



CITY OF NORMAN, OK CITY COUNCIL SPECIAL MEETING

Municipal Building, Executive Conference Room, 201 West Gray, Norman,
OK 73069

Tuesday, September 23, 2025 at 5:00 PM

AGENDA

It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, relation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please call 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.

CALL TO ORDER

AGENDA ITEMS

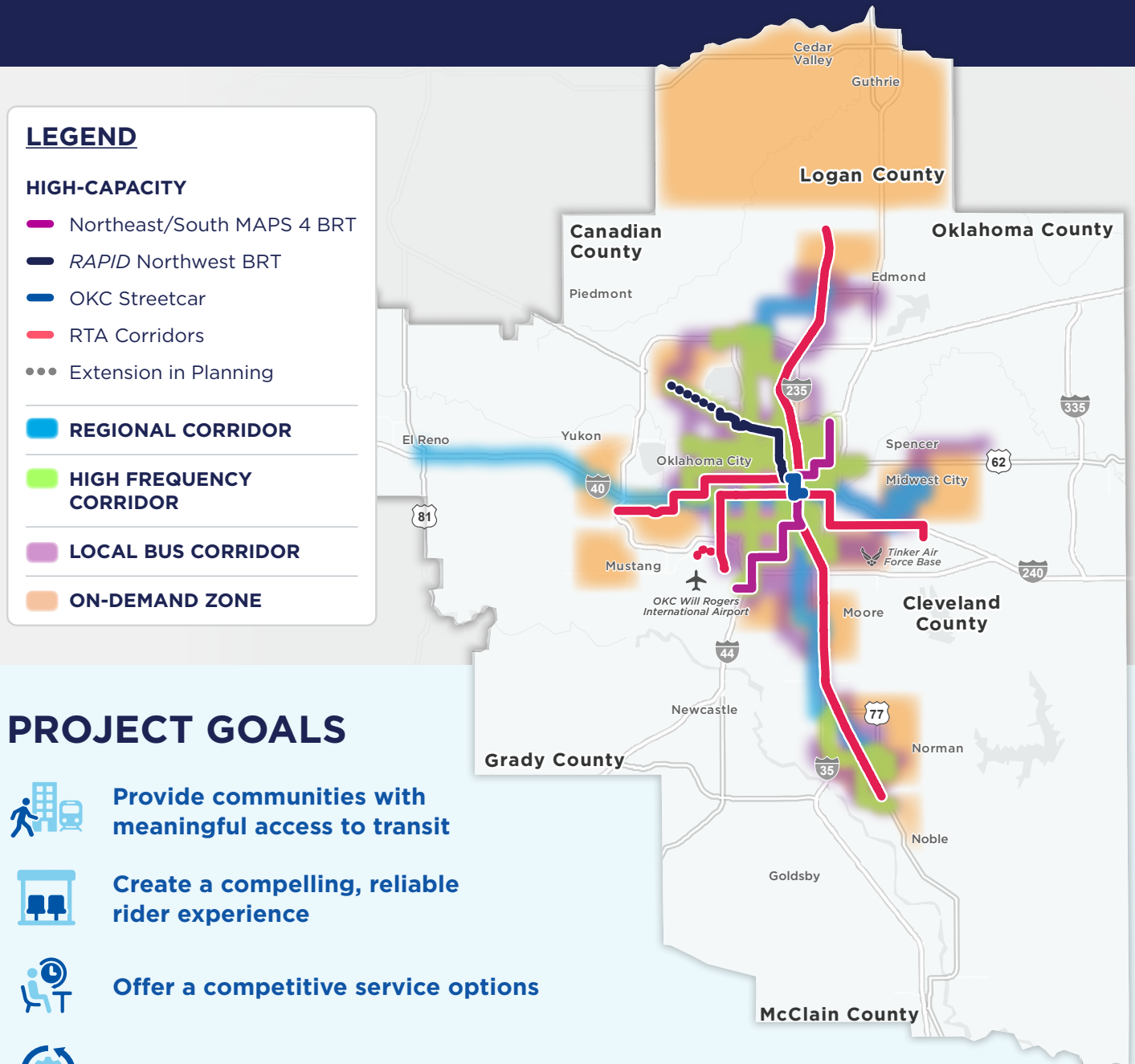
1. DISCUSSION REGARDING THE CENTRAL OKLAHOMA LONG RANGE TRANSIT PLAN.
2. CONSIDERATION OF ADJOURNING INTO AN EXECUTIVE SESSION AS AUTHORIZED BY OKLAHOMA STATUTES TITLE 25 § 307(B)(4) TO DISCUSS PENDING LITIGATION ASSOCIATED WITH WATTIE WOLFE, INC., V. G.E. JOHNSON, ET AL., CASE CJ-2025-1366 TB.

