

# 2017 OKC EMBARK

## Hispanic Survey

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Findings  
Report

**Submitted to EMBARK**

**by:**

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**October 2017**




# 2017 OKC EMBARK

## Survey of Hispanics

### *Introduction*

ETC Institute conducted a survey of Hispanic residents in the Greater Oklahoma City area who were not currently using EMBARK services. EMBARK would like to understand the public transit needs of the growing and changing Hispanic population. EMBARK is using the data to help identify public perception, pinpoint ways to better meet the evolving needs of their community, and build a road map for the future of transit in the Greater Oklahoma City area.

### *Survey Design*

Focus groups  were conducted (3 focus group sessions), as a part of the survey design process, to help better formulate potential survey questions by identifying unique barriers/needs that may exist within the Hispanic community. These focus groups were comprised of both English and Non-English-speaking Hispanics. Participants included a mix of transit users, non-transit users, choice riders, dependent riders, and community stakeholders. In total, over thirty (30+) persons participated in these focus group sessions.

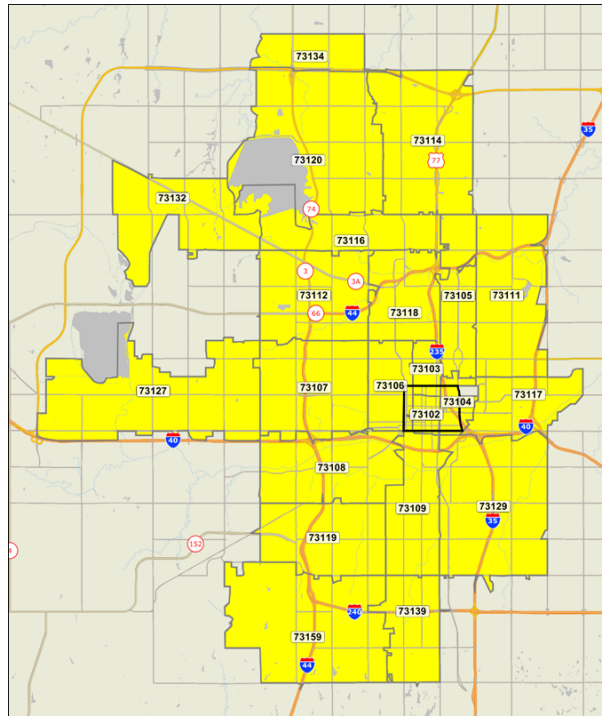
After the focus groups were conducted, qualitative responses were used to help formulate survey questions that could help capture quantitative responses to a wider range of transit related issues. Specific barriers/communications/needs/etc, unique to the Hispanic community, were incorporated into the final survey instrument. The results of these focus groups are provided in summary form at the end of this report.

### *Methodology*

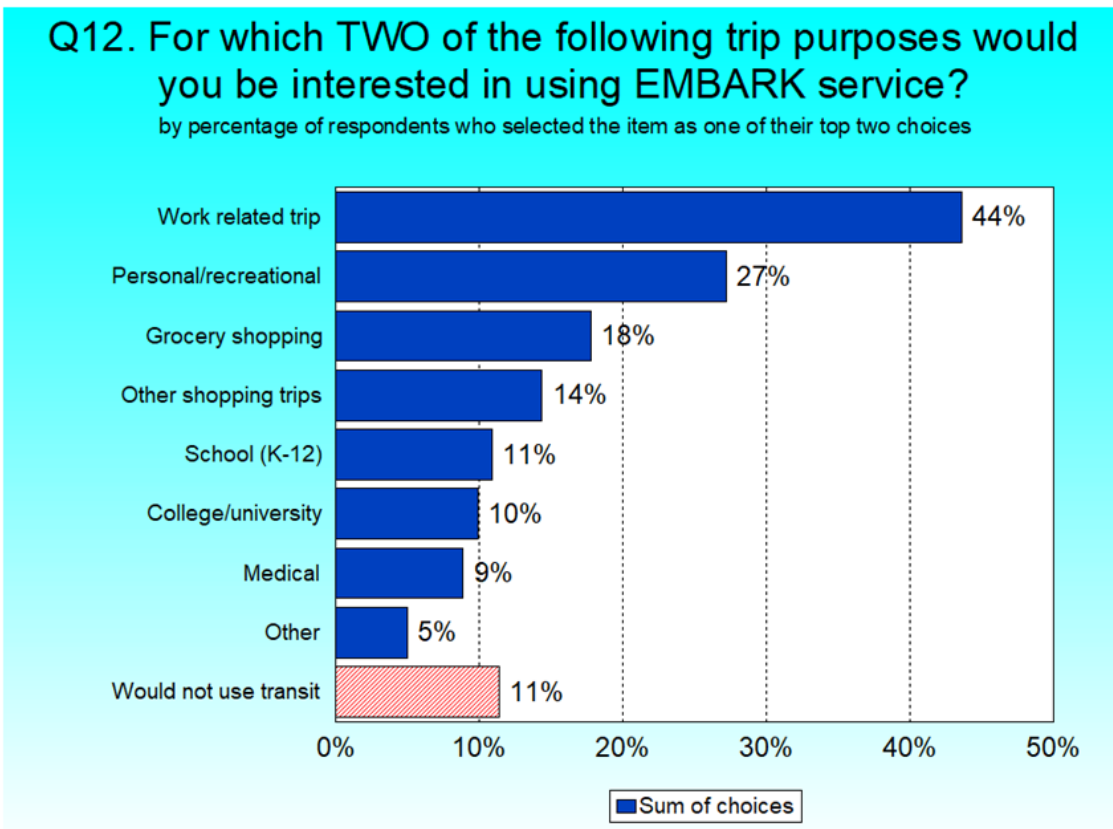
The survey was administered by email/mail/phone follow up to a random sample of 202 Hispanic residents who indicated they had not used EMBARK services during the past six months, and do not work for a public transit or market research company. The sample covered the following zip codes; 73134, 73117, 73139, 73159, 73108, 73119, 73109, 73107, 73102, 73104, 73129, 73103, 73106, 73105, 73112, 73118, 73111, 73127, 73116, 73132, 73114, 73120. The map on the following page shows the universe of the study area. Certain zip codes have more survey responses, specifically those with high Hispanic populations.

## 2017 OKC EMBARK Survey of Hispanics – Study Area

Although the minimum goal was met, response to the email/mail survey was significantly lower when compared to the most recent EMBARK Non-Rider Survey (over 800 survey collected). In effort to help increase response, ETC Institute conducted follow up phone calls with bi lingual interviewers. As a result of this follow-up effort, ETC was able to collect responses from over 200 respondents. The overall results of the survey have a precision (MOE) of at least +/-6.5% at the 95% level of confidence.



Similar to the Non-Rider survey results, the majority of respondents would be most interested in using EMBARK for work-related trips (see chart below). Only eleven percent (11%) of respondents “would NOT use transit” compared to twenty-six percent (26%) from the Non-Rider survey.



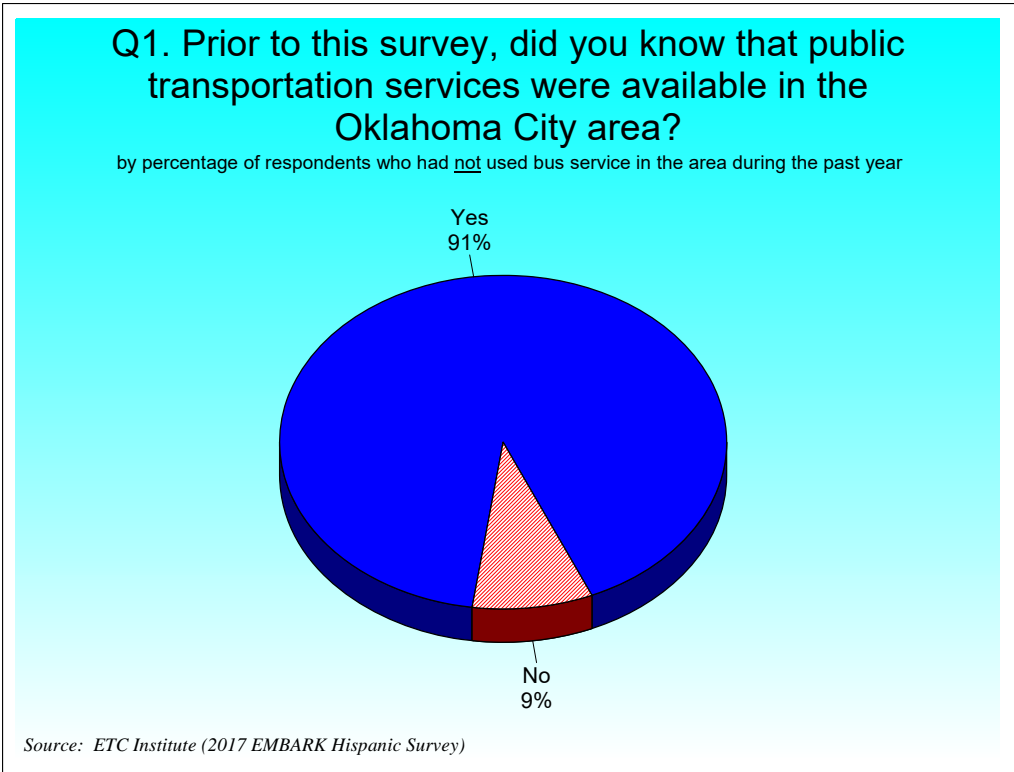
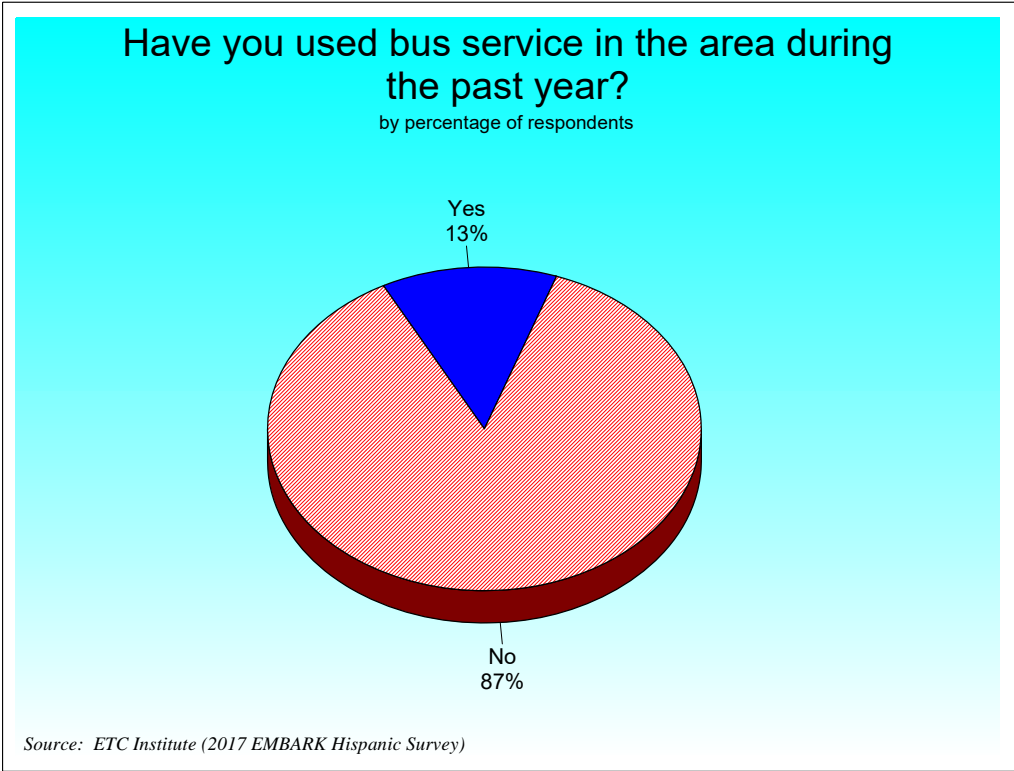
Source: ETC Institute (2017 EMBARK Hispanic Survey)

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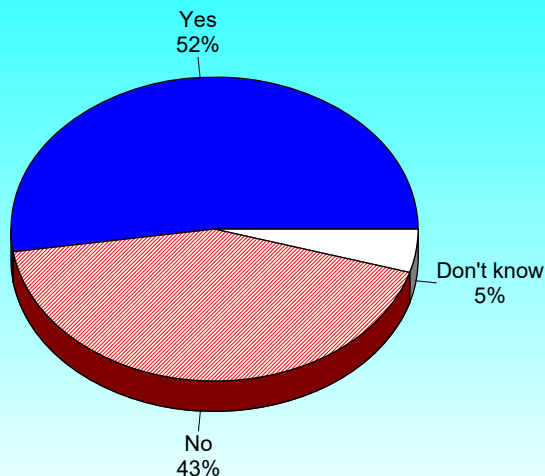
**Section 1:**  
**Charts and Graphs**

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

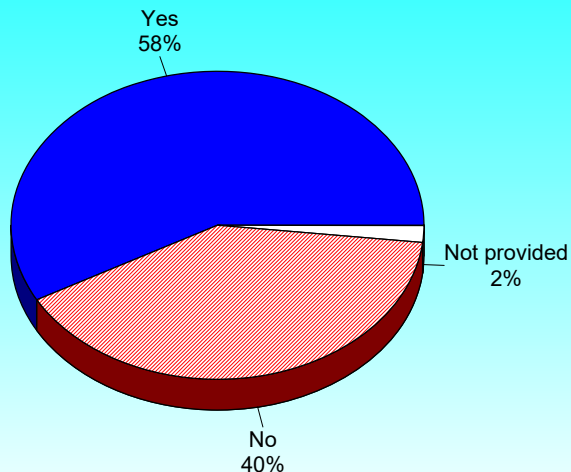
by percentage of respondents who had not used bus service in the area during the past year



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q3. Have you ever used public transportation in places OUTSIDE the Oklahoma City area?

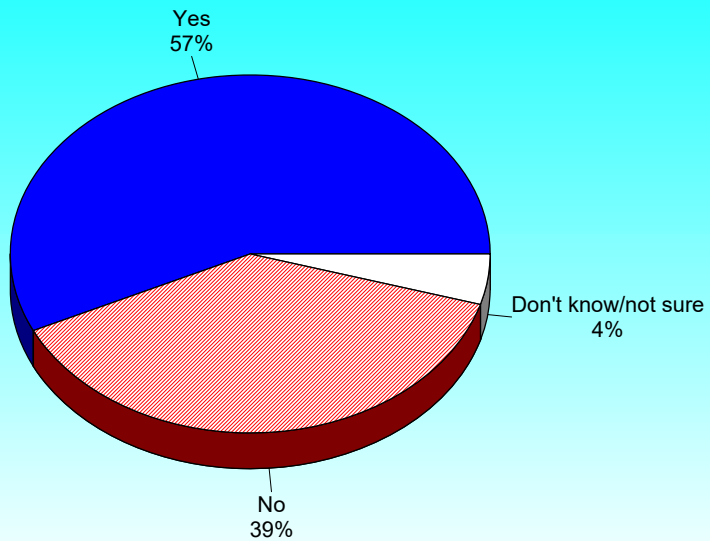
by percentage of respondents who had not used bus service in the area during the past year



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q4. Before today, had you heard of EMBARK?

