



# Mobility Week

2025



# What is Mobility Week?



Mobility week is a **united effort** by the Oklahoma Department of Transportation, Mobility Management Programs and their partner agencies **to promote awareness of safe transportation resources throughout our state.**

**Together, we are raising awareness about safe, accessible, and inclusive transportation options that connect communities across Oklahoma.**

## The Why

Building Awareness: Many individuals do not realize what transportation services is available to them.

# Who can participate?

- ✓ Transit Agencies
- ✓ Organizations – Including those who are not in the transportation industry
- ✓ Communities
- ✓ Local businesses
- ✓ Coalitions, advocacy groups and committees
- ✓ Individuals
- ✓ Everyone



## Oklahoma Mobility Week

November 2-8, 2025

**Reasons To Participate:**

1. Gain understanding of the challenges non-drivers face.
2. Identify barriers & gaps in transportation systems.
3. Challenge misconceptions regarding transportation needs.
4. Make well-informed infrastructure funding & transportation policy decisions that support the needs of your community.
5. Address transportation inequity & create safe access for all

**Facts:**

1. Nearly 3.6 million Americans do not obtain medical care each year because of lack of transportation.
2. Nearly 2 million people with disabilities never leave their home; 560,000 are related to transportation challenges.
3. 5.4% of Oklahoma residents are zero-car households.
4. One in five Americans who live in rural areas are increasingly cut off from economic and social opportunities.

**Ways To Be Involved:**

1. Share Mobility Week with your community!
2. Call your local Mobility Manager to learn about our program and coordinate a ride.
3. Participate in follow up discussions.

**Heads Are Better Than One!**

Often, community problems or issues are too large and complex for any one agency or organization to tackle. In these circumstances, working together can be an effective strategy for changing programs and policies that are needed to achieve the goal!

**Mission:**

Our goal is to work locally with communities and transportation providers. This will serve to connect individuals with essential services improving access to healthy living resources, healthcare, and employment.

**Scan the QR code for a quick participation survey!**



 <https://okmm.multiscreensite.com>



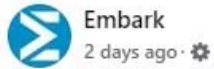
# 2024 Participating Partners Highlights

As we share examples from 2024 and ideas, please share your ideas with us too!

Use the chat to submit ideas during the next 11 slides



# Highlights – EMBARK & COTS



Embark

2 days ago · 🌟

Oklahoma Mobility Week is November 3-9, 2024 and there is a statewide campaign photo contest happening. 📸 See the details and enter the contest: <https://loom.ly/eexGR3Y>

Plus, our friends at [Amtrak](#) have \$1 rides on the Heartland Flyer for just \$1 from November 5-7, 2024. 🚆 See the promotion: [https://loom.ly/sFE\\_xyE](https://loom.ly/sFE_xyE)



Central Oklahoma Transit System - COTS

October 31 at 12:15 PM · 🌐



JAMM Transit - INCA Community Services

October 21 at 10:21AM · 🌐

Oklahoma Mobility Week is November 3-9, 2024 and this is the link to the statewide campaign webpage. <https://okmm.multiscreensite.com/mobility-week-2024>

Join us in celebrating Public Transit!! JAMM Transit will be celebrating with Free Fares for the Town Route Services in all counties!!!



# Highlights – JAMM Transit

 JAMM Transit - INCA Community Services  
October 21 at 10:21AM · 🌐

Oklahoma Mobility Week is November 3-9, 2024 and this is the link to the statewide campaign webpage. <https://okmm.multiscreensite.com/mobility-week-2024>

Join us in celebrating Public Transit!!! JAMM Transit will be celebrating with Free Fares for the Town Route Services in all counties!!!

 **LET'S GET MOVING**

TAKE A SELFIE USING DIVERSE TRANSPORTATION OPTIONS IN OKLAHOMA

Scan QR Code for rules and more information

**DEADLINE November 10, 2024**

Scan the QR Code to **SUBMIT PHOTOS**

**ENTER** The Mobility Week Photo Contest  
**PHOTO SUBMISSION STARTS NOW!**

**SCAN ME**



 JAMM Transit - INCA Community Services  
20h · 🌐

Remember!!! Take a selfie while you're riding the bus, post it on Facebook and tag us to get entered into a drawing for Free Town Route Transportation for ONE YEAR!!! One Lucky Winner will be drawn on Facebook Live!! Like, share, and watch our page for more information.