ADJOURNMENT

CENTRAL OKLAHOMA LONG RANGE TRANSIT PLAN

Central Oklahoma is growing—and so must its transit system. Building on two decades of planning, the Long Range Transit Plan (LRTP) sets a bold vision for the next 30+ years, designed to meet the region's evolving needs.

Developed with input from community members and stakeholders, the LRTP takes a regional approach to improving mobility. It leverages high-capacity transit investments to expand access, support economic development, and prepare for future growth—while encouraging even more. The plan lays the groundwork for a more connected, accessible region.



PROCESS



Community-driven
needs assessment





Data-driven analysis to
identify opportunities



Aligning with previous plans
and stakeholder input

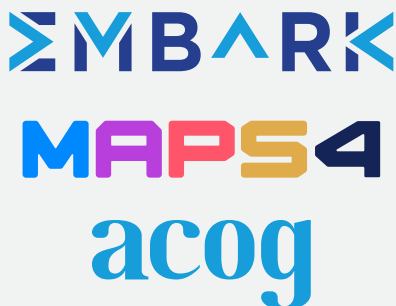


TRANSIT VISION

What We Heard 	The Vision 
Need to respond to projected growth in Central Oklahoma	Includes 15 on-demand zones in high growth areas and strategies to support sustainable development along high-capacity corridors and high-density areas
Desire for increased service frequency and longer service hours	Establishes a core network of high-capacity and high frequency services with extended service windows throughout the system to support a wider variety of trip types
Need for improved transfers to make trips more seamless and convenient	Identifies opportunities to invest in passenger and driver facilities to support better transfers and provide riders with more amenities
Desire for transit service between jurisdictions	Proposes new or enhanced routes to promote connectivity between jurisdictions such as Edmond, Oklahoma City, Norman, El Reno, Midwest City, and Spencer on weekdays and weekends
Prioritize reliability in the transit network so buses arrive when expected and riders can plan their trips with confidence	Provides potential technological investments to prioritize transit in the roadway for more service while increasing reliability

PROJECT PARTNERS

PROJECT LEADS



OPERATING PARTNERS



NORMAN Transit
(DBA EMBARK NORMAN)

