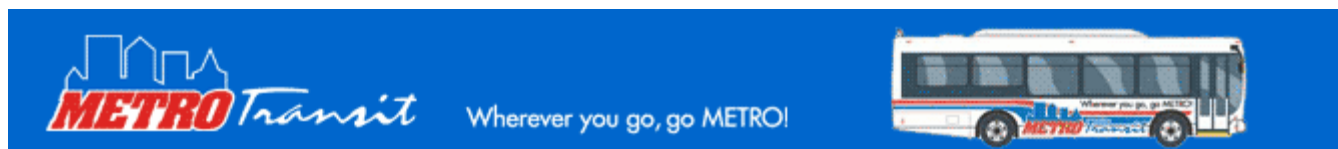


2007 Oklahoma City METRO Transit Passenger Survey

Final Report



conducted for
Oklahoma City, OK
(COPTA)

by
ETC Institute
725 West Frontier
Olathe, Kansas 66061
(913) 829-1215

March 2007

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RIDER

Introduction

ETC Institute conducted an on-board transit passenger survey for the Central Oklahoma Parking and Transit Authority (COPTA) during February of 2007. The purpose of the survey was to gather input from current riders to help improve the quality of public transportation services in the community.

The survey was distributed by COPTA employees to passengers on 29 different routes. A total of 869 surveys were completed. The overall results of the survey have a precision of at least +/- 2.8% at the 95% level of confidence.

Findings

➤ **Characteristics of Transit Passengers**

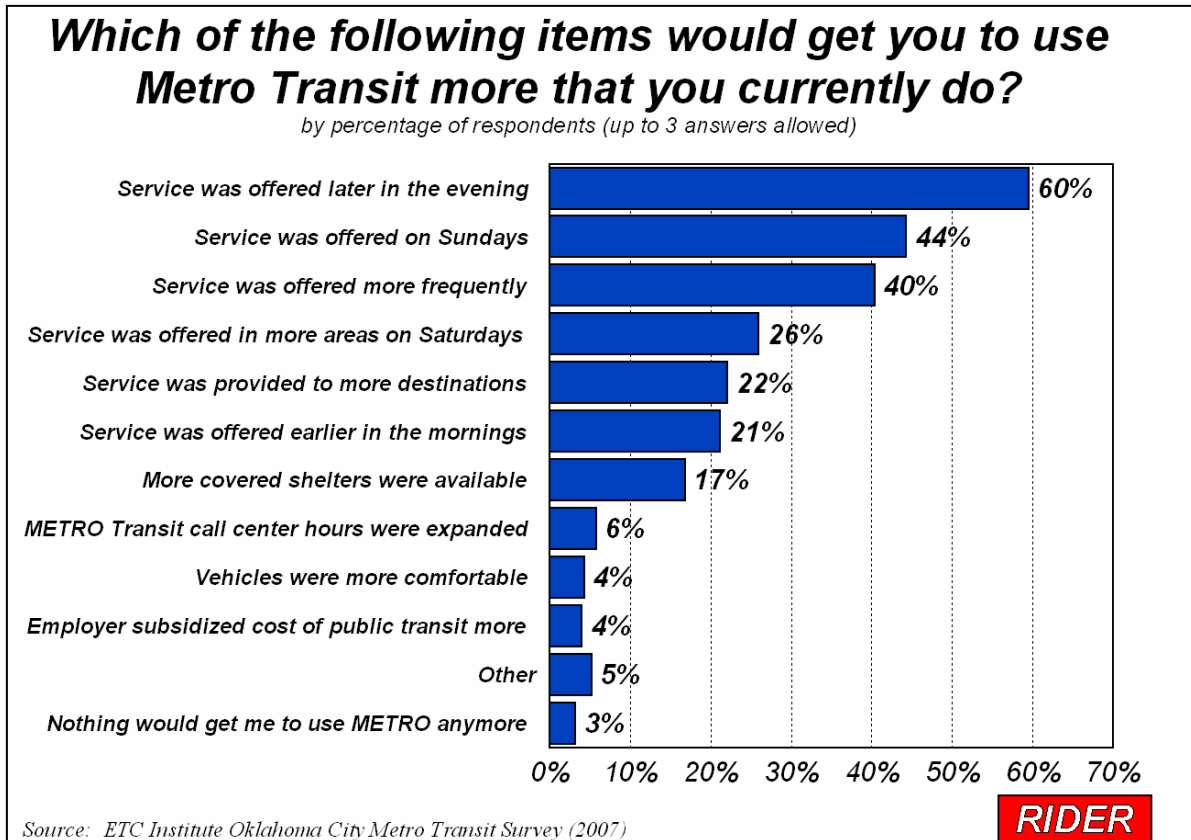
- 81% of those surveyed indicated that they use METRO Transit at least four days per week
- 50% of those surveyed had an annual household income of less than \$15,000; 24% \$15,000 to \$29,000, 10% \$30,000 to \$59,000, 2% \$60,000 to \$99,000, 2% \$100,000 or more and 13% would not provide an answer.
- 14% of those surveyed indicated that they are students; 43% of those surveyed have cellular phones, 43% have access to the internet, 35% have cable television and 7% have satellite television.

➤ **Perceptions of METRO Transit Services**

- Nearly half (48%) of those surveyed rated the overall quality of METRO Transit services as either “excellent” or “good”; 30% gave an “average” rating, 17% poor and 5% did not have an opinion.
- 82% of those surveyed indicated that they will still be using METRO Transit one year from now; 12% indicated that they would not be using the service one year from now and 6% did not have an opinion.

➤ **Most Important Items to Increase Usage Among Current Riders**

- The three most important items that would increase usage among current riders are: 1) having service offered later in the evenings 2) having service offered on Sundays and 3) having more frequent service (buses make more frequent stops at bus stops).



➤ **How Riders Get Information About METRO Transit Services**

- 56% of those surveyed typically get information about METRO Transit services from the Transit center; 51% get their information by calling METRO Transit, 39% from bus drivers and 36% from signs posted on the buses.

➤ **Other Findings**

- The top three reasons riders use METRO Transit services are: (1) because they do not have a car available for use (2) it's their only alternative and (3) to save money.
- 52% of those surveyed were going to or returning from work; 17% of those surveyed were using the METRO Transit for personal business.

Charts and Graphs

Oklahoma City Metro Transit Survey

RIDER SURVEY DRAFT RESULTS

2007

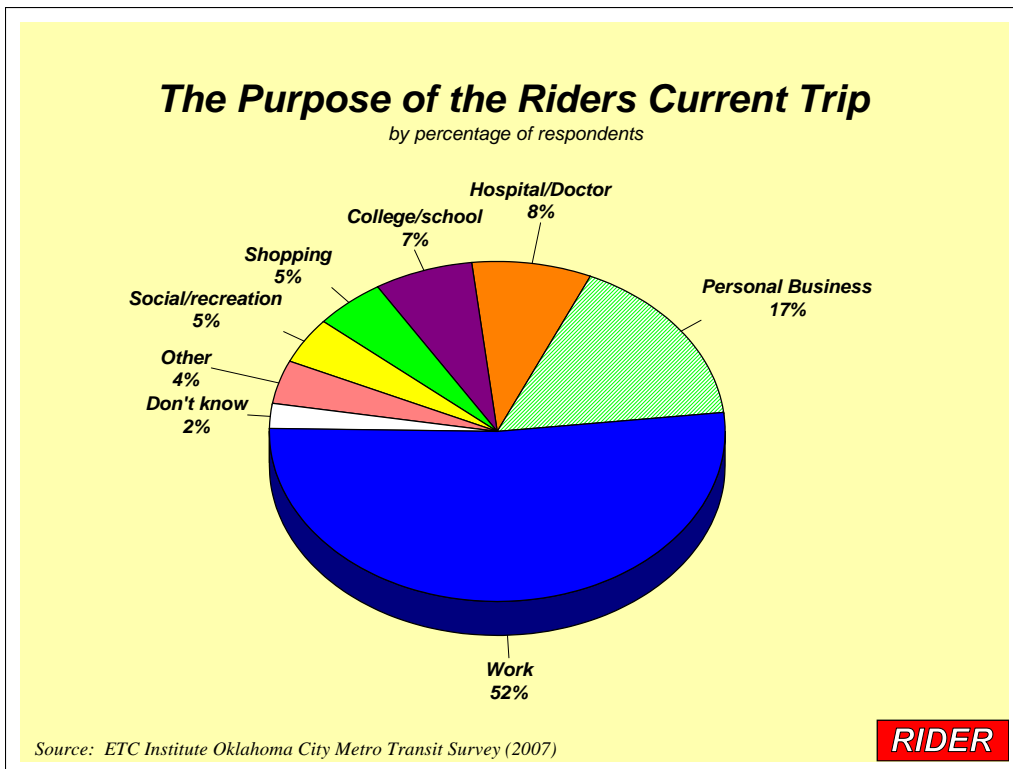
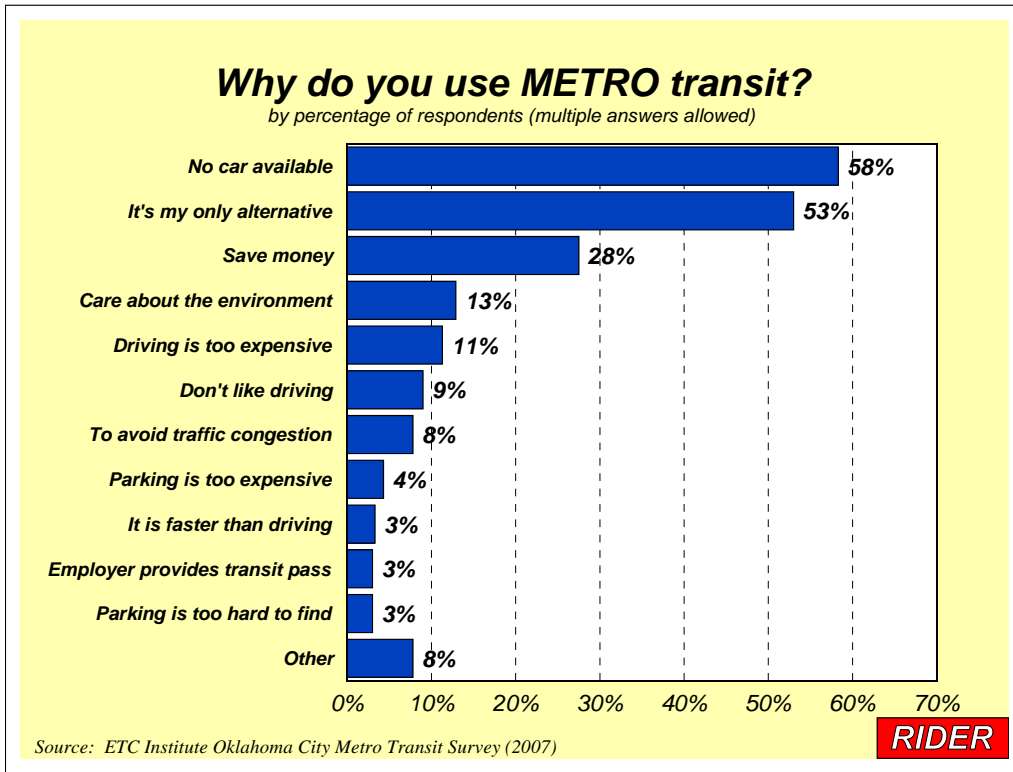
How often do you use METRO transit?

