

## A NEW ERA



I am honored to share with you the updated Roadmap spotlighting our achievements and our future transformations. I have witnessed firsthand the extraordinary dedication and commitment of our transit professionals since the inception of the Roadmap in 2020. This past year was no different.

Our success is a direct result of your hard work, resilience and adaptability. Whether working on the front lines with our customers, supporting innovation behind-the-scenes or developing new services to build confidence with our fellow employees, customers, our Board, City and RTA, every role has contributed to where we are today. I'm immensely proud to be a part of such a talented and dedicated team of professionals.

The trust and loyalty of our customers, community, and policymakers shows through increased ridership, service requests, and public investment. We never take this for granted, and our focus remains firmly on providing the best possible solutions and services for public transit and parking.

We recognize the importance of a strong partnership with the City, State, and Federal regulatory bodies. We consistently meet the high standards of responsibility and ethics required to be a recipient of funds to elevate our public transit system.

As we look ahead, we remain committed to our vision, mission, core values, and pledge. The collective strength of our employees, the trust of our customers and the collaboration with policymakers make a winning team to drive positive and innovative impact and deliver world class public transit and parking to our community.

  
 EMBARK Administrator / Director  
 NOV 2024

### EMPLOYEE FOCUSED



#### FY24 COMPLETED

- Established Culture Compass
- Upgraded Finance Systems
- Launched CAD/AVL (Computer Aided Dispatch / Automatic Vehicle Locator) for RAPID NW
- Relocated Administrative Staff
- Remodeled Transit Center

#### A Headquarters Remodel

Our EMBARK family has grown from 225 employees in 2019 to nearly 400 today! With that growth comes the need for more thoughtful, employee-focused spaces. To maximize our current headquarter's 17,000 square feet, we're excited to kick off a major remodel! The new design will feature open workspaces, modern functionality, and accessibility for all.

We began this journey back in 2021, approved the final floor plan in October 2024, and will begin construction in early 2025 providing an elevated workspace to move us Forward Together.

#### B Amplify Employee Voices

Our employees' voices are essential in planning, developing and moving us forward. We have two methods for feedback - performance reviews and the annual Gauge Survey.

The annual Gauge Survey is a dashboard for our success in employee engagement. Division Leadership is actively reviewing the results and will publish the results of the Gauge Survey and Action Plans in coordination with the Culture Compass this Winter.

#### C Technology Solutions

We're rolling out updated onboard and operational technology to support planning, scheduling, vehicle location, employee work assignments, dispatching, and service performance reporting. The new technologies will benefit employees and our customers with improved real-time vehicle tracking, efficient trip planning, and service development and operation.

The Clever CAD (Computer Aided Dispatch) will test on Streetcar in early 2025 and transition to OKC Fixed Route Bus by Fall 2025. EMBARK Plus and EMBARK Mobility Services will begin transitioning to Ecolane with new onboard technology in early 2025.

#### D Customer Service Training

Providing world-class service to our community starts with each of us. In 2025, team members will receive practical, hands-on training to strengthen our skills in communication, de-escalation, and problem-solving. This program also supports the goals of our Safety Management System (SMS), ensuring safer interactions on every ride.

#### E Bus Cleaning Facilities

Physical appearance of our bus fleet directly reflects our brand, commitment to excellence, and pride in our city. In 2025, EMBARK will begin the process of issuing a Request for Proposal (RFP) to remove and replace EMBARK's current bus wash with new bus wash equipment that includes, push-button pedestals, chemical arches, a chassis wash system, new LED lighting and interior paint in the wash bay. Our fleet will shine like never before!

#### F Enhanced Safety & Security

The safety and security of our team members is paramount. We recently tested a new retro fit kit to install on the current barriers in our fixed route buses making the barriers more secure. We will begin retrofitting 24 of the 35 fixed route fleet with completion expected in 2025. EMBARK has also increased security presence within our system and are strategically aligning supervisors to improve response time to Operator calls.