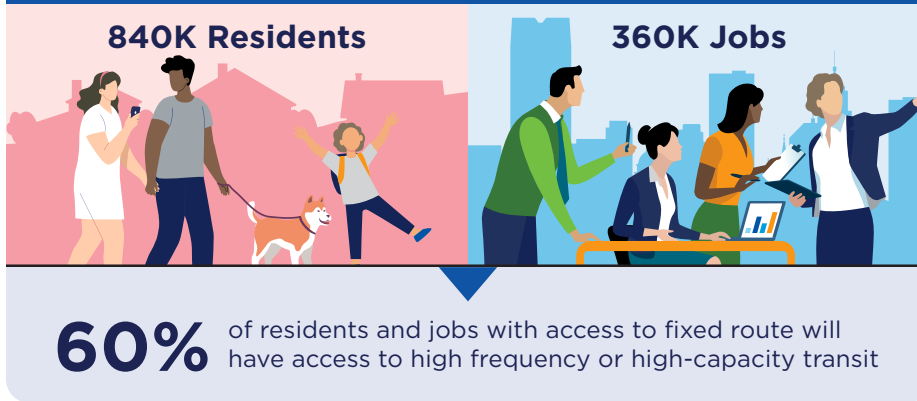
GOVERNMENT PARTNERS



PHASING

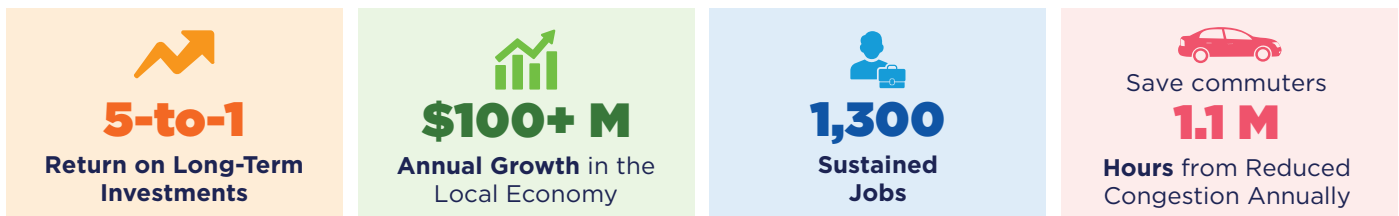
Short-Term	Mid-Term	Long-Term
0-10 Years	10-20 Years	20-30+ Years
Targeted Improvements in Key Areas	Core Network of High-Capacity and High Frequency Services	Integrated Transit System
High-Capacity Transit Investments: NE/S MAPS 4 BRT Corridor & OKC Streetcar Extension (to MAPS 4 Multipurpose Stadium)	High-Capacity Transit Investments: RTA N/S Commuter Rail, RTA West BRT Corridor, RTA East Corridor, RTA Airport LRT Corridor & RTA FAA Extension	High-Capacity Transit Investments: OKC Streetcar Extension (Innovation District), <i>RAPID</i> NW BRT Extension
Local Service Investments: <ul style="list-style-type: none"> Frequency improvements on select routes Enhanced nighttime and weekend service on select routes 	Local Service Investments: <ul style="list-style-type: none"> Frequency improvements on core network Enhanced nighttime and weekend service on core network Increased regional connectivity through high-capacity service improvements 	Local Service Investments: <ul style="list-style-type: none"> Enhanced nighttime and weekend service on local bus corridors Partnerships to establish and enhance transit access through on-demand zones Increased regional connectivity through express service on regional corridors

Connecting Communities Through Convenient Transit



Investing in high frequency and high-capacity transit services near jobs and housing gives people the flexibility to get to work, school, and daily destinations without relying on a car. This not only makes commuting more affordable and convenient—it also helps reduce traffic congestion across Central Oklahoma.

COMMUNITY BENEFITS



Transit investments **stimulate the local economy** by attracting business and encouraging development to improve **economic competitiveness**.



Transit hubs and easy access to high-capacity and high frequency services can increase **property values** by spurring **residential and commercial development**.

KEY ACTIONS TO DELIVER THE PLAN



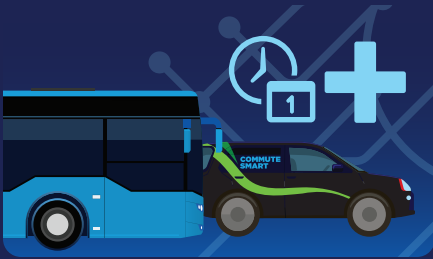
✓ Enhance the Rider Experience

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



✓ Establish Strategic Partnerships

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



✓ Diversify Services

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



✓ Increase Reliable Funding

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

CHECK OUT THE FULL LRTP HERE!

