

Rider Report
Local Bus, Route 24, Trolley Service

Metro Transit
Oklahoma City, Oklahoma

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Executive Summary

A survey of riders of Metro Transit's local bus service, express route 24 and trolley route was undertaken to identify how people use the current service, rate the performance of the service, identify the most important improvements and provide a rider profile.

For local bus service every other trip was surveyed with 1,796 riders completing the questionnaire on weekdays and 483 on Saturday. Every trip of Route 24 was surveyed on one day with 79 riders completing the survey, and the trolley route was surveyed over three days with 320 people completing the questionnaire.

The key findings are presented next.

Local Bus Service

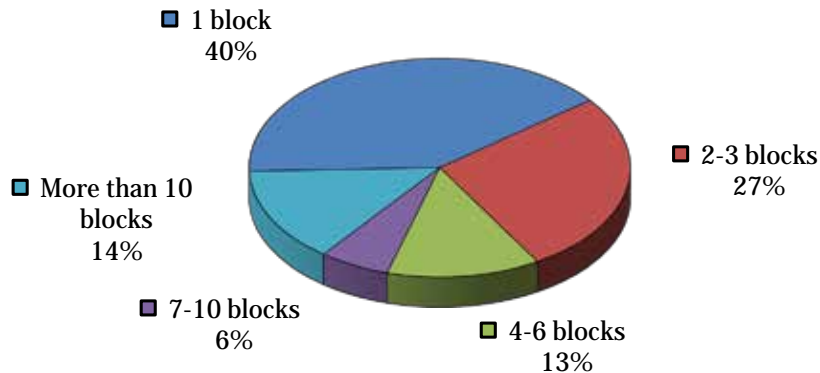
Most riders are riding to work

- Four-in-ten (42%) weekday riders are travelling to work and an additional 20% are going for personal business. Very few are going to school in the K-12 grades and few are going to shop. One-in-five senior riders are travelling to work.
- Most of the people using Metro Transit are riding often, with 75% riding three or more days a week and a majority (53%) riding five or six days a week.

One-in-five riders walk seven or more blocks to the bus stop

- 20% of Metro riders are walking seven or more blocks to the stop.

Blocks to Bus Stop, Weekday, 2011



Many riders transfer two or more times to reach their destination

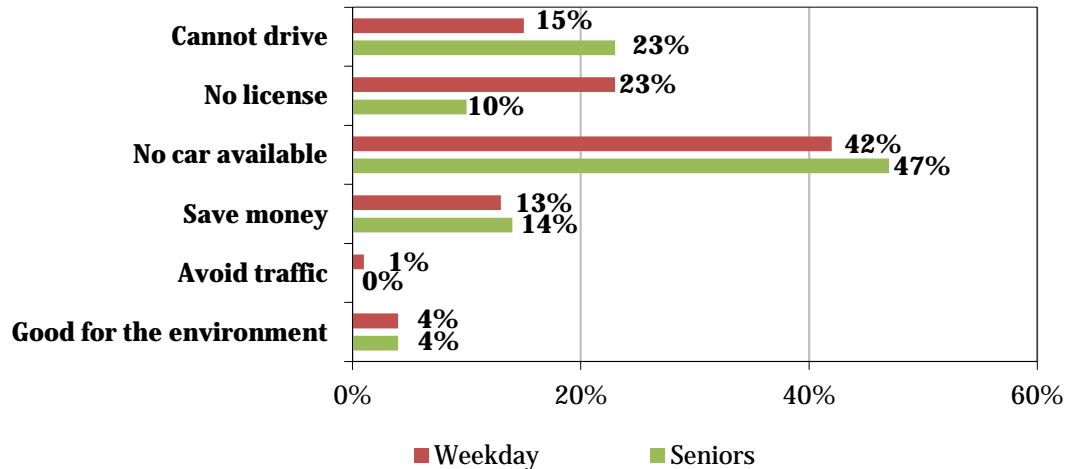
- Nearly two-of-three riders (64%) will transfer at least once to reach their destination. Four-in-ten (40%) will transfer two or more times. Even among the most frequent riders, those riding five or more days a week, the transfer rates are high with 45% of the group making two or more transfers to reach their destination.

Most riders have no other travel alternative

- Riders were asked to select among a list of reasons why they are using the service. Close to four-in-ten (38%), Metro Transit riders cannot drive or have no license to

drive while another four-in-ten (42%) have no car available for the trip being made on Metro. Among seniors, 47% do not have a car and 23% cannot drive.

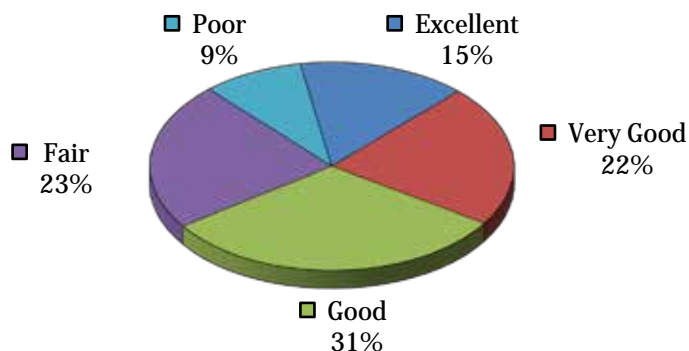
Ride Reason, Weekday, Seniors, 2011



68% of the riders rate the service as Excellent, Very Good or Good. Seniors rate the service more positively.

- Riders have been asked to provide an overall rating of the service using a five-point scale from Excellent to Poor. The combination of Excellent, Very Good and Good scores are combined and labeled as the Positive Service Rating. The weekday positive service score was 68% with 37% of the riders providing a Very Good or Excellent score and 9% stating the service was Poor.
- Seniors rated the service more positively at 79%.

Overall Service Rating, Weekday, 2011

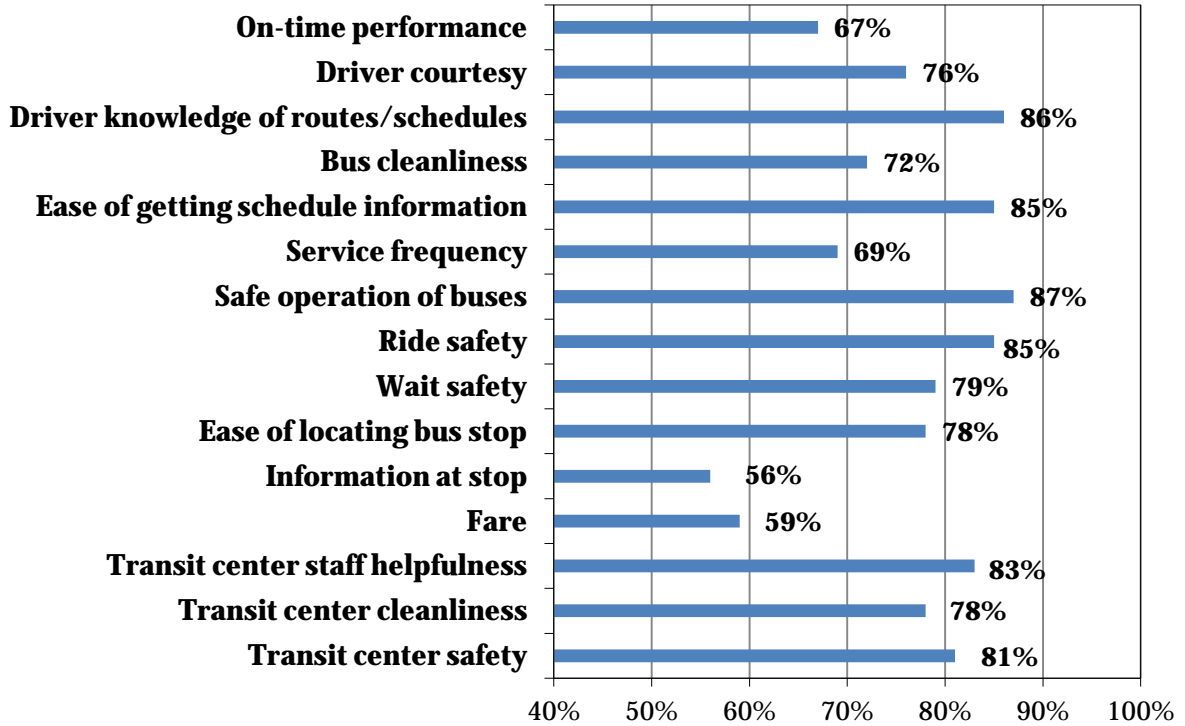


Safety characteristics score well, Information at the Stop, Fare and On-Time Performance do not.

- Among fifteen service characteristics rated, safety-related characteristics are scored relatively high, On Time Performance, Fare and Information at the Stop

are not. Even by frequent riders Ease of Locating the Bus Stop was not positively rated. Seniors provided higher scores including those related to safety.

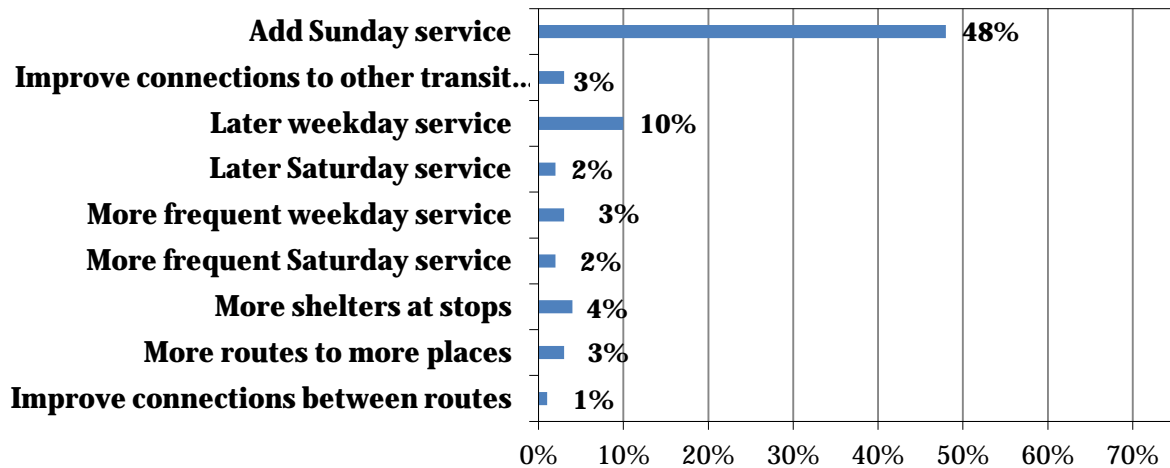
Service Characteristic Scores, Positive Service Rating, Weekday, 2011



Sunday service is the most requested improvement, by far.

- The most requested improvement is adding Sunday service with every group (seniors, frequent riders, workers) providing nearly equal rankings.

Most Requested Improvement, Weekday, 2011

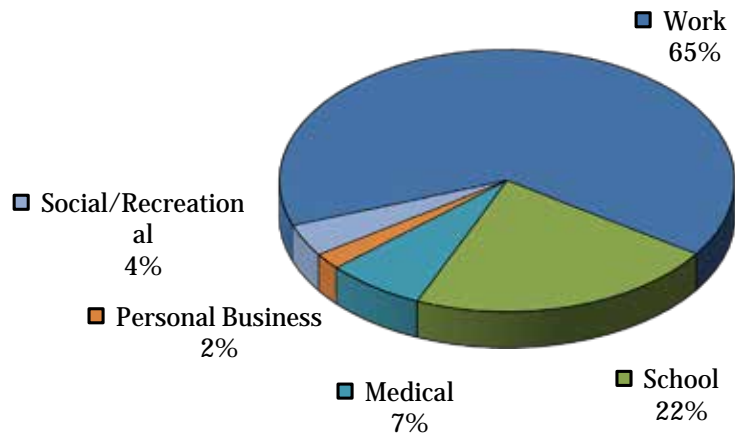


Route 24

Trip Purpose

Two-thirds (65%) of the riders are travelling for work while another one-in-five (22%) are going to school.

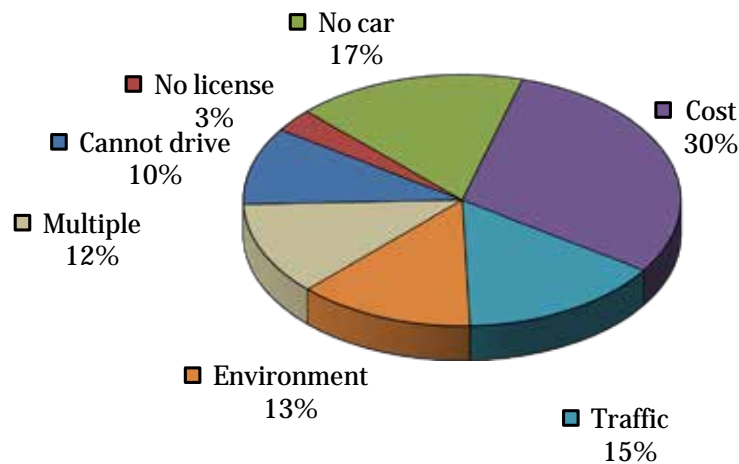
Trip Purpose, Route 24, 2001



Reason for Riding Route 24

Cost is a major factor for the reason route 24 riders are using the service, either the cost to drive, park or to avoid paying for gas. About an equal number are riding because of the environment as to avoid traffic congestion during the commute.

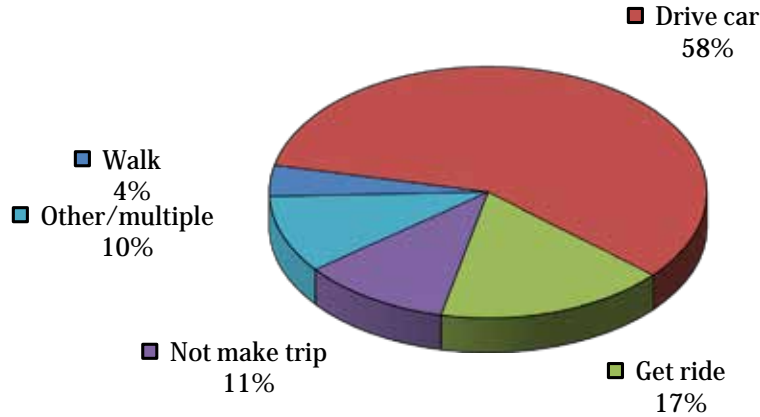
Ride Reason, Route 24, 2011



Alternative Service

If route 24 service were not available six-in-ten (58%) of the riders would drive their car. One-in-ten (11%) would not have made the trip.

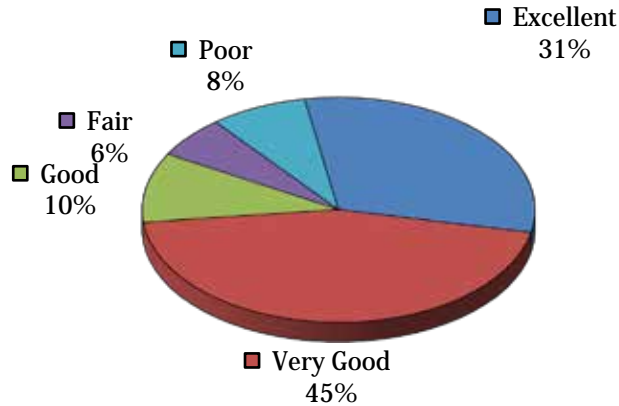
Alternative Service, Route 24, 2011



Three of four riders rate it as Excellent or Very Good

The overall positive service rating was 86% with 76% of the riders rating the service as Excellent or Very Good. An 8% Poor rating is high, however, for an express service.

Overall Service Rating, Route 24, 2011

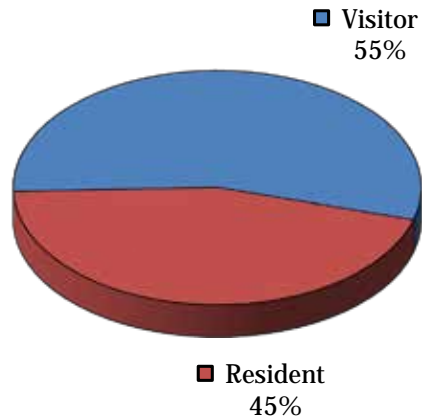


Trolley Service

More Visitors are riding the trolley than residents.

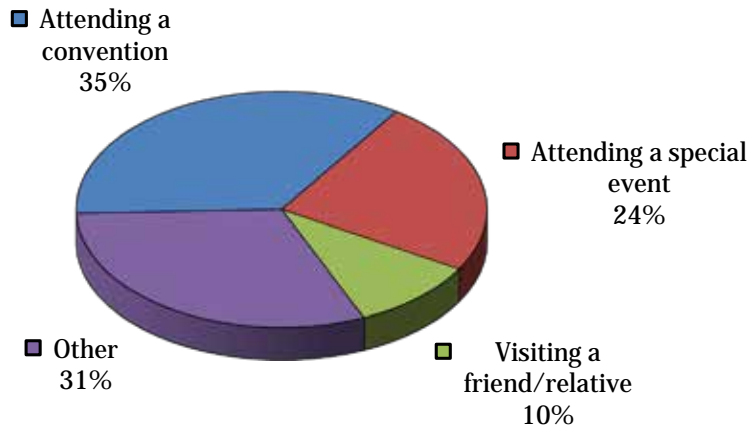
The split between visitors to Oklahoma City and residents of the area was 55%, 45%. A visitor was defined as someone who was not a resident of the Oklahoma City area.

Rider Status, 2012



Nearly 60% of the visitors were attending a convention or special event. Among the visitors who were riding the trolley, 59% were attending a convention or a special event (during the survey period there were several events taking place at the Fair grounds), another 31% indicated Other.

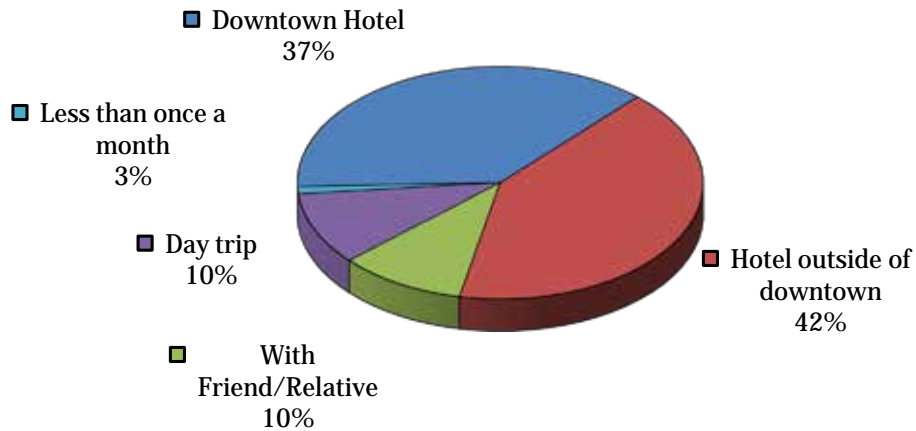
Visitor Status, 2012



Most of the visitors were staying in area hotels, only 10% were day-trippers.

Most of the riders who were visiting the area were staying overnight in an area hotel, with about an even split between hotels in downtown (47%) and hotels outside of downtown (53%). Only one-in-ten of the riders were making a day trip.

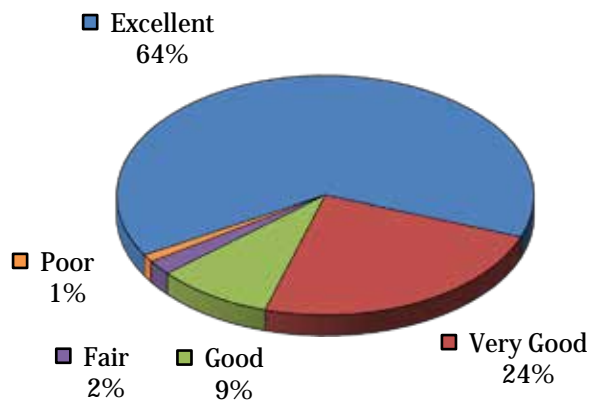
Visitor Lodging, 2012



Visitors rate the service very, very positively.

When asked to give an overall rating of the trolley service, 64% of the visitors rated the service as Excellent, another 25% rated it as Very Good, and 97% rated it positively (combination of Excellent, Very Good and Good)

Overall Service Rating, Visitors, 2012



Local Bus Service

Introduction

Metro Transit provides transit service in Oklahoma City six days a week along a network of twenty-two routes operating approximately from 5:30 AM to 7:00 PM. In addition to local route service there is one express route, operated in conjunction with CART of Norman and a trolley service operated in downtown Oklahoma City. Metro Transit also provides service at nights and on Sundays with a flexible route service using small vans operating in quadrants. In addition to a Metro Transit dial-a-ride service for seniors and the disabled, Metro Transit, local communities and senior organizations sponsor a number of other transportation options for seniors and the disabled.

Survey Methodology

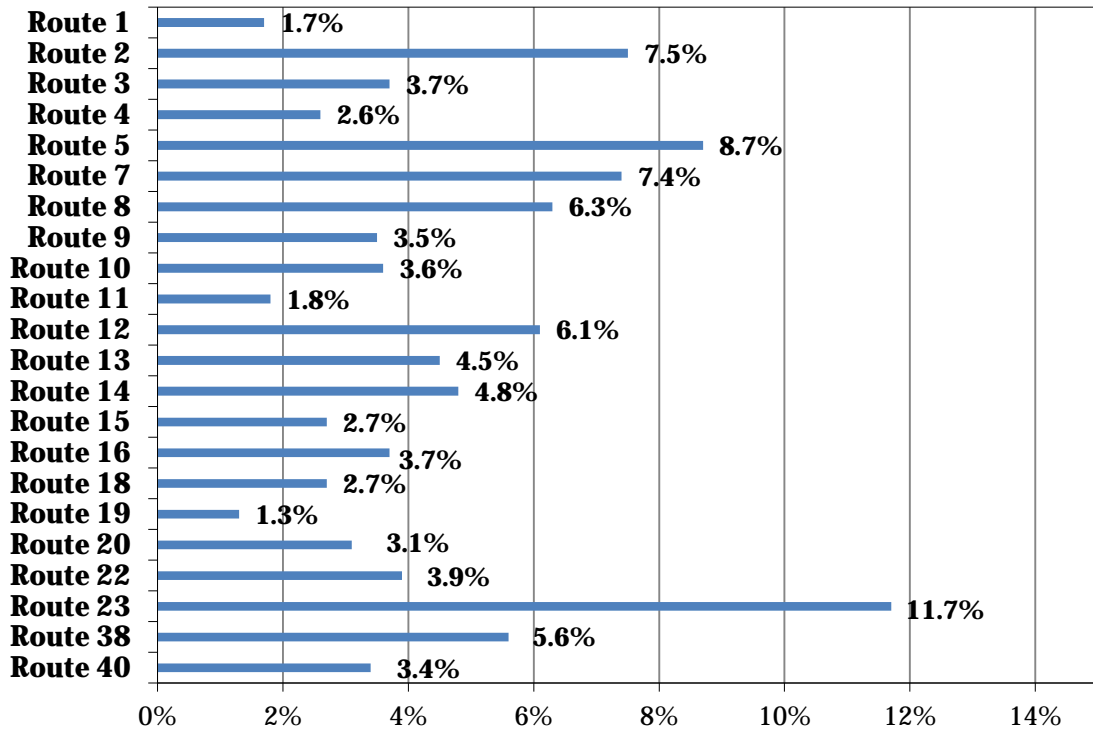
One of the key uses of the survey work was to create a baseline measurement of riders' ratings for the overall service and for a large number of specific service characteristics. These characteristics represent service performance, driver performance, cleanliness, safety and service information. These ratings would be available by weekday, Saturday and by each route. Once a benchmark survey is completed, trends can be identified and these will be very effective prioritizing and directing changes and improvements.

The survey methodology was developed to generate findings for both weekdays and Saturdays at the system level, and at the route level for weekdays. To generate the number of completed questionnaires every other trip was surveyed on both weekdays and Saturdays. Surveyors boarded the bus at the transit center or at the end of the route for the two routes that do not operate to the transit center and rode a round trip. The surveyor distributed surveys and collected them before the rider completed their trip. Riders could also hand in the survey to the driver at another time. Route 19 has very low ridership and as a result every trip was surveyed. When that did not produce enough returned questionnaires the route was surveyed another day.

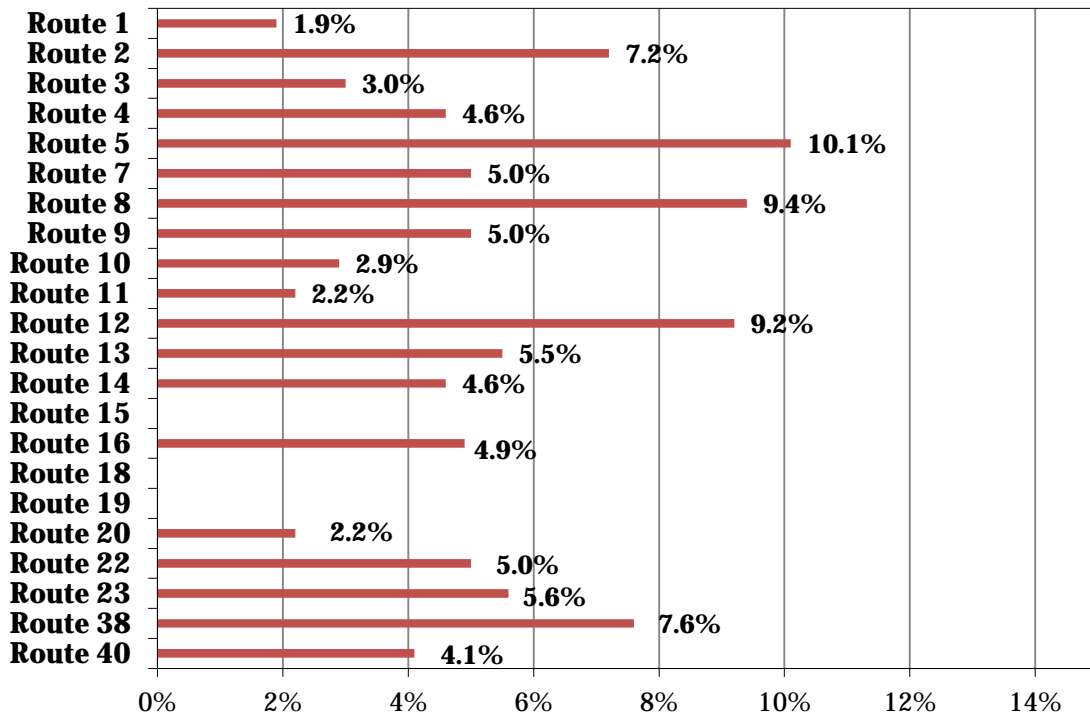
Surveying was conducted over two weeks from Tuesday to Friday and two Saturdays in October 2011. Questionnaires were prepared in English and Spanish. A total of 1,796 weekday surveys were returned and 483 on Saturday and rider cooperation was very positive. Both completed and not completely filled out surveys were tabulated.

The survey data presented in this report representing all riders was weighted proportional to route ridership for weekdays or Saturdays as shown next. The findings presented by route or for any sub-category are the actual responses for that category.

Ridership by Route, weekday



Ridership by Route, Saturday



Report Organization

The local bus section is divided into seven parts: Travel Behavior; Reason for Riding Metro Transit; Alternative Service; Overall Service Rating; Service Characteristic Scores; Most Requested Improvement; Rider Profile.

Travel Behavior

This section presents weekday and Saturday information for all local Metro routes and individual routes for weekdays on trip purpose, frequency of riding, access to the service, alternative service options and source of service information.

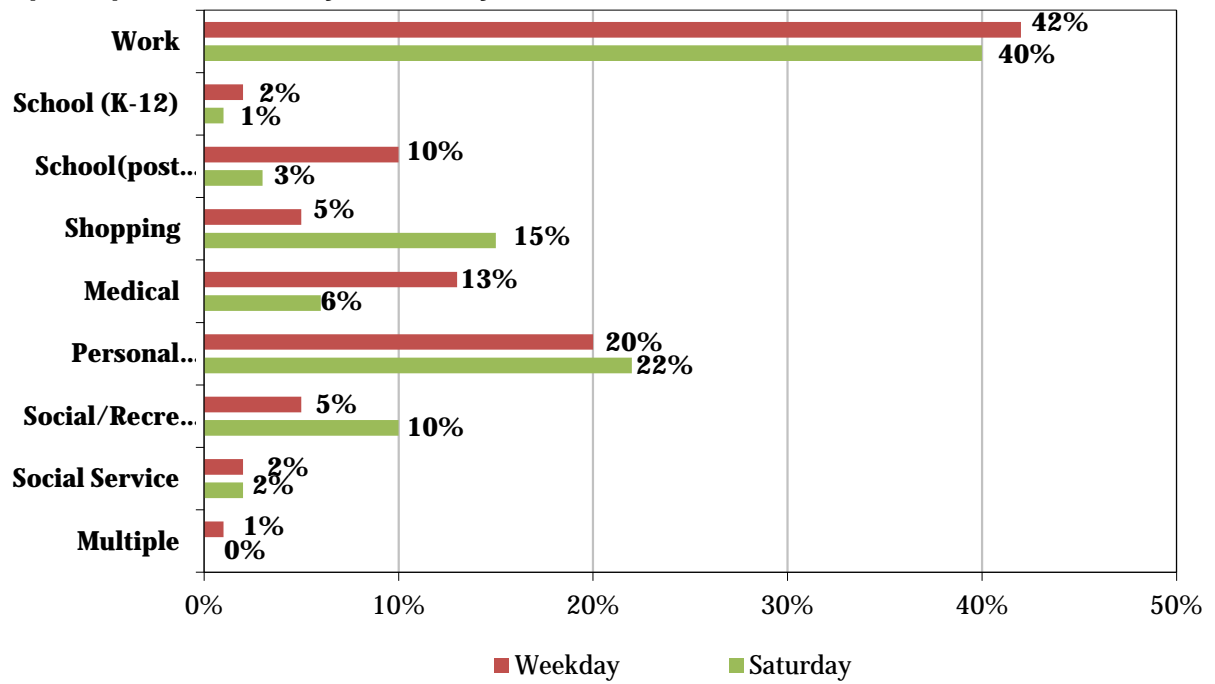
Trip Purpose

Four-in-ten (42%) weekday riders are travelling to work and an additional 20% are going for personal business. Very few are going to school in the K-12 grades and few are going to shop. Medical trips equal slightly more than one-in-ten (13%) weekday riders.

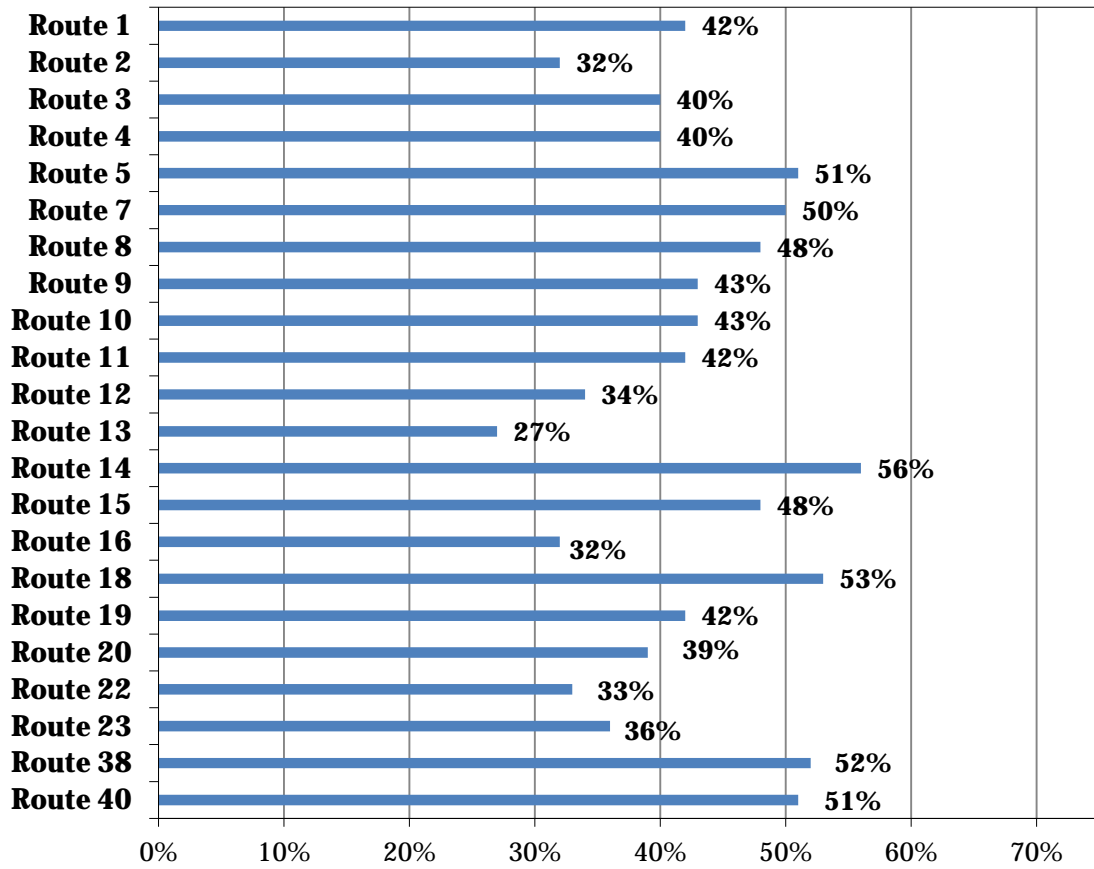
- All routes have at least one-in-four of the riders going to work, and work is the number one travel purpose on each of the routes except route 13 where personal business travel is first at 33%. The lowest percentage is route 13 at 27% and the highest is route 14 at 56%. There are five other routes with at least 50% of the riders travelling to work.
- By contrast, there is little travel for shopping on any route. Only one route (route 4) has more than one-in-ten riders going shopping and that percentage is 11%.
- There are a number of routes with high percentages for medical travel, defined as at least one-in-five riders. They are routes 2, 10, 16 and 18.
- Among the riders going to work, 71% are riding five or more days a week and 17% are riding three to four days a week. A rate of 71% is an indicator that the riders going to work are working at full and part-time jobs.

On Saturdays travel for work is effectively the same as on weekdays as it is 40% of the total travel. Shopping travel triples to 15% while travel for personal business remains about the same as on weekdays. There is less travel to school and medical, as expected, and social/recreational travel is 10% of the total Saturday travel.