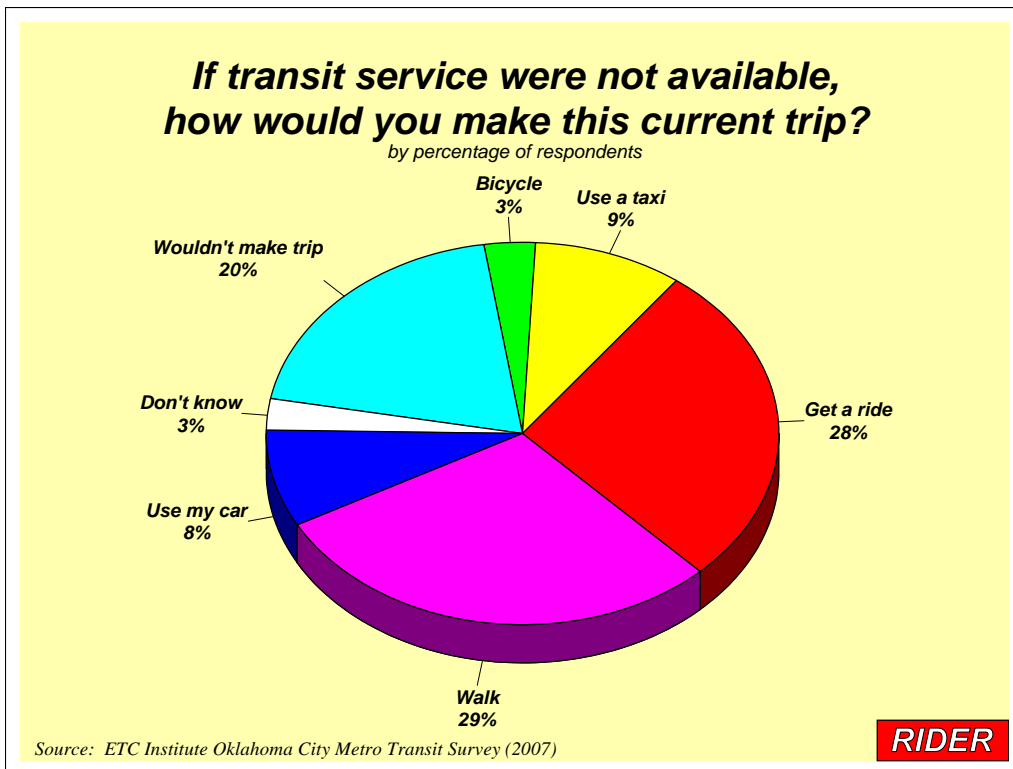
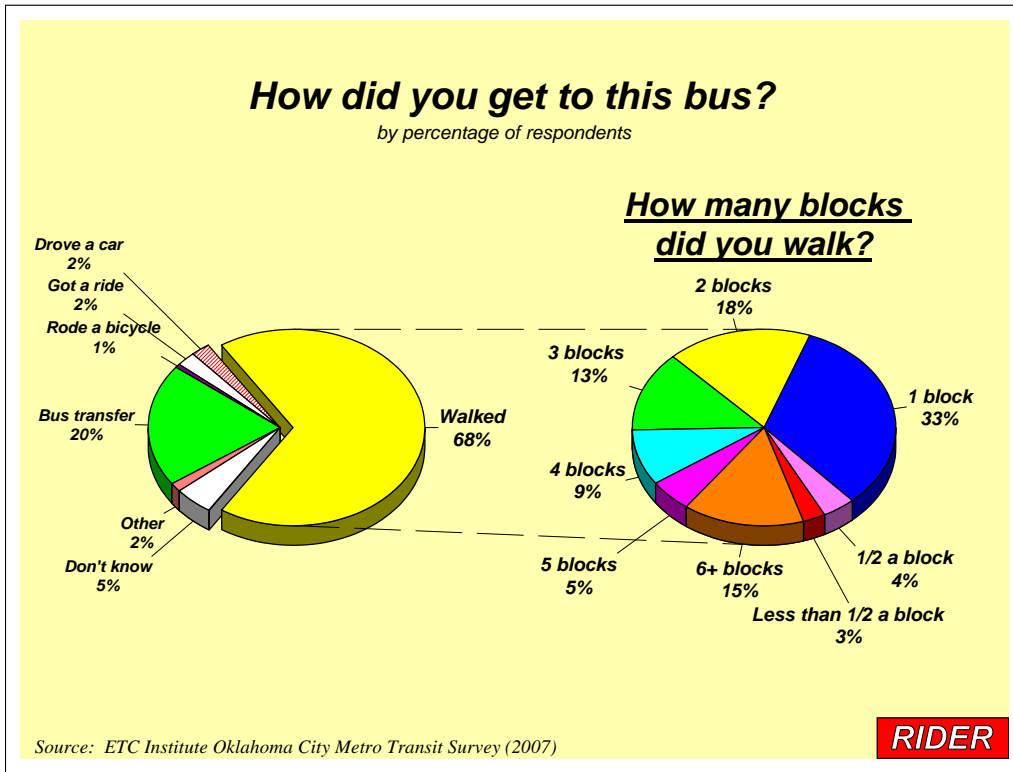
by percentage of respondents



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

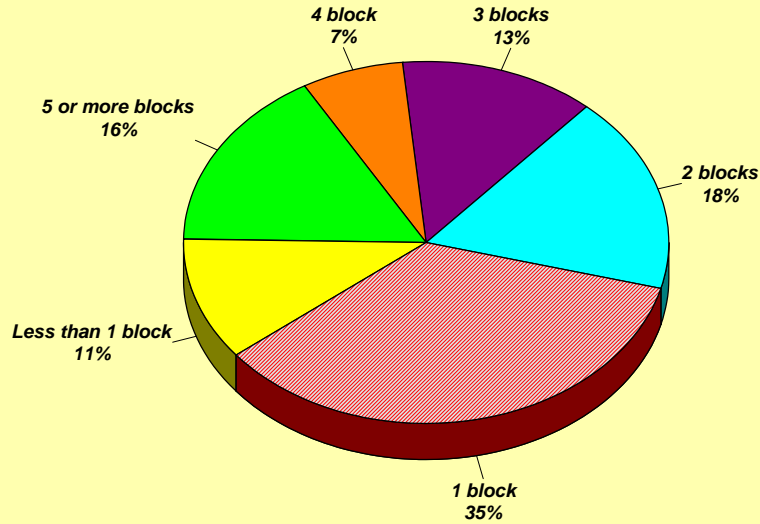
RIDER





How far is your nearest bus stop to your home?

by percentage of respondents



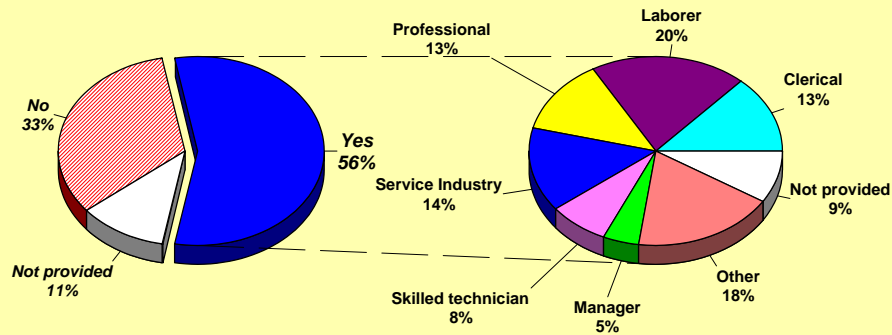
Source: ETC Institute Oklahoma City Metro Transit Survey (2007)



Are you employed?

