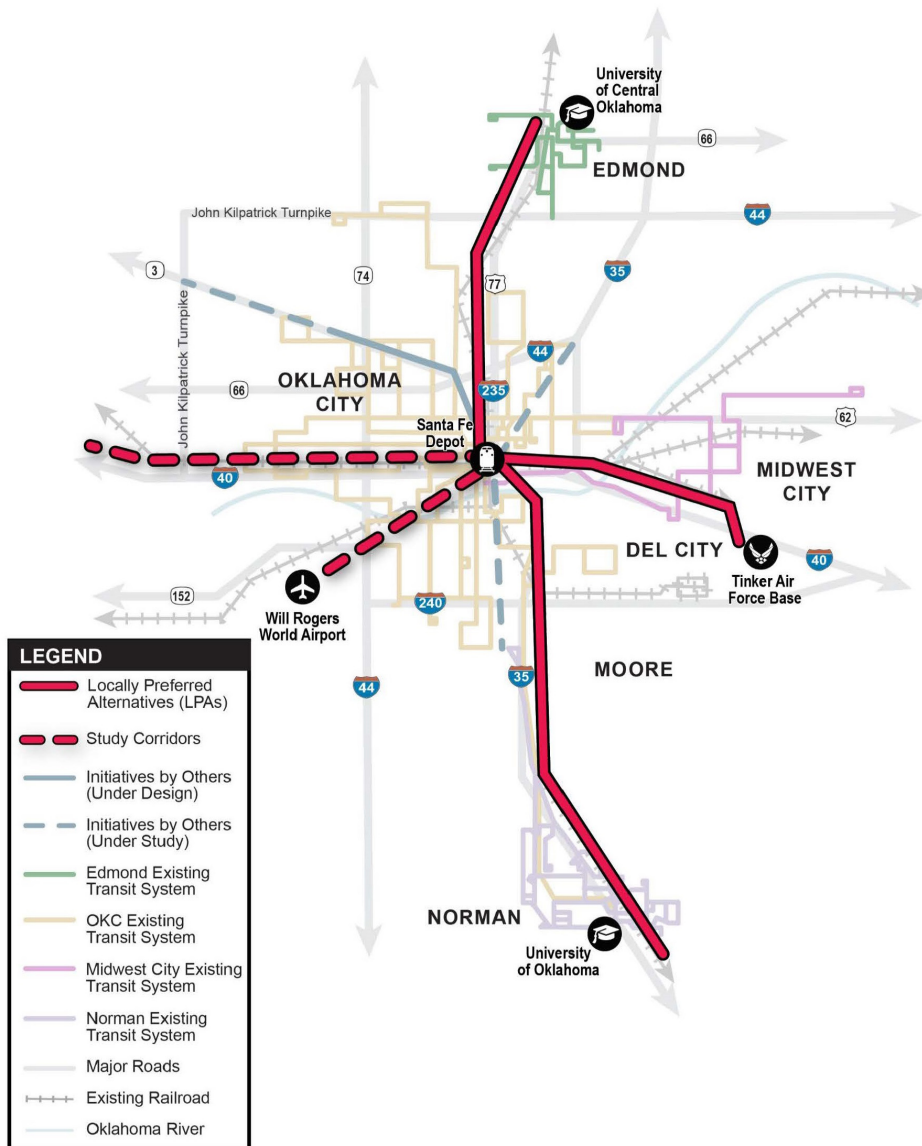
Peer Comparison

Percent of Growth in Ridership



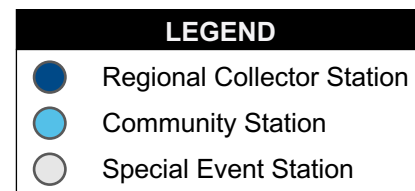
*Data from APTA website

Regional Transportation Authority



Edmond to Norman Corridor

- North Edmond Station
- Downtown Edmond Station
- John Kilpatrick Turnpike Station
- 63rd Street Station
- North OKC Station
- Santa Fe Depot
- 29th Street Station
- Tecumseh Road Station
- Downtown Norman Station
- OU Special Event Station
- South Norman Station



