

Public Transportation and Parking

FY19 Actual FY20 Actual FY21 Projection FY21 Target FY22 Target

Long-Term Issue - Service

The continuing demand to enhance transportation and parking services, if not addressed, will result in:

- Erosion of ridership and parking customers
- Less workers connecting to jobs
- Loss of transit service and degraded on-time performance

Strategies to address the Long-Term Issue

- Complete equipment and facility preventative maintenance work on schedule
- Expand commitment to recruiting, retaining, and developing our workforce
- Modernize practices and maximize technology to improve the customer experience
- Educate our community about EMBARK services and develop community partners

Strategic Result(s) to measure annual progress on Long-Term Issue

By 2024, public transportation and parking customers will benefit from enhanced services as evidenced by:

- % Public Transit service hours lost will be at or below 1%
- 8% or less employee vacancy rate
- At least 80% of customers will be satisfied with EMBARK services
- EMBARK on-time performance will be 85% of EMBARK bus trips will be on-time
- EMBARK on-time performance will be 95% of EMBARK Plus paratransit pick-ups will be on-time
- EMBARK on-time performance will be 95% of OKC Streetcar trips will be on-time
- 0% of EMBARK Plus paratransit trips will be denied due to capacity constraints
- Parking complaints per 1,000 transactions will be at or below 1%
- EMBARK will provide at least 13,000 public transit trips per day

| | | | | | | |
|-----|--|--------|--------|--------|--------|--------|
| 957 | Annual vacancy rate | N/A | 7% | 7% | 8% | 8% |
| 958 | % of public transportation customers surveyed rating service as satisfactory | 74% | N/A | 72% | 78% | 78% |
| 959 | % of on-time bus departures | 69% | 69% | 73% | 75% | 75% |
| 960 | % of EMBARK Plus paratransit pick-ups on time | 94.40% | 90.06% | 95.14% | 93.00% | 95.00% |
| 961 | % of on-time streetcar departures | N/A | 90% | 91% | 96% | 96% |



Public Transportation and Parking

| | | FY19 Actual | FY20 Actual | FY21 Projection | FY21 Target | FY22 Target |
|----------------------------------|--|-------------|-------------|-----------------|-------------|-------------|
| Long-Term Issue - Service | | | | | | |
| 962 | % of federally required EMBARK Plus paratransit pickups denied due to capacity constraints | N/A | 1.97% | 1.16% | 0.00% | 0.00% |
| 963 | # of parking complaints per 1,000 transactions | N/A | 0.20% | 0.00% | 1.00% | 0.10% |
| 964 | # of passenger trips provided | 2,921,065 | 2,635,012 | 1,906,826 | 3,187,003 | 2,614,535 |

Long-Term Issue - Safety

The ongoing need to prioritize customer and employee safety, if not addressed, will result in:

- Reduction in safe environments for customers and employees
- Reduced stakeholder and community confidence
- Increased vehicle collisions, on the job injuries, and passenger injuries
- Negative impacts to state and federal funding

Strategies to address the Long-Term Issue

- Implement federally required Safety Management System (SMS)
- Modernize and intensify employee safety training systems
- Invest in ongoing transit and parking asset maintenance and management
- Develop and implement an incident tracking and reporting system

Strategic Result(s) to measure annual progress on Long-Term Issue

By 2024, Public transportation and parking customers and employees will experience enhanced safety as evidenced by:

- Preventable accidents will be at or below 2.97 per 100K miles
- Total Case Preventable On the Job Injury Incident Rate will be 10% below the industry standard
- 100% of preventive maintenance inspections will be completed on-time
- 90% of passengers surveyed will report they feel safe at the transit center, bus stops, or while riding the bus
- Security incidents will be at or below 1 per 100,000 passengers

| | | | | | | |
|-----|--|-----|------|------|------|------|
| 965 | # of preventable accidents per 100,000 miles | N/A | 1.45 | 0.38 | 1.58 | 1.48 |
| 966 | % of FTE Employees without an on-the-job injury (OJI) in the current fiscal year | 89% | 91% | 99% | 90% | 91% |
| 967 | % of vehicle preventive maintenance procedures completed on time | 98% | 100% | 100% | 100% | 100% |







