

EMBARK

On-Board Transit Survey

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Findings
Report

Submitted to EMBARK:

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2019 EMBARK Onboard Survey Executive Summary Report

Overview and Methodology

EMBARK initiated this survey during March 2019. The primary objective for conducting the On-Board Transit Survey is to gather information about riders and their transit needs and level of satisfaction with services.

The universe for the survey consisted of 23 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 1,608, a total of 1,210 surveys were completed during the week, a total of 398 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 is 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.
- A copy of the survey instrument is 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.

EMBARK On-Board Survey

Sampling Goal: Goal vs. Actual Completes

Route Name	Goal	Actual	Difference	Notes
002 - COLTRANE	69	95	26	Goal Exceeded
003 - N KELLY	42	60	18	Goal Exceeded
005 - MEMORIAL RD	99	179	80	Goal Exceeded
007 - N MAY	58	87	29	Goal Exceeded
008 - N PENN/NW 63RD	74	107	33	Goal Exceeded
009 - W RENO CROSSTOWN	41	61	20	Goal Exceeded
010 - N PORTLAND	34	50	16	Goal Exceeded
011 - 29TH ST CROSSTOWN	61	125	64	Goal Exceeded
012 - S MAY	49	88	39	Goal Exceeded
013 - S WESTERN/I-240 CROSSTOWN	54	94	40	Goal Exceeded
014 - SE BRYANT or SUNNYLANE	41	59	18	Goal Exceeded
015 - MIDWEST CITY	24	26	2	Goal Exceeded
016 - S PENN	42	63	21	Goal Exceeded
018 - LINCOLN	22	23	1	Goal Exceeded
019 - SPENCER	7	7	0	Goal Met
022 - MARTIN LUTHER KING	39	68	29	Goal Exceeded
023 - 23RD ST CROSSTOWN	94	172	78	Goal Exceeded
024 - NORMAN	2	3	1	Goal Exceeded
038 - 10TH ST CROSSTOWN	89	137	48	Goal Exceeded
040 - S WALKER	48	77	29	Goal Exceeded
050 - CIRC	12	27	15	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. 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

Administer the On-Board Passenger Survey

ETC Institute fielded a survey administration team on weekdays during the month of March. The surveys were administered in accordance with the procedures that were previously described. A total of 1,210 useable weekday surveys were obtained, which was 210 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 1,210 respondents who were surveyed during the weekday. The average rider is: 47-years-old, male, makes less than \$10,000 per year, is employed, and speaks English as their primary language.

Household Size

Thirty-six percent (36%) of respondents indicated they lived in a one-person household, 26% indicated they lived in a two-person household, 31% 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, 12% of respondents indicated they were Native American, 8% indicated they were Hispanic, Latino, or Spanish origin, and 1% indicated they were Asian. These results were consistent with previous years

Employment Status

Thirty-six percent (36%) of respondents indicated they were employed full time. Nineteen percent (19%) of respondents indicated they were employed part-time, 3% veteran, and 1% indicated they are looking for work.

Income

Fifty-two percent (52%) of respondents indicated they had annual household incomes of less than \$10,000 in 2018, this is an increase of 9% from 2017. Twenty-five percent (25%) indicated they had incomes between \$10-\$19,999, a 6% increase from 2017. Twenty-three percent (23%) of respondents reported an annual income of \$20,000 or more.

Use of Trip Planning Tools

The most used trip planning tool is still 235-RIDE; however, this is a decrease of 5% from 2017, and a 23% decrease from 2016. Thirty-two percent (32%) of respondents indicated they used embarkok.com, 16% used Transit app, 14% used google transit, and 11% used the EMBARK connect app. This question was reworded from previous years surveys to better reflect the technology improvements that are now available to riders to locate buses, plan trips, and communicate with EMBARK.

Primary Reasons Respondent's Use Transit

Nearly two-thirds (61%) of respondents indicated they had no car available which is the reason they were using transit, a decrease of 2% from 2017. Twenty-two percent (22%) of respondents selected they could not drive as the reason for using transit (25% in 2017), 8%



indicated they wanted to save money (13% in 2017), 6% were avoiding driving or traffic, 2% indicated it was because of the environment (4% in 2017), and 1% indicated they were using EMBARK because they wanted to avoid parking (2% in 2017).

Purpose of Trip

Forty-five percent (45%) of respondents specified the purpose of their trip was for work. Twenty percent (20%) indicated their trip was for shopping or errands. Other purposes included: Medical (11%), entertainment/social (7%), social service (4%), School (K-12) (1%), School (Tech, College, University) (4%), and other reasons (8%). These responses are very similar to what was reported in 2017.

Fare Type

This question was modified in 2019 to account for the addition of mobile fare payments through the Token Transit app (launched in Fall 2018). Fifty-seven percent (57%) of respondents indicated they pay at the farebox with cash/coins, 34% pay at the farebox with a paper pass, and 9% pay with Token Transit/Mobile Fare apps. Respondents who indicated they pay at the farebox with cash/coins or with Token Transit/Mobile Fare apps indicated they pay for a pass (73% Cash/Coin, 81% Token Transit/Mobile App) versus a single trip (27% Cash/Coin, 19% Token Transit/Mobile App).

Frequency of Use

Frequency of use between 2019, 2017, 2016, and 2015 remained consistent in all categories. Fifty-three percent (53%) of respondents indicated they ride 5+ days per week, this compares to 50% in 2017, 54% in 2016 and 52% in 2015. Twenty-one percent (21%) of respondents indicated they ride 3-4 days per week, this is a one percent decrease from 2017, 2016, and 2015. The remaining respondents indicated 1 or 2 days per week (10%), 1-3 days a month (10%), and less than once a month (6%).

How Long Respondent has been Riding Transit in OKC Area

Nearly half of all weekday respondents (45%) indicated they have been riding for more than 2 years; this is a decrease of 5% from 2017. Twenty-one percent (21%) of respondents indicated they have been riding 6 months or less (22% in 2017), whereas 15% indicated they have been riding 6 months to a year (11% in 2017). Lastly, nineteen percent (19%) of respondents indicated they've been riding for 1 to 2 years (16% in 2017).

Transfers

The number of respondents who indicated they did not have to make any transfers in order to reach their destination has decreased 6% from 31% in 2017 to 25% in 2019. The number of respondents who indicated they took one transfer decreased by 4%, from 25% in 2017 to 21% in 2019. Thirty-eight percent (38%) of respondents took two transfers, an increase of 6% from 2017, and 16% of respondents indicated they took three or more transfers, an increase of 4% from 2017.

Service Ratings and Importance

Respondents were asked to provide an overall rating of the EMBARK using a five-point scale from Very Satisfied to Very Dissatisfied. Regarding the overall rating of EMBARK's fixed-route services, 70% of respondents indicated they were either Very Satisfied (36%) or Satisfied (34%), only 8% of respondents indicated they were dissatisfied. Riders had not previously been asked to rate the overall fixed-route services, only various aspects of EMBARK.

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

- Safe operation of bus (81%)
- Ease of paying fare (79%)
- Cleanliness of transit center (77%)

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

- Availability of accessible bus stops (20%)
- Buses arriving on time (18%)
- Courtesy of drivers (13%)

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 2019 among weekday riders:

- Safe operation of bus (82%)
- Ease of paying your fare (79%)
- Ease of locating a bus stop (78%)

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

- Buses arriving on time (22%)
- Availability of accessible bus stops (21%)
- Courtesy of drives (18%)

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 2019 among weekday riders:

- Safe operation of bus (82%)
- Ease of paying your fare (79%)
- Safety at transit center (78%)

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

- Availability of accessible bus stops (23%)
- Buses arriving on time (19%)
- Courtesy of drivers (16%)



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 2019 among weekday riders:

- Safe operation of bus (79%)
- Cleanliness of transit center (78%)
- Ease of paying your fare (77%)

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

- Availability of accessible bus stops (20%)
- Buses arriving on time (20%)
- Frequency of service (13%)

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 2019 among weekday riders:

- Ease of paying fare (83%)
- Safe operation of bus (81%)
- Ease of getting service information (77%)

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

- Availability of accessible bus stops (14%)
- Courtesy of drivers (10%)
- Safe operation of bus (9%)

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, no major services were found to be high priorities for investment, however two services did stand out and should be a focus of the agency over the next two years in order to raise overall satisfaction:

- Buses arriving on time (IS Rating=0.0576)
- Availability of accessible bus stops (IS Rating=0.0514)



The table below shows the importance-satisfaction rating for all 14 major categories of agency services that were rated.

2019 Importance-Satisfaction Rating EMBARK 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
<u>Medium Priority (IS <.10)</u>						
Buses arriving on time	18%	2	68%	12	0.0576	1
Availability of accessible bus stops	20%	1	74%	7	0.0514	2
Frequency of service	12%	4	71%	10	0.0359	3
Courtesy of drivers	13%	3	73%	8	0.0359	4
Information at bus stop	8%	7	66%	13	0.0257	5
Safety while waiting at a bus stop	9%	6	72%	9	0.0248	6
Cleanliness of buses	6%	9	69%	11	0.0197	7
Safe operation of bus	10%	5	81%	1	0.0187	8
Cleanliness of bus shelters	5%	13	66%	14	0.0183	9
Ease of locating a bus stop	7%	8	75%	6	0.0179	10
Ease of getting service information	6%	11	76%	4	0.0136	11
Safety at transit center	6%	12	76%	5	0.0132	12
Ease of paying your fare	6%	10	79%	2	0.0128	13
Cleanliness of transit center	4%	14	77%	3	0.0086	14

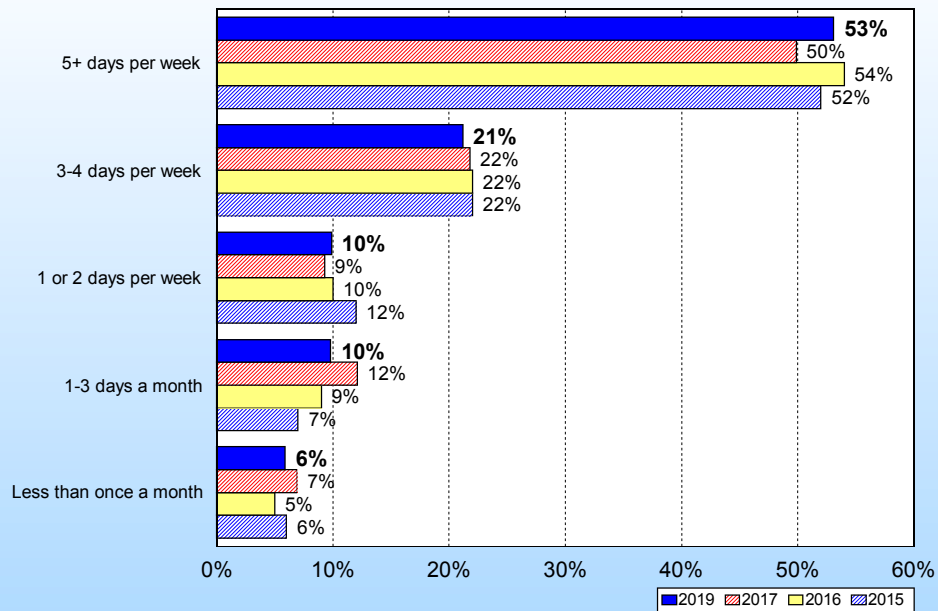
Section 1

Charts and Graphs

2019 EMBARK Transit Rider Survey

Overall Results

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

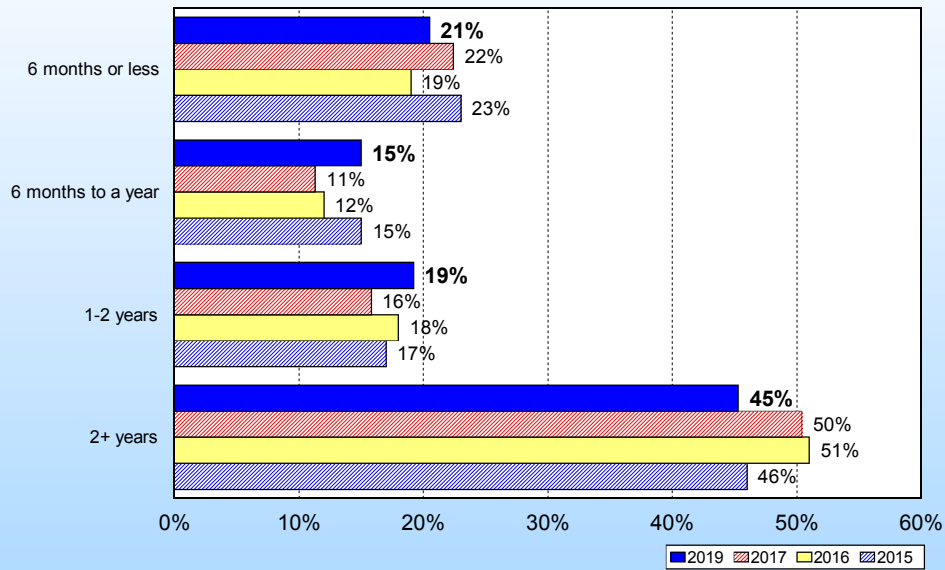


Source: ETC Institute (2019)

TRENDS

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

by percentage of respondents (Weekday Only)

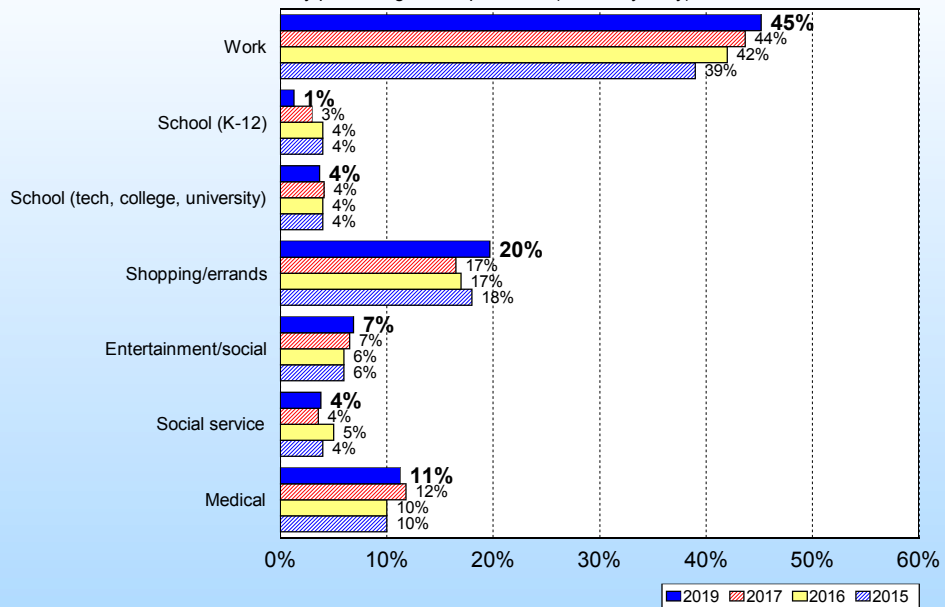


Source: ETC Institute (2019)

TRENDS

Q4. Purpose of Trip

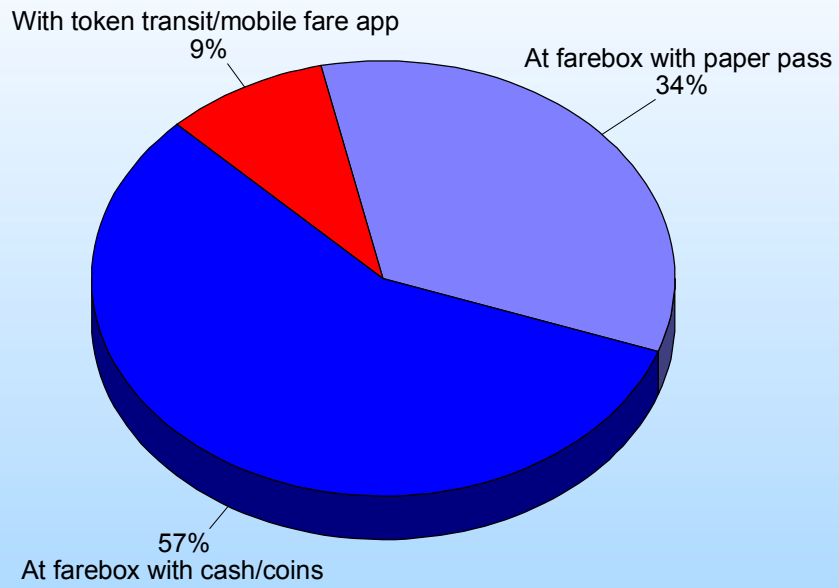
by percentage of respondents (Weekday Only)



Source: ETC Institute (2019)

TRENDS

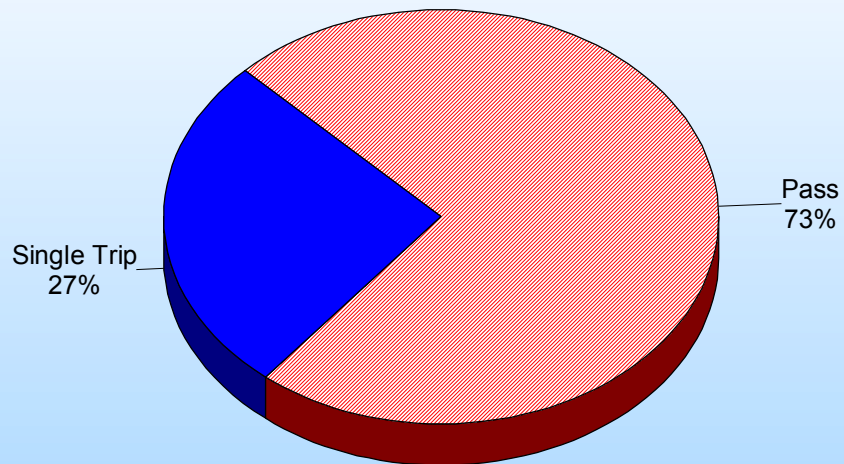
Q5. How Respondent Typically Pays Fare by percentage of respondents (Weekday Only)



Source: ETC Institute (2019)

Q5a. Do You Pay for a Single Trip or a Pass?

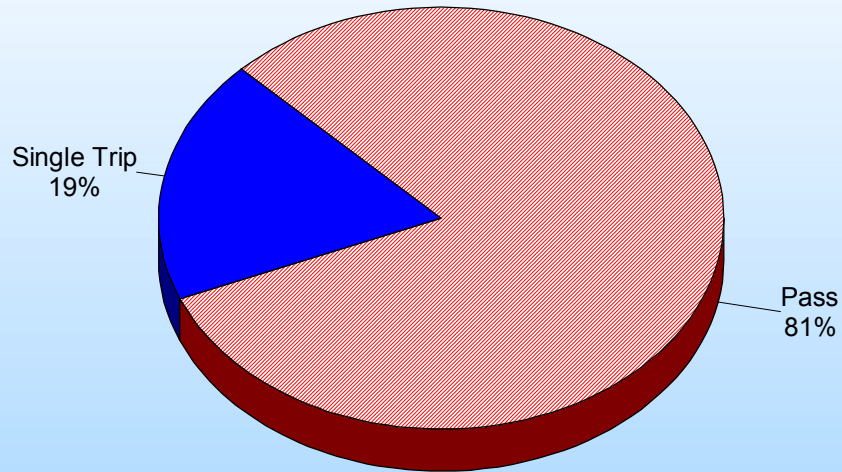
by percentage of respondents who indicated they paid at farebox with cash/coins (Weekday Only)



Source: ETC Institute (2019)

Q5a. Do You Pay for a Single Trip or a Pass?

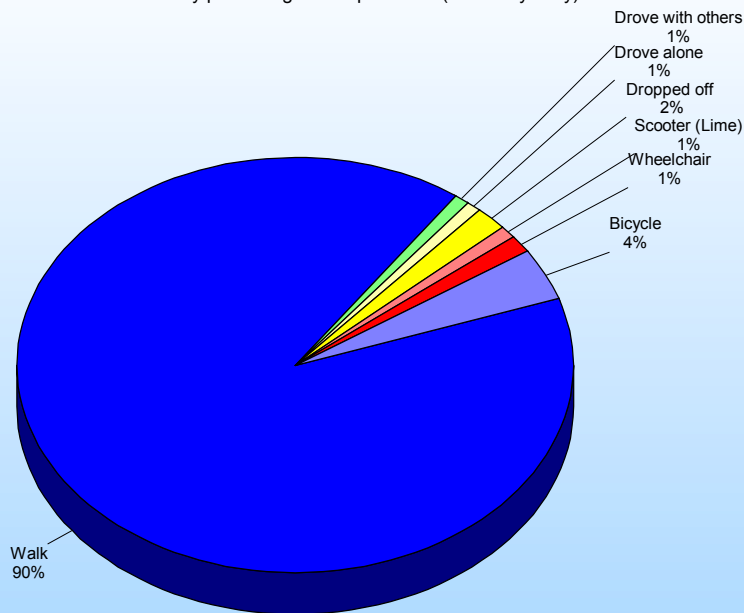
by percentage of respondents who indicated they paid with token transit/mobile fare app (Weekday Only)



Source: ETC Institute (2019)

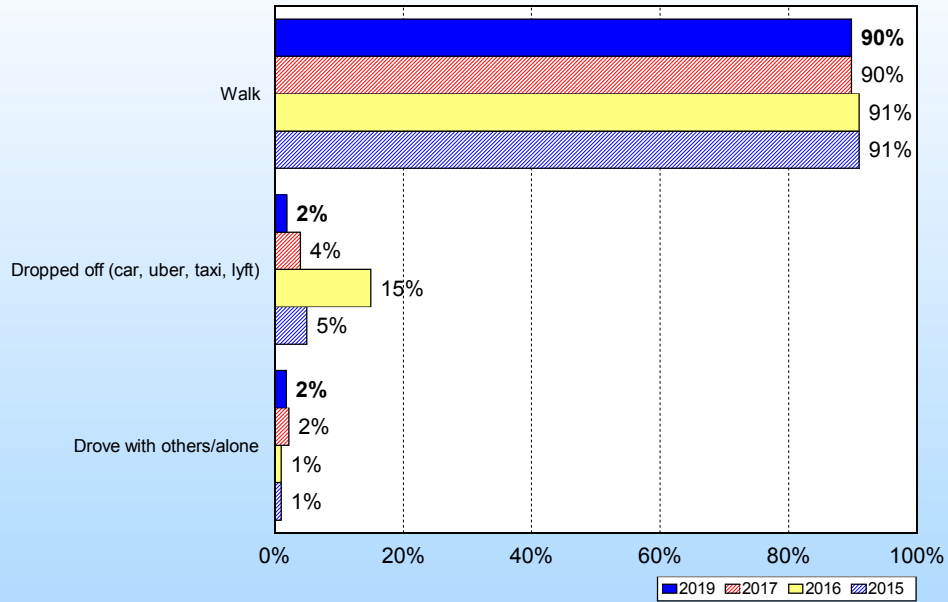
Q6. How Respondent Got from Home to Nearest Bus Stop

by percentage of respondents (Weekday Only)



Source: ETC Institute (2019)