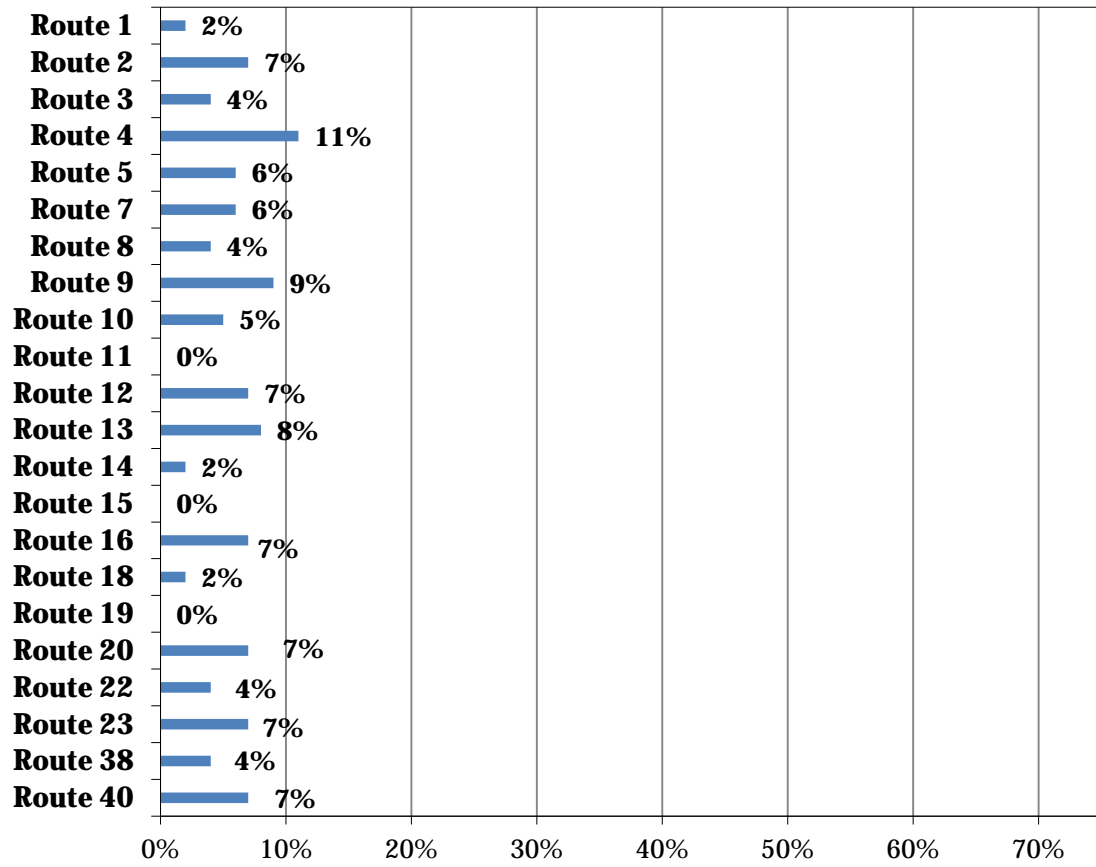
Trip Purpose, Weekday, Saturday, 2001



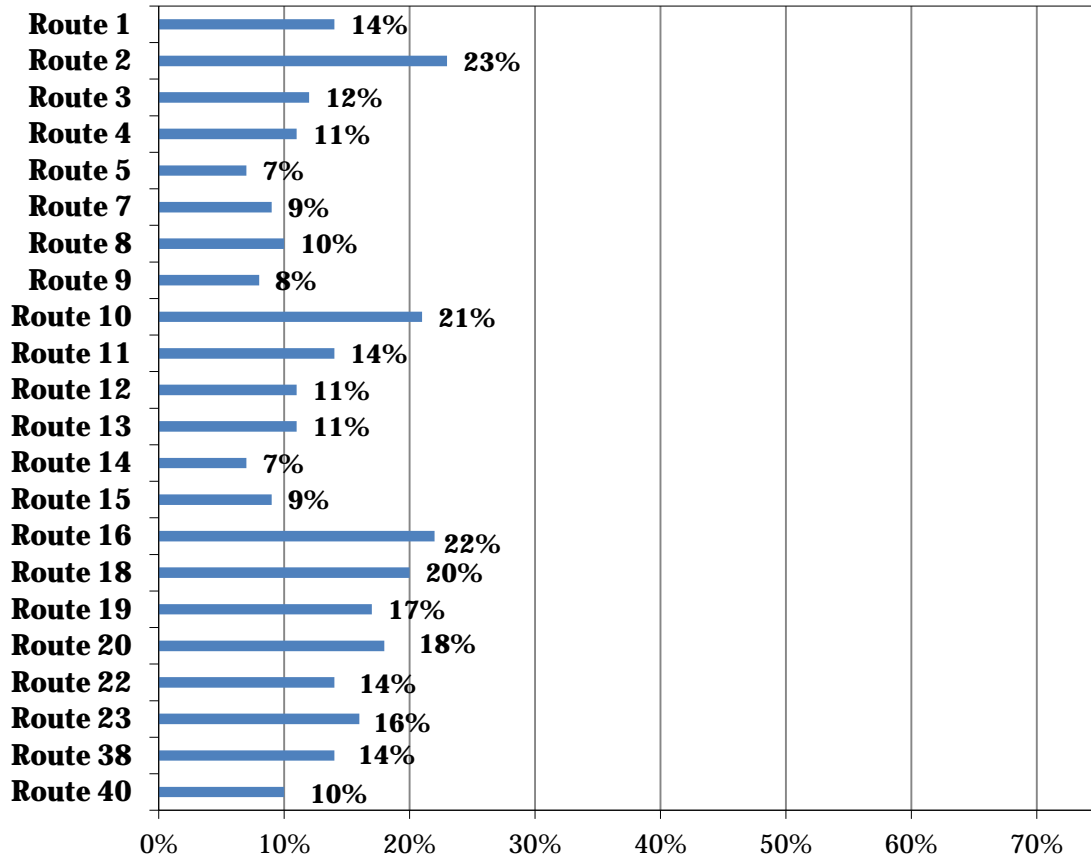
Trip Purpose by Route, Weekday, Work Travel, 2011



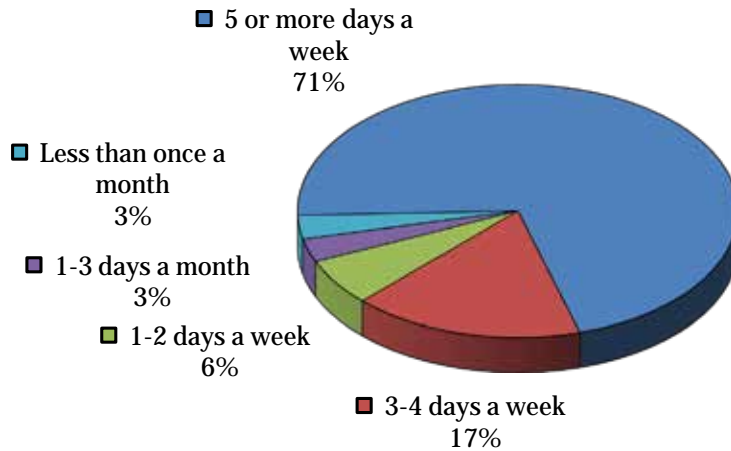
Trip Purpose by Route, Weekday, Shopping Travel, 2011



Trip Purpose by Route, Weekday, Medical Travel, 2011



People Going to Work, Frequency of Use, Weekday, 2011



Frequency of Use

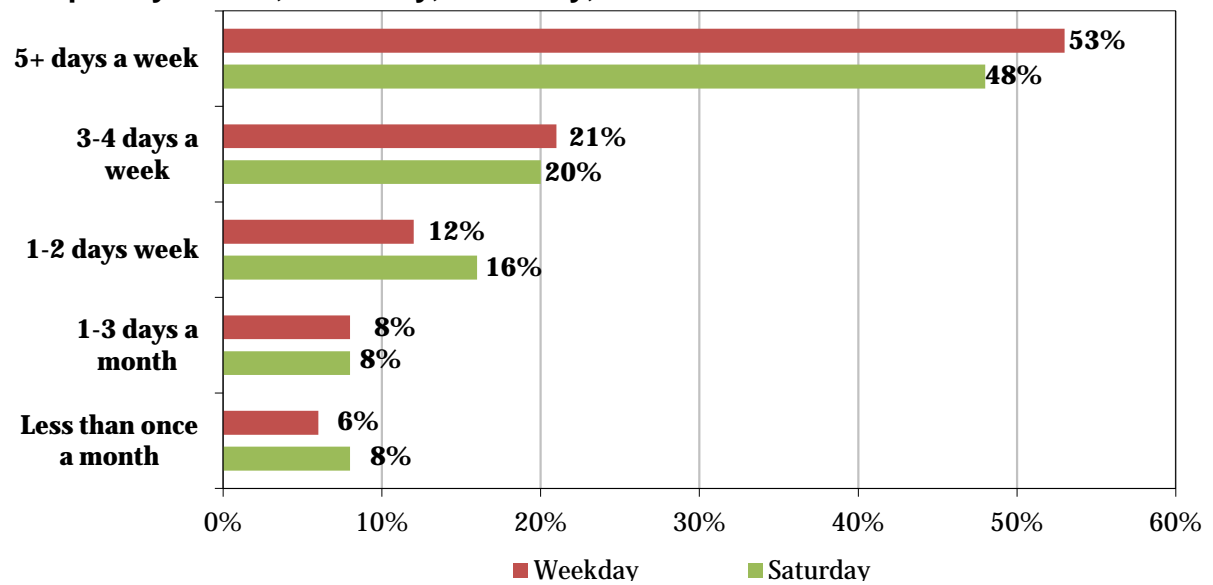
Most of the people using Metro Transit are riding often, with 75% riding three or more days a week and a majority (53%) riding five or six days a week. A total of 14% are riding infrequently, less than once a week. This is an indicator that Metro Transit has a high number of infrequent riders as on-board surveys tend to identify regular riders quite easily as the surveying is done over the course of only a week or two and high frequency riders are more likely to be surveyed than someone riding less frequently.

Another interesting finding is the frequency of riding by seniors. Among riders 65 or older, 39% are riding five or more days a week and 69% are riding three or more days. These are high rates of weekly travel and the reason is 22% of the senior riders are going to work.

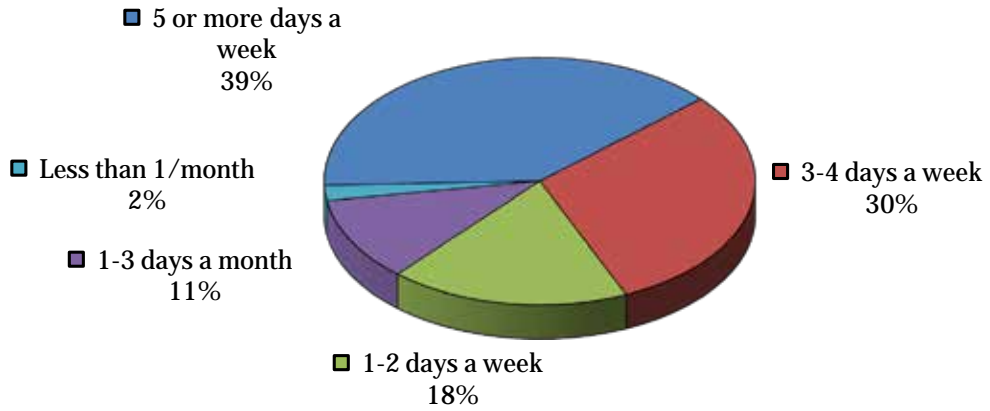
Almost every route has at least 50% of the riders on the bus five or more days a week.

The riding frequency on Saturdays is nearly identical to weekday.

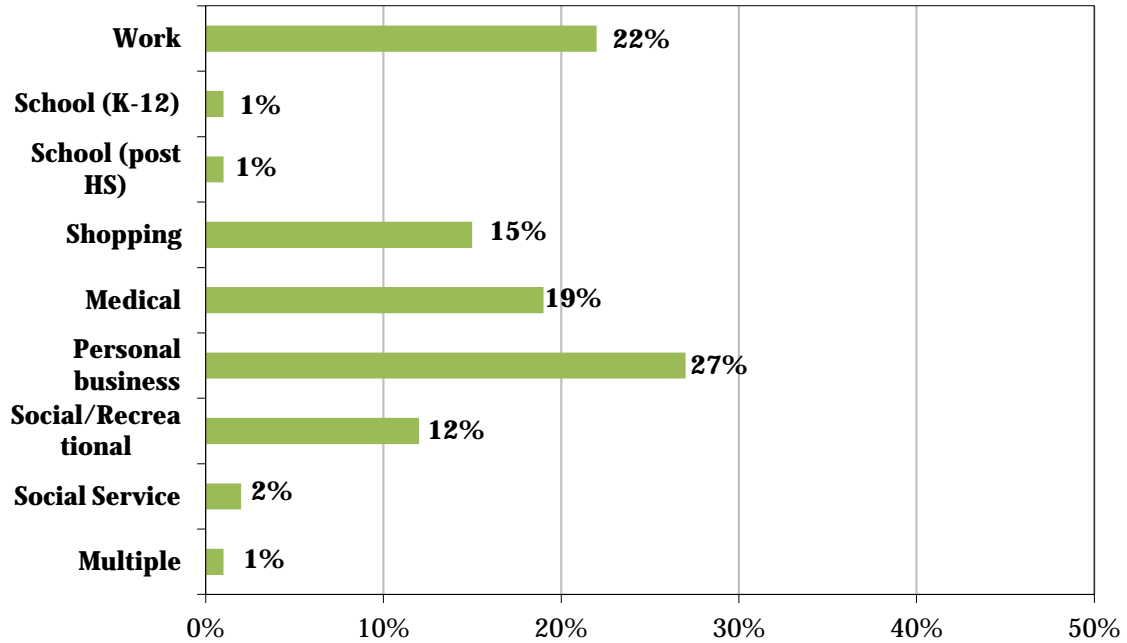
Frequency of Use, Weekday, Saturday, 2011



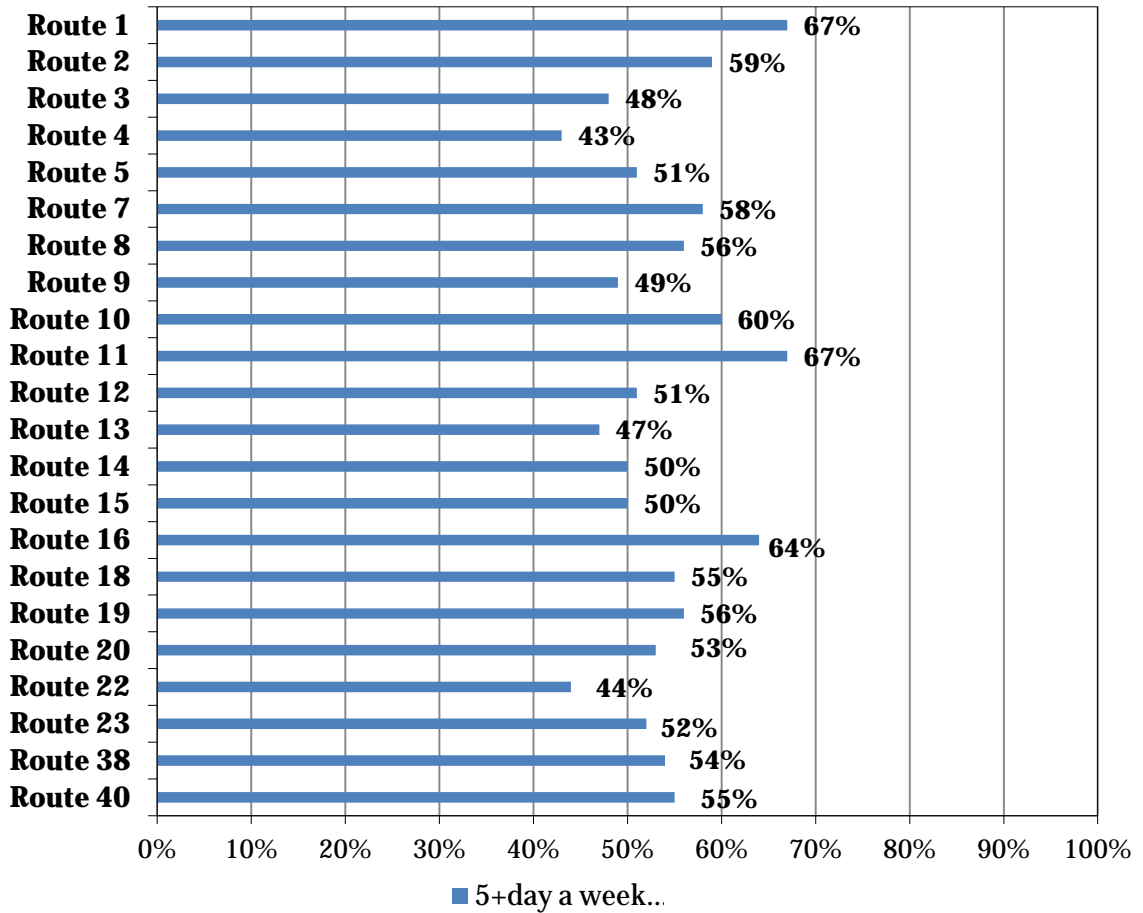
Frequency of Use, Seniors, Weekday, 2011



Trip Purpose, Seniors, Weekday, 2011



Five Day a Week Riders by Route, Weekday, 2011



Riding Duration

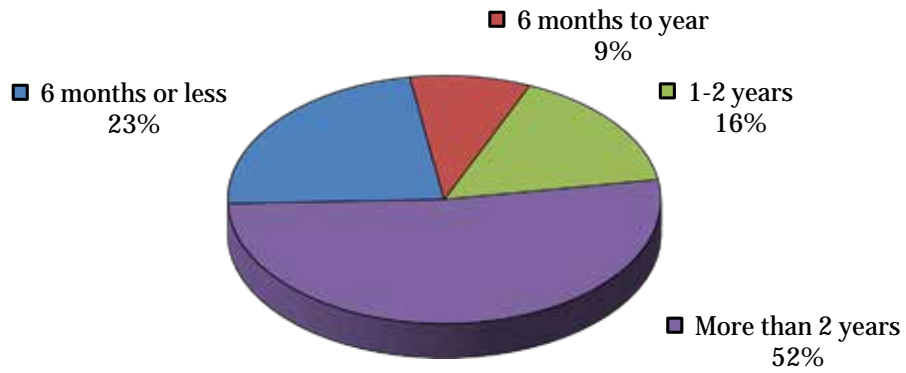
While half of the weekday rider group (52%) are loyal riders, using the service for two or more years there are a large number of riders new to the service. Close to one-in-four (23%) indicated they had been riding for six months or less. This is an unusually high number of new riders and an indicator (as ridership has not been growing by 23%) that the service both gains and loses large numbers of people in a relatively short time period.

- Every route appears to have a sizable portion of new riders, defined as riding Metro Transit six months or less.
- New riders are more likely to be employed and students, and less likely to be retired, than people riding for two years or more. Four-in-ten (40%) of the new rider group are employed full time, as compared to 30% of the group who have been riding two or more years. Seventeen percent of the new rider group are students as compared to 11% of the group riding two or more years.
- New riders are riding with slightly less frequency than riders who have been using the service two years or more. Fifty-five percent of the riders who have

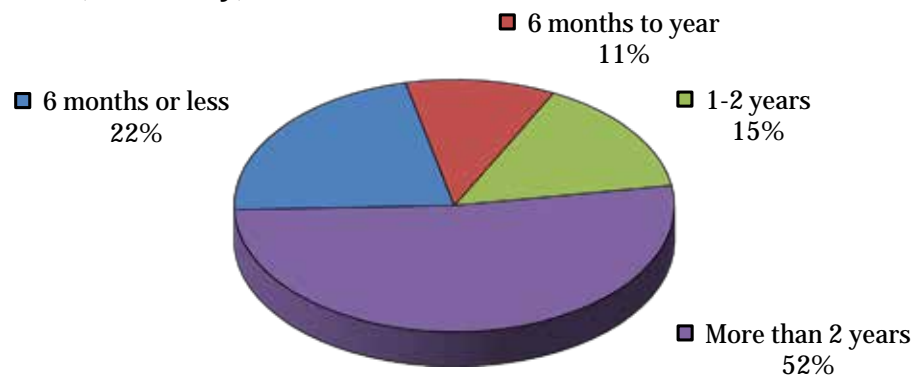
used the service two years or more are riding five days a week or more; this compares to 48% among people riding six months or less.

The Saturday percentages are nearly the same as for weekday.

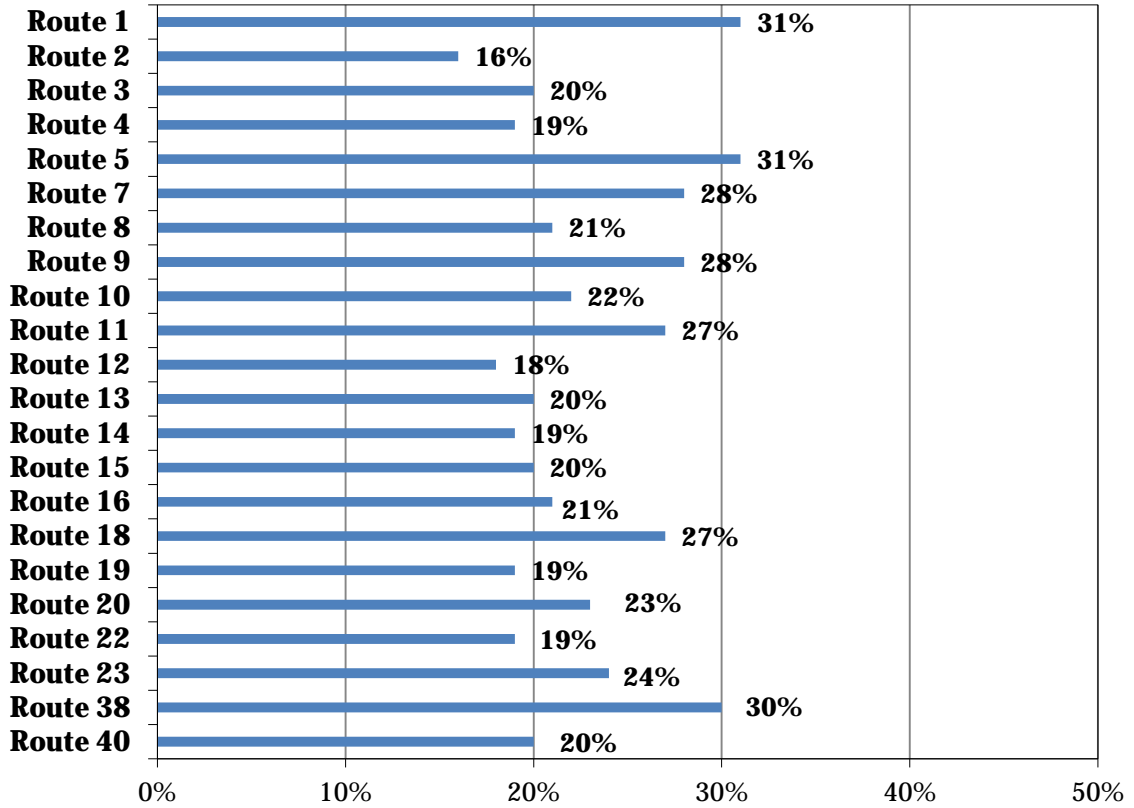
Riding Duration, Weekday, 2011



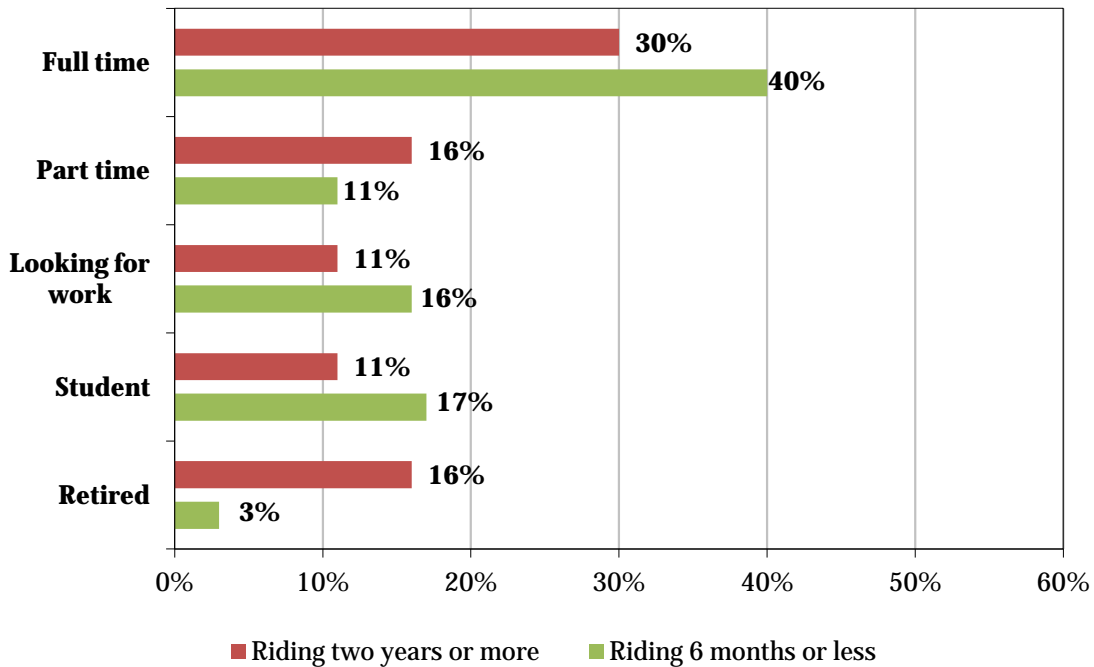
Riding Duration, Saturday, 2011



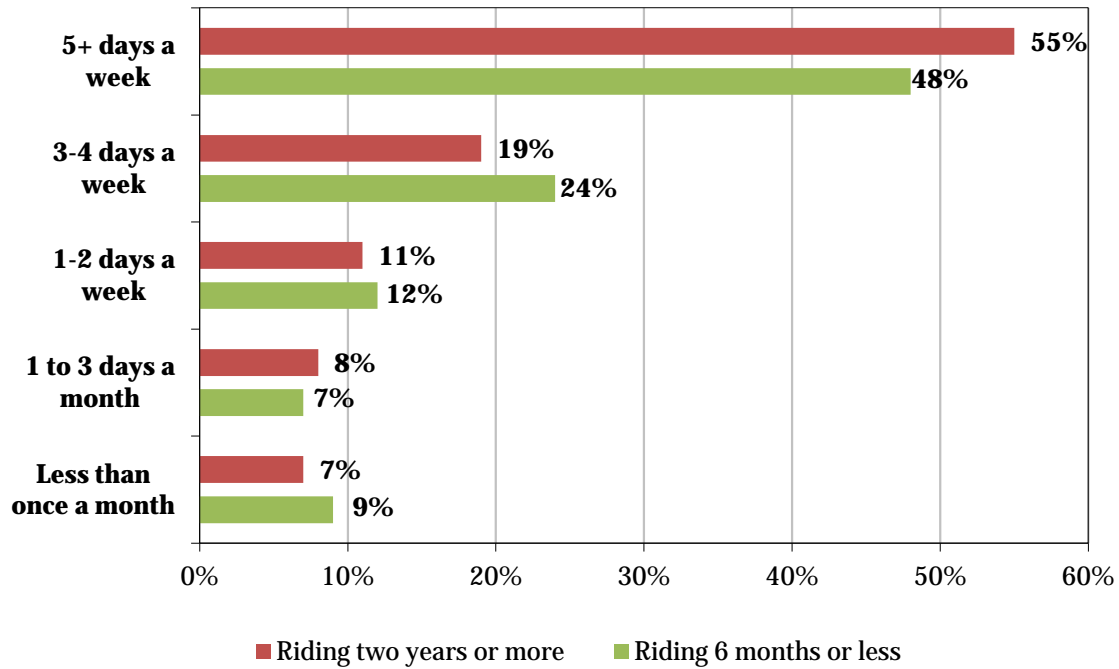
New Riders by Route, Weekday, 2011



New Riders/Riders 2 Years or More, Occupation, Weekday, 2011



New Riders/Riders 2 Years or More, Frequency of Use, Weekday, 2011



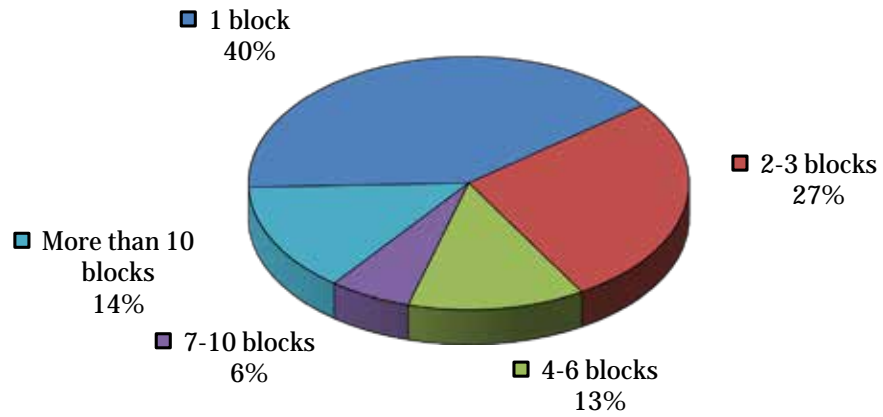
Service Access

Four-in-ten riders (40%) reside within a block of a bus stop and 27% more live two to three blocks from a stop. One-in-five riders (20%) live far from a stop, at least in terms of walking distance, being seven or more blocks from the stop.

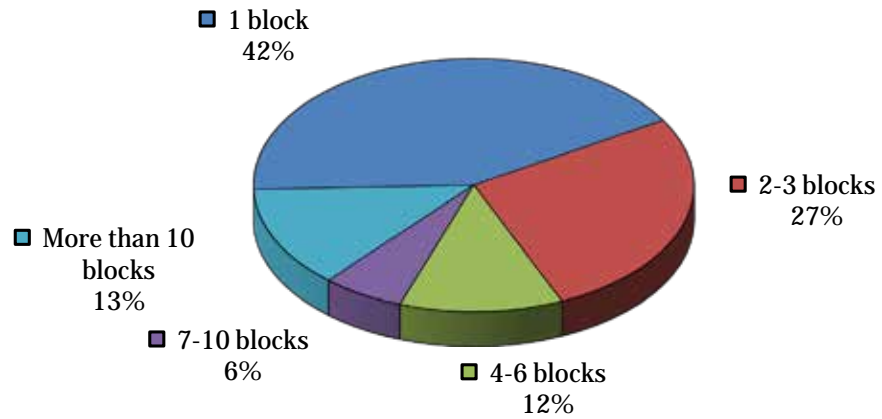
Every route, with two exceptions (routes 4 and 12), has sizable numbers of riders walking seven or more blocks to the stop. Many routes have at least one-in-five riders (20%) in this “long-walk” category with route 15 the highest at 30%. Fortunately, among seniors only 8% walk seven or more blocks to the stop.

Among Saturday riders, 69% reside close to a stop, two or less blocks, and 20% are living seven or more blocks from the stop.

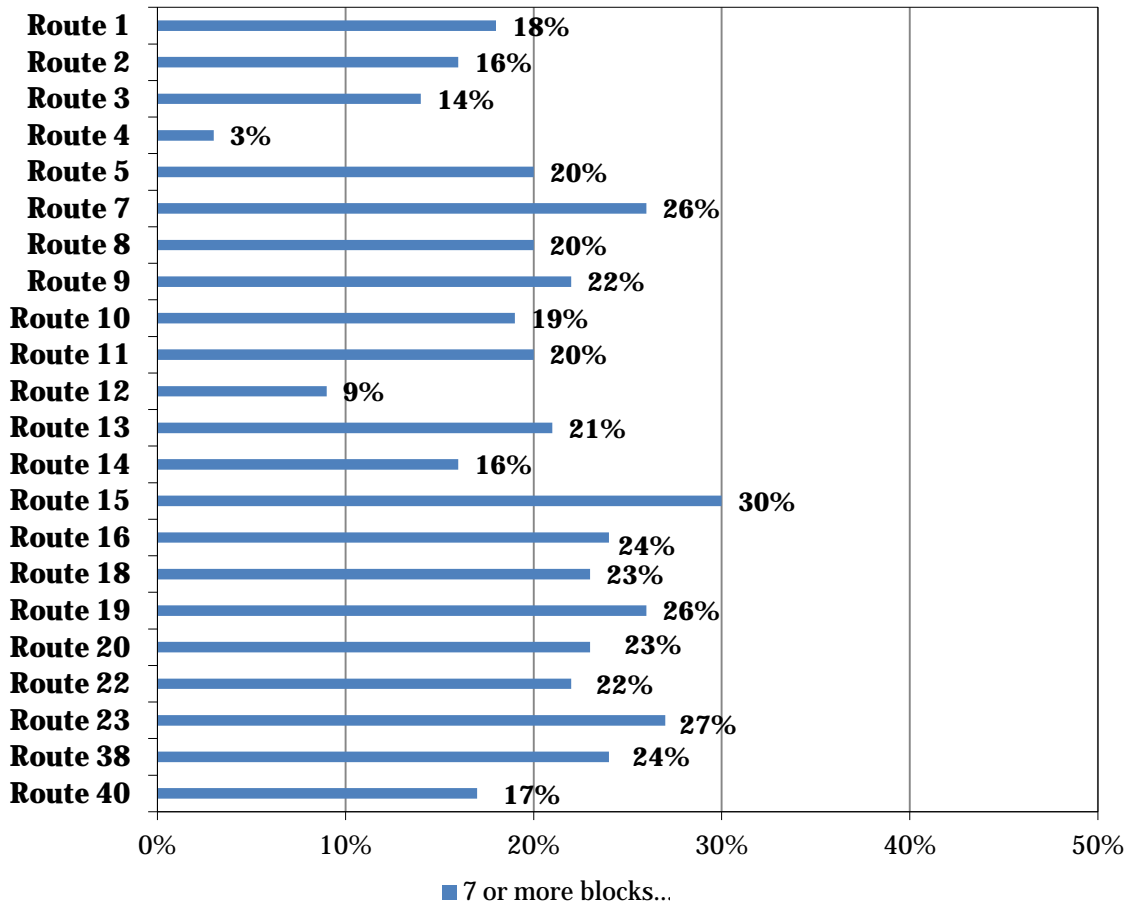
Blocks to Bus Stop, Weekday, 2011



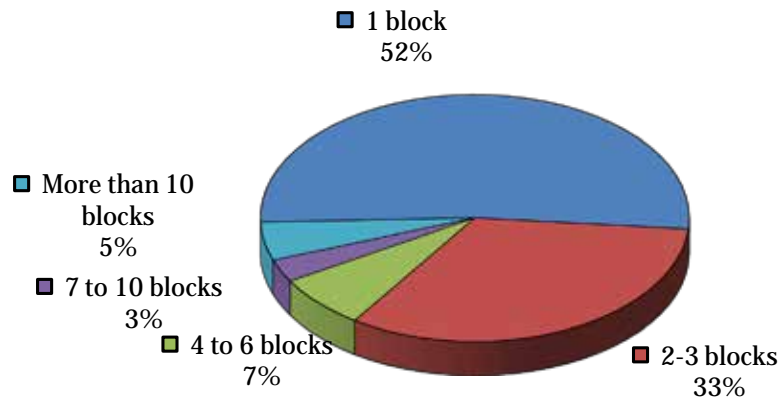
Blocks to Bus Stop, Saturday, 2011



Seven or More Blocks to Stop by Route, Weekday, 2011



Blocks to Bus Stop, Seniors, Weekday, 2011

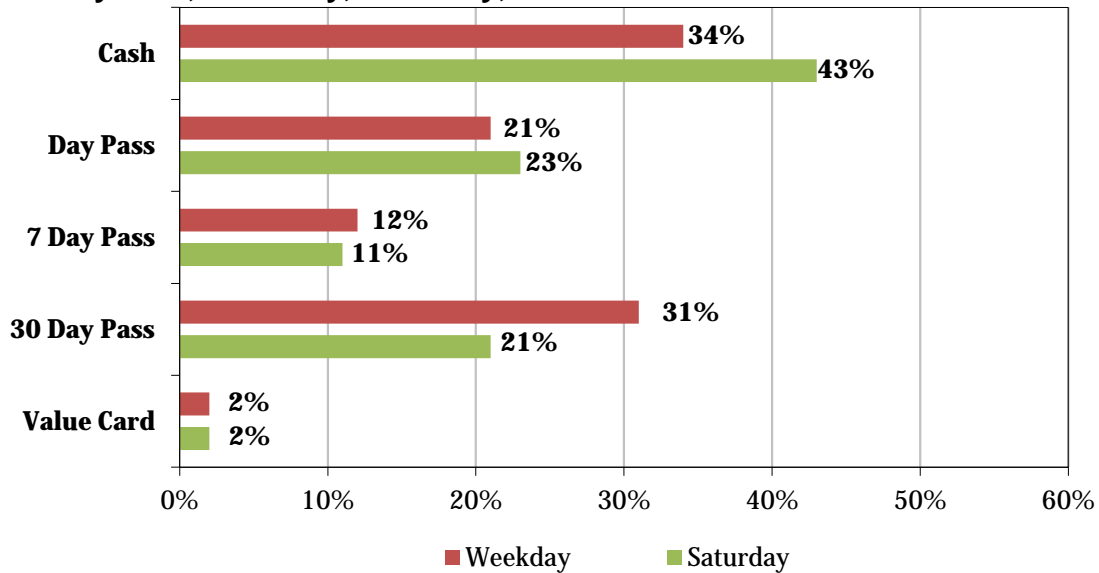


Fare Payment

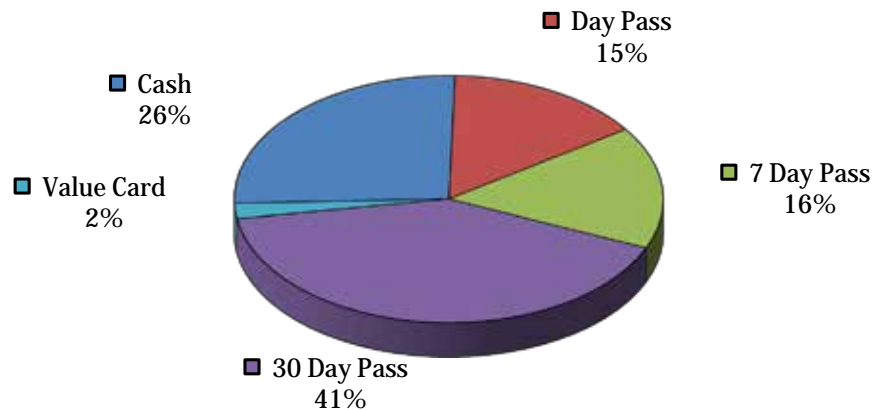
Four-in-ten (43%) Metro Transit riders pay their fare using a pre-paid fare media, the 7-Day Pass or 30-Day Pass. An additional 21% buy a Day Pass and 2% use a Value Card. Only 34% pay with cash. Among the most frequent riders, those riding five or more days a week, one-in-four (26%) still pay cash.