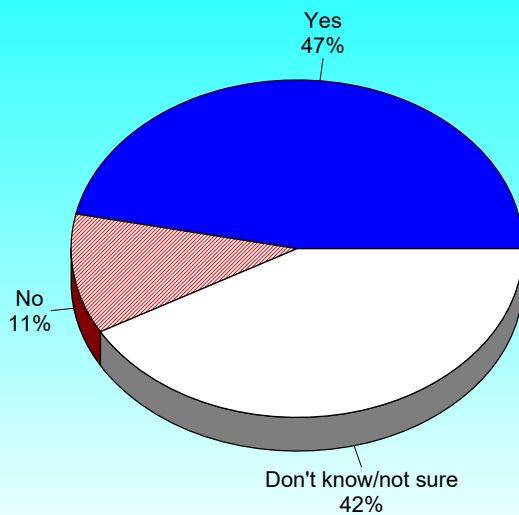
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q5. Would you recommend EMBARK to a friend or relative?

by percentage of respondents who had heard of EMBARK

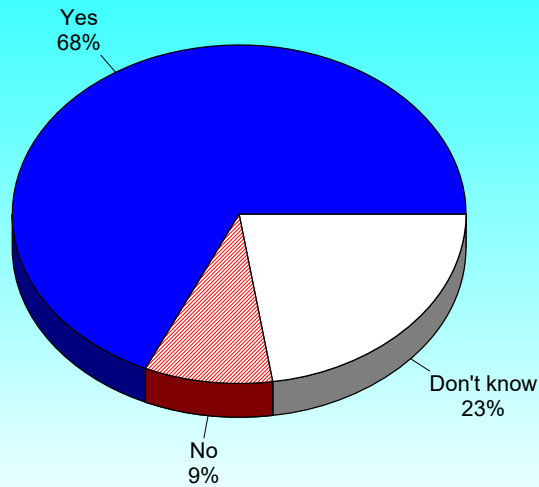


Source: ETC Institute (2017 EMBARK Hispanic Survey)



### Q6. Do you feel that EMBARK provides a valuable service to the Oklahoma City area?

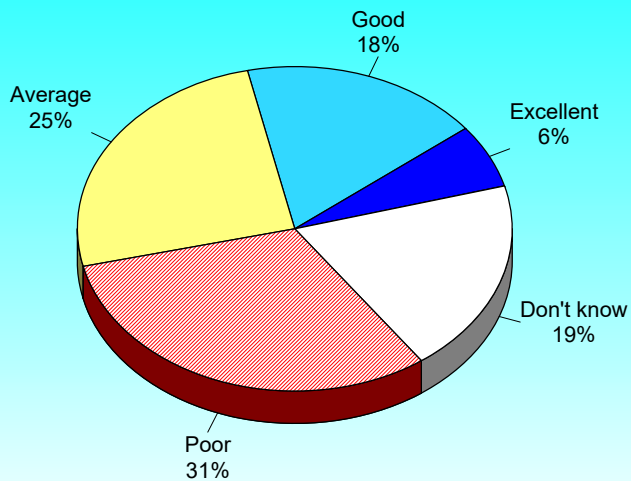
by percentage of respondents who had heard of EMBARK



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q7. Overall, how would you rate the availability of public transportation in the Oklahoma City area?

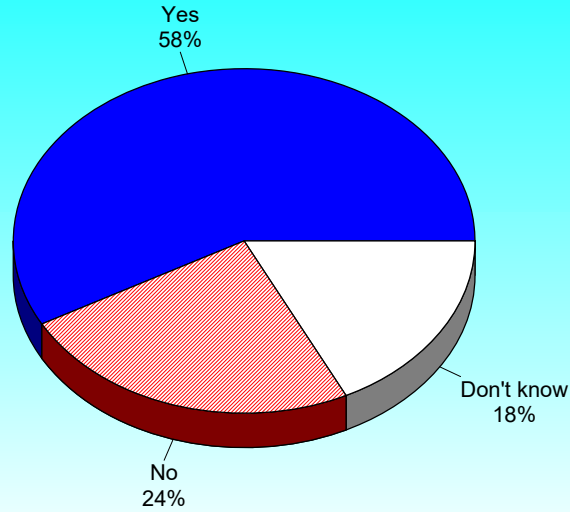
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q8. Is bus service currently available in or near your neighborhood?

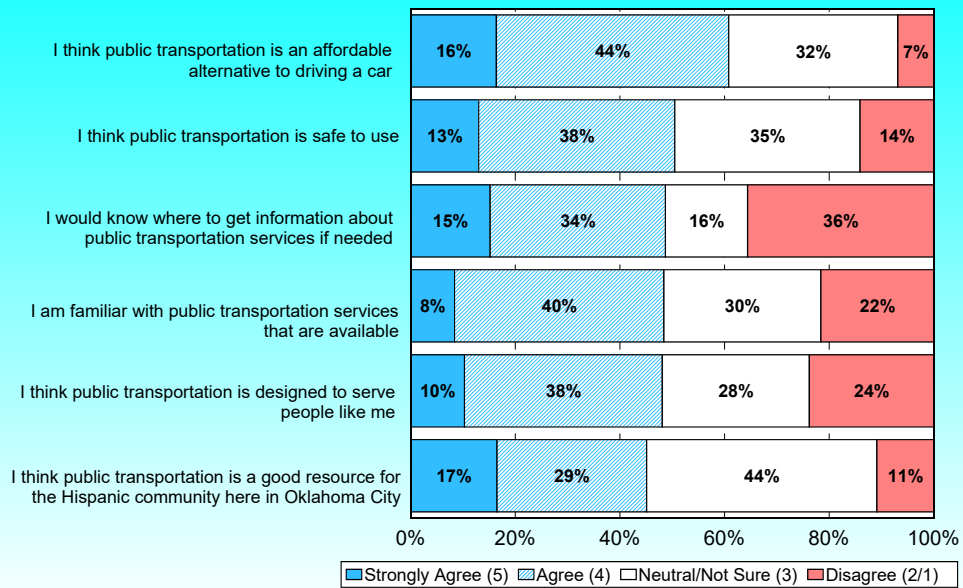
by percentage of respondents



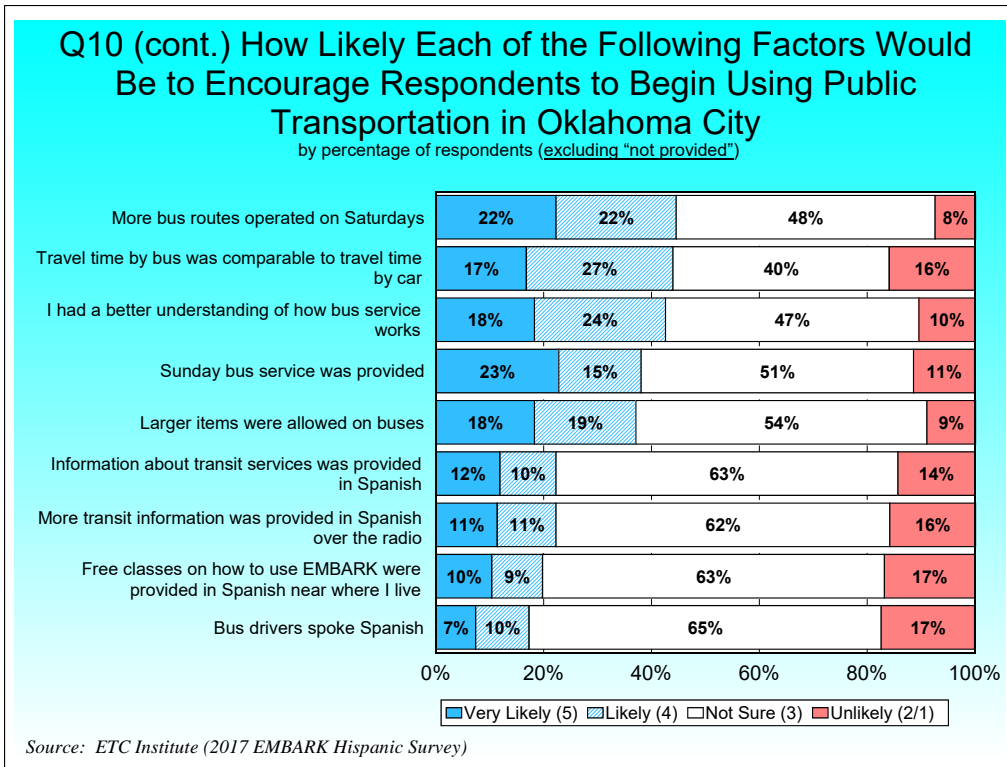
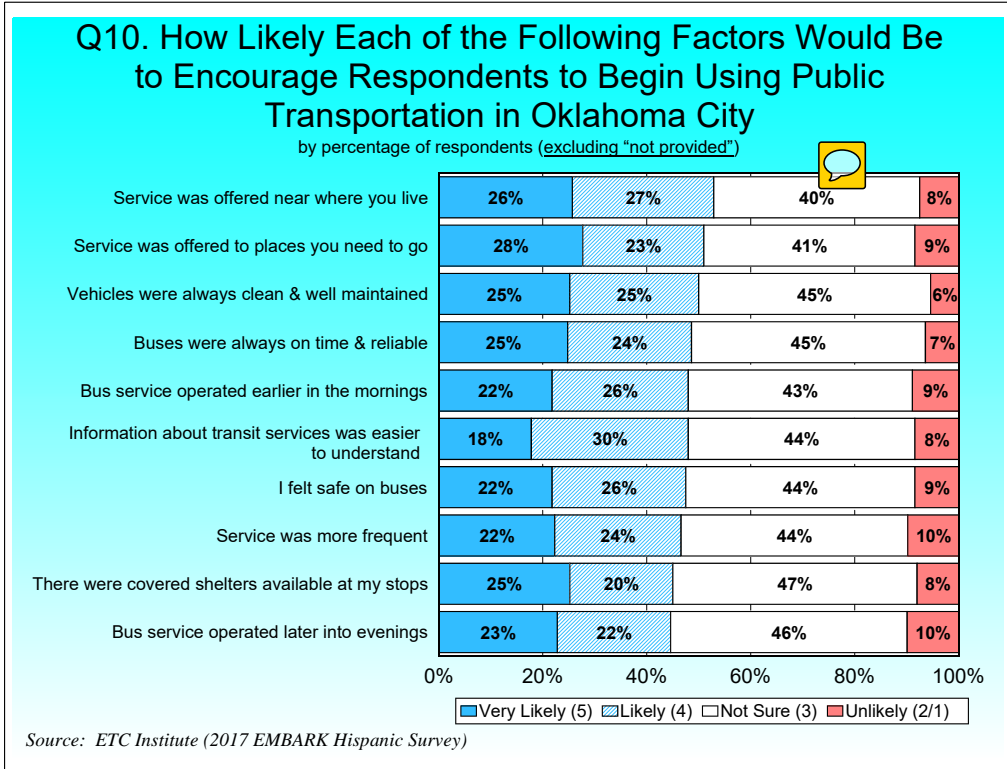
Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q9. Agreement With the Following Statements About Public Transportation in the Oklahoma City Area

by percentage of respondents (excluding "not provided")

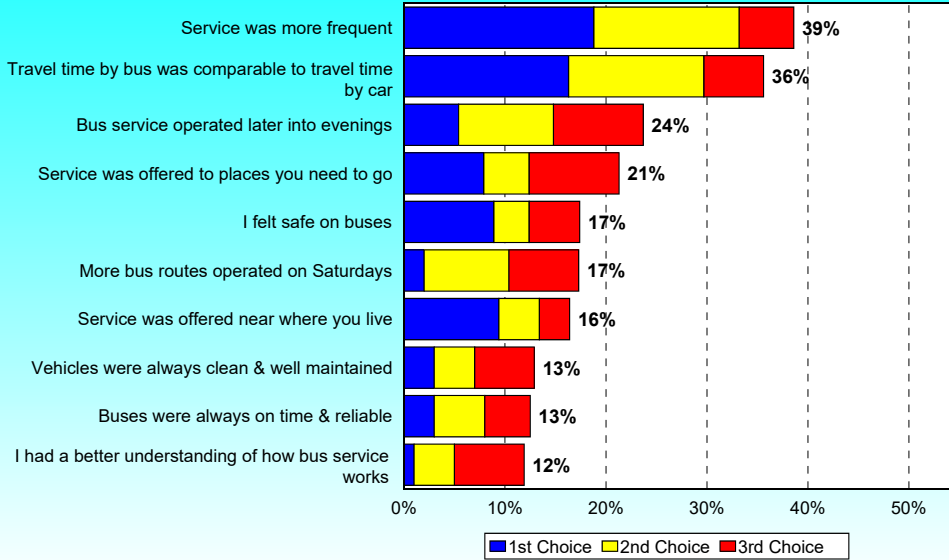


Source: ETC Institute (2017 EMBARK Hispanic Survey)



**Q11. Which THREE would be the MOST LIKELY to cause you to begin using public transit services in the Oklahoma City area?**

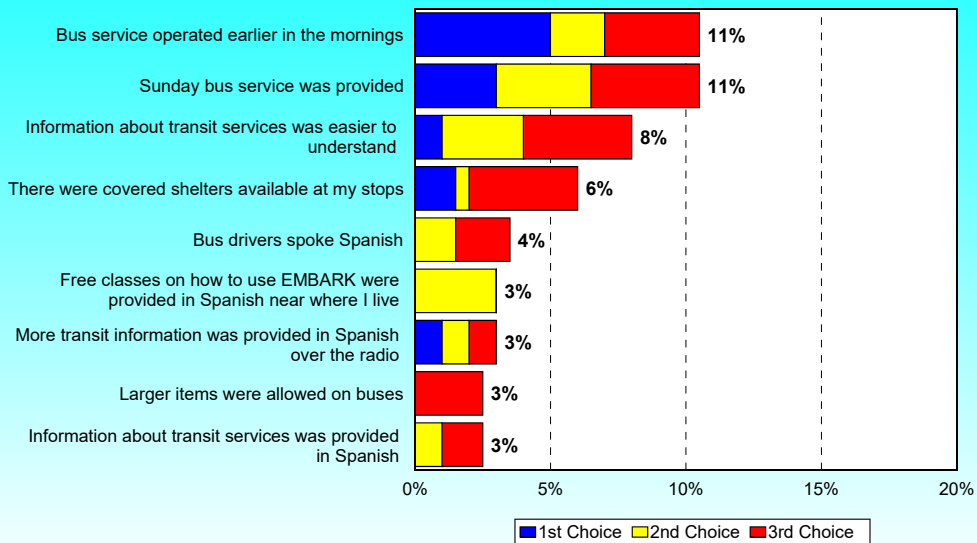
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2017 EMBARK Hispanic Survey)

**Q11(cont.) Which THREE would be the MOST LIKELY to cause you to begin using public transit services in the Oklahoma City area?**

by percentage of respondents who selected the item as one of their top three choices

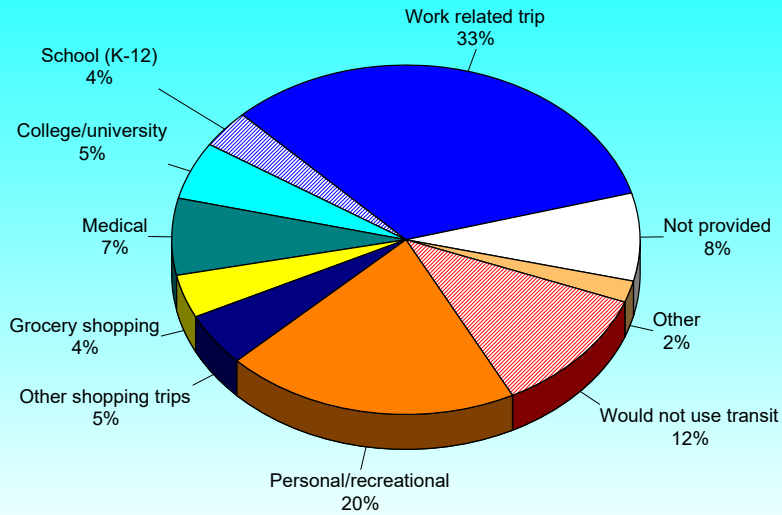


Source: ETC Institute (2017 EMBARK Hispanic Survey)



**Q13a. Of the trip purposes you selected in Question 12, which one trip would you be most interested in using EMBARK for?**