### CUSTOMER FOCUSED



#### FY24 COMPLETED

- Implemented GoNorman
- Launched new Bus Rapid Transit mode, RAPID NW
- Implemented Phase 1 of OKCMoves
- Launched "Rules to Ride"
- Launched new EMBARKOK.com website

#### G Transit Signal Prioritization

After the success of Transit Signal Priority (TSP) on the OKC Streetcar in 2018, we brought the same innovation to the RAPID NW line's nine buses and 34 intersections in 2023. Now, thanks to \$6M of MAPS 4 funding, we'll continue to expand TSP to all fixed-route buses and hundreds of intersections, improving reliability and reducing wait times for drivers and passengers.

#### H Ferry System Expansion

Construction of a new Oklahoma River Cruises ferry boat landing to serve the OKANA Resort and the First Americans Museum (FAM) began in 2023 and is slated to complete in Summer of 2025. The opening of the new FAM landing will include updates to the current ferry service schedule along the Oklahoma River.

#### I Bus Stop Upgrades

Accessibility, comfort and safety are a priority. As part of Phase 1 of MAPS 4 improvements, we're enhancing up to 140 bus stops with ADA compliant sidewalks, shelters, lighting, trash cans, and bike racks. Shelters are already being installed in October 2024, and Phase 2 design will begin in early 2025.

### POLICYMAKER FOCUSED



#### FY24 COMPLETED

- Launched Downtown Parking Enforcement

#### J Transit Center Improvements

The Transit Center is our community's transit hub, and we've made major improvements to enhance safety and customer experience. Updates include new security lighting and cameras, remodeled restrooms, an updated HVAC system, and improved breakrooms for operators. Ongoing enhancements like increased security staffing, bench and trash can replacement and remodeled employee restrooms, ensure we're creating a welcoming space for everyone.

#### K Long Range Planning

In partnership with the Association of Central Oklahoma Governments (ACOG), Regional Transit Authority (RTA) and surrounding cities, The Central Oklahoma Long Range Transit plan will assess local services to develop a dynamic and proactive plan on what transit could look like over the next 30+ years. Working with our partners, we will develop an intentional plan for a cohesive network of transit services that supports growth, promotes equity, enhances quality of life, and facilitates opportunity across Central Oklahoma.

The plan is anticipated to be complete by July 2025.

#### L RAPID Northeast & South

In December 2024, we successfully launched Oklahoma City's first BRT line - RAPID NW. In July, we hit 250,000 RAPID riders. In FY25, the planning continues for the next two BRT lines to provide fast and high-quality rider experience to connect other parts of our community.

Create a great place to work

Enhance the status, use, and understanding of our services

Preserve the confidence of the Board, City, and RTA

## STOK storytellers

EMBARK'S PEER TO PEER RECOGNITION  
 Employees celebrate the actions of their teammates that demonstrate our Core Values.  
[theroadmap.us/stok](http://theroadmap.us/stok)

2750\*  
 STORYTELLER ENTRIES

## EMBARK LEGENDS

Supervisors nominate staff members who excel in their roles and actively embody our Core Values daily.  
[theroadmap.us/legends](http://theroadmap.us/legends)

3\*  
 LEGENDS of the Year

61\*  
 Quarterly Winners

656\*  
 Nominations Submitted

## CULTURECOMPASS

The purpose of the Culture Compass is to foster EMBARK's commitment to an inclusive and diverse workplace that cultivates a culture of respect, development, trust, and access.

The Culture Compass consists of team members from nearly every division of EMBARK. The team meets monthly to discuss policy and procedures, promoting STOK'd culture and amplifying employees' voices.

Our employees' voices are integral to STOK'd culture. That's where the Culture Compass comes in. Culture Compass representatives share feedback from their team members to help steer the direction of our culture, employee experiences and customer experiences.

#### Employee Feedback

Scan the QR code to share your thoughts!



We're excited to hear from you. Your feedback is crucial in enhancing the EMBARK experience. Share your thoughts and help us create something extraordinary together.

