

The logo for EMBARK Transit System Update. The word "EMBARC" is in a bold, white, sans-serif font. The letter "E" is stylized with a horizontal bar extending to the left. The letter "A" is stylized with a horizontal bar extending to the right. The word "RK" is in a bold, white, sans-serif font. Below "EMBARC" is the text "Transit System Update" in a smaller, white, sans-serif font. The logo is framed by white L-shaped brackets on the top-left and bottom-right corners.

EMBARC

Transit System Update

Transit System Update

1.31.17

presented by Jason Ferbrache



OUR FOCUS



ENGAGEMENT

Community
Education
Health
Research & Planning



STEWARDSHIP

Resources
Environment
Fiscal



SERVICE

Bus
Rideshare
Streetcar

ENGAGEMENT

Multi-Faceted Efforts to Engage Customer, Community & Partners



Community

Build Engaging Relationships To Grow Awareness and Support for Public Transit Services

Education

Partner with public schools to provide students reduced/no-fare access to public transit services.



Health

Promote & Encourage Healthy Habits that Make the Individual and Community Stronger

Research & Planning

Conduct Customer Satisfaction & Market Research To Inform Short & Long-Range Planning





EDUCATION

Haul Pass Program Expands



VZW Wi-Fi 8:55 PM



Tweet



Rep. Forrest Bennett
@ForrestBennett

I was there! This is SO COOL. High school Juniors and Seniors can ride @EmbarkOK for free. Maybe I'm jealous. But mostly happy!

EMBARK @EmbarkOK



We spent the day with Capitol Hill HS & Classen SAS talking...

1/24/17, 7:53 PM

HEALTH & WELLNESS

EMBARC Is Now Tobacco Free



Oklahoma Tobacco Helpline	
1 800	QUIT NOW
1-800-784-8669	OKhelpline.com

Healthy Transit

To have a healthy transit system, we need a healthy community. That's why as of Aug. 1, 2016, all of EMBARK's transit stops are tobacco and vape free.



RESEARCH

Engagement Tools for Short & Long-Range Planning



Customer Satisfaction

Conducted annually, the customer survey helps EMBARK better understand existing customers' satisfaction with existing services, their priorities related to service improvements, and trends in how they interact with EMBARK.



Market Research

Conduct market research to identify barriers that prevent residents from using public transit, as well as their level of awareness of the transit services available in the Greater Oklahoma City.



Planning

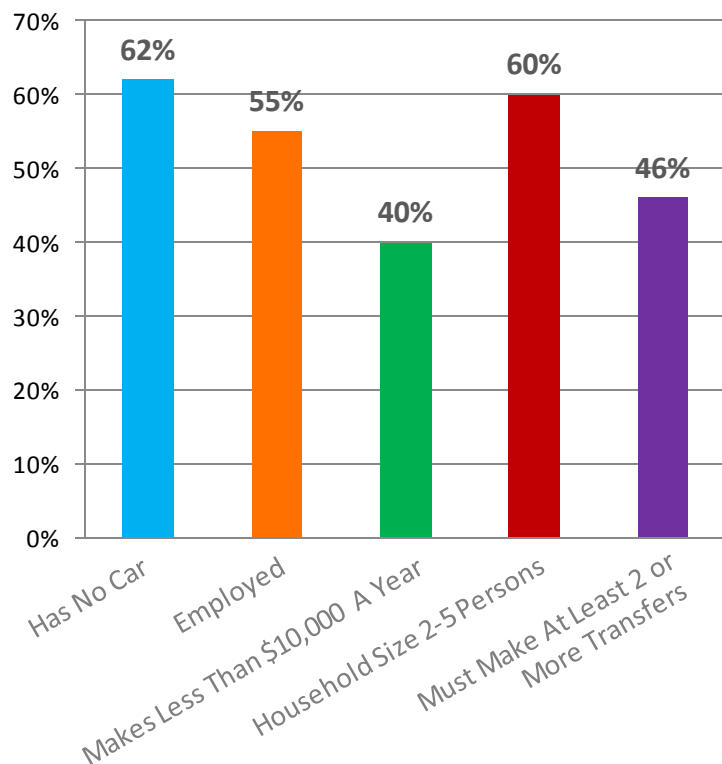
Serve as a leader in the regional effort to plan, design, improve and maintain a cost-efficient transit network by fostering relationships, developing public/private partnerships with Greater Oklahoma City communities and promoting the use of transit-oriented development policies.

