

# EMBARK

# Streetcar Survey

*...helping organizations make better decisions since 1982*

Findings  
Report

**Submitted to EMBARK:**

ETC Institute  
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Olathe, Kansas  
66061

**April 2019**





# Contents

<b>Executive Summary</b> .....	i
<b>Section 1: Firm Overview</b> .....	1
<b>Section 2: Importance-Satisfaction Analysis</b> .....	12
<b>Section 3: Frequency Distribution Tables</b> .....	16
<b>Section 4: Survey Instrument</b> .....	42



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# 2019 EMBARK Streetcar Survey Executive Summary Report

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## Overview and Methodology

EMBARC initiated this survey during March 2019. The primary objective for conducting the Streetcar Survey was to gather accurate information about our riders, their transit needs and level of satisfaction with our services.

The contract for the project was to obtain at least 150 completed surveys. The actual number of completed surveys was 174.

This report contains the following:

- A summary of major findings,
- charts and graphs from the survey in Section 1,
- importance satisfaction analysis of key service characteristics in Section 2,
- Frequency distribution tables for the survey results are provided in Section 3, and
- a copy of the survey instrument in is provided in Section 4.

## Major Findings

### Rider Profile

- Most respondents (62%) who were surveyed indicated they were visiting downtown while riding the Streetcar.
- Half (50%) of all respondents indicated the main purpose of their trip was entertainment/social.
- Sixty-eight percent (68%) of respondents paid for their Streetcar fare at a ticket kiosk using cash (36%) or credit card (64%).
- Only 35% of respondents indicated they have been asked to provide proof of fare payment on the OKC Streetcar.
- When asked to indicate how they typically travel around the downtown area 59% of respondents indicated they typically walk and 35% indicated they use the OKC Streetcar. Forty-five percent (45%) of respondents indicated they use the OKC Streetcar less than once per month, 17% use it daily, and 14% use it one to two times per week.



## Service Ratings and Importance

Respondents were asked to provide an overall rating of the Streetcar services EMBARK provides using a five-point scale from Very Satisfied to Very Dissatisfied. Regarding the overall rating of the OKC Streetcar services, 80% of respondents indicated they were either Very Satisfied (63%) or Satisfied (17%), only 1% of respondents indicated they were dissatisfied.

The following three aspects of OKC Streetcar Service received the highest positive ratings (Excellent or Good) in 2019 among riders.

- Cleanliness of stop/platform (100%)
- Cleanliness of Streetcar (100%)
- Courtesy of operators (98%)

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

- Frequency of service (19%)
- Safety while riding on Streetcar (16%)
- Cleanliness of Streetcar (14%)

## 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 Streetcar services. This analysis was conducted to help set overall priorities. Based on the results of this analysis, no major services were found to be high priorities for investment, however three services did stand out and should be a focus of the agency over the next two years in order to raise overall satisfaction:

- Ease of finding parking (IS Rating=0.0160)
- Frequency of service (IS Rating=0.0126)
- Ease of using ticketing kiosk (IS Rating=0.0125)

The table on the following page shows the importance-satisfaction rating for all 12 major categories of agency services that were rated.



## 2019 Importance-Satisfaction Rating EMBARK Streetcar Survey Major Categories of Service

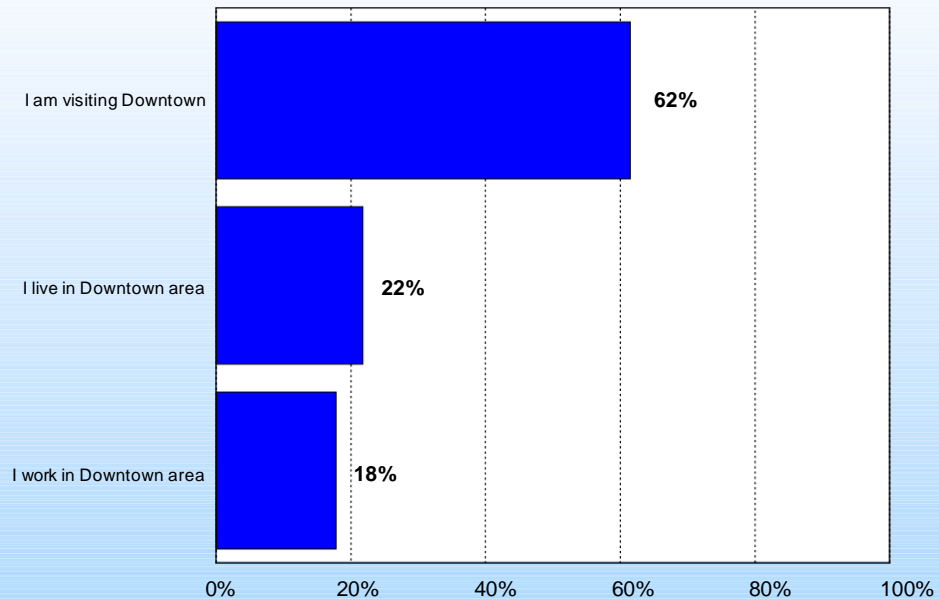
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt; .10)</b>						
Ease of finding parking	13%	4	88%	10	0.0160	1
Frequency of service	19%	1	94%	7	0.0126	2
Ease of using ticketing kiosk	9%	8	86%	11	0.0125	3
Accuracy of arrival information at platforms	10%	7	91%	9	0.0090	4
Safety while riding on Streetcar	16%	2	96%	5	0.0069	5
Ease of getting service information	10%	6	94%	8	0.0067	6
Ease of using mobile fare app (token transit)	4%	11	86%	12	0.0054	7
Information at stop/platform	6%	10	96%	4	0.0020	8
Courtesy of fare inspectors	3%	12	95%	6	0.0017	9
Courtesy of operators	9%	9	98%	3	0.0015	10
Cleanliness of stop/platform	13%	5	100%	1	0.0000	11
Cleanliness of Streetcar	14%	3	100%	2	0.0000	12

# Section 1

## **Charts and Graphs**

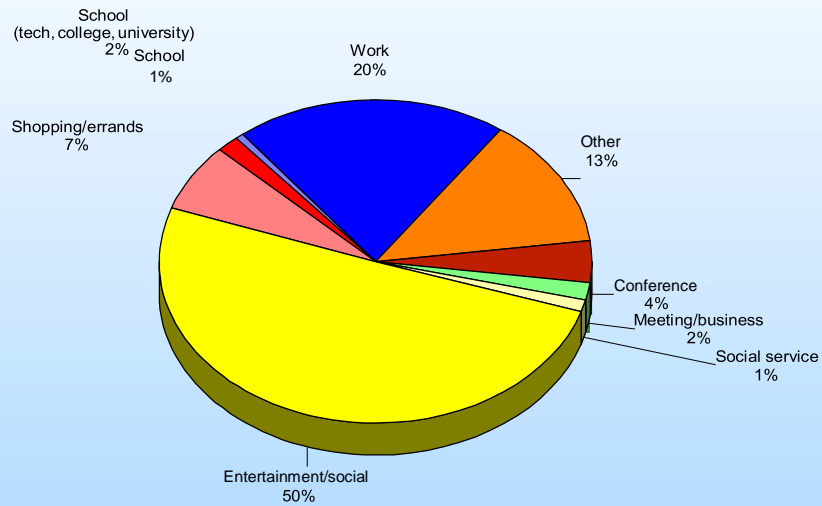
# 2019 EMBARK Transit Streetcar Survey

Q1. Which statement best describes you?  
by percentage of respondents



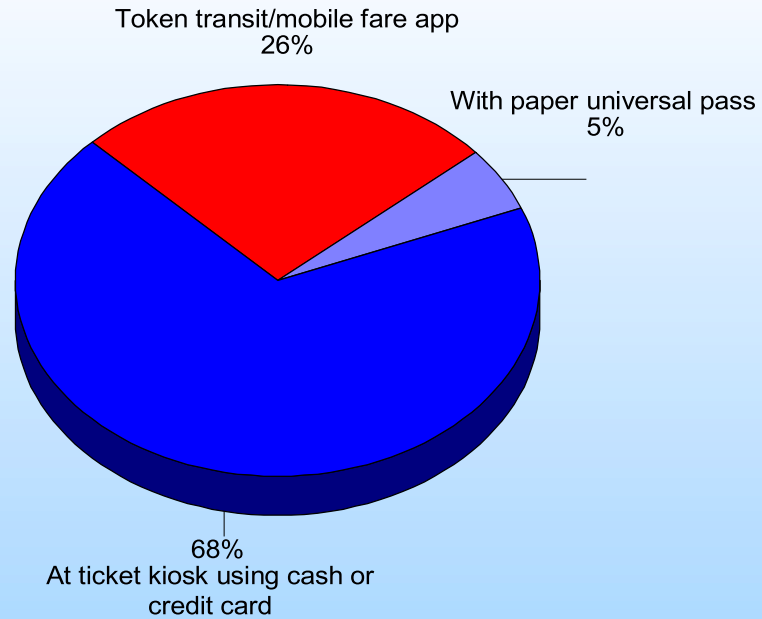
Source: ETC Institute (2019)

