

# CENTRAL OKLAHOMA LONG RANGE TRANSIT PLAN

*City of Norman City Council | September 2025*





# Agenda

- 1** Project Overview
- 2** Developing the Vision
- 3** Transit Vision
- 4** Delivering the Vision
- 5** Next Steps



# Project Partners

## Project Leads

EMBARK

MAPS4

acog  
ASSOCIATION OF  
CENTRAL OKLAHOMA  
GOVERNMENTS

## Operating Partners



NORMAN Transit  
(dba EMBARK Norman)

## Government Partners



# Project Overview





# Setting the Stage for Growth

ACOG's Projections for 2045



**+434K**  
**Residents**



**+320K**  
**Jobs**



**+1.1M**  
**Trips**

## The LRTP Will



Guide strategic **investment** to meet the **region's growth**



Set a framework to **build on** previous **planning efforts**



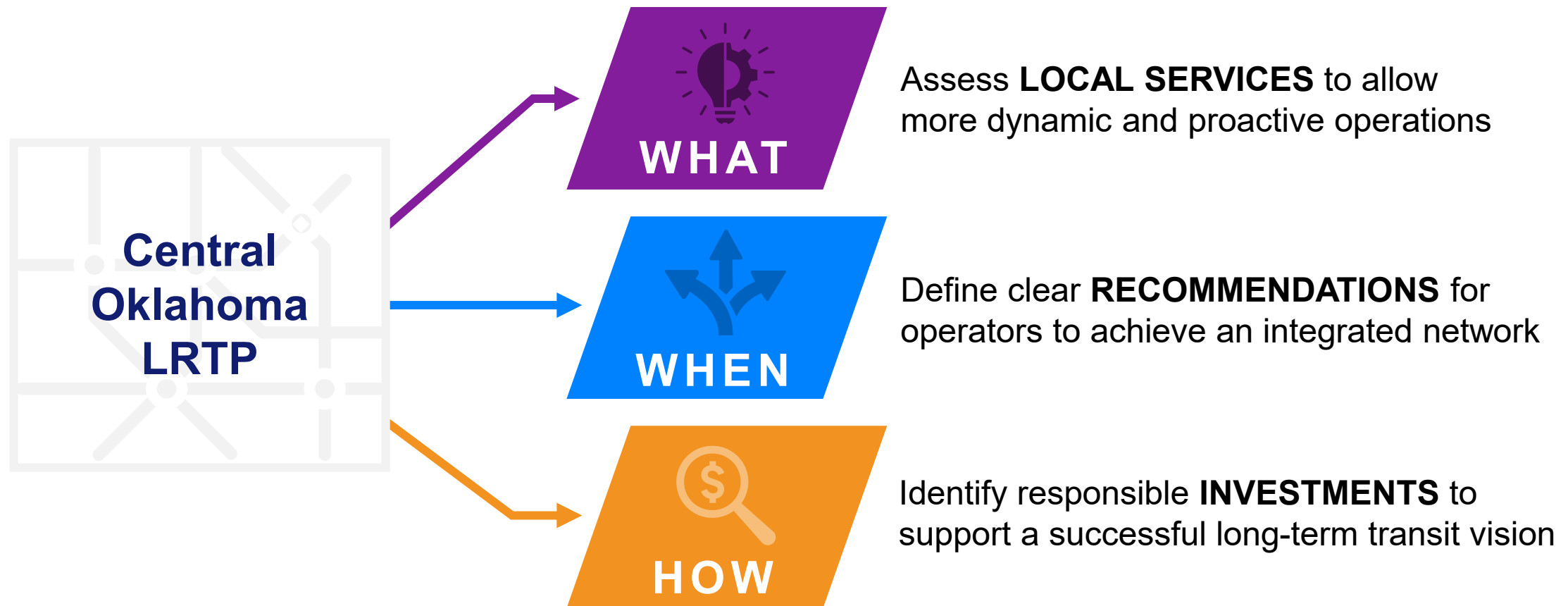
Connect **communities** by **investing** in a wide array of **transit services**



