



Public Transportation and Parking Department

Strategic Business Plan

Effective Date: July 1, 2016

Oklahoma City Vision

Oklahoma City is a safe, clean, affordable City. We are a family-friendly community of strong moral character, solid values, and a caring spirit. We strive to provide the right balance of cosmopolitan and rural areas by offering a well-planned and growing community that focuses on a wide variety of business, educational, cultural, entertainment and recreational opportunities. We are a diverse, friendly City that encourages individuality and excellence.

Oklahoma City Mission

The City of Oklahoma City's mission is to provide the leadership, commitment and resources to achieve our vision by:

- Offering a clean, safe, and affordable City.
- Providing well managed and maintained infrastructure through proactive and reactive services, excellent stewardship of public assets, and a variety of cultural, recreational and entertainment opportunities that enhance the quality of life.
- Creating and maintaining effective partnerships to promote employment opportunities and individual and business success.
- Advancing a model of professionalism that ensures the delivery of high quality products and services continuously improves efficiency and removes barriers for future development.

Department Mission

The mission of the Public Transportation and Parking Department is to provide dependable multimodal public transportation and downtown Oklahoma City parking services to the residents and visitors of the greater Oklahoma City metropolitan area so they can experience friendly, convenient, safe and affordable transit and parking services.

Table of Contents

Issues, Strategies, and Results	3
Issue 1: State of Good Repair	3
Issue 2: Workforce Development	4
Issue 3: Sustainable Growth and Service Development	4
Issue 4: Community Relations	5
Issue 5: Security	6
Issue 6: Oklahoma City Streetcar	7
Accomplishments	9
Lines of Business and Programs	11
Department Organization	11
Administrative Line of Business	12
Executive Leadership Program	13
Public Information and Customer Relations Program	14
Safety and Risk Management Program	15
Parking Line of Business	16
Municipal Off-Street Parking Program	17
On-Street Parking Meter Program	18
Public Transportation Line of Business	19
Bus Operations Program	21
Bus Stop Management Program	23
Facilities Management Program	24
Fleet Management Program	25
EMBARK Plus Paratransit Program	26
Oklahoma River Cruises Program	27
Social Services Transportation Program	28
Spokies Bike Share Program	29
Streetcar Program	30

Issues, Strategies, and Results

Issue 1: State of Good Repair

The need to replace buses and modernize and upgrade business systems, equipment, and technology, coupled with the increasing cost of those improvements, if not addressed, will result in:

- Loss of revenue
- Difficulty attracting new customers
- Decreased customer satisfaction
- Decreased customer safety
- Lost efficiencies
- Increased operating and maintenance costs
- Non-compliance with local, state, and federal requirements

Strategies

- Seek funding alternatives to ensure buses are replaced by the end of their useful economic life.
- Expand skill set of supervisors to leverage new technology to monitor the schedule adherence of each bus so contingency drivers and equipment can be used to improve on-time performance.
- Complete equipment and facility preventative maintenance work on schedule.
- Continue updating technology and improve convenience in the parking program in order to improve customer service, reliability, security and safety.
- Continue annual capital improvement projects to parking, bus, bike share and ferry assets.
- Develop Transit Asset Management plan as mandated by the Federal Transportation Administration.

Strategic Results

By 2019, public transportation and parking customers will benefit from more reliable service, as evidenced by:

- At least 85% of fixed-route trips will provide on-time arrival.
- At least 95% of EMBARK Plus paratransit pick-ups will be on time.
- At least 99% of EMBARK Oklahoma River Cruises trips will provide on-time arrival.
- At least 99% uptime for metered parking equipment.
- 95% of the EMBARK fleet will be within lifecycle.

Issue 2: Workforce Development

Continual difficulty in recruiting, developing and retaining a skilled and well trained workforce, due to a competitive compensation environment, varying shifts, and governing regulations, if not addressed, will jeopardize the ability to provide safe and customer-friendly services.