On Saturdays there are more people paying with cash and a few less paying with a 30-Day Pass.

Fare Payment, Weekday, Saturday, 2011



Fare Payment, 5 or More Days a Week Riders, Weekday, 2011

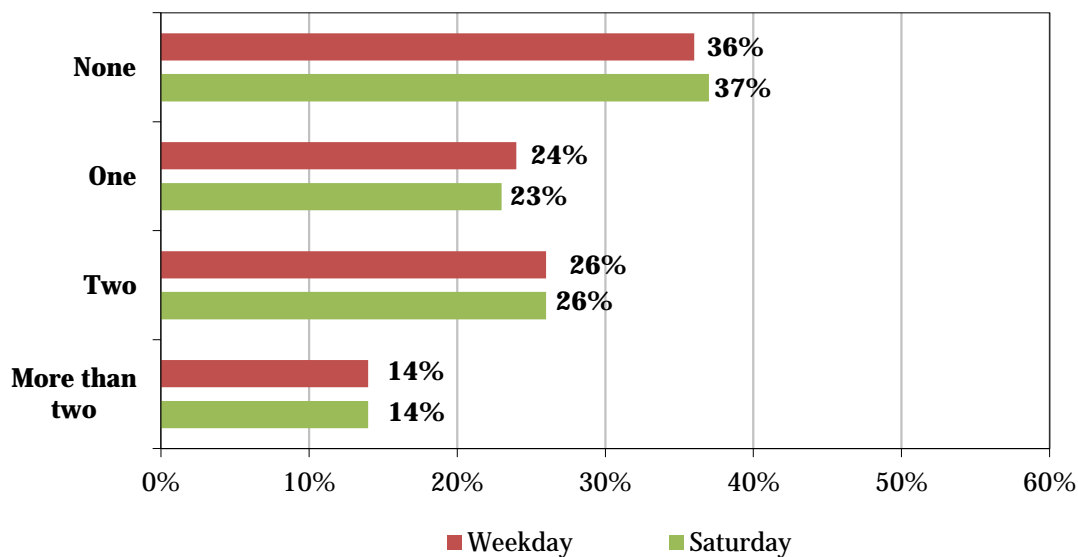


Transfer Activity

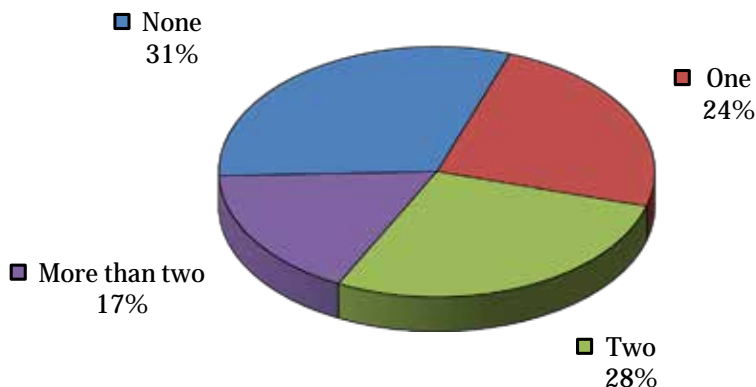
Nearly two-of-three riders (64%) will transfer at least once to reach their destination. Four-in-ten will transfer two or more times. Even among frequent riders the transfer rates are high with 45% of the group making two or more transfers to reach their destination.

The transfer rates on Saturday are the same as for weekday.

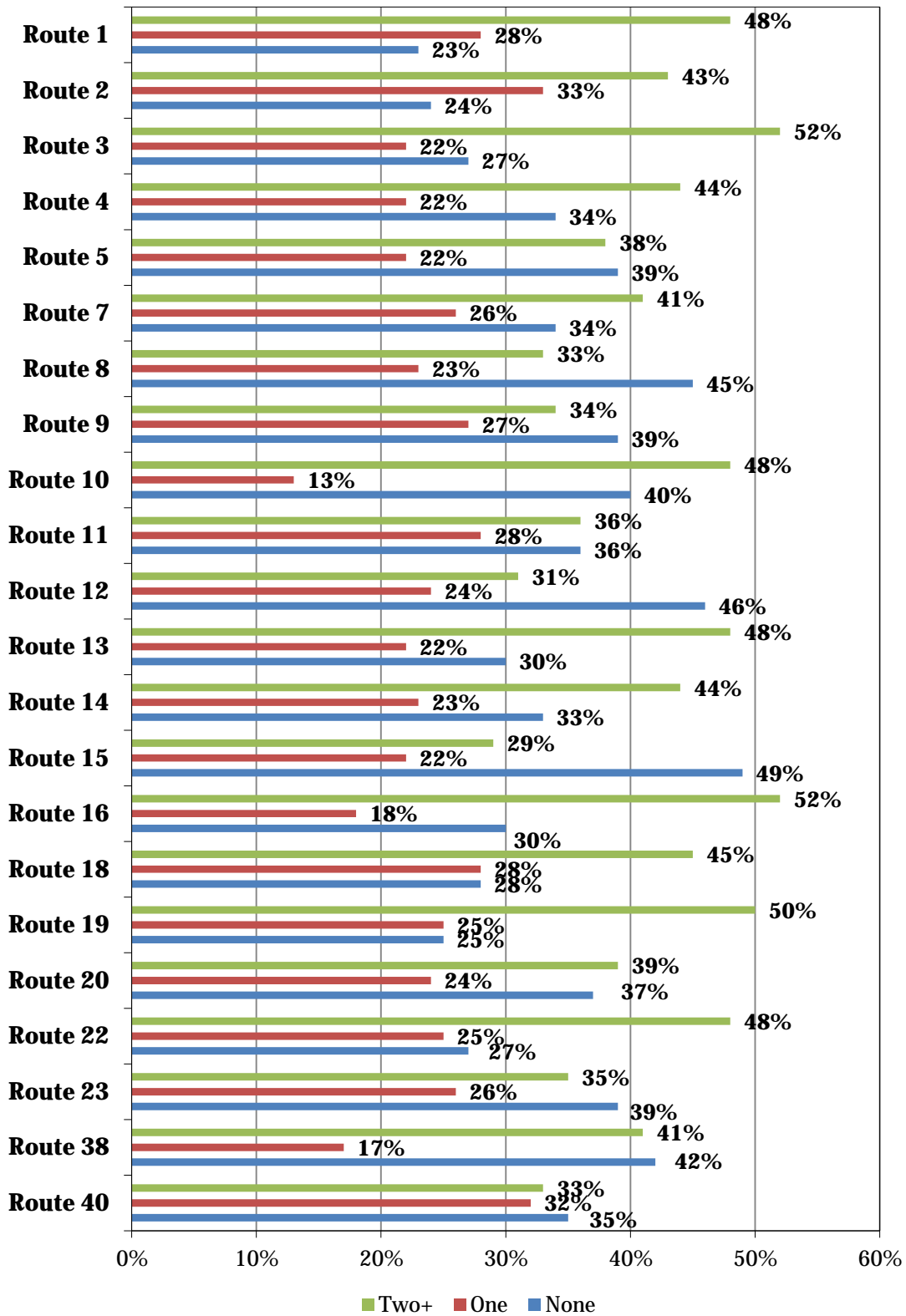
Transfer Rate, Weekday, Saturday, 2011



Transfer Rate, 5 or More Days a Week Riders, Weekday, 2011



Transfer Rates by Route, Weekday, 2011



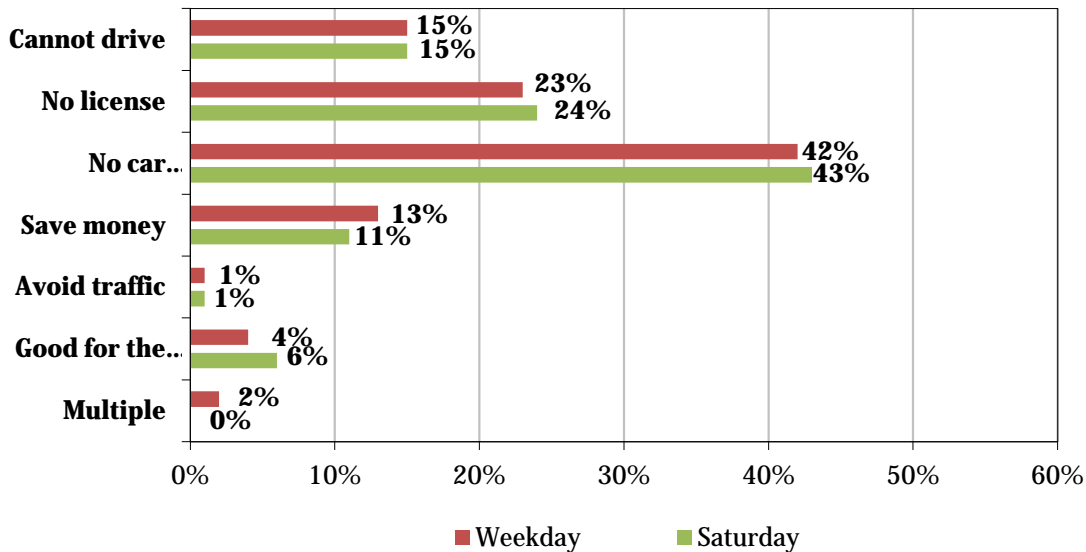
Reason for Riding Metro Transit

Riders were asked to select among a list of reasons why they are using the service. Close to four-in-ten Metro Transit riders cannot drive or have no license to drive (38%), while another four-in-ten (42%) have no car available for the trip being made on Metro. A total of 13% are riding to save money with another 4% riding to help the environment.

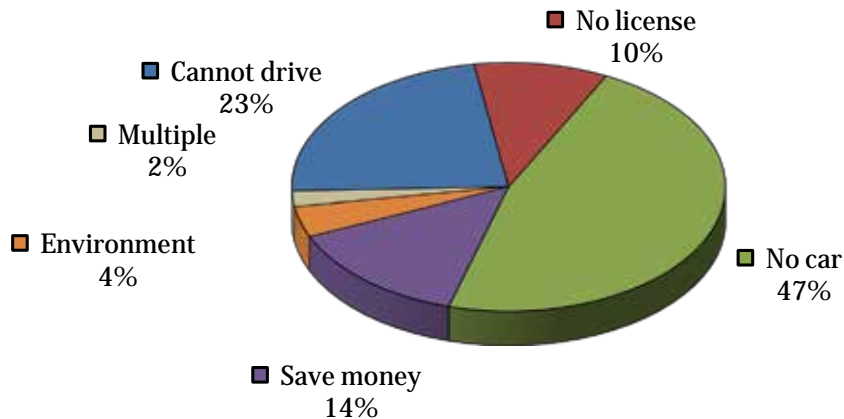
Among seniors 47% do not have a car and 23% cannot drive. Only 14% are riding to save money. Among people who ride Metro Transit often, those riding three or more days a week, 43% have no car and 39% have no license or cannot drive.

On Saturdays the reasons for riding were the same as weekdays.

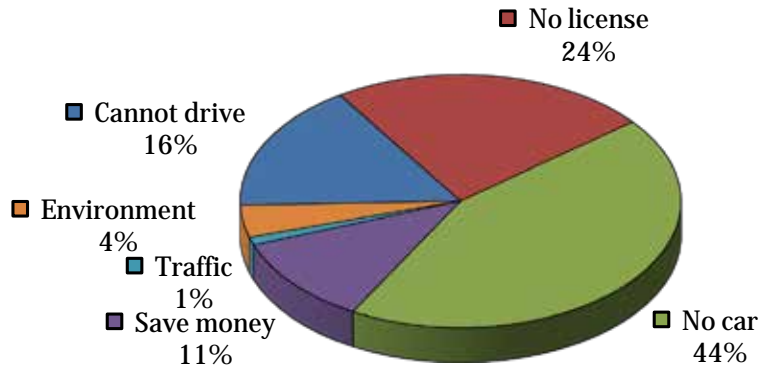
Ride Reason, Weekday, Saturday, 2011



Ride Reason, Seniors, Weekday, 2011



Ride Reason, Ride Three of More Days a Week, Weekday, 2011

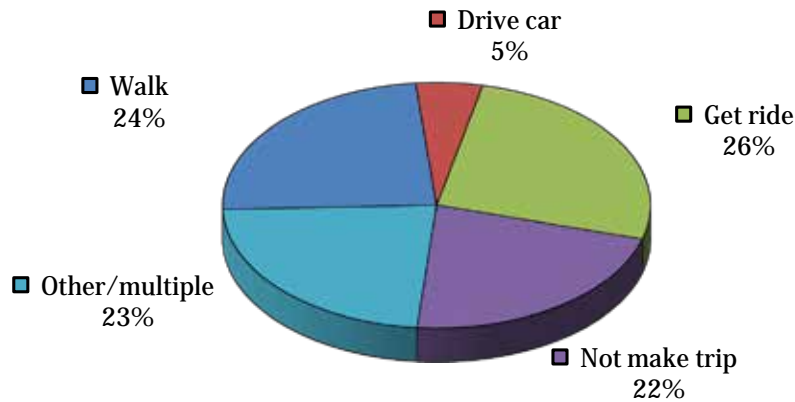


Alternative Service

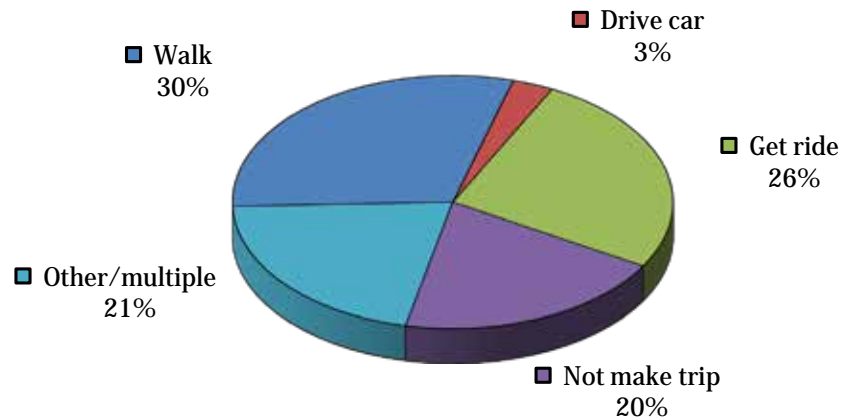
If Metro Transit service were not available, riders would either get a ride with another person or walk to their destination. One-in-five (22%) would not make the trip while only 5% would drive their car.

On Saturdays, a few more people would walk to their destination.

Alternative Service, Weekday, 2011



Alternative Service, Saturday, 2011



Overall Service Rating

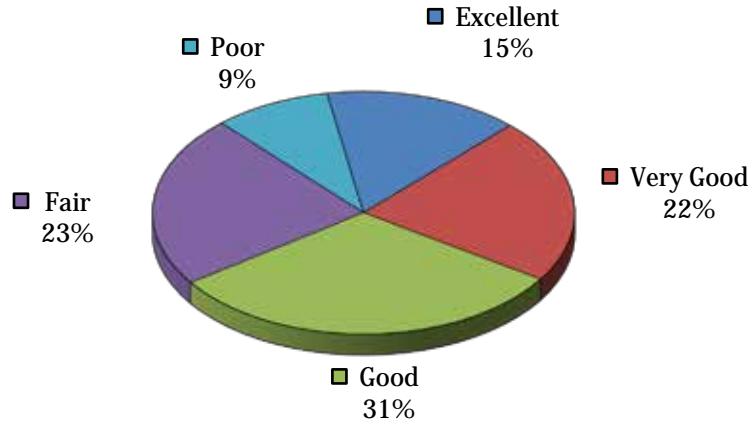
Riders have been asked to provide an overall rating of the service using a five-point scale from Excellent to Poor. The combination of Excellent, Very Good and Good scores are combined and labeled as the Positive Service Rating.

The weekday positive service score was 68% with 37% of the riders providing a Very Good or Excellent score and 9% stating the service was Poor. Seniors rated the service more positive at 79%. Those who ride often, three or more days a week, rate the service similar to those who ride infrequently (three days a month or less). The Positive Service Rating for the riders using the service often was 67% as compared to 68% for the infrequent riding group.

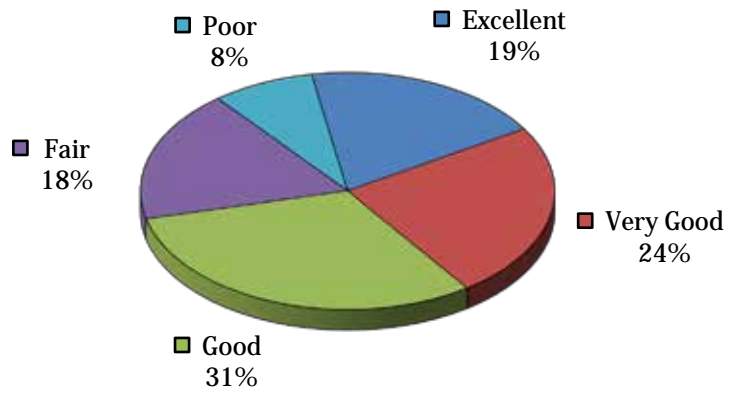
Only two routes score above 75%, route 1 at 79% and route 7 at 76%. The lowest rated route was route 8 at 56%. Four routes had at least one-in-five riders rate the route as Excellent. They were routes 1, 7, 19 and 40. The routes with the highest scores for Poor were routes 8 and 38, both at 14%; seven other routes (9, 13, 15, 16, 18, 23, 40) had Poor scores between 10% and 13%.

The Saturday positive service rating was 74%, 6% higher than for weekdays. More than four-in-ten riders (43%) rated Saturday service as Excellent or Very Good.

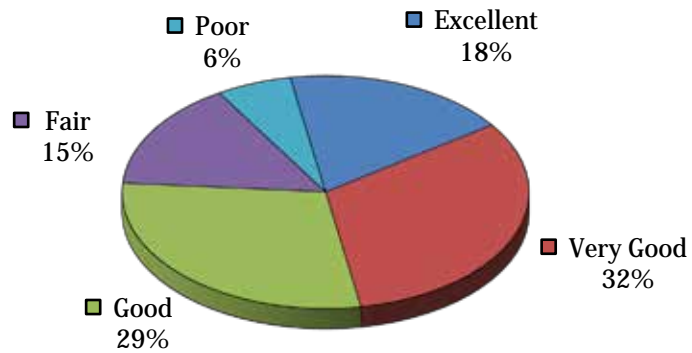
Overall Service Rating, Weekday, 2011



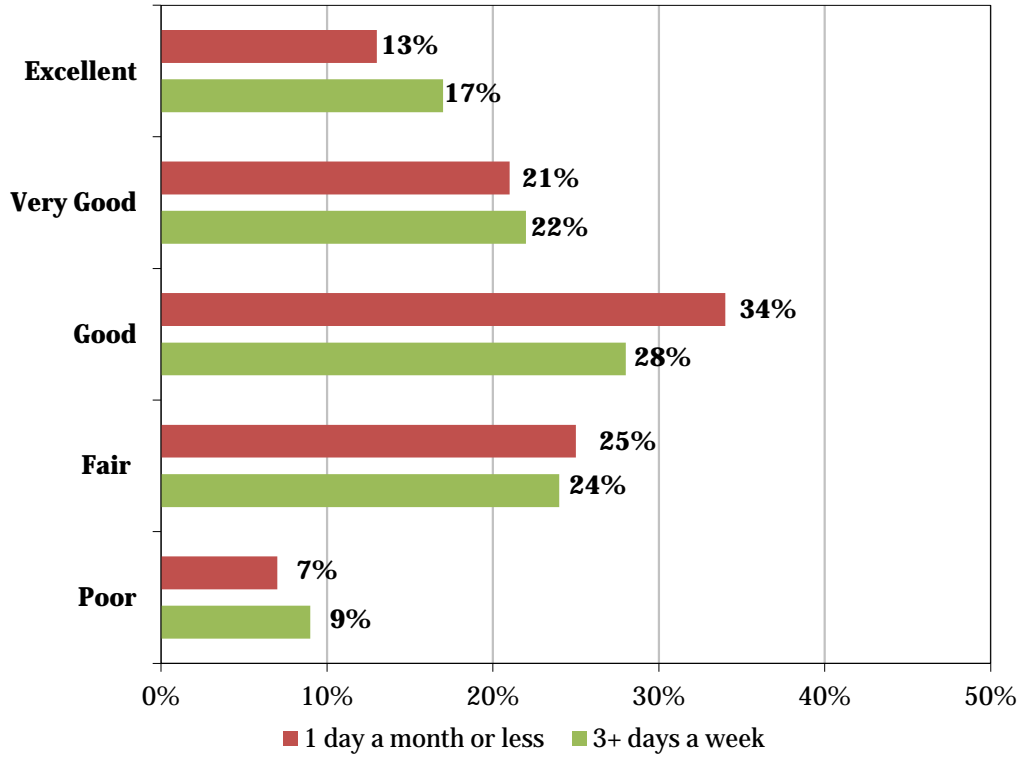
Overall Service Rating, Saturday, 2011



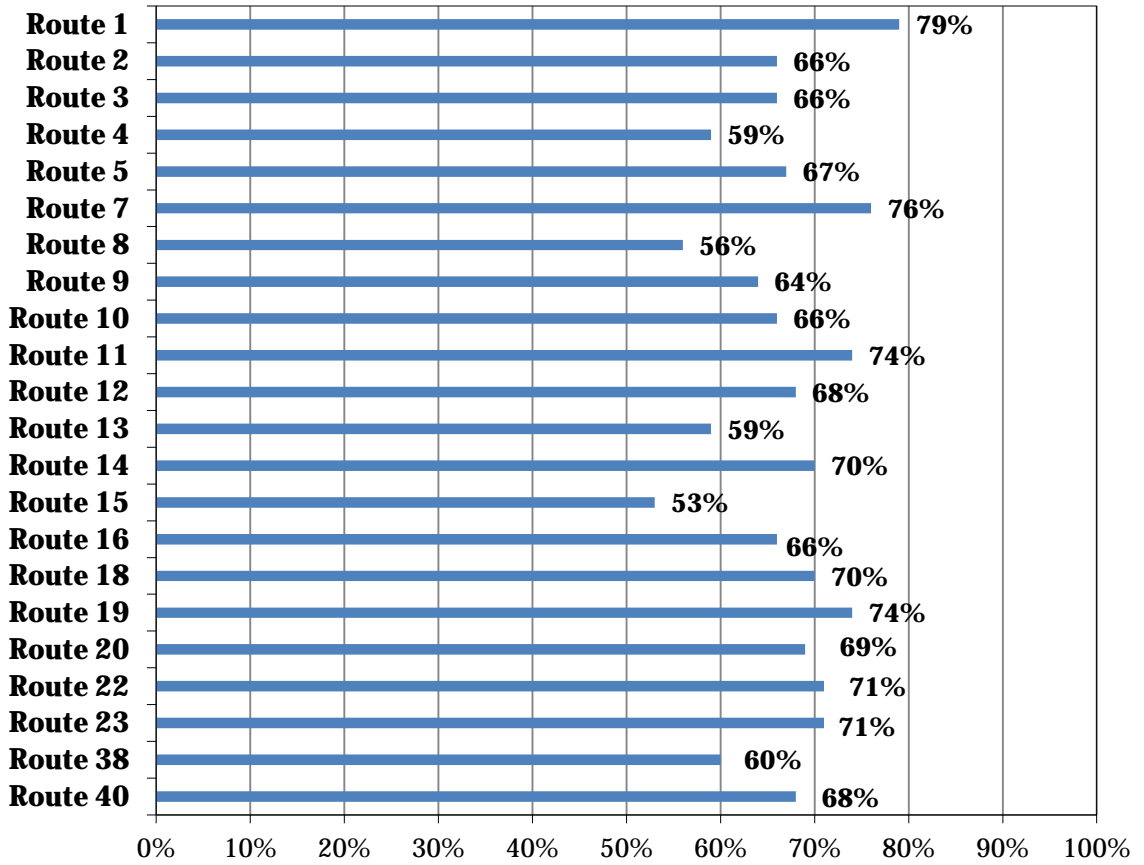
Overall Service Rating, Seniors, Weekday, 2011



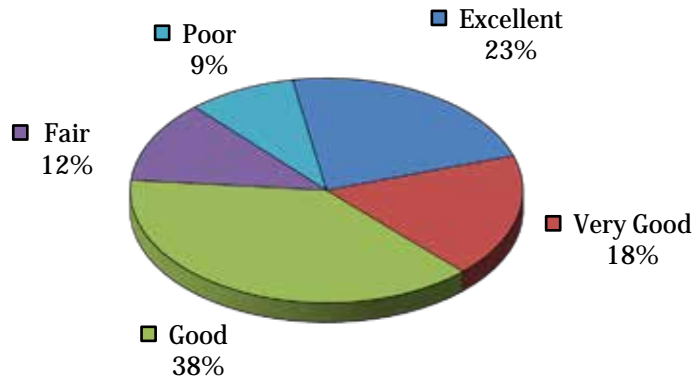
Overall Service Rating, Frequent/Infrequent Riders, Weekday, 2011



Overall Service Rating Scores by Route, Positive Service Rating (Excellent, Very Good, Good Scores), Weekday, 2011



Overall Service Rating, Route 1, Weekday, 2011



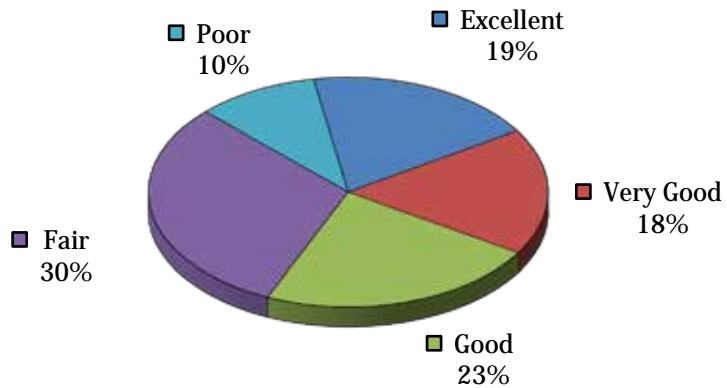
Overall Service Rating, Route 2, Weekday, 2011



Overall Service Rating, Route 3, Weekday, 2011



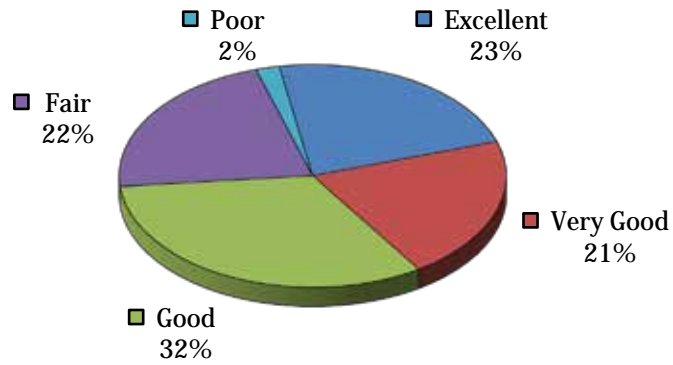
Overall Service Rating, Route 4, Weekday, 2011



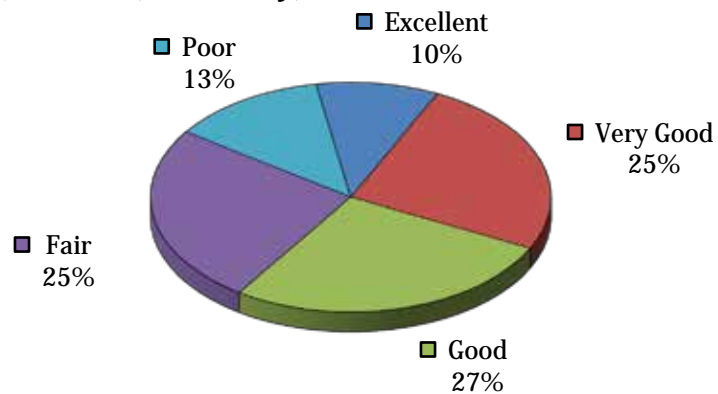
Overall Service Rating, Route 5, Weekday, 2011



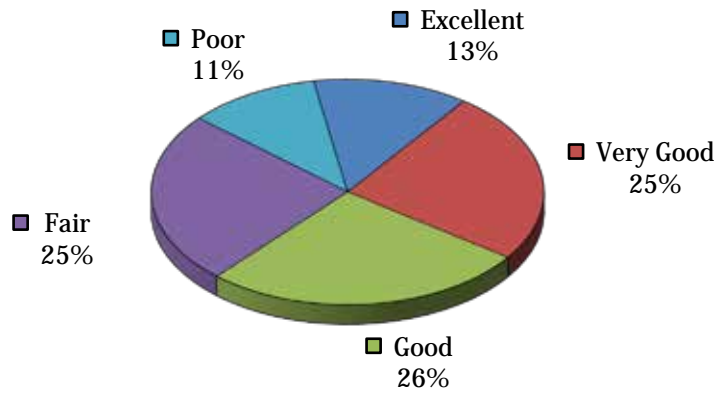
Overall Service Rating, Route 7, Weekday, 2011



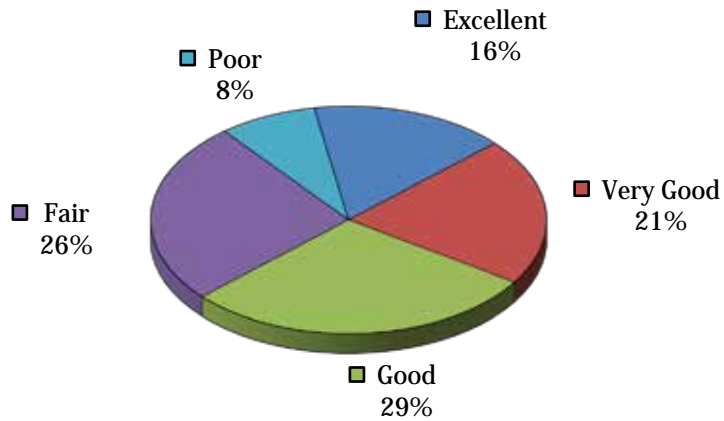
Overall Service Rating, Route 8, Weekday, 2011



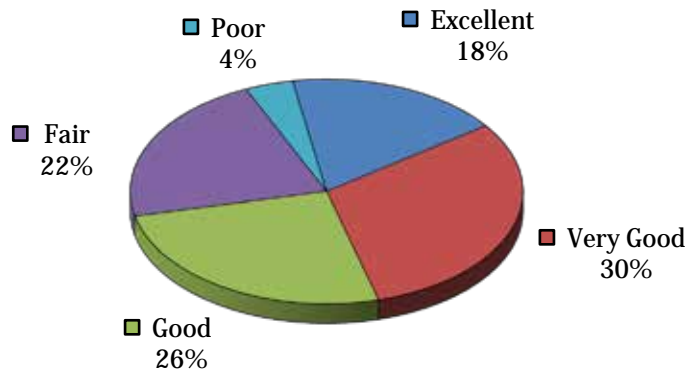
Overall Service Rating, Route 9, Weekday, 2011



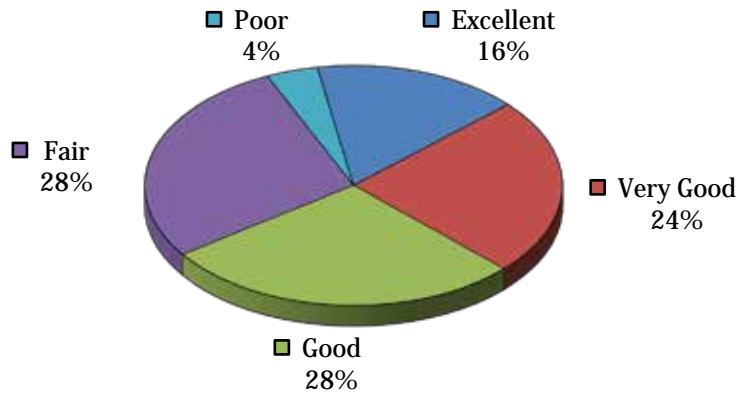
Overall Service Rating, Route 10, Weekday, 2011



Overall Service Rating, Route 11, Weekday, 2011



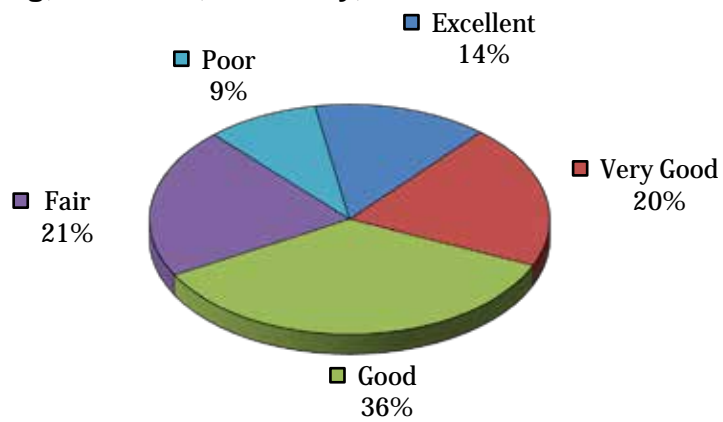
Overall Service Rating, Route 12, Weekday, 2011



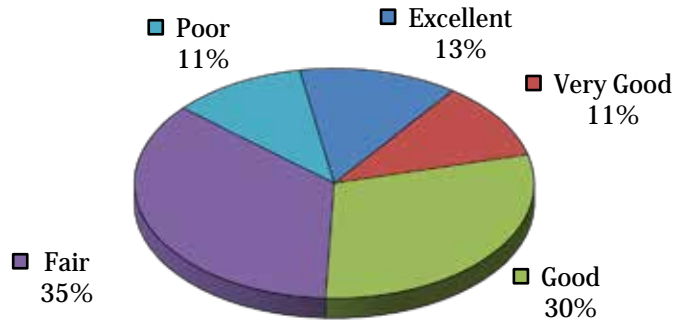
Overall Service Rating, Route 13, Weekday, 2011