**Oklahoma Mobility Week!!!!**  
November 3 - 9, 2024

Free FARES for all Town Route Services

Take a selfie and post to Facebook riding the bus!

<https://www.facebook.com/INCAJammTransit>



 JAMM Transit - INCA Community Services  
October 31 at 10:23 AM · 🌐

Next week is Oklahoma Mobility Week and JAMM Transit is offering FREE Transportation for in Town Services all week long!!! [#comeridewithus](#) [#mobility](#) [#mobilityweek](#)

Take a selfie while you're riding the bus to get entered into a drawing for Free Town Route Transportation for ONE YEAR!!! One Lucky Winner will be drawn on Facebook Live!! Like, share, and watch our page for more information.

## JAMM Transit

- FB Contest-giveaway
- Free town transportation for 1 year





# Highlights – LATS

**LATS**  
20 hours ago · 🌐

Day 4 of our Rock Your Route Mobility Week Scavenger Hunt! Ready to keep the adventure going?

🔍 Clue: You'll need a lot of energy after spending the weekend running errands at this location along our yellow route. ... [See more](#)



**LATS**  
a day ago · 🌐

Day 3 of our Rock Your Route Mobility Week Scavenger Hunt! Ready to keep the adventure going? Today's clue is all about getting active and enjoying the outdoors! 🌿

🔍 Clue: You'll need some comfy shoes after walking the track at this location along our green route.

Can you guess where it is? Put your thinking caps on and head out for some fun! 🧐

Don't forget to snap a pic and tag us! 📸

The first person to locate our Bouncey rock and bring him to the LATS office by 5pm will win a gift card to Dick's Sporting Goods!

[#rockyourroute](#) [#mobilityweekk](#) [#scavengerhunt](#) [#greenroute](#) [#getmovingkeepmoving](#) [#exploreyourcity](#)



**LATS**  
15h · 🌐

🎉 Bouncey Has Been Found! 🎉

Congratulations to our third winner of our Rock Your Route Scavenger Hunt! The Bouncey rock has been successfully located back to the LATS office! 🥳👏 Thank you to everyone who participated in the hunt, and a special shout-out to our winner who brought Bouncey back to the LATS office by 5pm!

🎁 Prize Alert: Our lucky winner has earned a \$50 gift card to Dick's Sporting Goods and can get an energizing teal!

Thanks for joining in the fun, and stay tuned for more exciting challenges in this week's Mobility Week Scavenger Hunt! 🌟

[#mobilityweek](#) [#getmovingkeepmoving](#) [#scavengerhunt](#)



**LATS**  
6 days ago · 🌐

🌟 Exciting news! Join us for Mobility Week, hosted by our amazing regional mobility manager, Katie Pollard, in partnership with LATS! From November 4-8, 2024, we'll be celebrating all things mobility with a fun-filled scavenger hunt where you can win fantastic prizes! 🎁

Each day, LATS will be hiding a special rock featuring our mascot, Bouncey, along our routes. Every morning, we'll post clues right here on our Facebook page to help you track down Bouncey! Once you find the ... [See more](#)



**LATS**  
3 days ago · 🌐

Due to the weather, we will be postponing today's scavenger hunt for Mobility Week until tomorrow. Tomorrow we will post clues about where to find our Bouncey Rock and you can also ride free with your voting sticker!



**LATS**  
a day ago · 🌐

🎉 Bouncey Has Been Found! 🎉

Congratulations to our second winner of our Rock Your Route Scavenger Hunt! 🥳👏

The Bouncey rock has been successfully located along the green route and has made his way back to the LATS office! 🥳👏 Thank you to everyone who participated in the hunt, and a special shout-out to our winner who brought Bouncey back in time to claim their prize! 🏆

👉 [See more](#)



**LATS**  
October 29 at 4:47 PM · 🌐

Exciting news! 🌟 Join us for Mobility Week, hosted by our amazing regional mobility manager, Katie Pollard, in partnership with LATS! From November 4-8, 2024, we'll be celebrating all things mobility with a fun-filled scavenger hunt where you can win fantastic prizes! 🎁

Stay tuned for more details coming later this week. Let's get moving and have some fun! 🌟👏

[#MobilityWeek](#) [#getmoving](#) [#getmovingkeepmoving](#) [#scavengerhunt](#) [#ridelats](#)

