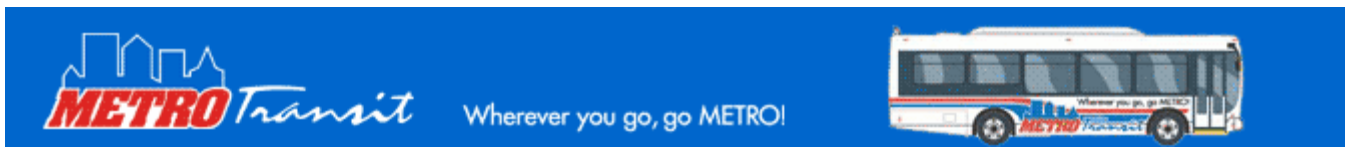


2007 Oklahoma City METRO Transit NON-Rider Survey

Final Report



conducted for
Oklahoma City, OK

by
ETC Institute
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Olathe, Kansas 66061
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April 2007

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Executive Summary

NON-RIDER SURVEY

Introduction

ETC Institute conducted an on-board transit passenger survey for the Central Oklahoma Parking and Transit Authority (COPTA) during January 2007. The purpose of the survey was to gather input from people not currently using public transportation services in the Oklahoma City area to help identify ways to increase ridership and to improve the quality of public transportation services in the community.

The survey was administered by phone to a random sample of residents who live inside METRO Transit's service area. A total of 846 surveys were completed. Of these 569 were administered to residents who live inside the city limits of Oklahoma City and 277 were administered to residents outside Oklahoma City. The overall results of the survey have a precision of at least +/-3.2% at the 95% level of confidence.

This report contains the results for both residents who live inside the city limits of Oklahoma City and residents outside Oklahoma City limits (other communities = Midwest City, Del City, and Edmond).

Major Findings

- **Perceived Value of METRO Transit.** Eighty-five percent (85%) of the Oklahoma City residents surveyed felt that METRO transit provides a valuable service to the community. This is significantly higher than the seventy percent (70%) of respondents from other communities (Midwest City, Del City, and Edmond) that felt METRO transit provides a valuable service to the community.

- **How the Level of Funding for Public Transportation Should Change.** Sixty-five percent (65%) of the Oklahoma City residents surveyed thought that over the next five years funding for public transportation should be increased (versus 64% of respondents from other communities who reported funding should increase); 21% thought it should "stay the same" (12% reported from other communities), 3% thought it should be "reduced" (2% reported from other communities) and 11% did not have an opinion (22% reported from other communities).

- **Public Transportation Usage.** More than half (51%) of the Oklahoma City residents surveyed indicated that they had used public transportation in places outside the Oklahoma City area. Thirty-five percent (35%) of the city's residents surveyed indicated that they had considered using public transportation in the Oklahoma City area.

Similarly, fifty-four percent (54%) of respondents surveyed from other communities (Midwest City, Del City, and Edmond) indicated that they had used public transportation in places outside the Oklahoma City area. Twenty-eight percent (28%) of those surveyed from other communities indicated that they had considered using public transportation in the Oklahoma City area.

- **Awareness of Public Transportation.** Although ninety-one percent (91%) of the Oklahoma City residents surveyed were aware that public transportation is available in the Oklahoma City area, nearly one-third (30%) indicated that they did not know where to get information about public transportation.

Eighty-seven percent (87%) of respondents surveyed from other communities (Midwest City, Del City, and Edmond) were aware that public transportation is available in the Oklahoma City area. However, thirty-one percent (31%) of the respondents surveyed from other communities indicated that they did not know where to get information about public transportation.

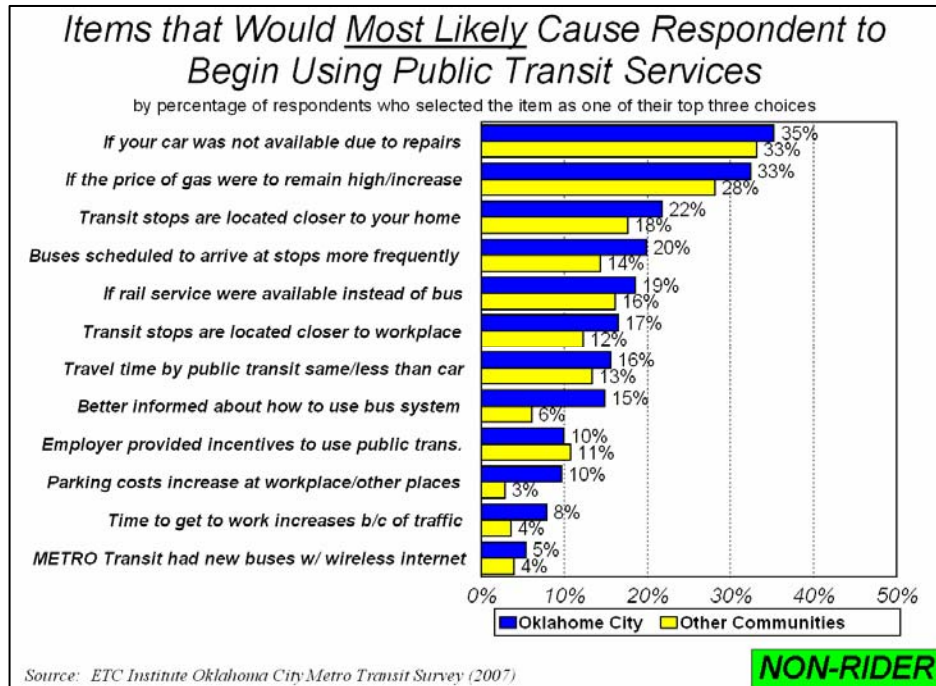
- **Best Ways to Inform Residents About Public Transportation.** According to the Oklahoma City residents surveyed, the best way to inform them about public transportation services in the Oklahoma City area is by television. The next best method would be information through the newspaper, followed by inserts with utility bills.

The best ways to inform residents from other communities (Midwest City, Del City, and Edmond) about public transportation services in the Oklahoma City area differs slightly. The best method is by television. However, the next best method is via direct mailings followed by the newspaper.

- **Reasons Residents Would Begin Use Public Transportation.** Fifty-six percent (56%) of the Oklahoma City residents surveyed indicated that they would be "very likely" or "likely" to use public transportation if their car was not available due to repairs being made. Forty-eight percent (48%) of the Oklahoma City residents surveyed indicated that they would be "very likely" or "likely" to use public transportation if gas prices increase or remain high. Forty-six percent (46%) of those surveyed indicated that they would be "very likely" or "likely" to use public transportation if transit stops were located closer to their workplace.

The same three reasons received the highest percentage of "very likely" or "likely" responses among respondents from other communities (Midwest City, Del City, and Edmond).

The chart below provides a visual of the items reported by both Oklahoma City residents and respondents from other communities (Midwest City, Del City, and Edmond) that would MOST LIKELY cause them to begin using public transit services in the Oklahoma City area.



- **Types of Transportation Households Would Use.** Fifty-nine percent (59%) of the Oklahoma City residents surveyed indicated that members of their household would be “very likely” or “likely” to use door-to-door shuttle service. Nearly half (49%) of those surveyed indicated that they would be “very likely” or “likely” to use bus service that operates on fixed routes. Forty-seven percent (47%) of those surveyed indicated that they would be “very likely” or “likely” to use park and ride services.

The transportation service respondents from other communities (Midwest City, Del City, and Edmond) would be most likely to use is trolleys that serve shopping centers and attractions.

- **Opportunities to Educate About Public Transportation Services.** Only five percent (5%) of the Oklahoma City residents surveyed were familiar with the STEP Grocery Shopping Shuttle. Similarly, only seven percent (7%) of the Oklahoma City residents surveyed were familiar with Congregate Meal Sites. Oklahoma City residents were most familiar with METRO Lift and the Share-a-Fare Program.

Familiarity with transportation services was even lower among residents from other communities (Midwest City, Del City, and Edmond). For example, only three percent (3%) of respondents were familiar with both the Congregate Meal Sites and the STEP Grocery Shopping Shuttle. Residents from other communities (Midwest City, Del City, and Edmond) were also unfamiliar with METRO Lift (only 5% were “very familiar” or “familiar” with the service).

- **Overall Availability of Public Transportation.** Thirty-two percent (32%) of the Oklahoma City residents surveyed rated the availability of public transportation in the Oklahoma City area as “excellent” or “good;” 22% gave an “average” rating, 19% “poor” and 27% did not know enough about public transportation in the Oklahoma City area to give an informed rating.

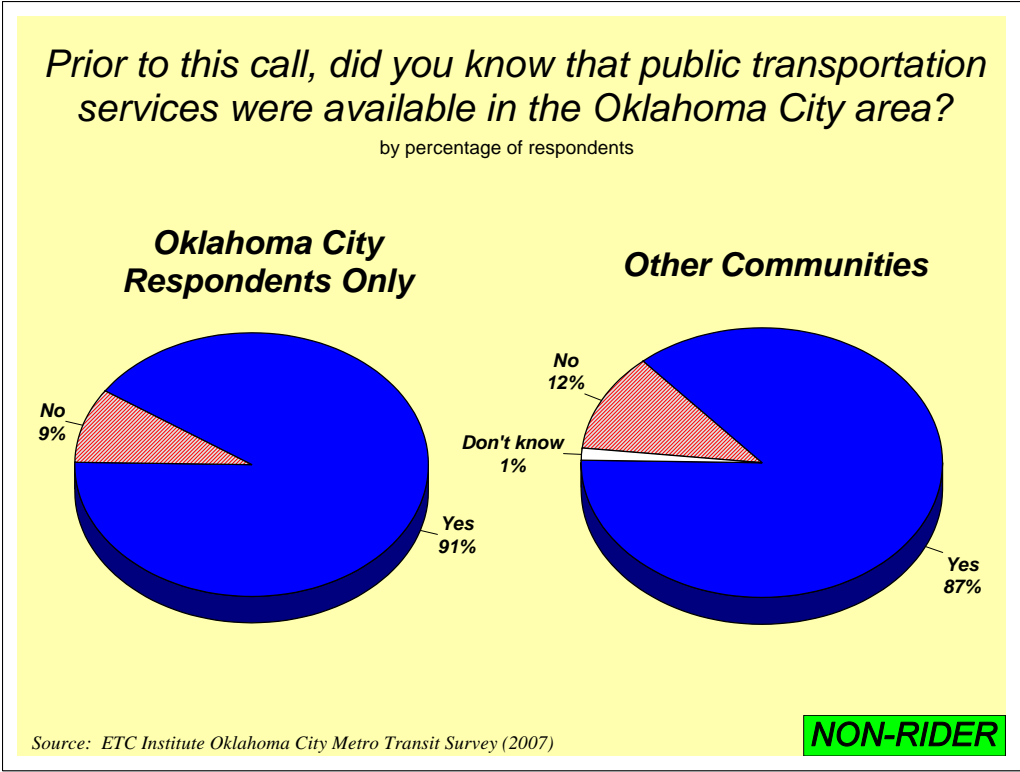
Seventeen percent (17%) of respondents surveyed from other communities (Midwest City, Del City, and Edmond) rated the availability of public transportation in the Oklahoma City area as “excellent” or “good;” 14% gave an “average” rating, 17% “poor” and over half (52%) did not know enough about public transportation in the Oklahoma City area to give an informed rating.

Charts and Graphs

Oklahoma City Metro Transit Survey

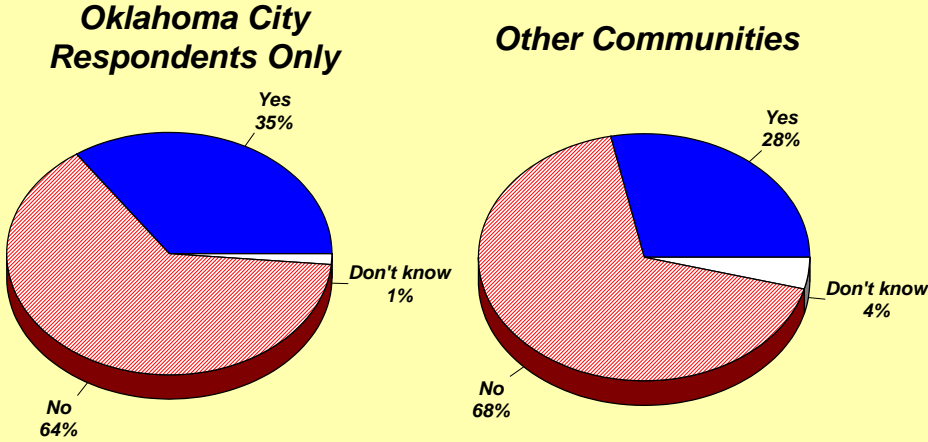
NON-RIDER SURVEY

2007



Have you ever considered using public transportation services in the Oklahoma City area?

by percentage of respondents

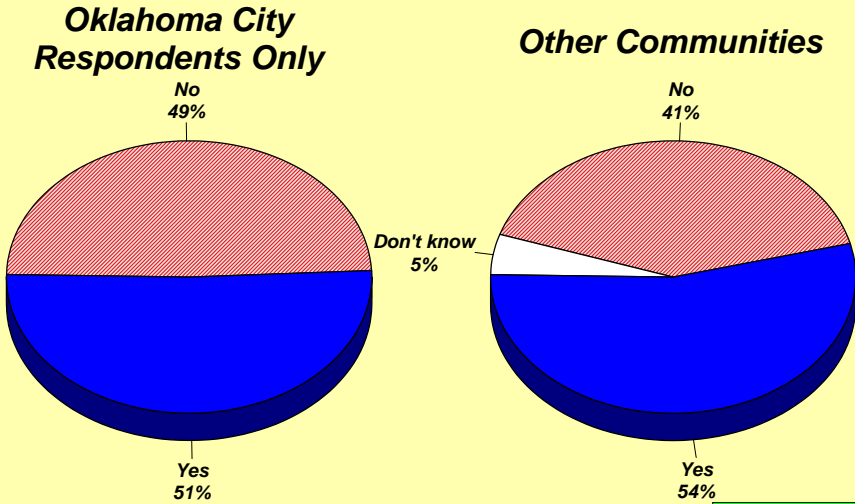


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)

NON-RIDER

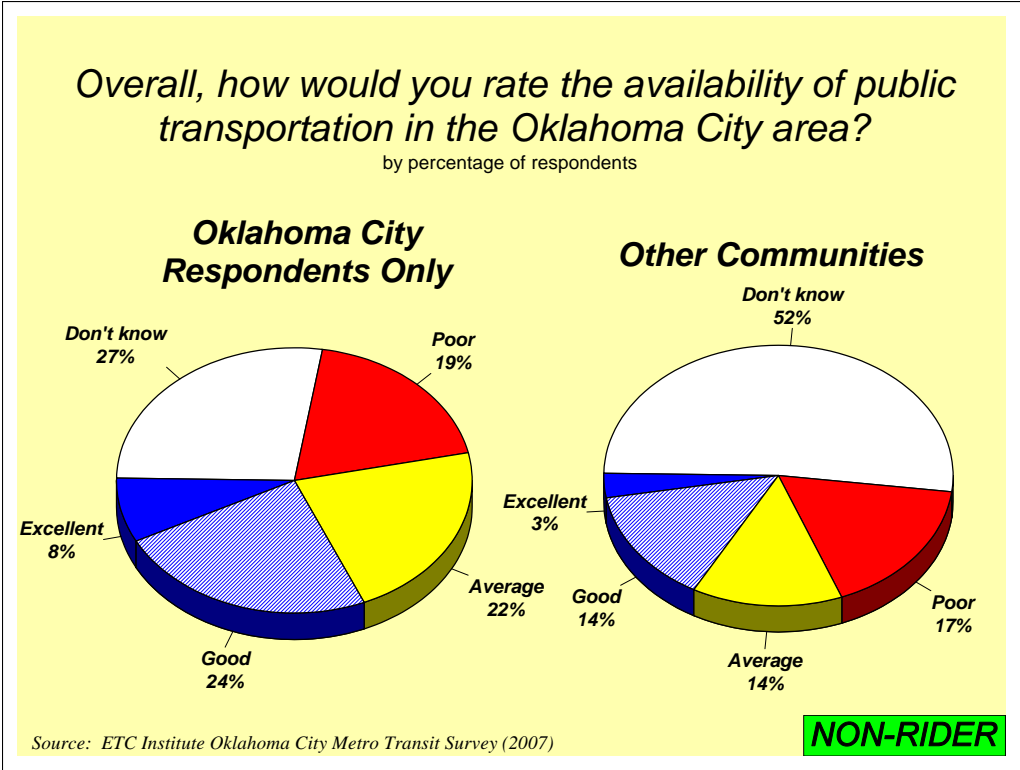
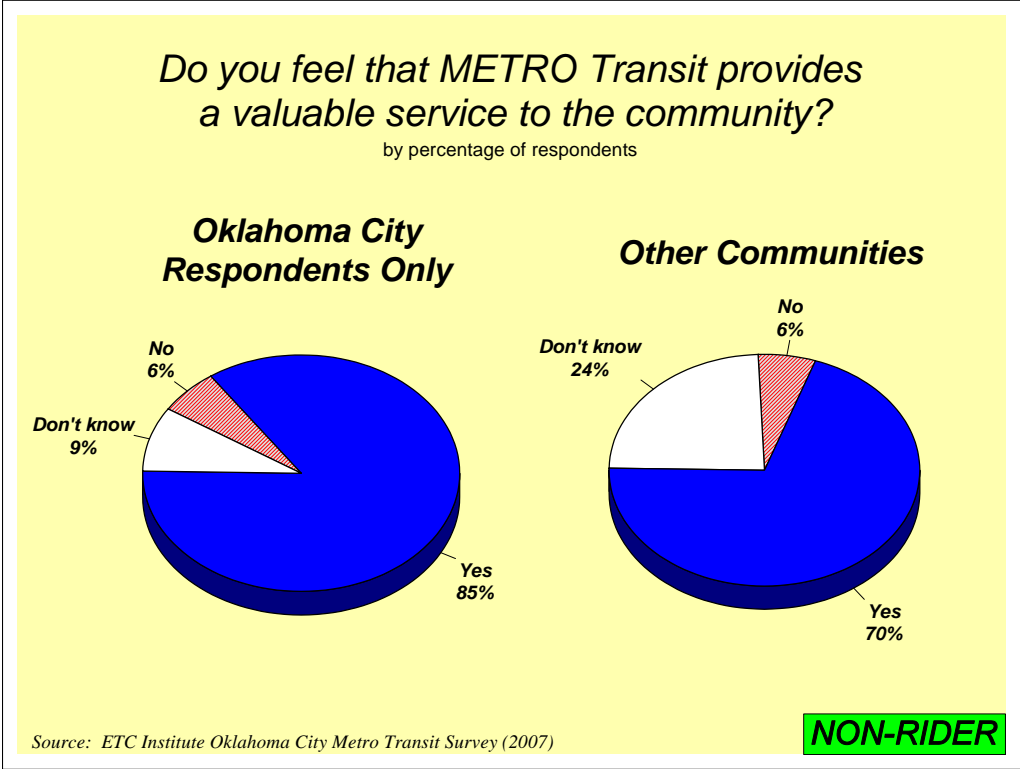
Have you ever used public transportation in places OUTSIDE the Oklahoma City area?

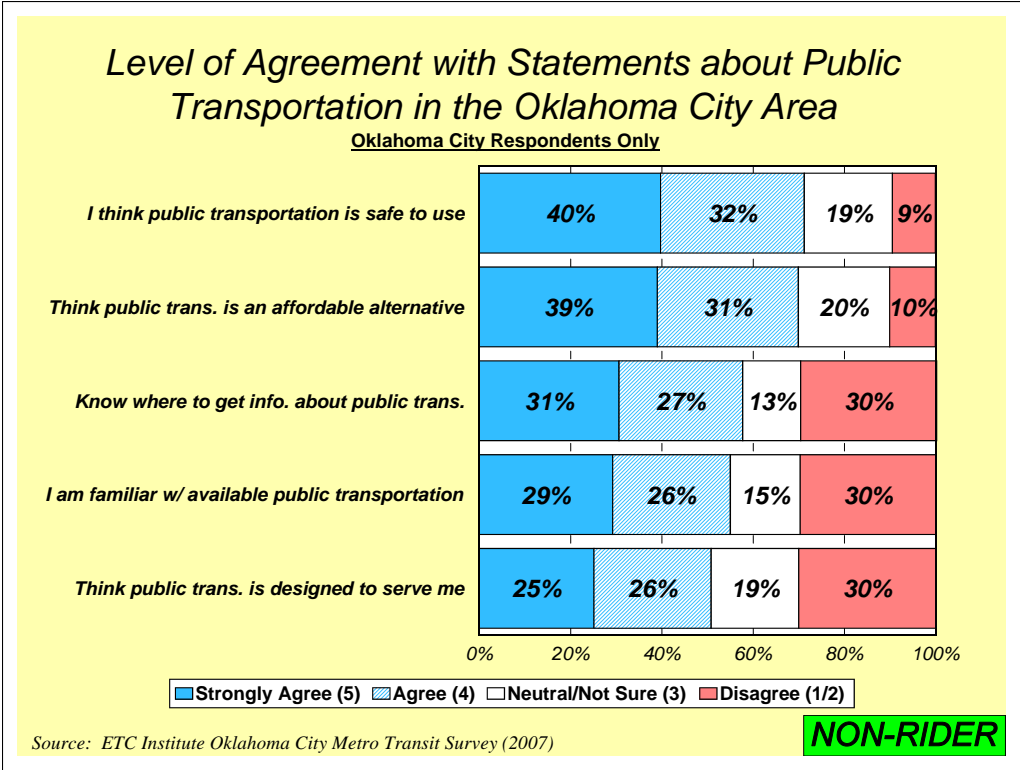
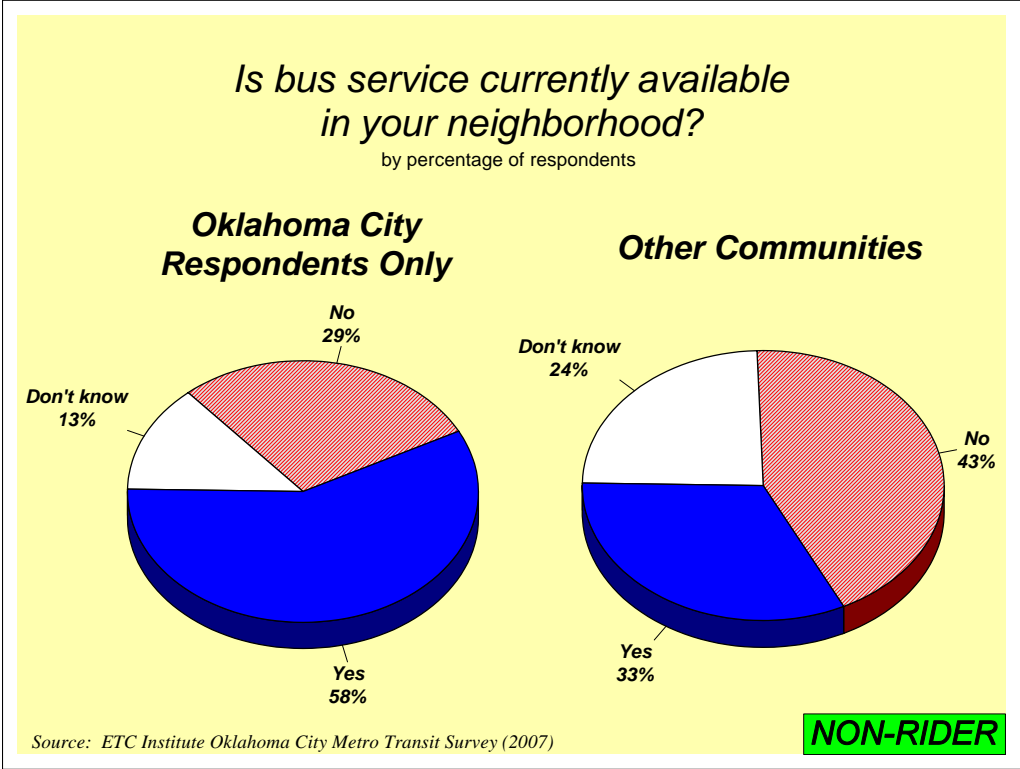
by percentage of respondents

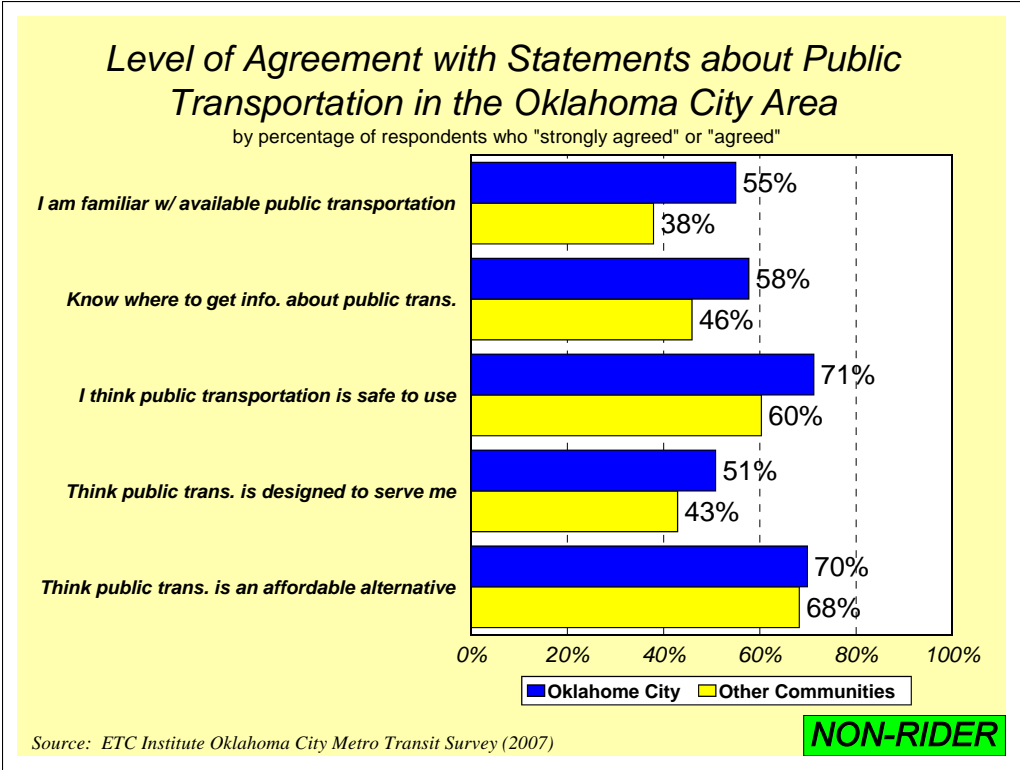
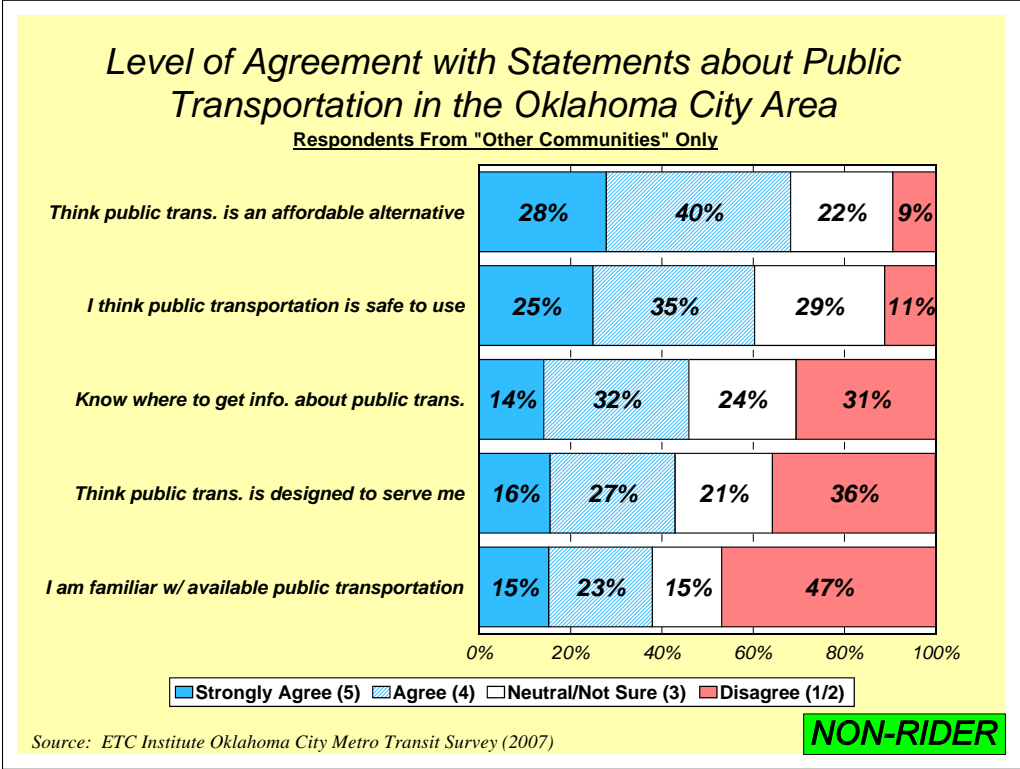


