EMBARK Market Segmentation Survey

Findings Report – OKC/Norman

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2020

Submitted to EMBARK (Oklahoma City, OK)

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EMBARK Market Segmentation Survey Executive Summary

Overview & Methodology

ETC Institute conducted a survey of residents in the Greater Oklahoma City area who were not currently using EMBARK services during the winter of 2020. EMBARK would like to further understand the opinions and attitudes towards public transportation in the Greater Oklahoma City area. EMBARK is using the data to help identify public perception, pinpoint ways to better meet the evolving needs of their community and build a road map for the future of transit in the Greater Oklahoma City area. This is the third Non-Rider Survey ETC Institute has administered, the previous surveys were administered in 2016 and 2017. It should be noted that the study area for the 2016 survey was smaller and included zip codes closer to the center of the City of Oklahoma City. The 2017 survey included additional zip codes which are found on the periphery of the City. Results from the 2020 survey was divided up between Oklahoma City and Norman residents.

Some of the topics that were addressed include:

- How non-riders view traffic and local transportation issues within the community;
- What benefits EMBARK provides to the Oklahoma City and Norman area;
- Overall non-rider perceptions of EMBARK;
- How important non-riders believe investment in public transit is for Oklahoma City and surrounding area's long-term future;
- Factors that would encourage non-riders to begin using public transportation services in the Oklahoma City area;
- If non-riders have considered riding EMBARK.

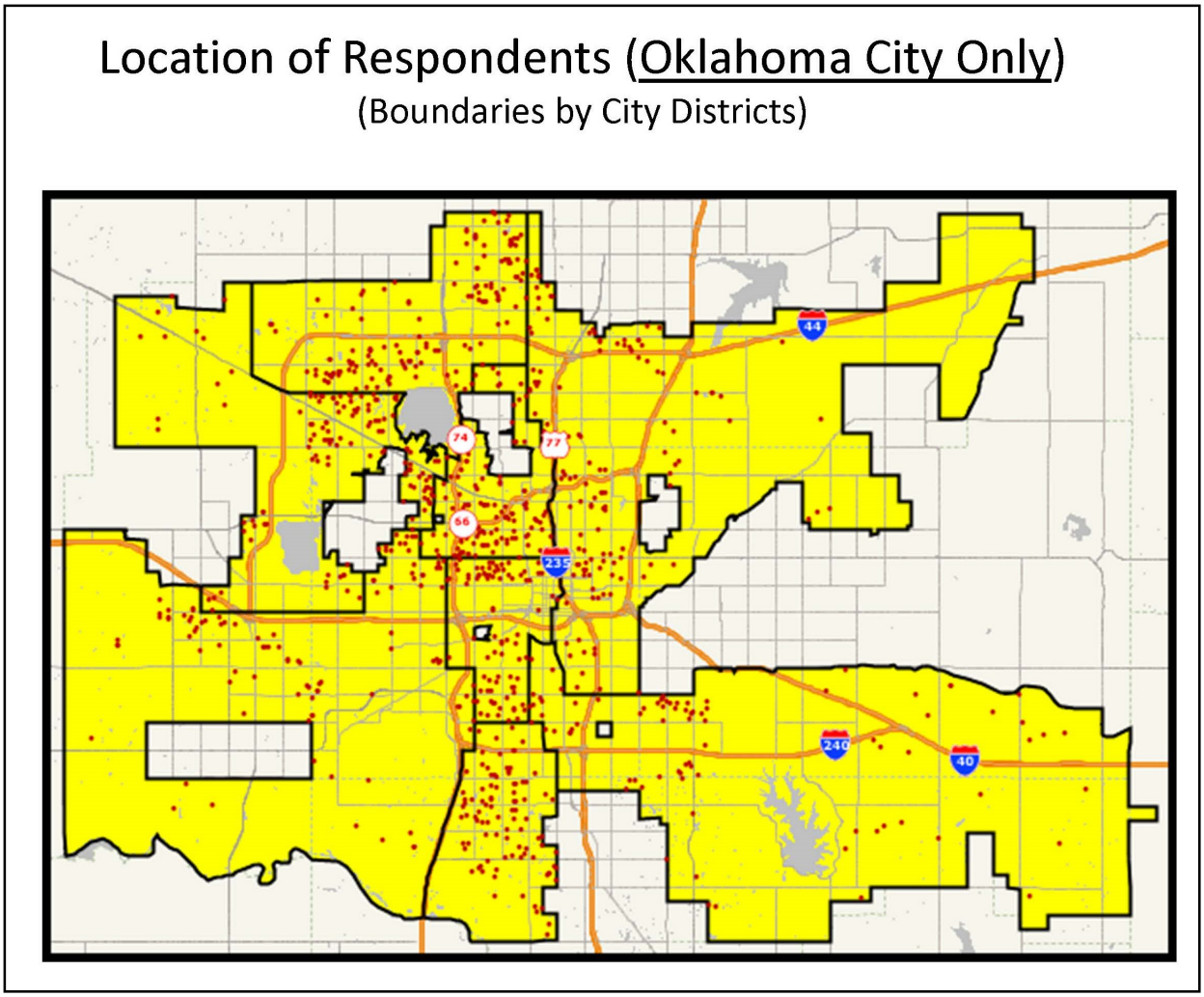
The survey was administered by email/mail to a random sample of 1,275 residents, 973 Oklahoma City residents and 302 Norman residents, who indicated they had not used EMBARK services during the past year. The sample covered the following zip codes; 73003, 73008, 73012, 73013, 73020, 73026, 73034, 73064, 73069, 73070, 73071, 73072, 73078, 73084, 73099, 73101, 73102, 73103, 73104, 73105, 73106, 73107, 73108, 73109, 73110, 73111, 73112, 73113, 73114, 73115, 73116, 73117, 73118, 73119, 73120, 73121, 73122, 73127, 73128, 73129, 73130, 73131, 73132, 73134, 73135, 73137, 73139, 73141, 73142, 73143, 73146, 73149, 73150, 73151, 73159, 73160, 73162, 73165, 73169, 73170, 73172, 73173, 73179, 73189, and 74857. The overall results of the survey have a precision of at least +/- 2.7% at the 95% level of confidence.

This report contains:

- An executive summary of the methodology for administering the survey and major findings of the overall results in Oklahoma City and Norman,
- Charts showing the overall results, in Oklahoma City and Norman, for most questions on the survey,
- Tables that show the results, for Oklahoma City and Norman, of the random sample for each question on the survey, and
- GIS Maps that show how different areas of Oklahoma City and Norman responded to some of the survey questions.

Oklahoma City, OK Transit Non-Riders

The map below shows the location of all survey respondents in Oklahoma City.



Major Findings – OKC

- Twenty-one percent (21%) of non-riders rated EMBARK's services as excellent (5%) or good (16%); 11% rated EMBARK's services as average, 7% rated EMBARK's services as below average, 5% rated EMBARK's services as poor, and 57% indicated they do not know.
- Thirty-four percent (34%) of respondents have an overall good impression of EMBARK; 19% have an average impression, 8% have a below average impression, and 5% have a poor impression of EMBARK.
- Non-riding residents were asked to rate their level of agreement with various statements about public transportation in the region. Statements with the highest level of agreement ratings, based on the sum of "strongly agree" and "agree" responses by residents *who had an opinion*, were:
    - I prefer to drive rather than use public transportation (80%),
    - I have too many places I need to go during the day to use public transportation (66%), and
    - public transportation takes too long compared to travel by other modes (57%).
        - Of these statements, based on the sum of respondents' top three choices, the three statements that most describe non-rider's reasons for not using public transportation services are: I prefer to drive (57%), I have too many places I need to go during the day (42%), and transit service is not offered near my home (32%).
- The factors, that non-riders were asked what would encourage them to use public transportation, with the highest level of likelihood to encourage public transportation use, based on the sum of "very likely" and "likely" responses among residents *who had an opinion*, were:
    - if the time it takes to get to my destination by public transit was faster/more frequent (58%),
    - transit stops are located closer to my work or places frequently visited (58%), and
    - transit stops are located closer to home (56%).

➢ Importance of a Public Transportation System

- Over three-quarters (77%) of non-rider residents feel that EMBARK's public transit services are valuable to the community.
    - Eighty-three percent (83%) of respondents agree with the statement "public transportation is important for a thriving community".
- The two purposes of a public transit system that are very important to non-riders are; serving low-income, disabled, or senior populations with few transportation options

(78%) and supporting economic development and access to jobs (69%).

➢ EMBARK Bus Services

- A bus would need to come by non-rider's preferred stop location at least every 20-30 minutes for 57% of non-riders to begin using public transportation.
    - Respondents that would use public transportation if a bus came to their preferred stop location, were asked what purposes they would be interested in using EMBARK's bus service and the top two responses were: personal/recreational (56%) and work related (50%).
    - Times of the day non-riders would be most interested in using the bus service are 3PM-7PM (63%) and 5AM-9AM (51%). Seven out of ten (77%) non-riding residents would be most interested in using bus services on Fridays.

➢ EMBARK Streetcar Services

- Of the respondents that have not used EMBARK bus services, during the past year, 12% of non-riders have used the OKC Streetcar.
- A streetcar would need to come by non-rider's preferred stop location at least every 20-30 minutes for 59% of non-riders to begin using streetcar services.
    - Seventy-eight percent (78%) of non-riders would be interested in using EMBARK's streetcar services for personal/recreation trips and 42% would be interested in using its services for other shopping related trips.
    - Times of the day non-riders would be most interested in using the streetcar service are 3PM-7PM (64%) and 12PM-3PM (53%). Seven out of ten (77%) non-riding residents would be most interested in using streetcar services on Saturdays.
        - Over half of non-riders would use the streetcar service on Thursday (52%) or Wednesday (50%).

➢ Various Types of Transportation Services and Purposes

- The various other types of transportation that non-riders indicated they would be likely to use were: door-to-door shuttle service for seniors/persons with disabilities (62%), light rail train service/commuter rail (56%), and park and ride services to take an express bus (56%).
    - Four out of ten (44%) non-transit riding residents would not likely use a van pool service provided by an employer.

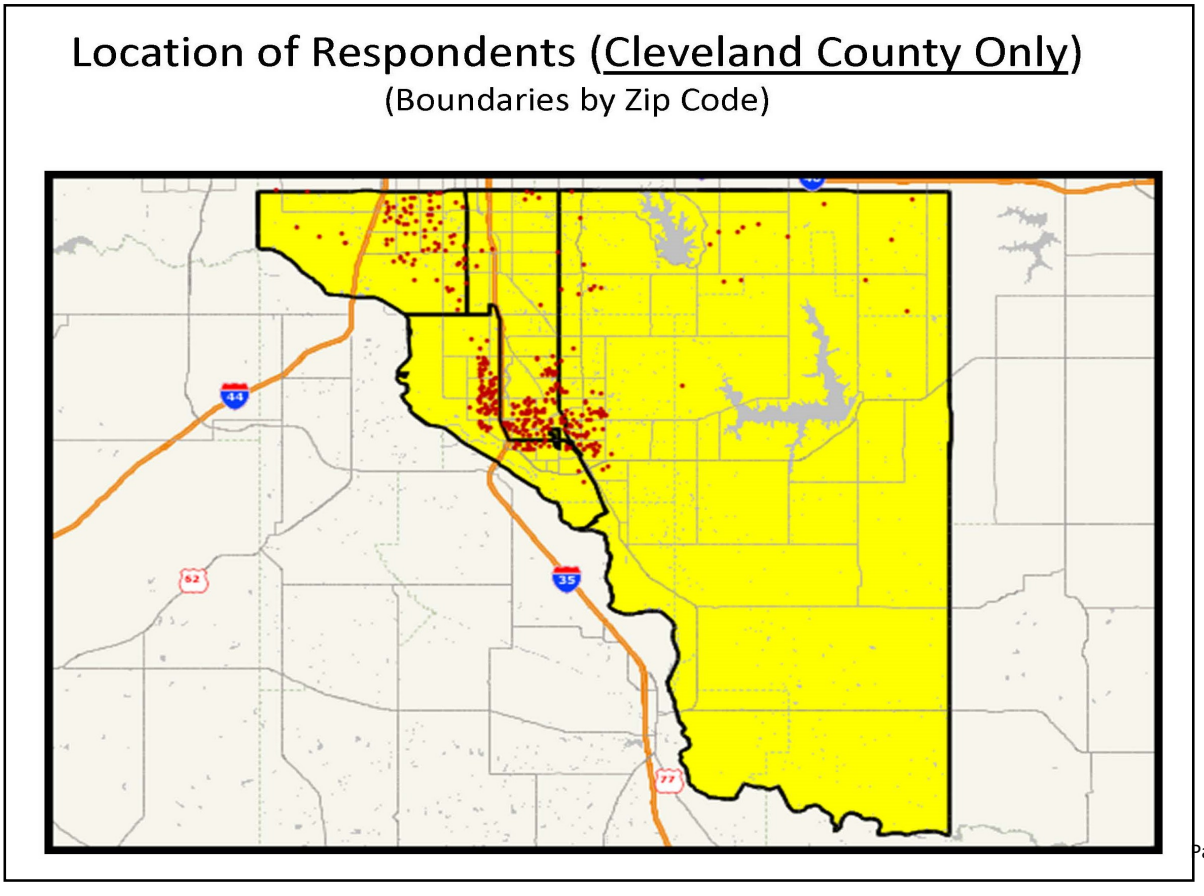
➢ Investing and Funding for Transportation Improvements

- Sixty-nine percent (69%) of respondents think it is important for the region to support and fund improved public transportation.

- Fifty-seven percent (57%) of non-riders believe the that current level of funding for public transportation in the region, over the next five years, should at least be somewhat greater than it is now; 11% believe funding should stay the same, 7% believe funding should be reduced, and 25% of non-riders did not provide their opinion.
- The transportation investments that were rated with the highest level of importance, based on the sum of "very important" and "somewhat important" responses among residents *who had an opinion*, were: improving public transit (51%), widening existing roads (51%), and improving the sidewalk network (49%).
    - Based on the sum of respondents top three choices, the transportation investments that are most important to residents and should be focused on, were: improving public transit (39%), widening existing roads (31%), and building new roads (28%).
    - Expanding the streetcar is not important to a quarter (25%) of residents and 13% of respondents believe it is the least important transit investment to focus on currently.
- Thirty-seven percent (37%) of non-riders support adding partial cent sales tax in Area Metro Counties to fund sources that could be used to grow the public transit infrastructure. Almost half (47%) do not support using property tax and 45% do not support raising the vehicle registration fee as a potential funding source.

Norman, OK Transit Non-Riders

The map below shows the location of all survey respondents in Norman/Cleveland County.



Major Findings – Norman

- Twenty percent (20%) of non-riders rated EMBARK's services as excellent (5%) or good (15%); 11% rated EMBARK's services as average, 6% rated EMBARK's services as below average, 3% rated EMBARK's services as poor, and 60% indicated they do not know.
- Thirty-five percent (35%) of respondents have a good impression of EMBARK; 24% have an average impression, 8% have a below average impression, and 4% have a poor impression of EMBARK.
- Non-riding residents were asked to rate their level of agreement with various statements about public transportation in the region. Statements with the highest level of agreement ratings, based on the sum of "strongly agree" and "agree" responses by residents *who had an opinion*, were:
    - public transportation is important for a thriving community (82%),
    - I prefer to drive rather than use public transportation (76%), and
    - I have too many places I need to go during the day to use public transportation (56%).
        - Of these statements, based on the sum of respondents' top three choices, the top three statements that most describes non-rider's reasons for not using public transportation services are: I prefer to drive rather than use public transportation (64%), I have too many places I need to go during the day to use public transportation (49%), and transit service does not take me to where I need to go (37%).
- When non-riders were asked what factors would encourage them to use public transportation in the region. The factors with the highest level of likelihood to encourage public transportation use, based on the sum of "very likely" and "likely" responses among residents *who had an opinion*, were:
    - if the time it takes to get to my destination by public transit was faster/more frequent (61%),
    - transit stops are located closer to the place you work or visit frequently (58%),
    - transit stops are located closer to your home (53%).

➢ Importance of a Public Transportation System

- Eight out of ten (80%) of non-rider residents feel that EMBARK's public transit services are valuable to the community.
- The two purposes of a public transit system that are very important to non-riders are; serving low-income, disabled, or senior populations that have few transportation options (82%) and supporting economic development and access to jobs (68%).

➢ EMBARK Bus Services

- A bus would need to come by non-rider's preferred stop location at least every 20-30 minutes for 60% of non-riders to begin using public transportation.
    - Respondents that would use public transportation if a bus came to their preferred stop location, were asked what trip purposes they would be interested in using EMBARK's bus service and the top two answers were: personal/recreational (58%) and other shopping related trips (51%).
    - Times of the day non-riders would be most interested in using the bus service are 3PM-7PM (67%) and 9AM-12PM (61%). Seventy-eight percent (78%) of respondents indicated they would be most interested in using the bus service on Fridays.

➢ EMBARK Streetcar Services

- Of the respondents that have not used EMBARK bus services, during the past year, 13% of non-riders have used the OKC Streetcar.
- A streetcar would need to come by non-rider's preferred stop location at least every 20-30 minutes for 56% of non-riders to begin using public transportation.
    - 71% of non-riders would be interested in using EMBARK's streetcar services for personal/recreation trips and 49% would be interested in using its services for other shopping related trips.
    - Times of the day non-riders would be most interested in using the streetcar service are 3PM-7PM (72%) and 9AM-12PM (59%). Three-quarters (75%) of non-riders would be interested in using streetcar services on Fridays and 71% would be interested in using streetcar services on Saturdays.

➢ Various Types of Transportation Services and Purposes

- The various other types of transportation that non-riders indicated they would be likely to use were: on-demand bus technology (57%), light rail trans service/commuter rail (54%), and door-to-door shuttle service for seniors or persons with disabilities (52%).
    - Half (50%) of non-riders would not likely use a van pool service provided by an employer.

➢ Investing and Funding for Transportation Improvements

- Eighty-four percent (84%) of respondents think it is important for the region (Central Oklahoma Metro) to support and fund improved public transportation.
- Seventy-one percent (71%) of non-riders believe the current level of funding for public

transportation in the region, over the next five years, should at least be somewhat greater than it is now; 12% believe funding should stay the same, 8% believe funding should be reduced, and 10% of non-riders did not provide their opinion.

- The transportation investments that were rated with the highest level of importance, based on the sum of "very important" and "somewhat important" responses among residents *who had an opinion*, were: improving public transit (65%), improving the sidewalk network (63%), and improving the bus network (59%).
    - Based on the sum of respondents top three choices, the transportation investments that are most important to residents and should be focused on, were: improving public transit (49%), improving the sidewalk network (38%), and building light rail (36%).
- Almost half (49%) of non-riders support adding partial cent sales tax in Area Metro Counties to fund sources that could be used to grow the public transit infrastructure. Fifty-two percent (52%) of respondents do not support the increasing property tax as a potential funding source.

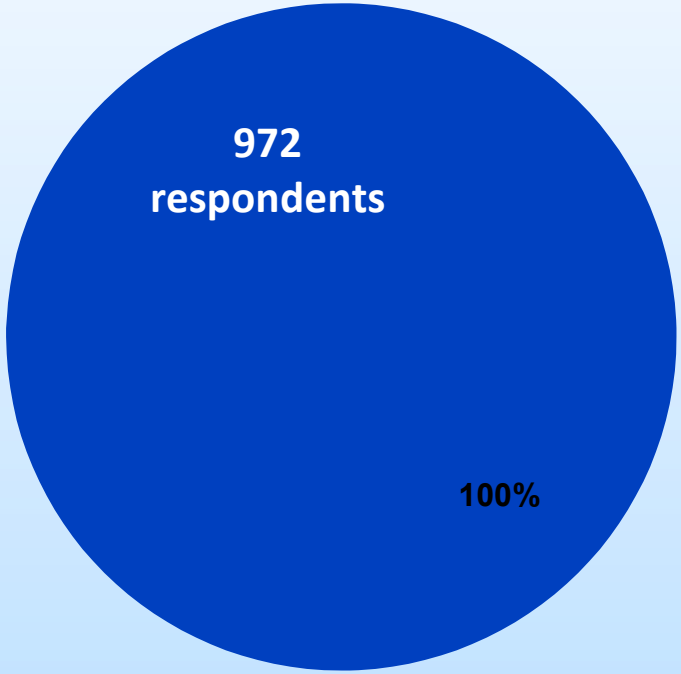
Section 1
Overall Charts and Graphs of OKC Results

2020 EMBARK Market Segmentation Survey

Oklahoma City, OK
Overall Results

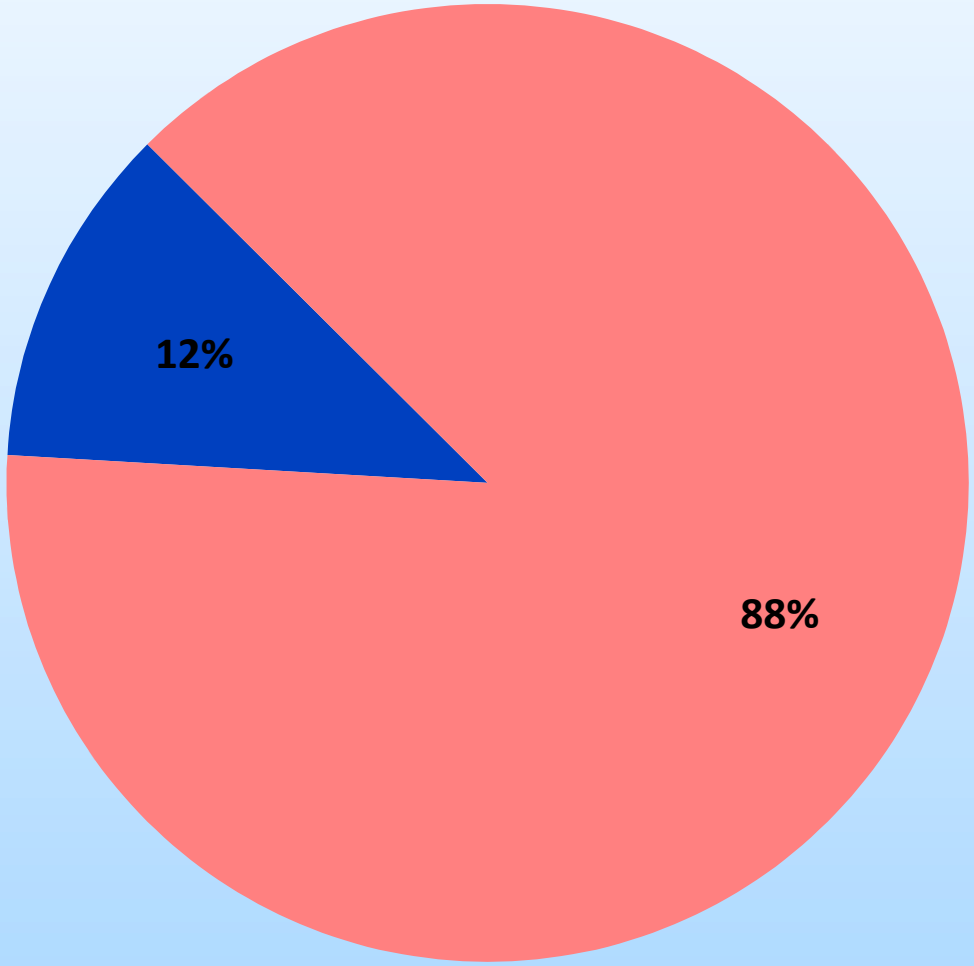
Have you used EMBARK bus service in the area during the past year?

by percentage of respondents



Have you used the OKC Streetcar during the past year?

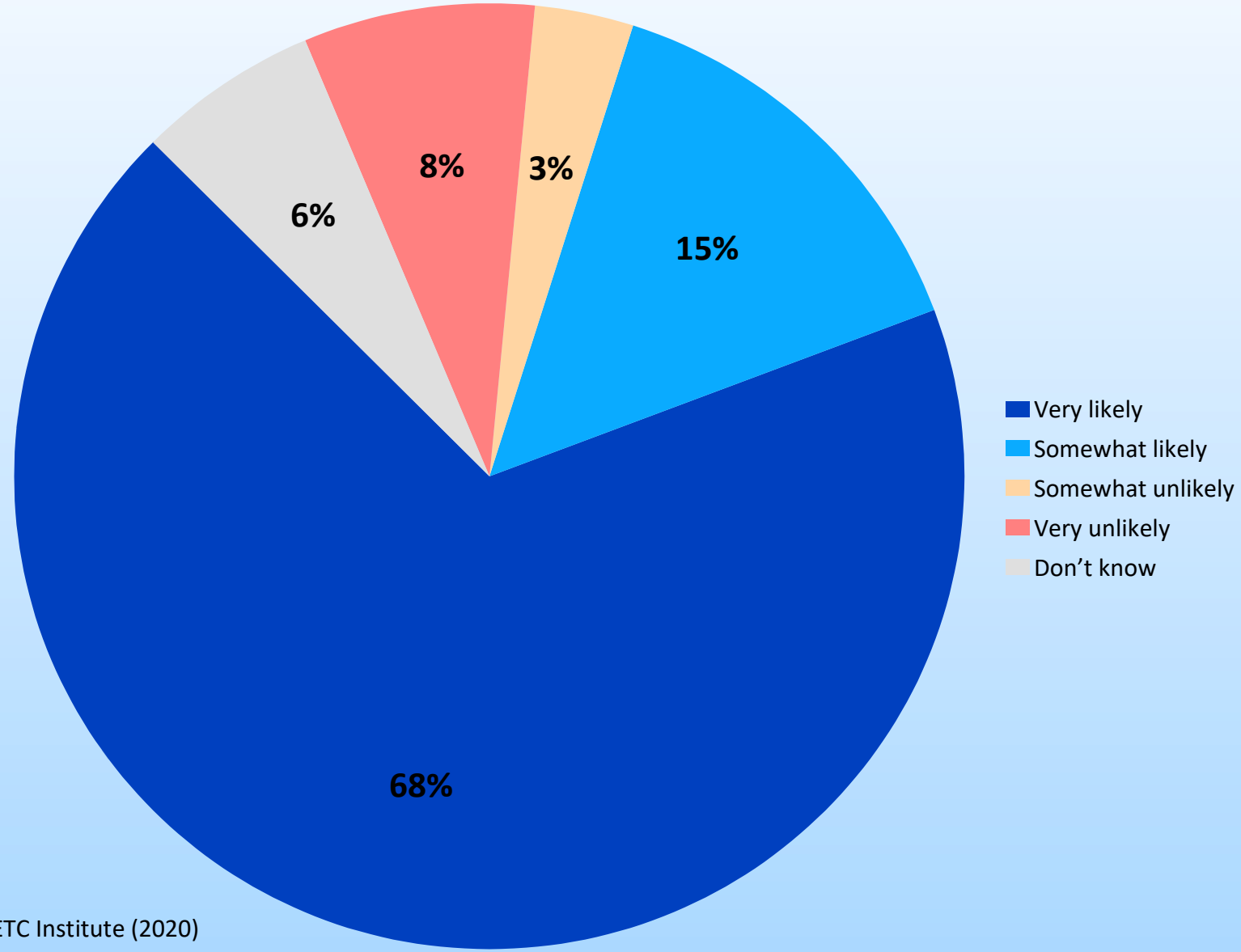
by percentage of non-rider respondents



Source: ETC Institute (2020)

Q1. How likely are you to vote in the next municipal (Oklahoma City/Norman) election?

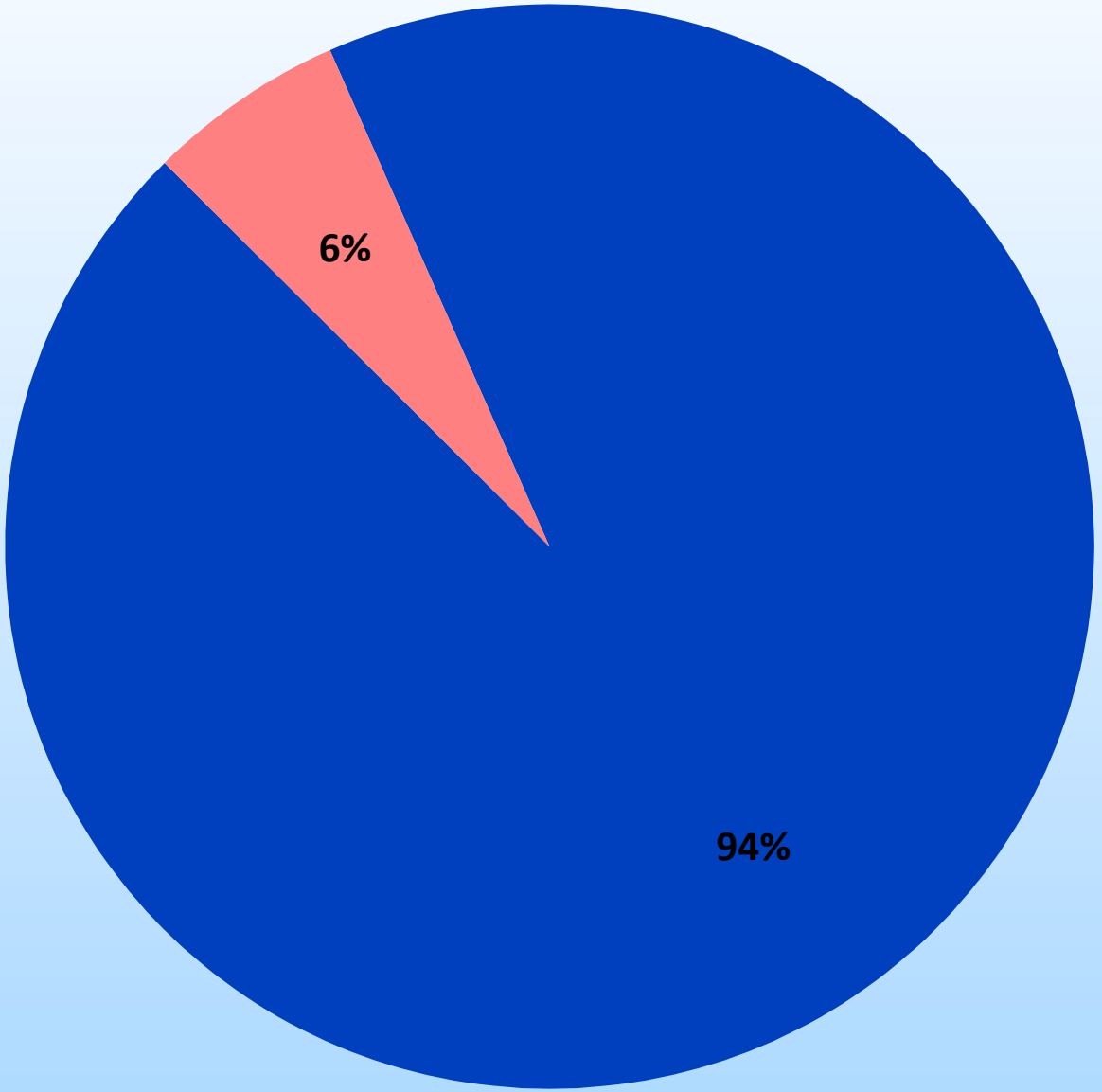
by percentage of respondents



Source: ETC Institute (2020)

Q2. Are you registered to vote at your current address?

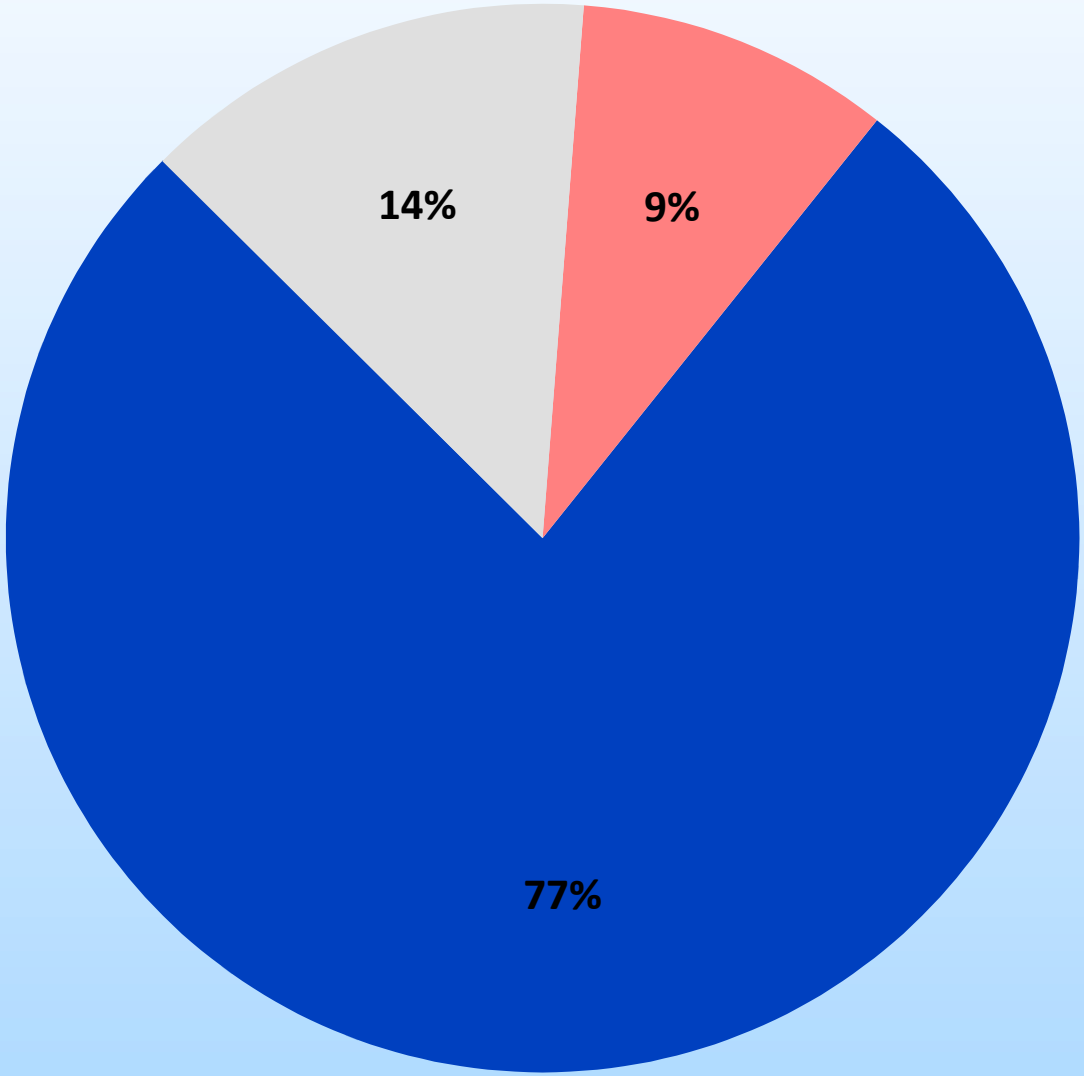
by percentage of respondents (without "don't know" responses)



Source: ETC Institute (2020)

Q3. Do you feel that EMBARK's public transit services are valuable to the community?

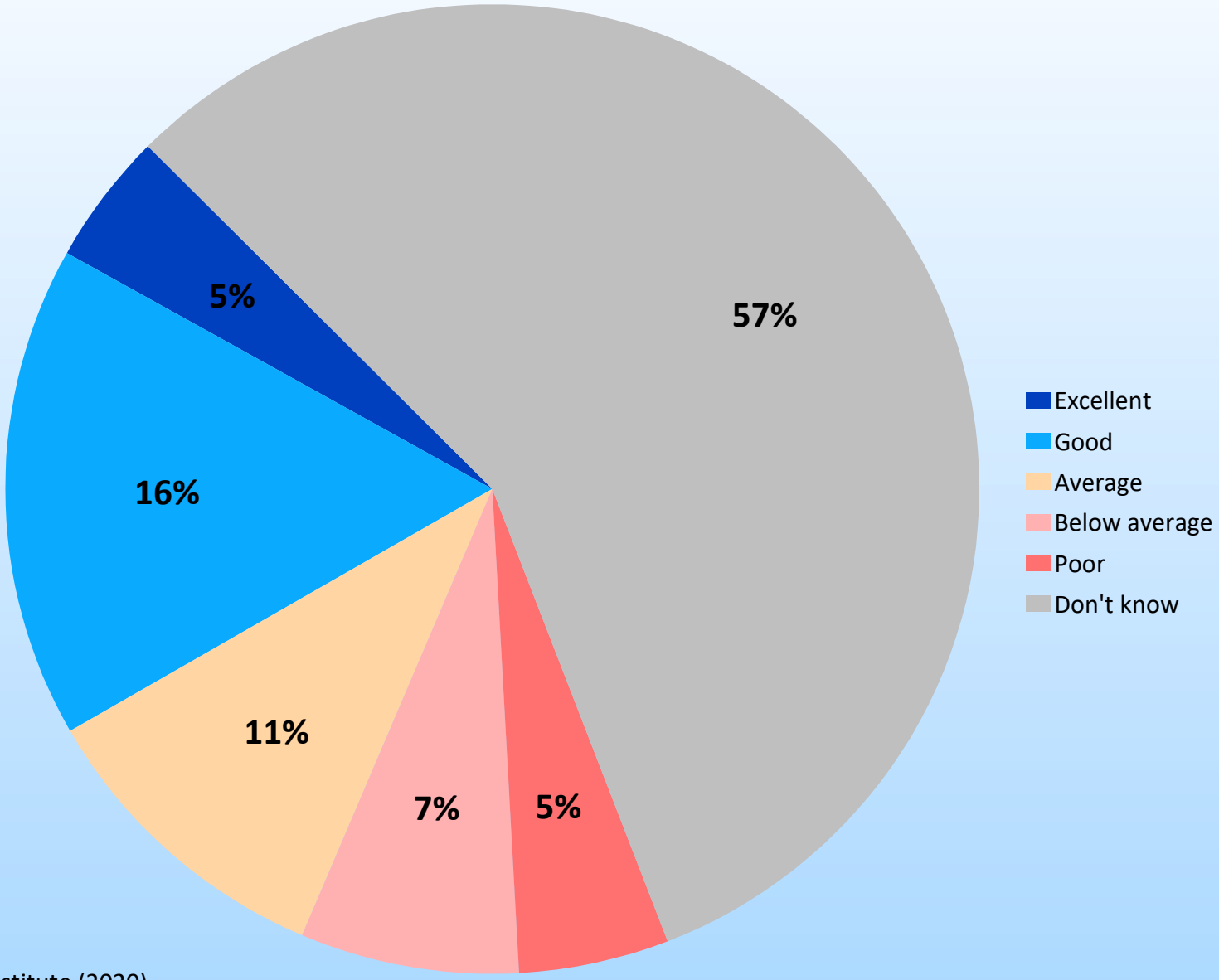
by percentage of respondents



Source: ETC Institute (2020)

Q4. Overall, how would you rate EMBARK's services?

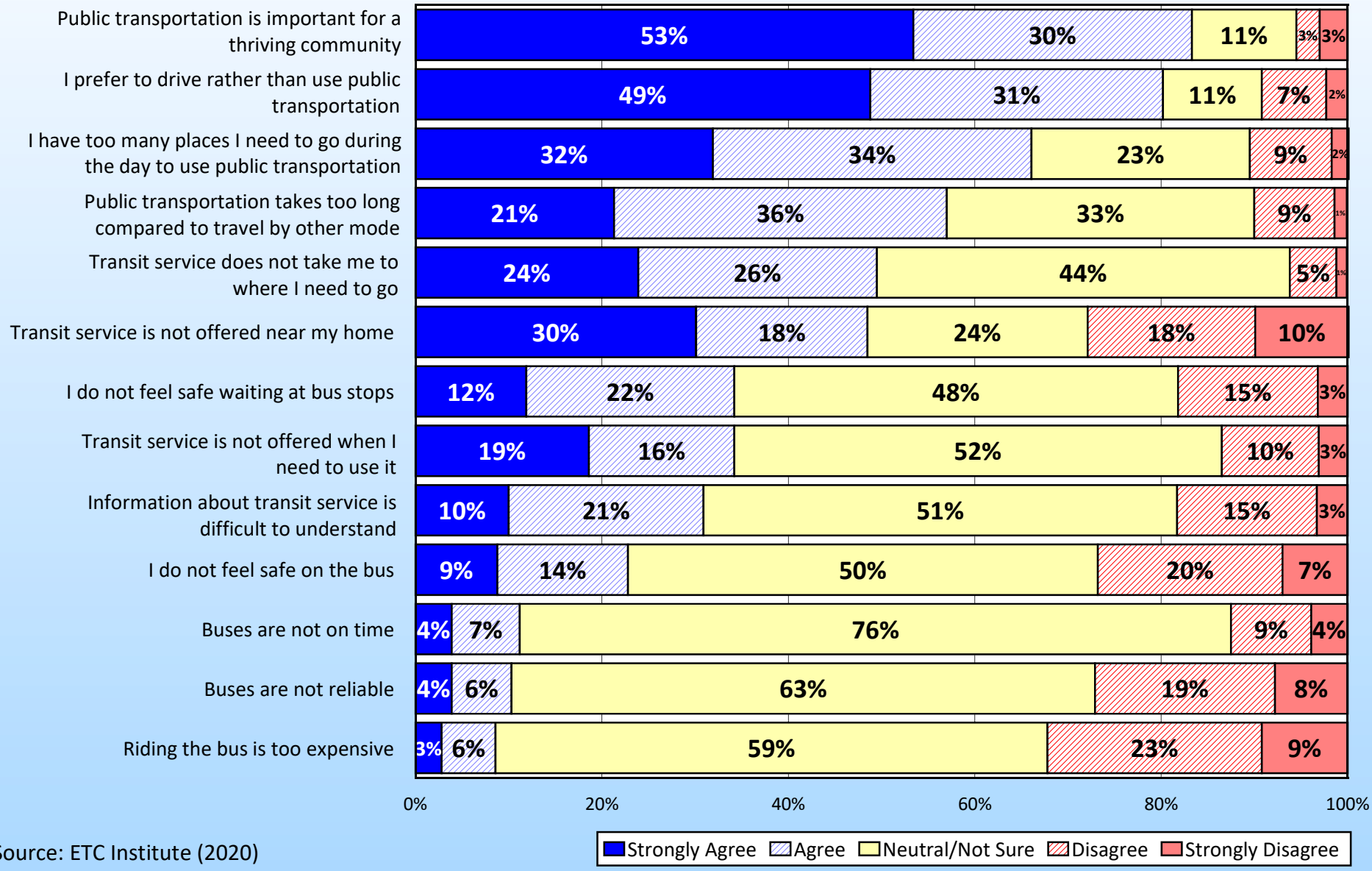
by percentage of respondents



Source: ETC Institute (2020)

Q5. Level of Agreement with Various Statements About Public Transportation in the Region

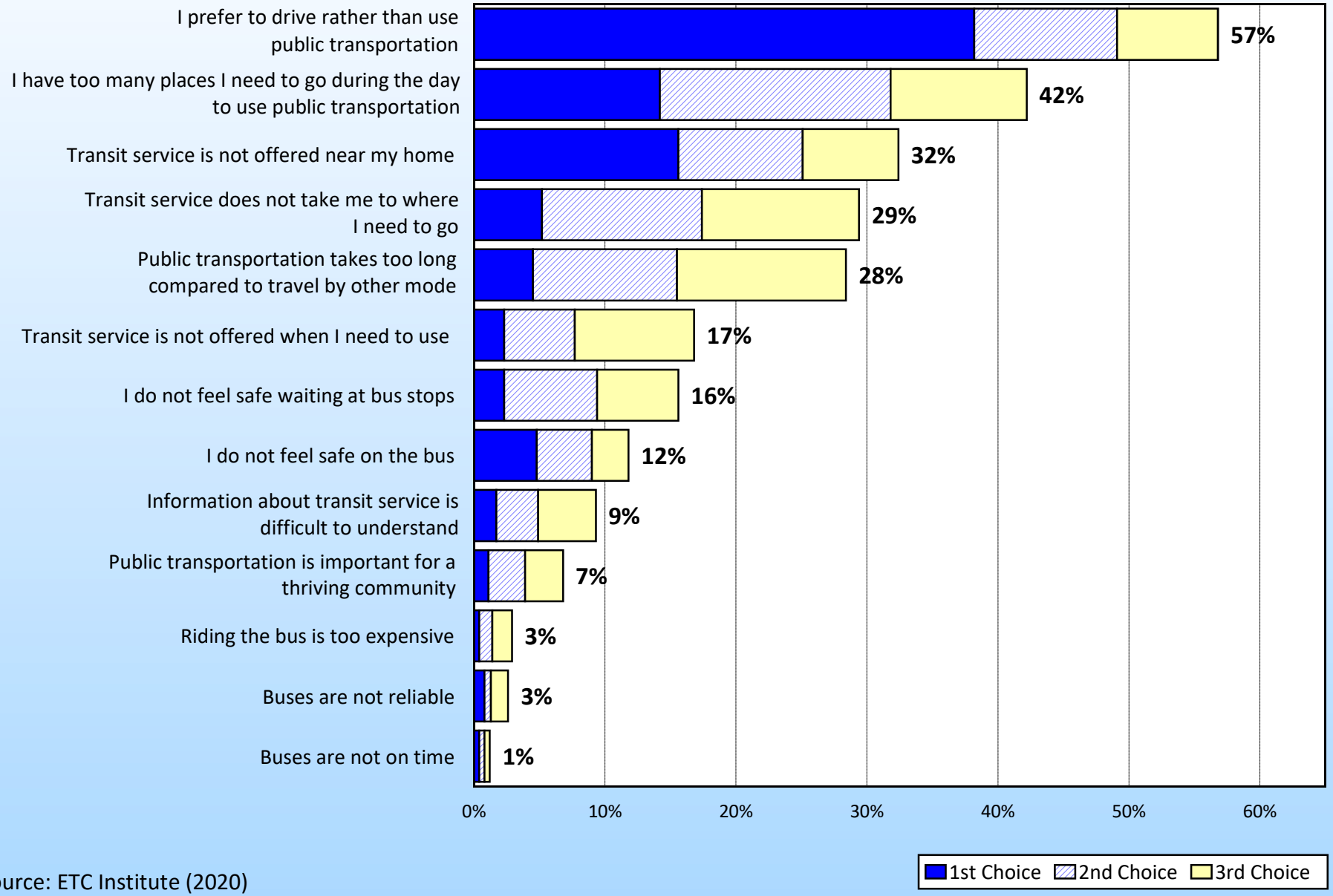
by percentage of respondents using a 5-point scale where 5 means Strongly Agree and 1 means Strongly Disagree (without "not provided")



Source: ETC Institute (2020)

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

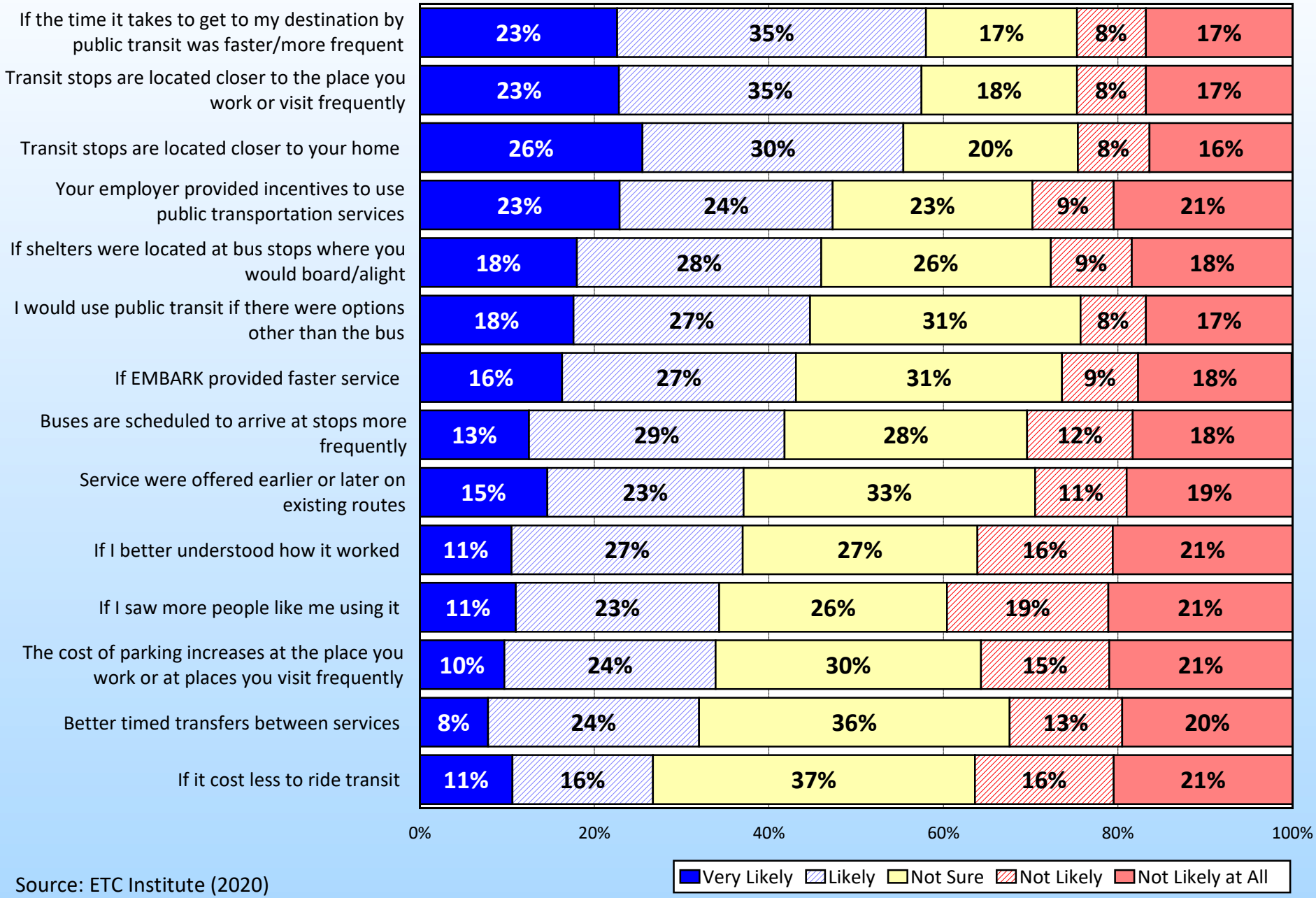
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q7. Likelihood of Various Factors Encouraging Public Transportation in the Region

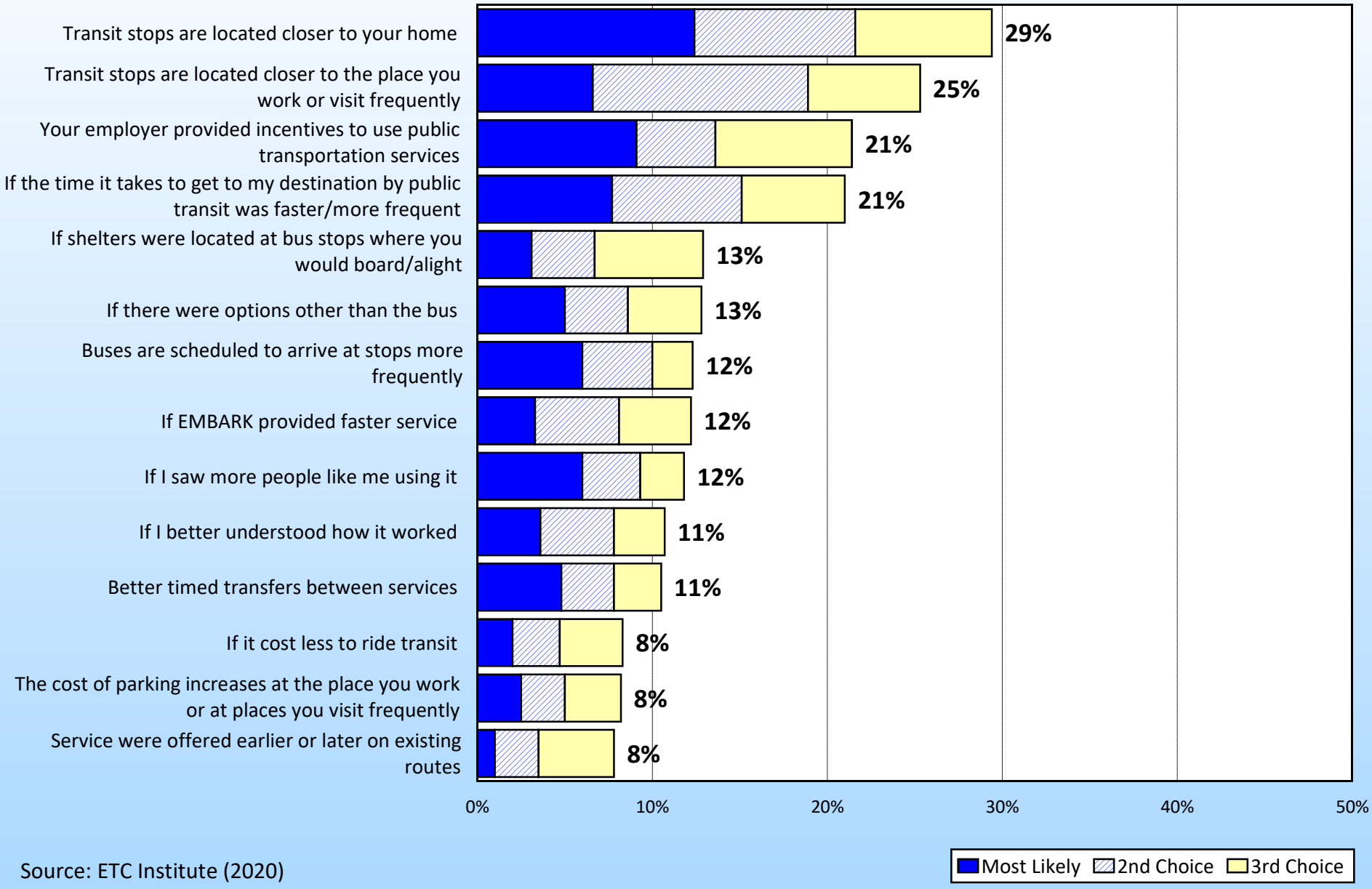
by percentage of respondents using a 5-point scale where 5 means Very Likely and 1 means Not Likely at All (without "not provided")



Source: ETC Institute (2020)

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

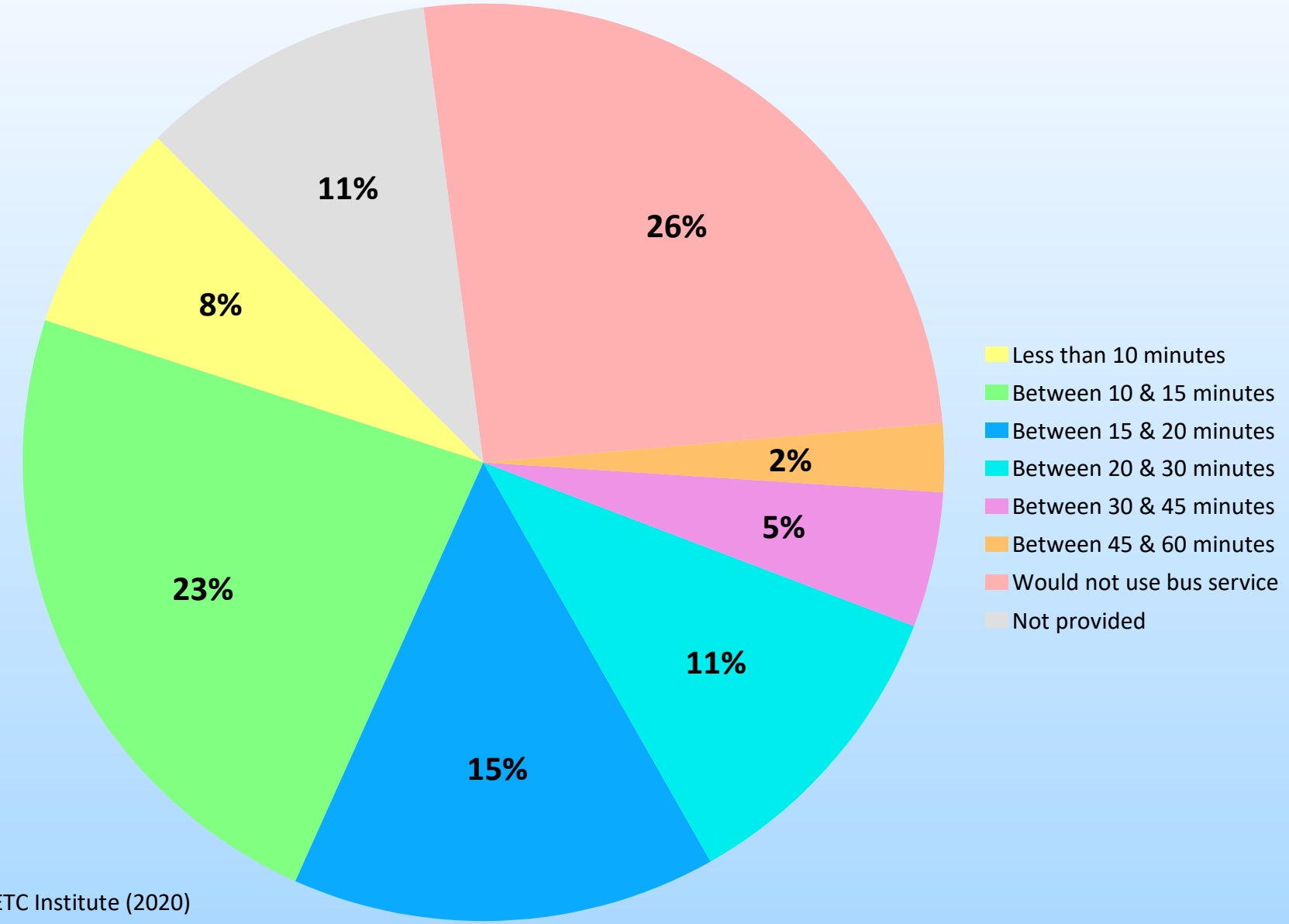
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation?

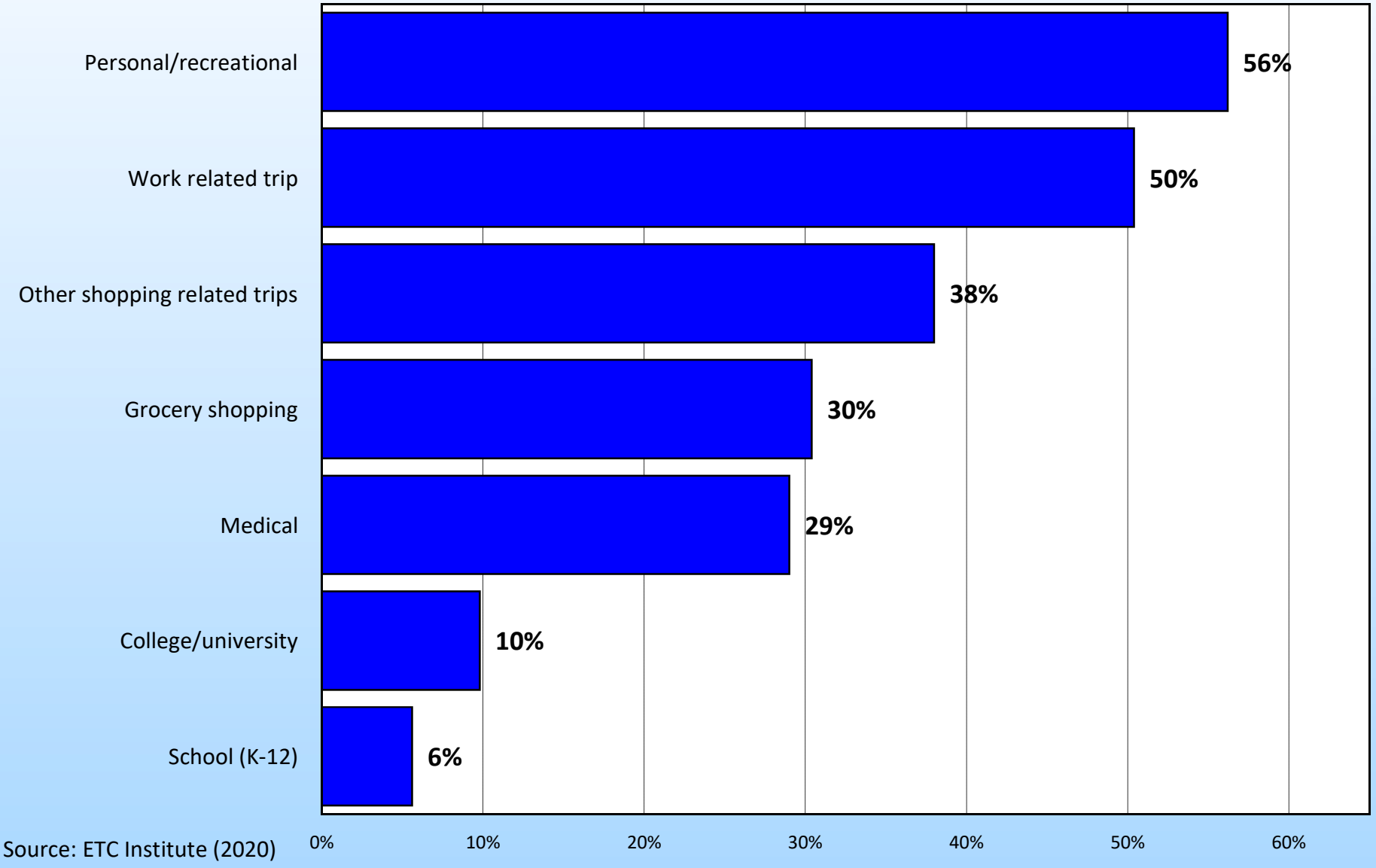
by percentage of respondents



Source: ETC Institute (2020)

Q10. For what trip purposes would you be interested in using EMBARK's bus service?