CUSTOMER SURVEY

FY 17 Customer Satisfaction Study

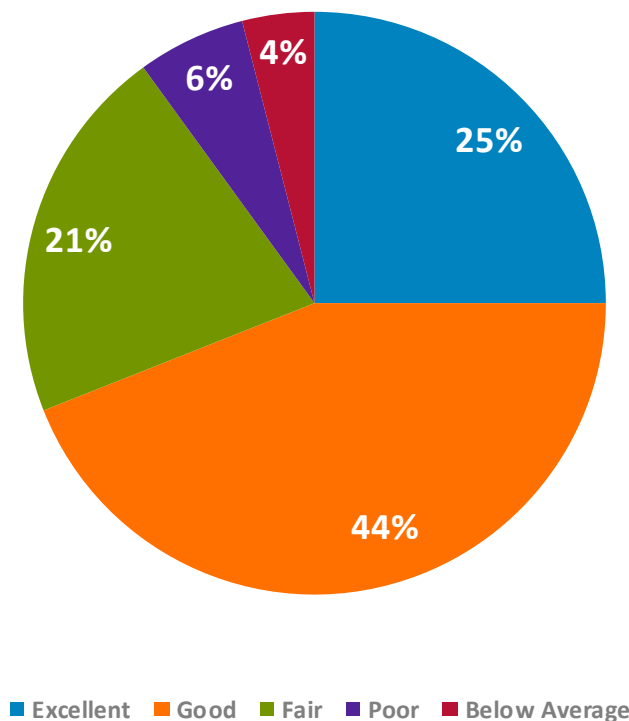
Current Rider Profile

Following are a few insights learned from the EMBARK Customer Survey conducted in October 2016.