Overall Service Rating, Route 14, Weekday, 2011



Overall Service Rating, Route 15, Weekday, 2011



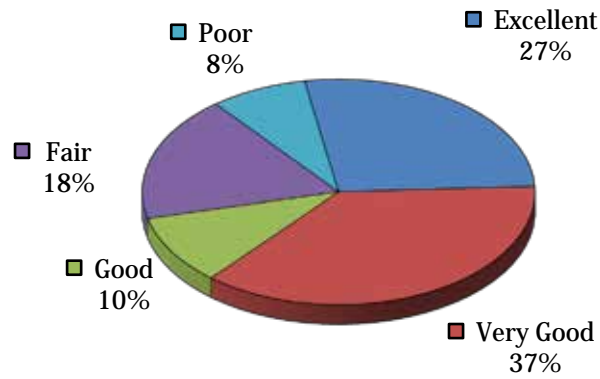
Overall Service Rating, Route 16, Weekday, 2011



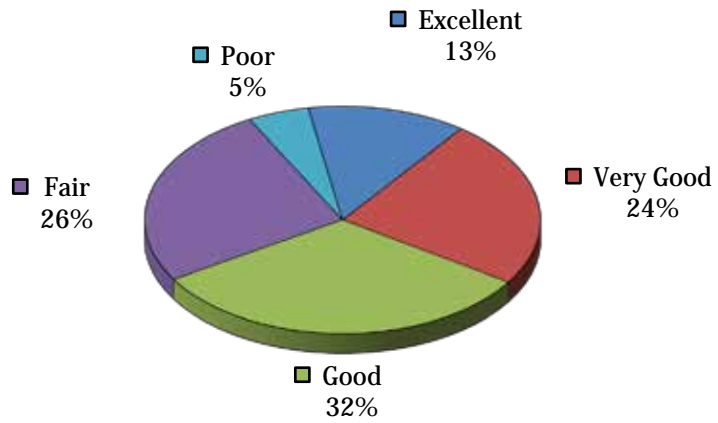
Overall Service Rating, Route 18, Weekday, 2011



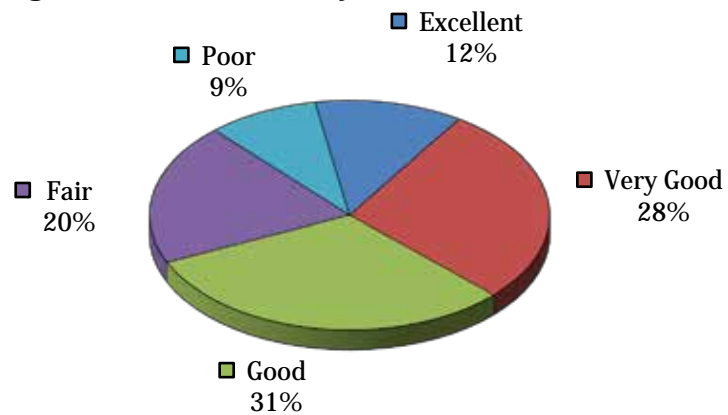
Overall Service Rating, Route 19, Weekday, 2011



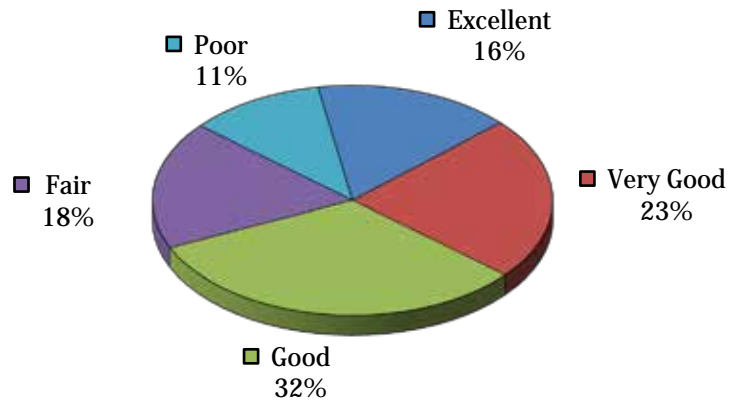
Overall Service Rating, Route 20, Weekday, 2011



Overall Service Rating, Route 22, Weekday, 2011



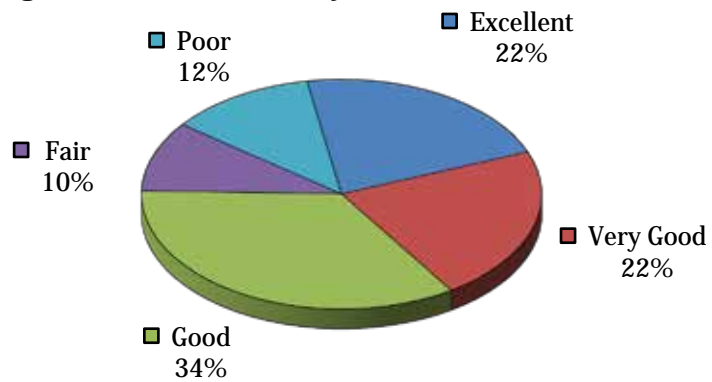
Overall Service Rating, Route 23, Weekday, 2011



Overall Service Rating, Route 38, Weekday, 2011



Overall Service Rating, Route 40, Weekday, 2011



Service Characteristic Scores

Riders were asked to rate fifteen service characteristics representing the operation of the service, customer service and Transit Center operation. The ratings were on the same five-point scale (Excellent to Poor) as for the overall service rating. The results can be tracked over time and used to allocate scarce resources and fix issues that are clearly rated less than favorably by Metro customers.

The scores are presented for all riders, seniors and by route. The route scores exclude the service characteristics not related to a route's performance such as the three relating to the transit center's operation and the ease of getting schedule information.

The system scores range from a low of 56% (44% of the riders rated the characteristics as Fair or Poor) for Information at the Stop to a high of 87% for Safe Operation of the Buses. Drivers were also rated positively for their Knowledge of Routes and Schedules, scoring 86%. Two other characteristics were rated at 8% or better. They were Ride Safety and Ease of Getting Schedule Information. The low score for Fare (59%) is not necessarily a statement that the current fare is too high. It refers to the perceived value of the service for the price paid. The low score for Fare was not universal as seniors rated Fare at 85%.

The three transit center scores ranged from 78% to 83%. Each of the three had half of the score as either Excellent or Very Good (Cleanliness was 49%). The Poor scores were either 4% or 5%, and the Fair scores ranged from 12% to 15%. So while some customers rate it very positively there is room for improvement.

Seniors rate the service more positively than others including each of the safety-related characteristics.

On-time performance is an issue with a score of only 67%. The scores by route show a range from 54% (route 8) to 81% (route 40) with ten routes scoring in the sixties.

Route 40 also had the highest score for Driver Courtesy with a score of 93%. Also rated very positively for this characteristic was route 1 (88%) and route 18 (87%). The lowest score was on route 8 at 62%.

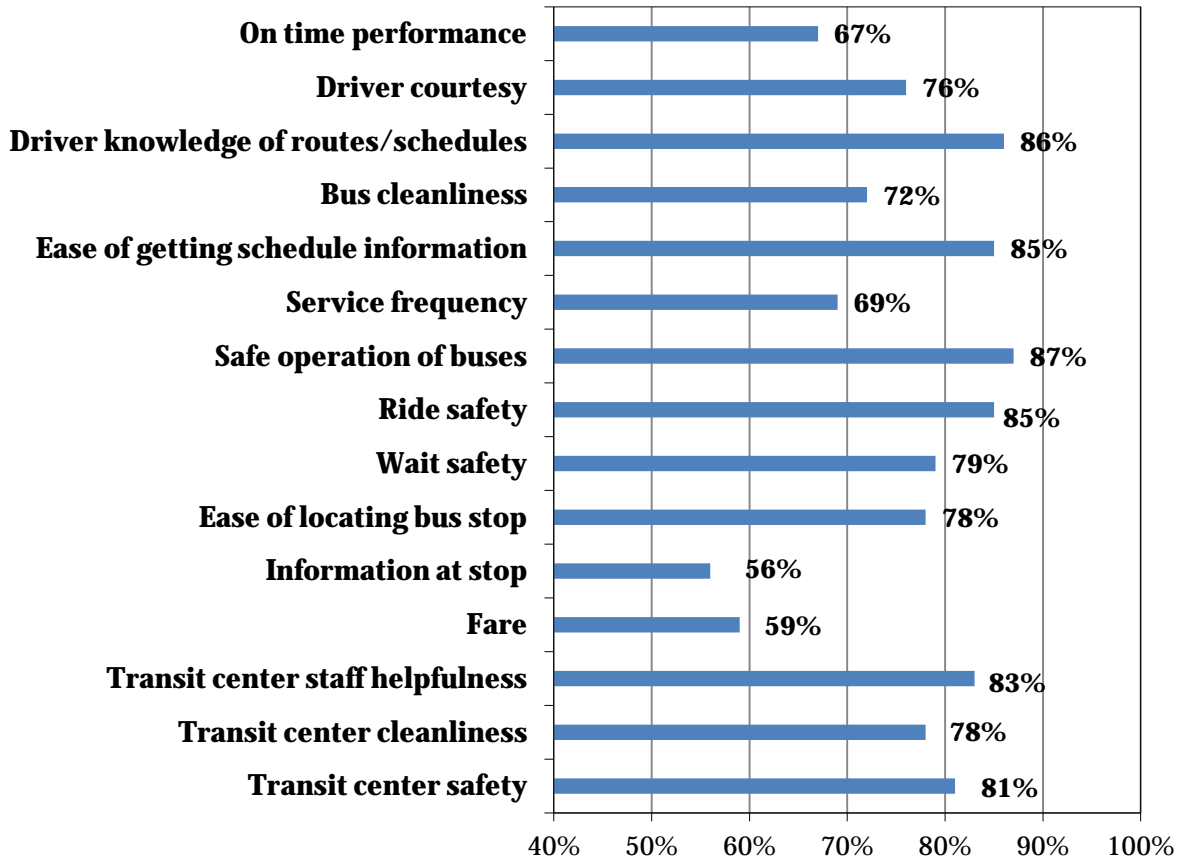
Among the group there were three characteristics related to safety, safe operation of the bus, and ride and wait safety. Eight routes were scored at 90% or above for safe operation of the bus. They were routes 2, 7, 8, 10, 19, 22, 23 and 40. Almost all of the scores for Ride Safety were positive, above 80%. The two that were not were route 13 at 72% and route 9 at 77%. Wait Safety had lower scores with eleven routes rated below 80% and routes 13 and 15 the lowest at 66% and 68%.

The one score that was odd was the 78% for Ease of Locating a Bus Stop. Both five day a week riders (75%) and those riding only once a month (72%) rated this low.

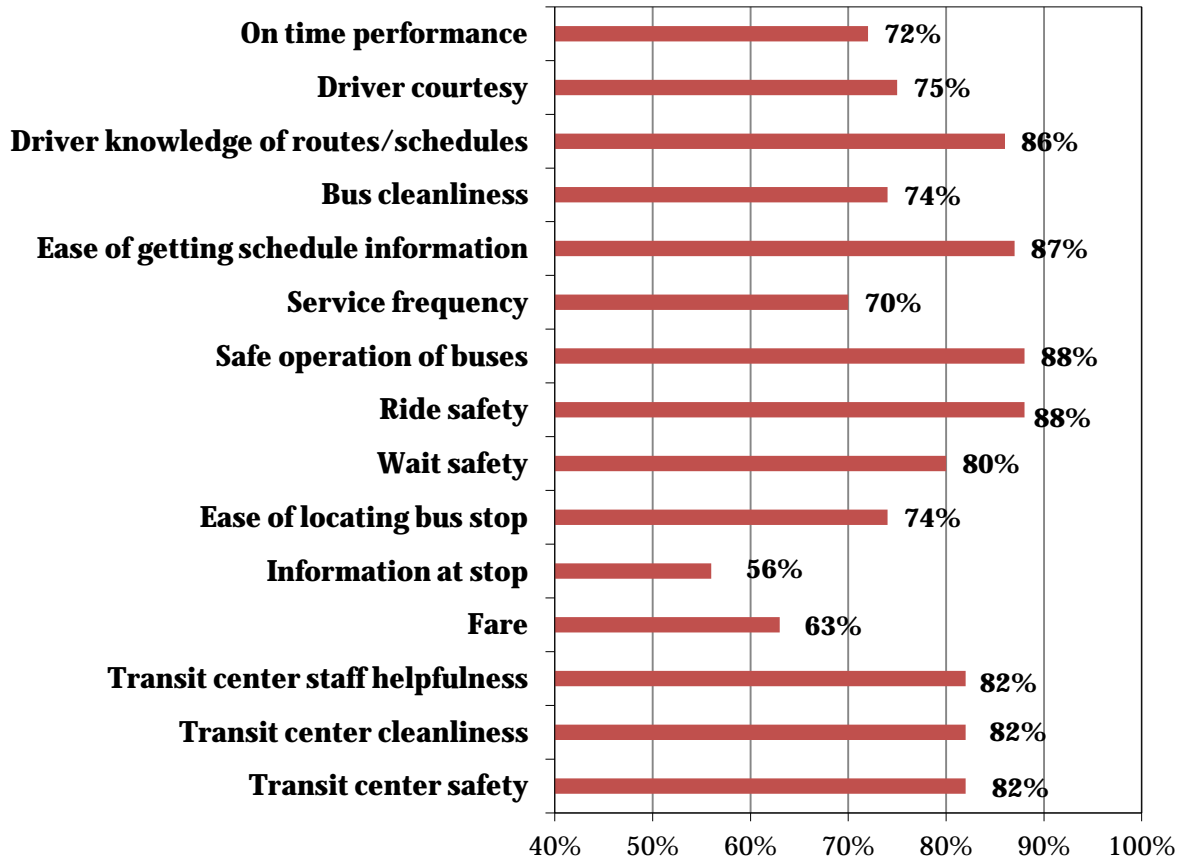
The scores for Saturday are similar to weekdays yet there were several important differences.

- On-time performance was rated at 72%, 5% better than on weekdays.
- Ease of locating the bus stop was rated 4% less than on weekdays.
- Fare was still rated low at 63% but it was 4% higher than on weekdays.
- Transit center cleanliness was rated better by 4%.

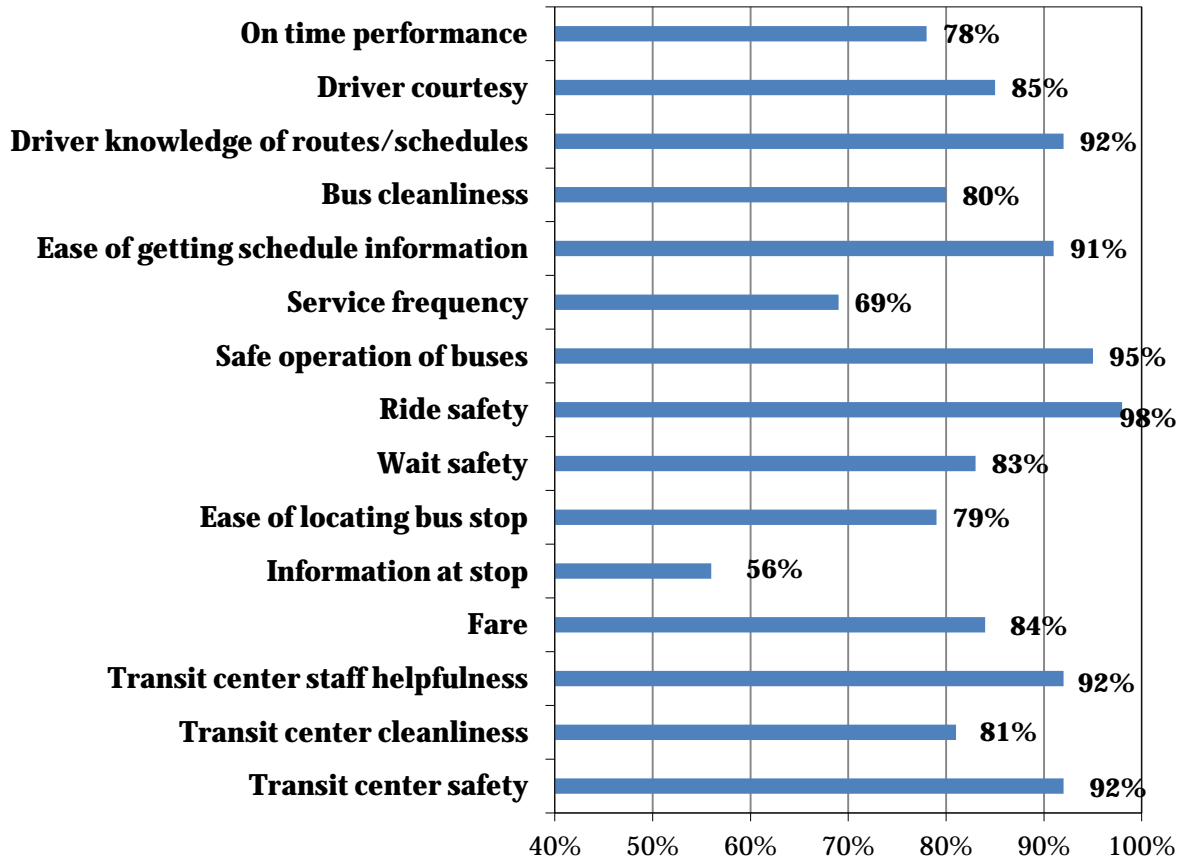
Service Characteristic Scores, Positive Service Rating, Weekday, 2011



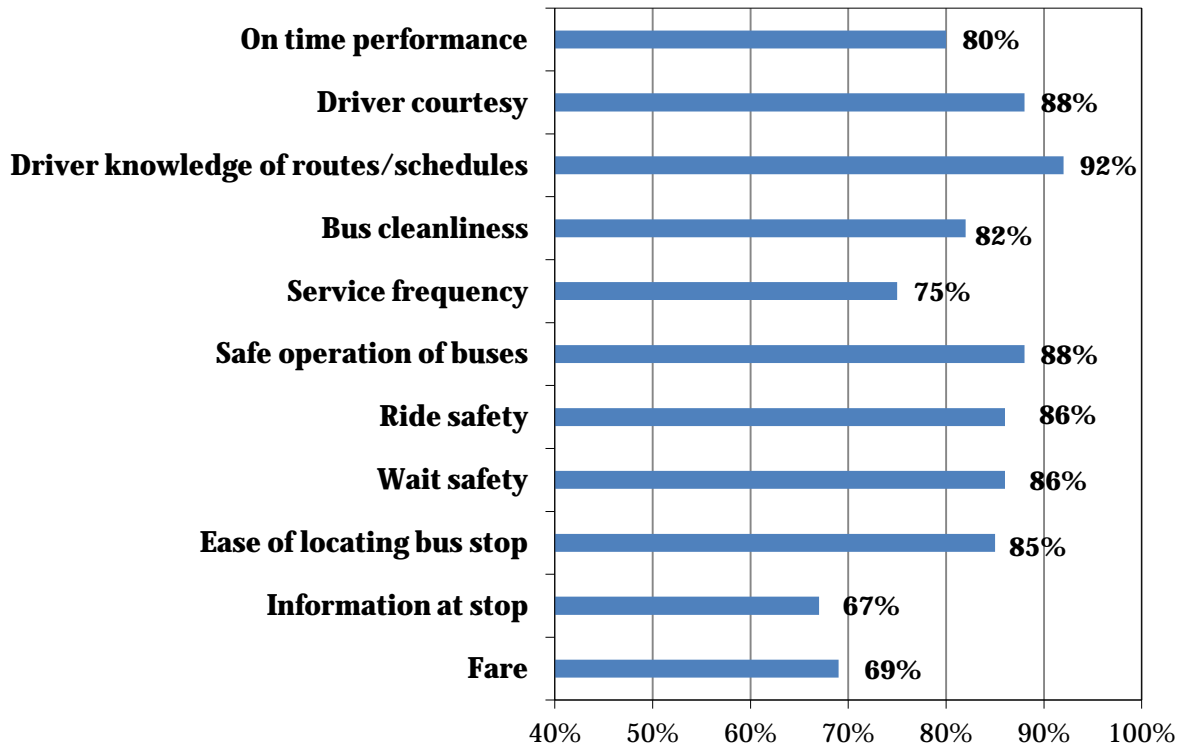
Service Characteristic Scores, Positive Service Rating, Saturday, 2011



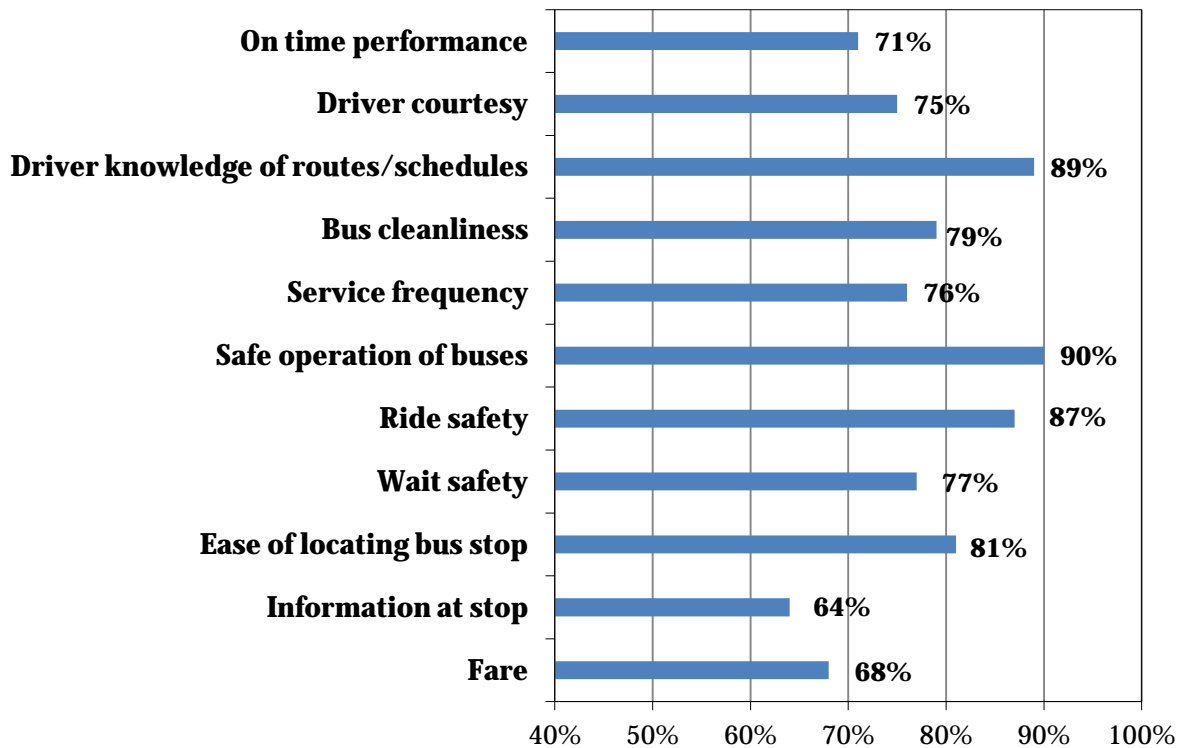
Service Characteristic Scores, Positive Service Rating, Seniors, Weekday, 2011



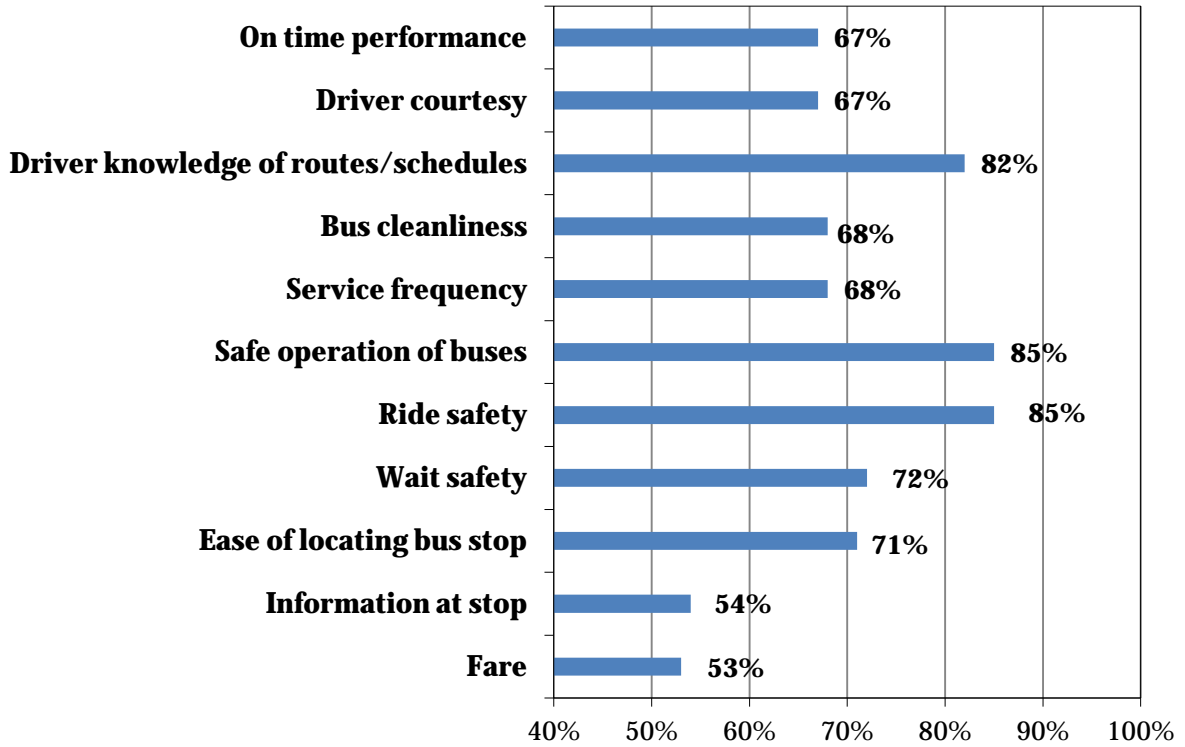
Service Characteristic Scores, Route 1, Weekday, 2011



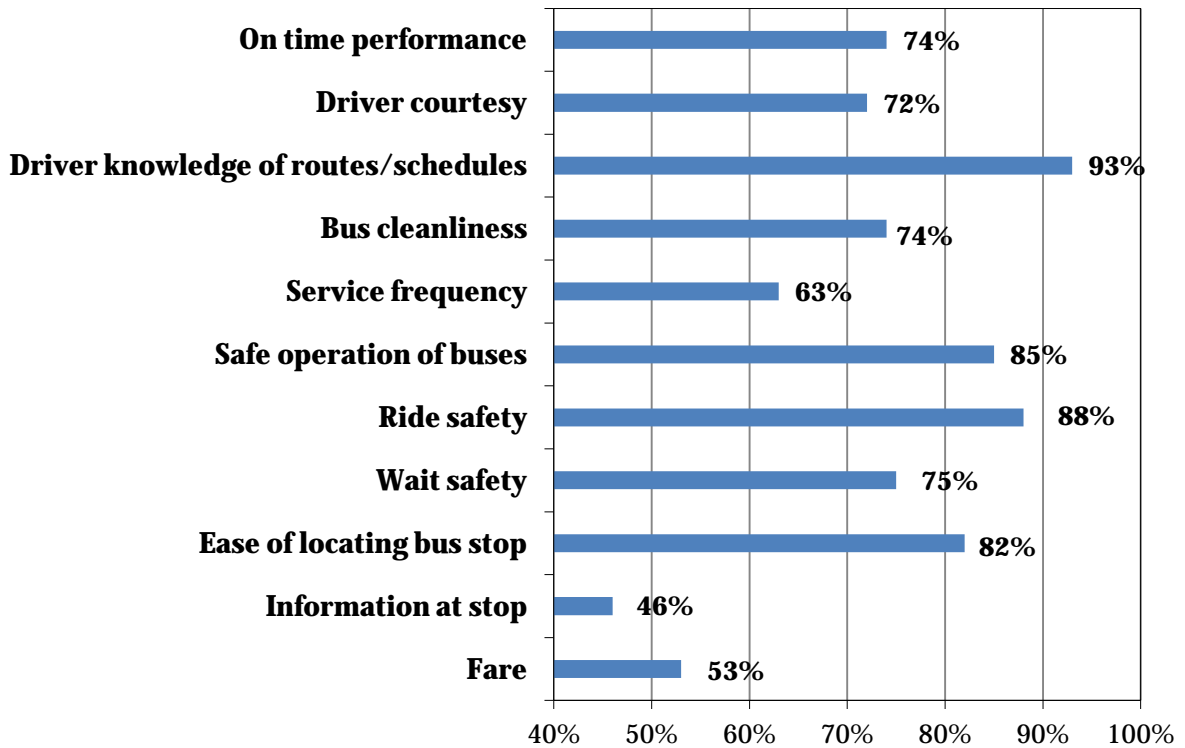
Service Characteristic Scores, Route 2, Weekday, 2011



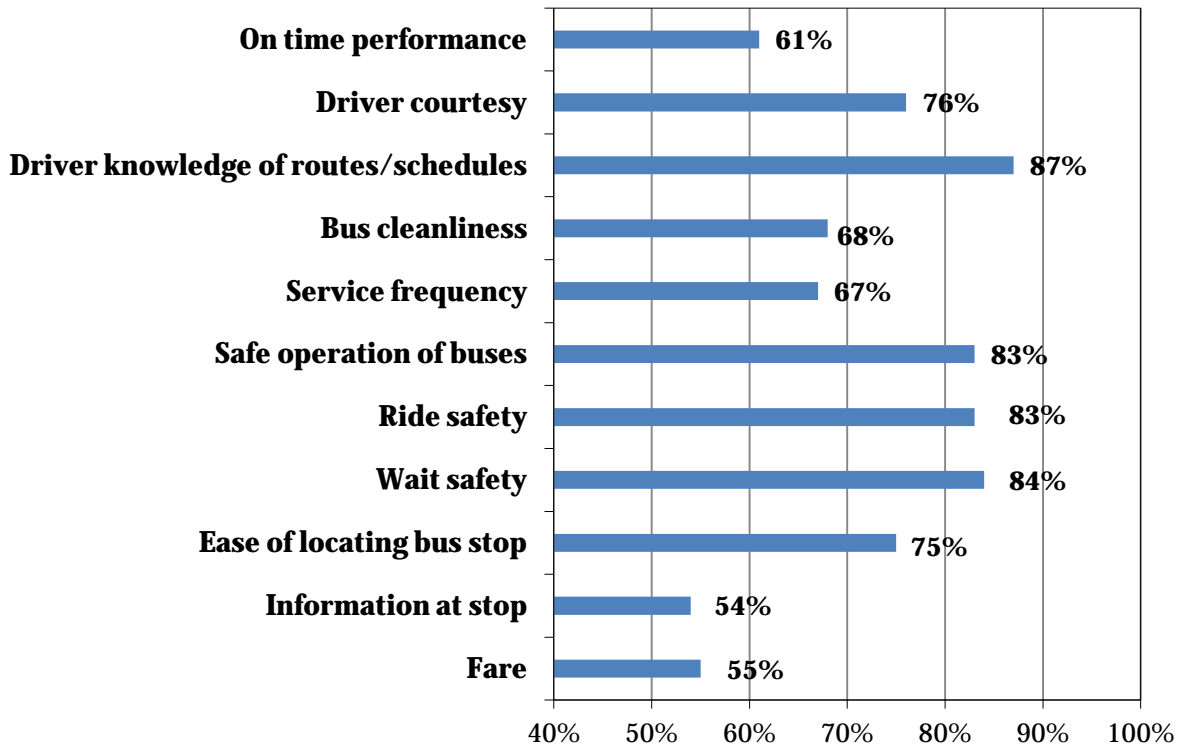
Service Characteristic Scores, Route 3, Weekday, 2011



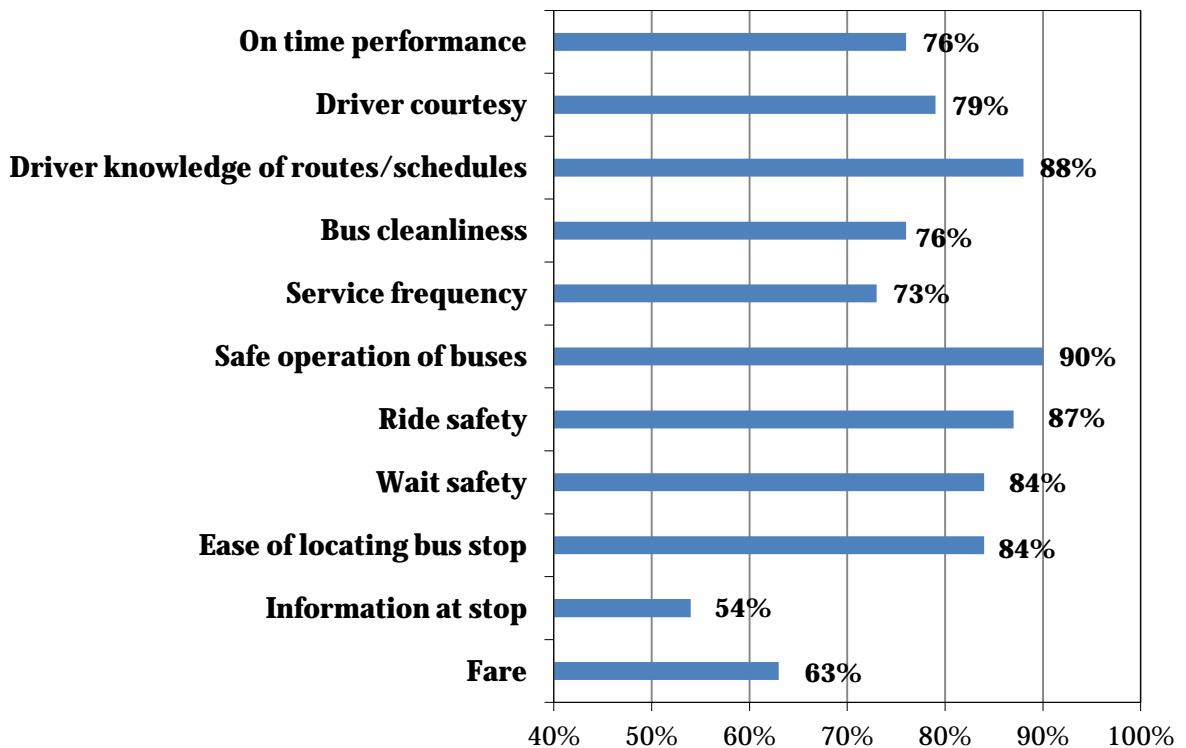
Service Characteristic Scores, Route 4, Weekday, 2011



