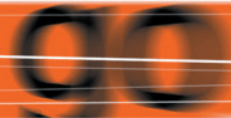


THE FUTURE IS A





CENTRAL OKLAHOMA TRANSPORTATION AND PARKING AUTHORITY

To The Citizens of Central Oklahoma,

The ability to travel safely and efficiently is an important aspect of the quality of life in any urban community. As Trustees of this region's public transit authority, we identified the need to develop a vision and clear plan for the future of public transportation in the Greater Oklahoma City area.

The Long Range Vision and Plan of the Central Oklahoma Transportation and Parking Authority was developed with the assistance, input and support of numerous civic leaders and citizens representing a broad spectrum of interests and areas of our metropolitan area. We thank these individuals for their time and effort. The plan development was also guided by extensive public outreach as well as research of future travel patterns and development trends.

The vision and plan have two overall themes:

- Begin to create a "riding culture" or attitude toward public transportation within the Oklahoma City area.
- Base all actions resulting from this plan on service to the customer and potential customer.

We are pleased to present this plan to you. The plan is aggressive, yet conservative and practical. We seek your support as well as your input.

Sincerely,

Board of Trustees
Central Oklahoma Transportation and Parking Authority

300 SW 7th Oklahoma City, Ok. 73109 • (405) 297-2601 • Fax: 297-2111

KEY FINDINGS

- Public transportation in Central Oklahoma is significantly underfunded
- When compared to similar cities, METRO Transit provides significantly less service and carries fewer passengers
- Good public transportation supports economic development in the Greater Oklahoma City area
- Many residents in Central Oklahoma use public transportation when traveling in other cities
- Service levels are inadequate and convenience will need to improve to meet the community's needs
- Overall, the image of METRO Transit needs to be improved

City Comparison by Population

City & State

Operating Expense per Capita

Miles per Capita

Trips per Capita

Louisville, KY

Omaha, NE

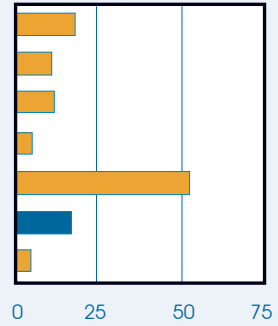
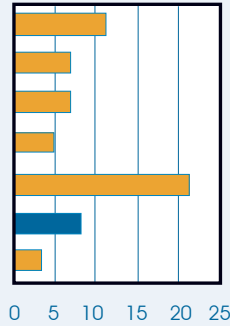
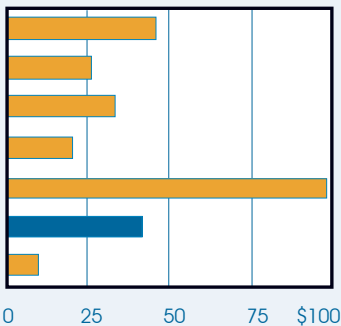
Albuquerque, NM

Tulsa, OK

Austin, TX

15 City Peer Average:

Oklahoma City, OK



Source: 1998 National Transit Database CMB&-MBP costs only

SHORT-TERM ACTIONS

1-2 YEARS

Partnership Opportunities

- Aggressively seek partnership opportunities to realize improvements in existing services
- Develop synergy with parking system, tourism, etc. in order to provide additional services

Image Enhancements

- Establish a consistent image across all materials
- Improve availability and usefulness of transit information
- Develop and implement a comprehensive "How to Use Transit" campaign
- Enhance emphasis on customer care and information with front-line operating personnel
- Establish an on-going program of performance measurement that tracks service quality and customer satisfaction

Downtown Transit Center

- Complete construction and relocation of new Transit Center located at NW 5th & Hudson

Service Improvements

- Airport and FAA
- Northwest Expressway Employers
- Midwest City and Tinker Diagonal area
- Special Event Shuttles
- Enhance ADA accessible service
- Offer additional services to older adults

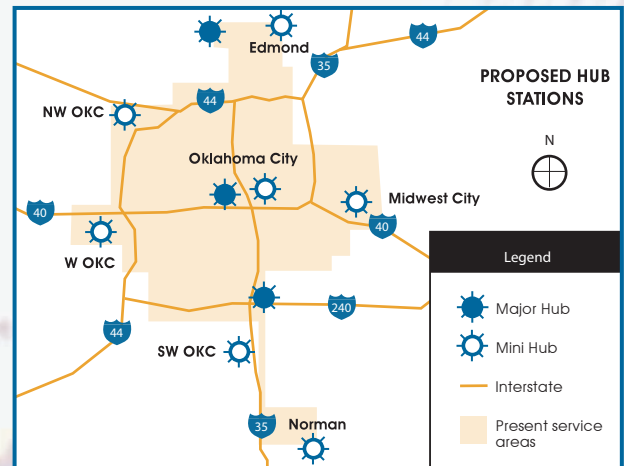


38 EDMOND

MEDIUM-TERM ACTIONS

3-10 YEARS

- Establish network of mini stations to connect different public transportation services
- Enhance services (approximately double) in the current service area
 - Increase hours
 - Improve frequency
 - Add service on Sunday
 - Expand services to meet the needs of persons with disabilities and older adults
- Conduct fixed guideway (light rail or busway) feasibility study for light rail or bus rapid transit
- Expand service area
 - Add new bus routes to select outlying areas
 - Establish flexible service zones
 - Expand express bus services
 - Offer more park and ride options



LONG-TERM VISION

11-25 YEARS

- METRO Transit has made significant improvements and is viewed as an integral part of the economic fiber of the region
- A system of mini stations with connections has been established
- The public transportation system of fixed routes, community circulation and flexible service zones cover most of the development footprint of the Greater Oklahoma City Area
- System-wide technology improvements, including real-time information and personalized trip making options are available
- Stable funding source has been secured
- Service has tripled over 25 years
- Public transportation is viewed as reliable and favorable for riders to work, school, shopping, doctor's appointment and recreation activity
- Housing and business development encourage the use of public transportation
- Fixed guideway (light rail or busway) system is underway

VISION

METRO Transit is a significant partner in meeting the transportation needs of the Greater Oklahoma City area.