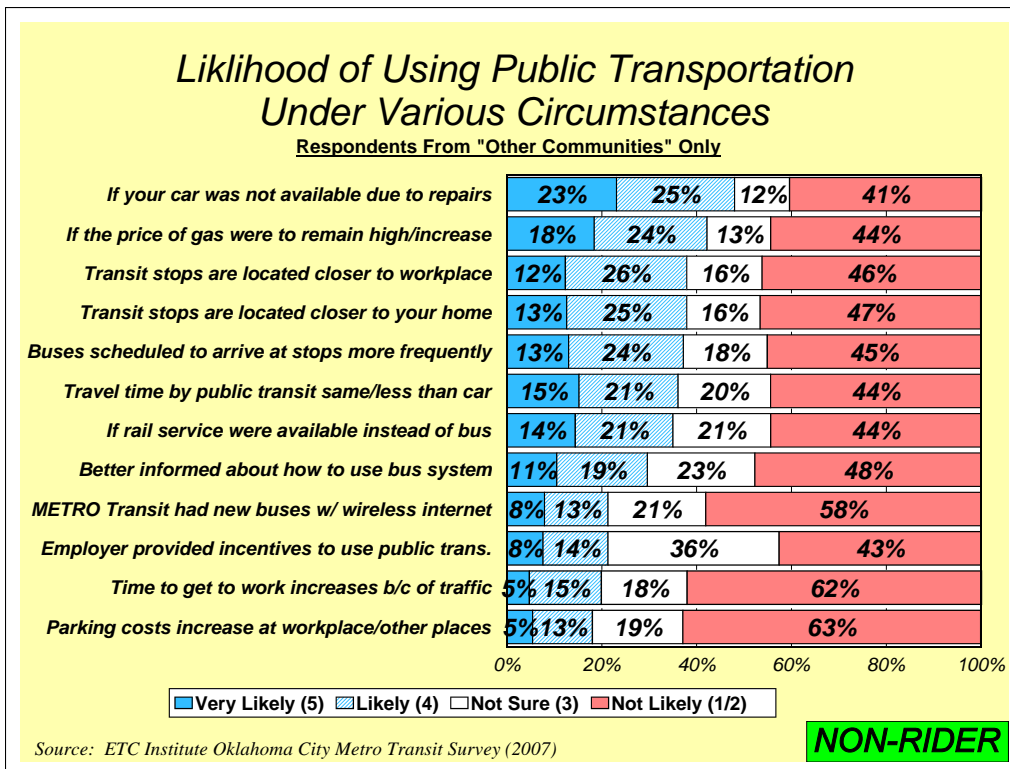
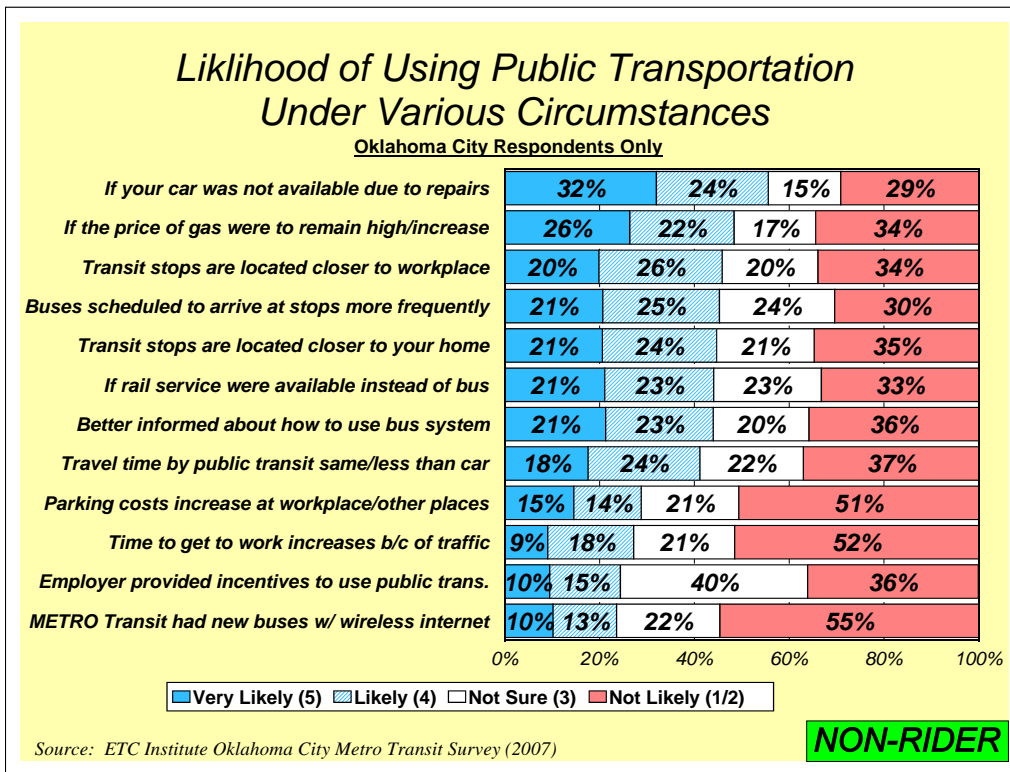
Source: ETC Institute Oklahoma City Metro Transit Survey (2007)

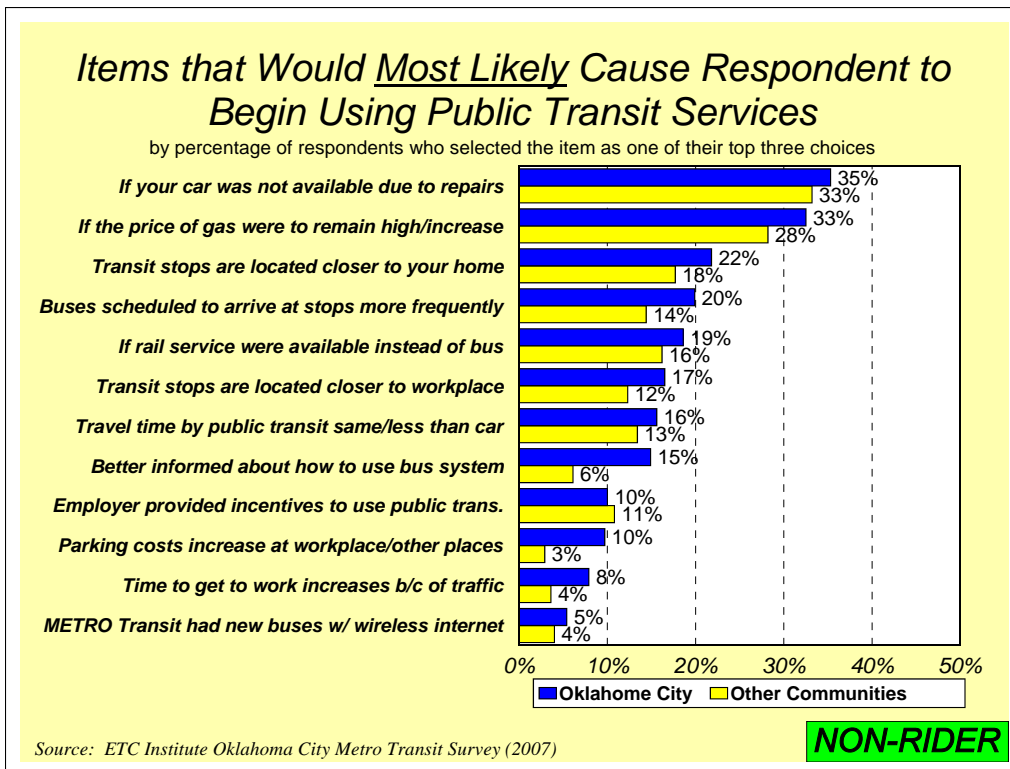
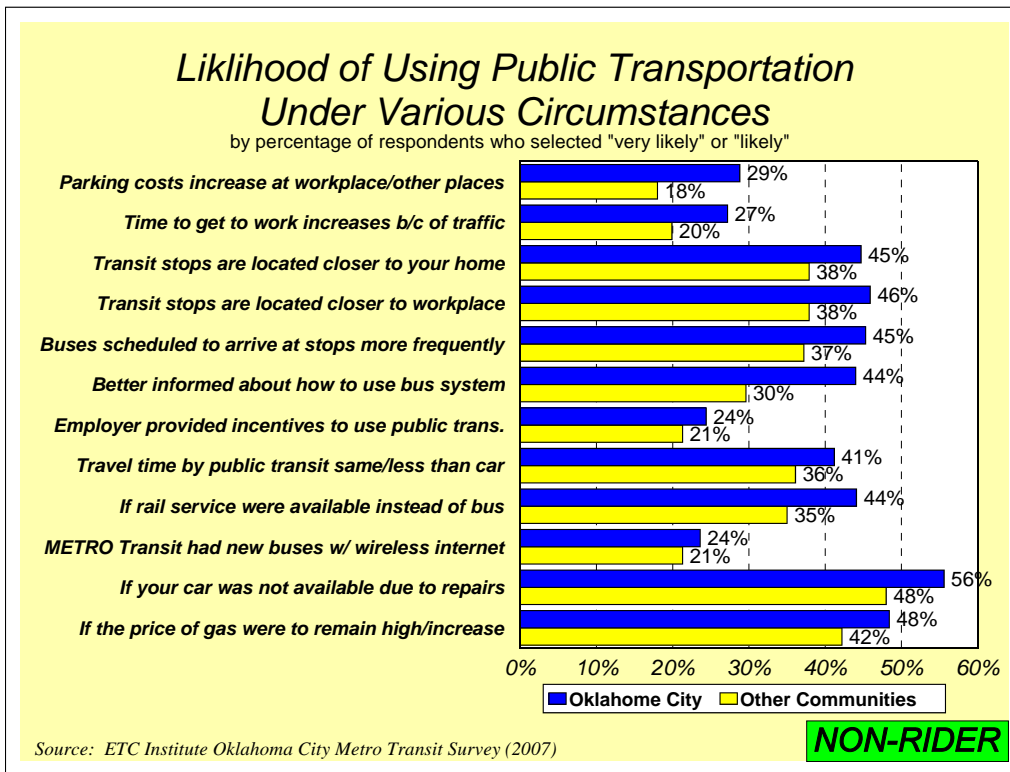
NON-RIDER

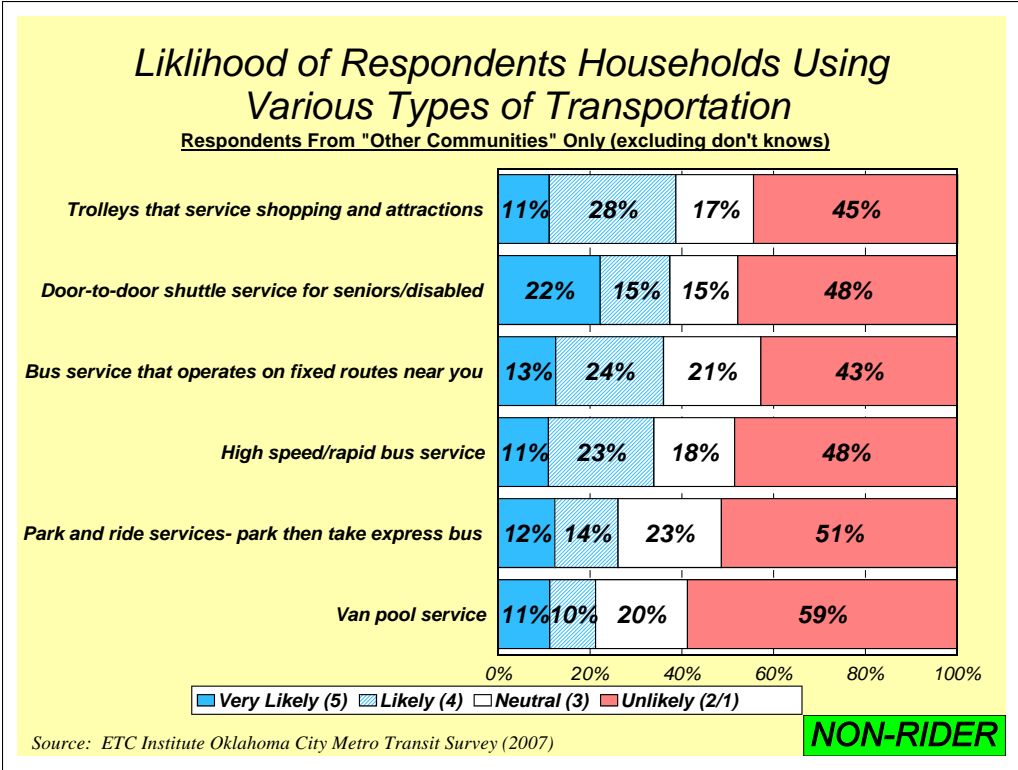
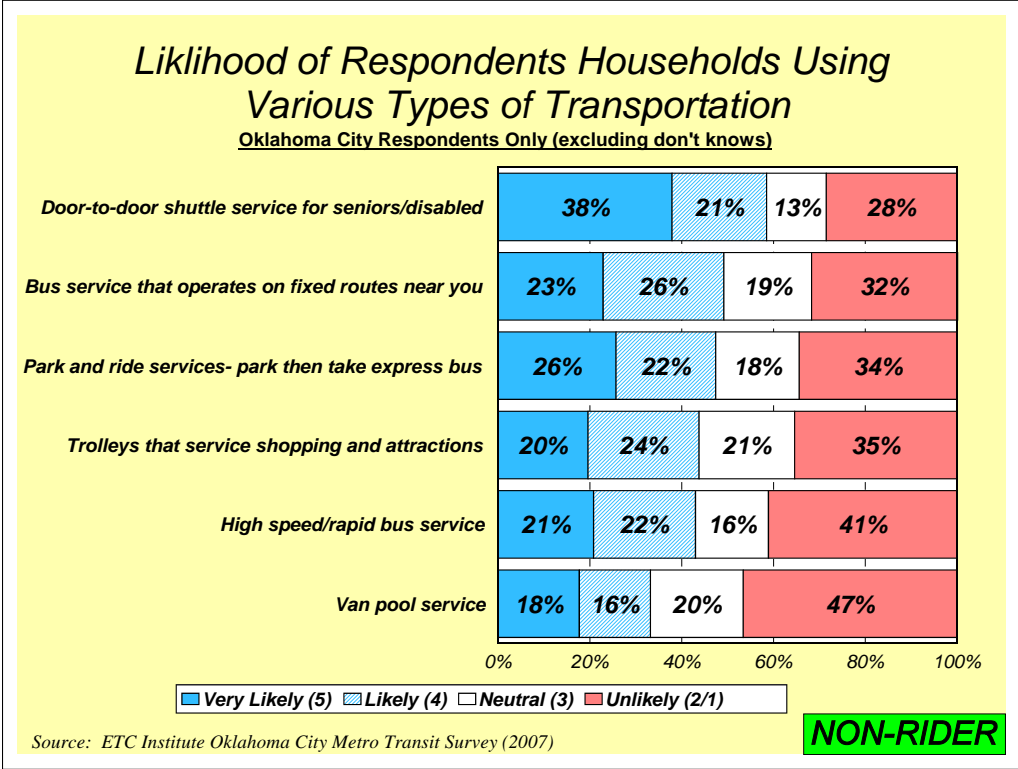


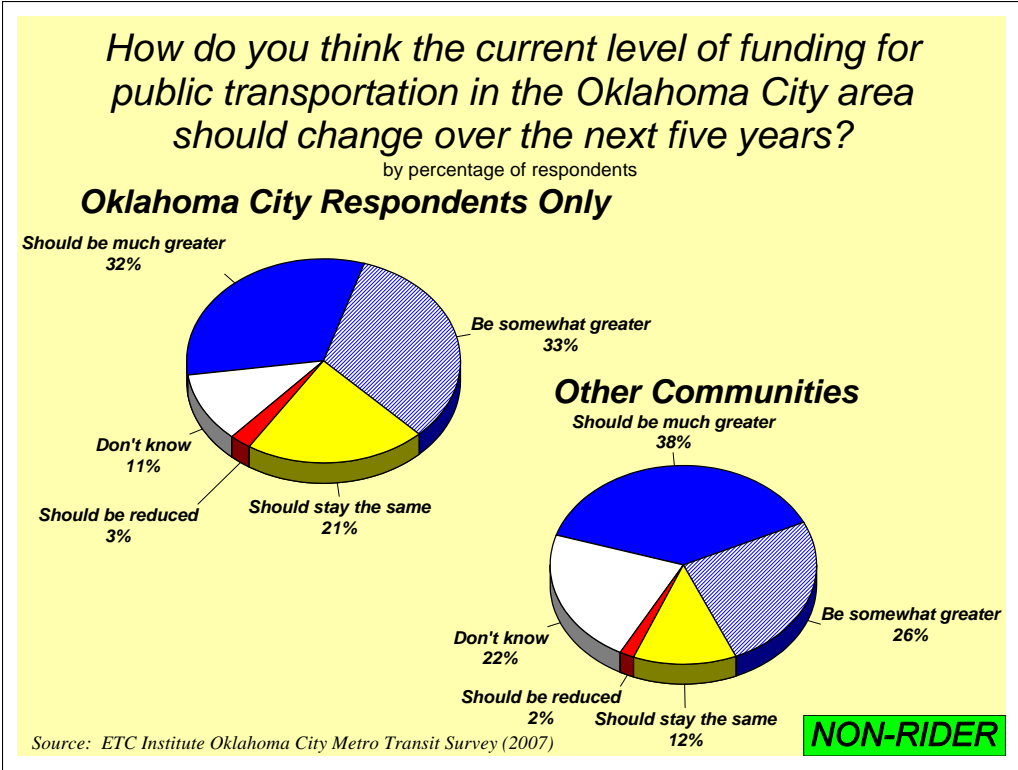
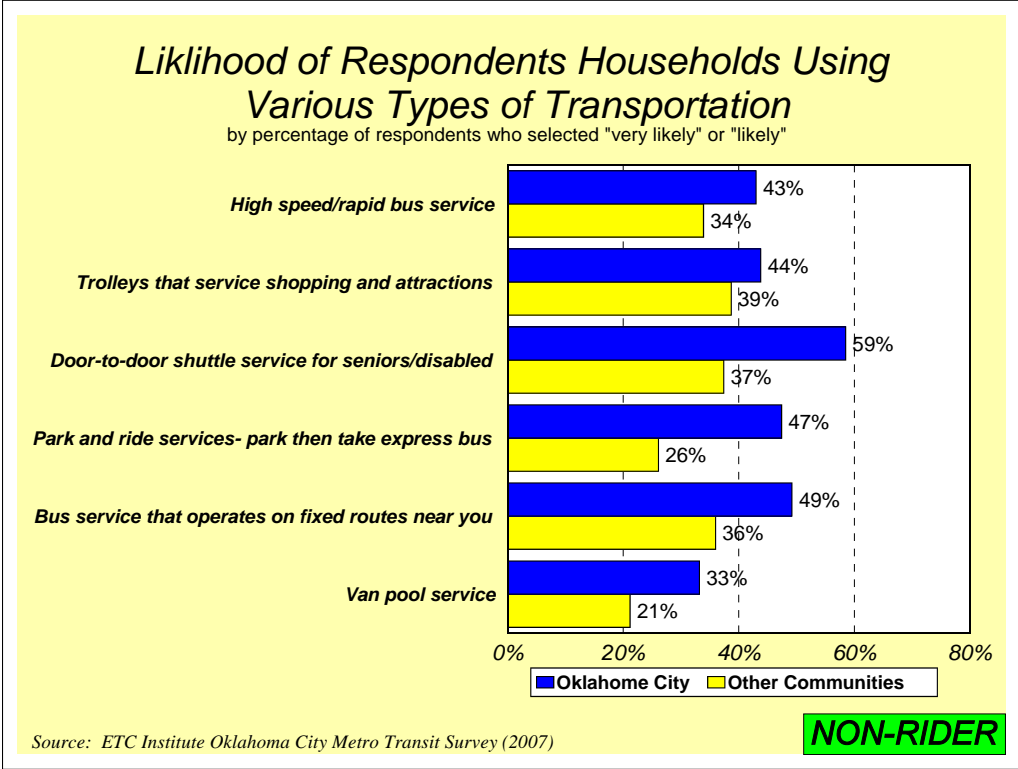


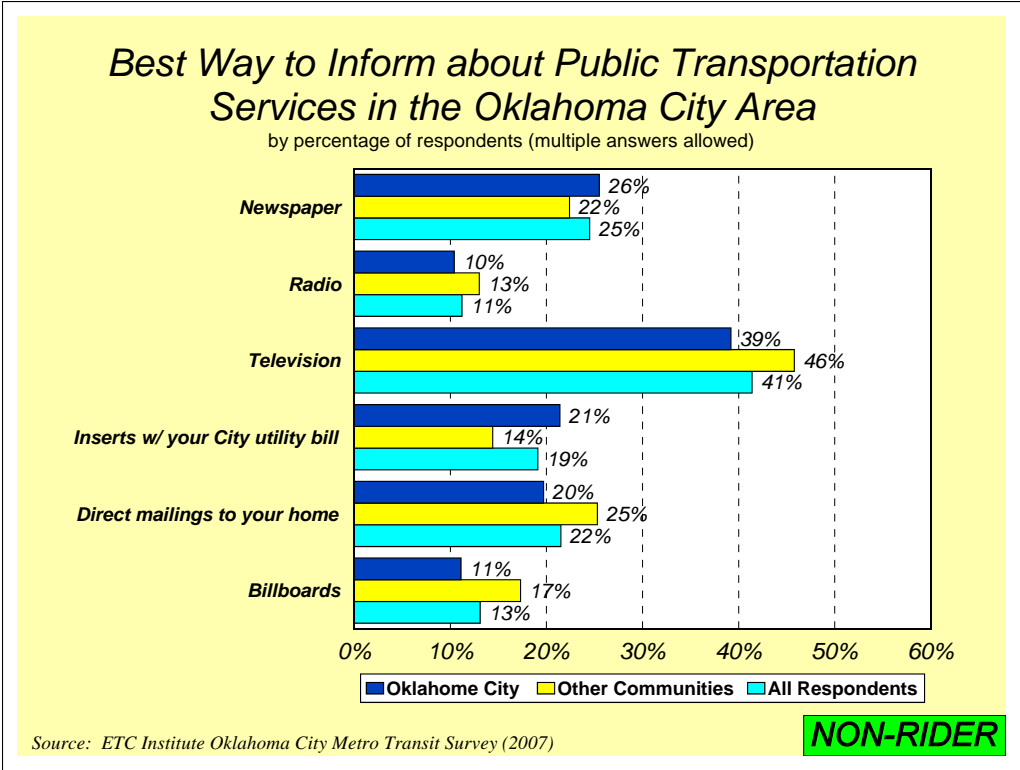
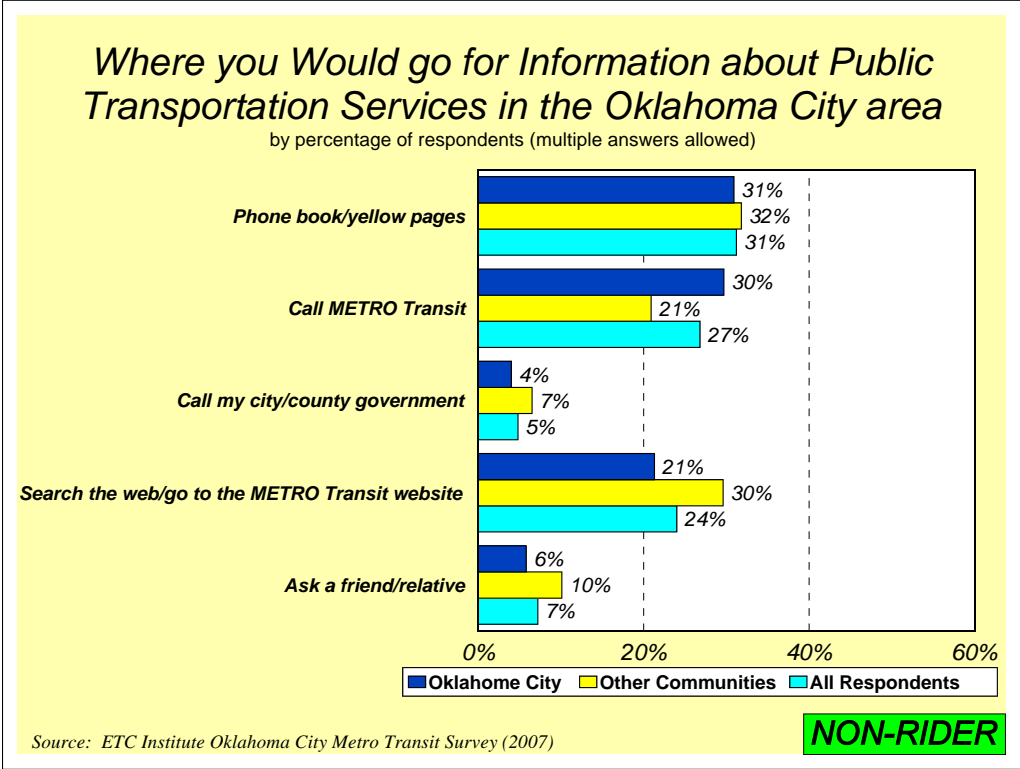






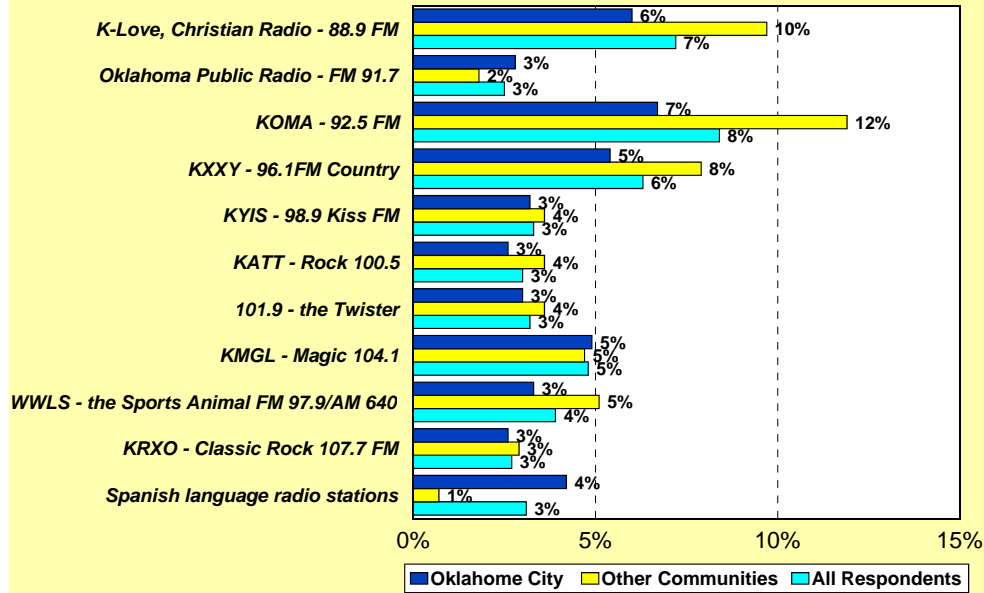






Which radio station do you listen to MOST frequently?

by percentage of respondents (multiple answers allowed)

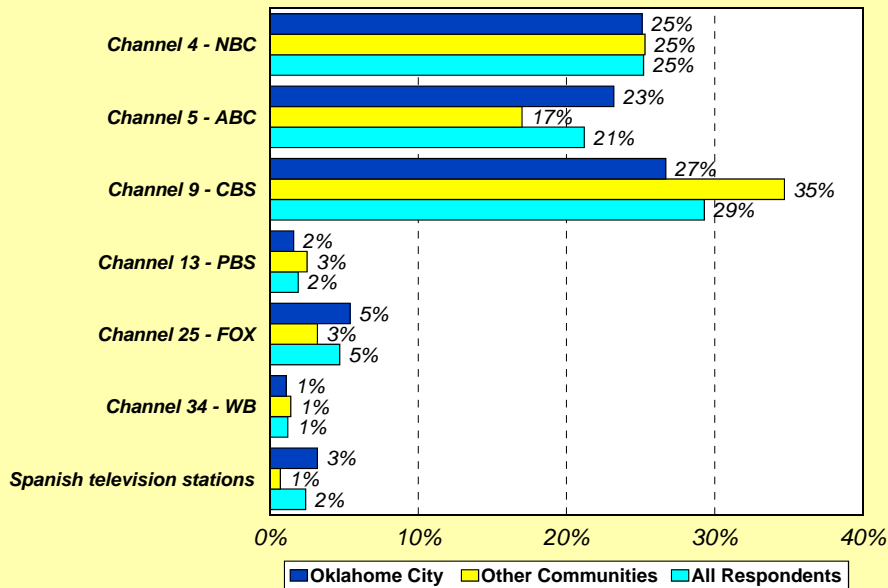


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)

NON-RIDER

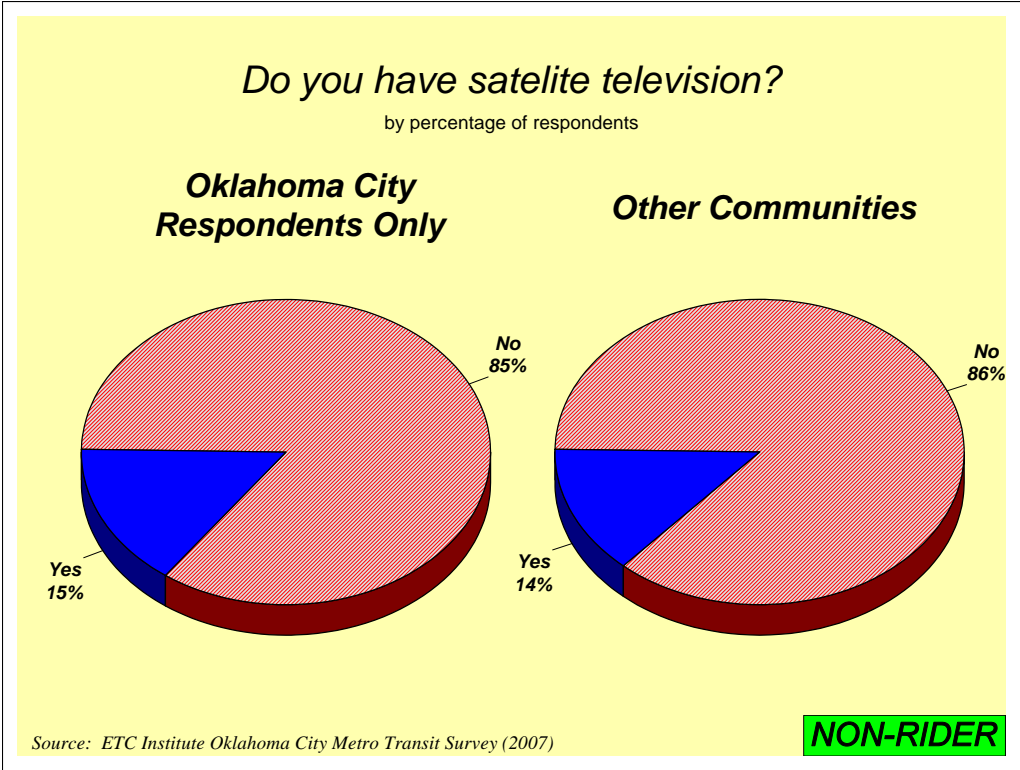
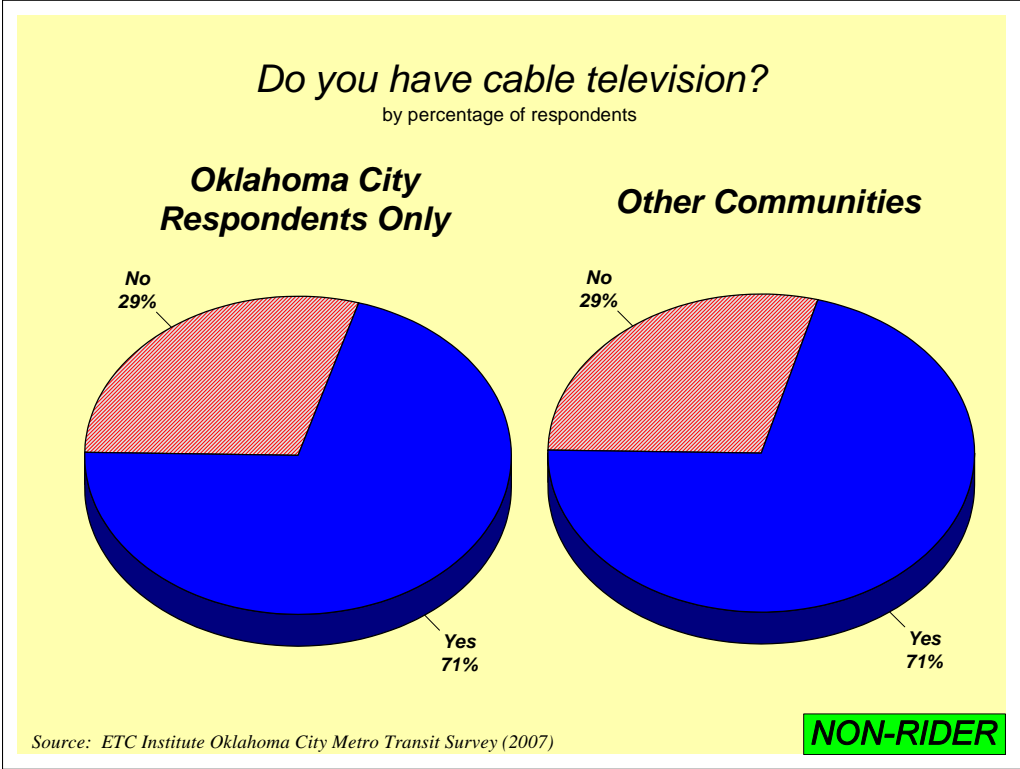
Most Watched Local Television Stations