Stimulate **local economies** by connecting **people and jobs**



# Project Description

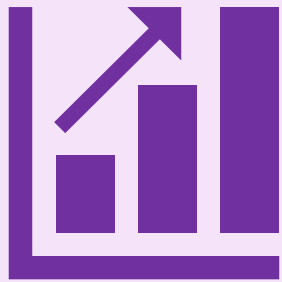




# Vision and Goals



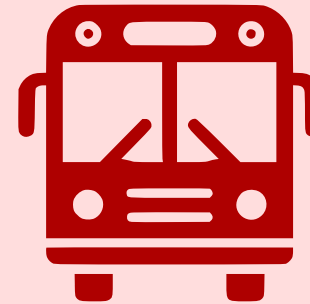
Develop an intentional plan for a cohesive network of transit services that supports growth, promotes economic mobility, enhances quality of life, and facilitates opportunity across Central Oklahoma.



*Provide communities  
with meaningful  
access to transit*



*Create a compelling,  
reliable rider  
experience*



*Offer competitive  
service options*



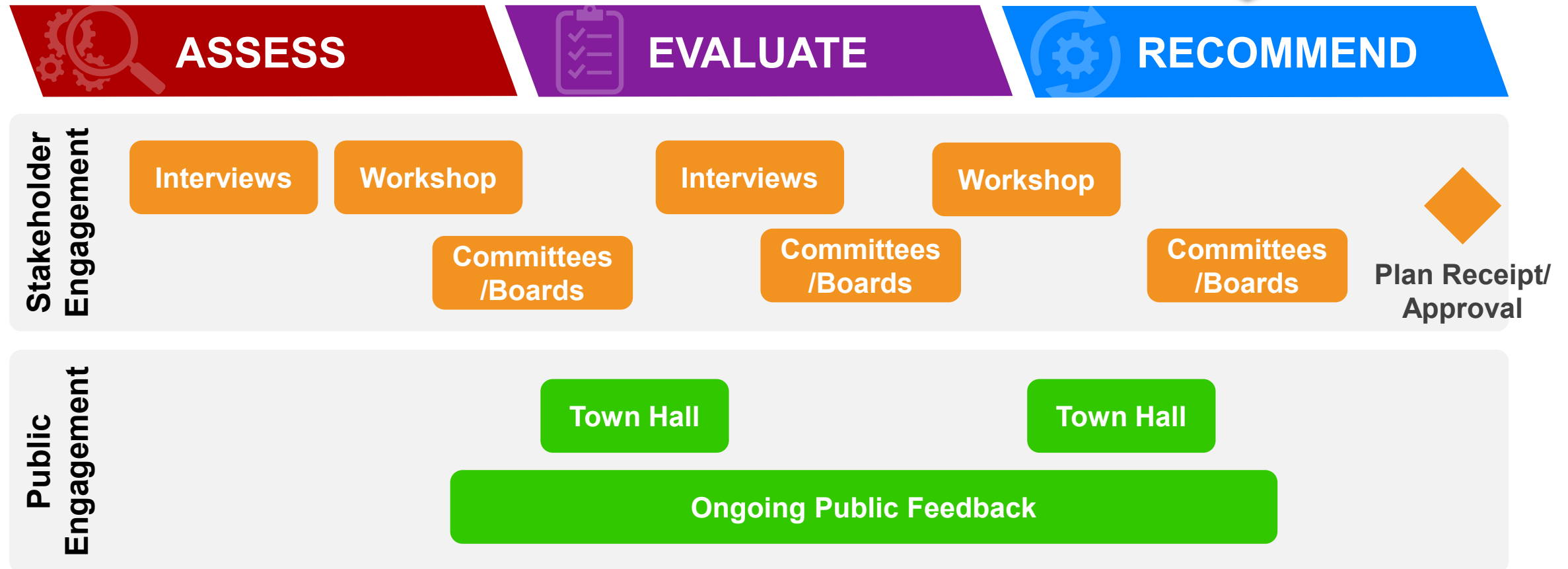
*Utilize resources  
effectively*





# Project Schedule

WE ARE  
HERE





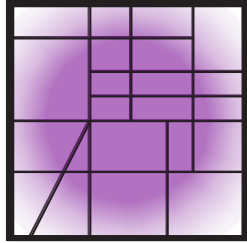
# Developing the Vision





PLANNING  
HORIZON

We Are  
Here



Long-term  
20 - 30+ years

1

*Planned High-Capacity*

*Local Planning Efforts*

*Stakeholder Feedback*

**Identify Opportunities**



2

*Public Comments*

