

## THE ROAD MAP

Established in November 2020, The Road Map is EMBARK's employee-driven transformation plan. Every facet of the plan is shaped around people – our employees, our customers, and our policymakers. The Road Map is a significant undertaking, a long-term and coordinated effort to expand access to opportunity throughout our communities and organization.

25% of EMBARK's workforce will actively serve on The Road Map's projects.

THE FUTURE favors THE bold

OUR VISION EMBARK will be world-class transportation that is accessible to all, and all want to access it.

WHAT drives US

## OUR MISSION

EMBARK's mission is to be a self-sustaining transportation network that removes barriers of location and socioeconomic status, while elevating the status and use of public transportation,

## CORE VALUES



Our **values** are our compass, they **create clarity** about what matters so we can **do more of what matters most.**

BE amazing every day

**Being safe** means we stay alert and follow rules, because we know others count on us to keep them safe.

**Being there** means we show up with our whole hearts – eager to learn and ready to serve our community and each other.

**Being open** means we keep our minds open to ideas, people and possibilities.

**Being kind** means we care about each other, and it shows in our words and actions.



A peer-to-peer recognition club that offers employees a way to acknowledge and express appreciation for their co-workers who make a difference every day.

BECOME A STORYTELLER BY NOMINATING A TEAMMATE.

[www.theroadmap.us/stok](http://www.theroadmap.us/stok)

## UNDERSTANDING THE ROAD MAP

The Road Map is EMBARK's employee-driven transformation plan that outlines our Vision, Mission, Core Values, and Initiatives. It will serve as our guide for setting organizational priorities and will lead all employees on a journey towards cultural transformation. This journey begins with knowing where we are going (our Vision), why we exist (our Mission), and how we will get there (our Initiatives).

It is important to understand the elements of The Road Map. It consists of three Initiatives, which are shown as routes. Each route has three Strategies, which are represented by buses. The Initiatives and Strategies focus on the path and vehicle (the how) for moving EMBARK towards accomplishing our Vision. Finally, six bus stops represent the individual Projects along each route. These Projects are focused on the specific actions we will take along the journey to help us accomplish the Initiatives and propel us toward our Vision.



\*The Regional Transportation Authority of Central Oklahoma (RTA) was formed in 2019, consists of six member cities – Del City, Edmond, Midwest City, Moore, Norman, and Oklahoma City – and is responsible for developing, implementing, and funding regional mobility options for Central Oklahoma. EMBARK provides administrative services and

resources for the RTA. The RTA works to advance regional transportation needs in Central Oklahoma. Regional transit is not just commuter rail – it can include expanded and enhanced bus service, modern streetcars, and other modes of transportation. For more information, check out [rtaok.org](http://rtaok.org)

## The Glove Box

### HELPFUL RESOURCES

Looking for HR help? Expedite your request by submitting an HR helpdesk ticket to [embarkok.com/HRhelp](http://embarkok.com/HRhelp).

Benefits | Payroll | Retirement | Wellness/EAP

### PeopleSoft Employee Self Service

Visit [okcpeople.okc.gov](http://okcpeople.okc.gov) for access to Pay-stub, W-2's, and benefits enrollment info.

Visit <https://login.neogov.com/authentication/saml/login/Okc> on any EMBARK device with internet access to view vital documents like the EMBARK Handbook, CBA, and information on The Roadmap. You can also request annual or sick leave, update W-2's, contact info, direct deposit info, beneficiaries and more.

### Employee Benefits

**Benefits Hotline**  
Employee.benefits@okc.gov  
405.297.2144

**UnitedHealthcare of Oklahoma**  
Group # 010931  
[www.myuhc.com](http://www.myuhc.com) | 800.825.9355

**BCBS of OK (Dental) Group # K19574**  
[bcbsok.com/okc](http://bcbsok.com/okc) | 888.381.9727

**VSP (Vision) Group# 30021658**  
[vsp.com](http://vsp.com)

**American Fidelity**  
FSA and Additional Insurance  
[americanfidelity.com](http://americanfidelity.com) | 800.437.1011

**ICMA - Retirement Corp**  
[icmarc.com](http://icmarc.com) | 800.669.7400

**OKC Care - Premise Health Clinic**  
Employees and family members on EMBARK's health insurance plan have free access to the clinic.