Public Transportation and Parking

| | | FY19 Actual | FY20 Actual | FY21 Projection | FY21 Target | FY22 Target |
|---|---|-------------|-------------|-----------------|-------------|-------------|
| Long-Term Issue - Safety | | | | | | |
| 968 | % of passengers surveyed will report they feel safe at the transit center, bus stops, or while riding the bus | 72% | N/A | N/A | 75% | 75% |
| 969 | # of security incidents per 100,000 passengers | 0.0000 | 0.1139 | 0.2479 | 0.0500 | 0.0500 |
| Long-Term Issue - Growth | | | | | | |
| <p><i>A lack of dedicated funding sources for public transit and awareness of transportation and parking services needed to meet the demands of a growing city, if not addressed will result in:</i></p> <ul style="list-style-type: none"> <i>Missed opportunities to attract new customers</i> <i>Declining community confidence and trust</i> <i>Difficulty in attracting private sector talent and employees to Oklahoma City from other states</i> <i>Decreased economic development, expansion, and partnerships</i> <p>Strategies to address the Long-Term Issue</p> <ul style="list-style-type: none"> <i>Implement private sector employee transit pass program</i> <i>Affect change in the municipal code to support Transit Oriented Development and land use strategies</i> <i>Update and implement long-range and short-range transit and parking plans</i> <i>Promote technology-based customer centric programs, improve ADA eligibility process and establish a travel training program</i> <i>Continued coordination with state, local and federal partners regarding transit funding</i> <i>Launch pilot program to manage private parking assets</i> <p>Strategic Result(s) to measure annual progress on Long-Term Issue</p> <p><i>By 2024, Public Transportation and Parking services will promote sustainable growth as evidenced by:</i></p> <ul style="list-style-type: none"> <i>5% Increase in operations expense recovered through fare revenue</i> <i>10% decline in bus transfers</i> <i>Construction and launch of NW Bus Rapid Transit route</i> <i>Construction and opening of new hotel/convention center parking garage</i> <i>25% increase of available public parking through management of private parking assets</i> | | | | | | |
| 970 | % increase in available public parking through management of private parking assets | N/A | 0.00% | 0.00% | 1.00% | 0.00% |






Public Transportation and Parking

| | | FY19 Actual | FY20 Actual | FY21 Projection | FY21 Target | FY22 Target |
|--|--|-------------|-------------|-----------------|-------------|-------------|
| Administrative - Executive Leadership | | | | | | |
| 971 |  % of key measures and strategic results achieved | 21% | 46% | 31% | 75% | 75% |
| 972 | % of newly hired employees who retain employment with EMBARK for more than 24 months | 52% | 47% | 48% | 63% | 63% |
| 973 | % of performance evaluations completed by the review date | 11% | 74% | 58% | 80% | 80% |
| 974 | Annual Turnover Rate of Employees | 24% | 19% | 25% | 21% | 21% |
| 975 | # of full-time employees supported | 258 | 301 | 302 | 300 | 305 |
| 976 | Annual vacancy rate | N/A | 7% | 7% | 8% | 8% |
| Administrative - Customer Relations | | | | | | |
| 977 |  % of business along the streetcar route contacted each month | N/A | 0% | 0% | 100% | 5% |
| 978 |  % of customer calls answered in 30 seconds | 90% | 90% | 92% | 90% | 92% |
| 979 | % of customer inquiries, requiring staff research and review, responded to within 5 business days | 74% | 69% | 80% | 77% | 81% |
| 980 | # of customer calls answered | 71,806 | 67,844 | 44,549 | 80,000 | 60,000 |
| 981 | # of customer inquiries, requiring staff research and review, responded to within 5 business days | 1,003 | 1,253 | 967 | 1,344 | 1,050 |
| 982 | # of customer calls received | 75,079 | 71,286 | 46,345 | 80,000 | 60,000 |
| 983 | # of customer inquiries received requiring staff research and review | 1,354 | 1,820 | 1,201 | 1,300 | 1,300 |
| Administrative - Safety, Security, and Training | | | | | | |
| 984 |  % of FTE Employees without an on-the-job injury (OJI) in the current fiscal year | 89% | 91% | 99% | 90% | 91% |
| 985 | # of preventable accidents per 100,000 miles | N/A | 1.45 | 0.38 | 1.58 | 1.48 |
| 986 | # of security incidents per 100,000 passengers | 0.0000 | 0.1139 | 0.2479 | 0.0500 | 0.0500 |
| 987 | % of employees who have completed required training | N/A | 100% | 100% | 100% | 100% |
| 988 | % of new employees who have passed the CDL test | N/A | 100% | 100% | 100% | 100% |