Strategies

- Continue required quarterly safety and security training classes for operations and maintenance staff.
- Conduct targeted safety and security campaigns.
- Monitor safety and security training of contract operators.
- Continue retention team meetings to evaluate new bus operators at 45, 65 and 80 day increments and expand retention team concept to other operational areas.
- Develop succession plan.
- Develop recruitment plan.
- Provide customer service training for employees.
- Develop and implement an employee recognition program.

Strategic Results

By 2019, public transportation and parking customers will benefit from a skilled workforce that provides safe service, as evidenced by:

- Accidents will be at or below 1.5 per 100,000 miles.

By 2019, the Public Transportation and Parking Department will retain a well trained workforce, as evidenced by:

- Annual turnover rate of employees will be less than 15%.
- At least 80% of full time employees will be employed by EMBARK for at least 24 months beyond the date of hire.

Issue 3: Sustainable Growth and Service Development

Increasing demand for various modes of transportation, inadequate coordination between public and private entities, and lack of dedicated funding sources, if not addressed, will result in:

- An increased gap between the modes of transportation services provided and those demanded by a diverse and growing public transportation customer base

- A reduction of public transportation services and diminished ability for residents to get to work, medical appointments, shopping, school, day care, recreational activities and access to other basic services
- Missed opportunities for effective partnerships and economic development

Strategies

- Demonstrate use of available resources through reports to residents and riders that convey accomplishments using transit system metrics and goals.
- Maximize ridership through additional system enhancements for bus, ferry, van pool, bike share and park and ride.
- Seek funding alternatives for timely replacement of buses that have reached the end of their economic, useful life.
- Establish streetcar operations.
- Promote Transit Oriented Development (TOD) and land use strategies to developers, policy makers, and City departments.
- Serve on the Regional Transit Authority Task Force to develop a regional transit authority.

Strategic Results

By 2019, public transportation services will make the best use of available resources, as evidenced by:

- Passengers per weekday bus service hour will be at or above 20.
- Passengers per ferry service hour will be at or above 10.
- Average Spokies riders per month will be at or above 500.
- Operating expenses will be at or below \$7.50 per fixed route bus passenger.
- Average frequency for EMBARK weekday fixed-route bus service will be less than 30 minutes.
- The number of EMBARK Plus paratransit trips denied due to capacity constraints will be less than 2%.

Issue 4: Community Relations

Increased community expectations such as later evening and weekend public transit services, environmental stewardship, convenient parking facilities, demand for new/modern amenities and services, along with a persistent lack of awareness of public transportation and parking services, if not addressed, will result in:

- Missed opportunities to attract new customers

- Diminished community support and confidence
- Decreased customer satisfaction

Strategies

- Develop, implement and maintain technology-based customer centric programs and technology.
- Improve and increase customer service training.
- Maintain clean and safe parking, bus, bike share, streetcar and ferry vehicles and facilities.
- Conduct surveys of rider, non-rider and parking customers.
- Partner with community organizations and teach how-to-ride classes.
- Develop and implement ongoing service awareness campaigns.
- Construct new transit shelters and transit stop improvements.

Strategic Results

By 2019, public transportation and parking customers will experience increased customer satisfaction, as evidenced by:

- 80% of public bus transportation customers surveyed will state they are satisfied with fixed-route services.
- 80% of public bike share transportation customers surveyed will state they are satisfied with services.
- 90% of off-street parking services customers surveyed will state they are satisfied with services.
- At least 90% of EMBARK plus paratransit customers will rate the services provided as satisfactory.
- 75% of EMBARK bus transportation customers surveyed will be satisfied with the availability of accessible bus stops and covered shelters.

Issue 5: Security

Increasing emphasis on security in public transportation and limited enforcement resources, coupled with growing ridership, extended service hours and new transit modes if not addressed will result in:

- Less safe customer and employee environment
- Decrease in ridership and customer satisfaction
- Reduced ability to attract and retain employees
- Diminished value of services to the community

- Impaired ability to pass regional transit initiatives

Strategies

- Continue to invest annual security grant funding for security enhancements.
- Determine the feasibility of developing a transit police program.
- Identify security issues by type and track for developing new security programs.
- Continue to work with local Transportation Security Administration officials to adapt security best practices to EMBARK operations.