\*Data shown is through 10/1

\*\*The Regional Transportation Authority of Central Oklahoma (RTA), established in 2019, comprises the cities of Edmond, Norman, and Oklahoma City. It focuses on developing, implementing, and funding regional mobility solutions in Central Oklahoma, with EMBARK offering administrative support. The RTA is dedicated to enhancing transportation needs in the region. For more information, visit [rtaok.org](http://rtaok.org)

EDMOND

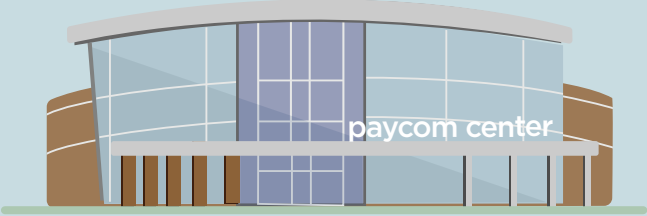
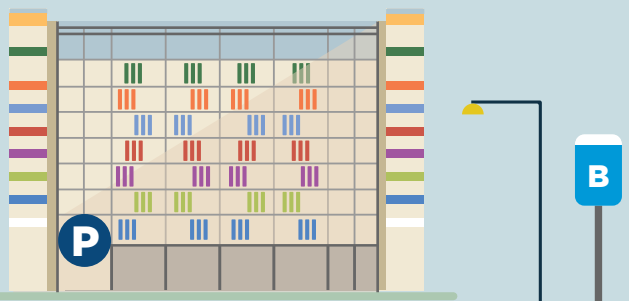
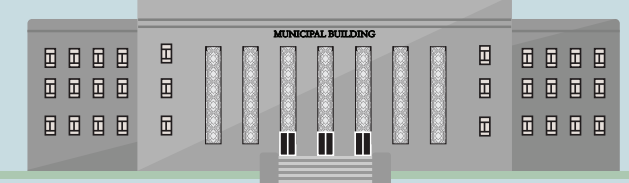
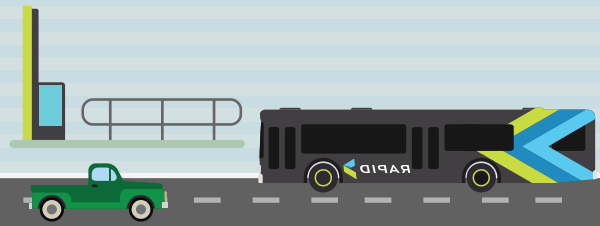
**MISSION**  
EMBARK's mission is to be a self-sustaining transportation network that removes barriers of location and socioeconomic status, while elevating the status and use of public transportation, so all of central Oklahoma can safely and quickly reach their destination.

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

EMBARK



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



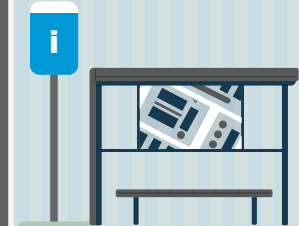
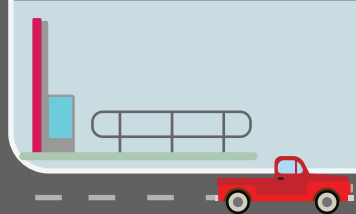
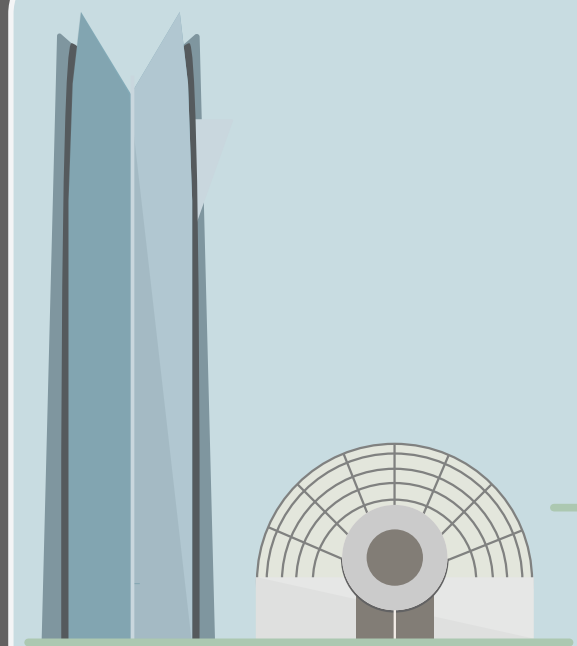
**THE HOW**  
Preserve the confidence of the Board, City and RTA