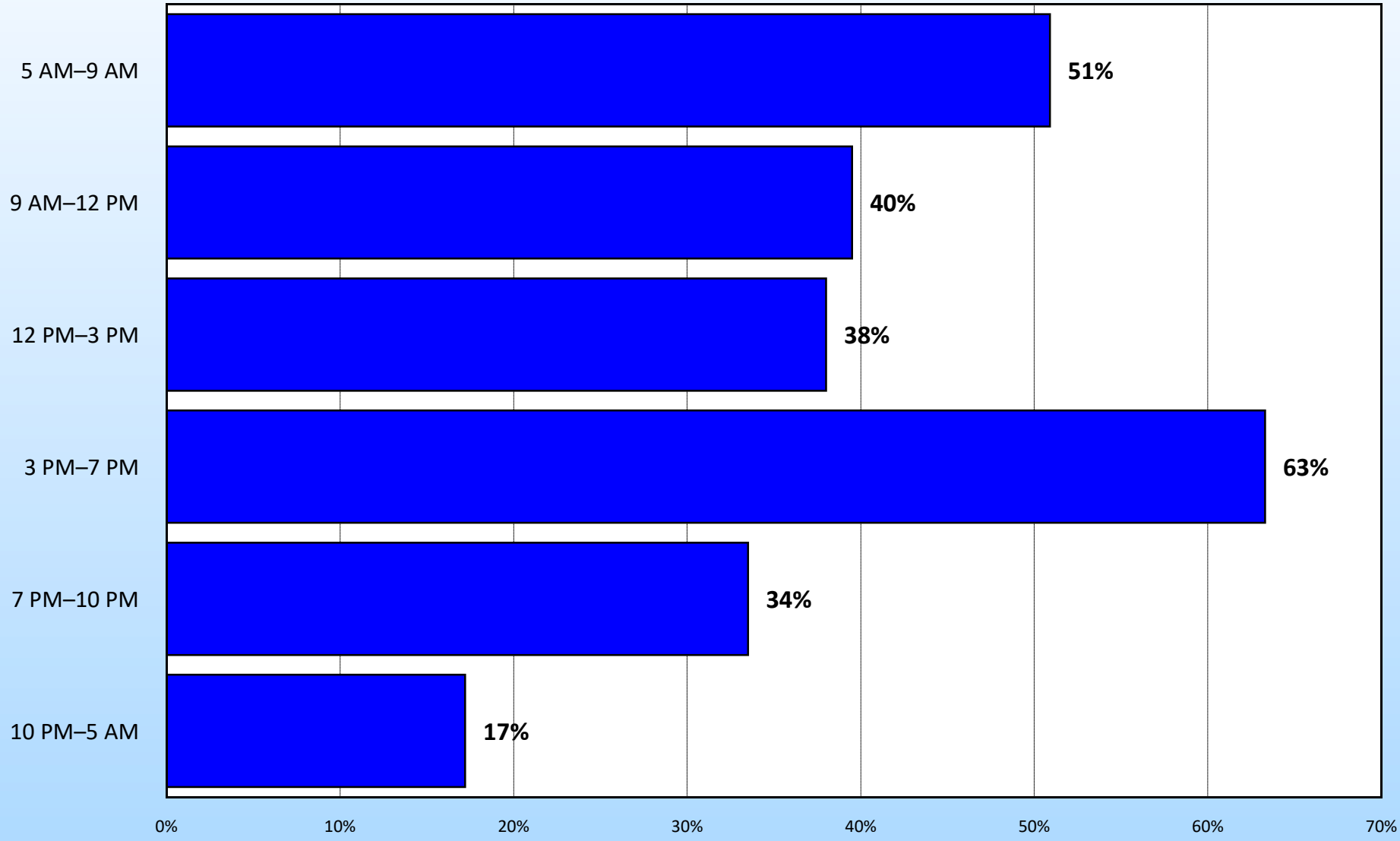
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location (multiple choices could be selected)



Source: ETC Institute (2020)

Q11. During what times of day would you be most interested in using bus service?

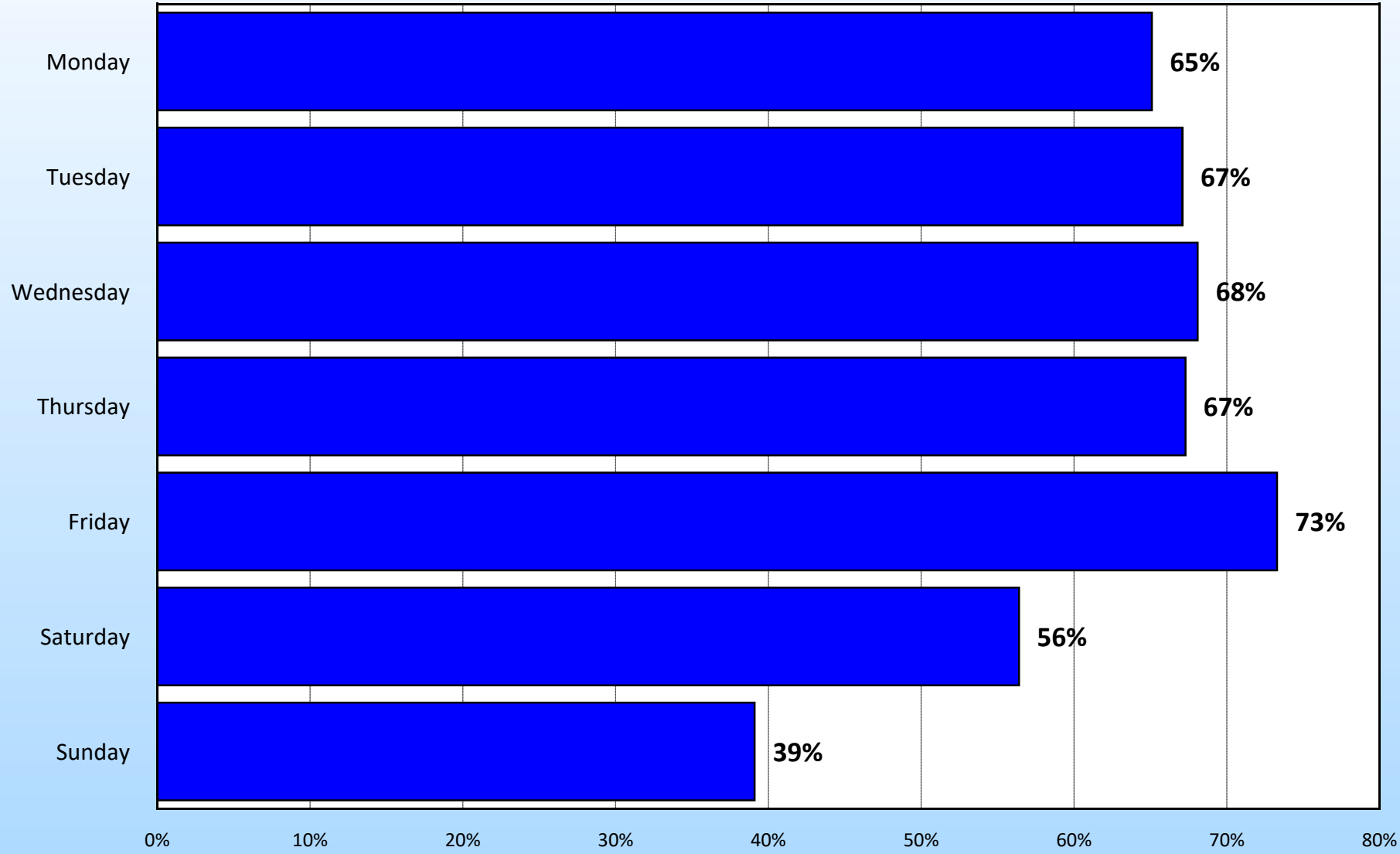
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location
(multiple choices could be selected)



Source: ETC Institute (2020)

Q12. During what days of the week would you be most interested in using bus service?

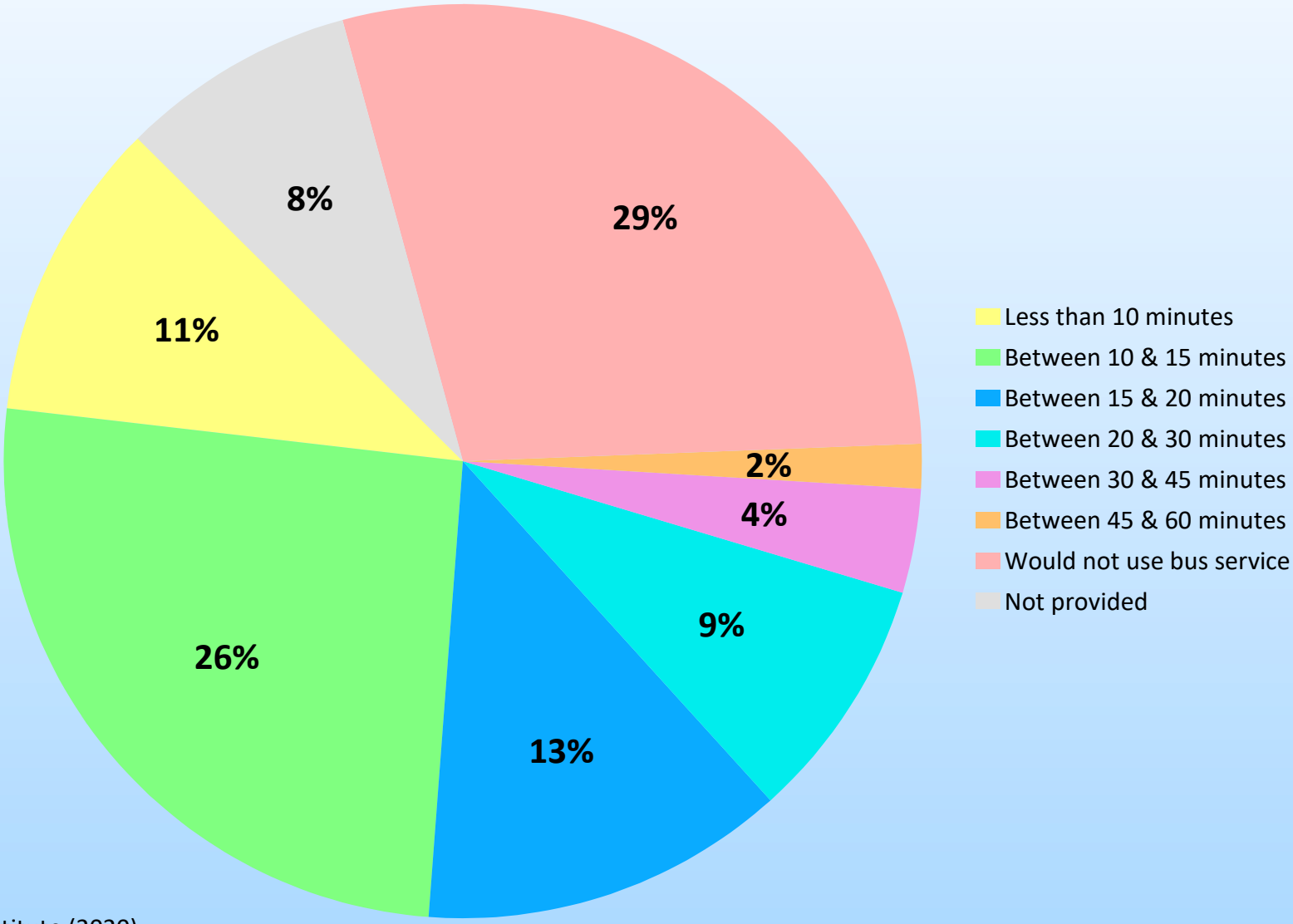
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location (multiple choices could be selected)



Source: ETC Institute (2020)

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation?

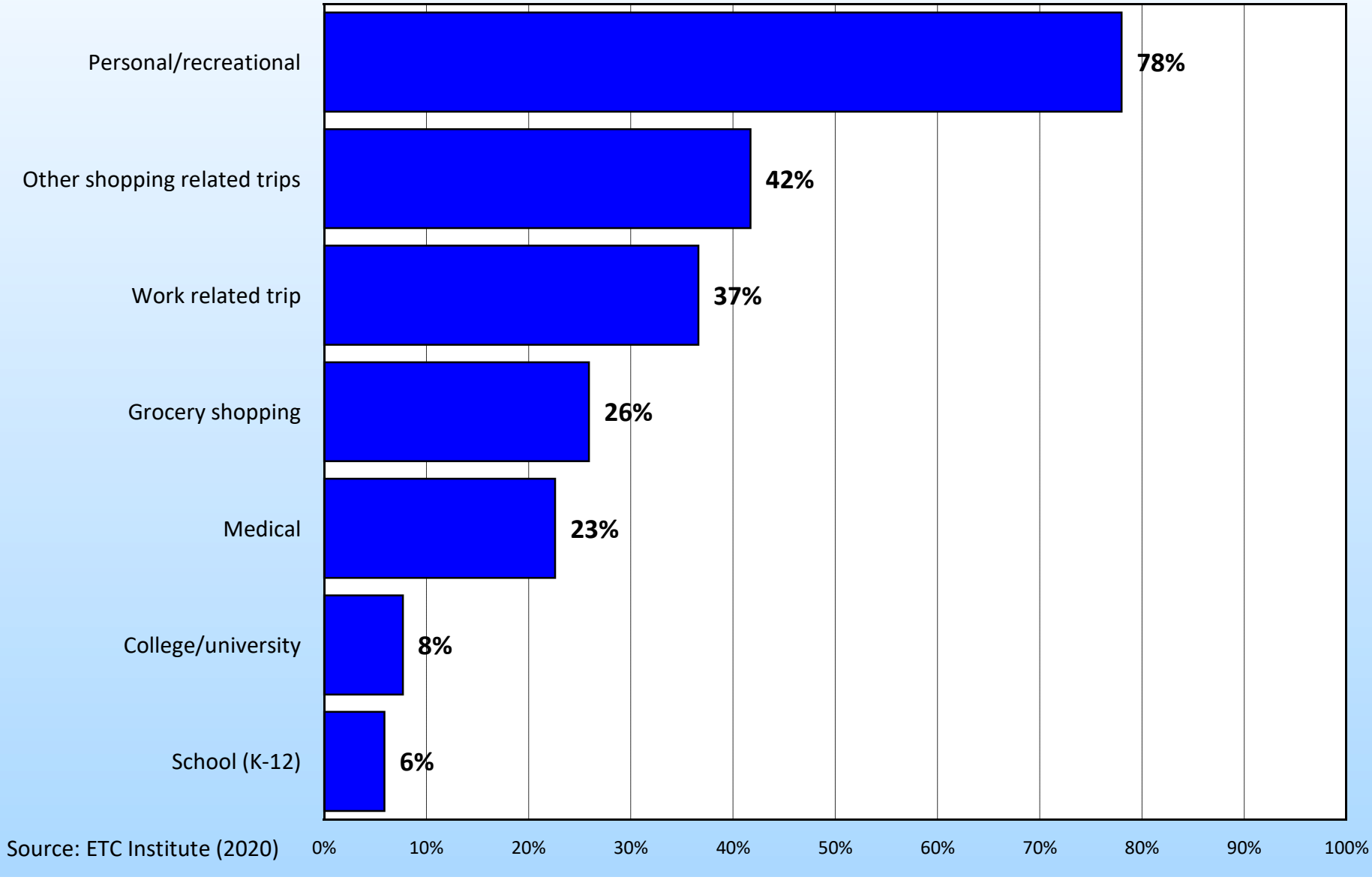
by percentage of respondents



Source: ETC Institute (2020)

Q14. For what trip purposes would you be interested in using EMBARK's streetcar services?

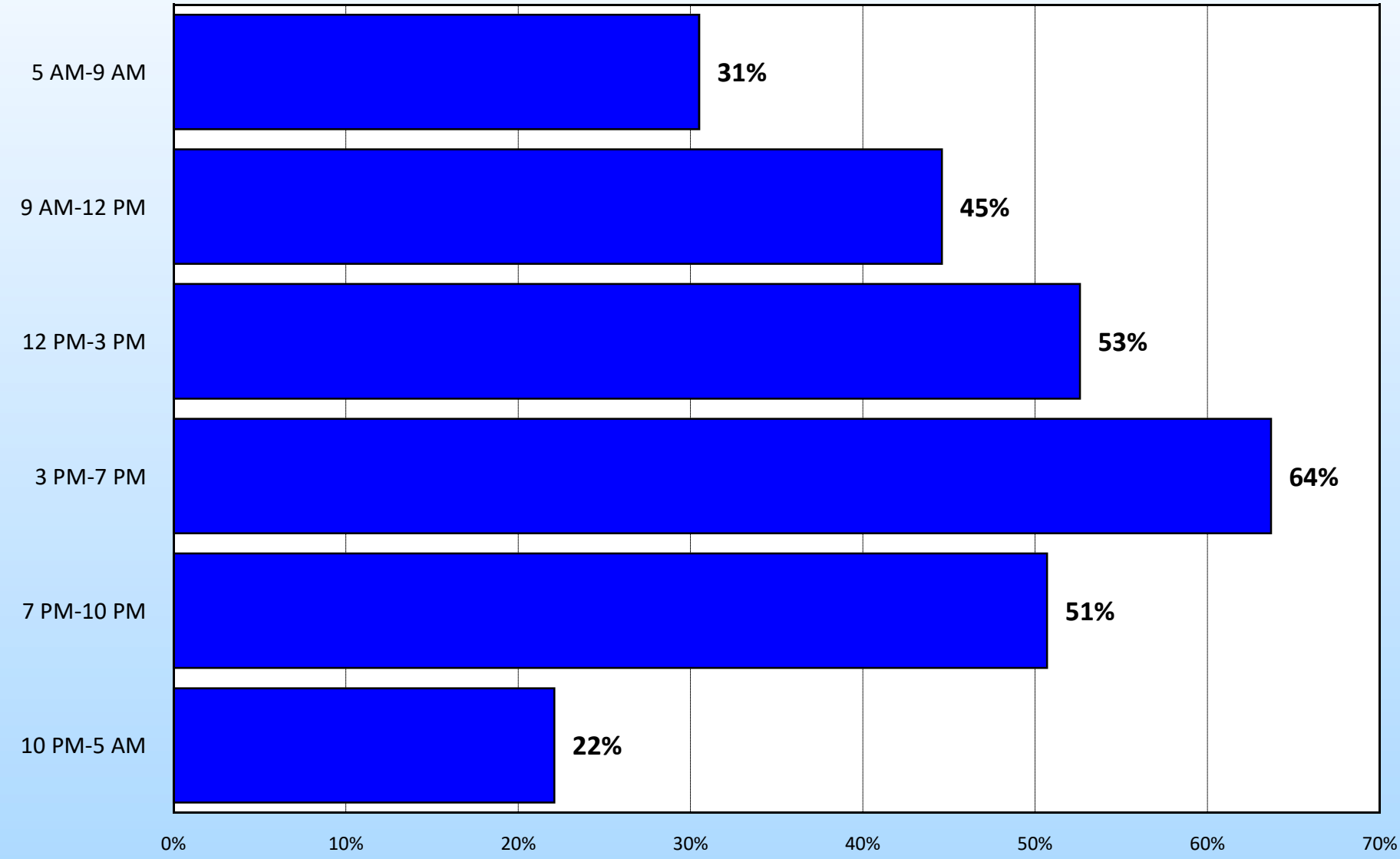
by percentage of respondents who would begin using public transportation if a streetcar came to their preferred stop location (multiple choices could be selected)



Source: ETC Institute (2020)

Q15. During what times of day would you be most interested in using streetcar service?

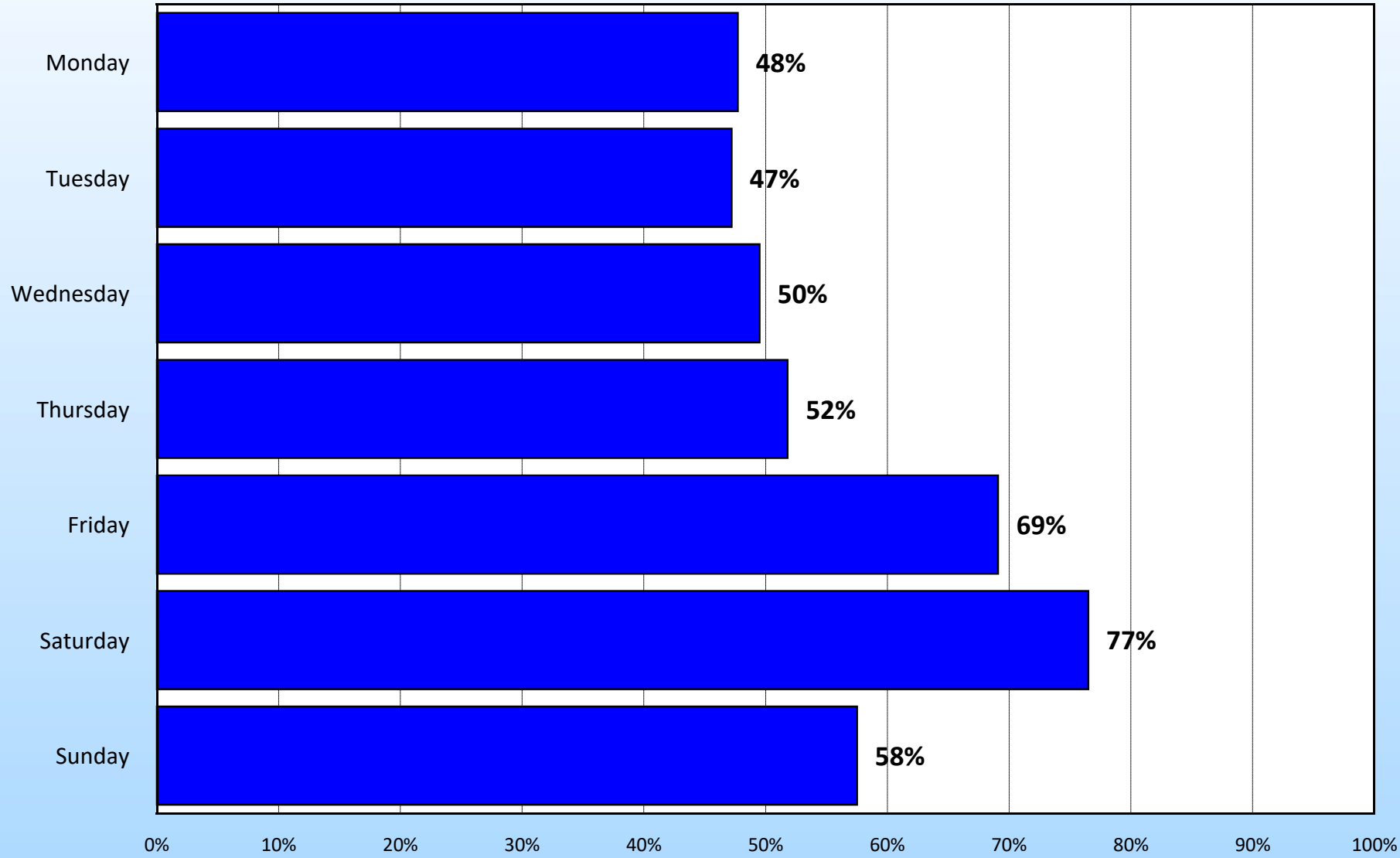
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location (multiple choices could be selected)



Source: ETC Institute (2020)

Q16. During what days of the week would you be most interested in using streetcar service?

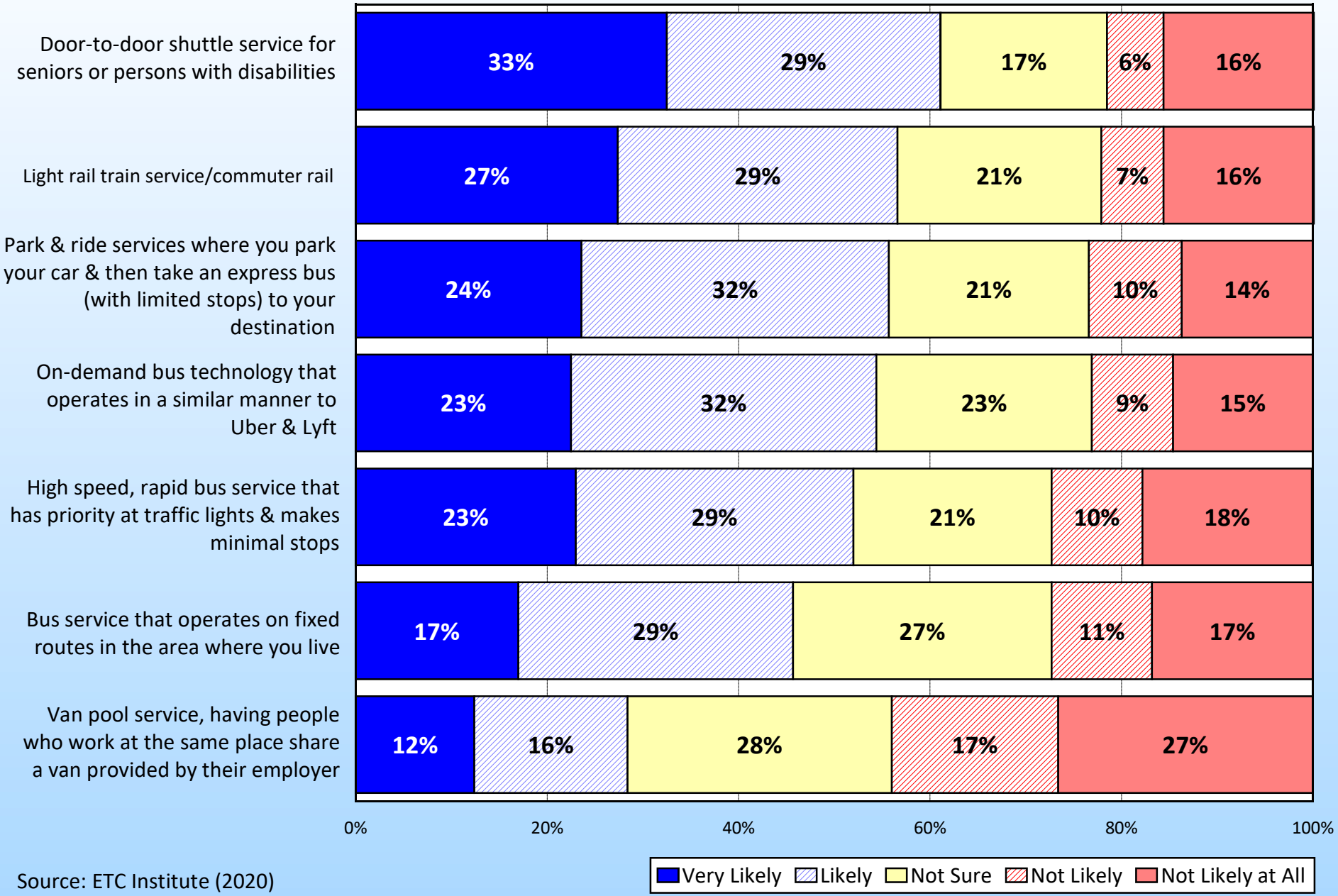
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location
(multiple choices could be selected)



Source: ETC Institute (2020)

Q17. Likelihood of Respondent Using Various Types of Transportation

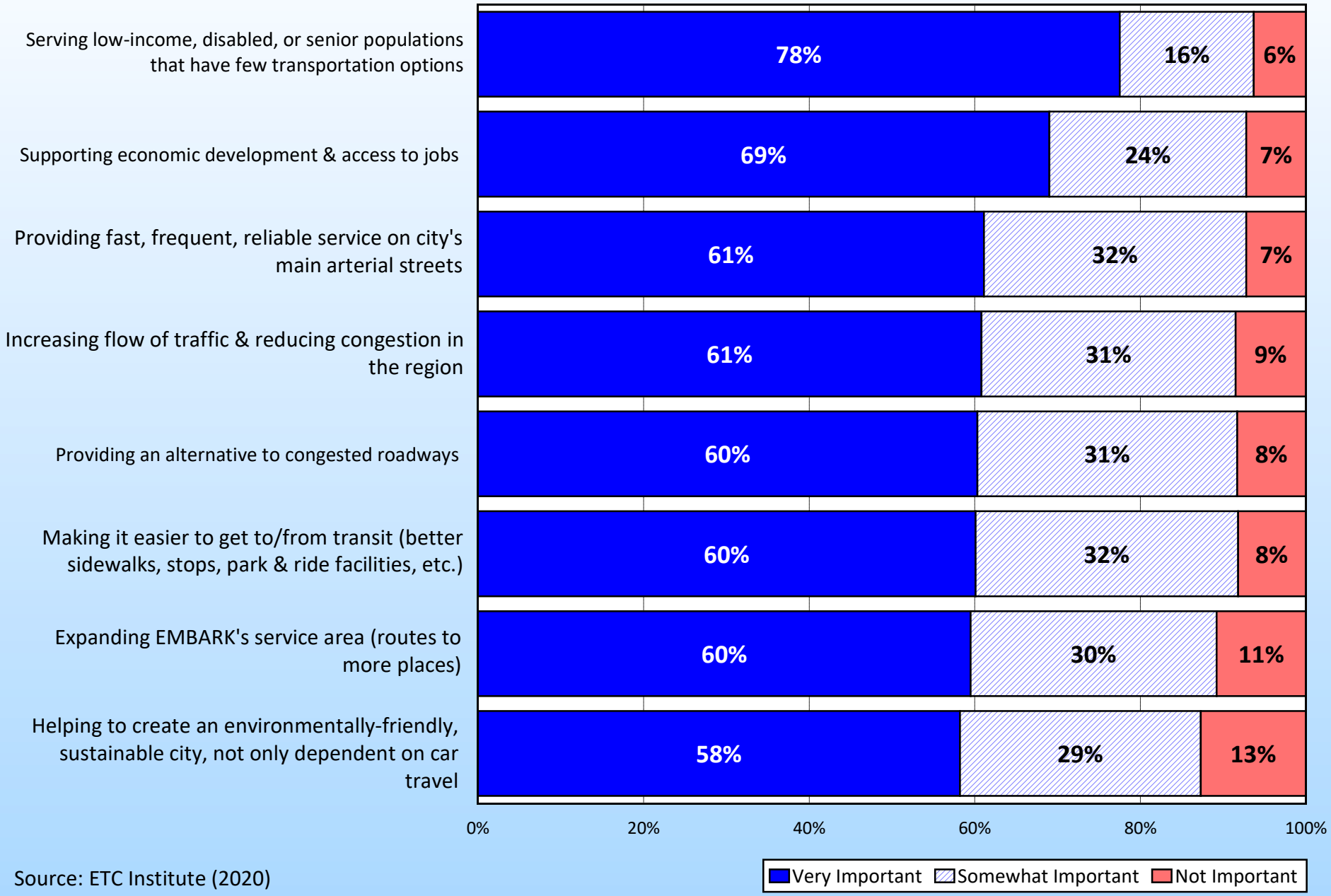
by percentage of respondents using a 5-point scale where 5 means Very Likely and 1 means Not Likely at All (without "not provided")



Source: ETC Institute (2020)

Q18. Level of Importance of Various Purposes for a Public Transit System

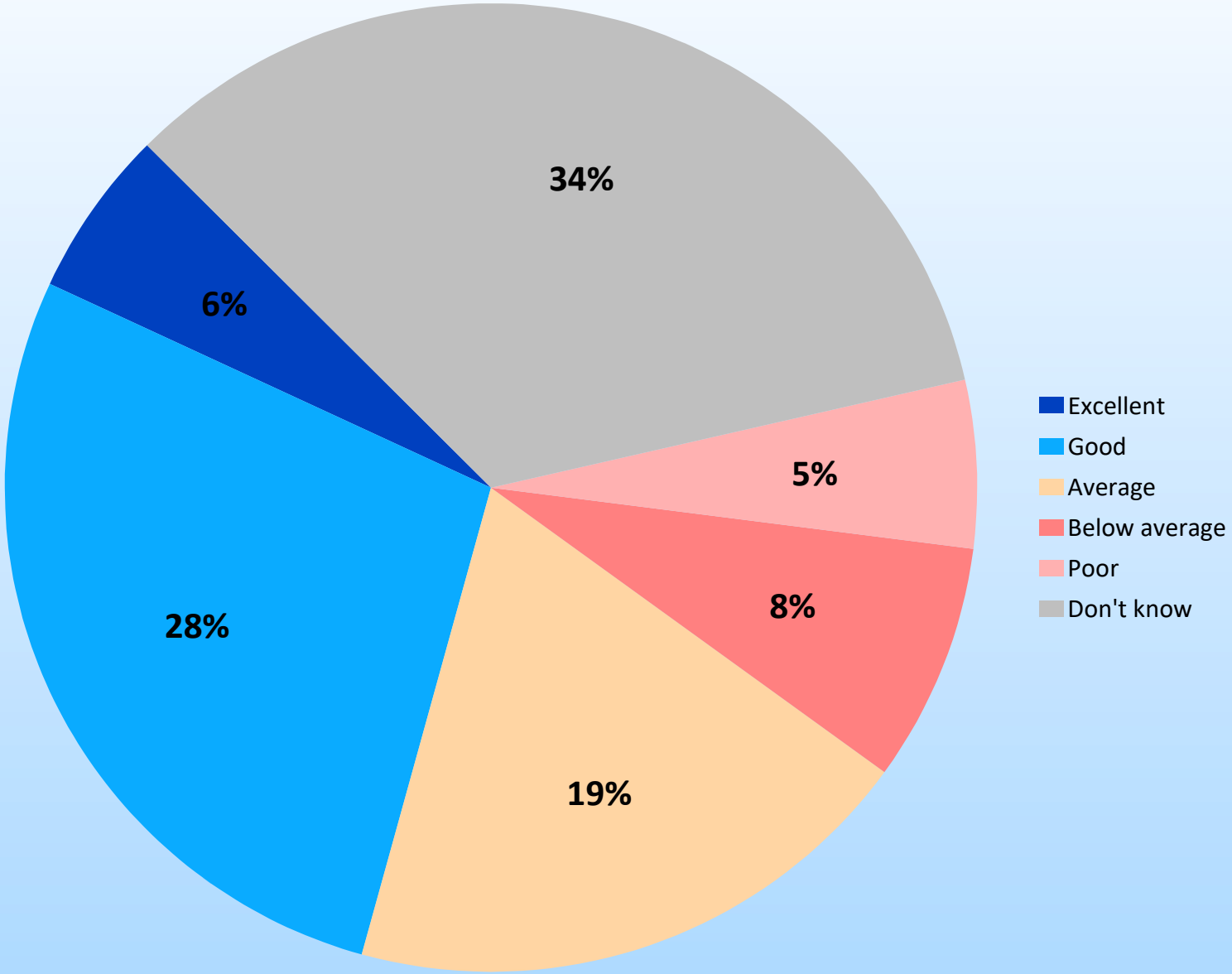
by percentage of respondents using a 3-point scale where 3 means Very Important and 1 means Not Important (without "not provided")



Source: ETC Institute (2020)

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

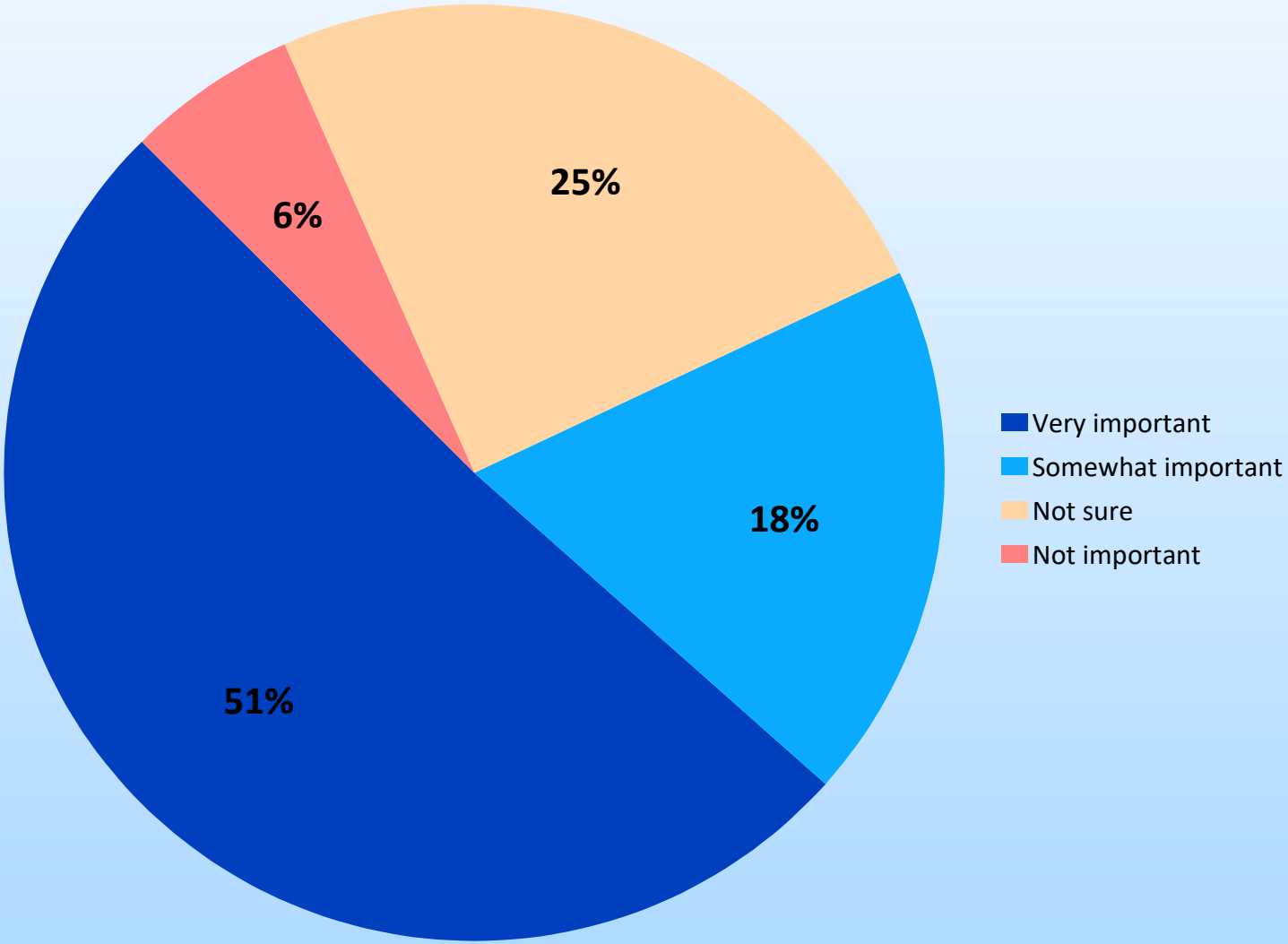
by percentage of respondents



Source: ETC Institute (2020)

Q20. Overall, how important do you think it is for the region (Central Oklahoma Metro) to support and fund improved public transportation?

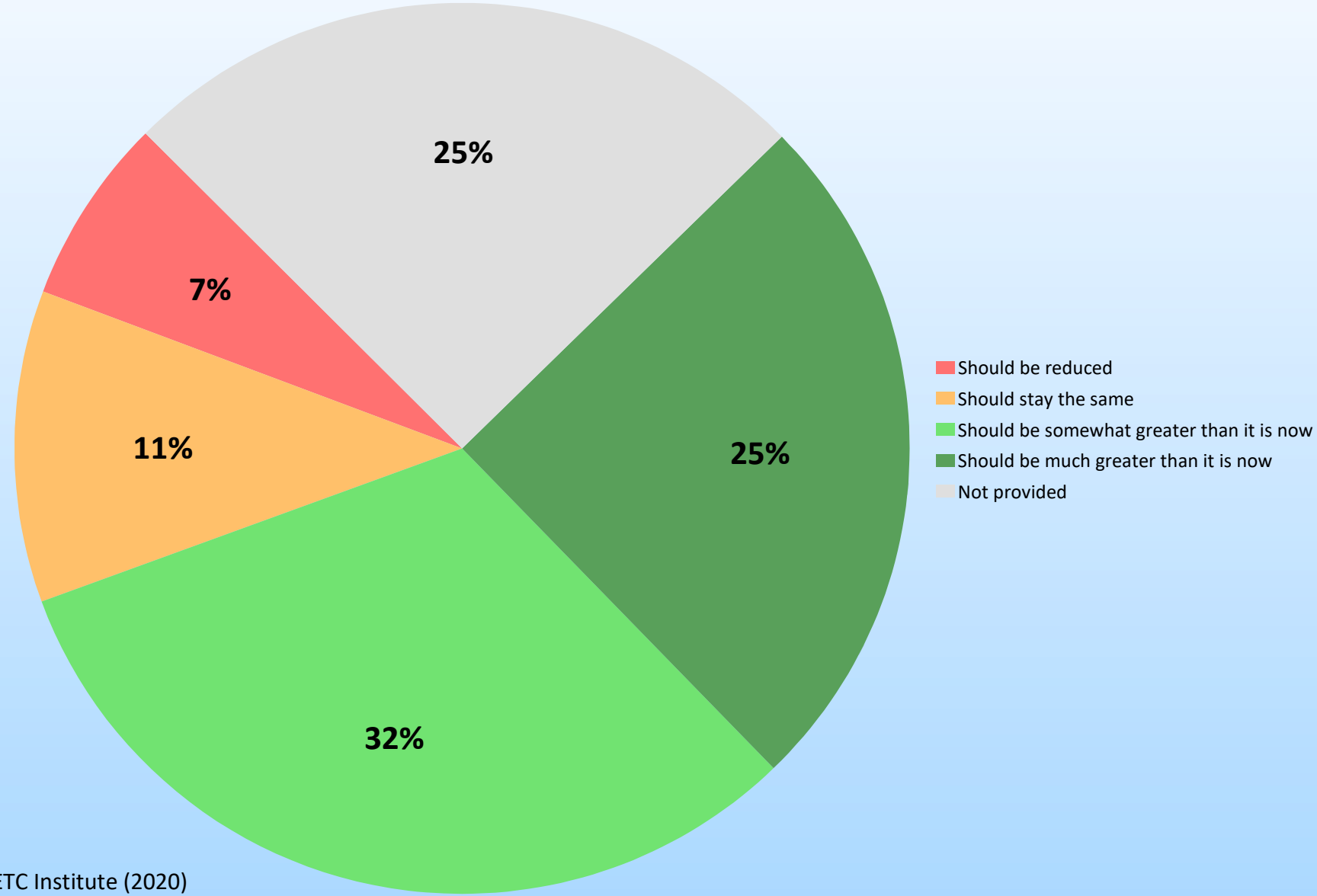
by percentage of respondents



Source: ETC Institute (2020)

Q21. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

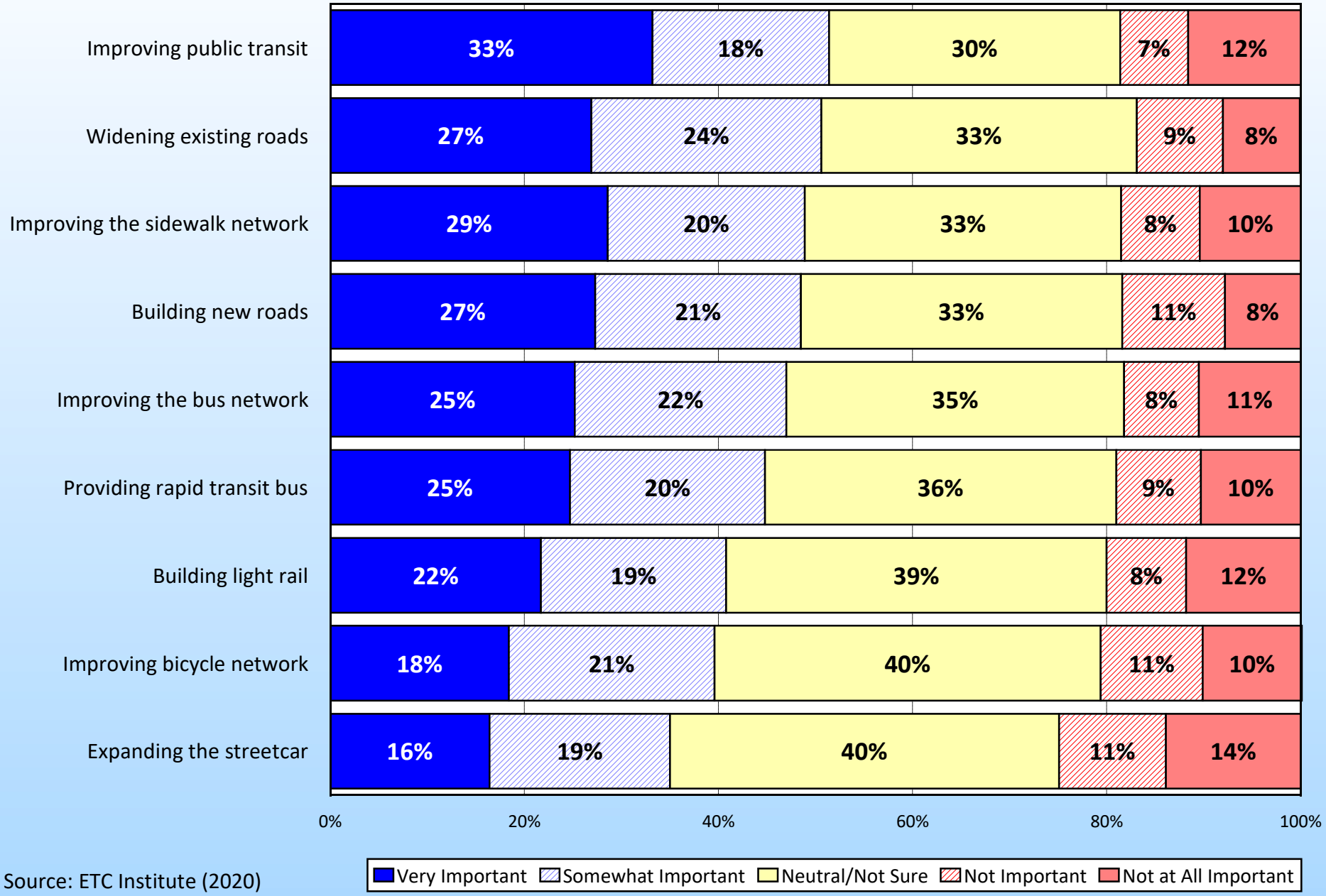
by percentage of respondents



Source: ETC Institute (2020)

Q22. Level of Importance of Transportation Investments

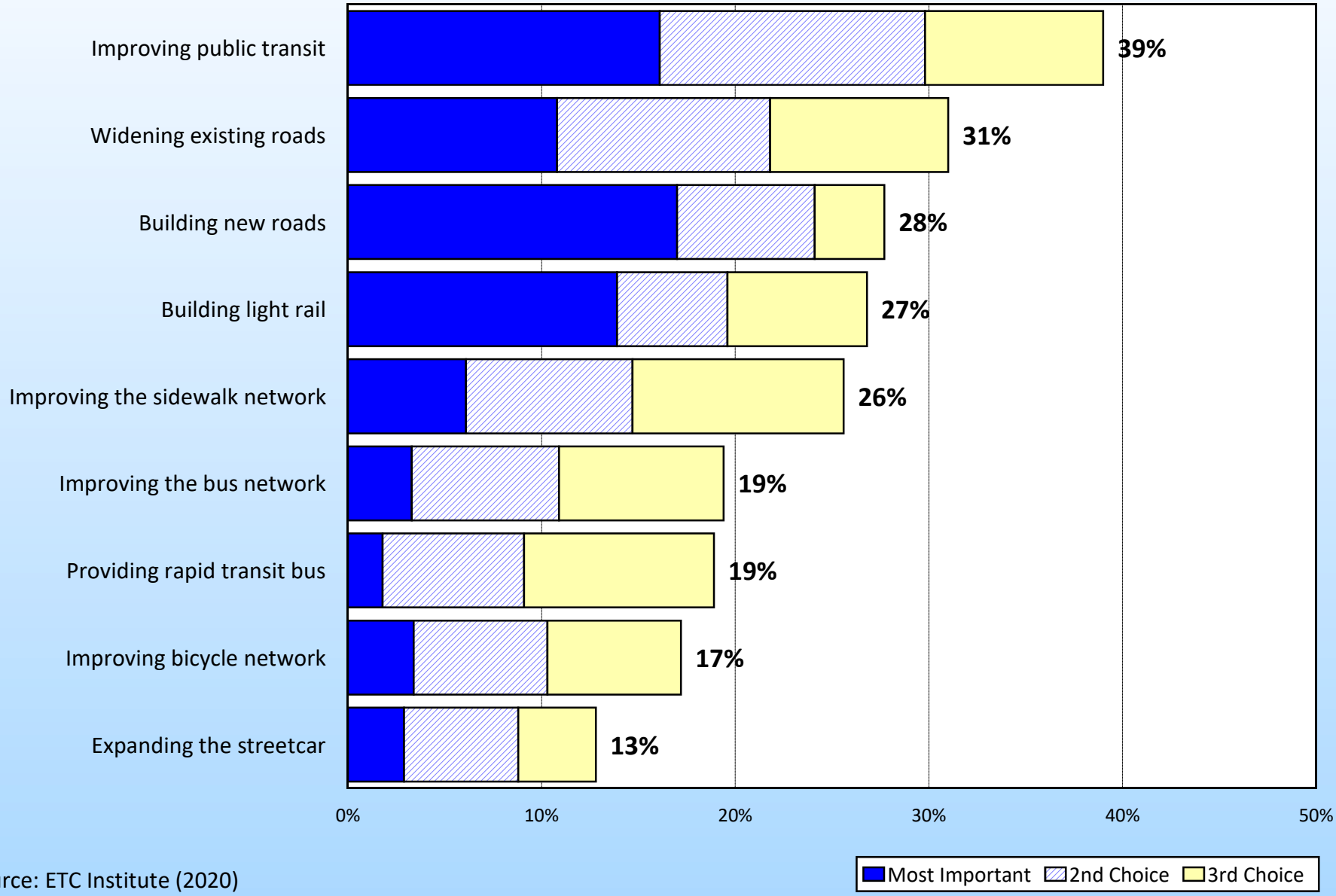
by percentage of respondents using a 5-point scale where 5 means Very Important and 1 means Not at All Important



Source: ETC Institute (2020)

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

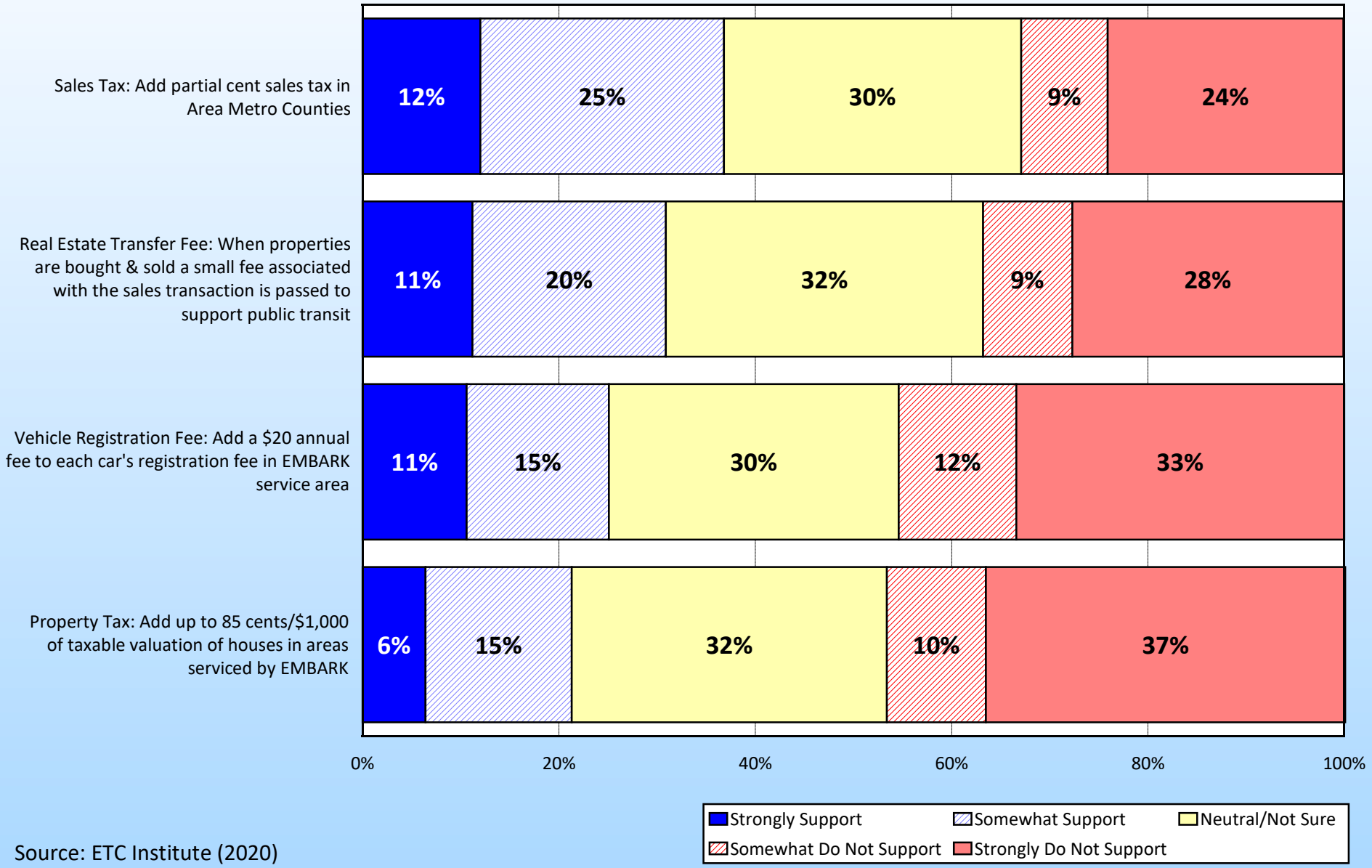
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q23. Level of Support for Potential Funding Sources That Could Be Used to Grow the Public Transit Infrastructure

by percentage of respondents using a 5-point scale where 5 means Strongly Support and 1 means Strongly Do Not Support

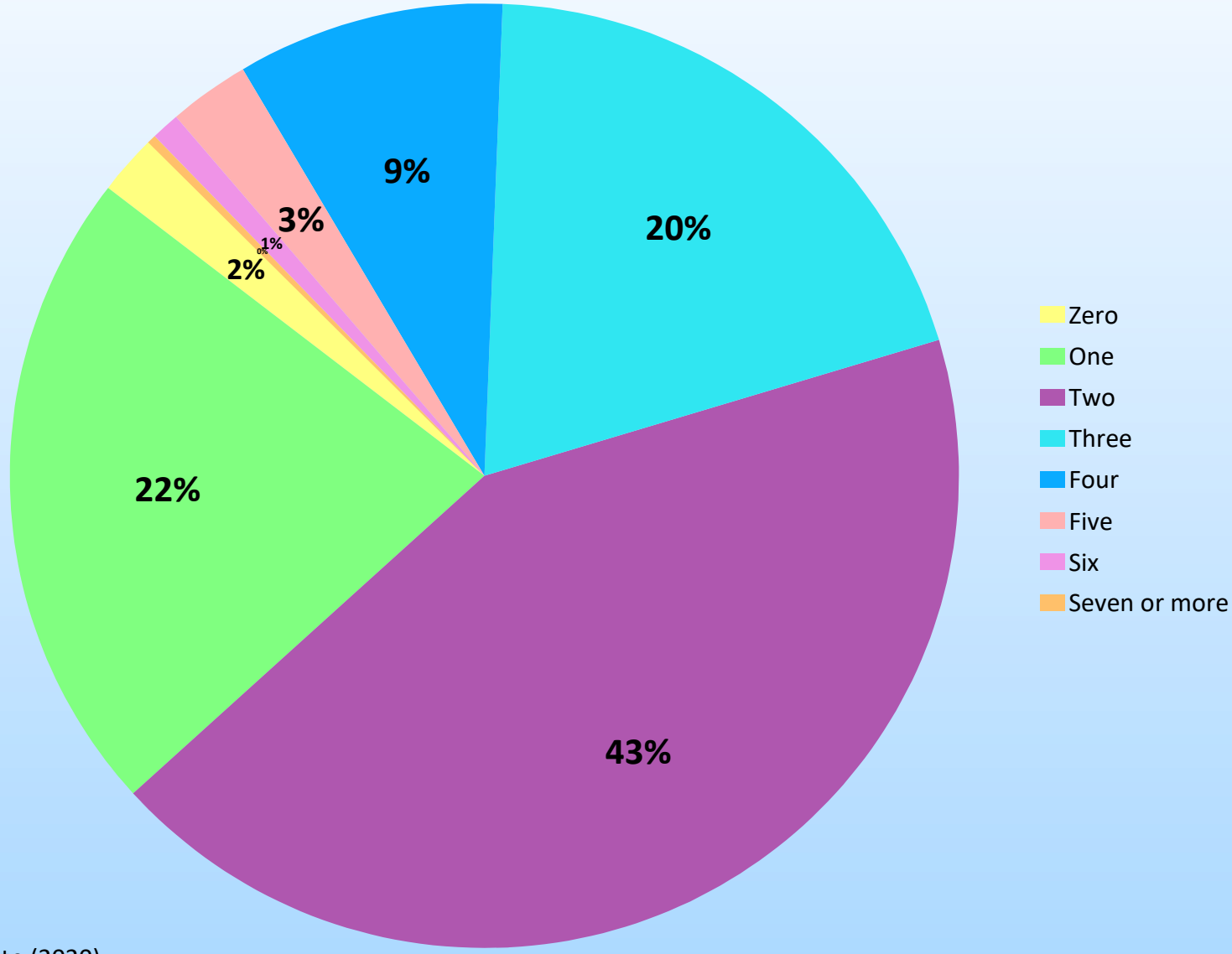


Source: ETC Institute (2020)

Demographics

Q24. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

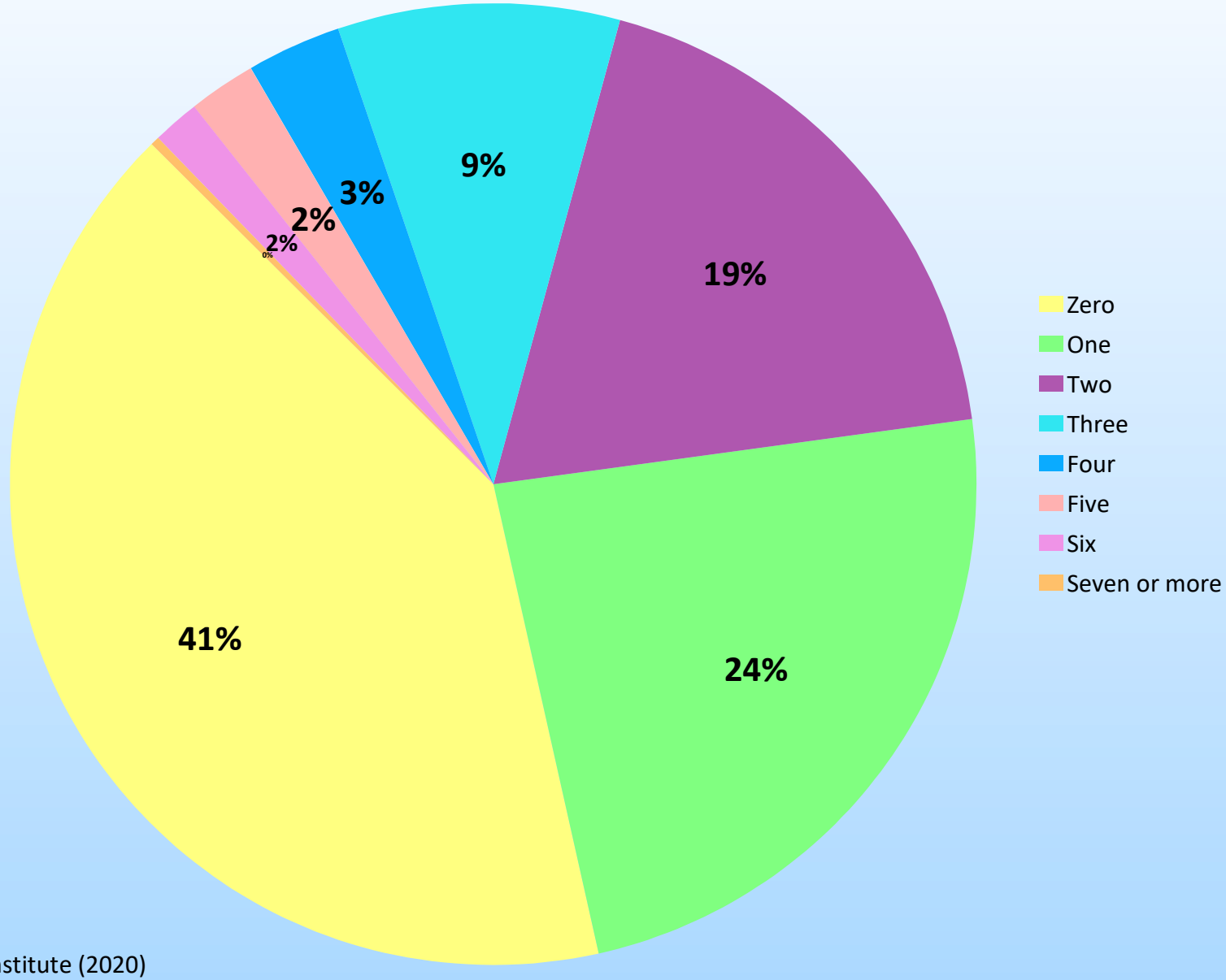
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q25. How many operating bicycles do you have in your household?

