

EMBARK

On-Board Transit Survey

...helping organizations make better decisions since 1982

Findings
Report

**Submitted to the Tennessee Department of
Transportation:**

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

May 2018





Contents

Executive Summary	i
Section 1: Firm Overview	1
Section 2: Importance-Satisfaction Analysis	29
Section 3: Frequency Distribution Tables	33
Section 4: Survey Instrument	72

2017 EMBARK Onboard Survey Executive Summary Report

Overview and Methodology

EMBARK initiated this survey during the fall of 2017. The primary objective for conducting the On-Board Transit Survey was to gather accurate travel data from transit riders.

The universe for the survey consisted of fixed routes in the EMBARK system. The contract for the project was to obtain at least 1,000 completed surveys. The actual number of completed surveys was 1,757, a total of 1,318 surveys were completed during the week, a total of 439 surveys were completed during the weekend.

This overview contains a description of the data requirements, sampling methodology including the sampling plan, survey administration/quality control procedures, and data entry/editing procedures. More detailed information is provided in subsequent sections of this report:

- A detailed description of the administration of the on-board survey and characteristics of transit riders and select findings are provided in this Executive Summary.
- Charts and graphs from the survey in Section 1.
- Importance satisfaction analysis of key service characteristics in Section 2.
- Frequency distribution tables for weekday survey results are provided in Section 3.
- Copies of the survey instrument in both English and Spanish are provided in Section 4.

Data Requirements

ETC Institute worked closely with staff from EMBARK to design the survey instrument. Some of the specific types of information that were gathered on the survey included:

- Frequency of usage
- Purpose of trip
- Payment method
- Transit access mode
- Transfers
- Assessment of transit facilities
- Customer satisfaction and importance ratings
- Accessing EMBARK information
- Household information (income, vehicles, etc.)
- Personal information (gender, employment, etc.)



Sampling Methodology

ETC Institute developed a sampling plan to ensure that the overall results of the survey would be statistically valid for the region. The sampling plan identified the number of completed surveys that were needed from each route.

The sampling plan was designed to ensure that the overall results of the on-board survey would have a precision of at least +/-2.5% at the 95% level of confidence. Although the scope of work only required the completion of 1,000 surveys, our team agreed to collect more than 1,000 surveys to ensure that results would be statistically representative of the system.

EMBARC On-Board Survey

Sampling Goal: Goal vs. Actual Completes

Route Name	Goal	Actual	Difference	Notes
COTPA ROUTES				
002 - COLTRANE	68	84	16	Goal Exceeded
003 - N KELLY	41	54	13	Goal Exceeded
005 - MEMORIAL RD	106	102	-4	Goal Exceeded
007 - N MAY	56	78	22	Goal Exceeded
008 - N PENN/NW 63RD	68	63	-5	Multiple attempts made – lower ridership
009 - W RENO CROSSTOWN	40	61	21	Goal Exceeded
010 - N PORTLAND	31	49	18	Goal Exceeded
011 - 29TH ST CROSSTOWN	58	56	-2	Multiple attempts made – lower ridership
012 - S MAY	56	58	2	Goal Exceeded
013 - S WESTERN/I-240 CROSSTOWN	56	69	13	Goal Exceeded
014 - SE BRYANT or SUNNYLANE	40	41	1	Goal Exceeded
015 - MIDWEST CITY	23	46	23	Goal Exceeded
016 - S PENN	42	36	-6	Multiple attempts made – lower ridership
018 - LINCOLN	21	39	18	Goal Exceeded
019 - SPENCER	7	23	16	Goal Exceeded
022 - MARTIN LUTHER KING	42	56	14	Goal Exceeded
023 - 23RD ST CROSSTOWN	103	147	44	Goal Exceeded
024 - NORMAN	3	15	12	Goal Exceeded
038 - 10TH ST CROSSTOWN	78	101	23	Goal Exceeded
040 - S WALKER	43	64	21	Goal Exceeded
050 - DOWNTOWN DISCOVERY	20	28	8	Goal Exceeded

Survey Administration/Quality Control Procedures

Some of the survey administration and quality control procedures utilized by ETC Institute are listed below.

- Each interviewer was trained to understand the purpose of the survey so they could explain the importance of the survey to riders.
- One interviewer was assigned per bus and at least one bus was selected from each route.

- Interviewers conducted surveys on their assigned bus for the entire day that the route was in operation in accordance with the hours shown in the sampling plan. Short breaks were allowed for interviewers in conjunction with breaks that were taken by the driver.
- The interviewer attempted to ask every rider who boarded the bus to complete the survey.
- The interviewer checked the survey to ensure that the “critical questions” were complete.
- Following the completion of each run along a route, the interviewer would briefly get off the bus and take completed surveys from that route to ETC Institute’s Team Leader. The Team Leader worked at the “center of operations” designated in the sampling plan.
- ETC Institute’s Team Leader and assistant reviewed all the completed surveys that were submitted by interviewers to ensure the usability, accuracy, and completeness of the data collected.

Data Entry and Editing Procedures

Following the administration of the survey, ETC Institute’s Team Leader and the interviewing team conducted a secondary review of the completed surveys. Errors that were identified during the secondary review were corrected when possible. When data was missing, incomplete, or illegible, internet research was conducted to retrieve the data. Specific procedures that were followed by ETC Institute are described below:

- ETC Institute personnel conducted a 100% review of all completed surveys.
- ETC Institute personnel conducted dual data entry for 100% of the records. All completed surveys were entered into two independent databases by different people. After data entry was completed for each database, the files were compared and screened for records that did not match. Records that did not match were corrected in each of the databases by different people. The files were then merged again, and records that still did not match were corrected again. This process was repeated until all records in each of the two databases matched.

Administration of the Survey

Conduct the Pretest

ETC Institute conducted a pre-test with 25 riders on 2 different routes. The pre-test was designed to ensure the survey worked properly and the process covered all aspects of the survey administration procedures including:

- placing surveyors on the transit vehicles at the designated time
- assessing the completeness of surveys by checking the “critical questions” for completeness



- briefly exiting the bus after each route to give completed surveys to ETC Institute's Team Leader

No problems with the survey instrument were found from the pilot test. Based upon these findings, the survey administration procedures and survey instrument were finalized. Copies of the survey instruments in English and Spanish are provided in chapter 7 of this report.

Administer the On-Board Passenger Survey

ETC Institute fielded a survey administration team on weekdays during the month of October. The surveys were administered in accordance with the procedures that were previously described. A total of 1,318 useable weekday surveys were obtained, which was 318 more than the goal.

Alternative Methods of Completing the Survey

Although most surveys were completed by riders during their trip, riders who did not have time to complete a survey were given a survey and a postage-paid return-reply envelope to return to ETC Institute by mail after it had been completed, respondents also had the option of returning completed surveys to the EMBARK Transit Center.

Characteristics of Transit Riders and Select Findings

Rider Profile

Various demographic and profile information for respondents is presented in this section. The data is representative of the 1,318 respondents who were surveyed during the weekday. The average rider is: 44-years-old, a high school graduate, male, makes less than \$10,000 per year, does not have a valid driver's license or vehicle, is a registered voter, is employed at least part time or currently looking for work, and speaks English as their primary language.

Vehicles in Household

Sixty-seven percent (67%) of EMBARK users have no working vehicle in the household. This is consistent with the results found in 2016 and 2015, in which 68% and 70% of respondents respectively, did not have a working vehicle. Only 19% of respondents have one working vehicle, 21% of respondents in 2016 indicated they had one working vehicle. Thirteen percent (13%) of respondents have two or more vehicles available to their household.

Household Size

One-third (33%) of respondents indicated they lived in a one-person household, 27% indicated they lived in a two-person household, 34% indicated their household size is between three and five, while only 7% of respondents indicated they lived in a household with 6 or more people. These results were consistent with previous years.

Ethnicity/Race

Forty-two percent (42%) of respondents indicated they were Black/African American, while 37% indicated they were White/Caucasian, 11% of respondents indicated they were Hispanic,



Latino, or of Spanish origin, and 13% indicated they were Native American. These results were consistent with previous years

Employment Status

Thirty-five percent (35%) of respondents indicated they were employed full time, down 4% from 2016 and up 5% from 2015. Sixteen percent (16%) of respondents indicated they were employed part time, this number is consistent with 2016, and 4% lower than 2015.

Income

Fifty-four percent (54%) of respondents indicated they had annual household incomes of less than \$10,000 in 2016, this is an increase of 14% from the previous year. Twenty-four percent (24%) indicated they had incomes between \$10-\$19,999. Twenty-three percent (23%) of respondents reported an annual income of \$20,000 or more.

Internet Use

Seventy-one percent (71%) of respondents indicated they currently access the internet using a phone, this is a 6% increase from 2015, and the same as 2016. Twenty-five percent (25%) of respondents indicated they currently access the internet via the computer, this is a 4% decrease from 2016. There was a 2% increase in the number of respondents who currently do not have access to the internet from 14% in 2016 to 16% in 2017.

Use of Trip Planning Tools

The most used trip planning tool is 235-RIDE which saw a 18% decline in the number of respondents who indicated they have used the 235-RIDE service in 2016. Thirty-four percent (34%) of respondents indicated they used embarkok.com, 12% used the EMBARK connect app, 7% used an online planner, and 9% use text alerts. Respondents still rely on 235-RIDE but are using the service less than in previous years. None of the trip planning tools saw a significant increase in use.

Primary Reasons Respondent's Use Transit

Nearly two-thirds (63%) of respondents indicated they had no car available which is the reason they were using transit. A quarter (25%) of respondents selected they could not drive as the reason for using transit, 13% indicated they wanted to save money, 6% were avoiding driving or traffic, 2% wanted to avoid parking, and 4% indicated they were using EMBARK because it was good for the environment.

Purpose of Trip

Forty-four percent (44%) of respondents specified the purpose of their trip was for work. Seventeen percent (17%) indicated their trip was for shopping or errands. Other purposes included: Medical (12%), entertainment/social (7%), social service (4%), School (K-12) (3%), and School (Tech, College, University) (4%).

Fare Type

One third (33%) of respondents used a Day Pass as their method of fare payment. There has been consistent decrease in 30-Day Pass users: 20% reported in 2017, 21% in 2016, 25% in 2015, and 41% in 2011. The other three major fare types remained consistent Cash (25%), 7-Day Pass (13%), and Value Card (2%).

Frequency of Use

Frequency of use between 2017, 2016, and 2015 remained consistent in all categories. Fifty percent (50%) of respondents indicated they ride 5+ days per week, this compares to 54% in 2016 and 52% in 2015. Nearly a quarter of respondents (22%) indicated they ride 3-4 days per week, this is the same as 2016 and 2015. The remaining respondents indicated 1 or 2 days per week (12%), 1-3 days a month (9%), and less than once a month (7%).

How Long Respondent has been Riding Transit in OKC Area

Half of all weekday respondents, 50%, indicated they have been riding for more than 2 years. Twenty-two percent (22%) of respondents indicated they have been riding 6 months or less, whereas 11% indicated they have been riding 6 months to a year. Lastly, sixteen percent (16%) of respondents indicated they've been riding for 1 to 2 years. For all four groups, the on-time arrival of busses is the one item they believe is most important, the frequency of service was also among the most important items for each of the four groups. There were no significant differences among the four groups when analyzing service ratings and the most important services. EMBARK should continue to emphasize the frequency and timeliness of service in order to ensure continued satisfaction and ridership among all four groups of riders.

Transfers

The number of respondents who indicated they did not have to make any transfers in order to reach their destination has increased two percent from 29% in 2016 to 31% in 2017. There was not an increase in the number of respondents who indicated they took one or two transfers to reach their destination. Most notably, there was a 2% decrease in the number of respondents who indicated they take three or more transfers to reach their destination.

Service Ratings and Importance

Respondents were asked to provide an overall rating of the services EMBARK provides using a five-point scale from Excellent to Poor. Regarding the overall rating of EMBARK services, 74% of respondents rated the service as Excellent (27%) or Good (47%), only 3% of respondents indicated the service was Poor. There was a slight increase in both "excellent" and "good" responses from 2016 to 2017.

The following three aspects of EMBARK Service received the highest positive ratings (Excellent or Good) in 2017 among weekday riders.

- Safe operation of bus (78%)
- Ease of paying fare (77%)
- Cleanliness of transit center (76%)



The three most important aspects of EMBARK Service for weekday riders are:

- Buses arriving on time (31%)
- Availability of accessible bus stops (22%)
- Courtesy of drivers (19%)

Among riders who needed no transfers to reach their destination the following three aspects of EMBARK Service received the highest positive ratings (Excellent or Good) in 2017 among weekday riders:

- Safe operation of bus (82%)
- Availability of accessible bus stops (80%)
- Cleanliness of transit center (80%)

The three most important aspects of EMBARK Service for this group are:

- Buses arriving on time (34%)
- Courtesy of drives (21%)
- Availability of accessible bus stops (19%)

Among riders who needed one transfer to reach their destination the following three aspects of EMBARK Service received the highest positive ratings (Excellent or Good) in 2017 among weekday riders:

- Safe operation of bus (81%)
- Cleanliness of transit center (81%)
- Ease of paying your fare (80%)

The three most important aspects of EMBARK Service for this group are:

- Buses arriving on time (31%)
- Availability of accessible bus stops (28%)
- Courtesy of drivers (23%)

Among riders who needed two transfers to reach their destination the following three aspects of EMBARK Service received the highest positive ratings (Excellent or Good) in 2017 among weekday riders:

- Helpfulness of customer service staff (76%)
- Cleanliness of transit center (76%)
- Safe operation of bus (75%)

The three most important aspects of EMBARK Service for this group are:

- Buses arriving on time (27%)
- Availability of accessible bus stops (24%)
- Frequency of service (18%)

Among riders who needed three or more transfers to reach their destination the following three aspects of EMBARK Service received the highest positive ratings (Excellent or Good) in 2017 among weekday riders:

- Safety at transit center (73%)
- Ease of paying fare (72%)
- Safe operation of bus (72%)

The three most important aspects of EMBARK Service for this group are:

- Buses arriving on time (29%)
- Availability of accessible bus stops (20%)
- Frequency of service (15%)

Opportunities for Improvement

Based on various data analytics programs (i.e., crosstabs, IS Analysis, trends, etc.) conducted on the data collected during the rider survey, the following conclusions have been made. Most riders surveyed during this study were satisfied with EMBARK services. Relatively low levels of negative ratings were reported for core service items (arrival times, cleanliness, safety, etc. – see chart Q9 Service Ratings). However, opportunities do exist to immediately increase overall satisfaction even further by taking a closer look at the “courtesy of drivers.” Driver courtesy is a service item that is of higher priority for EMBARK riders when compared to other similar organizations. Implementing strategies that increase quality interactions between drivers and riders could result in a favorable impact on overall satisfaction levels.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the agency identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance respondents placed on each service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with agency services over the next two years. If EMBARK wants to improve its overall satisfaction rating, they should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

Overall Priorities for EMBARK by Major Category. This analysis reviewed the importance of and satisfaction with major categories of agency services. This analysis was conducted to help set overall priorities. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the overall satisfaction rating are listed below:

- Buses arriving on time (IS Rating=0.1165)



The table below shows the importance-satisfaction rating for all 15 major categories of agency services that were rated.

2017 Importance-Satisfaction Rating EMBARC Onboard Survey - Weekday Riders Major Categories of Service						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-20)						
Buses arriving on time	31%	1	62%	15	0.1165	1
Medium Priority (IS <.10)						
Availability of accessible bus stops	22%	2	73%	8	0.0604	2
Frequency of service	17%	4	67%	12	0.0568	3
Courtesy of drivers	19%	3	72%	9	0.0520	4
Cleanliness of buses	9%	6	68%	11	0.0278	5
Cleanliness of bus shelters	8%	9	64%	13	0.0268	6
Helpfulness of customer service staff	10%	5	75%	5	0.0252	7
Safety while waiting at a bus stop	8%	8	72%	10	0.0211	8
Ease of locating a bus stop	7%	10	74%	7	0.0193	9
Safe operation of bus	8%	7	78%	1	0.0177	10
Ease of getting service information	6%	11	75%	6	0.0153	11
Information at the bus stop	4%	14	63%	14	0.0141	12
Safety at transit center	6%	12	75%	4	0.0139	13
Ease of paying your fare	5%	13	77%	2	0.0119	14
Cleanliness of transit center	3%	15	76%	3	0.0072	15

Summation

Overall, satisfaction levels among EMBARK riders are very high. In addition to high overall satisfaction ratings, EMBARK continues to do an excellent job communicating with riders specifically with regards to increasing brand awareness.

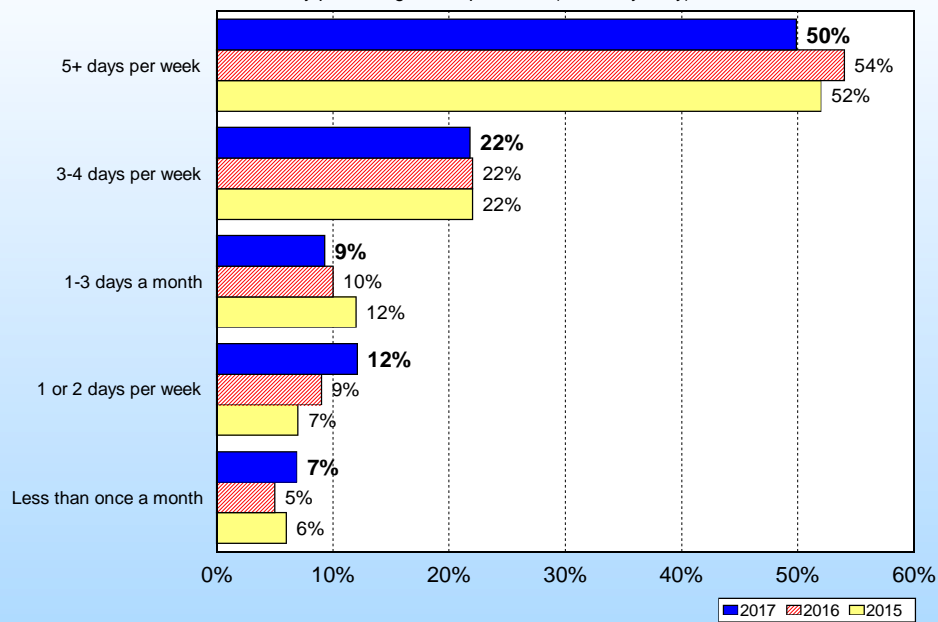
Section 1

Charts and Graphs

2017 EMBARK Transit Rider Survey

Overall Results

Q2. How Often Does Respondent Usually Ride Route
by percentage of respondents (Weekday Only)

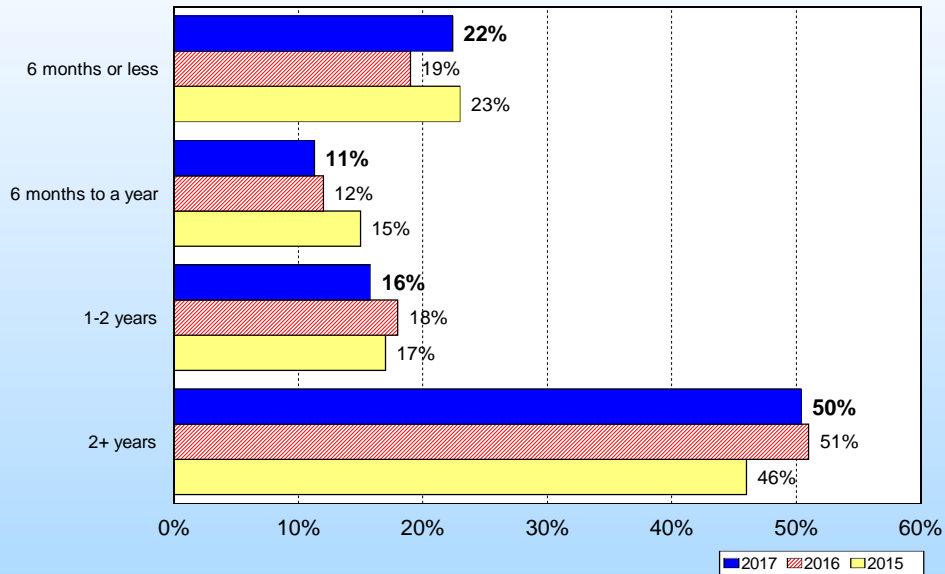


Source: ETC Institute (2018)

TRENDS

Q3. How Long Has Respondent Been Riding Transit in the OKC Area

by percentage of respondents (Weekday Only)

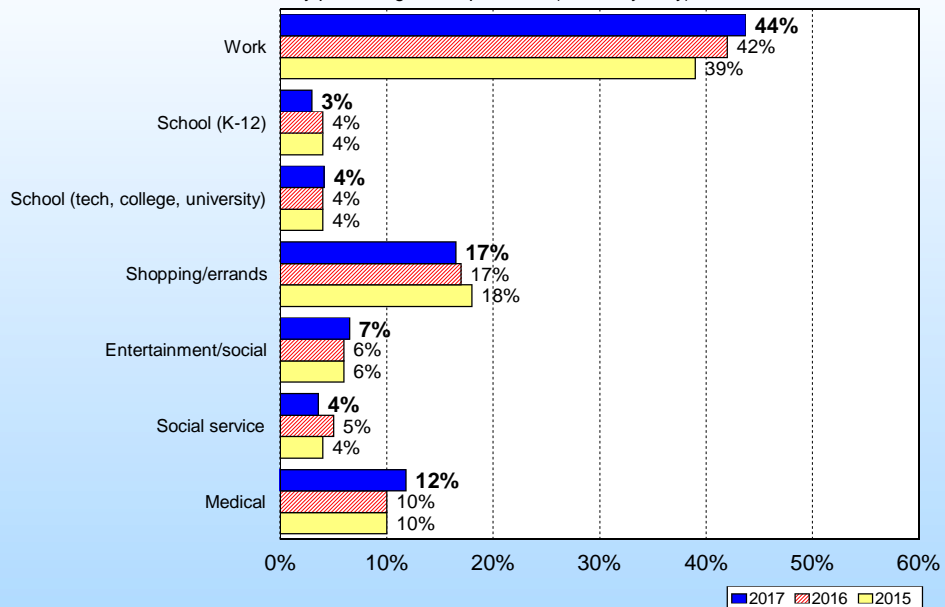


Source: ETC Institute (2018)