*Stakeholder Feedback*

**Develop Universe Of  
Potential Improvements**

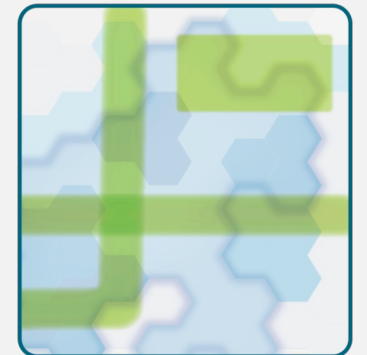


3

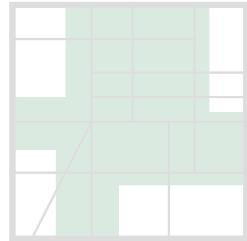
*Public Comments*

*Stakeholder Feedback*

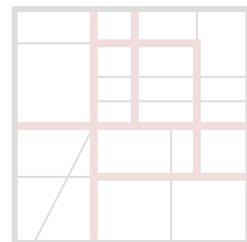
**Refine Network**



Mid-term  
10 - 20 years



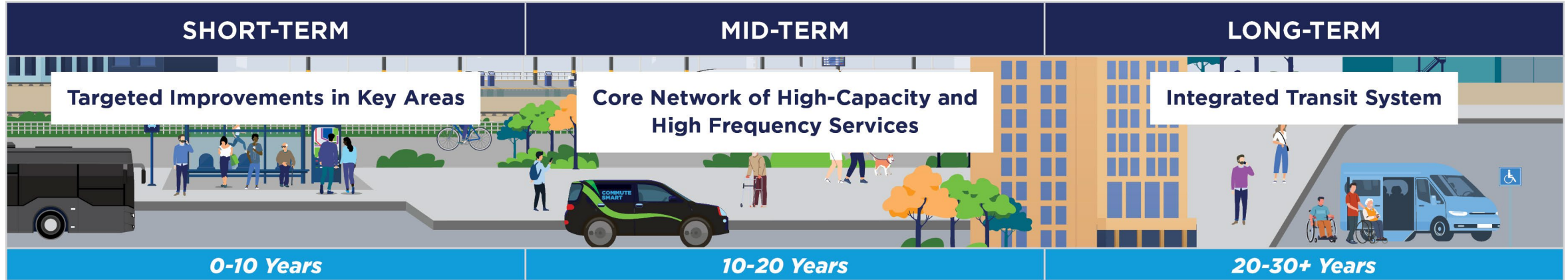
Short-term  
<0 - 10 years



# Transit Vision



# Planning Horizons





## HIGH-CAPACITY TRANSIT INVESTMENTS

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>• MAPS 4 NE/S BRT Corridor</li> <li>• OKC Streetcar Extension (to MAPS 4 Multipurpose Stadium)</li> </ul> | <ul style="list-style-type: none"> <li>• RTA N/S Commuter Rail</li> <li>• RTA West BRT Corridor</li> <li>• RTA East BRT Corridor</li> <li>• RTA Airport LRT Corridor &amp; RTA FAA Extension</li> </ul> | <ul style="list-style-type: none"> <li>• OKC Streetcar Extension (Innovation District)</li> <li>• <i>RAPID</i> NW BRT Extension</li> </ul> |
|--|---|--|