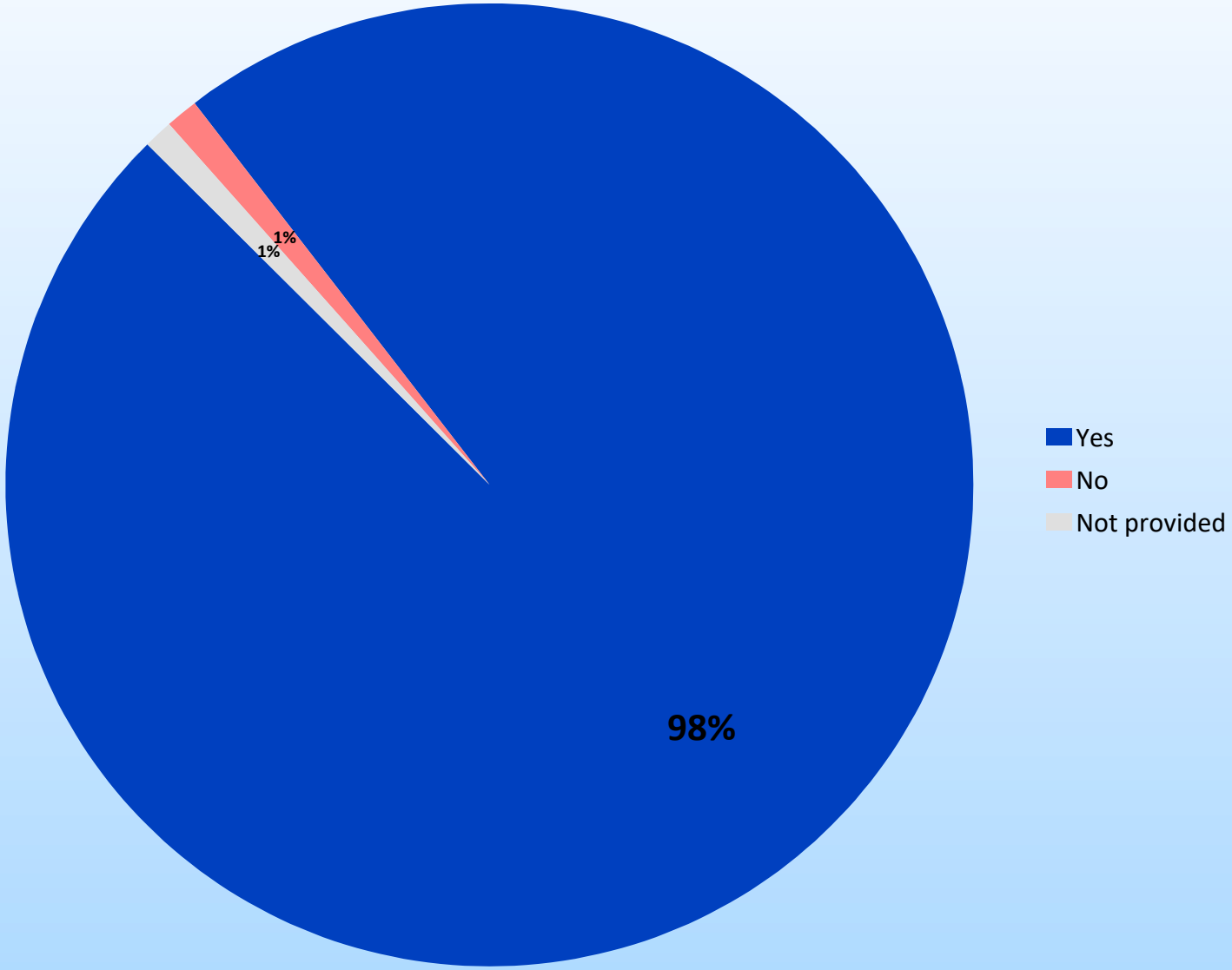
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

Q26. Do you have a valid driver's license?

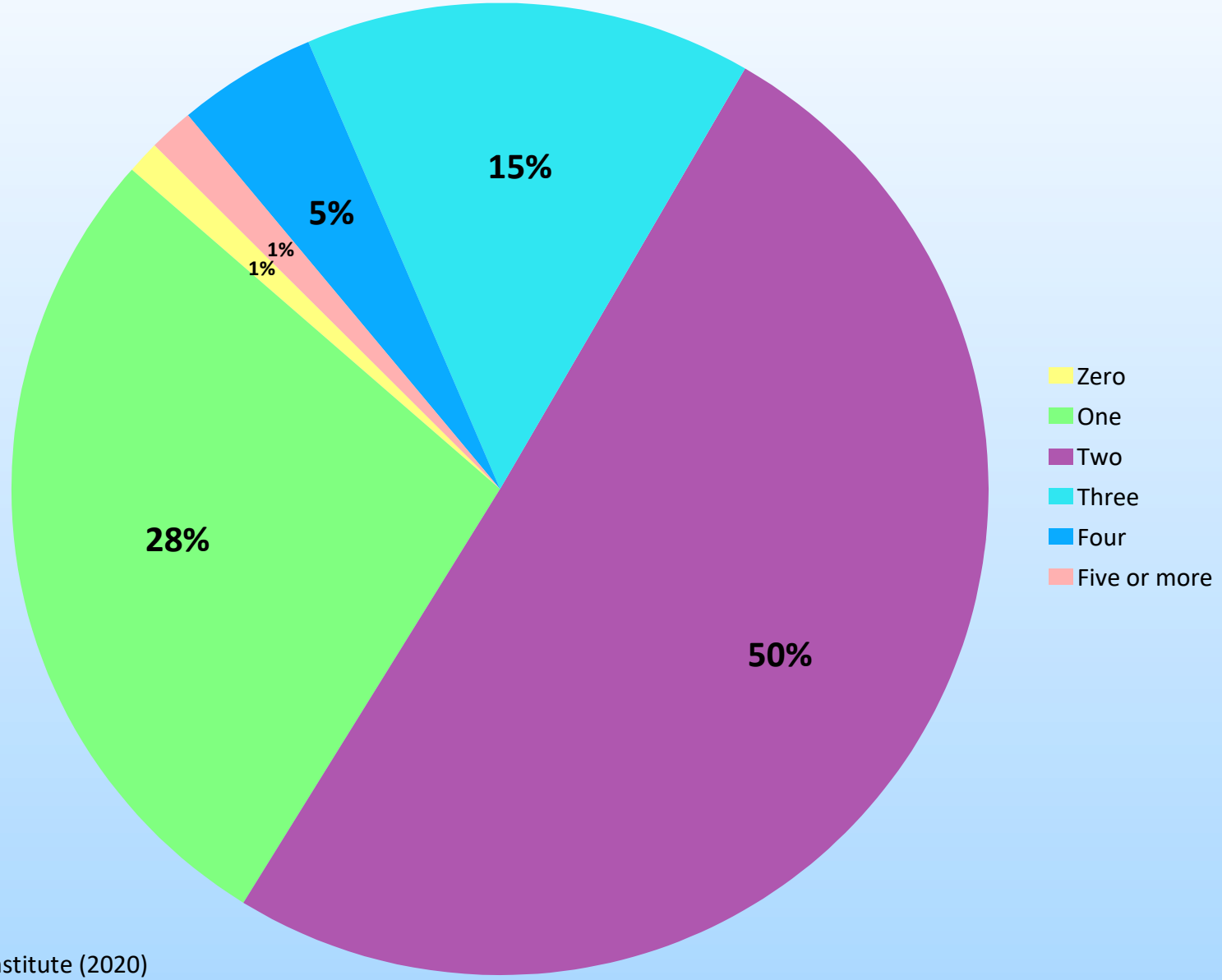
by percentage of respondents



Source: ETC Institute (2020)

Q27. Including yourself, how many licensed drivers do you have in your household?

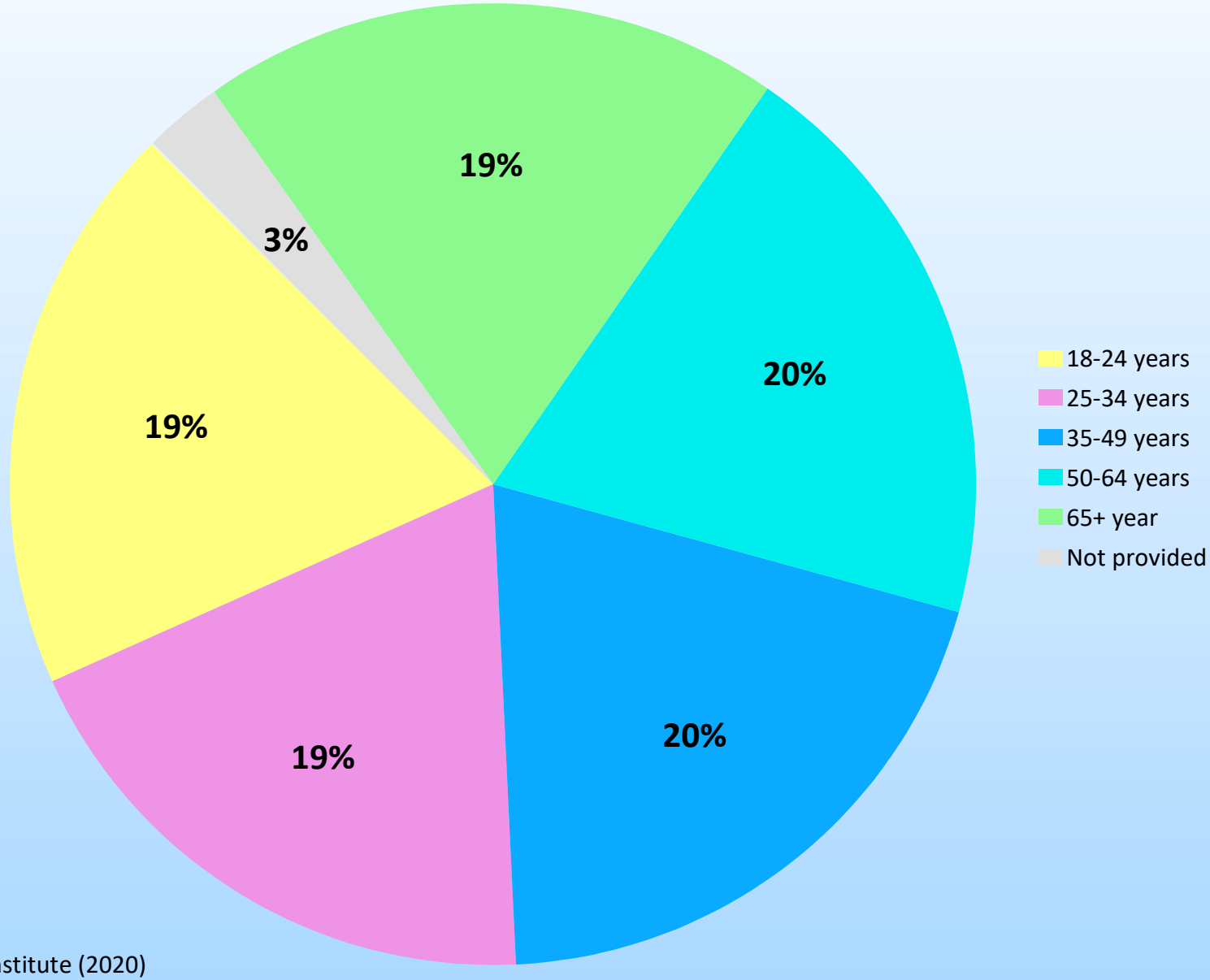
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q28. What is your age?

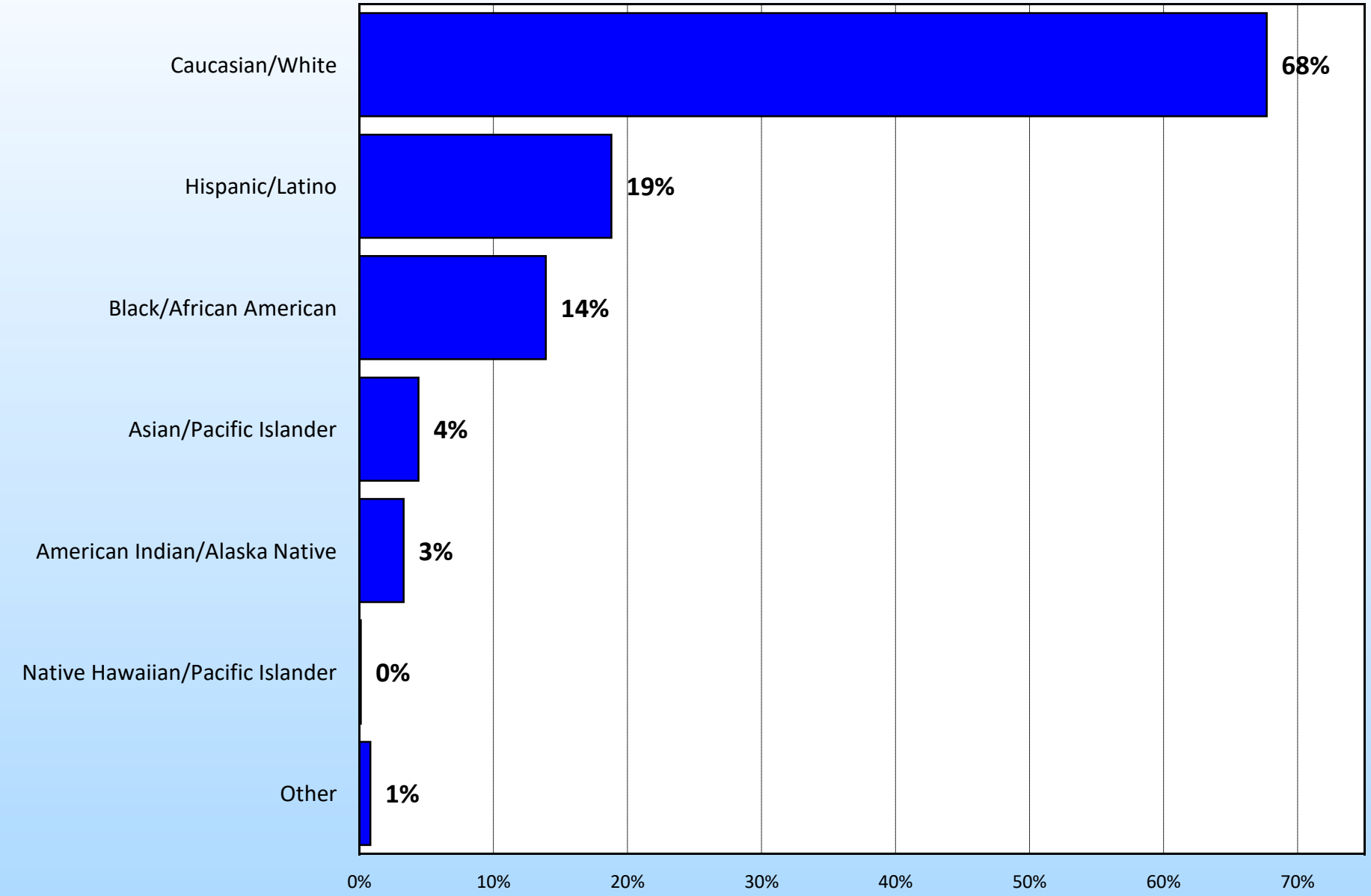
by percentage of respondents



Source: ETC Institute (2020)

Q29. Which of the following BEST describes your race/ethnicity?

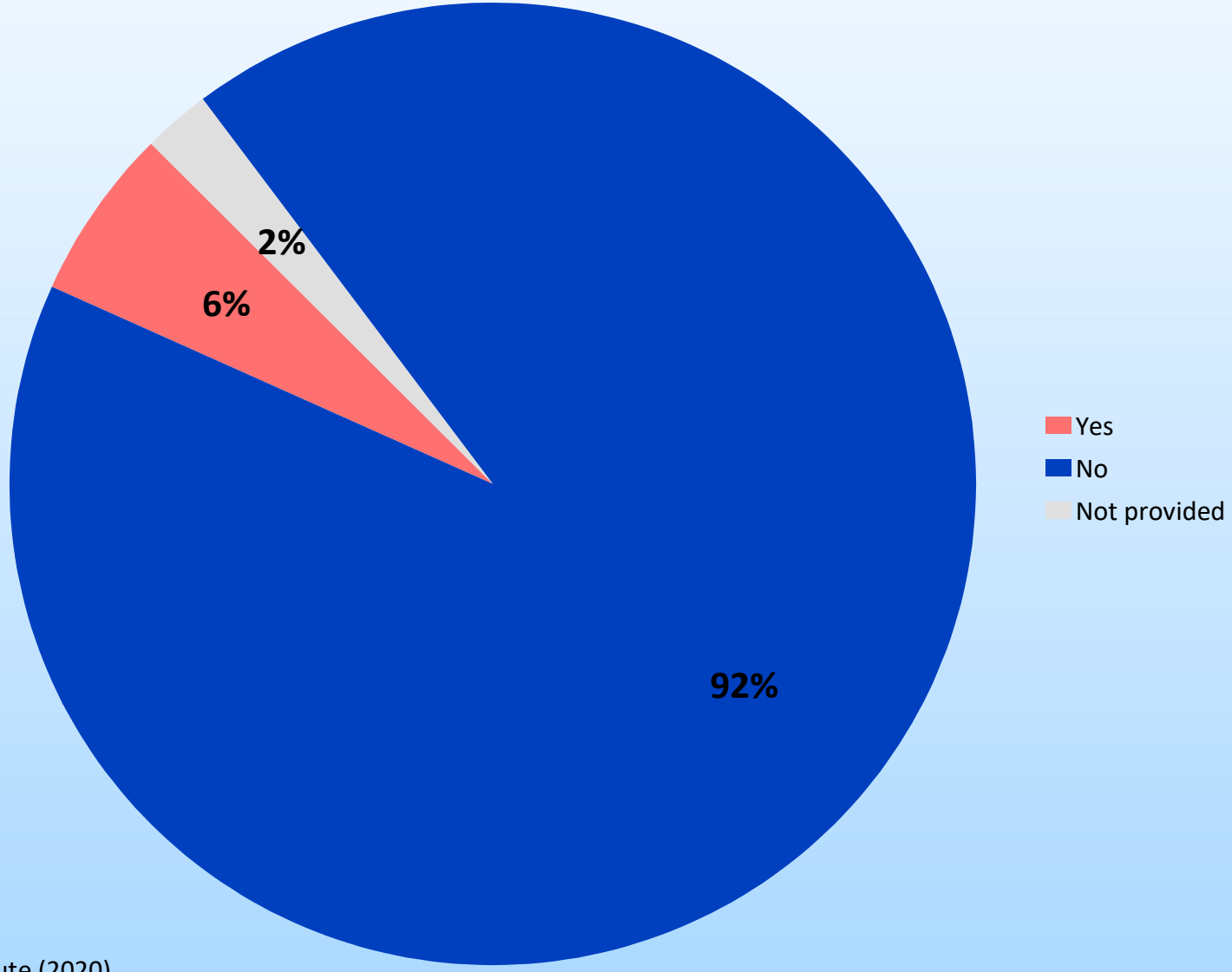
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

Q30. Do you have a physical disability that causes you to be dependent on others for transportation?

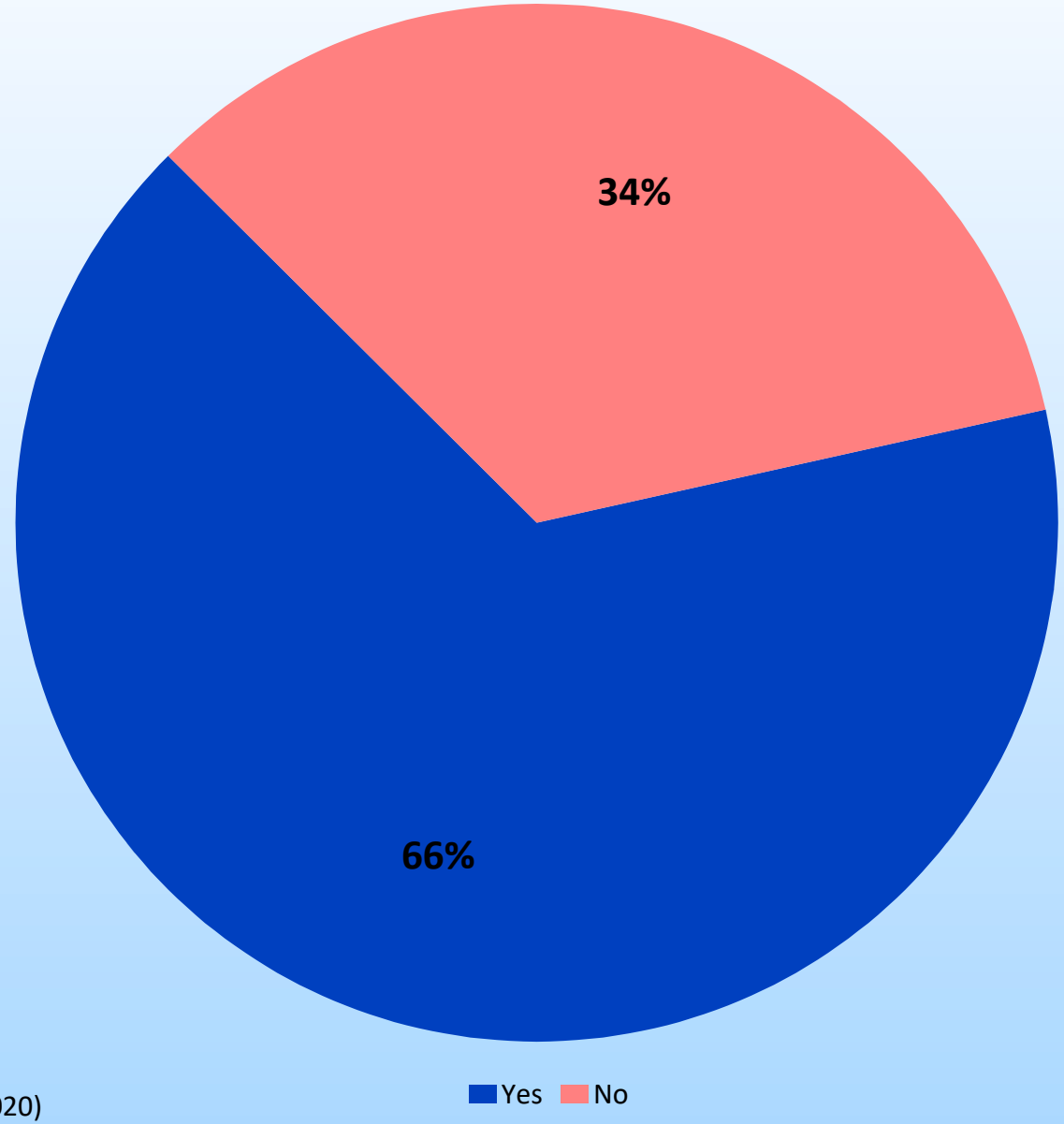
by percentage of respondents



Source: ETC Institute (2020)

Q31. Are you employed?

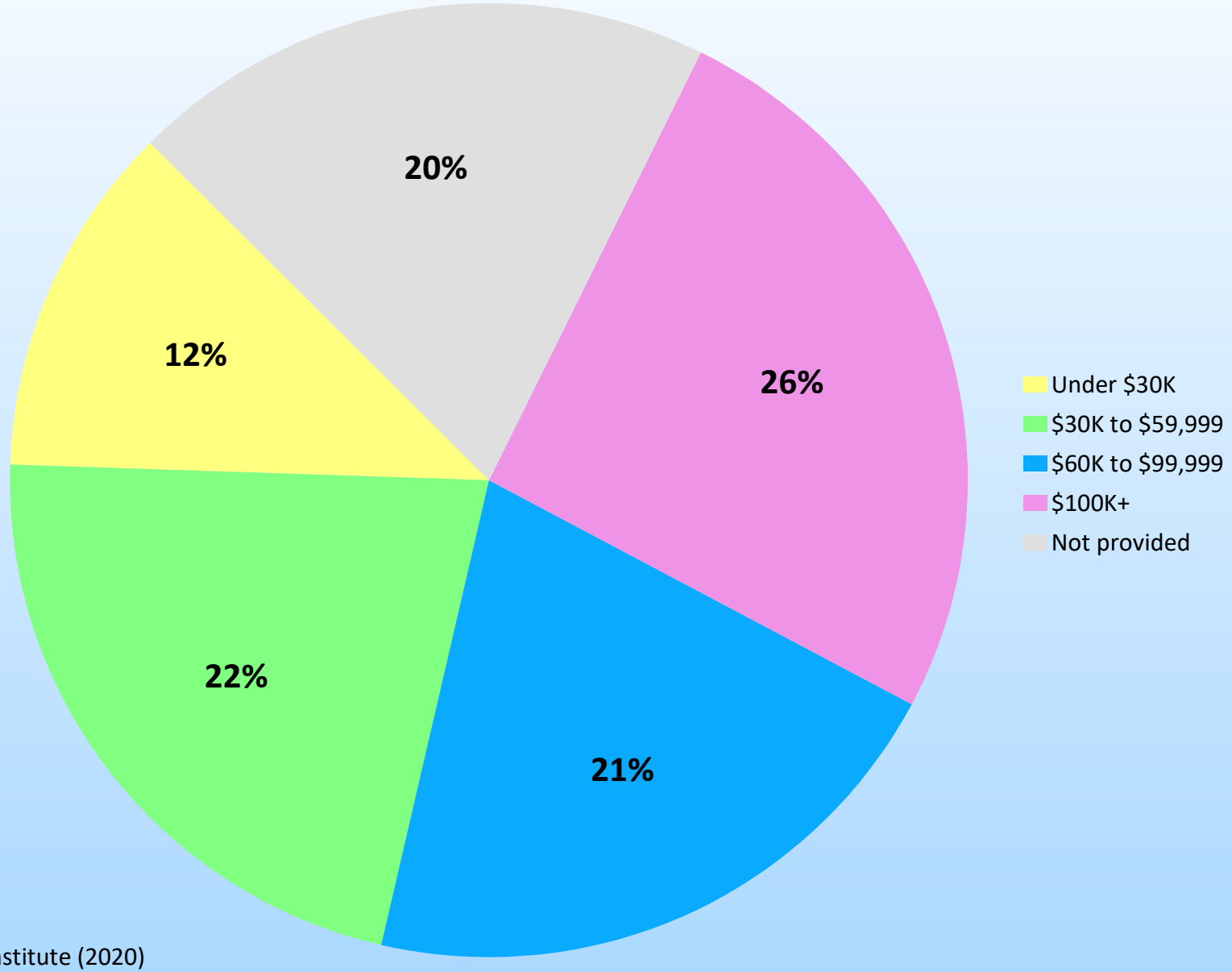
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q32. Would you say your total annual household income is…

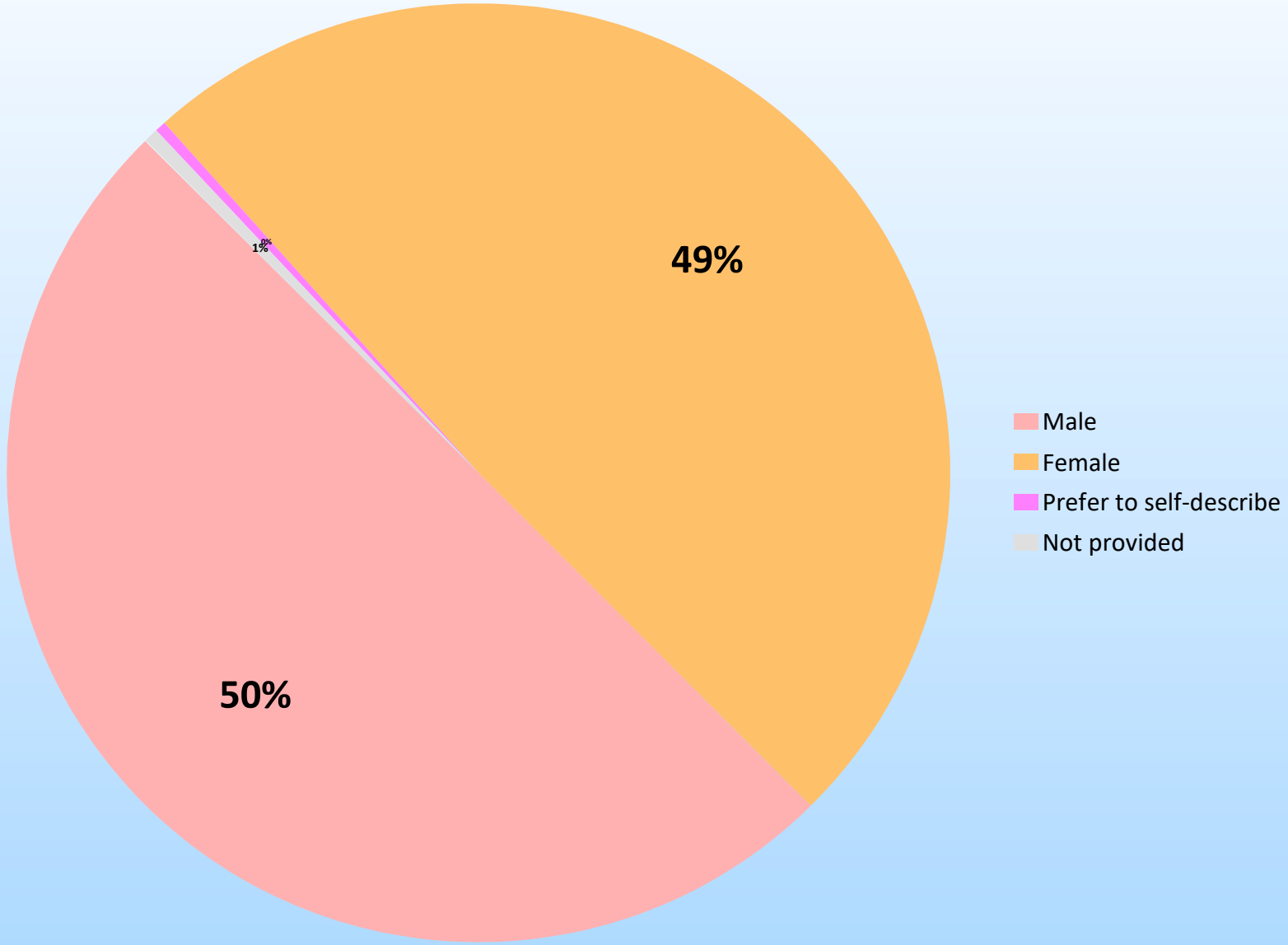
by percentage of respondents



Source: ETC Institute (2020)

Q34. Your gender:

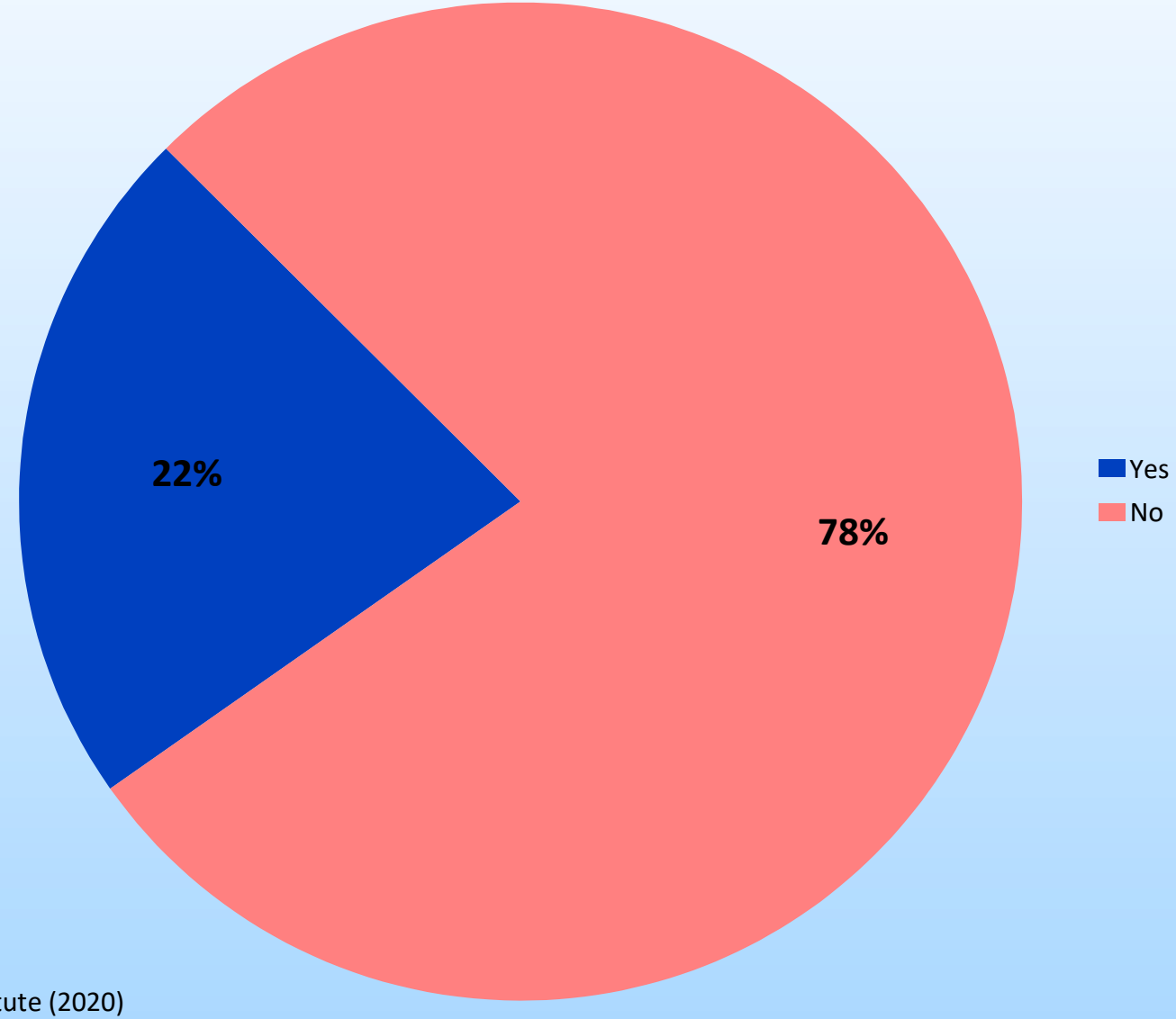
by percentage of respondents



Source: ETC Institute (2020)

Q35. Have you ever used the Oklahoma River Cruises on the Oklahoma River (Not Bricktown canal)?

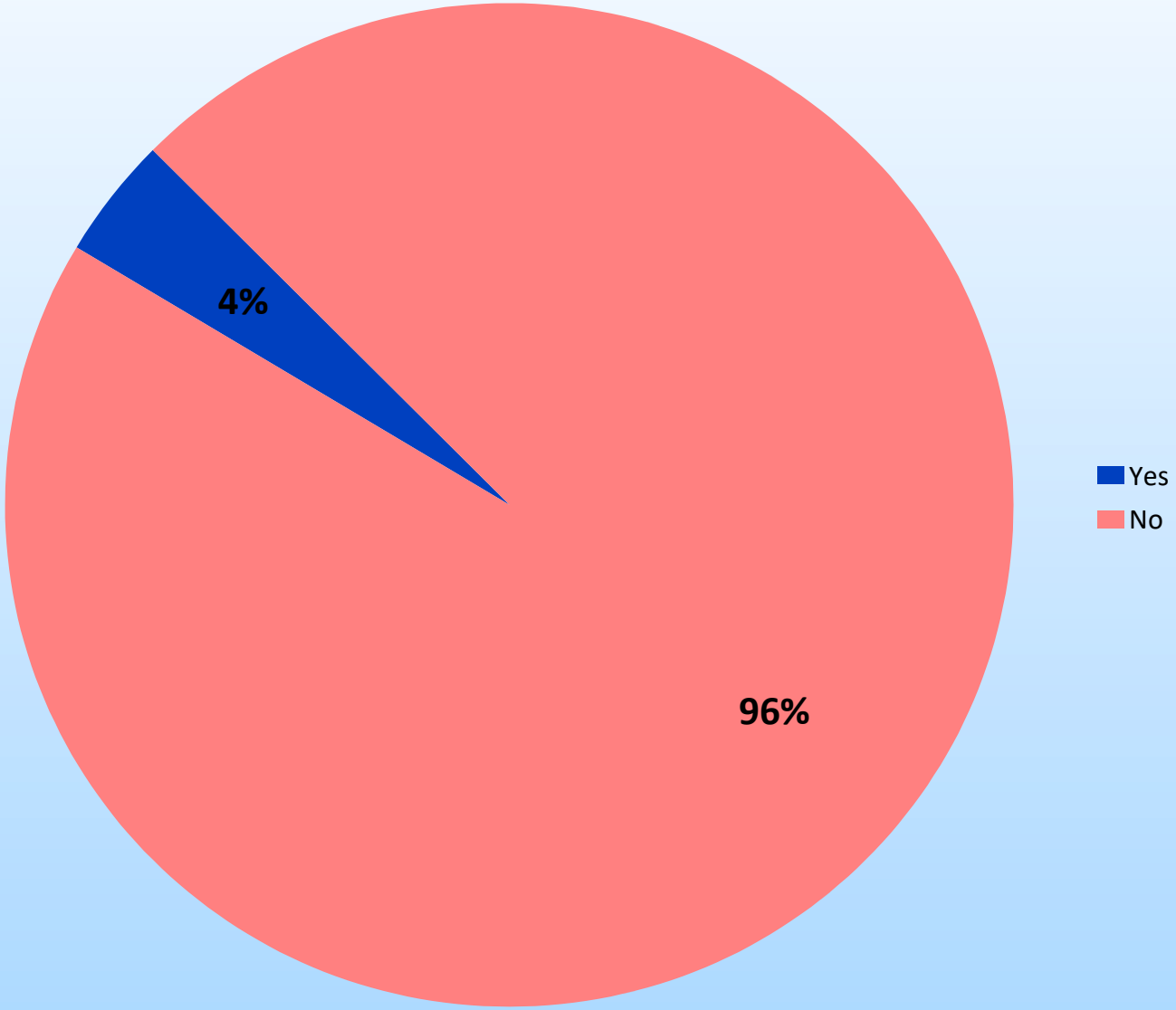
by percentage of respondents



Source: ETC Institute (2020)

Q36. Have you ever used the Spokies Bike Share system in Downtown Oklahoma City?

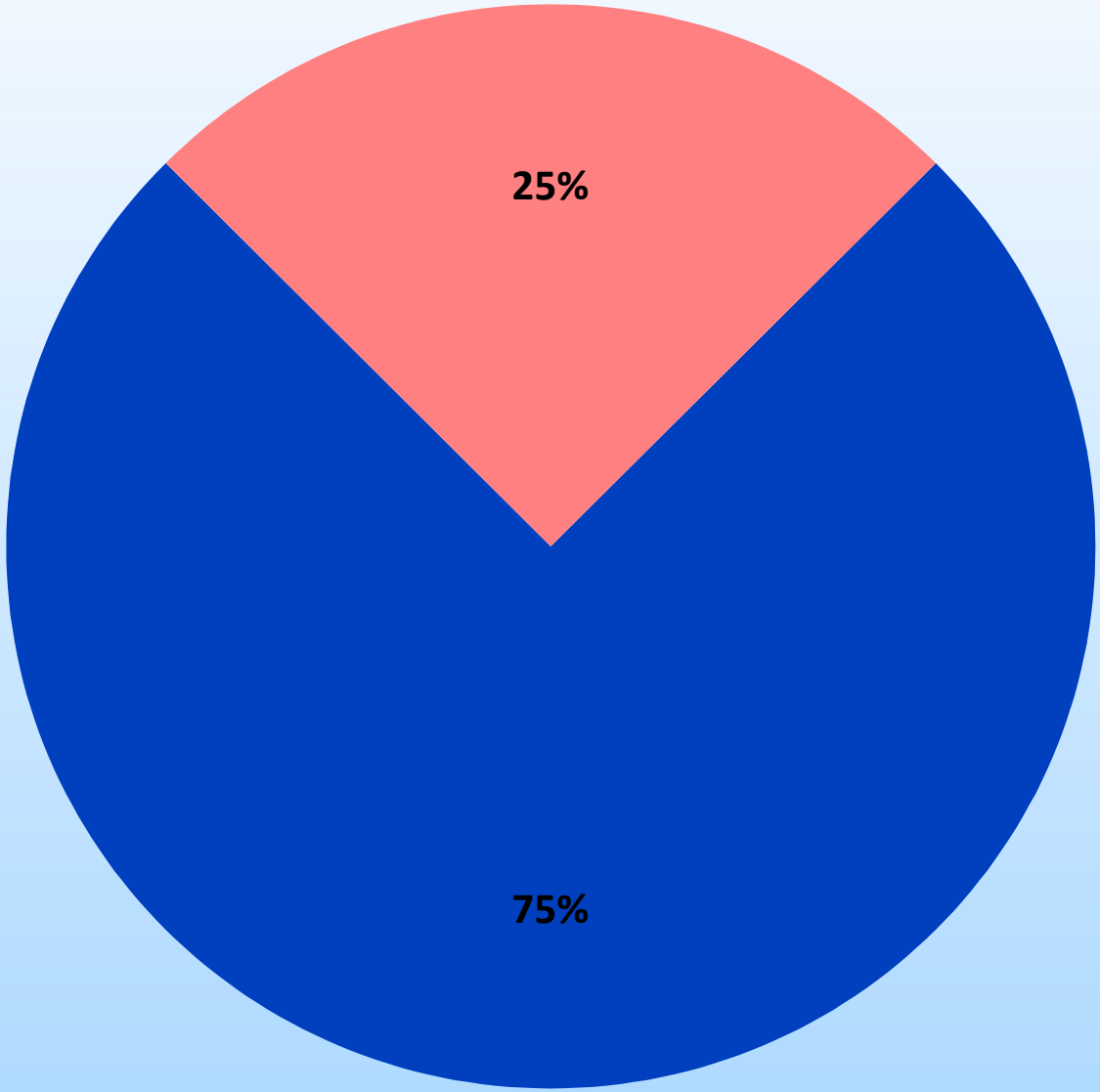
by percentage of respondents



Source: ETC Institute (2020)

Q37. Have you ever used mass transit in other cities (LA, New York, Chicago, etc.)?

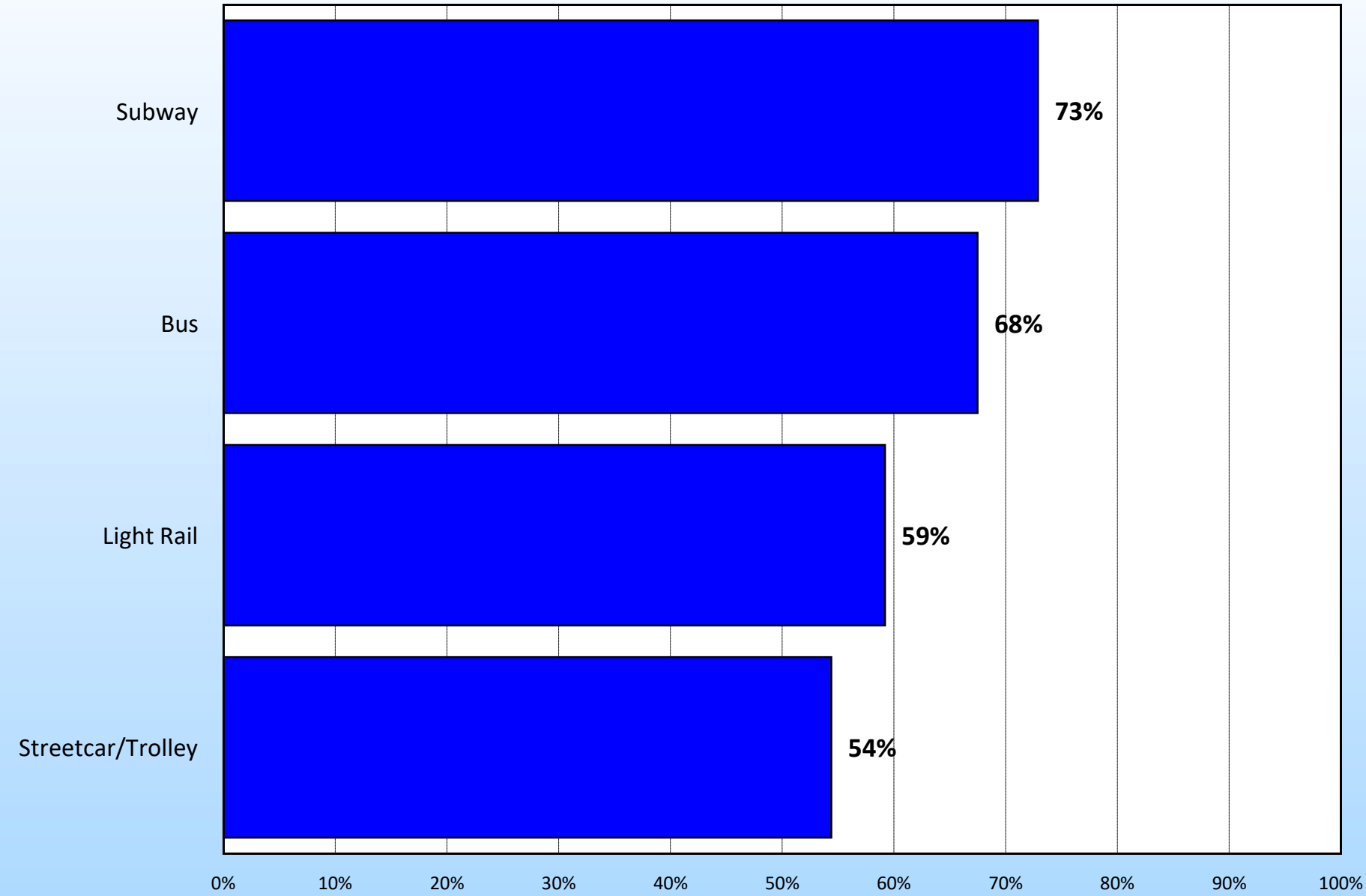
by percentage of respondents



Source: ETC Institute (2020)

Q37a. What types of transit did you use?

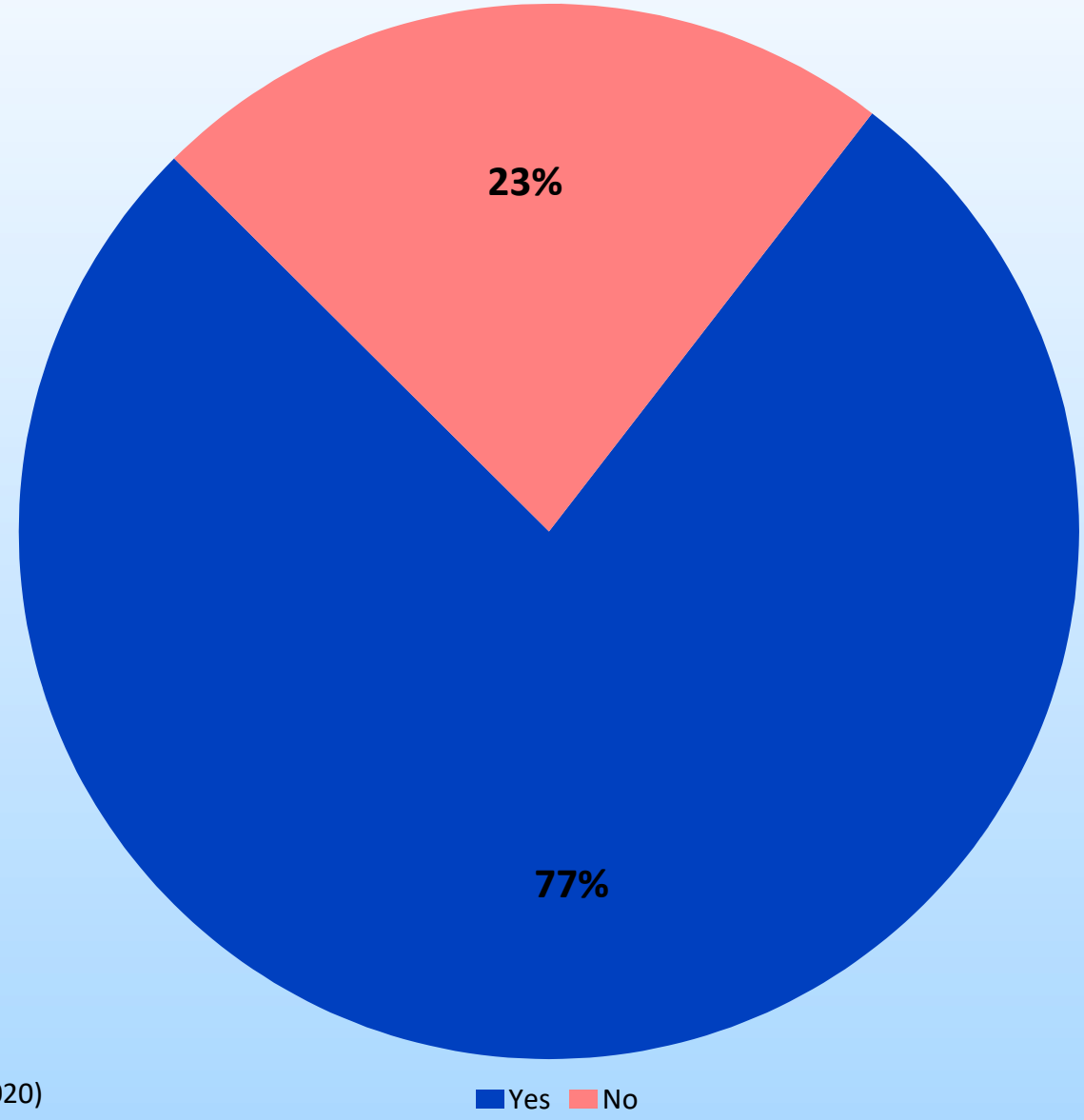
by percentage of respondents who have used mass transit in other cities



Source: ETC Institute (2020)

Q38. Prior to this receiving this survey, were you familiar with the public transit services offered by EMBARK?

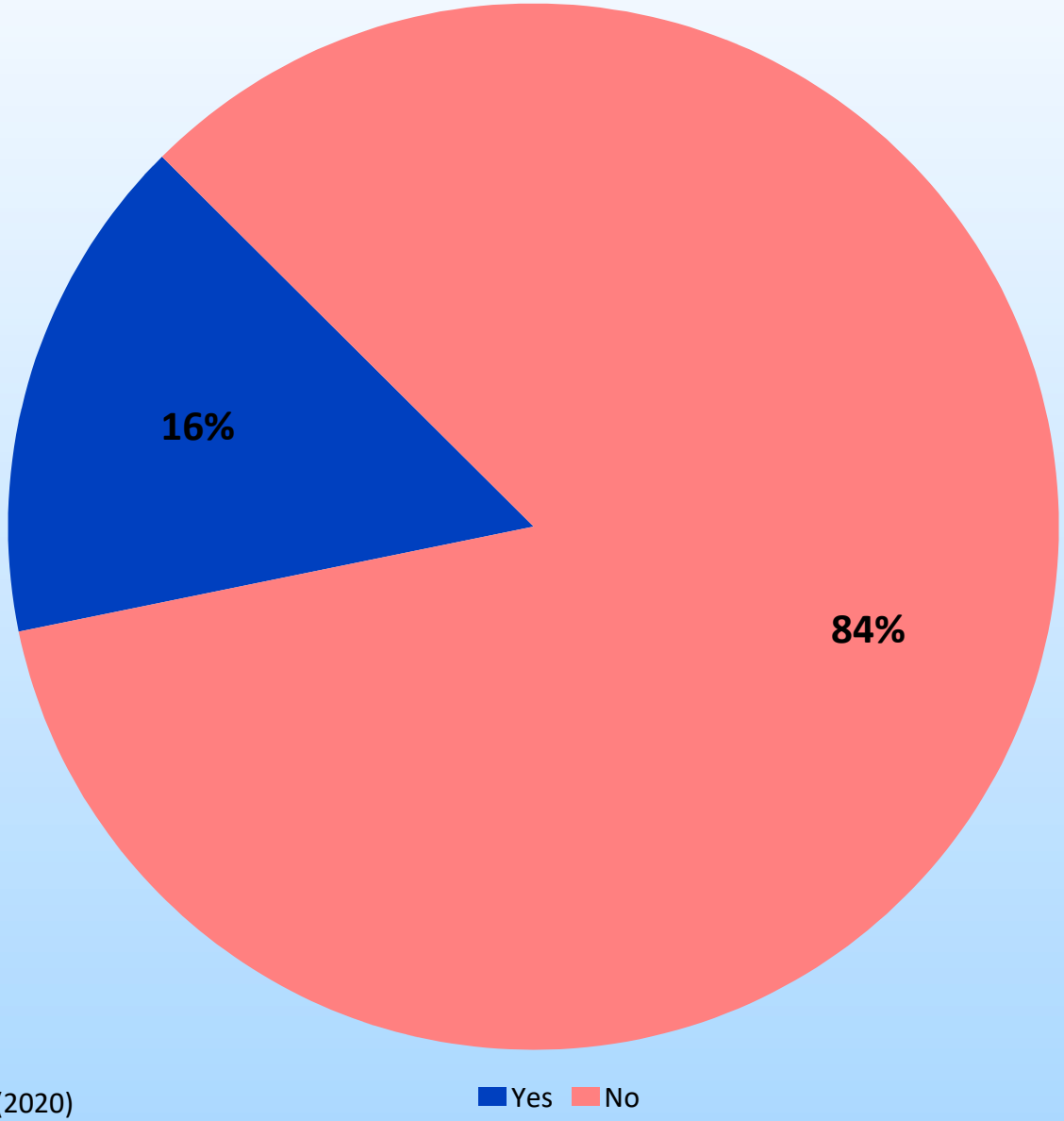
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q39. Would you be interested in participating in virtual or in-person focus groups for EMBARK in the future?

by percentage of respondents



Source: ETC Institute (2020)

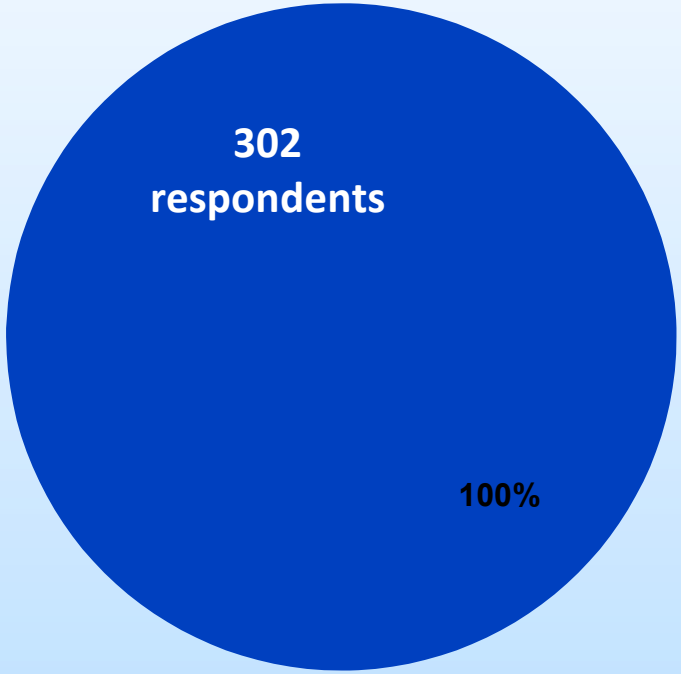
Section 2
Overall Charts and Graphs of Norman Results

2020 EMBARK Market Segmentation Survey

Norman, OK
Overall Results

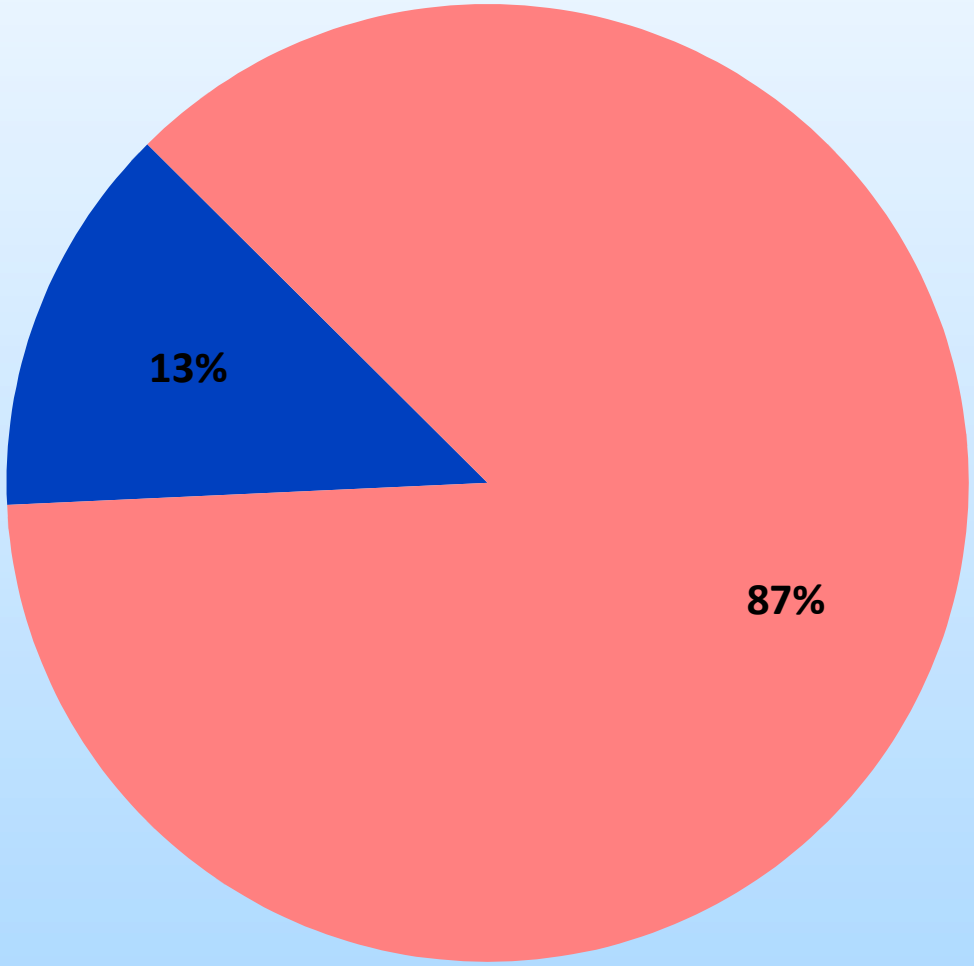
Have you used EMBARK bus service in the area during the past year?

by percentage of respondents



Have you used the OKC Streetcar during the past year?

