



DESTINATION FORWARD

EMBARK is Oklahoma City's transit provider, offering bus, ferry transit, bike share and downtown parking solutions in the Greater Oklahoma City area. Our transportation options connect people with their community, while easing traffic congestion and reducing air pollution.

WHAT'S NEW AT EMBARK?

- Re-aligned bus routes and night service increase connectivity and efficiency AND provide a solid foundation for future transit enhancements.
- Buses travel major arterial roadways, which means 30 minute service on most routes and two high-performance 15 minute service corridors.
- Technology has a new seat on the bus! Check out our onboard WI-FI, real-time info, mobile tools and a journey (trip) planner!
- Enhanced bus stops and shelters are rolling out and are loaded with detailed route information creating more confident riders.



DID YOU KNOW THAT 46 PERCENT OF OKC TRANSIT RIDERS ARE TRAVELING TO WORK OR SCHOOL?

ABOUT US

The Central Oklahoma Transportation and Parking Authority was established in 1966 as a Public Trust, pursuant to Title 60 of the Oklahoma Statutes, Section 176, et.seq., to operate and maintain the public transportation and parking systems for the metropolitan Oklahoma City area. The City of Oklahoma City is the sole beneficiary of the Trust.

Doing business as EMBARK, the organization is responsible for planning, constructing, owning and operating passenger transportation systems and downtown parking facilities. EMBARK provides 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.



EMBARCK AT A GLANCE

TRANSIT FLEET & SERVICE PROFILE

- 58 Buses
- 19 Local Routes
- 4 Night Routes
- 3 Ferry Boats
- 20 Para Transit buses
- 1 Commuter Express Route
- 53 Spokies Bikes (8 Stations)
- Four Ferry Landings

All buses are wheelchair accessible and equipped with bicycle racks.

Weekday service from 5:30 am – 7:45 pm

Weeknight service from 7 pm - Midnight*

Saturday service from 6:30 am – 6:30 pm

*Routes 005, 011, 13N and 23N

EMBARCK has approximately 225 employees.

FARES & PASSES (FIXED ROUTE BUS)

Single trip	\$1.75
Express single trip	\$3
Unlimited Day Pass	\$4
Unlimited 7-Day Pass	\$14
Unlimited 30-Day Pass	\$50

Children age 6 and under are free with a paying adult.
Special Patrons receive half-price fare.

TRANSIT PROGRAMS

PLUS

For pre-qualified persons, EMBARK's PLUS paratransit service is for people who are not able to ride regular fixed route buses due to a disabling health condition.

HAUL PASS

Middle and High School students can take EMBARK anywhere, anytime the EMBARK buses are running for only \$10 a month. Registration is required.

GUARANTEED RIDE HOME

Provides up to four vouchers a year for taxi rides for persons who utilize fixed route service and have an emergency arise and need to get home. To register, visit embarkok.com/use/programs/grh.

SHARE-A-FARE

Discount taxi fare for seniors and persons with disabilities who live within a defined area.

STEP SHOPPING SHUTTLE

Transportation for seniors to and from designated grocery stores.

ROAD SCHOLARS

An extension of the classroom, school age students, scout troops and student groups will be transported to educational destinations using existing transit service.

TRANSIT FUNDING

The 2016-2017 fiscal year transit operating budget of \$28 million is supported largely by the City of Oklahoma City (56%). Additional funding comes from federal (26%) and state (4%), bus fares (11%), grants and other (3%).

RIDERSHIP & STATS

FY2015 FIXED ROUTE BUS	3,085,653
Saturday Fixed Route	253,228
Weekday Fixed Route	2,832,435
Plus	43,986
Link	15,330
Special Services Trips	63,745
Bus 'N' Bike Trips	59,463
Ferry Transit Trips (Oklahoma River Cruises)	13,207

All ridership numbers are based on the fiscal 2014-2015 year.