## LOCAL SERVICE INVESTMENTS

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• New high frequency in <b>key corridors</b></li> <li>• Enhanced service spans on <b>key routes</b></li> </ul> | <ul style="list-style-type: none"> <li>• High frequency service on <b>core network</b></li> <li>• Enhanced service spans on <b>core network</b></li> </ul> | <ul style="list-style-type: none"> <li>• <b>New on-demand zones</b> to expand access</li> <li>• Enhanced service spans on <b>all routes</b></li> </ul> |
|---|--|--|

# Public Engagement Summary

| What We Heard  | What We Did    |
|---|---|
| Need to respond to projected growth in Central Oklahoma   | <ul style="list-style-type: none"> <li>✓ Proposed <b>on-demand service zones</b></li> <li>✓ <b>Sustainable development strategies</b> focused on high-density neighborhoods</li> </ul>    |
| Desire for increased service frequency and longer service hours                                 | <ul style="list-style-type: none"> <li>✓ <b>Core network of high-capacity</b> transit services</li> <li>✓ <b>Extended operating hours</b> to better serve diverse travel needs</li> </ul> |
| Need for improved transfers to make trips more seamless and convenient                          | <ul style="list-style-type: none"> <li>✓ Investments in <b>passenger and driver facilities</b></li> <li>✓ <b>Upgraded amenities</b> to enhance rider comfort</li> </ul>                   |
| Desire for transit service between jurisdictions  | <ul style="list-style-type: none"> <li>✓ Recommended new routes to promote <b>weekday and weekend connectivity</b></li> </ul>   |
| Prioritize transit reliability so riders can plan their trips with confidence                   | <ul style="list-style-type: none"> <li>✓ <b>Technology upgrades</b> proposed to prioritize transit</li> </ul>   |

| Activities  |   |
|---|---|
|    | <b>29</b> Board/Committee Meetings  |
|    | <b>2</b> Virtual Town Halls<br><b>77</b> Live Attendees<br><b>655</b> Recording Views |
|    | <b>3,747</b> Website Views<br><b>705</b> Story Map Views                              |
|  | <b>84</b> Public Comments   |
|  | Factsheets, Social Media, Website   |



# Long-Term

## Integrated Transit System

### Core Network

**16** High Frequency Routes      **430** Miles of High-Capacity/ High Frequency

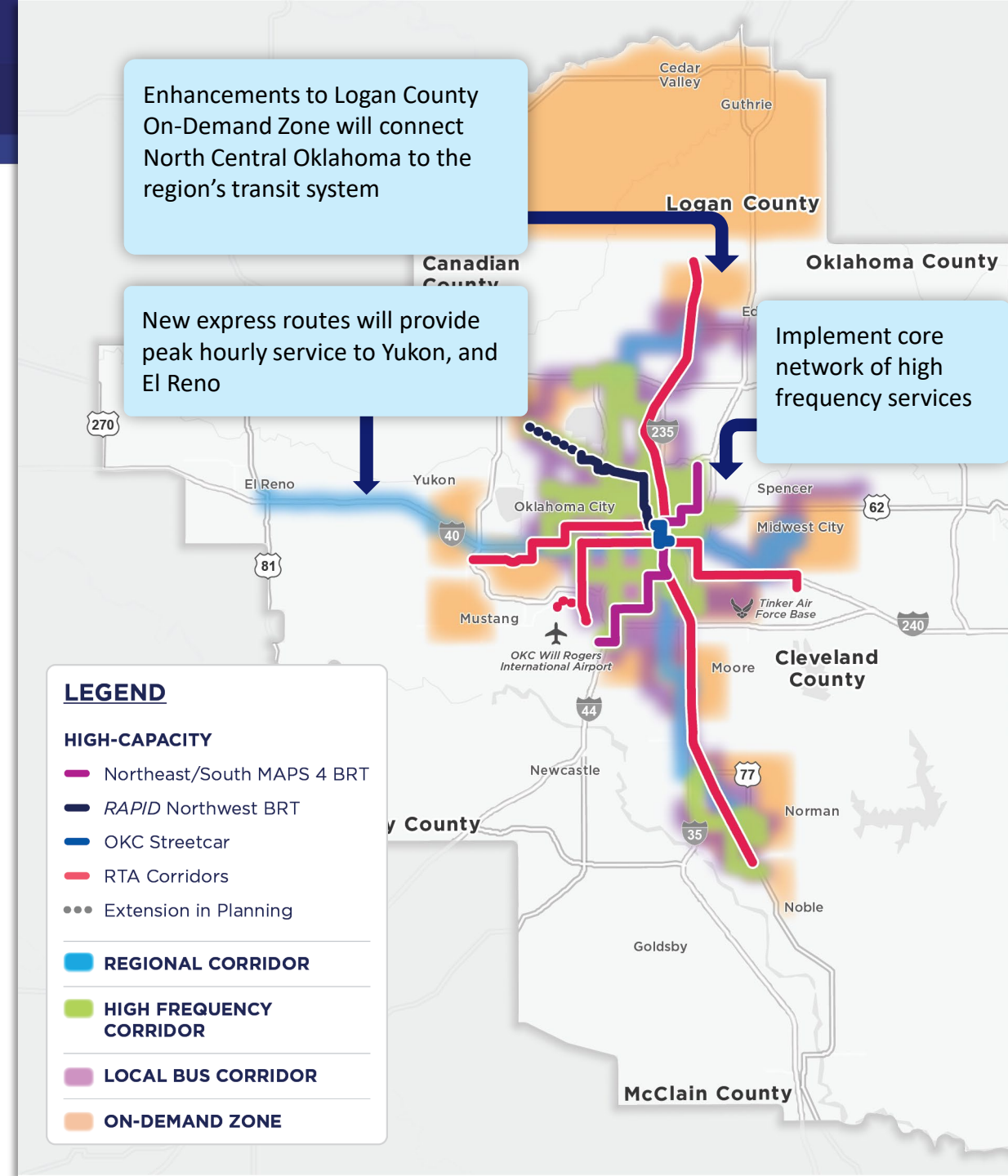
**9** High-Capacity Routes      **375K** More Residents/Jobs with increased access to frequent service