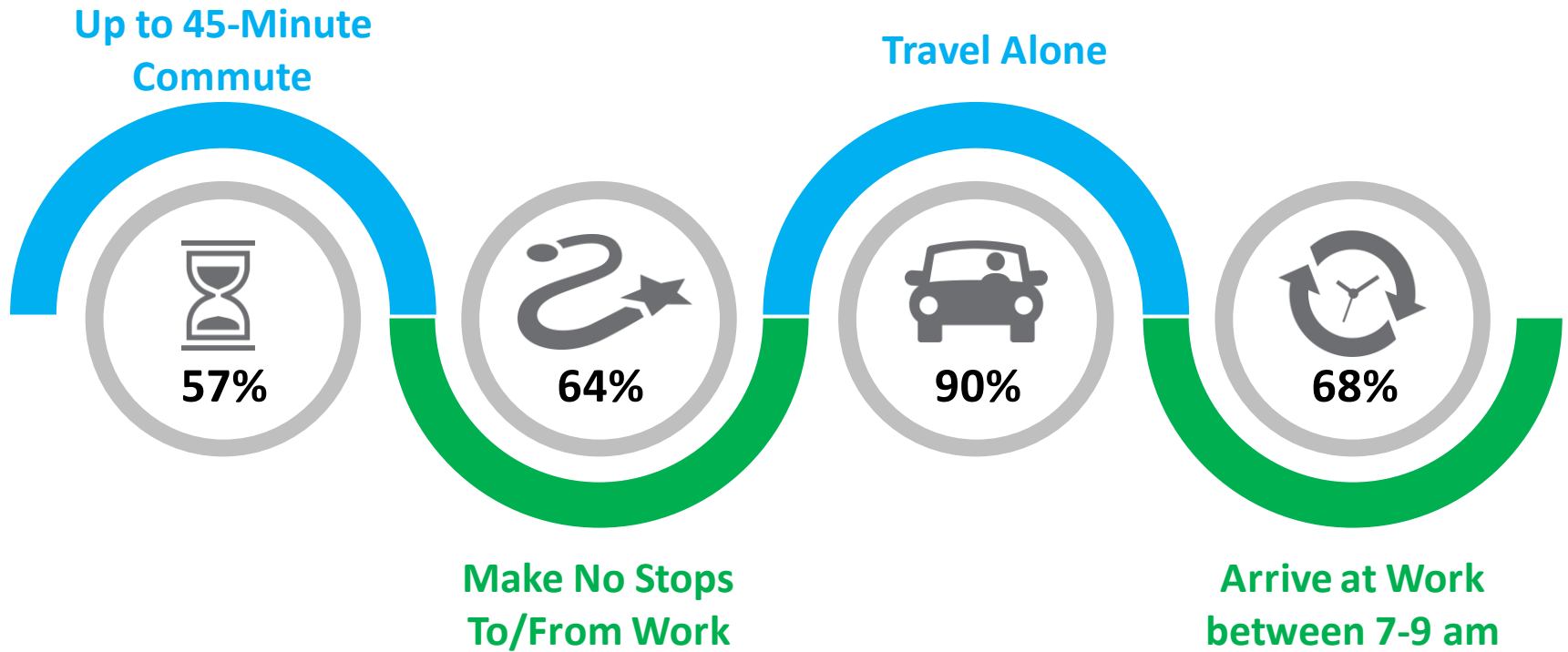
Customer Satisfaction

When asked "Overall, how do you rate EMBARK?"