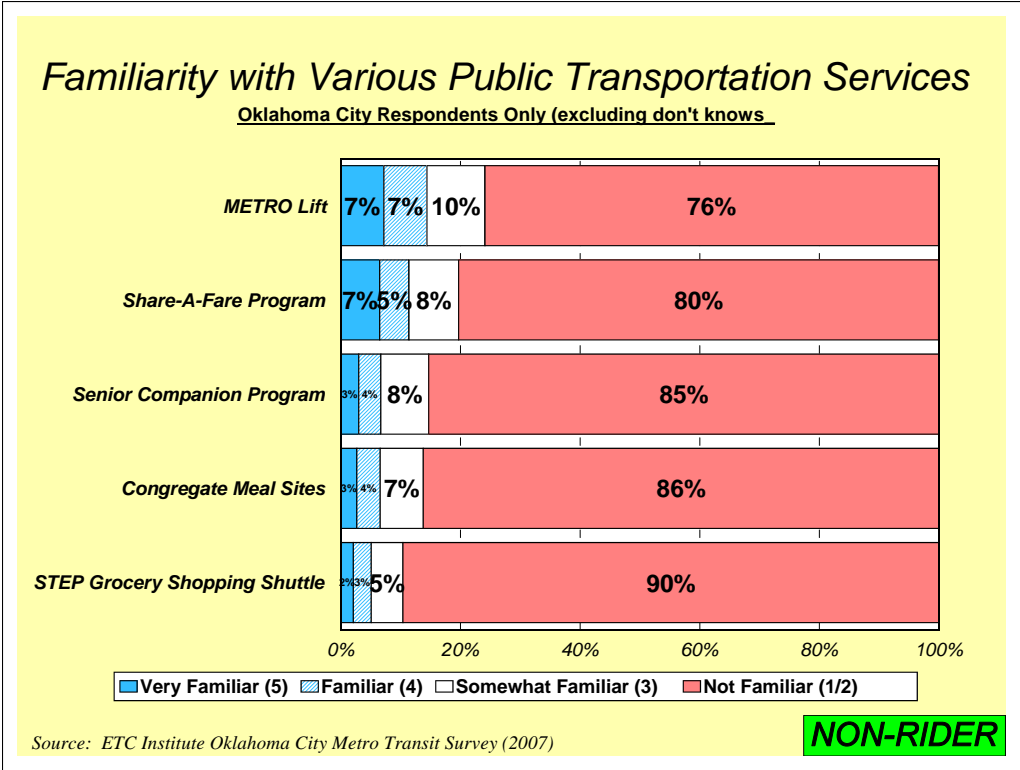
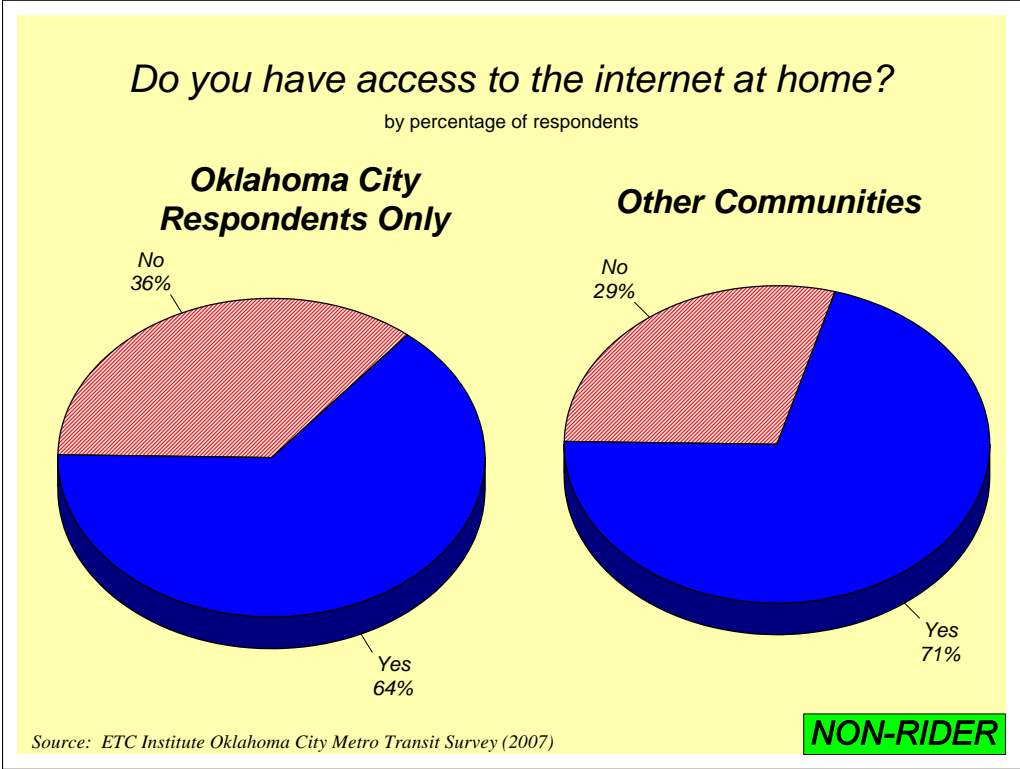
by percentage of respondents (multiple answers allowed)

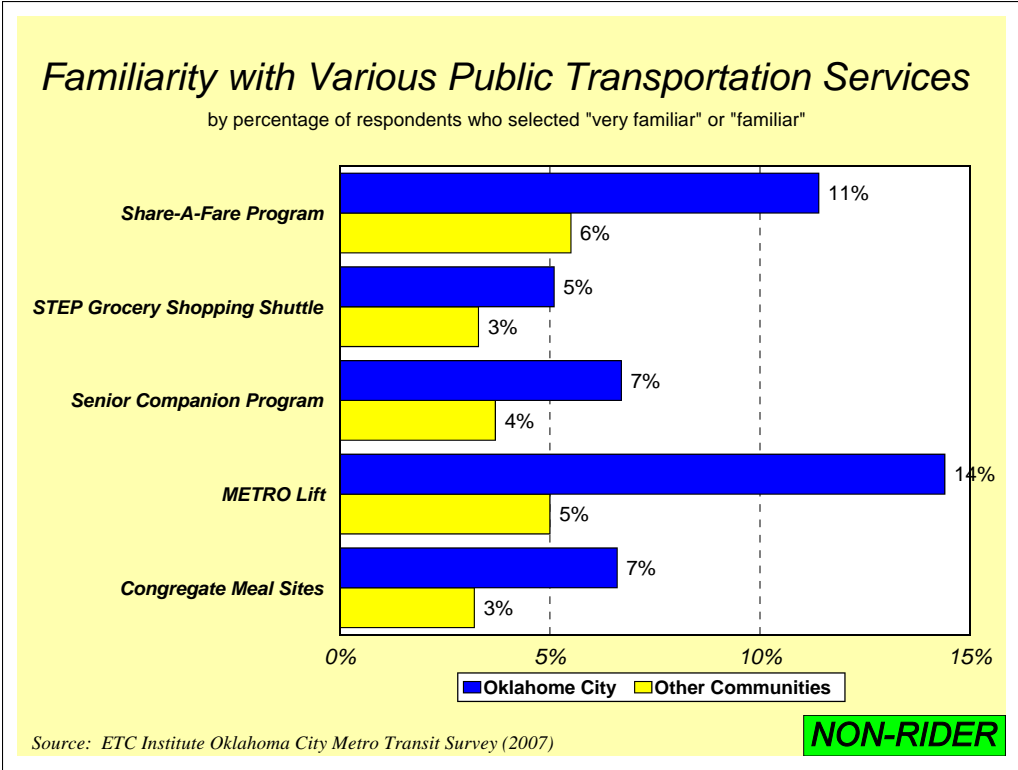
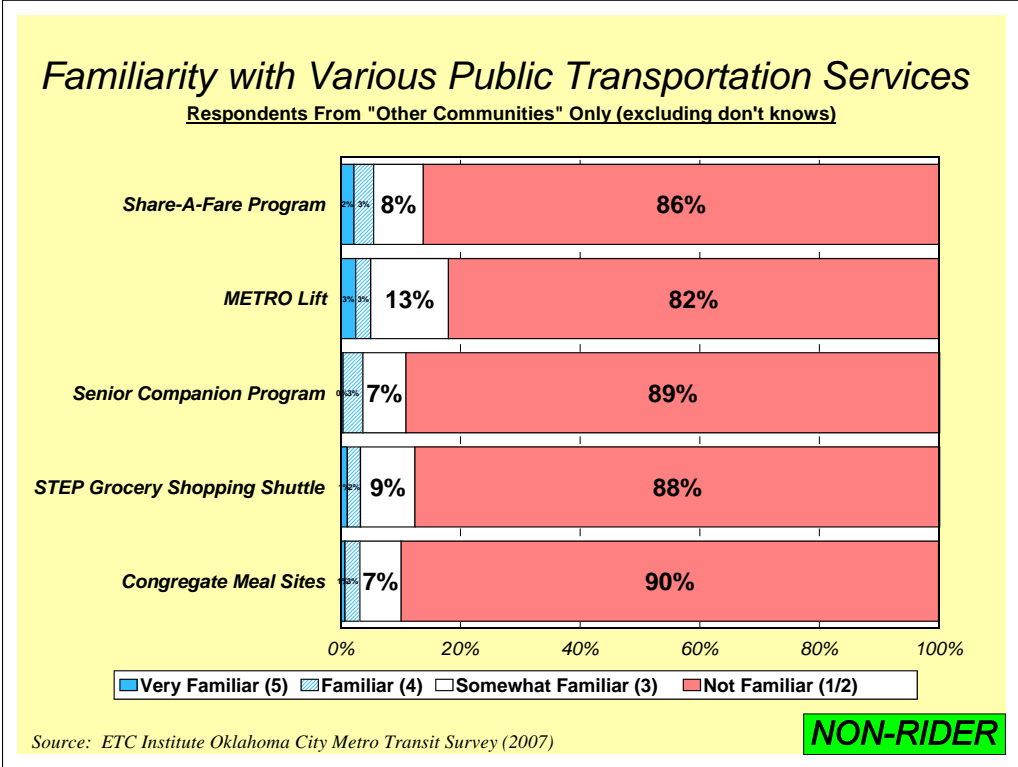


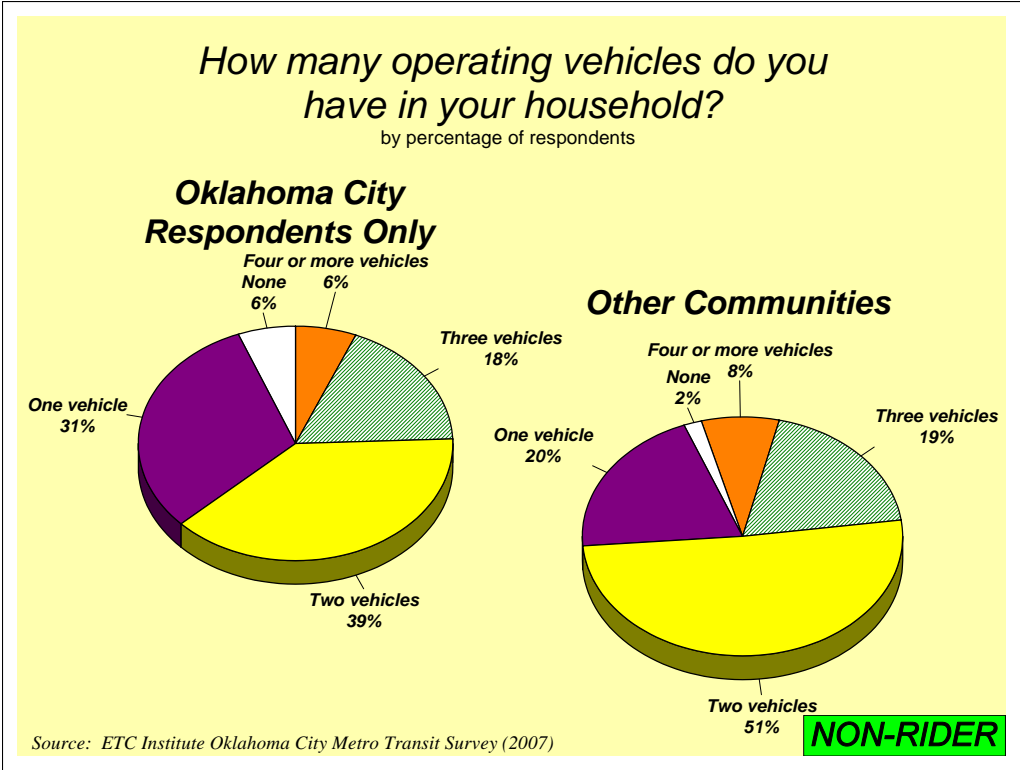
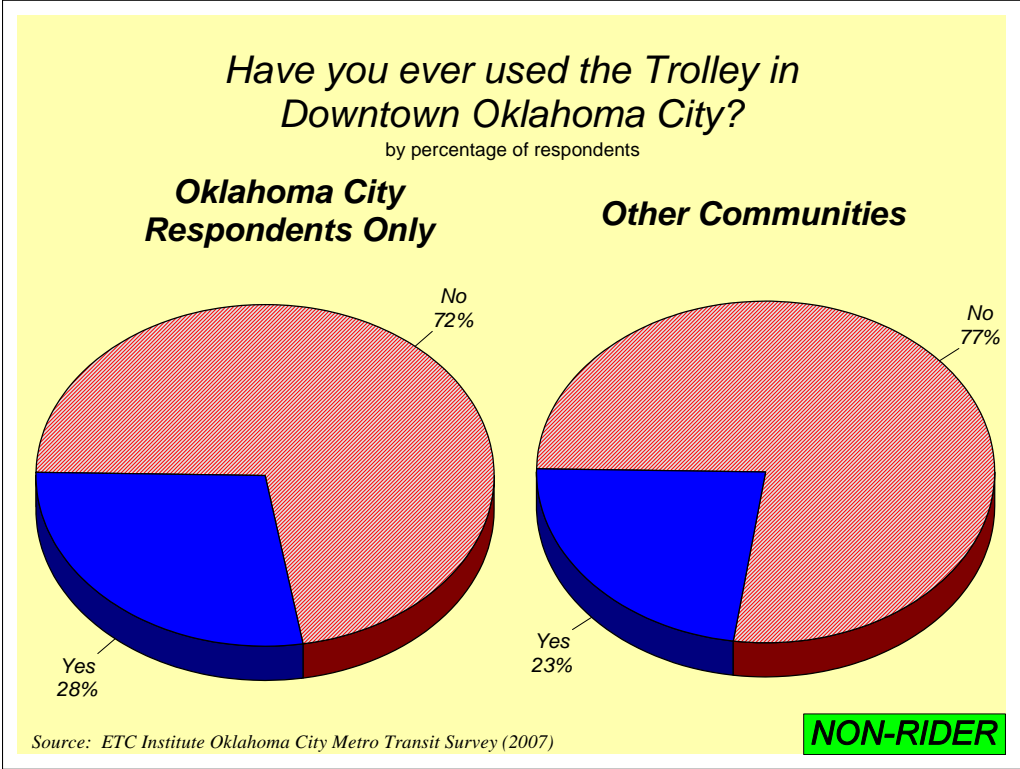
Source: ETC Institute Oklahoma City Metro Transit Survey (2007)

NON-RIDER





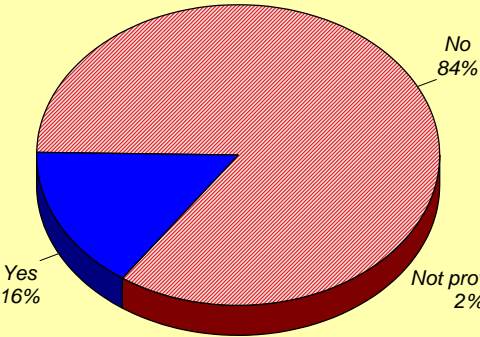




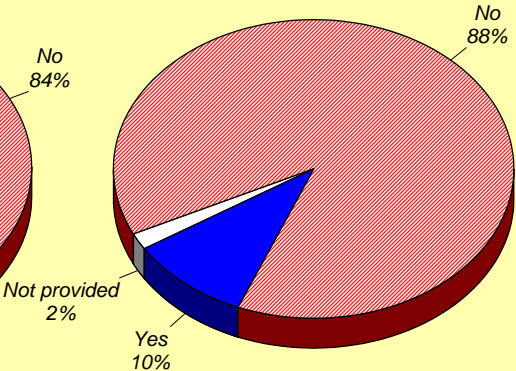
Are any persons in your household, ages 16 and older, dependent on public transportation or rides from friends or relatives because they do not have a car or do not drive?

by percentage of respondents

Oklahoma City Respondents Only



Other Communities

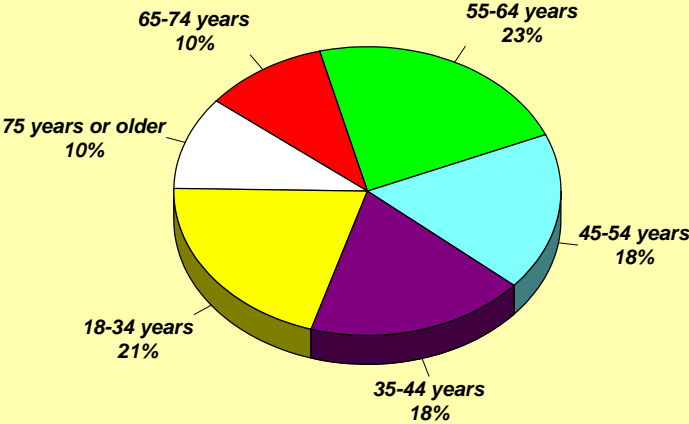


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)

NON-RIDER

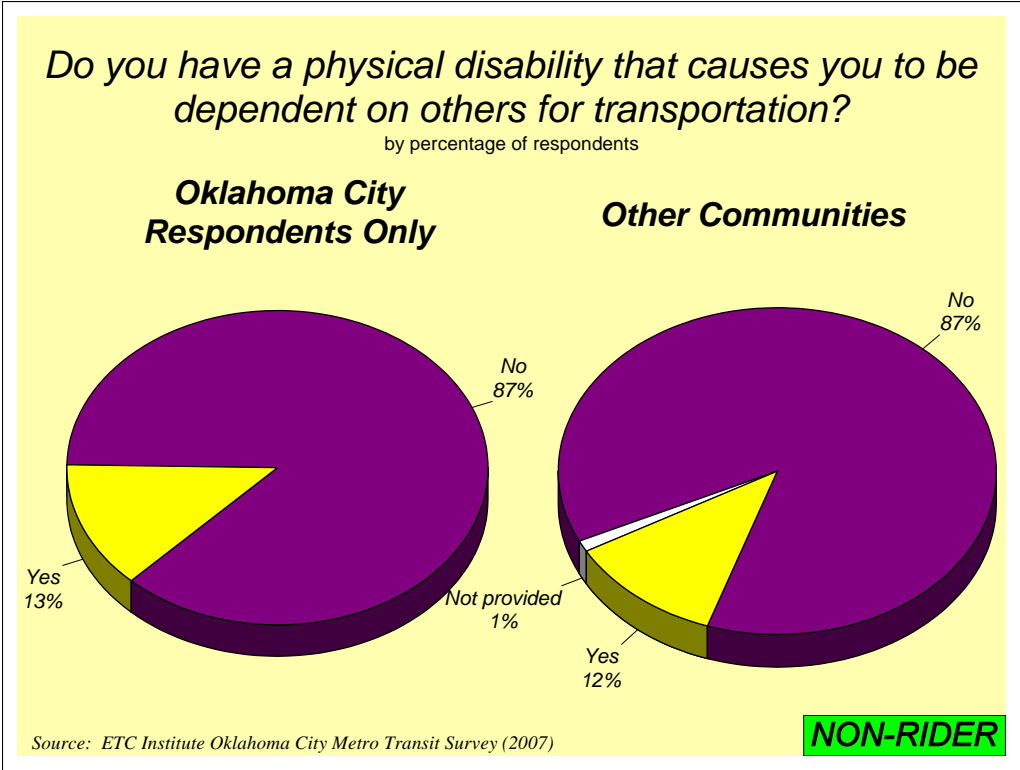
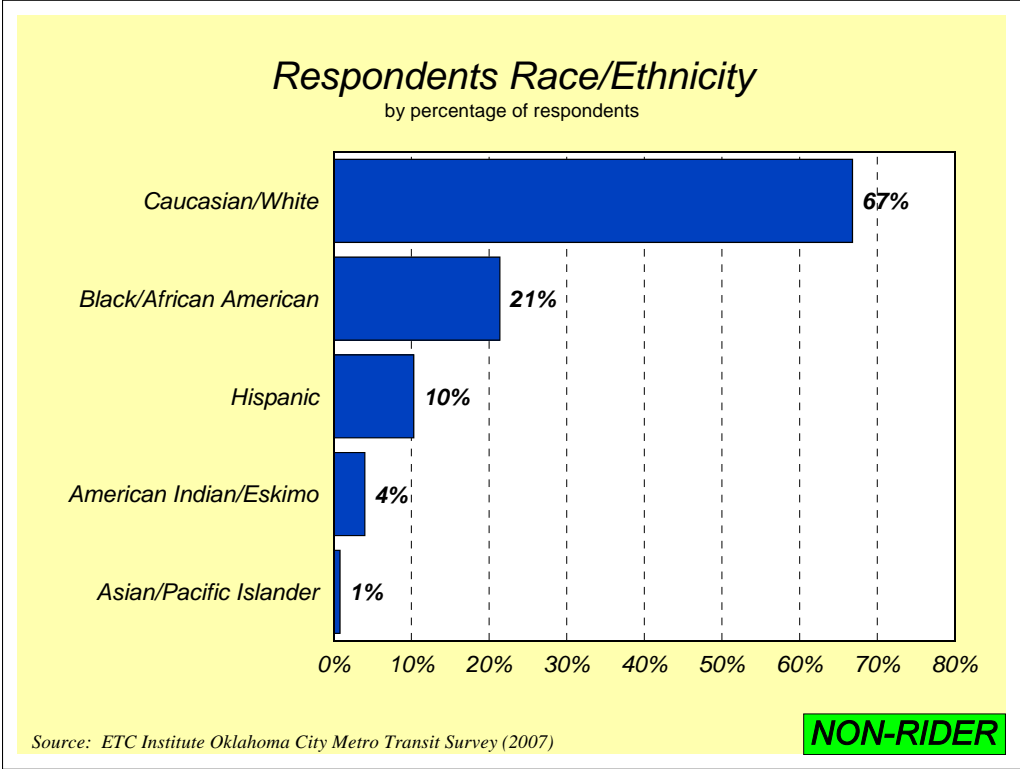
Age of Respondents

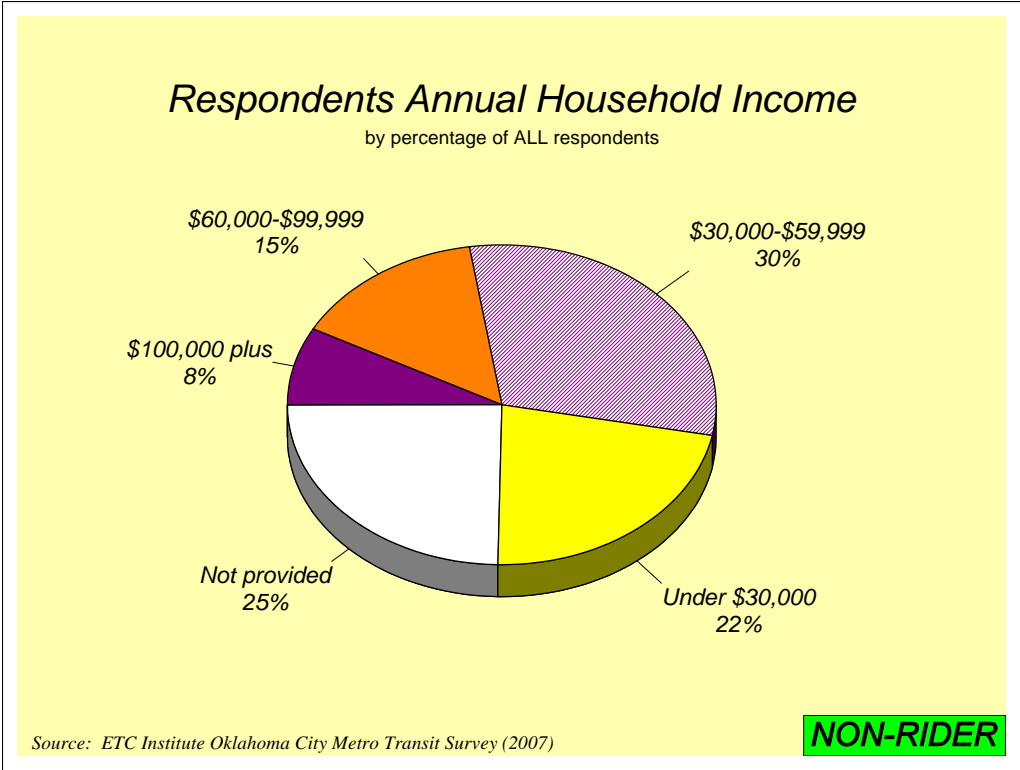
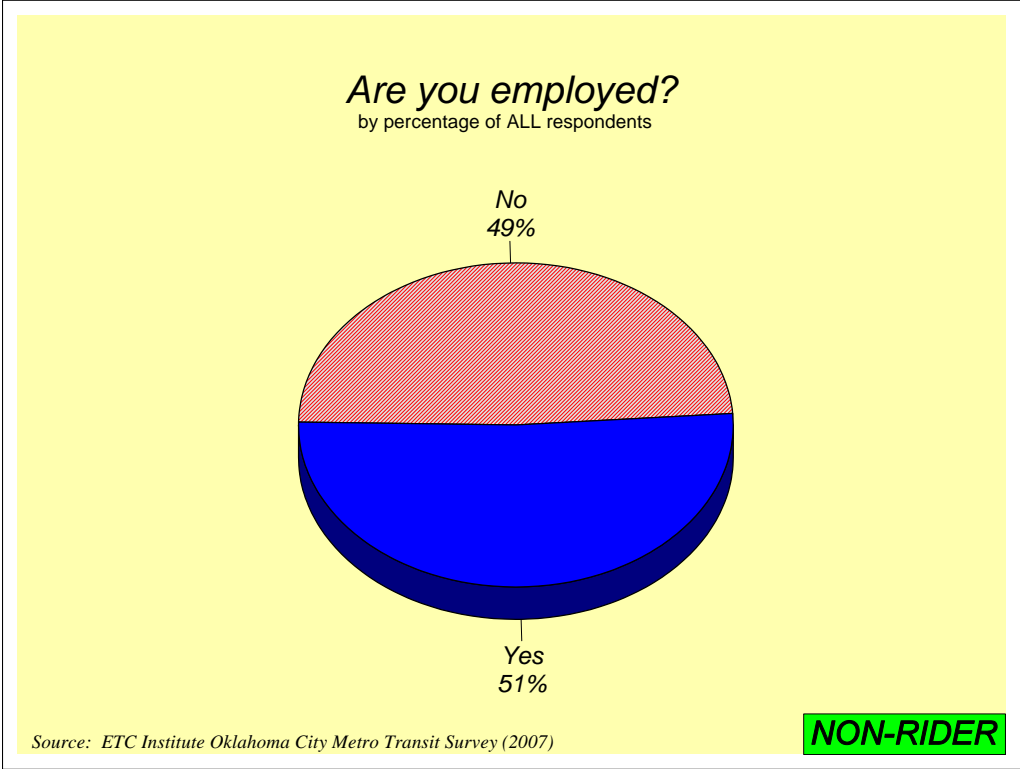
by percentage of ALL respondents