TRENDS

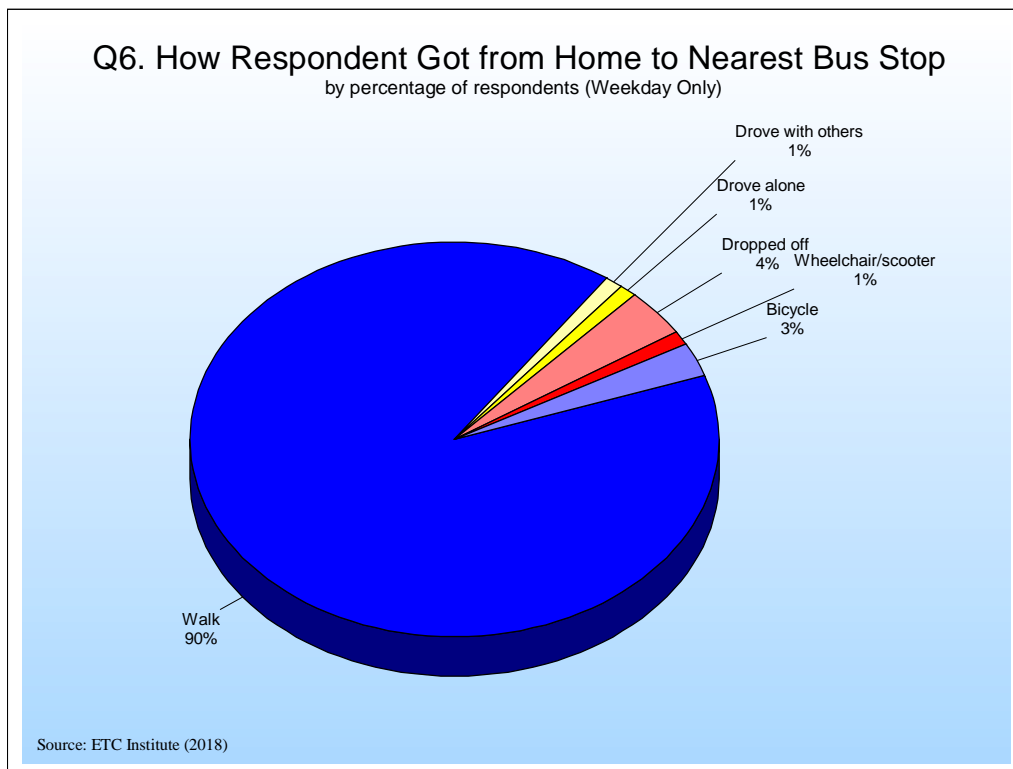
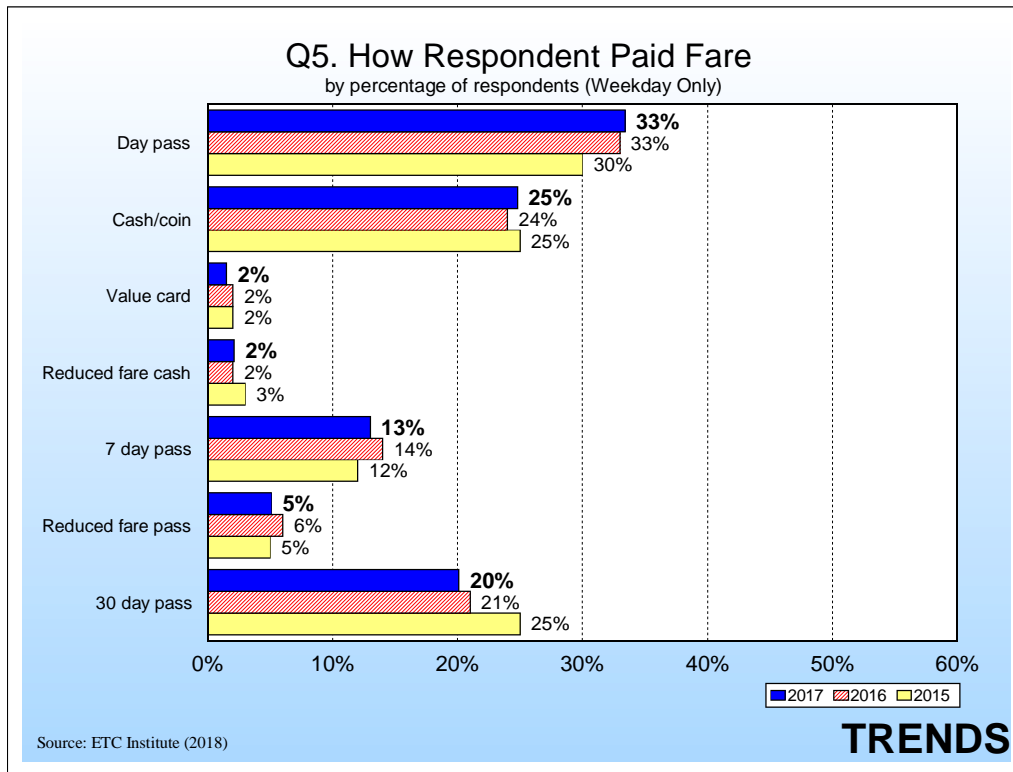
Q4. Purpose of Trip

by percentage of respondents (Weekday Only)

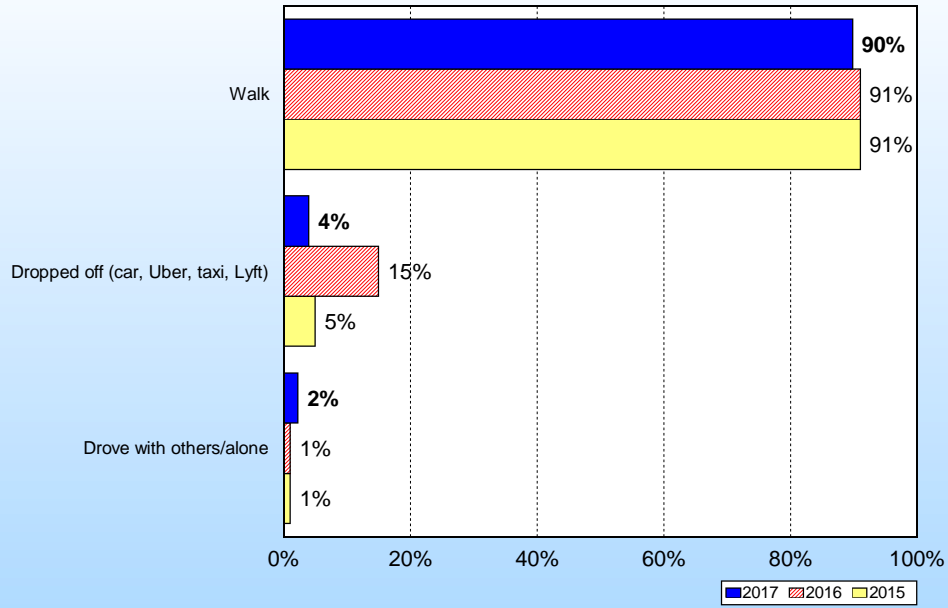


Source: ETC Institute (2018)

TRENDS



Q6. How Respondent Got from Home to Nearest Bus Stop by percentage of respondents (Weekday Only)

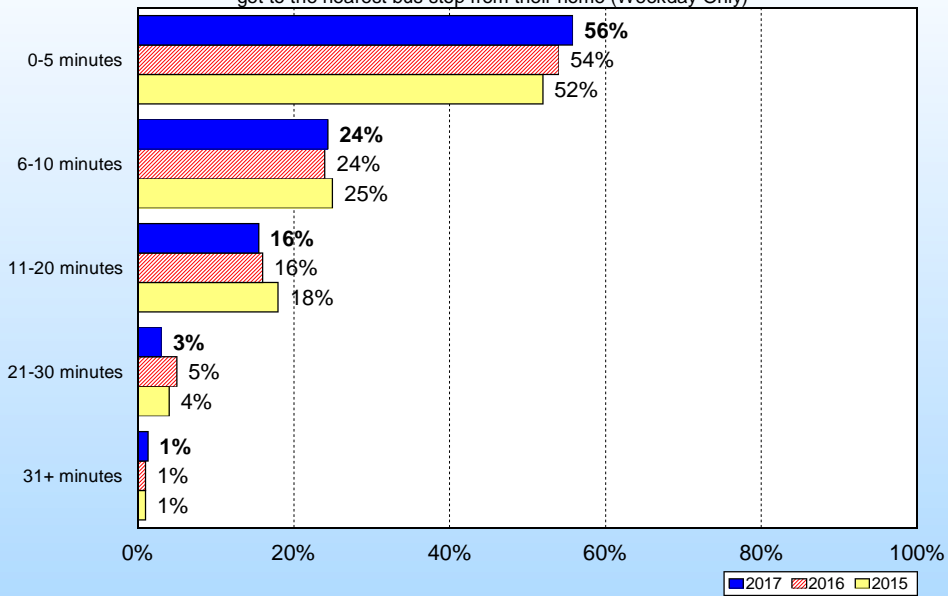


Source: ETC Institute (2018)

TRENDS

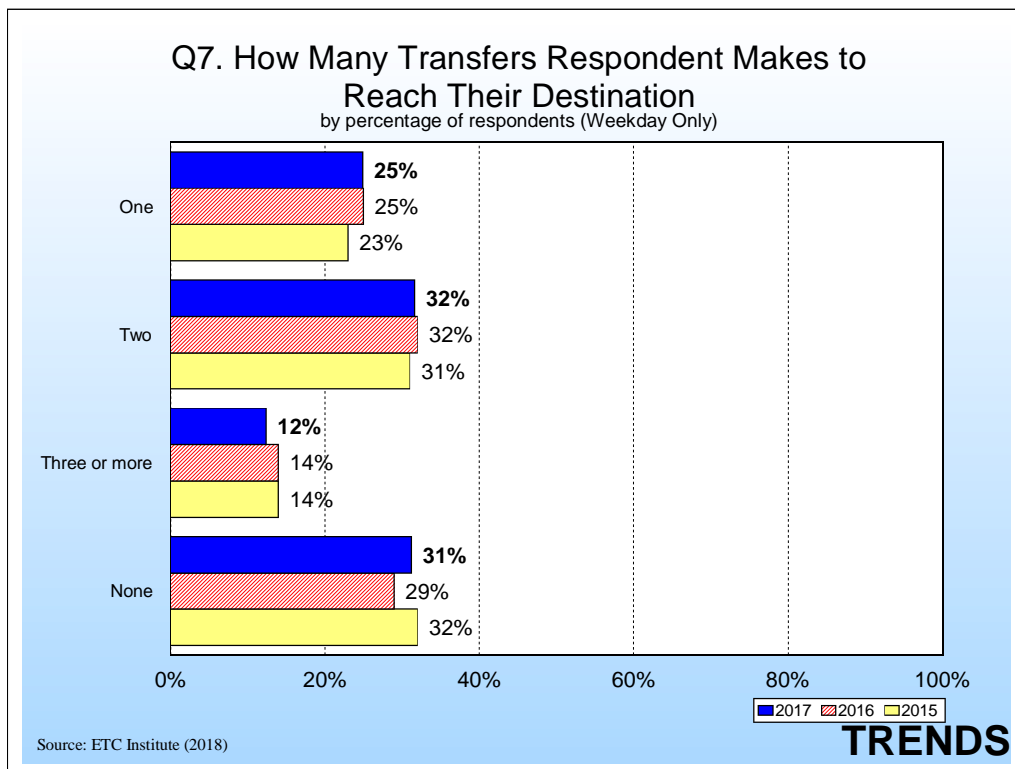
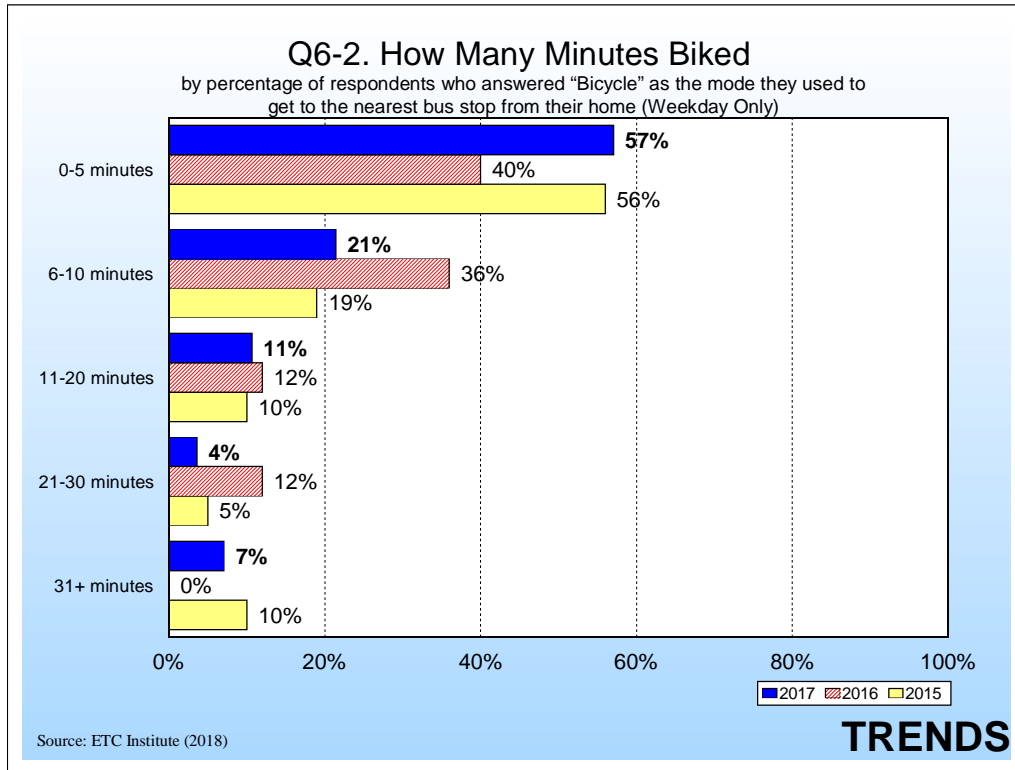
Q6-1. How Many Minutes Walked

by percentage of respondents who answered "Walk" as the mode they used to get to the nearest bus stop from their home (Weekday Only)



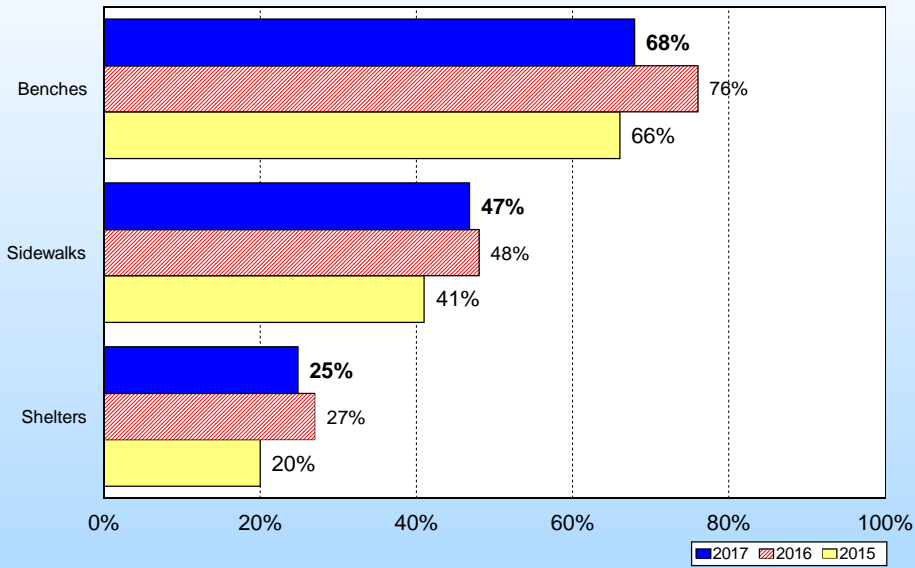
Source: ETC Institute (2018)

TRENDS



Q8. Does Respondent's Primary Boarding Stop Have Any of the Following Facilities

by percentage of respondents (Weekday Only)

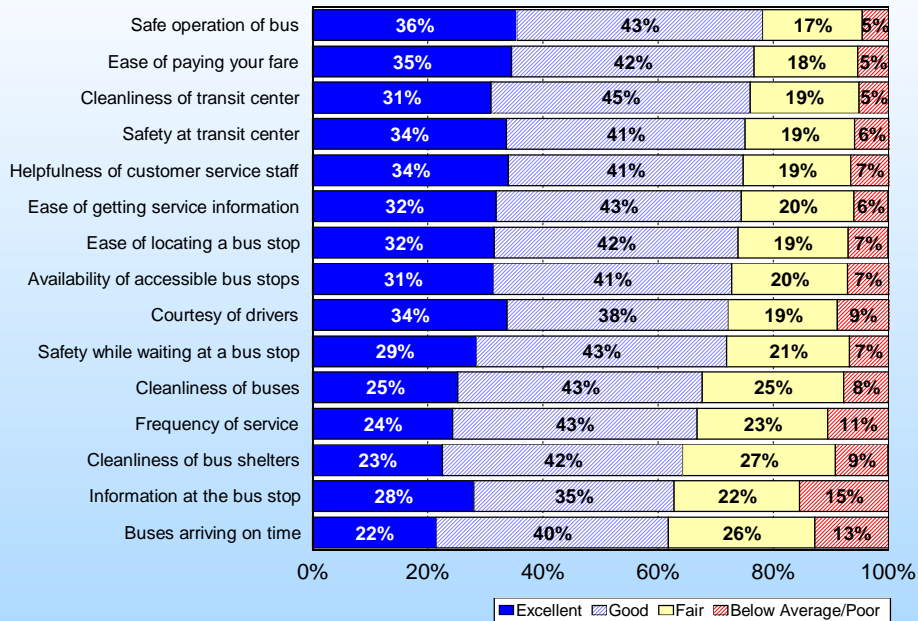


Source: ETC Institute (2018)

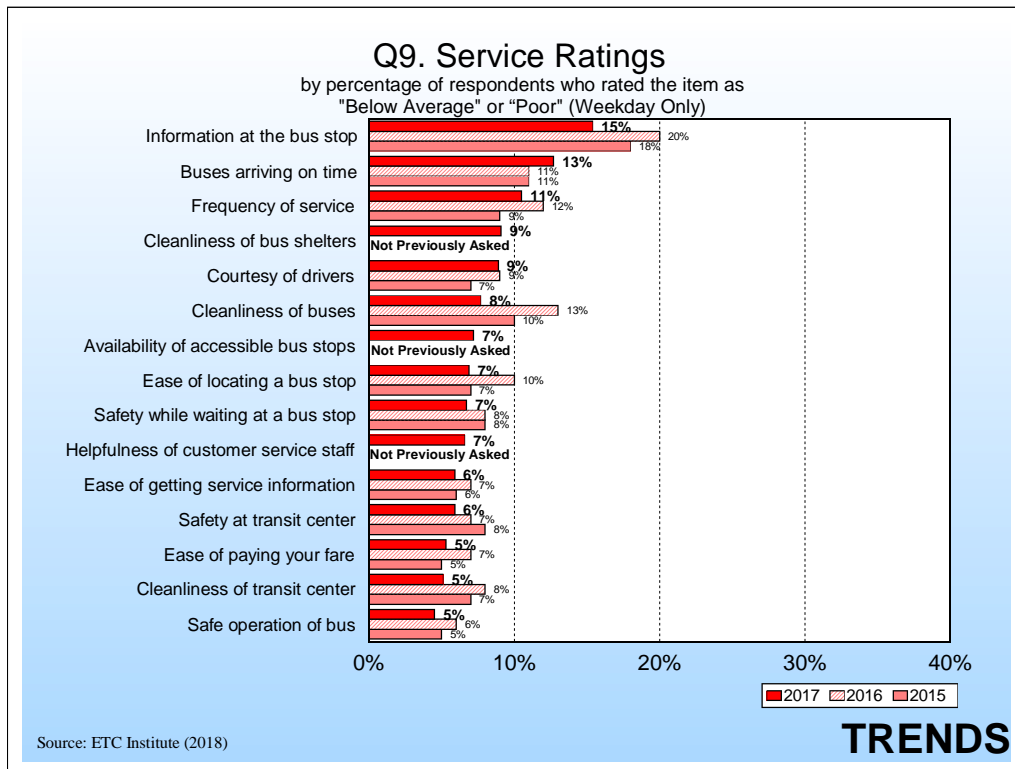
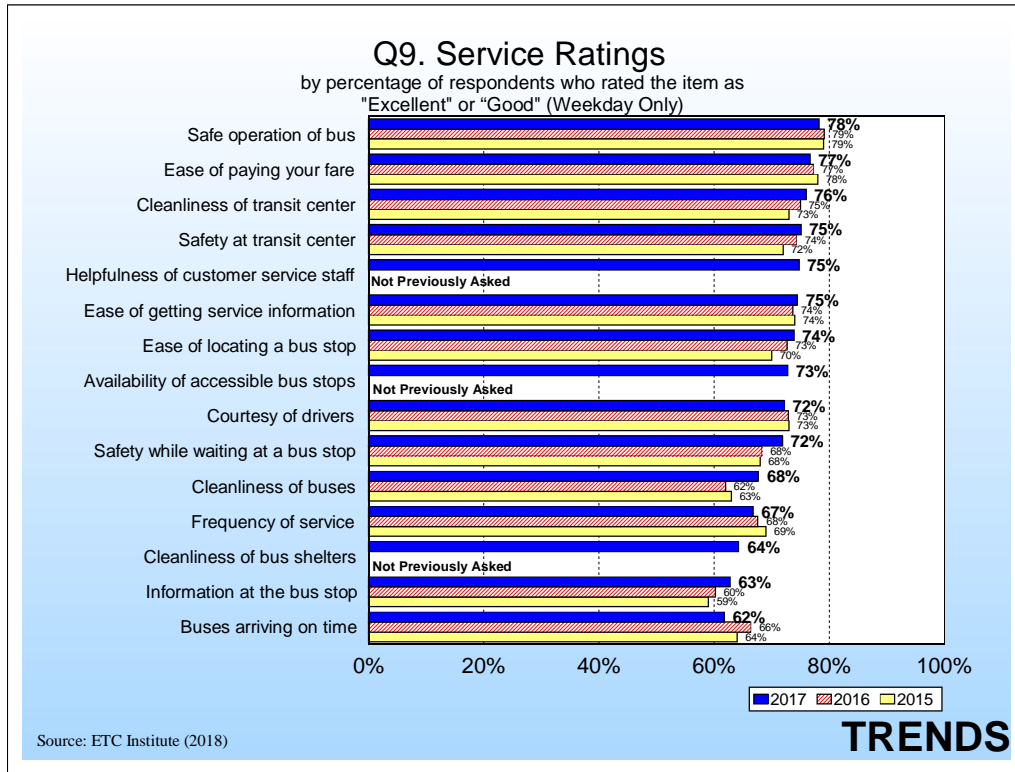
TRENDS

Q9. Service Ratings

by percentage of respondents (Weekday Only)

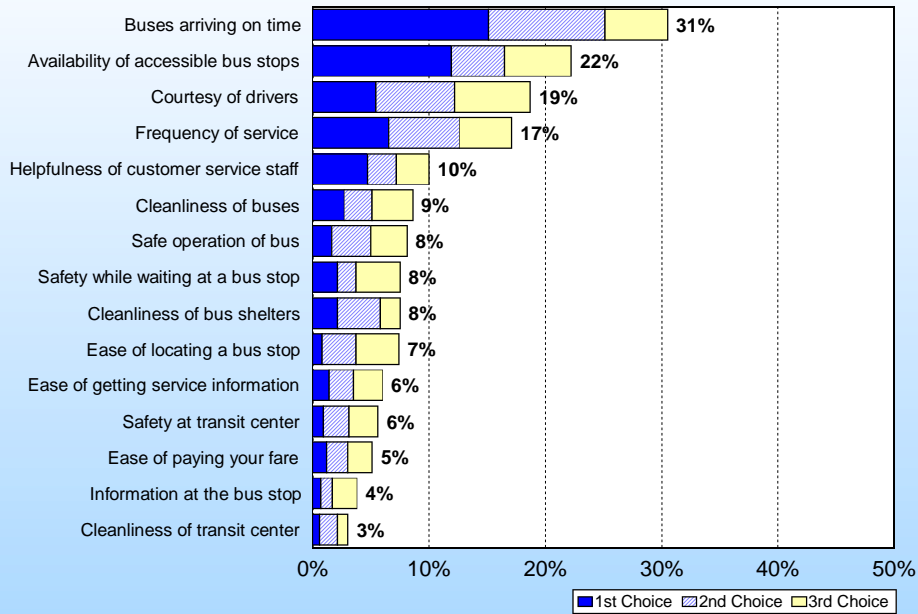


Source: ETC Institute (2018)