**A**

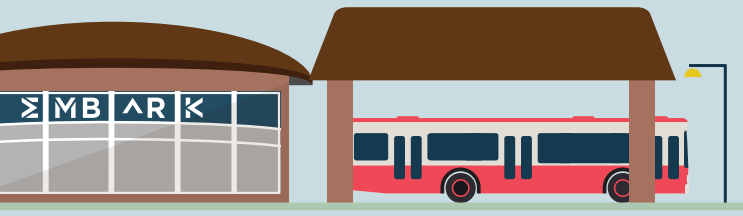


We care about each other, and it shows through our words and actions.  
**kind**

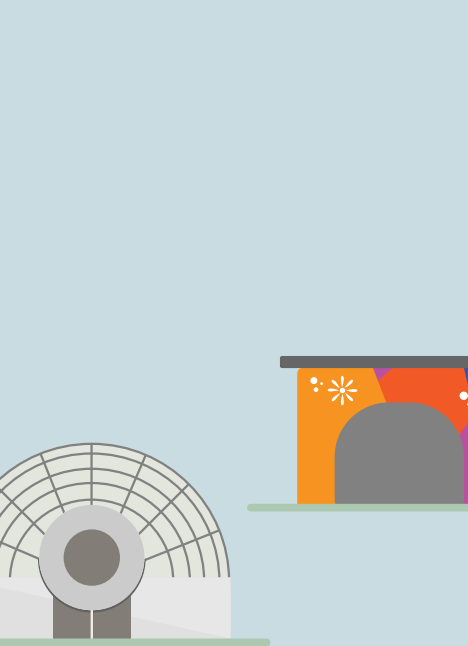


**J**

**K**



**A**

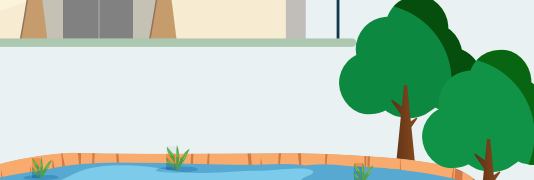
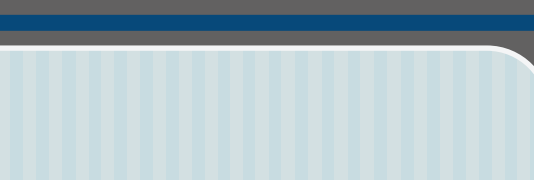
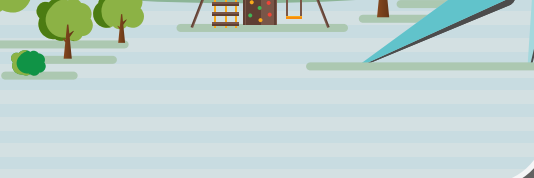
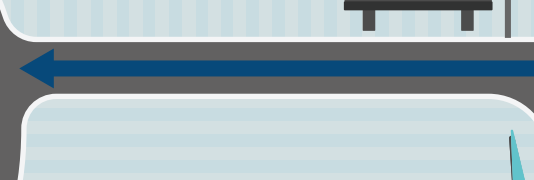
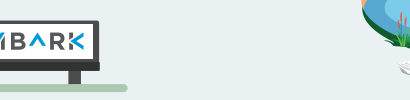
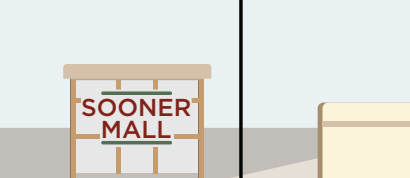
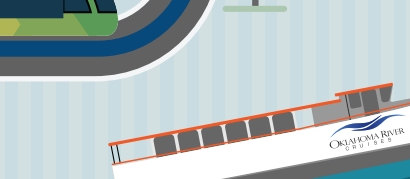
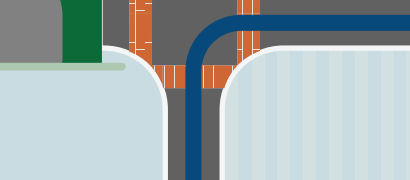
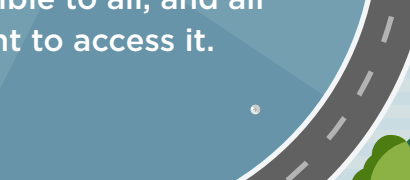
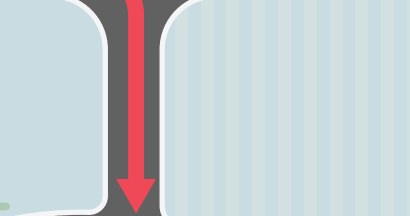
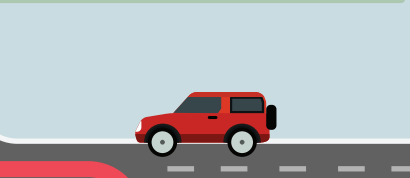