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

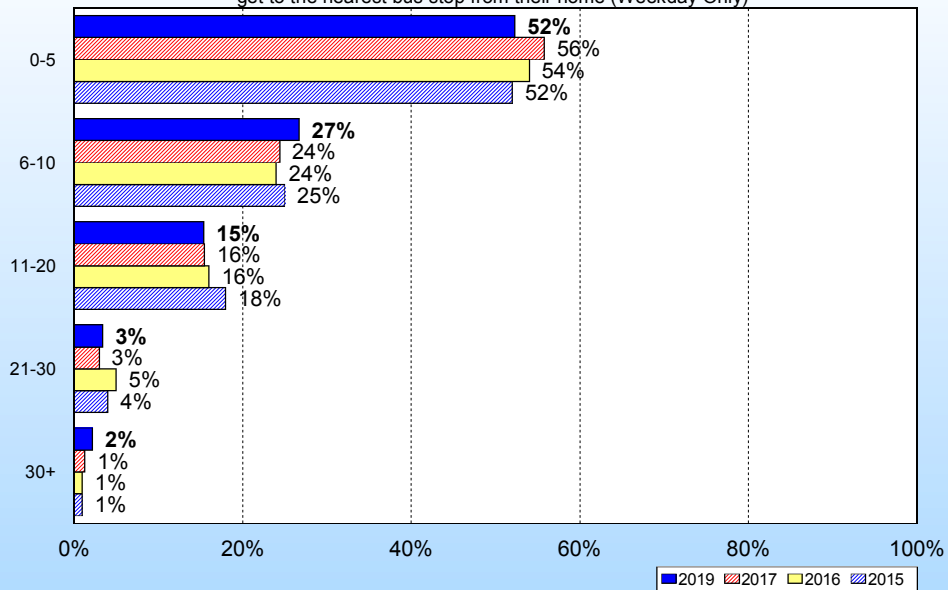


Source: ETC Institute (2019)

TRENDS

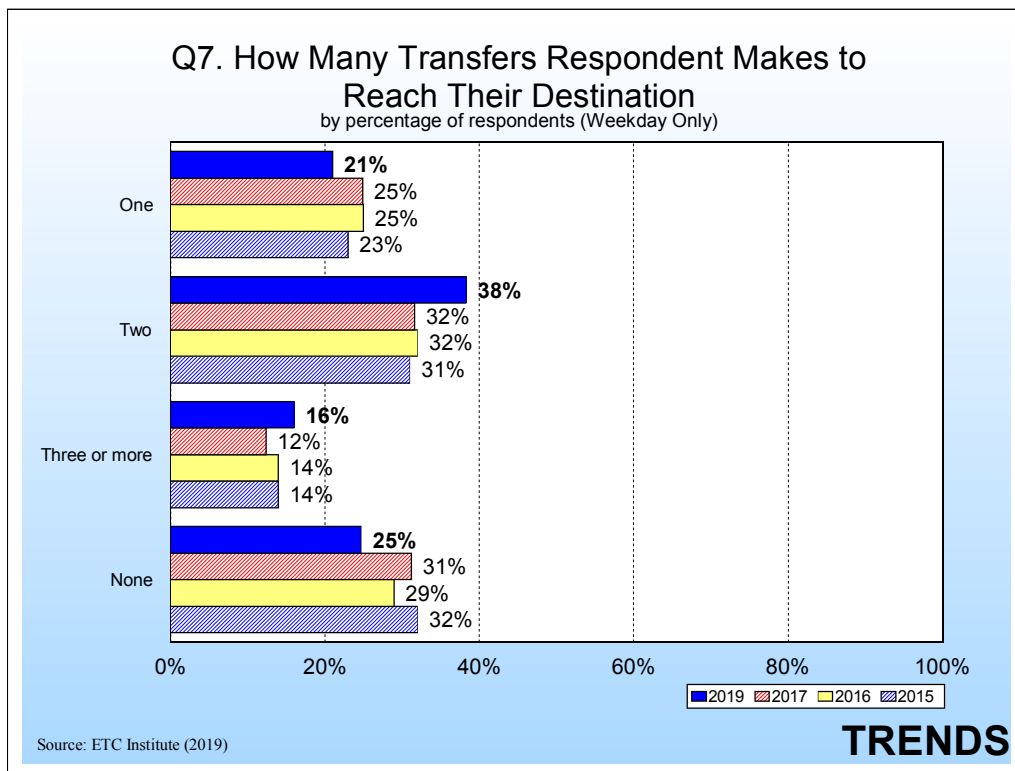
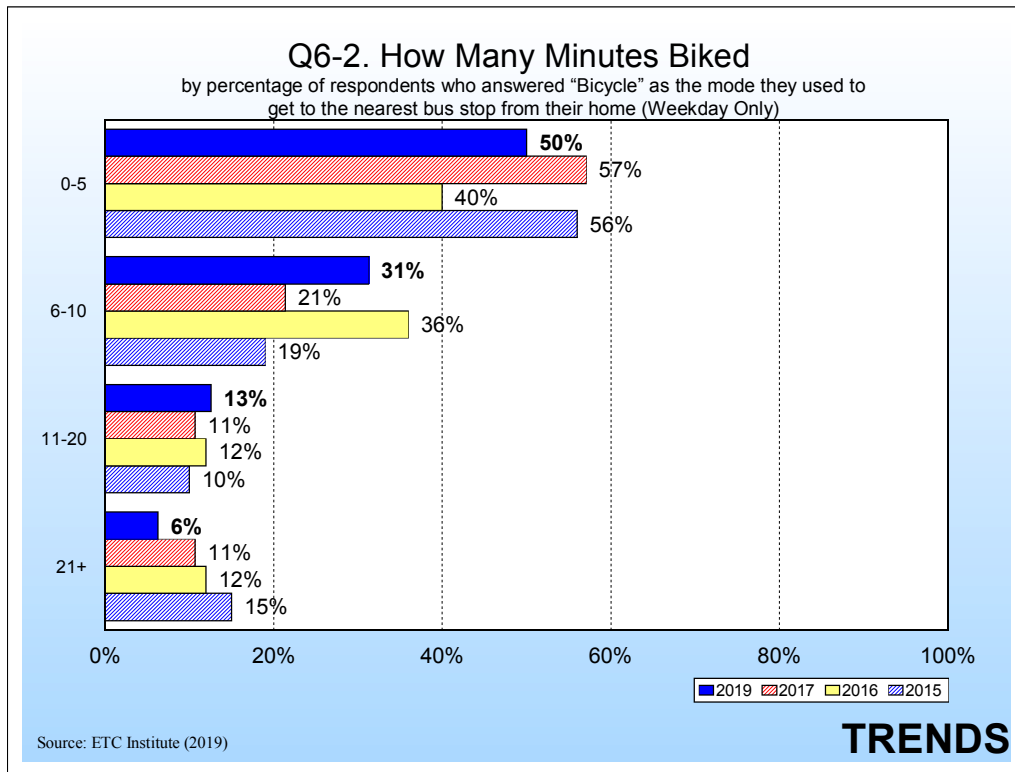
Q6-1. How Many Minutes Walked

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



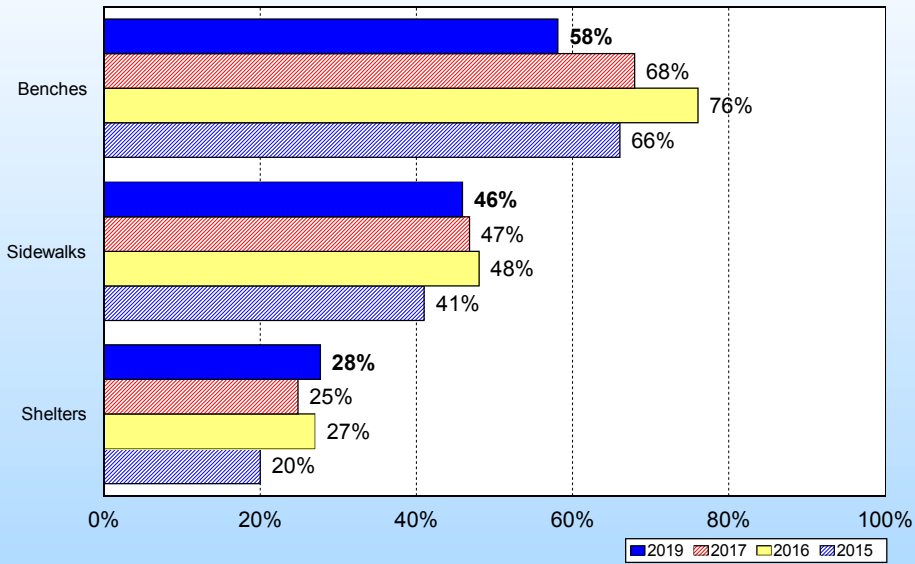
Source: ETC Institute (2019)

TRENDS



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

by percentage of respondents (Weekday Only)

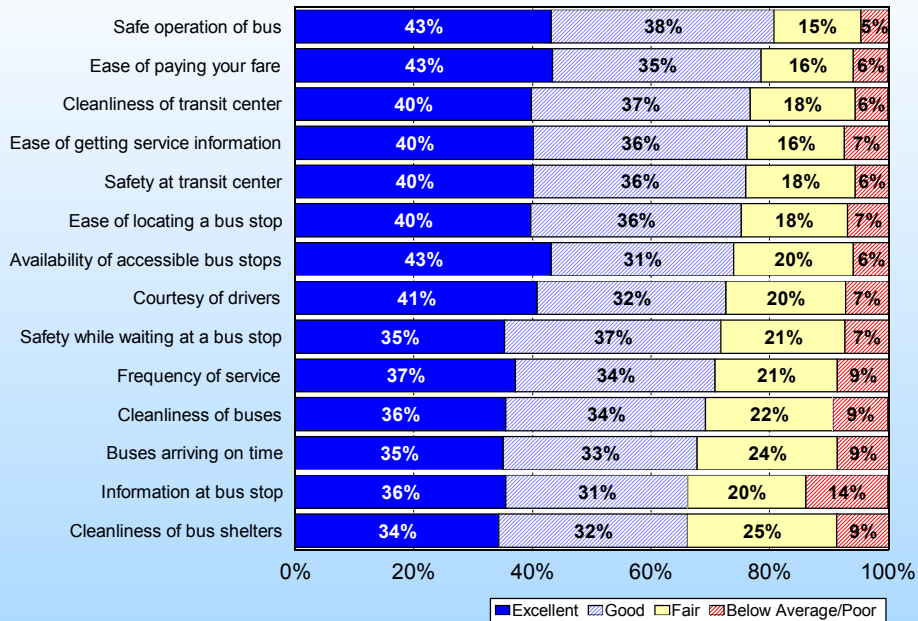


Source: ETC Institute (2019)

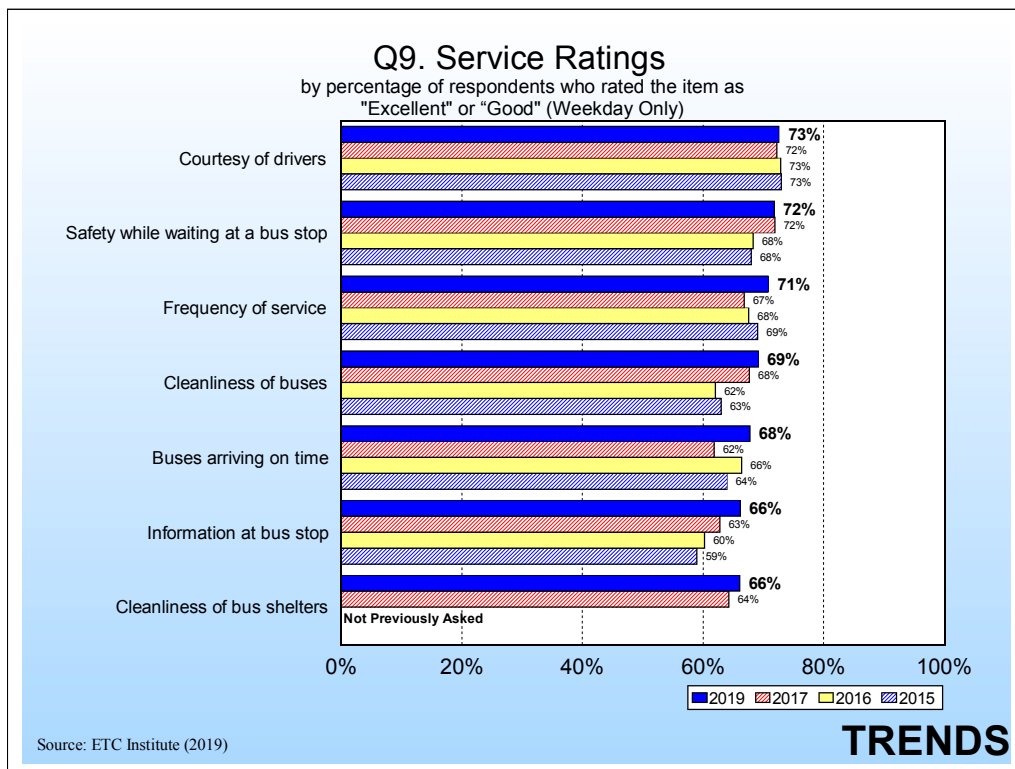
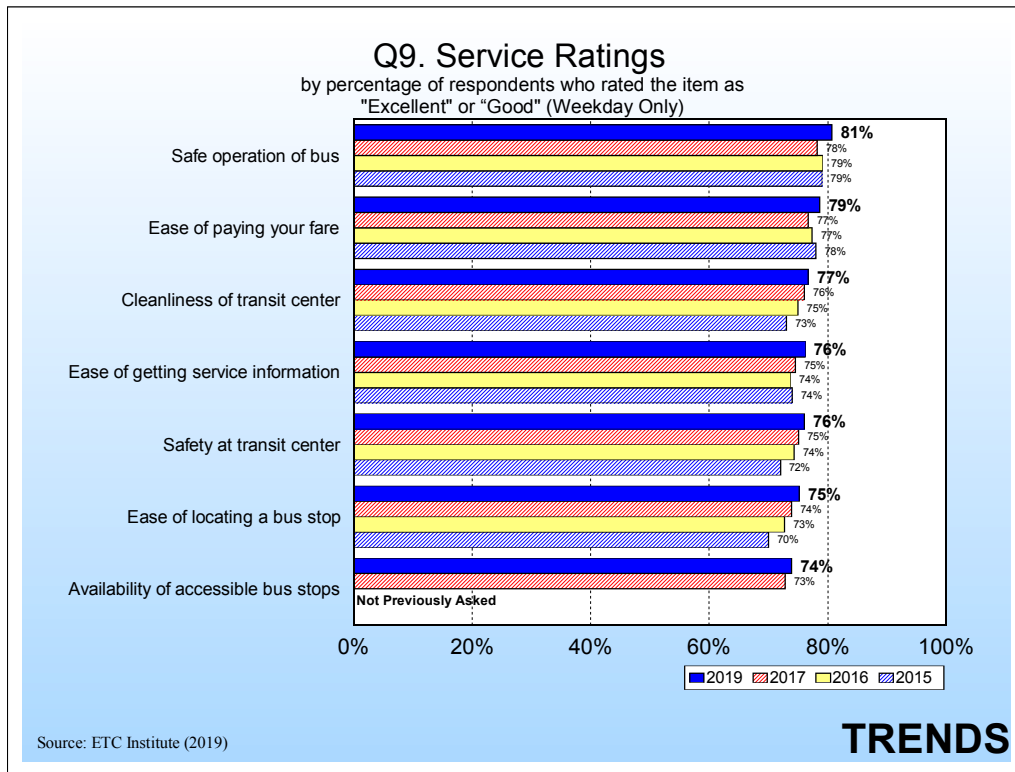
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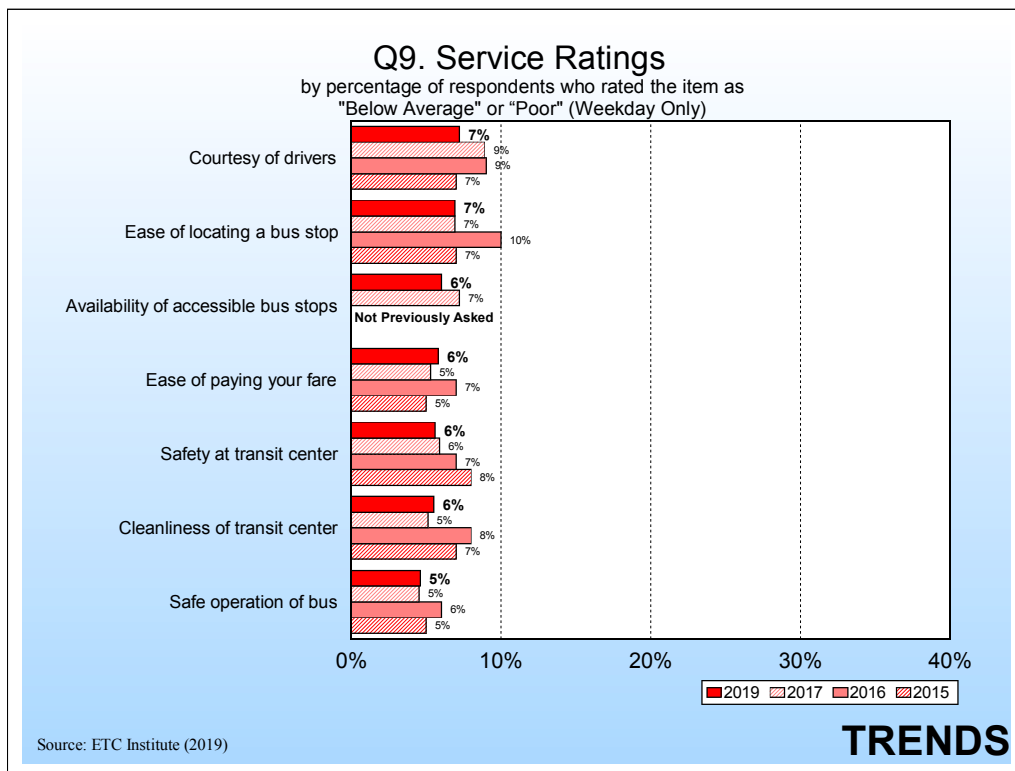
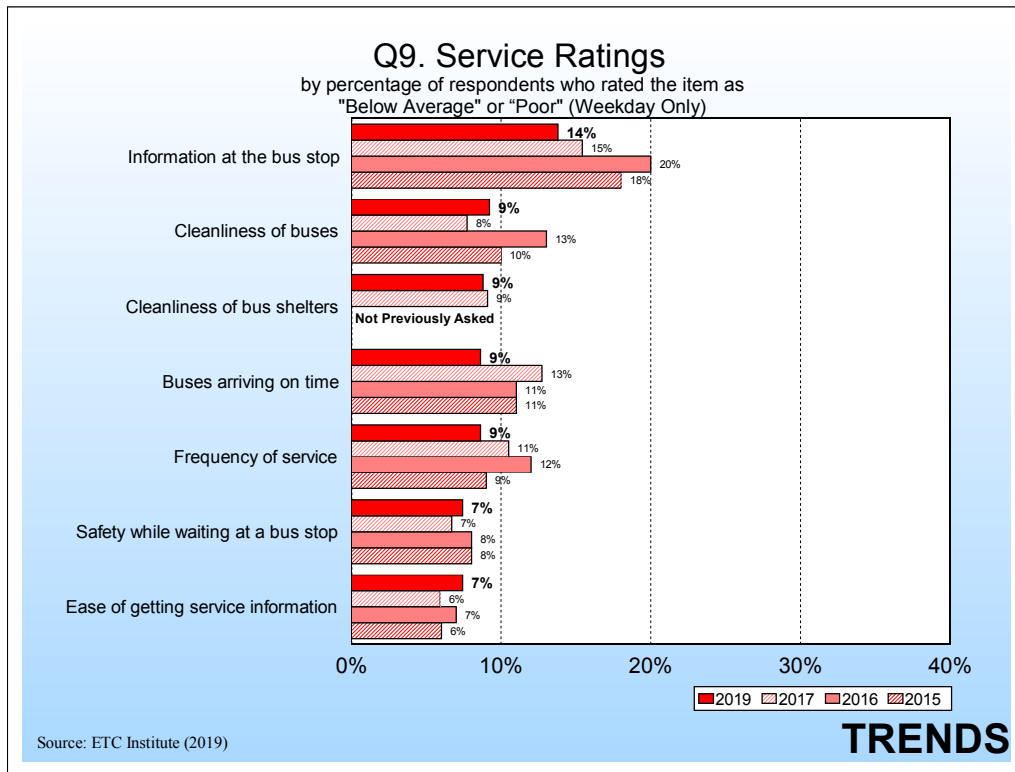
Q9. Service Ratings

by percentage of respondents (Weekday Only)



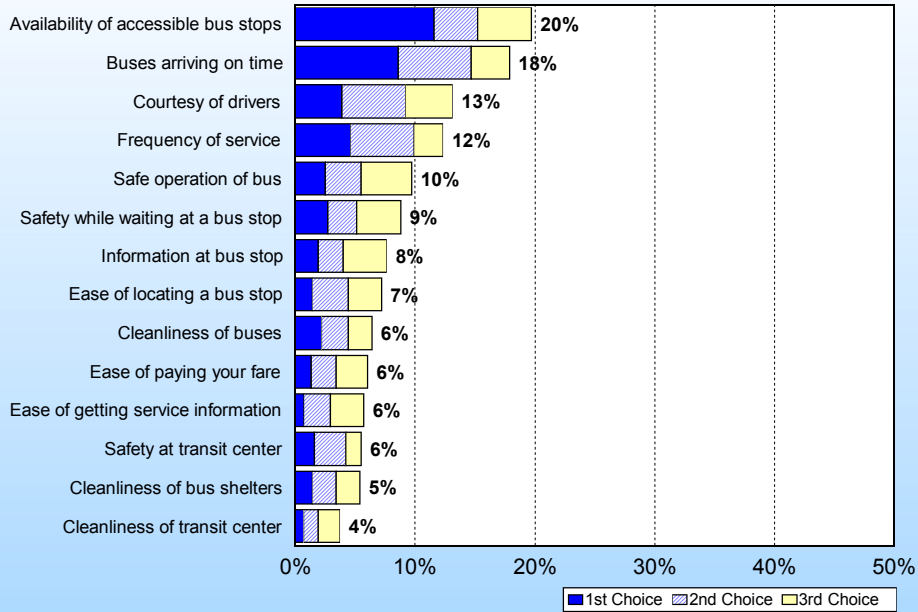
Source: ETC Institute (2019)





Q9-1. Importance of Service Ratings

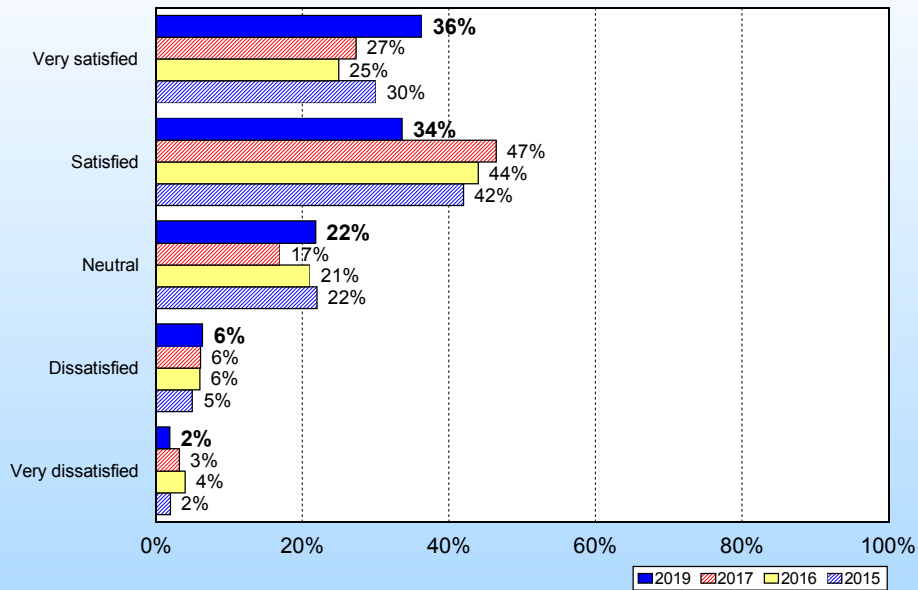
by percentage of respondents who selected the item as one of their top three choices (Weekday Only)