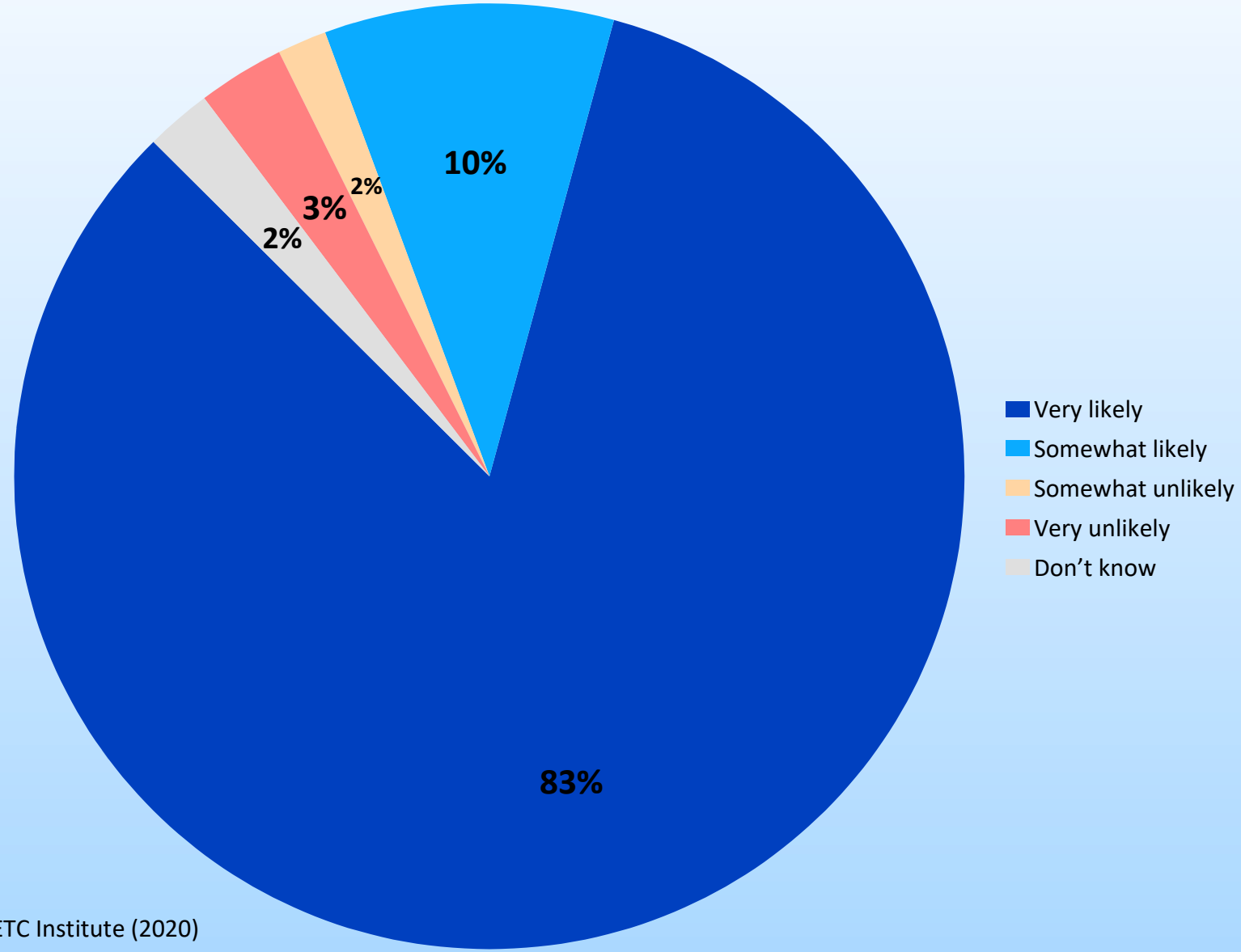
by percentage of non-rider respondents



Source: ETC Institute (2020)

Q1. How likely are you to vote in the next municipal (Oklahoma City/Norman) election?

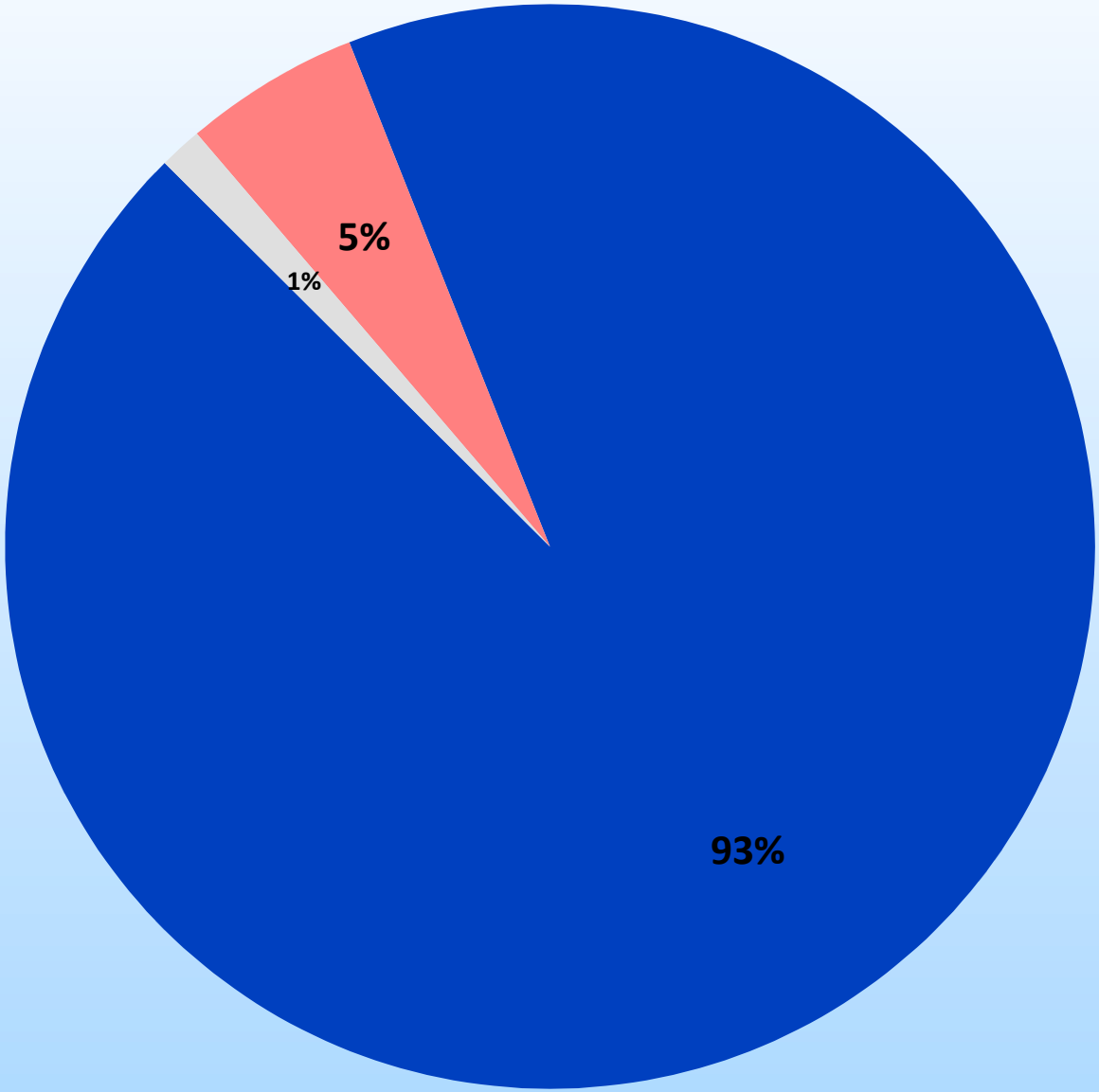
by percentage of respondents



Source: ETC Institute (2020)

Q2. Are you registered to vote at your current address?

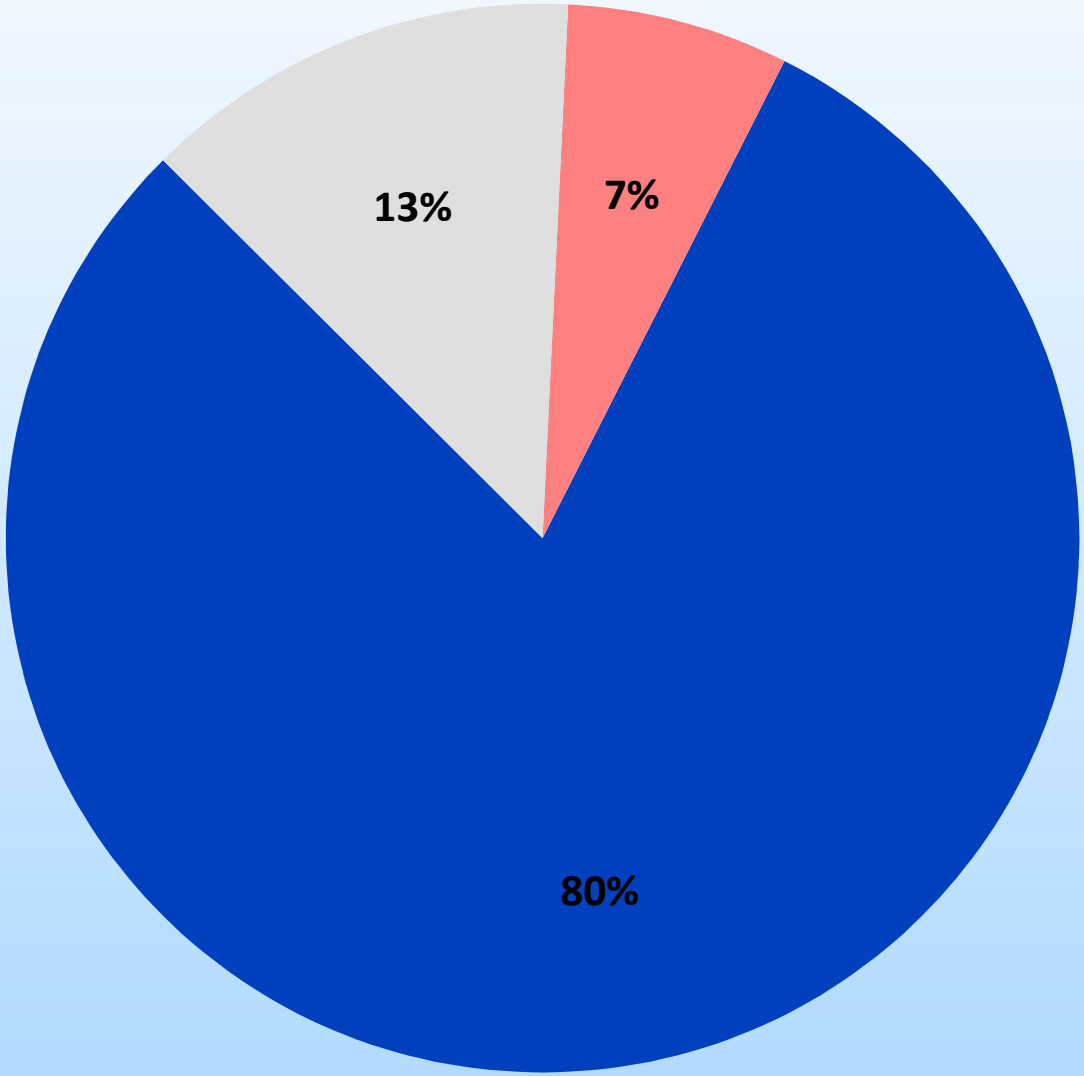
by percentage of respondents



Source: ETC Institute (2020)

Q3. Do you feel that EMBARK's public transit services are valuable to the community?

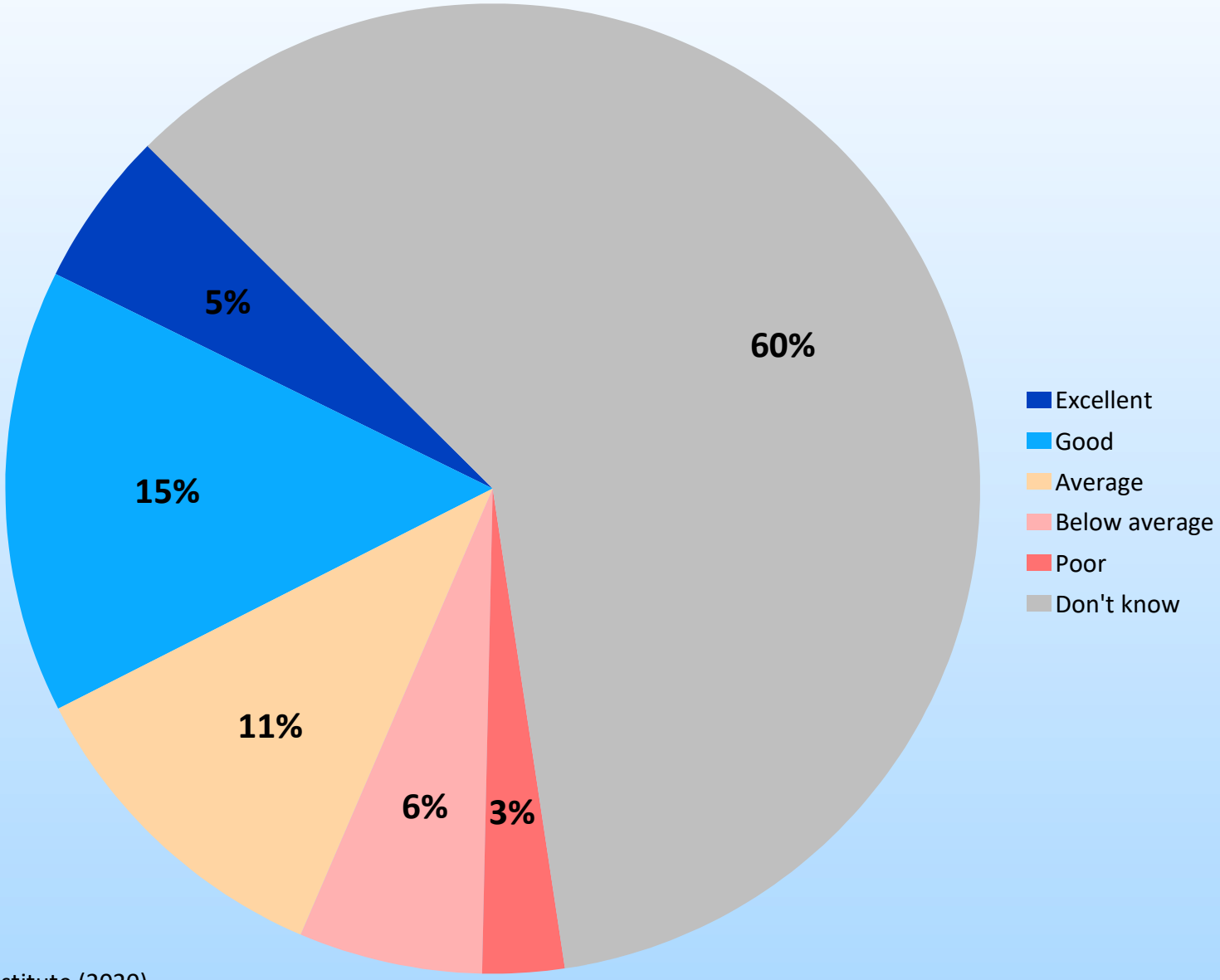
by percentage of respondents



Source: ETC Institute (2020)

Q4. Overall, how would you rate EMBARK's services?

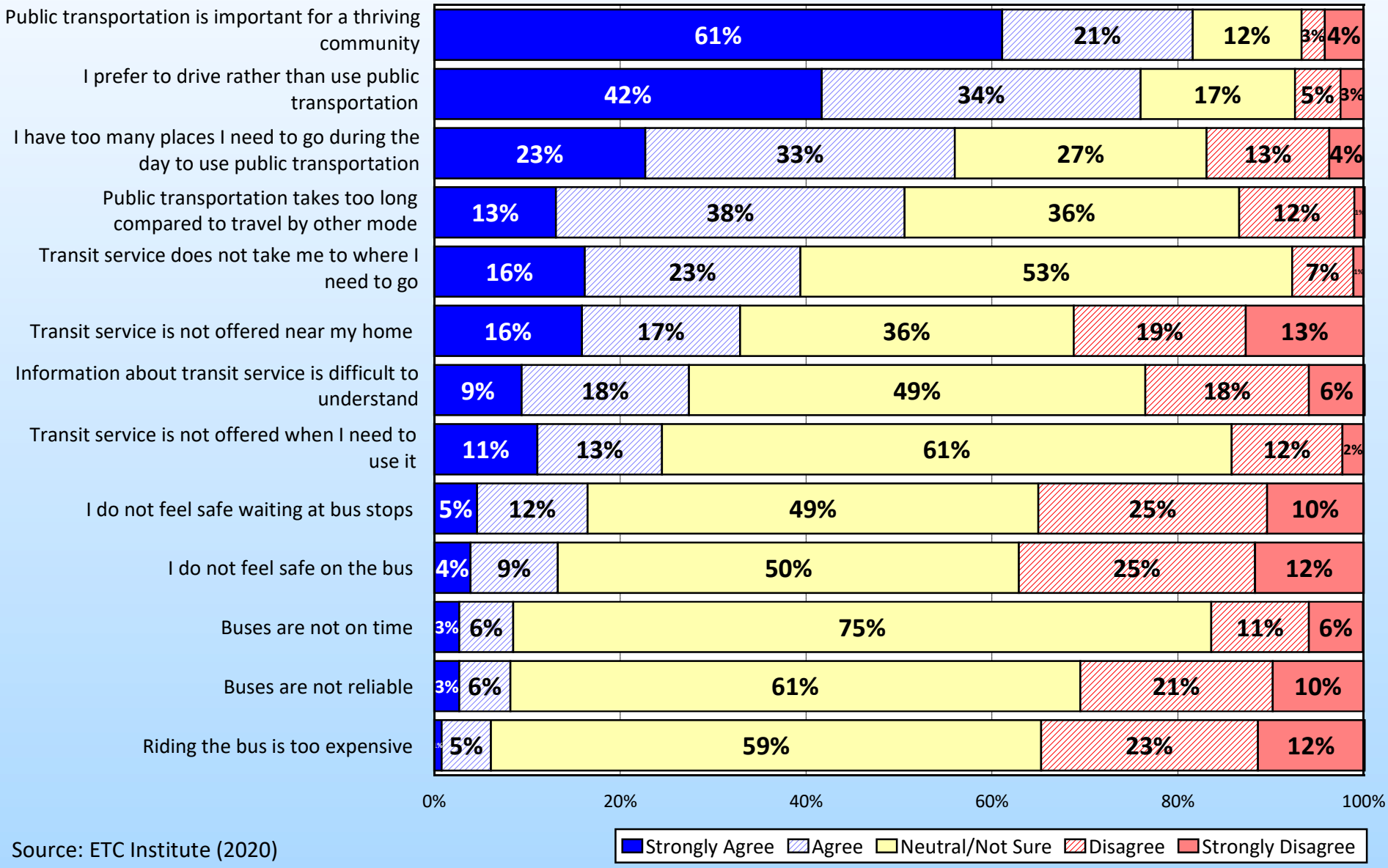
by percentage of respondents



Source: ETC Institute (2020)

Q5. Level of Agreement with Various Statements About Public Transportation in the Region

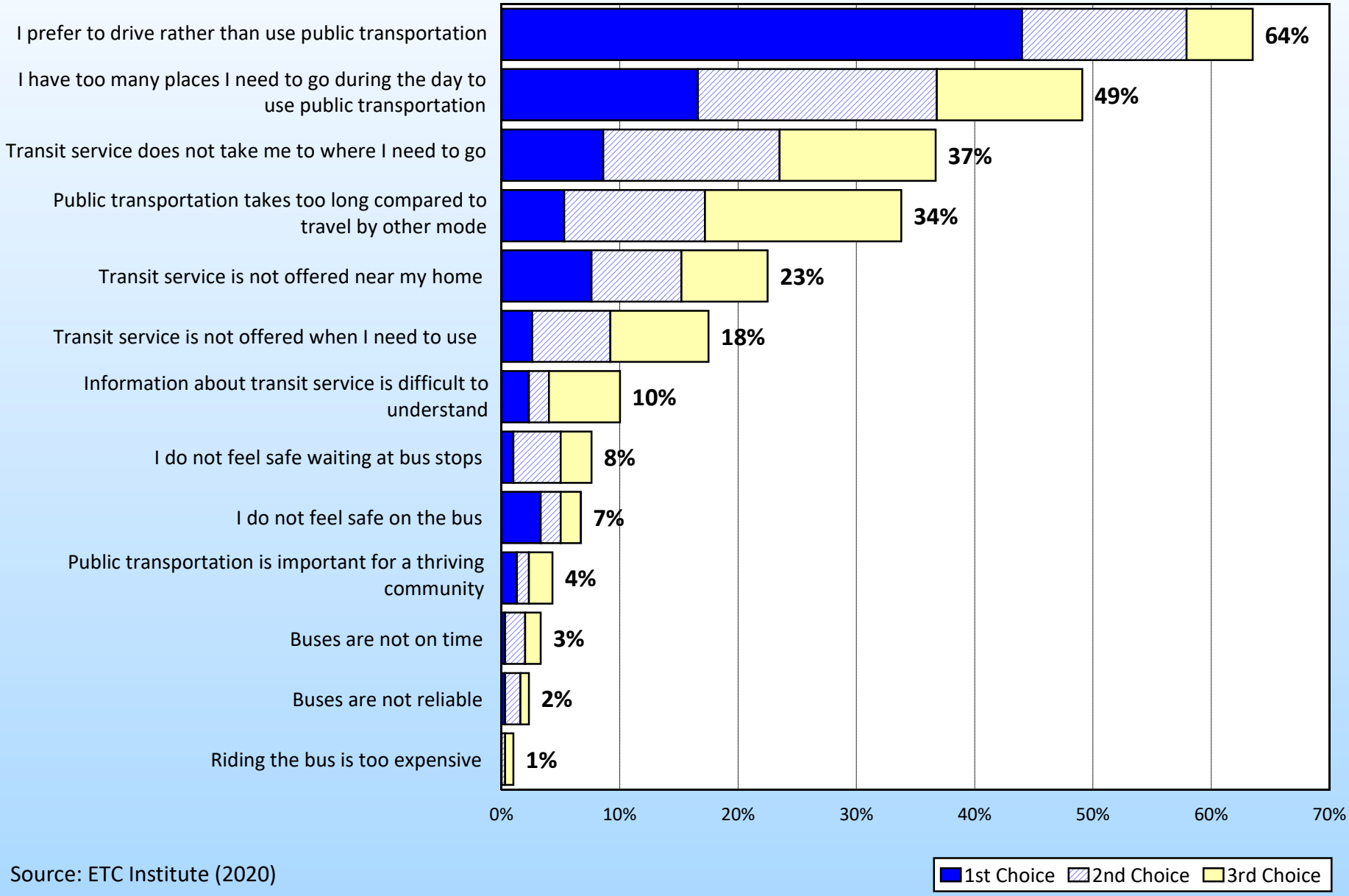
by percentage of respondents using a 5-point scale where 5 means Strongly Agree and 1 means Strongly Disagree (without "not provided")



Source: ETC Institute (2020)

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

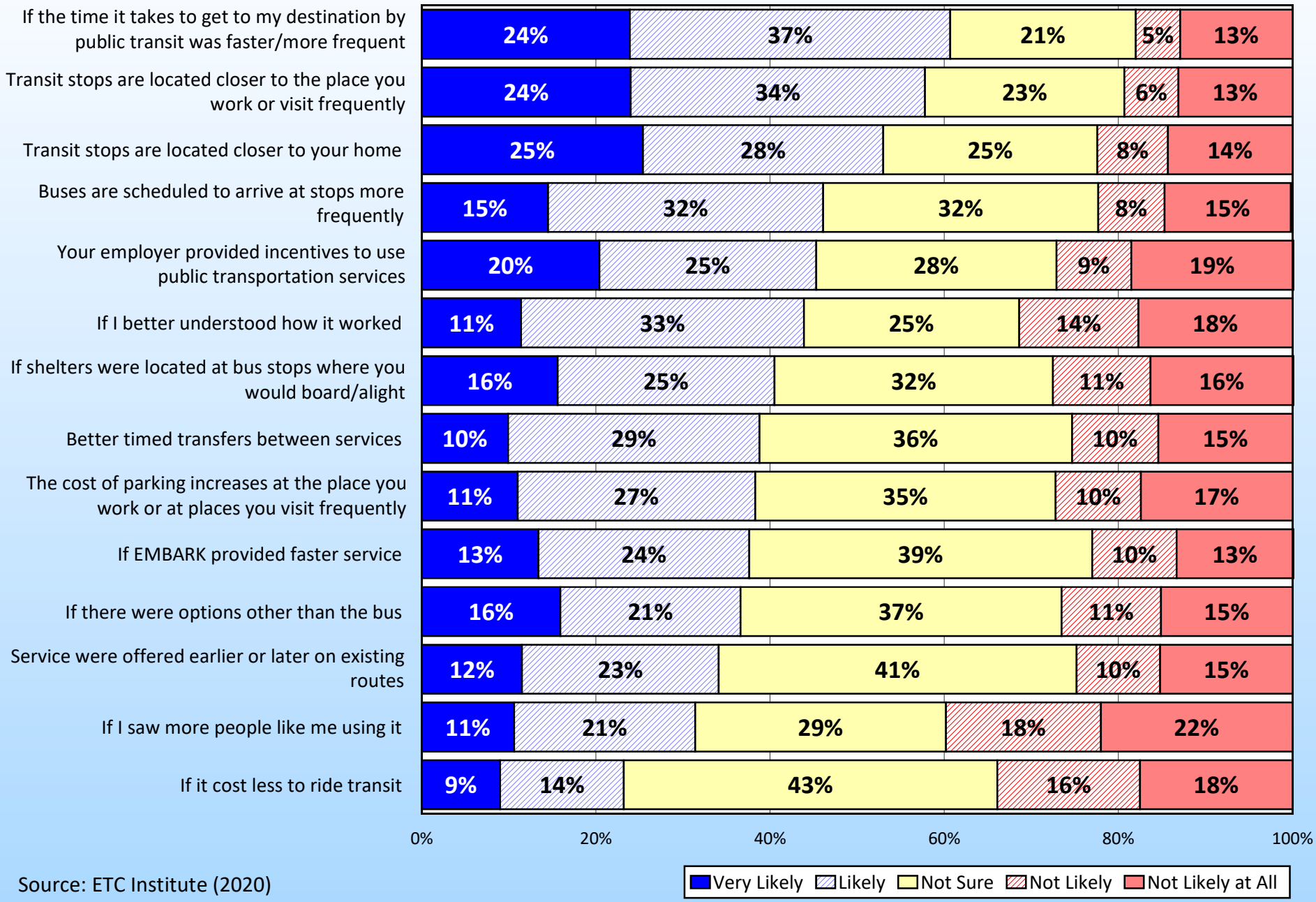
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q7. Likelihood of Various Factors Encouraging Public Transportation in the Region

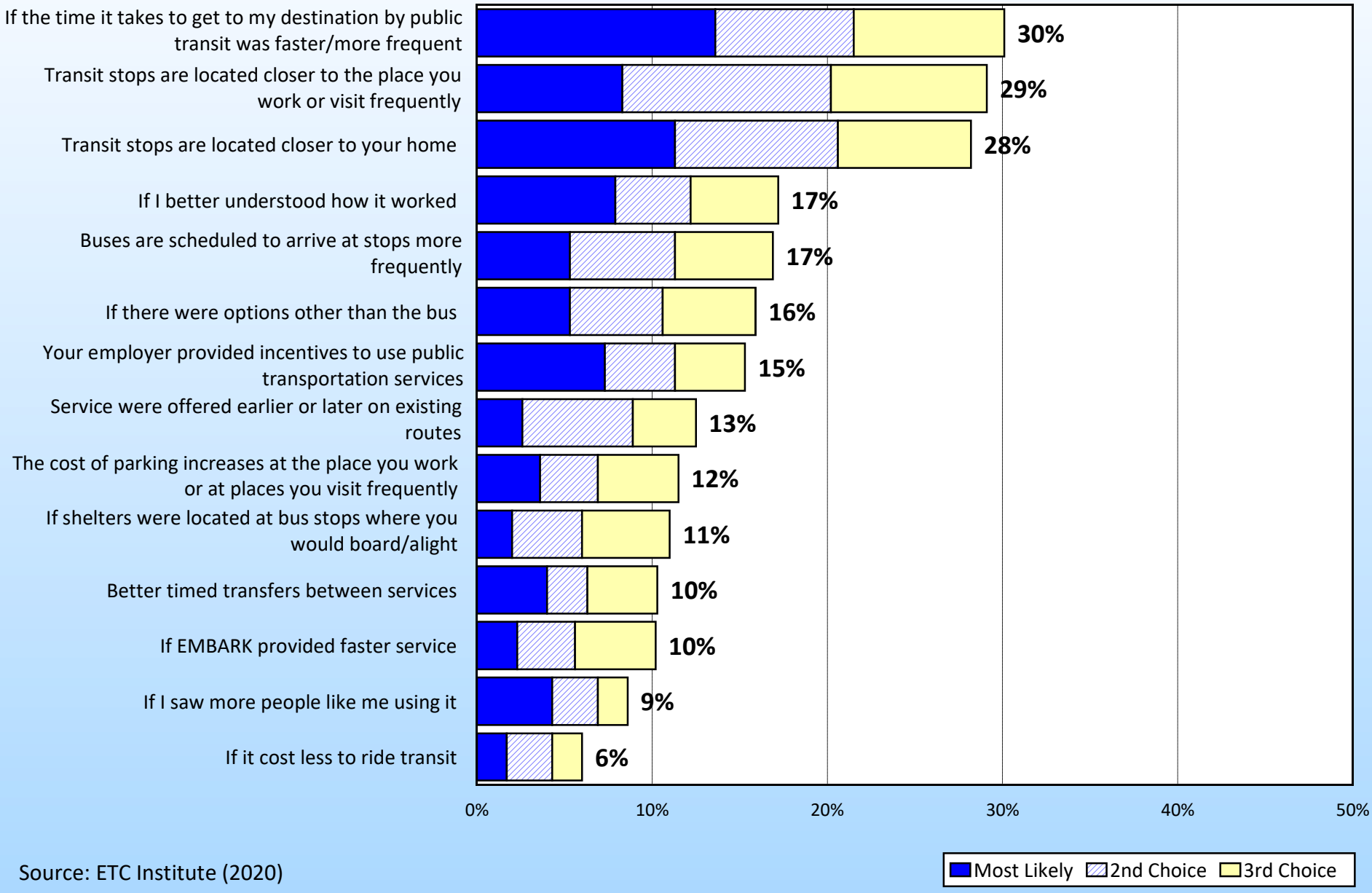
by percentage of respondents using a 5-point scale where 5 means Very Likely and 1 means Not Likely at All (without "not provided")



Source: ETC Institute (2020)

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

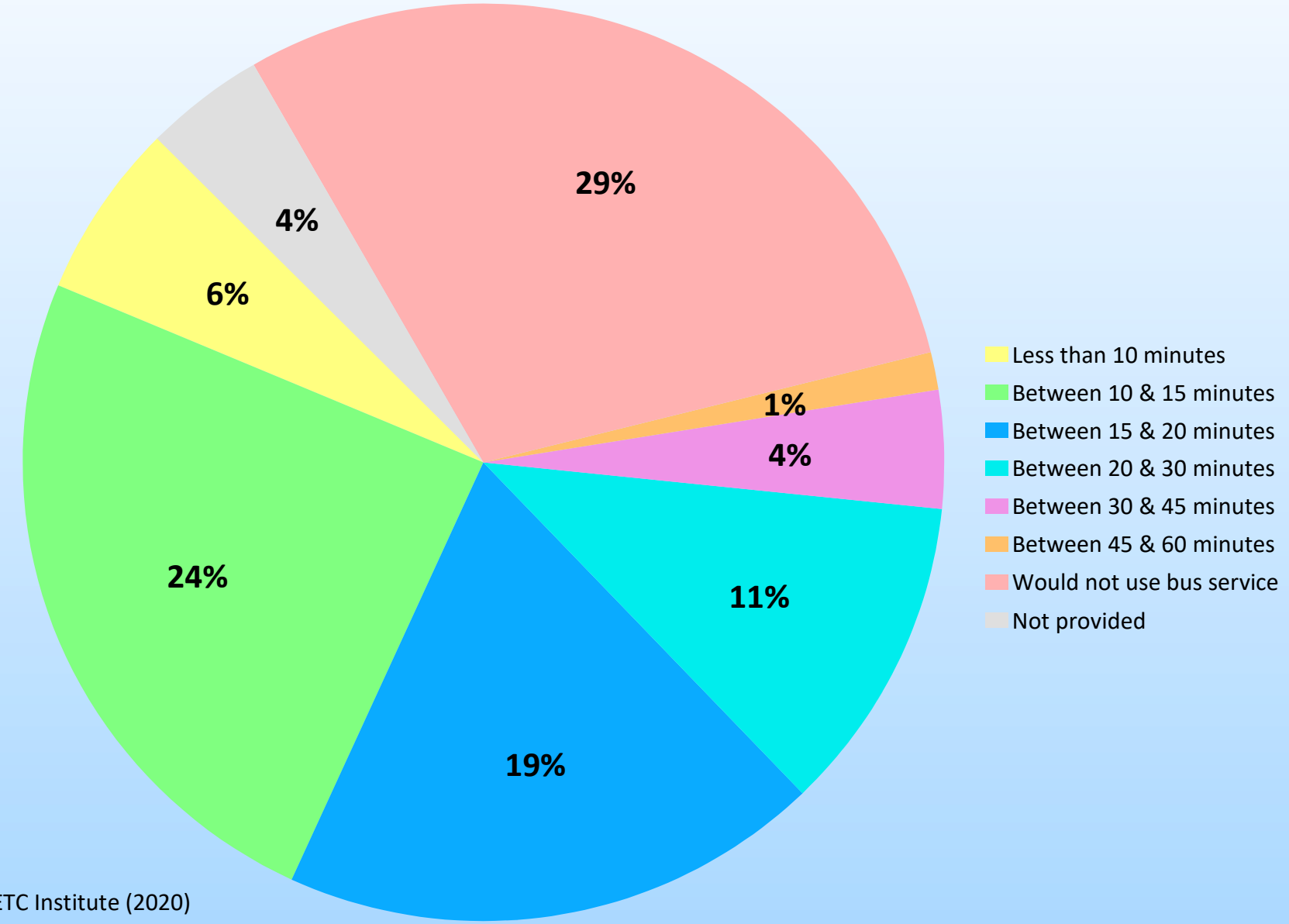
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation?

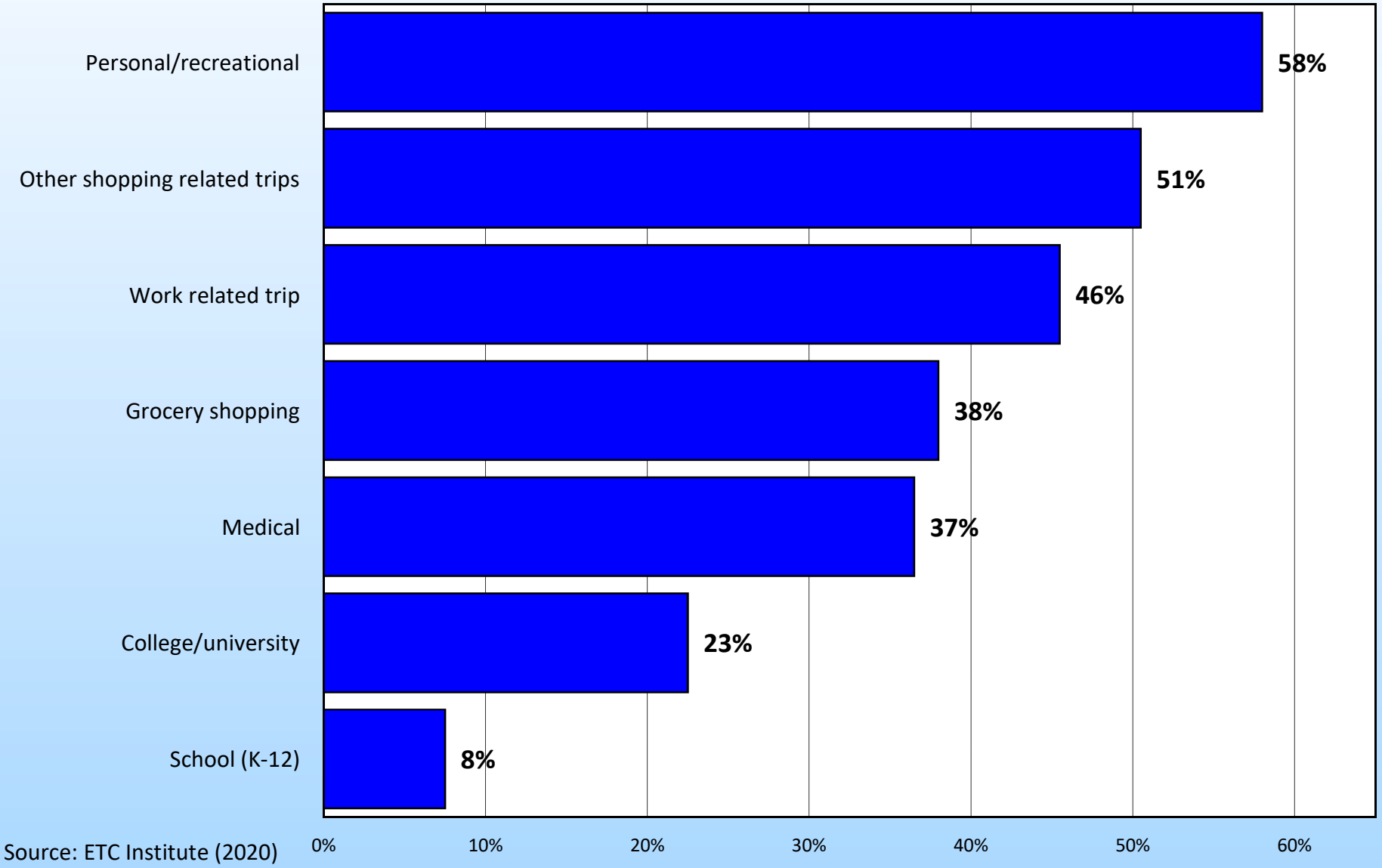
by percentage of respondents



Source: ETC Institute (2020)

Q10. For what trip purposes would you be interested in using EMBARK's bus service?

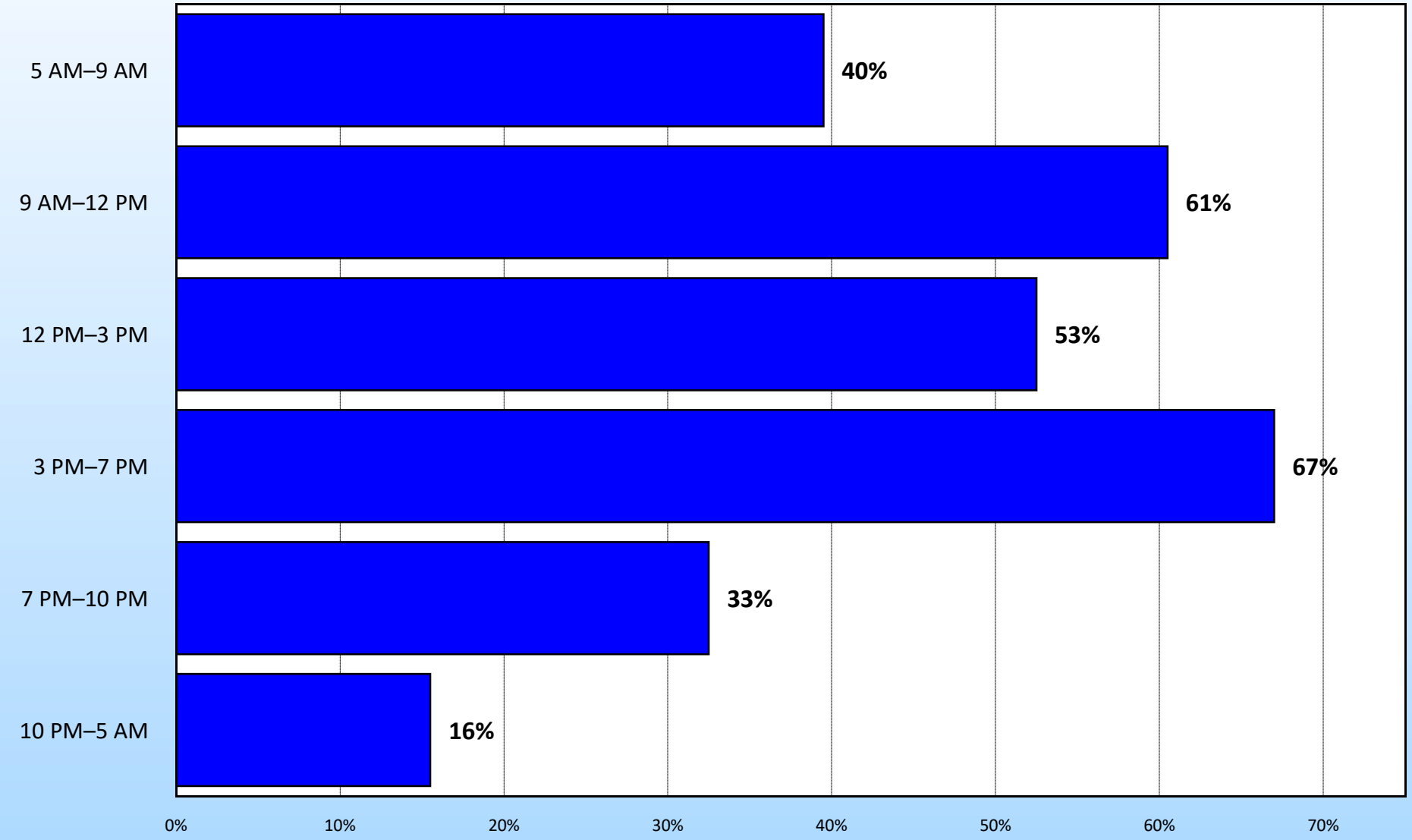
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location (multiple choices could be selected)



Source: ETC Institute (2020)

Q11. During what times of day would you be most interested in using bus service?

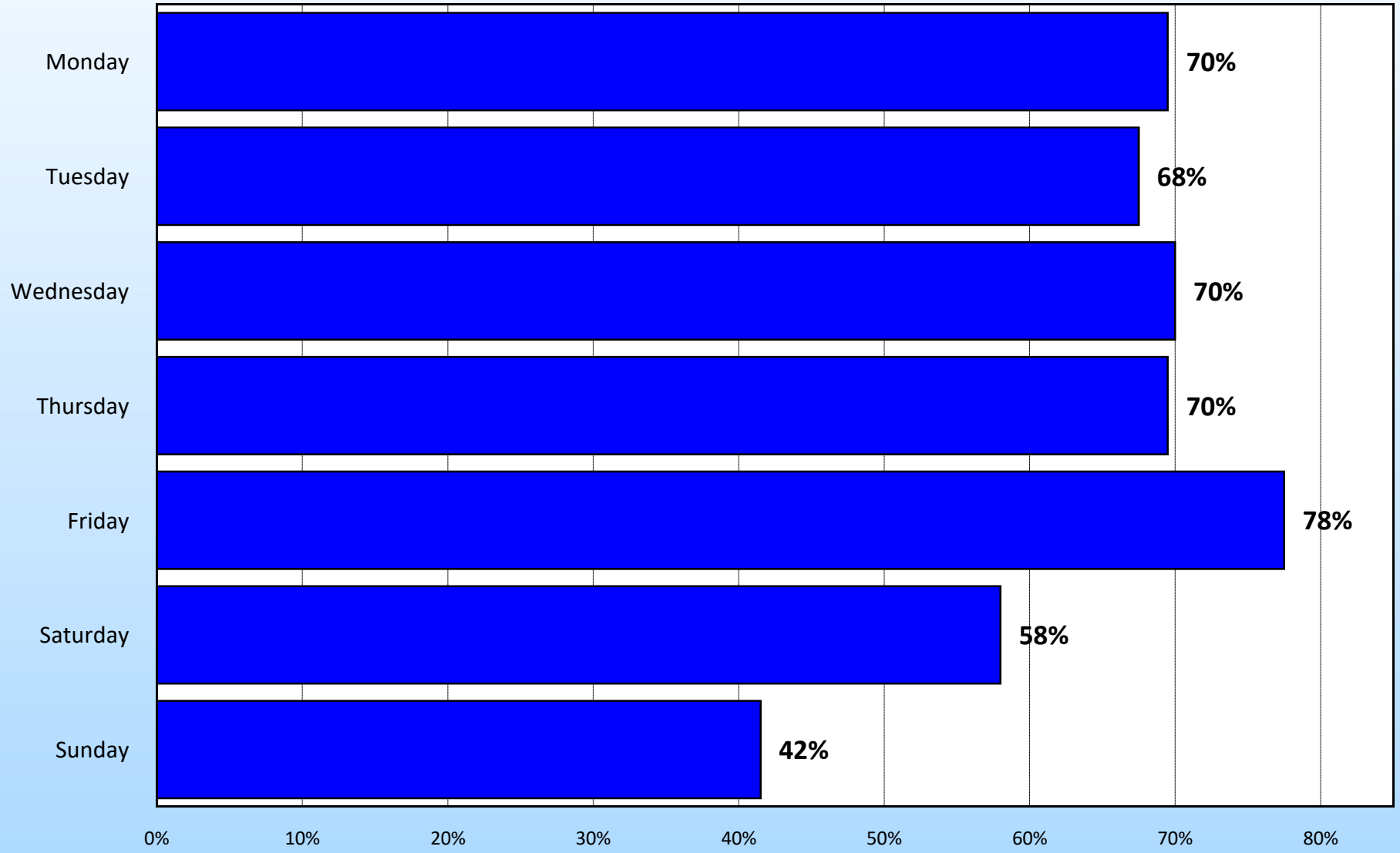
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location (multiple choices could be selected)



Source: ETC Institute (2020)

Q12. During what days of the week would you be most interested in using bus service?

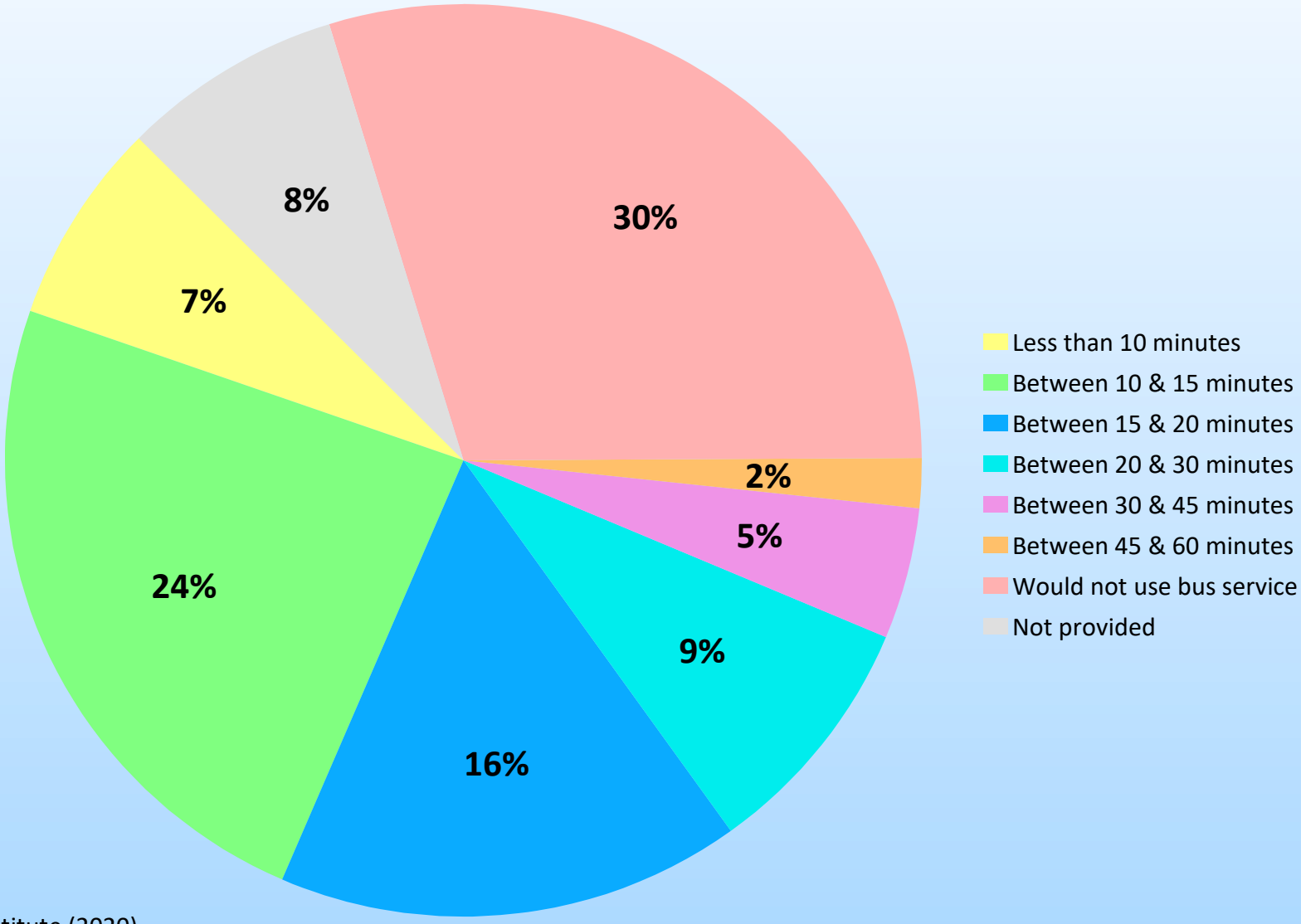
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location (multiple choices could be selected)



Source: ETC Institute (2020)

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation?

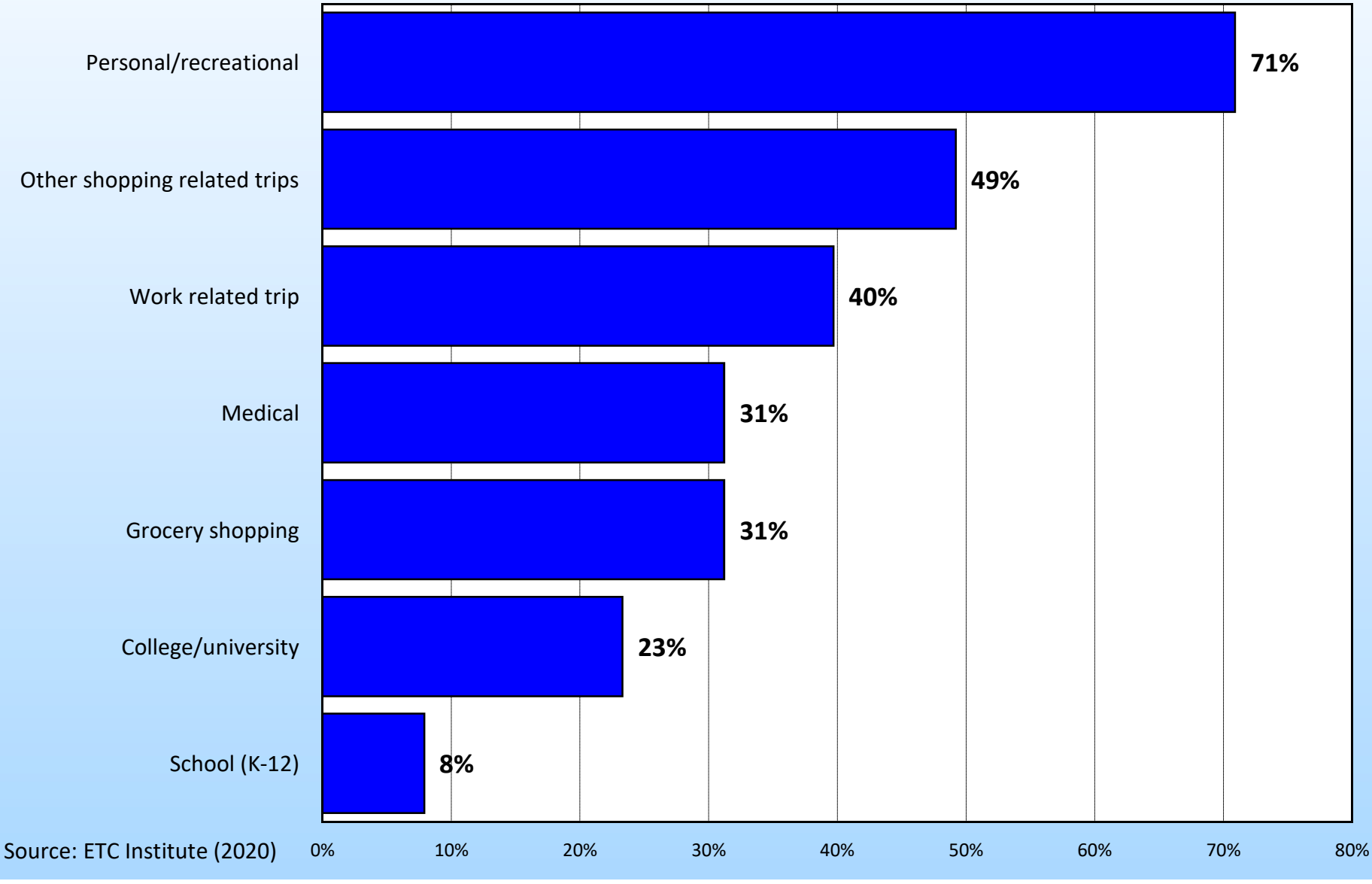
by percentage of respondents



Source: ETC Institute (2020)

Q14. For what trip purposes would you be interested in using EMBARK's streetcar services?

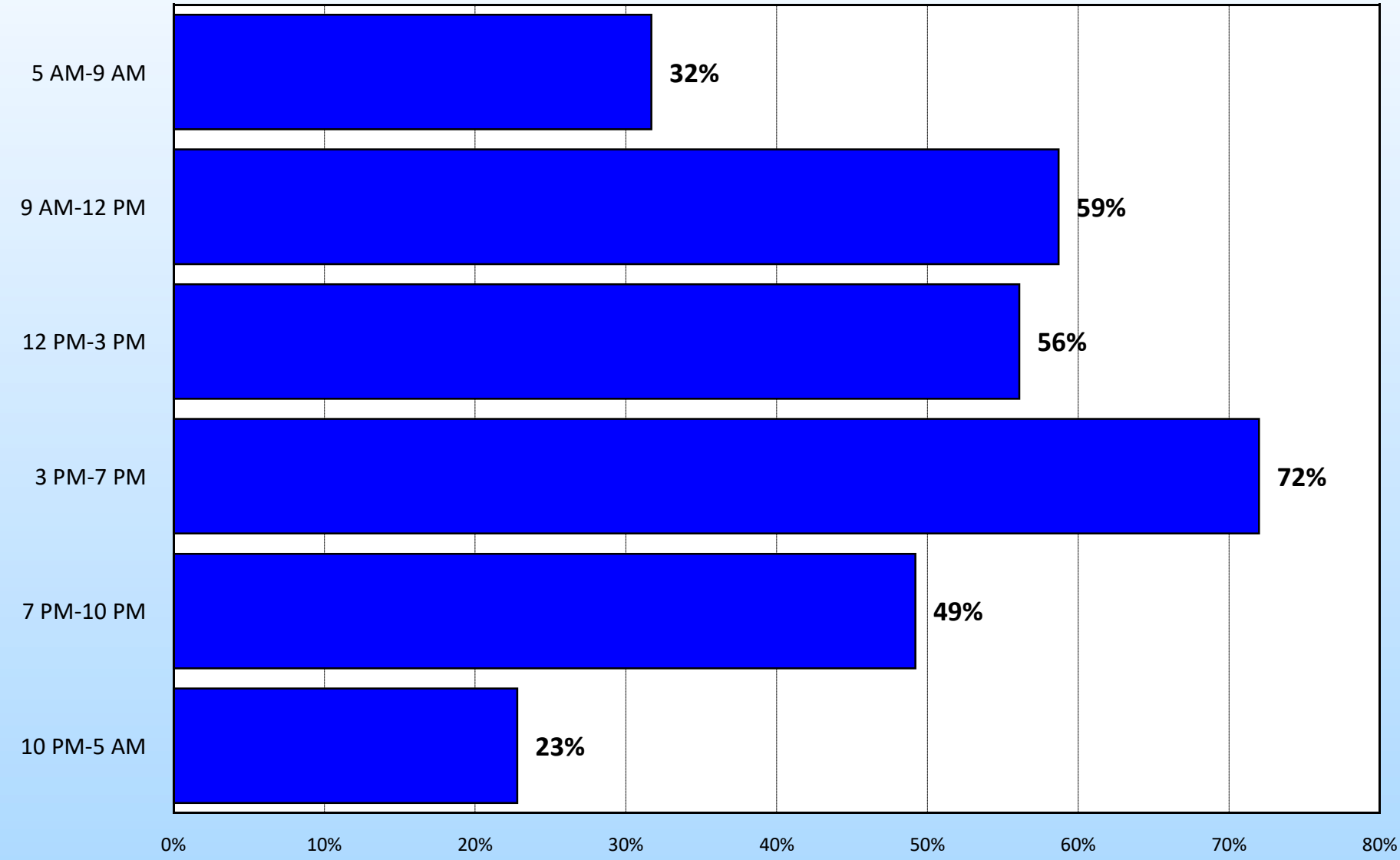
by percentage of respondents who would begin using public transportation if a streetcar came to their preferred stop location (multiple choices could be selected)



Source: ETC Institute (2020)

Q15. During what times of day would you be most interested in using streetcar service?

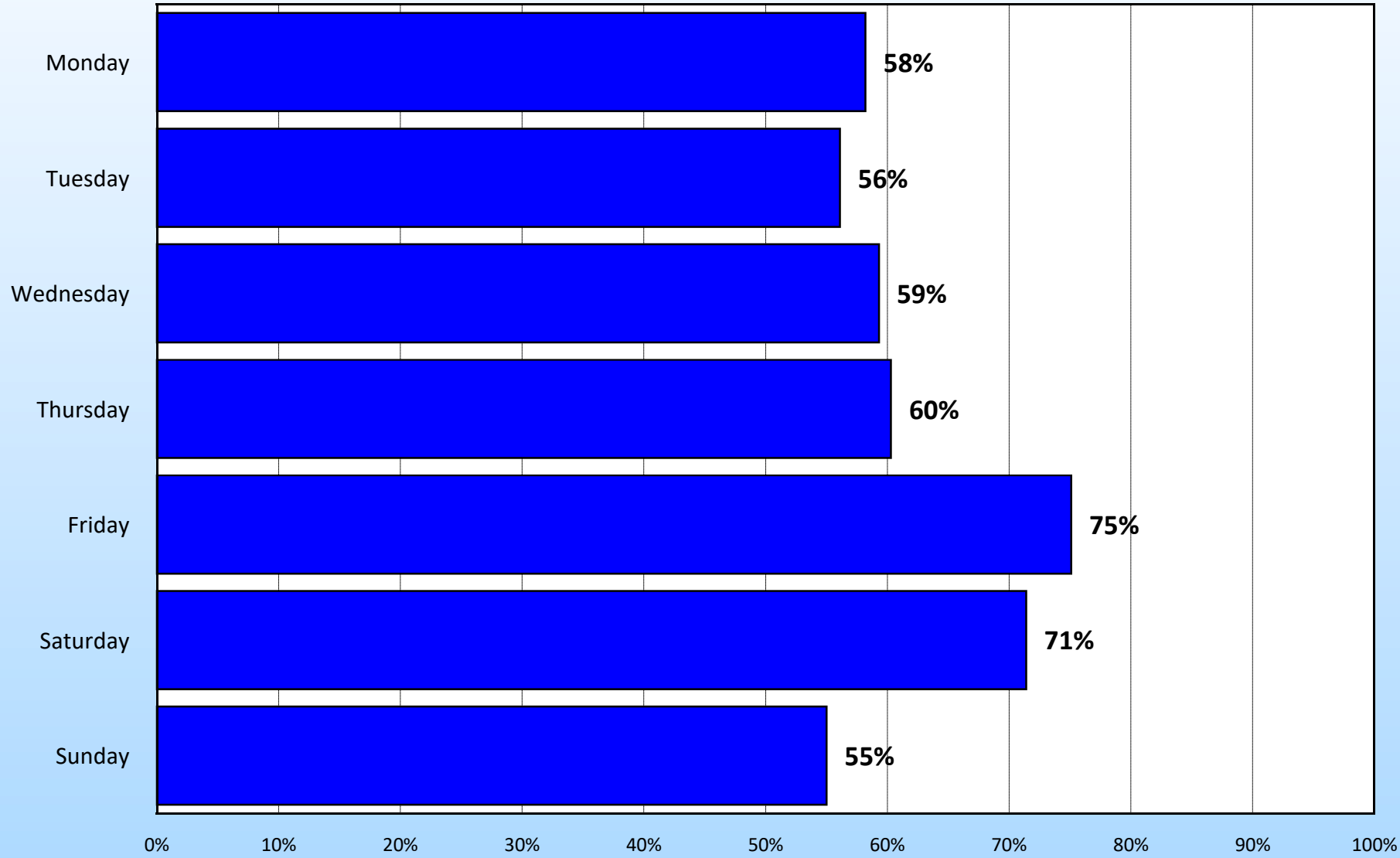
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location
(multiple choices could be selected)



Source: ETC Institute (2020)

Q16. During what days of the week would you be most interested in using streetcar service?

