

## SPECIAL THANKS



In 2020, we set out on a journey to become a world-class transportation organization with the launch of our employee-driven transformation plan – The Road Map.

As we've seen since its launch, The Road Map has been a catalyst for transforming, strengthening, and reconnecting us to our mission and each other.

The next leg of our trip is daring; our initiatives and their projects will reimagine how we serve our community while elevating the status of EMBARK's mobility services. This direction means that we have an even greater responsibility to create a great place to work; enhance the status, use, and understanding of our services; and preserve the confidence of the Board, City, and RTA.

Whether you work behind the wheel, on the bus, in our facilities or behind the scenes, our continued success requires renewed commitment and drive. I look forward to continuing on this route to providing world-class transportation accessible to all, and all want to access it.

Jason Ferbrache  
Assistant City Manager  
EMBARK Administrator / Director

**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, so all of central Oklahoma can safely and quickly reach their destination.*

## CORE VALUES



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)



**I PLEDGE TO SERVE ALL CUSTOMERS OF EMBARK WITH GOODWILL AND PROFESSIONALISM.**

**I RESPECT MY COWORKERS BY BEING OPEN AND HONEST.**

**IT IS MY DUTY TO KEEP MY CUSTOMERS, MY COWORKERS, AND MYSELF SAFE.**

**I AM COMMITTED TO LISTENING, BEING PRESENT, AND BEING TRUSTWORTHY.**

**I UNDERSTAND THAT WHAT I DO AT EMBARK MATTERS AND MAKES A DIFFERENCE.**



*Create a great place to work*



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



*Preserve the confidence of the Board, City, and RTA\**

## NEXT STOPS ON THE ROUTE



### Policies, Plans, and Procedures

Formally documenting policies, plans, and procedures helps create a culture of accountability. Organizations and their employees benefit from clear expectations, greater awareness of changing laws and regulations, safety practices, and standard operating procedures that affect how jobs are accomplished. Hundreds of policies and procedures are being drafted, reviewed, and approved by the Safety and Security Operations Committee (SSOC), a mandated function of EMBARK's Safety Management System (SMS).



### Facility Upgrades

Taking care of our existing facilities and making them better when we can is a strategic effort to address the repair, modernization, and security needed to provide safe, world-class service. In the years ahead, plans will continue to develop for expanding our campus on the land to our South.

The EMBARK Operations and Administration building will undergo significant renovations to support the continued demand for more robust transportation services. The remodel will allow our headquarters to accommodate more employees and facilitate greater collaboration. Construction is set to begin in Summer 2023.



### HR Information Systems (HRIS)

EMBARK and the City are implementing an interactive HR technology solution. The new system will create streamlined experiences for job applicants, new hires, payroll and benefits self-service, interactive learning management and skill-building tools, and document management. The system will launch in early 2023.



### Culture Committee

EMBARK transit professionals identified the need for a culture committee focused on employee inclusion, diversity, equity, and accessibility (IDEA). The goal of this important work is to create and sustain greater employee engagement, innovation, and a sense of belonging in our organization as a result of actively building relationships that bridge differences in identity and experience. The committee will launch in 2023.



### Customer Service Training

Providing world-class service is EMBARK's pledge to customers and each other. A tailored customer service training program will be created to provide transit-specific training for our transit professionals. This practical, hands-on training will equip employees with skills to improve their ability to serve, communicate, and respond to customer needs while supporting the goals of the Safety Management System (SMS) for de-escalation skills. The program will be designed by mid-2023 with training starting soon after.



### Transit Center Remodel

The Transit Center is a hub for travel for thousands of customers each day in the greater Oklahoma City area. Opened in 2004, the Transit Center will undergo significant renovations in Spring 2023 to improve safety, security, and customer experience. Improvements include an expanded operator breakroom, an upgrade to facility security lighting, remodeled customer restrooms, new HVAC system, and upgraded surveillance security systems.



### OKC Moves

Implementation of OKC Moves, a plan to realign and improve the current fixed route bus system, is underway with the launch of the first phase expected in October 2023. The first phase realigns existing fixed route service to integrate with the upcoming RAPID NW line, which is set to launch simultaneously in October. Community meetings will kick off in early 2023, culminating in a public hearing and official action on the route changes by the COTPA board in the spring.



### Integrated Transit Operations Technology

How our customers bike, walk, ride, or drive in our communities is increasingly interconnected. Five technology projects are underway: 1) upgrade Automatic Vehicle Location (AVL) systems on all transit vehicles, 2) implement transportation planning and scheduling software, 3) implement a transit information hub for customer-facing multimodal trip planning and travel information, 4) launch new websites for EMBARK's family of services, and 5) procure and implement a mobility coordination software system to manage existing mobility programs in 2024.