Source: ETC Institute (2019)

Q9-b. Overall, how do you rate EMBARK fixed route service

by percentage of respondents (Weekday Only)

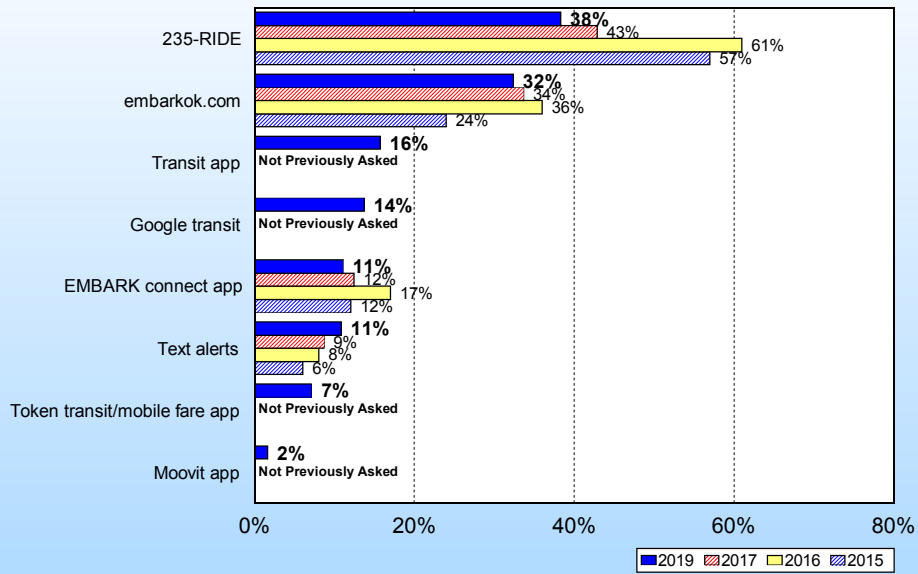


Source: ETC Institute (2019)

TRENDS

Q10. Has Respondent Used Any of the Following Trip Planning Tools

by percentage of respondents (Weekday Only)

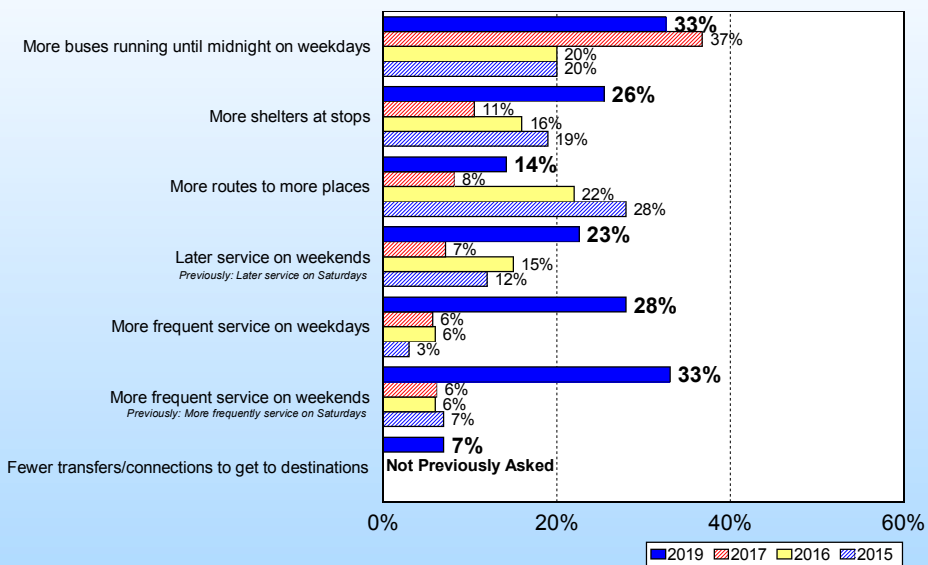


Source: ETC Institute (2019)

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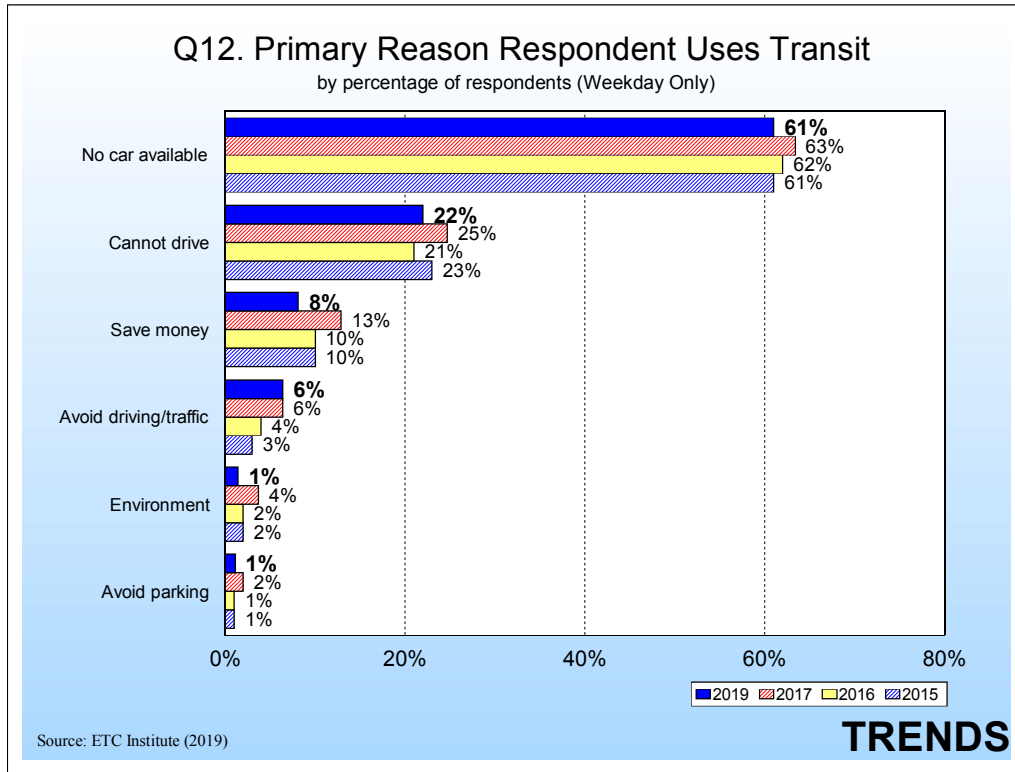
Q11. Two Improvements Respondent Would Like to See in Transit Service in the Area

by percentage of respondents (Weekday Only)

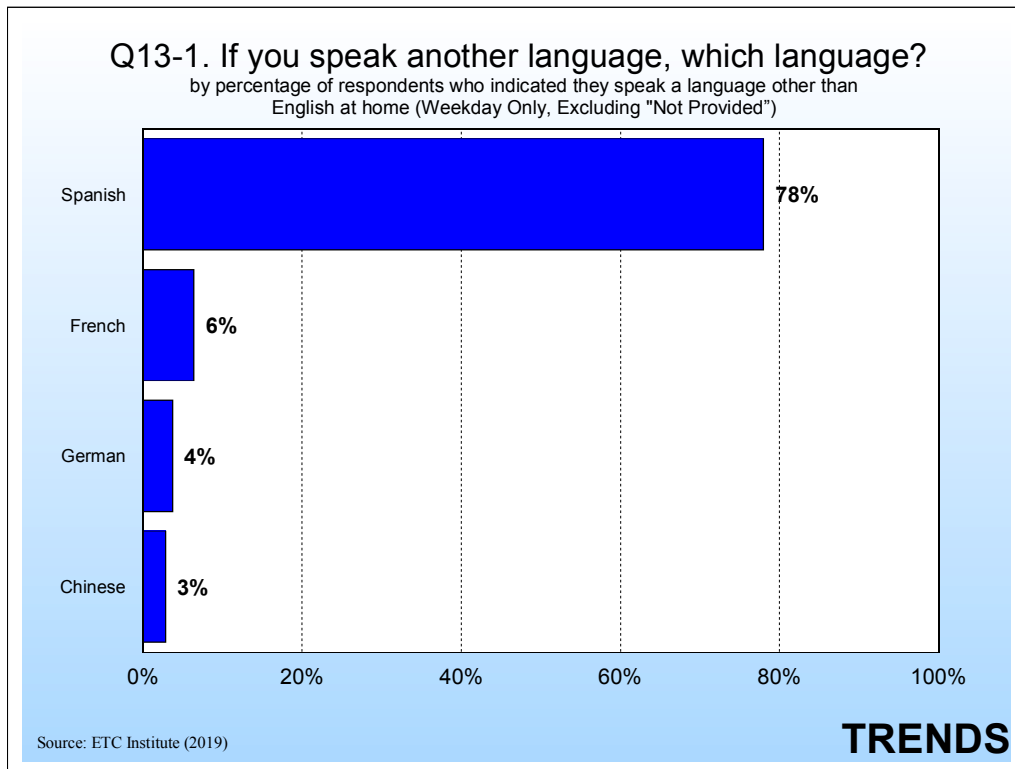
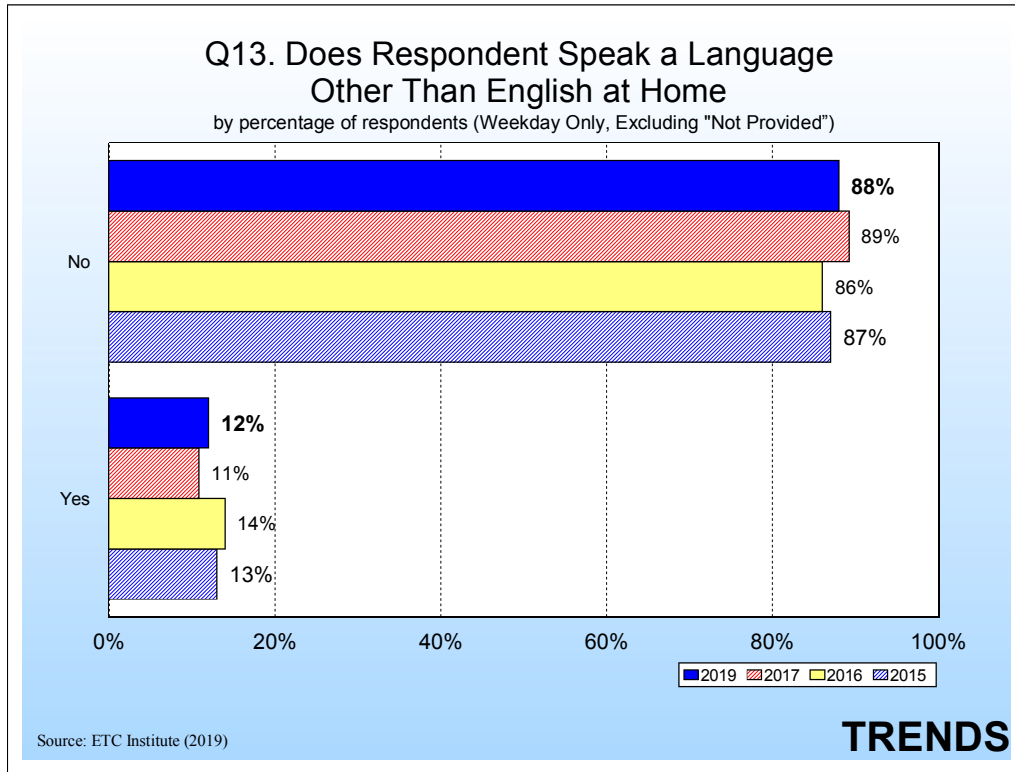


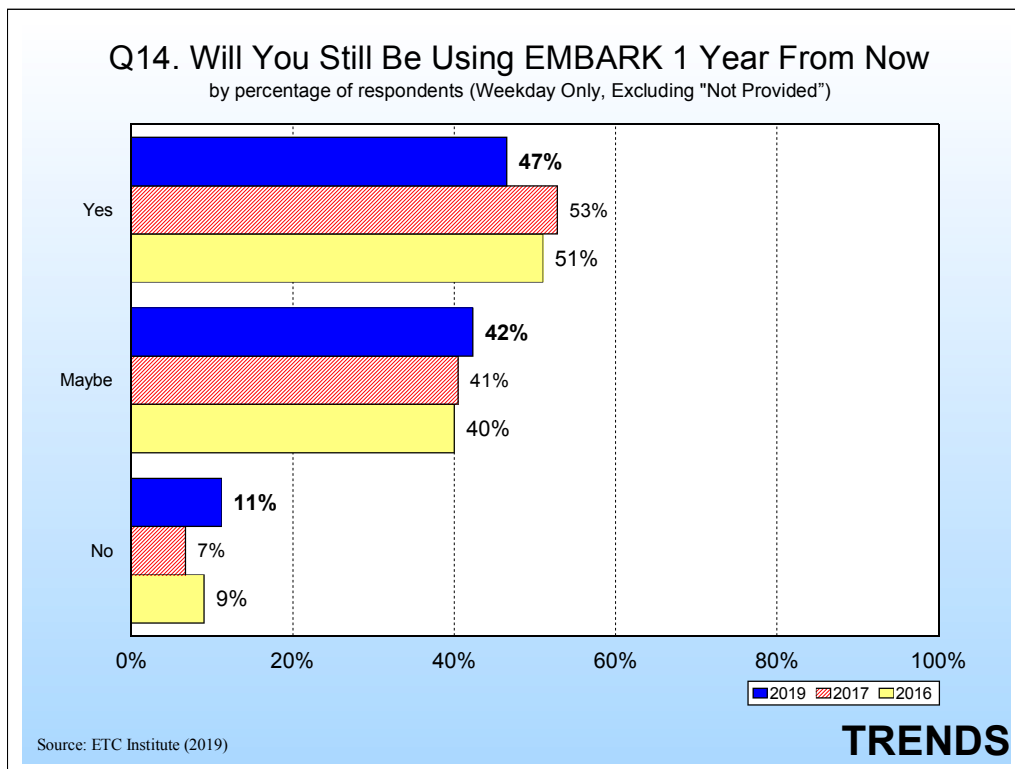
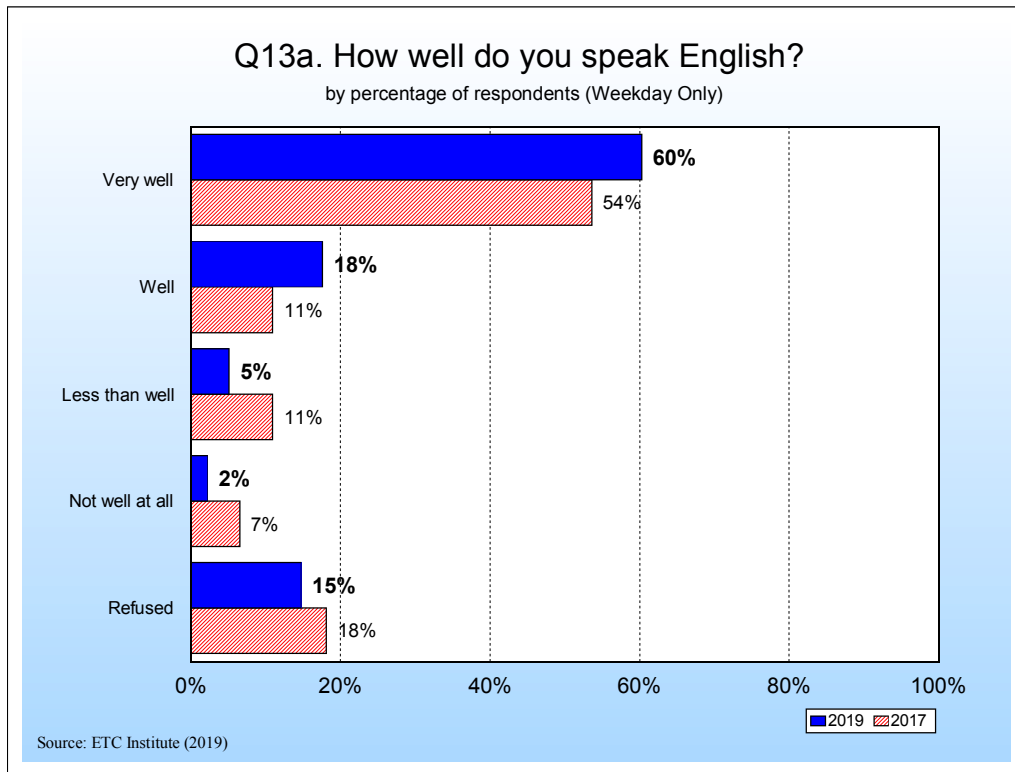
Source: ETC Institute (2019)

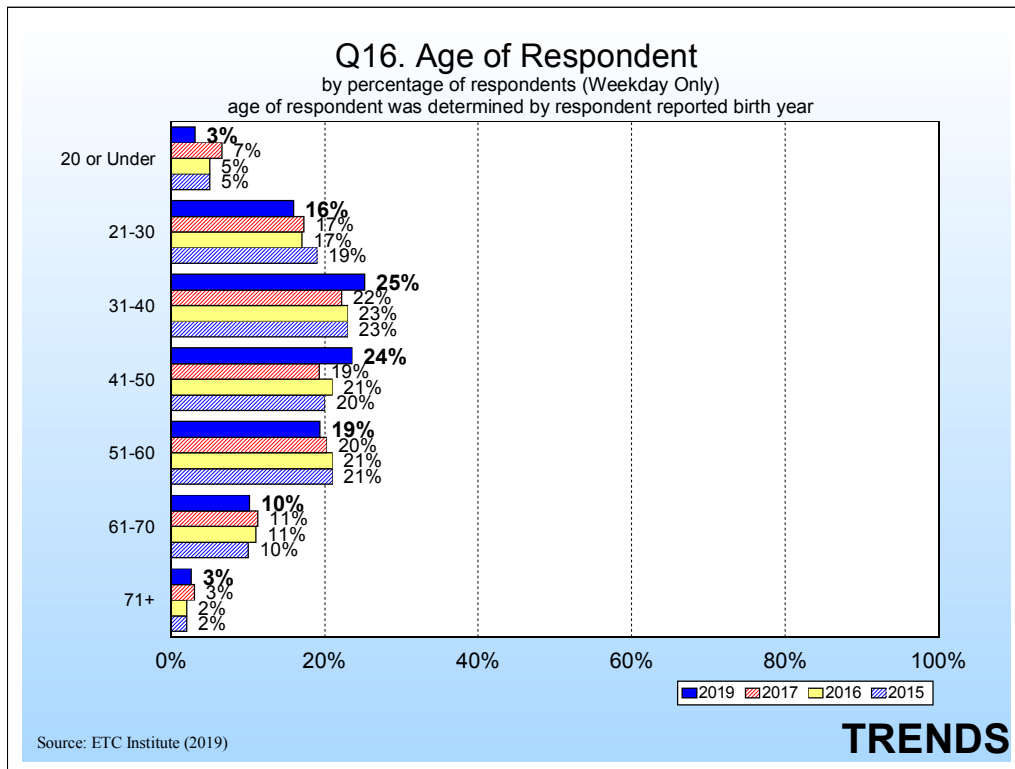
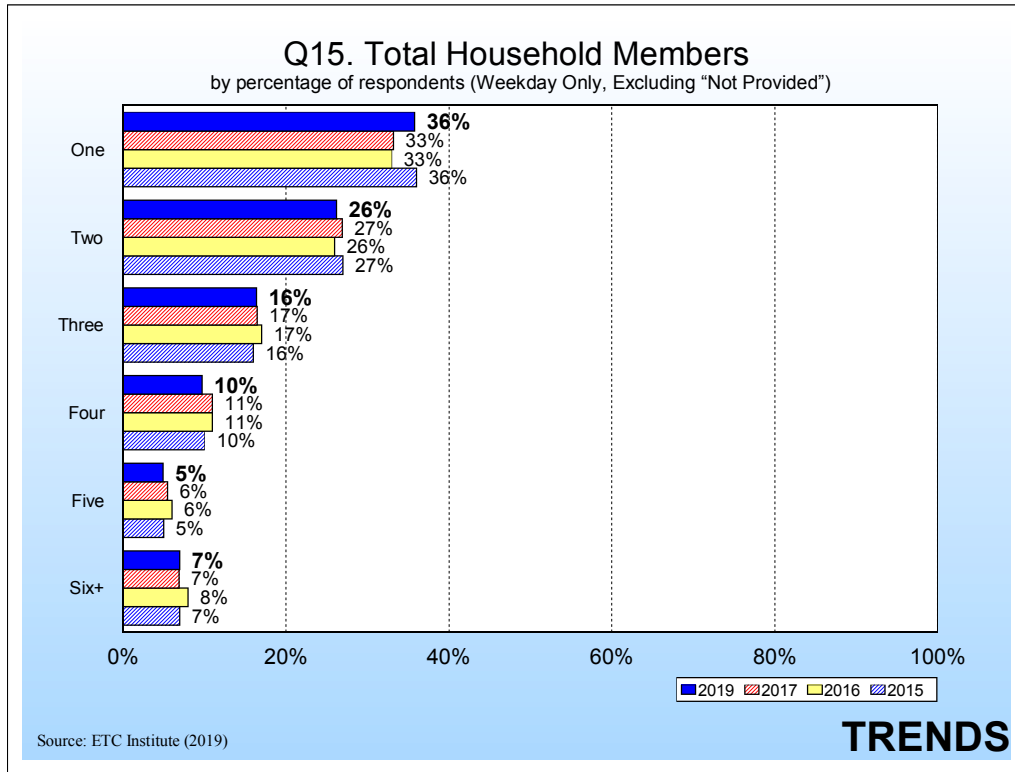
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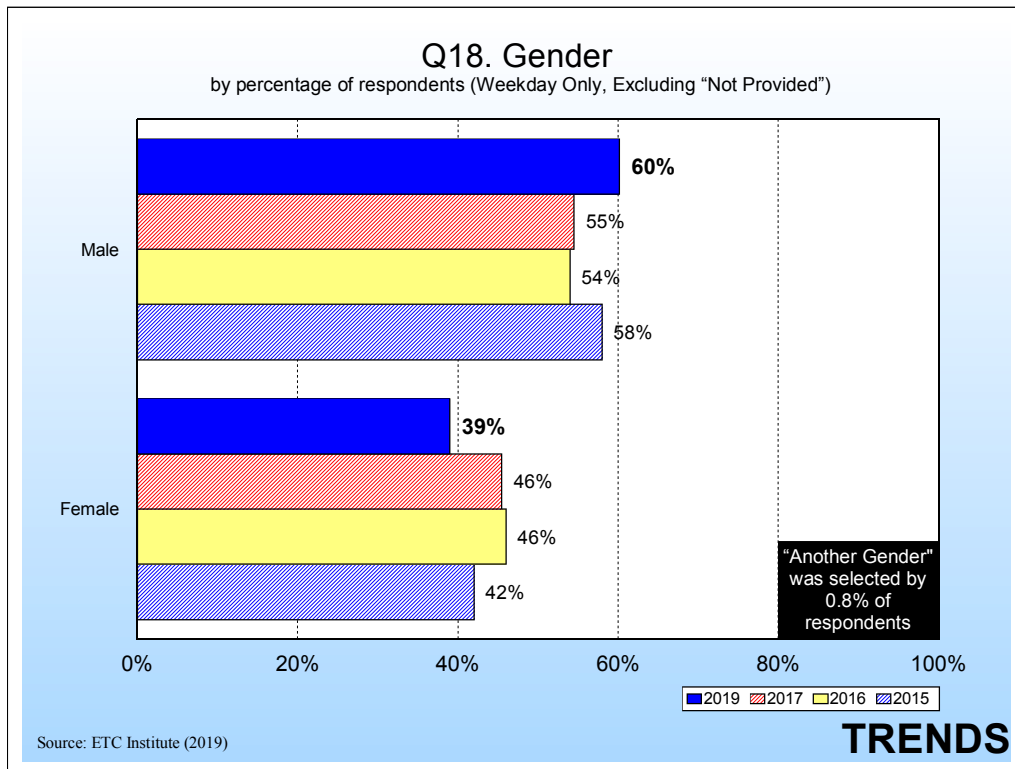
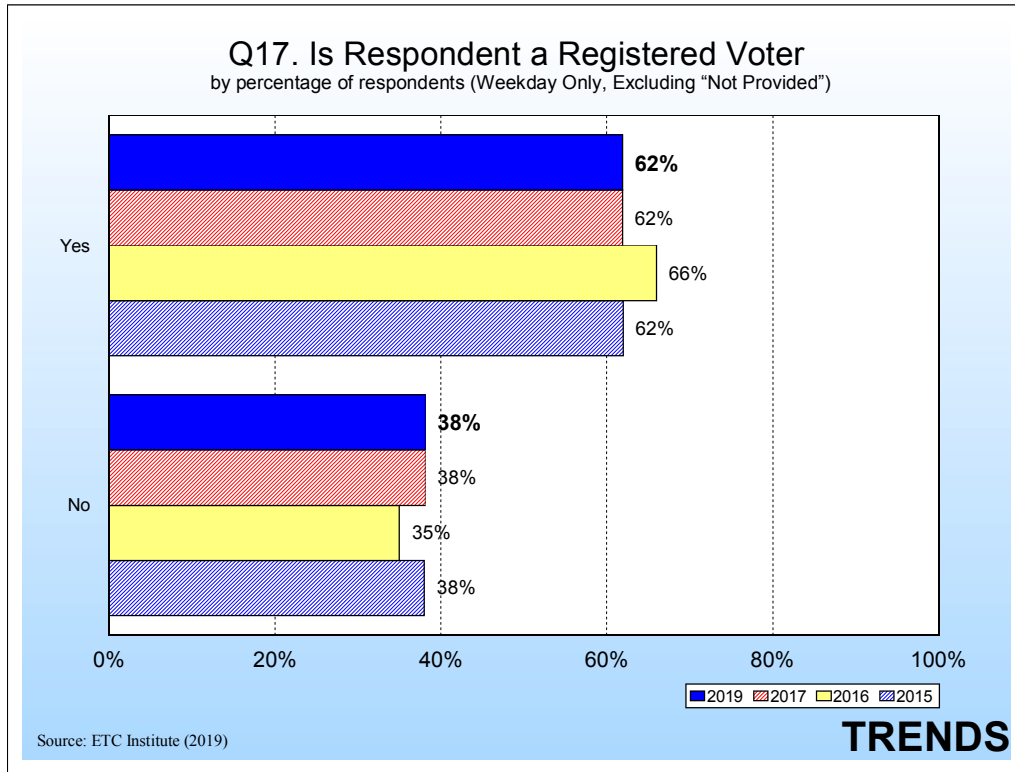