Strategic Results

By 2019, public transportation customers and employees will benefit from a more secure transit system, as evidenced by:

- Security incidents will be at or below 1 per 100,000 passengers.
- 90% of passengers surveyed will report they feel safe at the transit center, bus stops, or while riding the bus.

Issue 6: Oklahoma City Streetcar

The increasing need and growing expectation to establish and integrate the Oklahoma City Streetcar as an efficient and viable downtown transit option, coupled with the need to educate the public and coordinate with other entities in order to successfully launch the Oklahoma City Streetcar, if not addressed will result in:

- Reduced ability to attract and retain customers
- Inability to generate sponsorship funding and attract community partners
- Unsafe interactions with motorists, pedestrians, and cyclists
- Reduced public confidence for future streetcar expansion
- Minimal additional TOD and economic development along the route

Strategies

- Continue to coordinate with MAPS 3 Office for all operational requirements during construction.
- Establish streetcar service by following and amending the Operations Plan.
- Develop and implement public awareness strategies to educate the community about streetcar service and how to safely interact with the streetcar as a pedestrian, driver, rider, and cyclist.
- Partner with State Safety Oversight Office (ODOT), Federal Transit Administration and various local agencies to secure all required safety certifications.

- Effectively negotiate and manage the contract for streetcar operations and maintenance for a success launch and continuation of service past opening day.
- Provide open lines of communicate with property and business owners throughout the construction process and after operations begin.
- Develop and maintain interest and support from property and business owners along and near the route.
- Work with public and private programs to encourage density and development along and near the route.

Strategic Results

By 2019, Oklahoma City Streetcar will be operational as evidenced by:

- 100% of operational milestones will be achieved
- 100% of safety milestones will be achieved
- 100% of adjacent property owners and businesses will receive an initial contact

Accomplishments

Recognition and Grant Awards

- Oklahoma City received the highest recognition in the U.S. for a public transit system. With numerous improvements over the past several years, EMBARK was named the “North America’s Outstanding Public Transportation System” by the American Public Transportation Association for systems providing less than 4 million annual passenger trips.
- The Oklahoma Transit Association recognized EMBARK as the System of the Year for creating innovative programs and effectively leveraging funds to expand service, enhance amenities, and increase ridership all while providing economical and dependable transit service. EMBARK increased bus frequency, launched free Wi-Fi on all buses, added lighting and shelter to bus stops and added technology tools for real-time transit data and convenient trip planning.
- EMBARK was awarded six AdWheel awards from the American Public Transportation Association for print, radio and tv ad campaigns.
- EMBARK won a technical assistance grant through the Federal Transit Administration’s (FTA) transit-oriented development (TOD) Technical Assistance Initiative. Oklahoma City is one of nine communities to receive the technical assistance as part of the inaugural round of the TOD Technical Assistance Initiative. The technical assistance brought transit experts to Oklahoma City to help plan for and manage development around transit projects through effective zoning, land use, affordable housing and securing better commercial development.
- The Federal Transit Administration awarded EMBARK \$1.9 million in highly competitive grant funds to replace old buses with new CNG vehicles.

Ridership and Satisfaction

- 72% of EMBARK bus customers surveyed were satisfied with services.
- 97% of senior transportation customers rated overall satisfaction with services as good to excellent.
- 99% of senior transportation customers surveyed would recommend the service to a friend.
- 100% of ferry passengers surveyed were satisfied with the service.
- Ferry ridership increased 39% compared to FY15.
- Fixed route bus passenger trips increased 3% compared to FY15.

Service and Facility Enhancements

- EMBARK added two new fixed bus routes that operate from 7pm to midnight.

- The number of covered bus shelters has doubled in the last two years, with plans for 30 more in the coming year.
- Free Wi-Fi was added to all fixed bus route vehicles.
- The Spokies bike share system was upgraded include new kiosks, software and bikes. The fleet size was also expanded as part of the upgrade.
- On-street parking technology was upgraded so that electronic meters could remain compatible with existing cellular networks.
- New equipment was installed for municipal off street parking to further reduce ticket loss.