**Q2. What was the main purpose of your trip today?**  
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

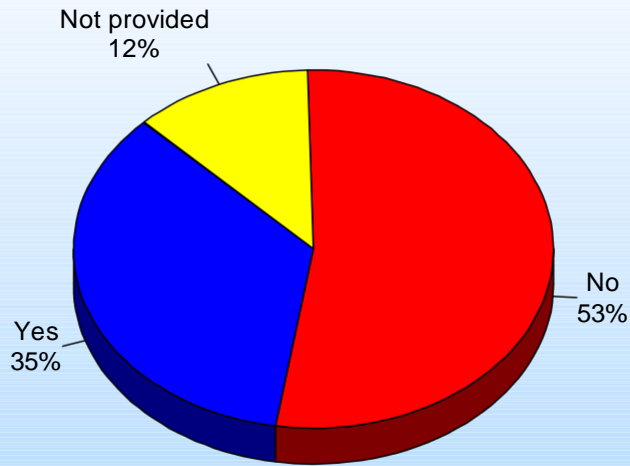
**Q3. How did you pay your Streetcar fare today?**  
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

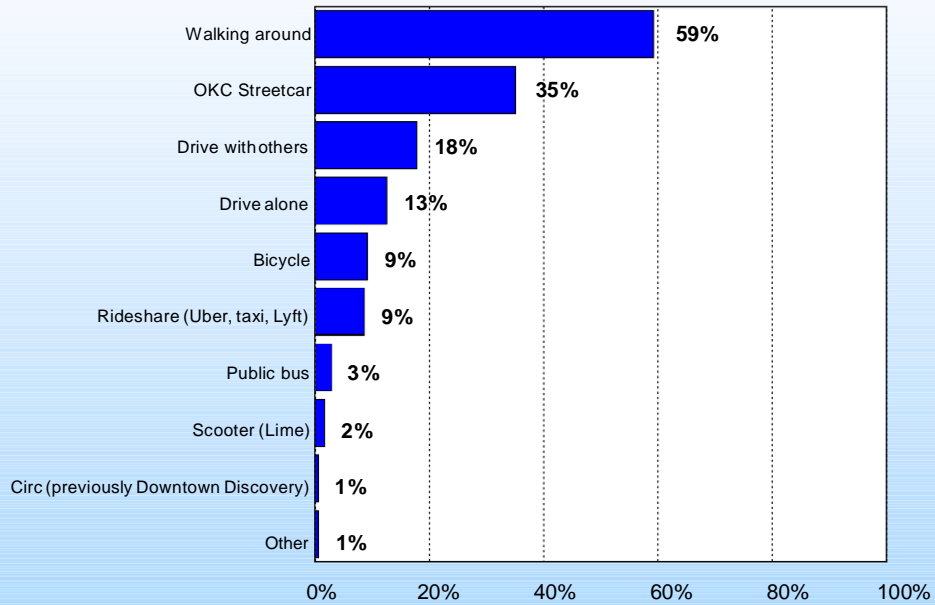


**Q3a. Have you ever been asked to provide proof of fare payment on an OKC Streetcar?**  
by percentage of respondents



Source: ETC Institute (2019)

**Q4. How do you typically travel around the downtown area?**  
by percentage of respondents top two choices

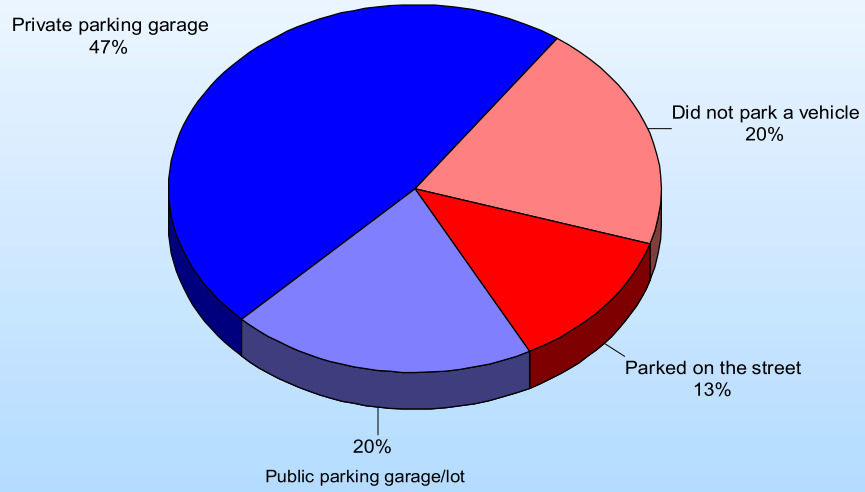


Source: ETC Institute (2019)

**TRENDS**

### Q5. If you drove, or rode with others in a vehicle today, where did you park?

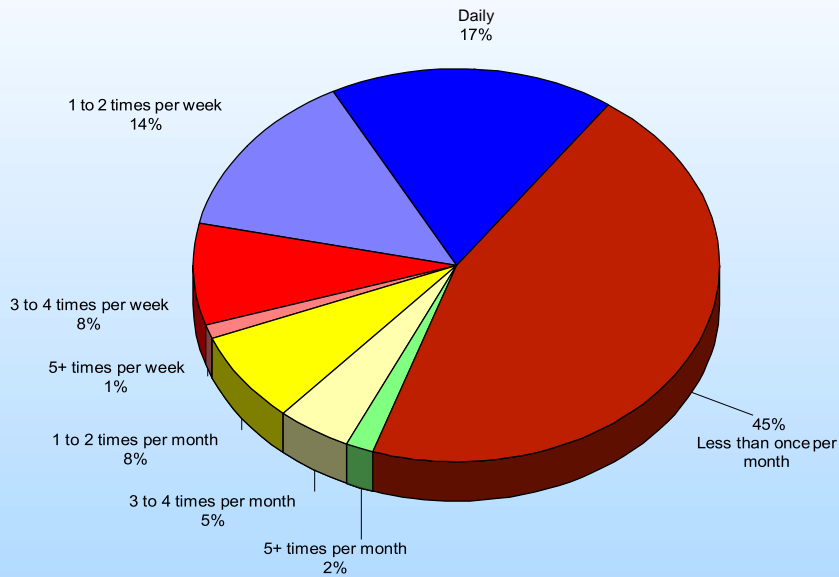
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