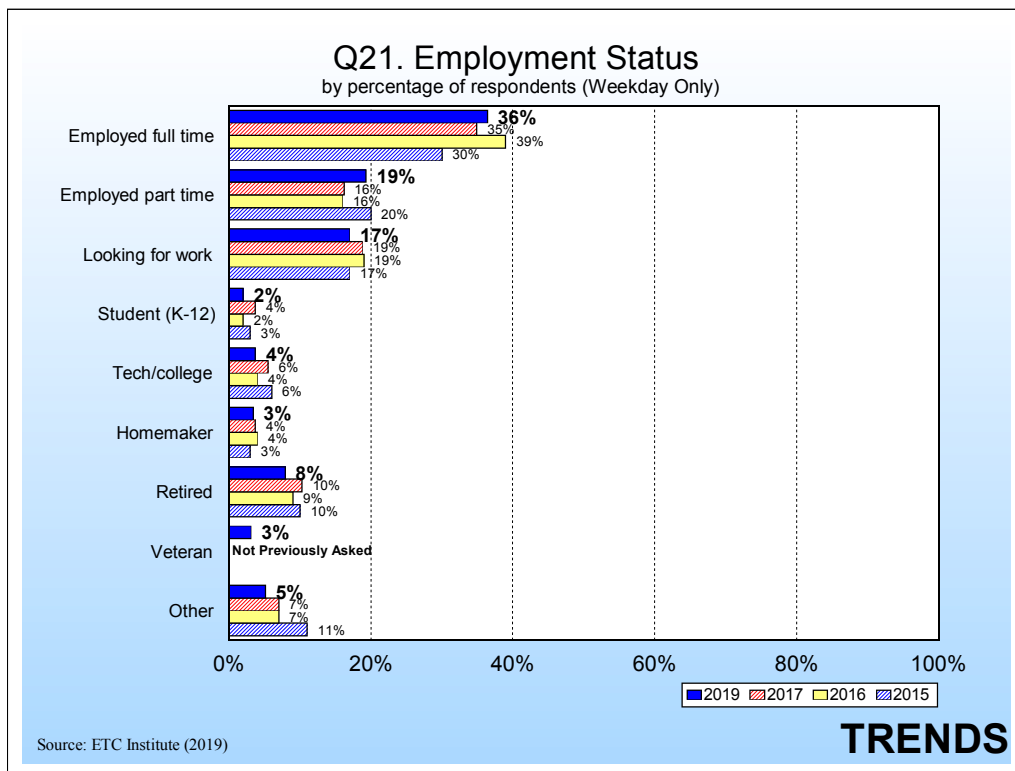
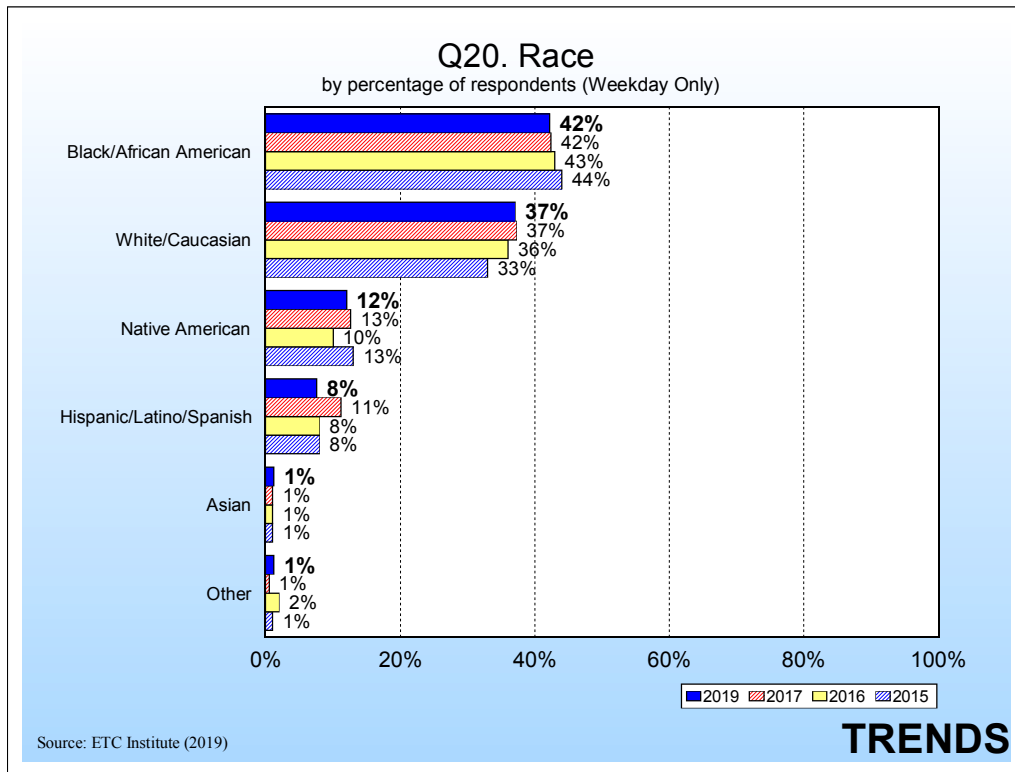
Demographics

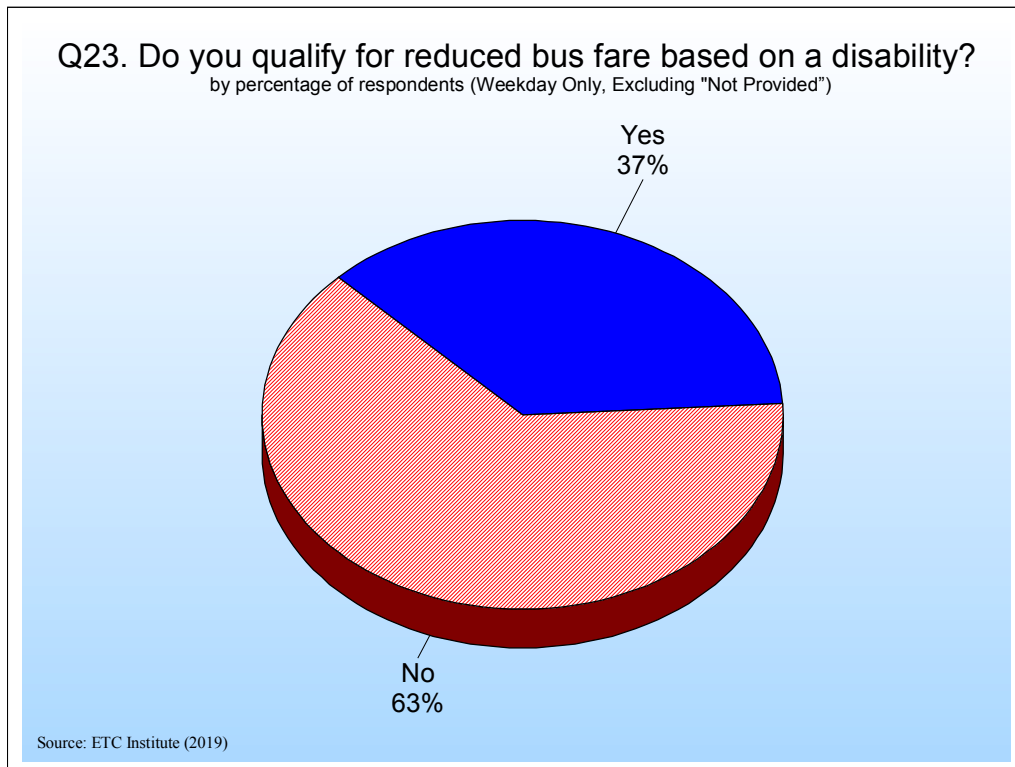
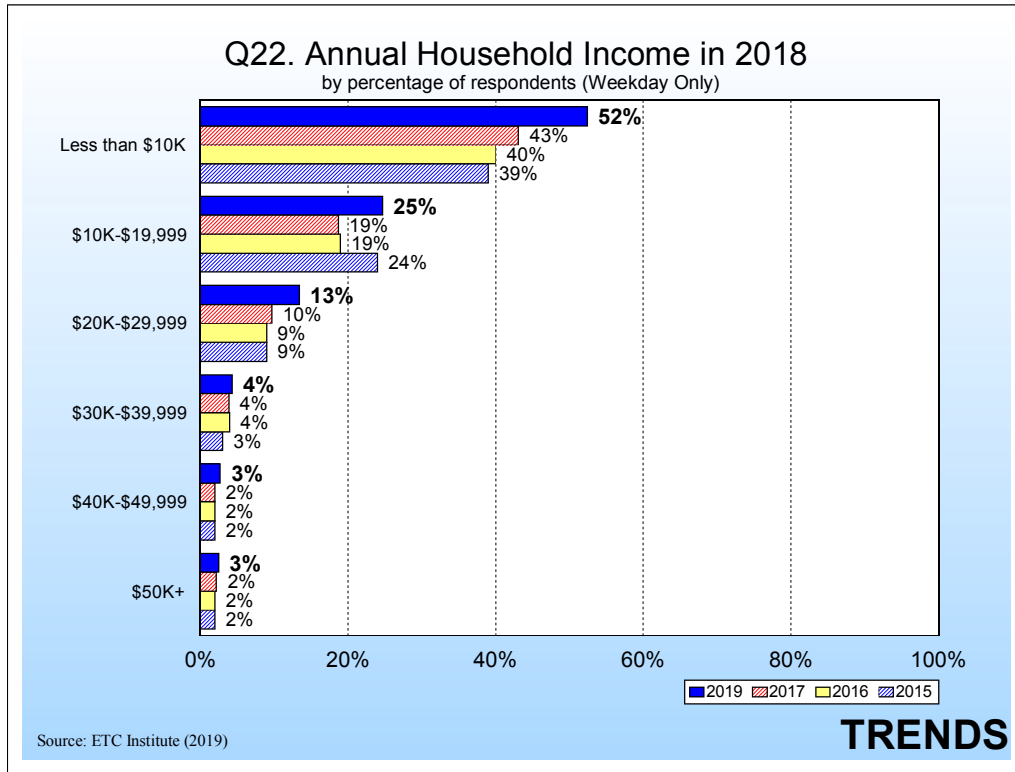




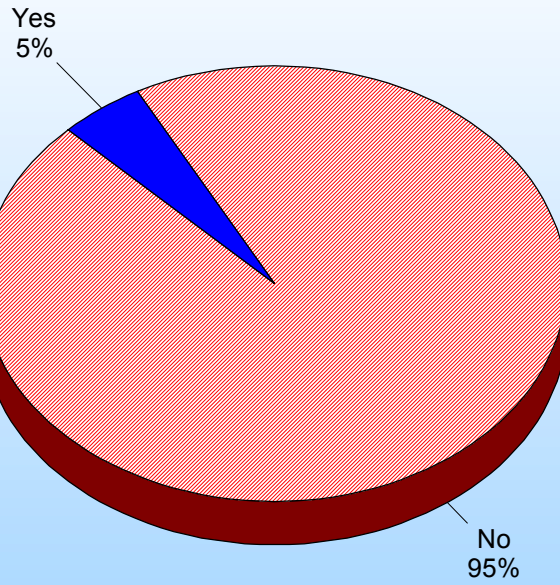






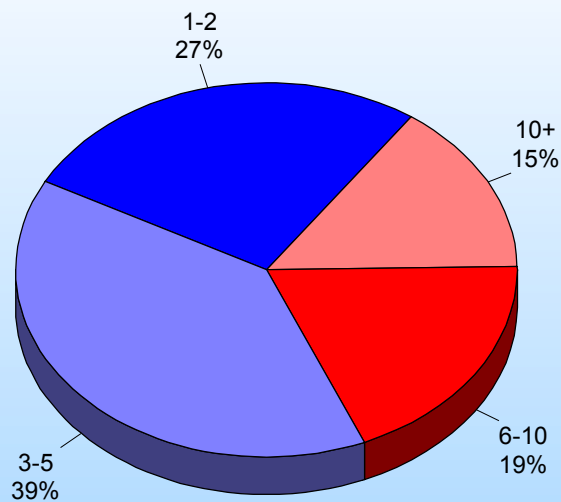


Q24. Have you utilized Plus ADA paratransit services in the last year?
by percentage of respondents (Weekday Only, Excluding "Not Provided")



Source: ETC Institute (2019)

Q24a. How many times have you utilized Plus ADA paratransit services in the last year?
by percentage of respondents who indicated they have utilized Plus ADA paratransit (Weekday Only)

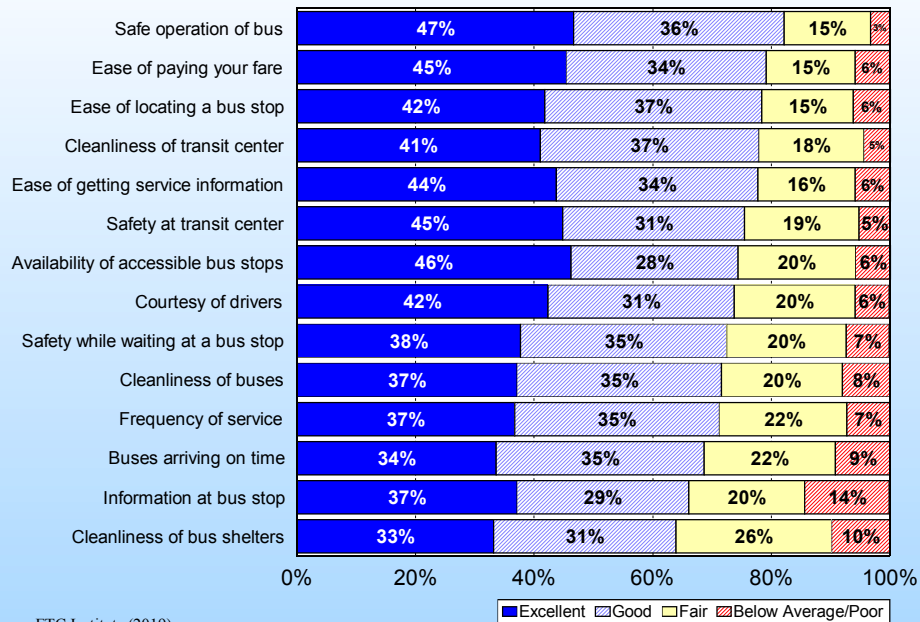


Source: ETC Institute (2019)

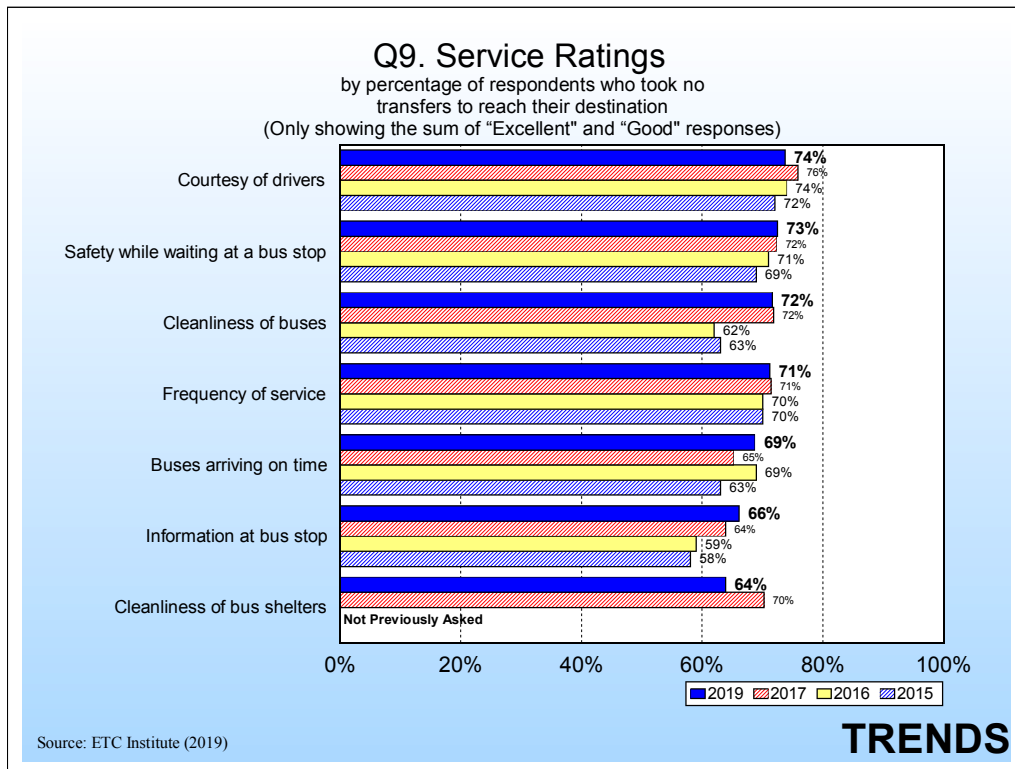
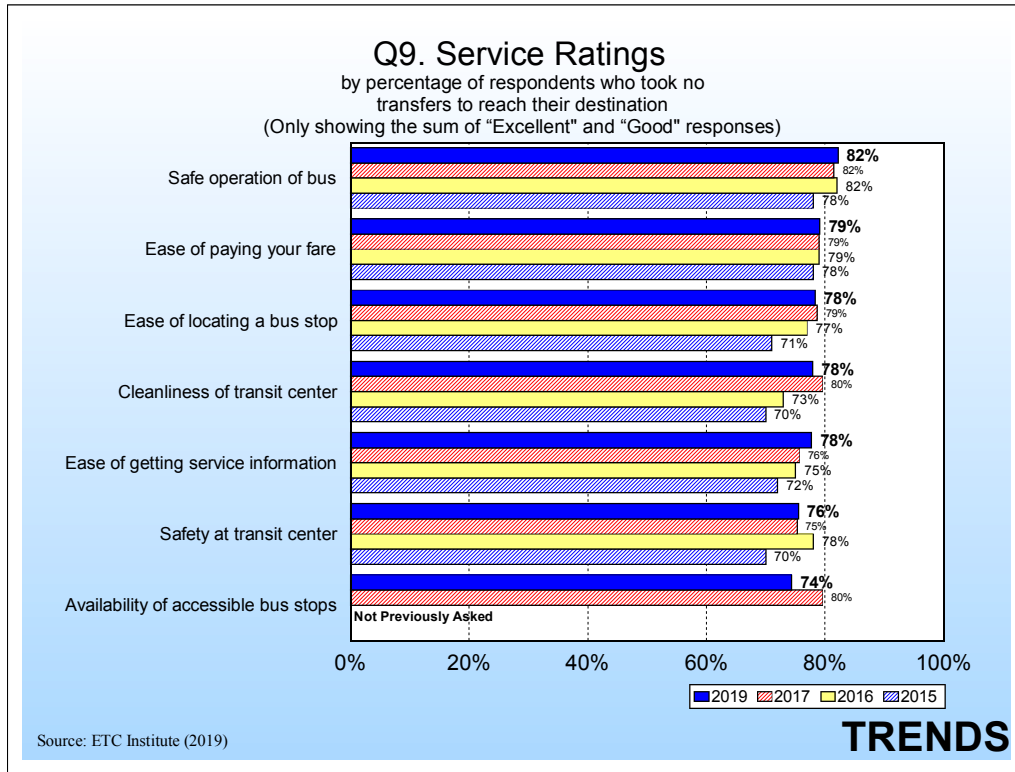
Service Ratings and Requested Improvements Based on Number of Transfers Made

