

# Public Transportation and Parking

FY24 Actual    FY25 Actual    FY26 Projection    FY26 Target    FY27 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

937	Annual vacancy rate	8%	4%	4%	8%	8%
938	% of public transportation customers surveyed rating service as satisfactory	N/A	77%	77%	78%	78%
939	% of on-time bus departures	60%	57%	61%	75%	75%
940	% of EMBARK Plus paratransit pick-ups on time	94.59%	96.68%	N/A	95.00%	95.00%
941	% of on-time streetcar departures	101%	94%	90%	97%	97%



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<b>Long-Term Issue - Service</b>						
942	% of federally required EMBARK Plus paratransit pickups denied due to capacity constraints	1.30%	3.34%	N/A	0.00%	0.00%
943	# of parking complaints per 1,000 transactions	0.0490	0.0320	0.0002	0.0100	0.0100
944	# of passenger trips provided	2,716,793	2,672,181	2,638,370	2,803,095	2,541,881

## 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

945	# of preventable accidents per 100,000 miles	2.91	2.77	2.85	2.90	2.90
946	% of FTE Employees without an on-the-job injury (OJI)	85%	91%	N/A	91%	91%
947	% of vehicle preventive maintenance procedures completed on time	100%	100%	100%	100%	100%



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## Long-Term Issue - Safety

948	% of passengers surveyed will report they feel safe at the transit center, bus stops, or while riding the bus	N/A	77%	N/A	80%	80%
949	# of security incidents per 100,000 passengers	1.7300	3.2932	2.1302	2.0000	2.0000

## Long-Term Issue - Growth

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:

- Missed opportunities to attract new customers
- Declining community confidence and trust
- Difficulty in attracting private sector talent and employees to Oklahoma City from other states
- Decreased economic development, expansion, and partnerships

### Strategies to address the Long-Term Issue

- Implement private sector employee transit pass program
- Affect change in the municipal code to support Transit Oriented Development and land use strategies
- Update and implement long-range and short-range transit and parking plans
- Promote technology-based customer centric programs, improve ADA eligibility process and establish a travel training program
- Continued coordination with state, local and federal partners regarding transit funding
- Launch pilot program to manage private parking assets

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




By 2024, Public Transportation and Parking services will promote sustainable growth as evidenced by:

- 5% Increase in operations expense recovered through fare revenue
- 10% decline in bus transfers
- Construction and launch of NW Bus Rapid Transit route
- Construction and opening of new hotel/convention center parking garage
- 25% increase of available public parking through management of private parking assets

950	% increase in available public parking through management of private parking assets	0.00%	0.00%	0.00%	0.00%	0.00%
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<b>Administrative - Executive Leadership</b>						
951	 % of key measures and strategic results achieved	36%	38%	38%	75%	75%
952	% of newly hired employees who retain employment with EMBARK for more than 24 months	47%	52%	51%	50%	50%
953	Annual Turnover Rate of Employees	20%	13%	N/A	16%	16%
954	# of full-time employees supported	368	383	408	421	421
955	Annual vacancy rate	8%	4%	4%	8%	8%
<b>Administrative - Customer Relations</b>						
956	 % of customer calls answered in 30 seconds	87%	87%	87%	95%	95%
957	% of customer inquiries, requiring staff research and review, responded to within 5 business days	76%	78%	79%	80%	80%
958	# of customer calls answered	51,846	53,774	52,517	52,000	52,000
959	# of customer inquiries, requiring staff research and review, responded to within 5 business days	1,948	1,693	1,856	1,800	1,800
960	# of customer calls received	56,650	59,004	58,874	54,000	54,000
961	# of customer inquiries received requiring staff research and review	2,562	2,169	2,352	2,250	2,250
<b>Administrative - Safety, Security, and Training</b>						
962	 % of FTE Employees without an on-the-job injury (OJI)	85%	91%	N/A	91%	91%
963	# of preventable accidents per 100,000 miles	2.91	2.77	2.85	2.90	2.90
964	# of security incidents per 100,000 passengers	1.7300	3.2932	2.1302	2.0000	2.0000
965	% of employees who have completed required training	100%	100%	100%	100%	100%
966	% of new employees who have passed the CDL test	96%	87%	115%	100%	100%
967	% of passengers surveyed will report they feel safe at the transit center, bus stops, or while riding the bus	N/A	77%	N/A	80%	80%
968	% of total non-preventable vehicle accident claims collected on	8%	5%	15%	80%	80%
969	% of total vehicle accident files completed within 10 days	50%	74%	56%	80%	80%