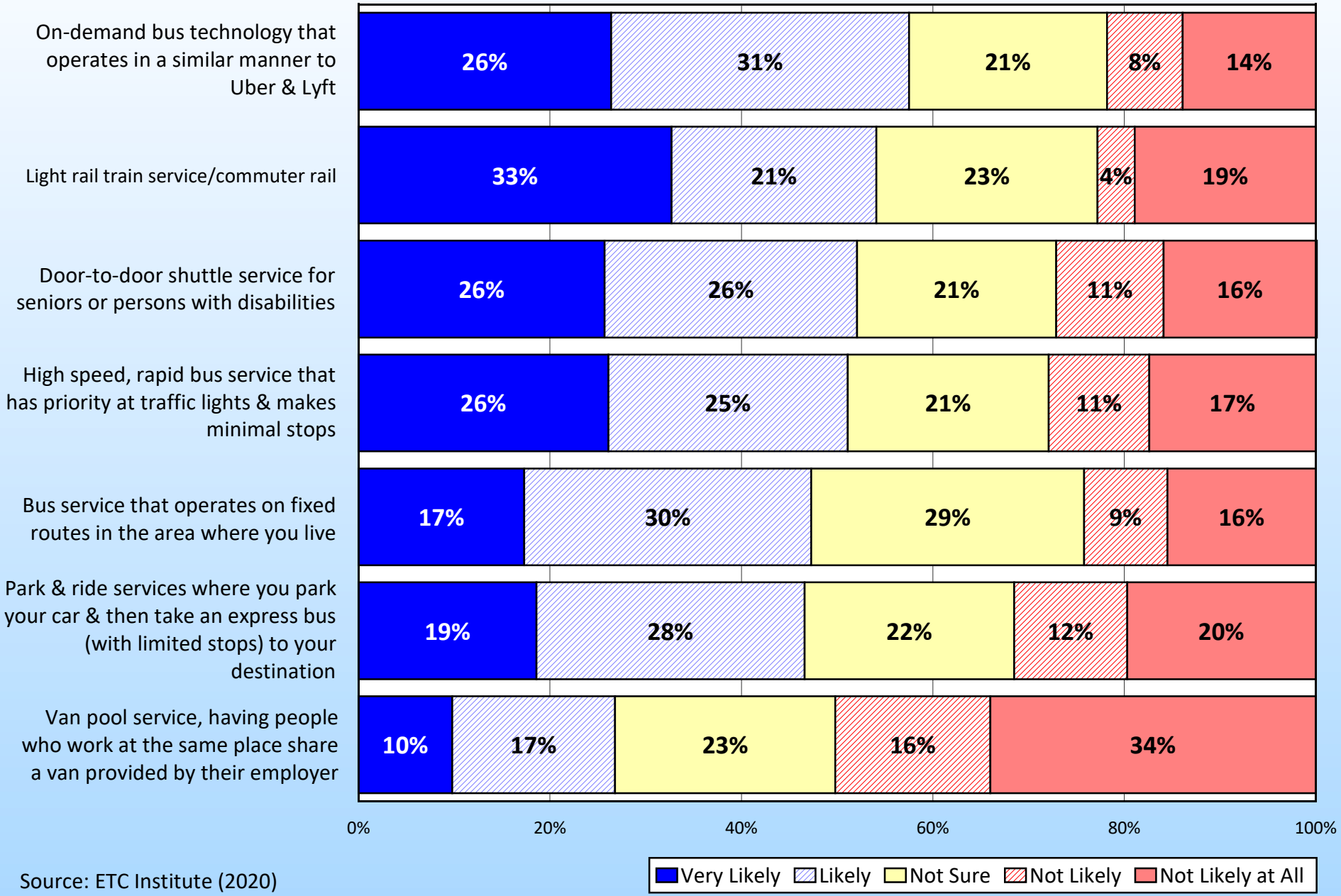
by percentage of respondents who would begin using public transportation if a bus came to their preferred stop location
(multiple choices could be selected)



Source: ETC Institute (2020)

Q17. Likelihood of Respondent Using Various Types of Transportation

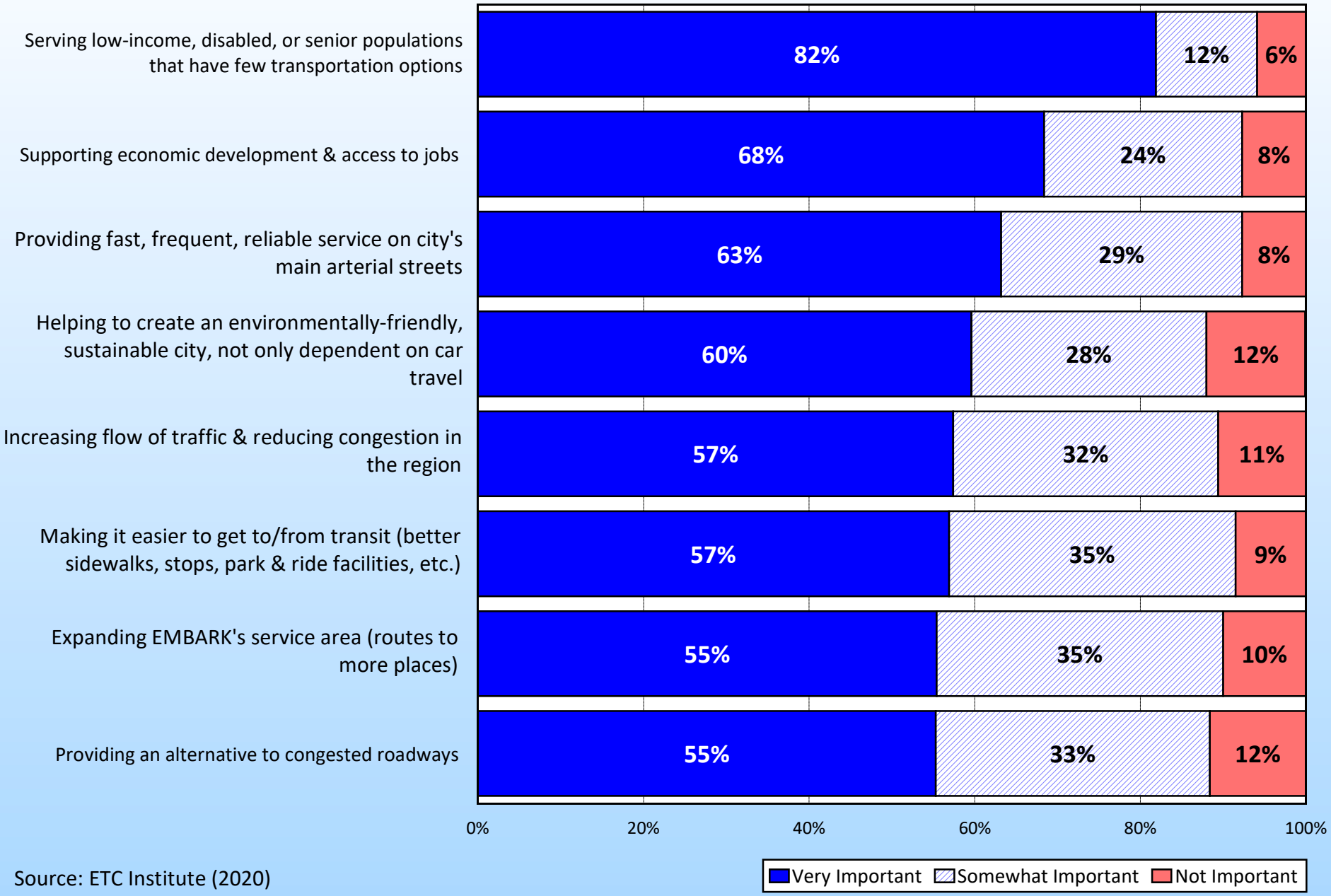
by percentage of respondents using a 5-point scale where 5 means Very Likely and 1 means Not Likely at All (without "not provided")



Source: ETC Institute (2020)

Q18. Level of Importance of Various Purposes for a Public Transit System

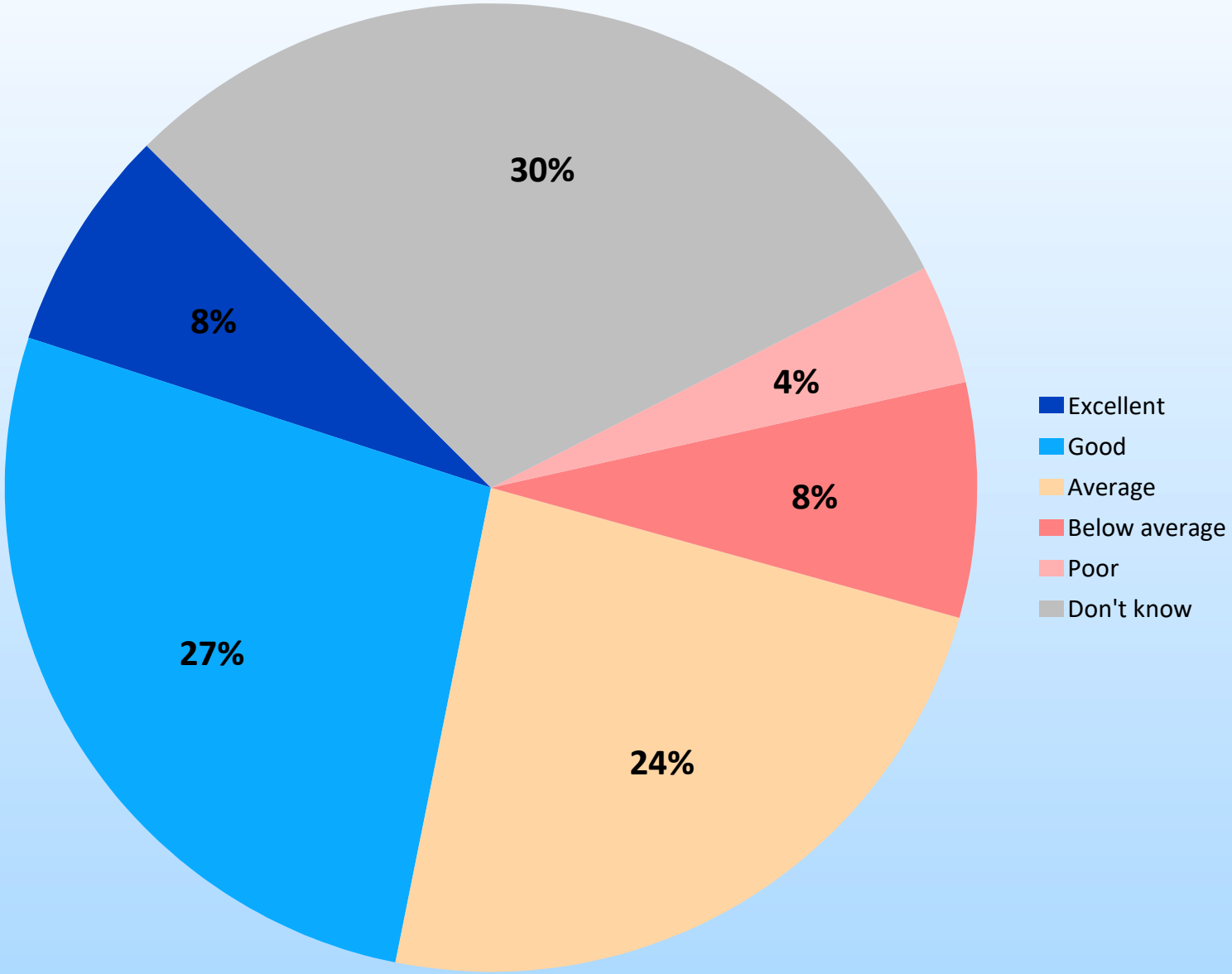
by percentage of respondents using a 3-point scale where 3 means Very Important and 1 means Not Important (without "not provided")



Source: ETC Institute (2020)

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

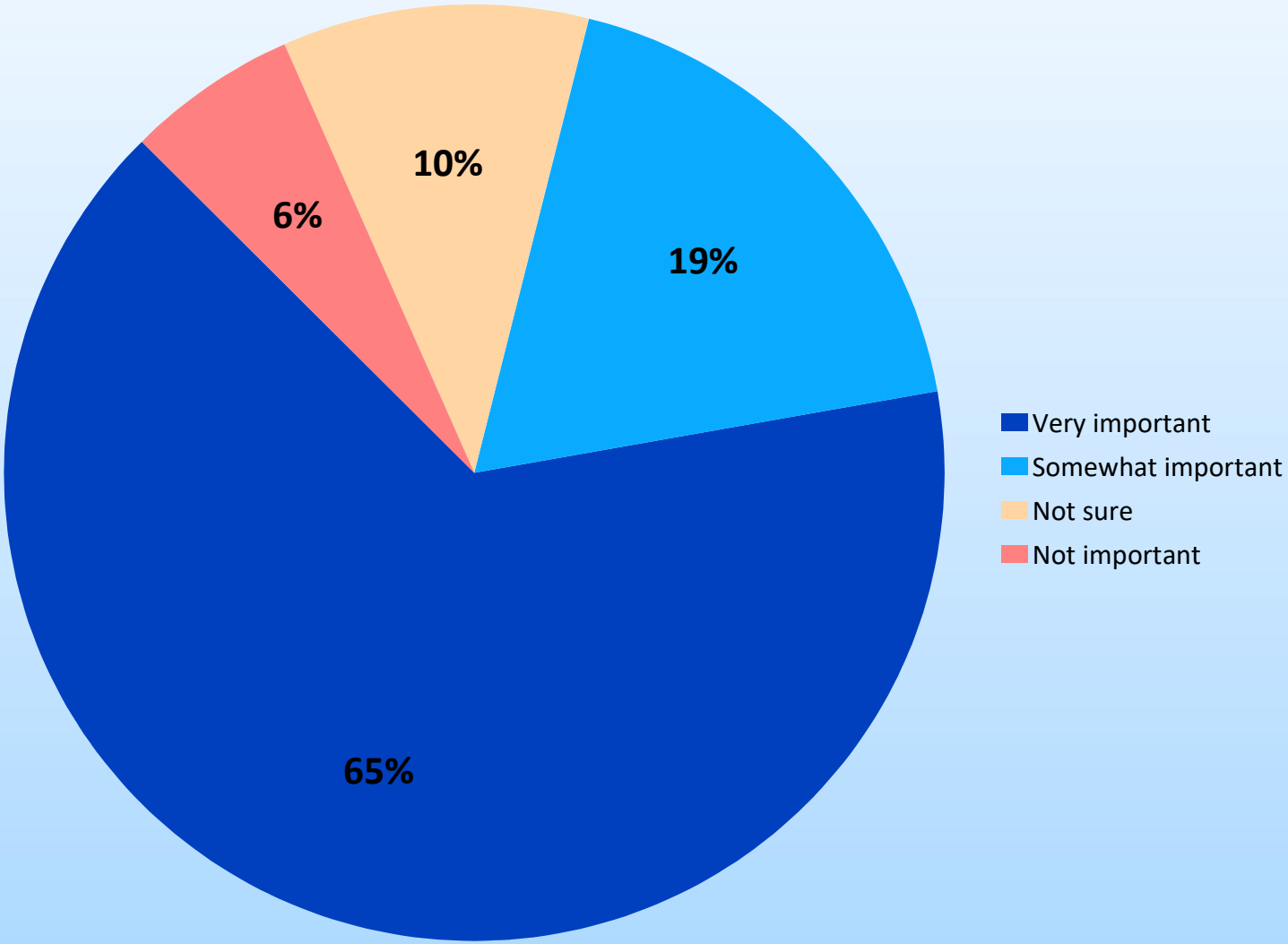
by percentage of respondents



Source: ETC Institute (2020)

Q20. Overall, how important do you think it is for the region (Central Oklahoma Metro) to support and fund improved public transportation?

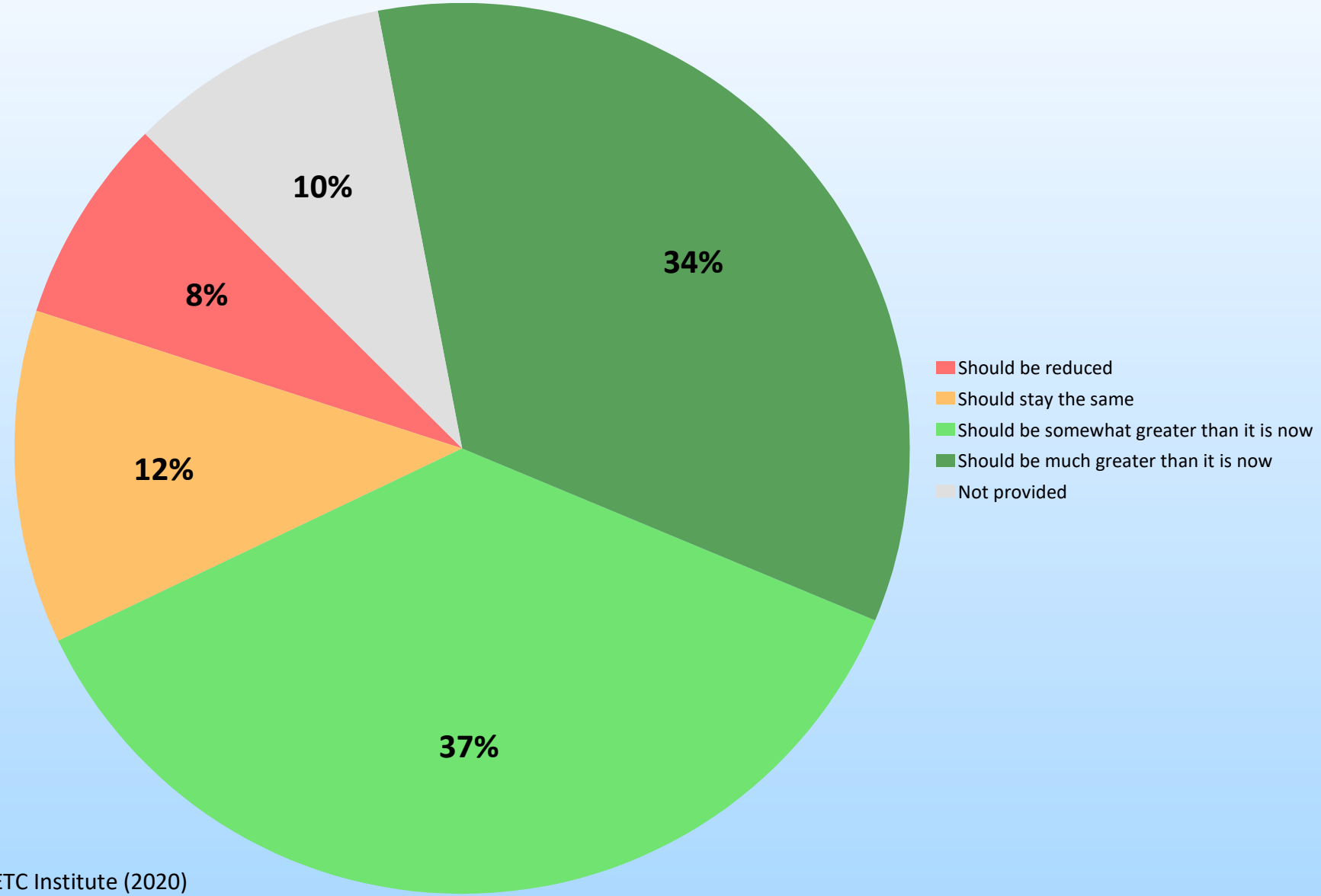
by percentage of respondents



Source: ETC Institute (2020)

Q21. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

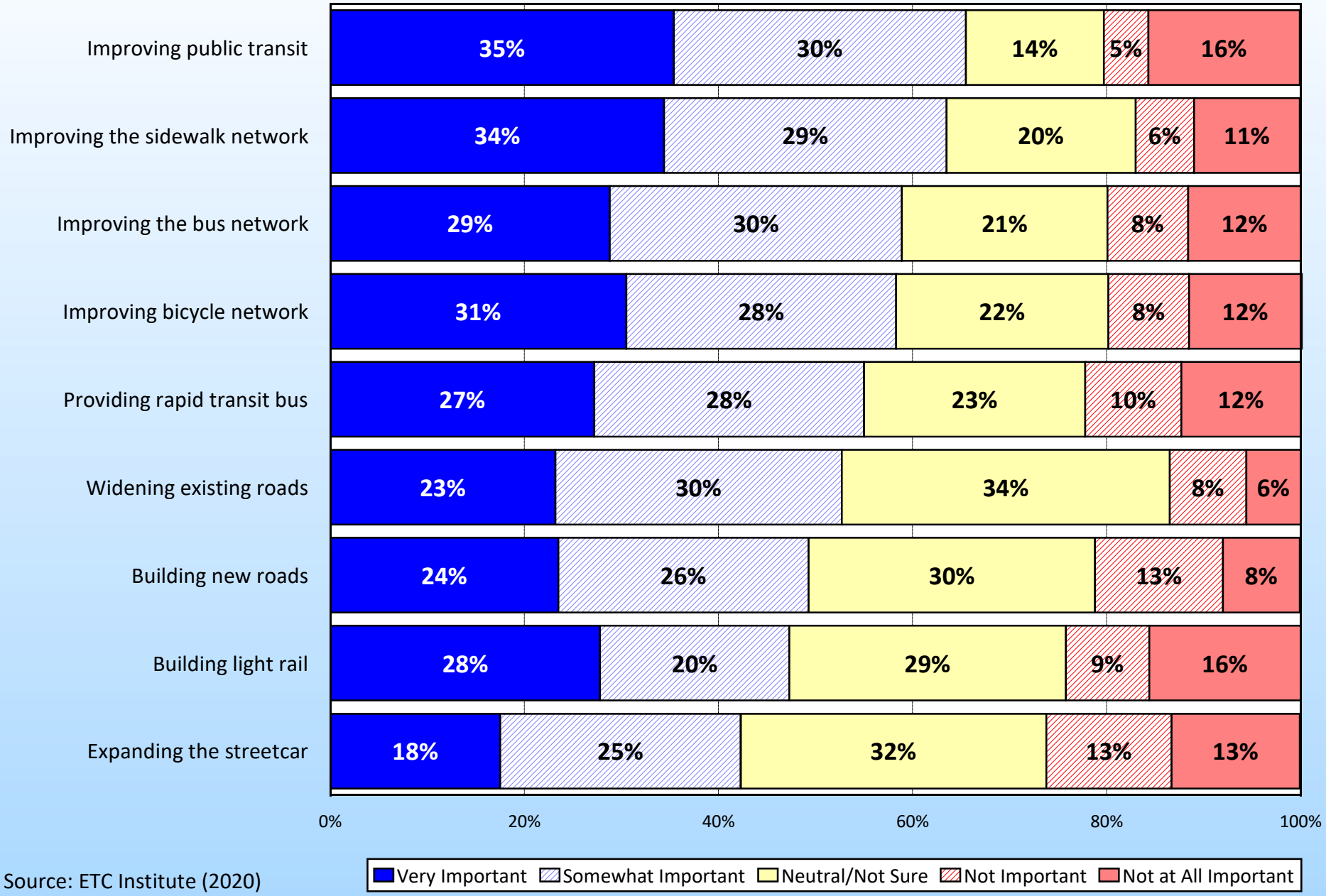
by percentage of respondents



Source: ETC Institute (2020)

Q22. Level of Importance of Transportation Investments

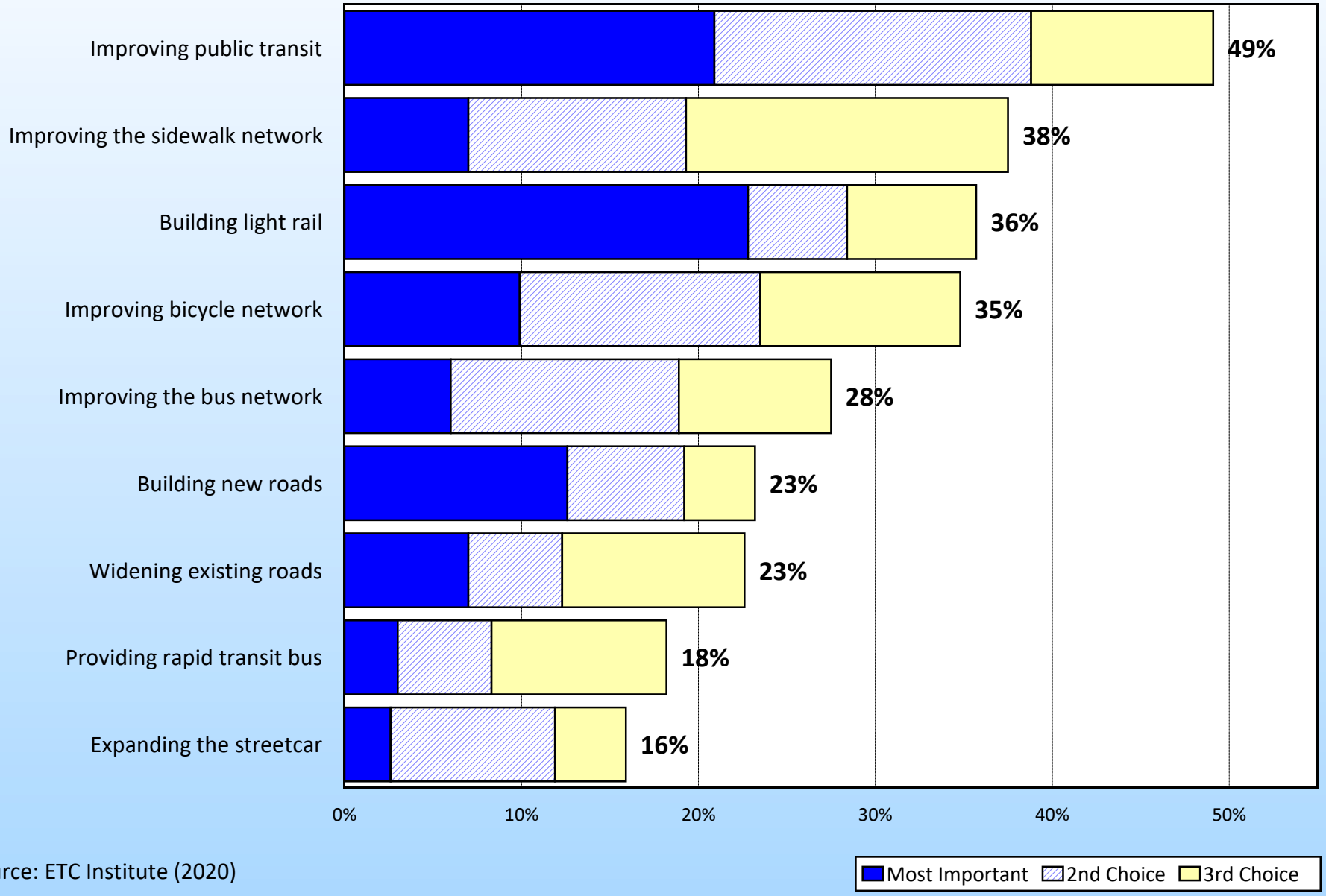
by percentage of respondents using a 5-point scale where 5 means Very Important and 1 means Not at All Important



Source: ETC Institute (2020)

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

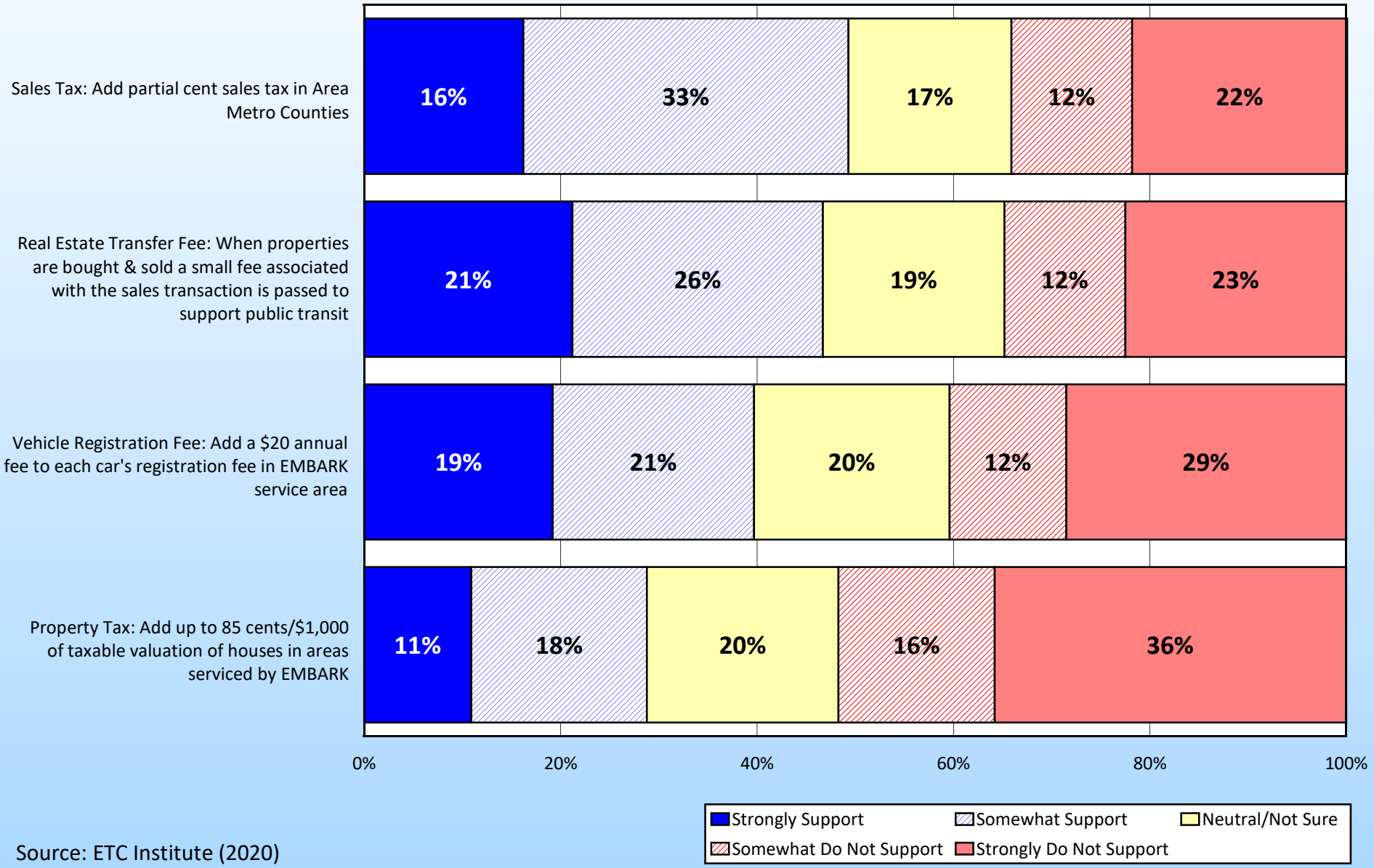
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

Q23. Level of Support for Potential Funding Sources That Could Be Used to Grow the Public Transit Infrastructure

by percentage of respondents using a 5-point scale where 5 means Strongly Support and 1 means Strongly Do Not Support

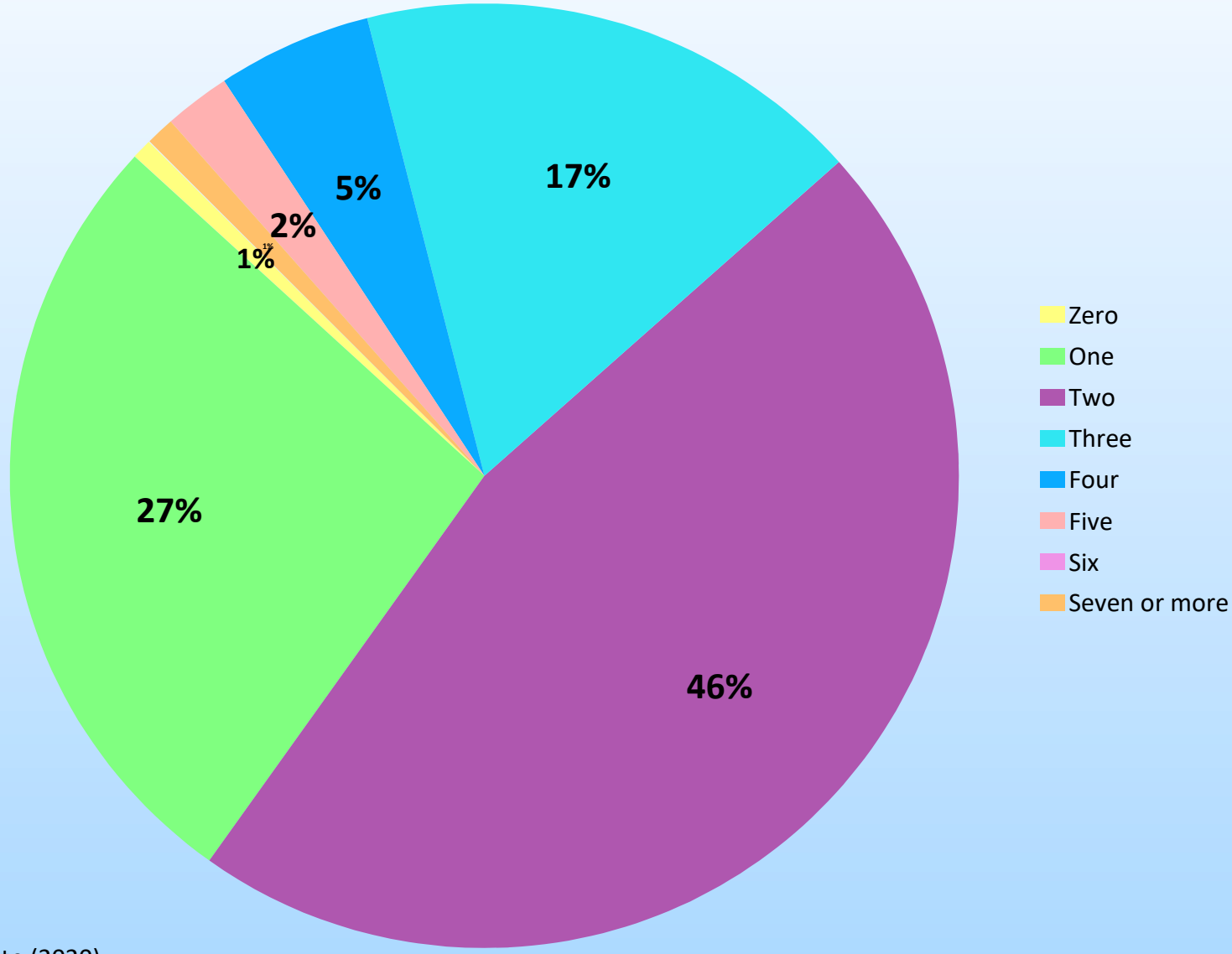


Source: ETC Institute (2020)

Demographics

Q24. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

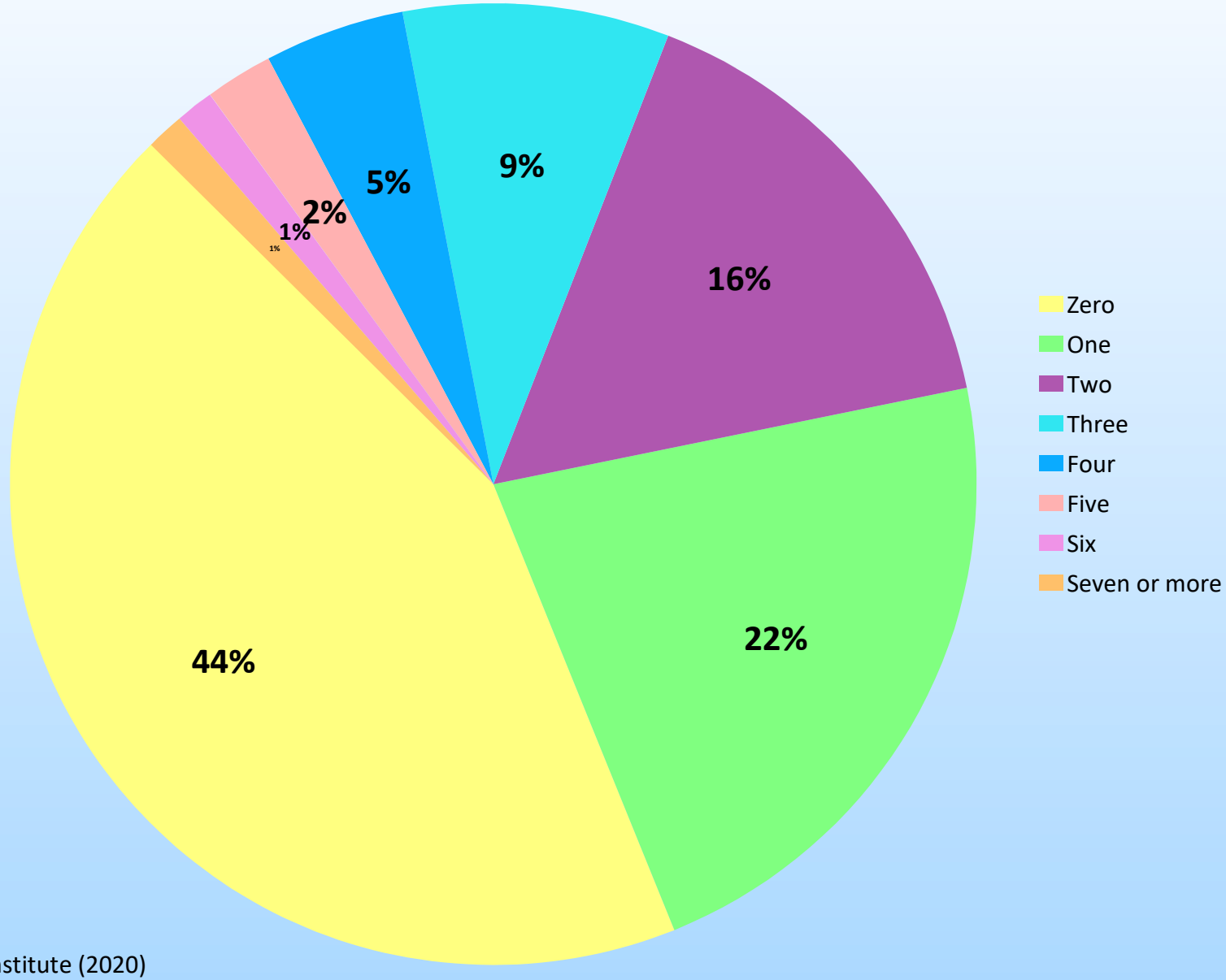
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q25. How many operating bicycles do you have in your household?

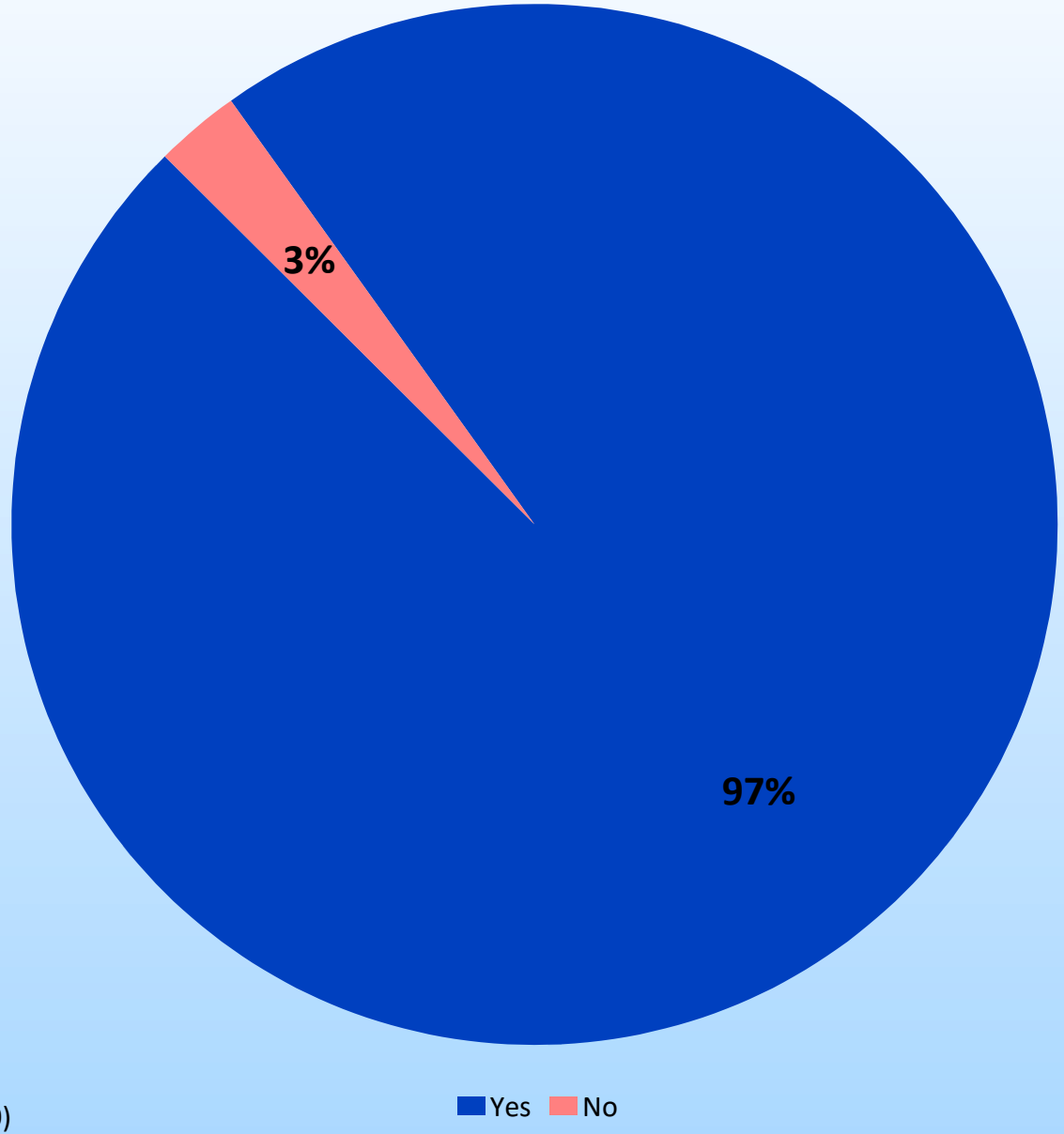
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

Q26. Do you have a valid driver's license?

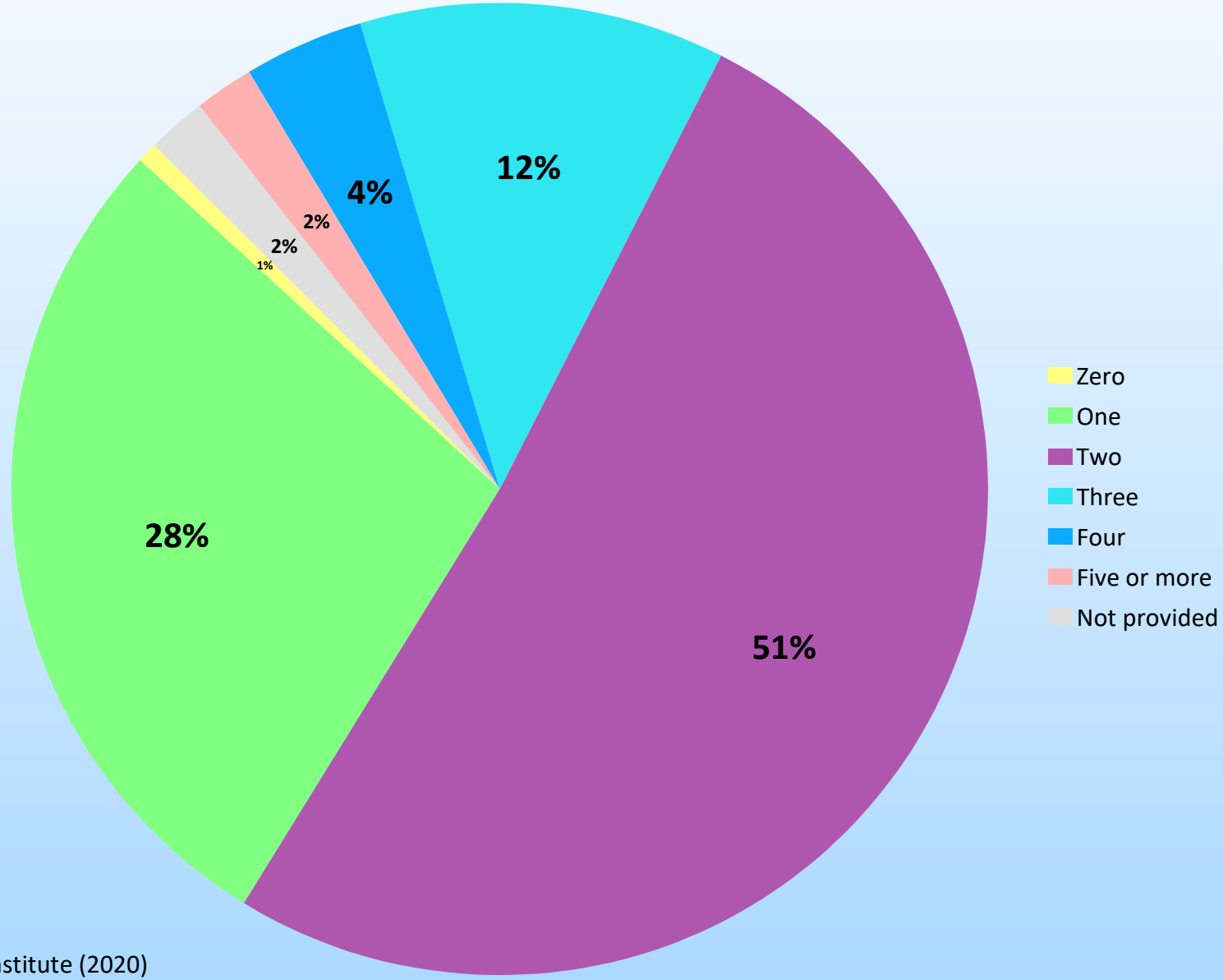
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

Q27. Including yourself, how many licensed drivers do you have in your household?

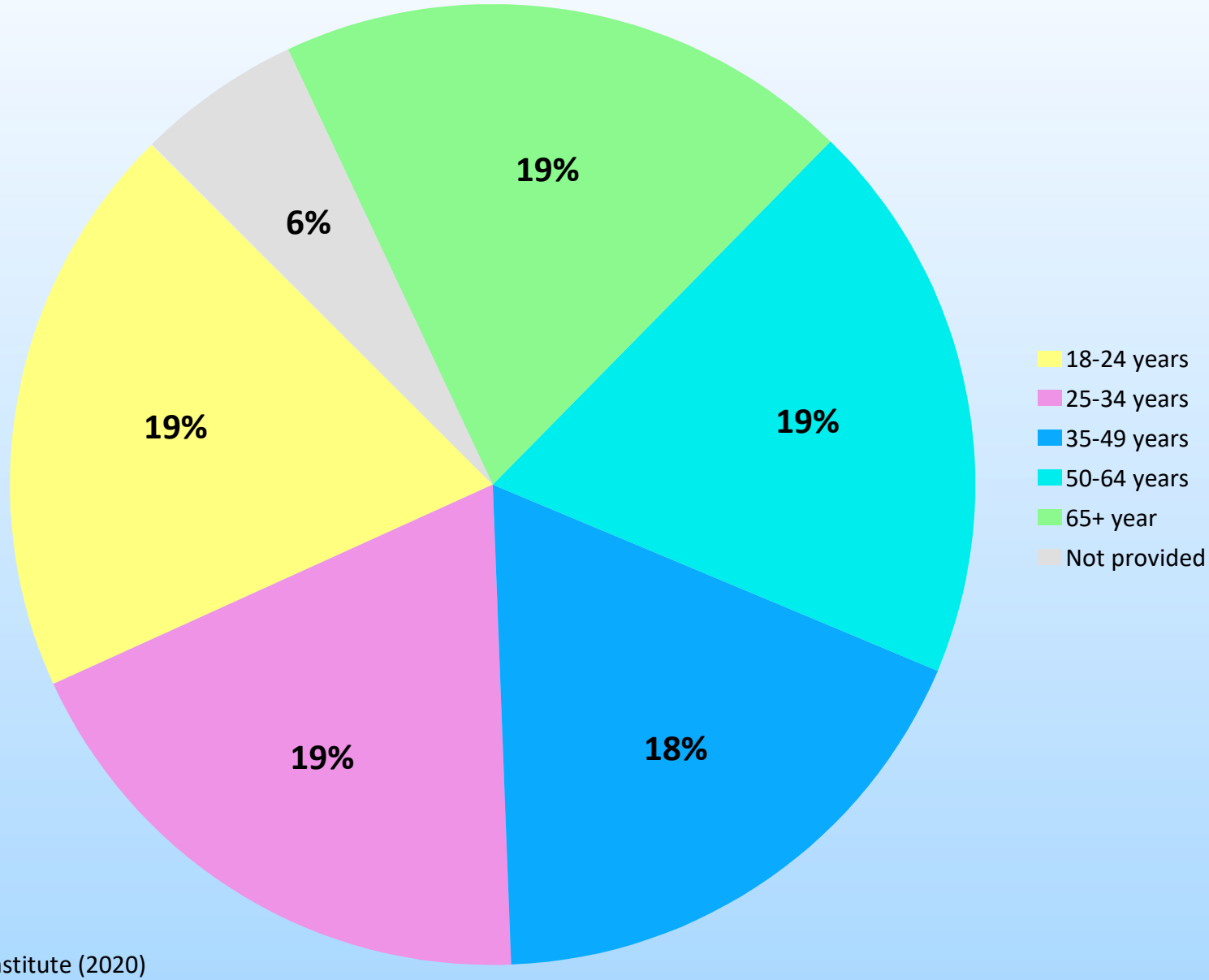
by percentage of respondents



Source: ETC Institute (2020)

Q28. What is your age?

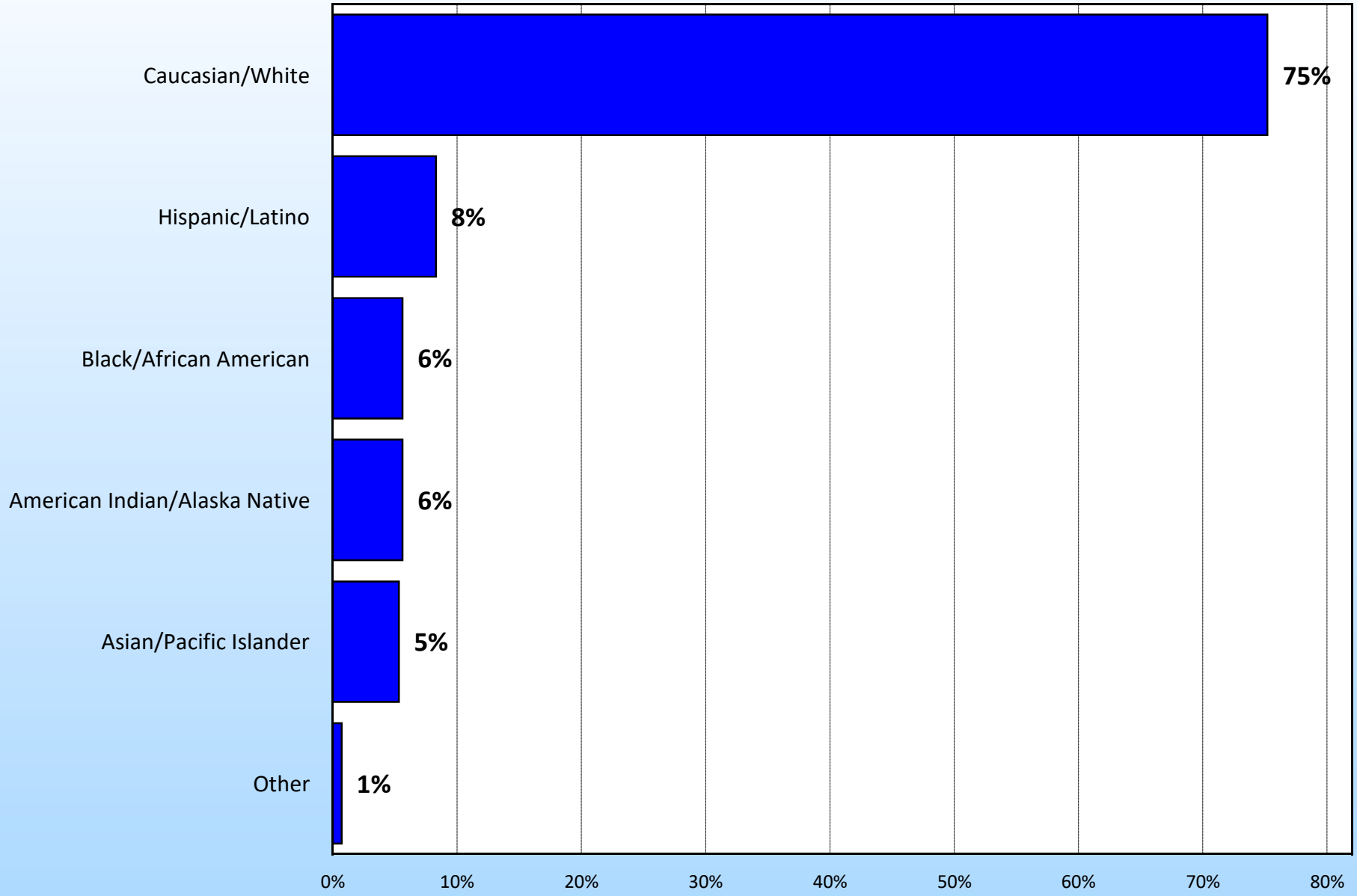
by percentage of respondents



Source: ETC Institute (2020)

Q29. Which of the following BEST describes your race/ethnicity?

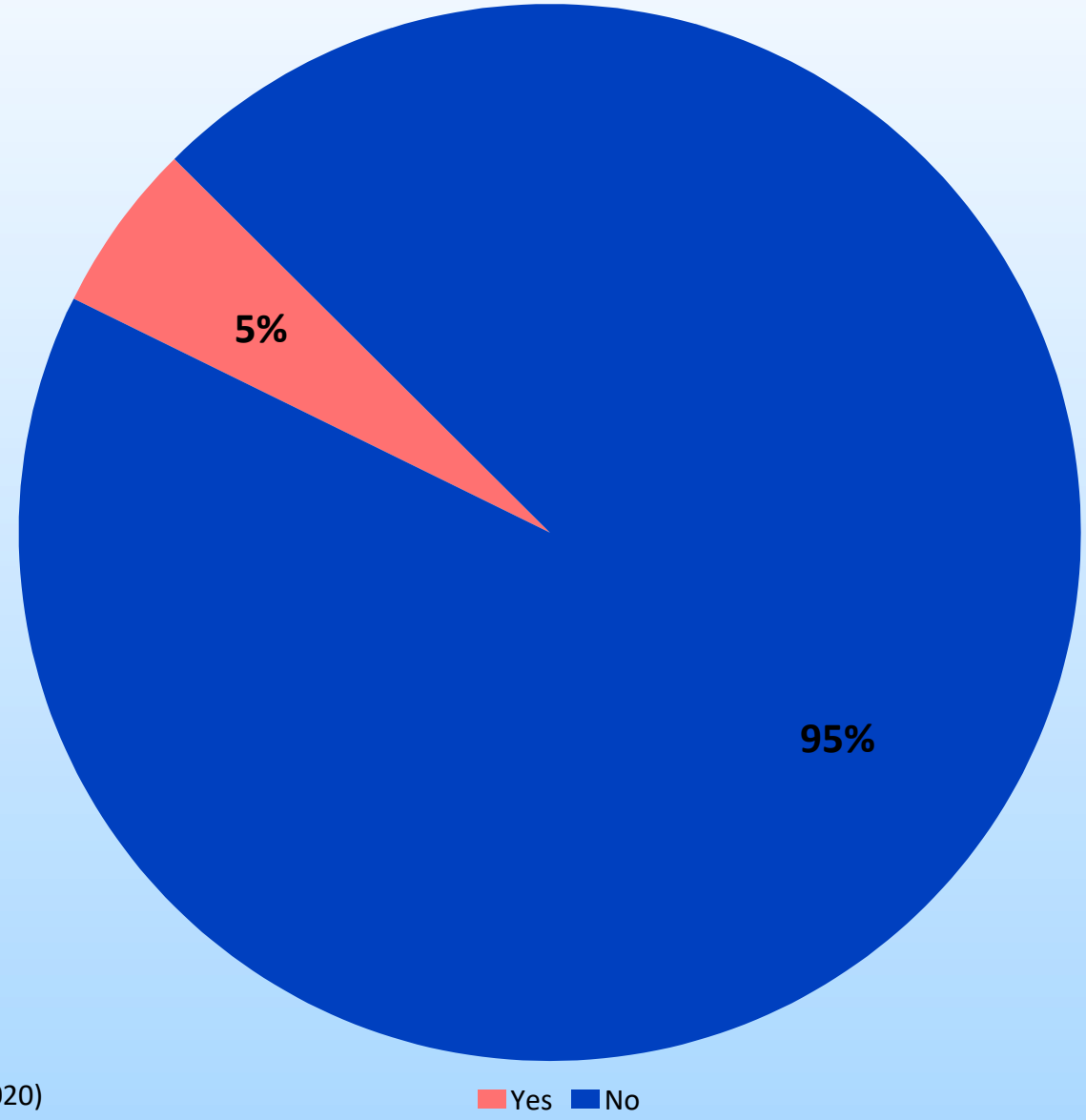
by percentage of respondents (multiple choices could be selected)



Source: ETC Institute (2020)

Q30. Do you have a physical disability that causes you to be dependent on others for transportation?