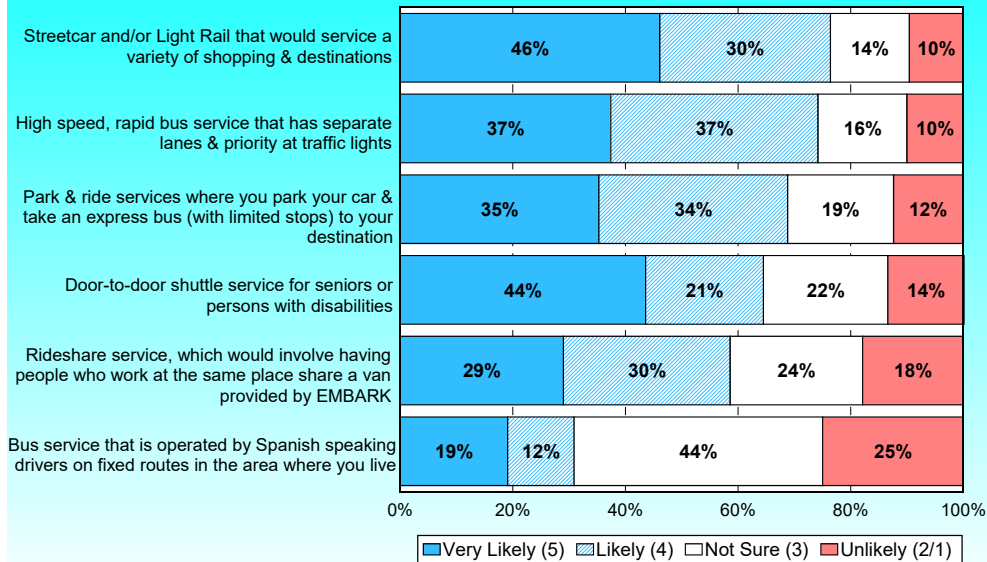
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

**Q14. How Likely Households Would Be to Use the Following Types of Transportation**

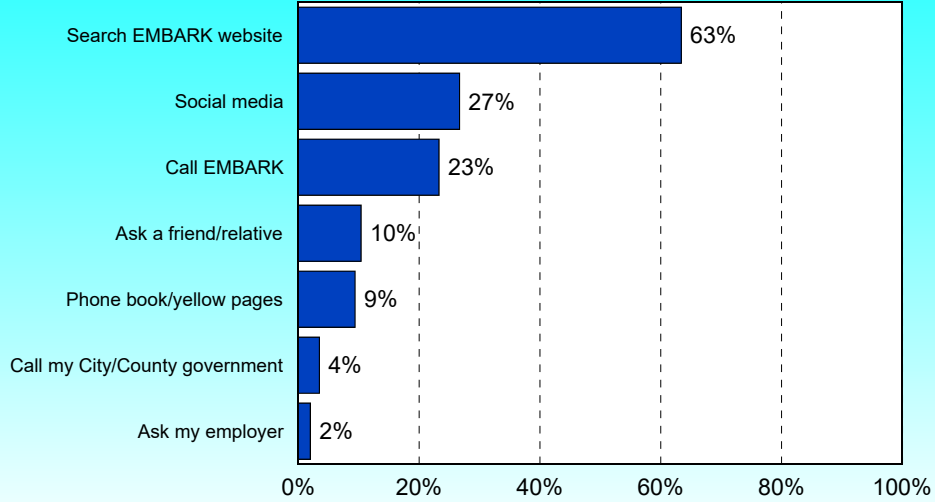
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2017 EMBARK Hispanic Survey)

**Q15. If you needed information about public transportation services in the Oklahoma City area, where would you go for information?**

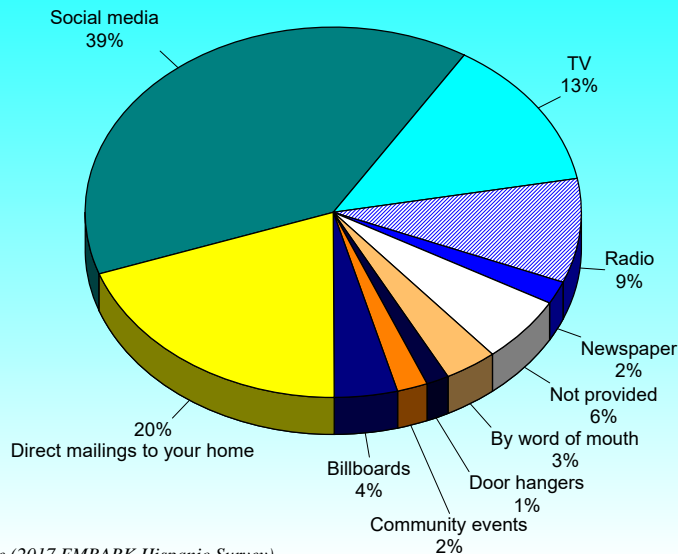
by percentage of respondents (multiple selections could be made)



Source: ETC Institute (2017 EMBARK Hispanic Survey)

**Q16. Which of the following media would be the BEST way to inform you about public transportation services in the Oklahoma City area?**

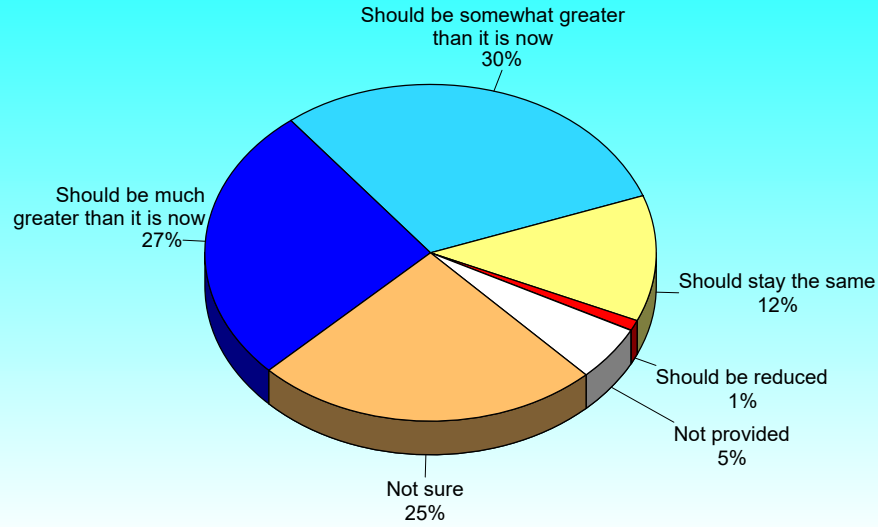
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

**Q17. How do you think the current level of funding for public transportation in the Oklahoma City area should be changed over the next FIVE years?**

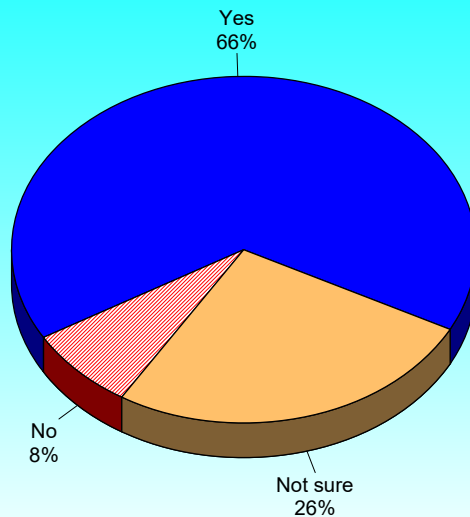
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

**Q18. Would you ride the EMBARK bus service if fares were set at \$1 per ride (most fares are currently \$1.75 per ride)?**

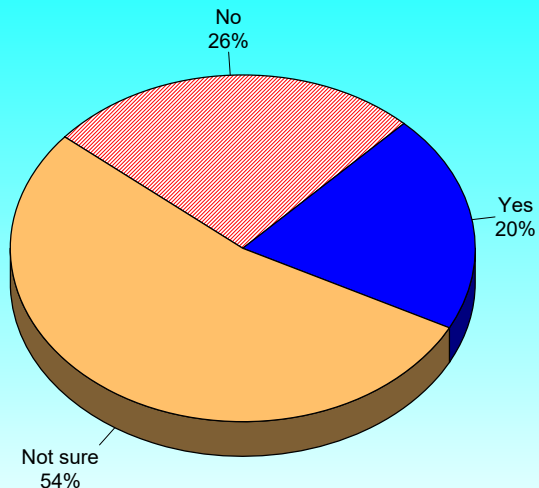
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q18a. Would you ride EMBARK bus service if fares were FREE?

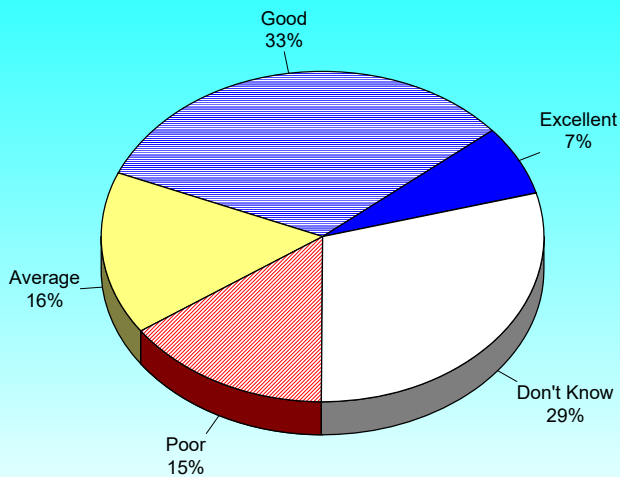
by percentage of respondents who answered "no" or "not sure" to Question 18



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q19. Overall, how would you rate the impression you have of EMBARK?

by percentage of respondents

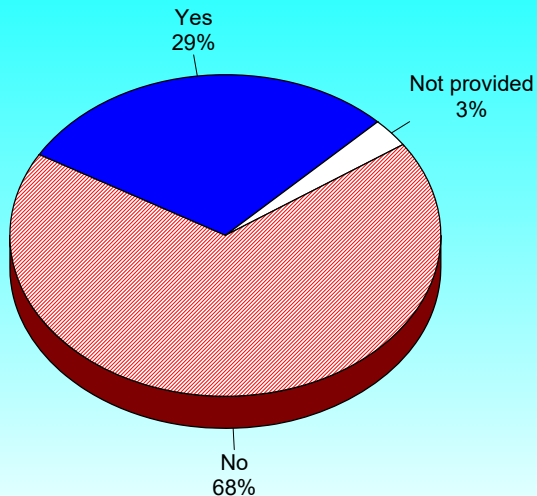


Source: ETC Institute (2017 EMBARK Hispanic Survey)



**Q20. In the last 6 months, have you used Uber, Lyft, or a taxi in Oklahoma City?**

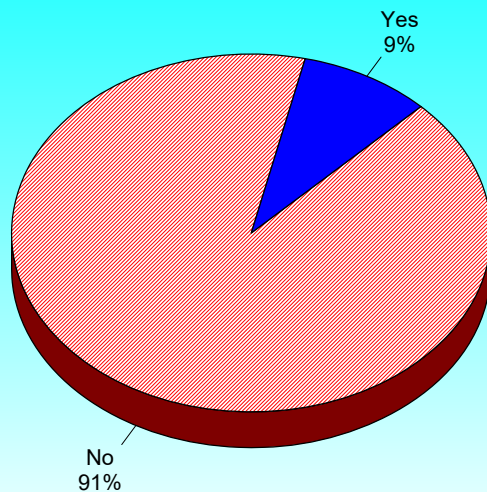
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

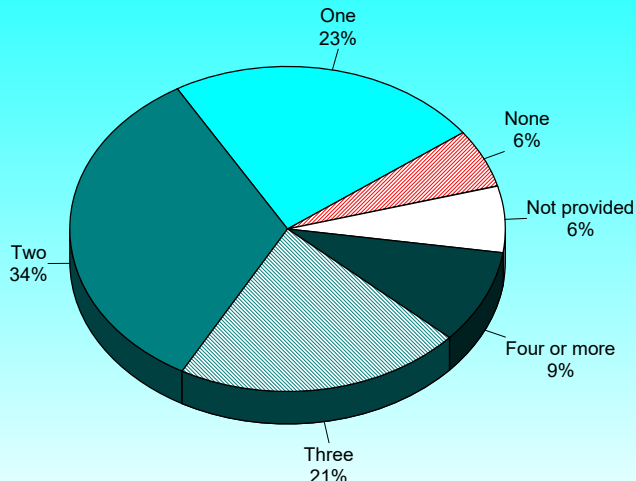
**Q21. Do you use a bicycle to get around?**

by percentage of respondents



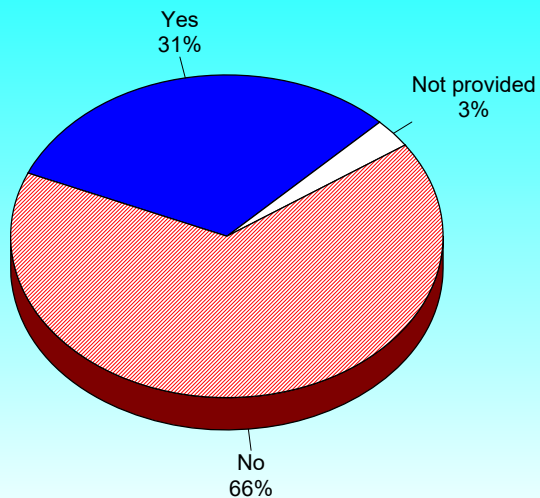
Source: ETC Institute (2017 EMBARK Hispanic Survey)

**Q22. How many operating vehicles (e.g. cars, motorcycles, vans) do you have in your household?**  
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

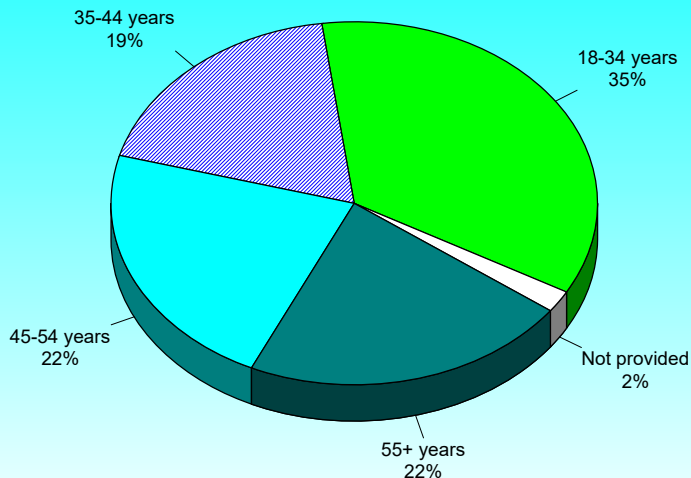
**Q23. Are there any persons in your care that are dependent on public transportation or rides from friends or relatives because they do not have a car or cannot drive?**  
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q24. Demographics: What is your age?

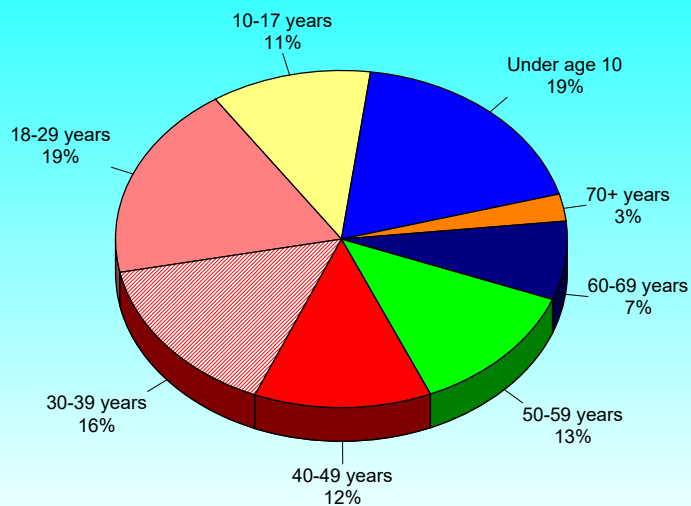
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q25. Demographics: Including yourself, how many persons in your household are:

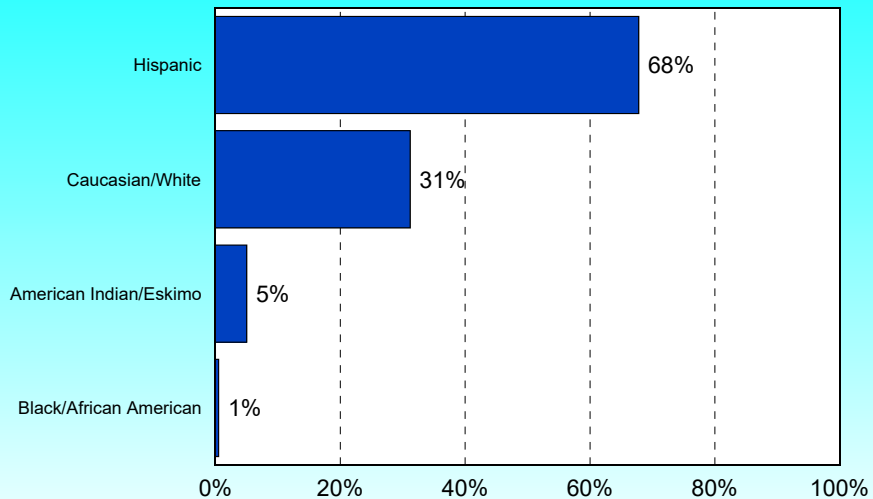
by percentage of persons in the household



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q26. Demographics: Which of the following best describes your race/ethnicity?