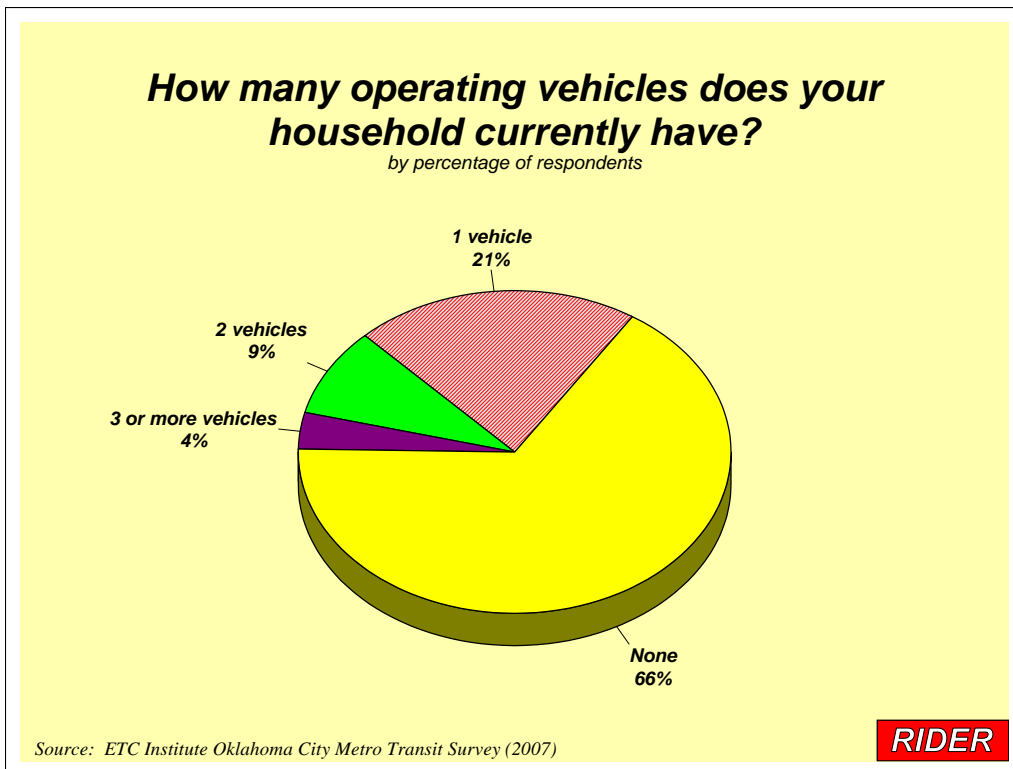
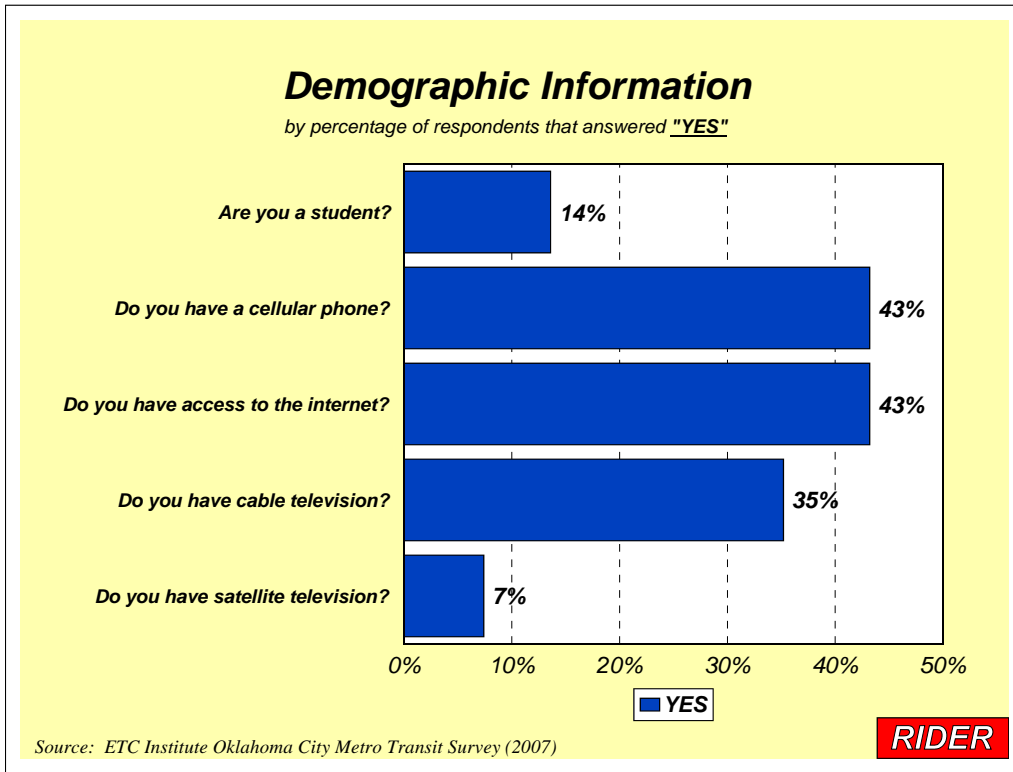
by percentage of respondents

If YES, Which ONE of the following BEST describes your occupation?



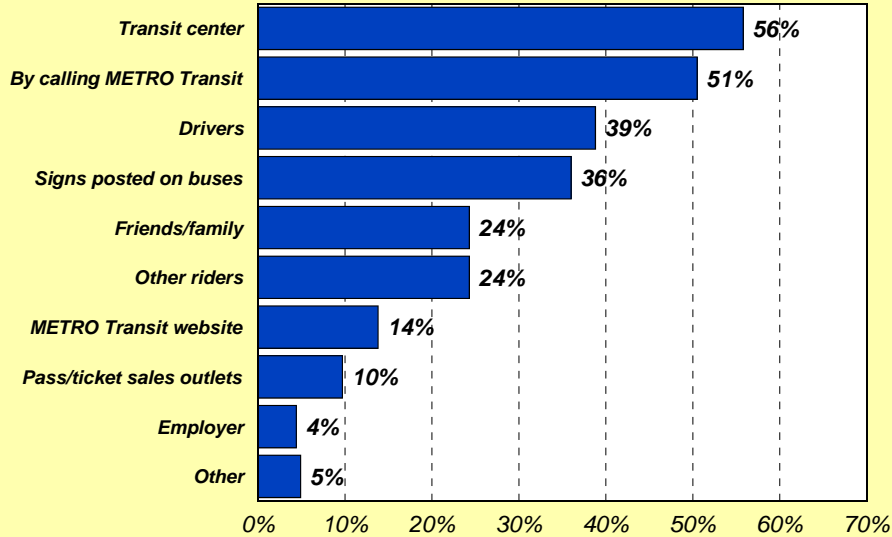
Source: ETC Institute Oklahoma City Metro Transit Survey (2007)





How do you typically get information about METRO Transit services?

by percentage of respondents (multiple answers allowed)

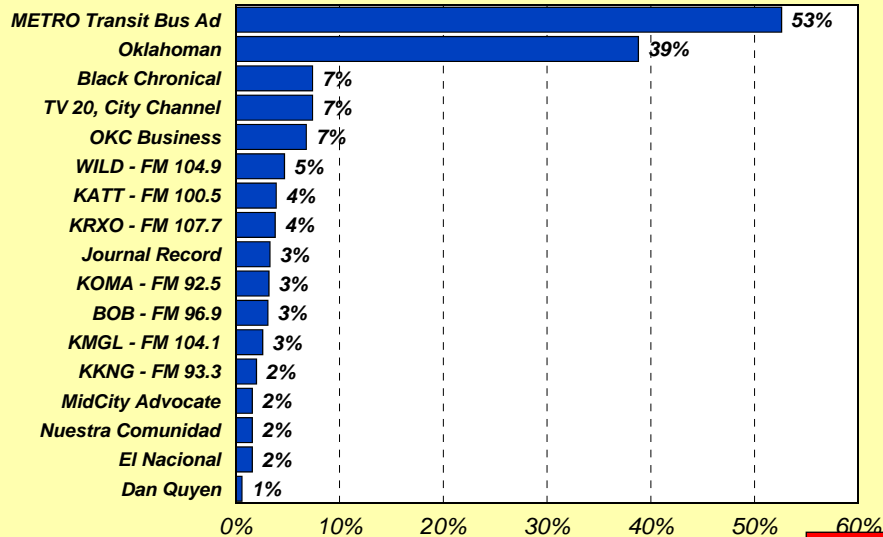


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)

RIDER

In which of the following publications or media sources have you seen advertisements about METRO Transit during the past year?

by percentage of respondents (multiple answers allowed)

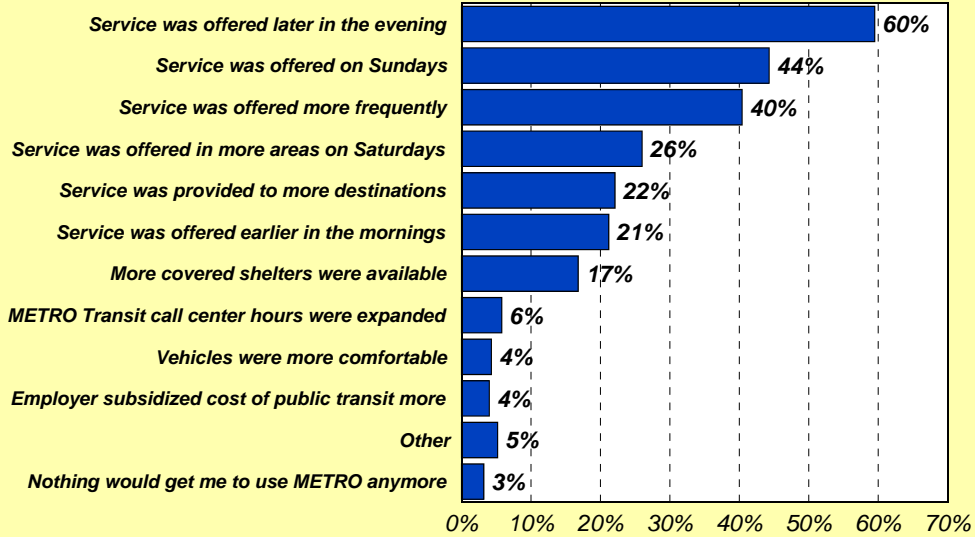


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)

RIDER

Which of the following items would get you to use Metro Transit more that you currently do?

by percentage of respondents (up to 3 answers allowed)

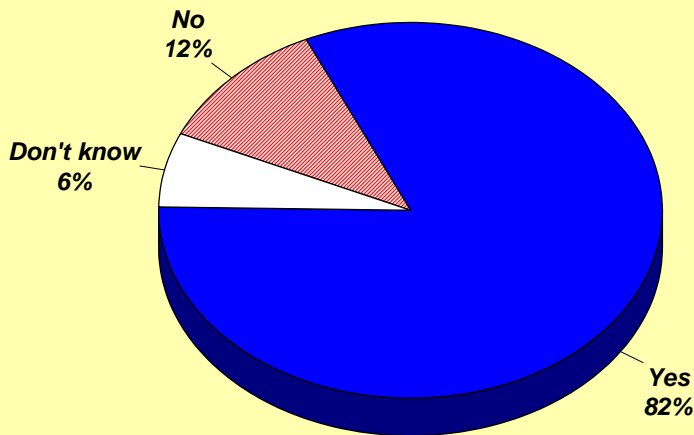


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)



Do you think you will still be using METRO Transit a year from now?

by percentage of respondents

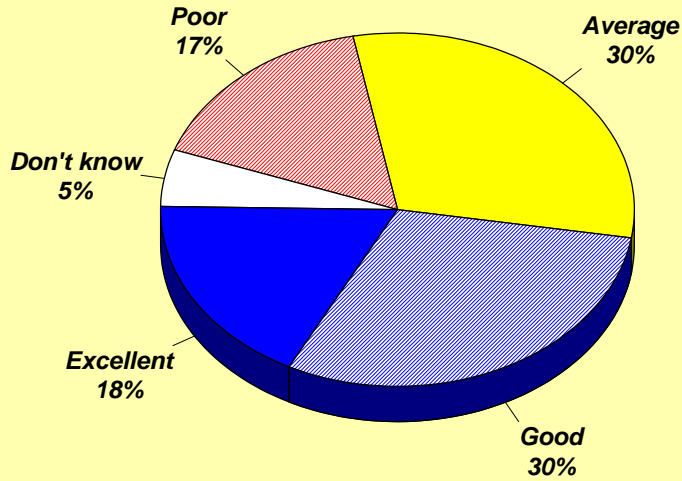


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)