Q9. Service Ratings

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

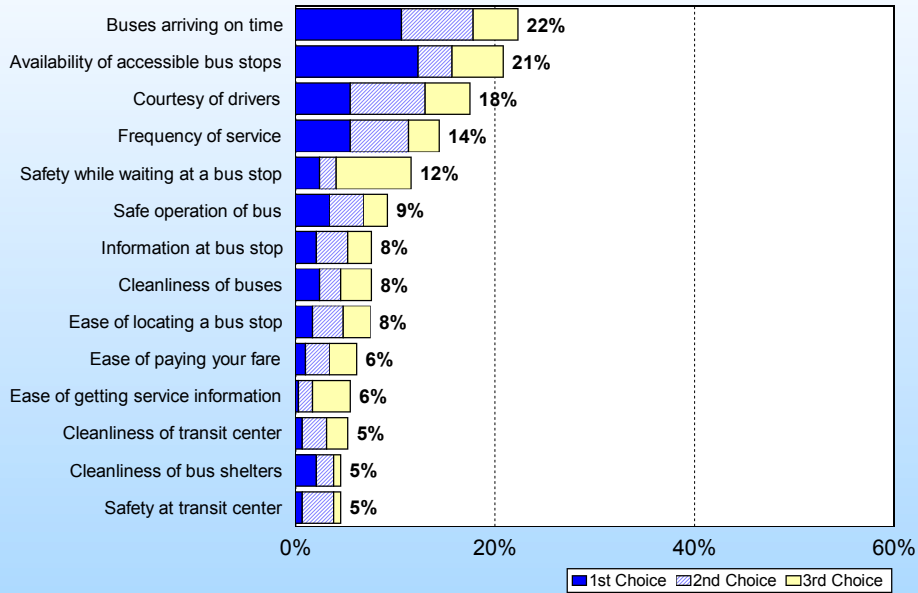


Source: ETC Institute (2019)



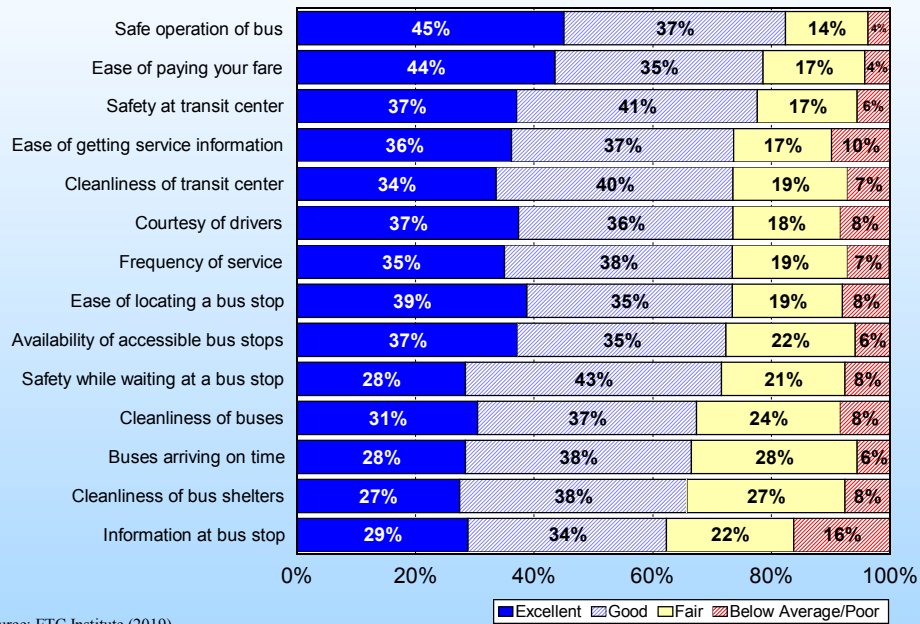
Q9-1. Importance of Service Ratings

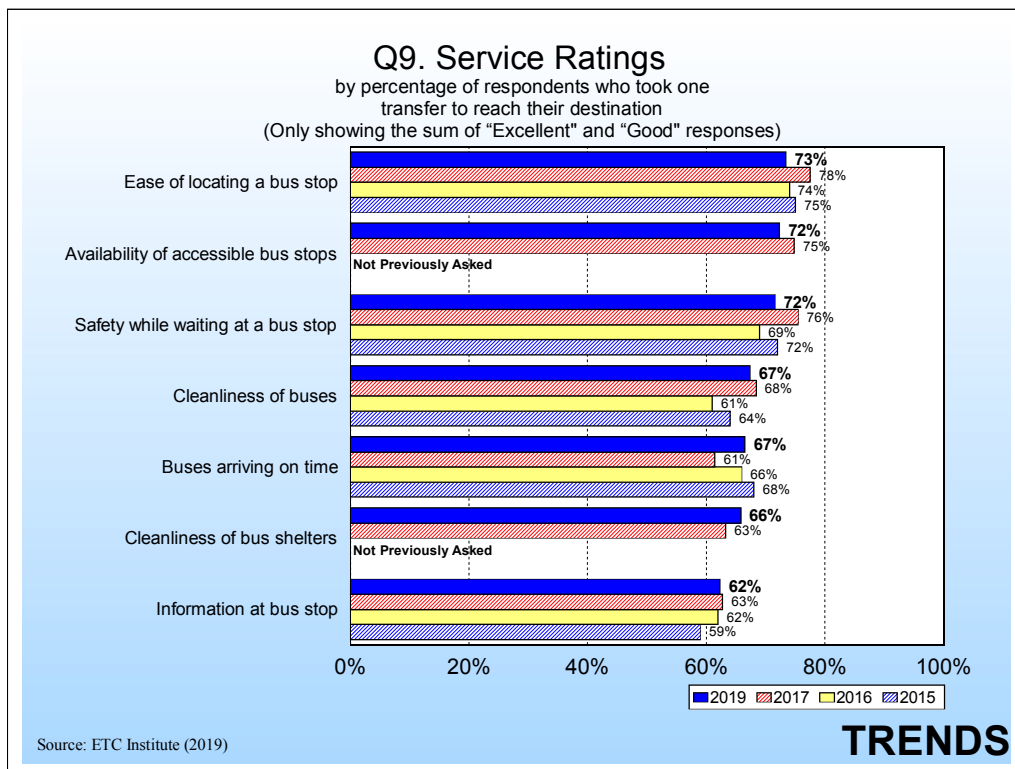
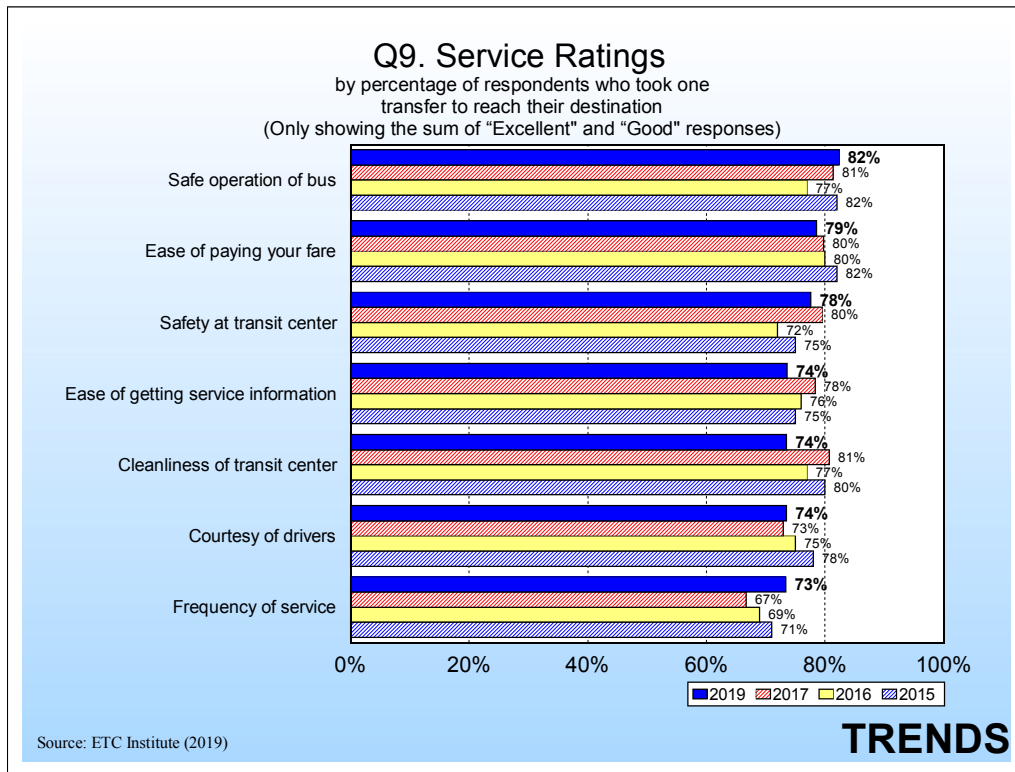
by percentage of respondents who selected the item as one of their top three choices and who took no transfers to reach their destination (Weekday Only)



Q9. Service Ratings

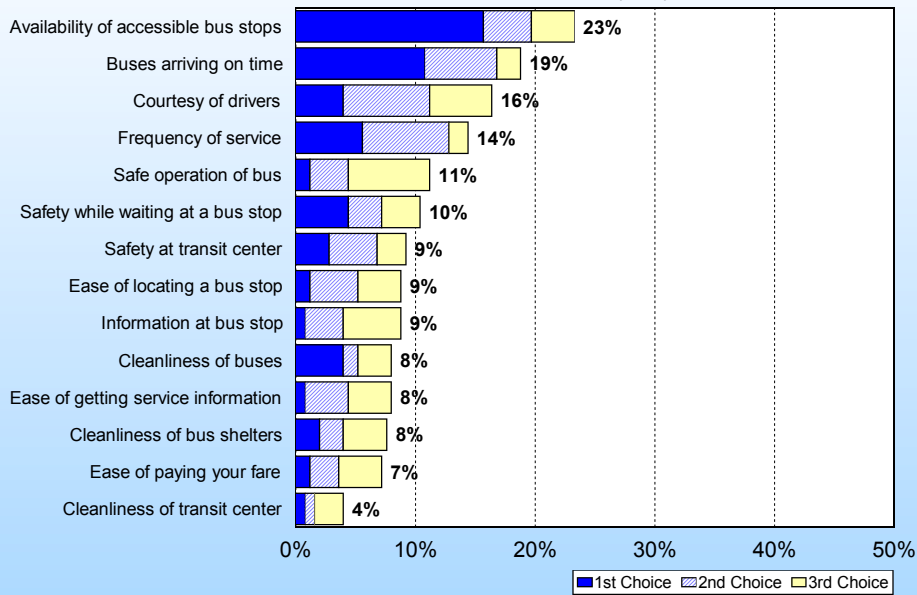
by percentage of respondents who took one transfer to reach their destination





Q9-1. Importance of Service Ratings

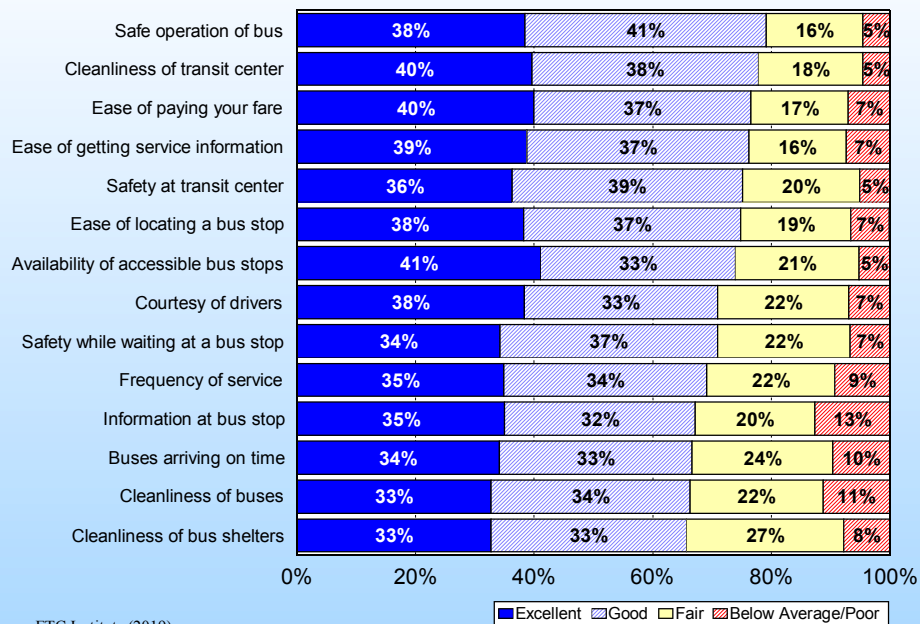
by percentage of respondents who selected the item as one of their top three choices and who took one transfer to reach their destination (Weekday Only)



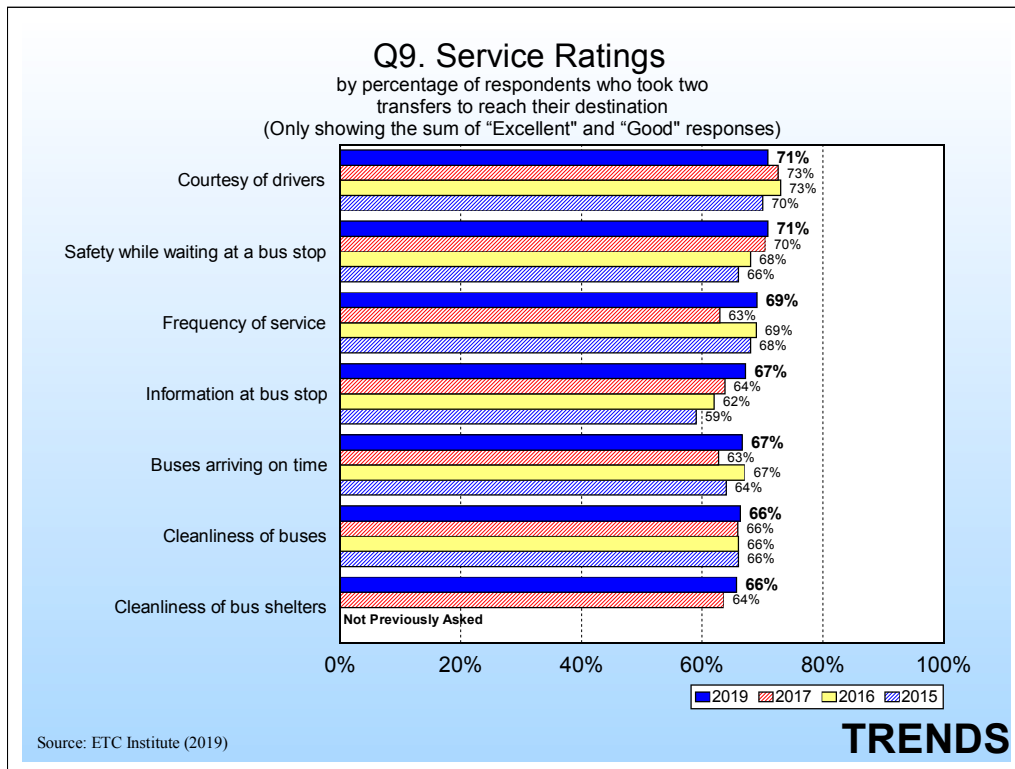
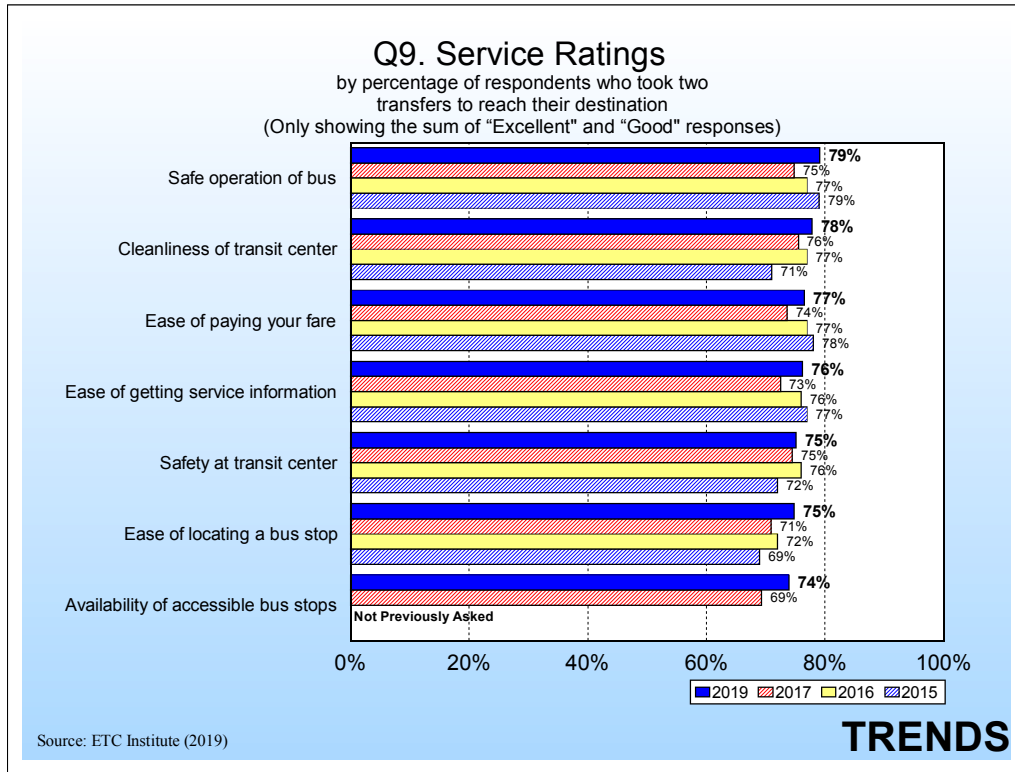
Source: ETC Institute (2019)

Q9. Service Ratings

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

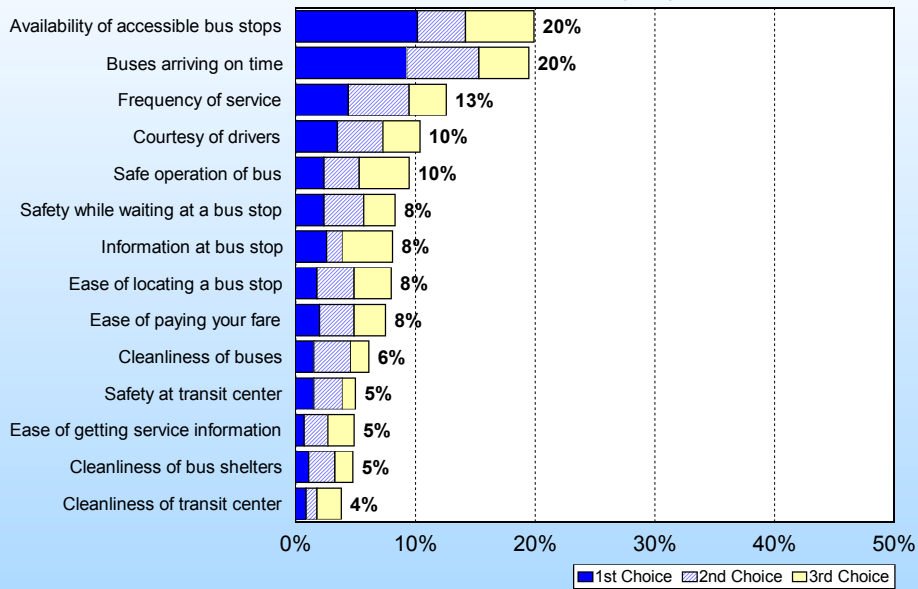


Source: ETC Institute (2019)



Q9-1. Importance of Service Ratings

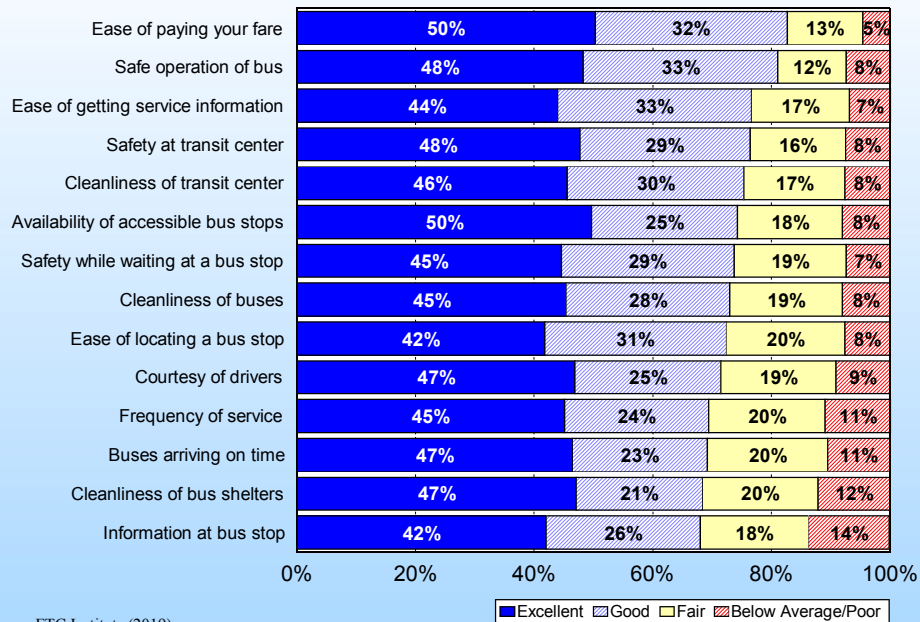
by percentage of respondents who selected the item as one of their top three choices and who took two transfers to reach their destination (Weekday Only)