<https://tinyurl.com/OKLRTP-Storymap>

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



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



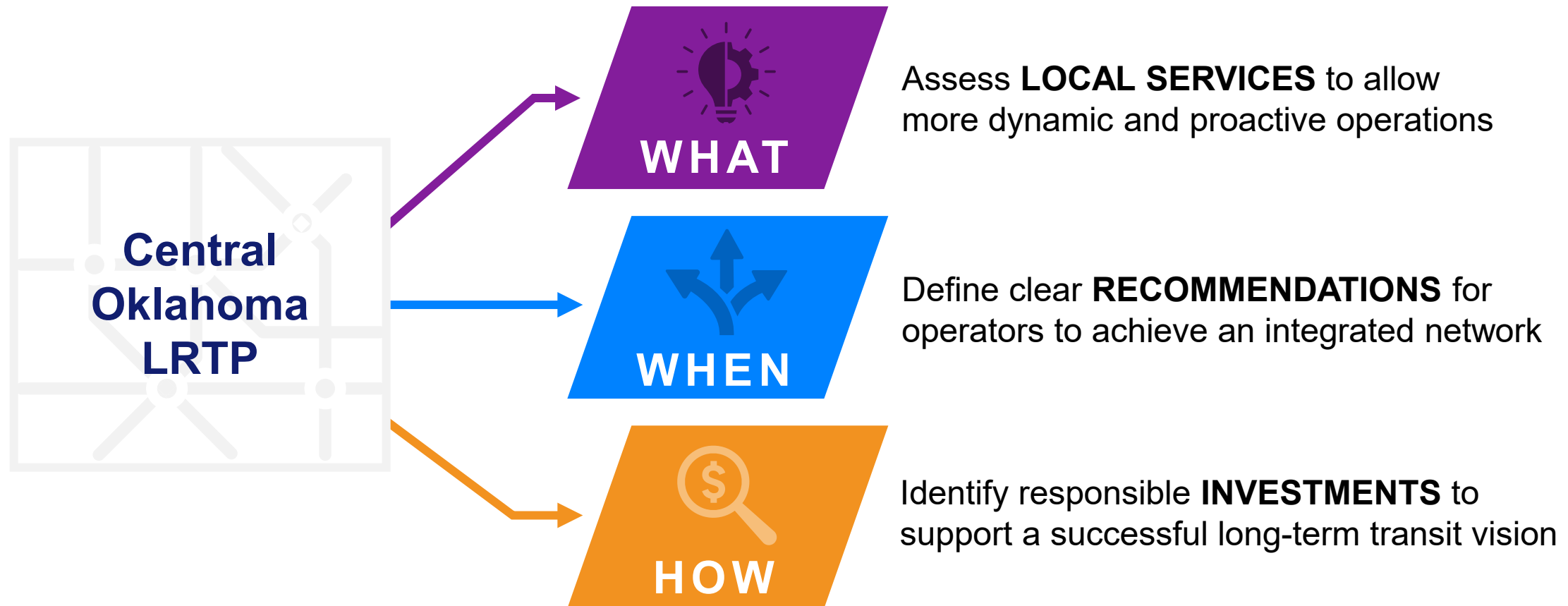
+1.1M
Trips

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

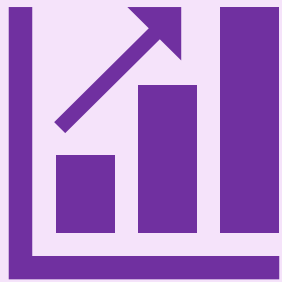




Vision and Goals



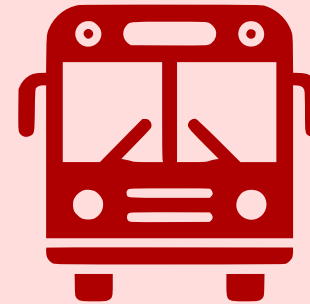
Develop an intentional plan for a cohesive network of transit services that supports growth, promotes economic mobility, enhances quality of life, and facilitates opportunity across Central Oklahoma.