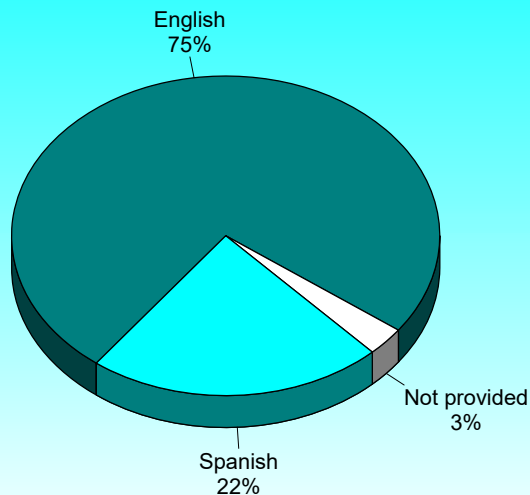
by percentage of respondents (multiple selections could be made)



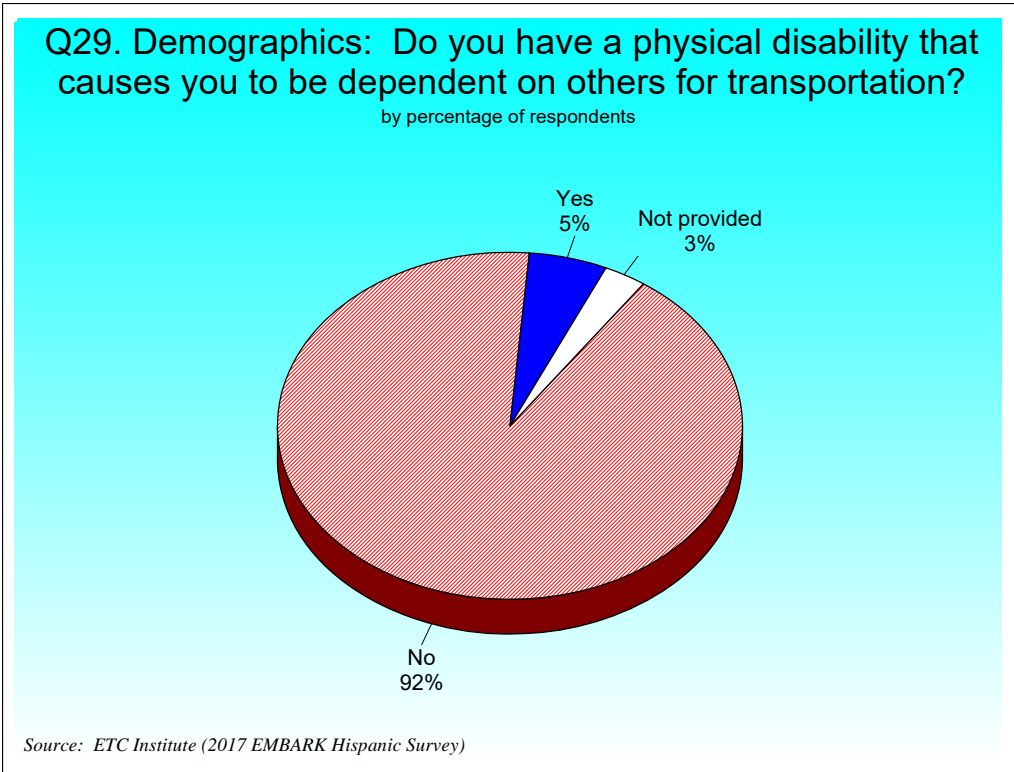
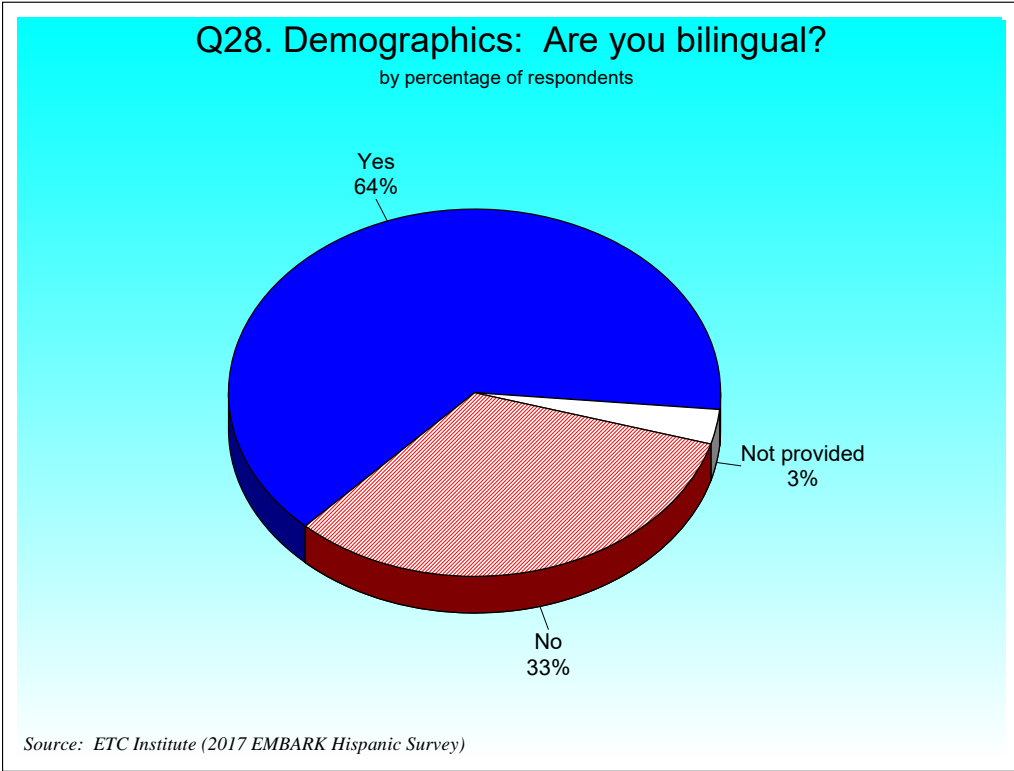
Source: ETC Institute (2017 EMBARK Hispanic Survey)

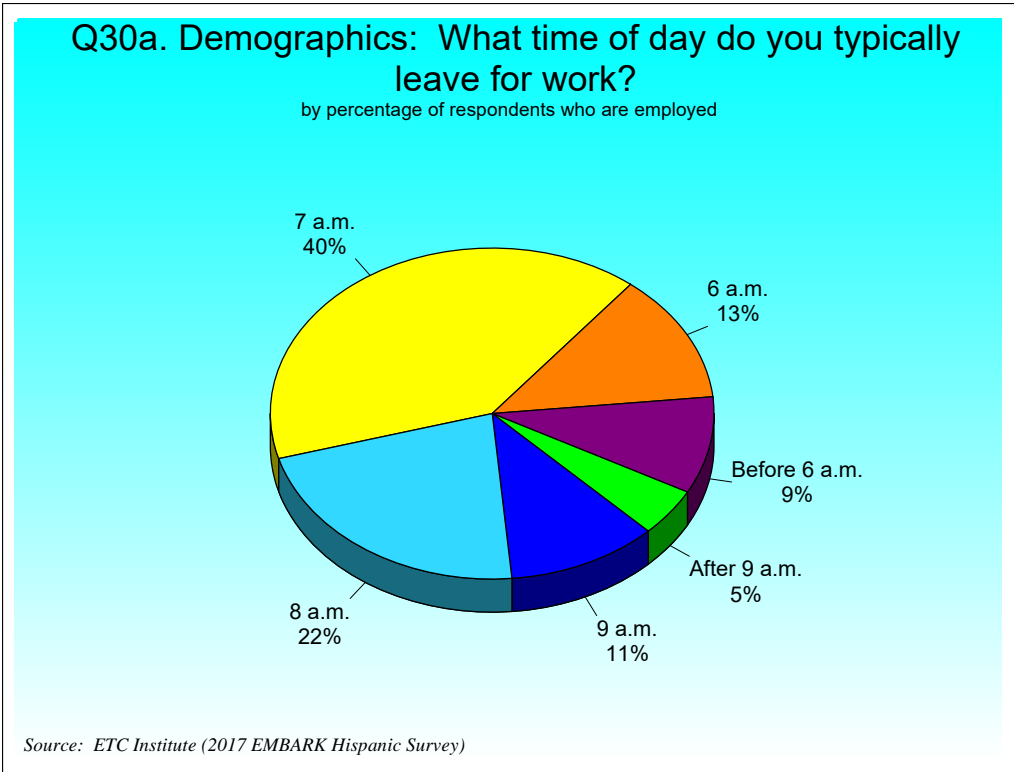
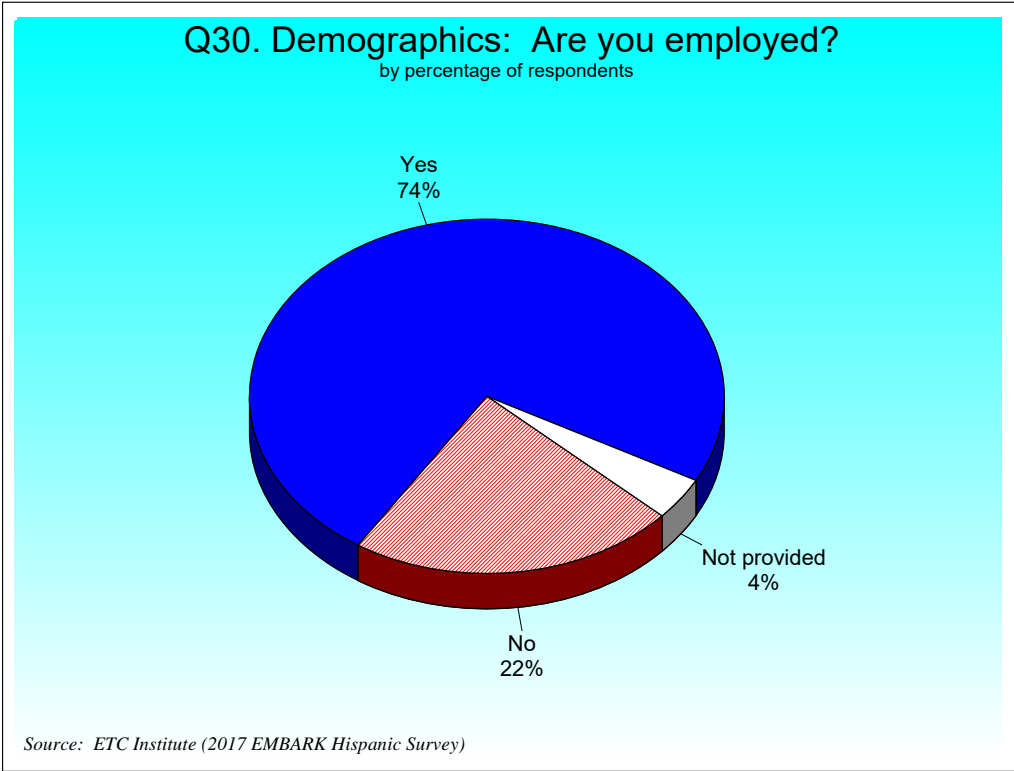
### Q27. Demographics: What is the primary language spoken in your home?

by percentage of respondents



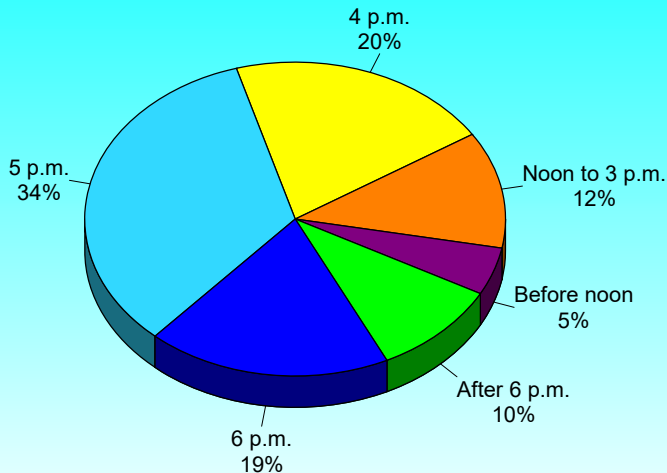
Source: ETC Institute (2017 EMBARK Hispanic Survey)





### Q30b. Demographics: What time of day do you typically return home from work?

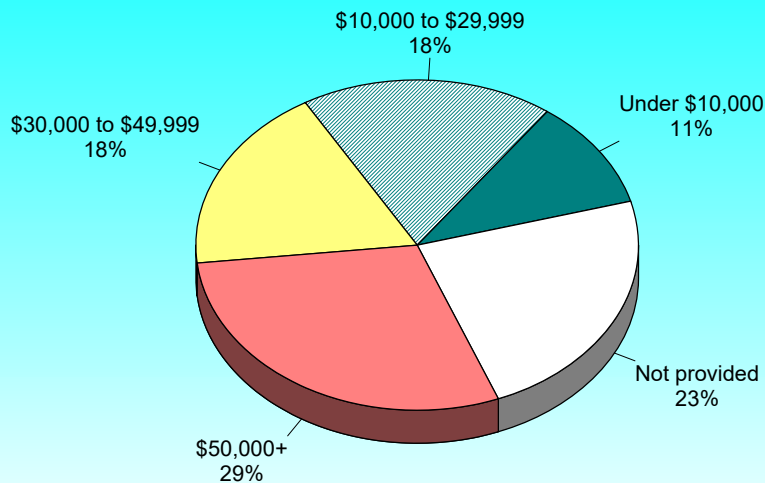
by percentage of respondents who are employed