Overall, how would you rate the quality of METRO Transit services?

by percentage of respondents

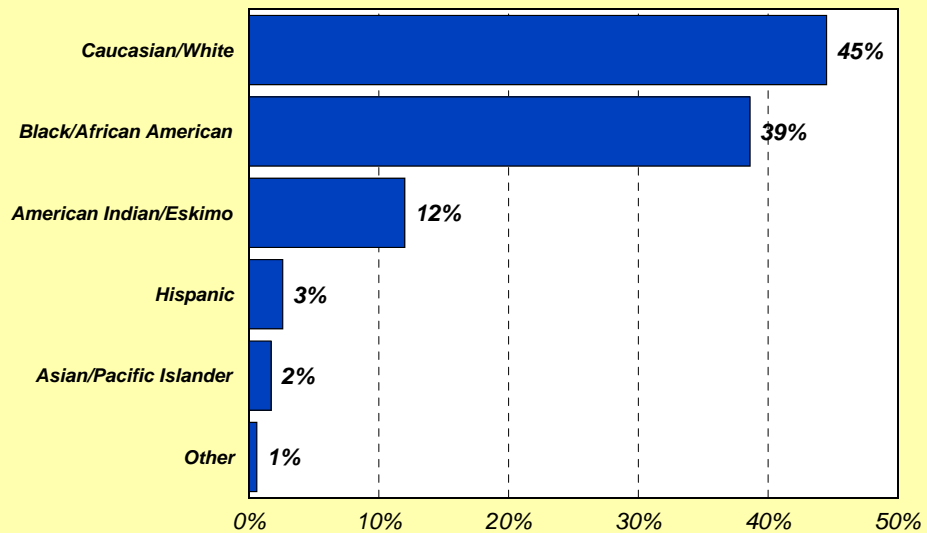


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)



Respondents Race/Ethnicity

by percentage of respondents (multiple responses allowed)

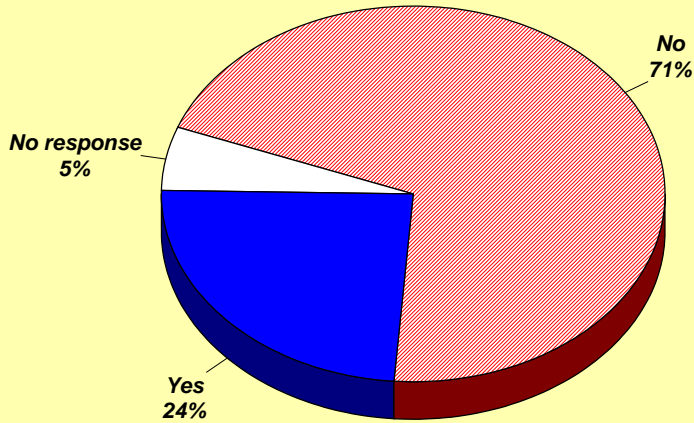


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)



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

by percentage of respondents

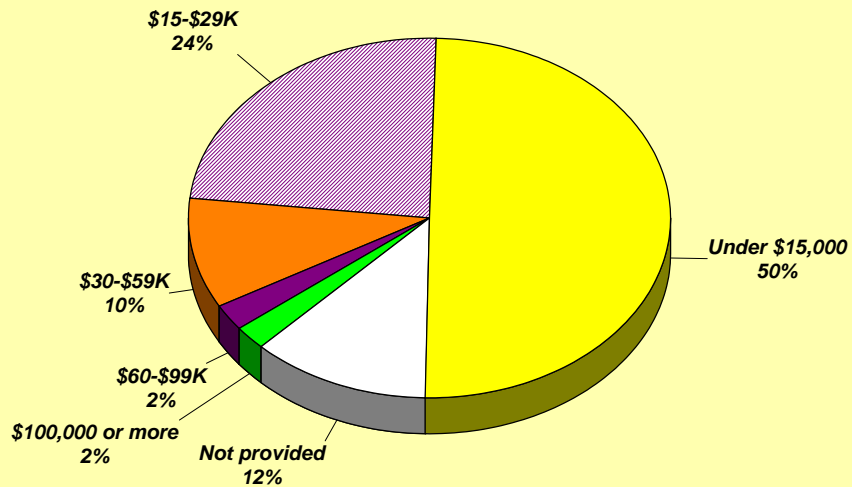


Source: ETC Institute Oklahoma City Metro Transit Survey (2007)



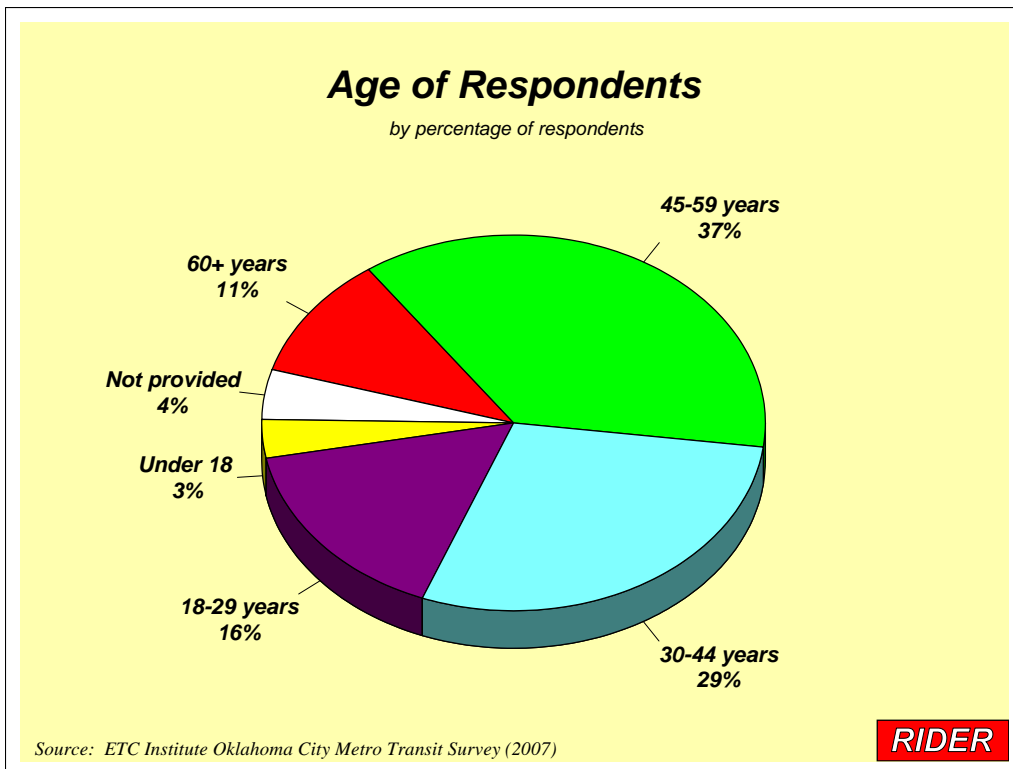
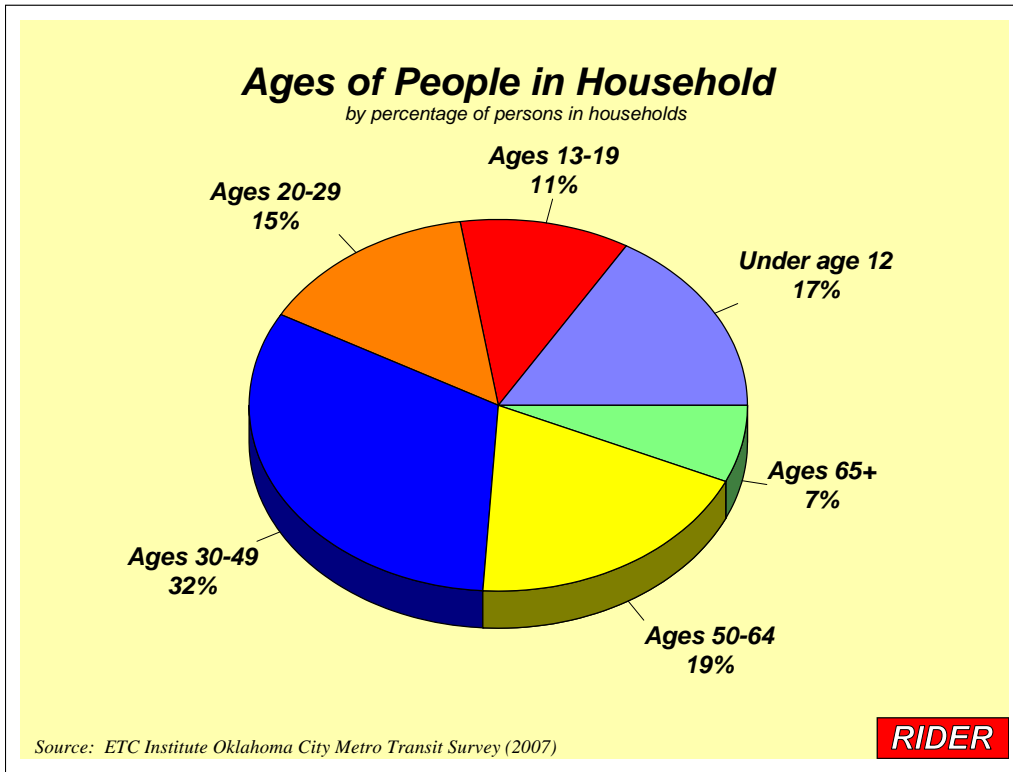
Respondents Annual Household Income