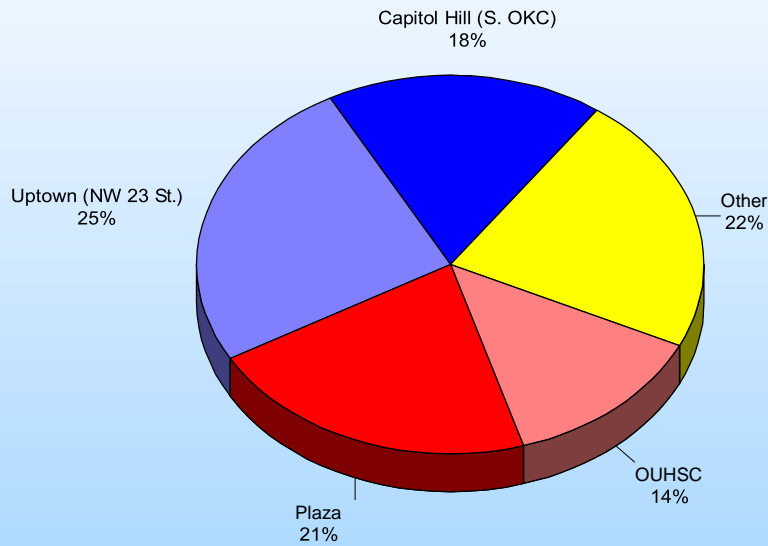
### Q6. How often do you use the OKC Streetcar?

by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

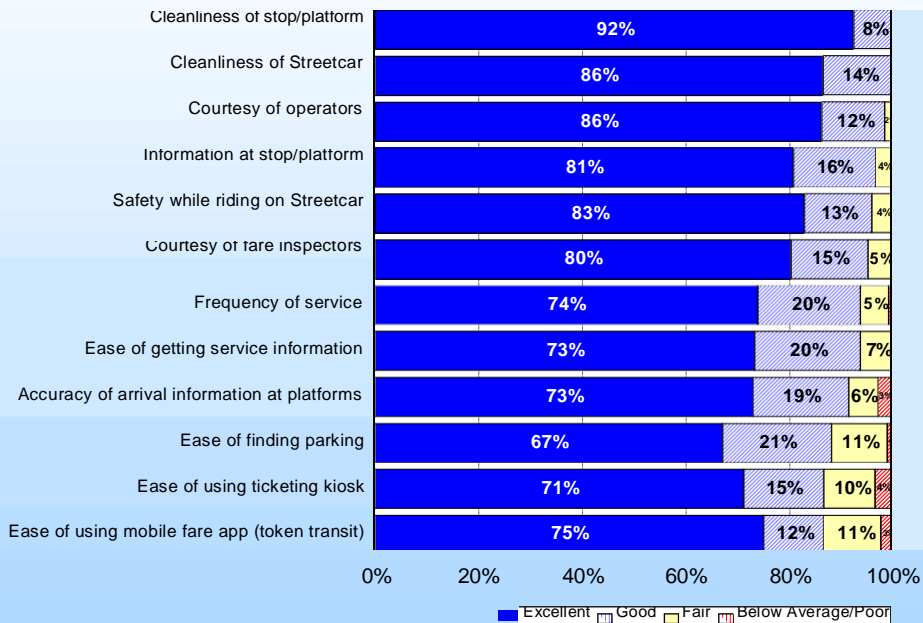
**Q8. If the streetcar could be extended to other areas, which would benefit you the most?**  
by percentage of respondents (without "not provided")



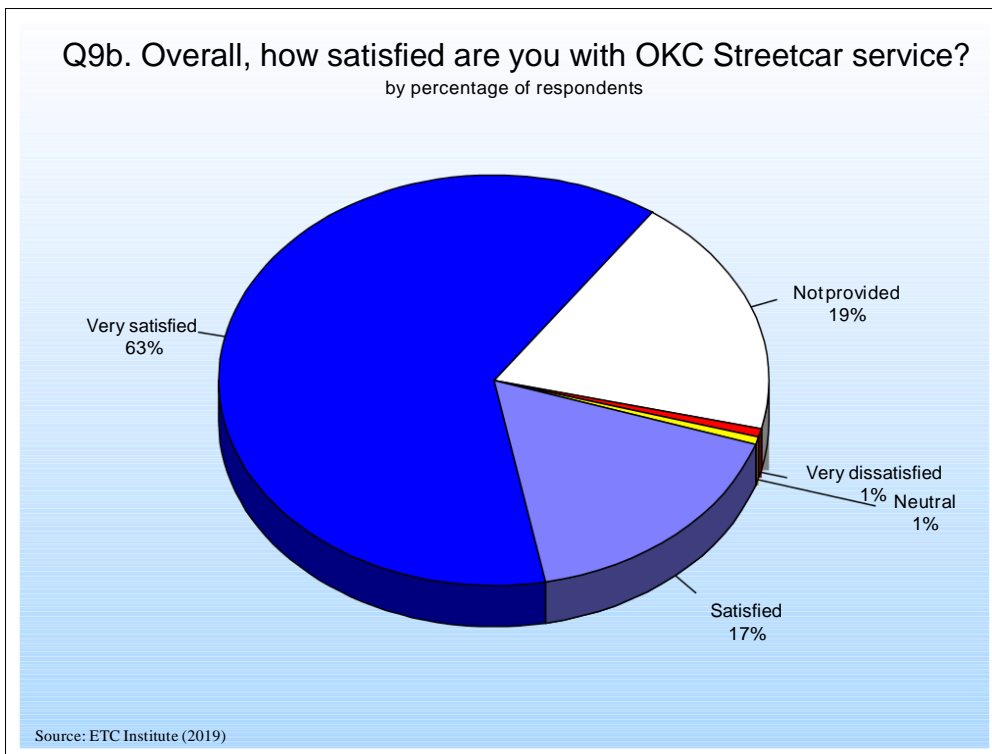
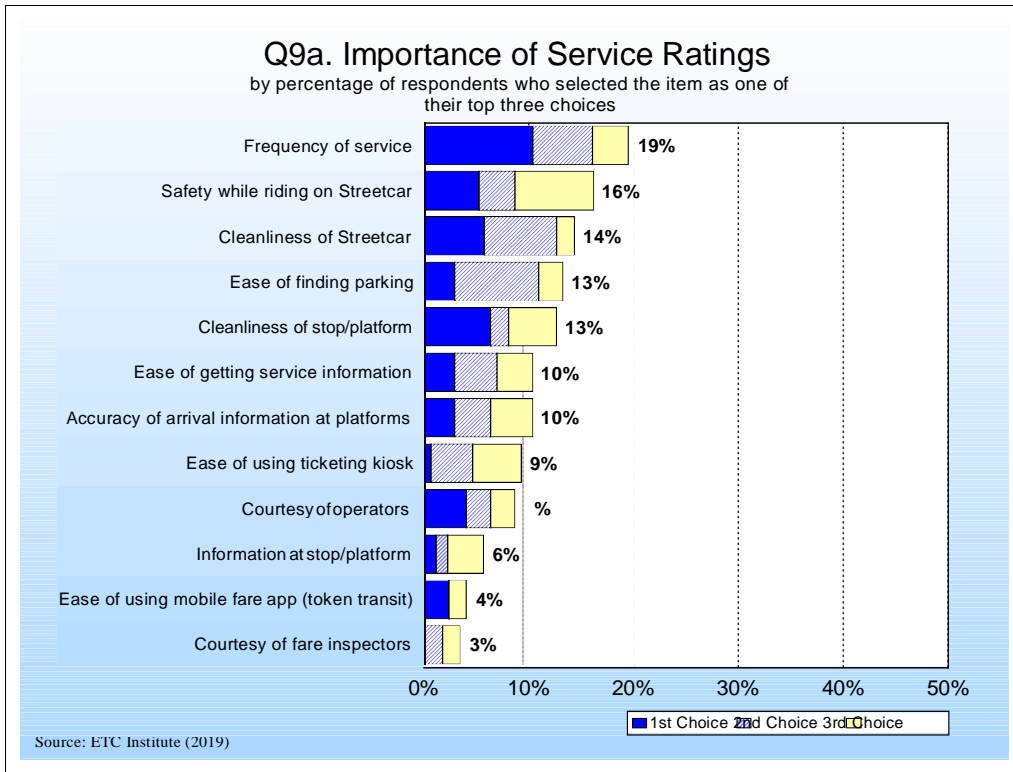
Source: ETC Institute (2019)