Q9-1. Importance of Service Ratings

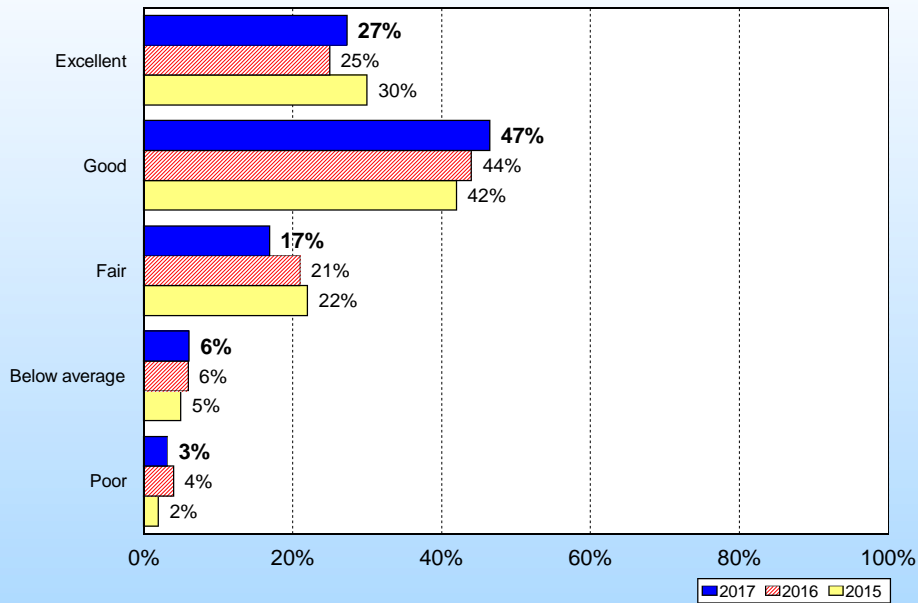
by percentage of respondents who selected the item as one of their top three choices (Weekday Only)



Source: ETC Institute (2018)

Q9-b. Overall, how do you rate EMBARK

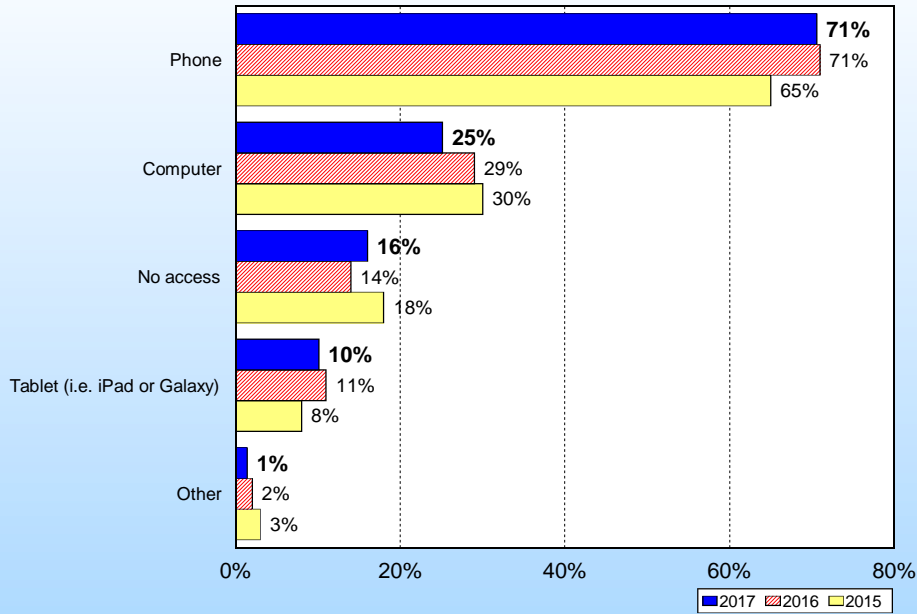
by percentage of respondents (Weekday Only)



Source: ETC Institute (2018)

TRENDS

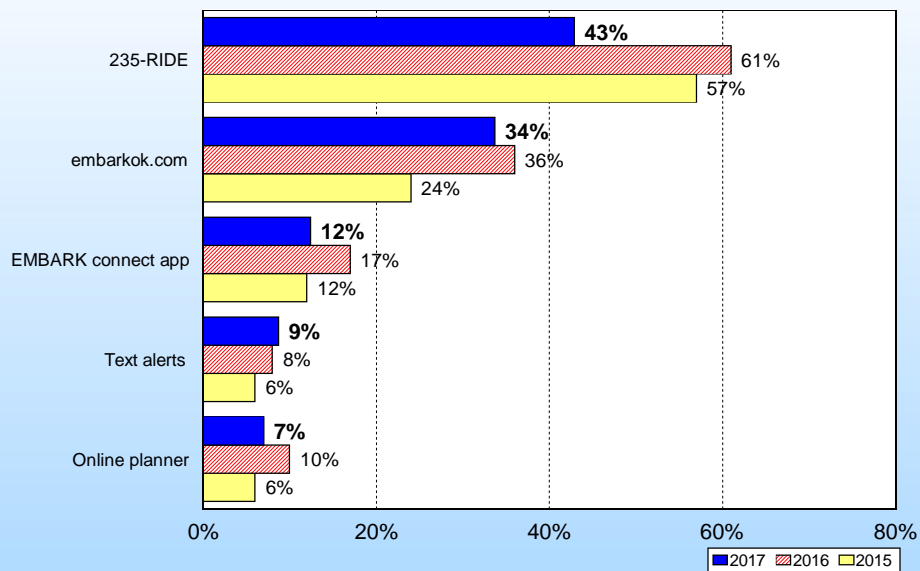
Q10. How Does Respondent Currently Access the Internet by percentage of respondents (Weekday Only)



Source: ETC Institute (2018)

TRENDS

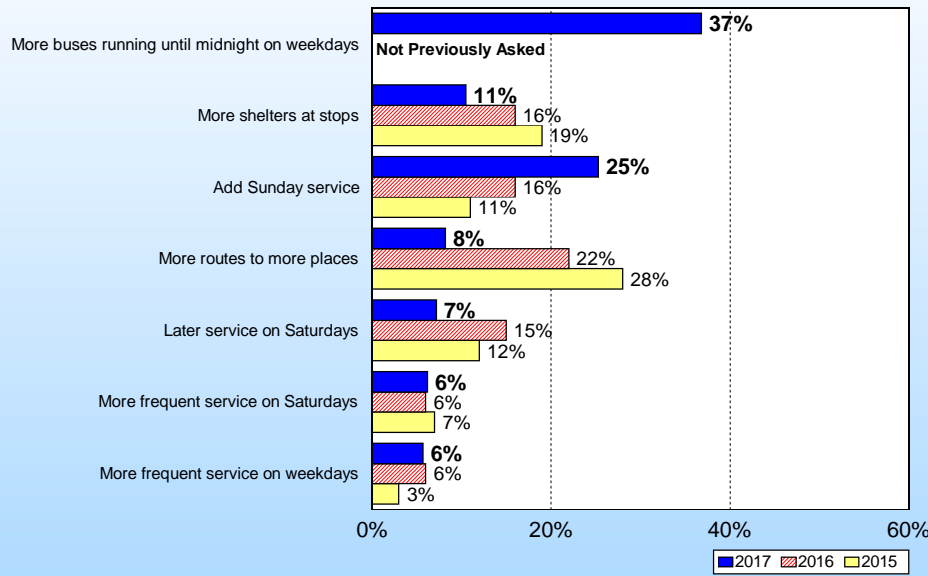
Q11. Has Respondent Used Any of the Following Trip Planning Tools by percentage of respondents (Weekday Only)



Source: ETC Institute (2018)

TRENDS

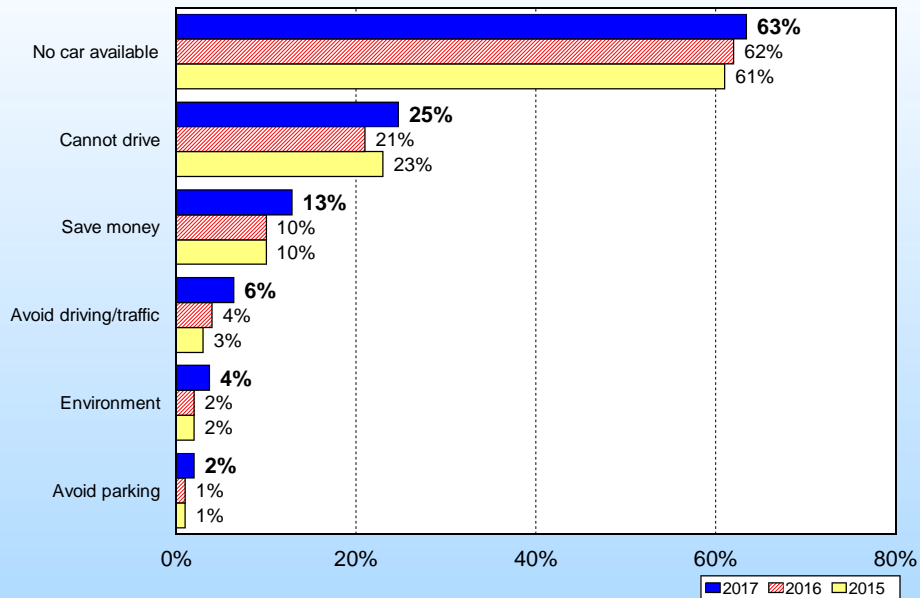
Q12. One Improvement Respondent Would Like to See in Transit Service in the Area by percentage of respondents (Weekday Only)



Source: ETC Institute (2018)

TRENDS

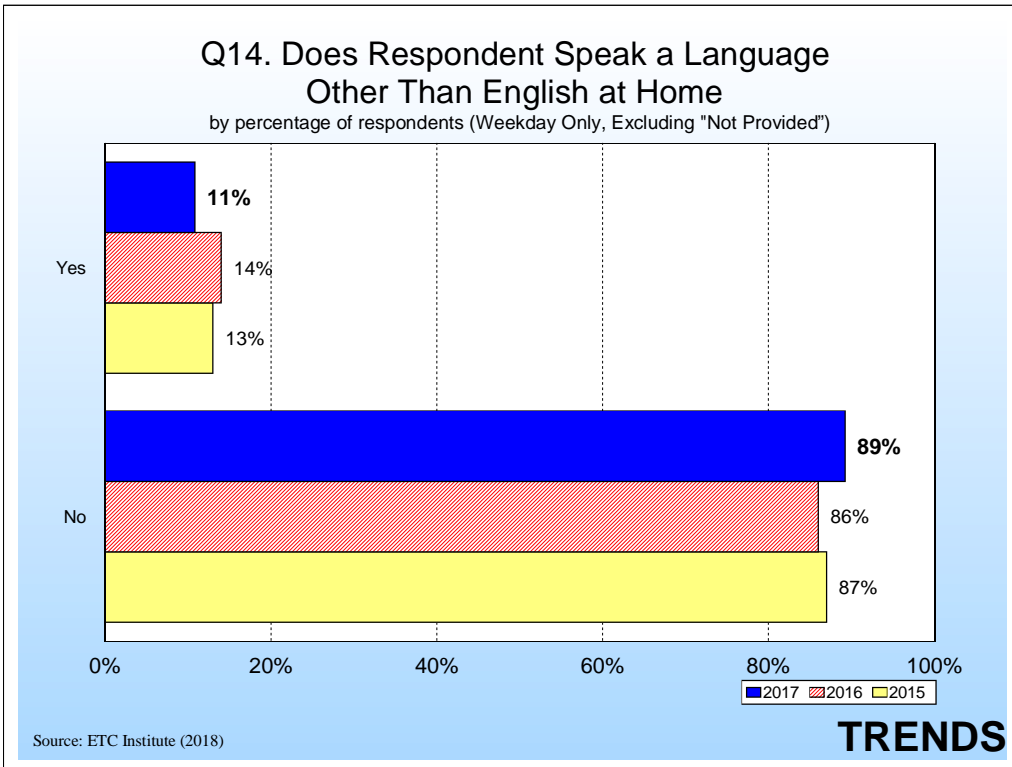
Q13. Primary Reason Respondent Uses Transit by percentage of respondents (Weekday Only)



Source: ETC Institute (2018)

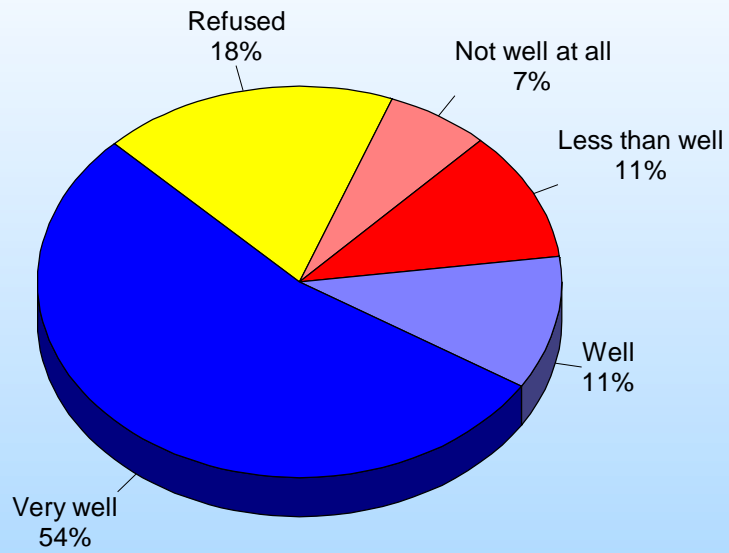
TRENDS

Demographics



Q14a. How well do you speak English?

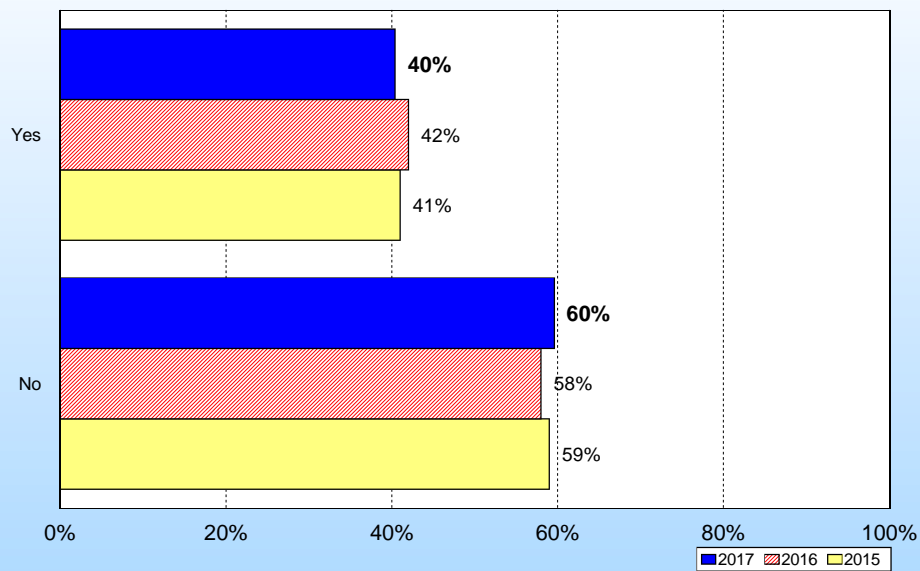
by percentage of respondents (Weekday Only)



Source: ETC Institute (2018)

Q15. Does Respondent Have a Current Driver's License

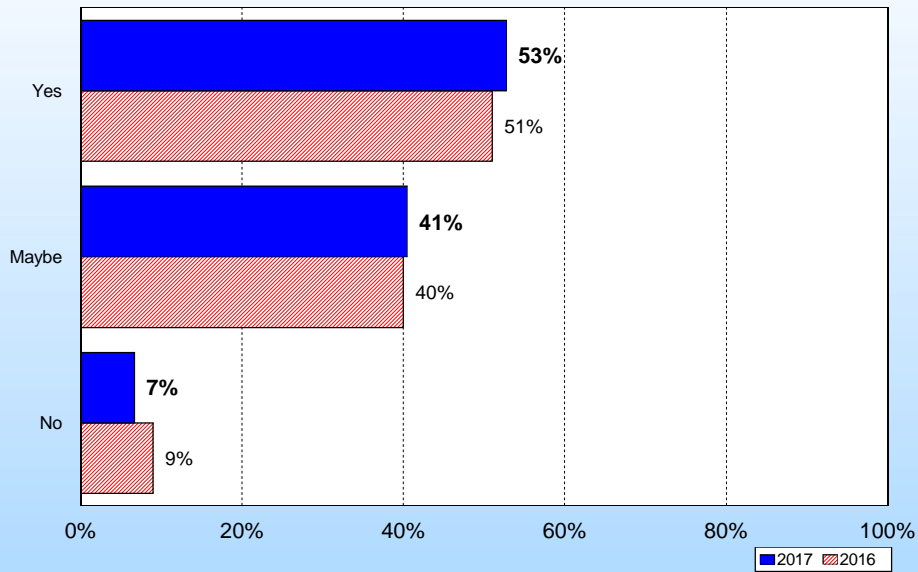
by percentage of respondents (Weekday Only, Excluding "Not Provided")



Source: ETC Institute (2018)

TRENDS

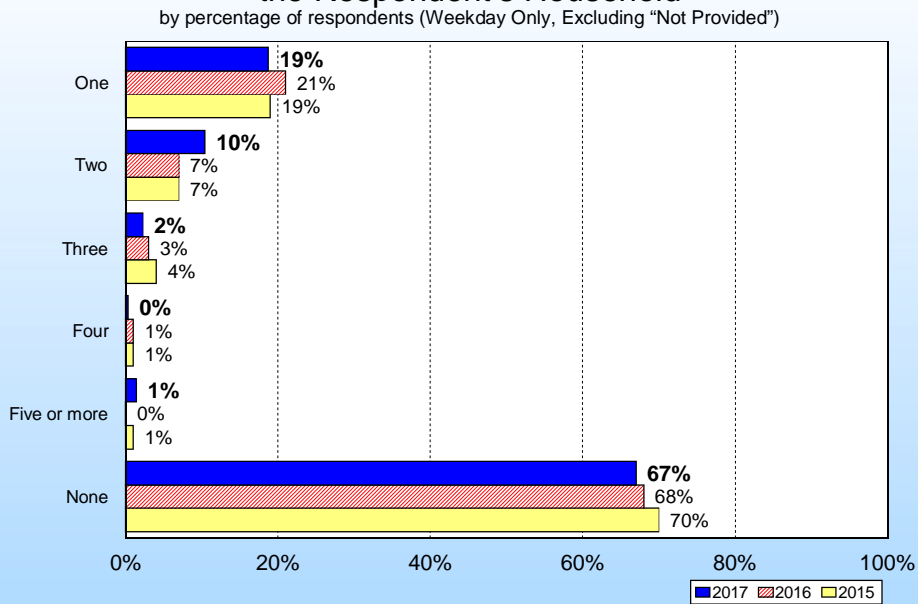
Q16. Will You Still Be Using EMBARK 1 Year From Now by percentage of respondents (Weekday Only, Excluding "Not Provided")



Source: ETC Institute (2018)

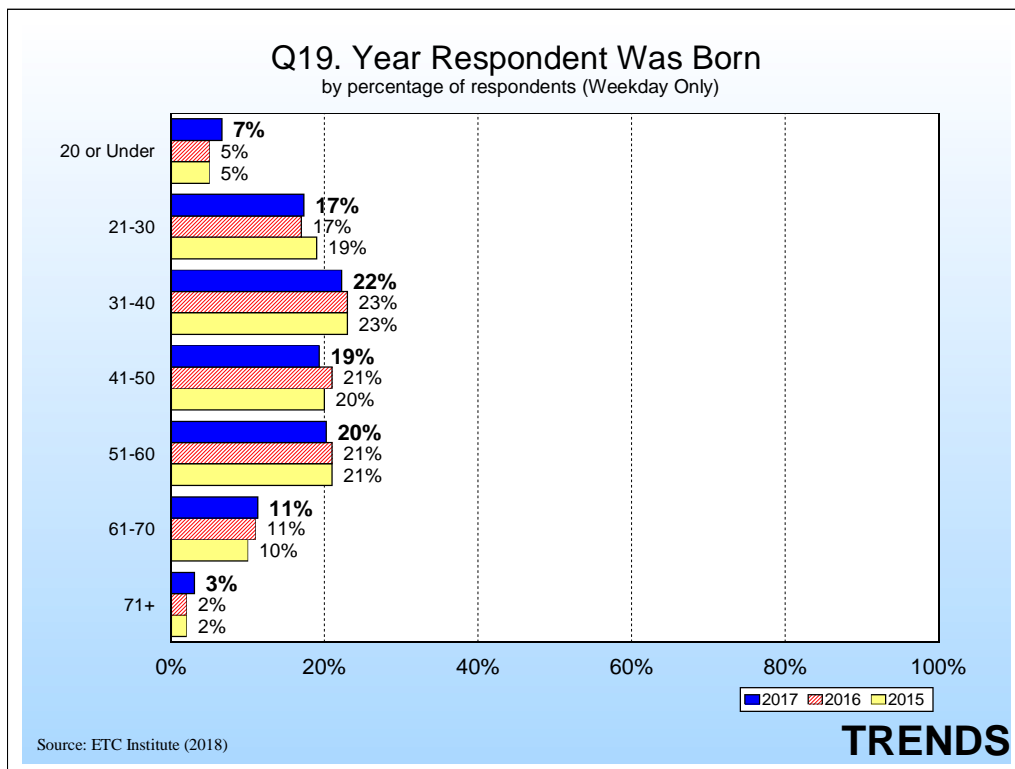
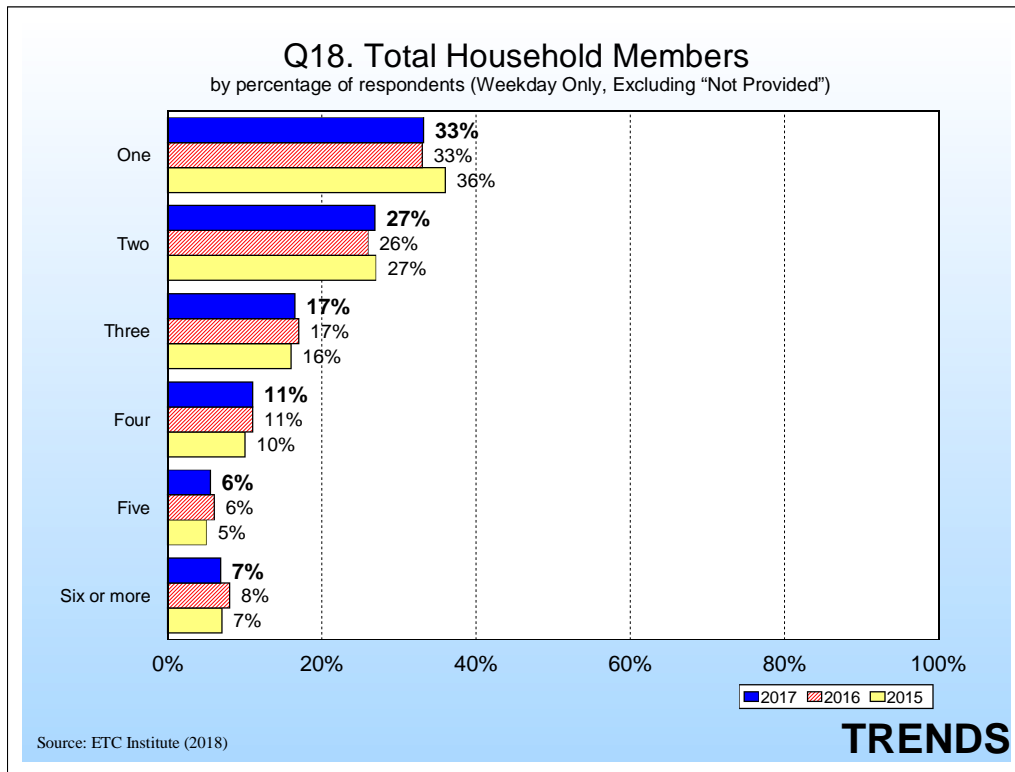
TRENDS