Public Transportation and Parking

| | | FY19 Actual | FY20 Actual | FY21 Projection | FY21 Target | FY22 Target |
|--|---|-------------|-------------|-----------------|-------------|-------------|
| Administrative - Safety, Security, and Training | | | | | | |
| 989 | % of passengers surveyed will report they feel safe at the transit center, bus stops, or while riding the bus | 72% | N/A | N/A | 75% | 75% |
| 990 | % of total non-preventable vehicle accident claims collected on | N/A | 13% | 14% | 100% | 100% |
| 991 | % of total vehicle accident files completed within 10 days | N/A | 100% | 94% | 100% | 100% |
| 992 |  # of OJI's per 200,000 hours worked | N/A | 11 | 14 | 25 | 20 |
| 993 | # of non-collision passenger injury claims substantiated per 100,000 passengers | N/A | 11 | 2 | 15 | 5 |
| Parking - Municipal Off Street Parking | | | | | | |
| 994 |  % of time operational equipment is working (uptime) | N/A | 81% | 97% | 98% | 97% |
| 995 | # of parking complaints per 1,000 transactions | N/A | 0.20% | 6.79% | 1.00% | 1.00% |
| 996 | % of monthly vehicle spaces occupied | 77% | 68% | 61% | 70% | 59% |
| 997 | # of hours of parking purchased | N/A | 2,118,155 | 967,425 | 2,501,904 | 1,174,617 |
| 998 | # of parking customers served | 367,690 | 235,862 | 92,370 | 356,180 | 185,683 |
| 999 | # of parking transactions completed | 2,399,293 | 1,681,673 | 868,004 | 2,349,244 | 1,660,491 |
| 1000 | # of preventative off-street work orders completed | 780 | 917 | 919 | 900 | 1,000 |
| 1001 | \$ total revenue from parking transactions | N/A | 4,473,474 | 2,656,433 | 6,588,210 | 3,617,145 |
| 1002 | % increase in available public parking through management of private parking assets | N/A | 0.00% | 0.00% | 1.00% | 0.00% |
| Parking - On-Street Parking Meter | | | | | | |
| 1003 |  % of time operational equipment is working (uptime) | 100% | 100% | 99.9765% | 100% | 100% |
| 1004 | # of parking complaints per 1,000 transactions | N/A | 0.20% | 0.00% | 1.00% | 0.10% |
| 1005 | # of metered on-street parking spaces available | N/A | 1,438 | 1,531 | 1,345 | 1,531 |
| 1006 | # of on-street work orders completed | 280 | 161 | 219 | 200 | 330 |
| 1007 | # of parking meters | N/A | 180 | 180 | 205 | 180 |
| 1008 | # total parking transactions | N/A | 486,208 | 342,150 | 675,008 | 483,288 |