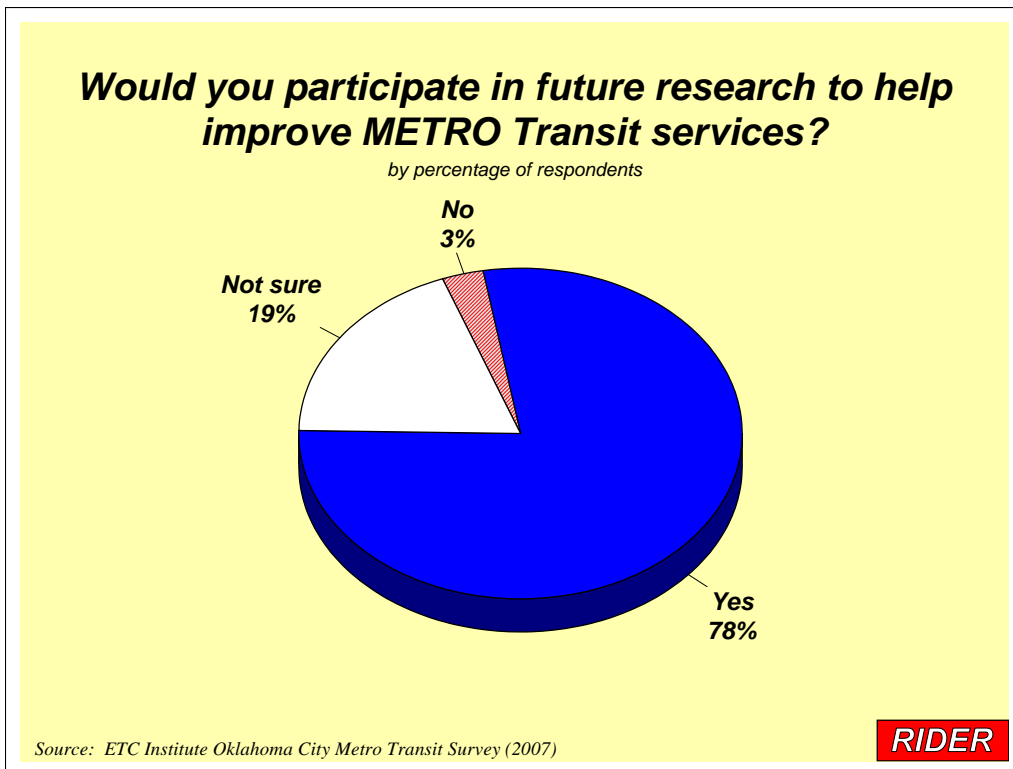
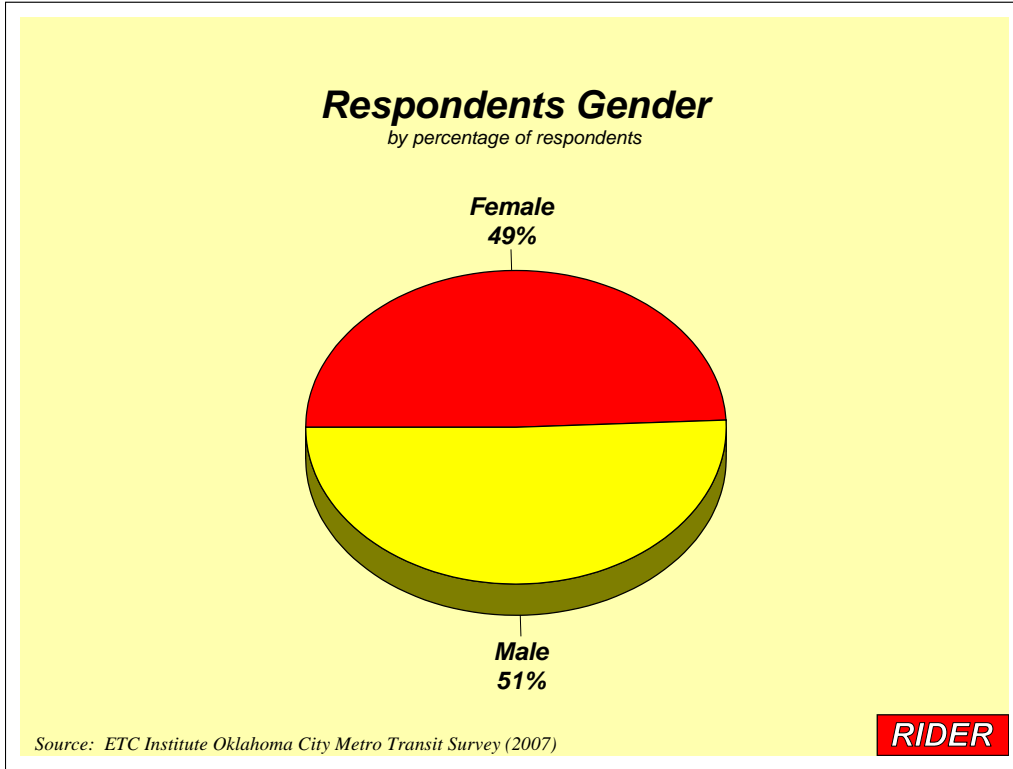
by percentage of respondents households



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







Tabular Data

Q1. Which ROUTE are you currently on?

<u>route</u>	<u>Number</u>	<u>Percent</u>
BLU=Blue/Orange line	6	0.7 %
1=	18	2.1 %
2=	37	4.3 %
3=	45	5.2 %
4=	12	1.4 %
5=	65	7.5 %
7=	55	6.4 %
8=	39	4.5 %
9=	11	1.3 %
10=	30	3.5 %
11=	40	4.6 %
12=	52	6.0 %
13=	36	4.2 %
14=	47	5.4 %
15=	24	2.8 %
16=	19	2.2 %
18=	17	2.0 %
19=	13	1.5 %
20=	26	3.0 %
22=	19	2.2 %
23=	61	7.1 %
24=	7	0.8 %
29=	24	2.8 %
31=	4	0.5 %
33=	3	0.3 %
37=	20	2.3 %
38=	55	6.4 %
40=	14	1.6 %
Other	4	0.4 %
99=not provided	58	6.7 %
107=Metro Lift	4	0.5 %
Total	865	100.0 %

Q2. How often do you use METRO Transit?

<u>Q2 How often use transit</u>	<u>Number</u>	<u>Percent</u>
0=First time riding	7	0.8 %
1=Less than once a week	20	2.3 %
2=1 day per week	22	2.5 %
3=2 days a week	44	5.1 %
4=3 days a week	66	7.6 %
5=4 days a week	93	10.7 %
6=5 days a week	329	37.9 %
7=6 or more days a week	282	32.5 %
9=Don't know	6	0.7 %
Total	869	100.0 %

Q3. Why do you use METRO Transit?

<u>Q3 Why use transit</u>	<u>Number</u>	<u>Percent</u>
00 = Don't know	16	1.8 %
01 = Only alternative	461	53.0 %
02 = Parking is too expensive	37	4.3 %
03 = Faster than driving	29	3.3 %
04 = Employer provides transit pass	26	3.0 %
05 = No car available	507	58.3 %
06 = Parking hard to find	26	3.0 %
07 = Save money	239	27.5 %
08 = Avoid traffic congestion	68	7.8 %
09 = Don't like driving	78	9.0 %
10 = Driving is too expensive	98	11.3 %
11 = Care about environment	112	12.9 %
99 = Other	68	7.8 %
Total	1765	

Q3. Other:

<u>Q3 Other</u>	<u>Number</u>	<u>Percent</u>
BAD WEATHER=	1	1.5 %
BLIND=	1	1.5 %
CAR BROKE DOWN=	1	1.5 %
CAR NO LONGER DRIVES=	1	1.5 %
CONFLICTING SCHEDULE=	1	1.5 %
DISABLED=	4	5.9 %
DOCTOR APPOINTMENT=	1	1.5 %
DON'T ALWAYS HAVE RIDE=	1	1.5 %
DON'T DRIVE=	3	4.4 %
DONT HAVE A LICENSE=	1	1.5 %
DON'T DRIVE=	1	1.5 %
DUI=	1	1.5 %
EMPL SUBSIDIZE=	1	1.5 %
GET TO WORK=	1	1.5 %
GETS TO MY DESTINATION=	1	1.5 %
HAVE BICYCLE=	1	1.5 %
HAVE NO CAR=	1	1.5 %
HEALTH=	4	5.9 %
HEALTH MAKES IT HARD=	1	1.5 %
I LIKE THE COMPANY=	1	1.5 %
I LIKE THE DRIVERS-NICE=	1	1.5 %
I USE PUBLIC TRANSP=	1	1.5 %
IN PRISON AT KBCCC=	1	1.5 %
IT'S FREE=	1	1.5 %
ITS SAFE=	1	1.5 %
LEARNING TO DRIVE=	1	1.5 %
LIKE THE RIDES=	1	1.5 %
LIKE TO READ ON BUS=	1	1.5 %
MEDICAL REASONS=	2	2.9 %
NEVER HAD A LICENSE=	1	1.5 %
NO CAR=	1	1.5 %
NOT DRIVING=	1	1.5 %
ON TIME=	1	1.5 %
ONLY MEANS OF TRANSP=	1	1.5 %
PRISON=	1	1.5 %
PTSO=	1	1.5 %
READING TIME=	1	1.5 %
RELAXING=	1	1.5 %
REST=	1	1.5 %
ROMMATES ALL WORK=	1	1.5 %

Q3. Other:

Q3 Other	Number	Percent
SAFETY=	1	1.5 %
SAVE MONEY=	1	1.5 %
SCHOOL=	3	4.4 %
SNOW-ICE, GAS PRICES=	1	1.5 %
SUSPENDED LICENSE=	1	1.5 %
TAKE AROUND W/OTHER PEOPLE=	1	1.5 %
TO BE FREE=	1	1.5 %
TO GET HOME=	1	1.5 %
TO GOT SCHOOL=	1	1.5 %
TO READ=	1	1.5 %
TO RESET & REHAB NO STRESS=	1	1.5 %
TO TAKE TO SCHOOL=	1	1.5 %
TOO COLD OR TOO HOT=	1	1.5 %
UNABLE TO WALK=	1	1.5 %
VISION=	1	1.5 %
VISION HANDICAP=	1	1.5 %
WORK=	1	1.5 %
Total	68	100.0 %

Q4. What is the purpose of this trip?