**LATS** is at Lu Lu's Coffee and Bagel.  
2 days ago · Lawton · 🌐

🎉 Bouncey Has Been Found! 🎉

Congratulations to the first winner of our Rock Your Route Scavenger Hunt! 🥳👏

The Bouncey rock has been successfully located along the green route and has made his way back to the LATS office! 🥳👏 Thank you to everyone who participated in the hunt, and a special shout-out to our winner who brought Bouncey back in time to claim their prize! 🏆

🎁 Prize Alert: Our lucky winner has earned a gift card to LuLu's Coffee & Bagel, where they can enjoy a delicious pick-me-up! 🥳👏

Don't forget, it's Election Day! If you have your voting sticker, you can ride our services for free today! 🗳️👏

Thanks for joining in the fun, and stay tuned for more exciting challenges in this week's Mobility Week Scavenger Hunt! 🌟

[#mobilityweek](#) [#getmovingkeepmoving](#) [#scavengerhunt](#) [#ridelats](#)





# Highlights – Norman



City of Norman, OK - City Government

October 24 at 1:10 PM · 🌐

The City of Norman took the opportunity at the October 22, 2024, City Council Meeting to approve proclamations honoring those who make Norman a special place to live and work.

Staff and volunteers of South Central Court-Appointed Special Advocates (CASA) were recognized for the work they do on behalf of abused and neglected children. Sherri Marisco accepted the proclamation on CASA's behalf. The organization's mission is to recruit, screen, train, and support members of the community to advocate for the best interests of children who have been made wards of the court in Cleveland, McClain, and Garvin Counties.

Norman resident Nelson Dent received the proclamation declaring November 3 through November 9 as Oklahoma Mobility Week in the City of Norman. Existing mobility programs include regular Embark bus service, paratransit service, on-demand service, e-scooters, sidewalks, multimodal paths and even Amtrak service and demonstrate Norman's commitment to Building an Inclusive Community.



## October 22nd PROCLAMATIONS



- Staff and volunteers of South Central Court-Appointed Special Advocates (CASA) were recognized for the work they do on behalf of abused and neglected children. Sherri Marisco accepted the proclamation on CASA's behalf. The organization's mission is to recruit, screen, train, and support members of the community to advocate for the best interests of children who have been made wards of the court in Cleveland, McClain, and Garvin Counties.
- Norman resident Nelson Dent received the proclamation declaring November 3 through November 9 as Oklahoma Mobility Week in the City of Norman. Existing mobility programs include regular Embark bus service, paratransit service, on-demand service, e-scooters, sidewalks, multimodal paths and even Amtrak service and demonstrate Norman's commitment to Building an Inclusive Community.



City of Norman, OK - City Government

a day ago · 🌐

Did you know it's Oklahoma Mobility Week?

Mobility week in Oklahoma is a united effort by the Oklahoma Department of Transportation, Mobility Management Programs and partner agencies to promote awareness of safe transportation resources throughout our state!

Enter the photo contest by 11/10/24! Learn more at <https://okmm.multiscreensite.com/mobility-week-2024>

#OKMobilityWeek



## LET'S GET MOVING

TAKE A SELFIE USING DIVERSE  
TRANSPORTATION OPTIONS IN  
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## EMBARK Norman