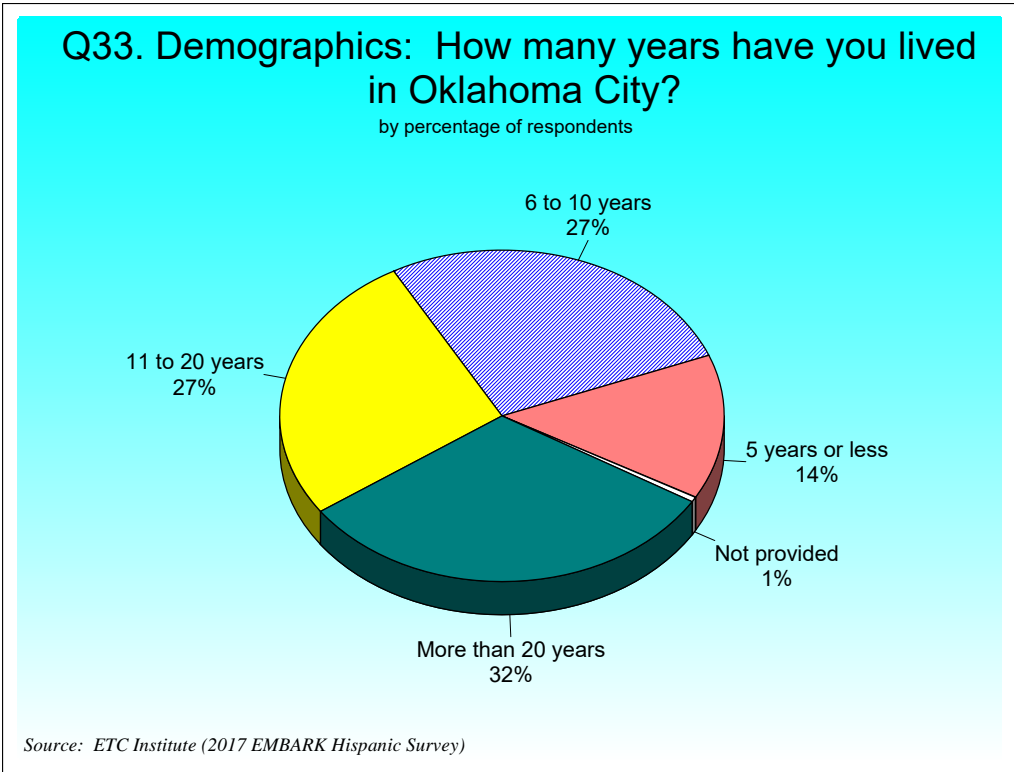
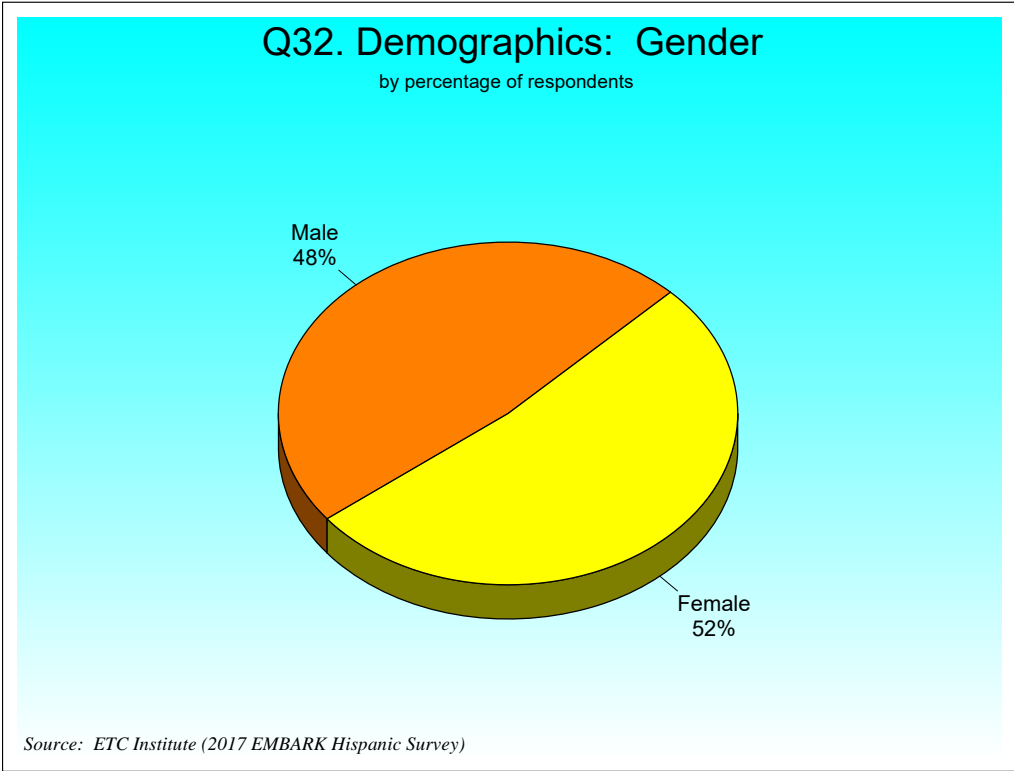
Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q31. Demographics: Total Household Income

by percentage of respondents



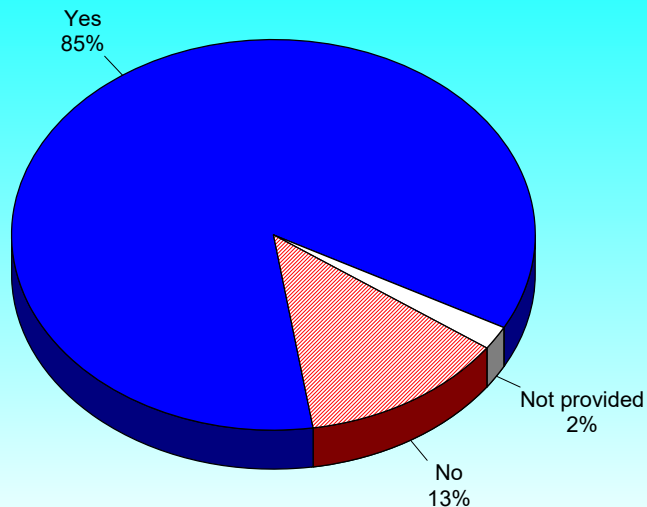
Source: ETC Institute (2017 EMBARK Hispanic Survey)





### Q34. Demographics: Do you have a social media account (Facebook, Twitter, or Instagram)?

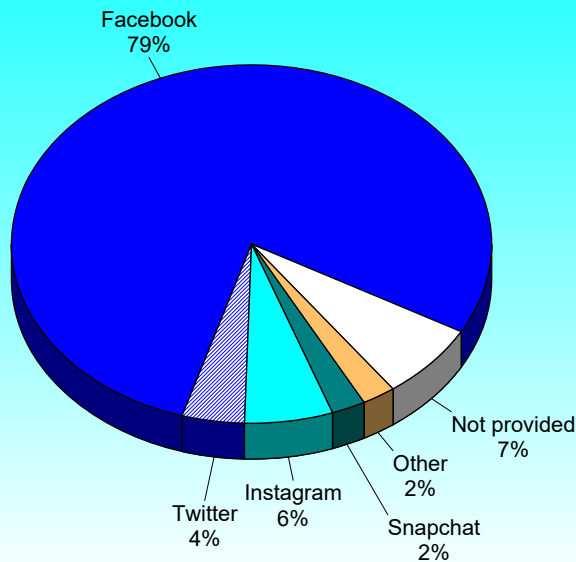
by percentage of respondents



Source: ETC Institute (2017 EMBARK Hispanic Survey)

### Q34a. Demographics: Which of your social media accounts do you use MOST OFTEN?

by percentage of respondents who have a social media account



Source: ETC Institute (2017 EMBARK Hispanic Survey)

## **Section 2:**

# **Tabular Data**

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**Have you used bus service in the area during the past year?**

Have you used bus service in the area during past year?	Number	Percent
Yes	26	12.9 %
No	176	87.1 %
Total	202	100.0 %

**Q1. Prior to this survey, did you know that public transportation services were available in the OKC area?**

Q1. Did you know that public transportation services were available in OKC area prior to this survey?	Number	Percent
Yes	161	91.5 %
No	15	8.5 %
Total	176	100.0 %

**Q2. Have you ever considered using public transportation services in the OKC area?**

Q2. Have you ever considered using public transportation services in OKC area?	Number	Percent
Yes	92	52.3 %
No	76	43.2 %
Don't know	8	4.5 %
Total	176	100.0 %

**WITHOUT "DON'T KNOW"****Q2. Have you ever considered using public transportation services in the OKC area? (without "don't know")**

Q2. Have you ever considered using public transportation services in OKC area?	Number	Percent
Yes	92	54.8 %
No	76	45.2 %
Total	168	100.0 %

**Q2-2. If you answered NO, why not?**

Q2-2. Why haven't you considered using public transportation services?	Number	Percent
I have a car	28	37.8 %
No reason	7	9.5 %
Not convenient	2	2.7 %
Don't know how to use it	2	2.7 %
Not very convenient and there are not enough stops	1	1.4 %
we own our vehicles and use Uber if we are going to be drinking	1	1.4 %
Because I drive all over the metro for my work	1	1.4 %
It's not necessary	1	1.4 %
I am a wheelchair user, and public transportation is difficult for me	1	1.4 %
Have to wait too long	1	1.4 %
I've never needed to consider using public transportation in Oklahoma	1	1.4 %
We've always had a personal vehicle	1	1.4 %
Buses don't come around in a timely order	1	1.4 %
I have the financial privilege to provide private transportation	1	1.4 %
We all have cars in my family	1	1.4 %
I've never needed to	1	1.4 %
I have my own transportation	1	1.4 %
I live in far west Oklahoma City, and buses don't stop there	1	1.4 %
Have a car and easier than riding a bus	1	1.4 %
There are no public transportation services near me	1	1.4 %
Too limited, not enough routes	1	1.4 %
I live in a rural area, not OKC	1	1.4 %
there's no service where I live	1	1.4 %
Own a car. No bus stop nor enough routes near me	1	1.4 %
See how they drive when they are on the train track	1	1.4 %
The bus doesn't run where I need to go	1	1.4 %
In some areas you have to wait for one hour and bus doesn't come at all	1	1.4 %
There is not enough of it	1	1.4 %
I didn't know there was public transportation	1	1.4 %
It's never been a convenient option	1	1.4 %
Not very accessible	1	1.4 %
Because the options are too poor	1	1.4 %
They are inefficient	1	1.4 %
The services are very slow	1	1.4 %
It's scary	1	1.4 %
don't need it	1	1.4 %
I have a vehicle or get a ride from friends or family	1	1.4 %
safety concerns and destination limitations	1	1.4 %
People are crazy and like to pull out knives and guns. Too dangerous	1	1.4 %
Total	74	100.0 %

**Q3. Have you ever used public transportation in places OUTSIDE the OKC area?**

Q3. Have you ever used public transportation in places outside OKC area?	Number	Percent
Yes	102	58.0 %
No	71	40.3 %
Not provided	3	1.7 %
Total	176	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q3. Have you ever used public transportation in places OUTSIDE the OKC area? (without "not provided")**

Q3. Have you ever used public transportation in places outside OKC area?	Number	Percent
Yes	102	59.0 %
No	71	41.0 %
Total	173	100.0 %

**Q4. Before today, had you heard of EMBARK?**

Q4. Had you heard of EMBARK before today?	Number	Percent
Yes	115	56.9 %
No	78	38.6 %
Don't know/not sure	9	4.5 %
Total	202	100.0 %

**WITHOUT "DON'T KNOW/NOT SURE"**

**Q4. Before today, had you heard of EMBARK? (without "don't know/not sure")**

Q4. Had you heard of EMBARK before today?	Number	Percent
Yes	115	59.6 %
No	78	40.4 %
Total	193	100.0 %

**Q5. Would you recommend EMBARK to a friend or relative?**

Q5. Would you recommend EMBARK to a friend or relative?	Number	Percent
Yes	58	46.8 %
No	14	11.3 %
Don't know/not sure	52	41.9 %
Total	124	100.0 %

**WITHOUT "DON'T KNOW/NOT SURE"**

**Q5. Would you recommend EMBARK to a friend or relative? (without "don't know/not sure")**

Q5. Would you recommend EMBARK to a friend or relative?	Number	Percent
Yes	58	80.6 %
No	14	19.4 %
Total	72	100.0 %

**Q6. Do you feel that EMBARK provides a valuable service to the OKC area?**

Q6. Do you feel that EMBARK provides a valuable service to OKC area?	Number	Percent
Yes	85	68.5 %
No	11	8.9 %
Don't know	28	22.6 %
Total	124	100.0 %

**WITHOUT "DON'T KNOW"**

**Q6. Do you feel that EMBARK provides a valuable service to the OKC area? (without "don't know")**

Q6. Do you feel that EMBARK provides a valuable service to OKC area?	Number	Percent
Yes	85	88.5 %
No	11	11.5 %
Total	96	100.0 %

**Q7. Overall, how would you rate the availability of public transportation in the OKC area?**

Q7. How would you rate availability of public transportation in OKC area?	Number	Percent
Excellent	13	6.4 %
Good	36	17.8 %
Average	51	25.2 %
Poor	63	31.2 %
Don't know	39	19.3 %
Total	202	100.0 %

**WITHOUT "DON'T KNOW"**

**Q7. Overall, how would you rate the availability of public transportation in the OKC area? (without "don't know")**

Q7. How would you rate availability of public transportation in OKC area?	Number	Percent
Excellent	13	8.0 %
Good	36	22.1 %
Average	51	31.3 %
Poor	63	38.7 %
Total	163	100.0 %

**Q8. Is bus service currently available in or near your neighborhood?**

Q8. Is bus service currently available in or near your neighborhood?	Number	Percent
Yes	117	57.9 %
No	49	24.3 %
Don't know/not sure	36	17.8 %
Total	202	100.0 %

**WITHOUT "DON'T KNOW/NOT SURE"**

**Q8. Is bus service currently available in or near your neighborhood? (without "don't know/not sure")**

Q8. Is bus service currently available in or near your neighborhood?	Number	Percent
Yes	117	70.5 %
No	49	29.5 %
Total	166	100.0 %

**Q9. Using a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree," please rate your level of agreement with the following statements about public transportation in the OKC area.**

(N=202)

	Strongly agree	Agree	Neutral/Not sure	Disagree	Strongly disagree	Not provided
Q9a. I am familiar with public transportation services that are available	7.9%	37.6%	28.2%	11.4%	8.9%	5.9%
Q9b. I would know where to get information about public transportation services if needed	14.4%	31.7%	14.9%	19.8%	13.9%	5.4%
Q9c. I think public transportation is safe to use	12.4%	35.6%	33.7%	8.9%	4.5%	5.0%
Q9d. I think public transportation is designed to serve people like me	9.4%	34.7%	25.7%	11.9%	9.9%	8.4%
Q9e. I think public transportation is an affordable alternative to driving a car	15.3%	41.6%	30.2%	4.5%	2.0%	6.4%
Q9f. I think public transportation is a good resource for Hispanic community here in OKC	14.9%	25.7%	39.6%	4.5%	5.4%	9.9%



**WITHOUT "NOT PROVIDED"**

**Q9. Using a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree," please rate your level of agreement with the following statements about public transportation in the OKC area. (without "not provided")**

(N=202)

	Strongly agree	Agree	Neutral/Not sure	Disagree	Strongly disagree
Q9a. I am familiar with public transportation services that are available	8.4%	40.0%	30.0%	12.1%	9.5%
Q9b. I would know where to get information about public transportation services if needed	15.2%	33.5%	15.7%	20.9%	14.7%
Q9c. I think public transportation is safe to use	13.0%	37.5%	35.4%	9.4%	4.7%
Q9d. I think public transportation is designed to serve people like me	10.3%	37.8%	28.1%	13.0%	10.8%
Q9e. I think public transportation is an affordable alternative to driving a car	16.4%	44.4%	32.3%	4.8%	2.1%
Q9f. I think public transportation is a good resource for Hispanic community here in OKC	16.5%	28.6%	44.0%	4.9%	6.0%

**Q10. Using a scale of 1 to 5, where 1 means "Very Unlikely" and 5 means "Very Likely," please rate how likely each of the following factors would be to encourage you to begin using public transportation in OKC.**

(N=202)

	Very likely	Likely	Not sure	Unlikely	Very unlikely
Q10a. Service was more frequent (if buses came by stops more often)	22.3%	24.3%	43.6%	3.5%	6.4%
Q10b. Travel time by bus was comparable to travel time by car	16.8%	27.2%	40.1%	7.9%	7.9%
Q10c. Bus service operated later into evenings	22.8%	21.8%	45.5%	3.5%	6.4%
Q10d. Bus service operated earlier in the mornings	21.8%	26.2%	43.1%	3.5%	5.4%
Q10e. More bus routes operated on Saturdays	22.3%	22.3%	48.0%	2.5%	5.0%
Q10f. Sunday bus service was provided	22.8%	15.3%	50.5%	5.9%	5.4%
Q10g. Vehicles were always clean & well maintained	25.2%	24.8%	44.6%	2.0%	3.5%
Q10h. Service was offered to the places you need to go	27.7%	23.3%	40.6%	4.5%	4.0%
Q10i. Service was offered near where you live	25.7%	27.2%	39.6%	3.5%	4.0%
Q10j. I had a better understanding of how bus service works	18.3%	24.3%	47.0%	5.4%	5.0%
Q10k. Information about transit services was easier to understand	17.8%	30.2%	43.6%	3.0%	5.4%
Q10l. Bus drivers spoke Spanish	7.4%	9.9%	65.3%	5.4%	11.9%
Q10m. Buses were always on time & reliable	24.8%	23.8%	45.0%	2.5%	4.0%
Q10n. There were covered shelters available at my stops	25.2%	19.8%	47.0%	3.0%	5.0%
Q10o. I felt safe on buses	21.8%	25.7%	44.1%	3.5%	5.0%
Q10p. Larger items were allowed on buses (tools, grocery sacks, etc)	18.3%	18.8%	54.0%	4.5%	4.5%
Q10q. Information about transit services was provided in Spanish	11.9%	10.4%	63.4%	5.4%	8.9%
Q10r. Free classes on how to use EMBARK were provided in Spanish near where I live	10.4%	9.4%	63.4%	5.9%	10.9%
Q10s. More transit information was provided in Spanish over the radio	11.4%	10.9%	61.9%	5.0%	10.9%