### Fixed Route

**8** Crosstown Routes      **3** Express Routes      **24** Enhanced Local Bus      **8** New Local Bus

### On-Demand Zones

**13** All Day      **2** Night/ Weekend





# Transit Supports Economic Development



**5-to-1**

Return on  
Investment from  
Transit  
Expenditures\*



**151,000**

**Additional Jobs**  
Accessible by Transit



**1,300**

**Sustained Jobs**

Save Commuters

**1.1 M**

**Hours** from Reduced  
Congestion Annually



**\$100+ M**

**Annual Growth** in the  
Local Economy



**\$100+M**

**In Wages**



**\$28+M**

**Annual Savings** from  
Reduced Congestion



# Long-Term

## Performance Metrics



Access to **151,000** more jobs and access to **390,000** residents



Access to **170,000** potential new jobs



Access to **219,000** more underserved groups



Access to **100,000** potential new residents



**20-25%** decrease in transit trip times between key destinations



Potential to serve **38,000** to **67,000** average daily weekday transit riders

## Destinations

- 📍 OKC Will Rogers Int. Airport
- 📍 University of Oklahoma
- 📍 Innovation District
- 📍 Tinker AFB
- 📍 Quail Springs

## Jurisdictions

- |                  |                 |
|------------------|-----------------|
| 🏛️ Oklahoma City | 🏛️ Midwest City |
| 🏛️ Norman        | 🏛️ Bethany      |
| 🏛️ Edmond        | 🏛️ Mustang      |
| 🏛️ Spencer       | 🏛️ Yukon        |
| 🏛️ Moore         | 🏛️ El Reno      |
| 🏛️ The Village   |                 |