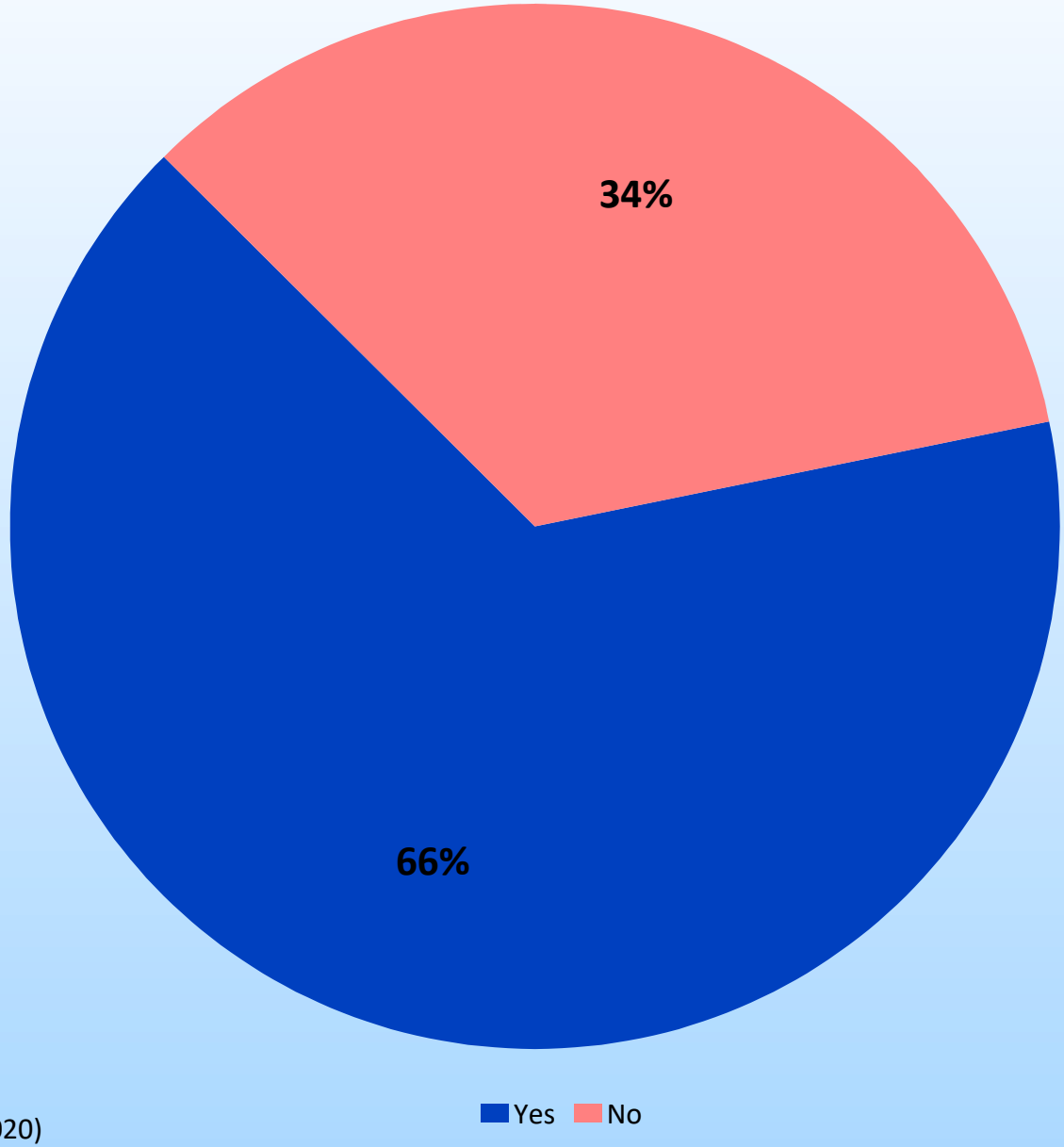
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q31. Are you employed?

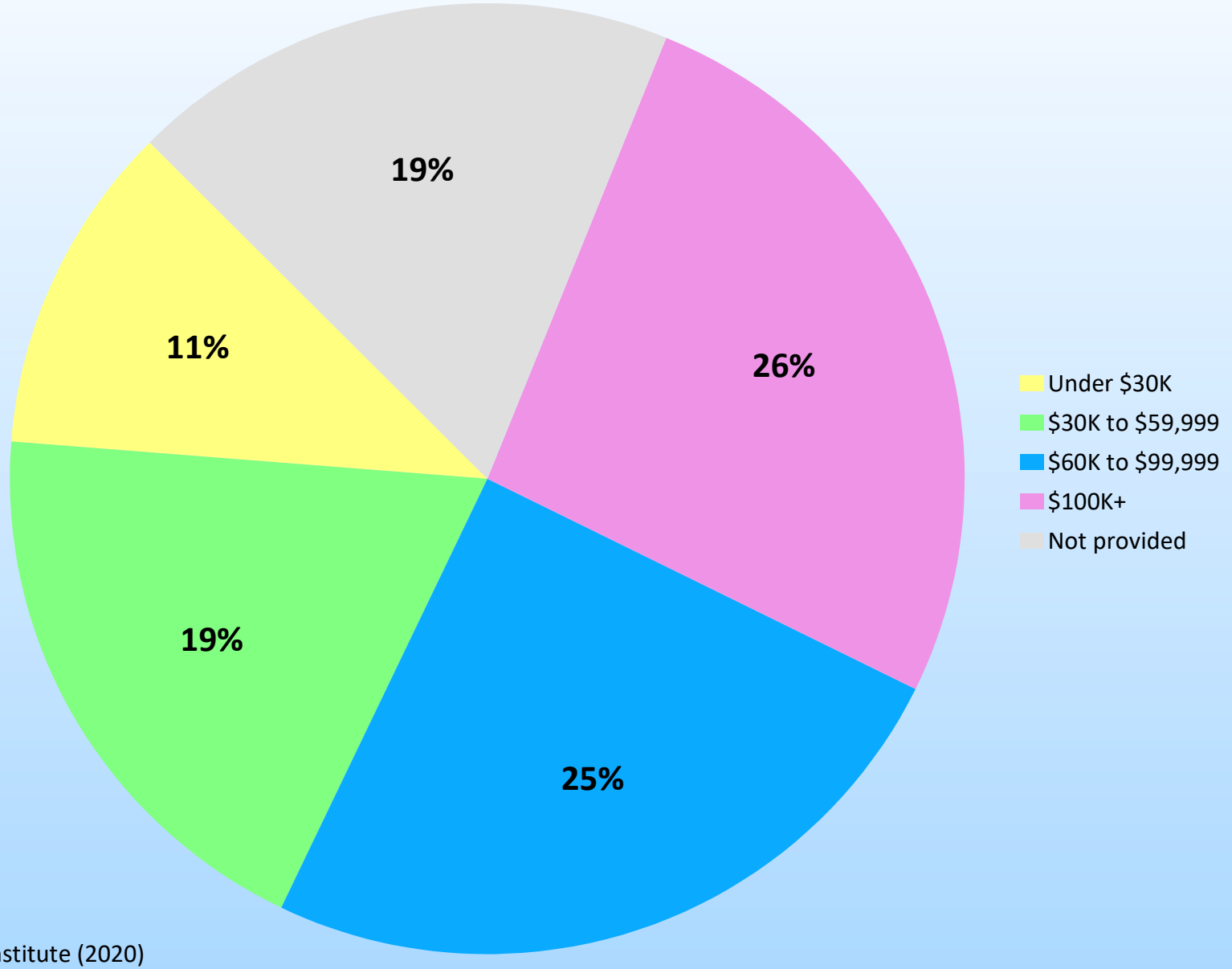
by percentage of respondents (without “not provided")



Source: ETC Institute (2020)

Q32. Would you say your total annual household income is…

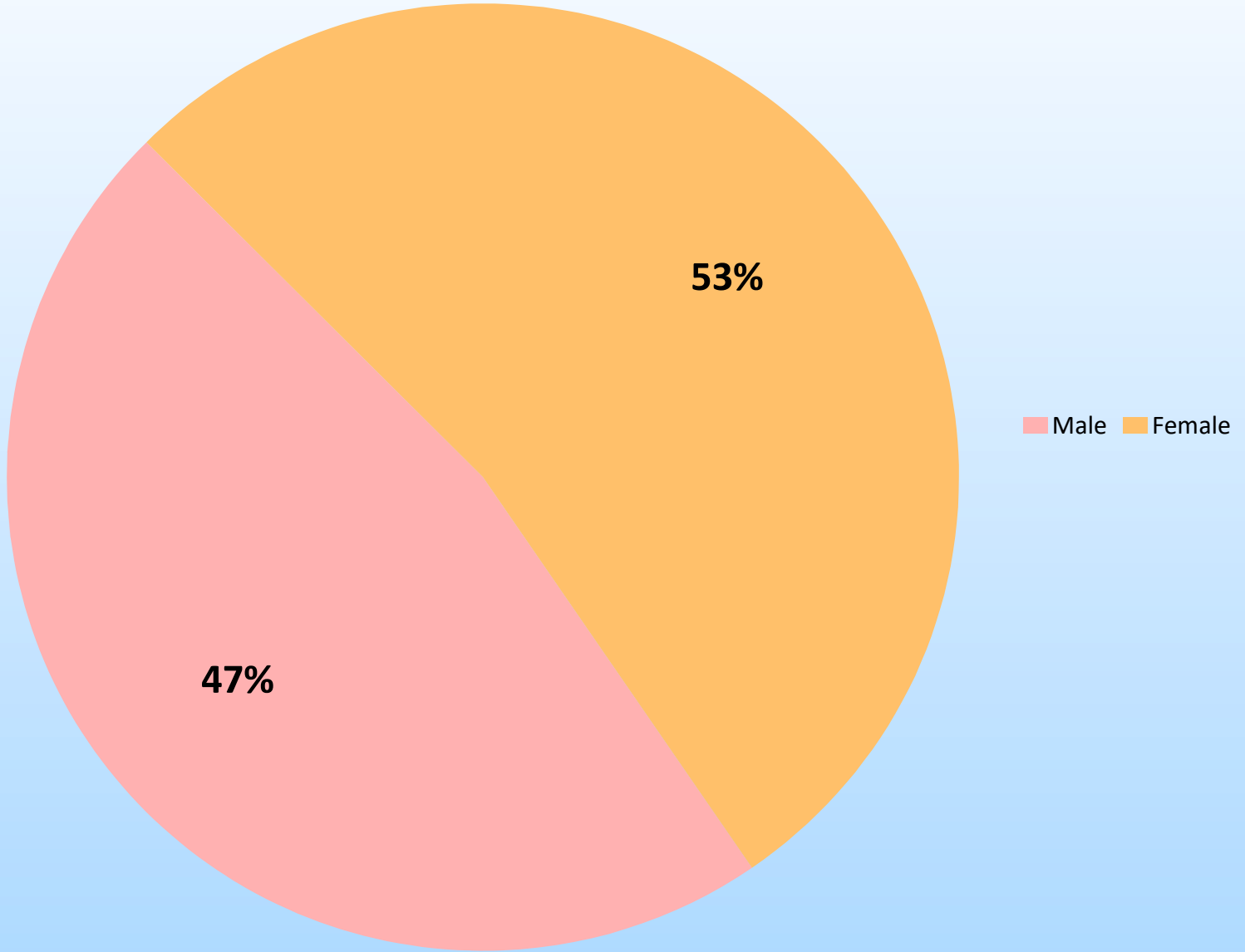
by percentage of respondents



Source: ETC Institute (2020)

Q34. Your gender:

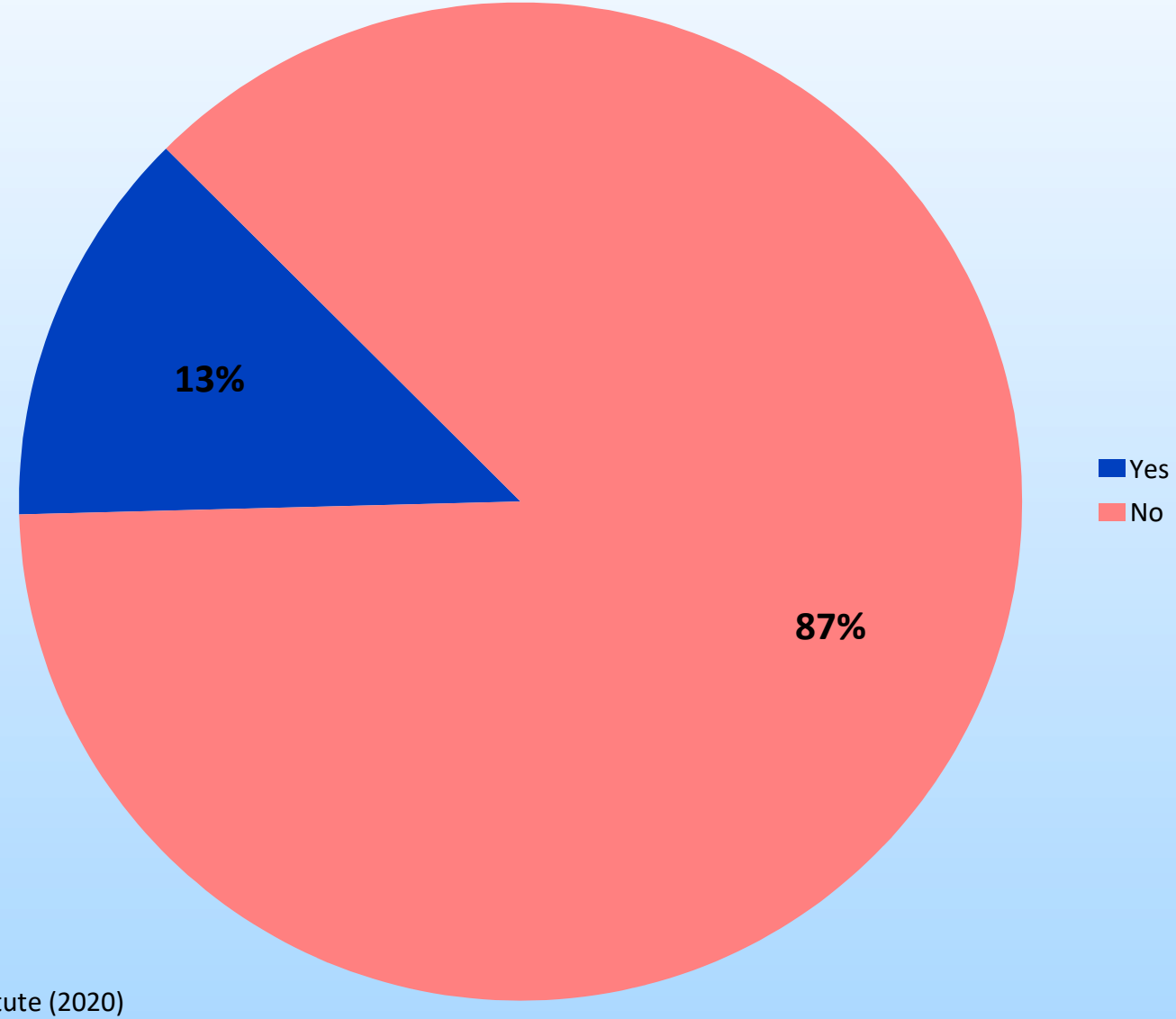
by percentage of respondents



Source: ETC Institute (2020)

Q35. Have you ever used the Oklahoma River Cruises on the Oklahoma River (Not Bricktown canal)?

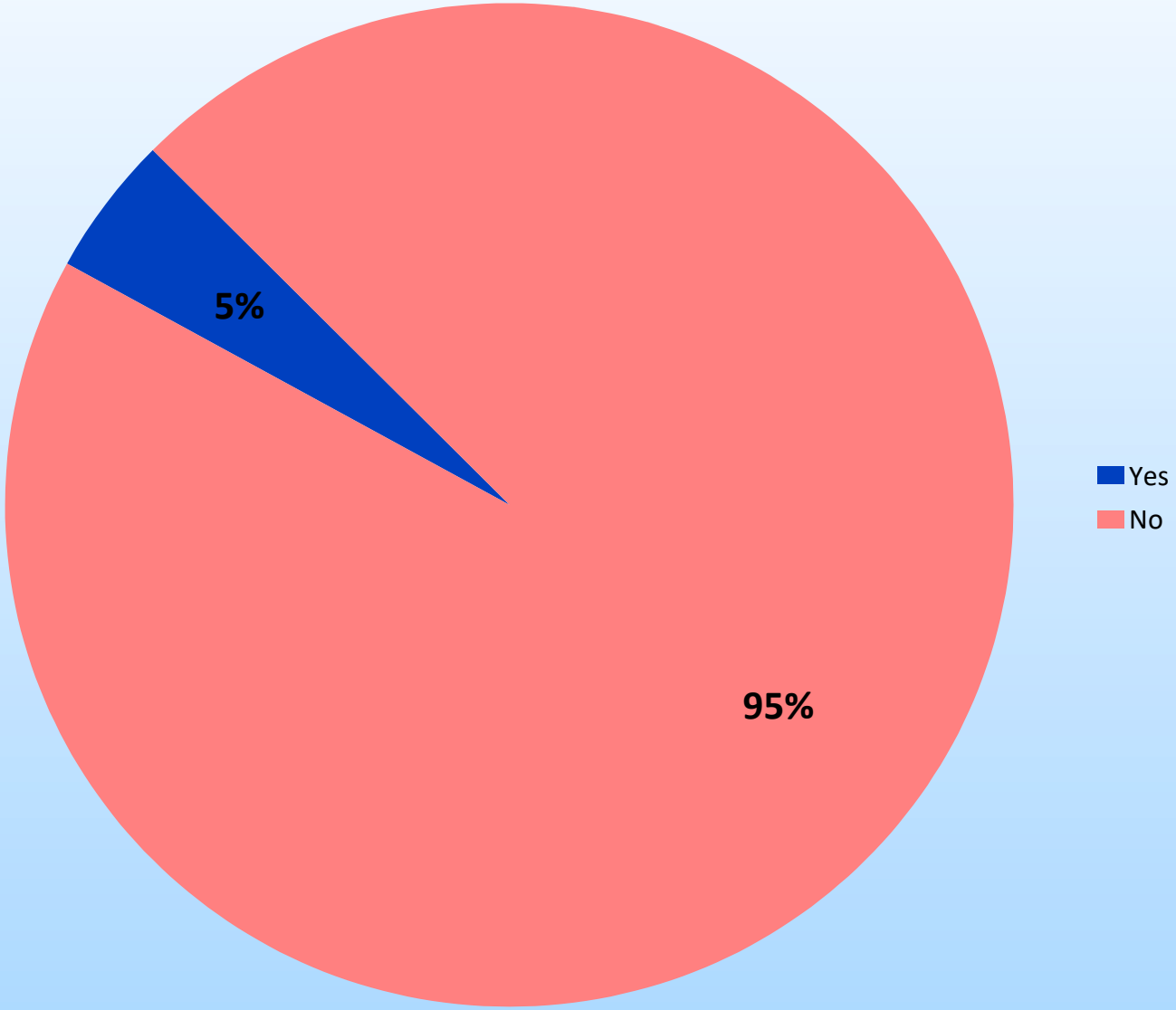
by percentage of respondents



Source: ETC Institute (2020)

Q36. Have you ever used the Spokies Bike Share system in Downtown Oklahoma City?

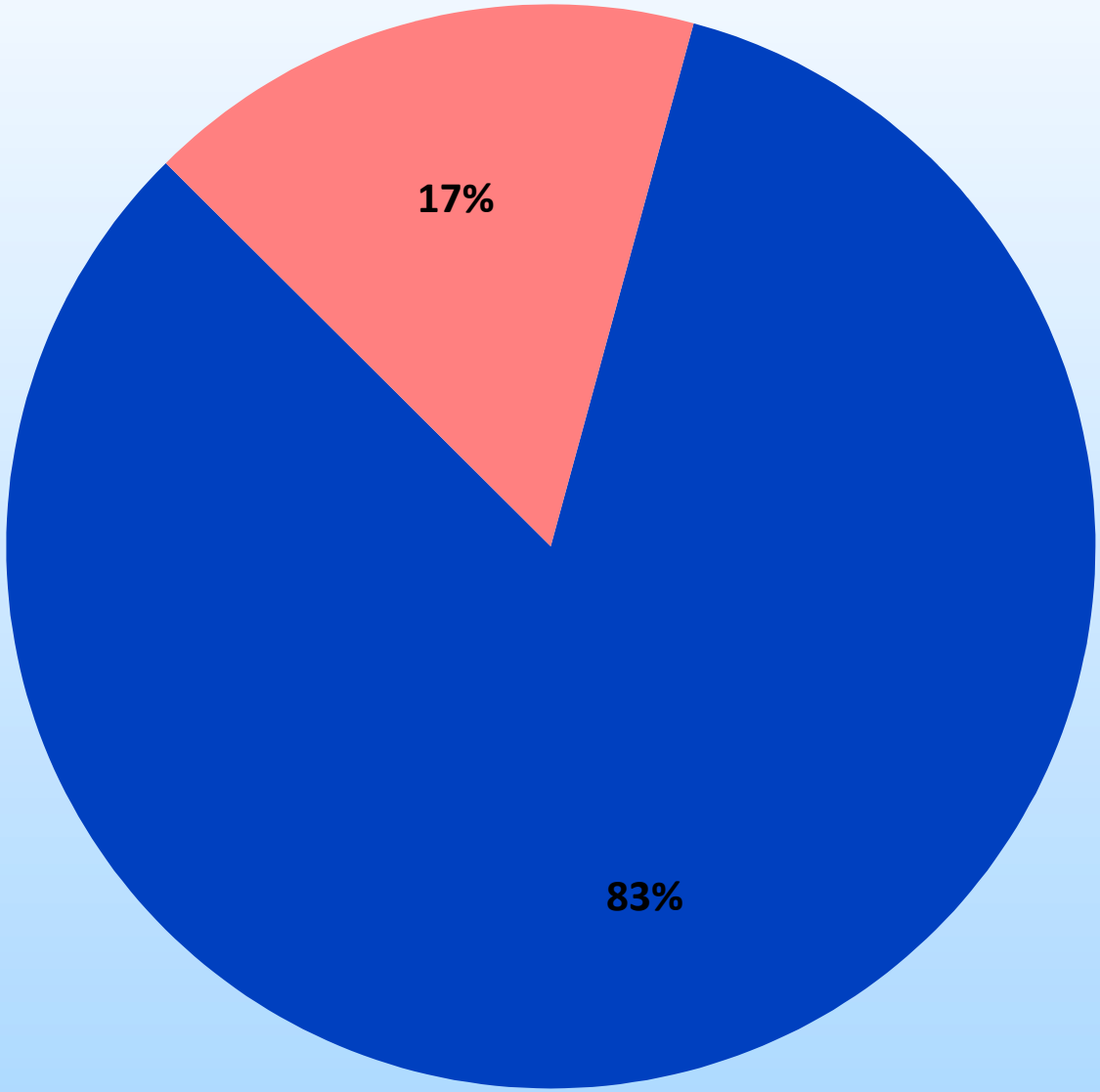
by percentage of respondents



Source: ETC Institute (2020)

Q37. Have you ever used mass transit in other cities (LA, New York, Chicago, etc.)?

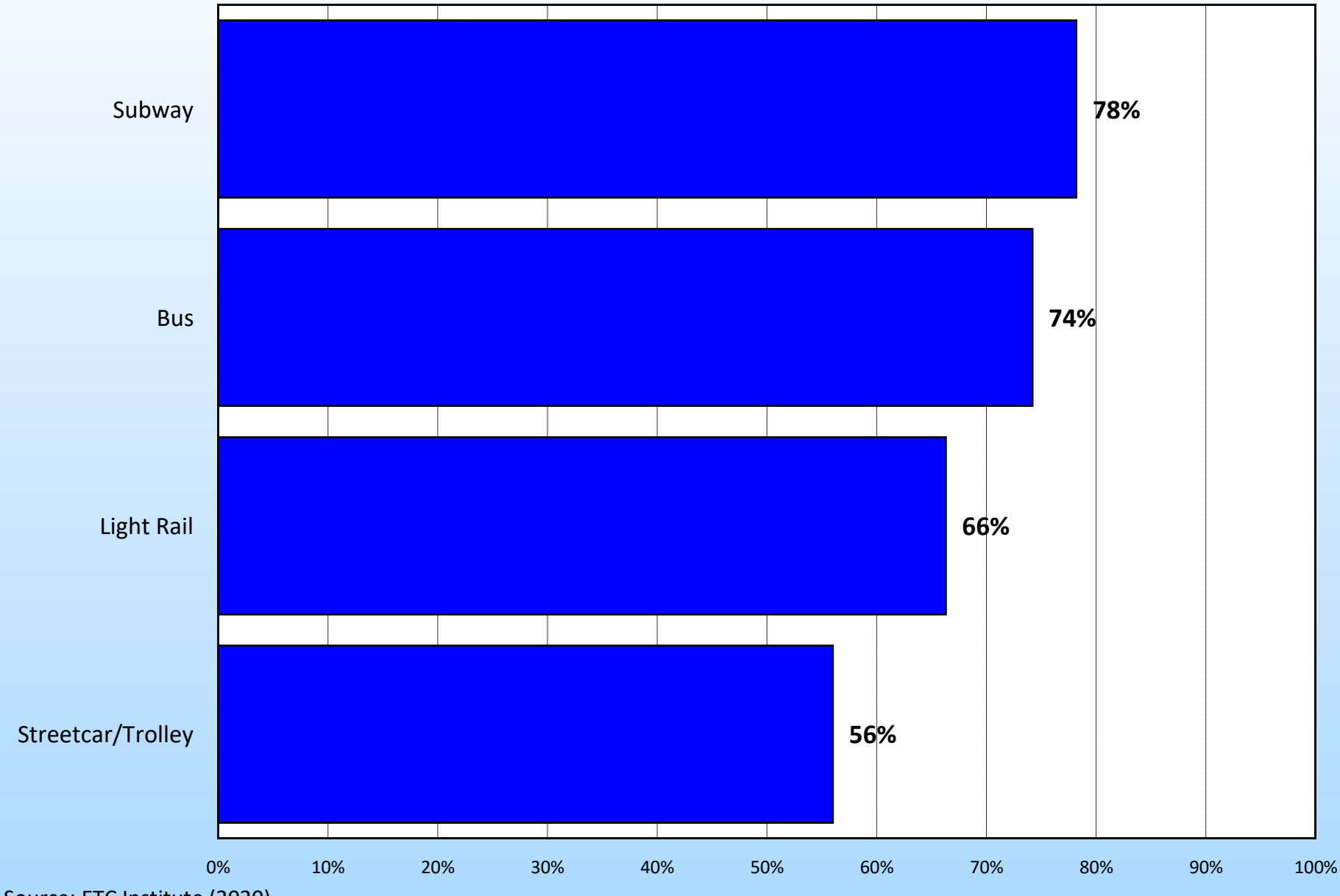
by percentage of respondents



Source: ETC Institute (2020)

Q37a. What types of transit did you use?

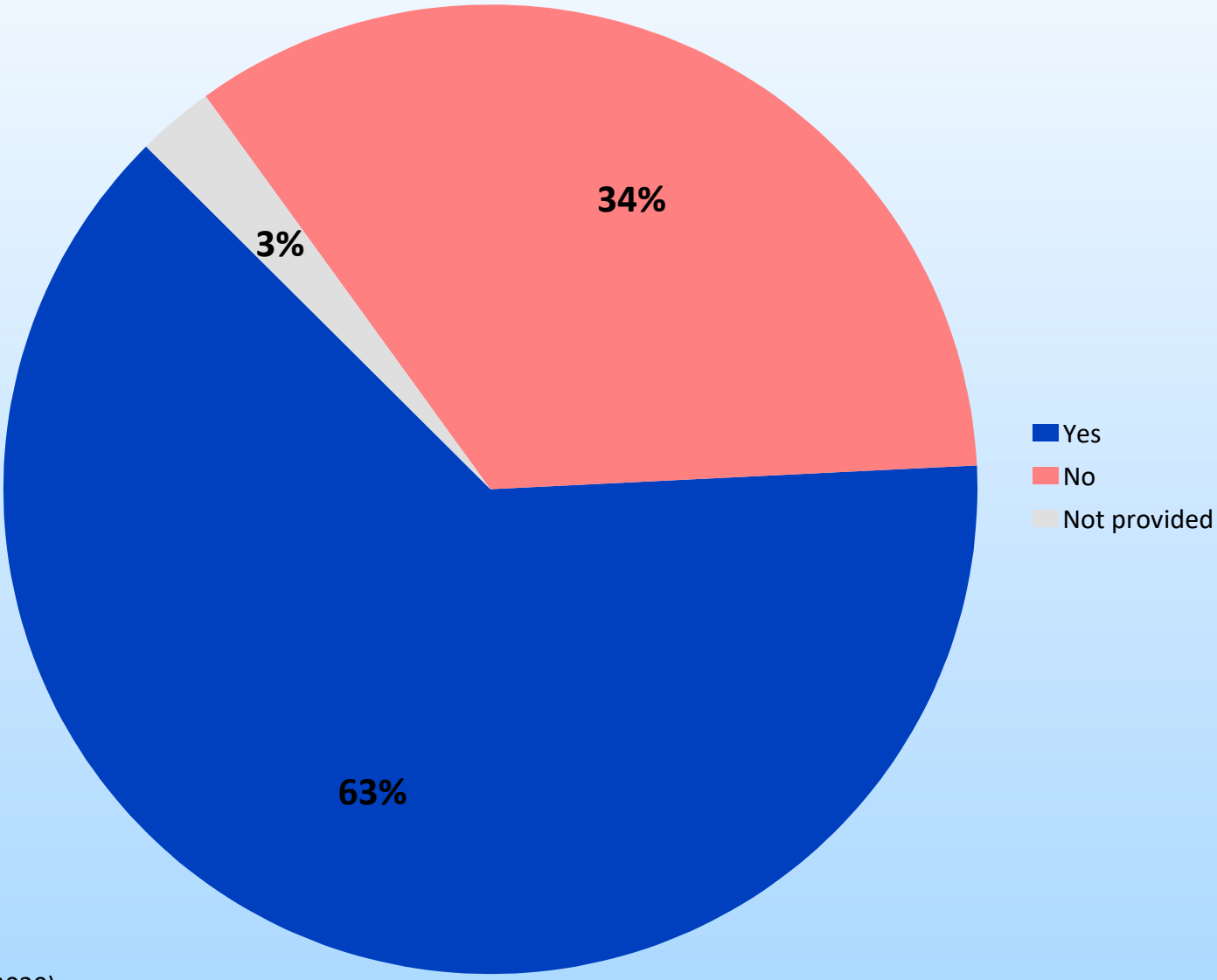
by percentage of respondents who have used mass transit in other cities



Source: ETC Institute (2020)

Q38. Prior to this receiving this survey, were you familiar with the public transit services offered by EMBARK?

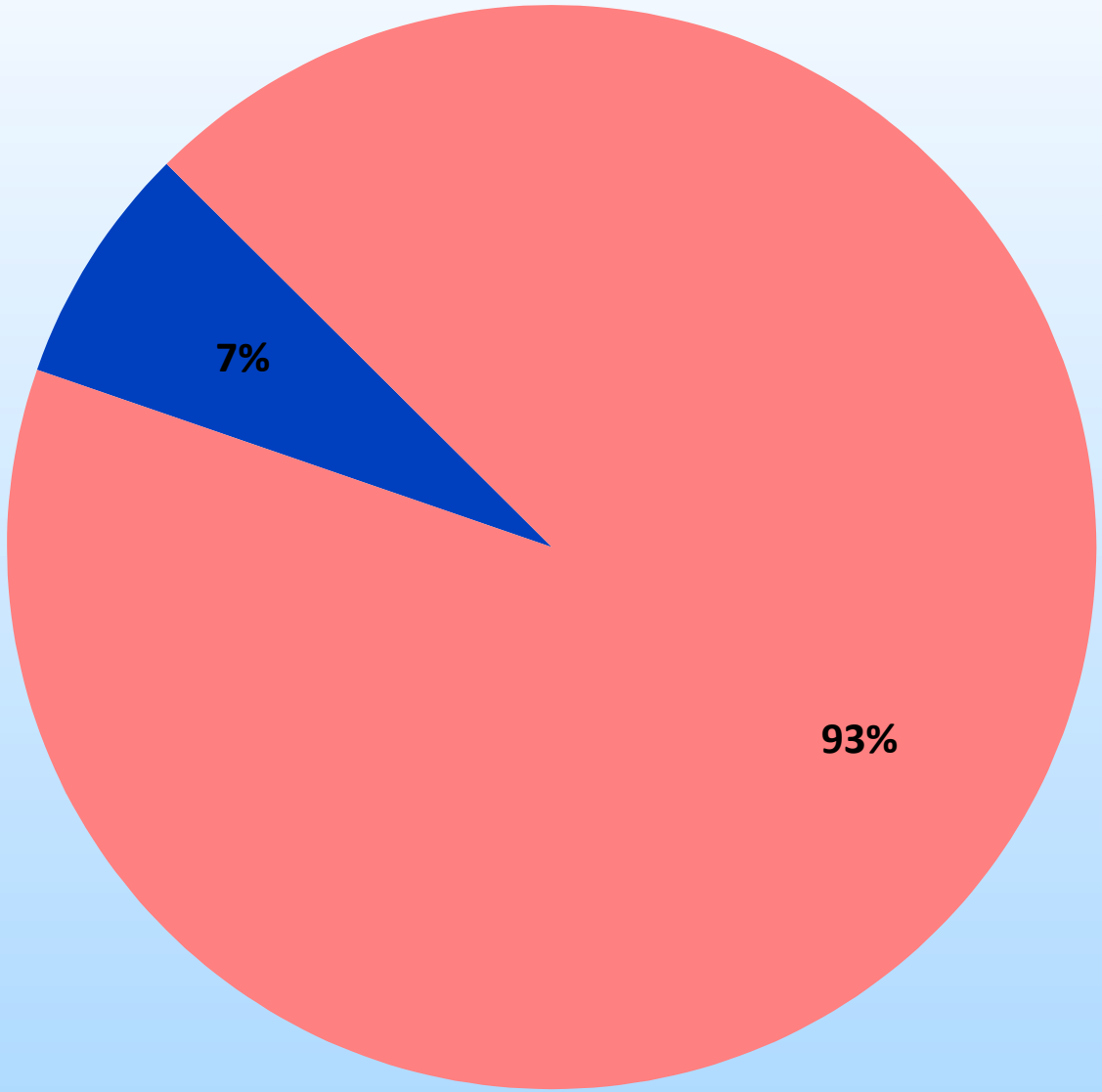
by percentage of respondents



Source: ETC Institute (2020)

Q39. Would you be interested in participating in virtual or in-person focus groups for EMBARK in the future?

by percentage of respondents

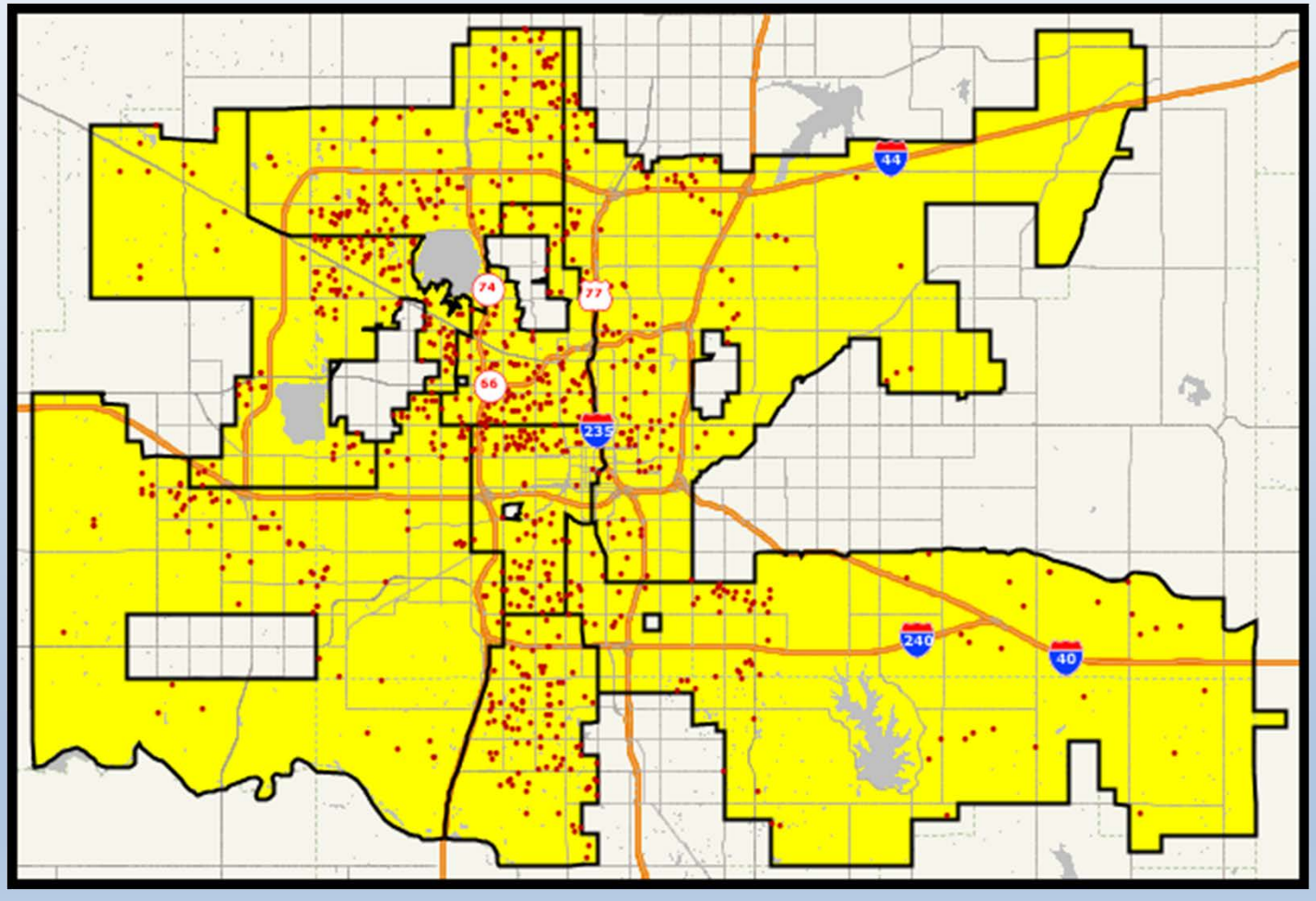


Source: ETC Institute (2020)

Section 3
GIS Maps of OKC and Norman Results

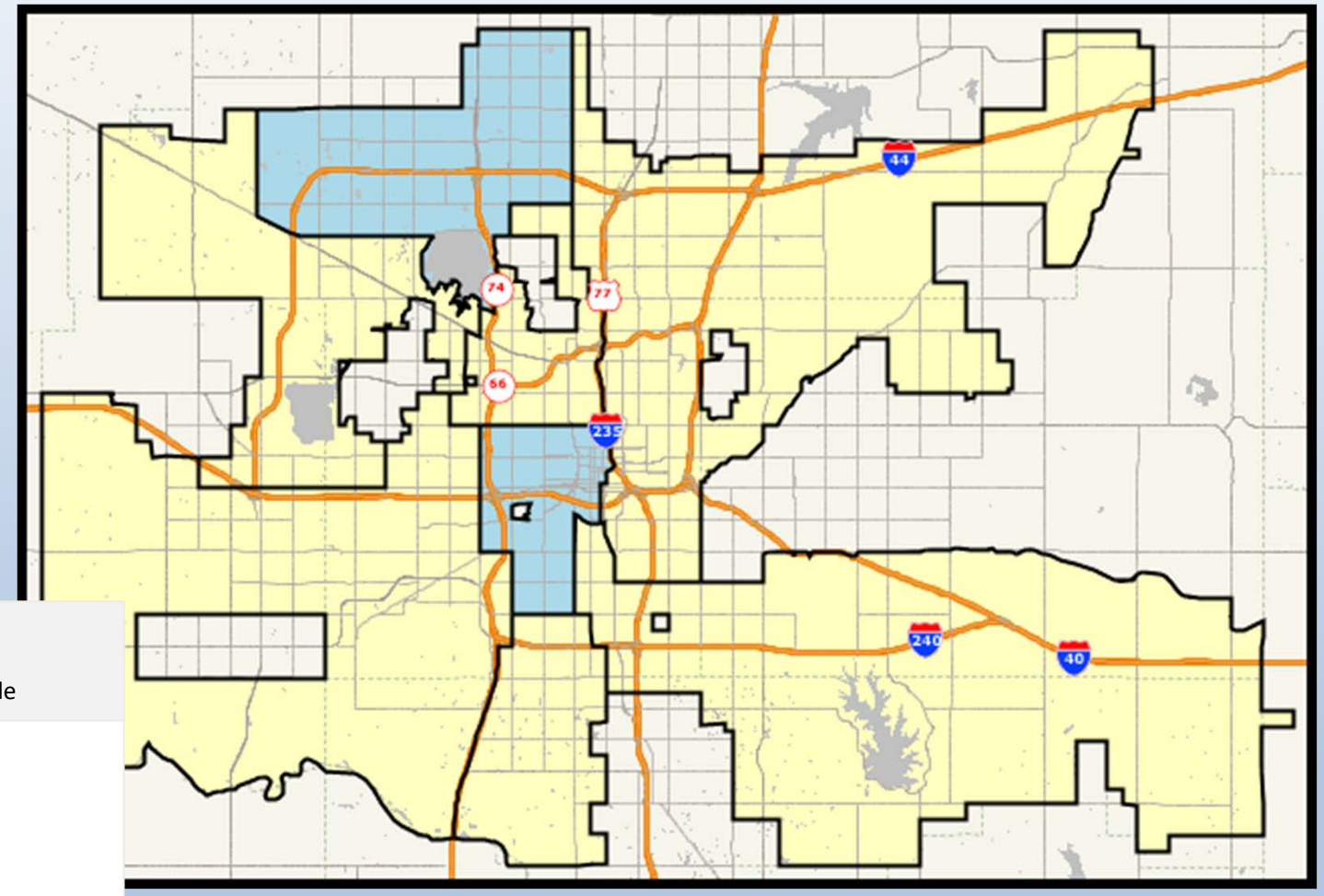
Location of Respondents (Oklahoma City Only)

(Boundaries by City Districts)



Source: ETC Institute (2020)

Q4. Overall, how would you rate EMBARK's services?



Ratings

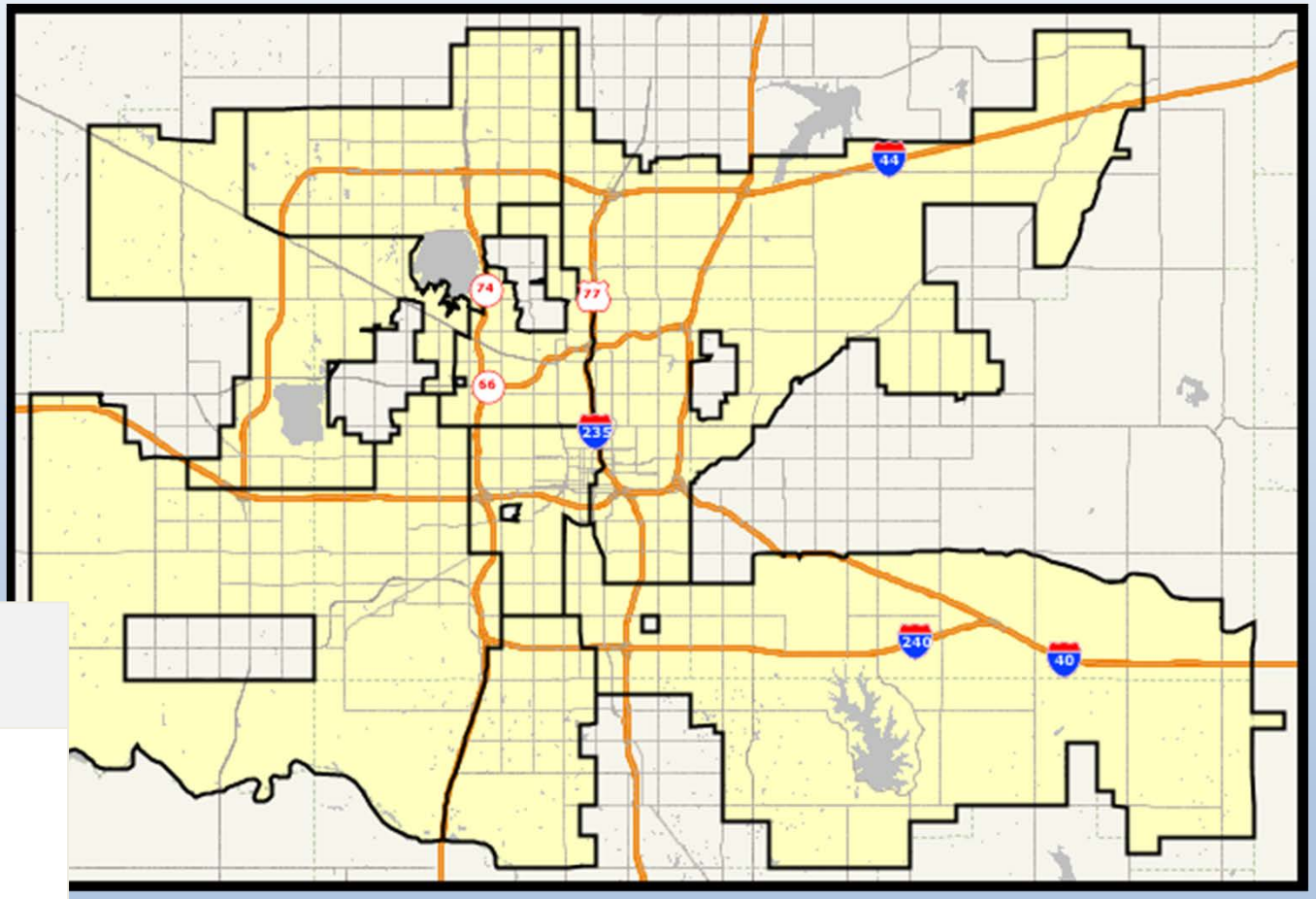
Mean rating on a 5-point scale

- Excellent
- Good
- Average
- Below Average
- Poor
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-1. Level of Agreement with the Statement: Buses are not on-time



Agreement

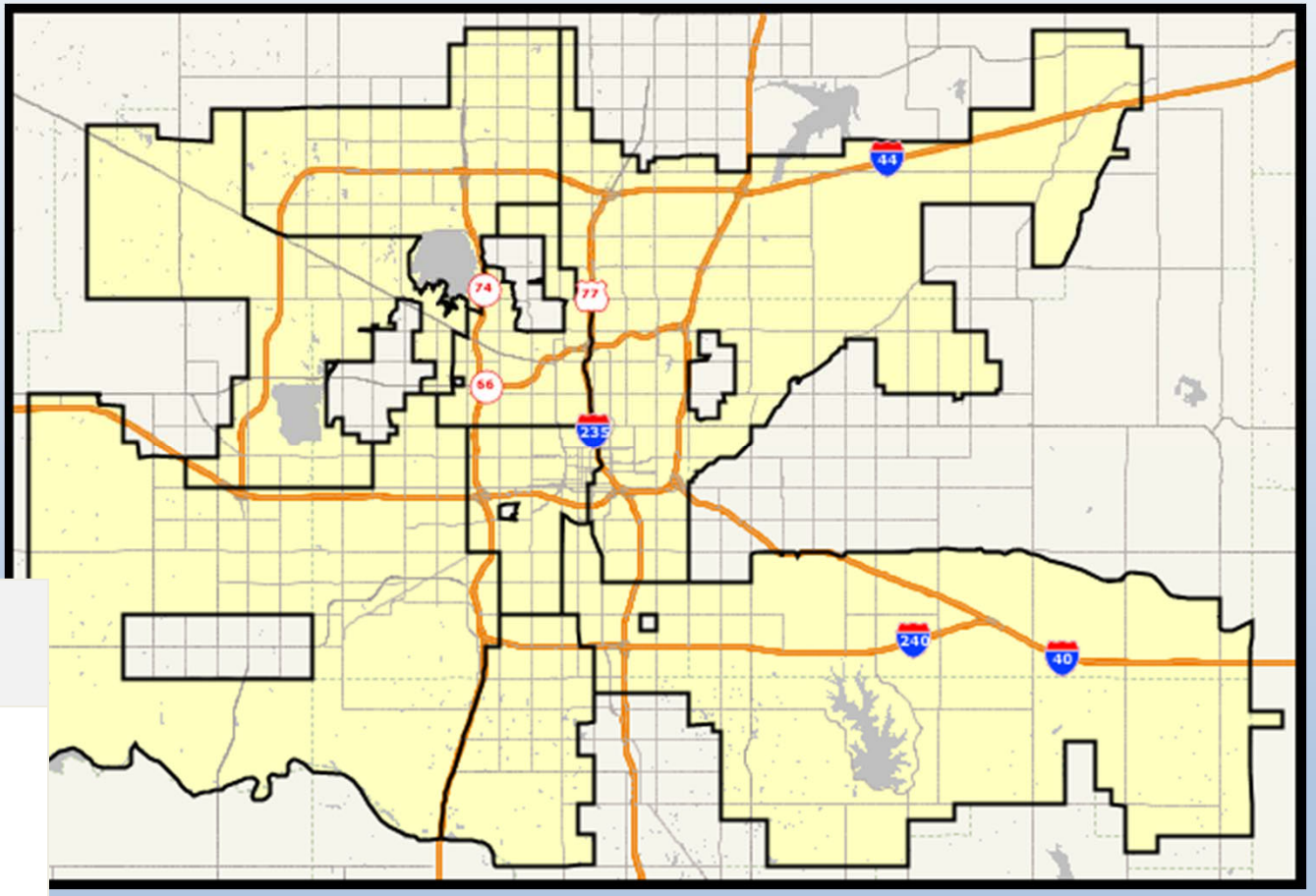
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-2. Level of Agreement with the Statement: Buses are not reliable



Agreement

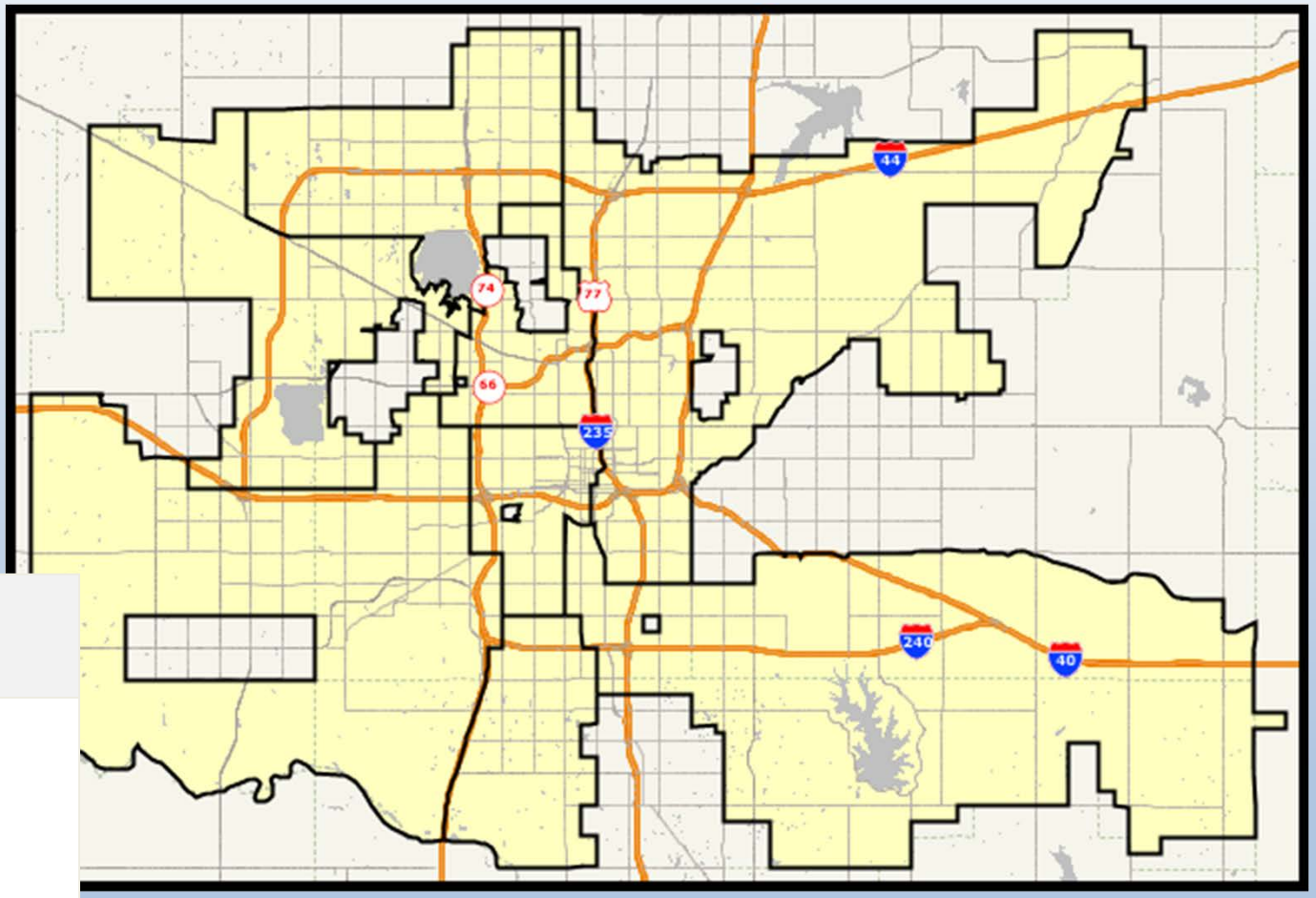
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-3. Level of Agreement with the Statement: I do not feel safe on the bus



Agreement

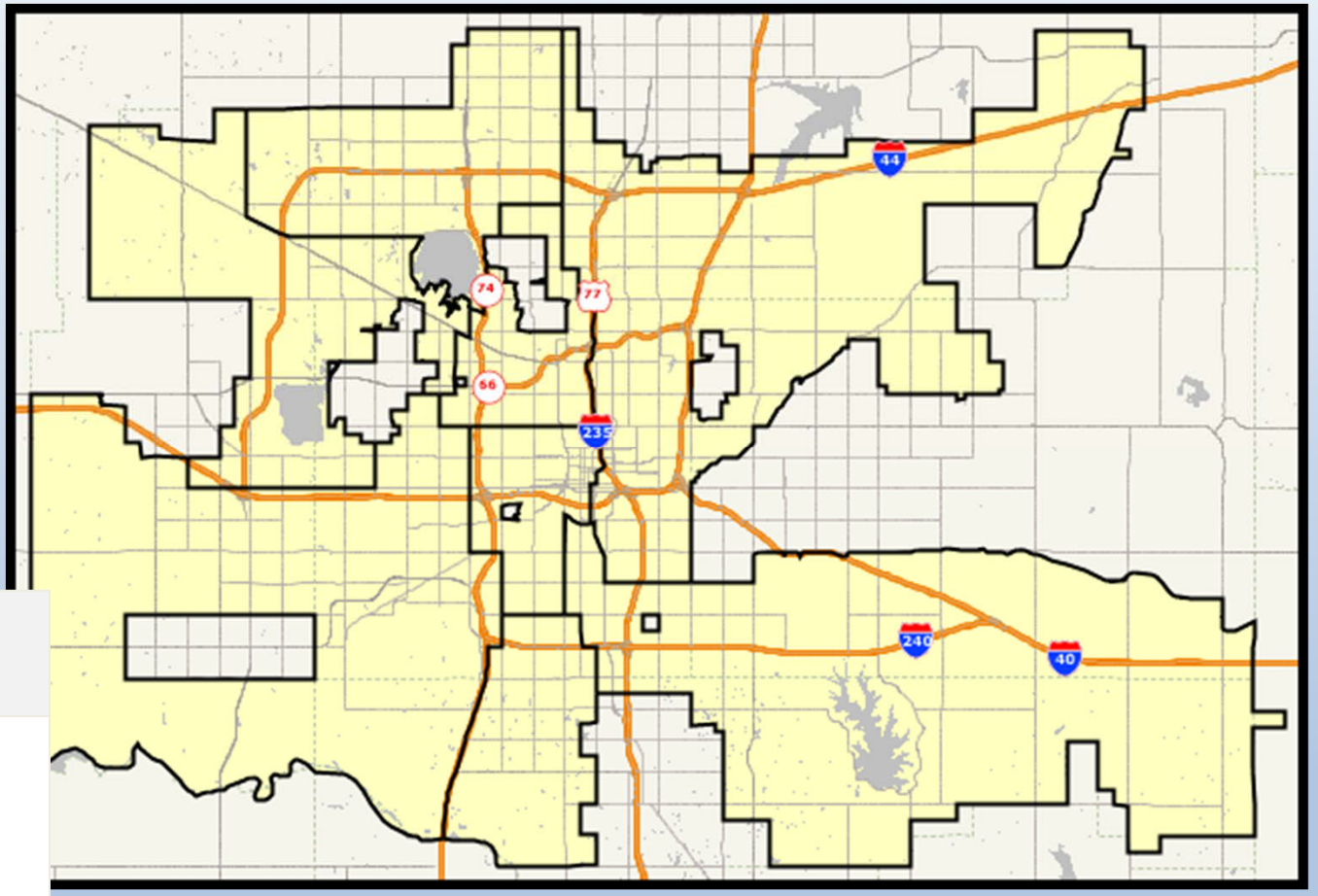
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-4. Level of Agreement with the Statement: I do not feel safe waiting at bus stops



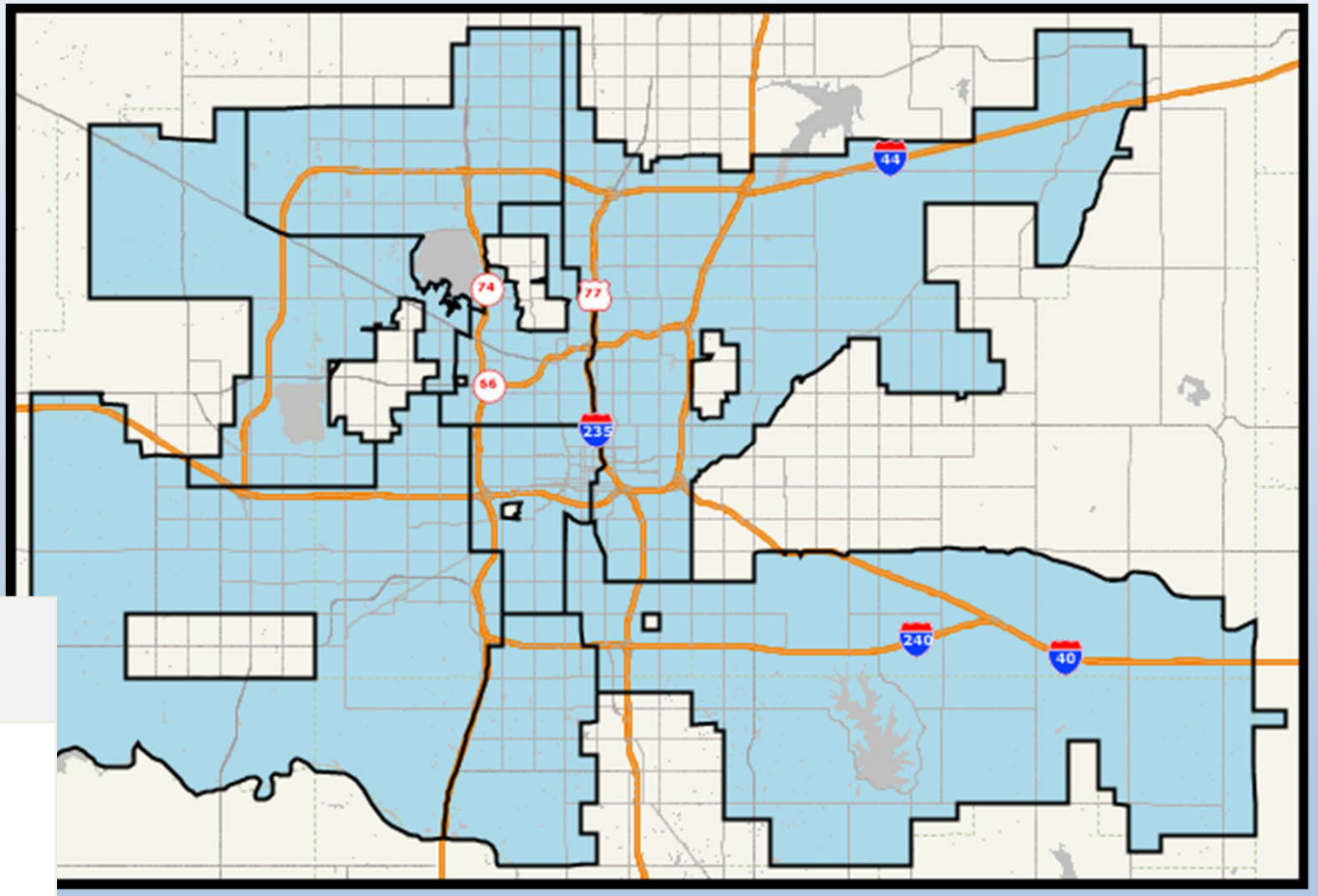
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-5. Level of Agreement with the Statement:
I have too many places I need to go during the day to use public transportation