Administrative Initiatives

- EMBARK adopted a tobacco free policy, which includes all EMBARK facilities.
- Staff diversity improved.
- The Federal Transit Administration's triennial audit was successfully completed.
- Implemented electronic employment application software and converted personnel records to electronic storage.

Lines of Business and Programs

Department Organization

Administrative Line of Business

- Executive Leadership Program
- Public Information and Customer Relations Program
- Safety and Risk Management Program

Parking Line of Business

- Municipal Off-Street Parking Program
- On-Street Parking Meter Program

Public Transportation Line of Business

- Bus Operations Program
- Bus Stop Management Program
- EMBARK Plus ADA Transportation Program
- Facilities Management Program
- Fleet Management Program
- Oklahoma River Cruises Program
- Social Services Transportation Program
- Spokies Bike Share Program
- Streetcar Program

Administrative Line of Business

The purpose of the Administrative Line of Business is to provide leadership, support and information to the department so it can achieve its strategic and operational results.

Programs and Key Measures


Executive Leadership Program

 % of key measures achieved

Public Information and Customer Relations Program

 % of customer calls answered in 30 seconds


Safety and Risk Management Program

 % of full-time equivalent (FTE) employees without an on the job injury (OJI) in the current fiscal year

Executive Leadership Program

The purpose of the Executive Leadership Program is to provide planning, management, administrative and reporting services to department employees and City leaders so they can achieve strategic goals and key results.


Program Manager:	Jason Ferbrache
Program Budget:	\$8,253,429 (FY16)
Program Services:	
<ul style="list-style-type: none"> ▪ Agenda Items / Packets ▪ Audit Responses ▪ Budget Proposals ▪ Citizen Responses ▪ Continuity of Operations Plan ▪ Contract Compliance Reviews ▪ Contracts, Leases, and Agreements ▪ Executive Reports <ul style="list-style-type: none"> – City Manager Reports – Ad Hoc Reports – Special Project Reports – Performance Reports ▪ FMLA Authorizations ▪ Grant Applications 	<ul style="list-style-type: none"> ▪ Grant Status Reports ▪ Grievance Resolutions ▪ Internal Investigation Reports ▪ Legislative Recommendations ▪ Needs Analyses ▪ Open Record Responses ▪ Personnel Transactions ▪ Plans (i.e. Master, Strategic Business Plans) ▪ Policies and Procedures ▪ Presentations ▪ Project and Financial Impact Analyses ▪ Union Negotiations and Recommendations

Family of Measures	
Results	 % of key measures achieved
	Annual Turnover Rate of Employees
	% of performance evaluations completed by the review date
	% of terminations submitted to the Personnel Department within 3 days of the termination date
Outputs	Dollar amount of operating expenditures managed
	# of full-time employees supported

Public Information and Customer Relations Program

The purpose of the Public Information and Customer Relations Program is to communicate, engage and educate existing and potential customers so they can better understand, access, and use Public Transportation and Parking services.

Program Manager:	Michael Scroggins
Program Budget:	\$985,760 (FY16)
Program Services:	<ul style="list-style-type: none"> ▪ Advertisements / Public Service Announcements ▪ Community Presentations ▪ Customer Service Booths ▪ Customer Service Programs ▪ Customer Support by Phone ▪ Customer Websites ▪ Digital Social Networks ▪ External Marketing / Communication Plans ▪ Information Technology Services ▪ Internal Marketing / Communication Plans ▪ Market Surveys & Customer Research ▪ News Releases ▪ Print Publications ▪ Special Events

Family of Measures	
Results	 % of customer calls answered in 30 seconds
	% of customer inquiries, requiring staff research and review, responded to within 5 business days
Outputs	# of customer calls answered
	# of customer inquiries, requiring staff research and review, responded to
	# of information technology requests closed
Demands	# of customer calls received
	# of customer inquiries, requiring staff research and review, received
	# of information technology requests opened

Safety and Risk Management Program


The purpose of the Safety and Risk Management Program is to provide risk assessments, training, and reporting services to the department so it can have a safe workforce and control costs.