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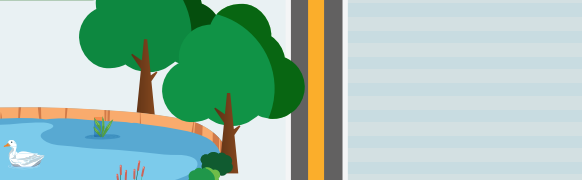
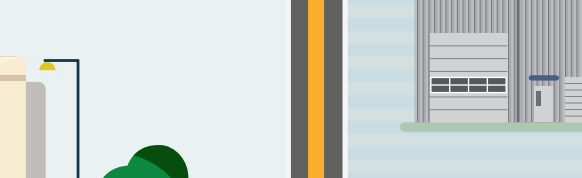
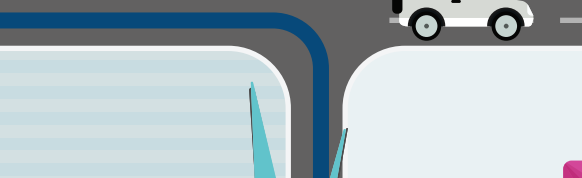
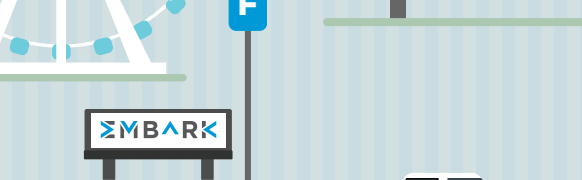
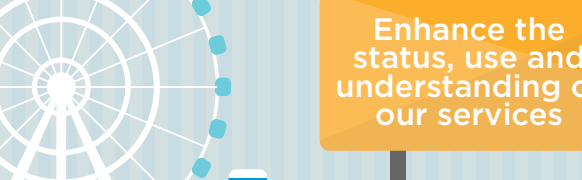
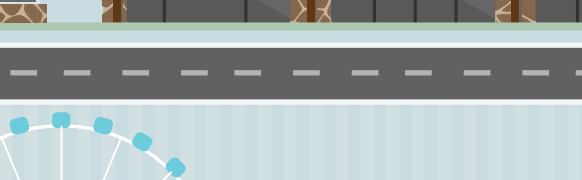
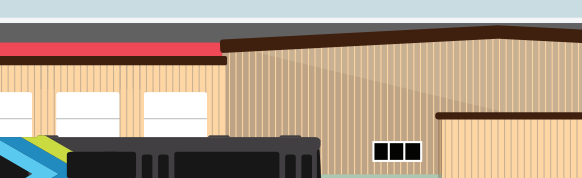
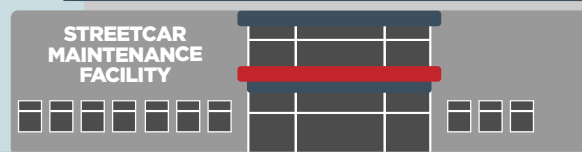
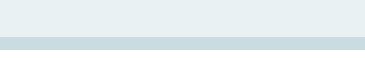
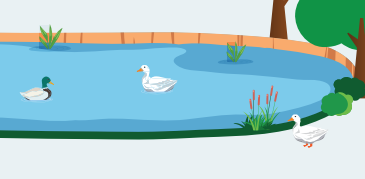
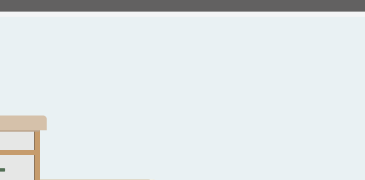
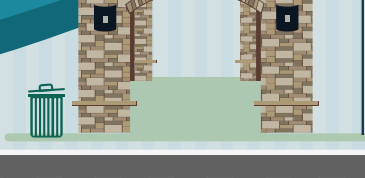
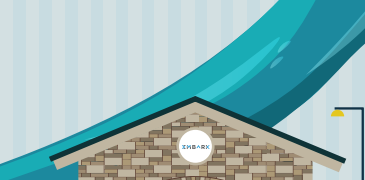
**VISION**  
EMBARK will be world-class transportation that is accessible to all, and all want to access it.