CONNECT WITH US

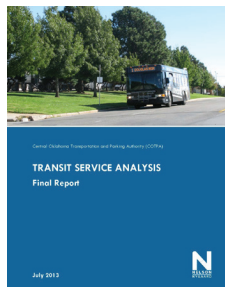
- embarkok.com
- 405-235-RIDE (7433)
- embarkok@okc.gov
- [@embarkok](https://twitter.com/embarkok)
- fb.com/embarkok



FORWARD TOGETHER

KEEPING THE REGION MOVING WITH TRANSIT

In 2012, COTPA and the OKC City Council hired Nelson/Nygaard – an award winning transportation



planning firm – to conduct a study that reviewed, evaluated the operating efficiency of the current system and make recommendations for improving its public transit system without any additional resources or funding.

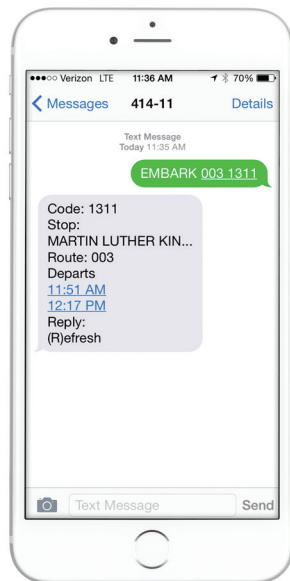
COTPA approved a new strategy in fiscal year 2014 for providing transit services in the greater Oklahoma City area. Plans to realign bus routes, improve weekday frequency, and rebrand its family of services were implemented in late April 2014.

SYSTEM IMPROVEMENTS INCLUDE:

- 30 minute frequency on nearly all weekday routes
- Two 15-minute high-frequency corridors
- Replaced more than 2,000 bus stops
- Four night routes running until midnight
- Installed nearly 50 modern bus shelters

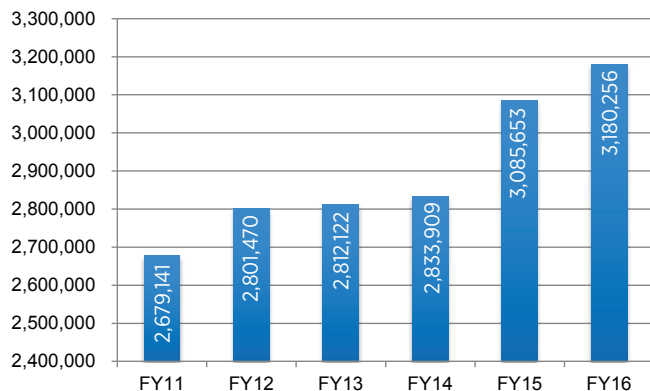
ENHANCED CUSTOMER INFORMATION

- Launched Rider Tools including real-time arrival information via text and wayside signage
- Developed responsive mobile website
- Introduced customer-facing journey planner
- Released improved route maps and schedules
- Launched EMBARKConnect customer app
- Launched WI-FI on all buses



IMPACTS TO RIDERSHIP

FY 14 finished strong, but FY15 and FY16 marked a record growth in total ridership. FY16 finished with more than 3.1 million passenger trips- representing a 19% increase in ridership since FY11.



Total Cumulative Ridership by Fiscal Year

REGIONAL TRANSIT

In 2005, COTPA conducted a Fixed Guideway Study of the Central Oklahoma region. As a result, a Fixed Guideway Plan was developed and is the necessary foundation for the establishing a regional transit network.

In 2014 state legislation was passed to allow an RTA to draw taxing boundaries by precincts for the purpose of establishing dedicated funding for operations and some capital projects.

In August 2015 six metro area cities executed a MOU a for the creation of a regional transit authority (RTA) for building a regional system.

CURRENT PROJECTS

- CNG Fleet Conversion & Fueling Station
- MAPS3 Modern Streetcar Construction
- Market Studies of Riders and NonRiders

GREATEST NEEDS

- Bus Replacement
- Competitive Bus Grant Program
- Low/No-Emmission Bus Grant Program