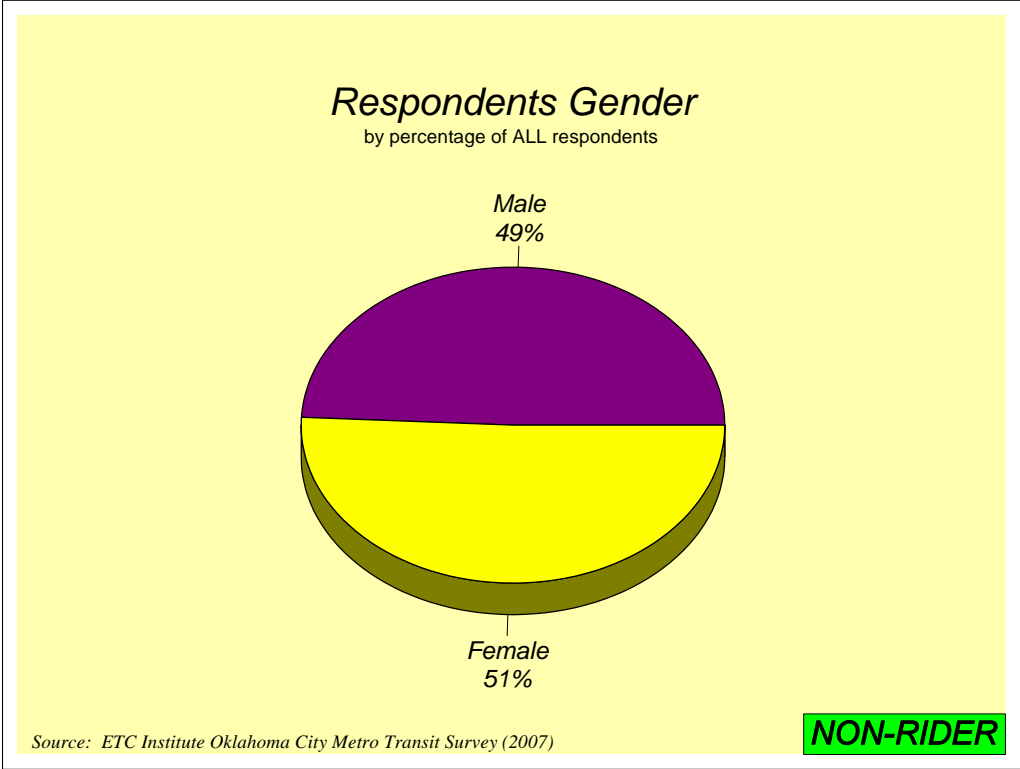


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)

NON-RIDER

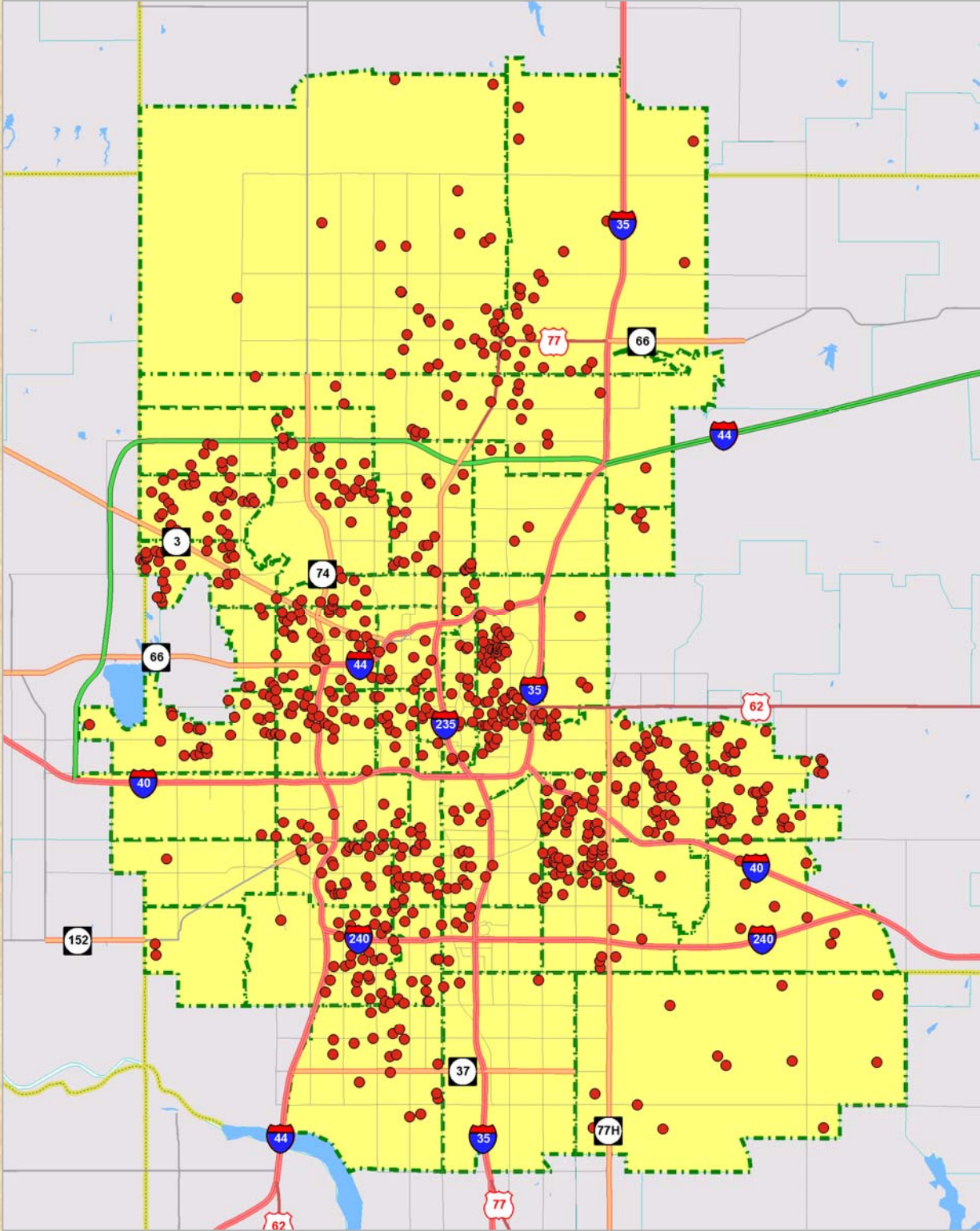






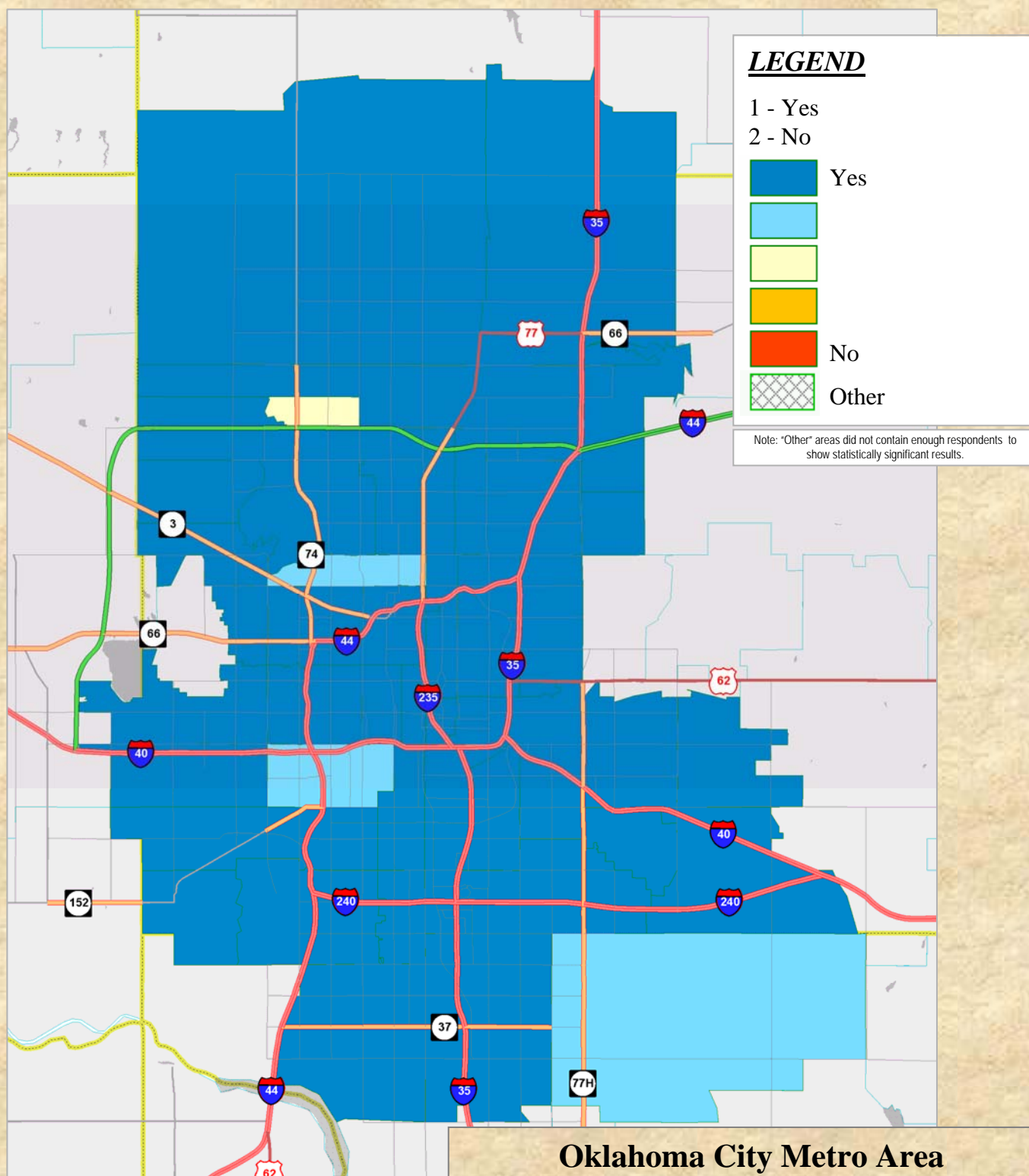
GIS Maps

Location of Survey Respondents



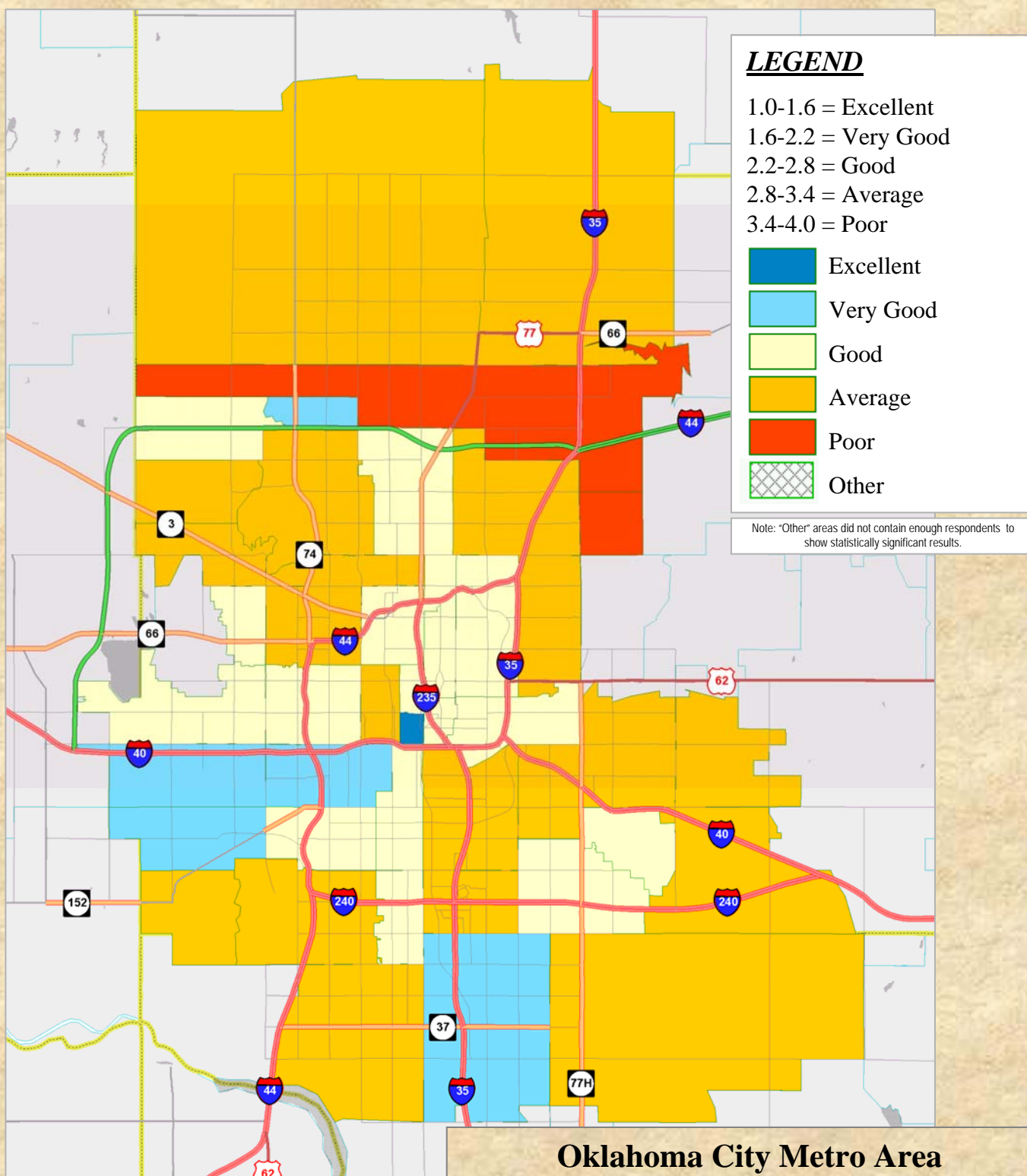
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey

Do you feel that METRO Transit provides a valuable service to the community? (Q4)



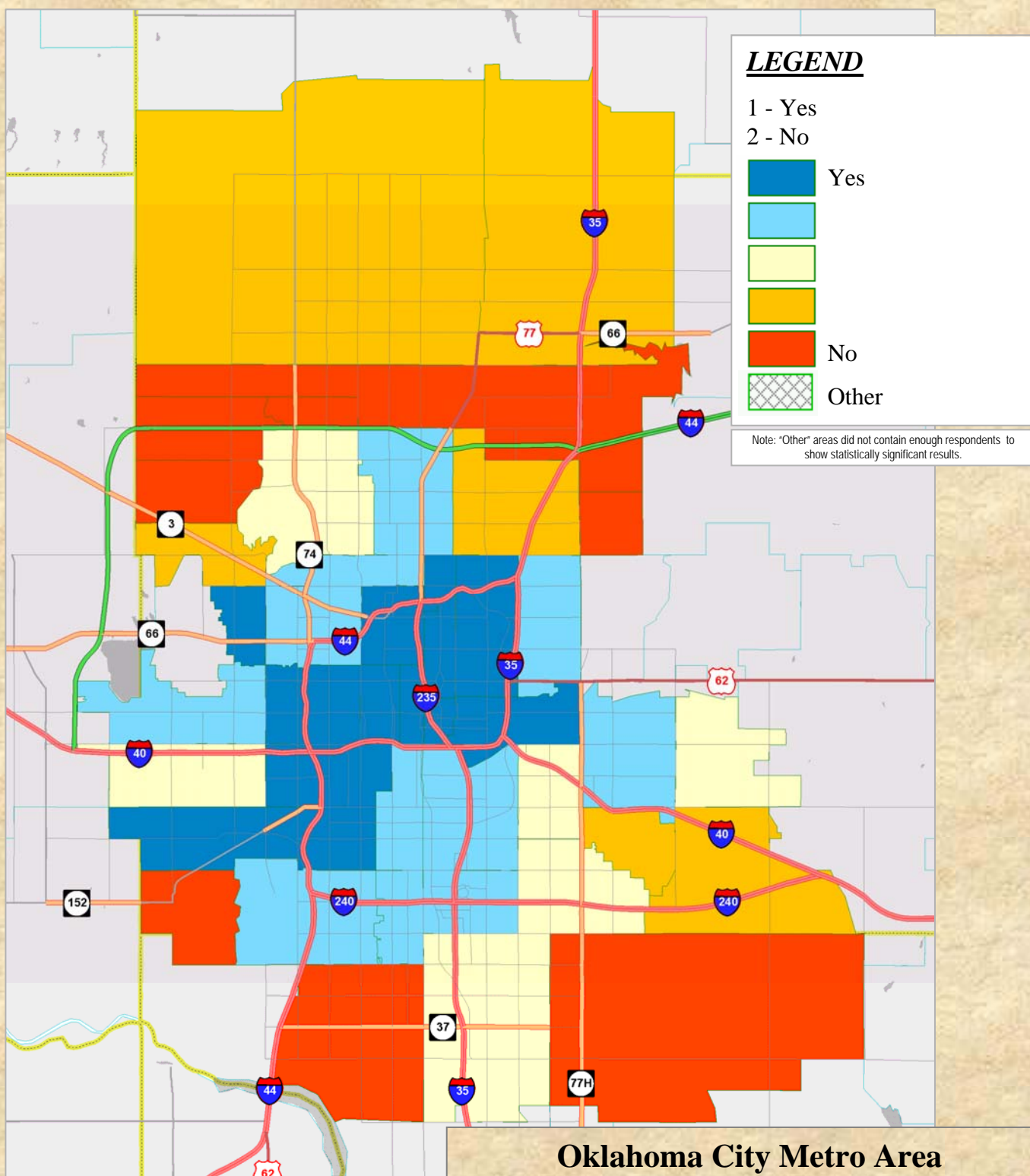
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

Overall, how would you rate the availability of public transportation in the Oklahoma City area? (Q5)



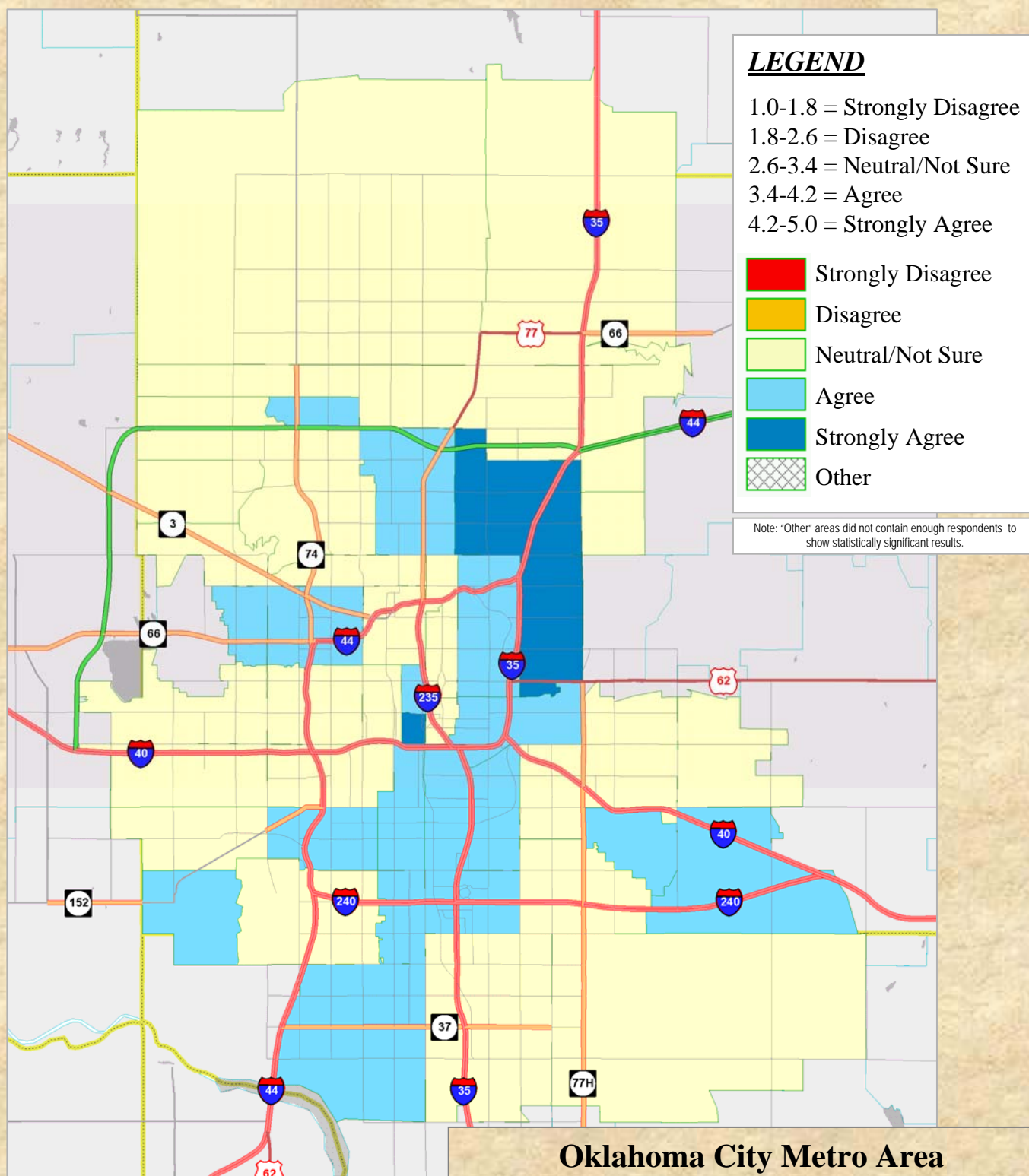
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
Shading reflects the mean rating for all respondents by Zip Code

Is bus service currently available in your neighborhood? (Q6)



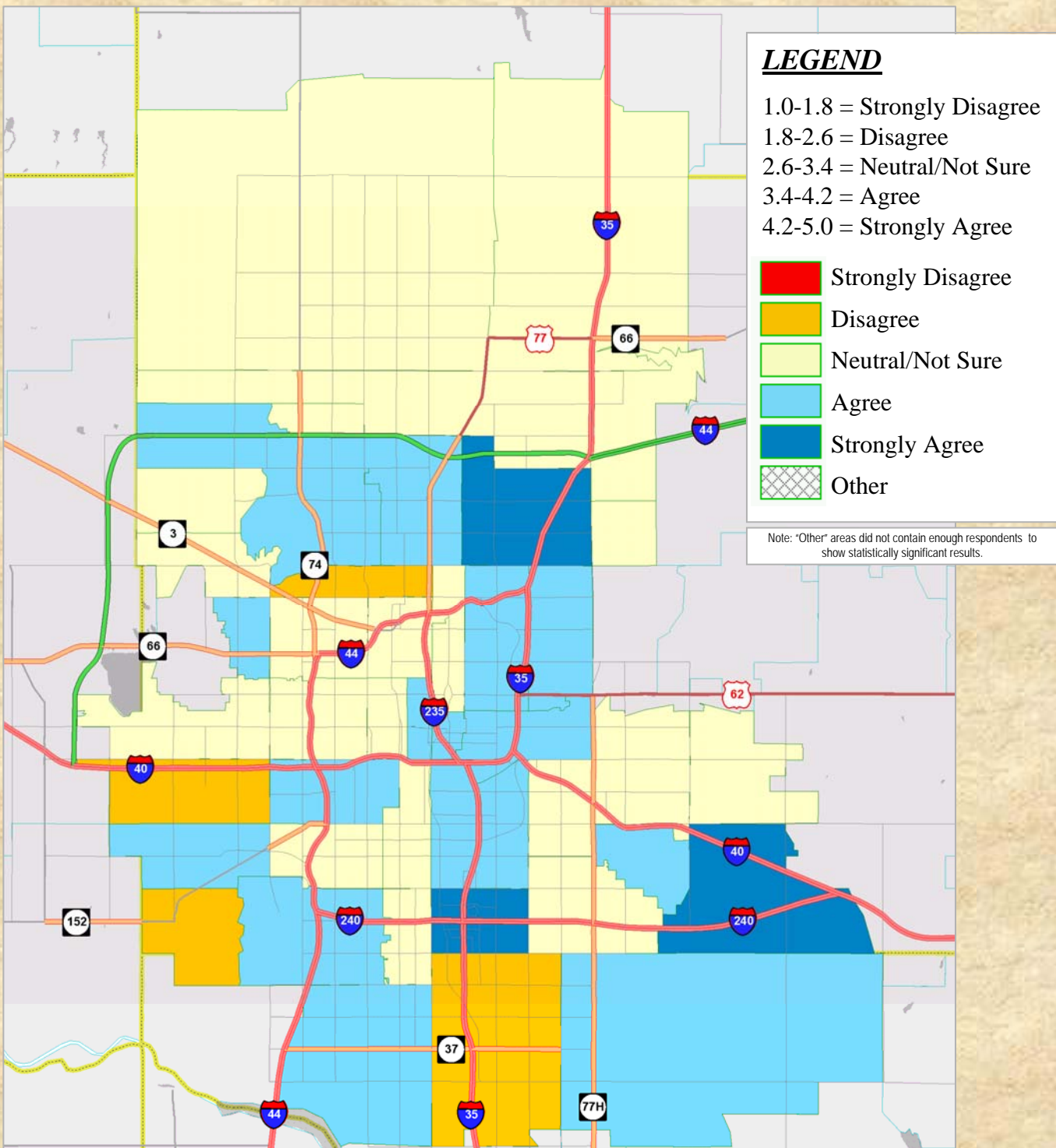
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

Level of Agreement with the Statement “I am familiar with the public transportation services that are available” (Q7a)



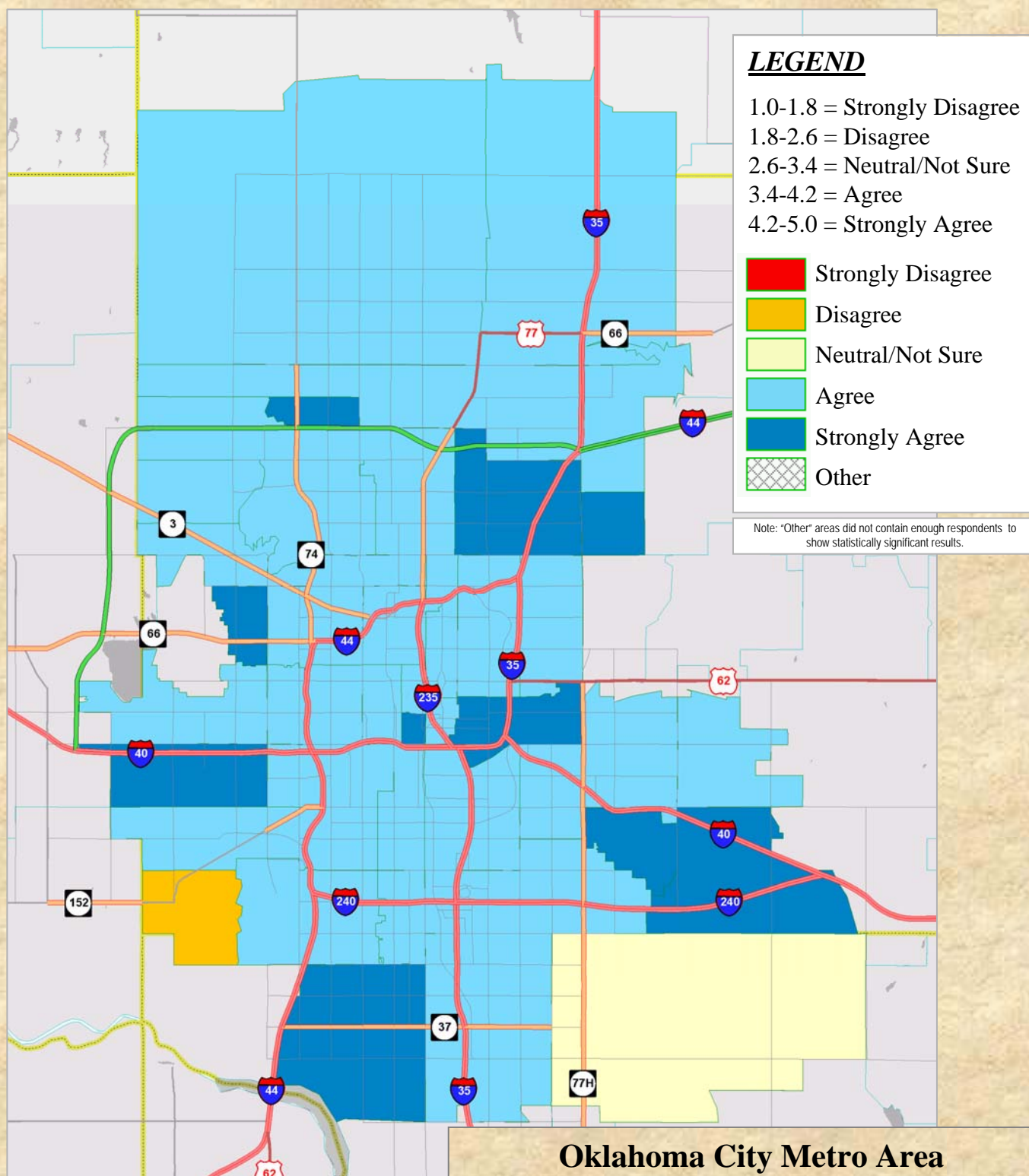
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

Level of Agreement with the Statement “I would know where to get information about public transportation services if needed” (Q7b)