**Q11. Of the items listed in Question 10, which THREE would be the MOST LIKELY to cause you to begin using public transit services in the OKC area?**

Q11. Top choice	Number	Percent
Service was more frequent (if buses came by stops more often)	38	18.8 %
Travel time by bus was comparable to travel time by car	33	16.3 %
Bus service operated later into evenings	11	5.4 %
Bus service operated earlier in the mornings	10	5.0 %
More bus routes operated on Saturdays	4	2.0 %
Sunday bus service was provided	6	3.0 %
Vehicles were always clean & well maintained	6	3.0 %
Service was offered to the places you need to go	16	7.9 %
Service was offered near where you live	19	9.4 %
I had a better understanding of how bus service works	2	1.0 %
Information about transit services was easier to understand	2	1.0 %
Buses were always on time & reliable	6	3.0 %
There were covered shelters available at my stops	3	1.5 %
I felt safe on buses	18	8.9 %
More transit information was provided in Spanish over the radio	2	1.0 %
None chosen	26	12.9 %
Total	202	100.0 %

**Q11. Of the items listed in Question 10, which THREE would be the MOST LIKELY to cause you to begin using public transit services in the OKC area?**

Q11. 2nd choice	Number	Percent
Service was more frequent (if buses came by stops more often)	29	14.4 %
Travel time by bus was comparable to travel time by car	27	13.4 %
Bus service operated later into evenings	19	9.4 %
Bus service operated earlier in the mornings	4	2.0 %
More bus routes operated on Saturdays	17	8.4 %
Sunday bus service was provided	7	3.5 %
Vehicles were always clean & well maintained	8	4.0 %
Service was offered to the places you need to go	9	4.5 %
Service was offered near where you live	8	4.0 %
I had a better understanding of how bus service works	8	4.0 %
Information about transit services was easier to understand	6	3.0 %
Bus drivers spoke Spanish	3	1.5 %
Buses were always on time & reliable	10	5.0 %
There were covered shelters available at my stops	1	0.5 %
I felt safe on buses	7	3.5 %
Information about transit services was provided in Spanish	2	1.0 %
Free classes on how to use EMBARK were provided in Spanish near where I live	6	3.0 %
More transit information was provided in Spanish over the radio	2	1.0 %
None chosen	29	14.4 %
Total	202	100.0 %

**Q11. Of the items listed in Question 10, which THREE would be the MOST LIKELY to cause you to begin using public transit services in the OKC area?**

Q11. 3rd choice	Number	Percent
Service was more frequent (if buses came by stops more often)	11	5.4 %
Travel time by bus was comparable to travel time by car	12	5.9 %
Bus service operated later into evenings	18	8.9 %
Bus service operated earlier in the mornings	7	3.5 %
More bus routes operated on Saturdays	14	6.9 %
Sunday bus service was provided	8	4.0 %
Vehicles were always clean & well maintained	12	5.9 %
Service was offered to the places you need to go	18	8.9 %
Service was offered near where you live	6	3.0 %
I had a better understanding of how bus service works	14	6.9 %
Information about transit services was easier to understand	8	4.0 %
Bus drivers spoke Spanish	4	2.0 %
Buses were always on time & reliable	9	4.5 %
There were covered shelters available at my stops	8	4.0 %
I felt safe on buses	10	5.0 %
Larger items were allowed on buses (tools, grocery sacks, etc)	5	2.5 %
Information about transit services was provided in Spanish	3	1.5 %
More transit information was provided in Spanish over the radio	2	1.0 %
None chosen	33	16.3 %
Total	202	100.0 %

**Q11. Of the items listed in Question 10, which THREE would be the MOST LIKELY to cause you to begin using public transit services in the OKC area? (top 3)**

Q11. Sum of top 3 choices	Number	Percent
Service was more frequent (if buses came by stops more often)	78	38.6 %
Travel time by bus was comparable to travel time by car	72	35.6 %
Bus service operated later into evenings	48	23.8 %
Bus service operated earlier in the mornings	21	10.4 %
More bus routes operated on Saturdays	35	17.3 %
Sunday bus service was provided	21	10.4 %
Vehicles were always clean & well maintained	26	12.9 %
Service was offered to the places you need to go	43	21.3 %
Service was offered near where you live	33	16.3 %
I had a better understanding of how bus service works	24	11.9 %
Information about transit services was easier to understand	16	7.9 %
Bus drivers spoke Spanish	7	3.5 %
Buses were always on time & reliable	25	12.4 %
There were covered shelters available at my stops	12	5.9 %
I felt safe on buses	35	17.3 %
Larger items were allowed on buses (tools, grocery sacks, etc)	5	2.5 %
Information about transit services was provided in Spanish	5	2.5 %
Free classes on how to use EMBARK were provided in Spanish near where I live	6	3.0 %
More transit information was provided in Spanish over the radio	6	3.0 %
None chosen	26	12.9 %
Total	544	

**Q12. For which TWO of the following trip purposes would you be interested in using EMBARK service?**

Q12. What trip purposes would you be interested in using EMBARK service?	Number	Percent
Work related trip	88	43.6 %
School (K-12)	22	10.9 %
College/university	20	9.9 %
Medical	18	8.9 %
Grocery shopping	36	17.8 %
Other shopping trips	29	14.4 %
Personal/recreational	55	27.2 %
Would not use transit	23	11.4 %
Other	10	5.0 %
Total	301	

**Q12. Other**

Q12. Other	Number	Percent
If I had no vehicle available	1	10.0 %
Go out for a drink or dinner	1	10.0 %
Visit family	1	10.0 %
Going somewhere	1	10.0 %
I would use a train	1	10.0 %
Theater	1	10.0 %
Run errands	1	10.0 %
Some bus drivers are very rude	1	10.0 %
If I couldn't find a ride	1	10.0 %
Church on Sundays	1	10.0 %
Total	10	100.0 %

**Q13a. Of the trip purposes you selected in Question 12, which one trip would you be most interested in using EMBARK for?**

Q13a. Which one trip would you be most interested in using EMBARK for?

	Number	Percent
Work related trip	67	33.2 %
School (K-12)	7	3.5 %
College/university	11	5.4 %
Medical	14	6.9 %
Grocery shopping	8	4.0 %
Other shopping trips	10	5.0 %
Personal/recreational	41	20.3 %
Would not use transit	24	11.9 %
Other	4	2.0 %
Not provided	16	7.9 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"****Q13a. Of the trip purposes you selected in Question 12, which one trip would you be most interested in using EMBARK for? (without "not provided")**

Q13a. Which one trip would you be most interested in using EMBARK for?

	Number	Percent
Work related trip	67	36.0 %
School (K-12)	7	3.8 %
College/university	11	5.9 %
Medical	14	7.5 %
Grocery shopping	8	4.3 %
Other shopping trips	10	5.4 %
Personal/recreational	41	22.0 %
Would not use transit	24	12.9 %
Other	4	2.2 %
Total	186	100.0 %

**Q13b. Of the trip purposes you selected in Question 12, please provide the following information for the ONE TRIP you are MOST INTERESTED in using EMBARK for.**

Q13b Destination name	Q13b Destination city	Q13b Destination address/intersection
Francis Tuttle	Oklahoma City	Rockwell & 122nd
State Capitol	Oklahoma City	23rd & Lincoln
Grocery store	Oklahoma City	NW 23rd & Meridian
University of Oklahoma	Moore	---
Braums	Tuttle	---
Bricktown	Oklahoma City	---
Crest Supermarket	Oklahoma City	---
Plaza District	Oklahoma City	16th & Blackwelder
Good Shepherd Clinic	Oklahoma City	North Harvey & 12th
Robinson Park	Oklahoma City	Robison & 16th
Horace Mann Elementary	Oklahoma City	NW 45th & Western
Bathhouse District	Oklahoma City	Reno & Lincoln
911 Center	Oklahoma City	715 Robert S Kerr
Paw Park	Oklahoma City	Grand & Hefner Parkway
Stand Waitie	Oklahoma City	SW 36th
Walmart	Oklahoma City	3301 SW 104th St
Mercy Hospital	Oklahoma City	Memorial & Meridian
Paw Park	Oklahoma City	NW Grand & Hefner Pkwy
Bricktown	Oklahoma City	Rockwell & Hefner Rd
Whole Foods	Oklahoma City	---
Bricktown	Oklahoma City	---
Walmart	Oklahoma City	McCauther & Reno
Muscular Dystrophy Association	Oklahoma City	5601 NW 72nd S
OU Medical Center	Oklahoma City	NE 13th & Broadway
University of Oklahoma	Norman	Asp & Lindsey
Oklahoma City Community College	Oklahoma City	SW 74th & May
Several stores	Oklahoma City	---
44th and Council	Oklahoma City	---
Walmart	Oklahoma City	---
Oklahoma City Community College	Oklahoma City	7777 S May Ave
Football games	---	---
Variety Care	Oklahoma City	---
Midtown	Oklahoma City	Walker & NW 10th

**Q13b. Of the trip purposes you selected in Question 12, please provide the following information for the ONE TRIP you are MOST INTERESTED in using EMBARK for.**

Q13b Destination name	Q13b Destination city	Q13b Destination address/intersection
Mall	Oklahoma City	---
NW 50th Street	Oklahoma City	Integrus Hospital and surrounding medical offices
OU Health Science Center	Oklahoma City	13th
Sooner Veterinary Hospital	Norman	107 Vicksburg Ave
OU Medical Center	Oklahoma City	---
ThermaClime Thecnologies Inc.	Oklahoma City	5000 West I-40 Service Rd
University of Oklahoma	Norman	---
Muscular Dystrophy Association	Oklahoma City	5601 NW 72nd St
Downtown	Oklahoma City	---
Crest	Oklahoma City	SW 104th & May
Penn Square Mall	Oklahoma City	Penn & NW Expwy
Oklahoma Heart Hospital	Oklahoma City	4050 S memorial Road
Outlet Mall	Oklahoma City	Council Rd & Reno Ave
Downtown	Oklahoma City	---
Mike Monroney Aeronautical Center	Oklahoma City	6500 N MacArthur
Work	Oklahoma City	3001 Quail Creek Parkway
University of Central Oklahoma	Edmond	---
ThermaClime Technologies Inc	Oklahoma City	5000 West I-40 Service Rd
Quail Springs Mall	Oklahoma City	Western & Memorial
Mall	Oklahoma City	Penn & Expressway
Work	Oklahoma City	SW 15th
The Colcord Hotel	Oklahoma City	---
Work	Oklahoma City	Reno & Classen Blvd
OKC Zoo	Oklahoma City	---
Oklahoma City Indian Clinic	Oklahoma City	Ann Arbor & Reno
Decunac Hospital	Oklahoma City	---
Chesapeake Arena	Oklahoma City	Chesapeake Arena
Love Beal & Nixon	Oklahoma City	6621 N Meridian
OU Health Science Center	Oklahoma City	School of Medicine
Downtown	Oklahoma City	---
North Care	Oklahoma City	General Pershing & May
Progrexion	Oklahoma City	Reno & Council
Work	Oklahoma City	SW 29 & I -44



**Q13b. Of the trip purposes you selected in Question 12, please provide the following information for the ONE TRIP you are MOST INTERESTED in using EMBARK for.**

Q13b Destination name	Q13b Destination city	Q13b Destination address/intersection
Walmart	Edmond	---
OCCC Capital Hill	Oklahoma City	SW 25th & S Harvey
Midtown	Oklahoma City	---
Bricktown	Oklahoma City	---
Downtown	Oklahoma City	---
Walmart	Oklahoma City	Bella Isle Branch
Walmart	Oklahoma City	SE Western & 44th St
Walmart	Oklahoma City	I240 with Santa Fe Ave
Work	Oklahoma City	Downtown
Airport	Oklahoma City	Airport
Work	Oklahoma City	8th & Broadway
Second Chance Ministries	Oklahoma City	SW Western

**Q14. Using a scale of 1 to 5, where 5 is "Very Likely" and 1 is "Very Unlikely," please indicate how likely you or other members of your household would be to use the following types of transportation.**

(N=202)

	Very likely	Likely	Neutral	Unlikely	Very unlikely	Don't know
Q14a. High speed, rapid bus service that has separate lanes & priority at traffic lights	31.7%	31.2%	13.4%	2.5%	5.9%	15.3%
Q14b. Streetcar and/or Light Rail that would service a variety of shopping & destinations	40.6%	26.7%	12.4%	4.0%	4.5%	11.9%
Q14c. Door-to-door shuttle service for seniors or persons with disabilities	35.1%	16.8%	17.8%	6.9%	4.0%	19.3%
Q14d. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	29.7%	28.2%	15.8%	6.4%	4.0%	15.8%
Q14e. Bus service that is operated by Spanish speaking drivers on fixed routes in the area where you live	14.4%	8.9%	33.2%	6.9%	11.9%	24.8%
Q14f. Rideshare service, which would involve having people who work at the same place share a van provided by EMBARK	23.3%	23.8%	18.8%	8.9%	5.4%	19.8%

**WITHOUT "DON'T KNOW"**

**Q14. Using a scale of 1 to 5, where 5 is "Very Likely" and 1 is "Very Unlikely," please indicate how likely you or other members of your household would be to use the following types of transportation. (without "don't know")**

(N=202)

	Very likely	Likely	Neutral	Unlikely	Very unlikely
Q14a. High speed, rapid bus service that has separate lanes & priority at traffic lights	37.4%	36.8%	15.8%	2.9%	7.0%
Q14b. Streetcar and/or Light Rail that would service a variety of shopping & destinations	46.1%	30.3%	14.0%	4.5%	5.1%
Q14c. Door-to-door shuttle service for seniors or persons with disabilities	43.6%	20.9%	22.1%	8.6%	4.9%
Q14d. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	35.3%	33.5%	18.8%	7.6%	4.7%
Q14e. Bus service that is operated by Spanish speaking drivers on fixed routes in the area where you live	19.1%	11.8%	44.1%	9.2%	15.8%
Q14f. Rideshare service, which would involve having people who work at the same place share a van provided by EMBARK	29.0%	29.6%	23.5%	11.1%	6.8%

**Q15. If you needed information about public transportation services in the OKC area, where would you go for information?**

Q15. Where would you go for information about public transportation services in OKC area?	Number	Percent
Phone book/yellow pages	19	9.4 %
Call EMBARK	47	23.3 %
Call my City/County government	7	3.5 %
Ask my employer	4	2.0 %
Search Embark website	128	63.4 %
Ask a friend/relative	21	10.4 %
Social media	54	26.7 %
Other	9	4.5 %
Total	289	

**Q15. Other**

Q15. Other	Number	Percent
Google	6	66.7 %
Internet	2	22.2 %
Library	1	11.1 %
Total	9	100.0 %

**Q16. Which of the following media would be the BEST way to inform you about public transportation services in the OKC area?**

Q16. What media would be the best way to inform you about public transportation services in OKC area?	Number	Percent
Newspaper	4	2.0 %
Radio	18	8.9 %
TV	27	13.4 %
Social media (Facebook, Twitter, etc.)	79	39.1 %
Direct mailings to your home	40	19.8 %
Billboards	8	4.0 %
Community events	4	2.0 %
Door hangers	3	1.5 %
By word of mouth	7	3.5 %
Not provided	12	5.9 %
Total	202	100.0 %

**WITHOUT “NOT PROVIDED”**

**Q16. Which of the following media would be the BEST way to inform you about public transportation services in the OKC area? (without "not provided")**

Q16. What media would be the best way to inform you about public transportation services in OKC area?	Number	Percent
Newspaper	4	2.1 %
Radio	18	9.5 %
TV	27	14.2 %
Social media (Facebook, Twitter, etc.)	79	41.6 %
Direct mailings to your home	40	21.1 %
Billboards	8	4.2 %
Community events	4	2.1 %
Door hangers	3	1.6 %
By word of mouth	7	3.7 %
Total	190	100.0 %

**Q16-1. Which newspaper?**

Q16-1. Which newspaper?	Number	Percent
El Nacional	1	100.0 %
Total	1	100.0 %

**Q16-2. Which radio station?**

<u>Q16-2. Which radio station?</u>	<u>Number</u>	<u>Percent</u>
KJ103	2	33.3 %
FM92.5	1	16.7 %
KATT	1	16.7 %
FM106.9	1	16.7 %
Spanish	1	16.7 %
Total	6	100.0 %

**Q16-3. Which TV station?**

<u>Q16-3. Which TV station?</u>	<u>Number</u>	<u>Percent</u>
KFOUR	2	18.2 %
All of them	2	18.2 %
KWTV	1	9.1 %
Any	1	9.1 %
ABC, local Channel 5	1	9.1 %
Local	1	9.1 %
Univision	1	9.1 %
NBC	1	9.1 %
Telemundo	1	9.1 %
Total	11	100.0 %

**Q17. How do you think the current level of funding for public transportation (e.g., bus, other services) in the OKC area should be changed over the next FIVE years? (Additional funding would allow for improved services/frequency, routes, stop amenities, etc.)**

Q17. How should current level of funding for public transportation in OKC area be changed over next five years?