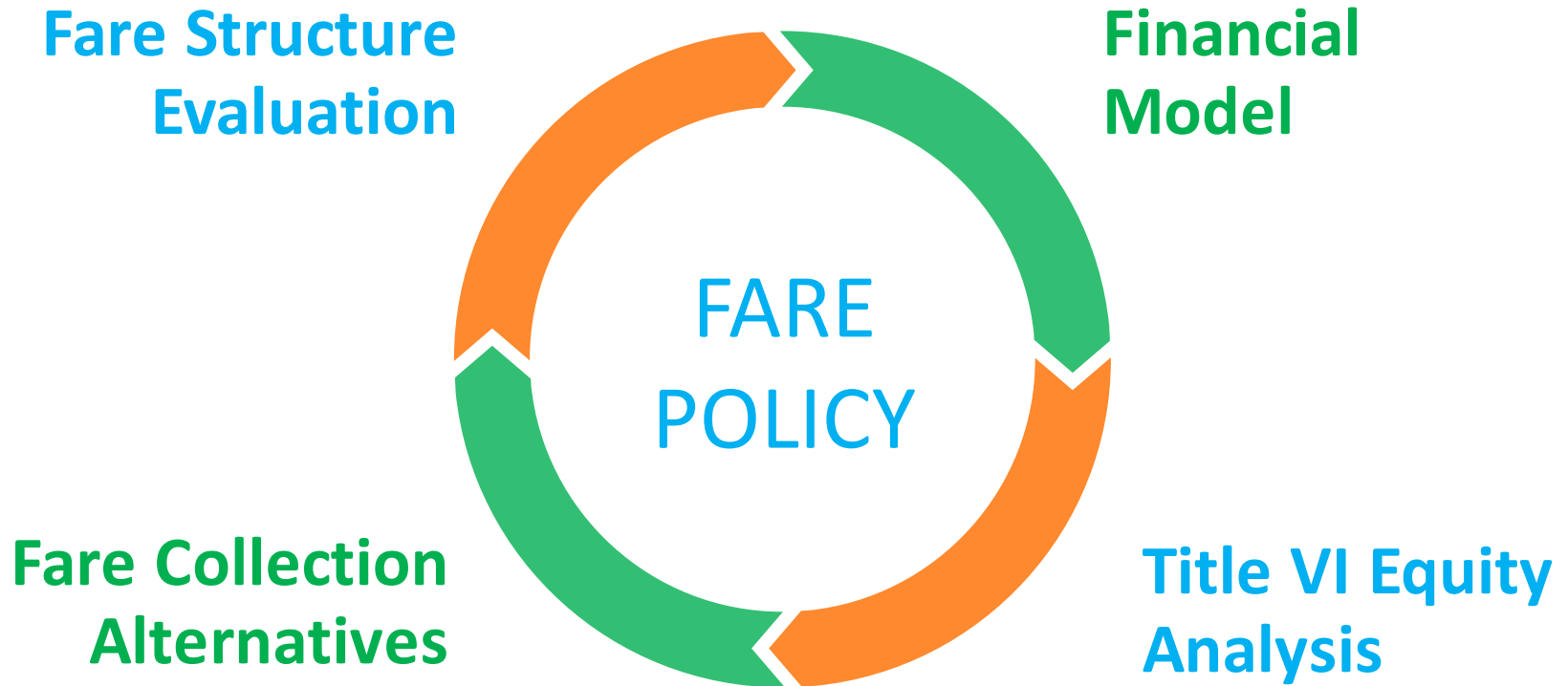
DOWNTOWN COMMUTER SURVEY

Source: FY17 Downtown Commuter Survey, ETC Institute



FARE STUDY

A Comprehensive Study of EMBARK's Fare Structure



STEWARDSHIP

RESOURCES

EMBARK will make the best of available resources by concentrating on maintaining assets and maximizing partnerships to improve infrastructure.



ENVIRONMENT

COTPA Board of Trustees committed to transitioning all of EMBARK's fleet to CNG or electric/hybrid technology.



FISCAL

EMBARK is leveraging federal grant monies to replace buses and build a CNG fueling station; and rehabilitate facilities.