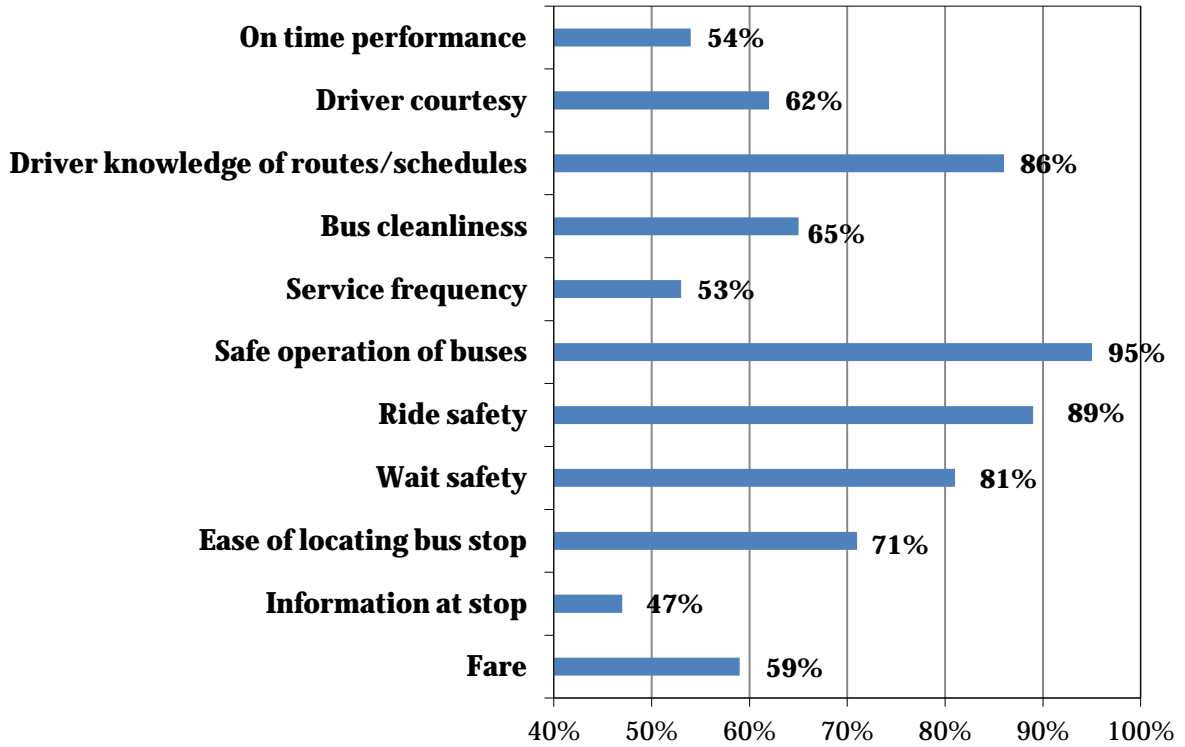
Service Characteristic Scores, Route 5, Weekday, 2011



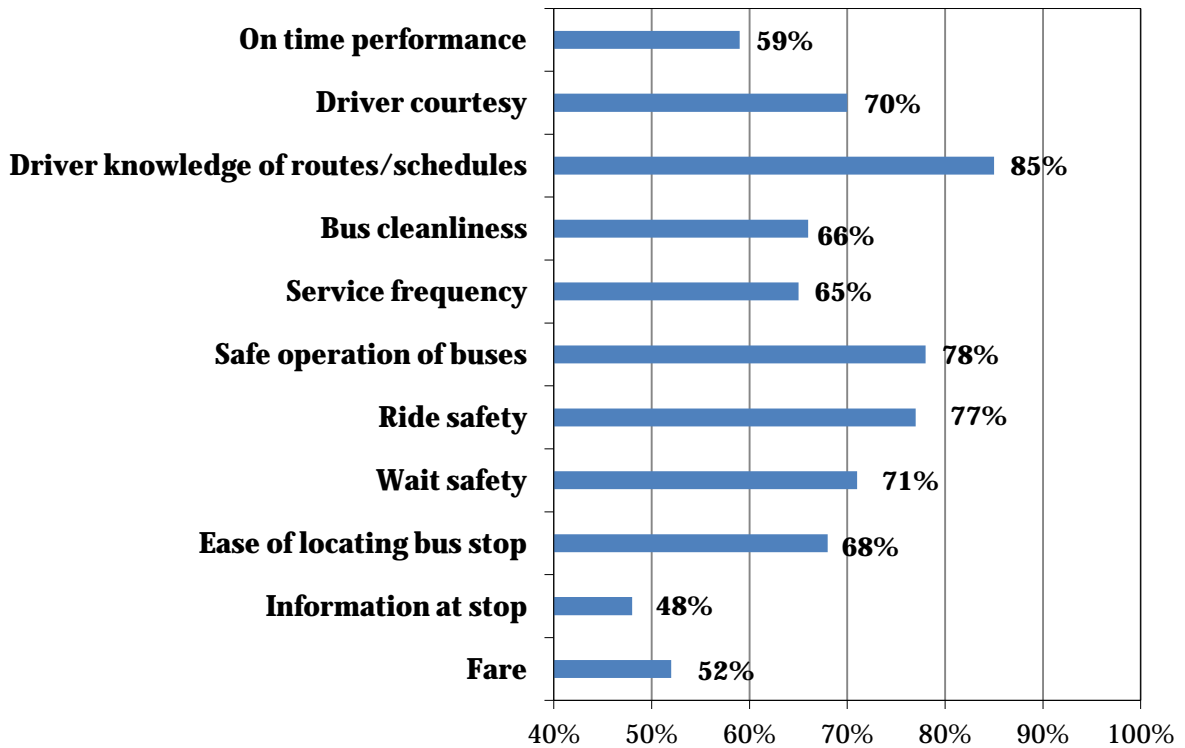
Service Characteristic Scores, Route 7, Weekday, 2011



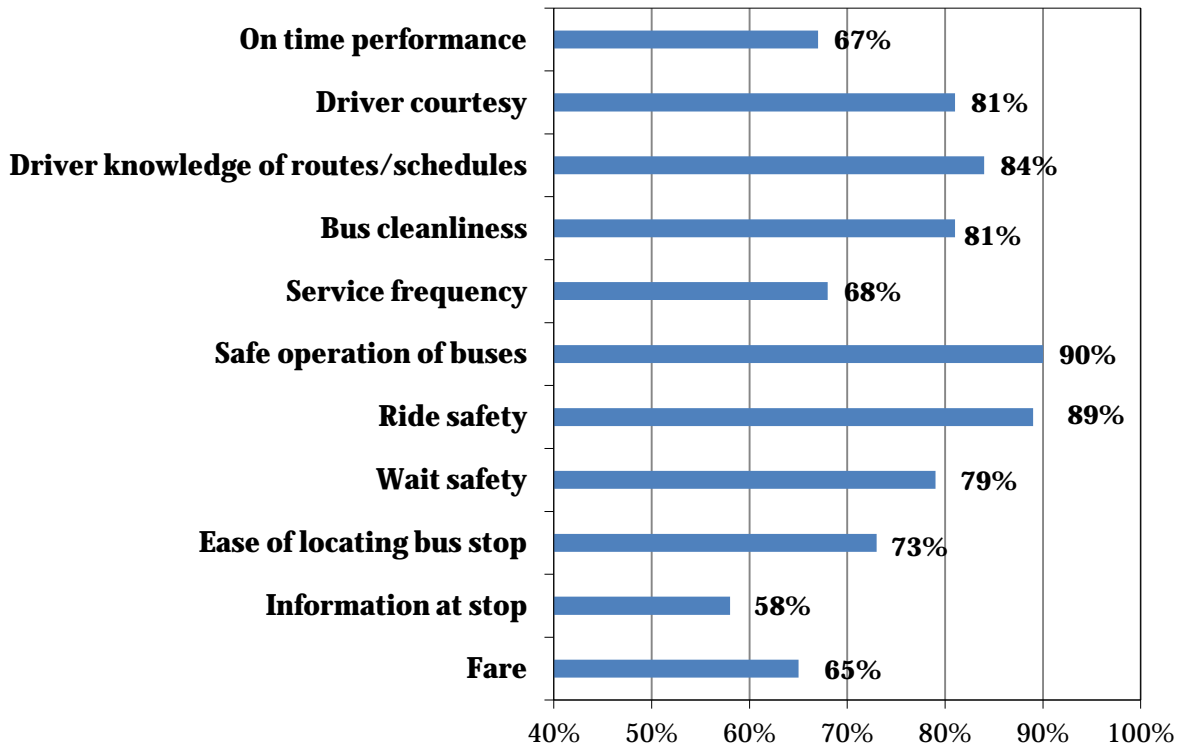
Service Characteristic Scores, Route 8, Weekday, 2011



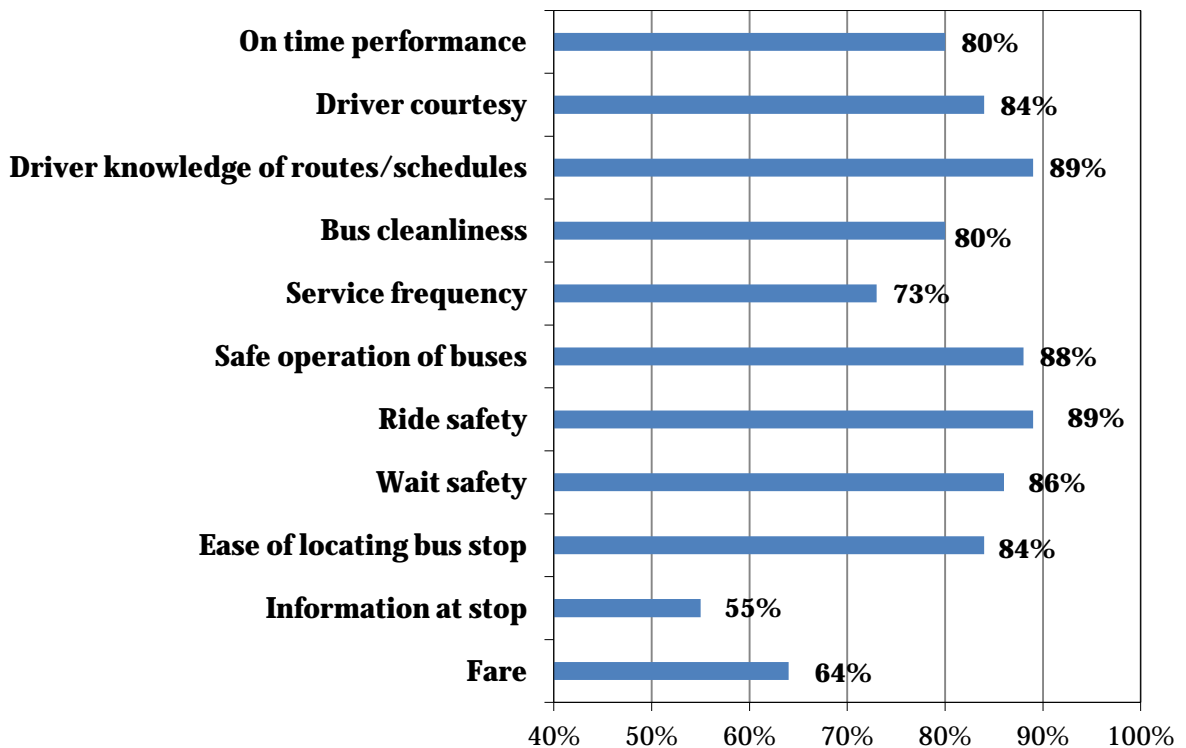
Service Characteristic Scores, Route 9, Weekday, 2011



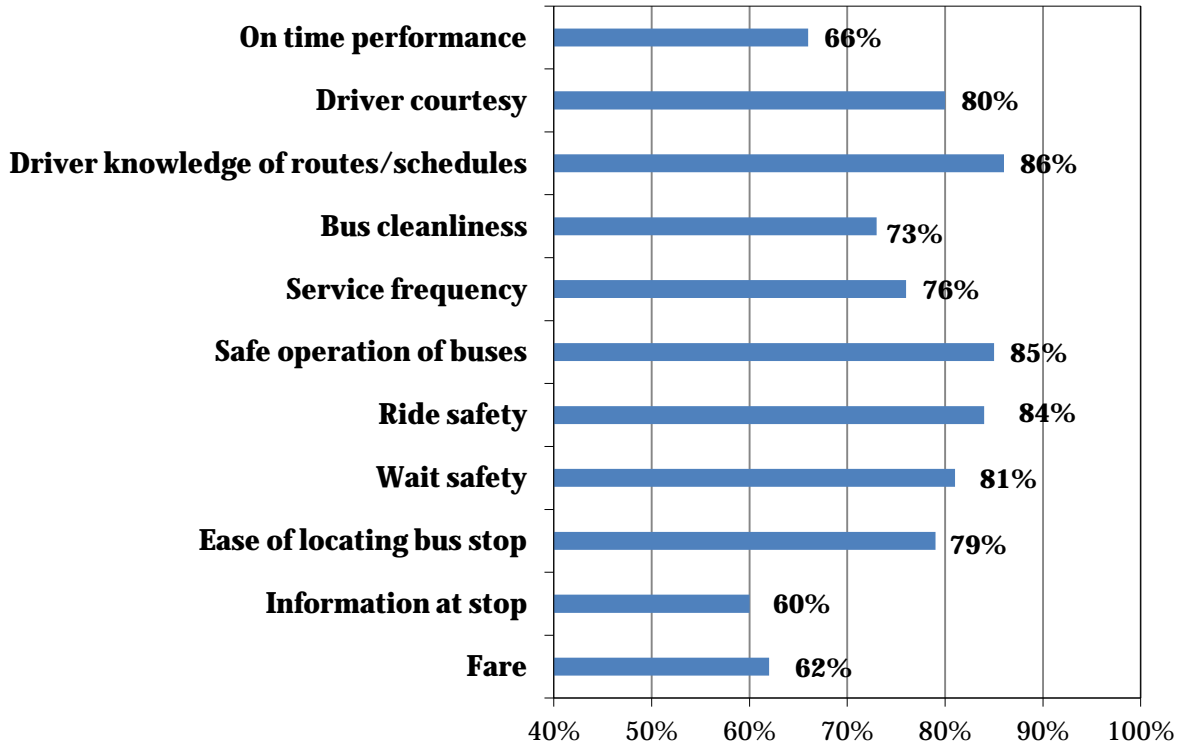
Service Characteristic Scores, Route 10, Weekday, 2011



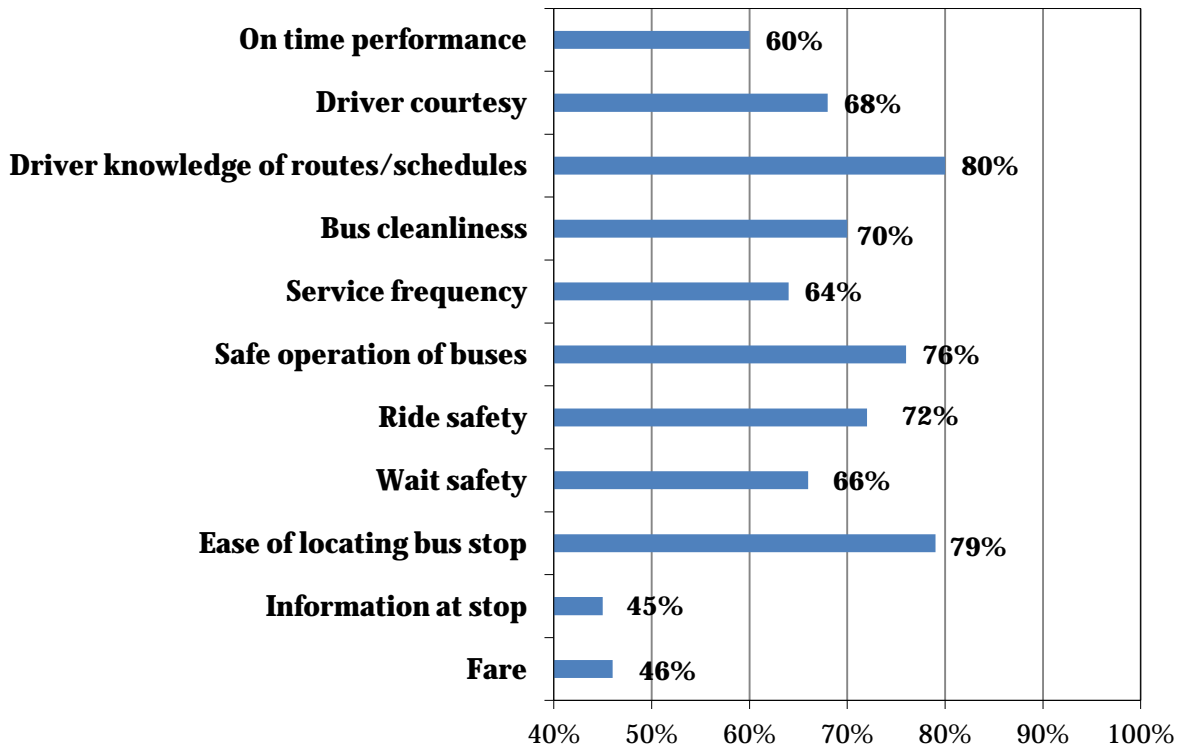
Service Characteristic Scores, Route 11, Weekday, 2011



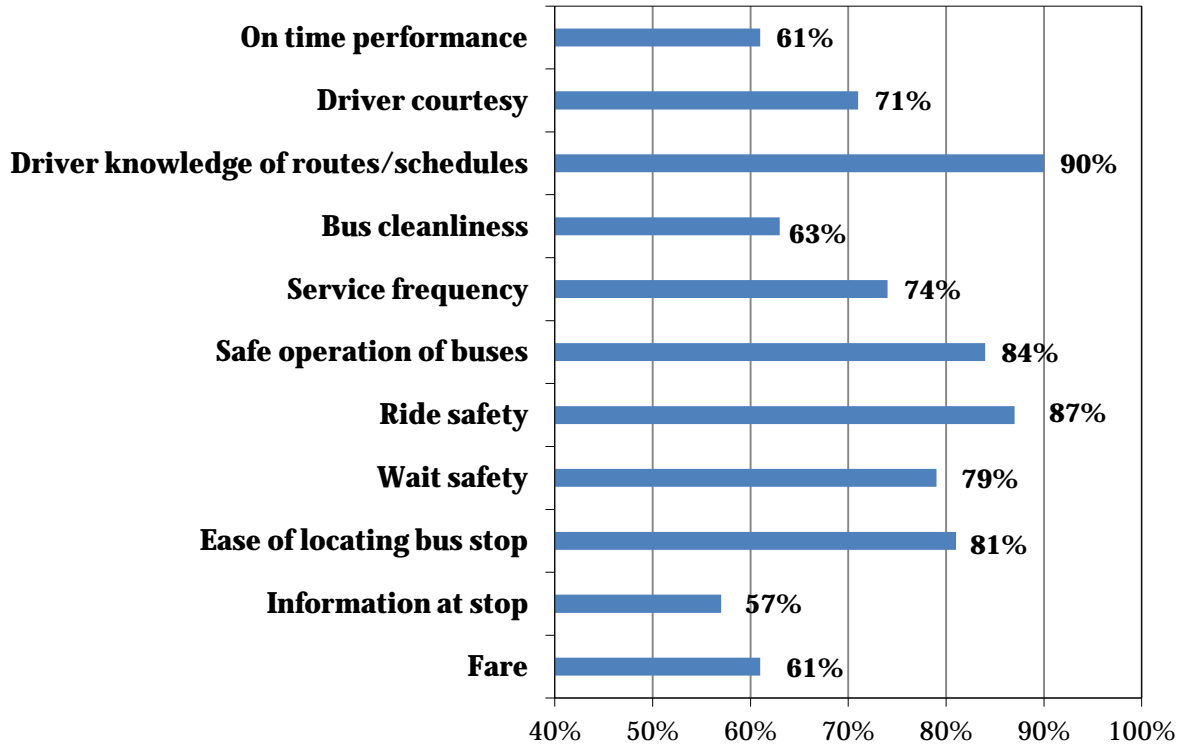
Service Characteristic Scores, Route 12, Weekday, 2011



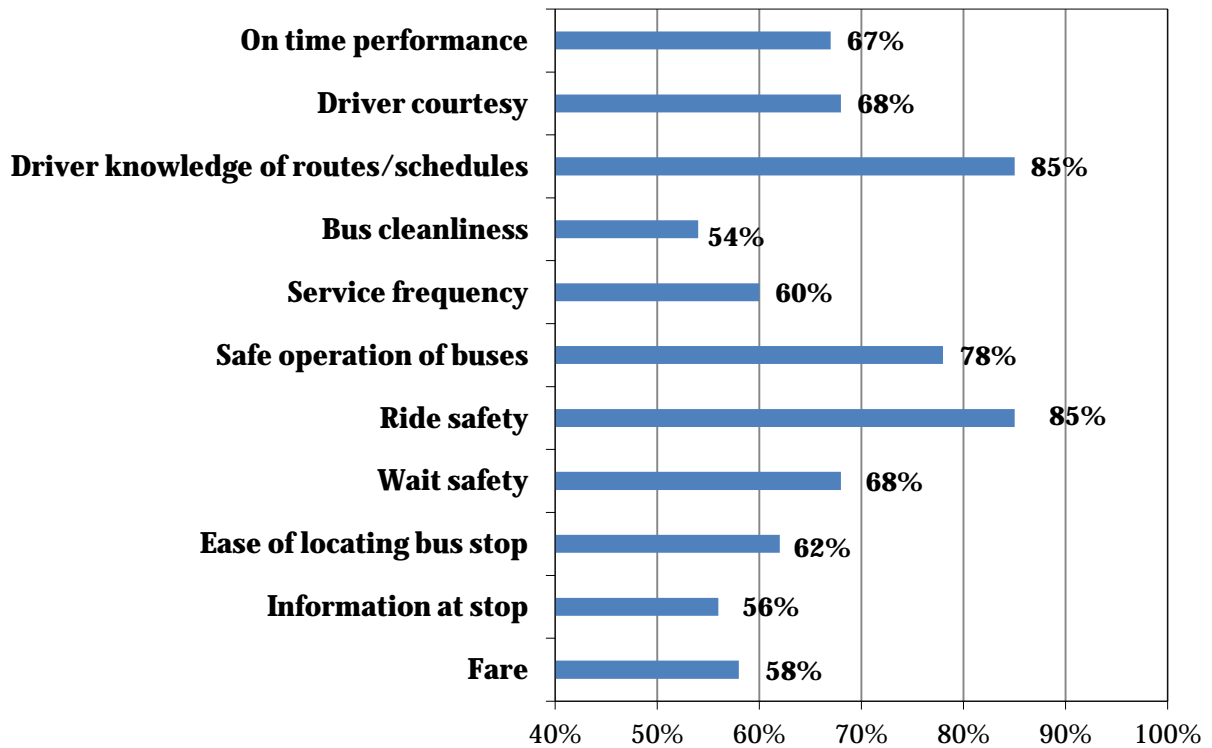
Service Characteristic Scores, Route 13, Weekday, 2011



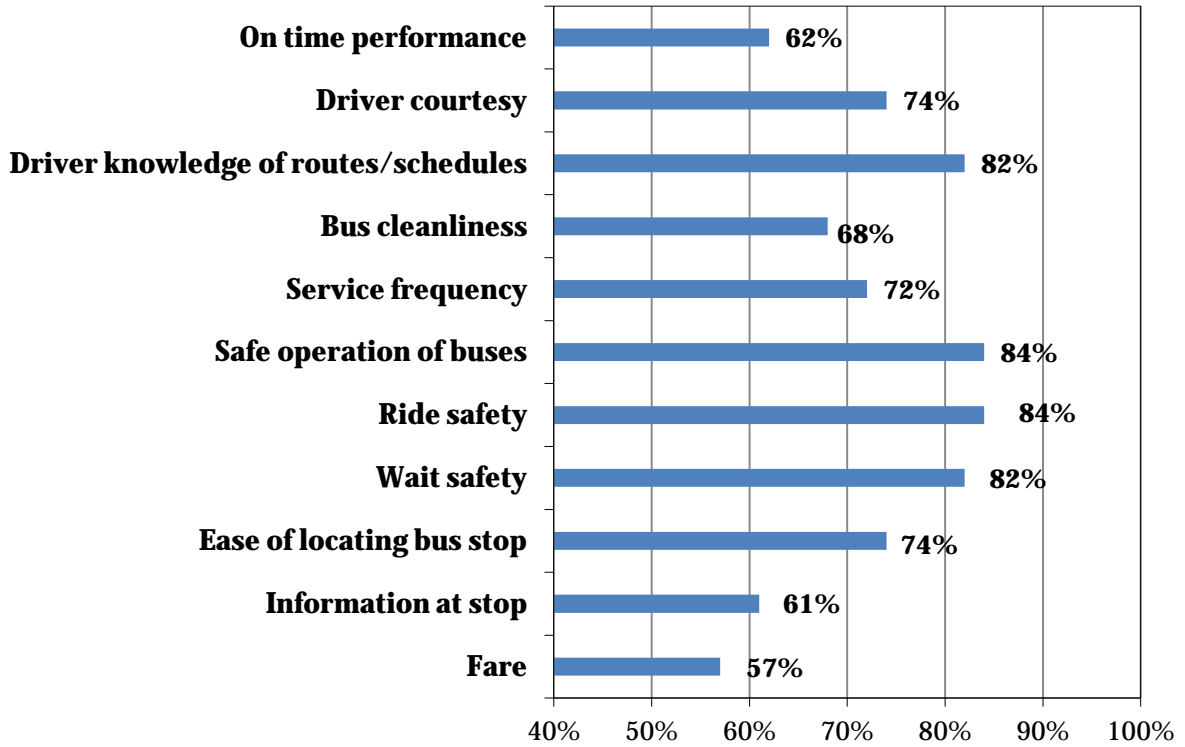
Service Characteristic Scores, Route 14, Weekday, 2011



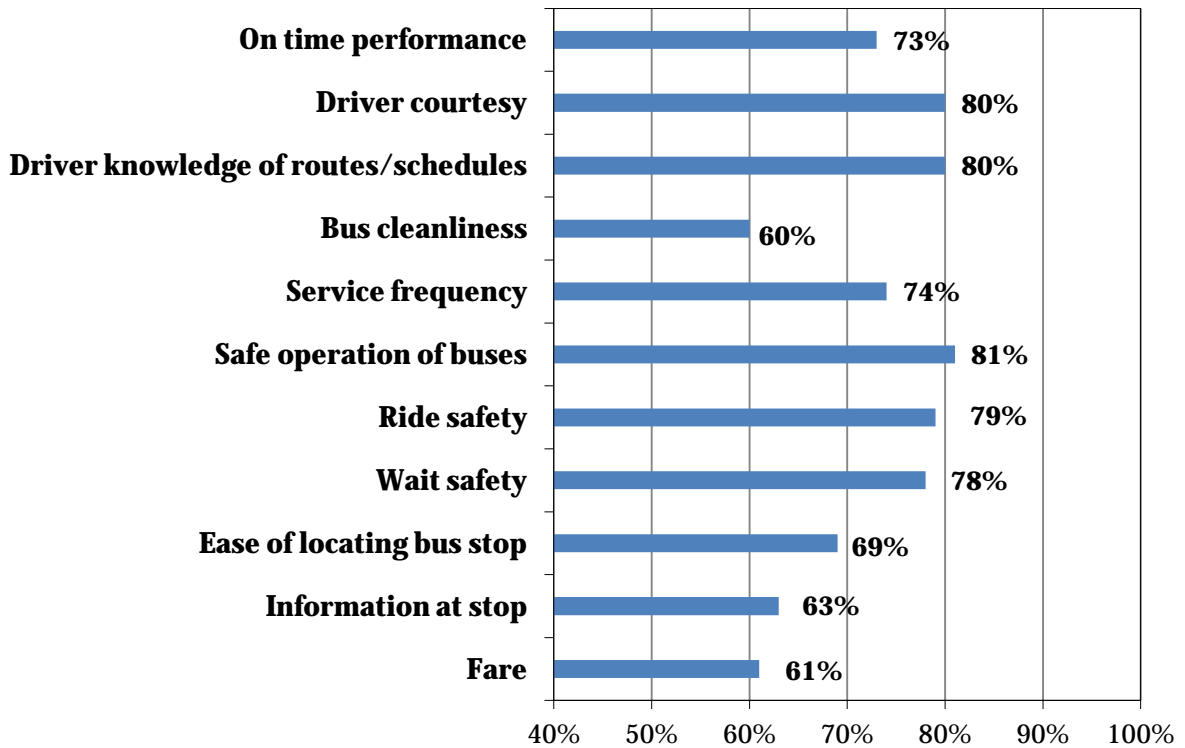
Service Characteristic Scores, Route 15, Weekday, 2011



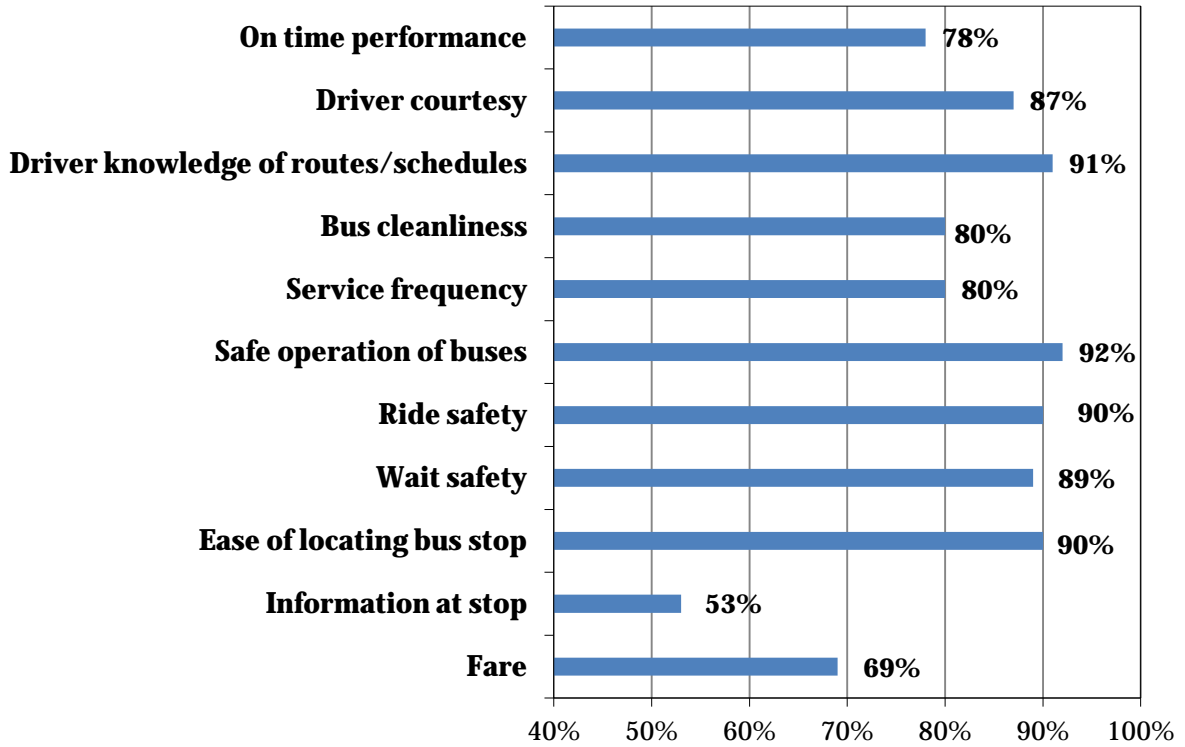
Service Characteristic Scores, Route 16, Weekday, 2011



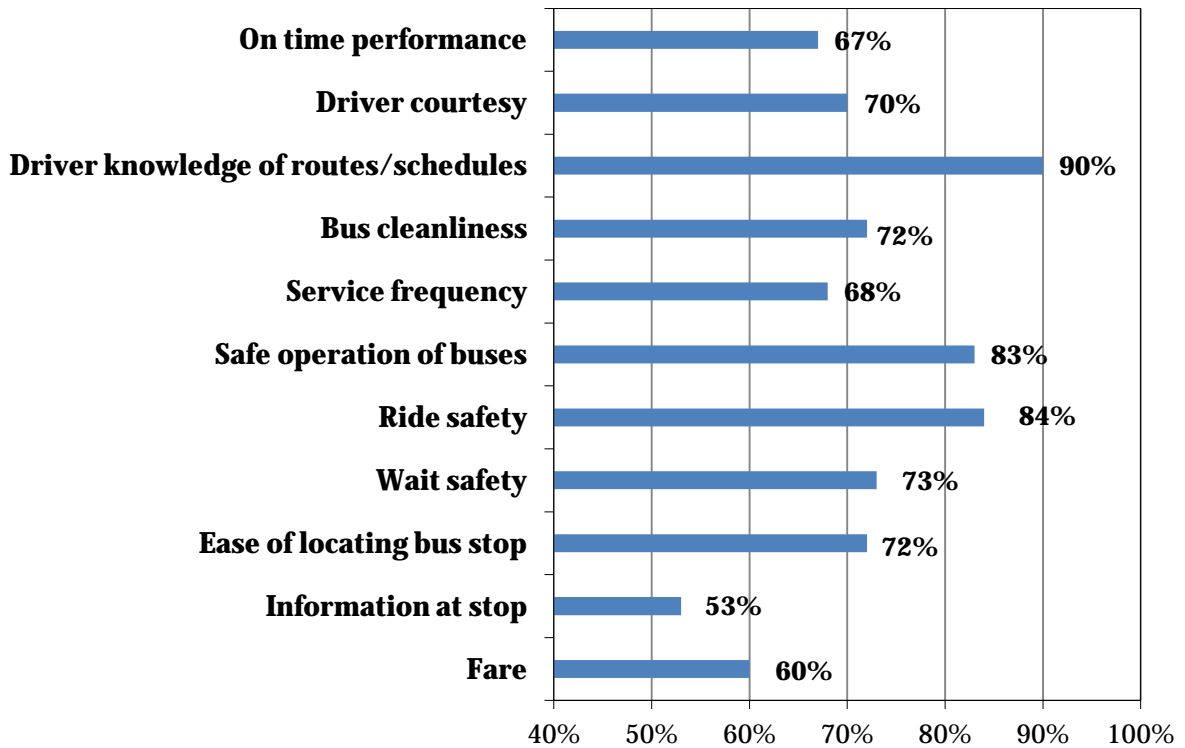
Service Characteristic Scores, Route 18, Weekday, 2011



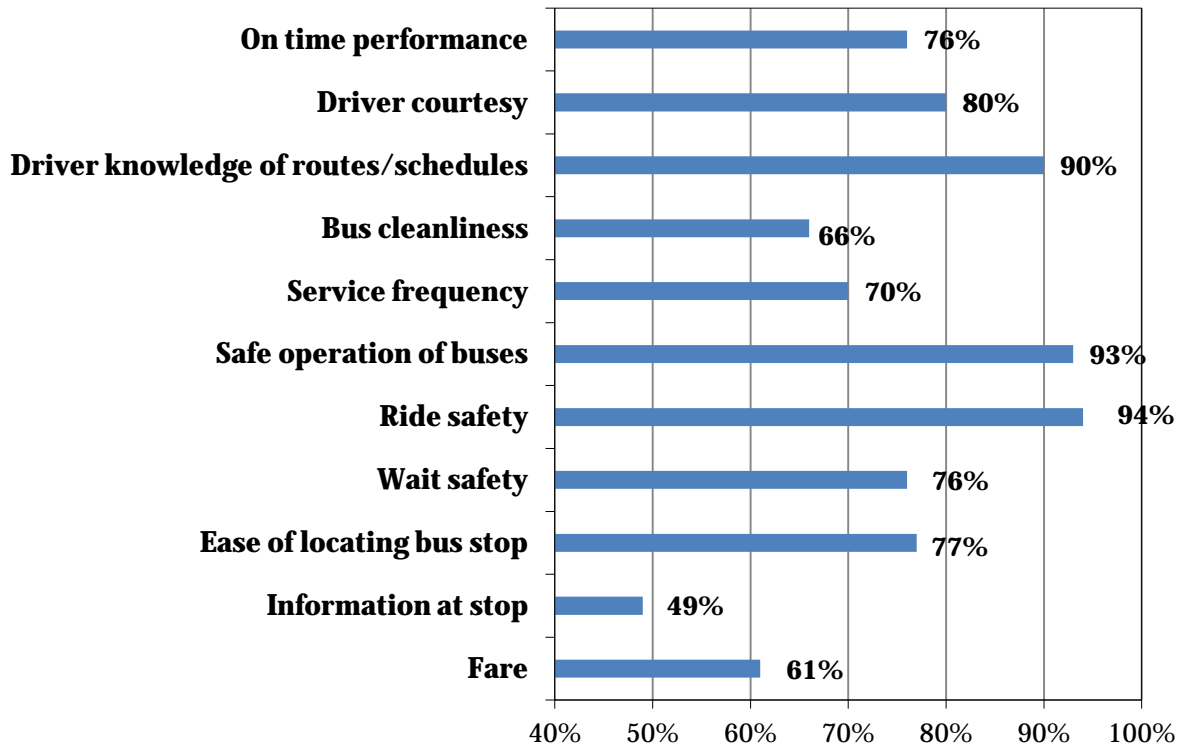
Service Characteristic Scores, Route 19, Weekday, 2011