	Number	Percent
Should be reduced	2	1.0 %
Should stay the same	24	11.9 %
Should be somewhat greater than it is now	61	30.2 %
Should be much greater than it is now	54	26.7 %
Not sure	50	24.8 %
Not provided	11	5.4 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q17. How do you think the current level of funding for public transportation (e.g., bus, other services) in the OKC area should be changed over the next FIVE years? (Additional funding would allow for improved services/frequency, routes, stop amenities, etc.) (without "not provided")**

Q17. How should current level of funding for public transportation in OKC area be changed over next five years?

	Number	Percent
Should be reduced	2	1.0 %
Should stay the same	24	12.6 %
Should be somewhat greater than it is now	61	31.9 %
Should be much greater than it is now	54	28.3 %
Not sure	50	26.2 %
Total	191	100.0 %

**Q18. Would you ride the EMBARK bus service if fares were set at \$1 per ride (most fares are currently \$1.75 per ride)?**

Q18. Would you ride EMBARK bus service if fares were set at \$1 per ride?	Number	Percent
Yes	133	65.8 %
No	16	7.9 %
Not sure	53	26.2 %
Total	202	100.0 %

**Q18a. Would you ride EMBARK bus service if fares were FREE?**

Q18a. Would you ride EMBARK bus service if fares were free?	Number	Percent
Yes	14	20.3 %
No	18	26.1 %
Not sure	37	53.6 %
Total	69	100.0 %

**Q19. Overall, how would you rate the impression you have of EMBARK?**

Q19. How would you rate impression you have of EMBARK?	Number	Percent
Excellent	14	6.9 %
Good	66	32.7 %
Average	32	15.8 %
Poor	31	15.3 %
Don't know	59	29.2 %
Total	202	100.0 %

**WITHOUT "DON'T KNOW"**

**Q19. Overall, how would you rate the impression you have of EMBARK? (without "don't know")**

Q19. How would you rate impression you have of EMBARK?	Number	Percent
Excellent	14	9.8 %
Good	66	46.2 %
Average	32	22.4 %
Poor	31	21.7 %
Total	143	100.0 %



**Q20. In the last 6 months, have you used Uber, Lyft, or a Taxi in OKC?**

Q20. Have you used Uber, Lyft, or a Taxi in OKC in last 6 months?	Number	Percent
Yes	59	29.2 %
No	137	67.8 %
Not provided	6	3.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"****Q20. In the last 6 months, have you used Uber, Lyft, or a Taxi in OKC? (without "not provided")**

Q20. Have you used Uber, Lyft, or a Taxi in OKC in last 6 months?	Number	Percent
Yes	59	30.1 %
No	137	69.9 %
Total	196	100.0 %

**Q21. Do you use a bicycle to get around?**

Q21. Do you use a bicycle to get around?	Number	Percent
Yes	18	8.9 %
No	183	90.6 %
Not provided	1	0.5 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"****Q21. Do you use a bicycle to get around? (without "not provided")**

Q21. Do you use a bicycle to get around?	Number	Percent
Yes	18	9.0 %
No	183	91.0 %
Total	201	100.0 %

**Q22. How many operating vehicles (e.g. cars, motorcycles, vans) do you have in your household?**

Q22. How many operating vehicles do you have in your household?	Number	Percent
0	12	5.9 %
1	47	23.3 %
2	68	33.7 %
3	43	21.3 %
4	12	5.9 %
5	5	2.5 %
6	2	1.0 %
<u>Not provided</u>	<u>13</u>	<u>6.4 %</u>
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"****Q22. How many operating vehicles (e.g. cars, motorcycles, vans) do you have in your household? (without "not provided")**

Q22. How many operating vehicles do you have in your household?	Number	Percent
0	12	6.3 %
1	47	24.9 %
2	68	36.0 %
3	43	22.8 %
4	12	6.3 %
5	5	2.6 %
6	2	1.1 %
Total	189	100.0 %

**Q23. Are there any persons in your care that are dependent on public transportation or rides from friends or relatives because they do not have a car or cannot drive?**

Q23. Are there any persons in your care that are dependent on public transportation or rides from friends or relatives because they do not have a car or cannot drive?

	Number	Percent
Yes	63	31.2 %
No	133	65.8 %
Not provided	6	3.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q23. Are there any persons in your care that are dependent on public transportation or rides from friends or relatives because they do not have a car or cannot drive? (without "not provided")**

Q23. Are there any persons in your care that are dependent on public transportation or rides from friends or relatives because they do not have a car or cannot drive?

	Number	Percent
Yes	63	32.1 %
No	133	67.9 %
Total	196	100.0 %

**Q24. What is your age?**

Q24. Your age	Number	Percent
18-34 years	71	35.1 %
35-44 years	38	18.8 %
45-54 years	45	22.3 %
55+ years	44	21.8 %
Not provided	4	2.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q24. What is your age? (without "not provided")**

Q24. Your age	Number	Percent
18-34 years	71	35.9 %
35-44 years	38	19.2 %
45-54 years	45	22.7 %
55+ years	44	22.3 %
Total	198	100.0 %

**Q25. Including yourself, how many persons in your household are:**

	Mean	Sum
number	3.2	626
Under age 10	0.6	118
10-17 years	0.4	71
18-29 years	0.6	117
30-39 years	0.5	99
40-49 years	0.4	78
50-59 years	0.4	81
60-69 years	0.2	46
70+ years	0.1	16

**Q26. Which of the following BEST describes your race/ethnicity?**

Q26. Your race/ethnicity	Number	Percent
Black/African American	1	0.5 %
Caucasian/White	63	31.2 %
American Indian/Eskimo	10	5.0 %
Hispanic	137	67.8 %
Total	211	

**Q27. What is the primary language spoken in your home?**

Q27. What is the primary language spoken in your home?	Number	Percent
English	151	74.8 %
Spanish	45	22.3 %
Not provided	6	3.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q27. What is the primary language spoken in your home? (without "not provided")**

Q27. What is the primary language spoken in your home?	Number	Percent
English	151	77.0 %
Spanish	45	23.0 %
Total	196	100.0 %

**Q28. Are you bilingual?**

Q28. Are you bilingual?	Number	Percent
Yes	130	64.4 %
No	66	32.7 %
Not provided	6	3.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q28. Are you bilingual? (without "not provided")**

Q28. Are you bilingual?	Number	Percent
Yes	130	66.3 %
No	66	33.7 %
Total	196	100.0 %

**Q29. Do you have a physical disability that causes you to be dependent on others for transportation?**

Q29. Do you have a physical disability that causes you to be dependent on others for transportation?	Number	Percent
Yes	11	5.4 %
No	185	91.6 %
Not provided	6	3.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q29. Do you have a physical disability that causes you to be dependent on others for transportation? (without "not provided")**

Q29. Do you have a physical disability that causes you to be dependent on others for transportation?	Number	Percent
Yes	11	5.6 %
No	185	94.4 %
Total	196	100.0 %

**Q30. Are you employed?**

<u>Q30. Are you employed?</u>	<u>Number</u>	<u>Percent</u>
Yes	149	73.8 %
No	45	22.3 %
Not provided	8	4.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"****Q30. Are you employed? (without "not provided")**

<u>Q30. Are you employed?</u>	<u>Number</u>	<u>Percent</u>
Yes	149	76.8 %
No	45	23.2 %
Total	194	100.0 %

**Q30a. (If Employed) What time of day do you typically leave for work?**

<u>Q30a. What time of day do you typically leave for work?</u>	<u>Number</u>	<u>Percent</u>
4:00 a.m.	1	0.8 %
5:00 a.m.	10	8.5 %
6:00 a.m.	15	12.7 %
7:00 a.m.	47	39.8 %
8:00 a.m.	26	22.0 %
9:00 a.m.	13	11.0 %
10:00 a.m.	1	0.8 %
12:00 p.m.	1	0.8 %
1:00 p.m.	1	0.8 %
3:00 p.m.	1	0.8 %
4:00 p.m.	1	0.8 %
5:00 p.m.	1	0.8 %
Total	118	100.0 %

**Q30b. (If Employed) What time of day do you typically return home from work?**

Q30b. What time of day do you typically return home from work?	Number	Percent
1:00 a.m.	1	0.8 %
2:00 a.m.	2	1.7 %
3:00 a.m.	1	0.8 %
7:00 a.m.	1	0.8 %
11:00 a.m.	1	0.8 %
12:00 p.m.	2	1.7 %
2:00 p.m.	5	4.2 %
3:00 p.m.	7	5.9 %
4:00 p.m.	24	20.3 %
5:00 p.m.	40	33.9 %
6:00 p.m.	22	18.6 %
7:00 p.m.	3	2.5 %
8:00 p.m.	8	6.8 %
9:00 p.m.	1	0.8 %
Total	118	100.0 %

**Q30c. (If Employed) In what zip code do you currently work?**

<u>Q30c. In what zip code do you currently work?</u>	<u>Number</u>	<u>Percent</u>
73008	1	1.0 %
73013	2	1.9 %
73034	4	3.8 %
73036	1	1.0 %
73044	1	1.0 %
73064	1	1.0 %
73071	1	1.0 %
73072	1	1.0 %
73100	1	1.0 %
73101	1	1.0 %
73102	8	7.6 %
73104	4	3.8 %
73106	3	2.9 %
73107	1	1.0 %
73108	10	9.5 %
73109	6	5.7 %
73110	1	1.0 %
73111	1	1.0 %
73116	2	1.9 %
73118	5	4.8 %
73119	8	7.6 %
73120	6	5.7 %
73127	2	1.9 %
73128	5	4.8 %
73132	3	2.9 %
73134	5	4.8 %
73139	2	1.9 %
73142	3	2.9 %
73145	1	1.0 %
73147	1	1.0 %
73159	5	4.8 %
73160	3	2.9 %
73162	4	3.8 %
73169	1	1.0 %
73170	1	1.0 %
Total	105	100.0 %



**Q31. Would you say your total annual household income is:**

Q31. Your total annual household income	Number	Percent
Under \$10K	22	10.9 %
\$10K to \$29,999	37	18.3 %
\$30K to \$49,999	37	18.3 %
\$50K+	59	29.2 %
Not provided	47	23.3 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q31. Would you say your total annual household income is: (without "not provided")**

Q31. Your total annual household income	Number	Percent
Under \$10K	22	14.2 %
\$10K to \$29,999	37	23.9 %
\$30K to \$49,999	37	23.9 %
\$50K+	59	38.1 %
Total	155	100.0 %

**Q32. Respondent's gender:**

Q32. Your gender	Number	Percent
Male	96	47.5 %
Female	104	51.5 %
Not provided	2	1.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q32. Respondent's gender: (without "not provided")**

Q32. Your gender	Number	Percent
Male	96	48.0 %
Female	104	52.0 %
Total	200	100.0 %

**Q33. How many years have you lived in OKC?**

<u>Q33. How many years have you lived in OKC?</u>	<u>Number</u>	<u>Percent</u>
0-5	28	13.9 %
6-10	55	27.2 %
11-20	54	26.7 %
21+	64	31.7 %
Not provided	1	0.5 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"****Q33. How many years have you lived in OKC? (without "not provided")**

<u>Q33. How many years have you lived in OKC?</u>	<u>Number</u>	<u>Percent</u>
0-5	28	13.9 %
6-10	55	27.4 %
11-20	54	26.9 %
21+	64	31.8 %
Total	201	100.0 %

**Q34. Do you have a social media account (e.g. Facebook, Twitter, or Instagram)?**

<u>Q34. Do you have a social media account?</u>	<u>Number</u>	<u>Percent</u>
Yes	172	85.1 %
No	26	12.9 %
Not provided	4	2.0 %
Total	202	100.0 %

**WITHOUT "NOT PROVIDED"****Q34. Do you have a social media account (e.g. Facebook, Twitter, or Instagram)? (without "not provided")**

<u>Q34. Do you have a social media account?</u>	<u>Number</u>	<u>Percent</u>
Yes	172	86.9 %
No	26	13.1 %
Total	198	100.0 %

**Q34a. Which of your social media accounts do you use MOST OFTEN?**

Q34a. What social media accounts do you use most often?

	Number	Percent
Facebook	135	78.5 %
Twitter	7	4.1 %
Instagram	10	5.8 %
Snapchat	4	2.3 %
Other	4	2.3 %
Not provided	12	7.0 %
Total	172	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q34a. Which of your social media accounts do you use MOST OFTEN? (without "not provided")**

Q34a. What social media accounts do you use most often?

	Number	Percent
Facebook	135	84.4 %
Twitter	7	4.4 %
Instagram	10	6.3 %
Snapchat	4	2.5 %
Other	4	2.5 %
Total	160	100.0 %

**Section 3:**  
**Survey Instrument**

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# 2017 Encuesta de Tránsito EMBARK

¿Ha utilizado el servicio de autobús en el área durante el último año?

\_\_\_(1) Sí [Pase a la P4.]    \_\_\_(2) No

## USO DE TRANSPORTE PÚBLICO

1. Antes de ésta encuesta, ¿Sabía usted que hay servicios de transporte público disponibles en el área de OKC?

\_\_\_(1) Sí    \_\_\_(2) No

2. ¿Alguna vez ha considerado utilizar los servicios de transporte público en el área de OKC?

\_\_\_(1) Sí    \_\_\_(2) No (¿Porqué no? \_\_\_\_\_)    \_\_\_(9) No sé

3. ¿Alguna vez ha utilizado el transporte público en cualquier lugar fuera del área de OKC?

\_\_\_(1) Sí    \_\_\_(2) No

## PERCEPCIONES Y CONOCIMIENTO SOBRE LOS SERVICIOS DE TRANSPORTE PÚBLICO EXISTENTES

4. Antes de hoy, ¿Había oído hablar de EMBARK?

\_\_\_(1) Sí    \_\_\_(2) No [Pase a la P7.]    \_\_\_(9) No sé/No estoy seguro

5. ¿Recomendaría EMBARK a algún amigo o pariente?

\_\_\_(1) Sí    \_\_\_(2) No    \_\_\_(9) No sé/No estoy seguro

6. ¿Cree usted que EMBARK proporciona un valioso servicio al área de OKC?

\_\_\_(1) Sí    \_\_\_(2) No    \_\_\_(9) No sé

7. En general, ¿Cómo calificaría usted la disponibilidad de transporte público en el área de OKC?

\_\_\_(4) Excelente    \_\_\_(3) Buena    \_\_\_(2) Promedio    \_\_\_(1) Baja    \_\_\_(9) No sé

8. Actualmente, ¿Hay servicio de autobús disponible en o cerca de su vecindario?

\_\_\_(1) Sí    \_\_\_(2) No    \_\_\_(9) No sé/No estoy seguro

9. Utilizando una escala del 1 al 5, donde 1 significa "Totalmente en desacuerdo" y 5 significa "Totalmente de acuerdo", indique su grado de acuerdo o desacuerdo sobre las siguientes afirmaciones acerca del transporte público en el área de OKC.

