

CITY OF NORMAN
**City Council Community Planning and
Transportation Committee**
August 28, 2025

Continued Discussion on EMBARK Well Program



ΣMBARKWELL

A Mobility Management Program

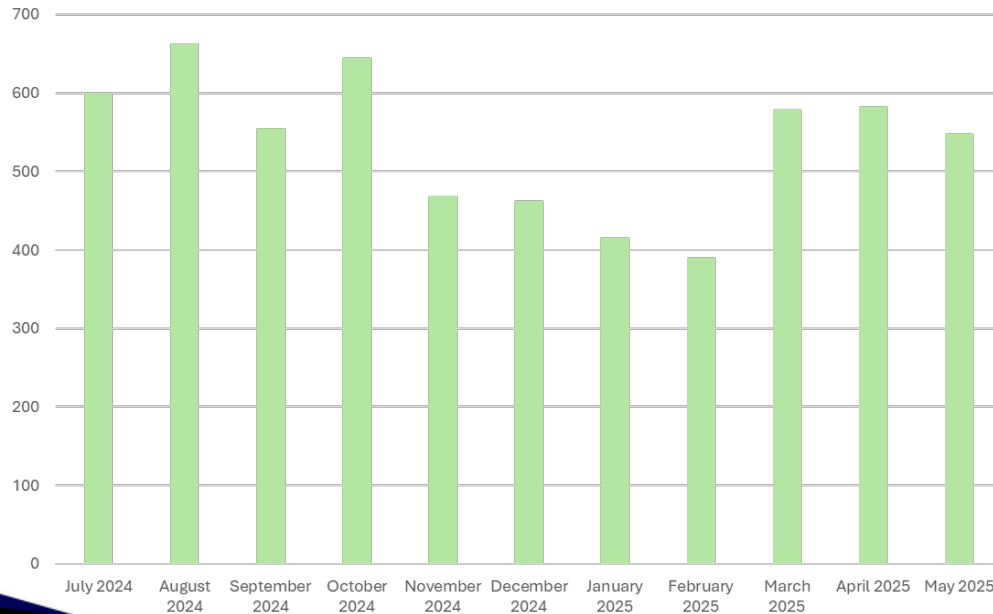


Monday through Friday - Trips Available 7am to 7pm

Serves the following locations:

- All YMCA Locations
- Selected Oklahoma City Parks Department Locations with Wellness Programming
- All MAPS 3 Senior Health and Wellness Centers

Available to Seniors 60+ at no cost!



FY 19-20	734
FY 20-21	456
FY 21-22	554
FY 22-23	2,755
FY 23-24	5,830

Initial Budget - \$35,000


Current Budget - \$47,000

Proposed Budget - \$90,000



EMBARC Well Norman

Assumptions

- Weekdays 7am to 7pm
 - Age 60 and over
 - Application required
 - Next day trip reservations
 - Within existing paratransit Zone 1
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Pilot Destinations

- Adult Wellness & Education
- Norman YMCA
- The Well
- Norman Regional Health Club

Further Considerations

- Max trips per week
 - Recommended to start with 3 per individual
- Cap on participants
 - Recommended to be 100
- Type of Operator
 - Transportation Network Company (TNC) with wheelchair accessible vehicles supplemented by the City/EMBARC
 - Contracted operator with wheelchair accessible vehicles (WAVs)



Next Steps



- Finalize parameters of pilot program
- Pursue grant funding opportunities
 - Tobacco Settlement Endowment Trust (TSET)
- Submit as a new project for consideration with fiscal year 2027 budget

QUESTIONS?