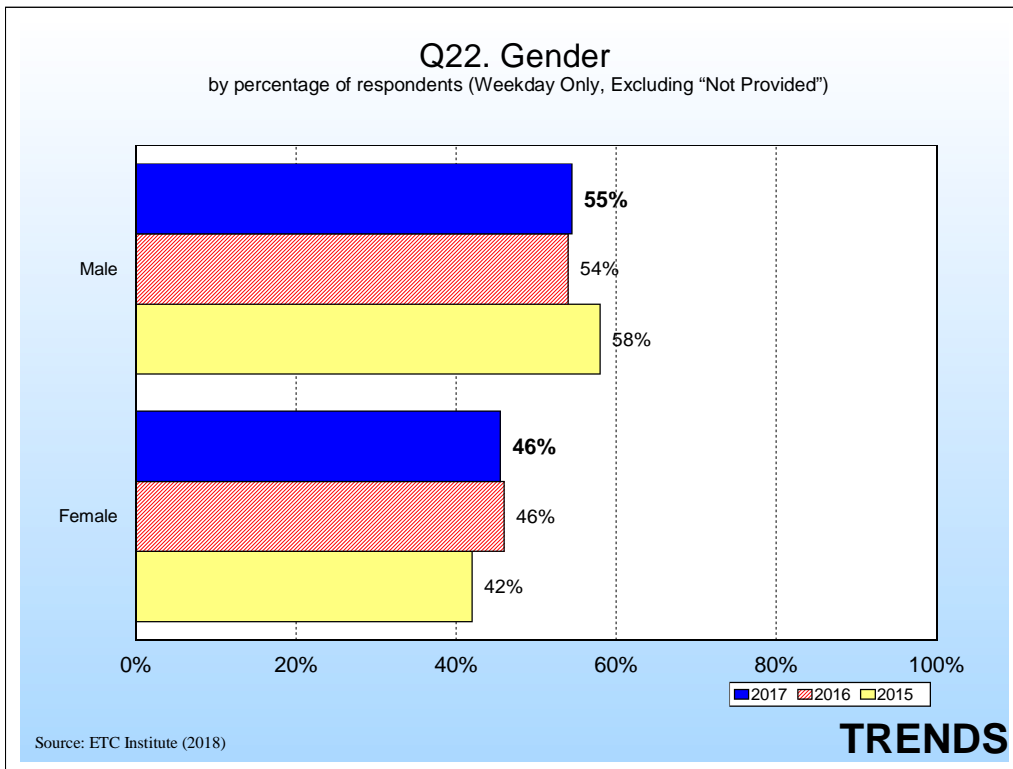
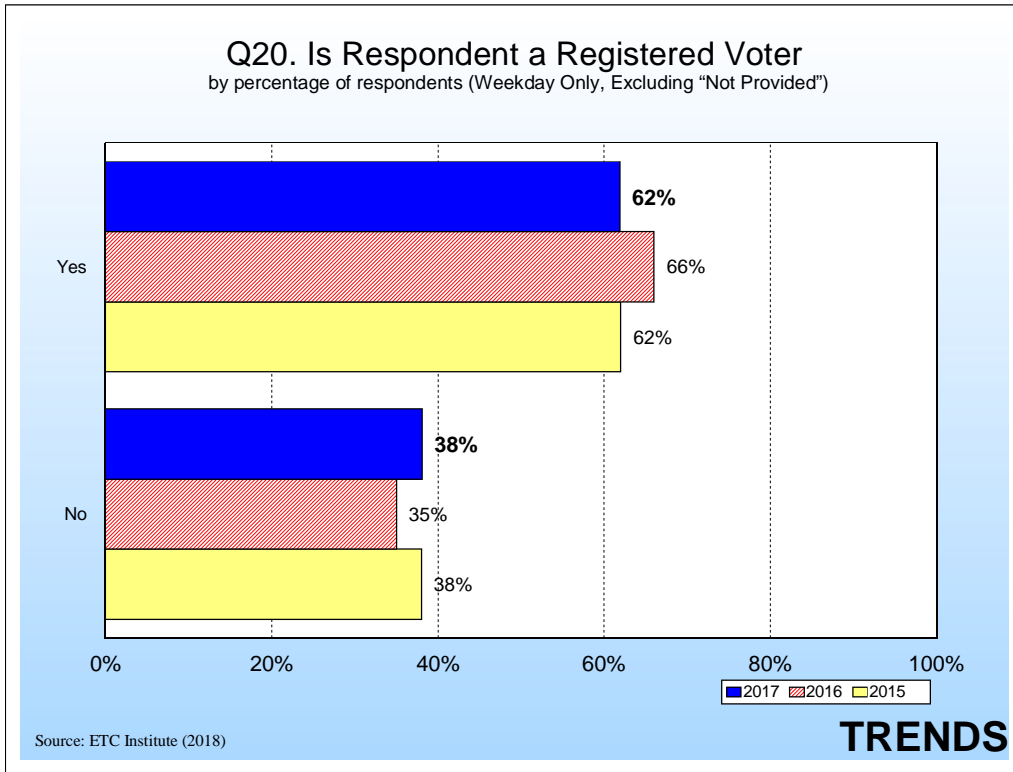
Q17. How Many Working Vehicles are in the Respondent's Household by percentage of respondents (Weekday Only, Excluding "Not Provided")

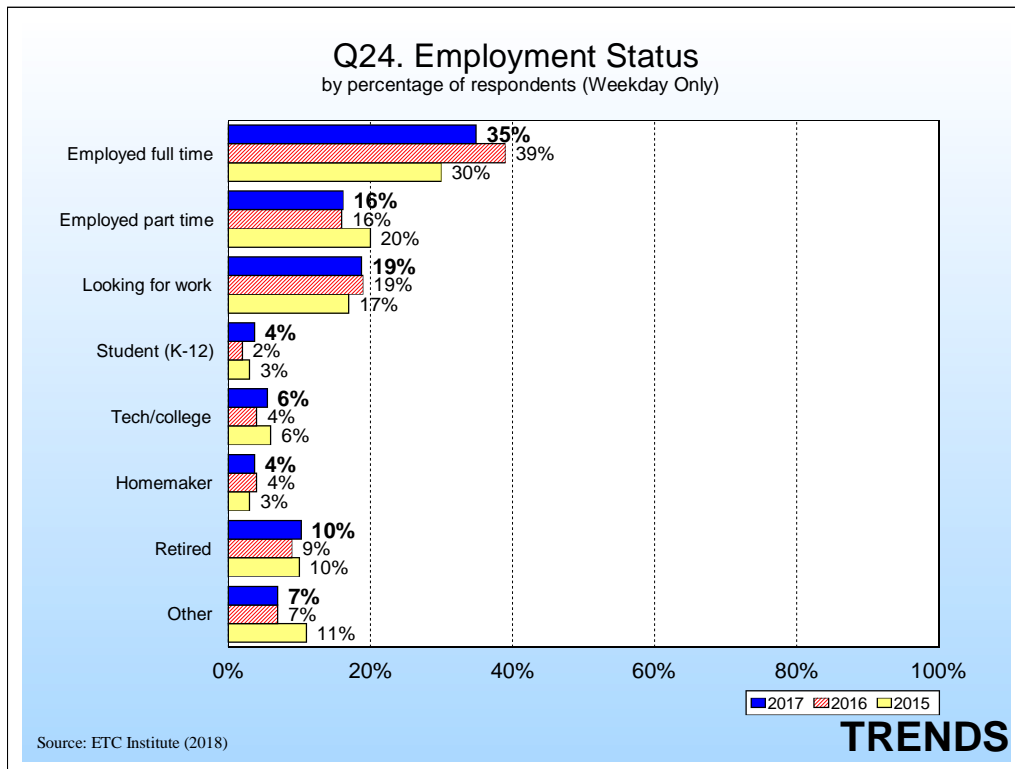
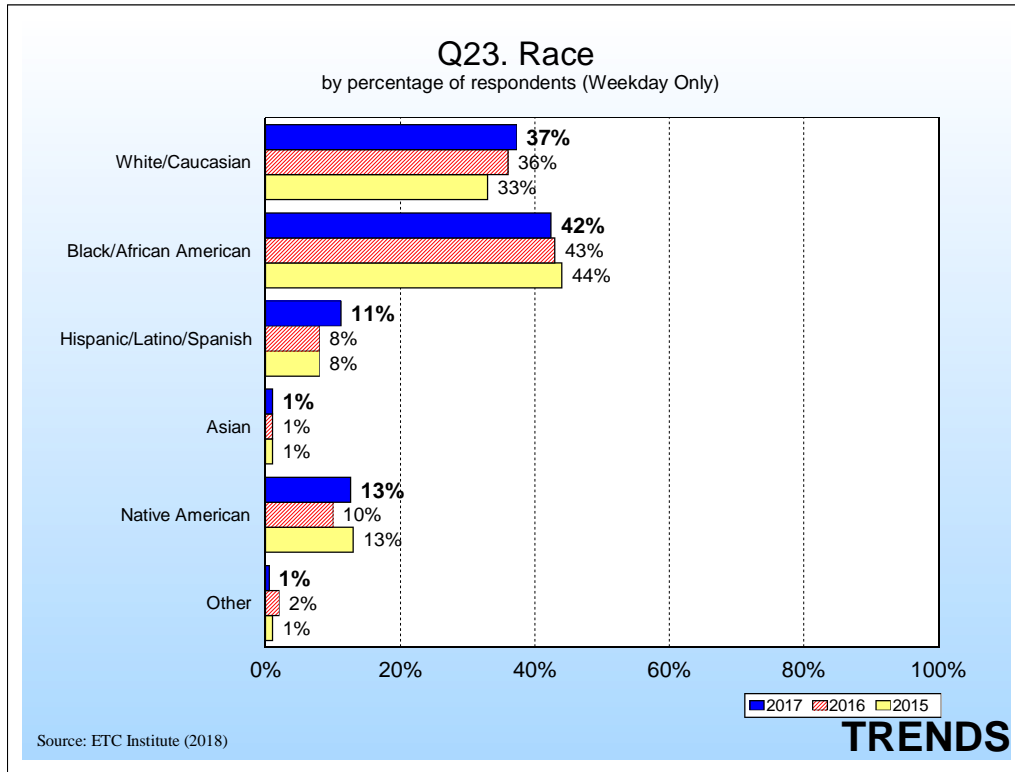


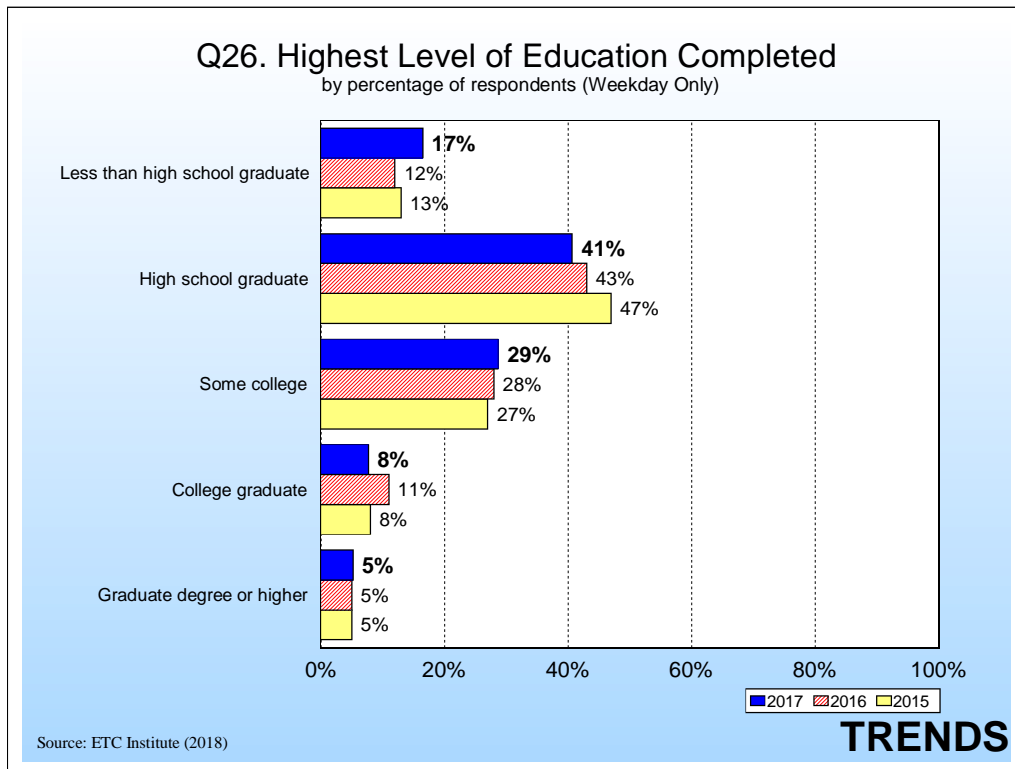
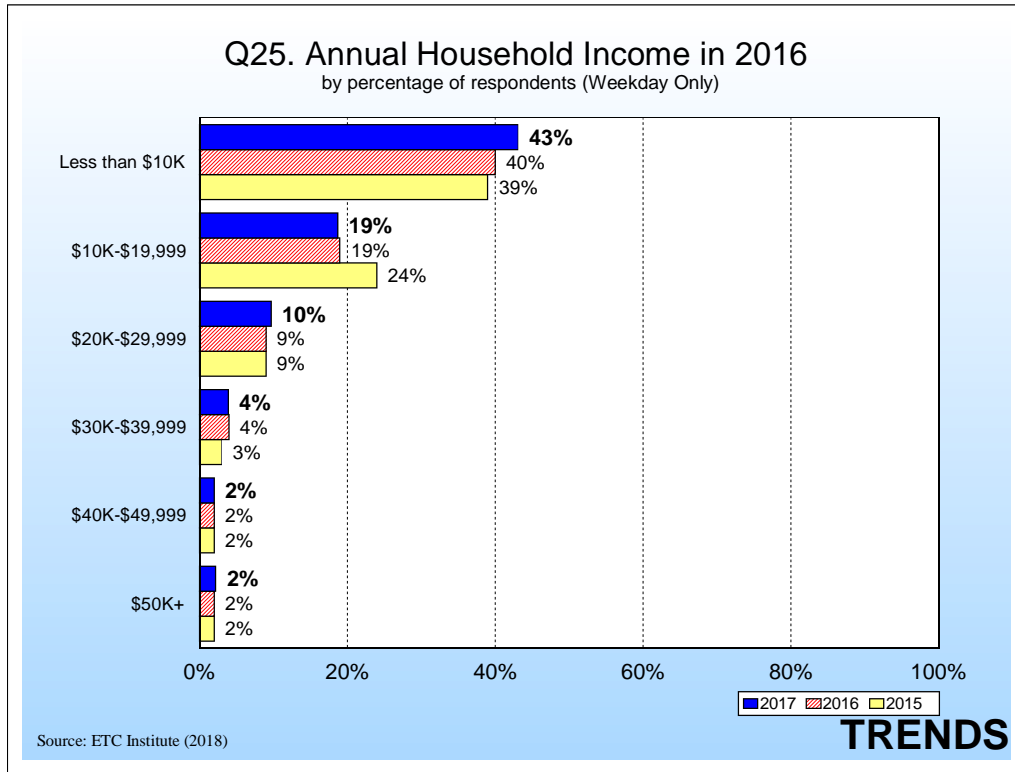
Source: ETC Institute (2018)

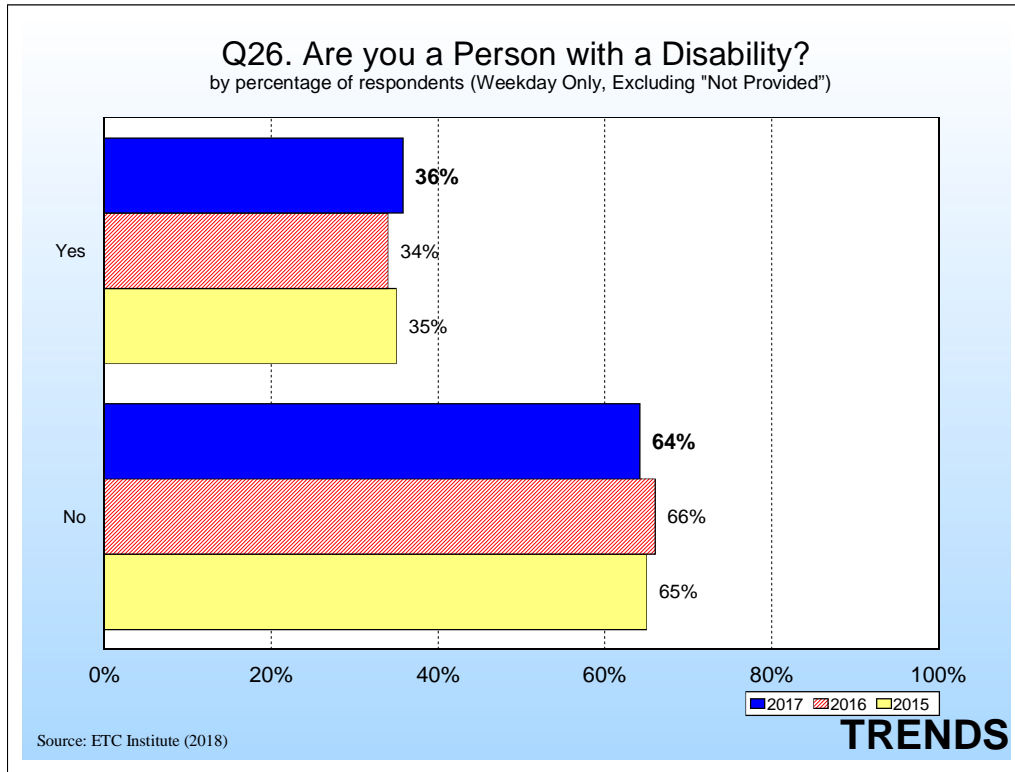
TRENDS



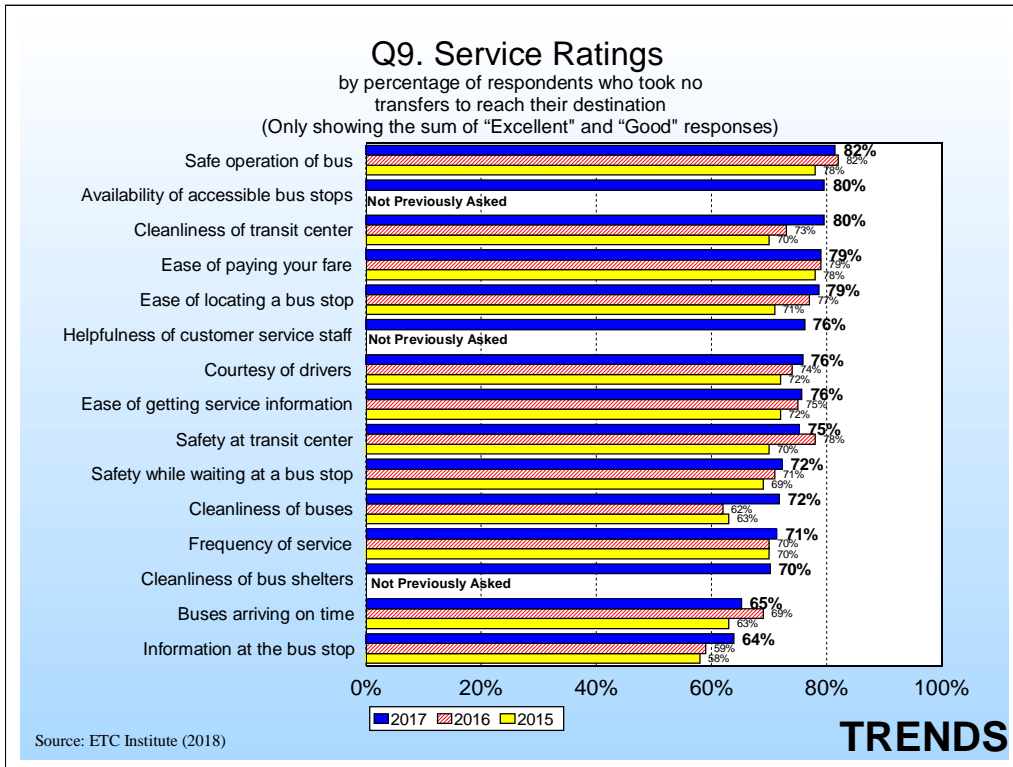
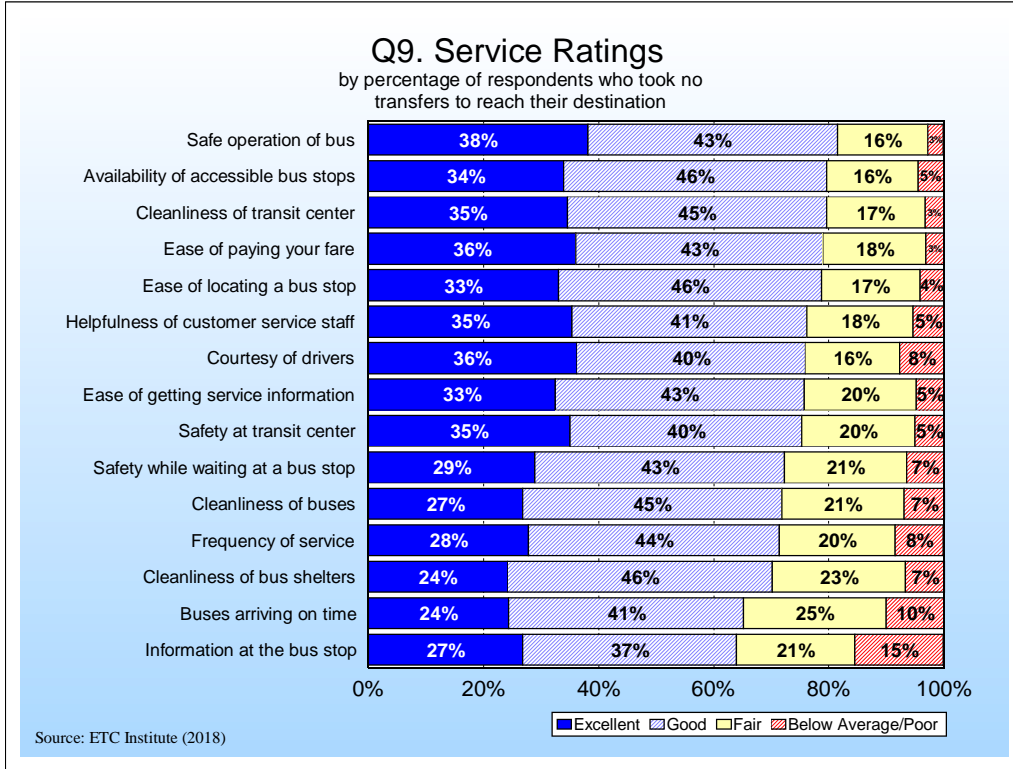