Q4 Purpose of this trip	Number	Percent
1=Work	452	52.0 %
2=Personal business	145	16.7 %
3=Hospital/doctor's office	72	8.3 %
4=College/school	61	7.0 %
5=Shopping	44	5.1 %
6=Social/recreation	39	4.5 %
7=Other	36	4.1 %
9=Don't know	20	2.3 %
Total	869	100.0 %

Q4. Other:

Q4 Other	Number	Percent
APPOINTMENTS=	1	2.8 %
BACK HOME=	1	2.8 %
BINGO=	1	2.8 %
CASH CHECK=	1	2.8 %
CHURCH ACTIVITIES=	1	2.8 %
COUNSELING=	1	2.8 %
COURT=	1	2.8 %
DIALYSIS=	4	11.1 %
FROM WORK-HOME=	1	2.8 %
GETTING AROUND=	1	2.8 %
GO TO CRACK HOUSE=	1	2.8 %
GOING HOME=	1	2.8 %
GOING HOME FROM WORK=	1	2.8 %
GROUP MEETINGS=	1	2.8 %
HELL OF IT=	1	2.8 %
HOME=	5	13.9 %
HOME FROM DOCTORS=	1	2.8 %
HOME FROM WORK=	1	2.8 %
KIDS SCHOOL=	1	2.8 %
LOOKING FOR WORK=	1	2.8 %
PERSONAL=	1	2.8 %
PLEASURE RIDING=	1	2.8 %
POST OFFICE=	1	2.8 %
SCHOOL=	3	8.3 %
TAX PREPARATION=	1	2.8 %
VOLUNTEER=	1	2.8 %
VOLUNTEER AT HSC=	1	2.8 %
Total	36	100.0 %

Q5. How did you get to THIS bus?

Q5 How got to this bus	Number	Percent
1=Walked	589	67.8 %
2=Drove a car	21	2.4 %
3=Got a ride from someone else	21	2.4 %
4=Rode a bicycle	5	0.6 %
5=Transferred from another bus	178	20.5 %
6=Other	13	1.5 %
9=Don't know	42	4.8 %
Total	869	100.0 %

Q5. How many blocks?

<u>Q5 How many blocks</u>	<u>Number</u>	<u>Percent</u>
0=0	16	2.8 %
.5=	24	4.2 %
1=1	184	32.5 %
2=2	101	17.8 %
3=3	75	13.3 %
4=4	52	9.2 %
5=5	31	5.5 %
6=6	35	6.2 %
7=7	10	1.8 %
8=8	11	1.9 %
9=9	2	0.4 %
10=10	10	1.8 %
11=11+	15	2.7 %
Total	566	100.0 %

Q5. How many blocks?

Q5 How many blocks

Mean = 3.05

Median = 2

4 Groups

1 = 1

2 = 2

3 = 4

Q5. Other.

<u>Q5 Other</u>	<u>Number</u>	<u>Percent</u>
BY MY HOUSE=	1	10.0 %
CAUGHT AT BUS STOP=	1	10.0 %
DOOR TO DOOR=	2	20.0 %
NO RESPONSE=	2	20.0 %
ROLLED=	1	10.0 %
SCHOOL=	1	10.0 %
TAXI=	2	20.0 %
Total	10	100.0 %

Q6. If transit service were not available, how would you make this kind of trip?

Q6 How would make this kind of trip	Number	Percent
1=Use my car	70	8.1 %
2=Walk	255	29.3 %
3=Get a ride from someone	240	27.6 %
4=Use a taxi	82	9.4 %
5=Bicycle	27	3.1 %
6=Would not make this trip	172	19.8 %
9=Don't know	23	2.6 %
Total	869	100.0 %

Q7. How far is the nearest bus stop to your home?

Q7 How far is nearest bus stop from home	Number	Percent
000=	29	3.6 %
.03=	2	0.2 %
.05=	43	5.3 %
.25=	1	0.1 %
.5=	1	0.1 %
001=	290	36.0 %
1.5=	2	0.2 %
002=	142	17.6 %
003=	106	13.2 %
004=	56	6.9 %
005=	36	4.5 %
006=	31	3.8 %
007=	11	1.4 %
008=	12	1.5 %
009=	3	0.4 %
010=	15	1.9 %
11=11+	26	3.2 %
Total	806	100.0 %

Q7. How far is the nearest bus stop to your home?

Q7 How far is nearest bus stop from home

Mean = 3.37

Median = 2

4 Groups

1 = 1

2 = 2

3 = 3

Q8. What is your HOME zip code?

<u>Q8 Home zip code</u>	<u>Number</u>	<u>Percent</u>
23106=	1	0.1 %
37311=	1	0.1 %
63106=	1	0.1 %
73003=	10	1.2 %
73006=	1	0.1 %
73008=	7	0.8 %
73013=	8	1.0 %
73019=	1	0.1 %
73020=	2	0.2 %
73034=	11	1.3 %
73069=	4	0.5 %
73071=	3	0.4 %
73072=	2	0.2 %
73080=	1	0.1 %
73084=	9	1.1 %
73099=	1	0.1 %
73101=	6	0.7 %
73102=	37	4.4 %
73103=	11	1.3 %
73104=	9	1.1 %
73105=	21	2.5 %
73106=	74	8.9 %
73107=	43	5.1 %
73108=	70	8.4 %
73109=	45	5.4 %
73110=	12	1.4 %
73111=	58	6.9 %
73112=	49	5.9 %
73114=	25	3.0 %
73115=	18	2.2 %
73116=	2	0.2 %
73117=	32	3.8 %
73118=	22	2.6 %
73119=	41	4.9 %
73120=	16	1.9 %
73121=	6	0.7 %
73122=	7	0.8 %
73126=	2	0.2 %
73127=	45	5.4 %
73129=	34	4.1 %

Q8. What is your HOME zip code?

<u>Q8 Home zip code</u>	<u>Number</u>	<u>Percent</u>
73130=	6	0.7 %
73132=	12	1.4 %
73135=	14	1.7 %
73136=	1	0.1 %
73137=	1	0.1 %
73139=	19	2.3 %
73148=	1	0.1 %
73149=	4	0.5 %
73159=	17	2.0 %
73167=	1	0.1 %
73170=	1	0.1 %
73171=	2	0.2 %
73179=	2	0.2 %
73184=	1	0.1 %
73188=	1	0.1 %
73601=	1	0.1 %
79118=	1	0.1 %
85349=	1	0.1 %
93135=	1	0.1 %
Total	835	100.0 %

Q9. Are you employed?

<u>Q9 Are you employed</u>	<u>Number</u>	<u>Percent</u>
1=Yes	483	55.6 %
2=No	287	33.0 %
9=No response	99	11.4 %
Total	869	100.0 %

Q9a. What is your WORK zip code?

Q9a Work zip code	Number	Percent
73003=	1	0.3 %
73008=	2	0.6 %
73019=	1	0.3 %
73024=	1	0.3 %
73034=	2	0.6 %
73045=	1	0.3 %
73052=	1	0.3 %
73054=	1	0.3 %
73069=	1	0.3 %
73084=	1	0.3 %
73101=	8	2.3 %
73102=	43	12.1 %
73103=	6	1.7 %
73104=	12	3.4 %
73105=	17	4.8 %
73106=	24	6.8 %
73107=	18	5.1 %
73108=	23	6.5 %
73109=	18	5.1 %
73110=	8	2.3 %
73111=	21	5.9 %
73112=	18	5.1 %
73114=	6	1.7 %
73115=	4	1.1 %
73116=	2	0.6 %
73117=	10	2.8 %
73118=	10	2.8 %
73119=	8	2.3 %
73120=	12	3.4 %
73122=	4	1.1 %
73123=	1	0.3 %
73124=	3	0.8 %
73125=	3	0.8 %
73126=	2	0.6 %
73127=	21	5.9 %
73128=	1	0.3 %
73129=	6	1.7 %
73130=	1	0.3 %
73131=	1	0.3 %
73132=	1	0.3 %

Q9a. What is your WORK zip code?

<u>Q9a Work zip code</u>	<u>Number</u>	<u>Percent</u>
73134=	2	0.6 %
73135=	1	0.3 %
73141=	2	0.6 %
73145=	1	0.3 %
73146=	1	0.3 %
73149=	5	1.4 %
73152=	1	0.3 %
73156=	1	0.3 %
73157=	1	0.3 %
73159=	6	1.7 %
73160=	1	0.3 %
73162=	1	0.3 %
73184=	1	0.3 %
73194=	4	1.1 %
74834=	1	0.3 %
75208=	1	0.3 %
Total	354	100.0 %

Q9b. Which ONE of the following BEST describes your occupation?

<u>Q9b Best describes occupation</u>	<u>Number</u>	<u>Percent</u>
0=Other	88	18.2 %
1=Clerical	64	13.3 %
2=Laborer	96	19.9 %
3=Professional	63	13.0 %
4=Service industry	69	14.3 %
5=Skilled technician	38	7.9 %
6=Manager	22	4.6 %
9=Not provided	43	8.9 %
Total	483	100.0 %

Q9b. Other:

Q9b Other	Number	Percent
ADMINISTRATIVE TECH=	1	1.2 %
ARMY=	1	1.2 %
CAFETERIA WORKER=	1	1.2 %
CASHIER=	3	3.6 %
CHHA=	1	1.2 %
CHILD CARE=	3	3.6 %
CNA=	1	1.2 %
COMPUTER & FOOD SERVICE=	1	1.2 %
CONSTRUCTION=	1	1.2 %
COOK=	12	14.3 %
CREW TRAINER=	1	1.2 %
CUSTODIAN=	1	1.2 %
CUSTOMER SERVICE=	1	1.2 %
DAYCARE TEACHER=	1	1.2 %
DEBT COLLECTOR=	1	1.2 %
DINNING=	1	1.2 %
DRY CLEANERS=	1	1.2 %
EDUCATION=	1	1.2 %
ENGINEER=	1	1.2 %
FAST FOOD CREW=	1	1.2 %
FOOD SERVICE=	3	3.6 %
GROCERY=	1	1.2 %
HOUSEKEEPING=	2	2.4 %
JANITOR=	3	3.6 %
KITCHEN=	1	1.2 %
LAB TECHNICIAN=	1	1.2 %
LEGAL=	1	1.2 %
LODGE MONITOR=	1	1.2 %
MAINTENANCE=	1	1.2 %
MATH TUTOR=	1	1.2 %
MEDICAL=	3	3.6 %
MEDICAL PROFESSIONAL=	1	1.2 %
NO RESPONSE=	1	1.2 %
NURSE=	1	1.2 %
NURSING=	1	1.2 %
OKC PUBLIC SCHOOLS KITCHE=	1	1.2 %
PHONE INTERVIEWER=	1	1.2 %
PRO CHEF=	1	1.2 %
RETAIL=	3	3.6 %
SALES=	1	1.2 %

Q9b. Other:

<u>Q9b Other</u>	<u>Number</u>	<u>Percent</u>
SALES ASSOCIATE=	1	1.2 %
SCHOOL=	1	1.2 %
SECURITY=	1	1.2 %
SELE-EMPLOYED=	1	1.2 %
SELF-EMPLOYED=	2	2.4 %
SERVER=	1	1.2 %
SERVICE=	1	1.2 %
TAX PREPARER=	1	1.2 %
TEACHER=	1	1.2 %
TEACHERS ASSISTANT=	1	1.2 %
TEMPORARY WORKER=	1	1.2 %
THEATERS=	1	1.2 %
TRADE SETTLELMENT SPEC=	1	1.2 %
VOLUNTEER=	2	2.4 %
WAITER=	1	1.2 %
WAITRESS=	1	1.2 %
WAITRESS-SERVER=	1	1.2 %
WAREHOUSE=	1	1.2 %
Total	84	100.0 %

Q10. Are you a student?