## Transit Investment\*



**\$500M - \$725M**  
Total Capital Cost



**\$125M - \$175M**  
Annual Operation & Maintenance Cost

*\*Not including RTA projects*

## LEGEND

### HIGH-CAPACITY

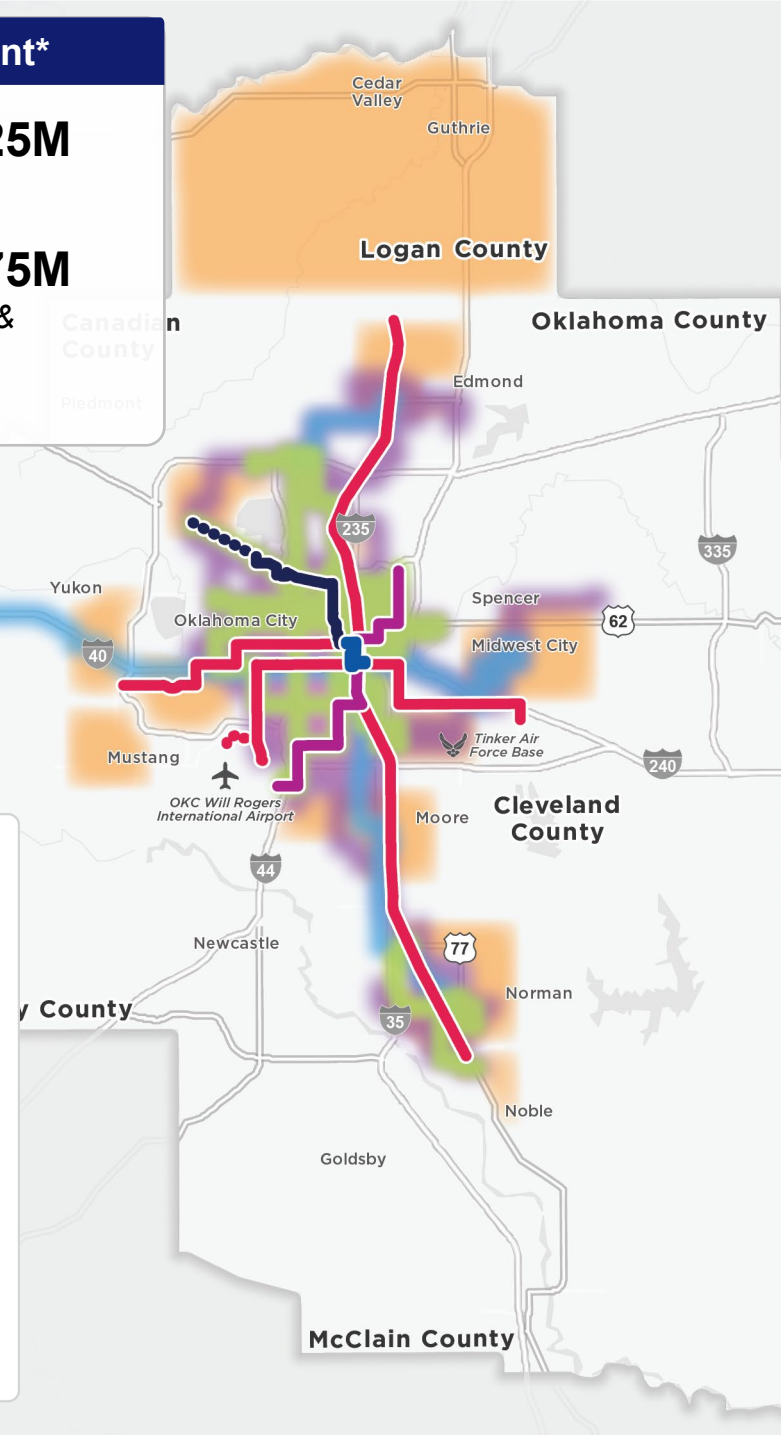
- Northeast/South MAPS 4 BRT
- RAPID Northwest BRT
- OKC Streetcar
- RTA Corridors
- ... Extension in Planning

### REGIONAL CORRIDOR

### HIGH FREQUENCY CORRIDOR

### LOCAL BUS CORRIDOR

### ON-DEMAND ZONE



# Delivering the Vision

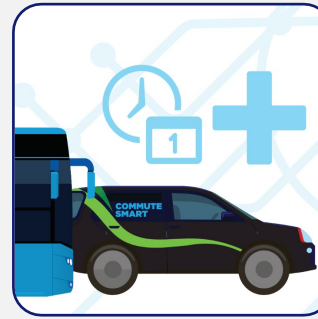


# Key Actions to Deliver the Plan



## Enhance the Rider Experience

*Standardize branding, integrate fare systems, and invest in transit-oriented development and mobility hubs to create seamless, intuitive, and attractive transit experiences.*