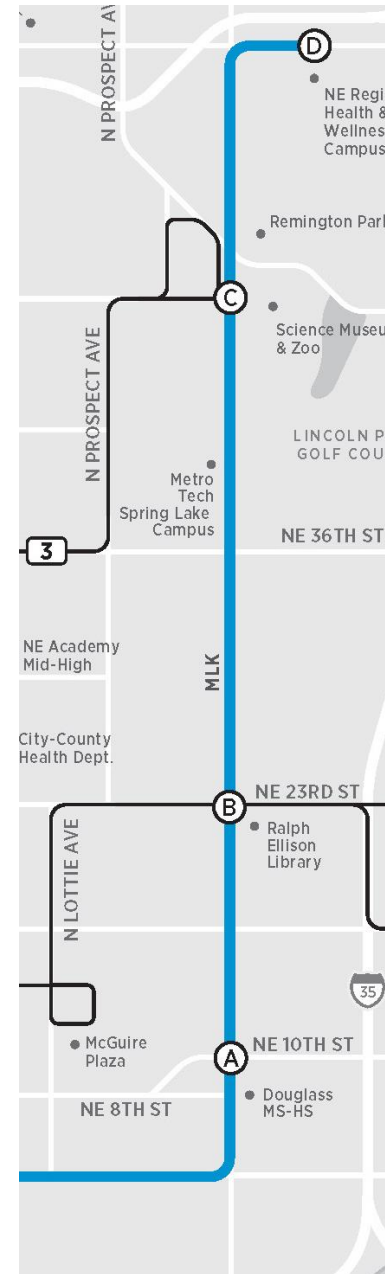
S.H.I.N.E

Start Helping Impacted Neighborhoods Everywhere

Corridor 1 – along 023 Crosstown Route

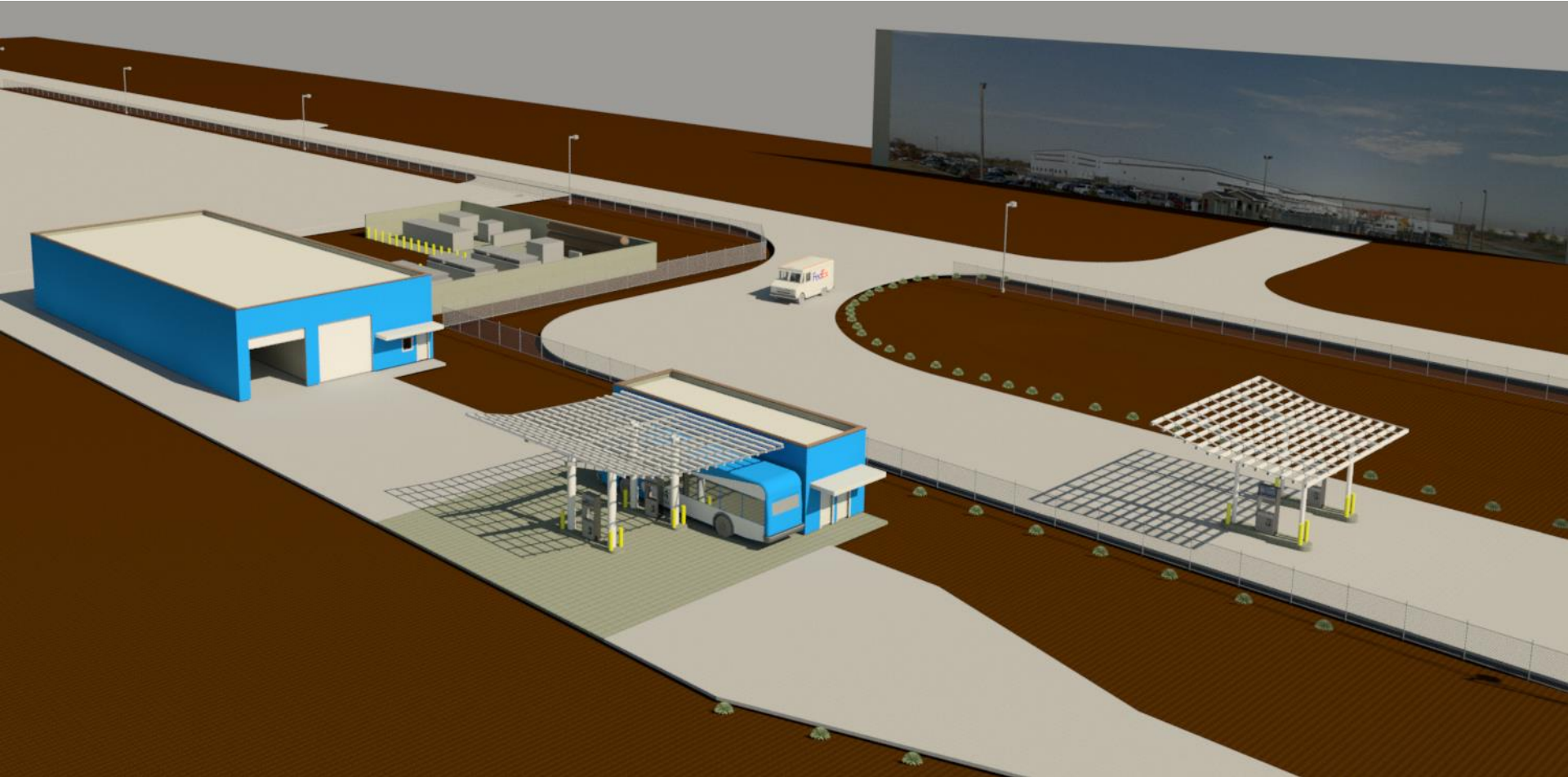


Corridor 2 – along 022 MLK Route



EMBARK CNG FUELING CENTER

Anticipated Completion 2018



BUS REPLACEMENT

All EMBARK Buses Past Useful Life Will Be Replaced



\$1.9 Million
Competitive Grant



EMBAR^K SERVICES

A look at EMBARK's Service Line-Up