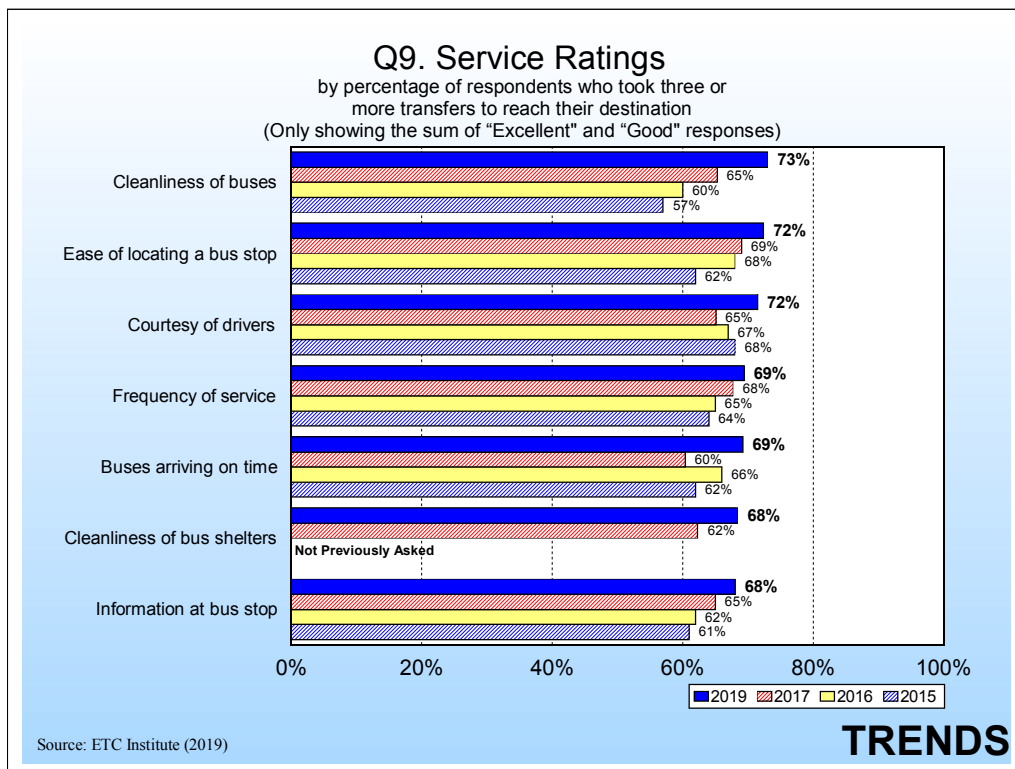
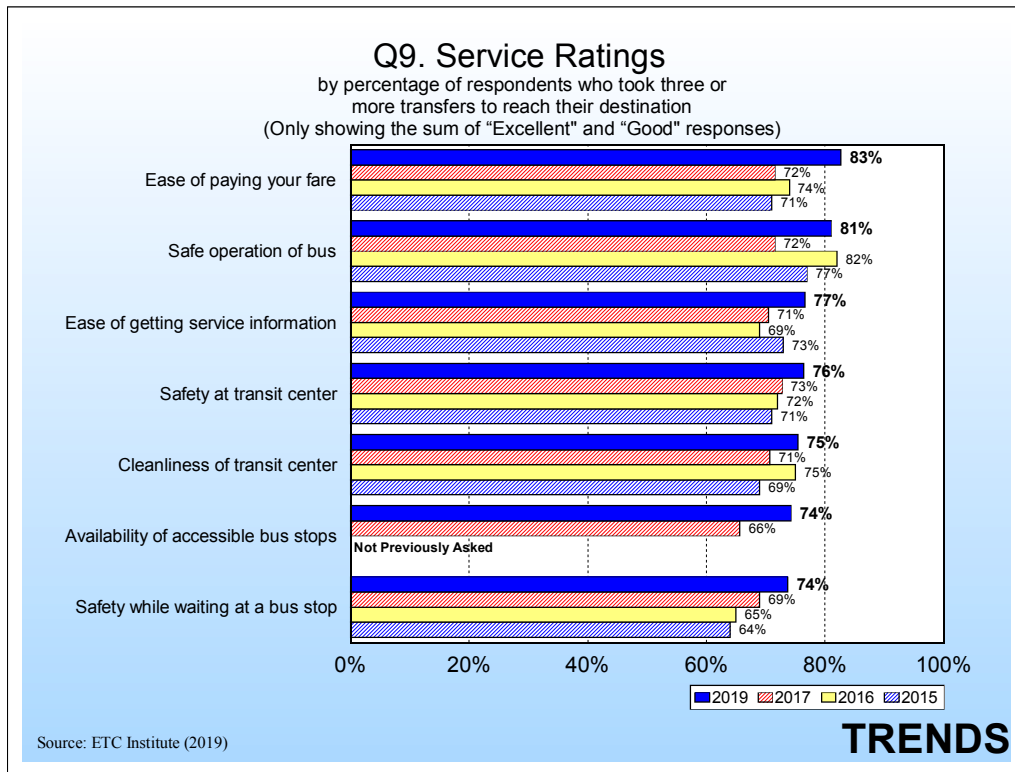
Source: ETC Institute (2019)

Q9. Service Ratings

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

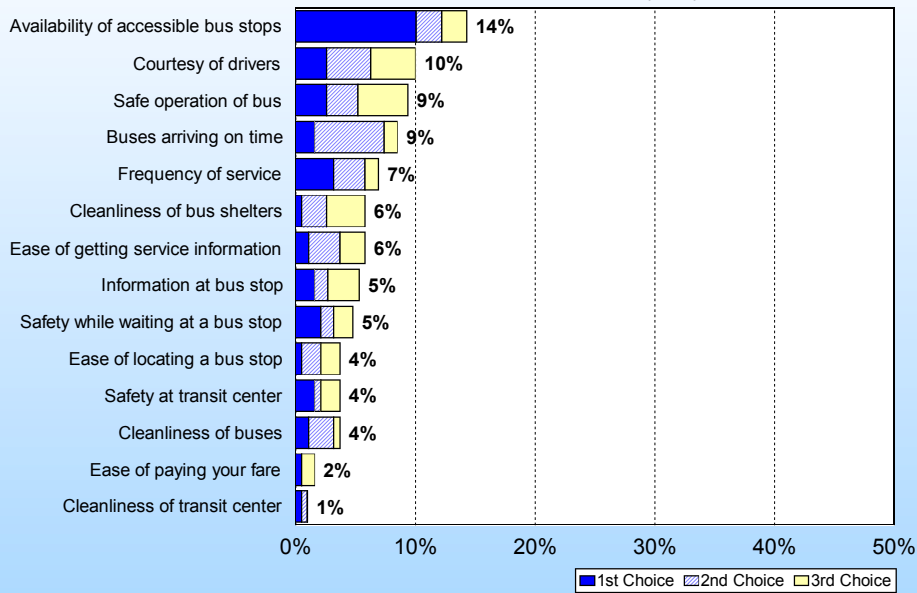


Source: ETC Institute (2019)



Q9-1. Importance of Service Ratings

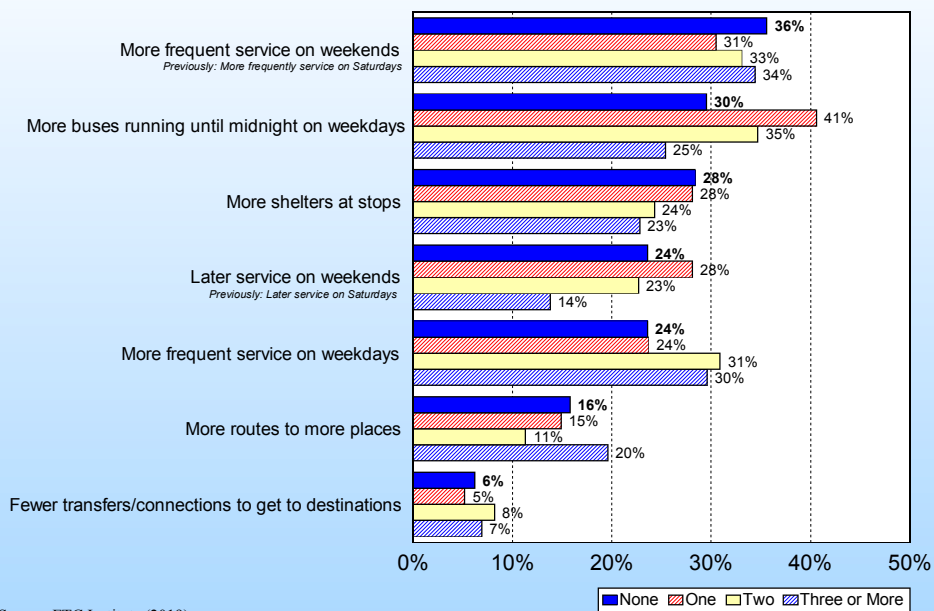
by percentage of respondents who selected the item as one of their top three choices and who took three or more transfers to reach their destination (Weekday Only)



Source: ETC Institute (2019)

Q11. Improvements Respondents Would Like to See in Transit Service in the Area

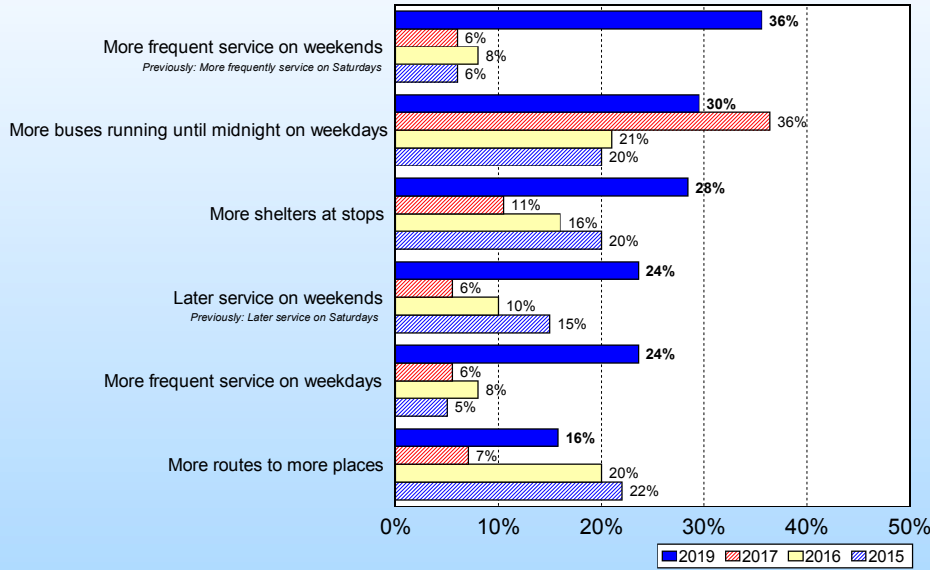
by percentage of respondents by number of transfers



Source: ETC Institute (2019)

Q11. Improvements Respondents Would Like to See in Transit Service in the Area

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

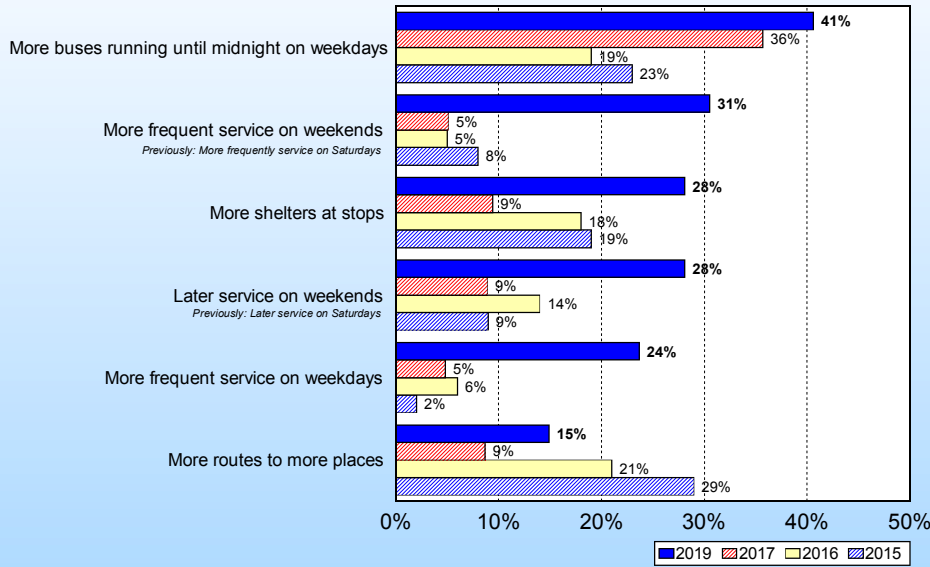


Source: ETC Institute (2019)

TRENDS

Q11. Improvements Respondents Would Like to See in Transit Service in the Area

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

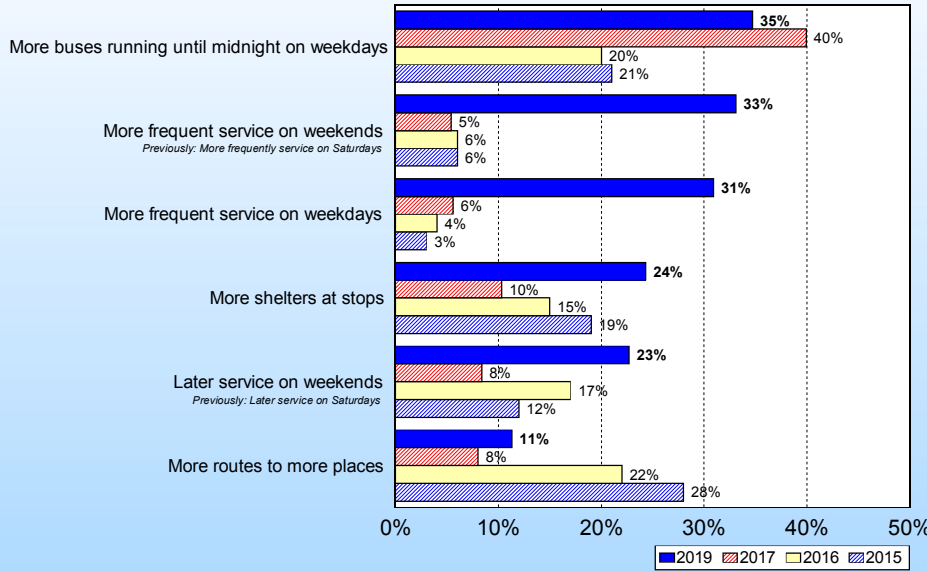


Source: ETC Institute (2019)

TRENDS

Q11. Improvements Respondents Would Like to See in Transit Service in the Area

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

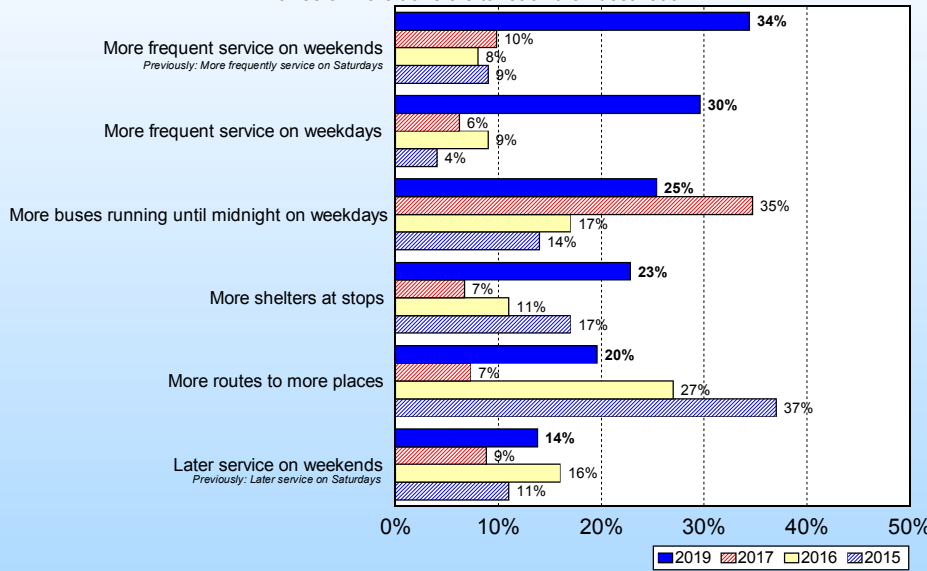


Source: ETC Institute (2019)

TRENDS

Q11. 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



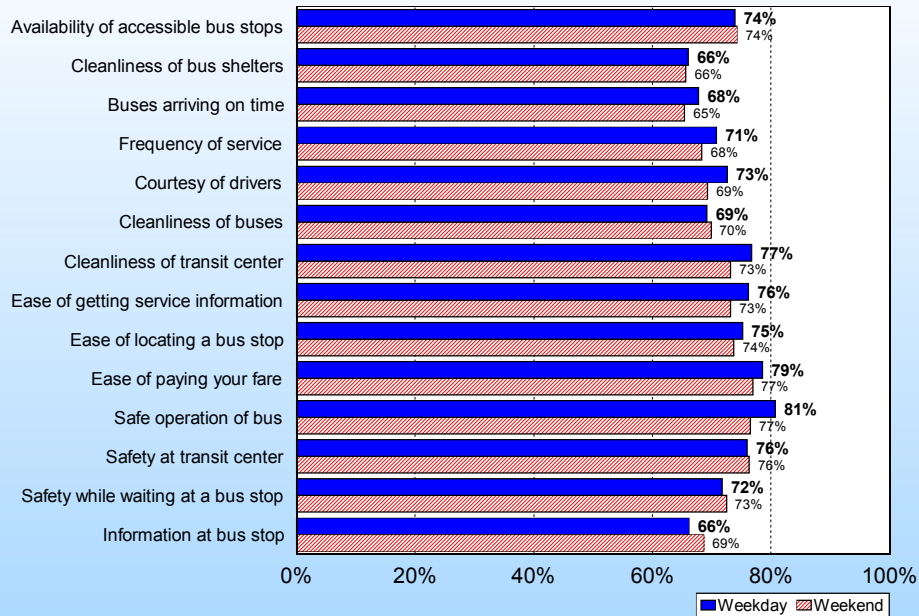
Source: ETC Institute (2019)

TRENDS

Additional Analysis Weekend/Weekday Night/Day Saturday/Sunday

Q9. Service Ratings - Weekday vs. Weekend

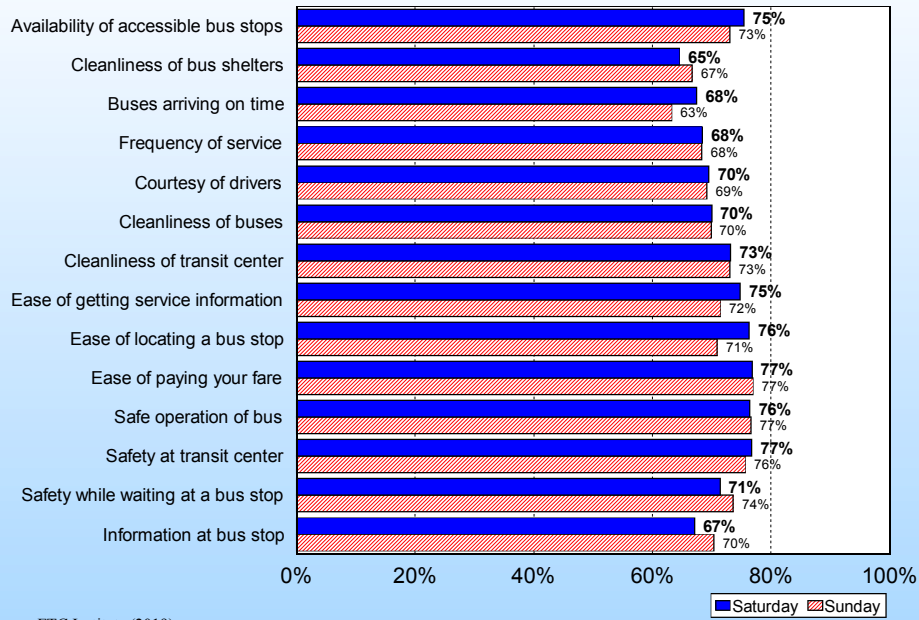
by percentage of respondents
(Only showing the sum of "Excellent" and "Good" responses)



Source: ETC Institute (2019)

Q9. Service Ratings - Saturday vs. Sunday

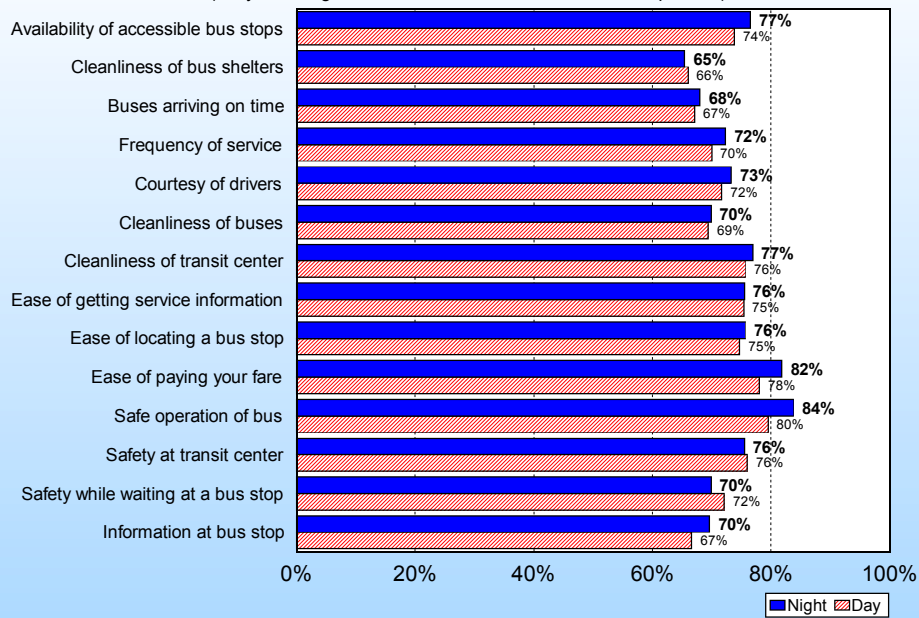
by percentage of respondents
(Only showing the sum of "Excellent" and "Good" responses)



Source: ETC Institute (2019)

Q9. Service Ratings - Night vs. Day

by percentage of respondents
(Only showing the sum of "Excellent" and "Good" responses)



Source: ETC Institute (2019)

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. Eighteen percent (18%) of respondents selected *buses arriving on time* as one of the most important services for EMBARK to provide.

With regard to satisfaction, 68% 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 18% was multiplied by 32% (1-0.68). This calculation yielded an I-S rating of 0.0576 which ranked first out of 14 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.

2019 Importance-Satisfaction Rating

EMBARK 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
Medium Priority (IS <.10)						
Buses arriving on time	18%	2	68%	12	0.0576	1
Availability of accessible bus stops	20%	1	74%	7	0.0514	2
Frequency of service	12%	4	71%	10	0.0359	3
Courtesy of drivers	13%	3	73%	8	0.0359	4
Information at bus stop	8%	7	66%	13	0.0257	5
Safety while waiting at a bus stop	9%	6	72%	9	0.0248	6
Cleanliness of buses	6%	9	69%	11	0.0197	7
Safe operation of bus	10%	5	81%	1	0.0187	8
Cleanliness of bus shelters	5%	13	66%	14	0.0183	9
Ease of locating a bus stop	7%	8	75%	6	0.0179	10
Ease of getting service information	6%	11	76%	4	0.0136	11
Safety at transit center	6%	12	76%	5	0.0132	12
Ease of paying your fare	6%	10	79%	2	0.0128	13
Cleanliness of transit center	4%	14	77%	3	0.0086	14

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.

Section 3

Frequency Distribution Tables

Day of the week

<u>Day of week</u>	<u>Number</u>	<u>Percent</u>
Monday	144	11.9 %
Tuesday	356	29.4 %
Wednesday	374	30.9 %
Thursday	262	21.7 %
Friday	74	6.1 %
Total	1210	100.0 %

Route Number or Route Name

<u>Route number or name</u>	<u>Number</u>	<u>Percent</u>
10	35	2.9 %
11	74	6.1 %
11N	24	2.0 %
12	62	5.1 %
13	55	4.5 %
13N	15	1.2 %
14	42	3.5 %
15	26	2.1 %
16	43	3.6 %
18	23	1.9 %
19	7	0.6 %
2	73	6.0 %
22	41	3.4 %
22 N	8	0.7 %
23	96	7.9 %
23N	40	3.3 %
24	3	0.2 %
3	44	3.6 %
38	98	8.1 %
40	59	4.9 %
5	110	9.1 %
50	15	1.2 %
50N	3	0.2 %
5N	28	2.3 %
7	68	5.6 %
8	77	6.4 %
9	41	3.4 %
Total	1210	100.0 %

Time of the day

<u>Time of day</u>	<u>Number</u>	<u>Percent</u>
6am-9am	43	3.6 %
9am-3pm	534	44.1 %
3pm-7pm	372	30.7 %
After 7pm	159	13.1 %
Not provided	102	8.4 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Time of the day (without "not provided")**

<u>Time of day</u>	<u>Number</u>	<u>Percent</u>
6am-9am	43	3.9 %
9am-3pm	534	48.2 %
3pm-7pm	372	33.6 %
After 7pm	159	14.4 %
Total	1108	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>
2	73	6.0 %
3	44	3.6 %
5	138	11.4 %
7	68	5.6 %
8	77	6.4 %
9	41	3.4 %
10	35	2.9 %
11	98	8.1 %
12	62	5.1 %
13	70	5.8 %
14	42	3.5 %
15	26	2.1 %
16	43	3.6 %
18	23	1.9 %
19	7	0.6 %
22	49	4.0 %
23	136	11.2 %
24	3	0.2 %
38	98	8.1 %
40	59	4.9 %
50	18	1.5 %
Total	1210	100.0 %

Q2. How often do you usually ride?