*Provide communities
with meaningful
access to transit*



*Create a compelling,
reliable rider
experience*



*Offer competitive
service options*

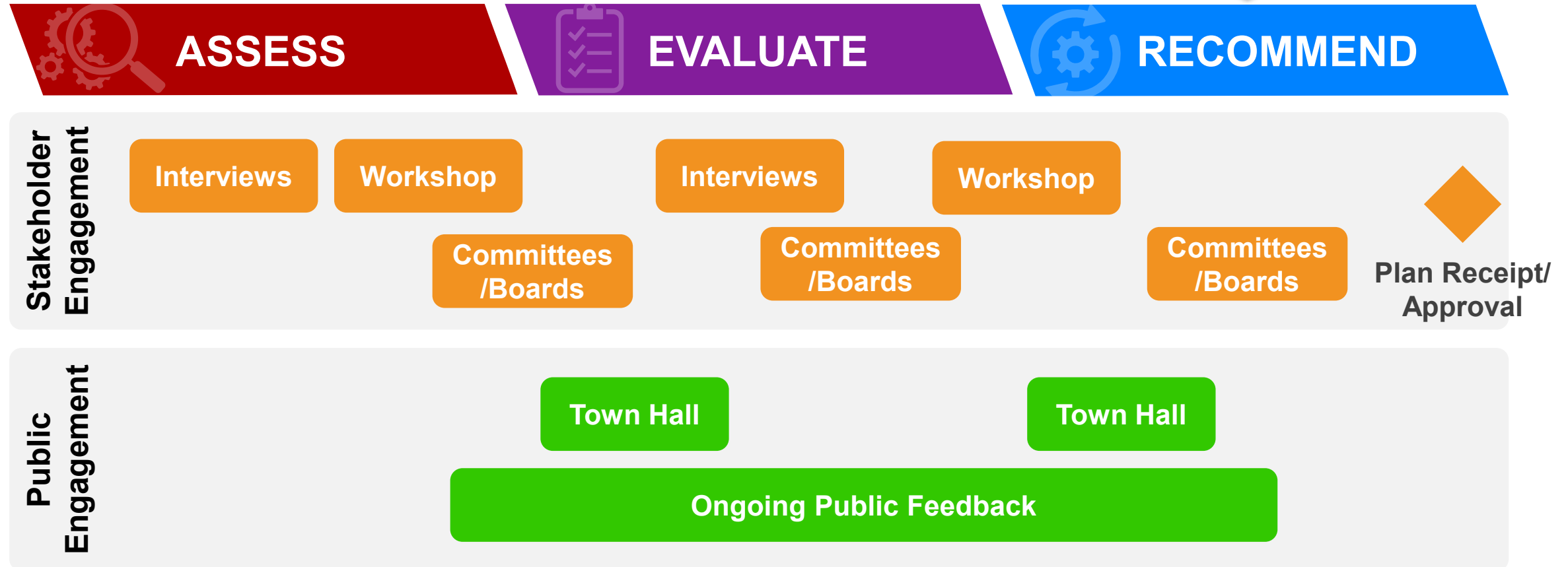


*Utilize resources
effectively*



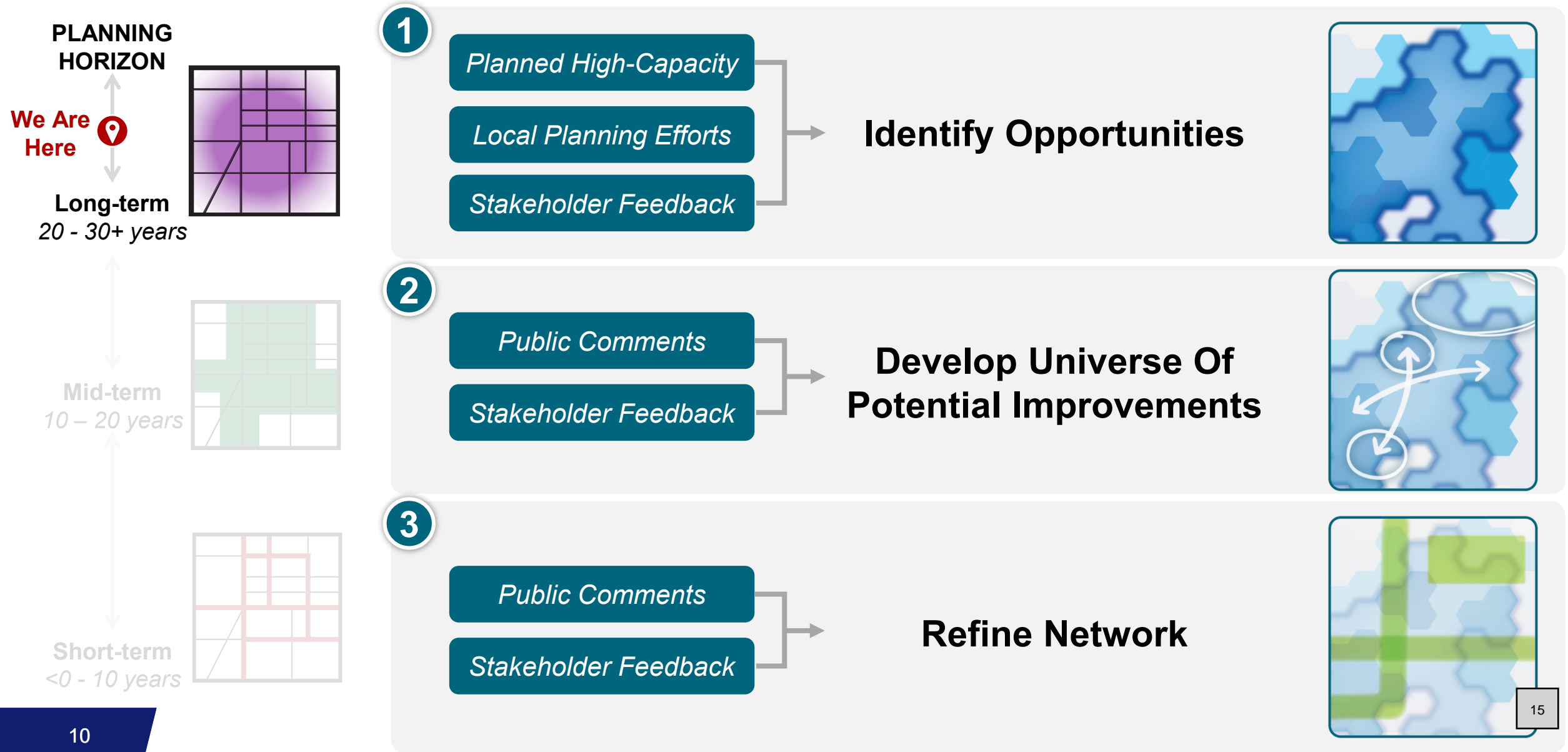
Project Schedule

**WE ARE
HERE**



Developing the Vision

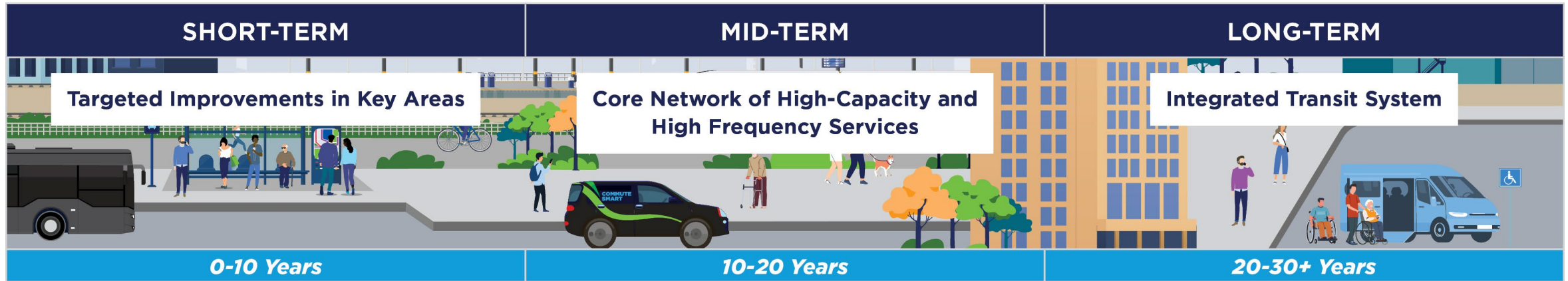




Transit Vision





Planning Horizons




HIGH-CAPACITY TRANSIT INVESTMENTS		
<ul style="list-style-type: none"> MAPS 4 NE/S BRT Corridor OKC Streetcar Extension (to MAPS 4 Multipurpose Stadium) 	<ul style="list-style-type: none"> RTA N/S Commuter Rail RTA West BRT Corridor RTA East BRT Corridor RTA Airport LRT Corridor & RTA FAA Extension 	<ul style="list-style-type: none"> OKC Streetcar Extension (Innovation District) RAPID NW BRT Extension
LOCAL SERVICE INVESTMENTS		
<ul style="list-style-type: none"> New high frequency in key corridors Enhanced service spans on key routes 	<ul style="list-style-type: none"> High frequency service on core network Enhanced service spans on core network 	<ul style="list-style-type: none"> New on-demand zones to expand access Enhanced service spans on all routes