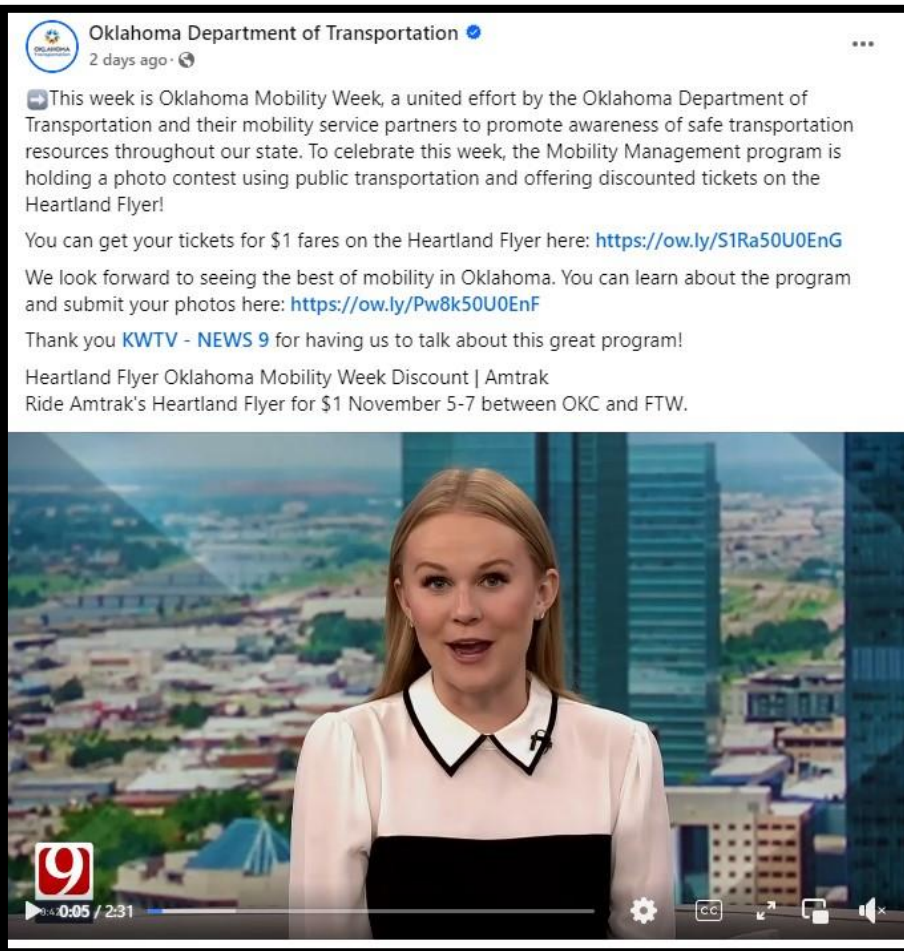
- Proclamation by the City of Norman
- Promoting on social media



# Highlights – ODOT

## ODOT

- Promoting on social media





# Highlights – OkTA & The Heartland Flyer



Oklahoma Transit Association

★ Favorites · a day ago ·

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👉 Don't miss your opportunity to share the best of mobility in Oklahoma and celebrate Oklahoma Mobility Week by entering 🇺🇸 Oklahoma Mobility Management's photo contest! Submissions may be featured on ODOT and the Mobility Management program's social media and web platforms.

The lucky 🏆 winner will be announced on November 18, 2024. The photo contest winner will be featured as the heading photo on the 2025 mobility week webpage.

Complete rules and entry link can be found on Oklahoma Mobility Management program's website.



Oklahoma Transit Association

★ Favorites · a day ago ·

...

Join us celebrating safe transportation resources available to Oklahomans across the state with Oklahoma Mobility Week!



YOUTUBE.COM

Mobility Week 2024 News 9 OKC Interview

ODOT interview with Channel 9 News in OKC about the new campaign called Mobility Week in...



OKLAHOMA  
Transportation

## Take a Ride on the Heartland Flyer®

***Ride the Heartland Flyer for \$1  
November 5-7, 2024***

Celebrate Oklahoma Mobility Week with the Heartland Flyer and ride for \$1 one-way when you travel November 5-7!

With daily service between OKC and Fort Worth, including stops in Norman, Purcell, Pauls Valley, Ardmore and Gainesville, the Heartland Flyer is your ticket to connecting with friends, family and essential services throughout the region.

To receive this discount, book your trip directly from this page or enter code V358 on the Amtrak mobile app. Discount will be applied at checkout. Terms and conditions apply. Visit the event website for more information.