**Q9. Service Ratings**

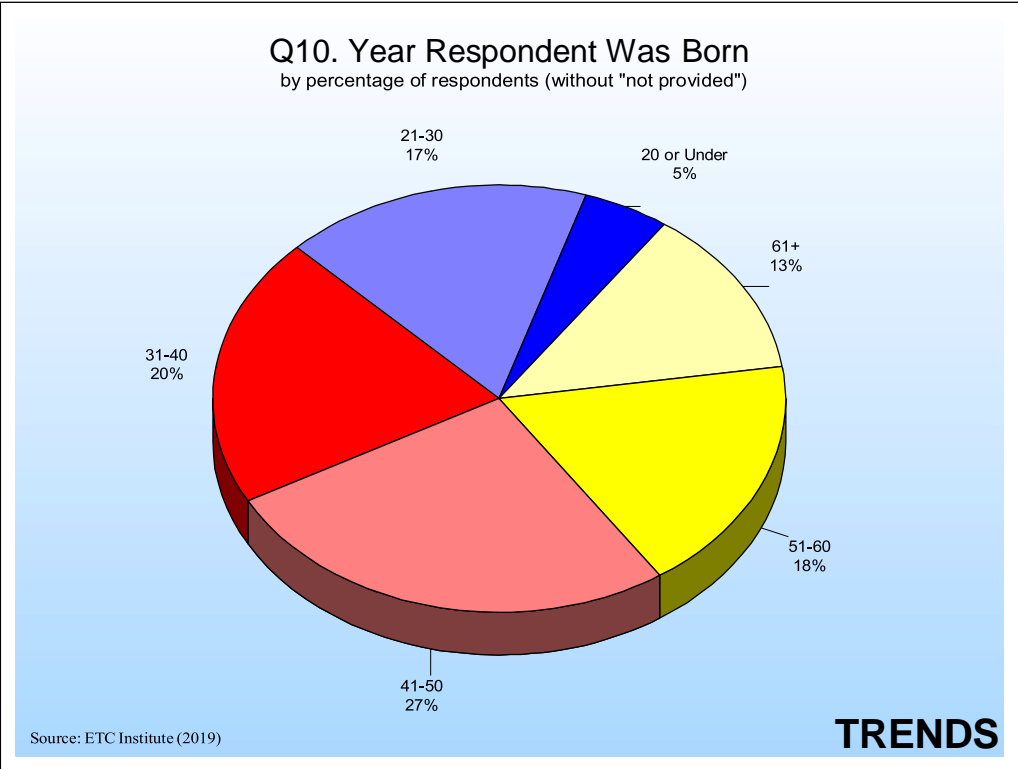
by percentage of respondents (without "not provided")

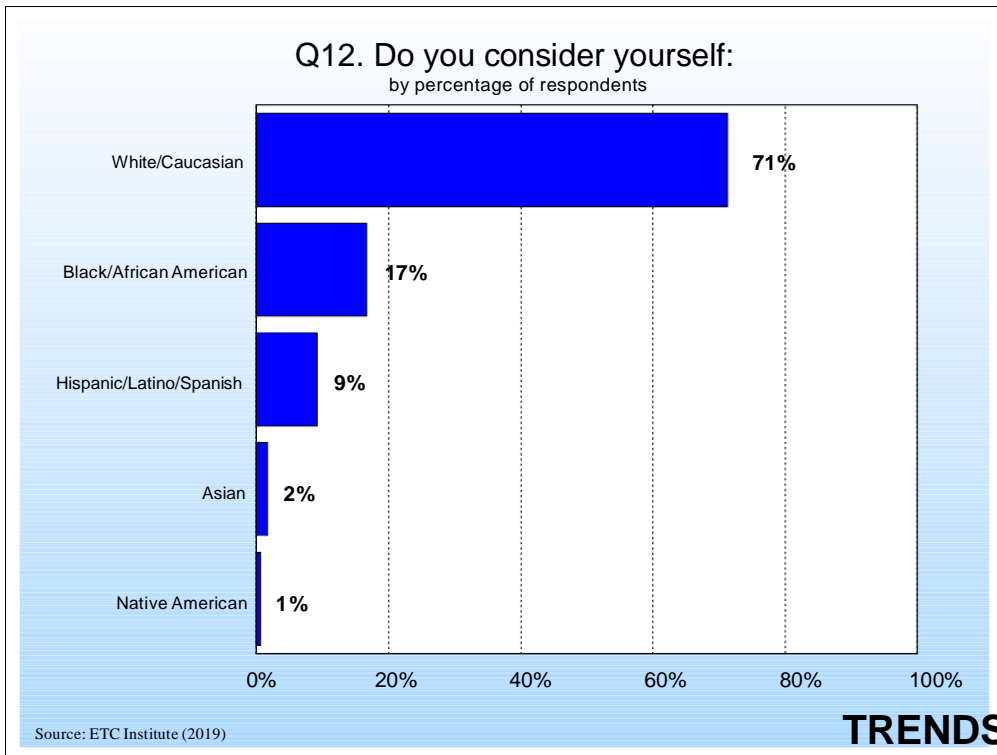
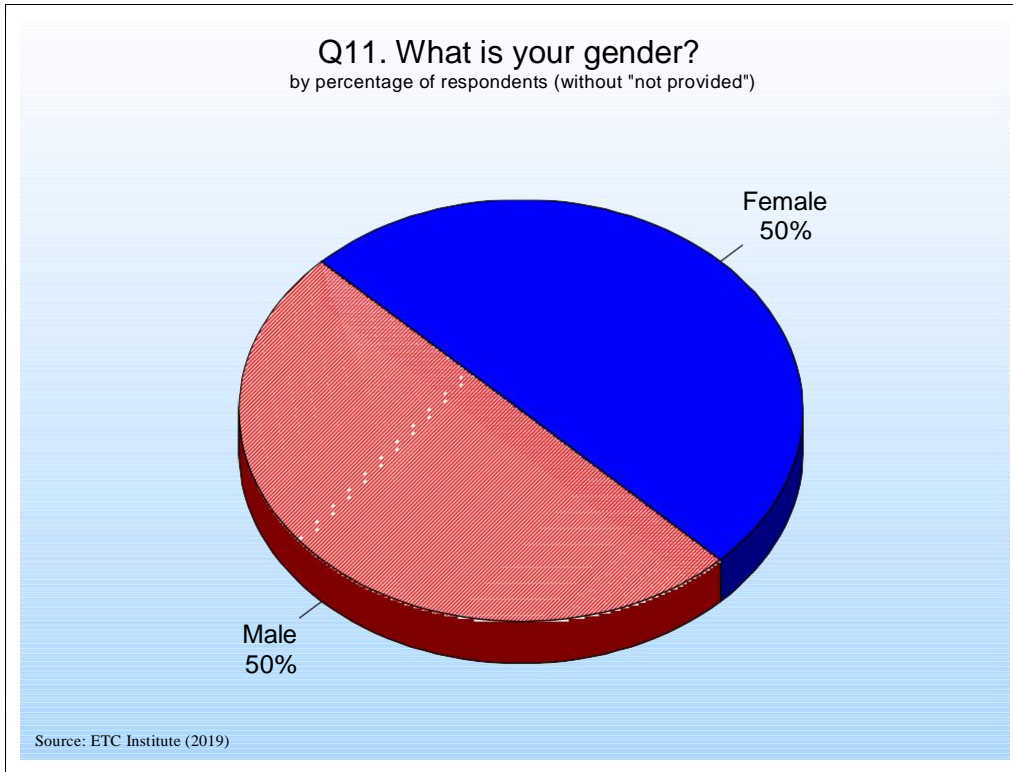


Source: ETC Institute (2019)