### Ferry Landing Construction and Upgrade

The First American Museum ferry landing east of downtown Oklahoma City will kick off construction in 2023. The new landing will expand the ferry system's reach to the upcoming OKANA Resort and the First Americans Museum. Upgrades to Regatta Park are also underway and expected to be completed by Summer 2023.



### Transit Signal Priority

Transit Signal Priority (TSP) is a tool that can help make transit service more dependable. Capitalizing on the momentum created by the success of the OKC Streetcar TSP, the RAPID NW line's 34 intersections and nine buses will be upgraded with TSP to produce more reliability. As a result of MAPS 4, \$6 million will be used to develop a TSP master plan and implement the technology on all EMBARK OKC fixed route buses and hundreds of intersections by 2025.



### Brand Awareness Campaign

Building awareness of EMBARK's family of services is essential to enhancing the status, use, and understanding of our services. EMBARK will partner with a marketing firm to develop strategies for growing awareness of EMBARK and its transit services. The project is expected to kick off in late Fall 2023.



### Downtown Parking

Oklahoma City's downtown continues to evolve with unprecedented residential, commercial, and tourism growth. As a result, EMBARK will implement new parking management strategies that leverage existing private parking, expand on-street parking to include Automobile Alley and Midtown districts, and enhance parking enforcement by supplementing enforcement with a dedicated EMBARK team. These changes are expected to go before the city council for approval in Spring 2023 and take effect shortly after.



### Records Management

EMBARK will establish a new records management program to support efficient and systematic control over the creation and use of records and includes updating and setting policies for the maintenance of different types of records. Essential to any organization, the program supports compliance with records management laws and policies, preserves record integrity, and can help reduce compliance costs. The program launched in Fall 2022.



### Financial Systems Upgrade

As part of a City of Oklahoma City initiative, EMBARK is moving to a new financial software platform that connects and automates our financial processes, including payables, receivables, fixed assets, expenses, and reporting. The new system provides greater flexibility and allows for more efficient management of our organization's financial health. The upgrade is underway and will launch in 2023.



### FTA Triennial Review

The Triennial Review is one of the Federal Transit Administration's (FTA) tools for examining Transit Agency performance and adherence to current FTA requirements and policies. Mandated by Congress in 1982, the review occurs once every three years and currently examines up to 21 working areas, including finance, procurement, maintenance, and accessibility. EMBARK will undertake its Triennial Review in the spring of 2023.



### Hospitality

EMBARK will cultivate and maintain collaborative relationships with community leaders and stakeholders through frequent communication and engagement. This will be accomplished by engaging key influencers so they may experience the quality of EMBARK's employees and services through a routine schedule of events. The program will be designed and launch in 2023.



### Financial Management Tool

Develop a financial planning tool to help EMBARK leadership plan, monitor, and report funding sources for capital projects over a rolling five-year calendar. The tool will help EMBARK uphold strong financial management and planning practices while empowering policymakers with meaningful information to act on. The tool will be developed in late 2023.

## Completed Projects

Since the launch of The Road Map in November 2020, the employee-driven transformation plan has developed a record of accomplishments. Those achievements include:

### Create a great place to work

- Established a Vision, Mission, and Core Values
- Established Employee Project Workgroups
- Launched Employee Recognition Programs
  - STOK Storytellers
  - EMBARK Legend of the Year
  - EMBARK Legend of the Quarter
  - Employee Achievements
- Launched Bi-Annual Employee Coordinates Events
- Launched News Stop – Weekly Employee Newsletter and Blog
- Launched EM-TV – EMBARK Digital Displays
- Developed and Launched Employee Pledge
- Conducted Annual Employee Satisfaction Surveys and Focus Groups
- Hosted Employee Picnic and Holiday Meals

### Enhance the status, use, and understanding of our services

- Launched Rules to Ride
- Launched brand of new BRT system – RAPID

### Preserve the Confidence of the Board, City, and RTA\*

- Hosted first Board Retreat while using EMBARK transit modes



EMBARK Legends provides an opportunity for supervisors to provide positive feedback, recognize the contributions of their employees, and reinforce EMBARK's Core Values.

Each quarter a Core Value will be featured. Employees who demonstrate the key characteristics of that Core Value can be nominated by any supervisor/manager. Since launching in July 2021, more than 900 nominations have been submitted by supervisors and managers.

\*The Regional Transportation Authority of Central Oklahoma (RTA) was formed in 2019, consists of three member cities – Edmond, 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)

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**

VISION

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

THE ROADMAP LEGEND

The Road Map consists of three routes representing our initiatives. Buses represent our strategies, and stops, our projects. Together they are The How and will help us reach our vision and fulfill our mission.