GOALS

In May of 2001, this vision was adopted by the Board of Trustees and the Association of Central Governments and received by the City Council of the City of Oklahoma City, thus, laying the foundation for development and the working goals for COTPA.

- METRO Transit will provide a range of mobility options to serve the Greater Oklahoma City area
- METRO Transit will deliver innovative services that are responsive to the market needs of the community, which place the customer first
- METRO Transit will offer services with a cohesive, positive and energetic image with readily available information
- METRO Transit will deliver services that are reliable, on time, safe, clean and friendly
- METRO Transit will be an active partner in promoting the economic growth of the Greater Oklahoma City area
- METRO Transit will provide services that efficiently use financial resources and is responsive to funders of service

OVERALL PLAN

It was concluded that in order to meet the Vision and Goals, the future public transportation system must:

- Increase hours of service
- Enhance frequency of service and expand service to wider geographic area
- Customize services to suit the needs of the community
- Increase awareness of METRO Transit's family of services
- Develop additional services for older adults and persons with disabilities
- Improve the availability and usefulness of transit information
- Establish public transportation as a mode of choice
- Create a "riding culture" within the Greater Oklahoma City area

This service concept consists of developing more direct trips and adding more hubs for transfers for the entire family of services. The expansion area would include customized services to suit the needs of the community.

FUND REQUIREMENTS

A combination of funding strategies is proposed to fund existing and new services. The full-service plan would be phased in over several years. A regional-based funding source to support transit along with increased funding from the State will need to be secured in order to implement the long-term plan.

Short-Term

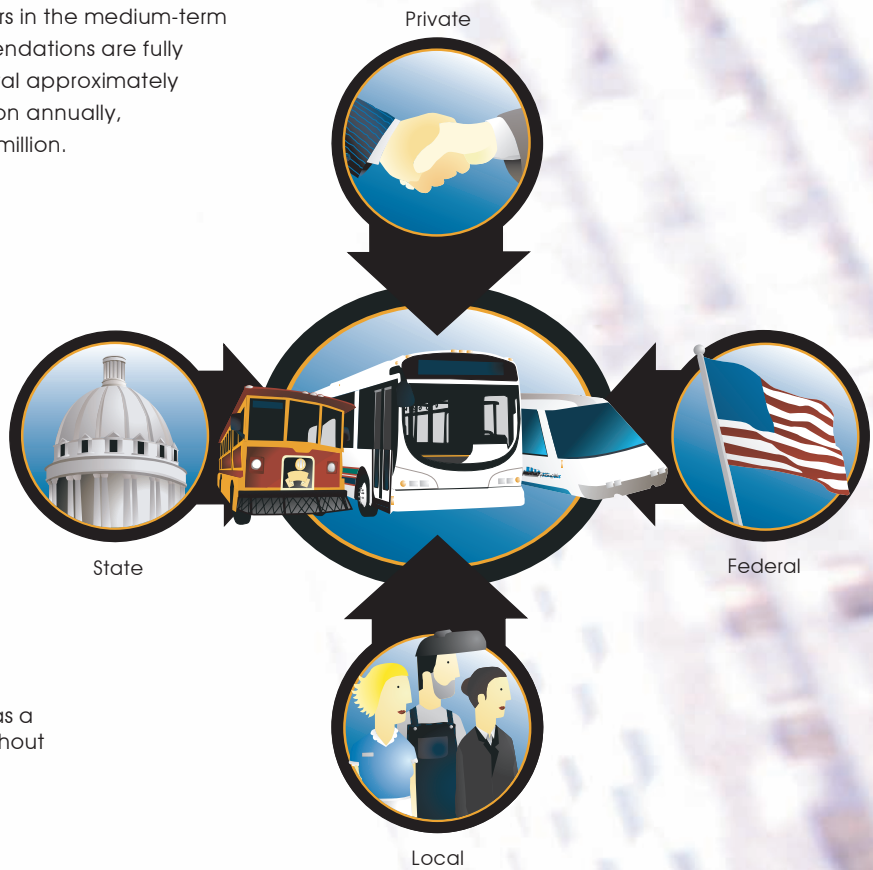
Estimated annual operating expenses associated with the short-term service improvements would increase approximately \$2.5 million or 17.2%.

Medium-Term and Long-Term

The most significant expansion of service occurs in the medium-term time frame. When the medium-term recommendations are fully implemented, the operating budget would total approximately \$46.5 million, which is an increase of \$28.7 million annually, with annual capital costs of approximately \$4 million.

Funding Strategies

- Improve overall image of METRO Transit
- Maximize use of federal grant programs
- Expand state funding
- Maintain user support through passenger fares
- Continue service agreements with local governments
- Partner with schools and universities, including student pass programs
- Implement an employer pass program and employer subscription services
- Establish broad-based funding source, such as a dedicated transit tax to be collected throughout the Greater Oklahoma City area.



METRO Transit is Central Oklahoma's public transportation system operating throughout the Greater Oklahoma City area to take you wherever you need to go. Buses, vans and trolleys form our fleet with a variety of programs to serve the needs of the Greater Oklahoma City area.

METRO TRANSIT • CENTRAL OKLAHOMA TRANSPORTATION & PARKING AUTHORITY
300 S.W. 7TH | OKLAHOMA CITY, OK 73109 | 235-RIDE | WWW.GOMETRO.ORG



The City of
OKLAHOMA CITY