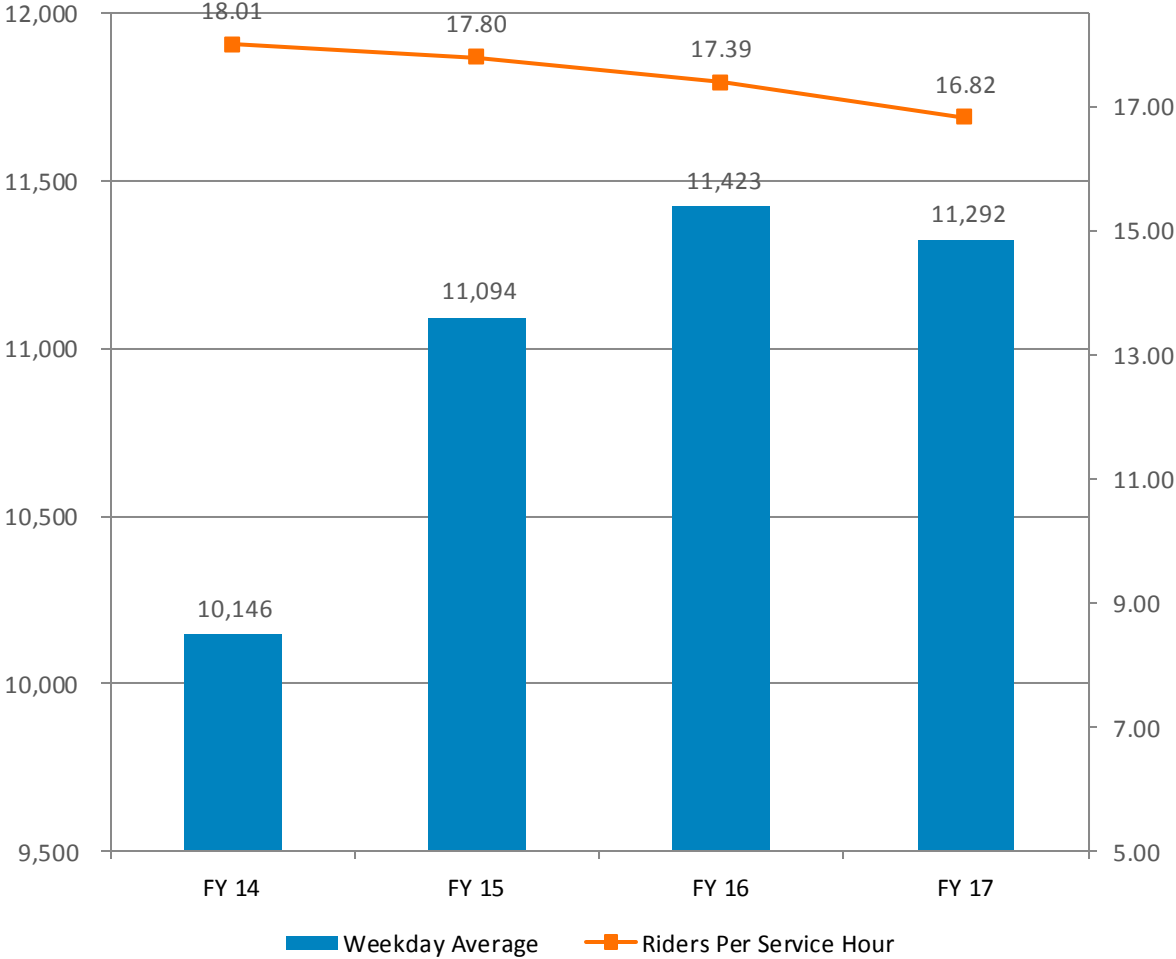
Bus

Rideshare

Streetcar

RIDERSHIP TRENDS

of Riders Per Weekday Service Hour (RPSH) Compared to Average Weekday Passenger Trips per Day



RIDESHARE

New Commute Option for Area Employees

December January

Help

[← Back to trips](#)

Thank you for submitting your data!

9 Parking spaces



306 Vehicle trips saved



725 lb CO₂



Angie Payne

angie.payne@vride.com

Joined 7 years ago

Phone:

[EDIT](#)