Public Transportation and Parking

| | | FY19 Actual | FY20 Actual | FY21 Projection | FY21 Target | FY22 Target |
|--|---|-------------|-------------|-----------------|-------------|-------------|
| Public Transportation - Bus Operations | | | | | | |
| 1009 |  # of bus passengers per day | N/A | 7,199 | 5,192 | 8,732 | 7,163 |
| 1010 |  # of bus passengers per service hour | 15.12 | 13.73 | 9.51 | 15.54 | 12.57 |
| 1011 |  % of on-time bus departures | 69% | 69% | 73% | 75% | 75% |
| 1012 | % of public transportation customers surveyed rating service as satisfactory | 74% | N/A | 72% | 78% | 78% |
| 1013 |  # of passenger trips provided | 2,921,065 | 2,635,012 | 1,906,826 | 3,187,003 | 2,614,535 |
| 1014 | # of service hours provided | 193,233 | 191,912 | 200,494 | 205,093 | 208,081 |
| Public Transportation - Bus Stop Management | | | | | | |
| 1015 |  % of bus stops that are ADA compliant | 33% | 31% | N/A | 37% | 37% |
| 1016 |  % of bus stops with a shelter | N/A | 19% | N/A | 14% | 24% |
| 1017 |  % of customers satisfied with cleanliness of bus stops | 66% | N/A | 63% | 75% | 80% |
| 1018 | % of bus stop repair work orders completed on time | 100% | 93% | 97% | 100% | 100% |
| 1019 | # of bus shelters constructed | 29 | 100 | 31 | 25 | 25 |
| 1020 | # of bus stops made ADA compliant | 16 | 26 | 6 | 40 | 40 |
| Public Transportation - EMBARK Norman | | | | | | |
| 1021 |  # of Norman bus passengers per service hour | N/A | 14.20 | 10.94 | 12.70 | 13.14 |
| 1022 |  % of Norman public transportation customers surveyed rating service as satisfactory | N/A | N/A | 84% | 75% | 84% |
| 1023 |  % of on-time Norman fixed route bus departures | N/A | N/A | 82% | 75% | 75% |
| 1024 |  % of on-time Norman paratransit pick-ups | N/A | N/A | 96% | 95% | 95% |
| 1025 | # of Norman fixed route passenger trips provided | N/A | 243,985 | 192,583 | 326,858 | 265,054 |
| 1026 | # of Norman paratransit trips provided | N/A | 12,984 | 15,329 | 16,421 | 19,000 |
| Public Transportation - EMBARK Plus Paratransit | | | | | | |
| 1027 |  % of total EMBARK Plus customer trip requests completed | 88.81% | 79.30% | 81.54% | 98.00% | 98.00% |
| 1028 | % of EMBARK Plus paratransit pick-ups on time | 94.40% | 90.06% | 95.14% | 93.00% | 95.00% |