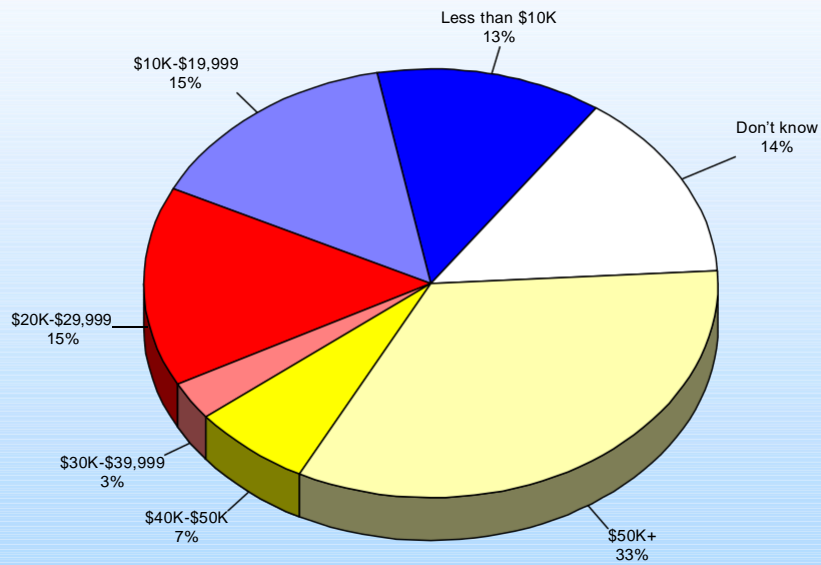


# Demographics



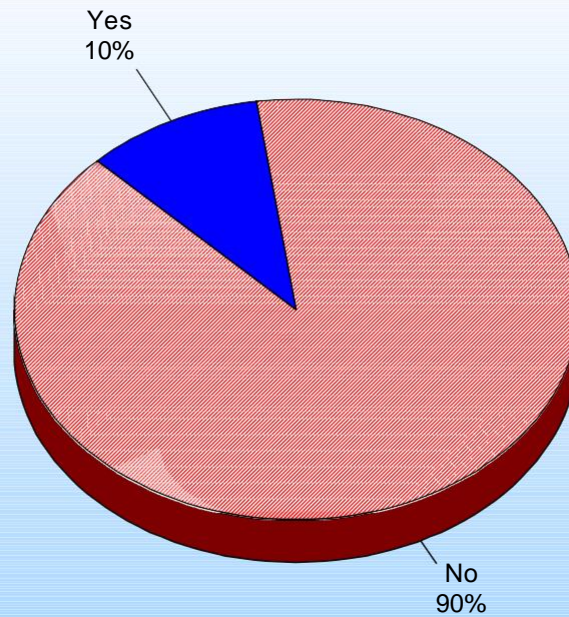


**Q13. What was your annual household income in 2018?**  
by percentage of respondents (without "don't know")



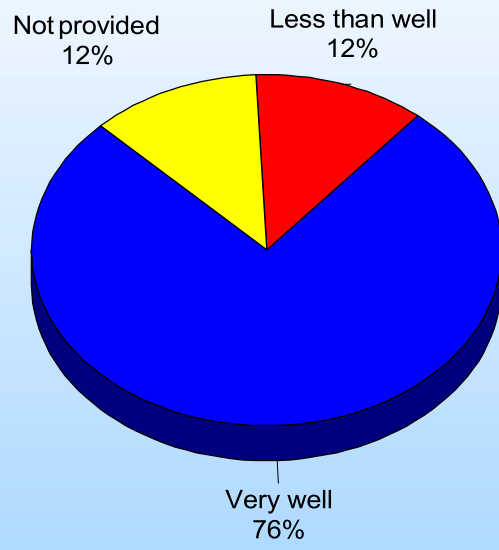
Source: ETC Institute (2019)

**Q14. Do you speak a language other than English at home?**  
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

### Q14a. How well do you speak English? by percentage of respondents



Source: ETC Institute (2019)



## Section 2

# **Importance Satisfaction Analysis**



# Importance-Satisfaction Analysis

## EMBARK Streetcar 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. Thirteen percent (13%) of respondents selected *the ease of finding parking* as one of the most important services for EMBARK to provide.

With regard to satisfaction, 88% of respondents surveyed rated the agency's overall performance in *the ease of finding parking* as a "4" or "5" on a 5-point scale (where "5" means "Excellent") excluding "Don't Know" responses. The I-S rating for *the ease of finding parking* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 13% was multiplied by 12% (1-0.88). This calculation yielded an I-S rating of 0.0160 which ranked first out of 12 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 page.

## 2019 Importance-Satisfaction Rating

### EMBARK Streetcar Survey

#### Major Categories of Service

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt;.10)</b>						
Ease of finding parking	13%	4	88%	10	0.0160	1
Frequency of service	19%	1	94%	7	0.0126	2
Ease of using ticketing kiosk	9%	8	86%	11	0.0125	3
Accuracy of arrival information at platforms	10%	7	91%	9	0.0090	4
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Ease of getting service information	10%	6	94%	8	0.0067	6
Ease of using mobile fare app (token transit)	4%	11	86%	12	0.0054	7
Information at stop/platform	6%	10	96%	4	0.0020	8
Courtesy of fare inspectors	3%	12	95%	6	0.0017	9
Courtesy of operators	9%	9	98%	3	0.0015	10
Cleanliness of stop/platform	13%	5	100%	1	0.0000	11
Cleanliness of Streetcar	14%	3	100%	2	0.0000	12

**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 Agency'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.

## Section 3

# *Frequency Distribution Tables*

**Day of the week**

Day of the week	Number	Percent
Sunday	8	4.6 %
Tuesday	1	0.6 %
Wednesday	66	37.9 %
Thursday	55	31.6 %
Saturday	44	25.3 %
Total	174	100.0 %

**Route Number or Route Name**

Route number or name	Number	Percent
EVENT	61	35.1 %
Not Captured	113	64.9 %
Total	174	100.0 %

**Time of the day**

Time of day	Number	Percent
6am-9am	1	0.6 %
9am-3pm	39	22.4 %
3pm-7pm	63	36.2 %
After 7pm	56	32.2 %
Not provided	15	8.6 %
Total	174	100.0 %

**Q1. Which statement best describes you?**

Q1. What statement best describes you	Number	Percent
I live in Downtown area	38	21.8 %
I work in Downtown area	31	17.8 %
I am visiting Downtown	107	61.5 %
Total	176	

**Q2. What was the main purpose of your trip today?**

Q2. What was the main purpose of your trip today	Number	Percent
Work	35	20.1 %
School	1	0.6 %
School (tech, college, university)	3	1.7 %
Shopping/errands	12	6.9 %
Entertainment/social	87	50.0 %
Social service	2	1.1 %
Meeting/business	3	1.7 %
Conference	7	4.0 %
Other	23	13.2 %
Not provided	1	0.6 %
Total	174	100.0 %

**WITHOUT "NOT PROVIDED"****Q2. What was the main purpose of your trip today? (without "not provided")**

Q2. What was the main purpose of your trip today	Number	Percent
Work	35	20.2 %
School	1	0.6 %
School (tech, college, university)	3	1.7 %
Shopping/errands	12	6.9 %
Entertainment/social	87	50.3 %
Social service	2	1.2 %
Meeting/business	3	1.7 %
Conference	7	4.0 %
Other	23	13.3 %
Total	173	100.0 %



**Q2-1. Name of workplace:**

Q2-1. Name of workplace	Number	Percent
Sonic	3	10.3 %
Curbside	2	6.9 %
Sheraton Hotel	2	6.9 %
IHop	2	6.9 %
Ballpark	2	6.9 %
Chesapeake	1	3.4 %
Downtown OKC	1	3.4 %
Starbucks	1	3.4 %
Arena	1	3.4 %
The OKLAHOMAN	1	3.4 %
McDonald's	1	3.4 %
Medtronic	1	3.4 %
Bass Pro Shop	1	3.4 %
St. Anthony	1	3.4 %
Braum's	1	3.4 %
Dispensary	1	3.4 %
Library	1	3.4 %
Public Defenders Office	1	3.4 %
OKC Partnership	1	3.4 %
Colcord	1	3.4 %
Abuelos	1	3.4 %
Insurance	1	3.4 %
Renaissance	1	3.4 %
Total	29	100.0 %