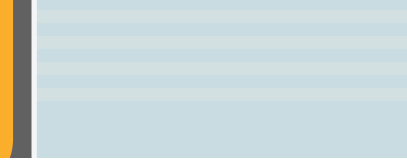
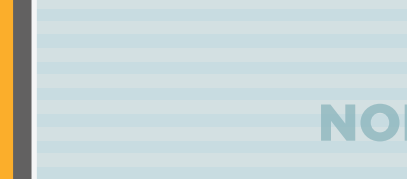
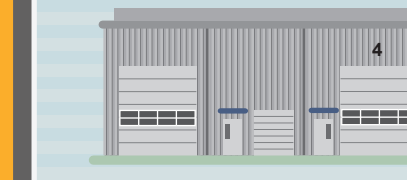
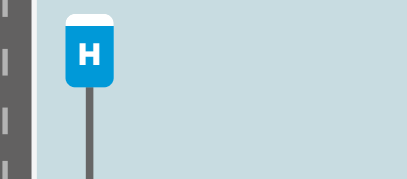
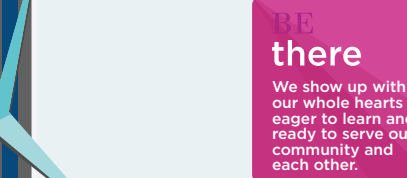
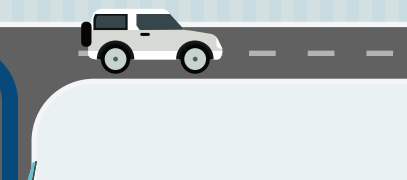
**D**



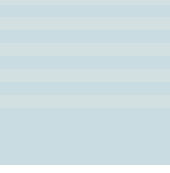
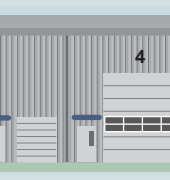
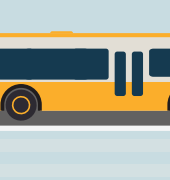
**OKC**



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



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



**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!

**THE ROADMAP**  
EMBARK's Employee-Driven Transformation Plan  
EST. 2020

**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

**EMBARK News Stop**

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

**EMBARK Handbook**

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

**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@okc.gov](mailto:embarkok@okc.gov)  
[embarkok.com](http://embarkok.com)

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