Budget Book

Pages C-147 thru C-156

2025 | **PROPOSED
BUDGET**
THE CITY OF OKLAHOMA CITY

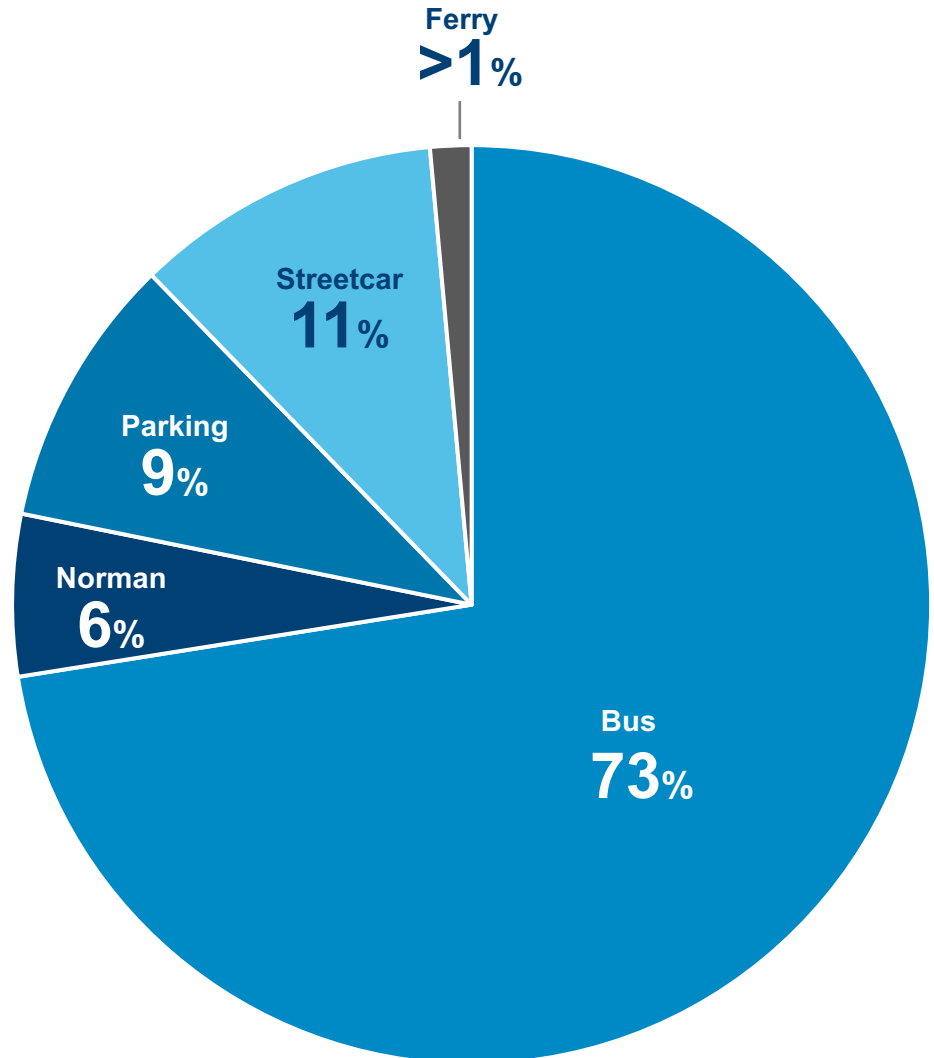


FY25 COTPA Budget



Proposed Combined Operating

■ Bus*	\$ 48,229,062
■ Norman	\$ 3,786,904
■ Parking	\$ 6,315,028
■ Streetcar	\$ 7,188,713
■ Ferry	\$ 966,923
	\$ 66,486,630