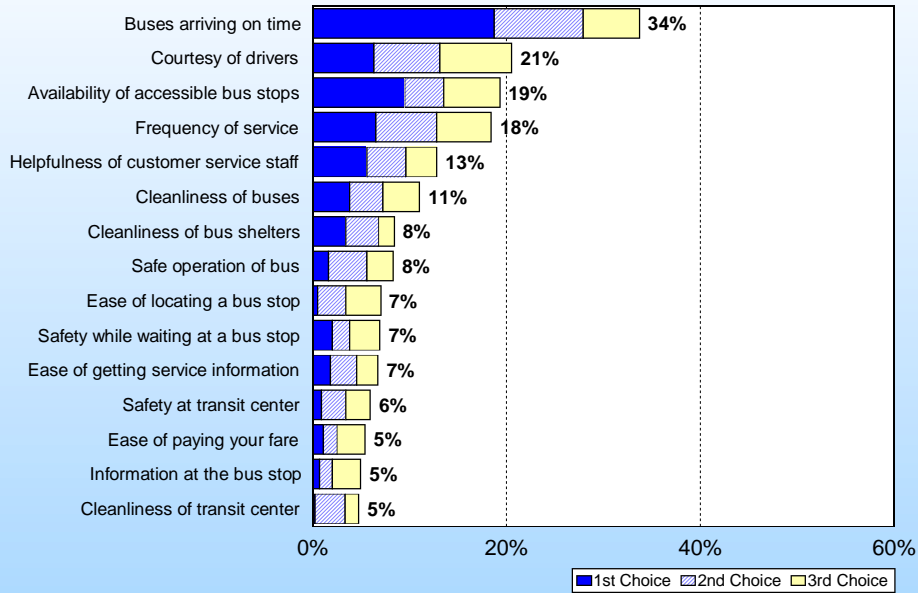


Service Ratings and Requested Improvements Based on Number of Transfers Made



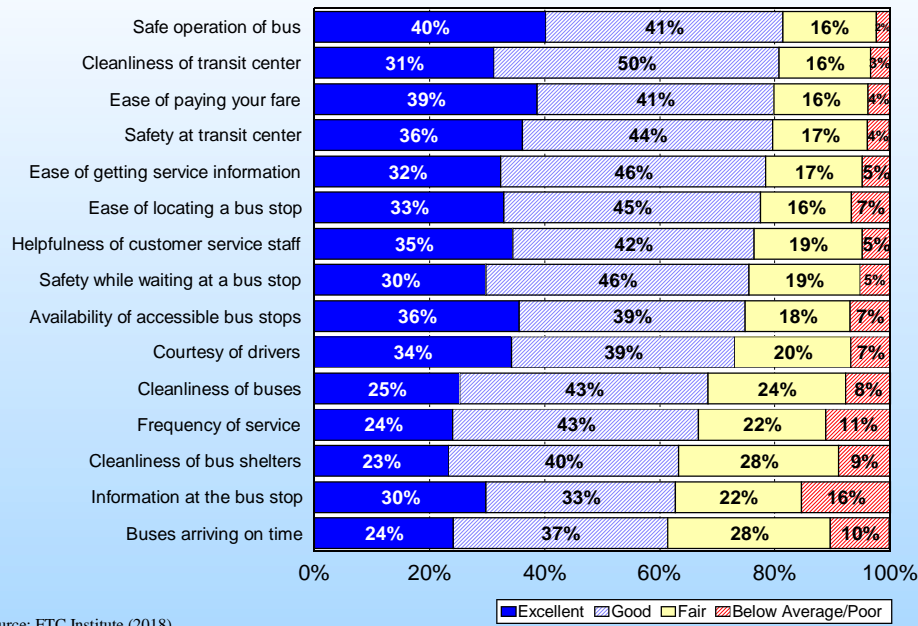
Q9-1. Importance of Service Ratings

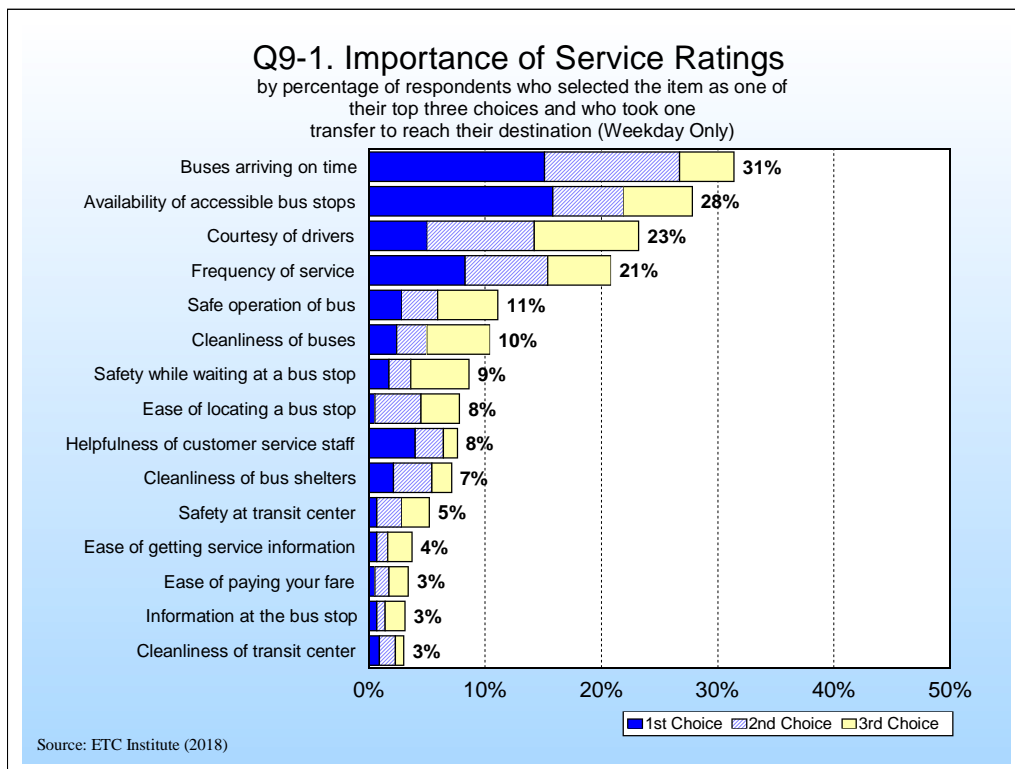
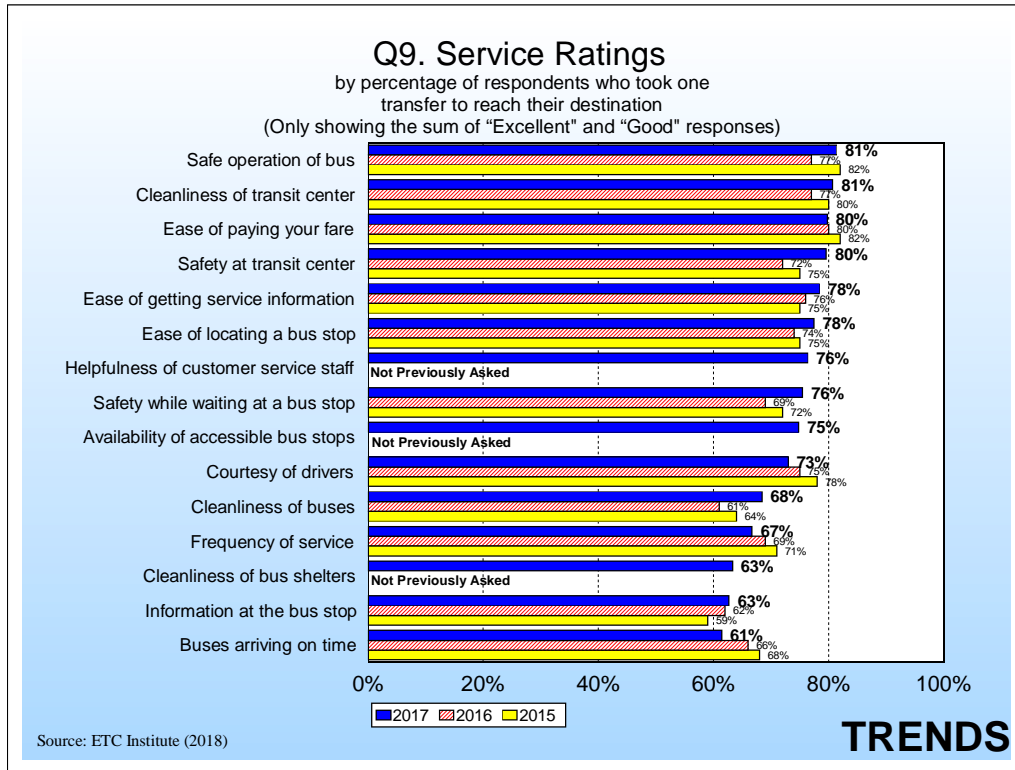
by percentage of respondents who selected the item as one of their top three choices and who took one transfer to reach their destination (Weekday Only)

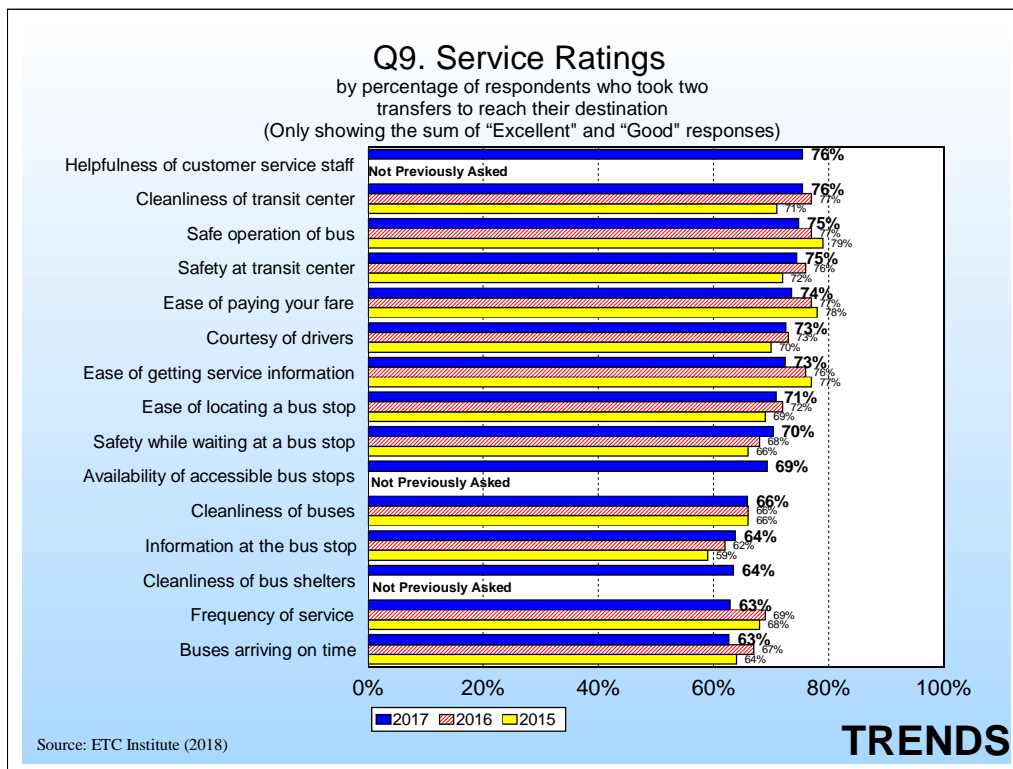
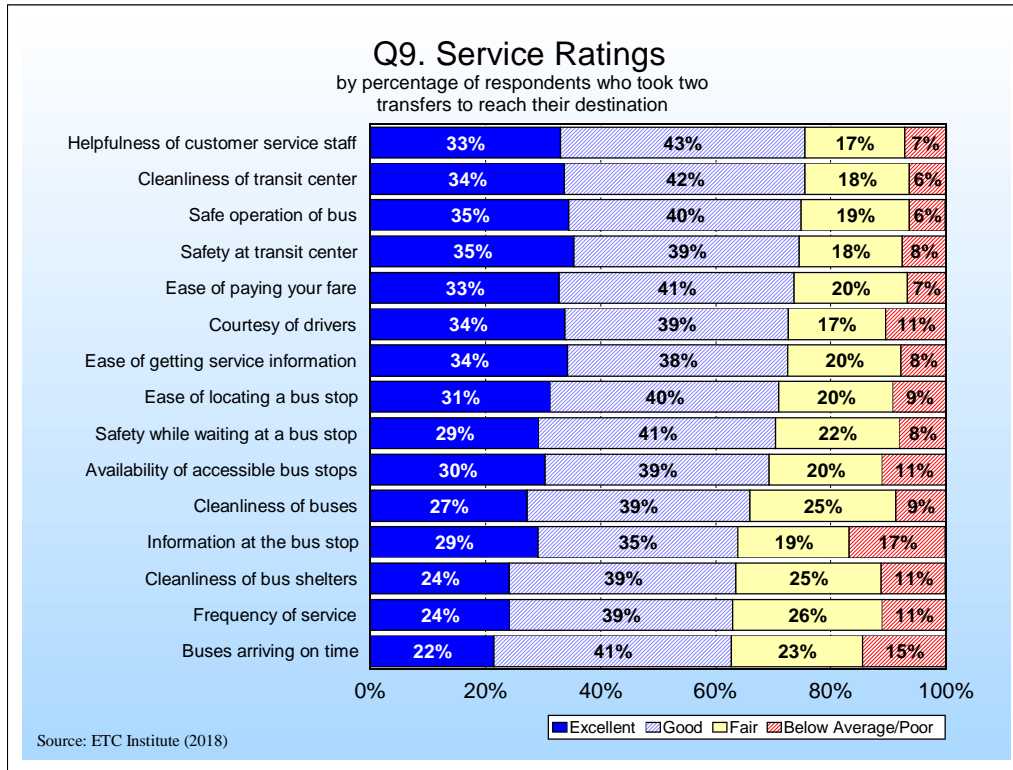


Q9. Service Ratings

by percentage of respondents who took one transfer to reach their destination

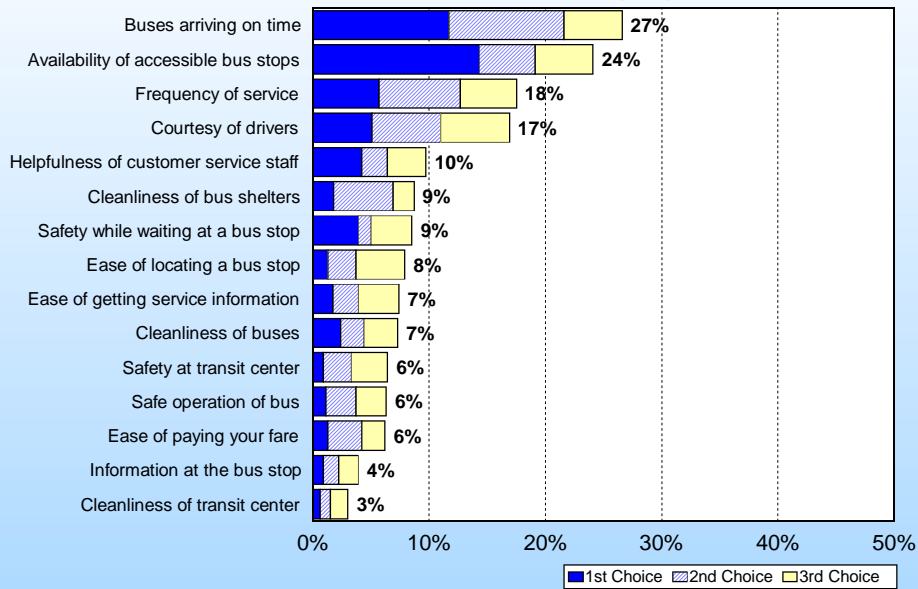






Q9-1. Importance of Service Ratings

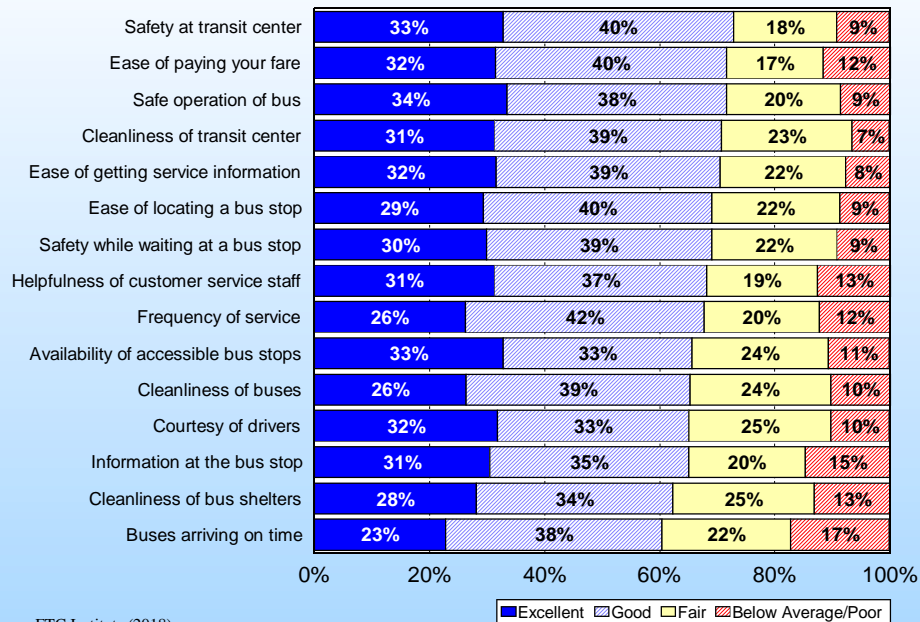
by percentage of respondents who selected the item as one of their top three choices and who took two transfers to reach their destination(Weekday Only)



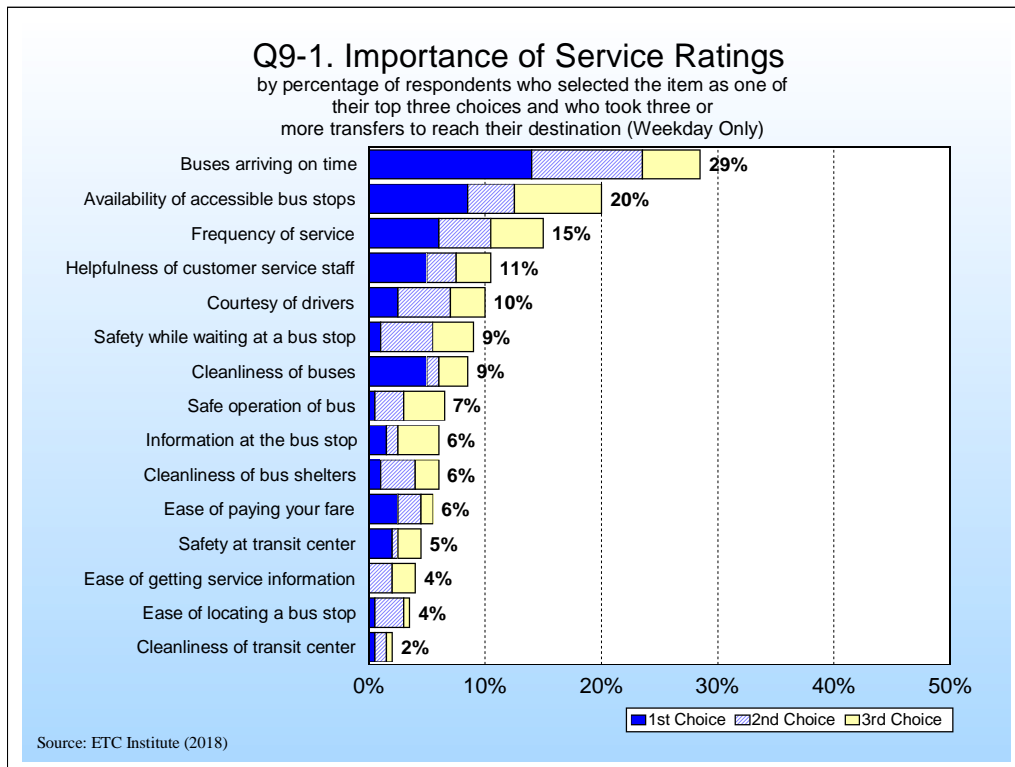
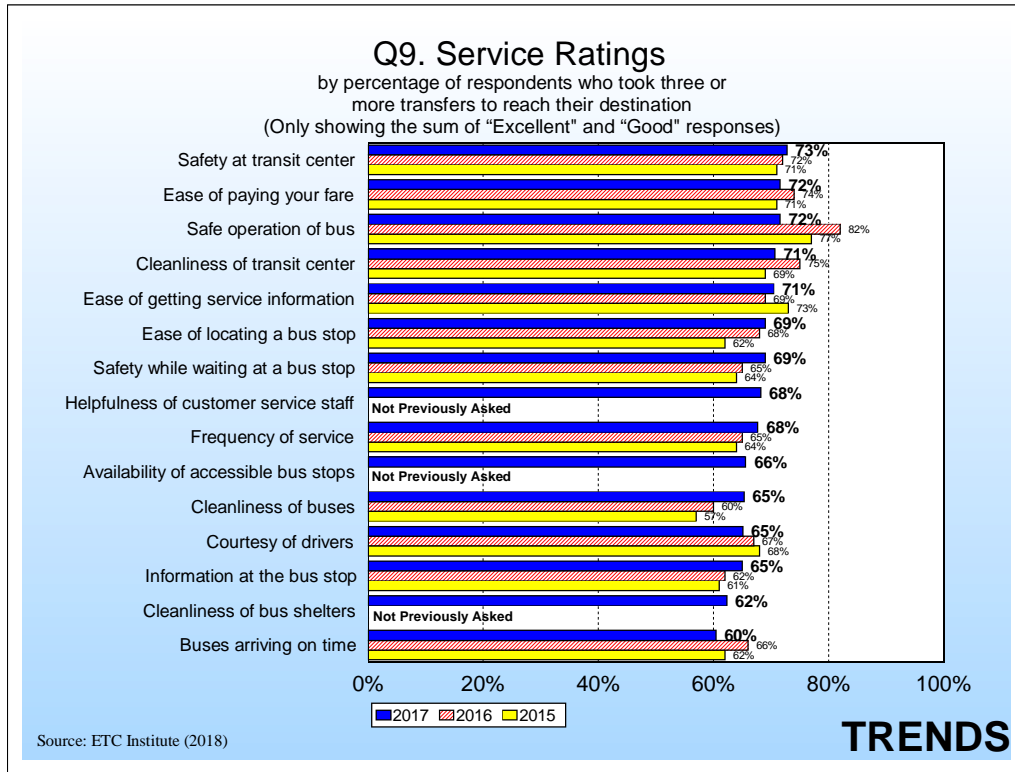
Source: ETC Institute (2018)

Q9. Service Ratings

by percentage of respondents who took three or more transfers to reach their destination