<u>Q2. How often do you usually ride</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	633	52.3 %
3-4 days per week	253	20.9 %
1 or 2 days per week	118	9.8 %
1-3 days a month	117	9.7 %
Less than once a month	70	5.8 %
Not provided	19	1.6 %
Total	1210	100.0 %

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

<u>Q2. How often do you usually ride</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	633	53.1 %
3-4 days per week	253	21.2 %
1 or 2 days per week	118	9.9 %
1-3 days a month	117	9.8 %
Less than once a month	70	5.9 %
Total	1191	100.0 %

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

Q3. How long have you been riding transit in OKC area		
	Number	Percent
6 months or less	242	20.0 %
6 months to a year	177	14.6 %
1-2 years	226	18.7 %
2+ years	534	44.1 %
Not provided	31	2.6 %
Total	1210	100.0 %

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

Q3. How long have you been riding transit in OKC area		
	Number	Percent
6 months or less	242	20.5 %
6 months to a year	177	15.0 %
1-2 years	226	19.2 %
2+ years	534	45.3 %
Total	1179	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	517	42.7 %
School (K-12)	15	1.2 %
School (tech, college, university)	42	3.5 %
Shopping/errands	226	18.7 %
Entertainment/social	79	6.5 %
Social service	44	3.6 %
Medical	129	10.7 %
Other	93	7.7 %
Not provided	65	5.4 %
Total	1210	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	517	45.2 %
School (K-12)	15	1.3 %
School (tech, college, university)	42	3.7 %
Shopping/errands	226	19.7 %
Entertainment/social	79	6.9 %
Social service	44	3.8 %
Medical	129	11.3 %
Other	93	8.1 %
Total	1145	100.0 %

Q4-1. What is the zip code of your workplace?

<u>Q4-1. Zip code of your workplace</u>	<u>Number</u>	<u>Percent</u>
73106	19	8.8 %
73111	16	7.4 %
73107	14	6.5 %
73102	14	6.5 %
73112	11	5.1 %
73108	11	5.1 %
73119	10	4.7 %
73109	9	4.2 %
73104	8	3.7 %
73127	8	3.7 %
73120	7	3.3 %
73118	7	3.3 %
73134	7	3.3 %
73159	6	2.8 %
73105	6	2.8 %
73114	6	2.8 %
73117	5	2.3 %
73116	5	2.3 %
73139	5	2.3 %
73129	5	2.3 %
73122	3	1.4 %
73110	3	1.4 %
73103	3	1.4 %
73101	3	1.4 %
73132	3	1.4 %
73128	2	0.9 %
73124	2	0.9 %
73184	1	0.5 %
73609	1	0.5 %
73604	1	0.5 %
73034	1	0.5 %
73121	1	0.5 %
74106	1	0.5 %
73130	1	0.5 %
72137	1	0.5 %
73135	1	0.5 %
73013	1	0.5 %
73225	1	0.5 %
73181	1	0.5 %
73160	1	0.5 %
73115	1	0.5 %
73501	1	0.5 %
73003	1	0.5 %
72111	1	0.5 %
Total	215	100.0 %

Q4-1. What is the name of your workplace?

<u>Q4-1. Name of your workplace</u>	<u>Number</u>	<u>Percent</u>
Walmart	12	4.4 %
Sonic	11	4.0 %
McDonald's	10	3.6 %
Burger King	4	1.5 %
Taco Bell	4	1.5 %
CEO	4	1.5 %
MERCY HOSPITAL	3	1.1 %
DOWNTOWN	3	1.1 %
Fairgrounds	3	1.1 %
Family Dollar	3	1.1 %
ECO-TEX	3	1.1 %
Hotel	3	1.1 %
Chick-Fil-A	3	1.1 %
Sam's Club	3	1.1 %
SUPPLY ONE	2	0.7 %
DENNYS	2	0.7 %
CASH SAVER	2	0.7 %
City Trend's	2	0.7 %
Goodwill	2	0.7 %
Day Center	2	0.7 %
Dollar General	2	0.7 %
State Fair Park	2	0.7 %
VA	2	0.7 %
CHURCHS CHICKEN	2	0.7 %
KENTUCKY FRIED CHICKEN	2	0.7 %
AUTO ZONE	2	0.7 %
WASHITA PACKING	2	0.7 %
Braums	2	0.7 %
COX CENTER	2	0.7 %
SKIRVIN	2	0.7 %
Cowboy's Cleaner	2	0.7 %
Arby's	2	0.7 %
7 Eleven	2	0.7 %
Golden Corral	2	0.7 %
O'Reilly	2	0.7 %
DONUT SHOP	2	0.7 %
OCCC	1	0.4 %
Property Management	1	0.4 %
OK CPC	1	0.4 %
BEDLAM BBQ	1	0.4 %
Shepard Center	1	0.4 %
McAfee & Taft	1	0.4 %
Ball Park	1	0.4 %
Integris Baptist	1	0.4 %
SOUTHSIDE SURPLUS	1	0.4 %
CUSTOM CUTTING	1	0.4 %

Q4-1. What is the name of your workplace?

<u>Q4-1. Name of your workplace</u>	<u>Number</u>	<u>Percent</u>
Kenny's Concrete	1	0.4 %
Restoration Station	1	0.4 %
OK STATE CAPITOL	1	0.4 %
JC-Safe-T	1	0.4 %
State Fair grounds	1	0.4 %
COMMAND CENTER	1	0.4 %
CASINO	1	0.4 %
HOUSE NURSE	1	0.4 %
PHOENIX BS	1	0.4 %
MARSHALLS	1	0.4 %
BRITE SHINE	1	0.4 %
REMINGTON	1	0.4 %
GE DOWNTOWN	1	0.4 %
C STORE	1	0.4 %
HETE PLASTIC	1	0.4 %
Jersey Mikes	1	0.4 %
Homeless Alliance	1	0.4 %
Wendy's	1	0.4 %
FedEx	1	0.4 %
Sandra Nelson	1	0.4 %
OKC ZOO	1	0.4 %
Stacy's	1	0.4 %
Popeye's	1	0.4 %
Liberty Tax 10th @ Merridian	1	0.4 %
GLASS DOCTOR	1	0.4 %
American Truck	1	0.4 %
COMMUNITY ACTION	1	0.4 %
Crabtown	1	0.4 %
Work	1	0.4 %
Sheraton	1	0.4 %
Job search	1	0.4 %
MASON DESIGN	1	0.4 %
Hospital	1	0.4 %
HILLCREST SENIOR CTR	1	0.4 %
AGR	1	0.4 %
MOORE NORMAN VOTECH	1	0.4 %
HONG KONG MARKET	1	0.4 %
NORMAN	1	0.4 %
ROSS	1	0.4 %
HERTZ ADMIN CENTER	1	0.4 %
US GRANT HIGH SCHOOL	1	0.4 %
CREST FOODS	1	0.4 %
DAVE & BUSTERS	1	0.4 %
Jimmy Johns	1	0.4 %
SIMPSON	1	0.4 %
Shepherd Mall	1	0.4 %

Q4-1. What is the name of your workplace?

<u>Q4-1. Name of your workplace</u>	<u>Number</u>	<u>Percent</u>
KV HEADSTART	1	0.4 %
COPE	1	0.4 %
Terracon	1	0.4 %
CHESAPEAKE ARENA	1	0.4 %
CARL JR	1	0.4 %
ALPHA INDUSTRIAL	1	0.4 %
GREYHOUND	1	0.4 %
SENIORS HOUSE	1	0.4 %
Bricktown	1	0.4 %
INTEGRIS BAPTIST MED CENTER	1	0.4 %
DAY SHELTER	1	0.4 %
EZ PAWN	1	0.4 %
Jani King	1	0.4 %
SUR LA TABLE	1	0.4 %
YORK METAL FAB	1	0.4 %
ISC	1	0.4 %
OU MEDICAL	1	0.4 %
TARGET	1	0.4 %
DHS	1	0.4 %
CAFE KAKAO	1	0.4 %
CONTRACTOR	1	0.4 %
WORKFORCE	1	0.4 %
CHRISTIAN BROS	1	0.4 %
HISTORY CTR	1	0.4 %
ADDECO	1	0.4 %
DREAMLAND	1	0.4 %
VA MED	1	0.4 %
BIBLE STUDY	1	0.4 %
INSURANCE CO	1	0.4 %
Black Messa	1	0.4 %
Conner's Tax Commission	1	0.4 %
Hibachi	1	0.4 %
Navy	1	0.4 %
HOUSE CLEANING	1	0.4 %
Homeless	1	0.4 %
MELROSE CONSTRUCTION	1	0.4 %
Tower Theatre	1	0.4 %
LABOR FINDERS	1	0.4 %
EMBASSY	1	0.4 %
PLASMA CTR	1	0.4 %
SHERATON MWC	1	0.4 %
Planet Fitness	1	0.4 %
Red Lobster	1	0.4 %
Oklahoma History Center	1	0.4 %
CHILIS	1	0.4 %
TOM & CHEE	1	0.4 %

Q4-1. What is the name of your workplace?

<u>Q4-1. Name of your workplace</u>	<u>Number</u>	<u>Percent</u>
LOWES	1	0.4 %
Gas Station	1	0.4 %
SUE MAY	1	0.4 %
Restaurant	1	0.4 %
ABC MOLDING	1	0.4 %
WALGREENS	1	0.4 %
Cook	1	0.4 %
OK ROOFING	1	0.4 %
DEPARTMENT OF CORRECTION	1	0.4 %
Shelhs	1	0.4 %
CLEMENTS FOODS CO	1	0.4 %
Tire shop	1	0.4 %
PHONE STORE	1	0.4 %
Library	1	0.4 %
ACE HARDWARE	1	0.4 %
OKC Business	1	0.4 %
PENN SQUARE MALL	1	0.4 %
JACKSON AUTO PARTS	1	0.4 %
Lawn grooming	1	0.4 %
TEGAN LABOR	1	0.4 %
Black Bear Diner	1	0.4 %
HOLIDAY INN	1	0.4 %
PACEBUTLER CORP	1	0.4 %
HARKINS THEATRES	1	0.4 %
CHESAPEAKE CENTER	1	0.4 %
5 BELOW	1	0.4 %
PARK HILL INN	1	0.4 %
Taco Bueno	1	0.4 %
MIDWEST CITY	1	0.4 %
Coolgreens	1	0.4 %
Force Personnel	1	0.4 %
Liberty Tax	1	0.4 %
Carmin Blvd	1	0.4 %
OUHSC College of Pharmacy	1	0.4 %
Oklahoma City Dodgers	1	0.4 %
OK Library For the Blind	1	0.4 %
OIC	1	0.4 %
Sell magazines	1	0.4 %
Sequoyah Building	1	0.4 %
Skyline	1	0.4 %
DALE ROGERS TRAINING CENTER	1	0.4 %
BEST THRIFT	1	0.4 %
OAK GROVE HEAD START DAYCARE	1	0.4 %
OKCIC	1	0.4 %
MAGIC SERVICES	1	0.4 %
RENT A CENTER	1	0.4 %

Q4-1. What is the name of your workplace?

<u>Q4-1. Name of your workplace</u>	<u>Number</u>	<u>Percent</u>
WHATABURGER	1	0.4 %
EARLS RIB PLACE	1	0.4 %
TSA	1	0.4 %
KAISERS GRATEFUL BEAN CAFE	1	0.4 %
CLARITY COFFEE	1	0.4 %
Church	1	0.4 %
HOMELAND	1	0.4 %
Crest	1	0.4 %
NW 50th St	1	0.4 %
Patty Wagon	1	0.4 %
NSO	1	0.4 %
Meet Boss	1	0.4 %
Fairmont	1	0.4 %
McGurra Plaza	1	0.4 %
Total	275	100.0 %

Q4-2. What is the name of K-12 school?

<u>Q4-2. Name of grade school</u>	<u>Number</u>	<u>Percent</u>
Harding	2	20.0 %
Positive Tomorrows	1	10.0 %
Centennial	1	10.0 %
OIC	1	10.0 %
NORTHEAST HIGH SCHOOL	1	10.0 %
EDMOND	1	10.0 %
PROSEVERT	1	10.0 %
Star Spencer	1	10.0 %
EPIC CHARTER SCHOOL	1	10.0 %
Total	10	100.0 %

Q4-3. What is the name of technical school, college, or university?

Q4-3. Name of technical school, college, or university	Number	Percent
OCCC	15	53.6 %
FRANCIS TUTTLE TECH CENTER	3	10.7 %
METRO TECH	3	10.7 %
OSU	2	7.1 %
ROSE STATE COLLEGE	2	7.1 %
CENTRAL OKLAHOMA COLLEGE	1	3.6 %
TEEM	1	3.6 %
UMA	1	3.6 %
Total	28	100.0 %

Q4-6. What is the name of social service?

Q4-6. What social service	Number	Percent
HOPE	9	29.0 %
Red Rock	3	9.7 %
S.O.S.	2	6.5 %
Salvation Army	2	6.5 %
Com. Act. OKC	1	3.2 %
LIBRARY	1	3.2 %
Our Sisters Resale Shop	1	3.2 %
NORTH CARE	1	3.2 %
HOMELESS ALLIANCE	1	3.2 %
DAY SHELTER	1	3.2 %
GUILD OF ST GEORGE	1	3.2 %
SS office	1	3.2 %
DHS KELLY	1	3.2 %
Mahoney	1	3.2 %
CORNERSTONE	1	3.2 %
Church	1	3.2 %
SSI	1	3.2 %
HERITAGE PARK NURSING HOME	1	3.2 %
VA	1	3.2 %
Total	31	100.0 %

Q4-8. Other

<u>Q4-8. Other</u>	<u>Number</u>	<u>Percent</u>
HOME	10	16.4 %
LOOKING FOR WORK	7	11.5 %
COURT	4	6.6 %
LIBRARY	4	6.6 %
PLASMA CTR	3	4.9 %
DONATE PLASMA	2	3.3 %
VISITING	2	3.3 %
FOOD	1	1.6 %
YMCA	1	1.6 %
OHFA	1	1.6 %
BUSINESS	1	1.6 %
CHAIN REACTION MINISTRIES	1	1.6 %
Personal	1	1.6 %
Money	1	1.6 %
House	1	1.6 %
WOMENS SHELTER	1	1.6 %
GED	1	1.6 %
WORK FORCE OFFICE	1	1.6 %
ASSESSMENT	1	1.6 %
VA	1	1.6 %
LOST PHONE ON BUS	1	1.6 %
PERSONAL BUSINESS	1	1.6 %
Fill out app	1	1.6 %
NA MEETING	1	1.6 %
TALECRIS	1	1.6 %
INTERVIEW	1	1.6 %
Store	1	1.6 %
Appointment	1	1.6 %
City of OKC business	1	1.6 %
Family emergency	1	1.6 %
RED ROCK	1	1.6 %
TAG AGENCY	1	1.6 %
CSL	1	1.6 %
PARENTING CLASS	1	1.6 %
LOOKING FOR A PLACE TO LIVE	1	1.6 %
Bills	1	1.6 %
Total	61	100.0 %

Q5. How do you typically pay your fare?

Q5. How do you typically pay your fare	Number	Percent
At farebox with cash/coins	671	55.5 %
At farebox with paper pass	395	32.6 %
With token transit/mobile fare app	108	8.9 %
Not provided	36	3.0 %
Total	1210	100.0 %

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

Q5. How do you typically pay your fare	Number	Percent
At farebox with cash/coins	671	57.2 %
At farebox with paper pass	395	33.6 %
With token transit/mobile fare app	108	9.2 %
Total	1174	100.0 %

Q5a. Do you pay for a single trip or a pass?

Q5a. Do you pay for a single trip or a pass	Number	Percent
Single trip	90	13.4 %
Pass	272	40.5 %
Not provided	309	46.1 %
Total	671	100.0 %

WITHOUT "NOT PROVIDED"**Q5a. Do you pay for a single trip or a pass? (without "not provided")**

Q5a. Do you pay for a single trip or a pass	Number	Percent
Single trip	90	24.9 %
Pass	272	75.1 %
Total	362	100.0 %

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

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

	Number	Percent
Walk	1064	87.9 %
Bicycle	49	4.0 %
Wheelchair	16	1.3 %
Scooter (Lime)	12	1.0 %
Dropped off (car, uber, taxi, lyft)	22	1.8 %
Drove alone	11	0.9 %
Drove with others	11	0.9 %
Not provided	25	2.1 %
Total	1210	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 nearest bus stop

	Number	Percent
Walk	1064	89.8 %
Bicycle	49	4.1 %
Wheelchair	16	1.4 %
Scooter (Lime)	12	1.0 %
Dropped off (car, uber, taxi, lyft)	22	1.9 %
Drove alone	11	0.9 %
Drove with others	11	0.9 %
Total	1185	100.0 %

Q6-1. If you walked, how many minutes did you walk?

Q6-1. How many minutes did you walk	Number	Percent
0-5	288	27.1 %
6-10	147	13.8 %
11-15	59	5.5 %
16-20	26	2.4 %
20-25	4	0.4 %
26-30	15	1.4 %
30+	12	1.1 %
Not provided	513	48.2 %
Total	1064	100.0 %

WITHOUT "NOT PROVIDED"**Q6-1. If you walked, how many minutes did you walk? (without "not provided")**

Q6-1. How many minutes did you walk	Number	Percent
0-5	288	52.3 %
6-10	147	26.7 %
11-15	59	10.7 %
16-20	26	4.7 %
20-25	4	0.7 %
26-30	15	2.7 %
30+	12	2.2 %
Total	551	100.0 %

Q6-1. If you biked, how many minutes did you bike?

Q6-2. How many minutes did you bike	Number	Percent
0-5	8	16.3 %
6-10	5	10.2 %
11-15	1	2.0 %
16-20	1	2.0 %
20+	1	2.0 %
Not provided	33	67.3 %
Total	49	100.0 %

WITHOUT "NOT PROVIDED"**Q6-1. If you biked, how many minutes did you bike? (without "not provided")**

Q6-2. How many minutes did you bike	Number	Percent
0-5	8	50.0 %
6-10	5	31.3 %
11-15	1	6.3 %
16-20	1	6.3 %
20+	1	6.3 %
Total	16	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
None	292	24.1 %
One	249	20.6 %
Two	453	37.4 %
Three or more	189	15.6 %
Not provided	27	2.2 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q7. For your trip you are currently on, how many transfers will you make to reach your destination? (without "not provided")**

Q7. How many transfers will you make to reach your destination	Number	Percent
None	292	24.7 %
One	249	21.0 %
Two	453	38.3 %
Three or more	189	16.0 %
Total	1183	100.0 %

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

Q8. Does your primary boarding stop have any following facilities	Number	Percent
Shelters	335	27.7 %
Sidewalks	555	45.9 %
Benches	703	58.1 %
Total	1593	

Q9. Please rate each of the following items:

(N=1210)

	Excellent	Good	Fair	Below average	Poor	Not provided
Q9-1. Availability of accessible bus stops	40.7%	28.9%	19.0%	2.9%	2.7%	5.7%
Q9-2. Cleanliness of bus shelters	32.3%	29.9%	23.7%	5.4%	2.9%	5.8%
Q9-3. Buses arriving on time	32.9%	30.7%	22.1%	4.6%	3.5%	6.2%
Q9-4. Frequency of service	34.9%	31.7%	19.3%	5.5%	2.6%	6.0%
Q9-5. Courtesy of drivers	38.3%	29.9%	19.0%	4.5%	2.3%	6.0%
Q9-6. Cleanliness of buses	33.4%	31.7%	20.2%	5.4%	3.3%	6.0%
Q9-7. Cleanliness of transit center	37.2%	34.5%	16.5%	3.3%	1.9%	6.6%
Q9-8. Ease of getting service information	37.3%	33.3%	15.2%	5.2%	1.7%	7.4%
Q9-9. Ease of locating a bus stop	36.9%	33.1%	16.7%	4.8%	1.7%	6.9%
Q9-10. Ease of paying your fare	40.7%	33.0%	14.5%	3.4%	2.1%	6.4%
Q9-11. Safe operation of bus	40.7%	35.4%	13.9%	2.8%	1.5%	5.8%
Q9-12. Safety at transit center	37.4%	33.4%	17.2%	3.8%	1.4%	6.8%
Q9-13. Safety while waiting at a bus stop	33.1%	34.3%	19.6%	4.5%	2.4%	6.1%
Q9-14. Information at bus stop	33.0%	28.5%	18.5%	8.2%	4.6%	7.2%

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

(N=1210)

	Excellent	Good	Fair	Below average	Poor
Q9-1. Availability of accessible bus stops	43.2%	30.7%	20.2%	3.1%	2.9%
Q9-2. Cleanliness of bus shelters	34.3%	31.8%	25.2%	5.7%	3.1%
Q9-3. Buses arriving on time	35.1%	32.7%	23.6%	4.9%	3.7%
Q9-4. Frequency of service	37.1%	33.7%	20.6%	5.8%	2.8%
Q9-5. Courtesy of drivers	40.8%	31.8%	20.2%	4.7%	2.5%
Q9-6. Cleanliness of buses	35.5%	33.7%	21.5%	5.7%	3.5%
Q9-7. Cleanliness of transit center	39.8%	36.9%	17.7%	3.5%	2.0%
Q9-8. Ease of getting service information	40.2%	36.0%	16.4%	5.6%	1.8%
Q9-9. Ease of locating a bus stop	39.7%	35.5%	17.9%	5.1%	1.8%
Q9-10. Ease of paying your fare	43.4%	35.2%	15.5%	3.6%	2.2%
Q9-11. Safe operation of bus	43.2%	37.5%	14.7%	3.0%	1.6%
Q9-12. Safety at transit center	40.2%	35.8%	18.4%	4.1%	1.5%
Q9-13. Safety while waiting at a bus stop	35.3%	36.5%	20.9%	4.8%	2.6%
Q9-14. Information at bus stop	35.5%	30.7%	19.9%	8.8%	5.0%

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

<u>Q9a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	140	11.6 %
Cleanliness of bus shelters	17	1.4 %
Buses arriving on time	104	8.6 %
Frequency of service	56	4.6 %
Courtesy of drivers	47	3.9 %
Cleanliness of buses	27	2.2 %
Cleanliness of transit center	9	0.7 %
Ease of getting service information	8	0.7 %
Ease of locating a bus stop	17	1.4 %
Ease of paying your fare	16	1.3 %
Safe operation of bus	30	2.5 %
Safety at transit center	19	1.6 %
Safety while waiting at a bus stop	33	2.7 %
Information at bus stop	23	1.9 %
None chosen	664	54.9 %
Total	1210	100.0 %

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

<u>Q9a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	43	3.6 %
Cleanliness of bus shelters	24	2.0 %
Buses arriving on time	74	6.1 %
Frequency of service	64	5.3 %
Courtesy of drivers	64	5.3 %
Cleanliness of buses	27	2.2 %
Cleanliness of transit center	14	1.2 %
Ease of getting service information	27	2.2 %
Ease of locating a bus stop	36	3.0 %
Ease of paying your fare	26	2.1 %
Safe operation of bus	36	3.0 %
Safety at transit center	31	2.6 %
Safety while waiting at a bus stop	29	2.4 %
Information at bus stop	25	2.1 %
None chosen	690	57.0 %
Total	1210	100.0 %

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

<u>Q9a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	55	4.5 %
Cleanliness of bus shelters	24	2.0 %
Buses arriving on time	39	3.2 %
Frequency of service	29	2.4 %
Courtesy of drivers	47	3.9 %
Cleanliness of buses	24	2.0 %
Cleanliness of transit center	22	1.8 %
Ease of getting service information	34	2.8 %
Ease of locating a bus stop	34	2.8 %
Ease of paying your fare	31	2.6 %
Safe operation of bus	51	4.2 %
Safety at transit center	16	1.3 %
Safety while waiting at a bus stop	45	3.7 %
Information at bus stop	43	3.6 %
<u>None chosen</u>	<u>716</u>	<u>59.2 %</u>
Total	1210	100.0 %

Q9a. Which THREE of the service items you rated in Question 9 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	238	19.7 %
Cleanliness of bus shelters	65	5.4 %
Buses arriving on time	217	17.9 %
Frequency of service	149	12.3 %
Courtesy of drivers	158	13.1 %
Cleanliness of buses	78	6.4 %
Cleanliness of transit center	45	3.7 %
Ease of getting service information	69	5.7 %
Ease of locating a bus stop	87	7.2 %
Ease of paying your fare	73	6.0 %
Safe operation of bus	117	9.7 %
Safety at transit center	66	5.5 %
Safety while waiting at a bus stop	107	8.8 %
Information at bus stop	91	7.5 %
<u>None chosen</u>	<u>664</u>	<u>54.9 %</u>
Total	2224	

Q9b. Overall, how satisfied are you with EMBARK fixed route service?