Public Engagement Summary

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

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

Long-Term

Integrated Transit System

Core Network

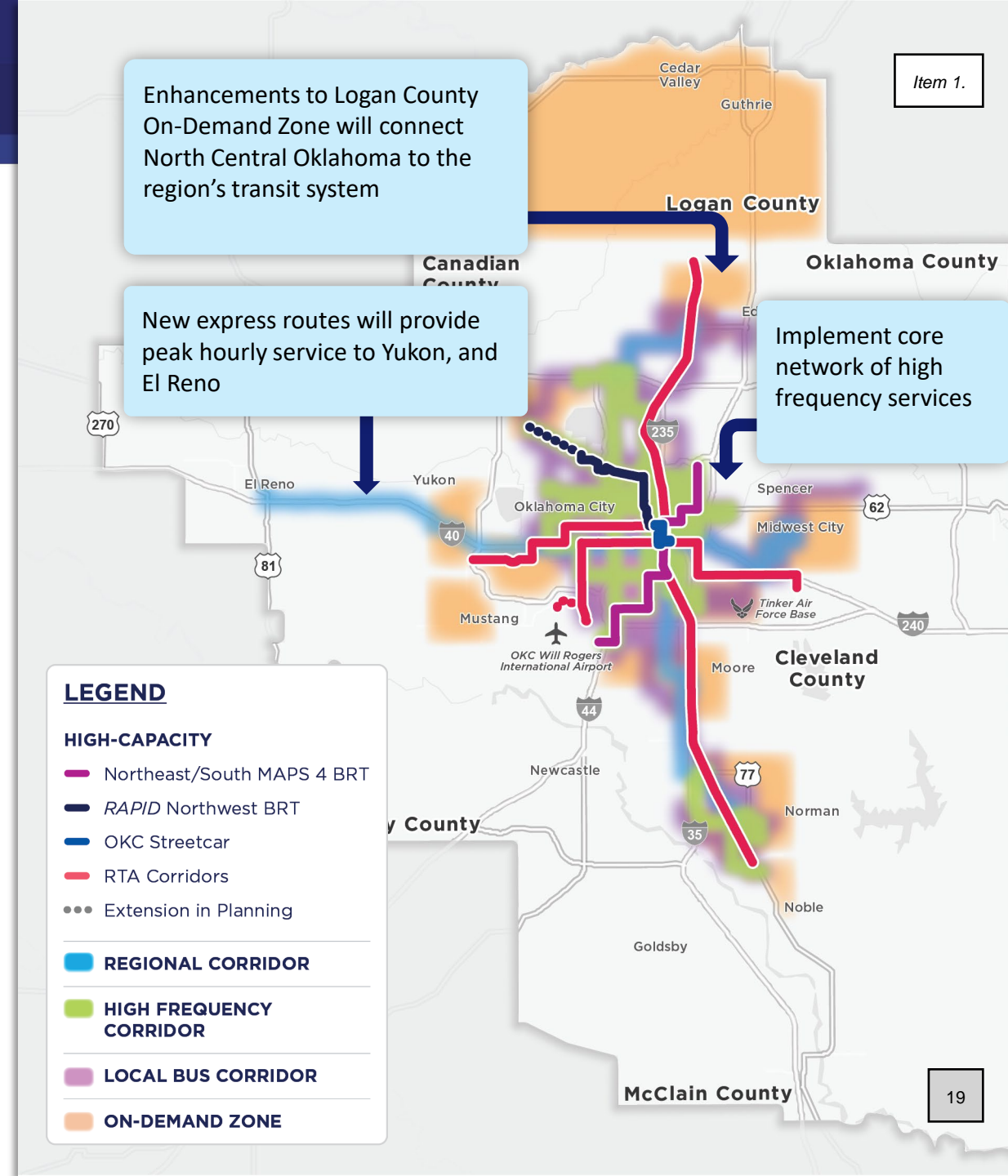
16 High Frequency Routes
430 Miles of High-Capacity/ High Frequency
9 High-Capacity Routes
375K More Residents/Jobs with increased access to frequent service

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

Item 1.

21

Delivering the Vision

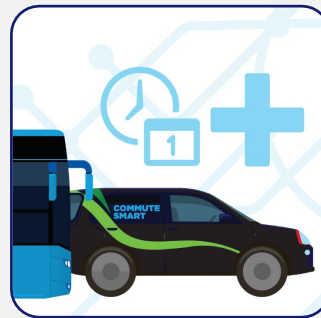




Key Actions to Deliver the Plan



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	Public Agencies <i>Public-to-Public</i>
	Private Businesses <i>Public-To-Private, Transportation Demand Management</i>
	Non-Profit Organizations <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