## Diversify Services

*Expand high-frequency routes, on-demand zones, and off-peak service to deliver flexible, inclusive mobility.*



## Establish Strategic Partnerships

*Collaborate with public agencies, private sector, non-profits to accelerate infrastructure, strengthen workforce, and expand access.*



## Increase Reliable Funding

*Leverage local taxes, developer contributions, federal grants, and private investment to fuel long-term transit investments and sustainable operations.*

# Key Actions to Deliver the Plan



## Enhance the Rider Experience

*Standardize branding, integrate fare systems, and invest in transit-oriented development and mobility hubs to create seamless, intuitive, and attractive transit experiences.*

## Minor Mobility Hub Example





# Key Actions to Deliver the Plan



**Diversify Services**  
*Expand high-frequency routes, on-demand zones, and off-peak service to deliver flexible, inclusive mobility.*

|                 |                   |                           |                  |  |
|-----------------|-------------------|---------------------------|------------------|--|
| Core Network    | High-Capacity     |                           | High Frequency   |  |
|                 |                   |                           |                  |  |
| Fixed Route     | Crosstown Routes  | Express Routes            | Local Bus Routes |  |
|                 |                   |                           |                  |  |
| Demand Response | All Day On-Demand | Night & Weekend On-Demand | Paratransit      |  |
|                 |                   |                           |                  |  |





# Key Actions to Deliver the Plan



## Establish Strategic Partnerships

*Collaborate with public agencies, private sector, non-profits to accelerate infrastructure, strengthen workforce, and expand access.*

|              |   |
|--------------|---|
| Partnerships | <b>Public Agencies</b><br><i>Public-to-Public</i>                                       |
|              | <b>Private Businesses</b><br><i>Public-To-Private, Transportation Demand Management</i> |
|              | <b>Non-Profit Organizations</b><br><i>Transit Awareness, Access, and Education</i>      |

# Key Actions to Deliver the Plan



## **Increase Reliable Funding**

*Leverage local taxes, developer contributions, federal grants, and private investment to fuel long-term transit investments and sustainable operations.*






## **Example Funding Sources:**

- *Local Taxes & Fees*
- *General Fund*
- *State Grant Funding*
- *FTA Formula Funds*
- *USDOT Discretionary Grants*
- *Private Investment*