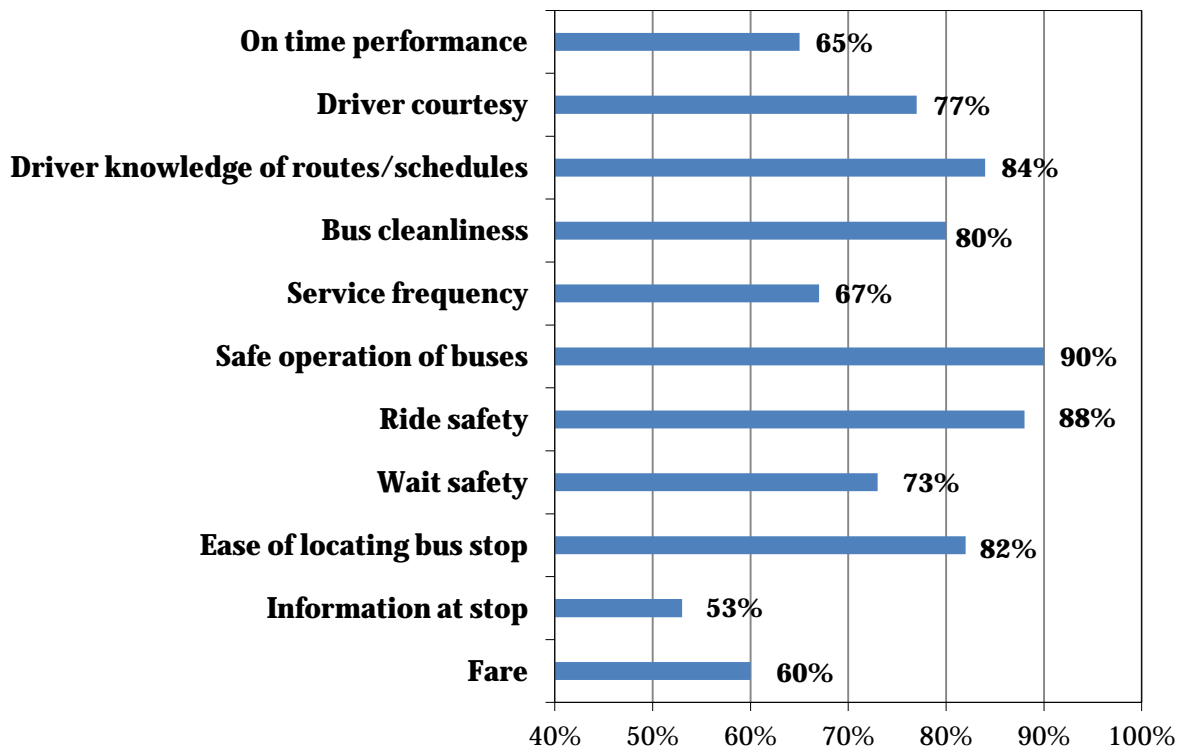
Service Characteristic Scores, Route 20, Weekday, 2011



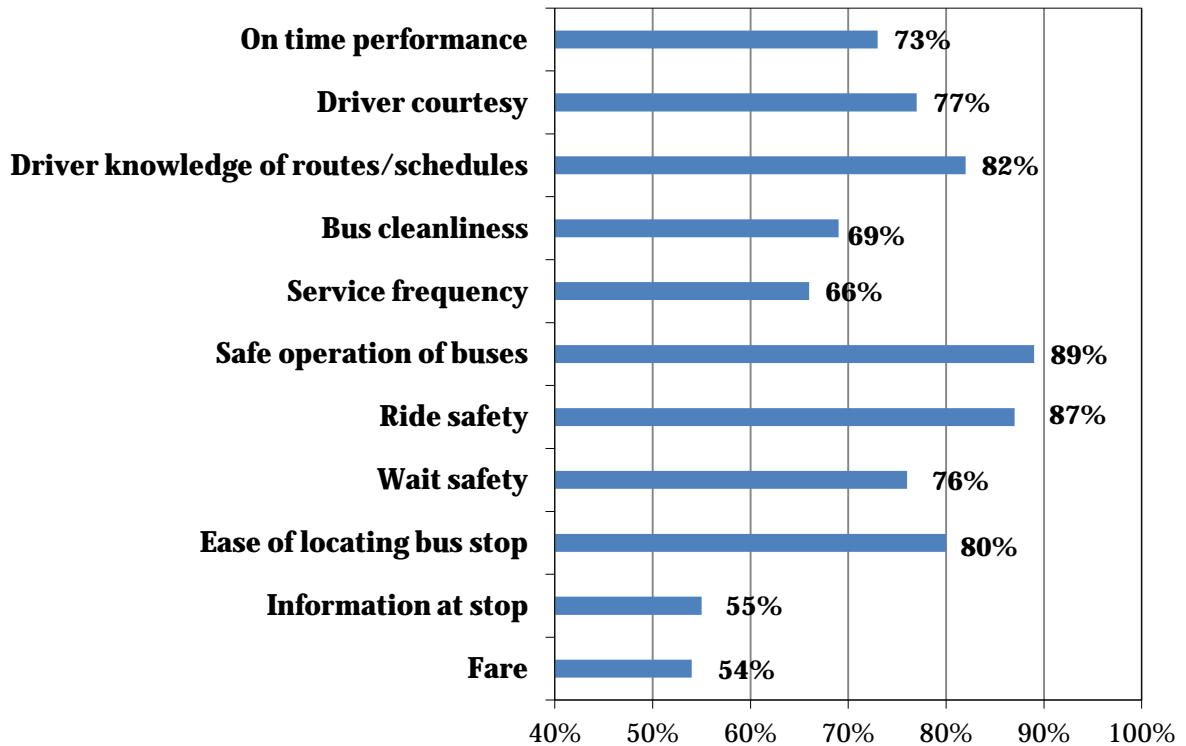
Service Characteristic Scores, Route 22, Weekday, 2011



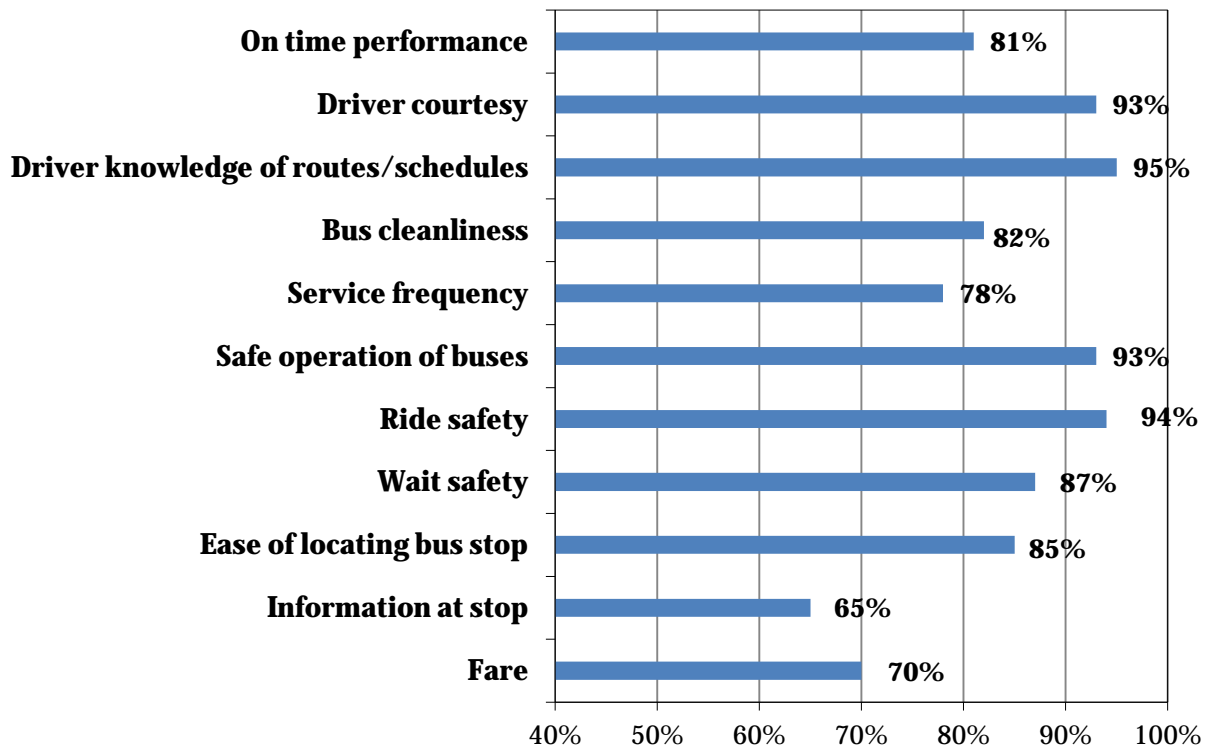
Service Characteristic Scores, Route 23, Weekday, 2011



Service Characteristic Scores, Route 38, Weekday, 2011



Service Characteristic Scores, Route 40, Weekday, 2011

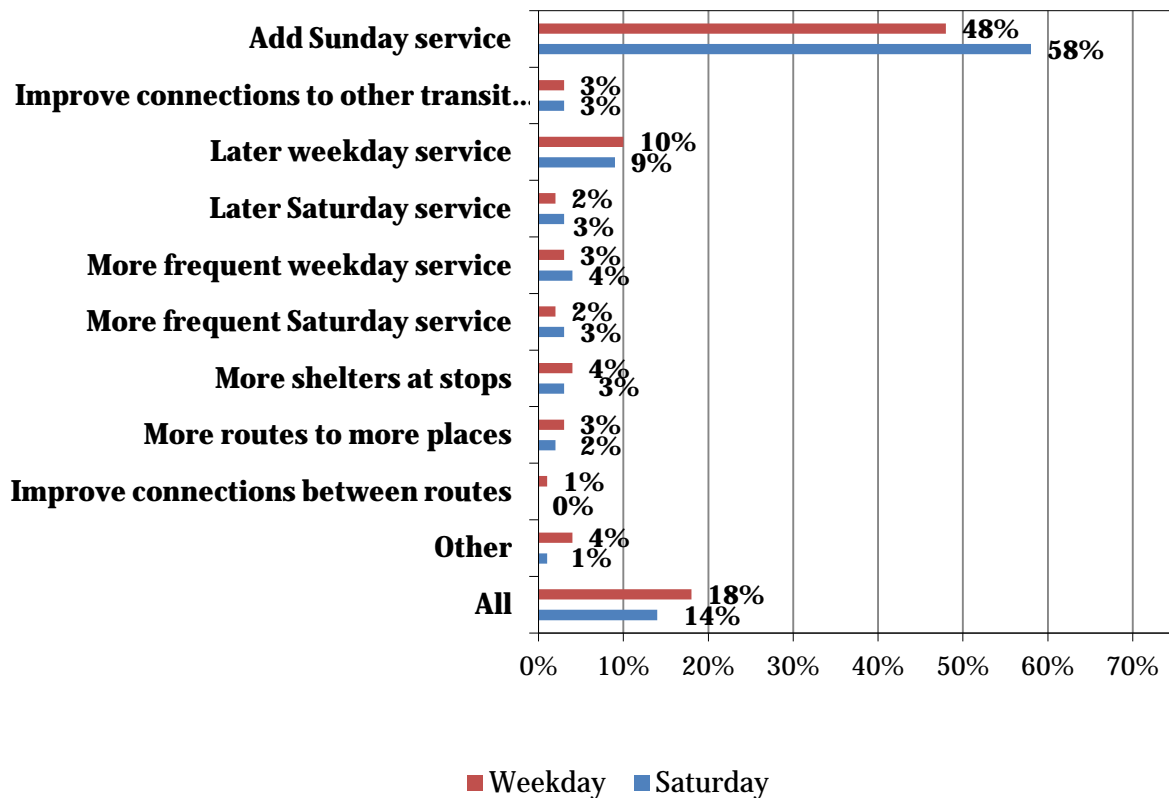


Most Requested Improvement

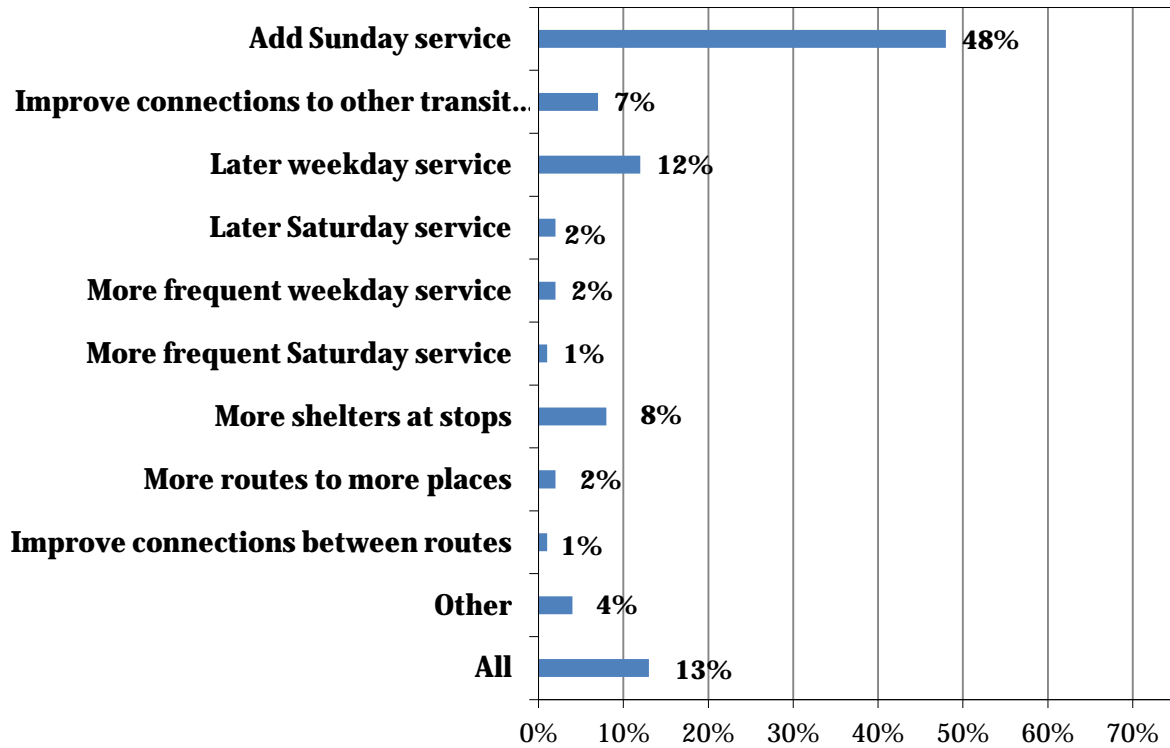
Riders were asked to indicate the one improvement they would like to see among nine improvements presented on the questionnaire. The riders also had the opportunity to write in the one they wanted. The results clearly indicate adding Sunday service as the most requested improvement, for both weekday and Saturday riders. Nearly half (48%) of the weekday riders (close to six-in-ten on Saturday) adding Sunday service while no other improvement gaining more than 10% of the total. One-in-six riders (18%) checked all the options, an obvious indicator of their dissatisfaction with the service.

Adding Sunday service was the most requested improvement by 48% among senior riders. No other improvement scored more than 13%. Among the most frequent riders, Sunday service also is a clear preference. One-in-five (21%) five-day a week riders indicated every item as their preference. Riders who are employed full time had the same preference for adding Sunday service as all of the other riders.

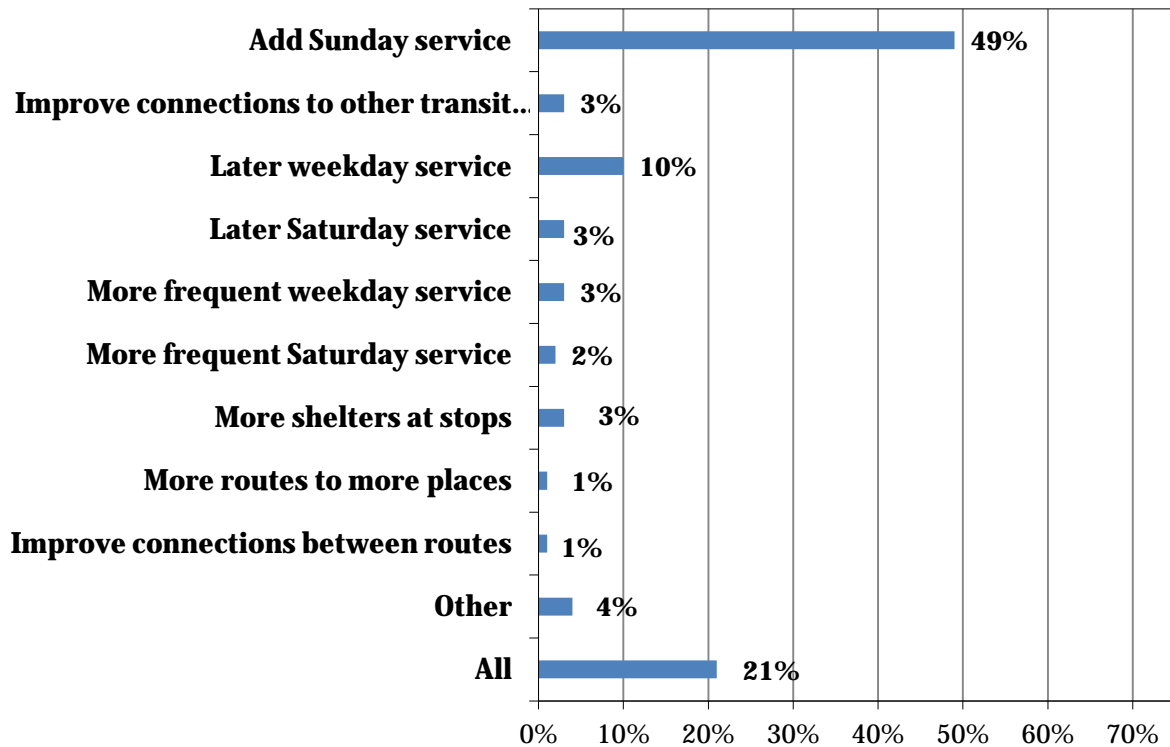
Most Requested Improvement, Weekday, Saturdays, 2011



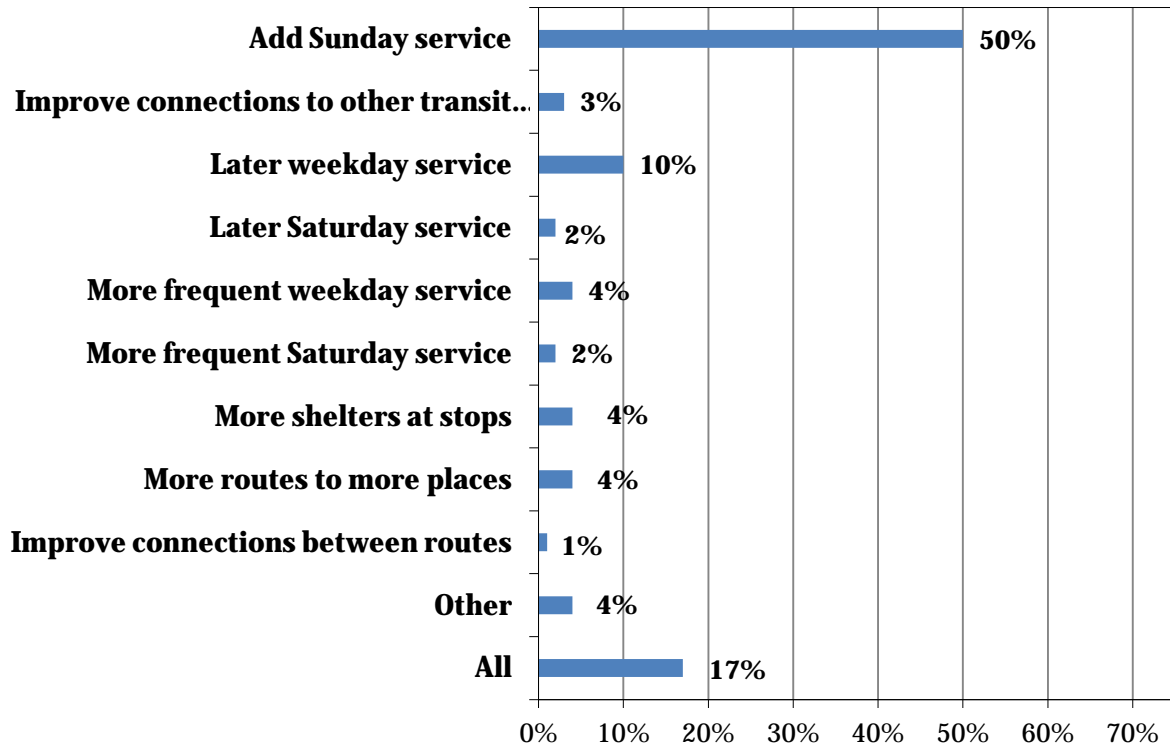
Most Requested Improvement, Seniors, Weekday, 2011



Most Requested Improvement, 5 day a week riders, Weekday, 2011



Most Requested Improvement, Full Time Employed, Weekday, 2011



Rider Profile

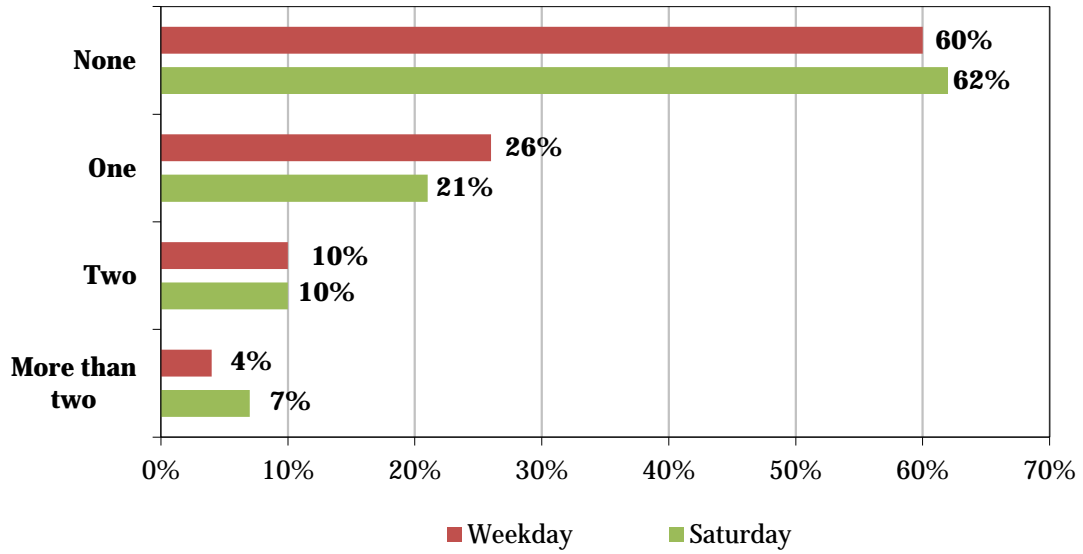
Various demographic and profile information for Metro riders is presented in this section.

Vehicles in Household

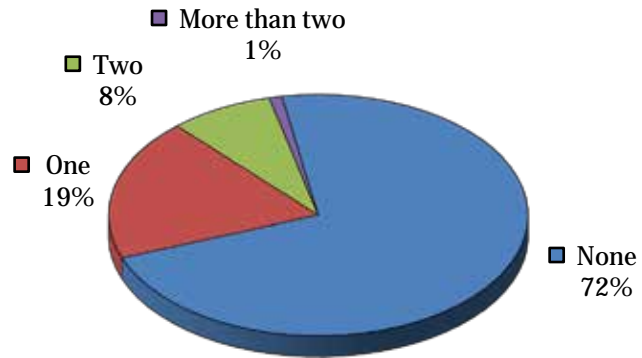
Six-in-ten Metro Transit riders (60%) have no vehicle in the household. Among senior riders 72% have no vehicle in the household. Among five or more day a week riders the rate is 61%.

The rates for Saturday mirror those of weekday.

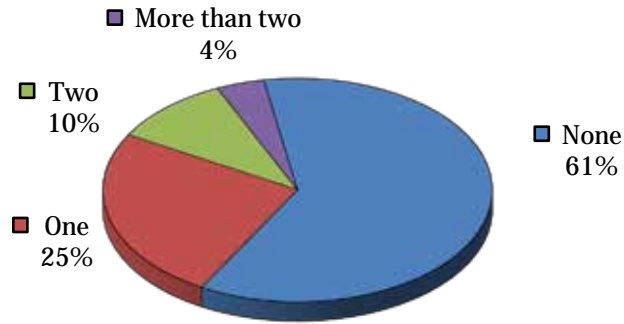
Working Vehicles in Household, Weekday, Saturday, 2011



Working Vehicles in Household, Seniors, Weekday, 2011



Working Vehicles in Household, Five or More Days a Week Riders, Weekday, 2011

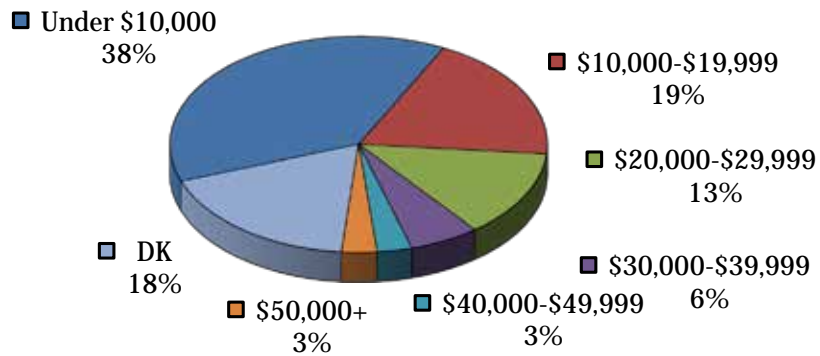


Income

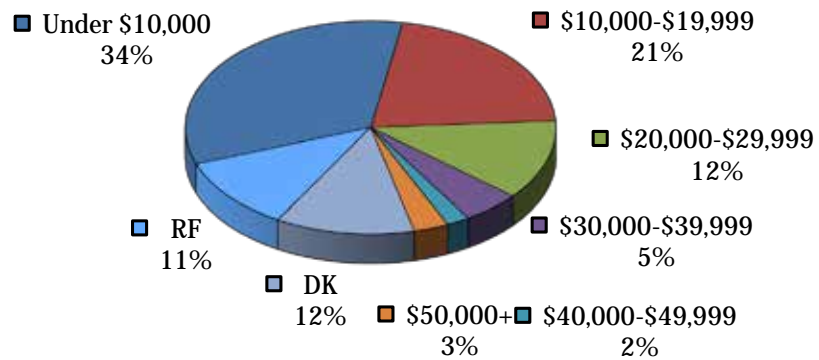
More than half of the riders (57%) have incomes under \$20,000 a year with 38% under \$10,000. Among senior riders, 30% have incomes under \$10,000 and 65% are under \$20,000.

The income levels for Saturday riders are just about the same as for weekday.

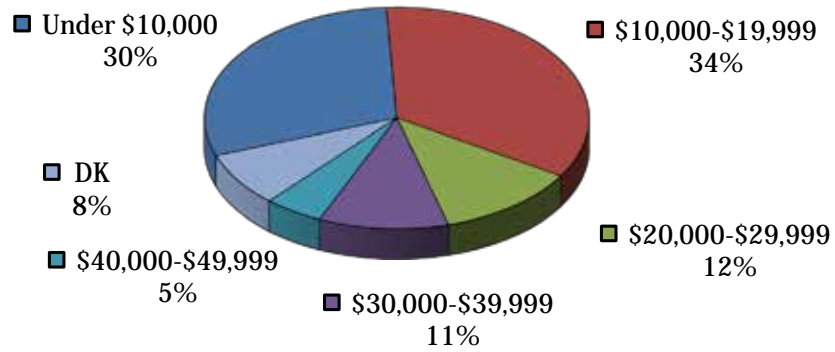
Income, Weekday, 2011



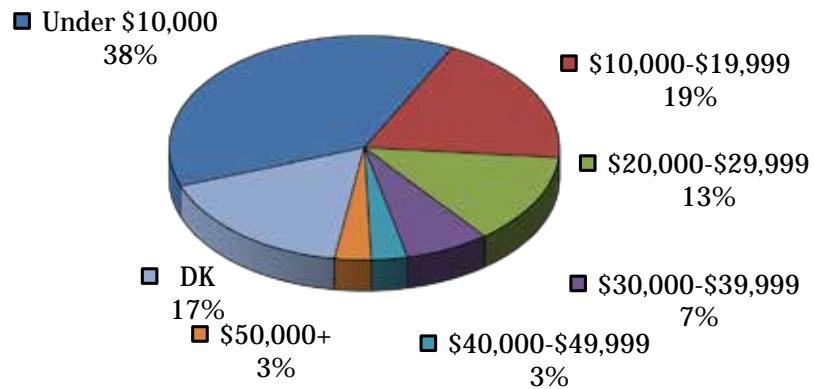
Income, Saturday, 2011



Income, Seniors, Weekday, 2011



Income, Five or More Days a Week Riders, Weekday, 2011

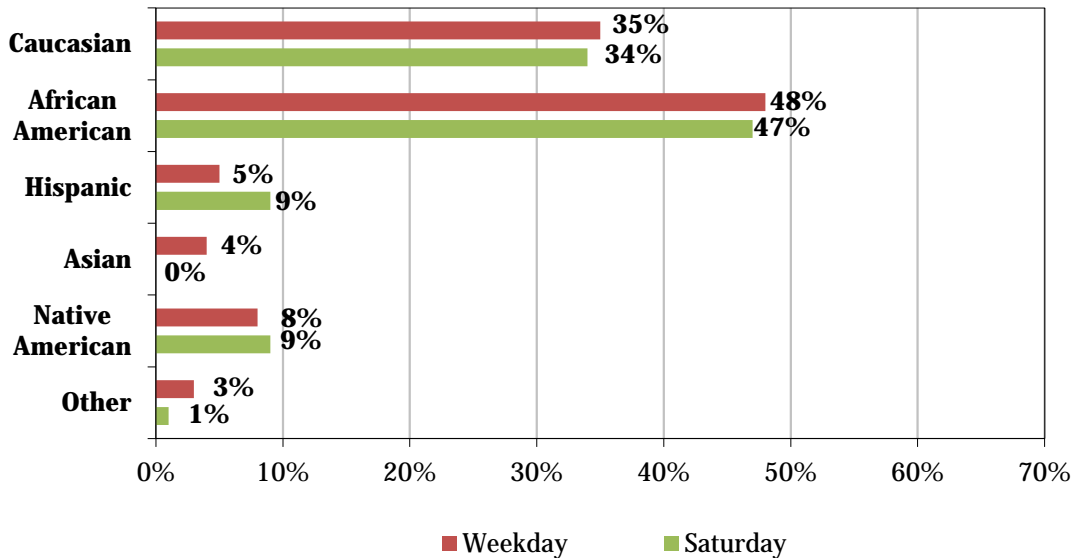


Ethnic Origin

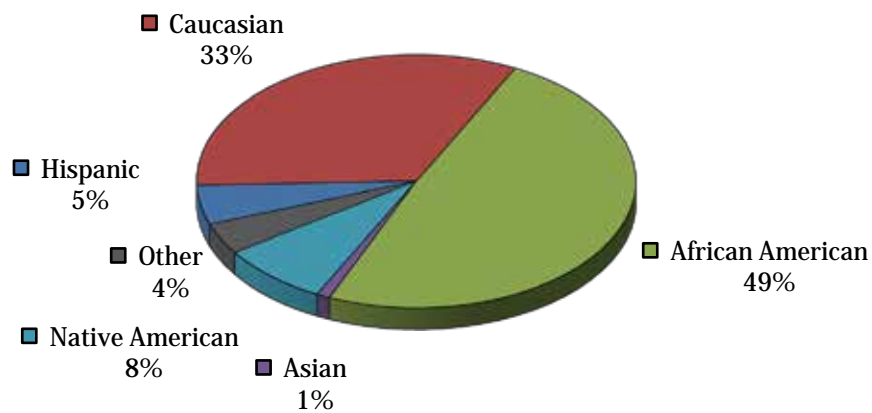
Close to half of the weekday (48%) and Saturday riders (47%) are African American and one-in-three (35% weekday, 34% Saturday) are Caucasian. Among the most frequent Metro Transit riders, the ethnic origin distribution is essentially the same as to all riders.

The Saturday findings are nearly identical to weekdays.

Ethnic Origin, Weekday, Saturday, 2011



Ethnic Origin, Five Days a Week Riders, Weekday, 2011



Gender

Fifty-three percent of the rider group is male and 47% female. Among senior riders the gender split is 63% male, 37% female.

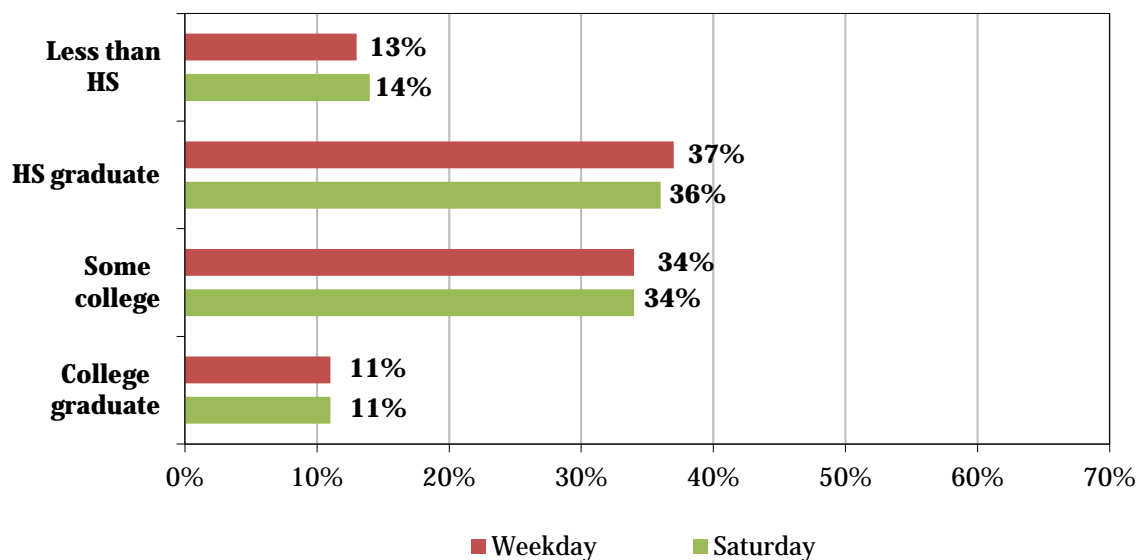
On Saturdays the gender split is 59% male, 41% female.

Education

Among riders 18 years of age or older, one-in-three riders are only high school graduates (37%), 34% have some college, 16% have graduated from college or have an advanced degree. Slightly more than one-in-ten (13%) did not graduate from high school.

The Saturday rates are nearly the same as for weekdays.