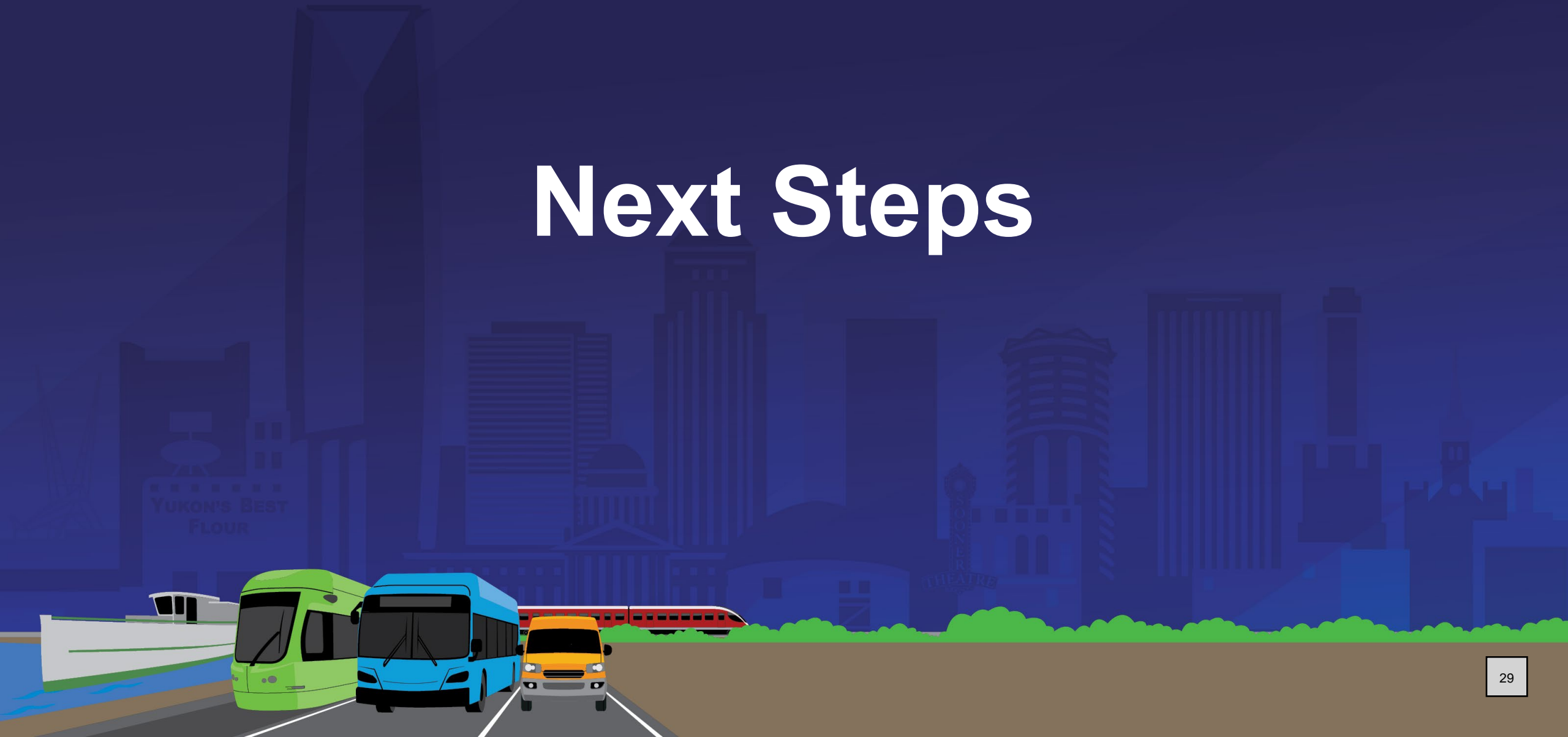
Aligning with the Regional Planning Process

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

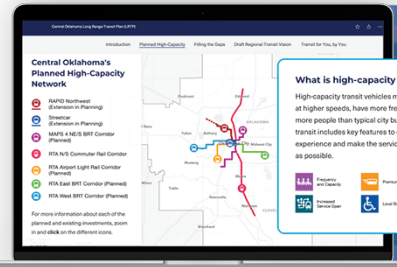




Get Involved!

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.

- Express
- Transit
- Light Rail
- Heavy Rail
- Light Rail
- Heavy Rail
- Light Rail
- Heavy Rail

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

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

Send Comments from:
10/21 – 11/07



Q & A