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<b>Administrative - Safety, Security, and Training</b>						
970	 # of OJI's per 200,000 hours worked	14	9	N/A	18	18
971	# of non-collision passenger injury claims substantiated	23	20	34	20	20
972	# of non-collision passenger injury claims substantiated per 100,000 passengers	0.8466	0.7485	1.2915	0.0000	0.0000
<b>Parking - Municipal Off Street Parking</b>						
973	 % of time operational equipment is working (uptime)	95%	99%	100%	98%	98%
974	# of parking complaints per 1,000 transactions	0.0490	0.0320	0.0002	0.0100	0.0100
975	% of monthly vehicle spaces occupied	73%	77%	81%	85%	85%
976	# of hours of parking purchased	6,560,133	6,514,955	6,590,390	6,750,000	6,750,000
977	# of parking customers served	357,697	379,536	393,448	350,600	350,600
978	# of parking transactions completed	1,995,977	1,815,855	1,942,605	2,000,000	2,000,000
979	# of preventative off-street work orders completed	3,826	2,640	3,198	3,000	3,000
980	\$ total revenue from parking transactions	4,040,571	5,580,737	5,887,150	6,315,000	6,315,000
981	% increase in available public parking through management of private parking assets	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Parking - On-Street Parking Meter</b>						
982	 % of time operational equipment is working (uptime)	100%	100%	100%	99%	99%
983	# of parking complaints per 1,000 transactions	0.0660	0.1910	0.0019	0.0200	0.0200
984	# of metered on-street parking spaces available	1,531	1,531	1,522	1,550	1,550
985	# of on-street work orders completed	4,400	5,549	3,724	7,000	7,000
986	# of parking meters	0	189	188	190	190
987	# of total parking transactions	414,333	479,736	493,881	475,000	475,000
<b>Public Transportation - Bus Operations</b>						
988	 # of bus passengers per day	7,423	7,321	7,189	7,680	7,100
989	  # of bus passengers per service hour	13.79	12.87	13.27	13.29	13.05










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<b>Public Transportation - Bus Operations</b>						
990	 % of on-time bus departures	60%	57%	61%	75%	75%
991	% of public transportation customers surveyed rating service as satisfactory	N/A	77%	77%	78%	78%
992	 Average frequency for EMBARK weekday fixed-route bus service	N/A	31.75	31.10	30.00	30.00
993	 # of passenger trips provided	2,716,793	2,672,181	2,638,370	2,803,095	2,541,881
994	 # of service hours provided	196,985	207,564	198,819	210,882	194,839
<b>Public Transportation - Bus Stop Management</b>						
995	 % of bus stops that are ADA compliant	42%	42%	42%	48%	48%
996	 % of bus stops with a shelter	22%	22%	22%	47%	47%
997	 % of customers satisfied with cleanliness of bus stops	63%	69%	69%	80%	80%
998	% of bus stop repair work orders completed on time	53%	37%	N/A	100%	100%
999	# of bus shelters constructed	0	105	N/A	140	140
1000	# of bus stops made ADA compliant	0	103	N/A	140	140
<b>Public Transportation - EMBARK Norman</b>						
1001	 # of Norman bus passengers per service hour	18.40	19.86	13.93	22.29	22.29
1002	 % of Norman public transportation customers surveyed rating service provided as satisfactory	84%	84%	84%	85%	85%
1003	 % of on-time Norman fixed route bus departures	67%	70%	69%	75%	75%
1004	 % of on-time Norman paratransit pick-ups	97%	93%	89%	99%	99%
1005	# of Norman fixed route passenger trips provided	379,993	479,673	509,908	500,000	500,000
1006	# of Norman paratransit trips provided	23,236	25,225	24,755	26,000	26,000
<b>Public Transportation - EMBARK Plus Paratransit</b>						
1007	 % of total EMBARK Plus customer trip requests completed	87.62%	135.56%	N/A	95.00%	95.00%
1008	% of EMBARK Plus paratransit pick-ups on time	94.59%	96.68%	N/A	95.00%	95.00%
1009	% of federally required EMBARK Plus paratransit pickups denied due to capacity constraints	1.30%	3.34%	N/A	0.00%	0.00%