Education, Weekday, Saturday, 2011



Registered to Vote

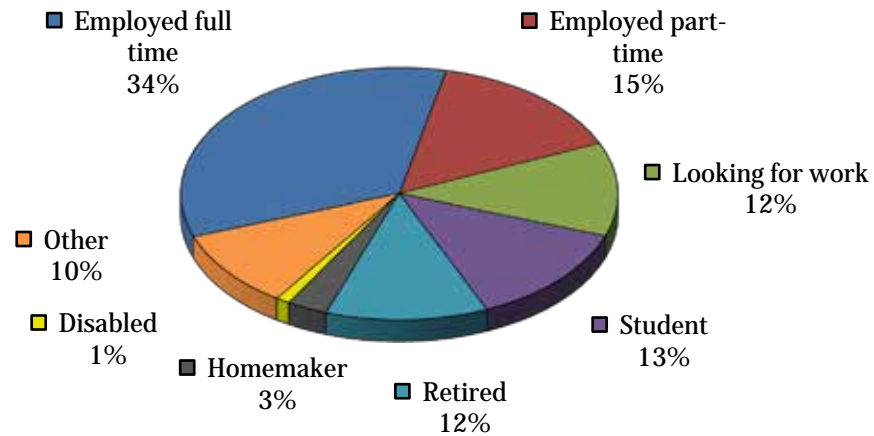
Among riders 18 years or age or older, seven-in-ten (69%) are registered to vote. Among senior riders, 82% are registered to vote.

On Saturday, 68% are registered to vote.

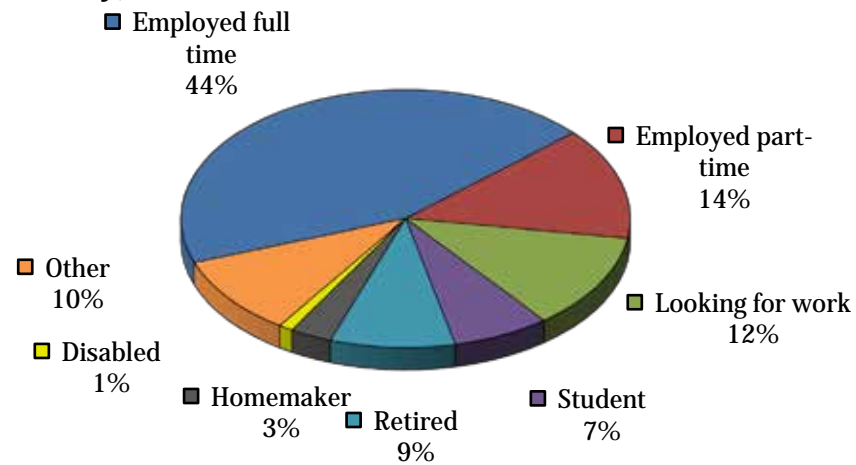
Occupation

Half of the Metro riders (49%) are employed full or part time. On Saturdays there are 10% more people employed full time (44%) that are riding and a few less students and retirees.

Occupation, Weekday, 2011



Occupation, Saturday, 2011

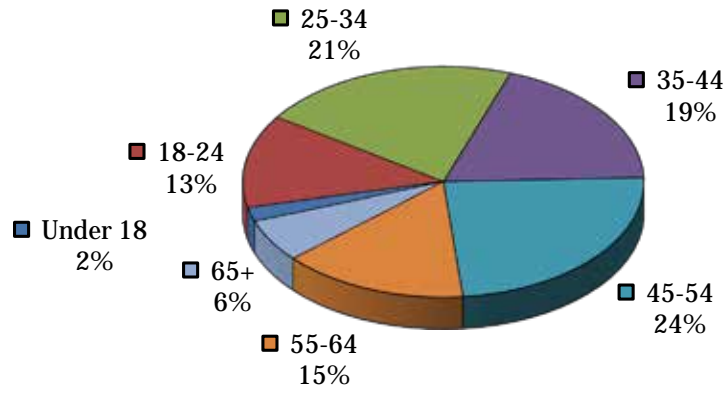


Age

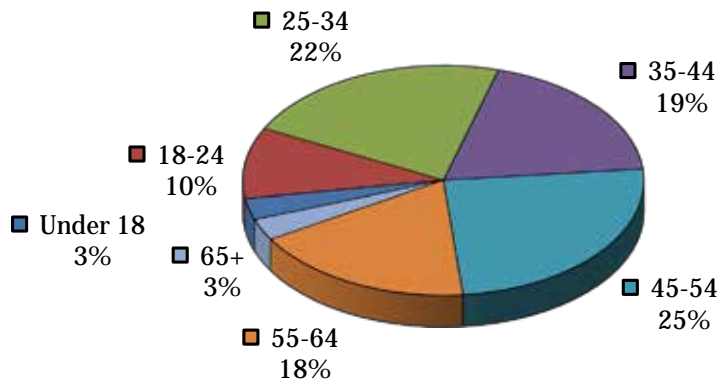
Most of the riders are in one of three age categories, 25 to 34, 35 to 44 and 45 to 54. There are few riders under 18 and only 6% of the rider group is a senior.

The Saturday age distribution is similar to weekdays with a few less seniors (3% less) and riders 18 to 24 (3% less), and a few more riders who are 55 to 64 years of age (3% more).

Age, Weekday, 2011



Age, Saturday, 2011



Route 24

Introduction

Route 24 operates as a weekday express service between the University of Oklahoma campus in Norman, downtown Oklahoma City and the state capitol campus. There are six departures a day from Norman to Oklahoma City and five from Oklahoma City to Norman. There is a Park and Ride lot in Norman.

The rider survey was conducted in October 2011 and consisted of surveying all trips operated. A surveyor rode each trip and distributed and collected the questionnaires. A total of 79 questionnaires were returned.

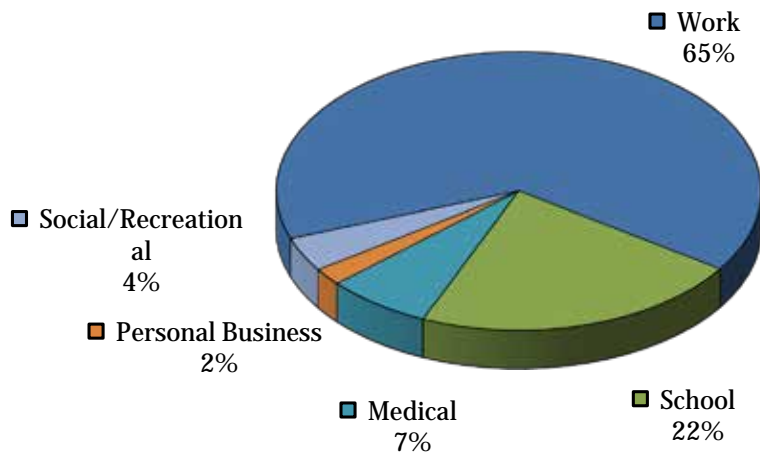
The results from the survey are presented next.

Travel Behavior

Trip Purpose

Two-thirds (65%) of the riders are travelling for work while another one-in-five (22%) are going to school. In addition to commuters, 7% of the riders were travelling for a medical purpose.

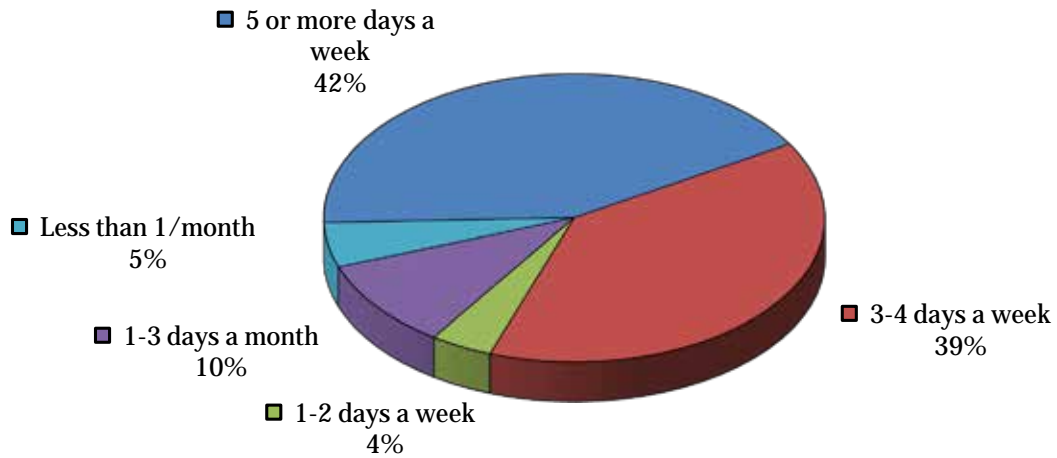
Trip Purpose, Route 24, 2001



Frequency of Use

Although 65% of the riders are traveling to work only 42% are riding this route five days a week. Another 39% are riding 3 or four days a week.

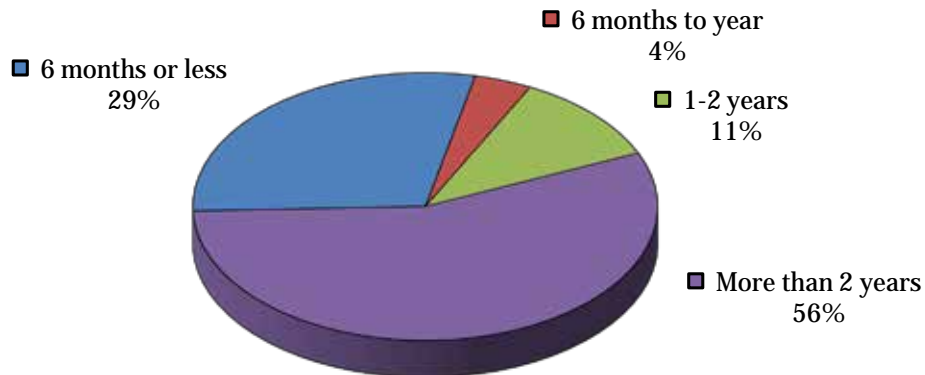
Frequency of Use, Route 24, 2011



Riding Duration

This route has a combination of long-time riders as many express route do, and 29% that are new to the service. With such a high percentage of new riders, the route has the appeal and awareness to attract even more.

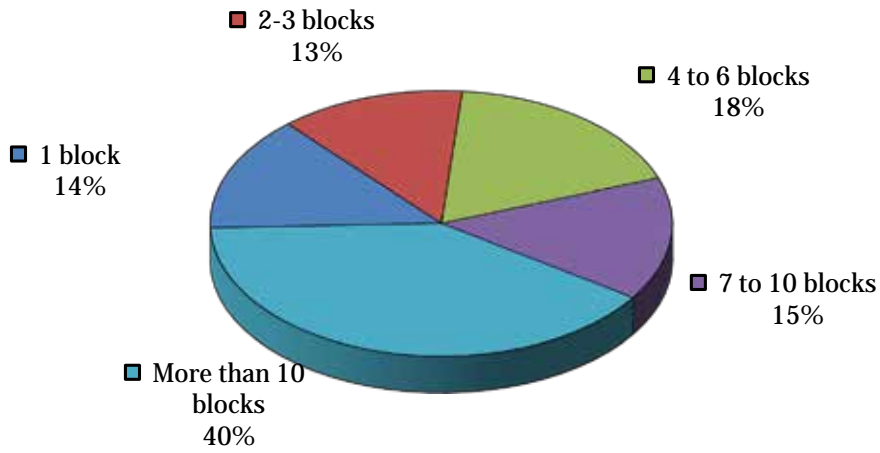
Riding Duration, Route 24, 2011



Service Access

Most of the riders do not live near the bus stop for route 24, as 73% live more than four blocks from a stop.

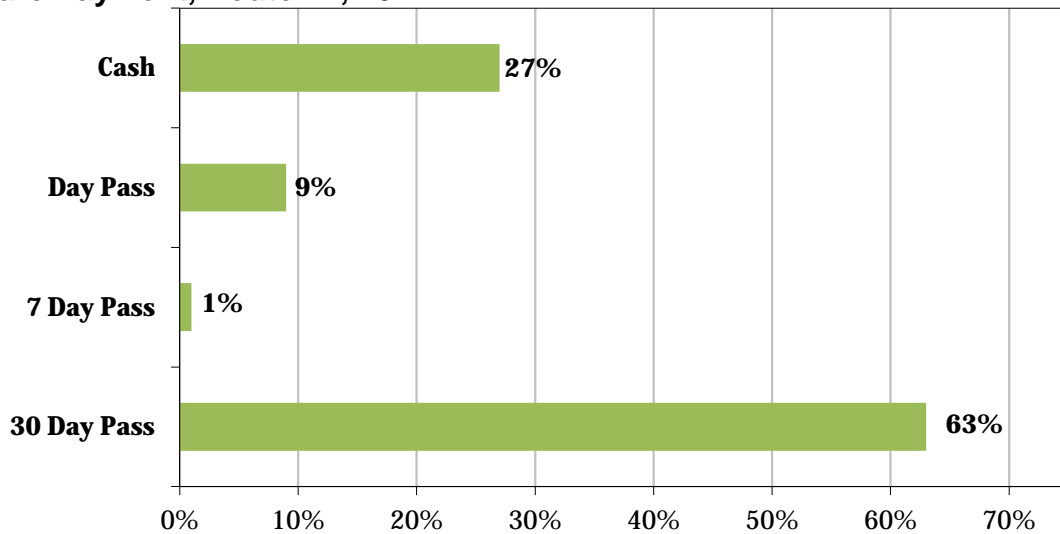
Blocks to Bus Stop, Route 24, 2011



Fare Payment

Slightly more than six-in-ten riders (63%) are using the 30-Day Pass to pay their fare, even though only 42% reported riding five days a week.

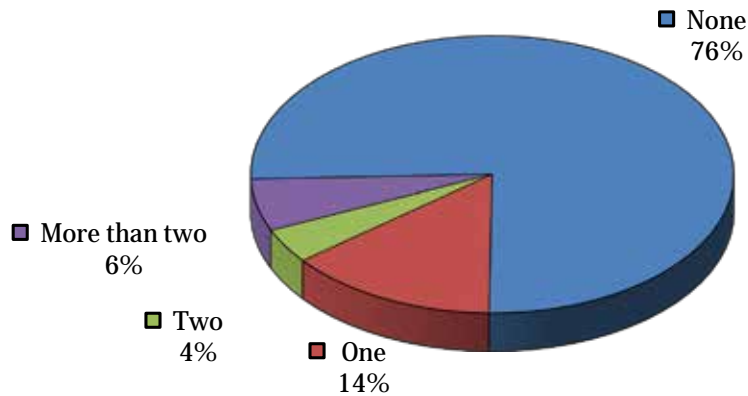
Fare Payment, Route 24, 2011



Transfer Rate

While a vast majority of the riders (76%) do not transfer it is unusual for an express route to have 10% of the rider group making two or more transfers to reach their destination.

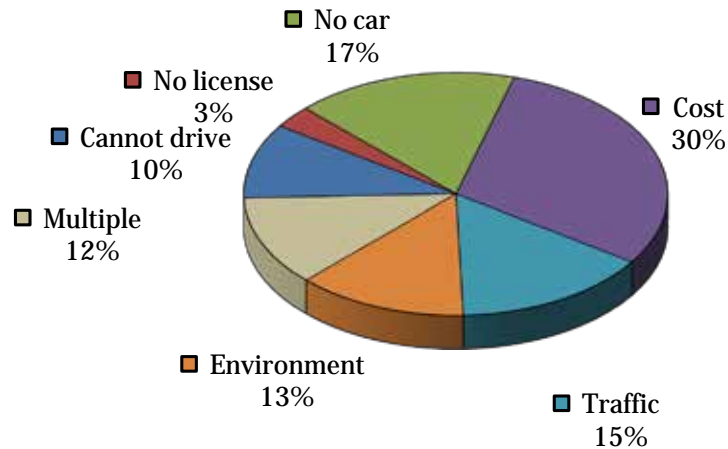
Transfer Rate, Route 24, 2011



Reason for Riding Route 24

Riders were asked to select among a list of reasons why they are using the service. Cost is a major factor for route 24 riders, either the cost to drive, park or to avoid paying for gas. About an equal number are riding because of the environment as to avoid traffic congestion during the commute.

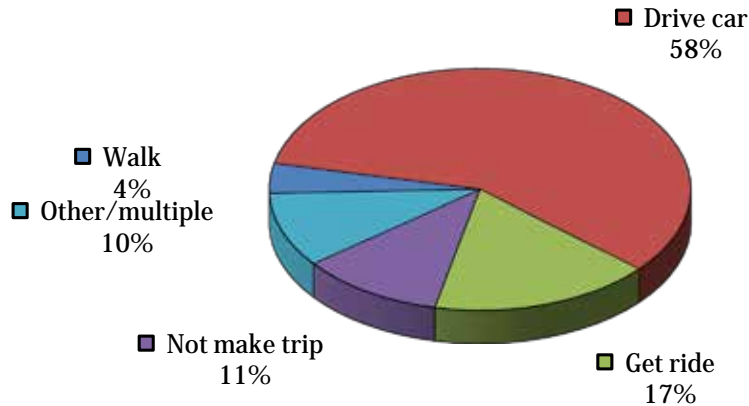
Ride Reason, Route 24, 2011



Alternative Service

If route 24 service were not available six-in-ten (58%) of the riders would drive their car. One-in-ten (11%) would not have made the trip.

Alternative Service, Route 24, 2011

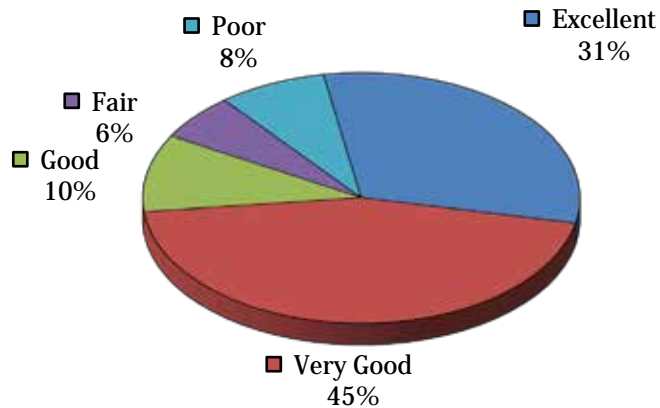


Overall Service Rating

Riders have been asked to provide an overall rating of the service using a five-point scale from Excellent to Poor. The combination of Excellent, Very Good and Good scores are combined and labeled as the Positive Service Rating.

The overall positive service rating was a 86% with 76% of the riders rating the service as Excellent or Very Good. An 8% Poor rating is high, however, for an express service.

Overall Service Rating, Route 24, 2011

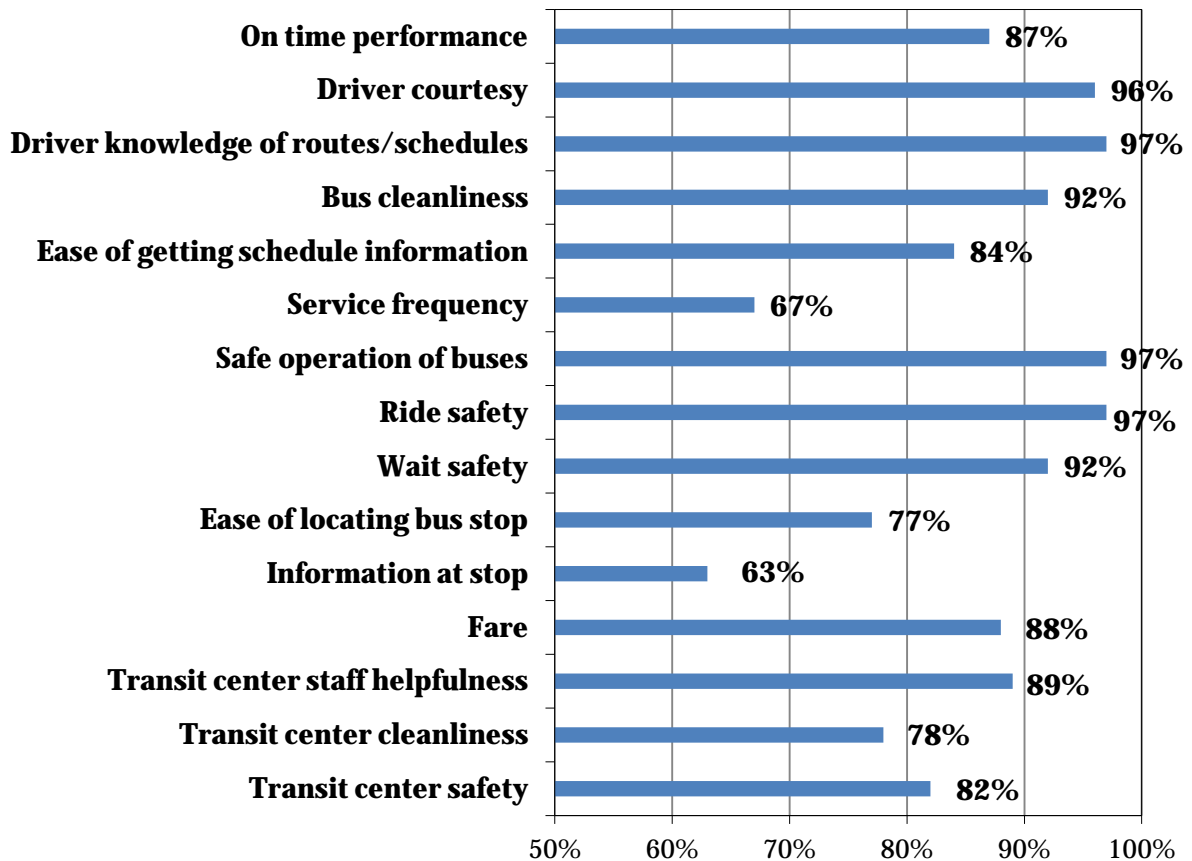


Service Characteristic Scores

Riders were asked to rate fifteen service characteristics representing the operation of the service, customer service and Transit Center operation. The ratings were on the same five-point scale (Excellent to Poor) as for the overall service rating.

The results show six of the characteristics rated at 90% or better including Driver Courtesy at 96% and a majority (52%) of the riders rating the drivers as Excellent. On Time Performance is positively rated at 87% with 58% rating it Excellent or Very Good (only one rider rated it Poor). Ease of locating the bus stop is scored at 77%; this should be much higher. The scores for the three characteristics related to the transit center are along those that provided a rating, approximately twenty of the seventy-nine people surveyed did not provide a response to these questions.

Service Characteristic Scores, Positive Service Rating, Route 24, 2011

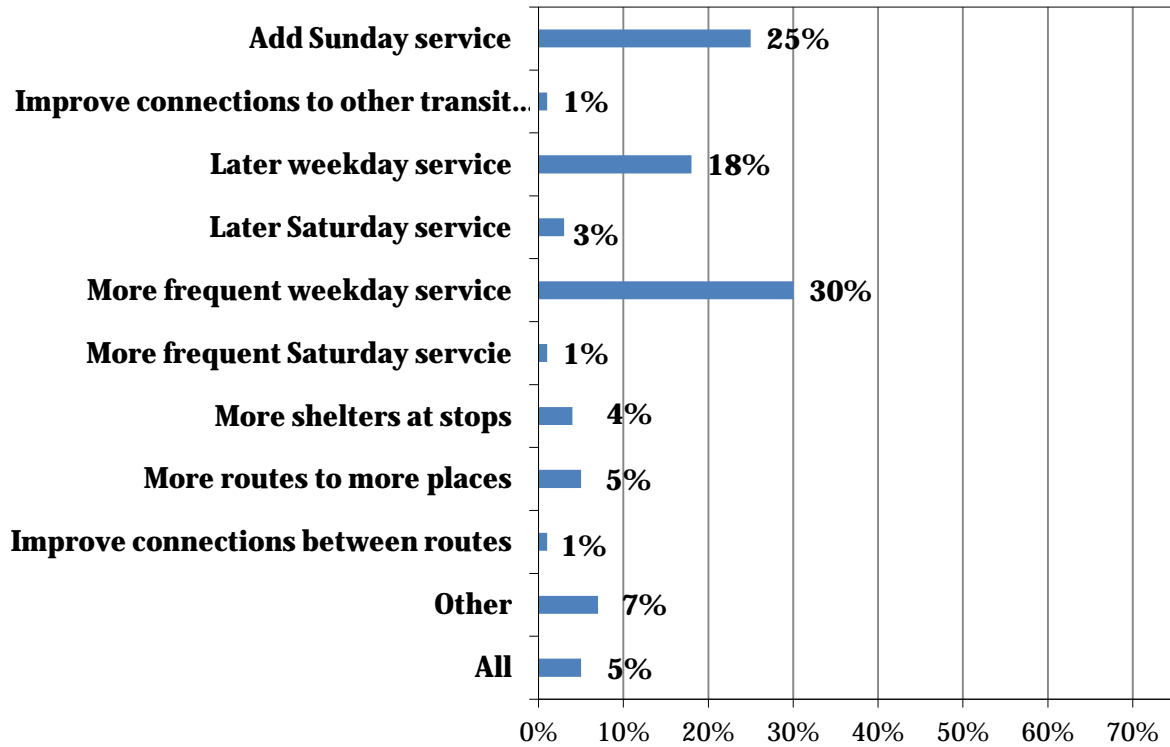


Most Requested Improvement

Riders were asked to indicate the one improvement they would like to see among nine improvements presented on the questionnaire. The rider also had the opportunity to write in the one they wanted.

The results show 30% of the riders would like to see more frequent service and 18% want later service on weekdays. The 25% who stated adding Sunday service as their preference are potentially people who transfer from a local route to this route, or find some way use the route as a local route.

Most Requested Improvement, Route 24, 2011



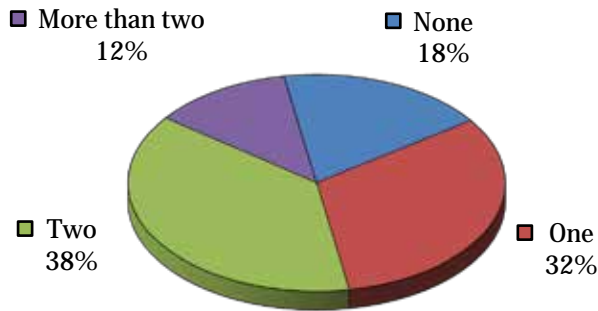
Rider Profile

Various demographic and profile information of route 24 riders are presented in this section.

Vehicles in Household

Eight-in-ten riders (82%) have at least one car in the household and 50% have two or more.

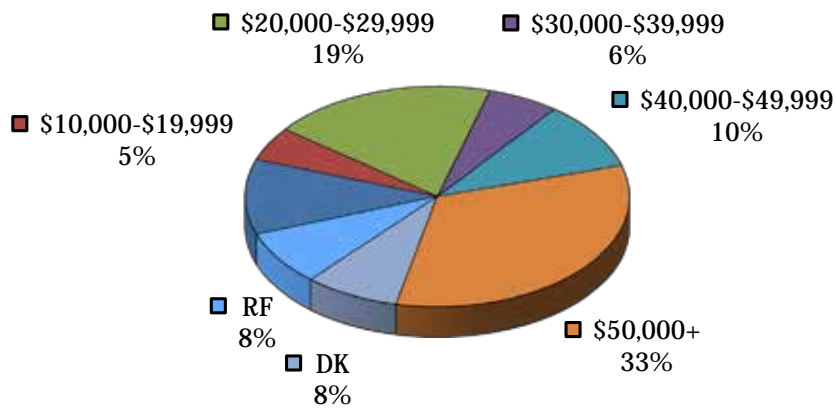
Working Vehicles in Household, Route 24, 2011



Income

The rider income on this route is a mix as one-in-three of the riders (33%) has an annual income above \$50,000, while one-in-four (24%) have incomes under \$20,000 a year.

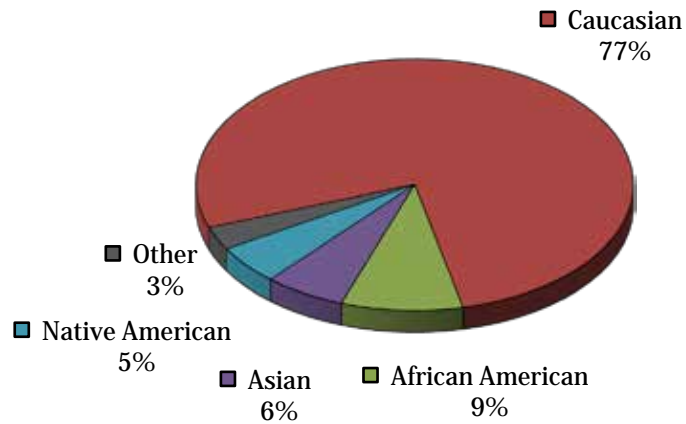
Income, Route 24, 2011



Ethnic Origin

More than seven-in-ten (77%) of the rider group are Caucasian

Ethnic Origin, Route 24, 2011



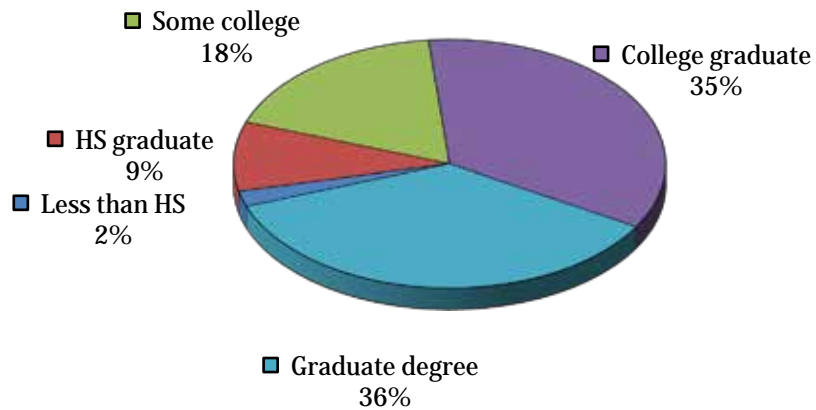
Gender

Fifty-eight percent of the rider group is male and 42% female.

Education

Seven-in-ten riders (71%) have at least a college degree and slightly more than one-in-three (36%) have a graduate degree.

Education, Route 24, 2011



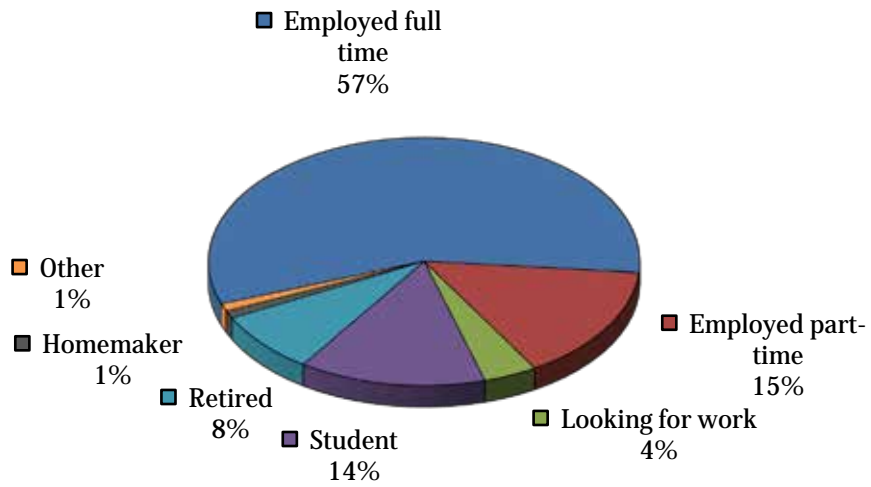
Registered to Vote

Among rider group 86% are registered to vote.

Occupation

Seventy-two percent are employed full or part-time, 14% are students.

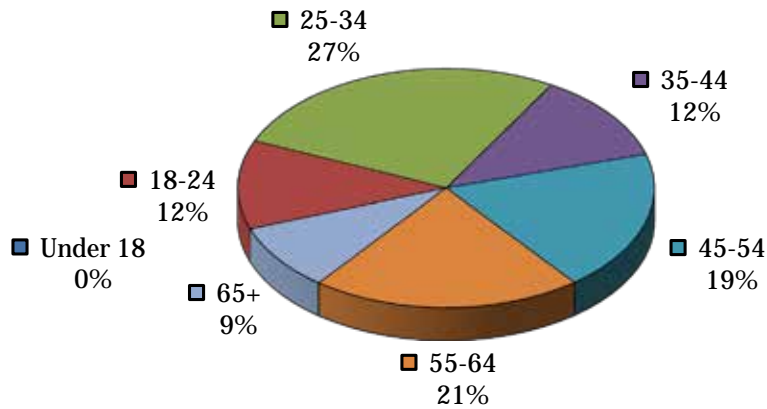
Occupation, Weekday, 2011



Age

The age category with the highest percentage of riders is 25 to 34 with 27%. One-in-five riders are either 45 to 54 (19%) or 55 to 64 (21%).

Age, Weekday, 2011



Trolley Service

Introduction

Metro Transit operates a trolley route in downtown Oklahoma City connecting numerous destinations in downtown for the visitor, resident, downtown worker and regular Metro transit rider. These destinations include the central business district, Bricktown, the Oklahoma City Memorial, the arts district and the downtown transit center. The service is free. A survey of trolley riders was conducted with distribution of the questionnaire on board the vehicle. The survey was conducted during the winter season of the trolley schedule when the service is operated from Monday through Saturday night.

The survey was conducted over three days from the first trip on Thursday morning through the last trip on Saturday night with survey personnel riding the trolley distributing and collecting the surveys. Nearly 100% of the trips had survey personnel riding and they reported nearly all of the riders completed the survey. A total of 320 people completed the survey in the three-day period.

The week selected for the survey was when several large conventions were being conducted in Oklahoma City with attendees staying in downtown hotels and the events at the Fair grounds.

The survey data presented in this report represents the results from all of the surveys collected whether they were completed in full or partially filled out, for the survey period Thursday through Saturday.

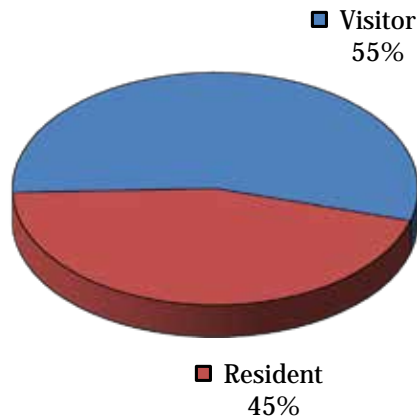
The presentation of the information begins with visitors.

Visitors

More Visitors are riding the trolley than residents.

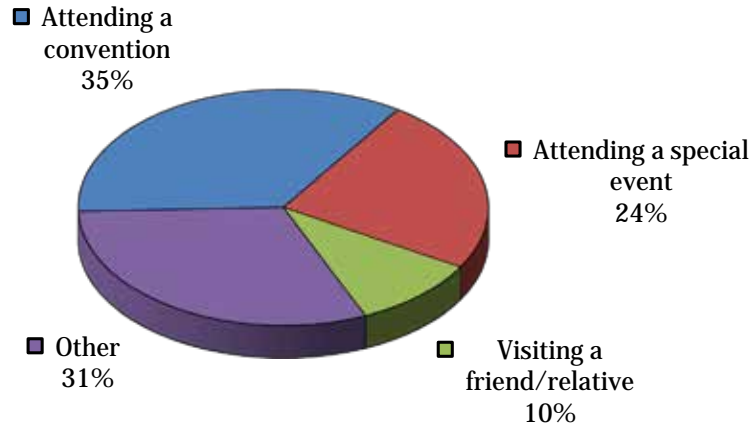
The split between visitors to Oklahoma City and residents of the area was 55%, 45%. A visitor was defined as someone who was not a resident of the Oklahoma City area.

Rider Status, 2012



Nearly 60% of the visitors were attending a convention or special event. Among the visitors who were riding the trolley, 59% were attending a convention or a special event (during the survey period there were several events taking place at the Fair grounds), another 31% indicated Other.