Program Manager:	Jimmy Friend (interim)
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Program Budget:	\$1,862,786 (FY16)
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Program Services:

<ul style="list-style-type: none"> ▪ Driver Training Classes ▪ Loss and Damage Reports ▪ New Employee Classes ▪ OJI Reports ▪ Safety Inspections ▪ Incident Investigations ▪ Manage Insurance Policies 	<ul style="list-style-type: none"> ▪ Safety Training Classes ▪ Software Application Training Classes ▪ Substance Abuse Program Training Sessions ▪ Vehicle Accident Reports ▪ Security Enhancements and Assessments
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Family of Measures	
Results	 % of full-time equivalent employees without an on the job injury (OJI) in the current fiscal year
	# of security incidents per 100,000 passengers
	Estimated cost per claim
Outputs	# of employees injured on the job
	# of employees trained
	# of safety training sessions conducted
	# of total claims filed
	# of total vehicle accidents
Demands	# of employees
	# of safety training requests


Parking Line of Business

The purpose of the Parking Line of Business is to provide on-street and off-street parking services to residents, visitors, and businesses so they can have parking options in the downtown area.

Programs and Key Measures

Municipal Off-Street Parking Program

 % of monthly vehicle spaces occupied

 % of off-street parking services customers surveyed will state that they are satisfied with services

On-Street Parking Meter Program

 % of multi-space metered parking hours available

 % of single-space metered parking hours available

Municipal Off-Street Parking Program

The purpose of the Municipal Off-Street Parking Program is to provide monthly, daily, hourly and event parking services to downtown area residents, workers, and visitors so they can park their vehicles in an environment that is safe, convenient, secure, customer friendly, and well-maintained.



Program Manager: Cory Hubert

Program Budget: \$8,267,453 (FY16)

Program Services:

- Auto Lock-Out Service Calls
 - Auto Tire Air-Ups
 - Facility Inspection Reports
 - Grounds Maintenance Responses
 - Maintenance Request Responses
 - Parking Access Tickets
 - Parking Contract Compliance Reviews
 - Preventative Maintenance Repairs
 - Office/Retail Spaces
 - Off-Street Parking Spaces
 - Parking Access Cards
 - Revenue Collections
 - Security Escorts
 - Security Patrols
 - Vehicle Jump Starts
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Family of Measures

Results	 % of monthly vehicle spaces occupied
	 % of off-street parking services customers surveyed will state that they are satisfied with services
	% of tenants satisfied with services
Outputs	# of proactive off-street parking work orders completed
	# of reactive off-street parking work orders completed
	# of parking customers served
	# of customers assisted with value added services (tire inflates, jump starts, etc.)
	# of parking transactions completed
	# of security responses provided

On-Street Parking Meter Program

The purpose of the On-Street Parking Meter Program is to provide parking meter revenue collection, installation, and maintenance services to the City for residents, visitors, and businesses so they can have convenient and reliable metered parking.

Program Manager:	Cory Hubert
Program Budget:	\$682,238 (FY16)
Program Services:	<ul style="list-style-type: none"> ▪ Metered Parking Spaces ▪ Parking Meter Collections ▪ Parking Meter Installations and Removals ▪ Parking Meter Maintenance Services ▪ Meter Hoodings

Family of Measures	
Results	 % uptime for multi-space parking meters
	 % uptime for single-space parking meters
	# of faulty meter complaints per metered parking space
Outputs	# of proactive on-street parking work orders completed
	# of reactive on-street parking work orders complete
	# of parking meter hours provided
	# of parking meter repairs provided

Public Transportation Line of Business




The purpose of the Public Transportation Line of Business is to provide public transportation services to residents and visitors of the greater Oklahoma City metro area so they can travel in a safe, timely and customer-friendly environment.