Q9b. How satisfied are you with EMBARK fixed route service	Number	Percent
Very satisfied	357	29.5 %
Satisfied	330	27.3 %
Neutral	214	17.7 %
Dissatisfied	63	5.2 %
Very dissatisfied	19	1.6 %
Not provided	227	18.8 %
Total	1210	100.0 %

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

Q9b. How satisfied are you with EMBARK fixed route service	Number	Percent
Very satisfied	357	36.3 %
Satisfied	330	33.6 %
Neutral	214	21.8 %
Dissatisfied	63	6.4 %
Very dissatisfied	19	1.9 %
Total	983	100.0 %

Q10. Have you used any of these rider tools?

<u>Q10. Have you used any rider tools</u>	<u>Number</u>	<u>Percent</u>
Text alerts	131	10.8 %
235-RIDE	463	38.3 %
Token transit/mobile fare app	86	7.1 %
Google transit	166	13.7 %
Transit app	190	15.7 %
Moovit app	19	1.6 %
embarkok.com	392	32.4 %
<u>EMBARK connect app</u>	<u>134</u>	<u>11.1 %</u>
Total	1581	

Q11. What TWO improvement(s) would you like to see in transit service here in the area?

Q11. What improvements would you like to see in
transit service in the area

	<u>Number</u>	<u>Percent</u>
More buses running until midnight on weekdays	395	32.6 %
More shelters at stops	309	25.5 %
More routes to more places	172	14.2 %
Later service on weekends	273	22.6 %
More frequent service on weekdays	339	28.0 %
More frequent service on weekends	400	33.1 %
Fewer transfers/connections to get to destinations	85	7.0 %
Total	1973	

Q11-3. Where would you like more routes to go to?

<u>Q11-3. Where would you like more routes to go to</u>	<u>Number</u>	<u>Percent</u>
Del City	11	11.6 %
Bethany	5	5.3 %
EDMOND	5	5.3 %
Moore	4	4.2 %
Midwest City	4	4.2 %
Yukon	2	2.1 %
CITY WIDE	2	2.1 %
Edmond	2	2.1 %
S SANTA FE & I-240	1	1.1 %
SHIELDS BY WALMART	1	1.1 %
Remington	1	1.1 %
NORTH SOUTH EAST WEST RUNS ON MAJOR STREETS	1	1.1 %
WESTSIDE	1	1.1 %
OUTSIDE OF CITY	1	1.1 %
S MOORE	1	1.1 %
WESTERN	1	1.1 %
NO CROSS TOWNS	1	1.1 %
SE 29TH	1	1.1 %
Northwest OKC	1	1.1 %
NORMAN	1	1.1 %
AIRPORT AND NW EXPRESSWAY	1	1.1 %
SW 59TH & SW 44TH	1	1.1 %
PAST 104 AND WESTERN	1	1.1 %
Edmond, Warr Acres, Bethany	1	1.1 %
East suburbs	1	1.1 %
ALONG 59 SE/SW	1	1.1 %
SW 59 & PENN OFF AGNEW NEAR SENIOR CENTER	1	1.1 %
A beach at 10th & Youngs Blvd	1	1.1 %
COUNCIL	1	1.1 %
SW 59th & SW 44th	1	1.1 %
GUTHRIE/EDMOND	1	1.1 %
Edmond/Moore	1	1.1 %
TOWARDS THE AIRPORT	1	1.1 %
ACROSS OKC	1	1.1 %
MAY STREET	1	1.1 %
FRANCIS TUTTLE AND ROCKWELL	1	1.1 %
LONGER DISTANCE	1	1.1 %
AROUND THE CITY	1	1.1 %
SW 59th	1	1.1 %
Edmond, Spencer, Midwest City	1	1.1 %
N Robinson	1	1.1 %
OTHER SUBURBS	1	1.1 %
Shawnee, Yukon, Mustang, Moore	1	1.1 %
122ND & MCCANN	1	1.1 %

Q11-3. Where would you like more routes to go to?

<u>Q11-3. Where would you like more routes to go to</u>	<u>Number</u>	<u>Percent</u>
INTER CITY	1	1.1 %
REINSTATE ROUTE 4	1	1.1 %
ANYWHERE OUTSIDE THE NORMAL ROUTES	1	1.1 %
HEFNER	1	1.1 %
Libraries	1	1.1 %
Entire OKC Metro	1	1.1 %
NORTHWEST EXPRESSWAY	1	1.1 %
EDMOND, YUKON, MUSTANG, MIDWEST CITY	1	1.1 %
SE 44 & 55	1	1.1 %
MWC, DEL CITY, NORTH OKC	1	1.1 %
MAY, MOORE, MUSTANG	1	1.1 %
SPENCER, EDMOND	1	1.1 %
MWC, ELEC CITY, MAY	1	1.1 %
Edmond, Yukon, Moore, Warr Acres	1	1.1 %
Everywhere	1	1.1 %
Past Colonial St	1	1.1 %
N Britton & May Ave	1	1.1 %
Airport	1	1.1 %
More N NW 39th, NW 122	1	1.1 %
COURTHOUSE	1	1.1 %
SOUTH RIDE	1	1.1 %
NW 36th & MacArthur between 10th & 36th on Meridian	1	1.1 %
SW 44th	1	1.1 %
Crest 104th & May	1	1.1 %
Total	95	100.0 %

Q12. What is the primary reason you use transit?

<u>Q12. What is the primary reason you use transit</u>	<u>Number</u>	<u>Percent</u>
Cannot drive	257	21.2 %
Avoid driving/traffic	75	6.2 %
No car available	713	58.9 %
Avoid parking	13	1.1 %
Save money	95	7.9 %
Environment	16	1.3 %
Not provided	41	3.4 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q12. What is the primary reason you use transit? (without "not provided")**

<u>Q12. What is the primary reason you use transit</u>	<u>Number</u>	<u>Percent</u>
Cannot drive	257	22.0 %
Avoid driving/traffic	75	6.4 %
No car available	713	61.0 %
Avoid parking	13	1.1 %
Save money	95	8.1 %
Environment	16	1.4 %
Total	1169	100.0 %

Q13. Do you speak a language other than English at home?

Q13. Do you speak a language other than English at home	Number	Percent
No	999	82.6 %
Yes	136	11.2 %
Not provided	75	6.2 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q13. Do you speak a language other than English at home? (without "not provided")**

Q13. Do you speak a language other than English at home	Number	Percent
No	999	88.0 %
Yes	136	12.0 %
Total	1135	100.0 %

Q13-2. If you do, which language?

Q13-2. Which language	Number	Percent
Spanish	60	75.9 %
French	7	8.9 %
German	2	2.5 %
Chinese	2	2.5 %
Sicilian	1	1.3 %
Comanche	1	1.3 %
Thai	1	1.3 %
Russian	1	1.3 %
SIGN LANGUAGE	1	1.3 %
KISWAHILI	1	1.3 %
CHEROKEE	1	1.3 %
JAPANESE	1	1.3 %
Total	79	100.0 %

Q13a. How well do you speak English?

Q13a. How well do you speak English	Number	Percent
Very well	82	60.3 %
Well	24	17.6 %
Less than well	7	5.1 %
Not well at all	3	2.2 %
Refused	20	14.7 %
Total	136	100.0 %

WITHOUT "REFUSED"**Q13a. How well do you speak English? (without "refused")**

Q13a. How well do you speak English	Number	Percent
Very well	82	70.7 %
Well	24	20.7 %
Less than well	7	6.0 %
Not well at all	3	2.6 %
Total	116	100.0 %

Q14. Will you still be using EMBARK 1 year from now?

Q14. Will you still be using EMBARK one year from now	Number	Percent
Maybe	483	39.9 %
No	128	10.6 %
Yes	532	44.0 %
Not provided	67	5.5 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Will you still be using EMBARK 1 year from now? (without "not provided")**

Q14. Will you still be using EMBARK one year from now	Number	Percent
Maybe	483	42.3 %
No	128	11.2 %
Yes	532	46.5 %
Total	1143	100.0 %

Q15. Including yourself, how many people live in your home?

<u>Q15. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	407	33.6 %
Two	298	24.6 %
Three	187	15.5 %
Four	110	9.1 %
Five	56	4.6 %
Six+	80	6.6 %
Not provided	72	6.0 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q15. Including yourself, how many people live in your home? (without "not provided")**

<u>Q15. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	407	35.8 %
Two	298	26.2 %
Three	187	16.4 %
Four	110	9.7 %
Five	56	4.9 %
Six+	80	7.0 %
Total	1138	100.0 %

Q16. What year were you born?

<u>Q16. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1935	1	0.1 %
1937	3	0.2 %
1938	1	0.1 %
1939	1	0.1 %
1940	2	0.2 %
1941	1	0.1 %
1943	2	0.2 %
1944	1	0.1 %
1945	5	0.4 %
1946	5	0.4 %
1947	3	0.2 %
1948	4	0.3 %
1949	3	0.2 %
1950	10	0.8 %
1951	9	0.7 %
1952	3	0.2 %
1953	9	0.7 %
1954	11	0.9 %
1955	16	1.3 %
1956	20	1.7 %
1957	19	1.6 %
1958	15	1.2 %
1959	26	2.1 %
1960	21	1.7 %
1961	25	2.1 %
1962	14	1.2 %
1963	16	1.3 %
1964	27	2.2 %
1965	14	1.2 %
1966	22	1.8 %
1967	28	2.3 %
1968	25	2.1 %
1969	30	2.5 %
1970	28	2.3 %
1971	34	2.8 %
1972	27	2.2 %
1973	16	1.3 %
1974	29	2.4 %
1975	14	1.2 %
1976	26	2.1 %
1977	35	2.9 %
1978	26	2.1 %
1979	30	2.5 %
1980	25	2.1 %
1981	29	2.4 %
1982	39	3.2 %

Q16. What year were you born?

<u>Q16. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1983	24	2.0 %
1984	26	2.1 %
1985	27	2.2 %
1986	25	2.1 %
1987	20	1.7 %
1988	38	3.1 %
1989	31	2.6 %
1990	27	2.2 %
1991	17	1.4 %
1992	11	0.9 %
1993	17	1.4 %
1994	21	1.7 %
1995	17	1.4 %
1996	15	1.2 %
1997	15	1.2 %
1998	8	0.7 %
1999	15	1.2 %
2000	6	0.5 %
2001	4	0.3 %
2002	2	0.2 %
2003	2	0.2 %
2004	1	0.1 %
2005	2	0.2 %
2006	1	0.1 %
2007	1	0.1 %
2008	1	0.1 %
9999	86	7.1 %
Total	1210	100.0 %

Q16. What year were you born? (without "not provided")

<u>Q16. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1935	1	0.1 %
1937	3	0.3 %
1938	1	0.1 %
1939	1	0.1 %
1940	2	0.2 %
1941	1	0.1 %
1943	2	0.2 %
1944	1	0.1 %
1945	5	0.4 %
1946	5	0.4 %
1947	3	0.3 %
1948	4	0.4 %
1949	3	0.3 %
1950	10	0.9 %
1951	9	0.8 %
1952	3	0.3 %
1953	9	0.8 %
1954	11	1.0 %
1955	16	1.4 %
1956	20	1.8 %
1957	19	1.7 %
1958	15	1.3 %
1959	26	2.3 %
1960	21	1.9 %
1961	25	2.2 %
1962	14	1.2 %
1963	16	1.4 %
1964	27	2.4 %
1965	14	1.2 %
1966	22	2.0 %
1967	28	2.5 %
1968	25	2.2 %
1969	30	2.7 %
1970	28	2.5 %
1971	34	3.0 %
1972	27	2.4 %
1973	16	1.4 %
1974	29	2.6 %
1975	14	1.2 %
1976	26	2.3 %
1977	35	3.1 %
1978	26	2.3 %
1979	30	2.7 %
1980	25	2.2 %
1981	29	2.6 %
1982	39	3.5 %

Q16. What year were you born? (without "not provided")

<u>Q16. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1983	24	2.1 %
1984	26	2.3 %
1985	27	2.4 %
1986	25	2.2 %
1987	20	1.8 %
1988	38	3.4 %
1989	31	2.8 %
1990	27	2.4 %
1991	17	1.5 %
1992	11	1.0 %
1993	17	1.5 %
1994	21	1.9 %
1995	17	1.5 %
1996	15	1.3 %
1997	15	1.3 %
1998	8	0.7 %
1999	15	1.3 %
2000	6	0.5 %
2001	4	0.4 %
2002	2	0.2 %
2003	2	0.2 %
2004	1	0.1 %
2005	2	0.2 %
2006	1	0.1 %
2007	1	0.1 %
2008	1	0.1 %
Total	1124	100.0 %

Q17. Are you a registered voter?

<u>Q17. Are you a registered voter</u>	<u>Number</u>	<u>Percent</u>
Yes	714	59.0 %
No	439	36.3 %
Not provided	57	4.7 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q17. Are you a registered voter? (without "not provided")**

<u>Q17. Are you a registered voter</u>	<u>Number</u>	<u>Percent</u>
Yes	714	61.9 %
No	439	38.1 %
Total	1153	100.0 %

Q18. What is your home Zip code?

<u>Q18. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
29554	1	0.1 %
71038	1	0.1 %
71130	1	0.1 %
71840	1	0.1 %
72111	1	0.1 %
72127	1	0.1 %
73000	1	0.1 %
73003	4	0.3 %
73005	1	0.1 %
73006	1	0.1 %
73008	11	0.9 %
73010	1	0.1 %
73011	2	0.2 %
73013	7	0.6 %
73020	1	0.1 %
73032	1	0.1 %
73034	8	0.7 %
73040	1	0.1 %
73050	1	0.1 %
73062	1	0.1 %
73067	1	0.1 %
73069	4	0.3 %
73071	2	0.2 %
73072	1	0.1 %
73077	1	0.1 %
73084	8	0.7 %
73091	1	0.1 %
73100	1	0.1 %
73101	5	0.4 %
73102	30	2.5 %
73103	18	1.5 %
73104	12	1.0 %
73105	50	4.1 %
73106	78	6.4 %
73107	51	4.2 %
73108	61	5.0 %
73109	62	5.1 %
73110	24	2.0 %
73111	121	10.0 %
73112	48	4.0 %
73113	6	0.5 %
73114	52	4.3 %
73115	9	0.7 %
73116	5	0.4 %
73117	44	3.6 %
73118	19	1.6 %

Q18. What is your home Zip code?

<u>Q18. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
73119	42	3.5 %
73120	37	3.1 %
73121	3	0.2 %
73122	24	2.0 %
73123	10	0.8 %
73124	2	0.2 %
73125	2	0.2 %
73126	1	0.1 %
73127	70	5.8 %
73128	4	0.3 %
73129	42	3.5 %
73130	8	0.7 %
73131	2	0.2 %
73132	17	1.4 %
73134	4	0.3 %
73135	11	0.9 %
73138	1	0.1 %
73139	23	1.9 %
73141	1	0.1 %
73149	4	0.3 %
73150	1	0.1 %
73159	23	1.9 %
73160	2	0.2 %
73203	1	0.1 %
73401	1	0.1 %
73456	2	0.2 %
73508	1	0.1 %
73509	1	0.1 %
73533	1	0.1 %
73571	1	0.1 %
73603	1	0.1 %
73772	1	0.1 %
73904	1	0.1 %
74004	1	0.1 %
74006	1	0.1 %
74106	1	0.1 %
74123	1	0.1 %
74126	1	0.1 %
74127	1	0.1 %
74135	1	0.1 %
74308	1	0.1 %
74547	1	0.1 %
74801	4	0.3 %
74820	1	0.1 %
74848	1	0.1 %
74859	2	0.2 %

Q18. What is your home Zip code?

<u>Q18. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
74889	1	0.1 %
76107	4	0.3 %
76310	1	0.1 %
78129	1	0.1 %
79306	1	0.1 %
93159	1	0.1 %
97105	1	0.1 %
99999	77	6.4 %
Total	1210	100.0 %

Q19. What is your gender?

<u>Q19. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	714	59.0 %
Female	463	38.3 %
Another gender	9	0.7 %
Not provided	24	2.0 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q19. What is your gender? (without "not provided")**

<u>Q19. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	714	60.2 %
Female	463	39.0 %
Another gender	9	0.8 %
Total	1186	100.0 %

Q20. Do you consider yourself?

<u>Q20. Your race</u>	<u>Number</u>	<u>Percent</u>
White/Caucasia	449	37.1 %
Black/African American	511	42.2 %
Hispanic/Latino/Spanish	92	7.6 %
Asian	14	1.2 %
Native American	145	12.0 %
Other	14	1.2 %
Total	1225	

Q20-6. Other

<u>Q20-6. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	7	50.0 %
Sicilian	1	7.1 %
Mulatto	1	7.1 %
Hebrew	1	7.1 %
Lebanese	1	7.1 %
MOROCCAN	1	7.1 %
Jewish	1	7.1 %
Asian	1	7.1 %
Total	14	100.0 %

Q21. Are you?

<u>Q21. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed full time	440	36.4 %
Employed part time	234	19.3 %
Looking for work	206	17.0 %
Student (K-12)	24	2.0 %
Tech/college	45	3.7 %
Homemaker	41	3.4 %
Retired	95	7.9 %
Other	62	5.1 %
Veteran	38	3.1 %
Total	1185	

Q21-8. Other

<u>Q21-8. Other</u>	<u>Number</u>	<u>Percent</u>
Disabled	48	77.4 %
SSI	5	8.1 %
VETERAN	3	4.8 %
SSDI	2	3.2 %
SSID	1	1.6 %
Medical	1	1.6 %
PUBLIC ASSISTANCE	1	1.6 %
Penn	1	1.6 %
Total	62	100.0 %

Q22. What was your annual household income in 2018?

Q22. What was your annual household income in 2018	Number	Percent
Less than \$10K	525	43.4 %
\$10K-\$19,999	247	20.4 %
\$20K-\$29,999	134	11.1 %
\$30K-\$39,999	43	3.6 %
\$40K-\$49,999	27	2.2 %
\$50K+	25	2.1 %
Don't know	209	17.3 %
Total	1210	100.0 %

WITHOUT "DON'T KNOW"**Q22. What was your annual household income in 2018? (without "don't know")**

Q22. What was your annual household income in 2018	Number	Percent
Less than \$10K	525	52.4 %
\$10K-\$19,999	247	24.7 %
\$20K-\$29,999	134	13.4 %
\$30K-\$39,999	43	4.3 %
\$40K-\$49,999	27	2.7 %
\$50K+	25	2.5 %
Total	1001	100.0 %

Q23. Do you qualify for reduced bus fare based on a disability?

Q23. Do you qualify for reduced bus fare based on a disability	Number	Percent
No	742	61.3 %
Yes	429	35.5 %
Not provided	39	3.2 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q23. Do you qualify for reduced bus fare based on a disability? (without "not provided")**

Q23. Do you qualify for reduced bus fare based on a disability	Number	Percent
No	742	63.4 %
Yes	429	36.6 %
Total	1171	100.0 %

Q24. Have you utilized Plus ADA paratransit services in the last year?

Q24. Have you utilized Plus ADA paratransit services in last year	Number	Percent
No	1093	90.3 %
Yes	55	4.5 %
Not provided	62	5.1 %
Total	1210	100.0 %

WITHOUT "NOT PROVIDED"**Q24. Have you utilized Plus ADA paratransit services in the last year? (without "not provided")**

Q24. Have you utilized Plus ADA paratransit services in last year	Number	Percent
No	1093	95.2 %
Yes	55	4.8 %
Total	1148	100.0 %

Q24a. If yes, how many times?

Q24a. How many times have you utilized Plus ADA paratransit services in last year	Number	Percent
1	1	5.3 %
2	3	15.8 %
3	2	10.5 %
4	2	10.5 %
5	4	21.1 %
6	3	15.8 %
10	2	10.5 %
20	1	5.3 %
45	1	5.3 %
Total	19	100.0 %

Section 4

Survey Instrument

2019 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.

Interviewer's initials: _____

Day of the Week: _____

Route number/name: _____

Time of Day: 6am – 9am 9am – 3pm
 3pm – 7pm After 7pm

1. What bus route number are you riding now?

2. How often do you usually ride?

- 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 if applicable. Choose only 1.)

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

5. How do you typically pay your fare? (Choose only 1)

- at the farebox with cash/coins __single trip __pass
 at the farebox with paper pass
 with Token Transit/Mobile Fare App __single trip __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 (Lime)
 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
1. Availability of accessible bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Cleanliness of bus shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Buses arriving on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Courtesy of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Cleanliness of buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Cleanliness of transit center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Ease of getting service information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Ease of locating a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Ease of paying your fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Safe operation of bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Safety at the transit center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Safety while waiting at a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. 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 numbers 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 EMBARK fixed route service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Have you used any of these rider tools? (Check all that apply.)

- Text Alerts Transit App embarkok.com
 235-RIDE Moovit App EMBARK connect App
 Token Transit/Mobile Fare app
 Google Transit

11. What TWO improvement(s) would you like to see in transit service here in the area? SELECT ONLY TWO IMPROVEMENTS

- More frequent service on weekdays
 More frequent service on weekends
 More buses running until midnight on weekdays
 More shelters at stops
 Fewer transfers/connections to get to destinations
 More routes to more places, WHERE? _____
 Later service on weekends

12. What is the primary reason you use transit?

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

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

- No Yes, Which language? _____

13a. How well do you speak English?

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

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

- Maybe No Yes

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

- One Two Three Four Five Six or more

16. What year were you born?

17. Are you a registered voter? Yes No

18. What is your home Zip code?

19. What is your gender?

- Male Female Another gender

20. Do you consider yourself:

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

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

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

22. What was your annual household income in 2018?

- Less than \$10,000 \$10k-\$19,999 \$20k-\$29,999 \$30k-\$39,999
 \$40k-\$49,999 \$50,000 or more Don't know

23. Do you qualify for reduced bus fare based on a disability?

- No Yes

24. Have you utilized Plus ADA paratransit services in the last year?

- No Yes (answer 24a)

24a. If yes, how many times? _____

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): _____