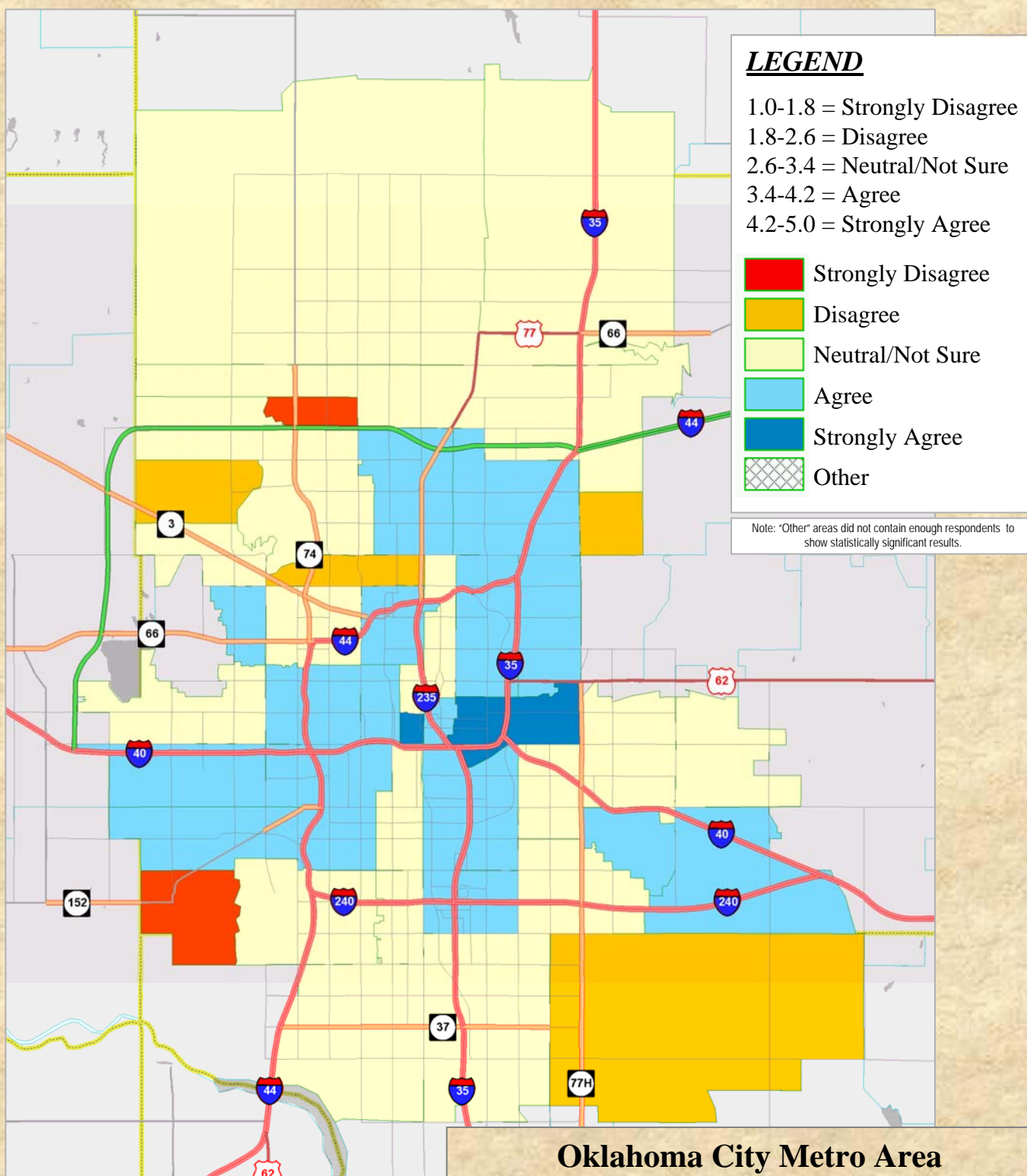
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
Shading reflects the mean rating for all respondents by Zip Code

Level of Agreement with the Statement “I think public transportation is safe to use” (Q7c)



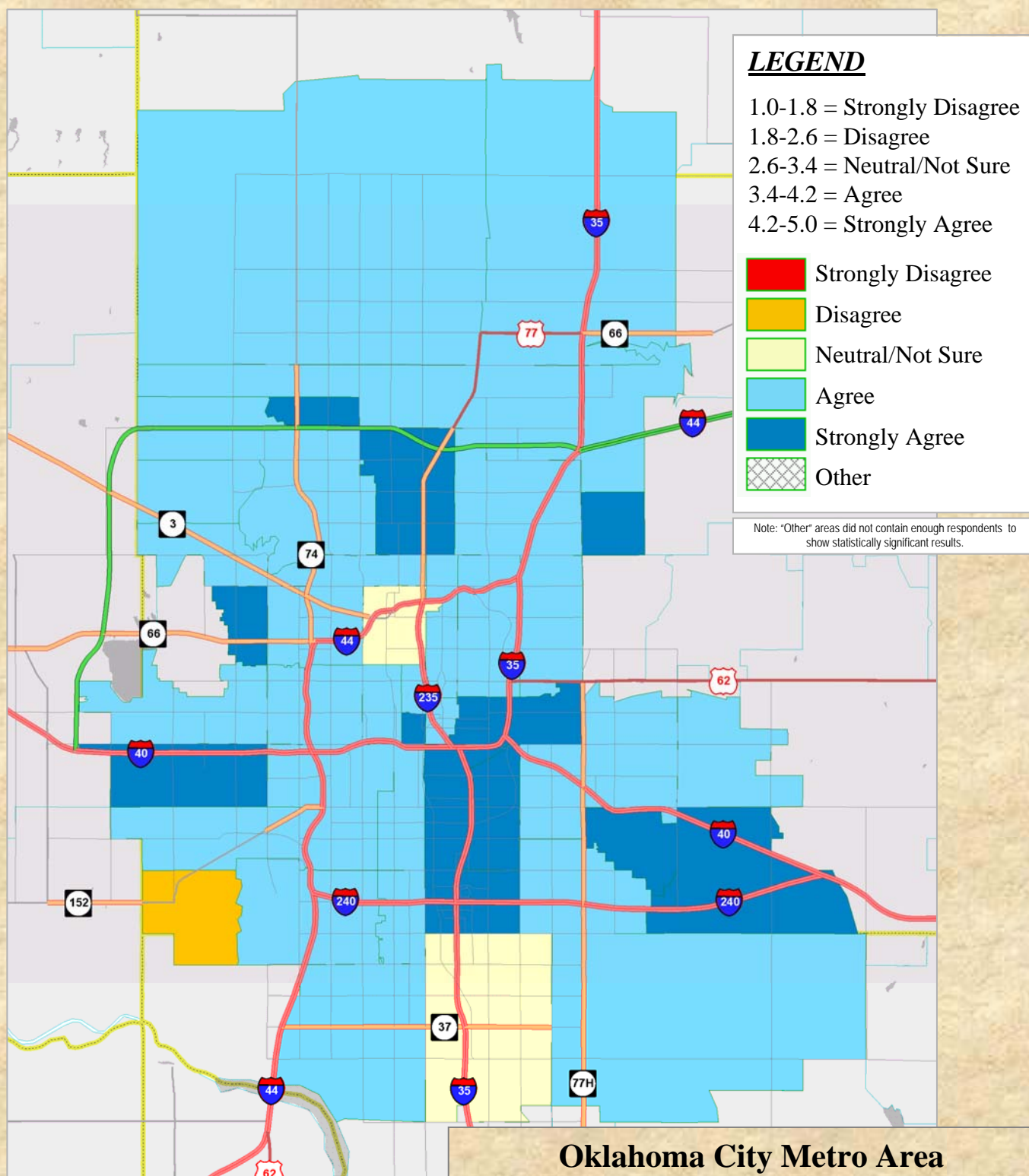
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

Level of Agreement with the Statement “I think public transportation is designed to serve people like me” (Q7d)



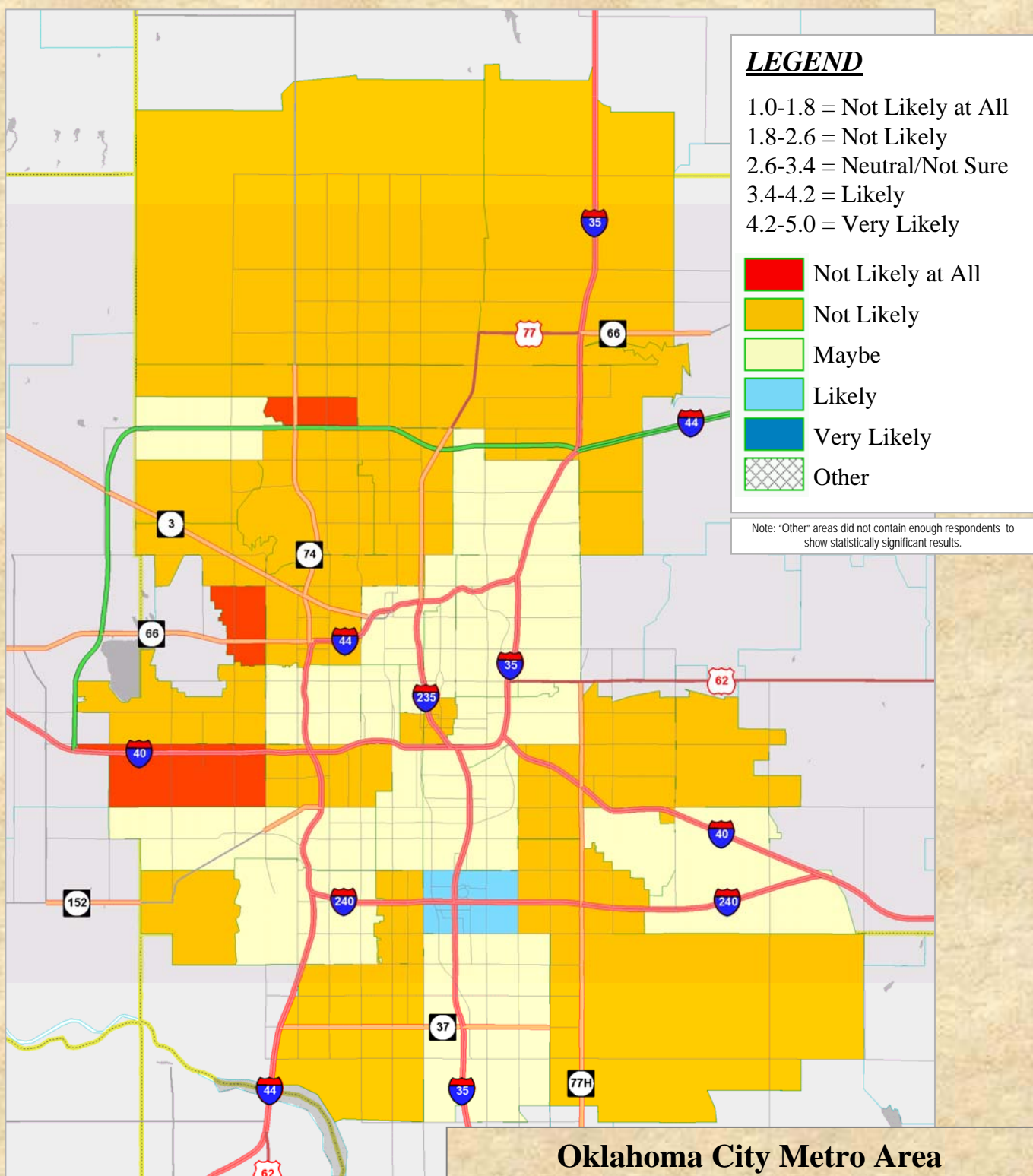
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

Level of Agreement with the Statement “I think public transportation is an affordable alternative to driving a car” (Q7e)



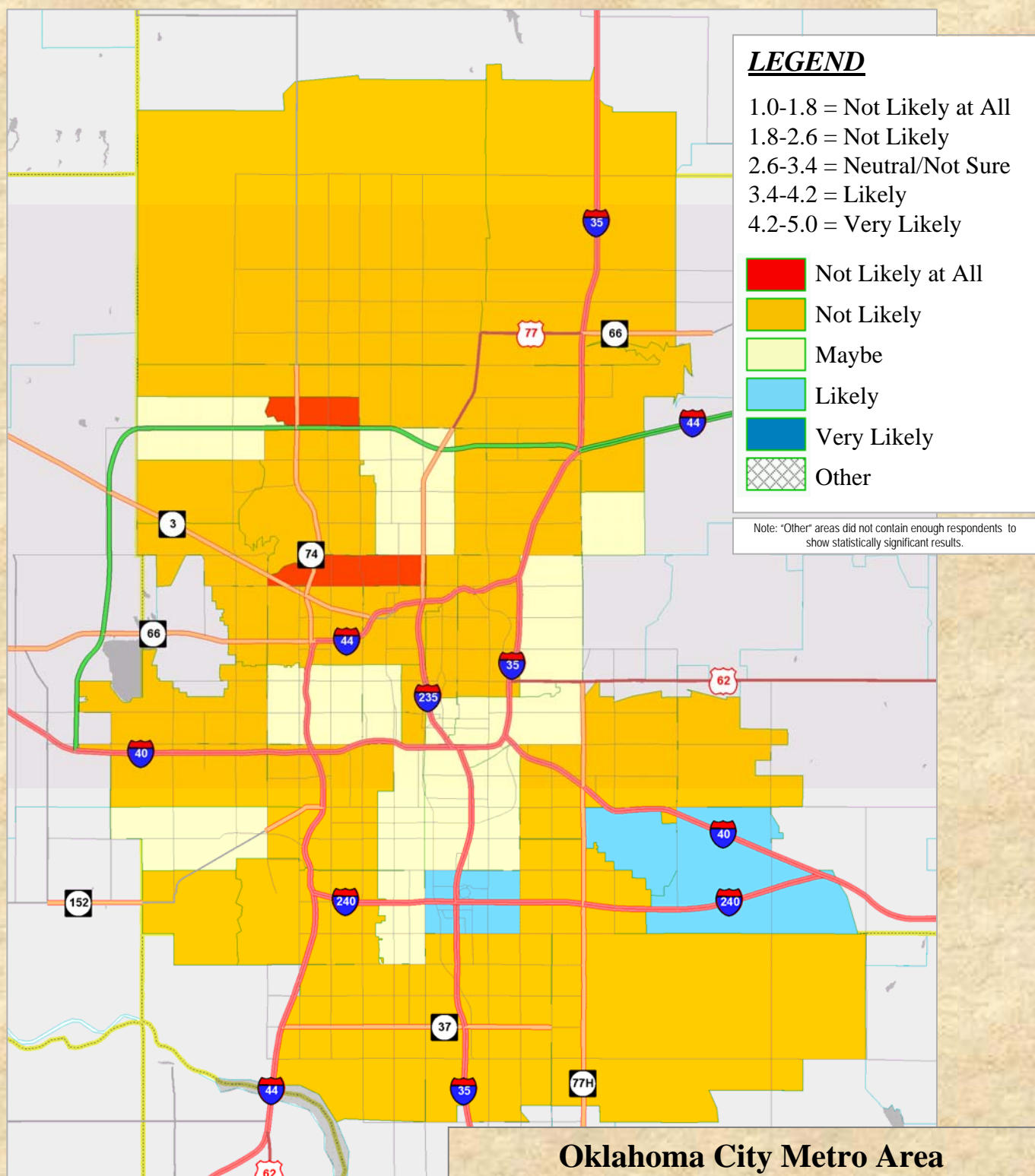
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if the cost of parking increases at the place you work or at places you visit frequently (Q8a)



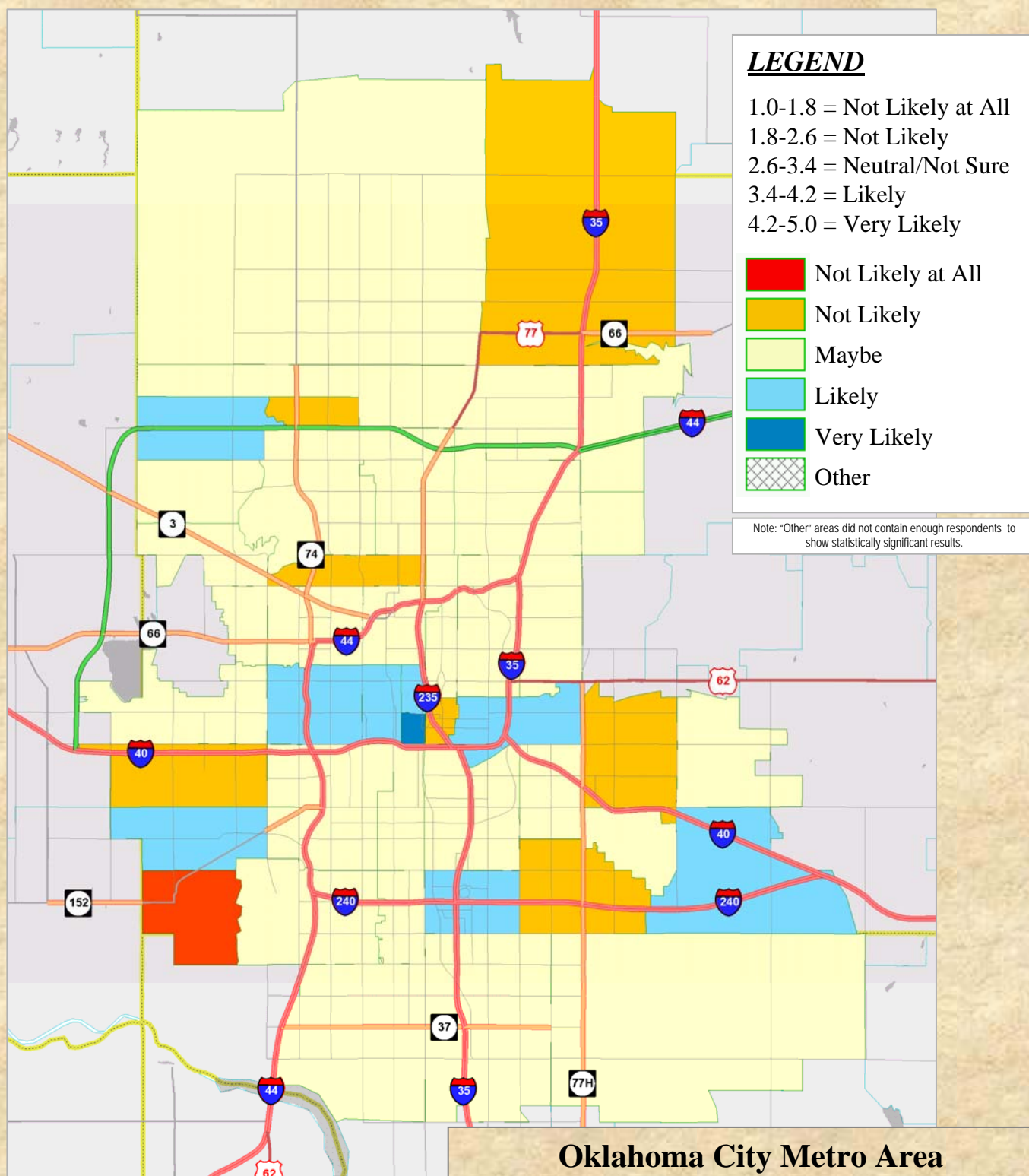
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if the time it takes to get to work by car increases due to traffic congestion (Q8b)



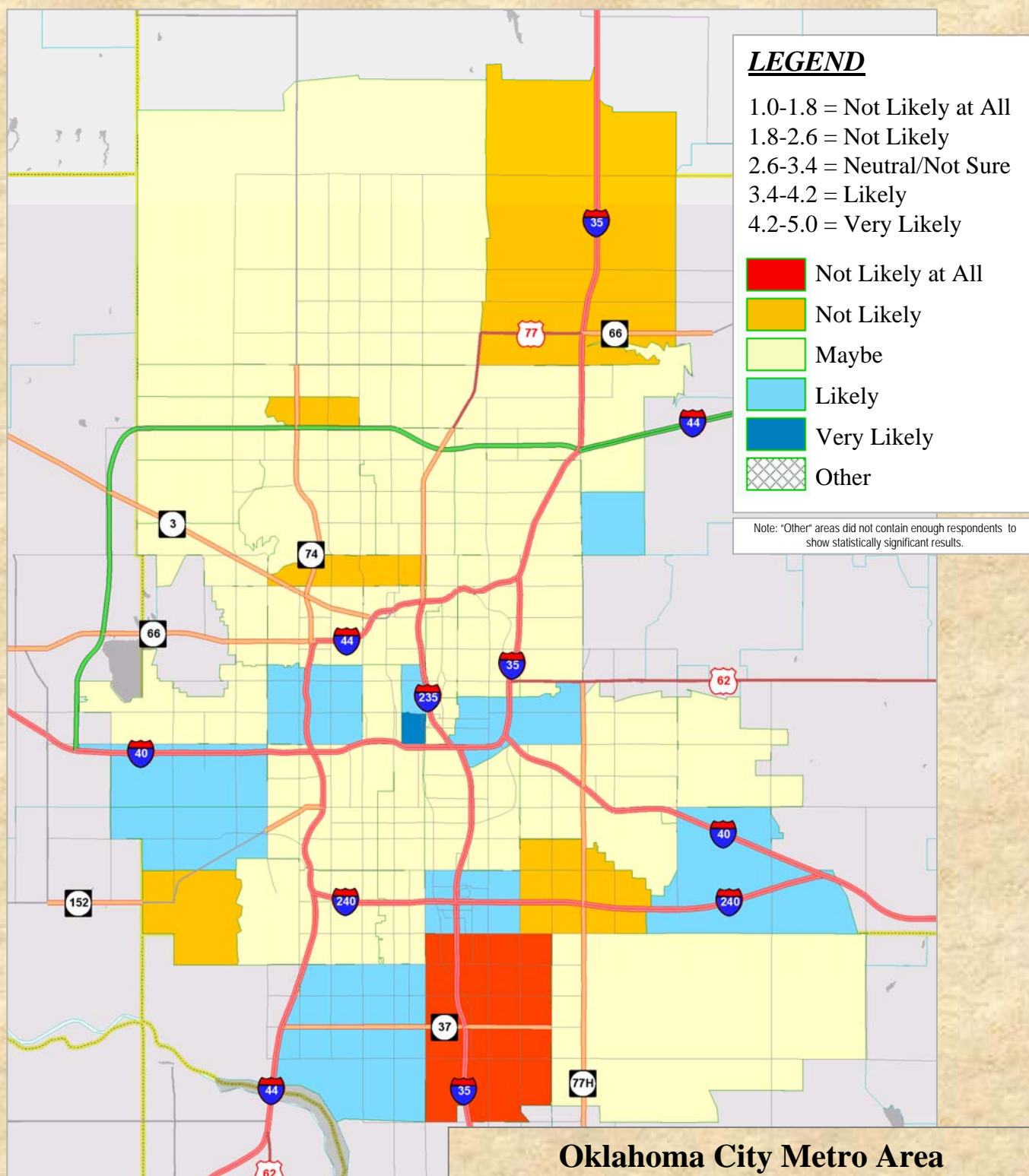
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if transit stops are located closer to your home (Q8c)



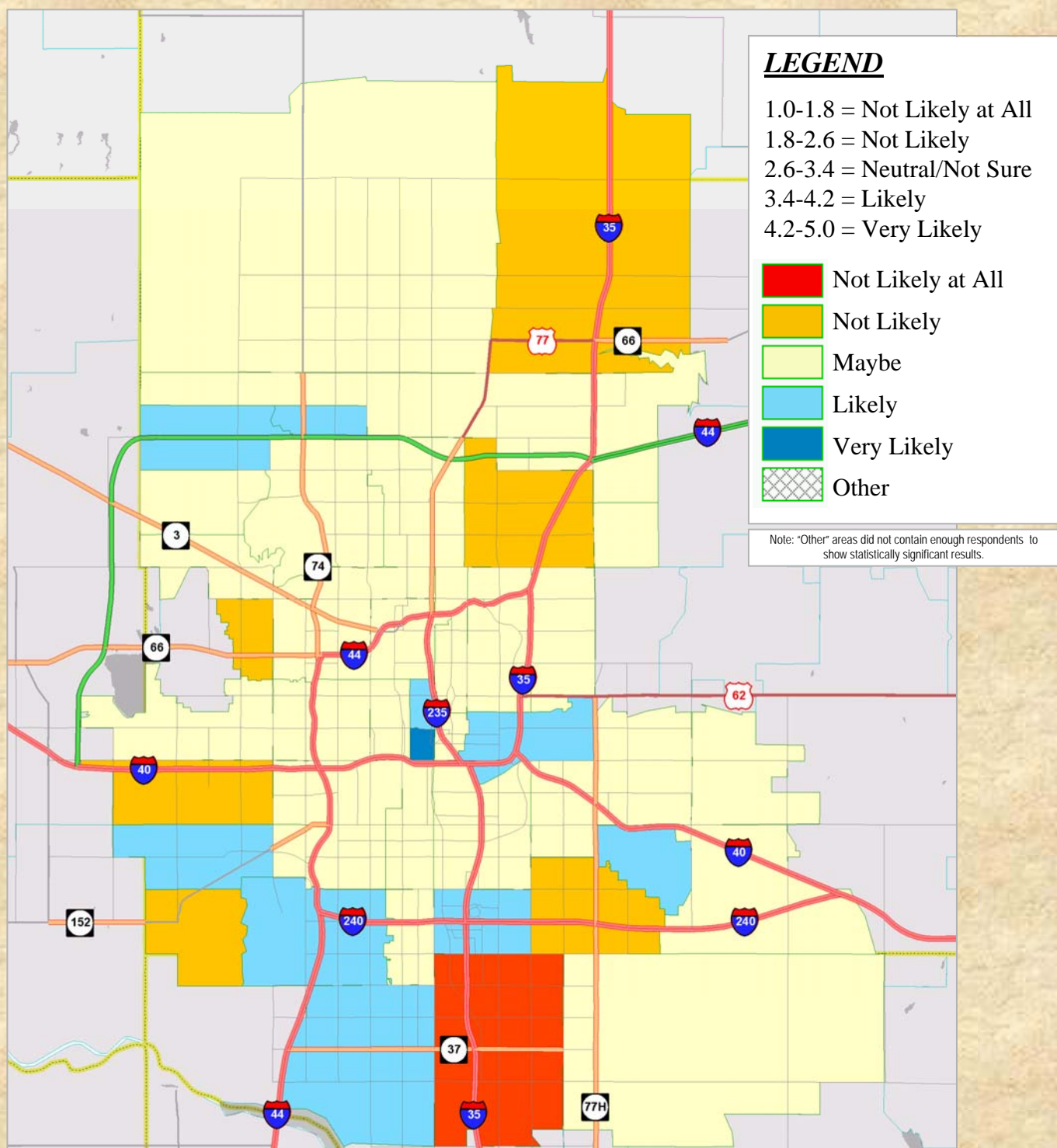
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if transit stops are located closer to the place you work or visit frequently (Q8d)



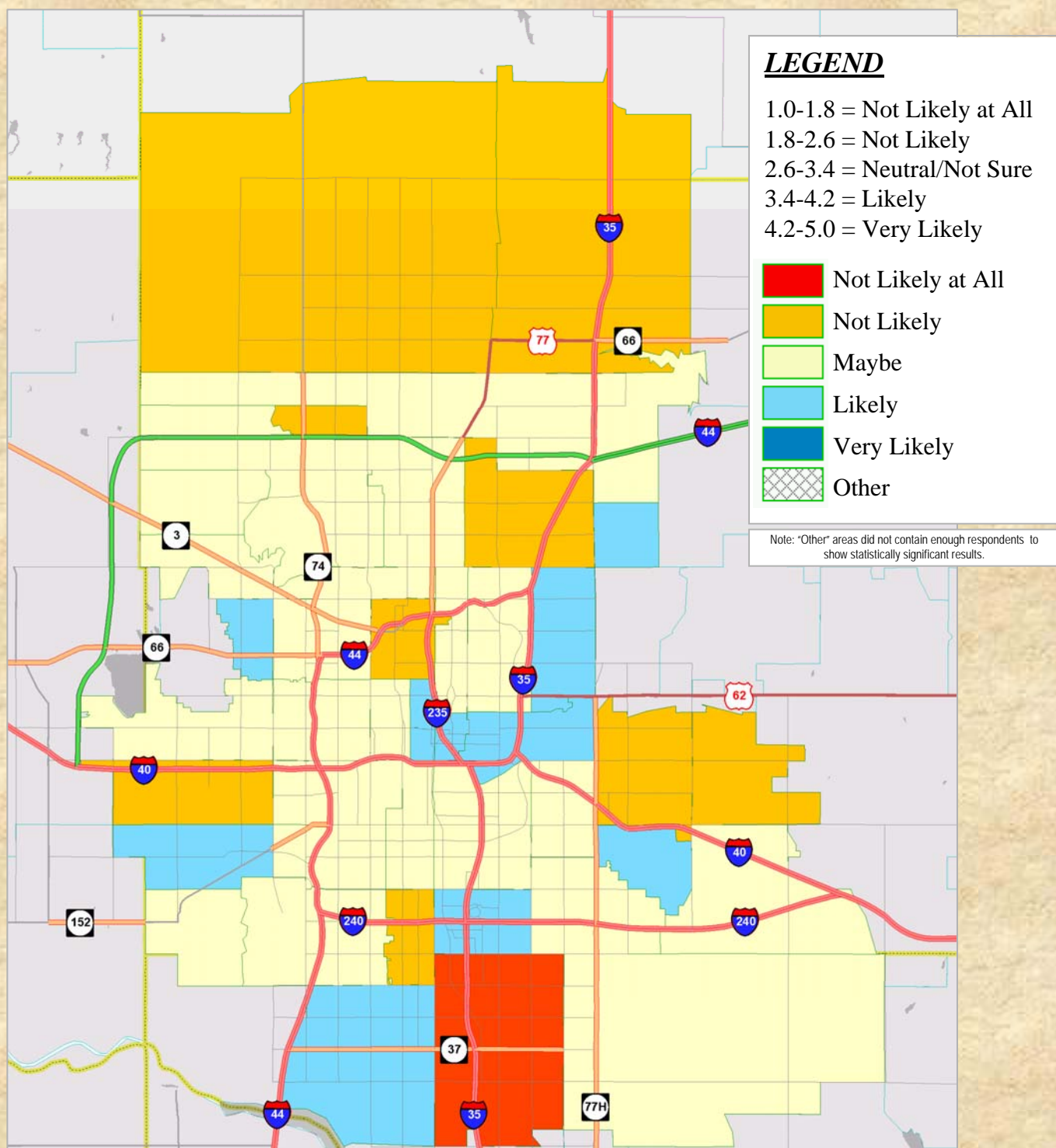
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if buses are scheduled to arrive at stops more frequently (Q8e)



Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if they were better informed about how to use the bus system in Oklahoma City (Q8f)



LEGEND

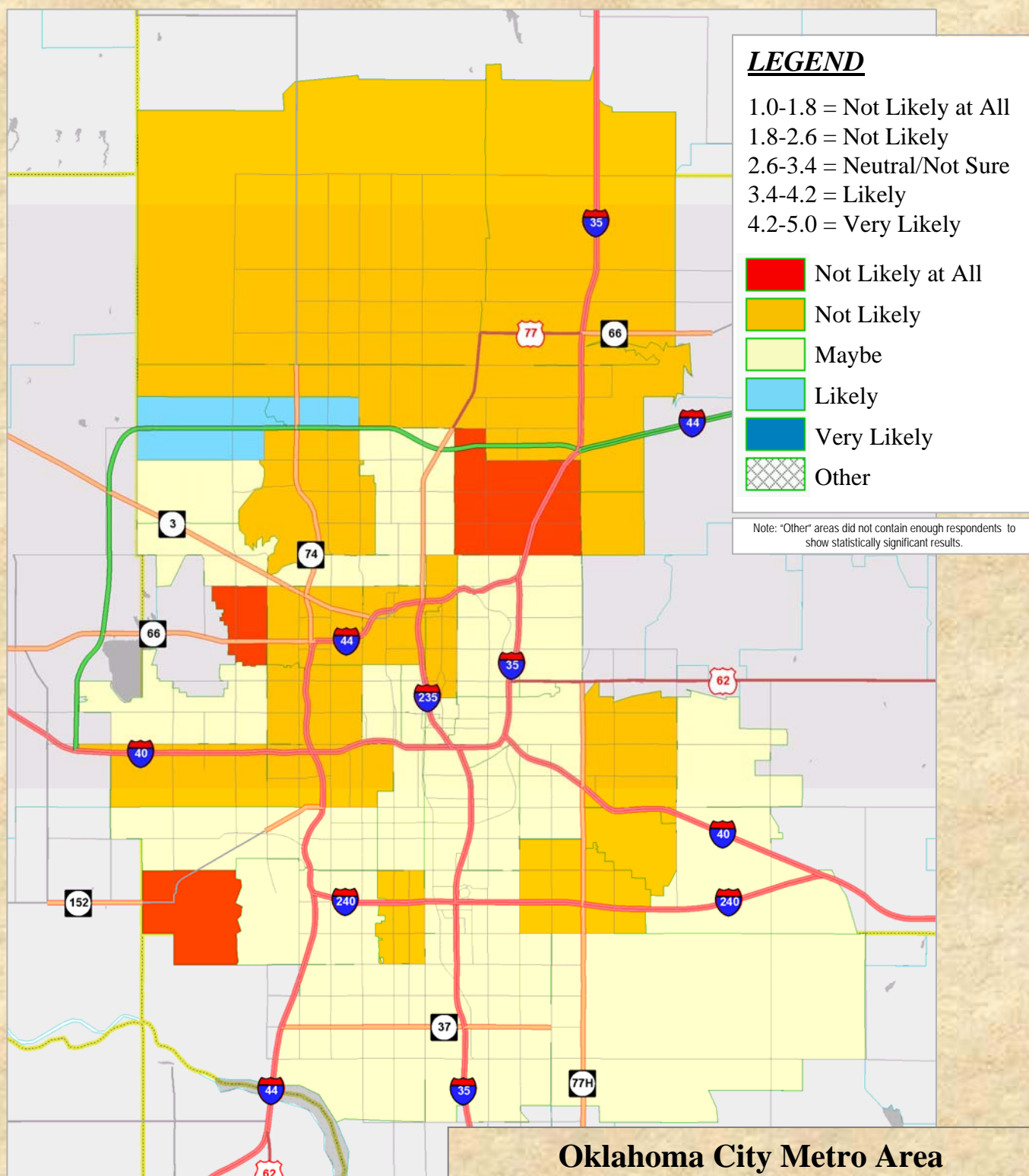
1.0-1.8 = Not Likely at All
1.8-2.6 = Not Likely
2.6-3.4 = Neutral/Not Sure
3.4-4.2 = Likely
4.2-5.0 = Very Likely

Not Likely at All
 Not Likely
 Maybe
 Likely
 Very Likely
 Other

Note: "Other" areas did not contain enough respondents to show statistically significant results.