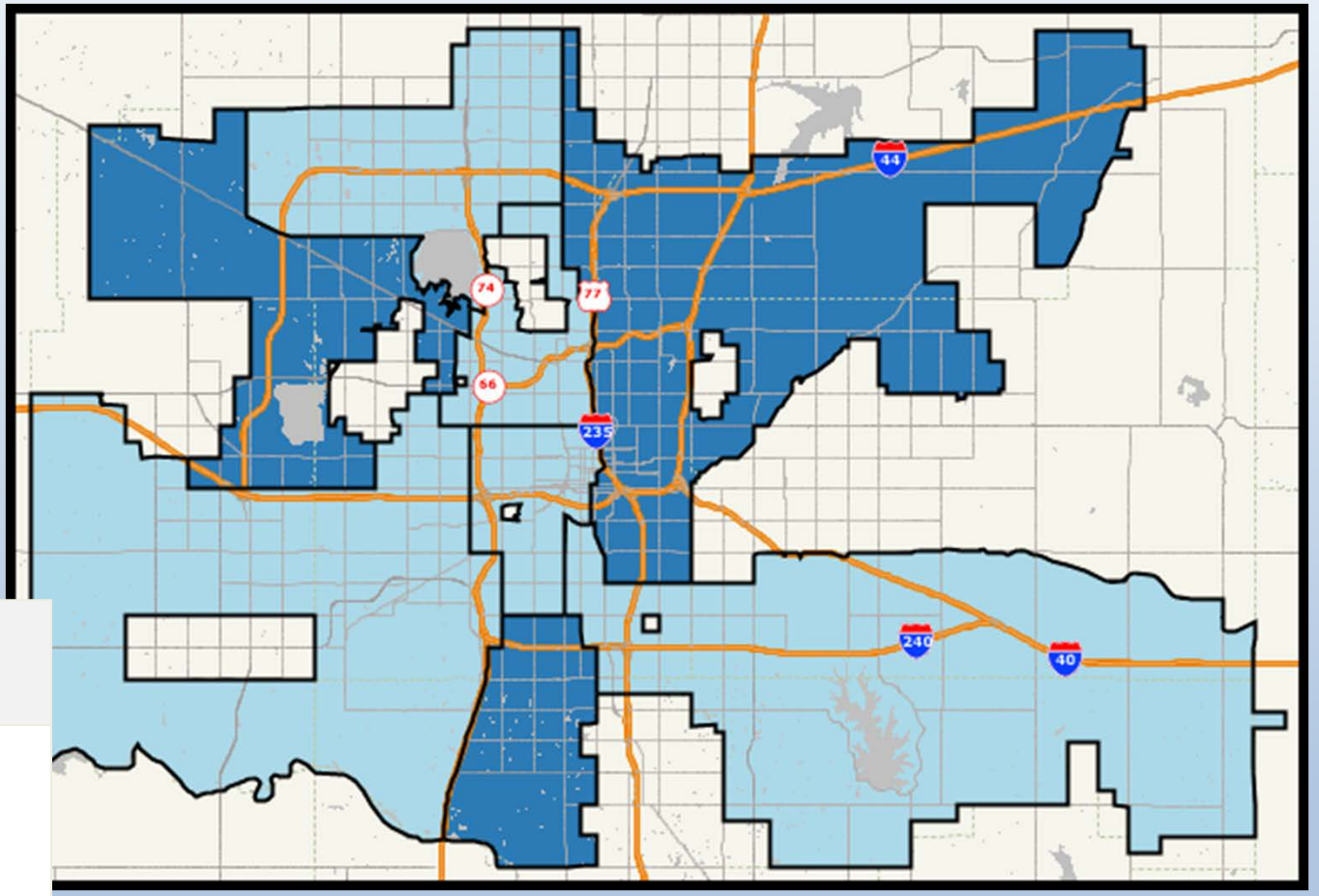
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-6. Level of Agreement with the Statement: I prefer to drive rather than use public transportation



Agreement

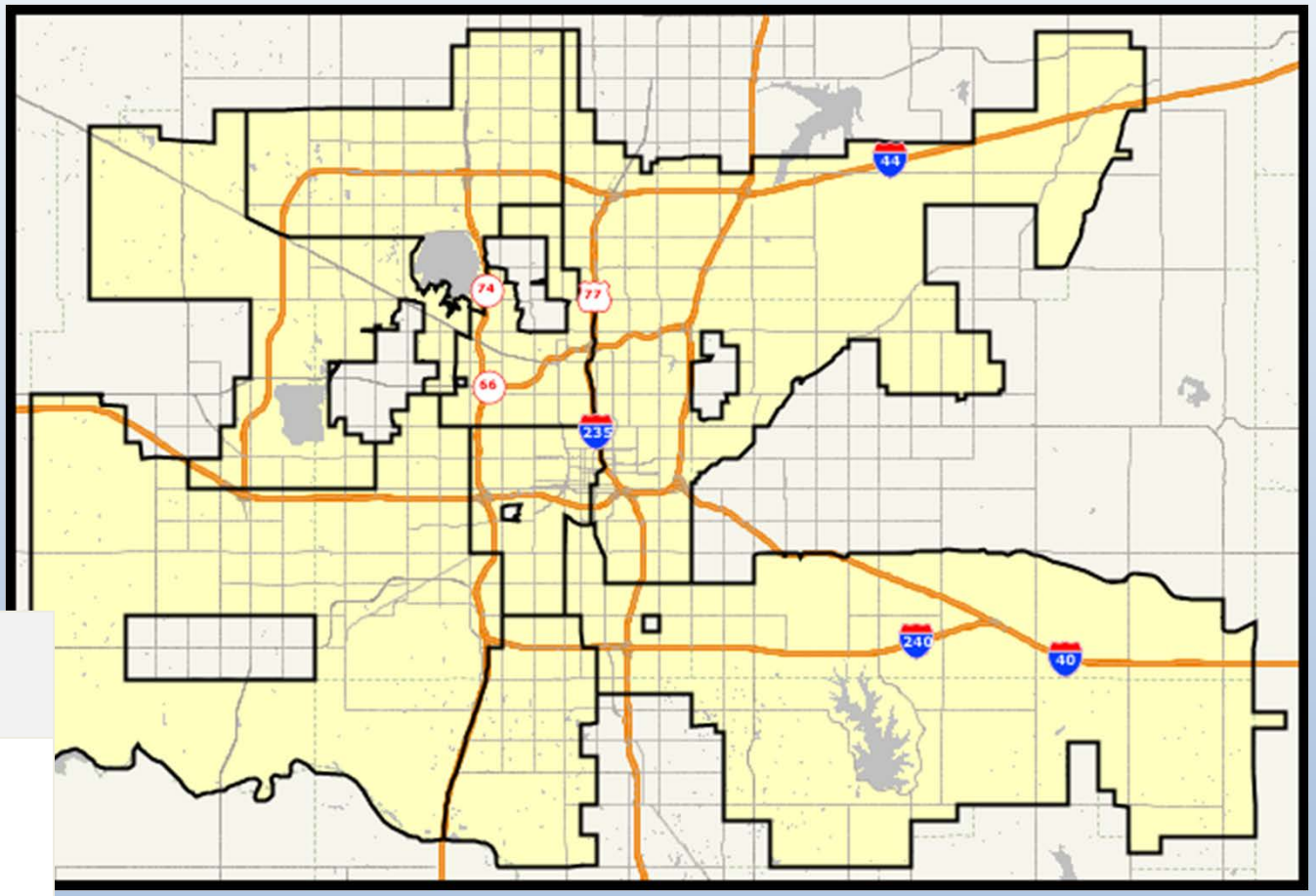
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-7. Level of Agreement with the Statement: Information about transit service is difficult to understand



Agreement

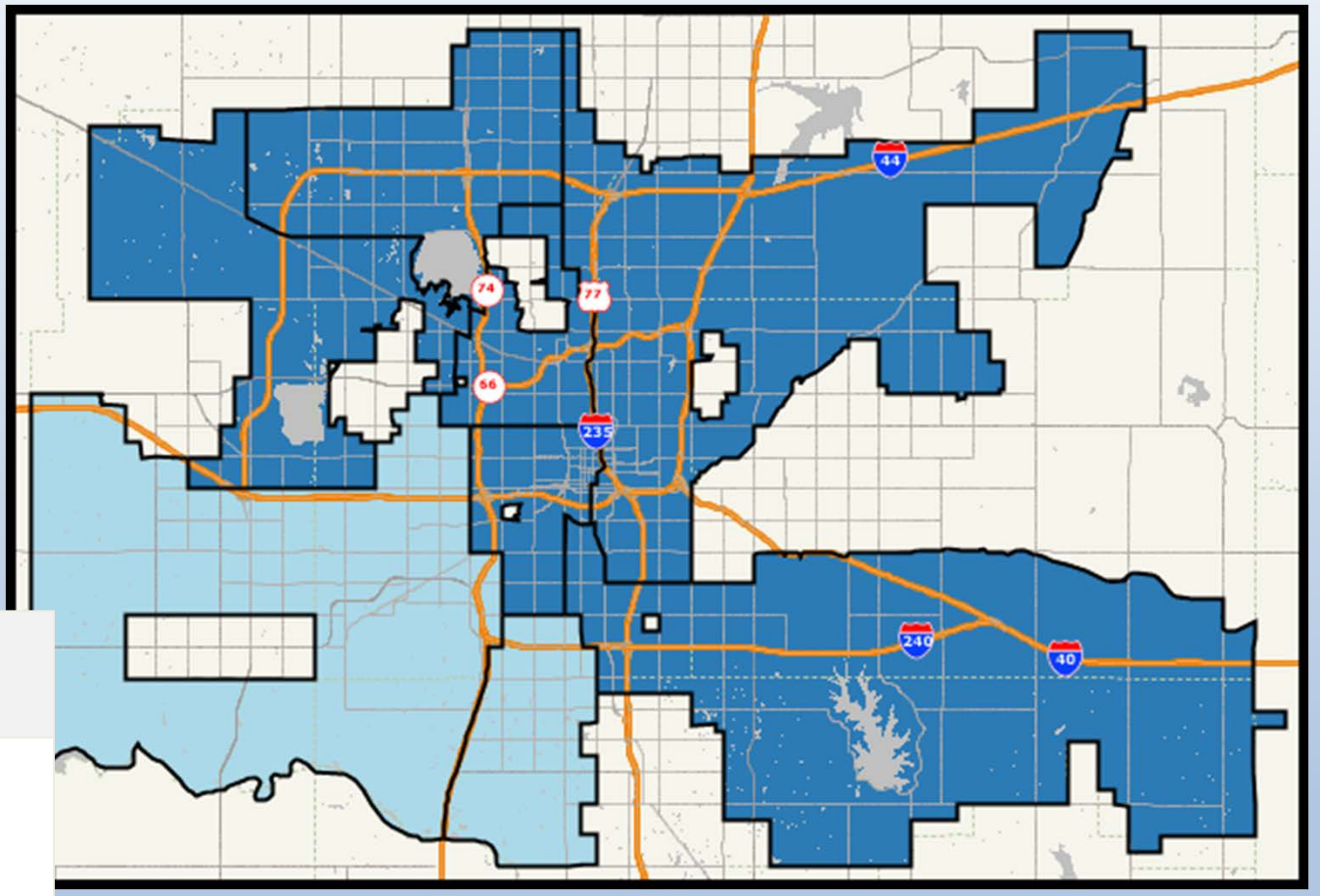
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-8. Level of Agreement with the Statement: Public transportation is important for a thriving community



Agreement

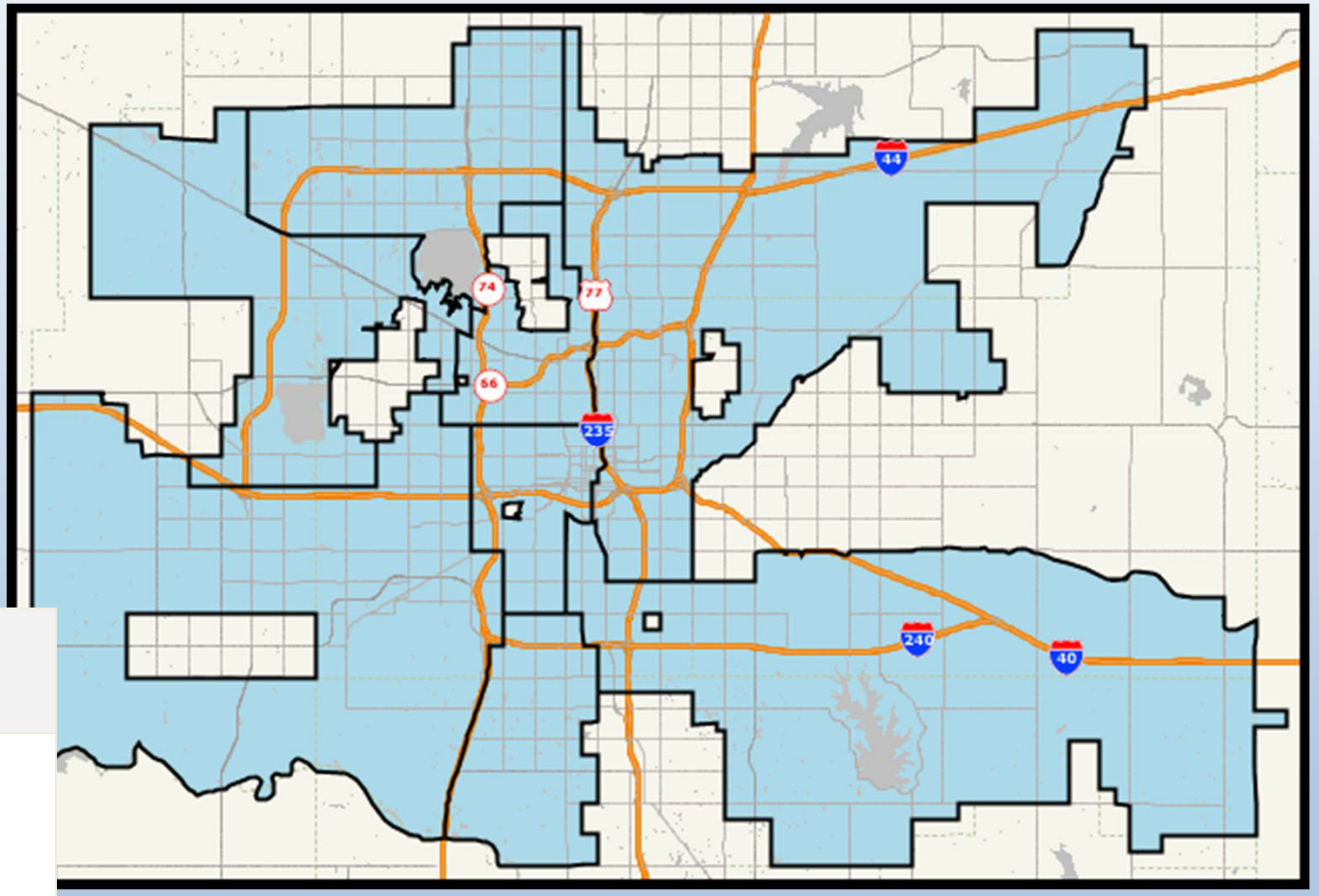
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-9. Level of Agreement with the Statement: Public transportation takes too long compared to travel by other mode



Agreement

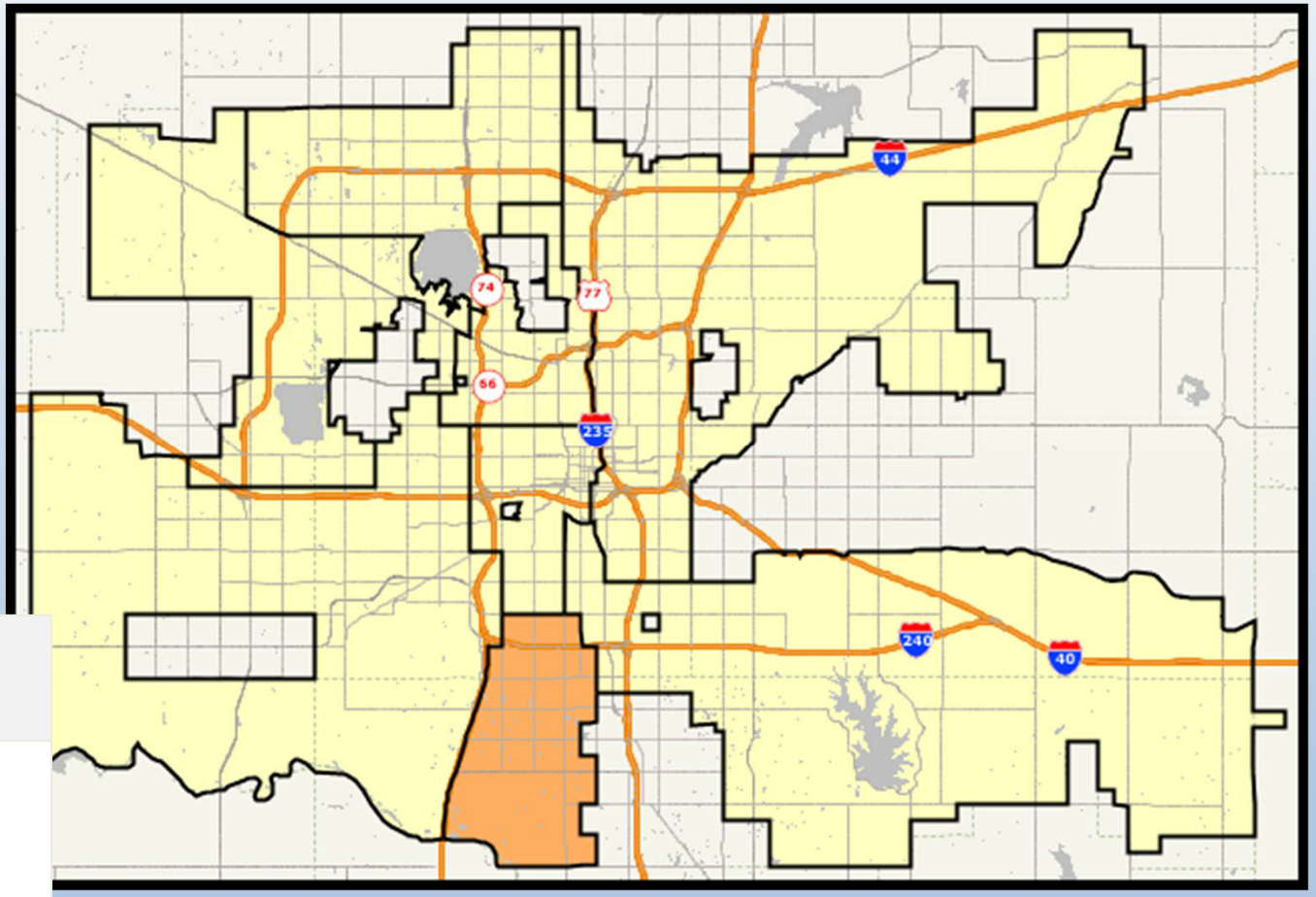
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-10. Level of Agreement with the Statement:
Riding the bus is too expensive



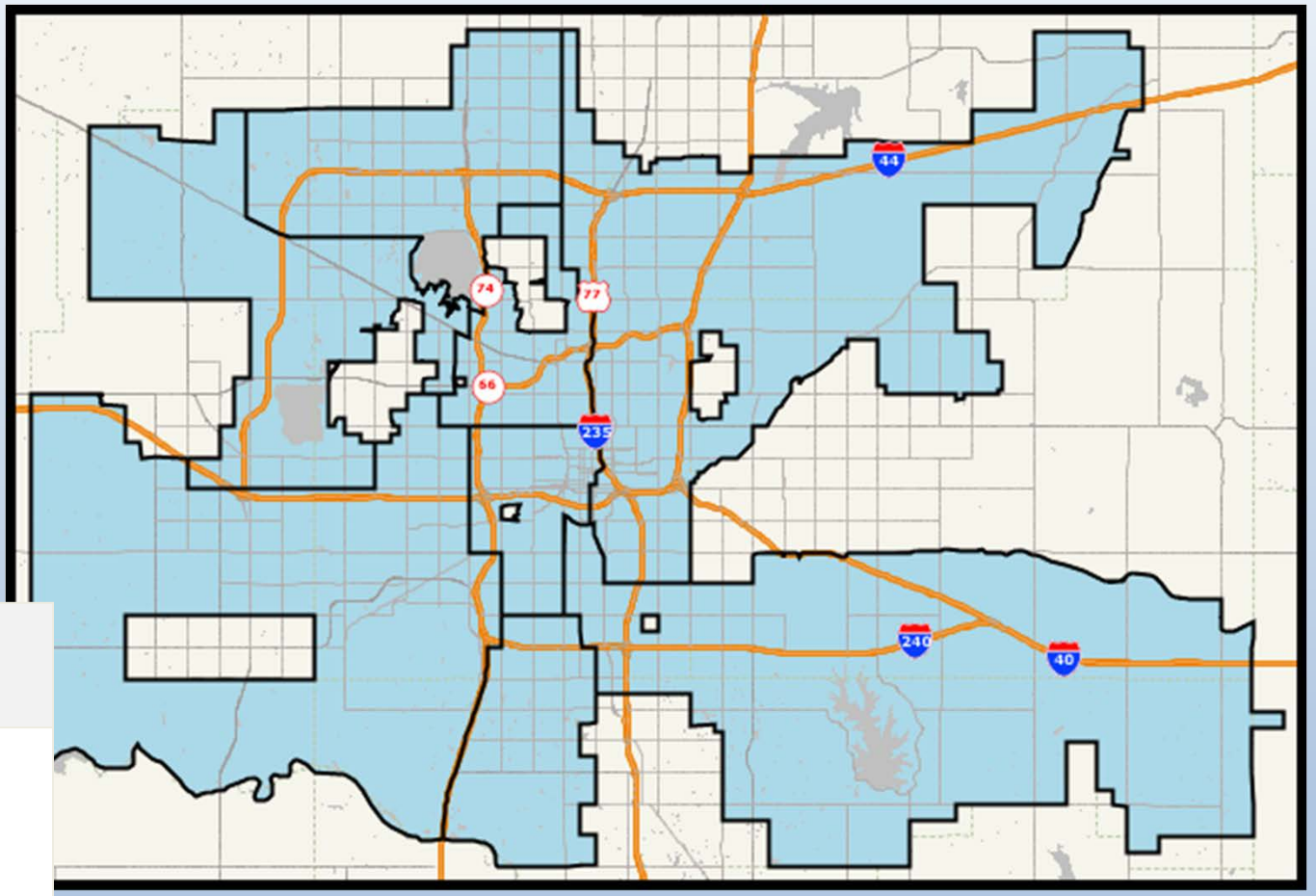
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-11. Level of Agreement with the Statement: Transit service does not take me to where I need to go



Agreement

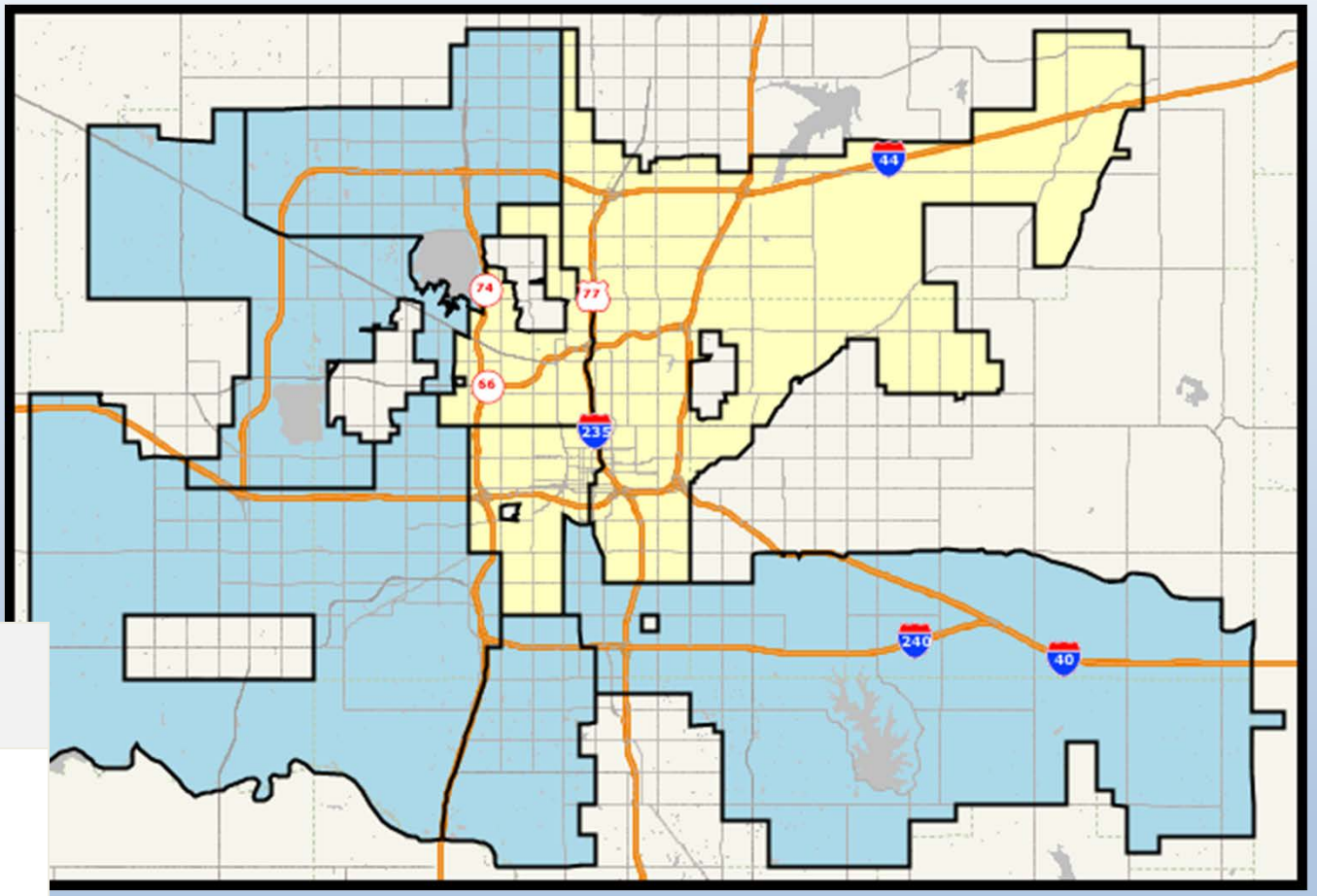
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-12. Level of Agreement with the Statement: Transit service is not offered near my home



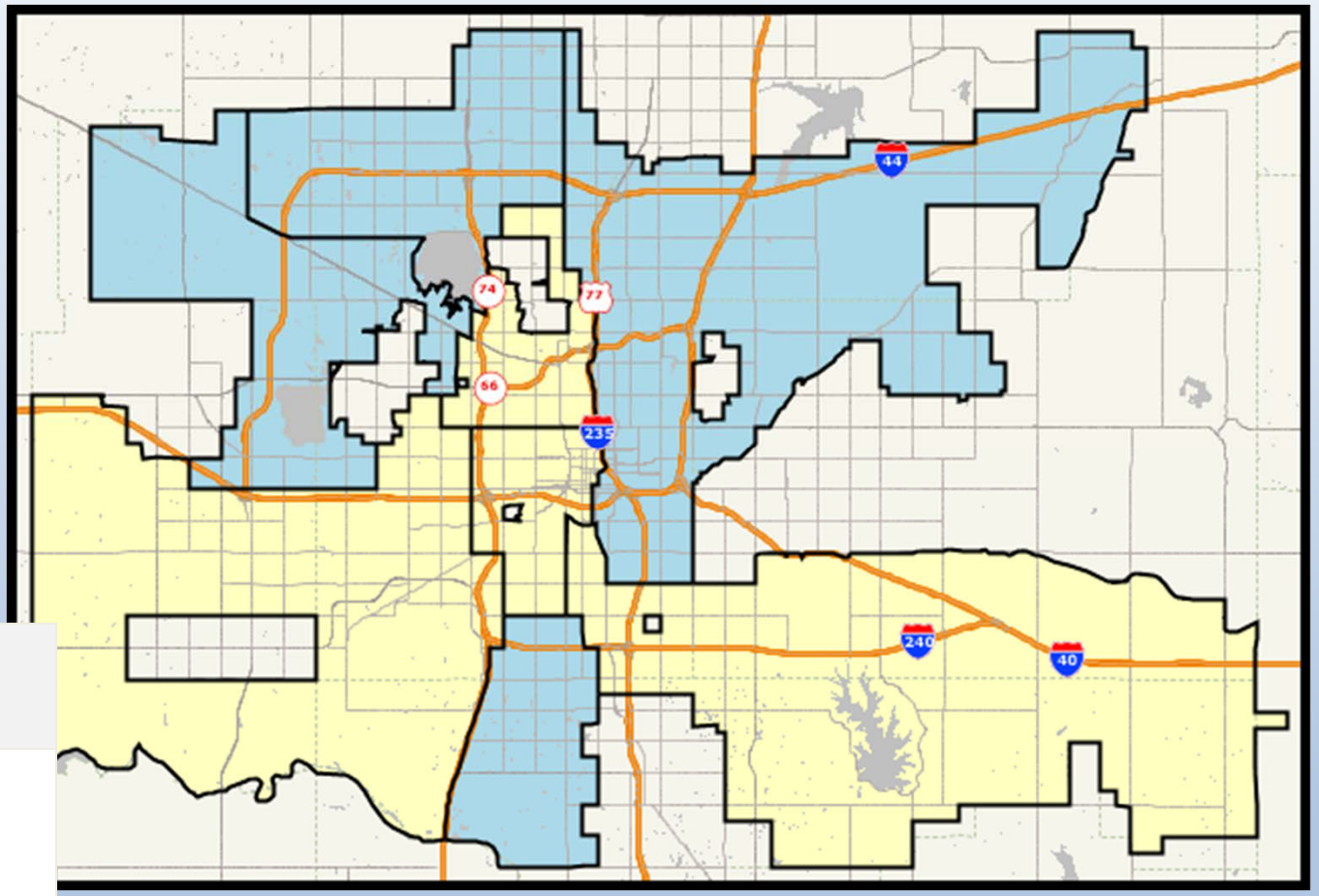
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-13. Level of Agreement with the Statement: Transit service is not offered when I need to use it



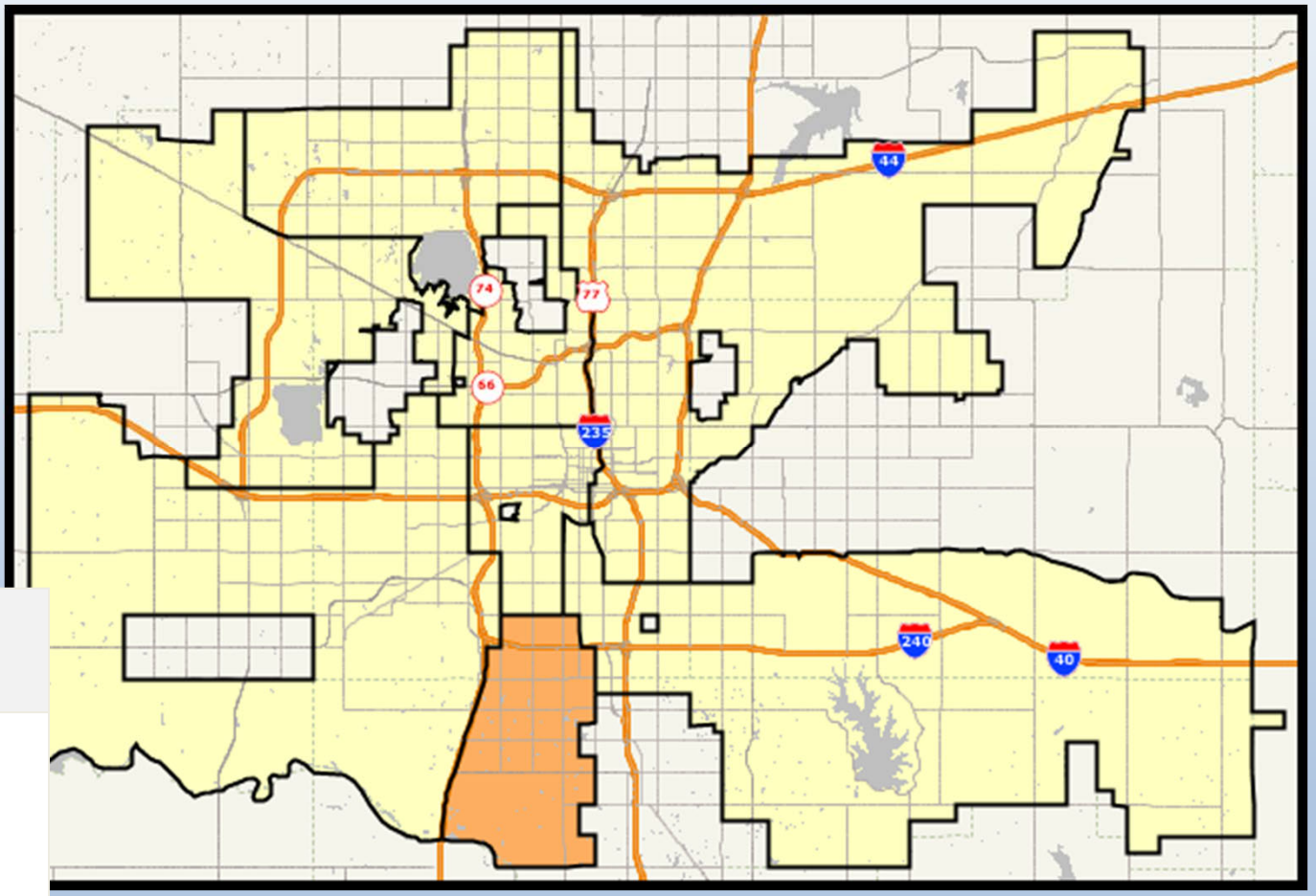
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-1. Likelihood of Using Public Transportation with: Better timed transfers between services



Likelihood

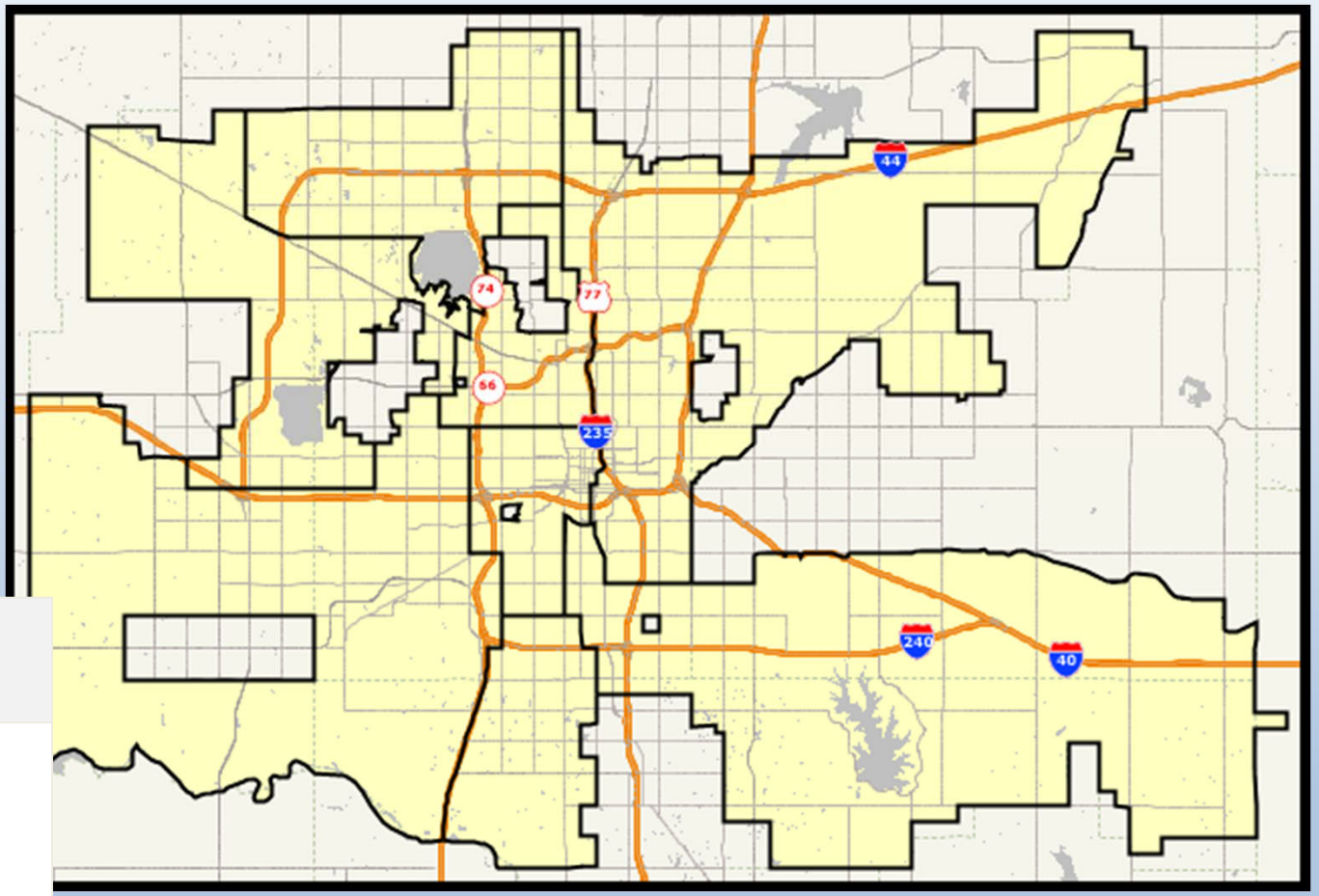
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-2. Likelihood of Using Public Transportation with: Buses are scheduled to arrive at stops more frequently



Likelihood

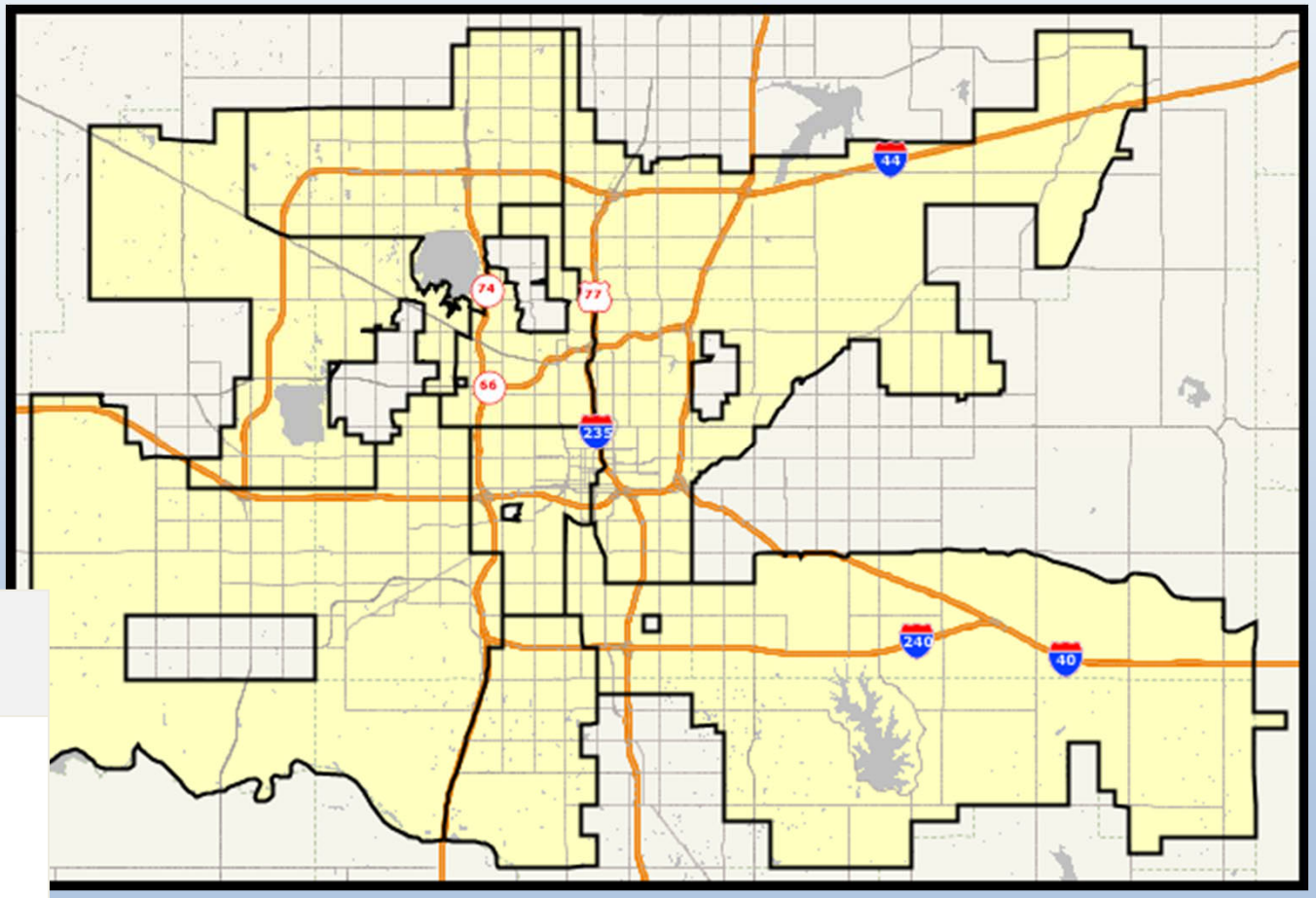
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-3. Likelihood of Using Public Transportation with: I would use public transit if I saw more people like me using it



Likelihood

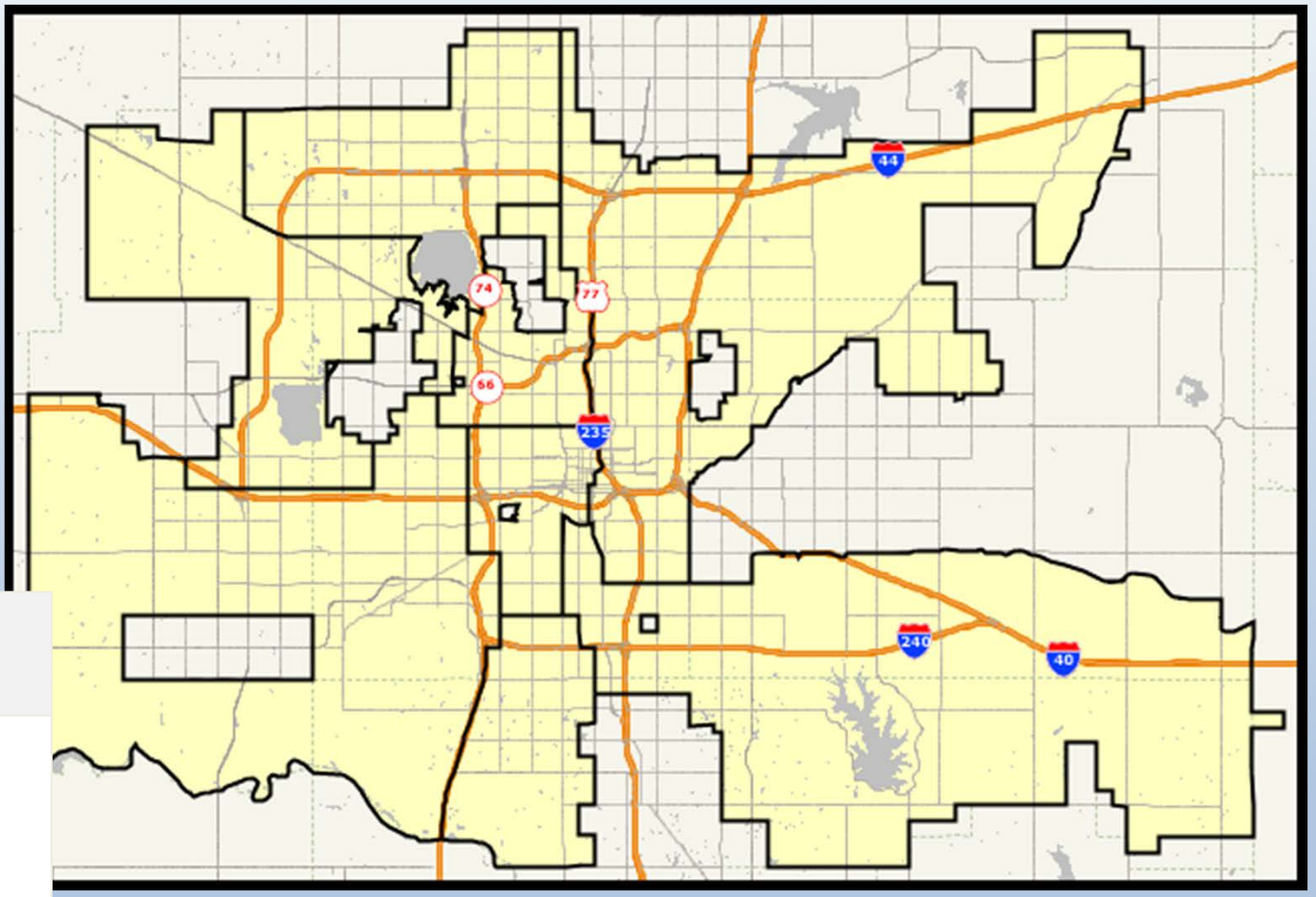
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-4. Likelihood of Using Public Transportation with: I would use public transit if I better understood how it worked



Likelihood

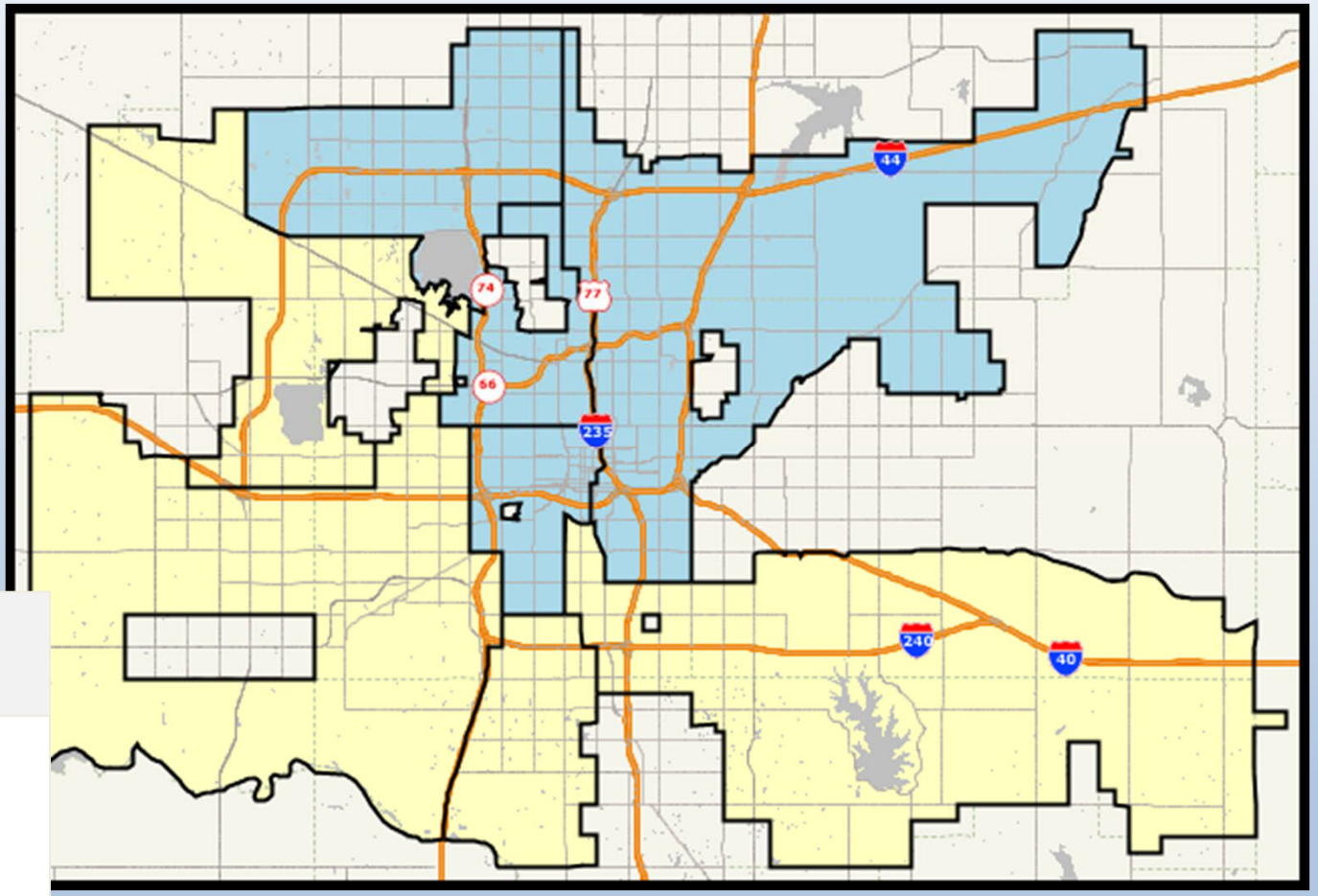
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-5. Likelihood of Using Public Transportation with: I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent



Likelihood

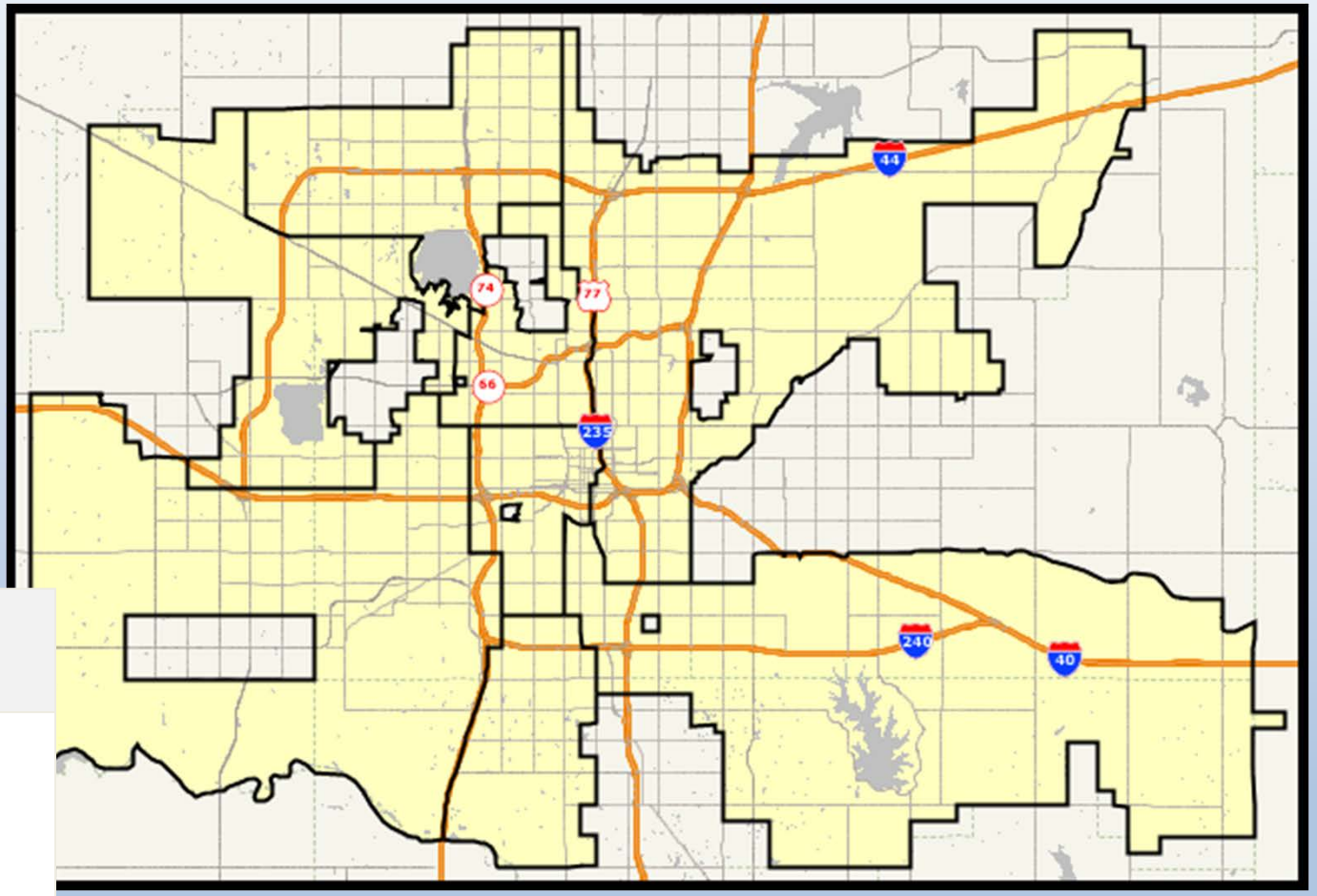
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-6. Likelihood of Using Public Transportation with: I would use public transit if there were options other than the bus



Likelihood

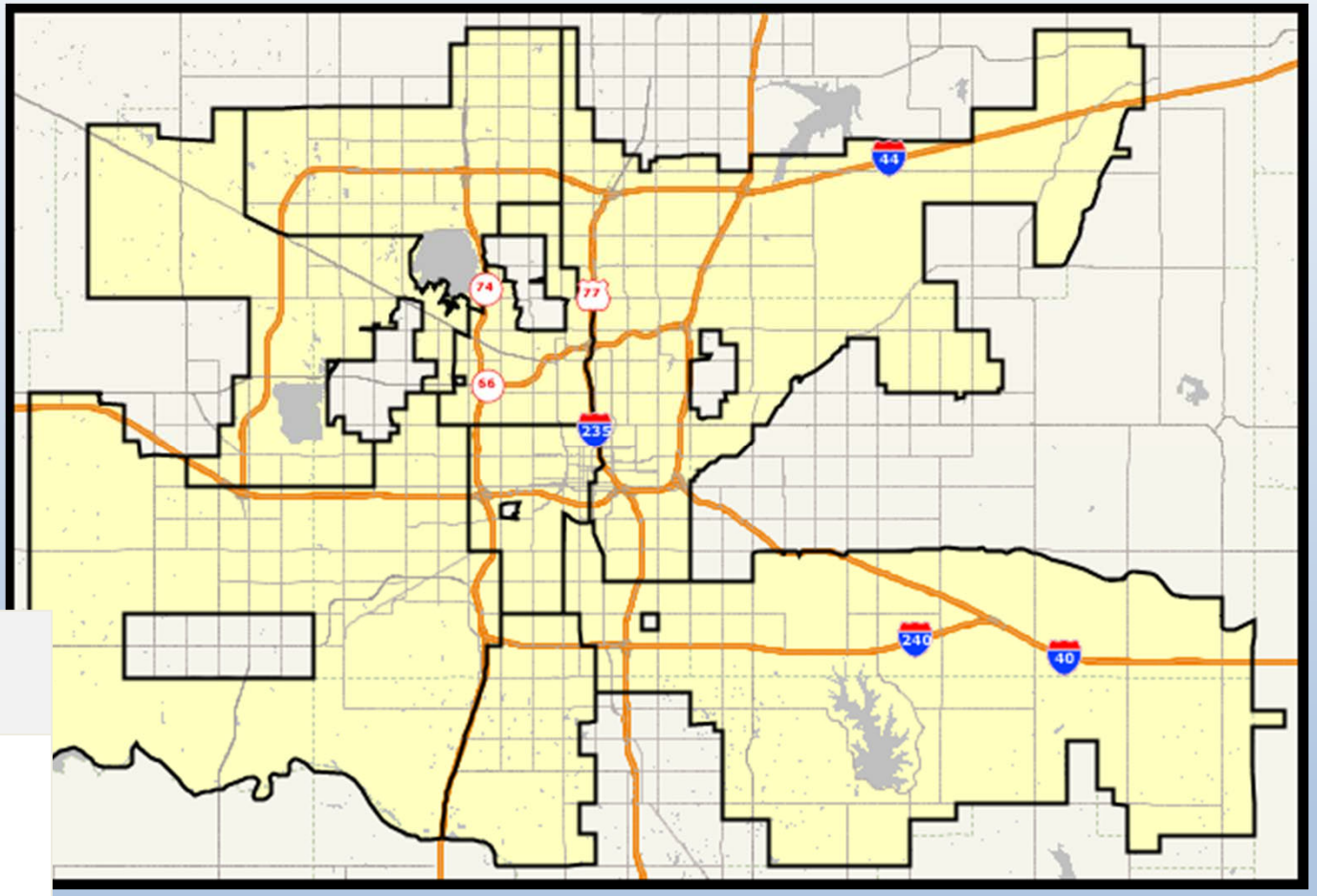
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-7. Likelihood of Using Public Transportation with: If EMBARK provided faster service



Likelihood

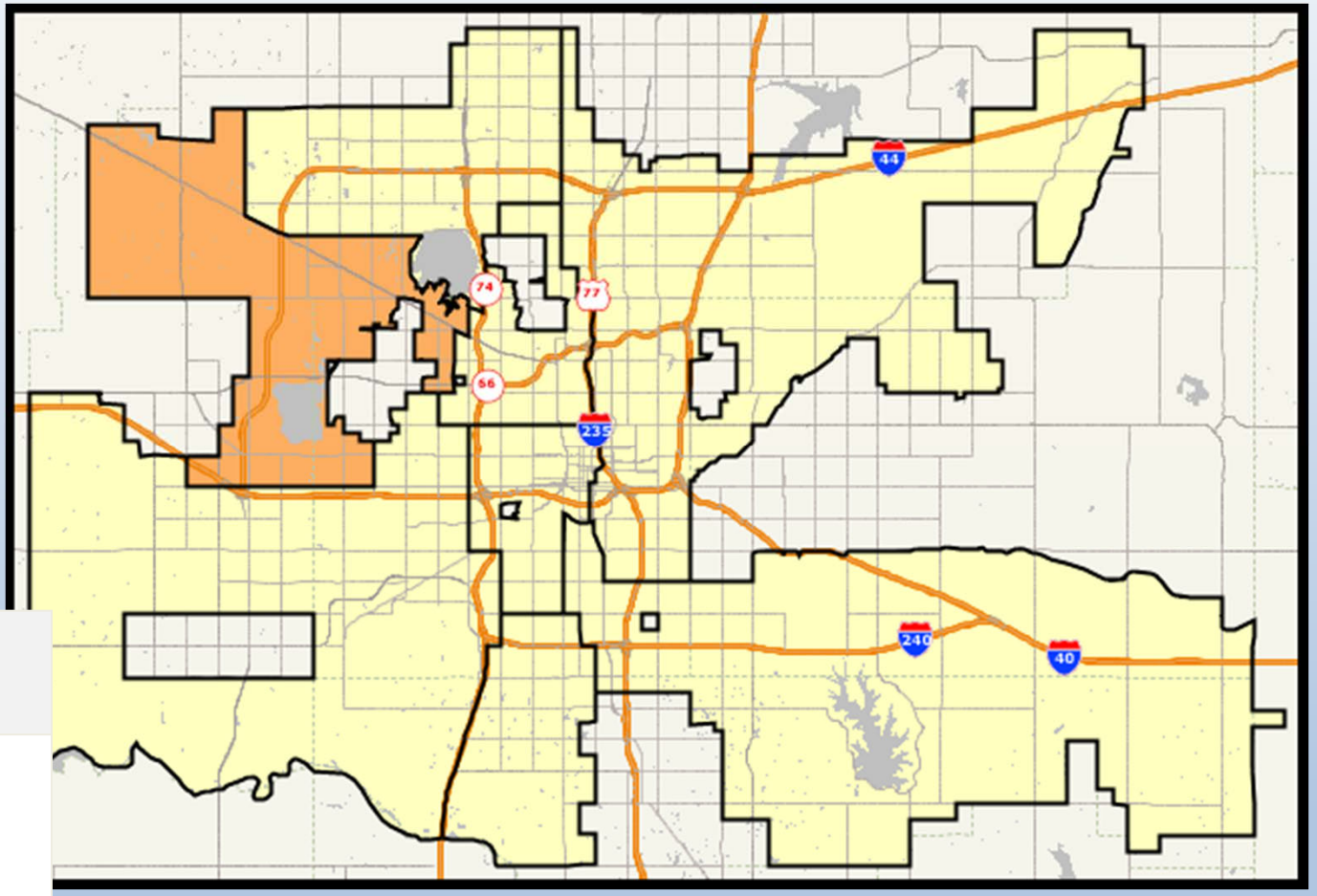
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-8. Likelihood of Using Public Transportation with: If it cost less to ride transit