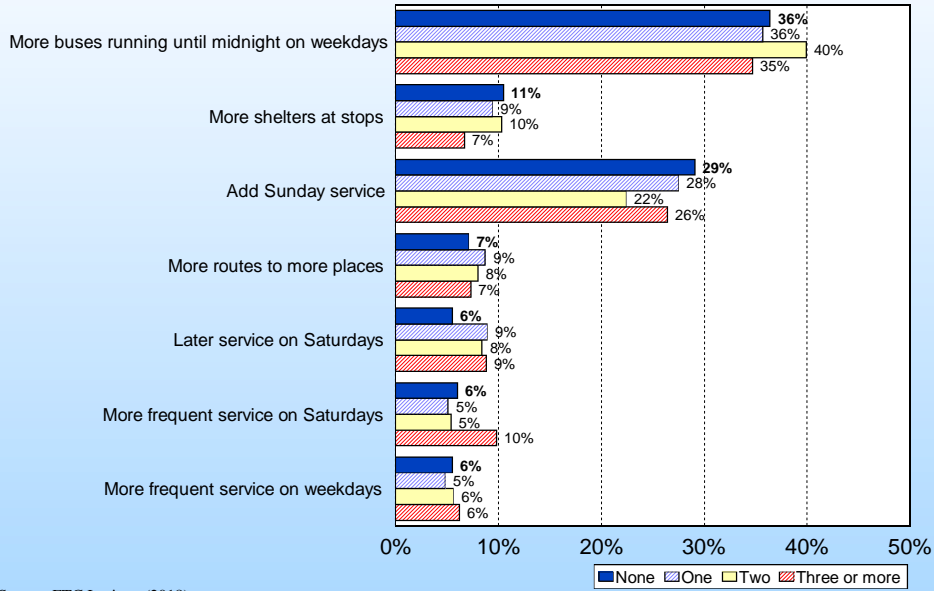


Source: ETC Institute (2018)



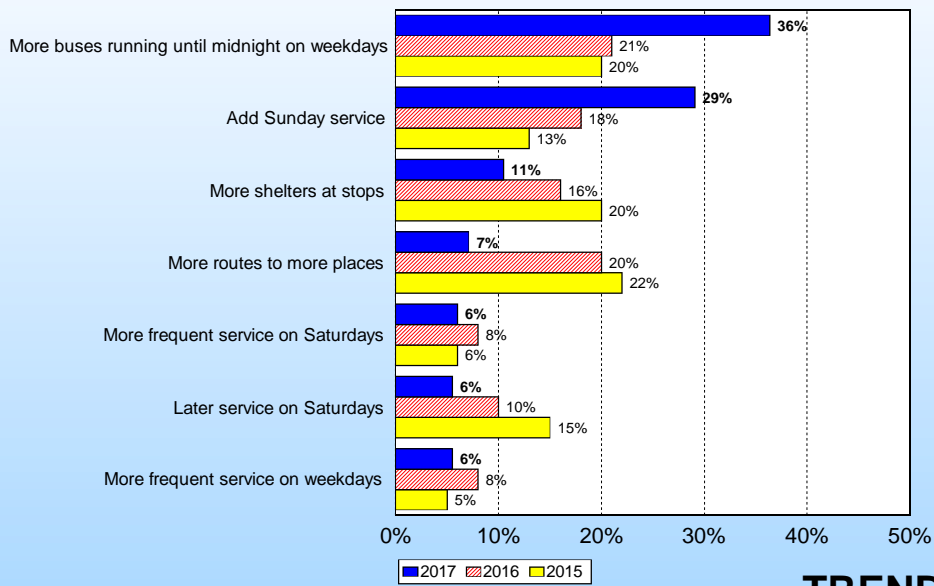
Q12. Improvements Respondents Would Like to See in Transit Service in the Area

by percentage of respondents who took no transfers to reach their destination



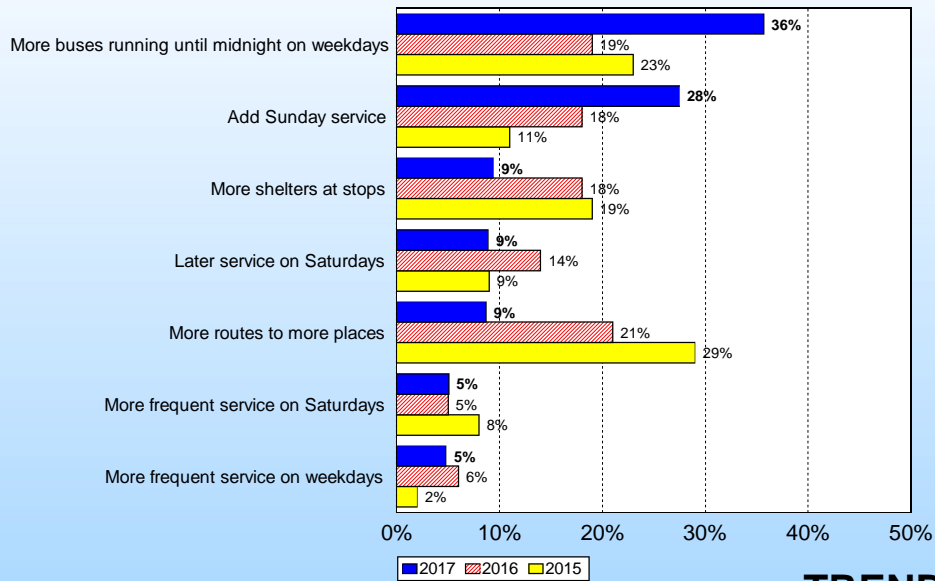
Q12. Improvements Respondents Would Like to See in Transit Service in the Area

by percentage of respondents who took no transfers to reach their destination



Q12. Improvements Respondents Would Like to See in Transit Service in the Area

by percentage of respondents who took one transfer to reach their destination

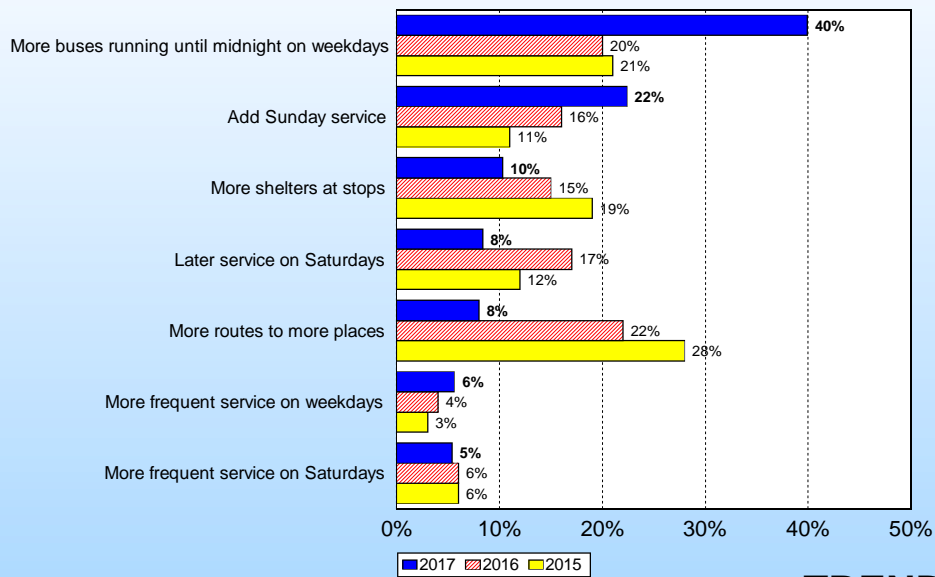


Source: ETC Institute (2018)

TRENDS

Q12. Improvements Respondents Would Like to See in Transit Service in the Area

by percentage of respondents who took two transfers to reach their destination

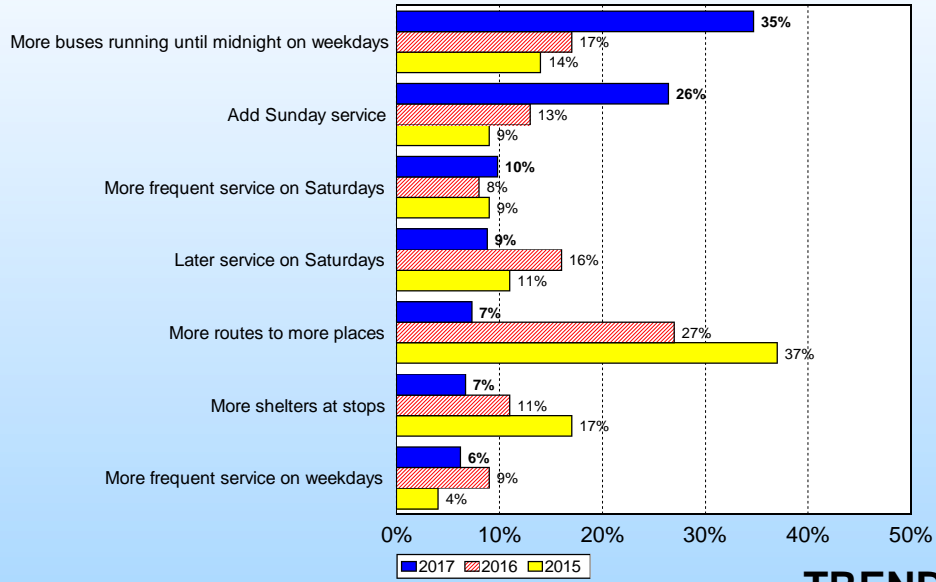


Source: ETC Institute (2018)

TRENDS

Q12. Improvements Respondents Would Like to See in Transit Service in the Area

by percentage of respondents who took three or more transfers to reach their destination



Source: ETC Institute (2018)

TRENDS

Section 2

Importance Satisfaction Analysis

Importance-Satisfaction Analysis

EMBARK Onboard Survey

Overview

EMBARK leaders have limited resources which need to be targeted to activities that are of the most benefit to their customers. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance; and (2) to target resources toward those services where users are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows EMBARK leaders to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the agency to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with EMBARK's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the major categories of services they think were most important to them. Thirty-one percent (31%) of respondents selected *buses arriving on time* as one of the most important services for EMBARK to provide.

With regard to satisfaction, 62% of respondents surveyed rated the agency's overall performance in *buses arriving on time* as a "4" or "5" on a 5-point scale (where "5" means "Excellent") excluding "Don't Know" responses. The I-S rating for *buses arriving on time* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 31% was multiplied by 38% (1-0.62). This calculation yielded an I-S rating of 0.1165 which ranked first out of 15 major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as the most important to them and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for EMBARK are provided on the following pages.

2017 Importance-Satisfaction Rating

EMBARC Onboard Survey - Weekday Riders

Major Categories of Service

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Buses arriving on time	31%	1	62%	15	0.1165	1
Medium Priority (IS <.10)						
Availability of accessible bus stops	22%	2	73%	8	0.0604	2
Frequency of service	17%	4	67%	12	0.0568	3
Courtesy of drivers	19%	3	72%	9	0.0520	4
Cleanliness of buses	9%	6	68%	11	0.0278	5
Cleanliness of bus shelters	8%	9	64%	13	0.0268	6
Helpfulness of customer service staff	10%	5	75%	5	0.0252	7
Safety while waiting at a bus stop	8%	8	72%	10	0.0211	8
Ease of locating a bus stop	7%	10	74%	7	0.0193	9
Safe operation of bus	8%	7	78%	1	0.0177	10
Ease of getting service information	6%	11	75%	6	0.0153	11
Information at the bus stop	4%	14	63%	14	0.0141	12
Safety at transit center	6%	12	75%	4	0.0139	13
Ease of paying your fare	5%	13	77%	2	0.0119	14
Cleanliness of transit center	3%	15	76%	3	0.0072	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Excellent and "1" being Poor.

© 2017 DirectionFinder by ETC Institute

Section 3

Frequency Distribution Tables

Language

<u>Language</u>	<u>Number</u>	<u>Percent</u>
English	1289	97.8 %
Spanish	29	2.2 %
Total	1318	100.0 %

Day of the week

<u>Day of Week</u>	<u>Number</u>	<u>Percent</u>
Monday	203	15.4 %
Tuesday	261	19.8 %
Wednesday	325	24.7 %
Thursday	519	39.4 %
Friday	10	0.8 %
Total	1318	100.0 %

Route Number/Name

<u>Route Number/Name</u>	<u>Number</u>	<u>Percent</u>
10	49	3.7 %
11	70	5.3 %
12	55	4.2 %
13	77	5.8 %
13N	3	0.2 %
14	41	3.1 %
15	46	3.5 %
16	40	3.0 %
18	44	3.3 %
19	23	1.7 %
2	85	6.4 %
22	48	3.6 %
23	151	11.5 %
23N	16	1.2 %
24	15	1.1 %
3	54	4.1 %
38	96	7.3 %
40	64	4.9 %
5	136	10.3 %
50	28	2.1 %
6	1	0.1 %
7	71	5.4 %
8	45	3.4 %
9	60	4.6 %
Total	1318	100.0 %

Time of the day

<u>Time of day</u>	<u>Number</u>	<u>Percent</u>
6 am to 9 am	236	17.9 %
9 am to 3 pm	478	36.3 %
3 pm to 6 pm	452	34.3 %
After 6 pm	152	11.5 %
Total	1318	100.0 %

Q1. What bus route number are you riding now?

<u>Q1. What bus route number are you riding now</u>	<u>Number</u>	<u>Percent</u>
10	49	3.7 %
11	71	5.4 %
12	58	4.4 %
13	77	5.8 %
13N	3	0.2 %
14	41	3.1 %
15	46	3.5 %
16	39	3.0 %
18	43	3.3 %
19	23	1.7 %
2	84	6.4 %
22	48	3.6 %
23	152	11.5 %
23N	16	1.2 %
24	15	1.1 %
3	55	4.2 %
38	95	7.2 %
40	64	4.9 %
5	135	10.2 %
50	28	2.1 %
7	71	5.4 %
8	45	3.4 %
9	60	4.6 %
Total	1318	100.0 %

Q2. How often do you usually ride this route?

<u>Q2. How often do you usually ride this route</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	655	49.7 %
3-4 days per week	286	21.7 %
1-3 days a month	122	9.3 %
1 or 2 days per week	159	12.1 %
Less than once a month	90	6.8 %
Not provided	6	0.5 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q2. How often do you usually ride this route? (without "not provided")**

<u>Q2. How often do you usually ride this route</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	655	49.9 %
3-4 days per week	286	21.8 %
1-3 days a month	122	9.3 %
1 or 2 days per week	159	12.1 %
Less than once a month	90	6.9 %
Total	1312	100.0 %

Q3. How long have you been riding transit in the OKC area?

<u>Q3. How long have you been riding transit in OKC area</u>	<u>Number</u>	<u>Percent</u>
6 months or less	294	22.3 %
6 months to a year	149	11.3 %
1-2 years	208	15.8 %
2+ years	662	50.2 %
Not provided	5	0.4 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q3. How long have you been riding transit in the OKC area? (without "not provided")**

<u>Q3. How long have you been riding transit in OKC area</u>	<u>Number</u>	<u>Percent</u>
6 months or less	294	22.4 %
6 months to a year	149	11.3 %
1-2 years	208	15.8 %
2+ years	662	50.4 %
Total	1313	100.0 %

Q4. What was the main purpose of your trip today?

<u>Q4. What was the main purpose of your trip today</u>	<u>Number</u>	<u>Percent</u>
Work	559	42.4 %
School (K-12)	38	2.9 %
School (tech, college, university)	53	4.0 %
Shopping/errands	211	16.0 %
Entertainment/social	83	6.3 %
Social service	46	3.5 %
Medical	151	11.5 %
Other	139	10.5 %
<u>Not provided</u>	<u>38</u>	<u>2.9 %</u>
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q4. What was the main purpose of your trip today? (without "not provided")**

<u>Q4. What was the main purpose of your trip today</u>	<u>Number</u>	<u>Percent</u>
Work	559	43.7 %
School (K-12)	38	3.0 %
School (tech, college, university)	53	4.1 %
Shopping/errands	211	16.5 %
Entertainment/social	83	6.5 %
Social service	46	3.6 %
Medical	151	11.8 %
<u>Other</u>	<u>139</u>	<u>10.9 %</u>
Total	1280	100.0 %

Q4-1. Zip code of workplace:

<u>Q4-1. Zip code of the place you work</u>	<u>Number</u>	<u>Percent</u>
73112	23	7.5 %
73127	21	6.9 %
73111	21	6.9 %
73119	18	5.9 %
73102	17	5.6 %
73107	17	5.6 %
73108	15	4.9 %
73114	15	4.9 %
73106	12	3.9 %
73105	11	3.6 %
73120	10	3.3 %
73109	9	2.9 %
73110	9	2.9 %
73104	9	2.9 %
73118	9	2.9 %
73129	8	2.6 %
73117	7	2.3 %
73103	7	2.3 %
73115	6	2.0 %
73132	6	2.0 %
73135	4	1.3 %
73139	4	1.3 %
73160	3	1.0 %
73128	3	1.0 %
73008	3	1.0 %
73125	3	1.0 %
73084	3	1.0 %
73149	2	0.7 %
73134	2	0.7 %
73130	2	0.7 %
73101	2	0.7 %
73159	2	0.7 %
73121	2	0.7 %
73116	2	0.7 %
73122	2	0.7 %
73024	1	0.3 %
73018	1	0.3 %
73179	1	0.3 %
73162	1	0.3 %
73099	1	0.3 %
73136	1	0.3 %
73146	1	0.3 %
73152	1	0.3 %
73154	1	0.3 %
73012	1	0.3 %
73194	1	0.3 %

Q4-1. Zip code of workplace:

<u>Q4-1. Zip code of the place you work</u>	<u>Number</u>	<u>Percent</u>
73100	1	0.3 %
73142	1	0.3 %
73036	1	0.3 %
73170	1	0.3 %
73013	1	0.3 %
76107	1	0.3 %
Total	306	100.0 %

Q4-1. Name of workplace:

<u>Q4-1. Same of the place you work</u>	<u>Number</u>	<u>Percent</u>
Walmart	15	4.5 %
SONIC	8	2.4 %
GOODWILL	7	2.1 %
MCDONALDS	6	1.8 %
Church's Chicken	5	1.5 %
OU Med Center	5	1.5 %
ARBYS	4	1.2 %
VA	4	1.2 %
OKC ZOO	4	1.2 %
OCCC	3	0.9 %
OU Health Science Center	3	0.9 %
Salvation Army	3	0.9 %
IHOP	3	0.9 %
OKC State Office	3	0.9 %
Dollar Tree	3	0.9 %
Walgreens	3	0.9 %
MATHIS BROTHERS	3	0.9 %
TACO BELL	3	0.9 %
CHESAPEAKE	3	0.9 %
HOLIDAY INN	3	0.9 %
Burger King	3	0.9 %
NORTHCARE	2	0.6 %
Cattleman's	2	0.6 %
AT&T	2	0.6 %
Schlotskys	2	0.6 %
Family Dollar	2	0.6 %
UPS	2	0.6 %
Taco Bell	2	0.6 %
Connors	2	0.6 %
VA HOSPITAL	2	0.6 %
AMAZON	2	0.6 %
BRICKOPOLIS	2	0.6 %
KFC	2	0.6 %
FREEBIRDS	2	0.6 %
Quail Springs Mall	2	0.6 %
BABIES R US	2	0.6 %
Shepard Mall	2	0.6 %
THE LAKES	2	0.6 %
WENDYS	2	0.6 %
Bricktown	2	0.6 %
EMBASSY SUITES	2	0.6 %
LONG JOHN SILVERS	2	0.6 %
OK Tax Commision	2	0.6 %
Whataburger	2	0.6 %
Batteries plus	2	0.6 %
B C Steel	1	0.3 %

Q4-1. Name of workplace:

<u>Q4-1. Same of the place you work</u>	<u>Number</u>	<u>Percent</u>
LOT OF JOBS	1	0.3 %
OKC DAY CENTER	1	0.3 %
Hilton Garden Inn	1	0.3 %
Towers	1	0.3 %
SUSSY'S	1	0.3 %
DELL	1	0.3 %
Rose State	1	0.3 %
BRISCOES PROPANE	1	0.3 %
Braums	1	0.3 %
OK Department of Commerce	1	0.3 %
Church	1	0.3 %
Croncale	1	0.3 %
Brick	1	0.3 %
Studio 7	1	0.3 %
Country Style Hats	1	0.3 %
Chase Bank	1	0.3 %
Vista Medical Center	1	0.3 %
MAYFIELD MIDDLE SCHOOL	1	0.3 %
CAPITOL ON 28TH	1	0.3 %
AVERY HEAD START	1	0.3 %
Devon Energy	1	0.3 %
JERSEY MIKES	1	0.3 %
PIZZA HUT	1	0.3 %
SCU	1	0.3 %
CHADS CARE	1	0.3 %
Coke	1	0.3 %
Harkin theater	1	0.3 %
N PENN	1	0.3 %
TRANSITIONS	1	0.3 %
State Fair	1	0.3 %
ODOT	1	0.3 %
OKC ROOFER	1	0.3 %
Oge	1	0.3 %
Del Ranchot	1	0.3 %
Home Depot	1	0.3 %
OCU	1	0.3 %
RESOURCE MFG AGENCY	1	0.3 %
NORTHWEST TRANSFORMER	1	0.3 %
Lucid Salon	1	0.3 %
Carls Jr	1	0.3 %
OLIVE GARDEN	1	0.3 %
KIDZONE	1	0.3 %
Valley Pro	1	0.3 %
Cyriso Tree Svc	1	0.3 %
Zaxbys	1	0.3 %
SELF EMPLOYED	1	0.3 %

Q4-1. Name of workplace:

<u>Q4-1. Same of the place you work</u>	<u>Number</u>	<u>Percent</u>
MD Building	1	0.3 %
Capital	1	0.3 %
ASSIST WIRELESS	1	0.3 %
PCA	1	0.3 %
C Action Agency	1	0.3 %
Penn and Grand Apts	1	0.3 %
Deren Tower	1	0.3 %
Oklahoma Heart Hospital	1	0.3 %
Community thrift shop	1	0.3 %
Valvoline	1	0.3 %
Cash Saver	1	0.3 %
Tender Child care	1	0.3 %
South Park East	1	0.3 %
E-EXPRESS	1	0.3 %
MCCAINS	1	0.3 %
COURTYARD MARRIOT	1	0.3 %
OUMSC	1	0.3 %
MOTEL 6	1	0.3 %
PRECISION PARTS MFG	1	0.3 %
SHARING TREE	1	0.3 %
CITY RESCUE	1	0.3 %
SECURITY OPTIONS	1	0.3 %
SAINT ANTHONY	1	0.3 %
U A Hospital	1	0.3 %
N 122ND PENN	1	0.3 %
MCALISTERS DELI	1	0.3 %
CHILIS	1	0.3 %
GLC WILSHIRE	1	0.3 %
Bass Pro	1	0.3 %
Fresh Creative Food	1	0.3 %
NEPTUNES	1	0.3 %
APPLEBEES	1	0.3 %
HARVEY & 4TH	1	0.3 %
ROBINSON PLAZA	1	0.3 %
ELLIS	1	0.3 %
TANF	1	0.3 %
OSU TECH	1	0.3 %
ACORN CHILDCARE	1	0.3 %
PUBLIC STRATEGIES	1	0.3 %
CARLS JR 39TH & PORTLAND	1	0.3 %
7 ELEVEN	1	0.3 %
HARVEST HILLS	1	0.3 %
RIB CRIB (NW EXP)	1	0.3 %
CONNS	1	0.3 %
A S S	1	0.3 %
CENTRAL ALARM	1	0.3 %

Q4-1. Name of workplace:

<u>Q4-1. Same of the place you work</u>	<u>Number</u>	<u>Percent</u>
HILTON	1	0.3 %
Lowe's	1	0.3 %
Smarter Staffing	1	0.3 %
Dunkin Donuts	1	0.3 %
N S Security	1	0.3 %
Northcare westown resource	1	0.3 %
Brume	1	0.3 %
Panara Bread	1	0.3 %
2 Q APPAREL	1	0.3 %
Bed Prime	1	0.3 %
Hive staffing	1	0.3 %
Legal Aid	1	0.3 %
OSDH	1	0.3 %
ST ANTHONYS	1	0.3 %
Chipotle	1	0.3 %
Bed Bath Beyond	1	0.3 %
Northwest	1	0.3 %
NORMAN OK	1	0.3 %
City/County	1	0.3 %
Taco Bueno	1	0.3 %
MIDLAND MORTGAGE	1	0.3 %
DOLLAR GENERAL	1	0.3 %
PPR MANUFACTURING	1	0.3 %
BRITTON WESTERN	1	0.3 %
WALMART -BELLE ISLE	1	0.3 %
BRYAN & ALEXANDER	1	0.3 %
CAMERON	1	0.3 %
TARGET	1	0.3 %
OKLAHOMA CITY UNIVERSITY	1	0.3 %
5 GUYS BURGERS	1	0.3 %
SUPER TARGET	1	0.3 %
MCQUIRE	1	0.3 %
COMMUNITY ACTION	1	0.3 %
PLAZA MAYOR	1	0.3 %
MALL	1	0.3 %
TABER ST STAFFING	1	0.3 %
LIBETY TAX	1	0.3 %
CROSSROADS CHURCH	1	0.3 %
PPR	1	0.3 %
INCREDIBLE PIZZA	1	0.3 %
OCRN	1	0.3 %
1917 NE MLK	1	0.3 %
PRATT INDUSTRIES	1	0.3 %
STOCK YARDS	1	0.3 %
Shirley's Style Shop	1	0.3 %
CHAPPELL SUPPLY	1	0.3 %

Q4-1. Name of workplace:

<u>Q4-1. Same of the place you work</u>	<u>Number</u>	<u>Percent</u>
Aloft Hotel	1	0.3 %
AUTO CARE	1	0.3 %
PASTURE BLDG	1	0.3 %
Grace Living Center	1	0.3 %
Marian K Parker	1	0.3 %
Powder Coating Pins	1	0.3 %
Kaisers	1	0.3 %
OK TURNPIKE	1	0.3 %
Dollar Store	1	0.3 %
Ross	1	0.3 %
OCI	1	0.3 %
Waffle House	1	0.3 %
People Source	1	0.3 %
Upward transitions	1	0.3 %
Brums	1	0.3 %
TELECRIS	1	0.3 %
Child Care	1	0.3 %
Donate	1	0.3 %
Crossroads Truck Center	1	0.3 %
CREST	1	0.3 %
SOUTH POINT	1	0.3 %
SCIENCE MUSEUM OF OC	1	0.3 %
GRACE/ CHILDREN HOSPITAL	1	0.3 %
Select Specialty Hospital	1	0.3 %
SOS classes	1	0.3 %
IPGI	1	0.3 %
SSI	1	0.3 %
OKC DOWNTOWN	1	0.3 %
EL PRIMO LOCO	1	0.3 %
Fair Grounds	1	0.3 %
Stitch & Print	1	0.3 %
C HOSPITAL	1	0.3 %
Captac Renovations	1	0.3 %
Office Depot	1	0.3 %
COMMUNITY HOSPITAL	1	0.3 %
ATWELLS	1	0.3 %
HIDEAWAY PIZZA	1	0.3 %
Glass Shop	1	0.3 %
Childrens Hospital	1	0.3 %
Jefferson Law	1	0.3 %
Unleashed	1	0.3 %
BURLINGTON COAT FACTORY	1	0.3 %
LIVE CLEAN	1	0.3 %
DMC Barber	1	0.3 %
CRABTOWN	1	0.3 %
HILTON GARDENS EDMOND	1	0.3 %

Q4-1. Name of workplace:

<u>Q4-1. Same of the place you work</u>	<u>Number</u>	<u>Percent</u>
EMERSON HS	1	0.3 %
WHITTAKERS FOODS	1	0.3 %
REMINGTON CASINO	1	0.3 %
CLEMENTS FOODS	1	0.3 %
TSW	1	0.3 %
C.E.O.	1	0.3 %
Total	333	100.0 %

Q4-2. Name of K-12 schools:

<u>Q4-2. School name</u>	<u>Number</u>	<u>Percent</u>
Emerson	5	15.6 %
Emerson South	3	9.4 %
Western Heights High School	2	6.3 %
OIC	2	6.3 %
Capitol Hill	1	3.1 %
Starspencer	1	3.1 %
Bridgestone	1	3.1 %
EMERSON NORTH HIGH SCHOOL	1	3.1 %
Putnam City	1	3.1 %
PCW	1	3.1 %
LITTLE HEARTS	1	3.1 %
MIDWEST CITY HIGH SCHOOL	1	3.1 %
North Emerson	1	3.1 %
MID-DEL-TECH	1	3.1 %
HARDING CHARLES PREP	1	3.1 %
Platt college	1	3.1 %
DOUGLAS JR HIGH	1	3.1 %
EMERSON HIGH	1	3.1 %
COPE GED	1	3.1 %
JOHN ADAMS	1	3.1 %
U S GRANT HIGH SCHOOL	1	3.1 %
NORTHCARE	1	3.1 %
MARY HELEN NELSON	1	3.1 %
THE ACADEMY OF CLASSICAL CHRISTIAN STUDIES	1	3.1 %
Total	32	100.0 %

Q4-3. Name of Technical, College, & University:

Q4-3. Name of the technical school, college, or university	Number	Percent
OCCC	17	35.4 %
ROSE STATE	7	14.6 %
OSU	5	10.4 %
Metro Tech	3	6.3 %
OCU	2	4.2 %
UCO	2	4.2 %
OIC of Oklahoma	2	4.2 %
PLATT COLLEGE	2	4.2 %
UNIVERSITY OF OKLAHOMA	2	4.2 %
Dance Academy	1	2.1 %
HFAA	1	2.1 %
OU MED	1	2.1 %
FRANCIS TUTTLE	1	2.1 %
OKLAHOMA UNIVERSITY	1	2.1 %
CAP	1	2.1 %
Total	48	100.0 %

Q4-6. Name of Social Service:

Q4-6. Name of the social service	Number	Percent
DHS	6	19.4 %
Hope Community Services	5	16.1 %
Red Rock	4	12.9 %
COPE INC	2	6.5 %
Bricktown	1	3.2 %
Valdus	1	3.2 %
VA	1	3.2 %
HOUSING AUTHORITY	1	3.2 %
Catholic Women Sanctuary	1	3.2 %
Drug and Alcohol	1	3.2 %
OU MED	1	3.2 %
club meeting	1	3.2 %
PROBATION OFFICER	1	3.2 %
RIDING	1	3.2 %
TEEM	1	3.2 %
CAA	1	3.2 %
NorthCare	1	3.2 %
Family Builders	1	3.2 %
Total	31	100.0 %

Q4-8. Other

<u>Q4-8. Other</u>	<u>Number</u>	<u>Percent</u>
Home	14	13.5 %
Job search	8	7.7 %
Personal business	6	5.8 %
COURT	5	4.8 %
Donate Plasma	4	3.8 %
COURT/PERSONAL	3	2.9 %
Business	3	2.9 %
Church	3	2.9 %
LIBRARY	3	2.9 %
Visit friends	2	1.9 %
Treatment	2	1.9 %
Job interview	2	1.9 %
ERRANDS	2	1.9 %
CSL Plasma	2	1.9 %
Going home	2	1.9 %
INDIAN CLINIC	2	1.9 %
Social	1	1.0 %
Intake for son	1	1.0 %
Food	1	1.0 %
Casino	1	1.0 %
Appointment	1	1.0 %
Pay rent	1	1.0 %
Pay bill	1	1.0 %
COURT/PERSONAL BUSINESS	1	1.0 %
EXPLORING OKC	1	1.0 %
OIC	1	1.0 %
Errands	1	1.0 %
Pick up medicine at Mary Mahoney	1	1.0 %
ATTORNEY	1	1.0 %
Donation Center	1	1.0 %
RED ROCK CLASSES	1	1.0 %
EMPLOYMENT SEARCH	1	1.0 %
VA-PERSONAL	1	1.0 %
Housing	1	1.0 %
HOUSING APPT	1	1.0 %
DHS CLASSES	1	1.0 %
Okarta	1	1.0 %
haircut	1	1.0 %
VA Hospital	1	1.0 %
interview	1	1.0 %
house search	1	1.0 %
Car repair	1	1.0 %
JUST TO GO PLACES	1	1.0 %
Family	1	1.0 %
FOOD MONEY (SIGN FLYING)	1	1.0 %
VISIT FRIEND IN HOSPITAL	1	1.0 %

Q4-8. Other

<u>Q4-8. Other</u>	<u>Number</u>	<u>Percent</u>
NIGHT CHURCH HEARTLAND COWBOY CHURCH	1	1.0 %
DENTAL	1	1.0 %
TRANSIT CTR	1	1.0 %
GRACE NURSING CTR	1	1.0 %
TEEM	1	1.0 %
G & B I	1	1.0 %
Downtown	1	1.0 %
Eating	1	1.0 %
EXPLORING THE ROUTE	1	1.0 %
Thrift store	1	1.0 %
Recreational	1	1.0 %
Total	104	100.0 %

Q5. How did you pay your fare today?

<u>Q5. How did you pay your fare today</u>	<u>Number</u>	<u>Percent</u>
Day pass	438	33.2 %
Cash/coin	325	24.7 %
Value card	19	1.4 %
Reduced fare cash	28	2.1 %
7 day pass	170	12.9 %
Reduced fare pass	67	5.1 %
30 day pass	263	20.0 %
Not provided	8	0.6 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q5. How did you pay your fare today? (without "not provided")**

<u>Q5. How did you pay your fare today</u>	<u>Number</u>	<u>Percent</u>
Day pass	438	33.4 %
Cash/coin	325	24.8 %
Value card	19	1.5 %
Reduced fare cash	28	2.1 %
7 day pass	170	13.0 %
Reduced fare pass	67	5.1 %
30 day pass	263	20.1 %
Total	1310	100.0 %

Q6. How did you get from your home to the nearest bus stop?

Q6. How did you get from your home to the nearest bus stop	Number	Percent
Walk	1178	89.4 %
Bicycle	37	2.8 %
Wheelchair/scooter	15	1.1 %
Dropped off (car, Uber, taxi, Lyft)	53	4.0 %
Drove alone	14	1.1 %
Drove with others	15	1.1 %
Not provided	6	0.5 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q6. How did you get from your home to the nearest bus stop? (without "not provided")**

Q6. How did you get from your home to the nearest bus stop	Number	Percent
Walk	1178	89.8 %
Bicycle	37	2.8 %
Wheelchair/scooter	15	1.1 %
Dropped off (car, Uber, taxi, Lyft)	53	4.0 %
Drove alone	14	1.1 %
Drove with others	15	1.1 %
Total	1312	100.0 %

Q6-1. (If Walked) How many minutes did you walk?

Q6-1. How many minutes did you walk	Number	Percent
0-5 minutes	504	55.8 %
6-10 minutes	221	24.4 %
11-20 minutes	140	15.5 %
21-30 minutes	27	3.0 %
31+ minutes	12	1.3 %
Total	904	100.0 %

Q6-2. (If biked) How many minutes did you bike?

Q6-2. How many minutes did you bike	Number	Percent
0-5 minutes	16	57.1 %
6-10 minutes	6	21.4 %
11-20 minutes	3	10.7 %
21-30 minutes	1	3.6 %
31+ minutes	2	7.1 %
Total	28	100.0 %

Q7. For your trip you are currently on, how many transfers will you make to reach your destination?

Q7. How many transfers will you make to reach your destination	Number	Percent
One	324	24.9 %
Two	411	31.6 %
Three or more	161	12.4 %
None	406	31.2 %
Total	1302	100.0 %

Q8. Does your primary boarding stop have any of the following facilities?

Q8. Does your primary boarding stop have any of the following facilities	Number	Percent
Shelters	327	24.8 %
Sidewalks	617	46.8 %
Benches	895	67.9 %
Total	1839	

Q9. Please rate each of the following items:

(N=1318)

	Excellent	Good	Fair	Below average	Poor	Not provided
Q9a. Availability of accessible bus stops	30.8%	40.7%	19.7%	3.5%	3.5%	1.8%
Q9b. Cleanliness of bus shelters	22.0%	40.6%	25.8%	5.5%	3.3%	2.7%
Q9c. Buses arriving on time	20.9%	39.2%	24.9%	8.3%	4.1%	2.6%
Q9d. Frequency of service	23.5%	41.0%	21.9%	6.6%	3.6%	3.3%
Q9e. Courtesy of drivers	32.7%	37.2%	18.4%	5.3%	3.3%	3.2%
Q9f. Helpfulness of customer service staff	33.0%	39.7%	18.1%	3.9%	2.5%	2.8%
Q9g. Cleanliness of buses	24.5%	41.4%	24.0%	4.1%	3.4%	2.6%
Q9h. Cleanliness of transit center	29.8%	43.2%	18.2%	2.8%	2.1%	3.8%
Q9i. Ease of getting service information	30.9%	41.2%	18.9%	3.5%	2.2%	3.3%
Q9j. Ease of locating a bus stop	30.7%	41.1%	18.5%	4.5%	2.3%	2.9%
Q9k. Ease of paying your fare	33.8%	41.1%	17.6%	3.1%	2.0%	2.4%
Q9l. Safe operation of bus	34.5%	41.5%	16.8%	2.7%	1.7%	2.7%
Q9m. Safety at transit center	32.7%	40.1%	18.5%	3.8%	1.9%	3.0%
Q9n. Safety while waiting at a bus stop	27.8%	42.5%	20.9%	4.0%	2.5%	2.2%
Q9o. Information at the bus stop	27.3%	34.0%	21.3%	8.2%	6.8%	2.4%

WITHOUT "NOT PROVIDED"**Q9. Please rate each of the following items: (without "not provided")**

(N=1318)

	Excellent	Good	Fair	Below average	Poor
Q9a. Availability of accessible bus stops	31.4%	41.4%	20.1%	3.6%	3.6%
Q9b. Cleanliness of bus shelters	22.6%	41.7%	26.5%	5.7%	3.4%
Q9c. Buses arriving on time	21.5%	40.3%	25.5%	8.5%	4.2%
Q9d. Frequency of service	24.3%	42.5%	22.7%	6.8%	3.7%
Q9e. Courtesy of drivers	33.8%	38.4%	19.0%	5.5%	3.4%
Q9f. Helpfulness of customer service staff	34.0%	40.8%	18.7%	4.0%	2.6%
Q9g. Cleanliness of buses	25.2%	42.5%	24.6%	4.2%	3.5%
Q9h. Cleanliness of transit center	31.0%	45.0%	18.9%	2.9%	2.2%
Q9i. Ease of getting service information	31.9%	42.6%	19.5%	3.6%	2.3%
Q9j. Ease of locating a bus stop	31.6%	42.3%	19.1%	4.6%	2.3%
Q9k. Ease of paying your fare	34.6%	42.1%	18.0%	3.2%	2.1%
Q9l. Safe operation of bus	35.5%	42.7%	17.3%	2.7%	1.8%
Q9m. Safety at transit center	33.7%	41.4%	19.1%	3.9%	2.0%
Q9n. Safety while waiting at a bus stop	28.5%	43.4%	21.4%	4.1%	2.6%
Q9o. Information at the bus stop	28.0%	34.8%	21.8%	8.4%	7.0%

Q9a. Which three of the service items you rated in Question 9 above are most important to you?

<u>Q9a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	156	11.9 %
Cleanliness of bus shelters	28	2.1 %
Buses arriving on time	197	15.1 %
Frequency of service	85	6.5 %
Courtesy of drivers	70	5.4 %
Helpfulness of customer service staff	61	4.7 %
Cleanliness of buses	35	2.7 %
Cleanliness of transit center	8	0.6 %
Ease of getting service information	18	1.4 %
Ease of locating a bus stop	10	0.8 %
Ease of paying your fare	16	1.2 %
Safe operation of bus	21	1.6 %
Safety at transit center	12	0.9 %
Safety while waiting at a bus stop	27	2.1 %
Information at the bus stop	9	0.7 %
<u>None chosen</u>	<u>553</u>	<u>42.3 %</u>
Total	1306	100.0 %

Q9a. Which three of the service items you rated in Question 9 above are most important to you?

<u>Q9a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	60	4.6 %
Cleanliness of bus shelters	48	3.7 %
Buses arriving on time	131	10.0 %
Frequency of service	80	6.1 %
Courtesy of drivers	89	6.8 %
Helpfulness of customer service staff	32	2.5 %
Cleanliness of buses	31	2.4 %
Cleanliness of transit center	19	1.5 %
Ease of getting service information	28	2.1 %
Ease of locating a bus stop	38	2.9 %
Ease of paying your fare	24	1.8 %
Safe operation of bus	45	3.4 %
Safety at transit center	29	2.2 %
Safety while waiting at a bus stop	21	1.6 %
Information at the bus stop	13	1.0 %
<u>None chosen</u>	<u>618</u>	<u>47.3 %</u>
Total	1306	100.0 %

Q9a. Which three of the service items you rated in Question 9 above are most important to you?

<u>Q9a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	74	5.7 %
Cleanliness of bus shelters	22	1.7 %
Buses arriving on time	70	5.4 %
Frequency of service	59	4.5 %
Courtesy of drivers	85	6.5 %
Helpfulness of customer service staff	37	2.8 %
Cleanliness of buses	46	3.5 %
Cleanliness of transit center	12	0.9 %
Ease of getting service information	33	2.5 %
Ease of locating a bus stop	48	3.7 %
Ease of paying your fare	28	2.1 %
Safe operation of bus	40	3.1 %
Safety at transit center	32	2.5 %
Safety while waiting at a bus stop	50	3.8 %
Information at the bus stop	27	2.1 %
<u>None chosen</u>	<u>643</u>	<u>49.2 %</u>
Total	1306	100.0 %

Q9a. Which three of the service items you rated in Question 9 above are most important to you? (top 3)

<u>Q9a. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	290	22.2 %
Cleanliness of bus shelters	98	7.5 %
Buses arriving on time	398	30.5 %
Frequency of service	224	17.2 %
Courtesy of drivers	244	18.7 %
Helpfulness of customer service staff	130	10.0 %
Cleanliness of buses	112	8.6 %
Cleanliness of transit center	39	3.0 %
Ease of getting service information	79	6.0 %
Ease of locating a bus stop	96	7.4 %
Ease of paying your fare	68	5.2 %
Safe operation of bus	106	8.1 %
Safety at transit center	73	5.6 %
Safety while waiting at a bus stop	98	7.5 %
Information at the bus stop	49	3.8 %
<u>None chosen</u>	<u>553</u>	<u>42.3 %</u>
Total	2657	

Q9b. Overall, how do you rate EMBARK?

Q9b. How do you rate EMBARK overall	Number	Percent
Excellent	294	22.5 %
Good	501	38.4 %
Fair	182	13.9 %
Below average	66	5.1 %
Poor	34	2.6 %
Not provided	229	17.5 %
Total	1306	100.0 %

WITHOUT "NOT PROVIDED"

Q9b. Overall, how do you rate EMBARK? (without "not provided")

Q9b. How do you rate EMBARK overall	Number	Percent
Excellent	294	27.3 %
Good	501	46.5 %
Fair	182	16.9 %
Below average	66	6.1 %
Poor	34	3.2 %
Total	1077	100.0 %

Q10. How do you currently access the internet?

Q10. How do you access internet	Number	Percent
Phone	930	70.6 %
Tablet (i.e. iPad or Galaxy)	133	10.1 %
Computer	331	25.1 %
No access	211	16.0 %
Other	19	1.4 %
Total	1624	

Q10. Other

Q10. Other	Number	Percent
LIBRARY	8	42.1 %
WIFI	4	21.1 %
BUS WIFI	2	10.5 %
BUS@HOME	2	10.5 %
LAPTOP	1	5.3 %
FRIENDS	1	5.3 %
NINTENDO SWITCH	1	5.3 %
Total	19	100.0 %

Q11. Have you used any of the trip planning tools below?

<u>Q11. Have you used any trip planning tools</u>	<u>Number</u>	<u>Percent</u>
Text alerts	115	8.7 %
235-RIDE	566	42.9 %
Online planner	92	7.0 %
EMBARK connect app	164	12.4 %
embarkok.com	444	33.7 %
Total	1381	

Q12. What one improvement would you like to see in transit service here in the area?

<u>Q12. What one improvement would you like to see in transit service here</u>	<u>Number</u>	<u>Percent</u>
More buses running until midnight on weekdays	473	35.9 %
More shelters at stops	135	10.2 %
Add Sunday service	326	24.7 %
More routes to more places	106	8.0 %
Later service on Saturdays	93	7.1 %
More frequent service on Saturdays	80	6.1 %
More frequent service on weekdays	73	5.5 %
Not provided	32	2.4 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"

Q12. What one improvement would you like to see in transit service here in the area? (without "not provided")

<u>Q12. What one improvement would you like to see in transit service here</u>	<u>Number</u>	<u>Percent</u>
More buses running until midnight on weekdays	473	36.8 %
More shelters at stops	135	10.5 %
Add Sunday service	326	25.3 %
More routes to more places	106	8.2 %
Later service on Saturdays	93	7.2 %
More frequent service on Saturdays	80	6.2 %
More frequent service on weekdays	73	5.7 %
Total	1286	100.0 %

Q12-4. Where?

Q12. Where would you like more routes to be added

	Number	Percent
County Line Rd	2	2.6 %
Norman	2	2.6 %
NW EXPRESSWAY & COUNCIL	2	2.6 %
MIDWEST CITY	2	2.6 %
BETHANY	2	2.6 %
Edmond	1	1.3 %
Moore	1	1.3 %
Around Frontier City	1	1.3 %
NW 23RD COUNCIL	1	1.3 %
ROCKWELL & NW EXPRESSWAY	1	1.3 %
Norman & NW Bypass	1	1.3 %
10th & Penn	1	1.3 %
Route 19	1	1.3 %
CLAIRION	1	1.3 %
Midtown OKC	1	1.3 %
Choctow	1	1.3 %
MOORE/EDMUND	1	1.3 %
MORGAN RD	1	1.3 %
YUKON, MOORE	1	1.3 %
BETHANY, NORMAN	1	1.3 %
RENO & MORGAN	1	1.3 %
64 & MAY	1	1.3 %
N MIDWEST CITY	1	1.3 %
ROUTE 4	1	1.3 %
10th & Macarthur BLvd	1	1.3 %
MIDWEST CITY & DEL CITY	1	1.3 %
INDUSTRIAL/MFG RICH AREAS	1	1.3 %
N COUNCIL & 23RD	1	1.3 %
Main BUS Station	1	1.3 %
23RD STREET	1	1.3 %
Edmond South	1	1.3 %
Del and Midwest City	1	1.3 %
29th & Sunnyslane	1	1.3 %
SW 59	1	1.3 %
NW OKC TO MEMORIAL	1	1.3 %
E & W STREETS	1	1.3 %
122 & KELLEY	1	1.3 %
MIDWEST CITY, MOORE	1	1.3 %
BETHANY AREA	1	1.3 %
16TH/23RD/COUNCIL	1	1.3 %
GRAND BLVD SW	1	1.3 %
MERIDIAN TO NW EXPRESSWAY	1	1.3 %
COUNCIL NW 104TH	1	1.3 %
SW 104 AND MAY	1	1.3 %
Broadway	1	1.3 %

Q12-4. Where?