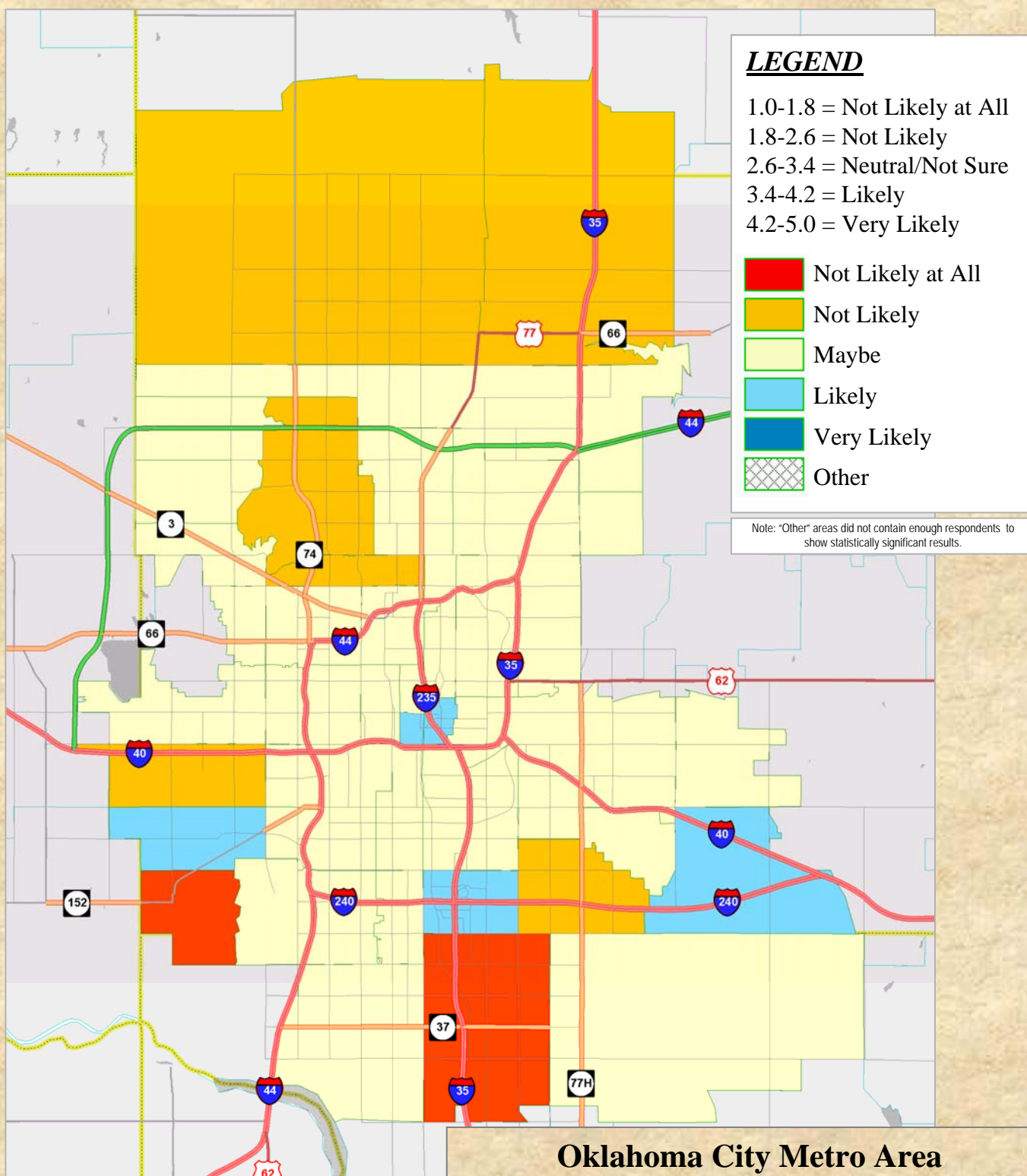
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if their employer provided incentives to use public transportation services (Q8g)



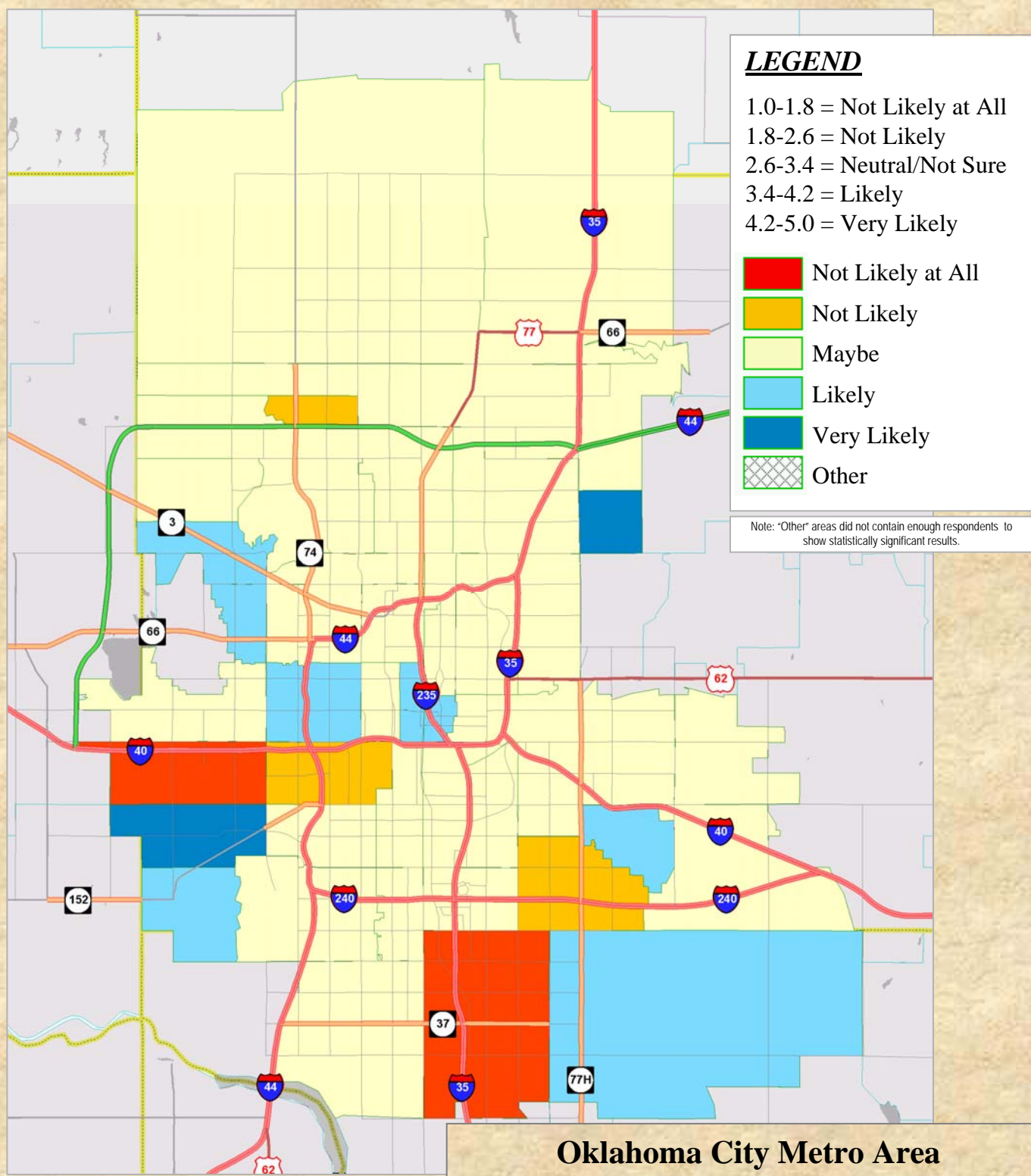
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if travel time by public transit were the same or less than travel by automobile (Q8h)



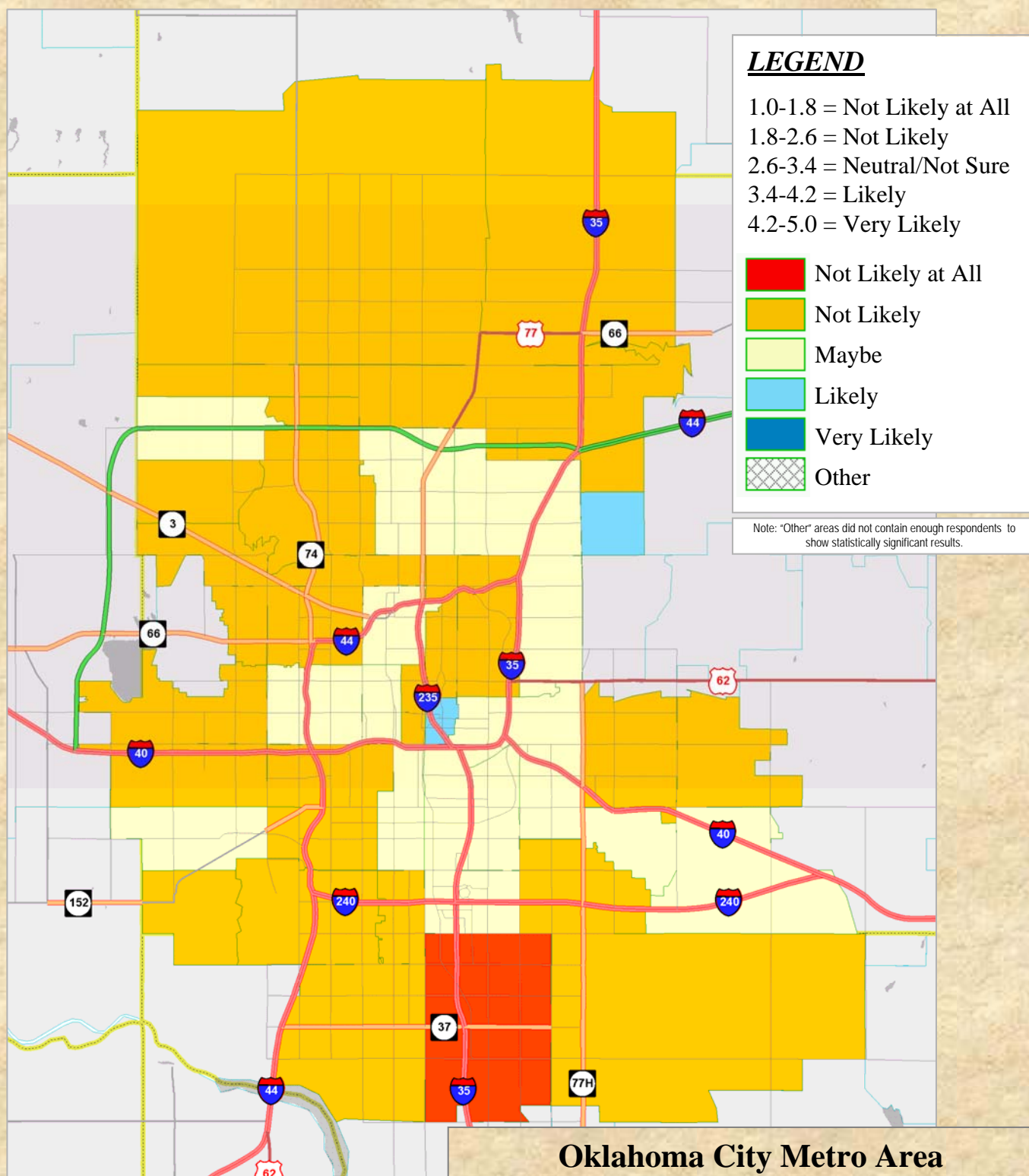
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if rail service were available instead of bus (Q8i)



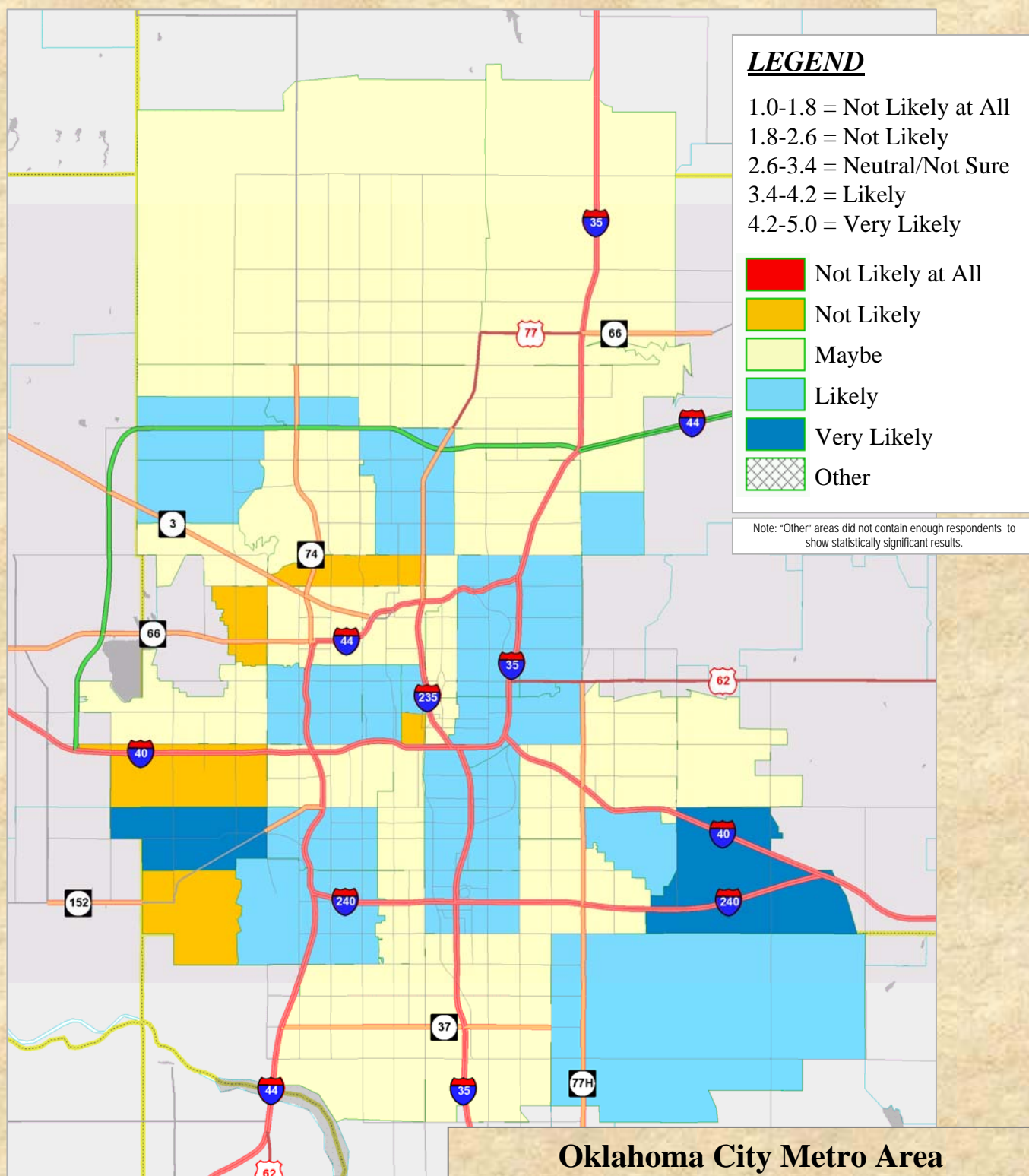
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if METRO Transit had new buses with wireless Internet access (Q8j)



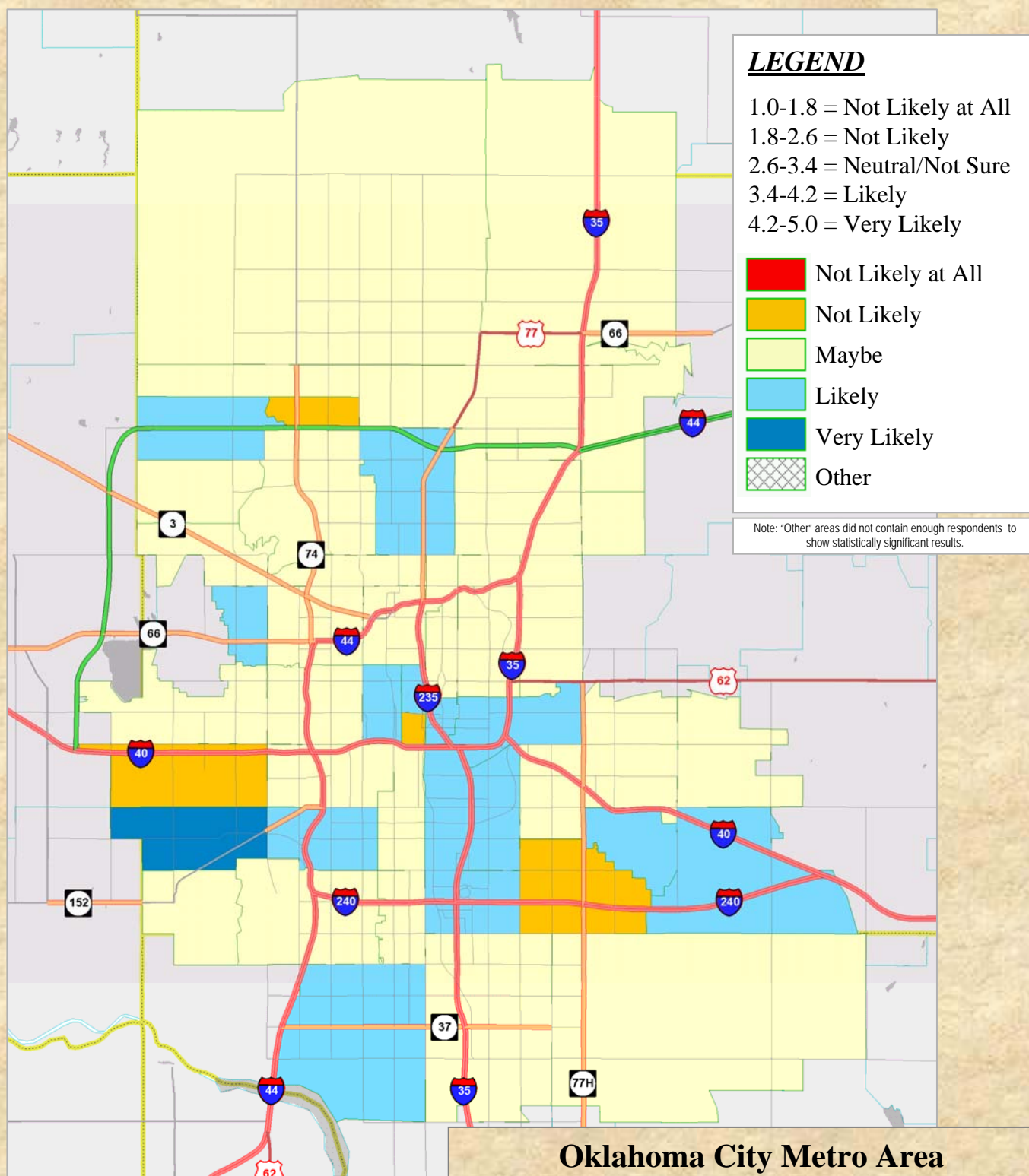
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if their car was not available due to repairs (Q8k)



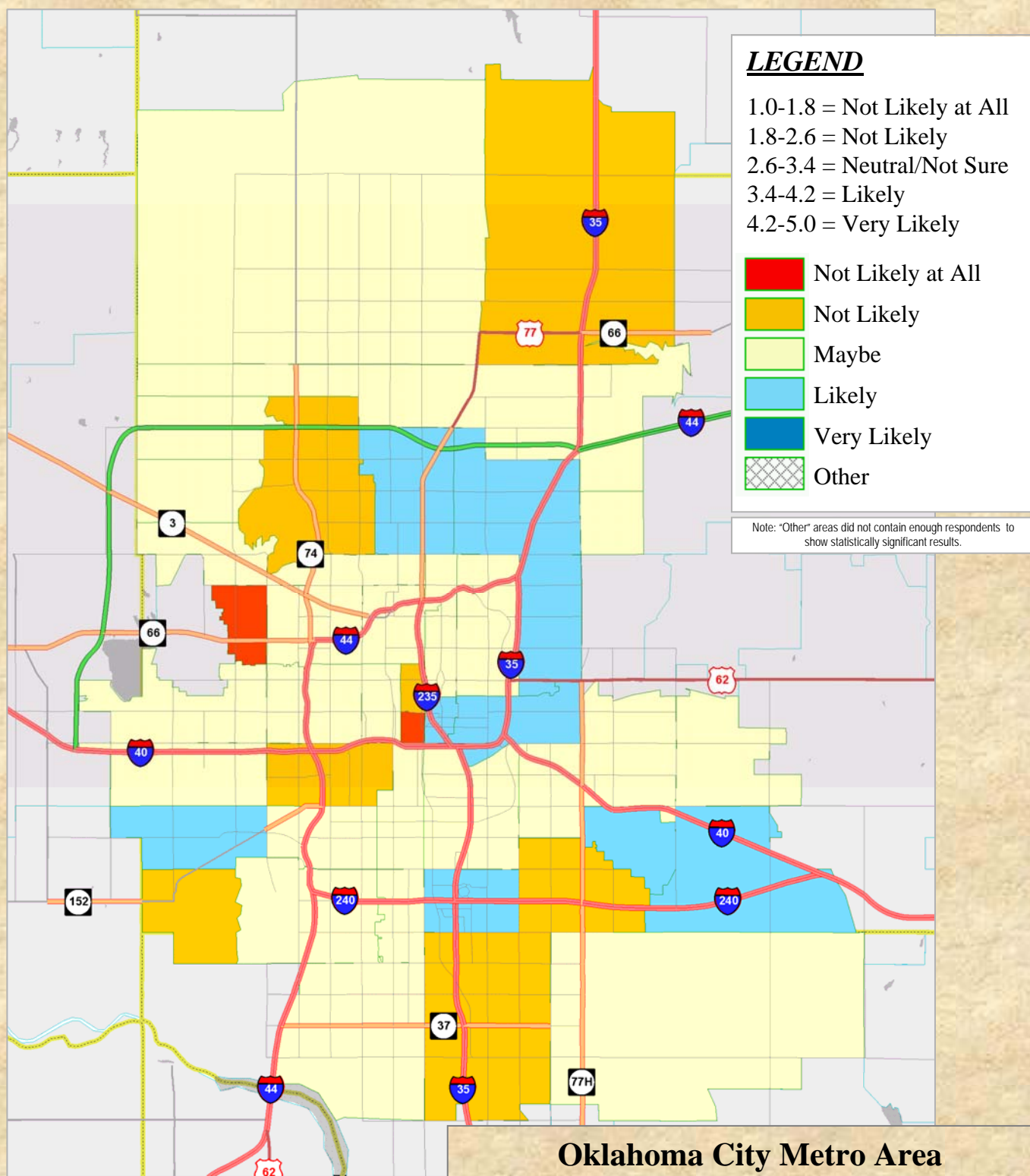
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use public transportation if the price of gas were to remain high or increase (Q8I)



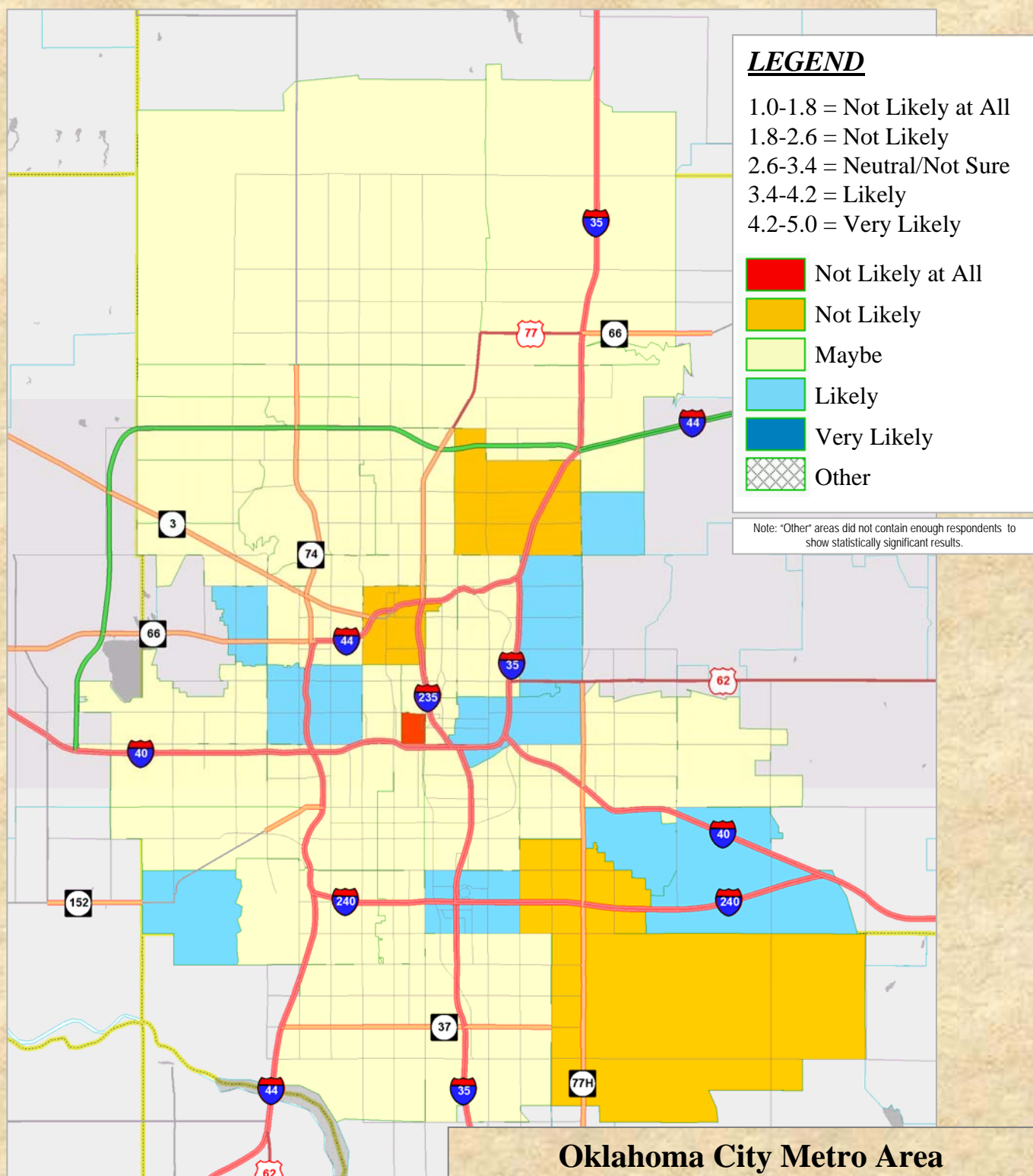
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use high speed, rapid bus service that has separate lanes and priority at traffic lights (Q10a)