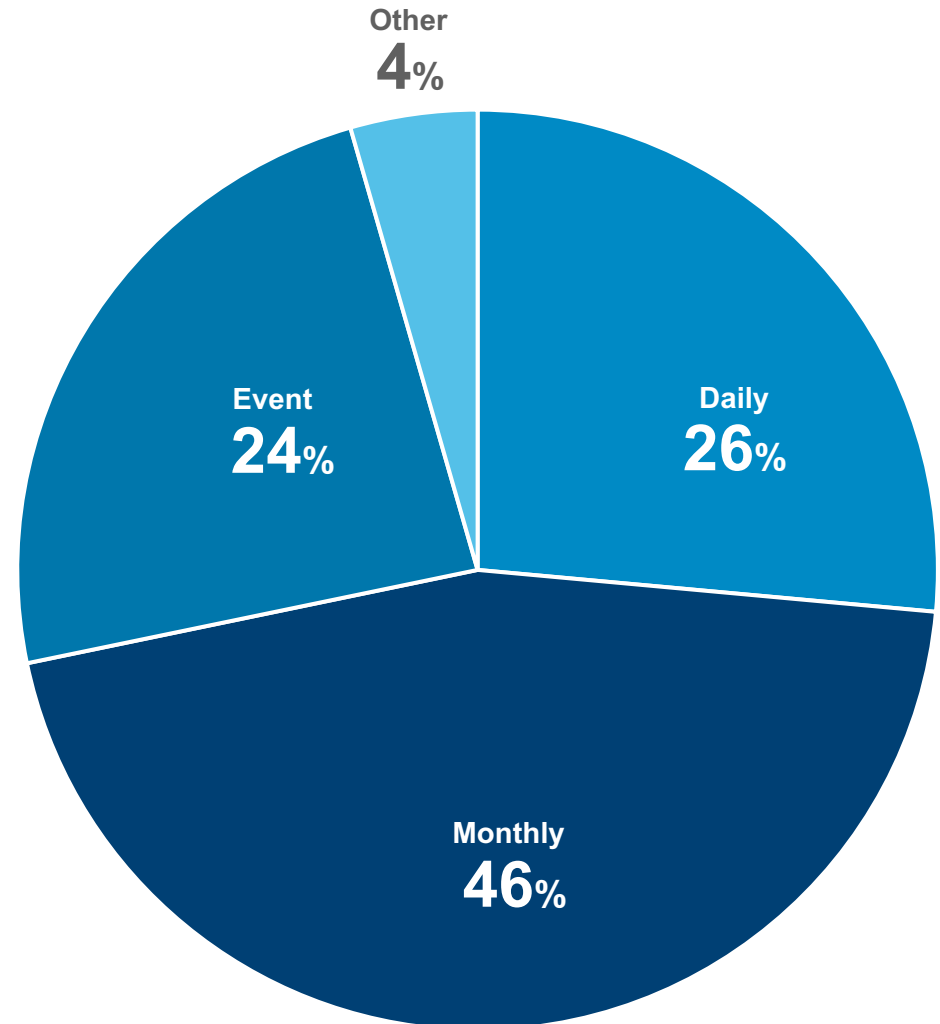
**Bus includes Paratransit and BRT*

Funding Sources



Off-Street Parking

■ Daily	\$ 1,668,347
■ Monthly	\$ 2,862,604
■ Event	\$ 1,502,455
■ Other	\$ 281,622
	\$ 6,315,028