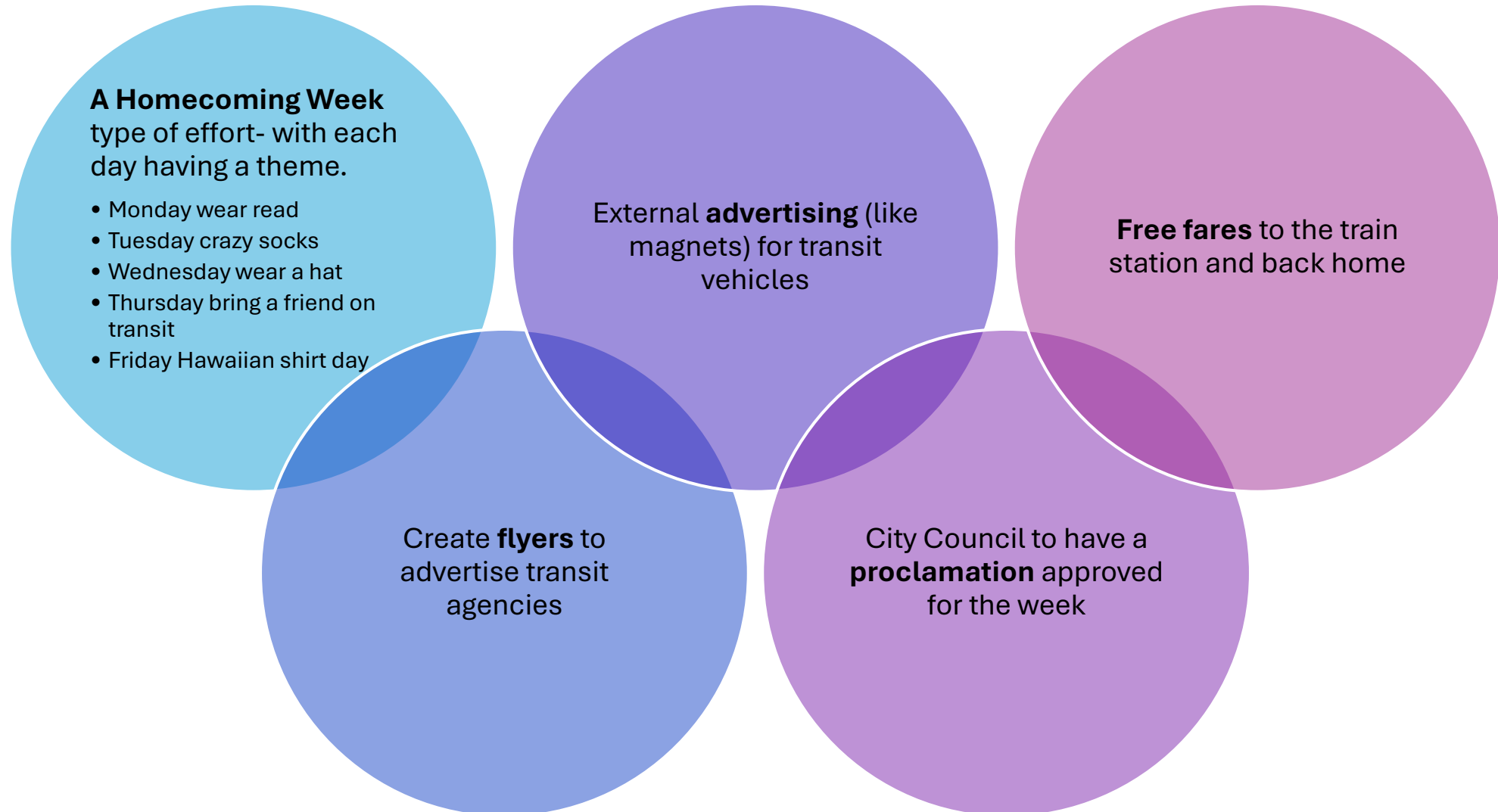


<https://aemstage.amtrak.com/promotions/heartland-flyer-oklahoma-mobility-week-discount>



# Ideas for Participating Agencies

*From the 2024 participation sign up sheet*



# Some more Mobility Week Ideas to try



# Innovative Ideas for Transit Providers – Part 1

Riders- nominate your favorite driver

“Mobility MythBusters” quiz to bust transit myths

Organize “Transit Tailgate” park-and-ride; hot dogs and giveaways!

Host a "Ride Transit Free Day" or reduced fares

Bus Stop Beautification/Mural Project

1. Engage schools or local artists in painting murals or signs at bus stops or community hubs. Include messages of inclusivity and mobility access (e.g. “Everyone Deserves a Ride”)

# Innovative Ideas for Transit Providers- Part 2

## Fun Handouts for Drivers to Give Riders

### 1. I Ride Transit" Stickers

1. Bright, fun stickers that say:
2. "I Ride Local"
3. "Mobility Matters!"
4. "Ask Me Why I Ride"
5. Be sure to brand anything you handout with your agency logo.

## Buttons or Pins

1. "I ❤️ My Bus Driver"
2. "Transit = Freedom"

## Kindness Cards

1. "You're going places—literally!"
2. "Your ride matters."
3. "We see you. We're glad you're here."

## Mobility Week Punch Cards

1. Each ride earns a punch and 5 rides = small prize .
2. "Why I Ride" Cards where Riders fill in: "I ride because \_\_\_\_\_"
3. Cards can be displayed in the bus or transit station windows throughout the week.