**Q2-3. Name of technical school, college, or university:**

Q2-3. Name of technical school, college, or university	Number	Percent
OSCC	2	100.0 %
Total	2	100.0 %

**Q2-10. Other:**

Q2-10. Other	Number	Percent
Thunder game	4	21.1 %
Leisure	2	10.5 %
Vacation	2	10.5 %
Ride the Streetcar	2	10.5 %
Basketball game	1	5.3 %
Food	1	5.3 %
Tourist	1	5.3 %
Walking/visiting	1	5.3 %
Visiting from out of town	1	5.3 %
Went for long walk and got tired	1	5.3 %
Library	1	5.3 %
Visiting	1	5.3 %
Trip	1	5.3 %
Total	19	100.0 %

**Q3. How did you pay your Streetcar fare today?**

Q3. How did you pay your Streetcar fare today	Number	Percent
At ticket kiosk using cash or credit card	115	66.1 %
With paper universal pass	9	5.2 %
Token transit/mobile fare app	44	25.3 %
Not provided	6	3.4 %
Total	174	100.0 %

**WITHOUT "NOT PROVIDED"****Q3. How did you pay your Streetcar fare today? (without "not provided")**

Q3. How did you pay your Streetcar fare today	Number	Percent
At ticket kiosk using cash or credit card	115	68.5 %
With paper universal pass	9	5.4 %
Token transit/mobile fare app	44	26.2 %
Total	168	100.0 %

**Q3-1. When you pay at the ticket kiosk, what do you use to pay?**

Q3-1. Do you use cash or credit card	Number	Percent
Cash	27	23.5 %
Credit card	48	41.7 %
Not provided	40	34.8 %
Total	115	100.0 %

**WITHOUT "NOT PROVIDED"****Q3-1. When you pay at the ticket kiosk, what do you use to pay? (without "not provided")**

Q3-1. Do you use cash or credit card	Number	Percent
Cash	27	36.0 %
Credit card	48	64.0 %
Total	75	100.0 %

**Q3a. Have you ever been asked to provide proof of fare payment on an OKC Streetcar?**

Q3a. Have you been asked to provide proof of fare payment on an OKC streetcar	Number	Percent
Yes	61	35.1 %
No	92	52.9 %
Not provided	21	12.1 %
Total	174	100.0 %

**WITHOUT "NOT PROVIDED"****Q3a. Have you ever been asked to provide proof of fare payment on an OKC Streetcar? (without "not provided")**

Q3a. Have you been asked to provide proof of fare payment on an OKC streetcar	Number	Percent
Yes	61	39.9 %
No	92	60.1 %
Total	153	100.0 %

**Q4. How do you typically travel around Downtown area?**

Q4. How do you typically travel around Downtown area	Number	Percent
Walking around	103	59.2 %
Bicycle	16	9.2 %
Public bus	5	2.9 %
Rideshare (Uber, taxi, Lyft)	15	8.6 %
Drive alone	22	12.6 %
Drive with others	31	17.8 %
OKC Streetcar	61	35.1 %
Circ (previously Downtown Discovery)	1	0.6 %
Scooter (Lime)	3	1.7 %
Other	1	0.6 %
Total	258	

**Q4-3. What bus route do you typically take?**

Q4-3. What bus route do you typically take	Number	Percent
All	1	50.0 %
38	1	50.0 %
Total	2	100.0 %

**Q4-10. Other**

Q4-10. Other	Number	Percent
Wheelchair	1	100.0 %
Total	1	100.0 %

**Q5. If you drove, or rode with others in a vehicle today, where did you park?**

Q5. Where did you park	Number	Percent
Private parking garage/lot	78	44.8 %
Public parking garage/lot	33	19.0 %
Parked on the street	21	12.1 %
Did not park a vehicle	33	19.0 %
Not provided	9	5.2 %
Total	174	100.0 %

**WITHOUT "NOT PROVIDED"****Q5. If you drove, or rode with others in a vehicle today, where did you park? (without "not provided")**

Q5. Where did you park	Number	Percent
Private parking garage/lot	78	47.3 %
Public parking garage/lot	33	20.0 %
Parked on the street	21	12.7 %
Did not park a vehicle	33	20.0 %
Total	165	100.0 %

**Q6. How often do you use the OKC Streetcar?**

Q6. How often do you use OKC Streetcar	Number	Percent
Daily	30	17.2 %
1 to 2 times per week	24	13.8 %
3 to 4 times per week	14	8.0 %
5+ times per week	2	1.1 %
1 to 2 times per month	13	7.5 %
3 to 4 times per month	8	4.6 %
5+ times per month	3	1.7 %
Less than once per month	78	44.8 %
Not provided	2	1.1 %
Total	174	100.0 %

**WITHOUT "NOT PROVIDED"****Q6. How often do you use the OKC Streetcar? (without "not provided")**

Q6. How often do you use OKC Streetcar	Number	Percent
Daily	30	17.4 %
1 to 2 times per week	24	14.0 %
3 to 4 times per week	14	8.1 %
5+ times per week	2	1.2 %
1 to 2 times per month	13	7.6 %
3 to 4 times per month	8	4.7 %
5+ times per month	3	1.7 %
Less than once per month	78	45.3 %
Total	172	100.0 %



**Q7. Please provide any reason(s) why you are not using the Streetcar more often.**

Q7. Reasons why you are not using Streetcar more often	Number	Percent
If I lived here	3	3.7 %
It was warmer	2	2.5 %
Don't live here	2	2.5 %
Not from here	2	2.5 %
More stops	2	2.5 %
Love it	2	2.5 %
From Edmond	2	2.5 %
Bricktown Loop Daily	1	1.2 %
It didn't take so long/more Streetcars	1	1.2 %
It had more stops	1	1.2 %
If I worked or lived here	1	1.2 %
I could go for a large parking area and an express bus to cars	1	1.2 %
Went to plaza	1	1.2 %
If it went farther north, I would use it more.	1	1.2 %
It had a few more stops	1	1.2 %
I lived in the area	1	1.2 %
If ran on time with the Kiosk signs. Not reliable.	1	1.2 %
If it was free	1	1.2 %
If we came more	1	1.2 %
It picked up locations I knew	1	1.2 %
If it was faster, had more frequent pick ups, and if it extended to the Plaza	1	1.2 %
I lived closer to service area	1	1.2 %
Takes too long to be picked up	1	1.2 %
It went more places	1	1.2 %
Lived here	1	1.2 %
I come to OKC more often	1	1.2 %
It went farther	1	1.2 %
I use the bus for other	1	1.2 %
Because it doesn't go to Wal-Mart	1	1.2 %
Stop at work	1	1.2 %
More stops at bars	1	1.2 %
It went to other destinations	1	1.2 %
Went to more places	1	1.2 %
Traveled more places	1	1.2 %
If it picked up at more locations in Del City	1	1.2 %
Just getting started	1	1.2 %
Bus goes there timeliness	1	1.2 %
I live 2 hours away	1	1.2 %
Better routes	1	1.2 %
Lived closer	1	1.2 %
Closer	1	1.2 %
I am not from the area	1	1.2 %
Don't need more	1	1.2 %