- 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
- BUS STOPS**  
Projects

See the back to learn more!

EMBARK's Employee-Driven Transformation Plan  
ROADMAP  
THE

The Glove Box

HELPFUL RESOURCES

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

Benefits | Payroll | Retirement | Wellness/EAP

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

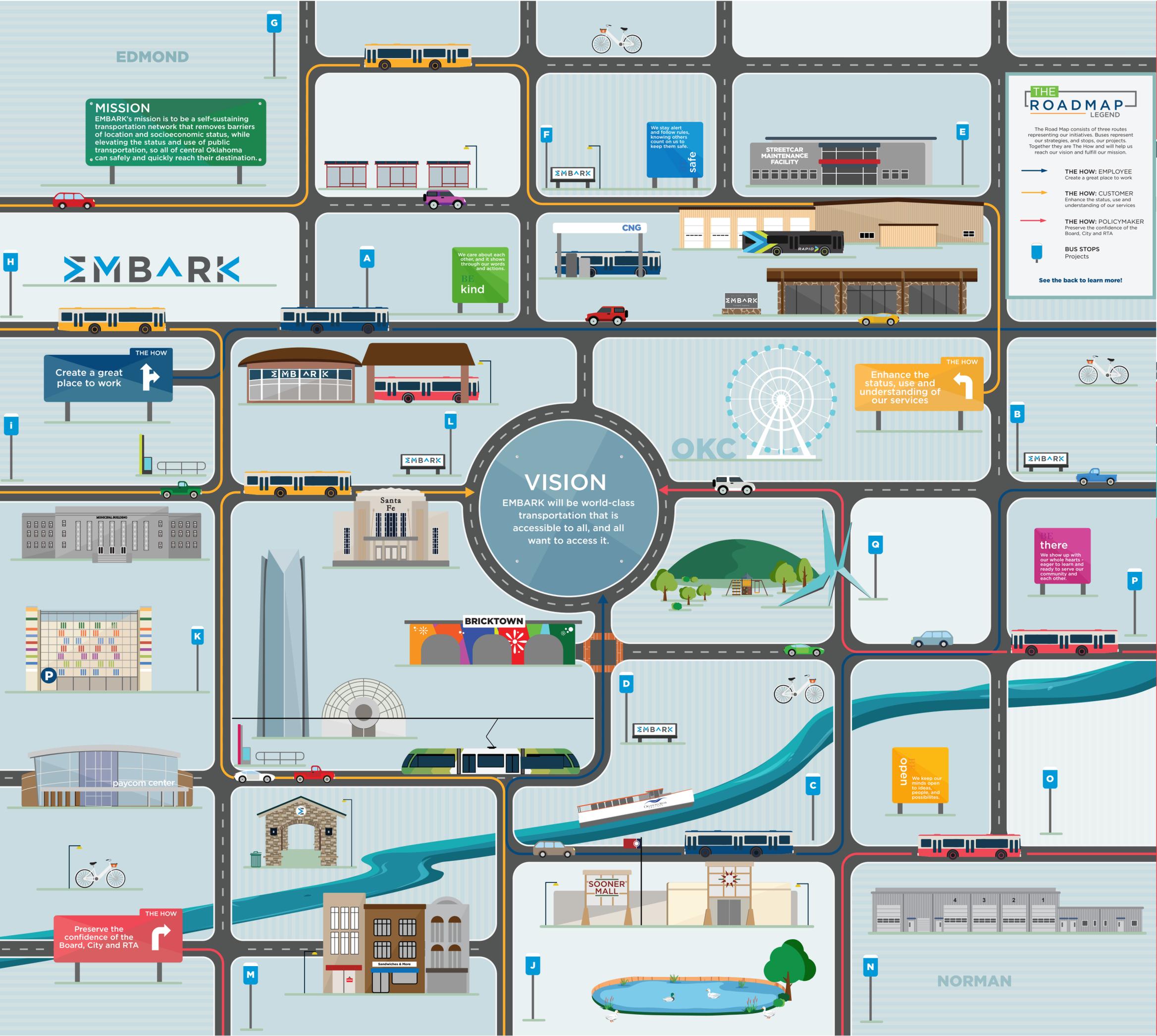
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Submit safety and security ideas and concerns at [embarkok.com/besafe](http://embarkok.com/besafe)

Always Direct Customers to:

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[embarkok.com](http://embarkok.com)



OKC

Enhance the status, use and understanding of our services

Be there  
We show up with our whole hearts, eager to learn and ready to serve our community and each other.

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

Preserve the confidence of the Board, City and RTA

SOONER MALL

NORMAN