[mypremisehealth.com](http://mypremisehealth.com)  
405.276.2030 | 424 Colcord Dr. OKC

### EAP - Alliance Work Partners

Your Employee Assistance Program is designed to help you deal with life's stresses and a variety of personal problems. For confidential services that are offered at no cost to all employees and their families, call 800.343.3822 or visit [awpnow.com](http://awpnow.com)

### Ethics

In most situations, your supervisor or HR should be the first point of contact. However, to anonymously report fraud or inappropriate activity, email [Okc4ethics@okc.gov](mailto:Okc4ethics@okc.gov) or call 405.297.2227

### Operations Dispatch (INTERNAL USE ONLY)

TS-FixedRoute@okc.gov 405.297.2468  
TS-NormanSupervisors@okc.gov

**Maintenance** 405.297.2524

### Safety/Security

Eugene.Fritz@okc.gov 405.297.2548  
Jimmy.Friend@okc.gov 405.297.1683

Submit safety and security ideas and concerns at [embarkok.com/besafe](http://embarkok.com/besafe)

Always Direct Customers to:

405.235.RIDE (7433) | [embarkok.com](http://embarkok.com)  
[embarkok.com](http://embarkok.com)



EDMOND

**MISSION**  
EMBARK's mission is to be a self-sustaining transportation network that removes barriers of location and socioeconomic status, while elevating the status and use of public transportation, so all of central Oklahoma can safely and quickly reach their destination.

EMBARK

**THE HOW**  
Create a great place to work

We care about each other, and it shows through our words and actions.  
**BE kind**

We stay alert and follow rules, knowing others count on us to keep them safe.  
**safe**

STREETCAR MAINTENANCE FACILITY

CNG

EMBARK HQ

**THE HOW**  
Enhance the status, use and understanding of our services

DEL CITY

**VISION**

EMBARK will be world-class transportation that is accessible to all, and all want to access it.

OKC

MIDWEST CITY

**open**  
We keep our minds open to ideas, people, and possibilities.

BRICKTOWN

MOORE

**BE there**  
We show up with our whole hearts - eager to learn and ready to serve our community and each other.

**THE ROADMAP LEGEND**

- THE HOW: EMPLOYEE**  
Create a great place to work
- THE HOW: CUSTOMER**  
Enhance the status, use and understanding of our services
- THE HOW: POLICYMAKER**  
Preserve the confidence of the Board, City and RTA
- BUSES**  
Strategies
- BUS STOPS**  
Projects

See the back to learn more!

**THE HOW**  
Preserve the confidence of the Board, City and RTA

NORMAN

**DASHBOARD**

When on a journey, a dashboard is vital. It tells us where we are and what is coming next. We invite you to visit [theRoadmap.us](http://theRoadmap.us) to check-in on our progress, get updates, and connect with the project teams. The online resource will continue to develop as projects progress.

**Roadside Assistance**  
Our Navigator team is available to answer your questions about The Road Map. The team is made up of employees from nearly every department. For names and contact information, or to learn more about the Navigator team, visit [theRoadmap.us/navigate](http://theRoadmap.us/navigate).

**All Aboard!**  
The Road Map is driven by employees from every rank, including supervisors and front-line employees from operations, maintenance, customer relations, and administration. About 25% of our workforce will be actively serving on one of the Road Map project teams. If you desire to be a part of a team, please let your supervisor know or drop a comment card in a STOK storyteller box.

The Road Map is sponsored by the EMBARK Executive and Senior Leadership Teams referred to in The Road Map as Journey Planners.

Jason Ferbrache - Administrator/Director  
Jesse Rush - Assistant Director - Operations  
Suzanne Wickenkamp - Assistant Director - Admin.

Eugene Fritz - Chief Safety Officer  
Lisa Hubbell - Administrative Services Manager  
Michael Scroggins - Marketing Manager  
Mike Shaw - Human Resources Manager  
Vacant - Chief of Bus Operations