Programs and Key Measures

Bus Operations Program

-  % of on-time bus arrivals
-  # of vehicle accidents per 100,000 miles
-  # of passengers per service hour
-  # of passenger trips provided



Bus Stop Management Program

-  % of bus stops that are ADA compliant
-  % of bus stops with a bench or shelter
-  % of customers satisfied with cleanliness of bus stops



EMBARC Plus ADA Transportation Program

-  % of EMBARK Plus service requests that are completed

Facilities Management Program

-  % of customers satisfied with cleanliness of Transit Center
-  % of total facility service requests that are unscheduled

Fleet Management Program

-  % of fixed-route fleet available
-  # of miles driven between service interruptions for fixed-route

Oklahoma River Cruises Program

 # of passengers per ferry service hour

Social Services Transportation Program

 % of senior transportation customers rating services as satisfactory

Spokies Bike Share Program

 Average Spokies trips per month

 # of Bike trips per available bike

Streetcar Program

 % of operational milestones achieved





 % of safety milestones achieved

 % of public awareness milestones achieved

Bus Operations Program

The purpose of the Bus Operations Program is to provide bus transportation to residents and visitors in the greater Oklahoma City metropolitan area so they can travel in a convenient, affordable, safe, customer-friendly environment.

Program Managers:	Richard Bishop / Wayne Simpson
Program Budget:	\$27,673,137 (FY16)
Program Services:	<ul style="list-style-type: none"> ▪ Accident Investigations ▪ Bus Rides ▪ Detour Preparations ▪ Driver Instructions (Paddles) ▪ Driver Work Schedules (Run Cuts) ▪ Maps/GIS ▪ Route Designs ▪ Route Costing Proposals ▪ Route Mileage Reports ▪ Route Performance Reports ▪ Route Schedules ▪ Service Interruptions Resolutions ▪ Reasonable Modification Responses

Family of Measures	
Results	 % of on-time bus arrivals
	 # of passengers per weekday service hour
	 # of vehicle accidents per 100,000 miles
	# of passengers per weekend service hour
	# of passengers per night service hour
	# of customer injury claims per 100,000 service miles
	# of passengers per operating weekday
	# of passengers per operating weekend day
	# of passengers per operating weeknight
	% of public transportation customers surveyed rating service as satisfactory
Outputs	 # of passenger trips provided
	# of weekday service hours provided
	# of weekend service hours provided
	# of weeknight service hours provided
	# of service miles driven



Efficiencies	\$ operating expenditure per service hour provided
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Bus Stop Management Program




The purpose of the Bus Stop Management Program is to provide bus stop maintenance and enhancement for residents and visitors of the greater Oklahoma City metropolitan area so they can experience safe, accessible and convenient bus stops.

Program Manager: Cheryl Ramage

Program Budget:

Program Services:



- Sign Replacement and Repairs
- Bench Replacement and Repairs
- Shelter Repairs
- Trash Removal
- Graffiti Removals
- Shelter Cleanings
- Mowing
- Inventory Control
- Installations (signs, benches, shelters)
- Bus Stop Closures
- Curb Cuts and Sidewalks

Family of Measures	
Results	 % of bus stops that are ADA compliant
	 % of bus stops with a bench or shelter
	 % of customers satisfied with cleanliness of bus stops
	% of bus stop repair work orders completed on time
Outputs	# of bus stop repair work orders completed
	# of bus stops made ADA compliant
	# of bus benches added
	# of bus shelters constructed
Demands	# of bus stops with sign only to be maintained
	# of bus stops with shelters to be maintained
	# of bus stops with benches to be maintained

Facilities Management Program

The purpose of the Facilities Management Program is to provide facility and grounds maintenance and repair services for residents, visitors, and employees so they can conduct their business in a safe environment that is accessible, clean, and comfortable.