# Schedule the ROC Bus to come to your event!



Visit the OkTA website to schedule your ROC Bus event <https://www.oktransit.org/roc>

# A few more ideas any type of agency can do:

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## Scavenger hunt

Around the community or you can do inside your agency instead

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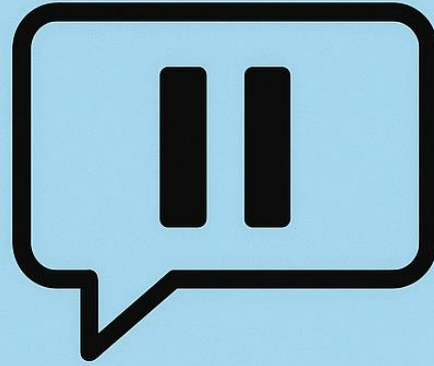
## Trivia

Use survey tools to design a trivia game for your customers or community members

Bingo Game

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# Ideas from the meeting



**Let's pause here  
and review ideas  
shared in the  
meeting chat**



Let's talk about Mobility Week 2025...

# Oklahoma Mobility Week 2025

**Celebrating Access, Connection,  
and Community**

**November 2- November 8, 2025**

# Mobility Week Flyers & Handouts



These forms and any new designs can be found on the Mobility Week webpage <https://okmm.multiscreensite.com/mobility-week>



# Photo Contest

Take a photo of your ride and submit for the photo contest.

Winning submission will be the featured photo on the Mobility Week 2026 webpage

- See contest rules on the mobility week website





# How to participate this year...

## Spread the word:

You don't have to sign up to talk about mobility week.

- Share or like the participating agencies social media posts.
- Use hashtag #MobilityWeekOK on any of your social media posts
- Participate in the photo contest and encourage others to as well
- Encourage your city officials, partners, and friends to participate and spread the word!
- Print and share the mobility week flyer or photo contest (on the Mobility Week [website](#))

## Sign up as a participating partner

Get regular email updates on all mobility week efforts

- And an easy to complete update form

Agency recognition on website and all communication

Create your own activities and we'll help build awareness

## Local communities

Contact your local mobility management professional to share your plans for mobility week

Create a community wide mobility week campaign with activities with various businesses and agencies participating



# Mobility Week Activity Challenge!

- We're calling on all Oklahoma transit agencies & councils of government agencies to join a friendly competition during **Mobility Week** to showcase your creativity, community engagement, and commitment to accessible transportation!

- **What's the Challenge?**

- Transit agency vs. transit agency — and COG vs. COG

it's a statewide contest for the **Best Mobility Week Activity or Event**. Whether you host a pop-up event, travel training, ride-along, outreach fair, guided tour, or creative social media campaign — we want to see how you engage your community in promoting **safe, inclusive, and sustainable mobility**.

- **How to Participate**

- **Plan your event or activity** for Mobility Week (November 2-8, 2025).
- **Involve your local community** — partner with schools, senior centers, advocacy groups, libraries, or businesses!
- **Capture your impact** — take photos, gather feedback, or collect participation data.
- **Submit your event report** by **November 10** using our official form (also on the [mobility week webpage](https://docs.google.com/forms/d/e/1FAIpQLSd2-oGKIAoU0L-Tid8Ny418LCGfRxd4m4KNjE6ODVPDb4i3nA/viewform?usp=header)):

<https://docs.google.com/forms/d/e/1FAIpQLSd2-oGKIAoU0L-Tid8Ny418LCGfRxd4m4KNjE6ODVPDb4i3nA/viewform?usp=header>



# Additional Information About Mobility Week:

- **When is Mobility Week 2025?**
  - November 2-8, 2025
- **Where is Mobility Week happening?**
  - Anywhere you want to promote mobility options and transportation resources
- **How can I sign up as a participating partner?**
  - Use this [form to sign up](#)
  - If you're just wanting to spread the word, check our [webpage](#) regularly or feel free to sign up to receive regular email updates
- **How can I share updates about my local efforts?**
  - Use this [form to submit updates](#)
- **I want to participate in the photo contest**
  - Use this [form to submit your photo](#)
- **I want to participate in the mobility week agency challenge**
  - Use [this form to submit](#) your event for the challenge
- **Who can I contact for help**
  - Visit the Mobility management website to find your local mobility professional for help



# Thank you!!

Let's work together to build awareness of **safe, accessible, and inclusive transportation options that connect communities across Oklahoma!**