Public Transportation and Parking

| | | FY19 Actual | FY20 Actual | FY21 Projection | FY21 Target | FY22 Target |
|--|--|-------------|-------------|-----------------|-------------|-------------|
| Public Transportation - EMBARK Plus Paratransit | | | | | | |
| 1029 | % of federally required EMBARK Plus paratransit pickups denied due to capacity constraints | N/A | 1.97% | 1.16% | 0.00% | 0.00% |
| 1030 | # of EMBARK Plus trips provided | 56,388 | 52,301 | 43,279 | 65,000 | 45,000 |
| 1031 | # of EMBARK Plus trips requested | 71,340 | 68,170 | 55,811 | 80,000 | 58,000 |
| Public Transportation - Facilities Management | | | | | | |
| 1032 |  % of customers satisfied with cleanliness of Transit Center | 77% | 0% | 73% | 85% | 85% |
| 1033 |  % of facility preventive maintenance procedures completed on-time | N/A | 100% | 100% | 100% | 100% |
| 1034 | # of preventative maintenance procedures completed | 826 | 52 | 37 | 90 | 45 |
| 1035 | # of scheduled facility service requests completed | N/A | 356 | 170 | 450 | 250 |
| 1036 | # of unscheduled facility service requests completed | 835 | 697 | 795 | 700 | 700 |
| Public Transportation - Fleet Management | | | | | | |
| 1037 |  % of customers satisfied with cleanliness of buses | 66% | N/A | 70% | 75% | 75% |
| 1038 |  % of fixed-route fleet available | 85% | 82% | 78% | 85% | 85% |
| 1039 | % of vehicle preventive maintenance procedures completed on time | 98% | 100% | 100% | 100% | 100% |
| 1040 |  # of miles driven between service interruptions | N/A | 74,702.00 | 72,412.55 | 70,000.00 | 70,000.00 |
| 1041 | # of vehicle repair work orders completed | 4,206 | 4,728 | 5,641 | 4,100 | 5,000 |
| Public Transportation - MOBILITY MANAGEMENT | | | | | | |
| 1042 |  % of senior transportation customers rating services as satisfactory | 100% | 100% | 100% | 100% | 100% |
| 1043 | # of passengers per day utilizing mobility management services | N/A | 579.01 | 508.20 | 350.00 | 500.00 |
| 1044 | # of bus passes distributed to homeless or low-income individuals | 53,145 | 54,254 | 50,531 | 45,000 | 50,000 |
| 1045 | # of senior transportation trips provided | N/A | 36,976 | 22,972 | 50,000 | 45,000 |
| 1046 | # of Social Service Agency Trips Provided | N/A | 55,259 | 55,069 | 45,570 | 50,000 |



Public Transportation and Parking

| | | FY19 Actual | FY20 Actual | FY21 Projection | FY21 Target | FY22 Target |
|---|---|-------------|-------------|-----------------|-------------|-------------|
| Public Transportation - Oklahoma River Cruises | | | | | | |
| 1047 |  # of passengers per River Cruise service hour | 6.17 | 8.55 | N/A | 0.00 | 4.29 |
| 1048 | % of river cruise customers rating service as satisfactory | 100% | 98% | N/A | 96% | 98% |
| 1049 | % of scheduled river cruise service hours lost | 36% | 28% | N/A | 100% | 8% |
| 1050 | # of river cruise passengers transported | 3,633 | 3,569 | 0 | 3,600 | 1,800 |
| 1051 | # of river cruise service hours provided | 588.58 | 417.39 | 0.00 | 420.00 | 120.00 |
| Public Transportation - Spokies Bike Share | | | | | | |
| 1052 |  # of Spokies trips per bike per day | 837 | 475 | 164 | 0 | 331 |
| 1053 | % of Bikes available for use | 97.14% | 89.55% | 92.42% | 0.00% | 95.00% |
| 1054 | # of Bike trips | 10,041 | 5,695 | 1,972 | 0 | 3,972 |
| 1055 | # of Bikes available for use | 68 | 60 | 61 | 60 | 61 |
| Public Transportation - STREETCAR | | | | | | |
| 1056 |  # of streetcar passengers per day | N/A | 761.74 | 433.26 | 1,036.65 | 850.05 |
| 1057 | # of streetcar passengers per service hour | N/A | 11.29 | 5.93 | 14.00 | 11.48 |
| 1058 | % of on-time streetcar departures | N/A | 90% | 91% | 96% | 96% |
| 1059 | % of surveyed customers who are satisfied with the quality of their service | N/A | 80% | 92% | 85% | 90% |
| 1060 |  Average frequency for streetcar | N/A | 14.31 | 13.87 | 13.00 | 13.00 |
| 1061 | # of miles between streetcar service interruptions | N/A | 29,594 | 54,732 | 60,000 | 60,000 |
| 1062 | # of streetcar passenger trips provided | N/A | 278,797 | 159,107 | 378,378 | 310,270 |