Program Manager:	Dennis Fry
Program Budget:	\$1,639,732 (FY16)
Program Services:	<ul style="list-style-type: none"> ▪ Facility Maintenance Repairs ▪ Facility Preventive Maintenance Inspections ▪ Special Event Operations ▪ Facility Renovations ▪ Grounds Maintenance Services ▪ Janitorial Services

Family of Measures	
Results	 % of customers satisfied with cleanliness of Transit Center
	 % of total facility service requests that are unscheduled
Outputs	# of preventive maintenance and scheduled facility service requests completed
	# of unscheduled facility service requests completed

Fleet Management Program

The purpose of the Fleet Management Program is to provide vehicle maintenance and repair services for customers that utilize the transit system so they can receive transportation services in a safe, clean, comfortable and dependable vehicle.

Program Manager:	Dennis Fry
Program Budget:	\$6,3745,054 (FY16)
Program Services:	<ul style="list-style-type: none"> ▪ Electronics Maintenance/Repairs ▪ Fleet Cleanings ▪ Fleet Fuelings ▪ Mechanical Repairs ▪ Collision Repairs ▪ Parts Inventories ▪ Preventative Maintenance Inspections ▪ Vehicle Defect Reports ▪ Vehicle Replacements ▪ Warranty Repairs ▪ OUHSC Bus Maintenance Services

Family of Measures	
Results	 % of fixed-route fleet available
	 # of miles driven between service interruptions for fixed-route
	% of para-transit fleet available
	# of miles driven between service interruptions for para-transit
	% of vehicle preventive maintenance procedures completed on time
	% of customers satisfied with cleanliness of buses
Outputs	# of vehicle preventive maintenance procedures completed
	# of interruptions in service for para-transit fleet
	# of interruptions in service for fixed-route fleet
	# of para-transit buses available
	# of fixed-route buses available
	# of vehicle repair work orders completed
Demands	# of vehicle repair work orders generated
	# of para-transit buses required
	# of fix-route buses required
	# of buses in para-transit fleet
	# of buses in fixed-route fleet
Efficiencies	\$ maintenance expenditure per mile driven

EMBARK Plus Paratransit Program



The purpose of the EMBARK Plus Paratransit Program is to provide federally mandated paratransit services, as required by the Americans with Disabilities Act (ADA), to eligible individuals with a disability who are unable to use regular fixed-route service independently so they can have safe, reliable, and customer-friendly transportation to access employment, health care, nutritional programs, recreation and other destinations that are within the service area.

Program Managers: Marilyn Dillon

Program Budget: \$2,017,086 (FY16)

Program Services:

- ADA Eligibility Assessments and Determinations
- Companion and Personal Care Attendant Rides
- Origin-to-Destination Rides
- ADA Training Sessions
- ADA Compliance Reporting Services
- EMBARK Plus Trip Reservations
- Reasonable Modification Requests
- Visitor Eligibility Requests
- ADA Compliant Resolutions
- Special Transportation Advisory Committee (STAC) Coordination Services

Family of Measures	
Results	 % of EMBARK Plus customer trip requests that are completed
	 % of EMBARK Plus customers surveyed rating the services provided as satisfactory
	% of EMBARK Plus reservation calls answered in 30 seconds
	# of EMBARK Plus transportation accidents per 1,000 service miles
	% of EMBARK Plus customer trips with on-time pick up
	% of EMBARK Plus applications processed within 21 calendar days
Outputs	# of EMBARK Plus reservation calls answered
	# of EMBARK Plus customer trips provided
	# of EMBARK Plus applications processed
Demands	# of EMBARK Plus reservation calls received
	# of EMBARK Plus customer trips requested
Efficiencies	\$ expenditure per EMBARK Plus customer trip provided

Oklahoma River Cruises Program


The purpose of the Oklahoma River Cruises Program is to provide river transportation services to residents and visitors in the greater Oklahoma City area so they can travel along the Oklahoma River in a safe, customer-friendly environment.