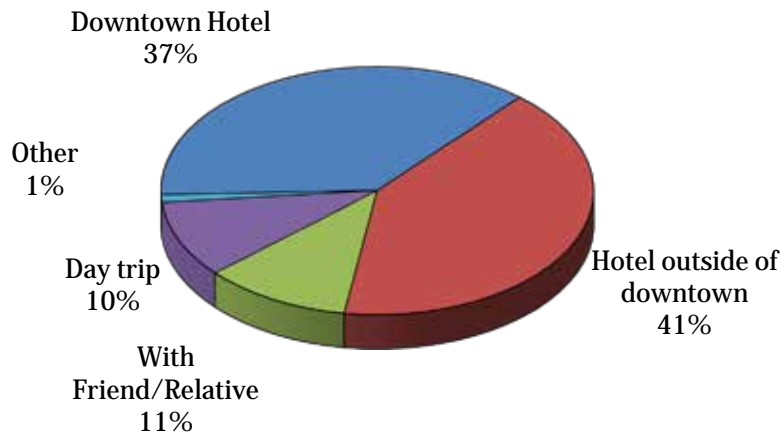
Visitor Status, 2012



Most of the visitors were staying in area hotels, only 10% were day-trippers.

Most of the riders who were visiting the area were staying overnight in an area hotel, with about an even split between hotels in downtown (37%) and hotels outside of downtown (41%). Only one-in-ten of the riders were making a day trip.

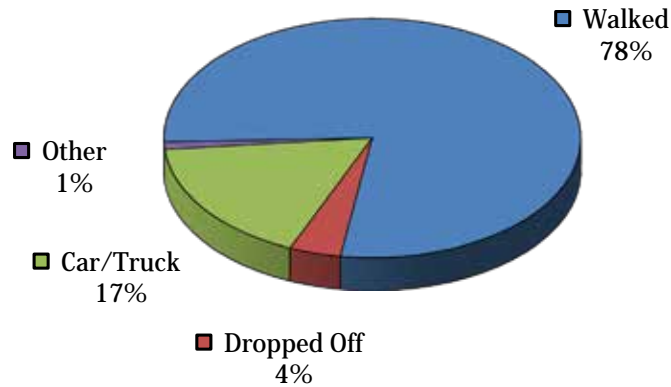
Visitor Lodging, 2012



Three-of-four visitors access the service by walking.

Most of the riders who are visitors will walk to the stop (78%), 17% will drive and park.

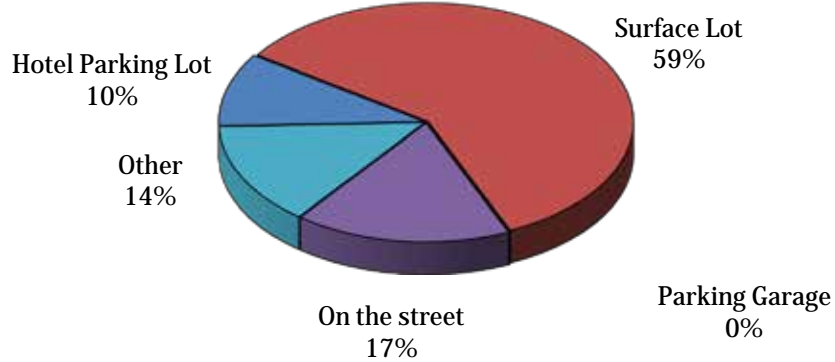
Visitor Access, 2012



59% will use a surface lot to park.

For those visitors that park their vehicle (a total of 29 trolley riders), 59% will park in a surface lot and 17% on street.

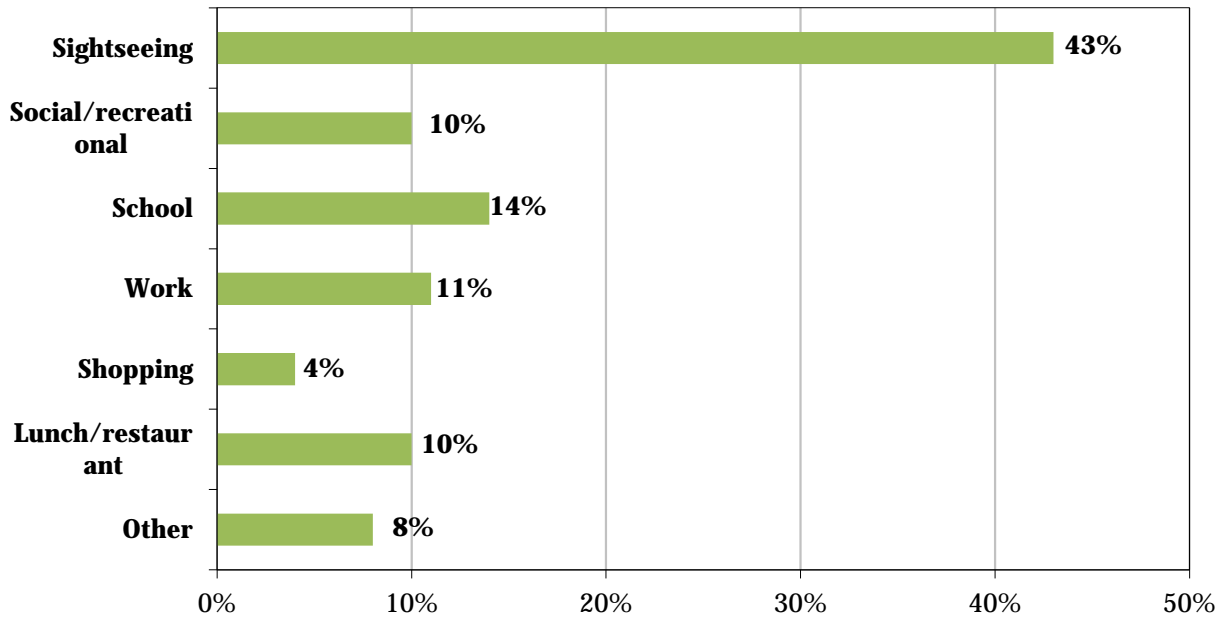
Visitor Parking, 2012



While a majority of the visitors were using the trolley for sightseeing and recreation, there were a number of other non-recreational reasons for visitors using the service.

While a majority of the visitors (53%) who were riding were travelling for recreational and sightseeing, the trolley is also used for a number of other travel reasons including 25% of the visitors indicating for work and school.

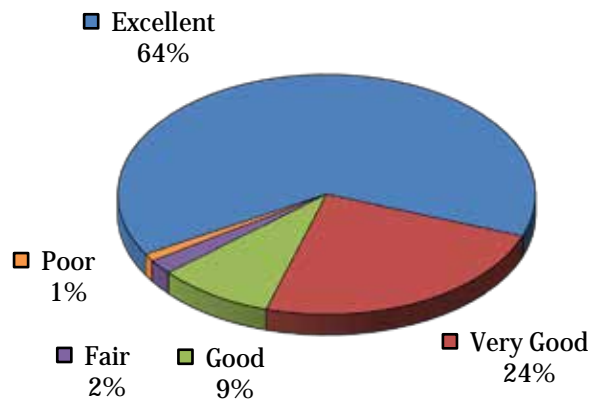
Trip Purpose, Visitors, 2012



Visitors rate the service very, very positively.

When asked to give an overall rating of the trolley service, 64% of the visitors rated the service as Excellent, another 25% rated it as Very Good, and 97% rated it positively (combination of Excellent, Very Good and Good)

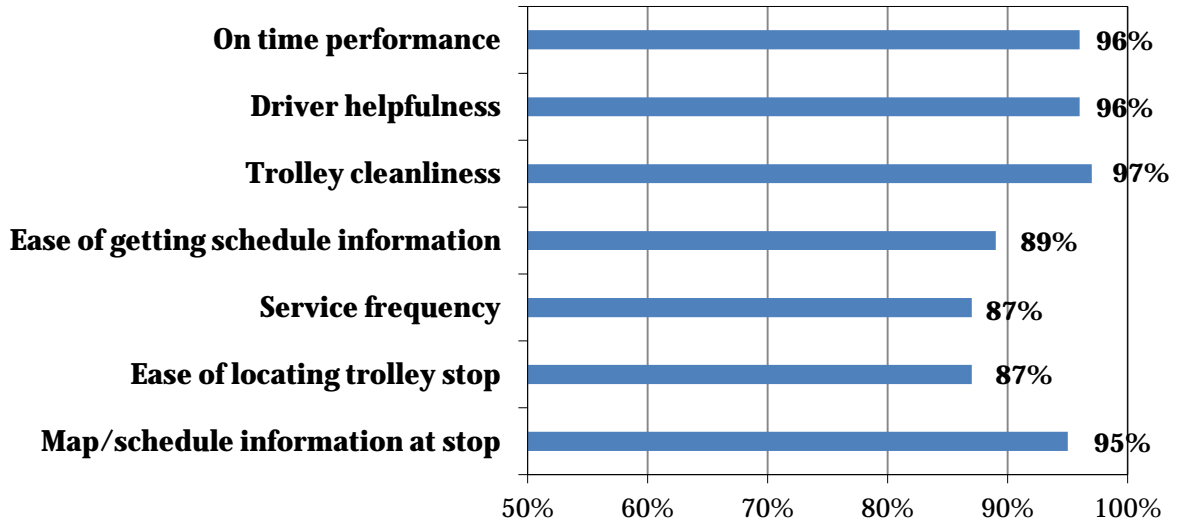
Overall Service Rating, Visitors, 2012



Among seven specific service characteristics rated by visitors, ease of locating the stop was rated the lowest.

While all of the seven service characteristics rated by visitors were rated very positively, from 87% to 97%, there is room for improvement on ease of locating the stop. This item was rated at 87%, the same as service frequency. While service frequency is typically an area of concern for any bus service, there is room for improvement for on street signage. Once people get to the stop they are satisfied with the information (map, schedule) presented.

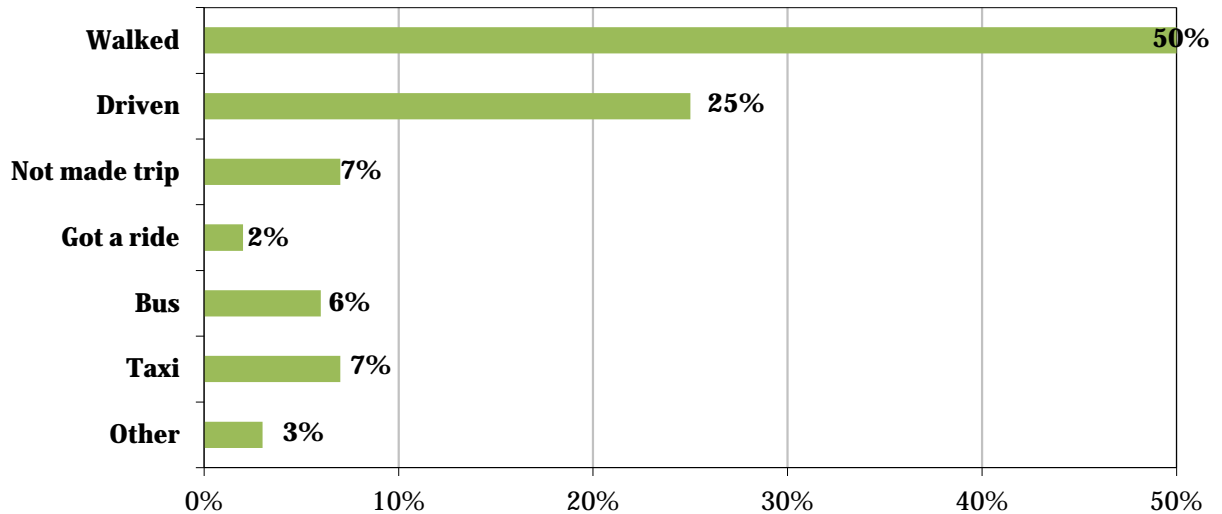
Service Characteristic Scores, Positive Service Rating, Visitors, 2012



If trolley service were not available, many visitors would walk to their destination. Few would not make the trip.

Half of the visitors would have walked to their destination if the trolley was not available. Few would have taken a Metro bus or not made the trip.

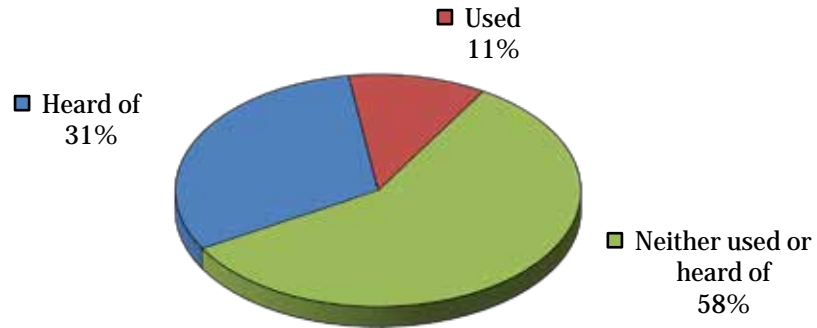
Service Alternative, Visitor, 2012



Four-in-ten visitors have heard or used the Oklahoma City Cruises.

Among visitors 42% had heard or used the Oklahoma City cruises. These are a very positive results for the river cruise service.

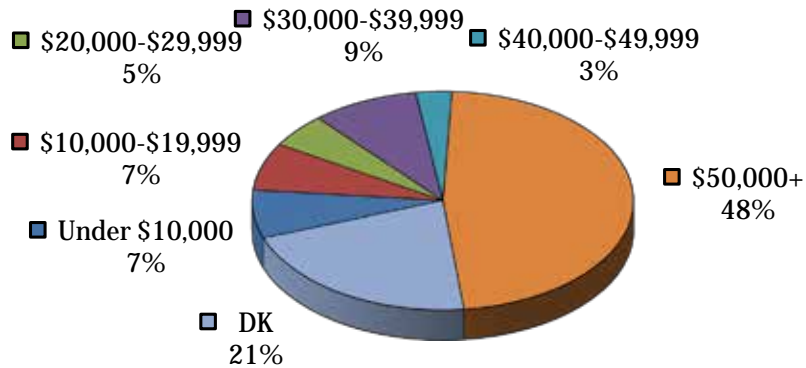
Awareness of River Cruises, Visitors, 2012



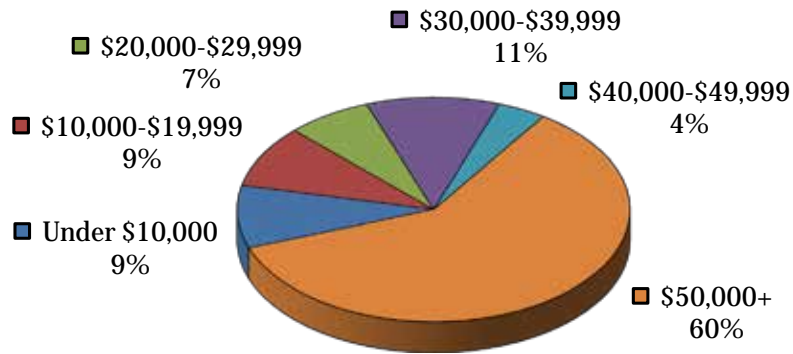
Visitor Profile

Visitors who ride the trolley have incomes above \$50,000, are more likely female than male (62%, 38%), and represent a range of age groups from under 18 to 64.

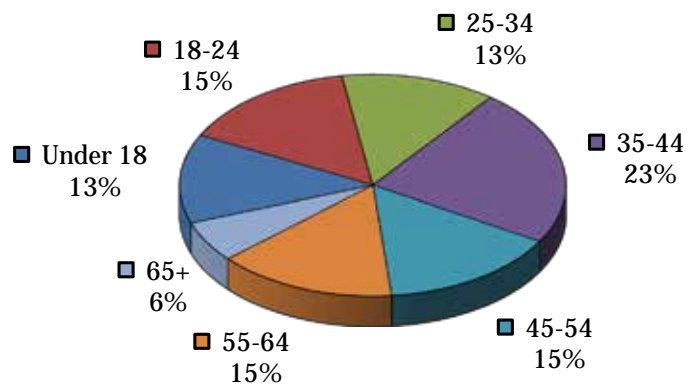
Income, Visitors, 2012



Income, Visitors, Refusals Omitted, 2012



Age, Visitors, 2012

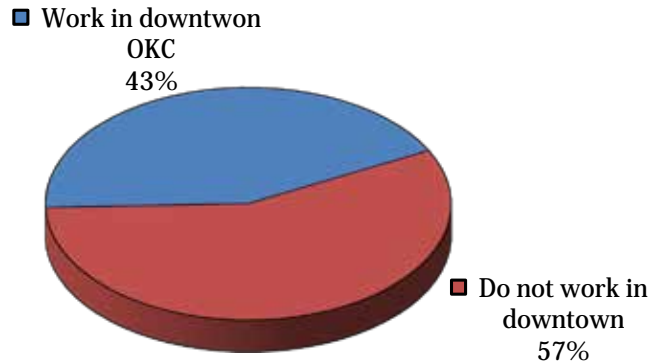


Residents

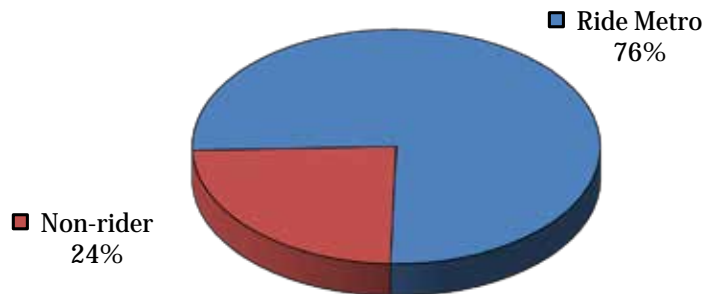
Among residents of the OKC area, 43% work in the downtown area and 76% also ride Metro.

Among area residents, many trolley riders (76%) are also Metro riders. Also, among the resident group 43% work in downtown.

Work Location, Residents, 2012



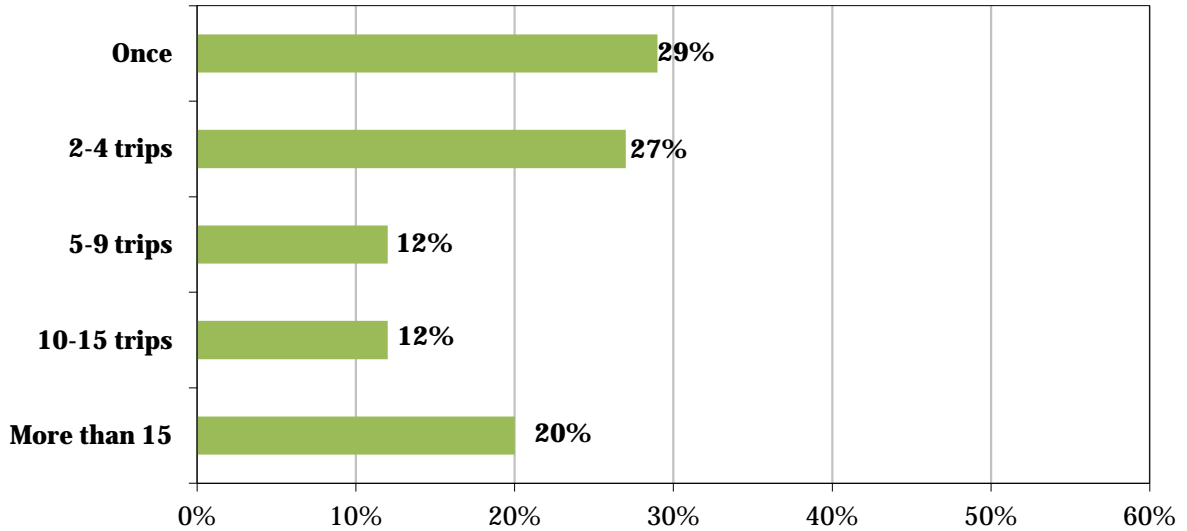
Ride Metro, Residents, 2012



Trolley riders who are residents are a mix of very infrequent and regular riders.

Slightly more than half (56%) of the resident trolley riders are very infrequent riders, riding four or less trips in the prior month. A round trip counted as two trips. Another 32% of the riders have used the trolley ten or more times in the last 30 days.

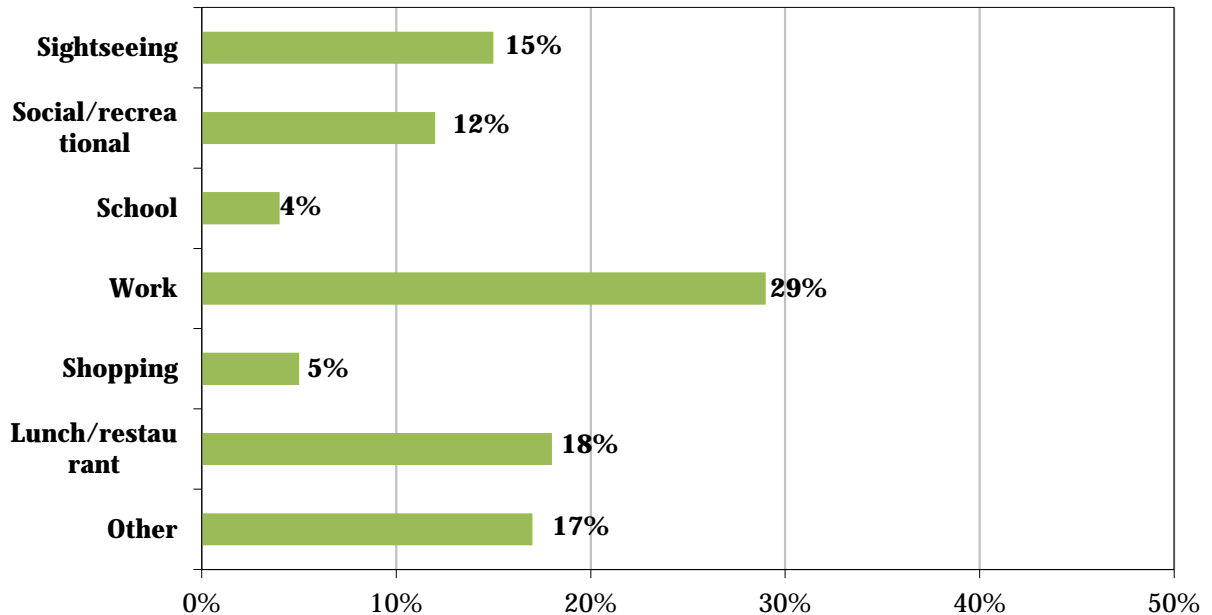
Frequency of Trolley Use, Past 30 Days, 2012



Residents use the trolley for work and recreation.

Among the residents, 27% 18% are riding the trolley for sightseeing and recreation, 18% to go to lunch and 29% for work.

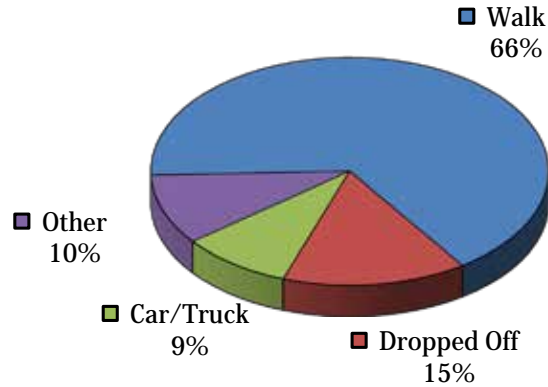
Trip Purpose, Resident, 2012



Most residents walk to the stop to access the service.

Two of three residents (66%) walk to the stop, while 15% get dropped off. Only 9% accessed the service by car/truck, too few respondents to report the results for where they parked their vehicle.

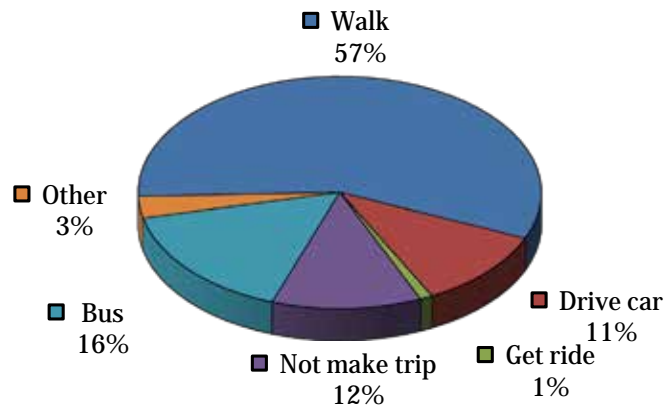
Service Access, Residents, 2012



Most people would walk to their destination if the service was not available.

If the trolley service did not exist, 57% of the residents would walk to their destination with another 16% taking a Metro bus. A total of one-in-ten (12%) would not make the trip, similar to those who would drive.

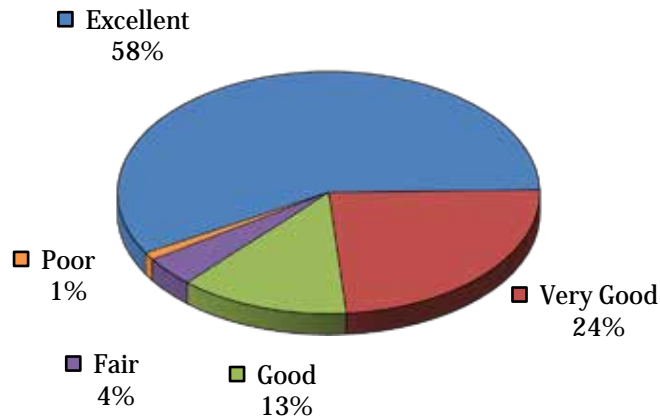
Alternative Service, Residents, 2012



Residents rate the service very, very positively.

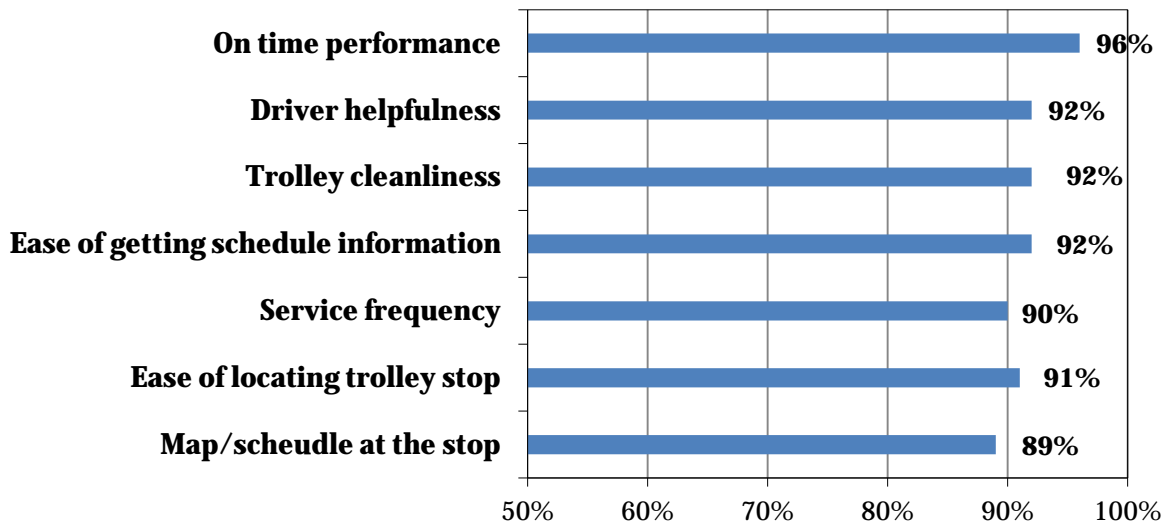
When asked to give an overall rating of the trolley service, 58% of the visitors rated the service as Excellent, another 24% rated it as Very Good, and 95% rated it positively (combination of Excellent, Very Good and Good).

Overall Service Rating, Residents, 2012



Among seven specific service characteristics rated by residents, all but one are rated at 90% or higher.

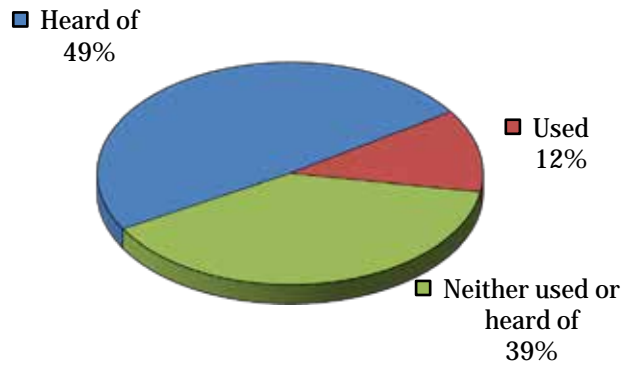
Service Characteristic Scores, Positive Service Rating, Residents, 2012



A majority of residents have heard or used the Oklahoma City Cruises.

Among residents 61% had heard or used the Oklahoma City cruises. Four-in-ten had no awareness of the service.

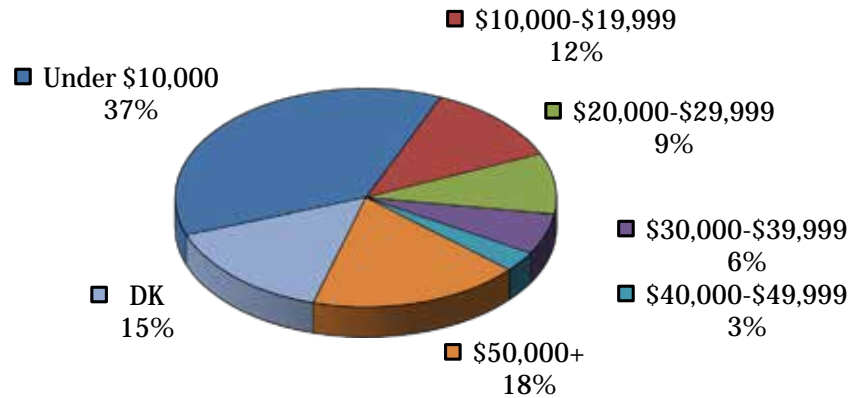
Awareness of River Cruises, Residents, 2012



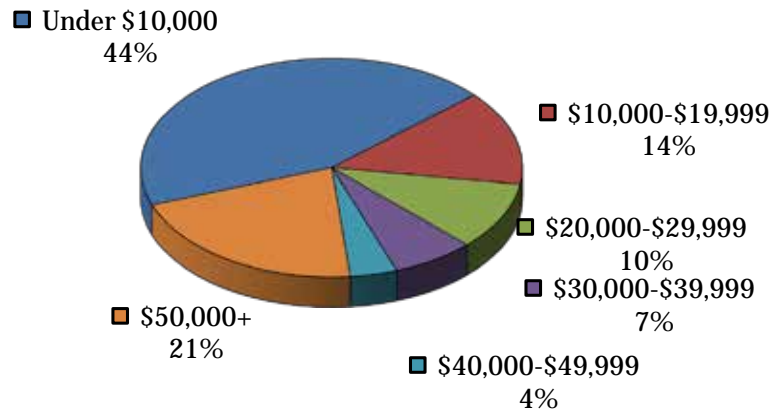
Resident Profile

Many residents who ride the trolley have incomes under \$10,000 (44%), are more likely male than female (62%, 38%), and represent a range of ages from 18 to 64. Close to half (45%) are employed and an additional 17% are employed part time.

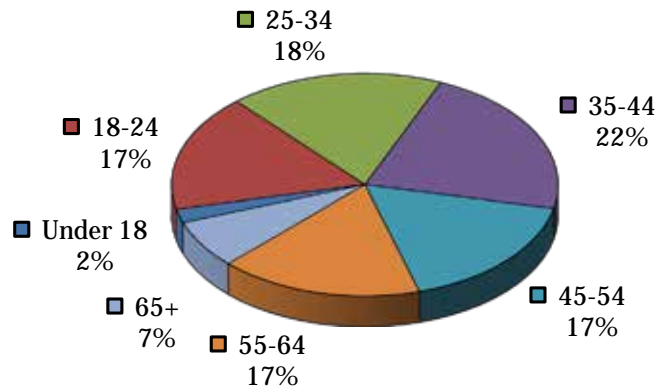
Income, Residents, 2012



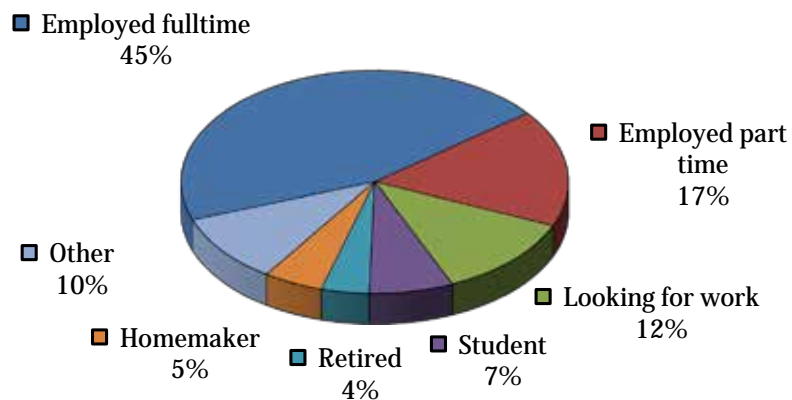
Income, Residents, Refusals Omitted, 2012



Age, Residents, 2012



Employment, Residents, 2012



Questionnaires

2012 Metro Transit Trolley Survey

Metro Transit wants your opinion about your trip in order to serve you better. Please take a few minutes to complete this important survey. All of your responses will be kept confidential.

1. First, are you a resident of the Oklahoma City area or are you a visitor?
 OKC area resident *(Please answer questions 2-5, 8-17)* Visitor *(Please answer questions 6, 7, 8-17)*

Oklahoma City Area Resident:

2. In the past 30 days about how many rides have you taken on the Trolley? _____
(If you made a round trip count it as two rides.)
3. Do you work in downtown Oklahoma City?
 Yes No
4. Do you also ride Metro Transit's bus service?
 Yes No
5. Are you:
 Employed full time
 Employed part time
 Looking for work
 Student
 Retired
 Homemaker
 Other

Visitor:

6. Why are you visiting Oklahoma City?
 Attending a convention
 Attending a special event
 Visiting a friend or relative
 Other
7. Where are you staying?
 A hotel downtown
 A hotel outside of downtown
 With friends/relatives
 Only a day trip, not staying overnight
8. What is the main purpose of your trip today?
 Work or work related
 Lunch/Restaurant
 School (K-12)
 School (Technical, College, University)
 Sightseeing
 Shopping
 Medical
 Personal Business/Errands
 Social/Recreation
 Social Service
 Other: _____
9. How did you get to the Trolley stop today?
 Walked
 Dropped off
 Car/Truck (rental or personal)
 Where did you park?
 At a hotel parking lot
 At a friend's house
 At a surface parking lot
 At a parking garage
 On the street
 Other: _____

10. If Trolley service were not available how would you have made this trip today?
 Walked
 Driven my car/truck
 Would not have made trip
 Got a ride with another person
 Bus
 Taxi
 Other
11. Overall, how would you rate Trolley service?
 Excellent
 Very Good
 Good
 Fair
 Poor

12. Please rate each of the following by placing an x by your rating:

	Excellent	Very Good	Good	Fair	Poor
Trolleys arriving on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of Trolley drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of the Trolley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of getting schedule information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of Trolley service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of locating the Trolley stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Map/schedule information at stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Is there anything you would like to see improved with the Trolley service?

14. Have you heard of, or used, the Oklahoma River Cruises (not the Bricktown Canal)?
 Heard of Used Neither

15. How old are you? _____

16. What was your total household income in 2011?
 Less than \$10,000
 \$10,000-\$19,999
 \$20,000-\$29,999
 \$30,000-\$39,999
 \$40,000-\$49,999
 \$50,000 or higher
 Do not know

17. Are you:
 Male Female

Please give your completed survey to the survey person riding the trolley. Thank you for your participation.