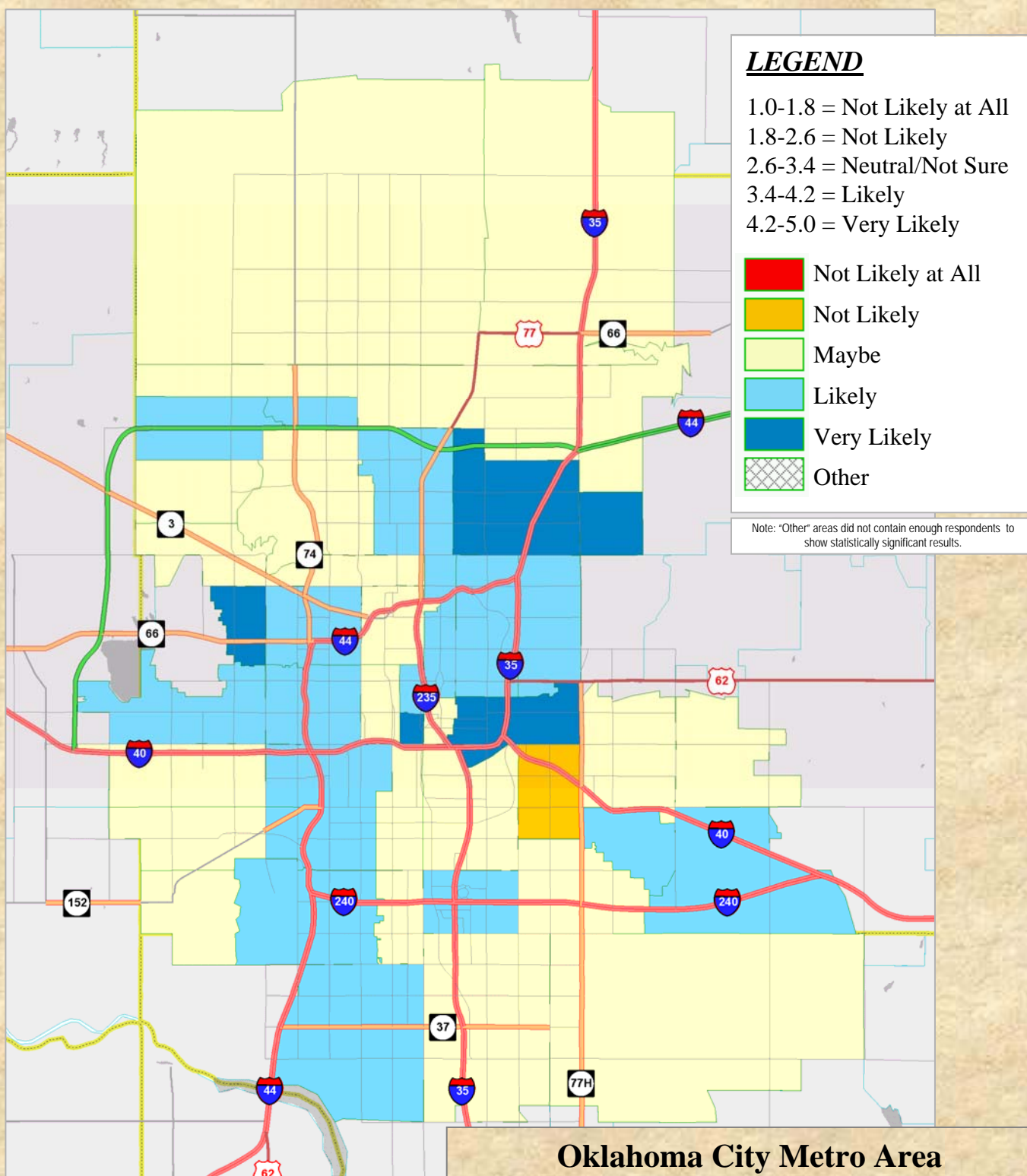
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use trolleys or the latest bus technology that would service a variety of shopping and attractions (Q10b)



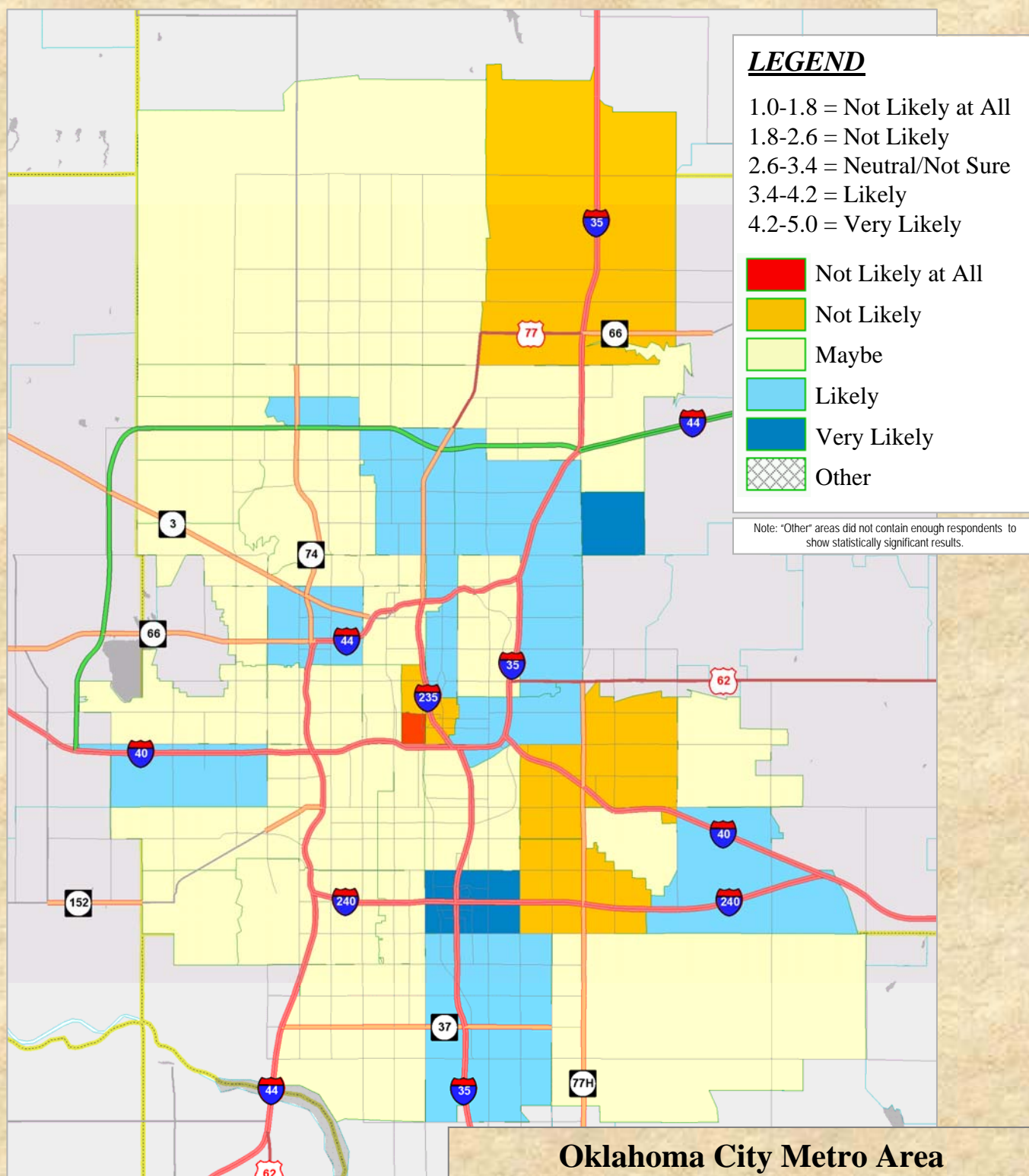
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use Door-to-door shuttle service for seniors or persons with disabilities (Q10c)



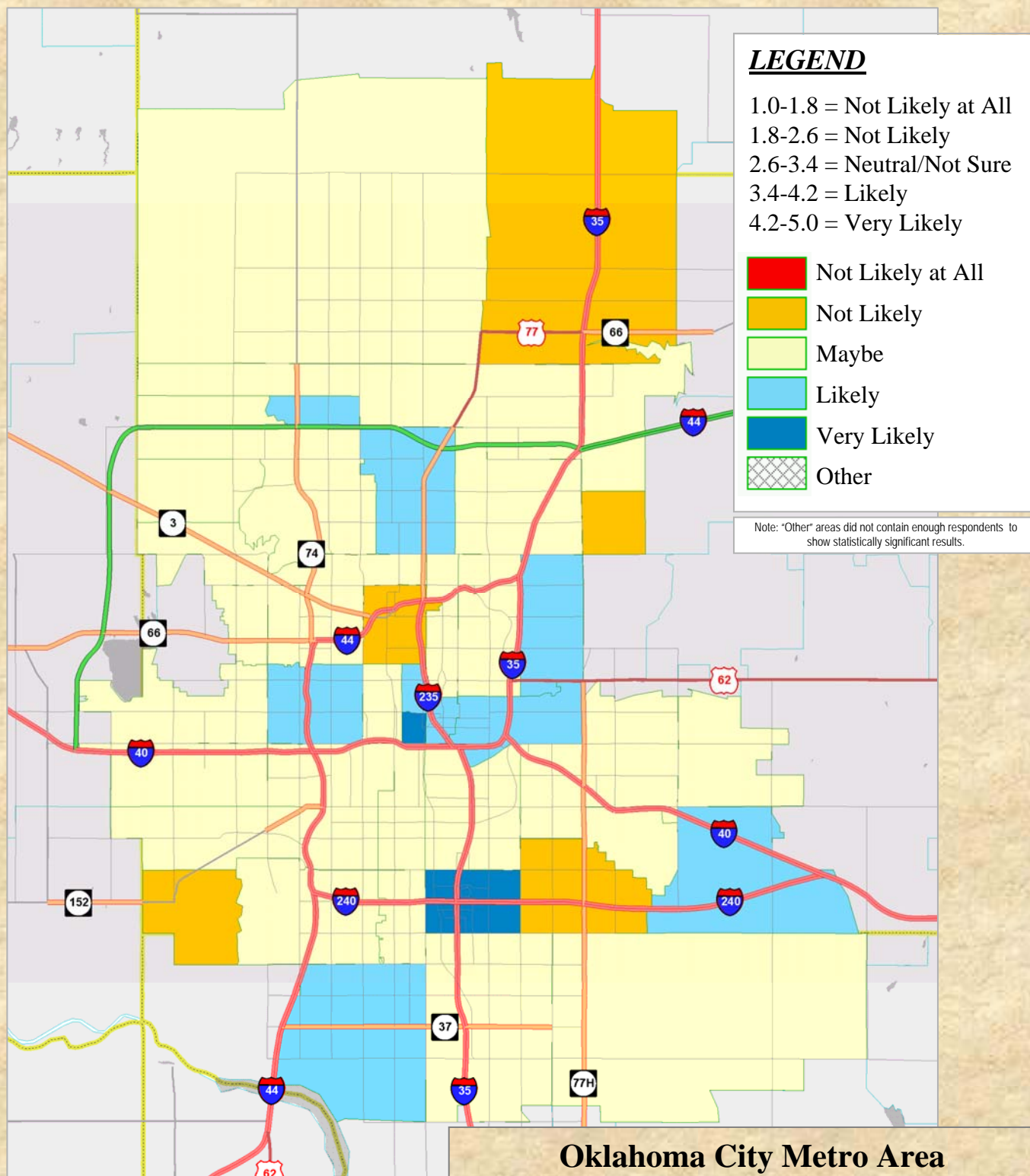
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use park & ride services where they park their car & then take an express bus (with limited stops) to their destination (Q10d)



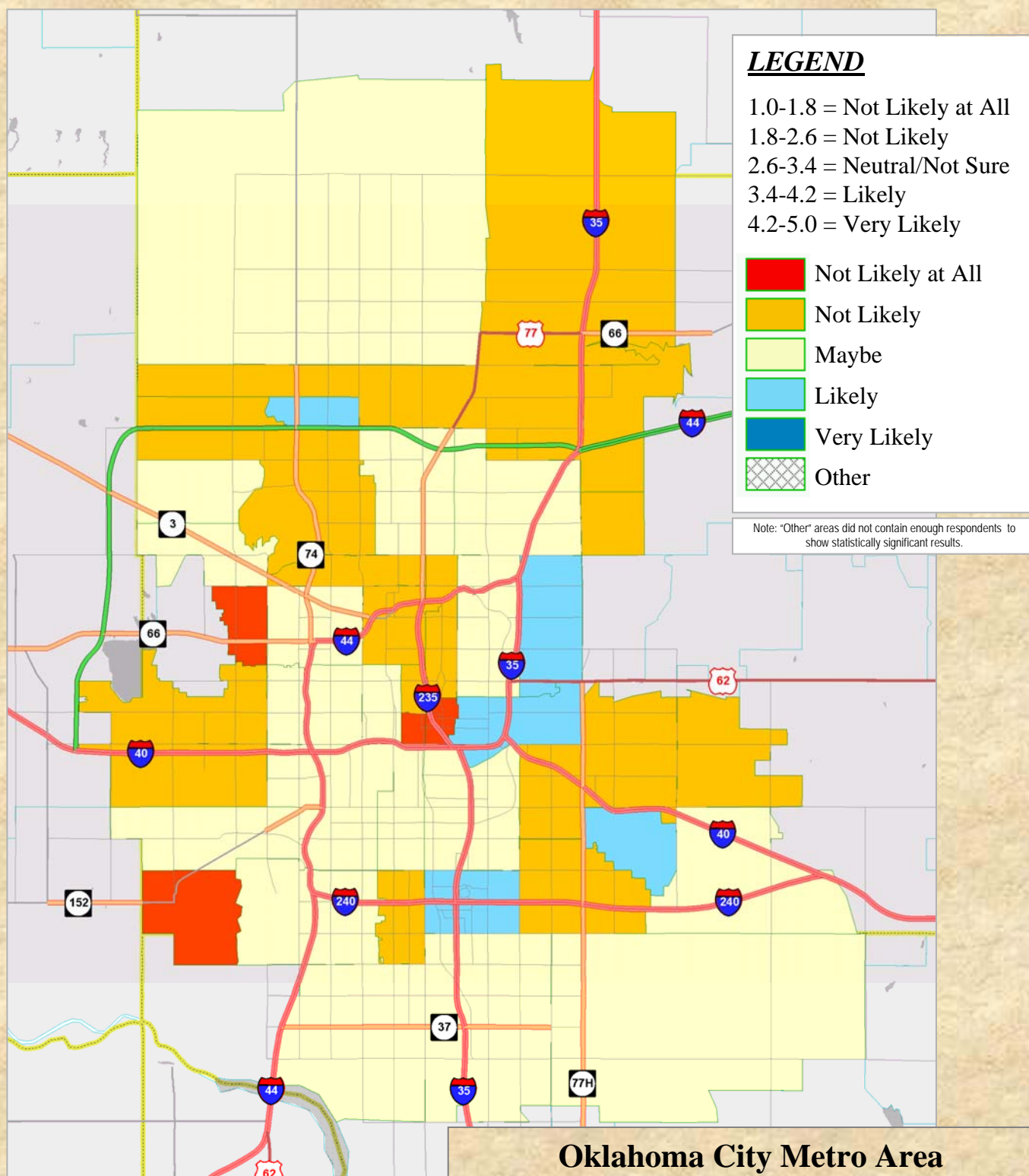
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use bus service that operates on fixed routes in the area where they live (Q10e)



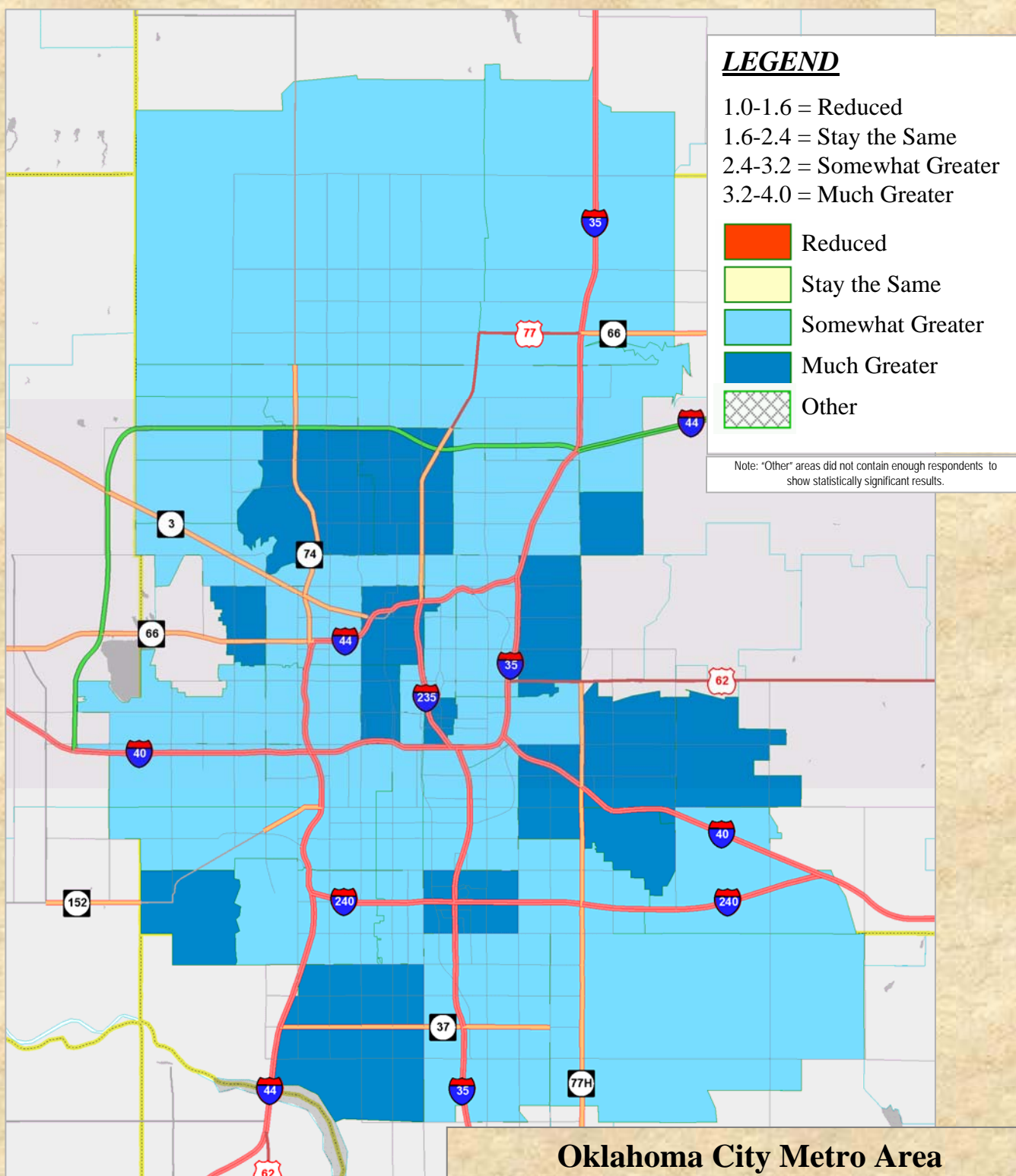
Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
Shading reflects the mean rating for all respondents by Zip Code

How likely residents would be to use van pool service, which would involve having people who work at the same place share a van provided by their employer (Q10f)



Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
 Shading reflects the mean rating for all respondents by Zip Code

How do you think the current level of funding for public transportation in the Oklahoma City area should change over the next five years? (Q11)



Oklahoma City Metro Area
2007 METRO Transit Non-Rider Survey
Shading reflects the mean rating for all respondents by Zip Code

Crosstabs

<u>Q30 City</u>	<u>Number</u>	<u>Percent</u>
OKLAHOMA CITY=	569	67.3 %
MIDWEST CITY=	114	13.5 %
DEL CITY=	84	9.9 %
EDMOND=	79	9.3 %
Total	846	100.0 %

<u>Community</u>	<u>Number</u>	<u>Percent</u>
C=Oklahoma City	569	67.3 %
O=Other communities	277	32.7 %
Total	846	100.0 %

Missing Cases = 0

Q1. Prior to this call, did you know that public transportation services were available in the Oklahoma City area?

N=846	<u>Community</u>		<u>Total</u>
	Oklahoma City C	Other communities O	

Q1 Know services were available

1=Yes	90.7%	86.3%	89.2%
2=No	9.1%	12.3%	10.2%
9=Don't know	0.2%	1.4%	0.6%

Q2. Have you ever considered using public transportation services in the Oklahoma City area?

N=846	<u>Community</u>		<u>Total</u>
	Oklahoma City C	Other communities O	

Q2 Ever considered using public transportation

1=Yes	34.6%	28.5%	32.6%
2=No	64.0%	67.5%	65.1%
3=Don't know	1.4%	4.0%	2.2%

Q3. Have you EVER used public transportation in places outside the Oklahoma City area?

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q3 Used public transportation outside OK City

1=Yes	51.0%	54.2%	52.0%
2=No	49.0%	41.2%	46.5%
9=Don't know	0.0%	4.7%	1.5%

Q4. Do you feel that METRO Transit provides a valuable service to the community?

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q4 Provides valuable service to community

1=Yes	84.9%	69.7%	79.9%
2=No	6.3%	5.8%	6.1%
3=Don't know	8.8%	24.5%	13.9%

Q5. Overall, how would you rate the availability of public transportation in the Oklahoma City area?

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q5 Rate availability of public transportation

1=Excellent	7.7%	2.9%	6.1%
2=Good	23.7%	14.4%	20.7%
3=Average	21.8%	13.7%	19.1%
4=Poor	19.2%	17.3%	18.6%
9=Don't know	27.6%	51.6%	35.5%

Q6. Is bus service currently available in your neighborhood?

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q6 Is service available in your neighborhood

1=Yes	57.8%	32.5%	49.5%
2=No	28.8%	43.3%	33.6%
9=Don't know	13.4%	24.2%	16.9%

Q7. Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," please rate your level of agreement with the following statements about public transportation in the Oklahoma City area.

N=846

Community		Total
Oklahoma City C	Other communities O	

Q7a Familiar with services that are available

5=Strongly agree	29.2%	15.2%	24.6%
4=Agree	25.8%	22.7%	24.8%
3=Neutral/not sure	15.3%	15.2%	15.2%
2=Disagree	15.6%	30.0%	20.3%
1=Strongly disagree	14.1%	17.0%	15.0%

Q7b Would know where to get information

5=Strongly agree	30.6%	14.1%	25.2%
4=Agree	27.1%	31.8%	28.6%
3=Neutral/not sure	12.7%	23.5%	16.2%
2=Disagree	12.0%	19.5%	14.4%
1=Strongly disagree	17.8%	11.2%	15.6%

Q7c Public transportation is safe to use

5=Strongly agree	39.7%	24.9%	34.9%
4=Agree	31.5%	35.4%	32.7%
3=Neutral/not sure	19.3%	28.5%	22.3%
2=Disagree	4.7%	7.6%	5.7%
1=Strongly disagree	4.7%	3.6%	4.4%

Q7. Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree," please rate your level of agreement with the following statements about public transportation in the Oklahoma City area.

N=846

Community		Total
Oklahoma City C	Other communities O	

Q7d Designed to serve people like me

5=Strongly agree	25.1%	15.5%	22.0%
4=Agree	25.7%	27.4%	26.2%
3=Neutral/not sure	19.2%	21.3%	19.9%
2=Disagree	16.0%	22.0%	18.0%
1=Strongly disagree	14.1%	13.7%	13.9%

Q7e Is an affordable alternative to driving a car

5=Strongly agree	39.0%	27.8%	35.3%
4=Agree	30.9%	40.4%	34.0%
3=Neutral/not sure	20.0%	22.4%	20.8%
2=Disagree	4.2%	5.8%	4.7%
1=Strongly disagree	5.8%	3.6%	5.1%

Q8. Using a scale of 1 to 5, where 1 means "very unlikely" and 5 means "very likely," please rate how likely each factor would be to encourage you to begin using public transportation in Oklahoma City.

N=846

	Community		Total
	Oklahoma City C	Other communities O	

Q8a Cost of parking increases at place you work

5=Very likely	14.6%	5.4%	11.6%
4=Likely	14.2%	12.6%	13.7%
3=Not sure	20.6%	19.1%	20.1%
2=Not likely	20.9%	25.3%	22.3%
1=Not likely at all	29.7%	37.5%	32.3%

Q8b Time it takes to get to work increases

5=Very likely	9.1%	4.7%	7.7%
4=Likely	18.1%	15.2%	17.1%
3=Not sure	21.3%	18.1%	20.2%
2=Not likely	21.3%	23.5%	22.0%
1=Not likely at all	30.2%	38.6%	33.0%

Q8c Transit stops are located closer to home

5=Very likely	20.6%	12.6%	18.0%
4=Likely	24.1%	25.3%	24.5%
3=Not sure	20.6%	15.5%	18.9%
2=Not likely	13.2%	15.5%	13.9%
1=Not likely at all	21.6%	31.0%	24.7%

Q8. Using a scale of 1 to 5, where 1 means "very unlikely" and 5 means "very likely," please rate how likely each factor would be to encourage you to begin using public transportation in Oklahoma City.

N=846

Community		Total
Oklahoma City C	Other communities O	

Q8d Transit stops are located closer to work

5=Very likely	19.9%	12.3%	17.4%
4=Likely	26.0%	25.6%	25.9%
3=Not sure	20.2%	15.9%	18.8%
2=Not likely	14.6%	16.2%	15.1%
1=Not likely at all	19.3%	30.0%	22.8%

Q8e Scheduled to arrive at stops more frequently

5=Very likely	20.7%	13.0%	18.2%
4=Likely	24.6%	24.2%	24.5%
3=Not sure	24.3%	17.7%	22.1%
2=Not likely	10.5%	15.5%	12.2%
1=Not likely at all	19.9%	29.6%	23.0%

Q8f Better informed about how to use the system

5=Very likely	21.3%	10.5%	17.7%
4=Likely	22.7%	19.1%	21.5%
3=Not sure	20.2%	22.7%	21.0%
2=Not likely	14.1%	17.7%	15.2%
1=Not likely at all	21.8%	30.0%	24.5%

Q8. Using a scale of 1 to 5, where 1 means "very unlikely" and 5 means "very likely," please rate how likely each factor would be to encourage you to begin using public transportation in Oklahoma City.

N=846

	Community		Total
	Oklahoma City C	Other communities O	

Q8g Employer provided incentives to use

5=Very likely	9.5%	7.6%	8.9%
4=Likely	14.9%	13.7%	14.5%
3=Not sure	39.5%	36.1%	38.4%
2=Not likely	13.0%	14.1%	13.4%
1=Not likely at all	23.0%	28.5%	24.8%

Q8h Travel time were the same or less

5=Very likely	17.6%	15.2%	16.8%
4=Likely	23.6%	20.9%	22.7%
3=Not sure	21.8%	19.5%	21.0%
2=Not likely	14.4%	15.5%	14.8%
1=Not likely at all	22.7%	28.9%	24.7%

Q8i Rail service were available instead of bus

5=Very likely	21.1%	14.4%	18.9%
4=Likely	23.0%	20.6%	22.2%
3=Not sure	22.7%	20.6%	22.0%
2=Not likely	11.8%	16.2%	13.2%
1=Not likely at all	21.4%	28.2%	23.6%

Q8. Using a scale of 1 to 5, where 1 means "very unlikely" and 5 means "very likely," please rate how likely each factor would be to encourage you to begin using public transportation in Oklahoma City.

N=846

	Community		Total
	Oklahoma City C	Other communities O	

Q8j Had new buses with internet access

5=Very likely	10.2%	7.9%	9.5%
4=Likely	13.4%	13.4%	13.4%
3=Not sure	21.8%	20.6%	21.4%
2=Not likely	20.4%	20.6%	20.4%
1=Not likely at all	34.3%	37.5%	35.3%

Q8k If car were not available due to repairs

5=Very likely	32.0%	23.1%	29.1%
4=Likely	23.6%	24.9%	24.0%
3=Not sure	15.3%	11.6%	14.1%
2=Not likely	10.2%	14.1%	11.5%
1=Not likely at all	19.0%	26.4%	21.4%

Q8l Price of gas were to remain high or increase

5=Very likely	26.4%	18.4%	23.8%
4=Likely	22.0%	23.8%	22.6%
3=Not sure	17.2%	13.4%	16.0%
2=Not likely	12.8%	15.5%	13.7%
1=Not likely at all	21.6%	28.9%	24.0%

Q9. Of the items listed above, which THREE would be the MOST LIKELY to cause use to begin using public transit services in the Oklahoma City area?

N=846

	Community		Total
	Oklahoma City C	Other communities O	
<u>Q9 Most likely to cause to begin using 1st choice</u>			
A=Cost of parking increases	7.4%	1.8%	5.6%
B=Time it takes increases	3.5%	1.8%	3.0%
C=Transit stops located closer to home	12.1%	8.7%	11.0%
D=Transit stops located closer to work	4.0%	4.3%	4.1%
E=Buses arrive more frequently	8.3%	5.1%	7.2%
F=Better informed about how to use	5.3%	0.7%	3.8%
G=Employer provided incentives to use	2.5%	5.1%	3.3%
H=Travel time were the same	6.0%	5.4%	5.8%
I=Rail service were available	7.4%	6.1%	7.0%
J=New buses with internet access	1.6%	1.1%	1.4%
K=Your car was not available	14.8%	12.6%	14.1%
L=Price of gas were to remain high	7.4%	10.1%	8.3%
Z=None chosen	19.9%	37.2%	25.5%

Q9. Of the items listed above, which THREE would be the MOST LIKELY to cause use to begin using public transit services in the Oklahoma City area?