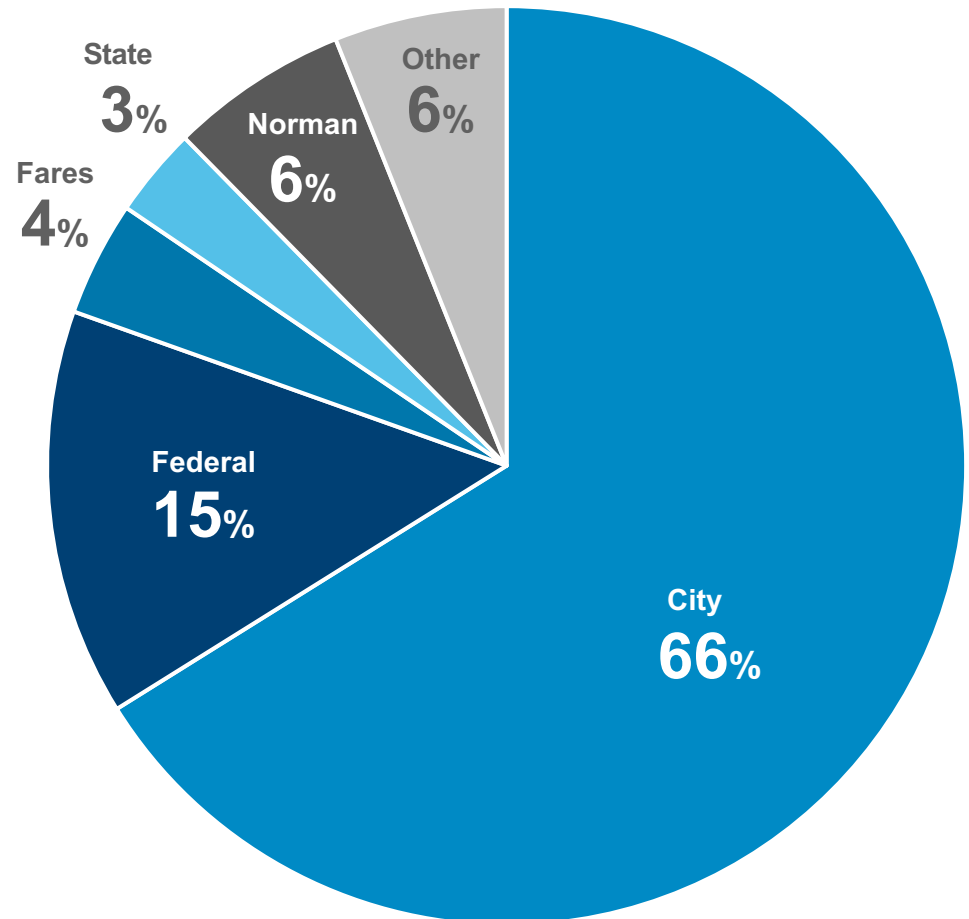
Funding Sources



Public Transportation

Bus, Paratransit, Ferry, Streetcar, and BRT

■ City	\$	39,769,333
■ Federal	\$	8,627,405
■ Fares	\$	2,432,170
■ State	\$	1,900,000
■ Norman	\$	3,786,904
■ Other	\$	3,655,790
	\$	60,171,602



Percent of Change



	Adopted FY 2024	Proposed FY 2025	% Change
Total Budget	\$ 61,518,490	\$ 66,486,630	(+) 8%
Bus*	\$ 43,622,487	\$ 48,229,062	(+) 11%
Streetcar	\$ 7,082,731	\$ 7,188,713	(+) 1%
Parking	\$ 5,986,915	\$ 6,315,028	(+) 5%
Ferry	\$ 930,488	\$ 966,923	(+) 4%
Bike Share	\$ 197,671	\$ 0	(-) 100%
Norman	\$ 3,698,198	\$ 3,786,904	(+) 2%
General Fund	\$ 38,723,253	\$ 42,074,118	(+) 9%

*Bus includes Paratransit and BRT

Major Budget Changes



Changes in personnel related costs such as salaries, merit increases, retirement, health insurance, and other benefits.	\$ 2,989,542
Adds funding for increased cost for bus repair parts & supplies.	\$ 750,000
Adds funding for Streetcar operating costs.	\$ 211,257
Adds funding to more closely align overtime budget with expenses.	\$ 457,895
Increases funding for the local member city contribution to the Regional Transportation Authority of Central Oklahoma (RTA).	\$ 291,566
Removes the Spokies service mode which is anticipated to have minimal effects on residents and visitors.	\$ (197,671)
Reduces the General Fund subsidy to meet budget reduction target.	\$ (311,719)



May 14, 2024 | Jason Ferbrache, Director