<u>Q10 Are you a student</u>	<u>Number</u>	<u>Percent</u>
1=Yes	118	13.6 %
2=No	695	80.0 %
9=No response	56	6.4 %
Total	869	100.0 %

Q10a. What is your SCHOOL'S zip code?

Q10 School's zip code	Number	Percent
71111=	1	1.4 %
73003=	2	2.8 %
73011=	1	1.4 %
73013=	1	1.4 %
73030=	1	1.4 %
73034=	1	1.4 %
73068=	1	1.4 %
73099=	2	2.8 %
73102=	5	6.9 %
73104=	2	2.8 %
73105=	1	1.4 %
73106=	3	4.2 %
73107=	4	5.6 %
73109=	3	4.2 %
73110=	4	5.6 %
73111=	10	13.9 %
73112=	1	1.4 %
73116=	1	1.4 %
73119=	3	4.2 %
73120=	1	1.4 %
73127=	5	6.9 %
73128=	1	1.4 %
73129=	4	5.6 %
73132=	1	1.4 %
73134=	1	1.4 %
73142=	1	1.4 %
73149=	2	2.8 %
73159=	9	12.5 %
Total	72	100.0 %

Q11. Do you have a cellular phone?

Q11 Have cellular phone	Number	Percent
1=Yes	375	43.2 %
2=No	468	53.9 %
9=No response	26	3.0 %
Total	869	100.0 %

Q12. Do you have access to the Internet?

<u>Q12 Have access to Internet</u>	<u>Number</u>	<u>Percent</u>
1=Yes	375	43.2 %
2=No	411	47.3 %
9=No response	83	9.6 %
Total	869	100.0 %

Q13. Do you have cable television?

<u>Q13 Have cable television</u>	<u>Number</u>	<u>Percent</u>
1=Yes	306	35.2 %
2=No	527	60.6 %
9=No response	36	4.1 %
Total	869	100.0 %

Q14. Do you have satellite television?

<u>Q14 Have satellite television</u>	<u>Number</u>	<u>Percent</u>
1=Yes	64	7.4 %
2=No	700	80.6 %
9=No response	105	12.1 %
Total	869	100.0 %

Q15. How many operating vehicles does your household currently have?

<u>Q15 How many vehicles</u>	<u>Number</u>	<u>Percent</u>
0=0	535	65.4 %
1=1	176	21.5 %
2=2	73	8.9 %
3=3	21	2.6 %
4=4	7	0.9 %
5=5+	6	0.7 %
Total	818	100.0 %

Q16. How do you typically get information about METRO Transit services?

Q16 Where get information	Number	Percent
0 = Other	43	4.9 %
1 = Drivers	337	38.8 %
2 = Friends/family	211	24.3 %
3 = Employer	38	4.4 %
4 = Transit center	485	55.8 %
5 = METRO Transit website	120	13.8 %
6 = By calling METRO Transit	439	50.5 %
7 = Signs posted on buses	313	36.0 %
8 = Pass/ticket sales outlets	84	9.7 %
9 = Other riders	211	24.3 %
Z = No response	31	3.6 %
Total	2312	

Q16. Other:

Q16 Other	Number	Percent
235 RIDE=	1	2.5 %
ADVERTISEMENT=	1	2.5 %
BOOKLETS=	1	2.5 %
BROCHURE=	1	2.5 %
BUA SCHEDULE=	1	2.5 %
BUMMS=	1	2.5 %
BUS ROUTE SCHEDULES=	1	2.5 %
BUS SCHEDULE=	2	5.0 %
BUS SCHEDULES=	1	2.5 %
CALL=	1	2.5 %
CASE MANAGER=	1	2.5 %
DOCTOR=	1	2.5 %
DRIVER SCHEDULES=	1	2.5 %
DRUG DEALER=	1	2.5 %
HOSPITAL=	1	2.5 %
LIBRARY=	1	2.5 %
LIBRARY, WALMART=	1	2.5 %
MAP, SCHEDULES=	1	2.5 %
NEWS=	2	5.0 %
NEWS 9=	2	5.0 %
NO INFO IS AVAILABLE=	1	2.5 %
OFFICE=	1	2.5 %
PEOPLE AT BUS STOP=	1	2.5 %
PHONE=	1	2.5 %
PRINTED SCHEDULES=	4	10.0 %
SCHEDULE FOLDERS=	1	2.5 %
SCHEDULES=	2	5.0 %
SELF (READ)=	1	2.5 %
SENIOR CITIZEN COUNSELOR=	1	2.5 %
SOCIAL SERVICES=	2	5.0 %
THE MISSION UNDERGROUND=	1	2.5 %
YR OF WALKER-RIDER OF BUS=	1	2.5 %
Total	40	100.0 %

Q17. In which of the following publications or media sources have you seen advertisements about METRO Transit during the past year?

Q17 Have seen publications	Number	Percent
01 = Oklahoman	337	38.8 %
02 = Journal Record	29	3.3 %
03 = OKC Business	59	6.8 %
04 = MidCity Advocate	14	1.6 %
05 = Nuestra Comunidad	14	1.6 %
06 = El Nacional	14	1.6 %
07 = Black Chronical	64	7.4 %
08 = Dan Quyen	5	0.6 %
09 = TV 20 City Channel	64	7.4 %
10 = KATT-FM 100.5	34	3.9 %
11 = WILD-FM 104.9	41	4.7 %
12 = BOB-FM 96.6	27	3.1 %
13 = KRXO-FM 107.7	33	3.8 %
14 = KMGL-FM 104.1	23	2.6 %
15 = KOMA-FM 92.5	28	3.2 %
16 = KKNG-FM 93.3	17	2.0 %
17 = METRO Transit Bus Ad	457	52.6 %
99 = No response	146	16.8 %
Total	1406	

Q18. Which of the following items would get you to use Metro Transit more that you currently do?

Q18 Would get to use more often	Number	Percent
00 = Don't know	25	2.9 %
01 = Offered more frequently	351	40.4 %
02 = Offered later in the evening	517	59.5 %
03 = Offered earlier in the morning	184	21.2 %
04 = Offered in more areas on Saturdays	226	26.0 %
05 = Offered on Sundays	385	44.3 %
06 = Provided to more destinations	192	22.1 %
07 = More covered shelters	146	16.8 %
08 = Vehicles were more comfortable	37	4.3 %
09 = Employer subsidized cost	35	4.0 %
10 = Call center hours expanded	50	5.8 %
12 = Other	45	5.2 %
99 = Nothing	28	3.2 %
Total	2221	

Q18. Other (please explain):**Comments transcribed verbatim**

Q18 Other	Number	Percent
#18 DOESN'T RUN ON SAT=	1	2.3 %
24 HOURS 7 DAYS A WEEK=	1	2.3 %
ACCESS EXPANDED EAST-24TH=	1	2.3 %
ALL OF THE ABOVE=	1	2.3 %
ALWAYS FREE=	1	2.3 %
BETTER MAINTAINED-CLEANER=	1	2.3 %
BETTER RIDE=	1	2.3 %
BETTER UPKEEP OF BUSES=	1	2.3 %
BUSES ARRIVE ON TIME=	1	2.3 %
BUSES BETTER MAINTAINED=	1	2.3 %
BUSES DON'T BREAK DOWN=	1	2.3 %
BUSES RUN EVERY 30 MIN=	1	2.3 %
BUSES RUN ON SCHEDULE=	1	2.3 %
BUSES WOULD RUN ON TIME=	1	2.3 %
CLOSER TO HOME=	1	2.3 %
CLOSER TO MY HOUSE=	1	2.3 %
DRIVERS ARRIVE ON TIME=	1	2.3 %
EMPLOYEES WERE LESS RUDE=	1	2.3 %
FEWER BREAKDOWNS ON BUS=	1	2.3 %
FRIENDLY SERVICE=	1	2.3 %
HEAT & AIR, ON TIME BUS=	1	2.3 %
I WILL NEVER RIDE AGAIN=	1	2.3 %
IF IT WAS CHEAPER=	1	2.3 %
IF IT WAS MORE TO OFFER=	1	2.3 %
IT SHOULD RIDE SUNDAY=	1	2.3 %
MALE DRIVER ON PHONE=	1	2.3 %
MORE FREE BUS TICKETS=	1	2.3 %
MORE RELIABLE=	1	2.3 %
MORE RELIABLE & IMPROVEME=	1	2.3 %
MORE RELIABLE PICKUP TIME=	1	2.3 %
MORE RELIABLE-ON TIME=	1	2.3 %
NEED AT LEAST 4 NEW BUSES=	1	2.3 %
NEED TO RUN ON SUNDAYS=	1	2.3 %
PAY LESS LIKE \$1.00=	1	2.3 %
POLICE ON BUS FOR SAFETY=	1	2.3 %
PROVIDE SERVICES=	1	2.3 %
RATES GO BACK DOWN=	1	2.3 %
ROUTES IN MY AREA=	1	2.3 %
RUN ON TIME & NO BREAKDOW=	1	2.3 %
SCHEDULE HARD TO GET=	1	2.3 %
SERVICE RUNS 24 HOURS=	1	2.3 %
SERVICE WAS MORE RELIABLE=	1	2.3 %
SEWER COST=	1	2.3 %
WIDER AREA INTO RETHANY=	1	2.3 %
Total	44	100.0 %

Q19. Do you think you will still be using METRO Transit a year from now?

<u>Q19 Will still be using a year from now</u>	<u>Number</u>	<u>Percent</u>
1=Yes	712	81.9 %
2=No	102	11.7 %
9=No response	55	6.3 %
Total	869	100.0 %

Q20. Overall, how would you rate the quality of METRO Transit services?

<u>Q20 Quality of METRO Transit services</u>	<u>Number</u>	<u>Percent</u>
1=Excellent	155	17.8 %
2=Good	261	30.0 %
3=Average	264	30.4 %
4=Poor	145	16.7 %
9=Don't know	44	5.1 %
Total	869	100.0 %

Q21. Which of the following BEST describes your race/ethnicity?