N=846

	Community		Total
	Oklahoma City C	Other communities O	
<u>Q9 2nd choice</u>			
A=Cost of parking increases	0.9%	0.7%	0.8%
B=Time it takes increases	3.2%	0.7%	2.4%
C=Transit stops located closer to home	5.6%	4.7%	5.3%
D=Transit stops located closer to work	7.9%	5.8%	7.2%
E=Buses arrive more frequently	5.8%	4.3%	5.3%
F=Better informed about how to use	5.1%	3.2%	4.5%
G=Employer provided incentives to use	4.2%	4.3%	4.3%
H=Travel time were the same	5.6%	4.7%	5.3%
I=Rail service were available	6.3%	5.4%	6.0%
J=New buses with internet access	2.1%	1.8%	2.0%
K=Your car was not available	12.1%	11.9%	12.1%
L=Price of gas were to remain high	11.1%	7.2%	9.8%
Z=None chosen	30.1%	45.1%	35.0%

Q9. Of the items listed above, which THREE would be the MOST LIKELY to cause use to begin using public transit services in the Oklahoma City area?

N=846

	Community		Total
	Oklahoma	Other	
	City C	communities O	
<u>Q9 3rd choice</u>			
A=Cost of parking increases	1.4%	0.4%	1.1%
B=Time it takes increases	1.2%	1.1%	1.2%
C=Transit stops located closer to home	4.0%	4.3%	4.1%
D=Transit stops located closer to work	4.6%	2.2%	3.8%
E=Buses arrive more frequently	5.8%	5.1%	5.6%
F=Better informed about how to use	4.6%	2.2%	3.8%
G=Employer provided incentives to use	3.3%	1.4%	2.7%
H=Travel time were the same	4.0%	3.2%	3.8%
I=Rail service were available	4.9%	4.7%	4.8%
J=New buses with internet access	1.8%	1.1%	1.5%
K=Your car was not available	8.4%	8.7%	8.5%
L=Price of gas were to remain high	14.1%	10.8%	13.0%
Z=None chosen	41.8%	54.9%	46.1%

Q9. Of the items listed above, which THREE would be the MOST LIKELY to cause use to begin using public transit services in the Oklahoma City area?
(all three selections)

N=846

	Community		Total
	Oklahoma City C	Other communities O	
<u>Q9 Most likely to cause to begin using</u>			
A=Cost of parking increases	9.7%	2.9%	7.4%
B=Time it takes increases	7.9%	3.6%	6.5%
C=Transit stops located closer to home	21.8%	17.7%	20.4%
D=Transit stops located closer to work	16.5%	12.3%	15.1%
E=Buses arrive more frequently	19.9%	14.4%	18.1%
F=Better informed about how to use	14.9%	6.1%	12.1%
G=Employer provided incentives to use	10.0%	10.8%	10.3%
H=Travel time were the same	15.6%	13.4%	14.9%
I=Rail service were available	18.6%	16.2%	17.8%
J=New buses with internet access	5.4%	4.0%	5.0%
K=Your car was not available	35.3%	33.2%	34.6%
L=Price of gas were to remain high	32.5%	28.2%	31.1%
Z=None chosen	19.9%	37.2%	25.5%

Q10. Using a scale of 1 to 5, where '5' is 'Very LIKELY' and '1' is 'Very UNLIKELY,' please indicate how likely you or other members of your household would be to use the following types of transportation.

N=846

Community		Total
Oklahoma City C	Other communities O	

Q10a High speed rapid bus service

5=Very likely	19.2%	10.1%	16.2%
4=Likely	20.4%	21.3%	20.7%
3=Neutral	14.6%	16.2%	15.1%
2=Unlikely	14.1%	21.3%	16.4%
1=Very unlikely	23.7%	23.5%	23.6%
9=Don't know	8.1%	7.6%	7.9%

Q10b Trolleys or the latest bus technology

5=Very likely	18.3%	10.5%	15.7%
4=Likely	22.5%	26.0%	23.6%
3=Neutral	19.3%	15.9%	18.2%
2=Unlikely	13.4%	22.4%	16.3%
1=Very unlikely	19.7%	19.5%	19.6%
9=Don't know	6.9%	5.8%	6.5%

Q10. Using a scale of 1 to 5, where '5' is 'Very LIKELY' and '1' is "Very UNLIKELY," please indicate how likely you or other members of your household would be to use the following types of transportation.

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q10c Door-to-door shuttle service for seniors

5=Very likely	35.3%	20.6%	30.5%
4=Likely	19.2%	14.1%	17.5%
3=Neutral	12.1%	13.7%	12.6%
2=Unlikely	8.6%	12.6%	9.9%
1=Very unlikely	17.9%	31.8%	22.5%
9=Don't know	6.9%	7.2%	7.0%

Q10d Park & ride services

5=Very likely	24.3%	11.2%	20.0%
4=Likely	20.6%	12.6%	18.0%
3=Neutral	17.2%	20.6%	18.3%
2=Unlikely	11.8%	20.2%	14.5%
1=Very unlikely	20.7%	26.7%	22.7%
9=Don't know	5.4%	8.7%	6.5%

Q10. Using a scale of 1 to 5, where '5' is 'Very LIKELY' and '1' is "Very UNLIKELY," please indicate how likely you or other members of your household would be to use the following types of transportation.

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q10e Bus service that operates on fixed routes

5=Very likely	21.4%	11.6%	18.2%
4=Likely	24.6%	21.7%	23.6%
3=Neutral	17.9%	19.5%	18.4%
2=Unlikely	10.5%	18.8%	13.2%
1=Very unlikely	19.2%	20.6%	19.6%
9=Don't know	6.3%	7.9%	6.9%

Q10f Van pool service

5=Very likely	15.8%	10.1%	13.9%
4=Likely	13.9%	9.0%	12.3%
3=Neutral	18.1%	18.1%	18.1%
2=Unlikely	14.4%	20.6%	16.4%
1=Very unlikely	27.2%	32.5%	29.0%
9=Don't know	10.5%	9.7%	10.3%

Q10. Using a scale of 1 to 5, where '5' is 'Very LIKELY' and '1' is "Very UNLIKELY," please indicate how likely you or other members of your household would be to use the following types of transportation. (excluding don't know)

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q10a High speed rapid bus service

5=Very likely	20.8%	10.9%	17.6%
4=Likely	22.2%	23.0%	22.5%
3=Neutral	15.9%	17.6%	16.4%
2=Unlikely	15.3%	23.0%	17.8%
1=Very unlikely	25.8%	25.4%	25.7%

Q10b Trolleys or the latest bus technology

5=Very likely	19.6%	11.1%	16.8%
4=Likely	24.2%	27.6%	25.3%
3=Neutral	20.8%	16.9%	19.5%
2=Unlikely	14.3%	23.8%	17.4%
1=Very unlikely	21.1%	20.7%	21.0%

Q10c Door-to-door shuttle service for seniors

5=Very likely	37.9%	22.2%	32.8%
4=Likely	20.6%	15.2%	18.8%
3=Neutral	13.0%	14.8%	13.6%
2=Unlikely	9.2%	13.6%	10.7%
1=Very unlikely	19.2%	34.2%	24.1%

Q10. Using a scale of 1 to 5, where '5' is 'Very LIKELY' and '1' is 'Very UNLIKELY,' please indicate how likely you or other members of your household would be to use the following types of transportation. (excluding don't know)

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q10d Park & ride services

5=Very likely	25.7%	12.3%	21.4%
4=Likely	21.7%	13.8%	19.2%
3=Neutral	18.2%	22.5%	19.6%
2=Unlikely	12.5%	22.1%	15.5%
1=Very unlikely	21.9%	29.2%	24.3%

Q10e Bus service that operates on fixed routes

5=Very likely	22.9%	12.5%	19.5%
4=Likely	26.3%	23.5%	25.4%
3=Neutral	19.1%	21.2%	19.8%
2=Unlikely	11.3%	20.4%	14.2%
1=Very unlikely	20.5%	22.4%	21.1%

Q10f Van pool service

5=Very likely	17.7%	11.2%	15.5%
4=Likely	15.5%	10.0%	13.7%
3=Neutral	20.2%	20.0%	20.2%
2=Unlikely	16.1%	22.8%	18.3%
1=Very unlikely	30.5%	36.0%	32.3%

Q11. How do you think the current level of funding for public transportation (e.g., bus, rail) in the Oklahoma City area should change over the next five years?

N=846

Community		Total
Oklahoma City C	Other communities O	

Q11 Level of funding should

1=Be reduced	2.6%	1.8%	2.4%
2=Stay the same	21.3%	12.3%	18.3%
3=Be somewhat greater	33.0%	25.6%	30.6%
4=Be much greater	31.8%	38.3%	33.9%
9=Don't know	11.2%	22.0%	14.8%

Q12. If you needed information about public transportation services in the Oklahoma City area, where would you go for information?

N=846

Community		Total
Oklahoma City C	Other communities O	

Q12 Where would go for information

1=Phone book/yellow pages	30.9%	31.8%	31.2%
2=Call METRO Transit	29.7%	20.9%	26.8%
3=Call city/county government	4.0%	6.5%	4.8%
4=Ask my employer	0.2%	1.4%	0.6%
5=Search the web/go to website	21.3%	29.6%	24.0%
6=Ask a friend/relative	5.8%	10.1%	7.2%
7=Other	8.4%	9.0%	8.6%
9=Don't know	6.5%	4.0%	5.7%

Q13. Which of the following media would be the best way to inform you about public transportation services in the Oklahoma City area?

N=846

Community		Total
Oklahoma City C	Other communities O	

Q13 Media would be best way to inform

1=Newspaper	25.5%	22.4%	24.5%
2=Radio	10.4%	13.0%	11.2%
3=Television	39.2%	45.8%	41.4%
4=Inserts with utility bill	21.4%	14.4%	19.1%
5=Direct mailings	19.7%	25.3%	21.5%
6=Billboards	11.1%	17.3%	13.1%
7=Other	4.2%	10.5%	6.3%
9=Don't know	1.1%	0.7%	0.9%

Q14. Which radio station do you listen to most frequently?

N=846

	Community		Total
	Oklahoma City C	Other communities O	
	<u>Q14 Radio station listen to</u>		
01=KYLK-K-Love Christian Radio 88.9	6.0%	9.7%	7.2%
02=Oklahoma Public Radio (NPR)-FM 91.7	2.8%	1.8%	2.5%
03=KOMA-92.5 FM	6.7%	11.9%	8.4%
04=KXXY-96.1 Country	5.4%	7.9%	6.3%
05=KYIS-98.9 Kiss FM	3.2%	3.6%	3.3%
06=KATT-Rock 100.5	2.6%	3.6%	3.0%
07=101.9-the Twister	3.0%	3.6%	3.2%
08=KMGL-Magic 104.1	4.9%	4.7%	4.8%
09=WWLS-The Sports Animal FM 97.9	3.3%	5.1%	3.9%
10=KRXO-Classic Rock 107.7	2.6%	2.9%	2.7%
11=Spanish language radio stations	4.2%	0.7%	3.1%
12=Other	34.4%	24.9%	31.3%
99=Don't know	20.7%	19.5%	20.3%

Q15. Which television local television station do you watch most frequently?

N=846	Community		Total
	Oklahoma	Other	
	City	communities	
	C	O	

Q15 Television station watch most

1=Channel 4-NBC	25.1%	25.3%	25.2%
2=Channel 5-ABC	23.2%	17.0%	21.2%
3=Channel 9-CBS	26.7%	34.7%	29.3%
4=Channel 13-PBS	1.6%	2.5%	1.9%
5=Cable channel 20	0.0%	1.4%	0.5%
6=Channel 25-FOX	5.4%	3.2%	4.7%
7=Channel 34-WB	1.1%	1.4%	1.2%
8=Spanish television stations	3.2%	0.7%	2.4%
9=Other	8.6%	13.0%	10.0%
99=Don't know	5.1%	0.7%	3.7%

Q16. Do you have cable television?

N=846	Community		Total
	Oklahoma	Other	
	City	communities	
	C	O	

Q16 Have cable television

1=Yes	70.8%	71.1%	70.9%
2=No	29.2%	28.9%	29.1%

Q17. Do you have satellite television?

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q17 Have satellite television

1=Yes	15.3%	13.7%	14.8%
2=No	84.7%	86.3%	85.2%

Q18. Do you have access to the Internet at home?

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q18 Have access to the Internet at home

1=Yes	64.5%	70.8%	66.5%
2=No	35.5%	28.9%	33.3%
9=Don't know	0.0%	0.4%	0.1%

Q19. Using a scale of 1 to 5, where 1 means "very unfamiliar" and 5 means "very familiar," please rate your level of familiarity with the following programs and services for older adults and people with disabilities that are provided by METRO Transit.

N=846

	Community		Total
	Oklahoma City C	Other communities O	
<u>Q19a Share-a-Fare Program</u>			
5=Very familiar	6.5%	2.2%	5.1%
4=Familiar	4.9%	3.2%	4.4%
3=Somewhat familiar	8.3%	8.3%	8.3%
2=Not familiar	14.6%	15.2%	14.8%
1=Not familiar at all	65.2%	70.8%	67.0%
9=Don't know	0.5%	0.4%	0.5%
<u>Q19b STEP Grocery Shopping Shuttle</u>			
5=Very familiar	2.1%	1.1%	1.8%
4=Familiar	3.0%	2.2%	2.7%
3=Somewhat familiar	5.3%	9.0%	6.5%
2=Not familiar	17.2%	16.2%	16.9%
1=Not familiar at all	71.9%	71.1%	71.6%
9=Don't know	0.5%	0.4%	0.5%

Q19. Using a scale of 1 to 5, where 1 means "very unfamiliar" and 5 means "very familiar," please rate your level of familiarity with the following programs and services for older adults and people with disabilities that are provided by METRO Transit.

N=846

Community		Total
Oklahoma City C	Other communities O	

Q19c Senior Companion Program

5=Very familiar	3.0%	0.4%	2.1%
4=Familiar	3.7%	3.2%	3.5%
3=Somewhat familiar	7.9%	7.2%	7.7%
2=Not familiar	16.5%	17.7%	16.9%
1=Not familiar at all	68.4%	71.1%	69.3%
9=Don't know	0.5%	0.4%	0.5%

Q19d METRO Lift

5=Very familiar	7.2%	2.5%	5.7%
4=Familiar	7.2%	2.5%	5.7%
3=Somewhat familiar	9.7%	13.0%	10.8%
2=Not familiar	15.8%	15.5%	15.7%
1=Not familiar at all	59.6%	66.1%	61.7%
9=Don't know	0.5%	0.4%	0.5%

Q19. Using a scale of 1 to 5, where 1 means "very unfamiliar" and 5 means "very familiar," please rate your level of familiarity with the following programs and services for older adults and people with disabilities that are provided by METRO Transit.

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q19e Congregate Meal Sites

5=Very familiar	2.6%	0.7%	2.0%
4=Familiar	3.9%	2.5%	3.4%
3=Somewhat familiar	7.2%	6.9%	7.1%
2=Not familiar	15.1%	15.9%	15.4%
1=Not familiar at all	70.7%	73.3%	71.5%
9=Don't know	0.5%	0.7%	0.6%

Q19. Using a scale of 1 to 5, where 1 means "very unfamiliar" and 5 means "very familiar," please rate your level of familiarity with the following programs and services for older adults and people with disabilities that are provided by METRO Transit. (excluding don't know)

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q19a Share-a-Fare Program

5=Very familiar	6.5%	2.2%	5.1%
4=Familiar	4.9%	3.3%	4.4%
3=Somewhat familiar	8.3%	8.3%	8.3%
2=Not familiar	14.7%	15.2%	14.8%
1=Not familiar at all	65.5%	71.0%	67.3%

Q19. Using a scale of 1 to 5, where 1 means "very unfamiliar" and 5 means "very familiar," please rate your level of familiarity with the following programs and services for older adults and people with disabilities that are provided by METRO Transit. (excluding don't know)

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q19b STEP Grocery Shopping Shuttle

5=Very familiar	2.1%	1.1%	1.8%
4=Familiar	3.0%	2.2%	2.7%
3=Somewhat familiar	5.3%	9.1%	6.5%
2=Not familiar	17.3%	16.3%	17.0%
1=Not familiar at all	72.3%	71.4%	72.0%

Q19c Senior Companion Program

5=Very familiar	3.0%	0.4%	2.1%
4=Familiar	3.7%	3.3%	3.6%
3=Somewhat familiar	8.0%	7.2%	7.7%
2=Not familiar	16.6%	17.8%	17.0%
1=Not familiar at all	68.7%	71.4%	69.6%

Q19d METRO Lift

5=Very familiar	7.2%	2.5%	5.7%
4=Familiar	7.2%	2.5%	5.7%
3=Somewhat familiar	9.7%	13.0%	10.8%
2=Not familiar	15.9%	15.6%	15.8%
1=Not familiar at all	59.9%	66.3%	62.0%

Q19. Using a scale of 1 to 5, where 1 means "very unfamiliar" and 5 means "very familiar," please rate your level of familiarity with the following programs and services for older adults and people with disabilities that are provided by METRO Transit. (excluding don't know)

N=846

	Community		Total
	Oklahoma City C	Other communities O	

Q19e Congregate Meal Sites

5=Very familiar	2.7%	0.7%	2.0%
4=Familiar	3.9%	2.5%	3.4%
3=Somewhat familiar	7.2%	6.9%	7.1%
2=Not familiar	15.2%	16.0%	15.5%
1=Not familiar at all	71.0%	73.8%	71.9%

Q20. Have you ever used the Trolley in Downtown Oklahoma City?

N=846

	Community		Total
	Oklahoma City C	Other communities O	

Q20 Ever used the Trolley

1=Yes	27.8%	23.1%	26.2%
2=No	72.1%	76.9%	73.6%
9=Don't know	0.2%	0.0%	0.1%

Q21. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q21 How many operating vehicles

0=00	5.8%	1.8%	4.5%
01=1	31.0%	20.4%	27.6%
02=2	38.4%	50.9%	42.5%
03=3	18.2%	19.3%	18.5%
04=4	4.4%	5.8%	4.9%
05=5+	2.1%	1.8%	2.0%

Q22. Are any persons in your household, ages 16 and older, dependent on public transportation or rides from friends or relatives because they do not have a car or do not drive?

N=846	Community		Total
	Oklahoma City C	Other communities O	

Q22 Dependent on public transportation

1=Yes	15.6%	10.5%	13.9%
2=No	84.4%	87.7%	85.5%
9=Don't know	0.0%	1.8%	0.6%

Q23. What is your age?

N=846	Community		Total
	Oklahoma City C	Other communities O	
	<hr/>		<hr/>

Q23 Age

1=18-34 years	20.2%	21.3%	20.6%
2=35-44 years	18.5%	17.7%	18.2%
3=45-54 years	17.2%	18.1%	17.5%
4=55-64 years	21.1%	25.3%	22.5%
5=65-74 years	11.2%	8.7%	10.4%
6=75+ years	11.8%	7.6%	10.4%
9=Not provided	0.0%	1.4%	0.5%

Q25. Which of the following BEST describes your race/ethnicity?

N=846	Community		Total
	Oklahoma City C	Other communities O	
	<hr/>		<hr/>

Q25 Race/ethnicity

1=Asian/Pacific Islander	0.9%	0.7%	0.8%
2=Black/American American	26.2%	11.6%	21.4%
3=Caucasian/White	60.3%	80.1%	66.8%
4=American Indian/Eskimo	3.7%	4.7%	4.0%
5=Hispanic	12.5%	5.8%	10.3%
6=Other	0.4%	0.0%	0.2%
9=Not provided	0.0%	0.4%	0.1%

Q26. What is the primary language spoken in your home?

N=846	Community		Total
	Oklahoma	Other	
	City	communities	
	C	O	

Q26 Primary language

1=English	93.8%	97.5%	95.0%
2=Spanish	5.4%	1.8%	4.3%
3=Other	0.7%	0.0%	0.5%
9=Not provided	0.0%	0.7%	0.2%

Q27. Do you have a physical disability that causes you to be dependent on others for transportation?

N=846	Community		Total
	Oklahoma	Other	
	City	communities	
	C	O	

Q27 Have physical disability

1=Yes	13.5%	11.9%	13.0%
2=No	86.5%	87.0%	86.6%
9=Not provided	0.0%	1.1%	0.4%

Q28. Are you employed?

N=846	Community		Total
	Oklahoma	Other	
	City	communities	
	C	O	

Q28 Are you employed

1=Yes	47.5%	59.2%	51.3%
2=No	52.5%	40.4%	48.6%
9=Not provided	0.0%	0.4%	0.1%

Q29. Would you say your total annual household income is:

N=846

	Community		Total
	Oklahoma City C	Other communities O	
<u>Q29 Annual household income</u>			
1=Under \$30,000	26.0%	14.8%	22.3%
2=\$30,000 to \$59,999	23.9%	43.3%	30.3%
3=\$60,000 to \$99,999	14.6%	15.5%	14.9%
4=\$100,000 plus	8.3%	6.9%	7.8%
9=Not provided	27.2%	19.5%	24.7%

Q31. Respondent's gender:

N=846

	Community		Total
	Oklahoma City C	Other communities O	
<u>Q31 Gender</u>			
1=Male	48.3%	52.0%	49.5%
2=Female	51.7%	48.0%	50.5%

Survey Instrument

2007 METRO Transit Non-Rider Survey

This is _____ calling from ETC Institute on behalf of METRO Transit. The reason I am calling is that METRO Transit is studying improvements to public transportation services in the Oklahoma City area. Your help is needed to assess how public transportation should be designed to best serve the needs of residents. Would you be willing to answer a few questions?

Have you used METRO Transit bus service in the Oklahoma City area during the past year?

IF YES: end interview; the survey is intended for persons who have not used METRO Transit services during the past year

IF NO: continue

CURRENT USAGE OF PUBLIC TRANSPORTATION

1. Prior to this call, did you know that public transportation services were available in the Oklahoma City area?

___(1) Yes

___(2) No

2. Have you ever considered using public transportation services in the Oklahoma City area?

___(1) Yes

___(2) No

___(3) Don't Know

2a. If No, why not? _____

3. Have you EVER used public transportation in places outside the Oklahoma City area?

___(1) Yes

___(2) No

PERCEPTIONS AND AWARENESS OF EXISTING PUBLIC TRANSIT SERVICES

4. Do you feel that METRO Transit provides a valuable service to the community?

___(1) Yes

___(2) No

___(3) Don't Know

5. Overall, how would you rate the availability of public transportation in the Oklahoma City area?

___(1) excellent

___(2) good

___(3) average

___(4) poor

___(9) don't know

6. Is bus service currently available in your neighborhood?

___(1) Yes

___(2) No

___(9) Don't Know

7. Using a scale of 1 to 5, where 1 means “strongly disagree” and 5 means “strongly agree,” please rate your level of agreement with the following statements about public transportation in the Oklahoma City area.

<i>Statement</i>		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral/ Not sure</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
A.	I am familiar with the public transportation services that are available	5	4	3	2	1
B.	I would know where to get information about public transportation services if needed	5	4	3	2	1
C.	I think public transportation is safe to use	5	4	3	2	1
D.	I think public transportation is designed to serve people like me	5	4	3	2	1
E.	I think public transportation is an affordable alternative to driving a car	5	4	3	2	1

WAYS TO ENCOURAGE PEOPLE TO BEGIN USING TRANSIT

8. Using a scale of 1 to 5, where 1 means “very unlikely” and 5 means “very likely,” please rate how likely each factor would be to encourage you to begin using public transportation in Oklahoma City.

<i>How Likely Would You Be To Begin Using Public Transportation If:</i>		<i>Very Likely</i>	<i>Likely</i>	<i>Not Sure</i>	<i>Not Likely</i>	<i>Not Likely At All</i>
A.	The cost of parking increases at the place you work or at places you visit frequently	5	4	3	2	1
B.	The time it takes to get to work by car increases due to traffic congestion	5	4	3	2	1
C.	Transit stops are located closer to your home	5	4	3	2	1
D.	Transit stops are located closer to the place you work or visit frequently	5	4	3	2	1
E.	Buses are scheduled to arrive at stops more frequently	5	4	3	2	1
F.	You are better informed about how to use the bus system in Oklahoma City	5	4	3	2	1
G.	Your employer provided incentives to use public transportation services (<i>leave blank if not employed</i>)	5	4	3	2	1
H.	If travel time by public transit were the same or less than travel by automobile	5	4	3	2	1
I.	If rail service were available instead of bus	5	4	3	2	1
J.	If METRO Transit had new buses with wireless Internet access	5	4	3	2	1
K.	If your car was not available due to repairs	5	4	3	2	1
L.	If the price of gas were to remain high or increase	5	4	3	2	1

9. Of the items listed above, which THREE would be the MOST LIKELY to cause use to begin using public transit services in the Oklahoma City area? (use the letters from the list in #8)

1st: _____ 2nd: _____ 3rd: _____

MODES PEOPLE WOULD CONSIDER USING

10. Using a scale of 1 to 5, where ‘5’ is ‘Very LIKELY’ and ‘1’ is ‘Very UNLIKELY,’ please indicate how likely you or other members of your household would be to use the following types of transportation.

	Very <u>Likely</u>	<u>Likely</u>	<u>Neutral</u>	<u>Unlikely</u>	Very <u>Unlikely</u>	Don't <u>Know</u>
(A) High speed, rapid bus service that has separate lanes and priority at traffic lights ..5.....4.....3.....2.....1.....9						
(B) Trolleys or the latest bus technology that would service a variety of shopping and attractions.....5.....4.....3.....2.....1.....9						
(C) Door-to-door shuttle service for seniors or persons with disabilities5.....4.....3.....2.....1.....9						
(D) Park and ride services where you park your car & then take an express bus (with limited stops) to your destination5.....4.....3.....2.....1.....9						
(E) Bus service that operates on fixed routes in the area where you live.....5.....4.....3.....2.....1.....9						
(F) Van pool service, which would involve having people who work at the same place share a van provided by their employer5.....4.....3.....2.....1.....9						

11. How do you think the current level of funding for public transportation (e.g., bus, rail) in the Oklahoma City area should change over the next five years?

- ___(1) Should be *reduced*
- ___(2) Should *stay the same*
- ___(3) Should be *somewhat greater* than it is now
- ___(4) Should be *much greater* than it is now

BEST WAYS TO INFORM RESIDENTS ABOUT PUBLIC TRANSIT

12. If you needed information about public transportation services in the Oklahoma City area, where would you go for information? (do not read, check all mentioned)

- ___(1) Phone book/yellow pages
- ___(2) Call METRO Transit
- ___(3) Call my city/county government
- ___(4) Ask my employer
- ___(5) Search the web/go to the METRO Transit website
- ___(6) Ask a friend/relative
- ___(7) Other: _____

13. Which of the following media would be the best way to inform you about public transportation services in the Oklahoma City area?

- ___(1) Newspaper
- ___(2) Radio
- ___(3) Television
- ___(4) Inserts with your City utility bill
- ___(5) Direct mailings to your home
- ___(6) Billboards
- ___(7) Other: _____

14. Which radio station do you listen to most frequently? (don't read, just check the one mentioned)

- (01) KYLV – K-Love, Christian Radio 88.9
- (02) Oklahoma Public Radio (NPR) – FM 91.7
- (03) KOMA – 92.5 FM
- (04) KXXY – 96.1 Country
- (05) KYIS – 98.9 Kiss FM
- (06) KATT – Rock 100.5
- (07) 101.9 – the Twister
- (08) KMGL – Magic 104.1
- (09) WWLS – The Sports Animal FM 97.9 and AM 640
- (10) KR XO – Classic Rock 107.7
- (11) Spanish language radio stations
- (12) Other: _____

15. Which television local television station do you watch most frequently?

(don't read, just check the one mentioned)

- (1) Channel 4 - NBC
- (2) Channel 5 - ABC
- (3) Channel 9 - CBS
- (4) Channel 13 – PBS
- (5) Cable Channel 20
- (6) Channel 25 - FOX
- (7) Channel 34 – WB
- (8) Spanish television stations
- (9) Other: _____

16. Do you have cable television? (1) Yes (2) No

17. Do you have satellite television? (1) Yes (2) No

18. Do you have access to the Internet at home? (1) Yes (2) No

19. Using a scale of 1 to 5, where 1 means “very unfamiliar” and 5 means “very familiar,” please rate your level of familiarity with the following programs and services for older adults and people with disabilities that are provided by METRO Transit.

How Familiar Are You With:		<i>Very Familiar</i>	<i>Familiar</i>	<i>Somewhat Familiar</i>	<i>Not Familiar</i>	<i>Not Familiar At All</i>
A.	Share-a-Fare Program (This program offers a 40% Discount on Taxi Cab fares)	5	4	3	2	1
B.	STEP Grocery Shopping Shuttle (This programs helps people with transportation to get groceries)	5	4	3	2	1
C.	Senior Companion Program (This program matches seniors together for companionship)	5	4	3	2	1
D.	METRO Lift (This is a curb-to-curb transportation service for older adults and person with disabilities)	5	4	3	2	1
E.	Congregate Meal Sites (This program transports older adults to a meal site).	5	4	3	2	1

20. Have you ever used the Trolley in Downtown Oklahoma City? (1) Yes (2) No

DEMOGRAPHICS

21. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

_____ vehicles

22. Are any persons in your household, ages 16 and older, dependent on public transportation or rides from friends or relatives because they do not have a car or do not drive?

___(1) Yes ___(2) No

23. What is your age?

___(1) 18-34 years ___(3) 45-54 years ___(7) 75+ years
___(2) 35-44 years ___(4) 55-64 years

24. How many persons in your household (counting yourself), are?

Under age 10 _____ 30-39 years _____ 60-69 years _____
10 - 17 years _____ 40-49 years _____ 70+ years _____
18 - 29 years _____ 50-59 years _____

25. Which of the following BEST describes your race/ethnicity? (check all that apply)

___(1) Asian/Pacific Islander ___(4) American Indian/Eskimo
___(2) Black/African American ___(5) Hispanic
___(3) Caucasian/White ___(6) Other: _____

26. What is the primary language spoken in your home?

___(1) English ___(2) Spanish ___(3) Other: _____

27. Do you have a physical disability that causes you to be dependent on others for transportation?

___(1) Yes ___(2) No

28. Are you employed? ___(1) Yes [Answer Q28a-b] ___(2) No

28a. What time of day do you typically leave for work? Time: ____:____ am / pm

28b. What time of day do you typically return home from work? Time: ____:____ am / pm

29. Would you say your total annual household income is:

___(1) Under \$30,000 ___(4) \$100,000 plus
___(2) \$30,000 to \$59,999 ___(9) not provided
___(3) \$60,000 to \$99,999

30. What is your home address?

Street Address: _____

City: _____ Zip code: _____

31. Respondent's gender: ___(1) Male ___(2) Female

THANKS FOR YOUR TIME. THIS CONCLUDES THE SURVEY