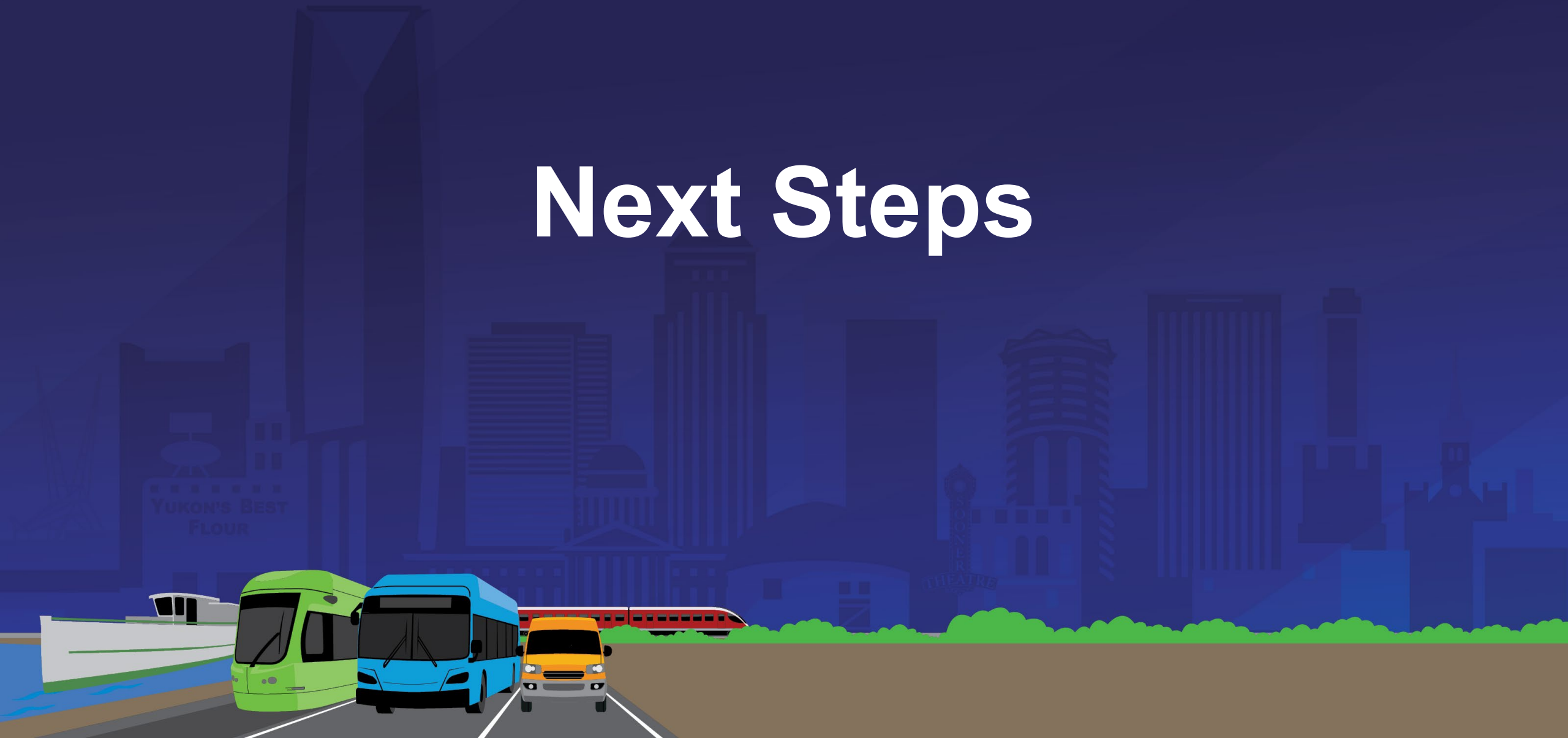
# Aligning with the Regional Planning Process

## Future LRTP Updates Will Include:

-  Review current transit performance
-  Stakeholder engagement to gather feedback
-  Analysis of existing transit demand and projected demand
-  Evaluate new, innovative solutions to enhance transit service delivery
-  Updates on Action Plan progress



# Next Steps

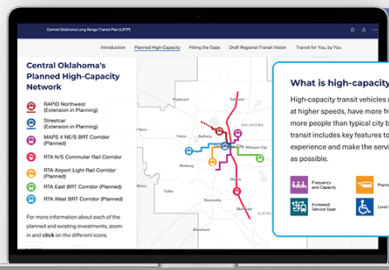


# Get Involved!

Follow us for project updates

 <https://facebook.com/ACOGOK>

 [@acogok](#)



**What is high-capacity transit?**  
High-capacity transit vehicles make fewer stops, travel at higher speeds, have more frequent service, and carry more people than typical city buses. High-capacity transit includes key features to create a better rider experience and make the service as congestion-proof as possible.

- Premium Service
- Premium Vehicles
- Rapid Priority
- Dedicated Lanes
- Lane Bidding
- Safety

For more information about each of the planned and existing investments, click in and click on the different icons.

Check out the Story Map to see the full transit vision and provide feedback!

[www.tinyurl.com/OKLRTP-Storymap](http://www.tinyurl.com/OKLRTP-Storymap)



## We Want to Hear From You!

Review the Plan and share your thoughts, ideas, and any questions on the project website.



[www.ConnectCentralOK.com](http://www.ConnectCentralOK.com)

Send Comments from:  
10/21 – 11/07



**Q & A**