**Q7. Please provide any reason(s) why you are not using the Streetcar more often.**

Q7. Reasons why you are not using Streetcar more often	Number	Percent
Own a car	1	1.2 %
Have a vehicle	1	1.2 %
Visiting	1	1.2 %
Southbound to southside	1	1.2 %
Raining, cold, Thunder game	1	1.2 %
More stops, Plaza district	1	1.2 %
Nowhere	1	1.2 %
Live in KC	1	1.2 %
More consistency	1	1.2 %
If the route extended beyond downtown	1	1.2 %
Visiting more often	1	1.2 %
Tulsa	1	1.2 %
I lived here	1	1.2 %
Went to Eastside	1	1.2 %
Lived in the area	1	1.2 %
I lived in OKC	1	1.2 %
Streetcar went to Bethany	1	1.2 %
We lived in the downtown area, or worked down here	1	1.2 %
I live here	1	1.2 %
If there was a bridge between the Downtown car and Bricktown car	1	1.2 %
I lived in downtown	1	1.2 %
I live in Norman	1	1.2 %
I lived down here	1	1.2 %
I need to travel between Bricktown and midtown	1	1.2 %
If I lived in downtown	1	1.2 %
Free	1	1.2 %
If I lived closer to downtown	1	1.2 %
Live in Norman	1	1.2 %
Went farther, season ticket holder	1	1.2 %
From Guthrie	1	1.2 %
Total	81	100.0 %

**Q8. If the Streetcar could be extended to other areas, which would benefit you the most?**

Q8. What would benefit you the most	Number	Percent
Capitol Hill (S. OKC)	22	12.6 %
Uptown (NW 23 St.)	32	18.4 %
Plaza	27	15.5 %
OUSHC	17	9.8 %
Other	28	16.1 %
Not provided	48	27.6 %
Total	174	100.0 %

**WITHOUT "NOT PROVIDED"****Q8. If the Streetcar could be extended to other areas, which would benefit you the most? (without "not provided")**

Q8. What would benefit you the most	Number	Percent
Capitol Hill (S. OKC)	22	17.5 %
Uptown (NW 23 St.)	32	25.4 %
Plaza	27	21.4 %
OUSHC	17	13.5 %
Other	28	22.2 %
Total	126	100.0 %

**Q8. Other**

Q8. Other	Number	Percent
Edmond	3	15.8 %
Yukon	2	10.5 %
Airport	2	10.5 %
Suburbs	1	5.3 %
Nichols Hills	1	5.3 %
South OKC, NW Exp	1	5.3 %
Anywhere	1	5.3 %
West I-40	1	5.3 %
Everywhere	1	5.3 %
Mall	1	5.3 %
N. May/10th St	1	5.3 %
Eastside	1	5.3 %
Bethany OKC	1	5.3 %
Moore	1	5.3 %
OC Med	1	5.3 %
Total	19	100.0 %

**Q9. Please rate each of the following items:**

(N=174)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not provided
Q9-1. Cleanliness of stop/ platform	89.7%	7.5%	0.0%	0.0%	0.0%	2.9%
Q9-2. Frequency of service	70.7%	19.0%	5.2%	1.1%	0.0%	4.0%
Q9-3. Courtesy of operators	81.6%	11.5%	1.7%	0.0%	0.0%	5.2%
Q9-4. Cleanliness of Streetcar	83.3%	13.2%	0.0%	0.0%	0.0%	3.4%
Q9-5. Ease of getting service information	70.1%	19.5%	6.3%	0.0%	0.0%	4.0%
Q9-6. Information at stop/ platform	76.4%	14.9%	3.4%	0.0%	0.0%	5.2%
Q9-7. Ease of finding parking	60.3%	19.0%	9.8%	1.1%	0.0%	9.8%
Q9-8. Courtesy of fare inspectors	74.1%	13.8%	4.6%	0.0%	0.0%	7.5%
Q9-9. Accuracy of arrival information at platforms	67.8%	17.2%	5.2%	1.7%	1.1%	6.9%
Q9-10. Ease of using ticketing kiosk	66.1%	14.4%	9.2%	2.9%	0.6%	6.9%
Q9-11. Ease of using mobile fare app (token transit)	66.7%	10.3%	9.8%	1.1%	1.1%	10.9%
Q9-12. Safety while riding on Streetcar	77.0%	12.1%	4.0%	0.0%	0.0%	6.9%

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

(N=174)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Cleanliness of stop/platform	92.3%	7.7%	0.0%	0.0%	0.0%
Q9-2. Frequency of service	73.7%	19.8%	5.4%	1.2%	0.0%
Q9-3. Courtesy of operators	86.1%	12.1%	1.8%	0.0%	0.0%
Q9-4. Cleanliness of Streetcar	86.3%	13.7%	0.0%	0.0%	0.0%
Q9-5. Ease of getting service information	73.1%	20.4%	6.6%	0.0%	0.0%
Q9-6. Information at stop/platform	80.6%	15.8%	3.6%	0.0%	0.0%
Q9-7. Ease of finding parking	66.9%	21.0%	10.8%	1.3%	0.0%
Q9-8. Courtesy of fare inspectors	80.1%	14.9%	5.0%	0.0%	0.0%
Q9-9. Accuracy of arrival information at platforms	72.8%	18.5%	5.6%	1.9%	1.2%
Q9-10. Ease of using ticketing kiosk	71.0%	15.4%	9.9%	3.1%	0.6%
Q9-11. Ease of using mobile fare app (token transit)	74.8%	11.6%	11.0%	1.3%	1.3%
Q9-12. Safety while riding on Streetcar	82.7%	13.0%	4.3%	0.0%	0.0%

**Q9a. Which THREE of the service items you rated in Question 9 are MOST IMPORTANT to you?**

Q9a. Top choice	Number	Percent
Cleanliness of stop/platform	11	6.3 %
Frequency of service	18	10.3 %
Courtesy of operators	7	4.0 %
Cleanliness of Streetcar	10	5.7 %
Ease of getting service information	5	2.9 %
Information at stop/platform	2	1.1 %
Ease of finding parking	5	2.9 %
Accuracy of arrival information at platforms	5	2.9 %
Ease of using ticketing kiosk	1	0.6 %
Ease of using mobile fare app (token transit)	4	2.3 %
Safety while riding on Streetcar	9	5.2 %
None chosen	97	55.7 %
Total	174	100.0 %

**Q9a. Which THREE of the service items you rated in Question 9 are MOST IMPORTANT to you?**

Q9a. 2nd choice	Number	Percent
Cleanliness of stop/platform	3	1.7 %
Frequency of service	10	5.7 %
Courtesy of operators	4	2.3 %
Cleanliness of Streetcar	12	6.9 %
Ease of getting service information	7	4.0 %
Information at stop/platform	2	1.1 %
Ease of finding parking	14	8.0 %
Courtesy of fare inspectors	3	1.7 %
Accuracy of arrival information at platforms	6	3.4 %
Ease of using ticketing kiosk	7	4.0 %
Safety while riding on Streetcar	6	3.4 %
None chosen	100	57.5 %
Total	174	100.0 %

**Q9a. Which THREE of the service items you rated in Question 9 are MOST IMPORTANT to you?**

Q9a. 3rd choice	Number	Percent
Cleanliness of stop/platform	8	4.6 %
Frequency of service	6	3.4 %
Courtesy of operators	4	2.3 %
Cleanliness of Streetcar	3	1.7 %
Ease of getting service information	6	3.4 %
Information at stop/platform	6	3.4 %
Ease of finding parking	4	2.3 %
Courtesy of fare inspectors	3	1.7 %
Accuracy of arrival information at platforms	7	4.0 %
Ease of using ticketing kiosk	8	4.6 %
Ease of using mobile fare app (token transit)	3	1.7 %
Safety while riding on Streetcar	13	7.5 %
None chosen	103	59.2 %
Total	174	100.0 %

**Q9a. Which THREE of the service items you rated in Question 9 are MOST IMPORTANT to you? (top 3)**

Q9a. Sum of top 3 choices	Number	Percent
Cleanliness of stop/platform	22	12.6 %
Frequency of service	34	19.5 %
Courtesy of operators	15	8.6 %
Cleanliness of Streetcar	25	14.4 %
Ease of getting service information	18	10.3 %
Information at stop/platform	10	5.7 %
Ease of finding parking	23	13.2 %
Courtesy of fare inspectors	6	3.4 %
Accuracy of arrival information at platforms	18	10.3 %
Ease of using ticketing kiosk	16	9.2 %
Ease of using mobile fare app (token transit)	7	4.0 %
Safety while riding on Streetcar	28	16.1 %
None chosen	97	55.7 %
Total	319	