<u>Q21 Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
1 = Asian/Pacific Islander	15	1.7 %
2 = Black/African American	335	38.6 %
3 = Caucasian/White	387	44.5 %
4 = American Indian/Eskimo	104	12.0 %
5 = Hispanic/Latino	23	2.6 %
6 = Other	5	0.6 %
9 = Not provided	62	7.1 %
Total	931	

Q21. Other:

<u>Q21 Other</u>	<u>Number</u>	<u>Percent</u>
HEBREW & IRISH=	1	16.7 %
HISPANIC=	1	16.7 %
IRISH=	2	33.3 %
IRISH AMERICAN=	1	16.7 %
MEXICAN=	1	16.7 %
Total	6	100.0 %

Q22. Do you have a physical disability that prevents you from driving and/or causes you to be dependent on others for transportation?

Q22 Have physical disability	Number	Percent
1=Yes	209	24.1 %
2=No	613	70.5 %
9=Not provided	47	5.4 %
Total	869	100.0 %

Q23. What is the primary language spoken in your home?

Q23 Primary language	Number	Percent
1=English	792	91.1 %
2=Spanish	19	2.2 %
3=Other	3	0.3 %
9=Not provided	55	6.3 %
Total	869	100.0 %

Q23. Other:

Q23 Other	Number	Percent
CHICO=	1	50.0 %
NATIVE LANGUAGE=	1	50.0 %
Total	2	100.0 %

Q24. What is your total annual household income?

Q24 Total household income	Number	Percent
1=Under \$15K	431	49.6 %
2=\$15K-\$29K	205	23.6 %
3=\$30K-\$59K	84	9.7 %
4=\$60K-\$99K	21	2.4 %
5=\$100K or more	19	2.2 %
9=Not provided	109	12.5 %
Total	869	100.0 %

Q25. How many persons in your household (counting yourself), are?

	Mean	Total	Sum
Q25 Under age 12	0.35	837	290
Q25 13-19 years	0.23	838	191
Q25 20-29 years	0.31	838	257
Q25 30-49 years	0.68	838	570
Q25 50-64 years	0.41	838	345
Q25 65+ years	0.14	838	118

Q26. What is your age?

Q26 Age	Number	Percent
1=Under 18	28	3.2 %
2=18-29 years	141	16.3 %
3=30-44 years	250	28.8 %
4=45-59 years	318	36.7 %
5=60+ years	94	10.8 %
9=Not provided	36	4.2 %
Total	867	100.0 %

Q27. Your gender:

Q27 Gender	Number	Percent
1=Male	441	50.7 %
2=Female	428	49.3 %
Total	869	100.0 %

Q28. Would you participate in future research to help improve METRO Transit services?

Q28 Participate in future research	Number	Percent
1=Yes	677	77.9 %
2=No	26	3.0 %
9=Don't know	166	19.1 %
Total	869	100.0 %

Survey Instrument

2007 METRO Transit Passenger Survey

METRO Transit is conducting a survey of passengers to help serve you better. Please take a few minutes to complete this important survey during your trip and return it to the driver when you are finished. Only ONE survey per customer should be completed. Thank you.

1. Which ROUTE are you currently on? Route Number: _____

2. How often do you use METRO Transit?

- | | | |
|--|--|--|
| <input type="checkbox"/> (0) first time riding | <input type="checkbox"/> (3) 2 days a week | <input type="checkbox"/> (6) 5 days a week |
| <input type="checkbox"/> (1) less than once a week | <input type="checkbox"/> (4) 3 days a week | <input type="checkbox"/> (7) 6 or more days a week |
| <input type="checkbox"/> (2) 1 day per week | <input type="checkbox"/> (5) 4 days a week | |

3. Why do you use METRO Transit? (Check all that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> (01) It's my only alternative | <input type="checkbox"/> (05) No car available | <input type="checkbox"/> (08) To avoid traffic congestion |
| <input type="checkbox"/> (02) Parking is too expensive | <input type="checkbox"/> (06) Parking is hard to find | <input type="checkbox"/> (09) Don't like driving |
| <input type="checkbox"/> (03) It is faster than driving | <input type="checkbox"/> (07) Save money | <input type="checkbox"/> (10) Driving is too expensive |
| <input type="checkbox"/> (04) Employer provides transit pass | | <input type="checkbox"/> (11) Care about the environment |
| | | <input type="checkbox"/> (99) Other: _____ |

4. What is the purpose of this trip?

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Work | <input type="checkbox"/> (4) College/school | <input type="checkbox"/> (6) Social/recreation |
| <input type="checkbox"/> (2) Personal business | <input type="checkbox"/> (5) Shopping | <input type="checkbox"/> (7) Other: _____ |
| <input type="checkbox"/> (3) Hospital/doctor's office | | |

5. How did you get to THIS bus?

- | | |
|---|---|
| <input type="checkbox"/> (1) Walked: <i>how many blocks?</i> _____ blocks | <input type="checkbox"/> (4) Rode a bicycle |
| <input type="checkbox"/> (2) Drove a car | <input type="checkbox"/> (5) Transferred from another bus |
| <input type="checkbox"/> (3) Got a ride from someone else | <input type="checkbox"/> (6) Other |

6. If transit service were not available, how would you make this kind of trip?

- | | | |
|---|--|---|
| <input type="checkbox"/> (1) Use my car | <input type="checkbox"/> (3) Get a ride from someone | <input type="checkbox"/> (5) Bicycle |
| <input type="checkbox"/> (2) Walk | <input type="checkbox"/> (4) Use a taxi | <input type="checkbox"/> (6) I would not make this trip |

7. How far is the nearest bus stop to your home? _____ blocks

8. What is your HOME zip code? _____

9. Are you employed? YES NO 9a. If YES to #9: What is your WORK zip code? _____

9b. If Employed: Which ONE of the following BEST describes your occupation? (Check one)

- | | | |
|---|---|---|
| <input type="checkbox"/> (1) Clerical | <input type="checkbox"/> (4) Service Industry | <input type="checkbox"/> (6) Manager |
| <input type="checkbox"/> (2) Laborer | <input type="checkbox"/> (5) Skilled Technician | <input type="checkbox"/> (0) Other: _____ |
| <input type="checkbox"/> (3) Professional | | |

10. Are you a student? YES NO 10a. If YES to #10: What is your SCHOOL'S zip code? _____

11. Do you have a cellular phone? YES NO 12. Do you have access to the Internet? YES NO

13. Do you have cable television? YES NO 14. Do you have satellite television? YES NO

15. How many operating vehicles does your household currently have? _____ vehicles

16. How do you typically get information about METRO Transit services? (check all that apply)

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Drivers | <input type="checkbox"/> (5) METRO Transit website | <input type="checkbox"/> (8) Pass/ticket sales outlets |
| <input type="checkbox"/> (2) Friends/family | <input type="checkbox"/> (6) By calling METRO Transit | <input type="checkbox"/> (9) Other riders |
| <input type="checkbox"/> (3) Employer | <input type="checkbox"/> (7) Signs posted on buses | <input type="checkbox"/> (0) Other: _____ |
| <input type="checkbox"/> (4) Transit center | | |

MORE QUESTIONS ON REVERSE SIDE →

17. In which of the following publications or media sources have you seen advertisements about METRO Transit during the past year? (check all that apply)

- | | | |
|---|---|--|
| <input type="checkbox"/> (01) Oklahoman | <input type="checkbox"/> (07) Black Chronical | <input type="checkbox"/> (13) KRXXO – FM 107.7 |
| <input type="checkbox"/> (02) Journal Record | <input type="checkbox"/> (08) Dan Quiyen | <input type="checkbox"/> (14) KMGL – FM 104.1 |
| <input type="checkbox"/> (03) OKC Business | <input type="checkbox"/> (09) TV 20, City Channel | <input type="checkbox"/> (15) KOMA – FM 92.5 |
| <input type="checkbox"/> (04) MidCity Advocate | <input type="checkbox"/> (10) KATT – FM 100.5 | <input type="checkbox"/> (16) KKNG – FM 93.3 |
| <input type="checkbox"/> (05) Nuestra Comunidad | <input type="checkbox"/> (11) WILD – FM 104.9 | <input type="checkbox"/> (17) METRO Transit Bus Ad |
| <input type="checkbox"/> (06) El Nacional | <input type="checkbox"/> (12) BOB – FM 96.6 | |

18. Which of the following items would get you to use Metro Transit more that you currently do? (check up to 3 items)

- (01) Service was offered more frequently (if buses came by stops more often)
- (02) Service was offered later in the evenings
- (03) Service was offered earlier in the morning
- (04) Service was offered in more areas on Saturdays
- (05) Service was offered on Sundays
- (06) Service was provided to more destinations
- (07) More covered shelters were available
- (08) Vehicles were more comfortable
- (09) Your employer subsidized the cost of public transit more
- (10) METRO Transit call center hours were expanded
- (12) Other (please explain): _____
- (99) Nothing would get me to use METRO Transit more than I already do

19. Do you think you will still be using METRO Transit a year from now? YES NO

20. Overall, how would you rate the quality of METRO Transit services?

- (1) Excellent (2) Good (3) Average (4) Poor (9) Don't know

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

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (3) Caucasian/White | <input type="checkbox"/> (5) Hispanic/Latino |
| <input type="checkbox"/> (2) Black/African American | <input type="checkbox"/> (4) American Indian/Eskimo | <input type="checkbox"/> (6) Other: _____ |

22. Do you have a physical disability that prevents you from driving and/or causes you to be dependent on others for transportation? (1) Yes (2) No

23. What is the primary language spoken in your home? English Spanish Other: _____

24. What is your total annual household income?

- (1) Under \$15K (2) \$15-\$29K (3) \$30-59K (4) \$60-99K (5) \$100K or more

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

- | | | |
|--------------------|---------------------|-------------------|
| Under age 12 _____ | 20 - 29 years _____ | 50-64 years _____ |
| 13-19 years _____ | 30 - 49 years _____ | 65+ years _____ |

26. What is your age? Under 18 18-29 years 30-44 years 45-59 years 60+ years

27. Your gender: MALE FEMALE

28. Would you participate in future research to help improve METRO Transit services? YES NO

DRAWING FOR A FREE 30-DAY PASS: METRO Transit will randomly select 25 people who complete the survey for a FREE 30-Day Pass. To be eligible, please provide your contact information below.

Name: _____ Phone Number: _____

Mailing Address: _____

City _____ State: _____ Zip: _____

THANK YOU!!! PLEASE RETURN YOUR SURVEY TO THE VEHICLE OPERATOR.