Your Average Annual Saving

Total



\$ 3400

Fuel

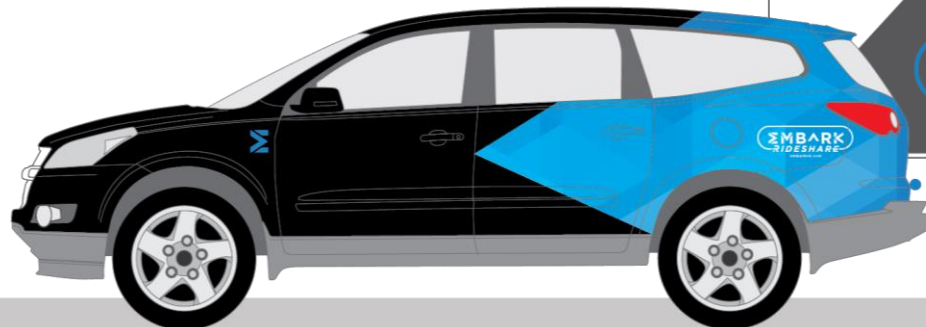


\$ 2300

Trees



2



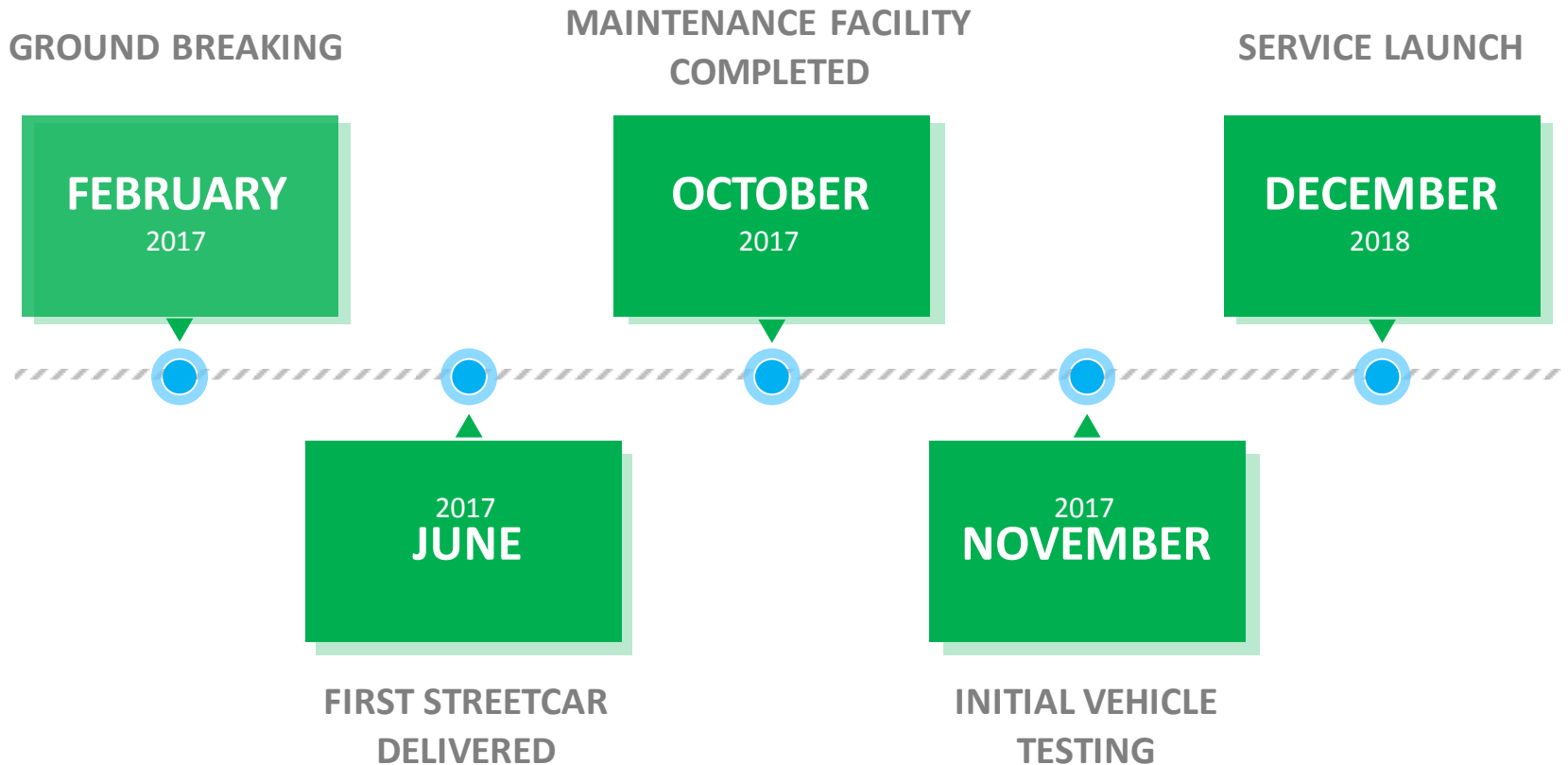
ΣMBARK
RIDESHARE

There's
a **better**
way to get
to work.



OKC STREETCAR

Tentative Schedule



A young person with short dark hair, wearing a red hoodie and white earbuds, is shown in profile looking out a window. The background is a bright, slightly blurred outdoor scene. The image is overlaid with a large blue diagonal shape on the left side.

ΣMBARK

Transit System Update

City Council | 1.31.17

presented by Jason Ferbrache