Q12. Where would you like more routes to be added	Number	Percent
day center	1	1.3 %
MERIDIAN SOUTH	1	1.3 %
18 on Saturday	1	1.3 %
Moore and Norman	1	1.3 %
NW Expressway & Council	1	1.3 %
Council	1	1.3 %
MIDWEST CITY & SPENCER	1	1.3 %
Council and Wilshire	1	1.3 %
NW 122ND ST	1	1.3 %
EDMUND, 178TH	1	1.3 %
BRITTON RD	1	1.3 %
WESTERN & HEFNER	1	1.3 %
S WESTERN	1	1.3 %
MIDWEST CITY ON WEEKENDS	1	1.3 %
36TH & SPENCER	1	1.3 %
MIDWEST CITY & EDMOND	1	1.3 %
44TH & SHIELDS	1	1.3 %
COUNCIL RD	1	1.3 %
Midwest City, Spencer	1	1.3 %
HOBBY LOBBY	1	1.3 %
BETHANY, WARR ACRES, DEL CITY	1	1.3 %
MWC	1	1.3 %
BETHANY UP TO 23RD ST OFF ROCKWELL	1	1.3 %
Del City	1	1.3 %
MCARTHUR AVE	1	1.3 %
FURTHER INTO MOORE	1	1.3 %
NW 12TH AND SANTA FE IN MOORE	1	1.3 %
Total	77	100.0 %

Q13. What is the primary reason you use transit?

Q13. Primary reason you use transit	Number	Percent
Cannot drive	326	24.7 %
No car available	835	63.4 %
Save money	170	12.9 %
Avoid driving/traffic	85	6.4 %
Avoid parking	26	2.0 %
Environment	49	3.7 %
Total	1491	

Q14. Do you speak a language other than English at home?

Q14. Do you speak a language other than English at home	Number	Percent
Yes	138	10.5 %
No	1139	86.4 %
Not provided	41	3.1 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Do you speak a language other than English at home? (without "not provided")**

Q14. Do you speak a language other than English at home	Number	Percent
Yes	138	10.8 %
No	1139	89.2 %
Total	1277	100.0 %

Q14-1. (If YES) Which language?

Q14-1. What language	Number	Percent
Spanish	98	83.8 %
FRENCH	5	4.3 %
SIGN LANGUAGE	3	2.6 %
GERMAN	1	0.9 %
Tribal Language	1	0.9 %
Amharic	1	0.9 %
VIETNAMESE	1	0.9 %
SWAHILI	1	0.9 %
ARABIC	1	0.9 %
NATIVE AMERICAN	1	0.9 %
LATIN, SPANISH, GREEK	1	0.9 %
CARIBBEAN	1	0.9 %
Palauan	1	0.9 %
Navajo	1	0.9 %
Total	117	100.0 %

Q14a. (If YES) How well do you speak English?

Q14a. How well do you speak English	Number	Percent
Very well	74	53.6 %
Well	15	10.9 %
Less than well	15	10.9 %
Not well at all	9	6.5 %
Refused	25	18.1 %
Total	138	100.0 %

WITHOUT "REFUSED"

Q14a. (If YES) How well do you speak English? (without "refused")

Q14a. How well do you speak English	Number	Percent
Very well	74	65.5 %
Well	15	13.3 %
Less than well	15	13.3 %
Not well at all	9	8.0 %
Total	113	100.0 %

Q15. Do you have a current driver's license?

Q15. Do you have a current driver's license	Number	Percent
Yes	487	36.9 %
No	718	54.5 %
Not provided	113	8.6 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"

Q15. Do you have a current driver's license? (without "not provided")

Q15. Do you have a current driver's license	Number	Percent
Yes	487	40.4 %
No	718	59.6 %
Total	1205	100.0 %

Q16. Will you still be using EMBARK 1 year from now?

Q16. Will you still be using EMBARK 1 year from now	Number	Percent
Yes	696	52.8 %
No	88	6.7 %
Maybe	534	40.5 %
Total	1318	100.0 %

Q17. How many working vehicles are there in your household?

Q17. How many working vehicles are there in your household	Number	Percent
One	240	18.2 %
Two	134	10.2 %
Three	29	2.2 %
Four	4	0.3 %
Five or more	18	1.4 %
None	861	65.3 %
Not provided	32	2.4 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q17. How many working vehicles are there in your household? (without "not provided")**

Q17. How many working vehicles are there in your household	Number	Percent
One	240	18.7 %
Two	134	10.4 %
Three	29	2.3 %
Four	4	0.3 %
Five or more	18	1.4 %
None	861	67.0 %
Total	1286	100.0 %

Q18. Including yourself, how many people live in your home?

<u>Q18. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	420	31.9 %
Two	341	25.9 %
Three	209	15.9 %
Four	139	10.5 %
Five	70	5.3 %
Six or more	87	6.6 %
Not provided	52	3.9 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q18. Including yourself, how many people live in your home? (without "not provided")**

<u>Q18. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	420	33.2 %
Two	341	26.9 %
Three	209	16.5 %
Four	139	11.0 %
Five	70	5.5 %
Six or more	87	6.9 %
Total	1266	100.0 %

Q19. What year were you born in?

<u>Q19. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1962	38	3.2 %
1980	35	3.0 %
1960	34	2.9 %
1977	33	2.8 %
1981	32	2.7 %
1992	30	2.5 %
1982	30	2.5 %
1969	28	2.4 %
1970	28	2.4 %
1971	27	2.3 %
1988	27	2.3 %
1985	26	2.2 %
1983	26	2.2 %
1967	26	2.2 %
1966	26	2.2 %
1975	25	2.1 %
1956	25	2.1 %
1987	25	2.1 %
1963	24	2.0 %
1959	23	1.9 %
1973	23	1.9 %
1986	23	1.9 %
1955	21	1.8 %
1972	20	1.7 %
1978	20	1.7 %
1979	20	1.7 %
1996	20	1.7 %
1964	20	1.7 %
1951	19	1.6 %
1968	19	1.6 %
1965	19	1.6 %
1974	19	1.6 %
1958	19	1.6 %
1995	19	1.6 %
1957	19	1.6 %
1993	18	1.5 %
1990	17	1.4 %
1961	17	1.4 %
1989	17	1.4 %
1984	17	1.4 %
1991	16	1.4 %
1997	16	1.4 %
1999	15	1.3 %
1994	15	1.3 %
1953	15	1.3 %
2001	14	1.2 %

Q19. What year were you born in?

<u>Q19. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1954	14	1.2 %
1998	14	1.2 %
1976	13	1.1 %
2000	11	0.9 %
1949	10	0.8 %
1952	10	0.8 %
1947	8	0.7 %
1950	7	0.6 %
1945	6	0.5 %
1943	6	0.5 %
1948	4	0.3 %
1941	4	0.3 %
1940	4	0.3 %
1944	3	0.3 %
1946	3	0.3 %
1942	3	0.3 %
2003	3	0.3 %
1938	3	0.3 %
2006	1	0.1 %
2008	1	0.1 %
1935	1	0.1 %
2005	1	0.1 %
2002	1	0.1 %
2004	1	0.1 %
1933	1	0.1 %
1939	1	0.1 %
1937	1	0.1 %
Total	1180	100.0 %

Q20. Are you a registered voter?

<u>Q20. Are you a registered voter</u>	<u>Number</u>	<u>Percent</u>
Yes	788	59.8 %
No	485	36.8 %
Not provided	45	3.4 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"

Q20. Are you a registered voter? (without "not provided")

<u>Q20. Are you a registered voter</u>	<u>Number</u>	<u>Percent</u>
Yes	788	61.9 %
No	485	38.1 %
Total	1273	100.0 %

Q21. What is your home Zip code?

<u>Q21. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
73127	100	8.3 %
73111	97	8.1 %
73107	81	6.8 %
73106	67	5.6 %
73108	67	5.6 %
73112	66	5.5 %
73114	61	5.1 %
73109	58	4.8 %
73129	48	4.0 %
73119	48	4.0 %
73110	39	3.3 %
73139	39	3.3 %
73120	36	3.0 %
73117	35	2.9 %
73102	33	2.8 %
73118	26	2.2 %
73105	22	1.8 %
73159	21	1.8 %
73084	20	1.7 %
73135	18	1.5 %
73130	14	1.2 %
73103	14	1.2 %
73115	13	1.1 %
73071	12	1.0 %
73122	12	1.0 %
73132	11	0.9 %
73104	10	0.8 %
73008	10	0.8 %
73149	8	0.7 %
73160	7	0.6 %
73121	7	0.6 %
73162	6	0.5 %
73034	4	0.3 %
73012	3	0.3 %
73141	3	0.3 %
73113	3	0.3 %
73170	3	0.3 %
73099	3	0.3 %
73125	3	0.3 %
73134	3	0.3 %
73072	3	0.3 %
73137	2	0.2 %
73069	2	0.2 %
73123	2	0.2 %
73116	2	0.2 %
73128	2	0.2 %

Q21. What is your home Zip code?

<u>Q21. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
73124	2	0.2 %
73036	2	0.2 %
77084	1	0.1 %
73601	1	0.1 %
85712	1	0.1 %
73045	1	0.1 %
73804	1	0.1 %
74728	1	0.1 %
73179	1	0.1 %
73013	1	0.1 %
74103	1	0.1 %
73100	1	0.1 %
83127	1	0.1 %
73020	1	0.1 %
73224	1	0.1 %
73310	1	0.1 %
73003	1	0.1 %
75925	1	0.1 %
98501	1	0.1 %
73821	1	0.1 %
73501	1	0.1 %
78111	1	0.1 %
73521	1	0.1 %
73279	1	0.1 %
73101	1	0.1 %
74881	1	0.1 %
79310	1	0.1 %
76116	1	0.1 %
74350	1	0.1 %
70159	1	0.1 %
43015	1	0.1 %
73235	1	0.1 %
10110	1	0.1 %
33110	1	0.1 %
73005	1	0.1 %
75107	1	0.1 %
77317	1	0.1 %
73126	1	0.1 %
72032	1	0.1 %
73533	1	0.1 %
75106	1	0.1 %
75114	1	0.1 %
73734	1	0.1 %
75008	1	0.1 %
71106	1	0.1 %
73401	1	0.1 %

Q21. What is your home Zip code?

<u>Q21. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
73189	1	0.1 %
72908	1	0.1 %
74801	1	0.1 %
73720	1	0.1 %
75119	1	0.1 %
76159	1	0.1 %
Total	1198	100.0 %

Q22. Are you:

<u>Q22. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	706	53.6 %
Female	590	44.8 %
Not provided	22	1.7 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Are you: (without "not provided")**

<u>Q22. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	706	54.5 %
Female	590	45.5 %
Total	1296	100.0 %

Q23. Do you consider yourself:

<u>Q23. Your race</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	492	37.3 %
Black/African American	559	42.4 %
Hispanic/Latino/Spanish	147	11.2 %
Asian	13	1.0 %
Native American	166	12.6 %
Other	7	0.5 %
Total	1384	

Q23. Other

<u>Q23. Other</u>	<u>Number</u>	<u>Percent</u>
Egyptian	1	14.3 %
BIRACIAL	1	14.3 %
Hawaiian	1	14.3 %
CARIBBEAN ISLANDER	1	14.3 %
Mixed	1	14.3 %
Pacific Islander	1	14.3 %
Kiwi	1	14.3 %
Total	7	100.0 %

Q24. Are you:

<u>Q24. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed full time	460	34.9 %
Employed part time	213	16.2 %
Looking for work	248	18.8 %
Student (K-12)	49	3.7 %
Tech/college	72	5.5 %
Homemaker	49	3.7 %
Retired	136	10.3 %
Other	92	7.0 %
Total	1319	

Q24. Other

<u>Q24. Other</u>	<u>Number</u>	<u>Percent</u>
Disabled	65	70.7 %
Social Security	14	15.2 %
Homeless	3	3.3 %
Unemployed	2	2.2 %
SELF-EMPLOYED	2	2.2 %
Army Vet	1	1.1 %
BUSINESS OWNER	1	1.1 %
BED REST	1	1.1 %
GED STUDENT	1	1.1 %
VOLUNTEER	1	1.1 %
Freelance	1	1.1 %
Total	92	100.0 %

Q25. What was your annual household income in 2016?

Q25. Your annual household income in 2016	Number	Percent
Less than \$10K	568	43.1 %
\$10K-\$19,999	247	18.7 %
\$20K-\$29,999	128	9.7 %
\$30K-\$39,999	52	3.9 %
\$40K-\$49,999	26	2.0 %
\$50K+	29	2.2 %
Don't know	268	20.3 %
Total	1318	100.0 %

WITHOUT "DON'T KNOW"**Q25. What was your annual household income in 2016? (without "don't know")**

Q25. Your annual household income in 2016	Number	Percent
Less than \$10K	568	54.1 %
\$10K-\$19,999	247	23.5 %
\$20K-\$29,999	128	12.2 %
\$30K-\$39,999	52	5.0 %
\$40K-\$49,999	26	2.5 %
\$50K+	29	2.8 %
Total	1050	100.0 %

Q26. What is the highest level of education that you've completed?

Q26. Highest level of education you have completed	Number	Percent
Less than high school graduate	217	16.5 %
High school graduate	537	40.7 %
Some college	378	28.7 %
College graduate	102	7.7 %
Graduate degree or higher	69	5.2 %
Total	1303	

Q27. Are you a person with a disability?

Q27. Are you a person with a disability	Number	Percent
Yes	456	34.6 %
No	816	61.9 %
Not provided	46	3.5 %
Total	1318	100.0 %

WITHOUT "NOT PROVIDED"

Q27. Are you a person with a disability? (without "not provided")

Q27. Are you a person with a disability	Number	Percent
Yes	456	35.8 %
No	816	64.2 %
Total	1272	100.0 %

Section 4

Survey Instrument

2017 EMBARK Transit Rider Survey

EMBARK wants your input in order to serve you better.

Please take a few minutes to complete this important transit survey.

Office use Only

Interviewer's initials: _____

Day of the Week: _____

Route number/name: _____

Time of Day: 6am – 9am 9am – 3pm
 3pm – 6pm After 6pm

1. What bus route number are you riding now?

2. How often do you usually ride this route?

- 5+ days per week 1-3 days a month
 3-4 days per week Less than once a month
 1 or 2 days per week

3. How long have you been riding transit in the OKC area?

- 6 months or less 6 months to a year 1-2 years
 More than 2 years

4. What was the main purpose of your trip today? (Insert name and zip code if applicable.)

- Work → Zip code: _____ Place Name: _____
 School (K-12) → School Name: _____
 School (Tech, College, University) → School Name: _____
 Shopping/Errands
 Entertainment/Social
 Social Service → Place Name: _____
 Medical
 Other: _____

5. How did you pay your fare today?

- Day Pass Cash/Coin
 Value card Reduced fare cash
 7 Day Pass Reduced fare pass
 30 Day Pass

6. How did you get from your home to the nearest bus stop?

- Walk → How many minutes did you walk? _____
 Bicycle → How many minutes did you bike? _____
 Wheelchair/scooter
 Dropped off (car, uber, taxi, lyft)
 Drove alone
 Drove with others

7. For your trip you are currently on, how many transfers will you make to reach your destination?

- None Two
 One Three or more

8. Does your primary boarding stop have any of the following facilities? (Check all that apply.)

- Shelters Sidewalks Benches

9. Please rate each of the following items

	Excellent	Good	Fair	Below Average	Poor
A. Availability of accessible bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Cleanliness of bus shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Buses arriving on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Courtesy of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Helpfulness of customer service staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Cleanliness of buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Cleanliness of transit center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Ease of getting service information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Ease of locating a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Ease of paying your fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Safe operation of bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. Safety at the transit center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. Safety while waiting at a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O. Information at the bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9a. Which THREE of the SERVICE ITEMS YOU RATED ABOVE in Question #9, are most important to you? (write the letters that correspond to your top three choices in the spaces provided below. 1st: _____ 2nd: _____ 3rd: _____)

	Excellent	Good	Fair	Below Average	Poor
9b. Overall, how do you rate EMBARK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How do you currently access the internet? (Check all that apply)

- Phone Tablet (i.e. iPad or Galaxy)
 Computer No access
 Other: _____

11. Have you used any of the below trip planning tools? (Check all the apply.)

- Text alerts 235-RIDE Online planner
 EMBARK connect app embarkok.com

12. What one improvement would you like to see in transit service here in the area?

- More buses running until midnight on weekdays
 More shelters at stops Add Sunday service
 More routes to more places, WHERE? _____
 Later service on Saturdays More frequent service on Saturday
 More frequent service on weekdays

13. What is the primary reason you use transit?

- Cannot drive No car available Save money
 Avoid driving/traffic Avoid parking Environment

14. Do you speak a language other than English at home?

- No Yes, Which language? _____

14a. How well do you speak English?

- Very well Well Less than well Not well at all Refused

15. Do you have a current driver's license? No Yes

16. Will you still be using EMBARK 1 year from now?

- Maybe No Yes

17. How many working vehicles are in your household?

- None One Two Three Four Five or more

18. Including yourself, how many people live in your home?

- One Two Three Four Five Six or more

19. What year were you born in?

20. Are you a registered voter? Yes No

21. What is your home Zip code?

22. Are you:

- Male Female

23. Do you consider yourself:

- White/Caucasian Black/African American
 Hispanic/Latino/Spanish
 Asian Native American Other: _____

24. Are you: (Check all that apply.)

- Employed full time Employed part time Looking for work
 Student (K-12) Tech/College Homemaker Retired
 Other: _____

25. What was your annual household income in 2016?

- Less than \$10,000 \$10k-\$19,999 \$20k-\$29,999 \$30k-\$39,999
 \$40k-\$50,000 \$50,000 or more Don't know

26. What is the highest level of education that you've completed? (Check all that apply.)

- Less than high school grad High school grad Some college
 College graduate Graduate degree or higher

27. Are you a person with a disability?

- No Yes

WIN A FREE EMBARK PASS! Enter your valid email address and cell phone number to be registered to win a 30-Day Monthly Pass.

Email: _____ Cell (include area code): _____

First Name: _____

2016 EMBARK Transit Rider Survey

Office Use Only

Interviewer's initials: _____

Day of the Week: _____

Route number/name: _____

Time of Day: 6am - 9am 9am - 3pm
 3pm - 6pm After 6pm

EMBARC quiere su entrada con el fin de brindarle un mejor servicio.

Por favor tóme unos minutos para completar esta importante encuesta de tránsito.

1. Qué número de ruta de autobús esta utilizando ahorita?

2. Con qué frecuencia utiliza esta ruta?

- 5+ días por semana 1-3 días al mes
 3-4 días por semana Menos de una vez al mes
 1-2 días por semana

3. Cuánto tiempo ha estado utilizando el tránsito en la área de Oklahoma City?

- 6 meses o menos 6 meses a un año 1-2 años
 Más de 2 años

4.Cuál fue el propósito principal de su viaje hoy? (indicar el nombre y código postal si corresponde)

Trabajo → Código postal: _____

Nombre del lugar: _____

Escuela (K-12) → Nombre de la Escuela: _____

Escuela (Técnica/Universidad) → Nombre de la Escuela: _____

De compras

Social/ Recreación

Servicio Social → Nombre del lugar: _____

Médico

Otro: _____

5. Cómo pago la tarifa de hoy?

- Pase de día Efectivo
 Tarjeta de Valor Efectivo Tarifa Reducida
 Pase de 7 Días Pase de Tarifa Reducida
 Pase de 30 Días

6. Cómo llego desde su casa a la parada de autobús más cercana?

Caminó → Cuántos minutos caminé: _____

Bicicleta → Cuántos minutos en bici: _____

Silla de Ruedas/scooters

Fue Dejado
(coche, uber, taxi, lyft)

Condujo solo

Condujo con otros

7. Para el viaje que se encuentra actualmente, cuántas transferencias hará para llegar a su destino?

- Niguna Dos
 Una Tres o más

8. Su parada de embarque primaria tiene alguna de las instalaciones siguientes? (Marque todo lo que aplique)

- Refugios Banquetas Bancos

9. Por favor califique cada uno de los siguientes elementos

	Excelente	Bueno	Justo	Debajo del Promedio	Pobre
A. Los Autobuses llegan a tiempo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Frecuencia de servicio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Cortesía de los conductores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Amabilidad del personal del centro de tránsito	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Amabilidad del personal 235-RIDE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Limpieza de los autobuses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Limpieza del centro de tránsito	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Facilidad de obtener información de servicio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Facilidad de localizar una parada de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Facilidad de pagar su tarifa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Operación segura del autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Seguridad en el centro de Autobuses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. Seguridad mientras espera en una parada de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. Información en la parada de autobús	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9a. ¿Cuáles 3 SERVICIOS daría una clasificación superior en la pregunta # 9,

Cuáles son más importantes para usted? (Escribir las letras que corresponden a sus tres opciones en los espacios: → 1ª _____ 2ª _____ 3ª _____)

9b. En general, cómo calificaría usted EMBARK

	Excelente	Bueno	Justo	Debajo del Promedio	Pobre
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Actualmente como tiene acceso al internet? (Marque todo lo que aplique)

- Teléfono Tableta (es decir, el iPad o el Galaxy)
 Computadora No hay conexión
 Otro: _____

11. Ha utilizado alguna de las herramientas de planificación de viajes de abajo? (Marque todo lo que aplique)

- Alertas de texto 235-RIDE Planificador en línea
 EMBARK conecte aplicación Embarkok.com

12. Qué mejora le gustaría ver en el servicio de tránsito aquí en la área?

- Más rutas a más lugares, DONDE? _____
 Más refugios en las paradas Servicio más tarde los Sábados
 Más autobuses que funcionan hasta la medianoche entre semana
 Añadir servicio de Domingo Servicio más frecuente el Sábado
 Servicio más frecuente entre semana

13.Cuál es la razón principal que utiliza el tránsito?

- No puede conducir No hay coche disponible Ahorrar dinero
 Evitar conducir/ tráfico Evitar estacionar Medio Ambiente

14. Usted habla un idioma distinto del Inglés en casa?

- No Sí: Qué idioma: _____

15. Tiene licencia de conducir vigente? No Sí

16. ¿Seguirá utilizando EMBARK, a un 1 año desde ahora?

- Tal Vez No Sí

17. Cuántos vehículos que trabajan están en su casa?

- Ninguno Uno Dos Tres Cuatro Cinco o más

18. Con la inclusión de usted, cuántas personas viven en su casa?

- Una Dos Tres Cuatro Cinco Seis o más

19. En qué año nació?

20. Es usted un votante registrado?

- No Sí

21.Cuál es el código postal de su casa?

22. Usted es:

- Masculino Femenina

23. Usted se considera:

- Blanco/ Caucásico Negro/ Afroamericano Hispano
 Asiático Nativo Americano Otro: _____

24. Está usted: (Marque todo lo que aplique)

- Empleado tiempo completo Empleado tiempo parcial
 En busca de trabajo Estudiante Técnica/Universidad Retirado
 Ama de casa
 Otro: _____

25.Cuál fue su ingreso familiar anual en 2015:

- Menos de \$10,000 \$10k-\$19,999 \$20k-\$29,999 \$30k-\$39,999
 \$40k-\$50,000 \$50,000 o más No sabe

26.Cuál es el nivel más alto de educación que ha completado? (Marque todo lo que aplique)

- Menos de la preparatoria Graduado de la preparatoria
 Un poco de Universidad Graduado de la Universidad
 Licenciatura o Superior

27. Es usted una persona con una discapacidad?

- No Sí

GANE UN PASE DE EMBARK GRATIS!!! INGRESE SU CORREO ELECTRÓNICO Y TELÉFONO CELULAR VÁLIDO PARA SER REGISTRADO PARA GANAR UN PASE MENSUAL DE 30 DÍAS.
CORREO ELECTRÓNICO: _____ TELÉFONO CELULAR(INCLUIR CÓDIGO DE ÁREA): _____