**Q9b. Overall, how satisfied are you with OKC Streetcar service?**

Q9b. How satisfied are you with overall OKC Streetcar services	Number	Percent
Very satisfied	109	62.6 %
Satisfied	30	17.2 %
Neutral	1	0.6 %
Very dissatisfied	1	0.6 %
Not provided	33	19.0 %
Total	174	100.0 %

**WITHOUT "NOT PROVIDED"****Q9b. Overall, how satisfied are you with OKC Streetcar service? (without "not provided")**

Q9b. How satisfied are you with overall OKC Streetcar services	Number	Percent
Very satisfied	109	77.3 %
Satisfied	30	21.3 %
Neutral	1	0.7 %
Very dissatisfied	1	0.7 %
Total	141	100.0 %



**Q10. What year were you born?**

Q10. What year were you born	Number	Percent
1948	1	0.6 %
1950	1	0.6 %
1951	3	1.7 %
1952	1	0.6 %
1953	1	0.6 %
1955	3	1.7 %
1956	3	1.7 %
1957	7	4.0 %
1958	1	0.6 %
1959	3	1.7 %
1960	4	2.3 %
1961	3	1.7 %
1962	4	2.3 %
1963	2	1.1 %
1964	4	2.3 %
1965	2	1.1 %
1966	4	2.3 %
1968	3	1.7 %
1969	2	1.1 %
1970	5	2.9 %
1971	4	2.3 %
1972	6	3.4 %
1973	2	1.1 %
1974	6	3.4 %
1975	3	1.7 %
1976	3	1.7 %
1977	6	3.4 %
1978	6	3.4 %
1979	3	1.7 %
1980	2	1.1 %
1981	3	1.7 %
1982	3	1.7 %
1983	6	3.4 %
1984	3	1.7 %
1985	2	1.1 %
1986	1	0.6 %
1987	6	3.4 %
1988	4	2.3 %
1989	4	2.3 %
1991	4	2.3 %
1992	6	3.4 %
1993	5	2.9 %
1994	1	0.6 %
1995	3	1.7 %
1996	3	1.7 %
1997	1	0.6 %

**Q10. What year were you born?**

<u>Q10. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1998	1	0.6 %
1999	2	1.1 %
2000	1	0.6 %
2002	1	0.6 %
2003	2	1.1 %
2005	1	0.6 %
2007	1	0.6 %
9999	12	6.9 %
Total	174	100.0 %

**Q11. What is your gender?**

Q11. Your gender	Number	Percent
Male	85	48.9 %
Female	85	48.9 %
Not provided	4	2.3 %
Total	174	100.0 %

**WITHOUT "NOT PROVIDED"****Q11. What is your gender? (without 'not provided')**

Q11. Your gender	Number	Percent
Male	85	50.0 %
Female	85	50.0 %
Total	170	100.0 %

**Q12. Do you consider yourself:**

Q12. Race/ethnicity	Number	Percent
White/Caucasian	124	71.3 %
Black/African American	29	16.7 %
Hispanic/Latino/Spanish	16	9.2 %
Asian	3	1.7 %
Native American	1	0.6 %
Total	173	

**Q13. What was your annual household income in 2018?**

Q13. What was your annual household income in 2018	Number	Percent
Less than \$10K	22	12.6 %
\$10K-\$19,999	26	14.9 %
\$20K-\$29,999	26	14.9 %
\$30K-\$39,999	5	2.9 %
\$40K-\$50K	12	6.9 %
\$50K+	58	33.3 %
Don't know	25	14.4 %
Total	174	100.0 %

**WITHOUT "DON'T KNOW"****Q13. What was your annual household income in 2018? (without "don't know")**

Q13. What was your annual household income in 2018	Number	Percent
Less than \$10K	22	14.8 %
\$10K-\$19,999	26	17.4 %
\$20K-\$29,999	26	17.4 %
\$30K-\$39,999	5	3.4 %
\$40K-\$50K	12	8.1 %
\$50K+	58	38.9 %
Total	149	100.0 %

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

Q14. Do you speak a language other than English at home	Number	Percent
No	148	85.1 %
Yes	17	9.8 %
Not provided	9	5.2 %
Total	174	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
No	148	89.7 %
Yes	17	10.3 %
Total	165	100.0 %

**Q14-2. Which language?**

Q14-2. Which language	Number	Percent
Spanish	11	78.6 %
Chinese	1	7.1 %
Italian	1	7.1 %
Sign Language	1	7.1 %
Total	14	100.0 %

**Q14a. How well do you speak English?**

Q14a. How well do you speak English	Number	Percent
Very well	13	76.5 %
Less than well	2	11.8 %
Not provided	2	11.8 %
Total	17	100.0 %

# Section 4

## ***Survey Instrument***

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# 2019 EMBARK Streetcar Survey

EMBARC wants your input in order to serve you better.

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

## 1. Which statement best describes you? (check all that apply)

- I live in the downtown area
- I work in the downtown area
- I am visiting the downtown area

## 2. What was the main purpose of your trip today? (Insert name if applicable. Choose only 1.)

- Work → Place Name: \_\_\_\_\_
- School → School Name: \_\_\_\_\_
- Shopping/Errands
- Entertainment/Social/Dining
  
- Social Service → Place Name: \_\_\_\_\_
- Medical Place → Place Name: \_\_\_\_\_
- Meeting/Business
- Conference
  
- Other: \_\_\_\_\_

## 3. How did you pay your Streetcar fare today? (Choose only 1)

- At the Ticket Kiosk using \_\_\_ cash \_\_\_ credit card **(circle cash or credit)**
- With Paper Universal Pass  Token Transit/Mobile Fare App

## 3a. Have you ever been asked to provide proof of fare payment on an OKC Streetcar?

- Yes  No

## 4. How do you typically travel around the downtown area? (Select the 2 modes most often used when visiting the downtown area)

- Walking around
- Bicycle
- Public Bus; Route# ? \_\_\_\_\_
  
- Rideshare (Uber, taxi, Lyft)
- Drive alone
- Drive with others
- OKC Streetcar
- Circ (previously Downtown Discovery)
- Scooter (Lime)
- Other: \_\_\_\_\_

## 5. If you drove, or rode with others in a vehicle today, where did you park?

- Private parking garage/lot
- Public parking garage/lot
- Parked on the street
- Did not park a vehicle

## 6. How often do you use the OKC Streetcar?

- Daily
- 1 to 2 times per week
- 3 to 4 times per week
- 5+ times per week
- 1 to 2 times per month
- 3 to 4 times per month
- 5+ times per month
- Less than once per month

## 7. I would use the streetcar more if? (Please provide any reason(s) why you are not using the Streetcar more often)

## 8. If the streetcar could be extended to other areas, which would benefit you the most?

- Capitol Hill (S. OKC)
- Uptown (NW 23 St.)
- Plaza
- OUHSC
- Other: \_\_\_\_\_

## 9. Please rate each of the following items

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1. Cleanliness of stop/platform	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Courtesy of operators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Cleanliness of the streetcar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Ease of getting service information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Information at the stop/platform	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Ease of finding parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Courtesy of Fare Inspectors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Accuracy of arrival information at platforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Ease of using the ticketing kiosk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Ease of using the Mobile Fare App (Token Transit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Safety while riding on the streetcar	<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: \_\_\_\_\_)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
9b. Overall, how satisfied are you with OKC Streetcar service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 10. What year were you born?

\_\_\_\_\_

## 11. What is your gender?

- Male  Female  Another gender \_\_\_\_\_

## 12. Do you consider yourself:

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

## 13. What was your annual household income in 2018?

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

## 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

## WIN A FREE EMBARK PASS!

Enter your valid email address and cell phone number to be registered to win a 30-Day Universal Pass.

First Name: \_\_\_\_\_

Email: \_\_\_\_\_

Cell (include area code): \_\_\_\_\_