		Totalmente de acuerdo	De acuerdo	Neutral/No estoy Seguro	En desacuerdo	Totalmente en desacuerdo
1.	Estoy familiarizado con los servicios de transporte público que hay disponibles	5	4	3	2	1
2.	Yo sabría dónde obtener información sobre los servicios de transporte público en caso de necesitarlo	5	4	3	2	1
3.	Yo creo que el transporte público es seguro para utilizar	5	4	3	2	1
4.	Yo creo que el transporte público está diseñado para servir a la gente como yo	5	4	3	2	1
5.	Yo creo que el transporte público es una alternativa económica que el manejar un auto	5	4	3	2	1
6.	Yo creo que el transporte público es un buen recurso para la comunidad Hispana aquí en OKC	5	4	3	2	1

**FORMAS DE MOTIVAR A LA GENTE A COMENZAR A UTILIZAR TRANSPORTE**

10. Utilizando una escala del 1 al 5, donde 1 significa “No es probable en absoluto” y 5 significa “Muy probable”, indique la probabilidad de cada factor para motivarle a comenzar a utilizar el transporte público en OKC.

¿Cuál sería la probabilidad de que usted comenzara a usar el transporte público si?...		Muy Probable	Probable	Neutral	Improbable	Muy Improbable
01.	El servicio fuera más frecuente (si los autobuses pasaran por las paradas más seguido)	5	4	3	2	1
02.	El tiempo de viaje en autobús fuera comparable al tiempo de viaje en auto	5	4	3	2	1
03.	El servicio de autobús operara más tarde en las noches	5	4	3	2	1
04.	El servicio de autobús operara más temprano en las mañanas	5	4	3	2	1
05.	Más rutas de autobús operaran en Sábado	5	4	3	2	1
06.	Uciera servicio de autobús en Domingo	5	4	3	2	1
07.	Los vehículos estuvieran siempre limpios y con mantenimiento	5	4	3	2	1
08.	Se ofreciera servicio a los lugares a los que necesito ir	5	4	3	2	1
09.	Se ofreciera servicio cerca de donde vivo	5	4	3	2	1
10.	Yo tuviera un mayor entendimiento sobre cómo funciona el servicio de autobus	5	4	3	2	1
11.	La información sobre los servicios de tránsito fuera más fácil de entender	5	4	3	2	1
12.	Los conductores de los autobuses hablaran Español	5	4	3	2	1
13.	Los autobuses estuvieran siempre a tiempo y confiables	5	4	3	2	1
14.	Hubieran zonas con techo disponibles en las paradas que yo utilize	5	4	3	2	1
15.	Me sintiera seguro(a) en los autobuses	5	4	3	2	1
16.	Se permitiera llevar artículos más grandes dentro de los autobuses (herramientas, bolsas de supermercado, etc.)	5	4	3	2	1
17.	Se ofreciera información sobre los servicios de tránsito en Español	5	4	3	2	1
18.	Se ofrecieran clases gratuitas en Español cerca de donde vivo, donde enseñen cómo usar los servicios de EMBARK	5	4	3	2	1
19.	Se diera más información en sobre transporte, en la radio en Español	5	4	3	2	1

11. De los factores mencionados arriba, ¿Cuáles TRES serían los que MUY PROBABLE causarían que usted comenzara a utilizar los servicios de transporte público en el área de OKC? [Escriba sus respuestas a continuación usando los números de la lista de la Pregunta 10.]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

12. ¿Para qué razones de viaje le interesaría utilizar los servicios de EMBARK?

- |                             |                                 |                              |
|-----------------------------|---------------------------------|------------------------------|
| ____(1) Trabajo             | ____(4) Ir al Médico/Doctor     | ____(7) Personal/Diversión   |
| ____(2) Escuela (K-12)      | ____(5) Compras de Supermercado | ____(8) No usaría transporte |
| ____(3) Colegio/Universidad | ____(6) Otros viajes de compras | ____(9) Otro: _____          |

13. De las razones de viaje que usted seleccionó en la Pregunta 12 (arriba), por favor proporcione la siguiente información sobre UN SOLO VIAJE en el cuál usted esté más interesado para utilizar los servicios de EMBARK. [Escriba sus respuestas a continuación usando los números de la lista de la Pregunta 12.]

Razón de Viaje Muy Probable: \_\_\_\_ (Una de las opciones de respuesta de P12.)

Nombre del destino: \_\_\_\_\_

Ciudad de Destino: \_\_\_\_\_

Dirección de destino/Intersección: \_\_\_\_\_

## TIPOS DE TRANSPORTE QUE LAS PERSONAS CONSIDERARÍAN UTILIZAR

14. Utilizando una escala del 1 al 5, donde "5" es "Muy PROBABLE" y "1" es "Muy IMPROBABLE", por favor indique qué tan probable sería que usted u otros miembros de su familia utilizaran los siguientes tipos de transporte.

		Muy Probable	Probable	Neutral	Improbable	Muy Improbable	No Sé
1.	Servicio de autobús de alta velocidad, rápido, que tenga carriles separados y prioridad en los semáforos	5	4	3	2	1	9
2.	Tranvía o Tren Ligero que ofrezca servicio hacia diversos destinos y de compras	5	4	3	2	1	9
3.	Servicio de shuttle a domicilio para gente de edad avanzada o personas con discapacidades	5	4	3	2	1	9
4.	Servicios de Estacionamiento y Viaje en los que usted estaciona su auto y de ahí toma un autobús express (con paradas limitadas) hacia su destino	5	4	3	2	1	9
5.	Servicio de autobús operado por conductores que hablen Español en rutas fijas en el área en la que usted vive	5	4	3	2	1	9
6.	Servicio de viajes compartidos, lo cual involucra a personas que trabajen en el mismo lugar quienes compartirán una camioneta de EMBARK	5	4	3	2	1	9

## MEJORES MANERAS DE INFORMAR A LOS RESIDENTES SOBRE TRANSPORTE PÚBLICO

15. Si usted necesitara información sobre los servicios de transporte público en el área de OKC, ¿A dónde iría para obtener información? [Marque todo lo que corresponda.]

- (1) Directorio/Páginas Amarillas                       (5) Buscar en la página de Internet de EMBARK  
 (2) Llamar a EMBARK                                       (6) Preguntar a un familiar/amigo  
 (3) Llamar al Gobierno de mi Ciudad/Condado       (7) Redes Sociales  
 (4) Preguntar a mi empleador                               (8) Otro: \_\_\_\_\_

16. ¿Cuál de los siguientes medios de comunicación sería la mejor manera de informarle sobre los servicios del transporte público en el área de OKC?

- (01) Periódico (¿Cuál? \_\_\_\_\_)                       (06) Espectaculares (Billboards)  
 (02) Radio (¿Qué estación? \_\_\_\_\_)                       (07) Eventos Comunitarios  
 (03) Televisión (¿Qué estación? \_\_\_\_\_)                       (08) Colgadores para Puertas  
 (04) Redes Sociales (Facebook, Twitter, etc.)                       (09) En mi Iglesia  
 (05) Correo directo en su hogar                               (10) Por recomendación de alguien

## FONDOS

17. ¿Cómo cree usted que el nivel actual de fondos del transporte público (por ejemplo, de autobuses, otros servicios) en el área OKC, debería cambiar en los próximos cinco años? (Fondos adicionales permitirán mejorar los servicios/frecuencia, rutas, paradas, etc.)

- (1) Deberían reducirse                                       (4) Deberían ser mucho mejores de lo que son ahora  
 (2) Deberían mantenerse iguales                               (5) No estoy seguro  
 (3) Deberían ser de alguna forma mejores de lo que son ahora

18. ¿Utilizaría usted el autobús EMBARK si las tarifas fueran de \$1 por viaje? (la mayoría de las tarifas son actualmente de \$1.75 por viaje.)

- (1) Sí [Pase a la P19.]                       (2) No                       (3) No estoy seguro

- 18a. ¿Utilizaría usted el autobús EMBARK si las tarifas fueran GRATIS?

- (1) Sí                       (2) No                       (3) No estoy seguro

19. En general, ¿Cómo calificaría usted la opinión que tiene de EMBARK?

- (4) Excelente                       (3) Buena                       (2) Promedio                       (1) Baja                       (9) No sé

**DEMOGRAFÍA**

20. En los últimos 6 meses, ¿Ha utilizado Uber, Lyft, o un taxi en OKC? \_\_\_\_ (1) Sí \_\_\_\_ (2) No
21. ¿Utiliza bicicleta para viajar a lugares? \_\_\_\_ (1) Sí \_\_\_\_ (2) No
22. ¿Cuántos vehículos (autos, motocicletas, camionetas) tiene en su hogar? \_\_\_\_\_ Vehículos
23. ¿Hay alguna persona en su cuidado que dependa del transporte público para viajar o que necesite viajar con amigos o familiares porque no tiene auto o no puede manejar?  
\_\_\_\_ (1) Sí \_\_\_\_ (2) No
24. ¿Cuál es su edad?  
\_\_\_\_ (1) 18-34 años      \_\_\_\_ (3) 45-54 años      \_\_\_\_ (5) 75+ años  
\_\_\_\_ (2) 35-44 años      \_\_\_\_ (4) 55-64 años
25. Incluyendo usted mismo, cuántas personas en su hogar son...  
Menores de 10: \_\_\_\_      18 - 29 años: \_\_\_\_      40-49 años: \_\_\_\_      60-69 años: \_\_\_\_  
10 - 17 años: \_\_\_\_      30-39 años: \_\_\_\_      50-59 años: \_\_\_\_      70+ años: \_\_\_\_
26. ¿Cuál de los siguientes describe MEJOR su raza/etnia? [Marque todo lo que corresponda.]  
\_\_\_\_ (1) Asiático/Islas del Pacífico      \_\_\_\_ (3) Caucásico/Blanco      \_\_\_\_ (5) Hispano/Latino  
\_\_\_\_ (2) Afro-Americano      \_\_\_\_ (4) Nativo-Americano/Esquimo      \_\_\_\_ (6) Otro: \_\_\_\_\_
27. ¿Cuál es la principal lengua hablada en su hogar?  
\_\_\_\_ (1) Inglés      \_\_\_\_ (2) Español      \_\_\_\_ (3) Otro: \_\_\_\_\_
28. ¿Es usted bilingüe? \_\_\_\_ (1) Sí \_\_\_\_ (2) No
29. ¿Tiene alguna discapacidad física que le haga ser dependiente de otros para su transportación?  
\_\_\_\_ (1) Sí \_\_\_\_ (2) No
30. ¿Tiene empleo? \_\_\_\_ (1) Sí \_\_\_\_ (2) No [Pase a la P31.]
- 30a. ¿A qué hora del día normalmente sale de su casa al trabajo? Time: \_\_\_\_ : \_\_\_\_ am / pm
- 30b. ¿A qué hora del día normalmente vuelve de trabajar? Time: \_\_\_\_ : \_\_\_\_ am / pm
- 30c. ¿En qué Código Postal actualmente trabaja? Código postal: \_\_\_\_\_
31. ¿Diría usted que su ingreso total anual familiar es de?  
\_\_\_\_ (1) Menor a \$10,000      \_\_\_\_ (3) \$30,000 to \$49,999      \_\_\_\_ (9) No proporcionado  
\_\_\_\_ (2) \$10,000 to \$29,999      \_\_\_\_ (4) \$50,000 o más
32. Género del Encuestado: \_\_\_\_ (1) Hombre \_\_\_\_ (2) Mujer
33. ¿Cuántos años ha vivido en OKC?: \_\_\_\_\_ años



**34. ¿Tiene alguna cuenta de Redes Sociales (por ejemplo: Facebook, Twitter, o Instagram)?**

\_\_\_\_(1) Sí      \_\_\_\_ (2) No [Pase a la P35.]

**34a. ¿Cuáles de sus cuentas de medios sociales usas con más frecuencia?**

\_\_\_\_(1) Facebook      \_\_\_\_ (3) Instagram      \_\_\_\_ (5) Periscope  
\_\_\_\_(2) Twitter      \_\_\_\_ (4) Snapchat      \_\_\_\_ (6) Otro: \_\_\_\_\_

**35. ¿Cuál es su dirección?**

Calle: \_\_\_\_\_ Ciudad: \_\_\_\_\_  
Código Postal: \_\_\_\_\_

**¡RECIBA UN PASE GRATIS EMBARK! ¿Le gustaría participar en un estudio de mercado para dar seguimiento y hablar sobre temas relacionados con el transporte? Estaremos llevando a cabo grupos de estudio de mercado, en Español, para ayudarnos a entender mejor las barreras para usar el transporte público en su comunidad. Quienes sean parte de los estudios de mercado recibirán un Pase EMBARK para 30 días GRATIS.**

**Por favor escriba su dirección de correo electrónico válida y teléfono celular para poder ser registrado en el Estudio de Mercado. Le llamaremos y enviaremos un correo electrónico para registrar la fecha y hora de su grupo.**

Primer Nombre: \_\_\_\_\_ Celular: \_\_\_\_\_  
Correo Electrónico: \_\_\_\_\_

**Con ésto concluye la encuesta – Muchas gracias por su tiempo!**



## Focus Group Summary

### INTRODUCTION

Three focus group sessions were conducted during the month of May 2017 in predominantly Hispanic neighborhoods in south Oklahoma City. The purpose of the studies was to explore how the Hispanic market perceives public transportation in Oklahoma City as well as to discuss barriers to public transportation and effective avenues of communication about public transportation as it relates to Hispanic ridership. Each session had an average attendance of 10 adults with a greater presence of females over males. All participants self-identified as Hispanics, with the majority identifying themselves as immigrants followed by first generation. All had experienced public transportation but only 6 had ridden public transportation in OKC. All participants received dinner and Embark merchandise in exchange for their participation in the focus group.

### FINDINGS

The discussion of the findings will focus on three areas: attitudes towards and perceptions about public transportation in Oklahoma City, barriers to public transportation, and suggested methods of communication about public transportation.

1. In terms of attitudes and perceptions it is important to note a clear divide between participants who use public transportation and those who typically do not. Those that have used public transportation provided far more positive feedback during the discussion than did non-riders. Riders with Embark experience expressed such perceptions as:



Very good service

Very clean

Very comfortable, lots of space

Low cost, affordable

Cautious drivers

Participants with little or no experience riding with Embark shared negative perceptions including:

Not safe

Takes too much time

Not dependable

Not accessible

Bus stops are too far and not inviting

Routes can be confusing

OKC is too spread out as a city

Not suited and intimidating for the elderly

Both groups shared similar sentiments about their perceived advantages of using public transportation including:

Climate friendly, less vehicles on the road

Less traffic

Less stress

Less accidents

More economical, savings, very cost effective

Accessible for non-drivers

Good resource for undocumented community, takes away risk

Free WIFI



2. When discussing possible barriers to using public transportation, the participants generally discussed issues with lack of knowledge about routes and bus stops. Many mentioned that the buses are not on time and/or require much more commuting time than desired. Wished there was more routes to pick from. Several participants expressed a barrier in terms of not being able to communicate with bus drivers in Spanish. Some participants noted that riding a bus would be difficult for workers who cannot take their tools and equipment with them onto the bus or for riders who cannot take their groceries and other things in tow. One participant brought up a very interesting paradox about Hispanic ridership in OKC by stating, "Hispanics have a culture of using public transportation [in their country of origin] but there is not enough knowledge about EMBARK."

3. Finally, initial findings reveal that the participants feel there is a strong need for Embark to create a stronger communications strategy within the Hispanic Community. A strong recommendation to create a Facebook page in Spanish that explains routes, displays costs, and contains videos depicting Hispanic customers. A vast majority if not all of participants use Facebook for social media on a daily basis with Instagram coming in second place, and Snapchat third. Many of the focus group participants stated a need for more colorful signage and more colorful printed materials in Hispanic serving establishments such as clinics, non-profits, and retail stores. All said they would have no problem riding or recommending public transportation if they had more information and knowledge. Many suggested TV and radio as effective mediums for reaching the Hispanic market as well.