Program Manager: Jeanne Smith

Program Budget: \$1,801,699 (FY16)

Program Services:


- Charter Cruise Rides
- Operator Contract Compliance Reviews
- Public Transit Cruiser Rides
- Specialty Cruise Rides

Family of Measures	
Results	 # of passengers per ferry service hour
	% of ferry customers rating service as satisfactory
	% of scheduled ferry service hours lost
Outputs	# of ferry passengers transported
	# of ferry service hours provided
	# of safety drills performed
Demands	# of ferry service hours scheduled
Efficiencies	\$ expenditure per ferry passenger transported

Social Services Transportation Program

The purpose of the Social Services Transportation Program is to provide a variety of contracted, reservation-based transportation to qualified residents with limited options of the greater Oklahoma City metro area so they can have access to essential services.

Program Manager:	Marilyn Dillon
Program Budget:	\$567,442 (FY16)
Program Services:	<ul style="list-style-type: none"> ▪ Non-Emergency Medical Transportation ▪ Rides for Volunteer Caregivers ▪ Taxi Rides for Families in Crisis ▪ Reduced Fare Assessments and Determinations ▪ Congregate Meal Transportation Services ▪ Supplemental Transportation for the Elderly and Handicapped Project (STEP) ▪ Program Coordination Services ▪ Bus Pass Program Coordination Services ▪ Taxi Rides for Homeless Persons ▪ Share-A-Fare Assessments and Determinations ▪ Share-A-Fare Taxi Rides (Reduced Rate) ▪ Transportation Needs Assessments for Seniors ▪ Social Service Agency Referrals

Family of Measures	
Results	 % of senior transportation customers rating services as satisfactory
	# of passengers per day utilizing social services transportation
Outputs	# of senior transportation trips provided
	# of homeless or low-income transportation trips provided
	# of bus passes distributed to homeless or low-income individuals
Demands	# of bus passes requested for homeless or low-income individuals
Efficiencies	\$ Expenditure per social services trip provided

Spokies Bike Share Program



The purpose of the Spokies Bike Share Program is to provide an alternate transit option for residents and visitors of Oklahoma City so they can use bicycles that provide health benefits and contribute to a cleaner environment.

Program Manager: Jeanne Smith

Program Budget: \$342,155 (FY16)

Program Services:

- Bike Inventories
- Bike Maintenance Services
- Bike Kiosk Maintenance Services
- Bike Repair Services
- Bike Kiosk Monitoring Services
- Bike Share Services

Family of Measures	
Results	 Average Spokies trips per month
	 # of Bike trips per available bike
	% of Bikes available for use
Outputs	# of Bikes available for use
	# of Bike trips
Demands	# of Bikes

Streetcar Program

The purpose of the Streetcar Program is to establish a new, downtown public streetcar system for Oklahoma City residents, businesses and visitors so they can move quickly, efficiently and safely throughout downtown.

Program Manager:	Jesse Rush
Program Budget:	\$92,096 (FY16)
Program Services:	<ul style="list-style-type: none"> ▪ Operational Guidelines ▪ Safety Guidelines ▪ Marketing Program Services ▪ Public Education Program Services ▪ Contract Management Services ▪ Streetcar Trips ▪ Streetcar Outreach Events ▪ Special Event Services ▪ Facility Tours ▪ Fare Enforcements ▪ Fare Machine Maintenance Services ▪ Fleet Repairs ▪ Track Maintenance Activities ▪ Preventative Maintenance Inspections ▪ Stop/Platform Maintenance Services ▪ Traction Power System (TPS) ▪ Vehicle Cleanings ▪ Vehicle Defect Reports ▪ System Performance Reports ▪ Accident Investigations ▪ Safety and Security Programs ▪ Service Interruptions Resolutions ▪ Parts Inventories ▪ Passenger Counts ▪ Training Classes ▪ Certifications ▪ Sponsorships and Advertising ▪ Stakeholder Relations

Family of Measures	
Results	% of operational milestones achieved
	% of safety milestones achieved
	% of public awareness milestones achieved
	% of adjacent property owners and businesses receiving initial contact
	% of required vehicle testing hours completed
	economic development measure (to be discussed during Corporate Review)
Outputs	# of milestones achieved
	# of adjacent property owners and businesses contacted
	# of hours of vehicle testing completed
Demands	# of milestones identified



	# of adjacent property owners and businesses
	# of hours of vehicle testing required