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<b>Public Transportation - EMBARK Plus Paratransit</b>						
1010	# of EMBARK Plus trips provided	46,755	46,297	47,273	45,000	45,000
1011	# of EMBARK Plus trips requested	54,363	35,640	N/A	58,000	58,000
<b>Public Transportation - Facilities Management</b>						
1012	 % of customers satisfied with cleanliness of Transit Center	N/A	79%	N/A	85%	85%
1013	 % of facility preventive maintenance procedures completed on-time	100%	100%	100%	100%	100%
1014	# of preventative maintenance procedures completed	187	411	447	350	350
1015	# of scheduled facility service requests completed	189	138	175	150	150
1016	# of unscheduled facility service requests completed	515	417	479	400	400
<b>Public Transportation - Fleet Management</b>						
1017	 % of customers satisfied with cleanliness of buses	N/A	74%	74%	75%	75%
1018	 % of fixed-route fleet available	77%	79%	74%	85%	85%
1019	% of vehicle preventive maintenance procedures completed on time	100%	100%	100%	100%	100%
1020	 # of miles driven between service interruptions	69,215.33	75,263.58	63,870.48	70,000.00	70,000.00
1021	# of vehicle repair work orders completed	7,023	6,318	6,252	6,500	6,500
<b>Public Transportation - MOBILITY MANAGEMENT</b>						
1022	 % of senior transportation customers rating services as satisfactory	100%	100%	100%	100%	100%
1023	# of passengers per day utilizing mobility management services	N/A	786	N/A	650	650
1024	# of bus passes distributed to homeless or low-income individuals	N/A	60,284	40,060	70,000	70,000
1025	# of senior transportation trips provided	62,922	56,896	55,251	60,000	60,000
1026	# of Social Service Agency Trips Provided	N/A	81,306	N/A	59,000	59,000
<b>Public Transportation - Oklahoma River Cruises</b>						
1027	 # of passengers per River Cruise service hour	6.38	6.32	N/A	6.06	6.06



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<b>Public Transportation - Oklahoma River Cruises</b>						
1028	% of river cruise customers rating service as satisfactory	97%	100%	N/A	98%	98%
1029	% of scheduled river cruise service hours lost	9%	44%	N/A	5%	5%
1030	# of river cruise passengers transported	5,147	3,098	N/A	5,000	5,000
1031	# of river cruise service hours provided	806.50	490.00	N/A	825.00	825.00
<b>Public Transportation - STREETCAR</b>						
1032	 # of streetcar passengers per day	640.97	666.21	557.11	740.00	740.00
1033	# of streetcar passengers per service hour	9.19	11.21	10.03	12.00	12.00
1034	% of on-time streetcar departures	101%	94%	90%	97%	97%
1035	% of surveyed customers who are satisfied with the quality of service	95%	95%	95%	97%	97%
1036	 Average frequency for streetcar	12.04	12.58	14.81	12.00	12.00
1037	# of miles between streetcar service interruptions	79,903	83,252	76,769	70,000	70,000
1038	# of streetcar passenger trips provided	234,594	243,166	204,454	270,000	270,000