Likelihood

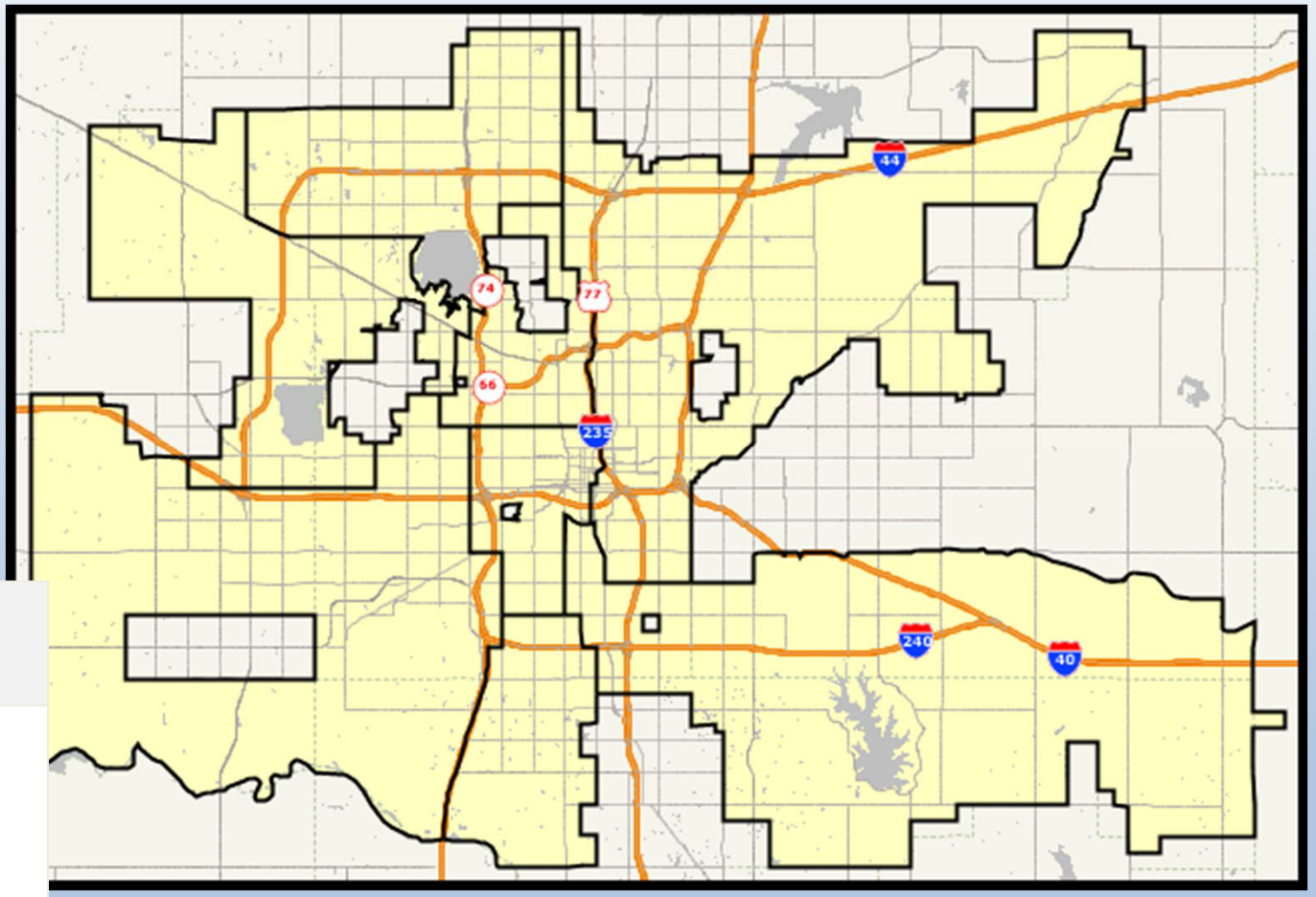
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-9. Likelihood of Using Public Transportation with:
If shelters were located at bus stops where you would board/alight



Likelihood

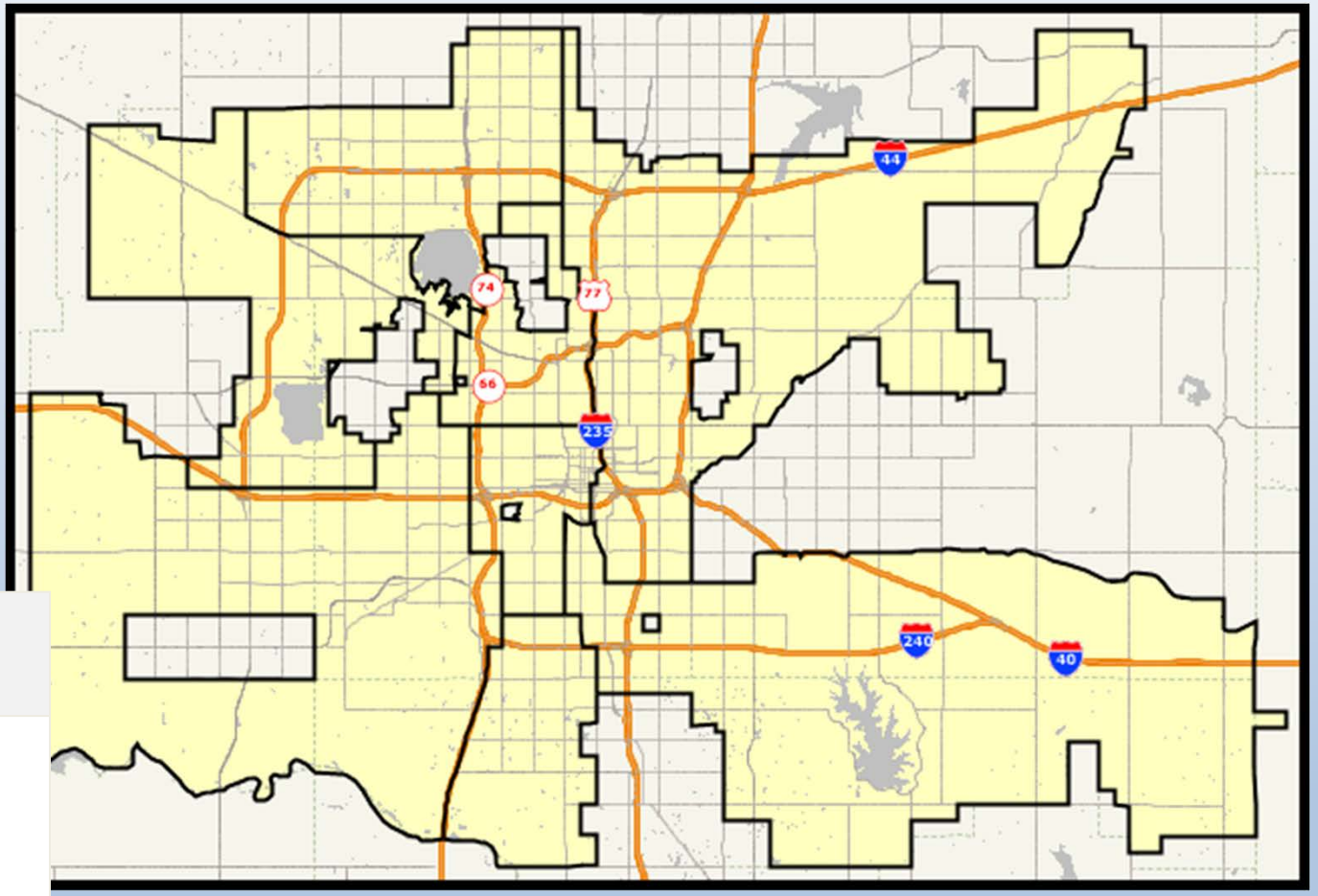
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-10. Likelihood of Using Public Transportation with: Service were offered earlier or later on existing routes



Likelihood

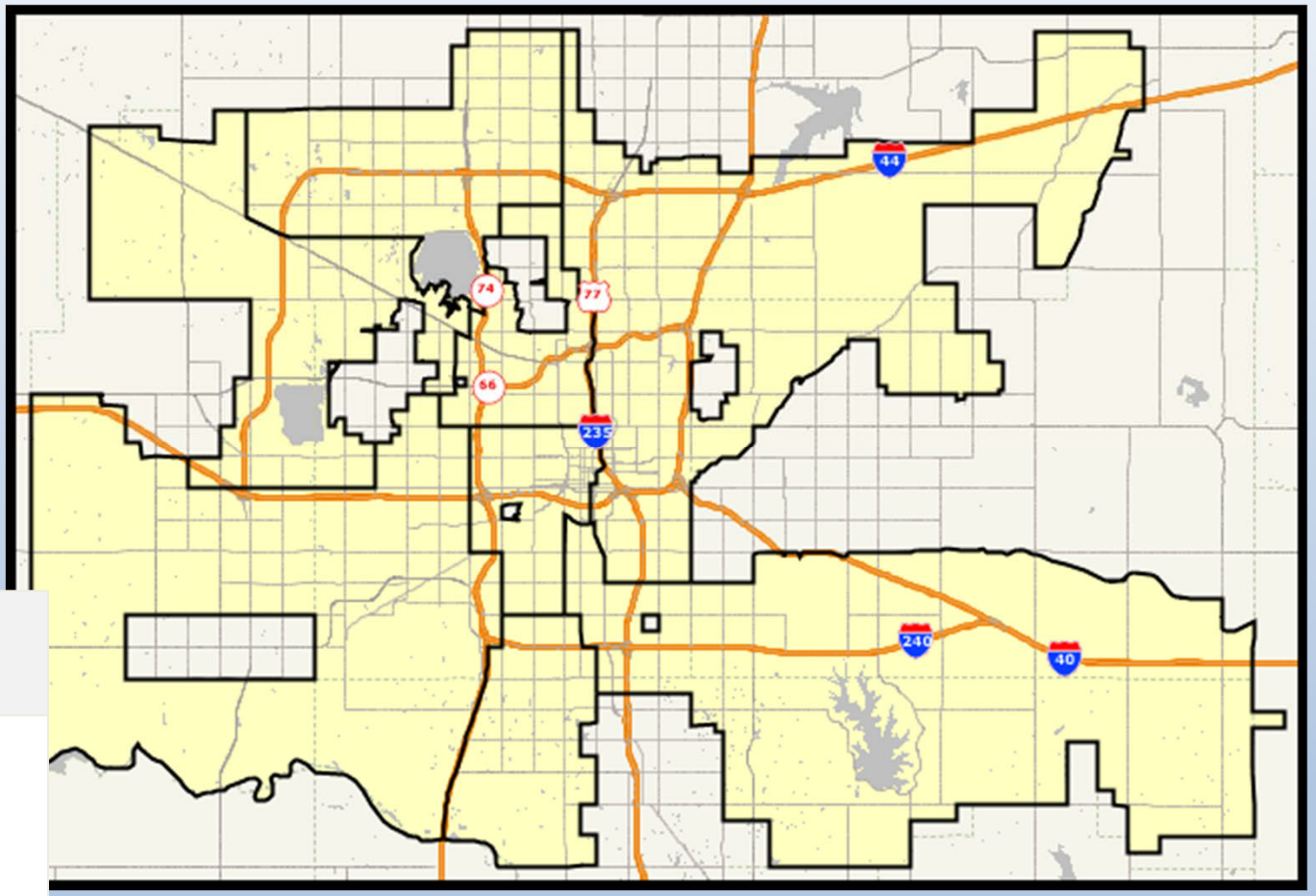
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-11. Likelihood of Using Public Transportation with: The cost of parking increases at the place you work or at places you visit frequently



Likelihood

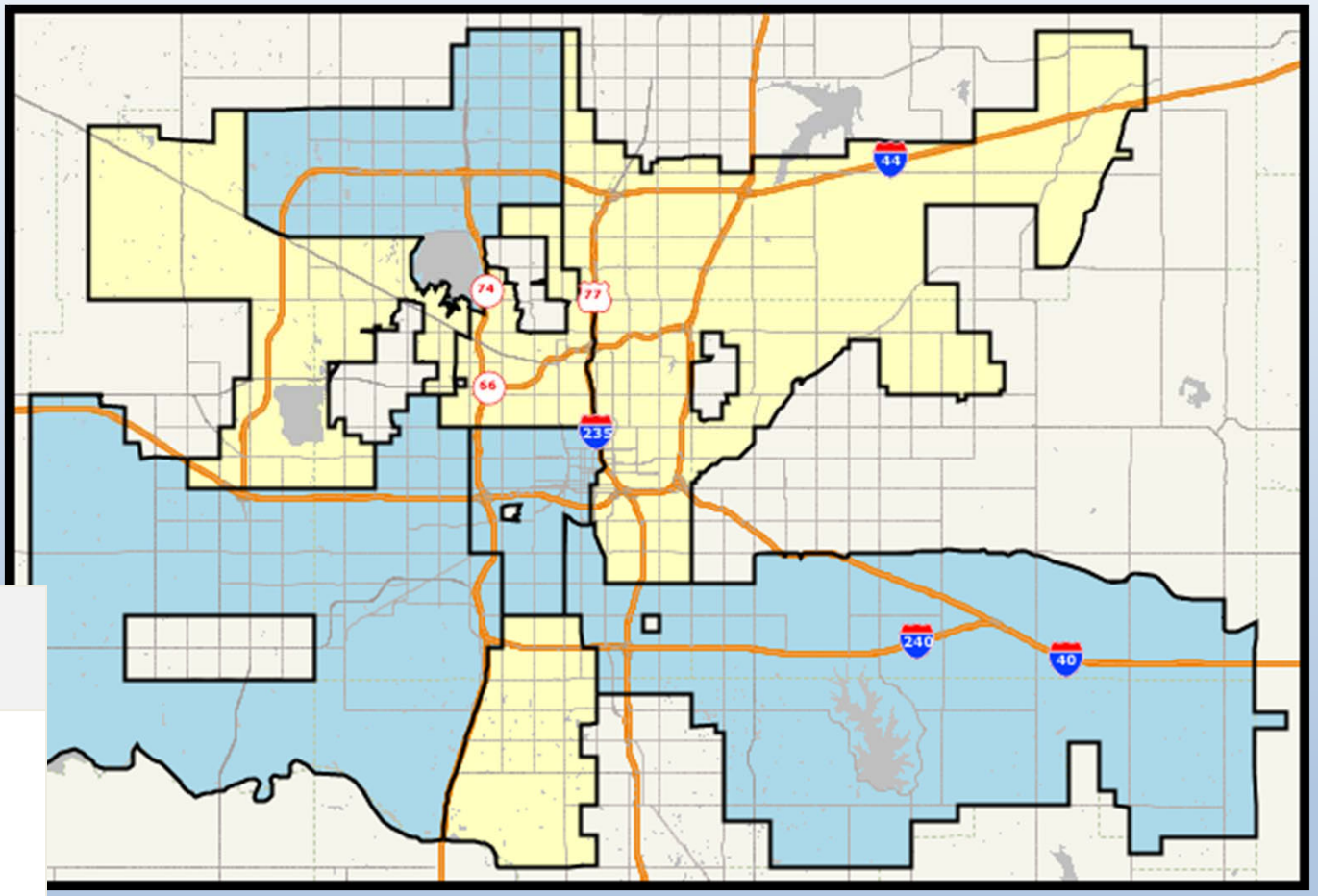
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-12. Likelihood of Using Public Transportation with:
Transit stops are located closer to the place you work or visit frequently



Likelihood

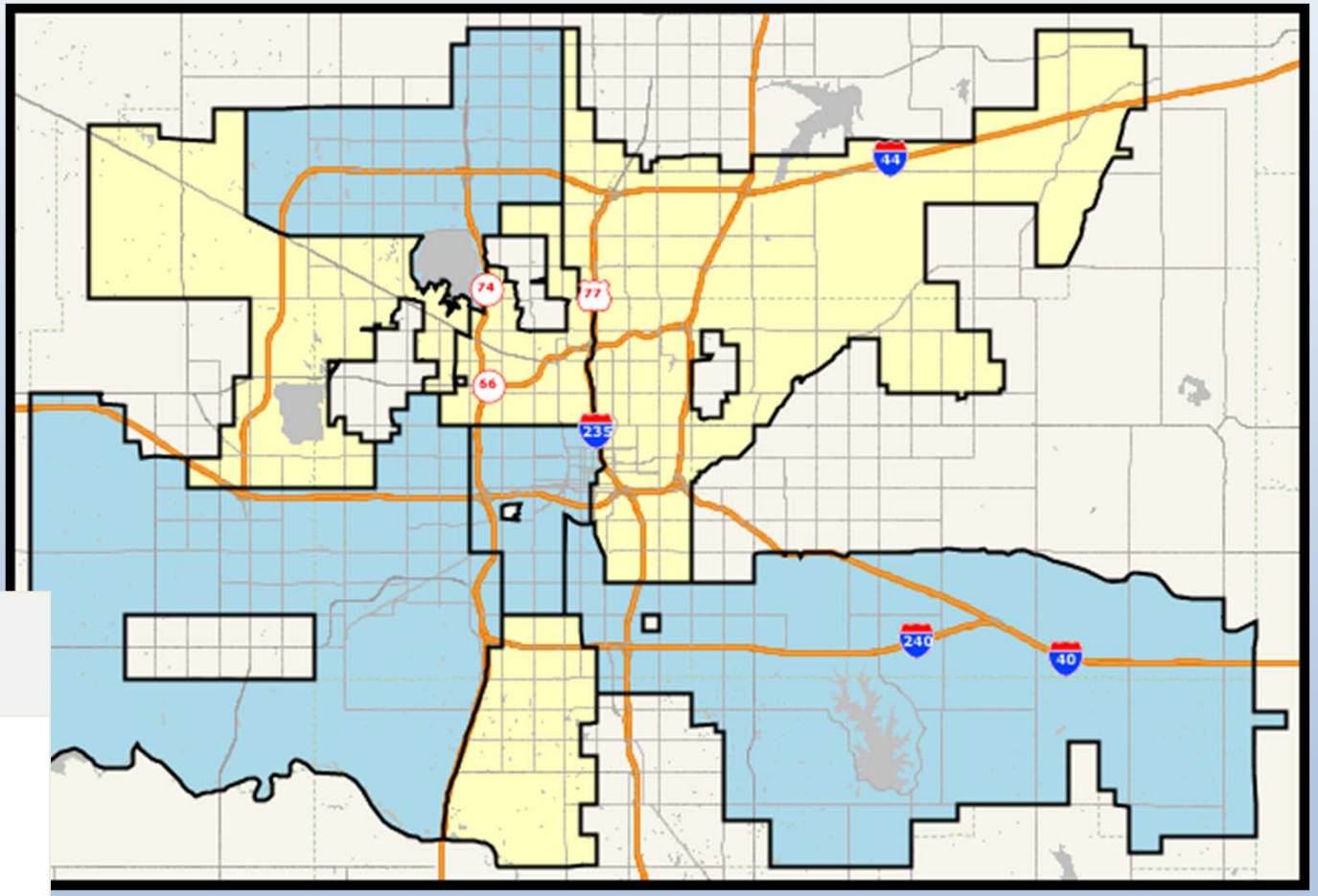
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-13. Likelihood of Using Public Transportation with: Transit stops are located closer to your home



Likelihood

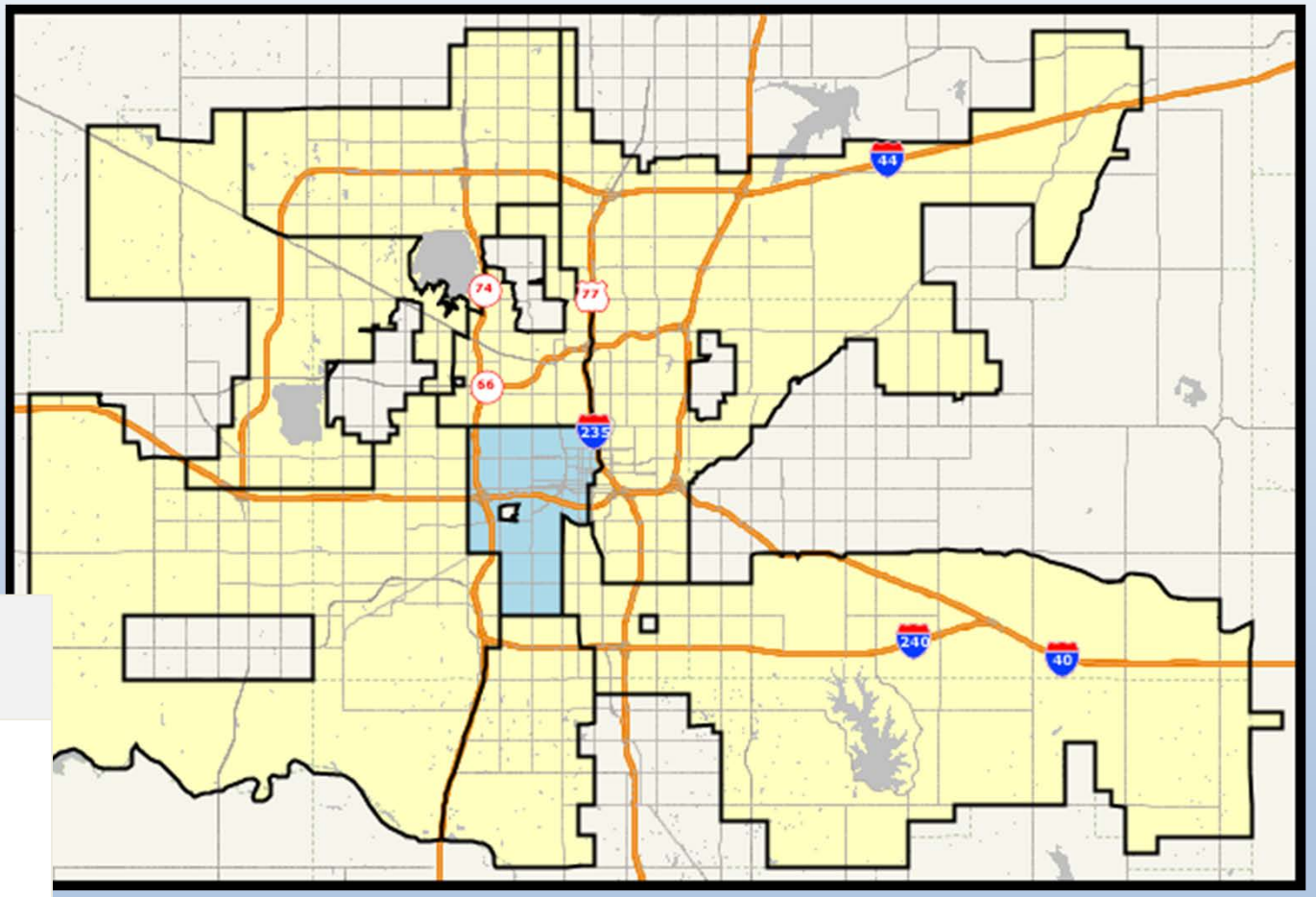
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-14. Likelihood of Using Public Transportation with: Your employer provided incentives to use public transportation services



Likelihood

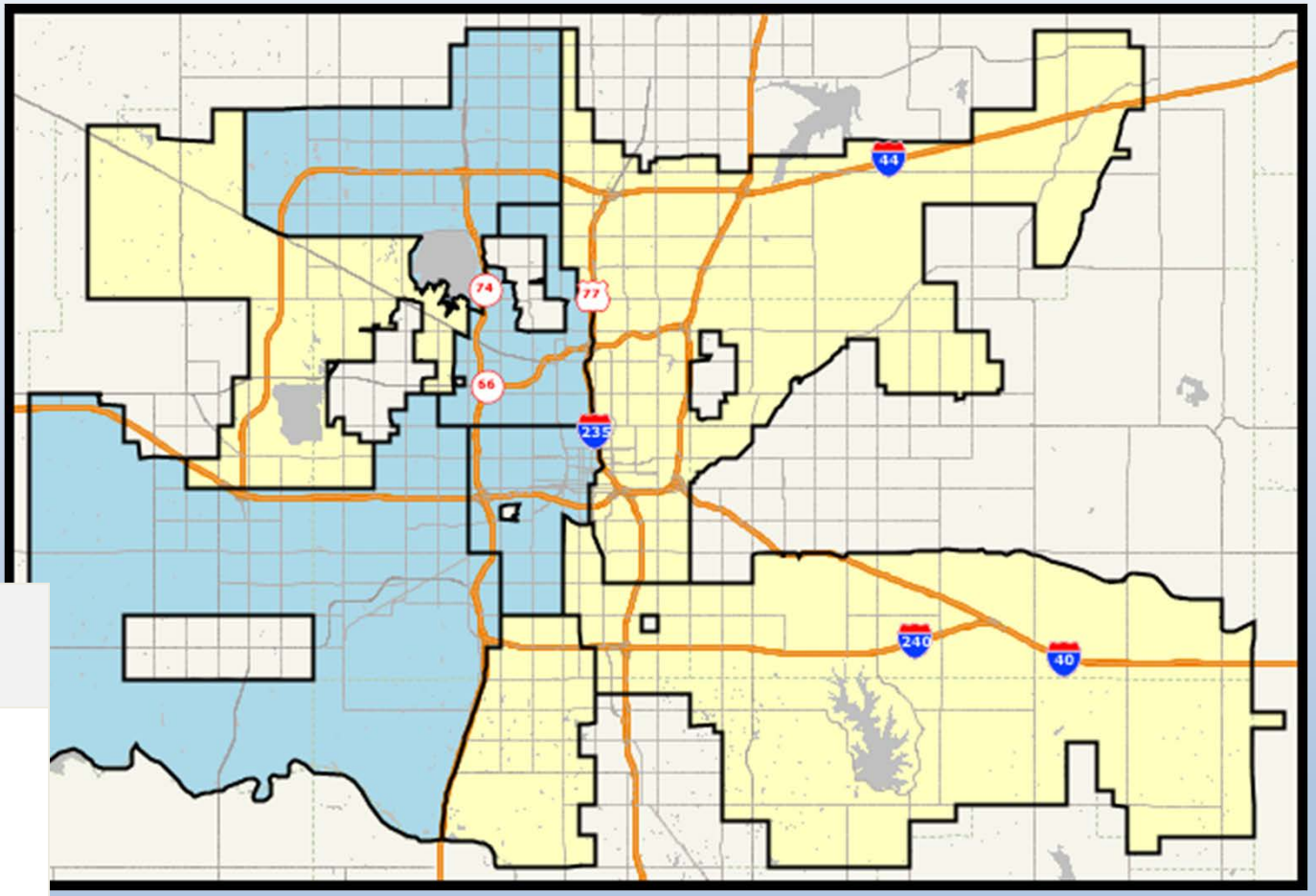
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q17-1. Likelihood of Using Transportation With: High speed, rapid bus service that has priority at traffic lights and makes minimal stops



Likelihood

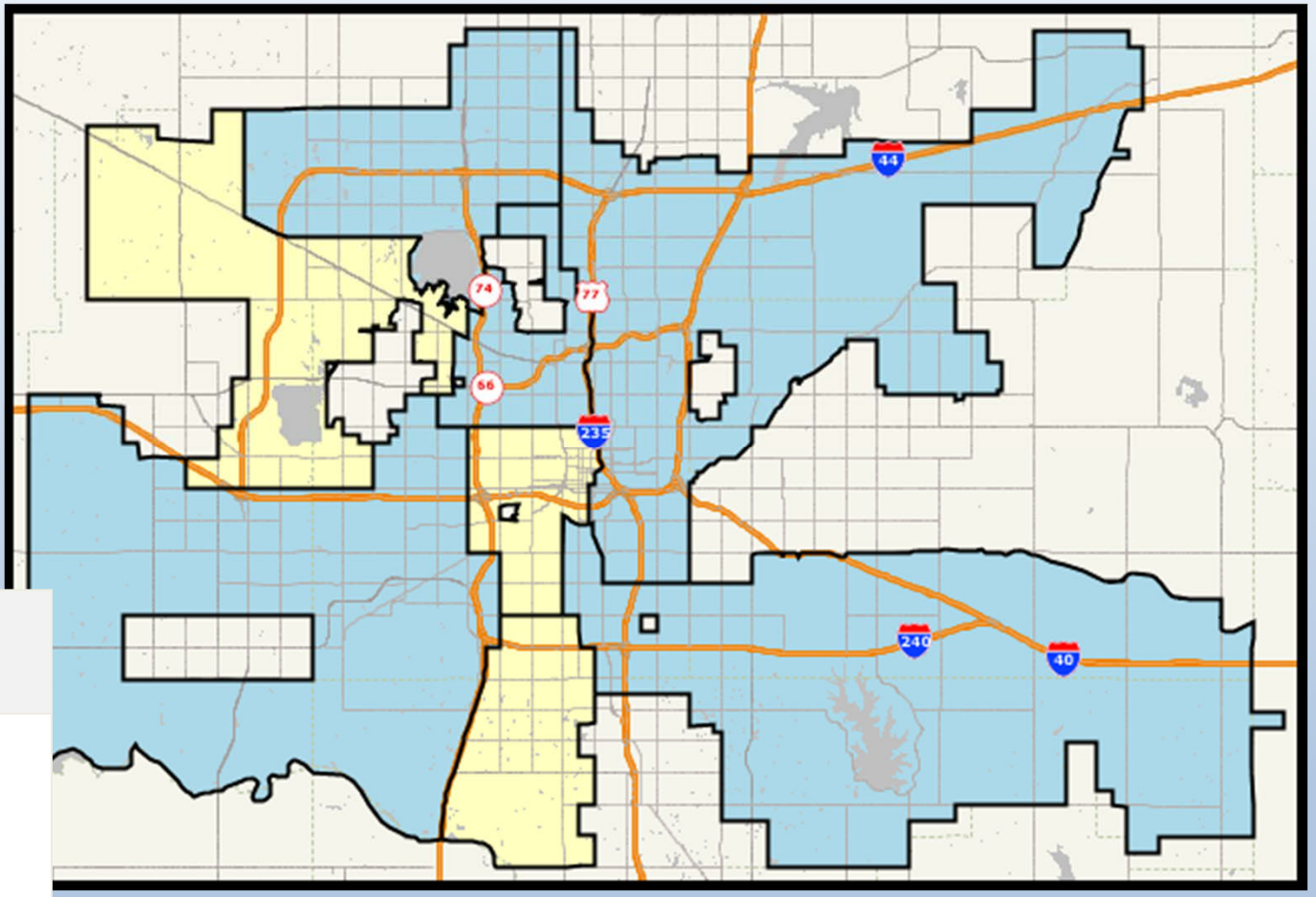
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q17-2. Likelihood of Using Transportation With: On-demand bus technology that operates in a similar manner to Uber and Lyft



Likelihood

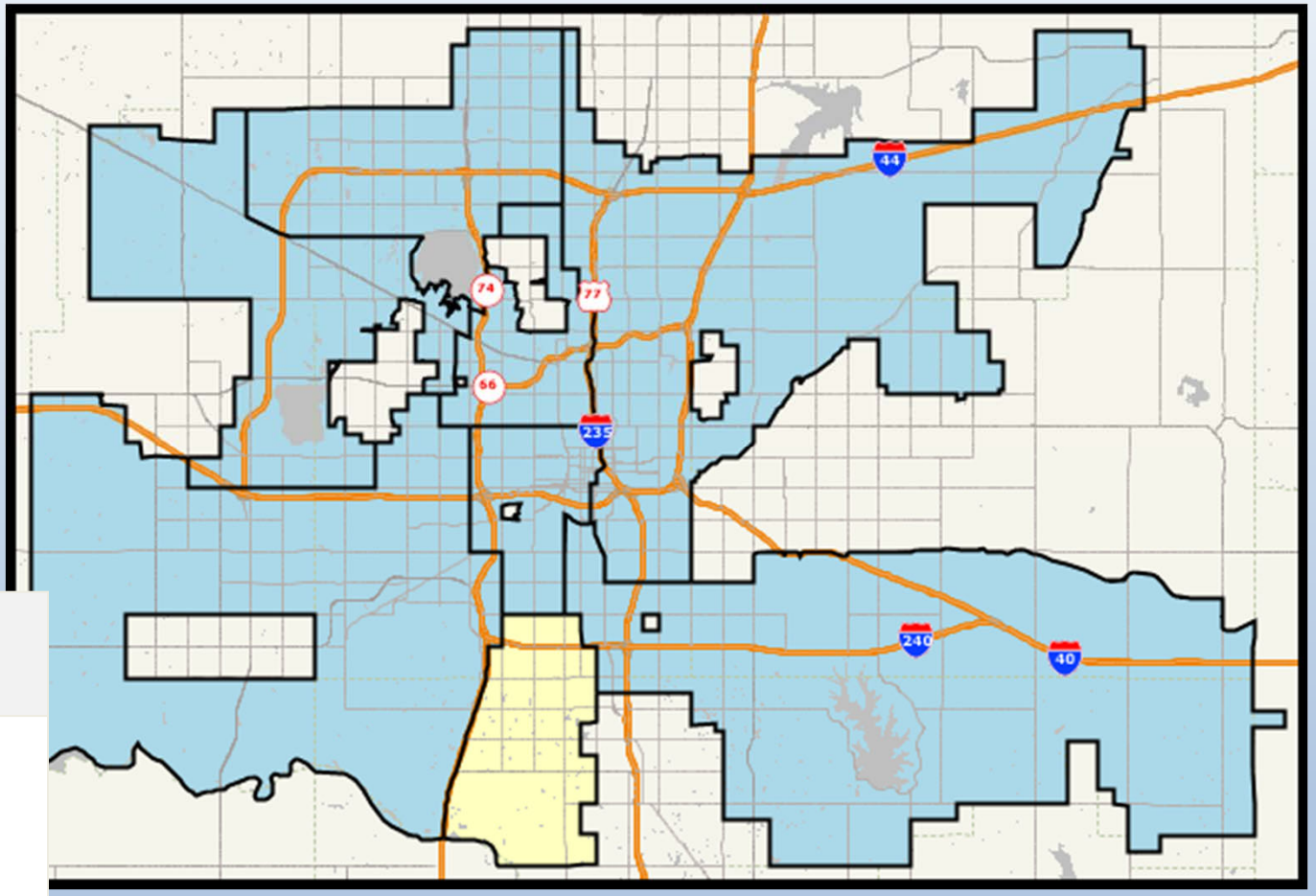
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q17-3. Likelihood of Using Transportation With: Door-to-door shuttle service for seniors or persons with disabilities



Likelihood

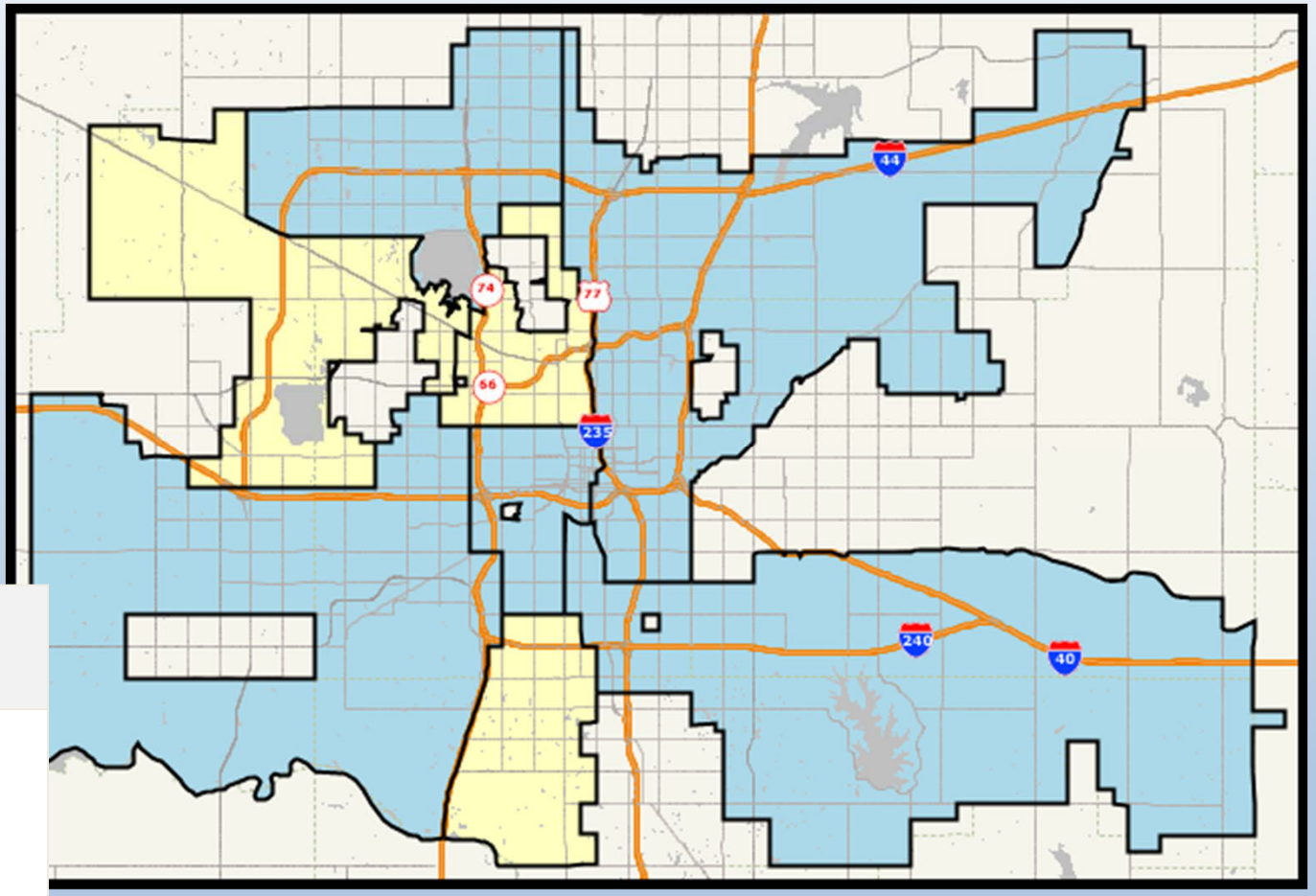
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q17-4. Likelihood of Using Transportation With: Park and ride services where you park your car and then take an express bus (with limited stops) to your destination



Likelihood

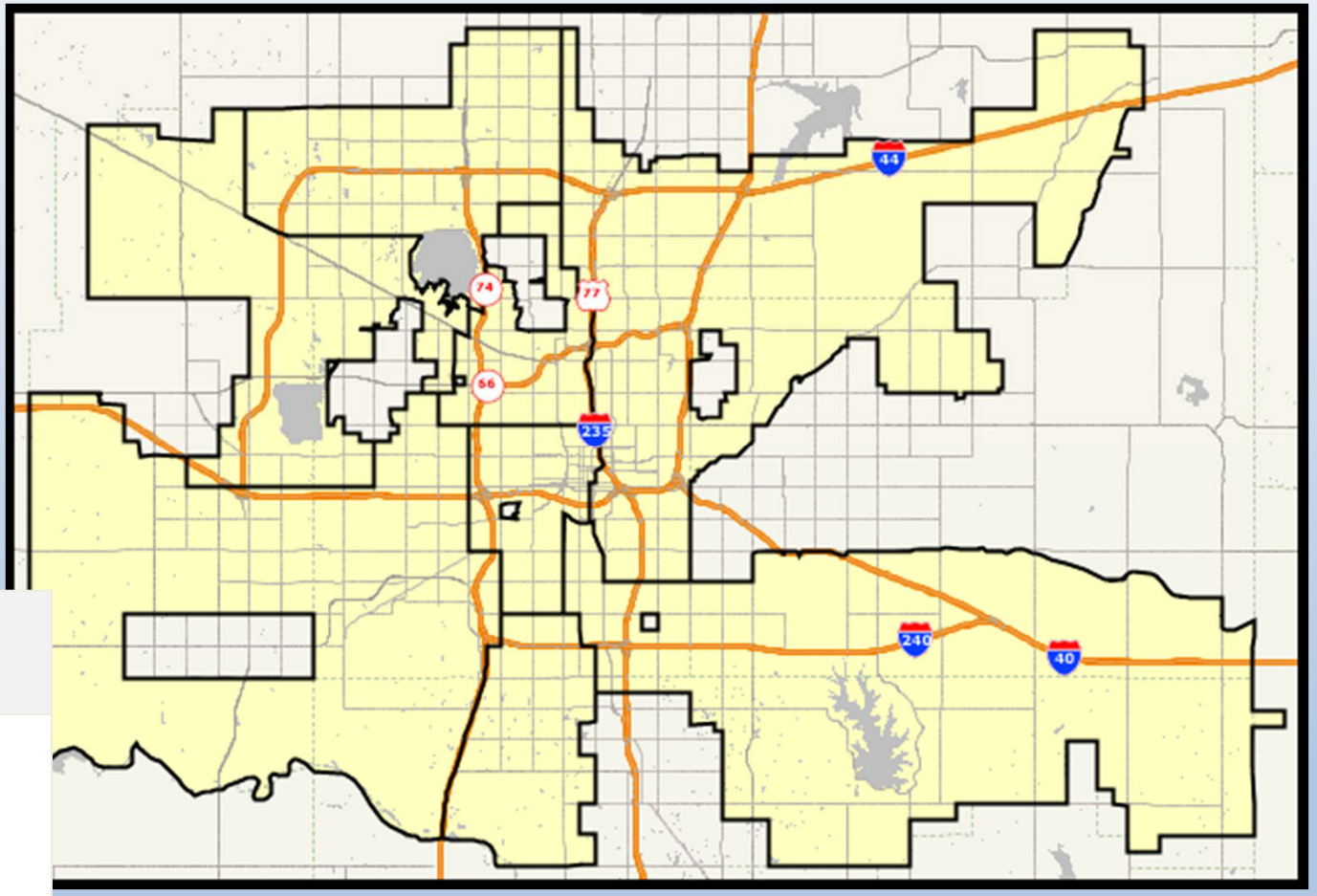
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q17-5. Likelihood of Using Transportation With: Bus service that operates on fixed routes in the area where you live



Likelihood

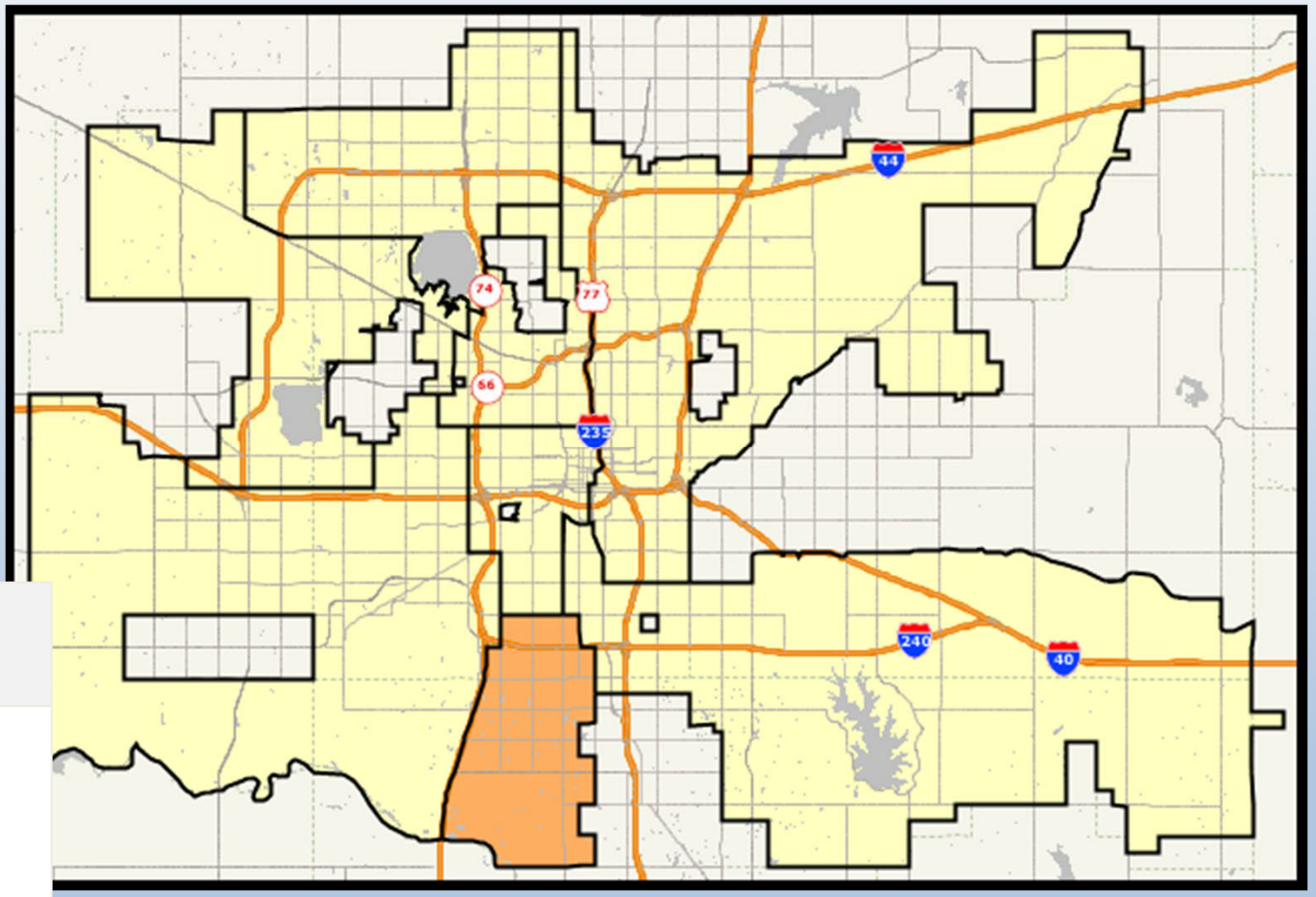
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q17-6. Likelihood of Using Transportation With: Van pool service, which would involve having people who work at the same place share a van provided by their employer



Likelihood

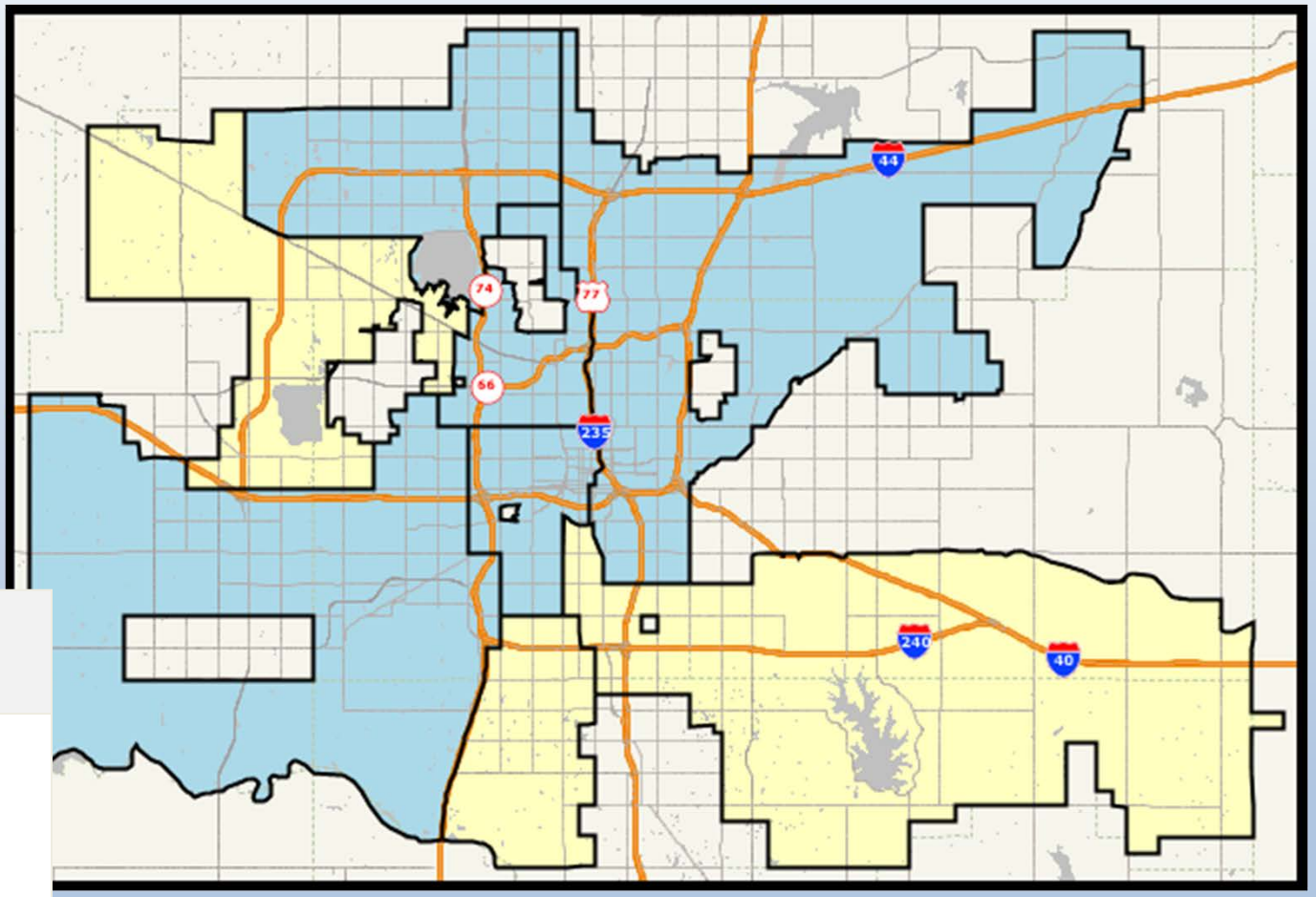
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q17-7. Likelihood of Using Transportation With: Light Rail Train Service/Commuter rail



Likelihood

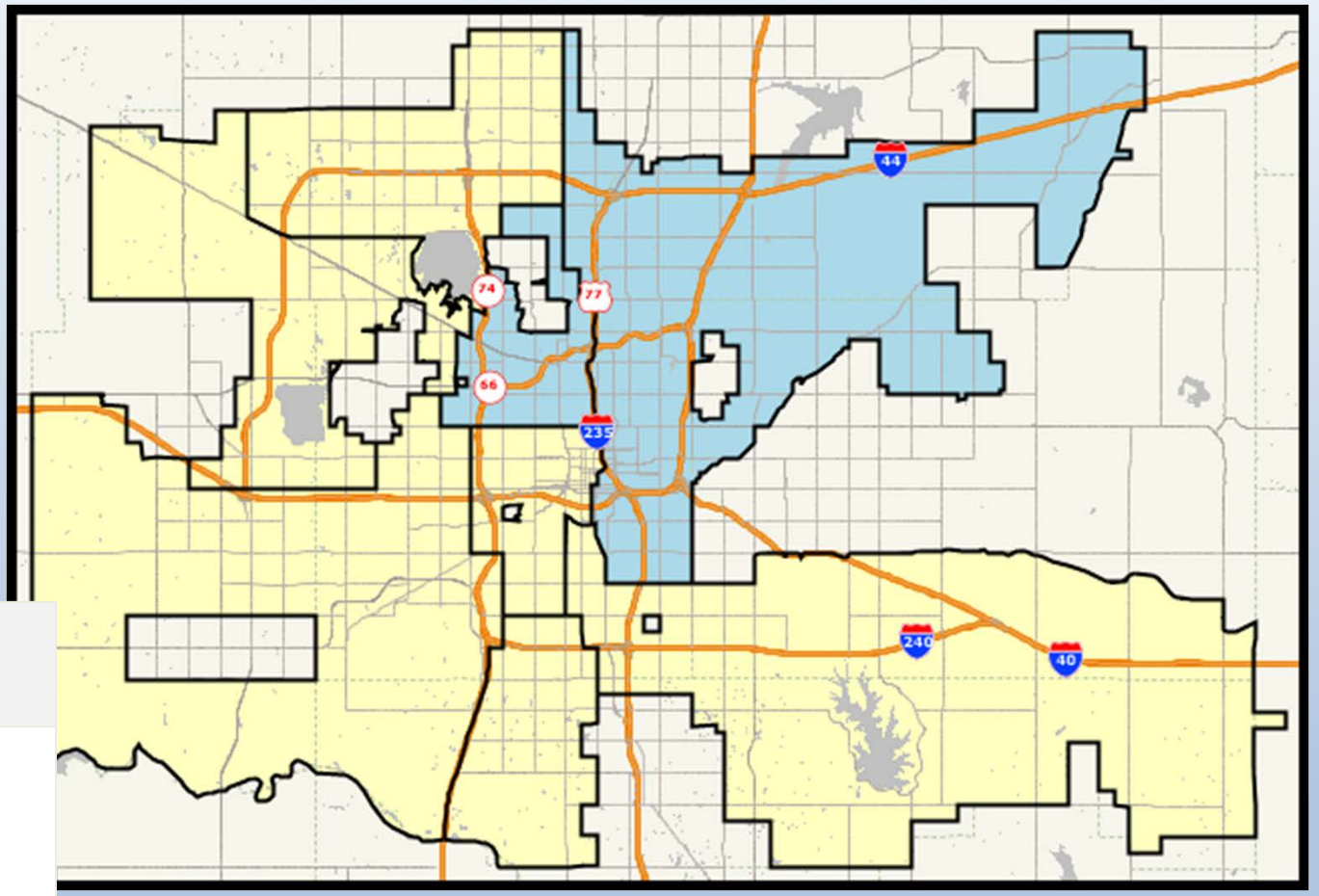
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-1. Level of Importance: Building light rail



Importance

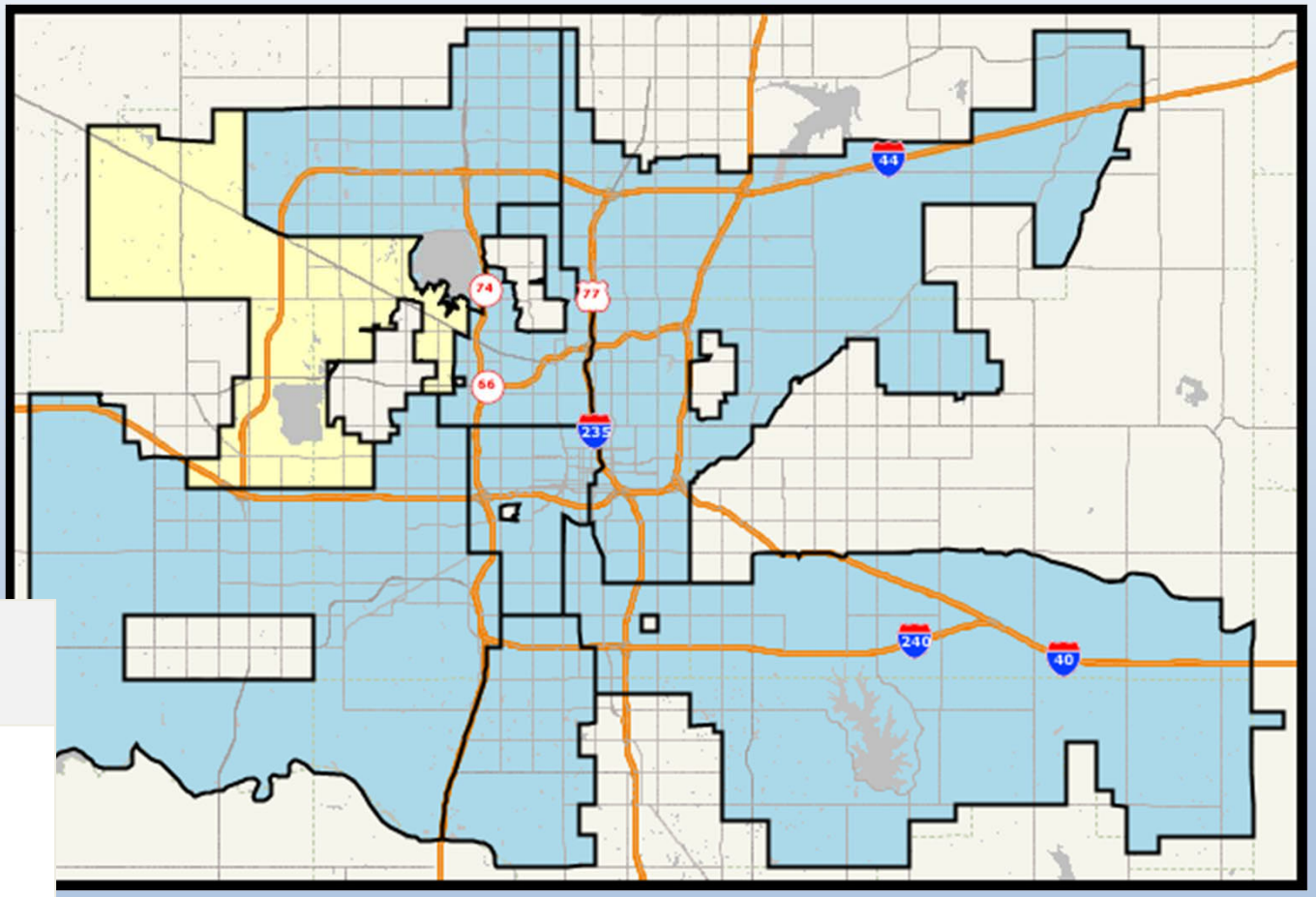
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-2. Level of Importance: Building new roads



Importance

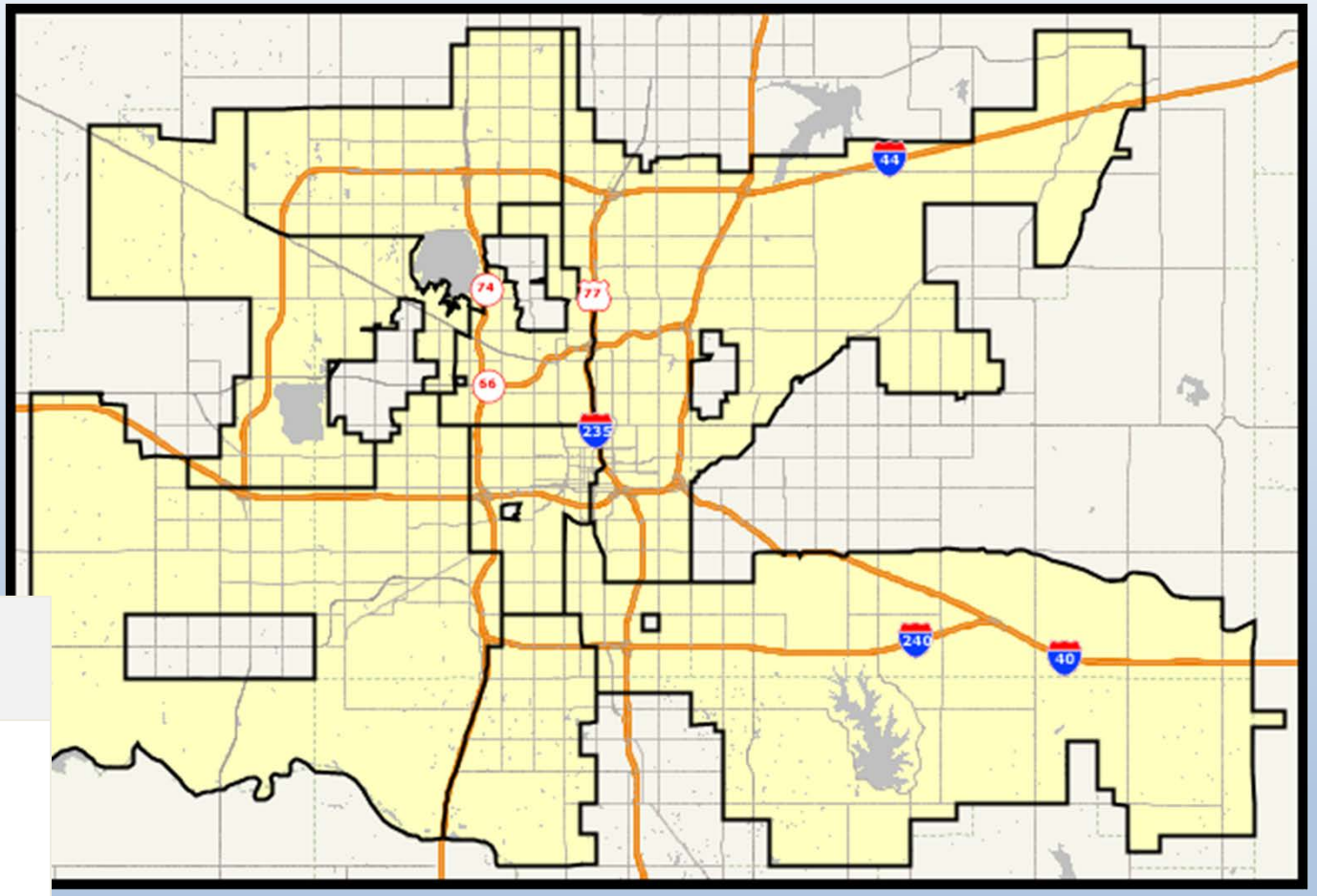
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-3. Level of Importance: Expanding the streetcar



Importance

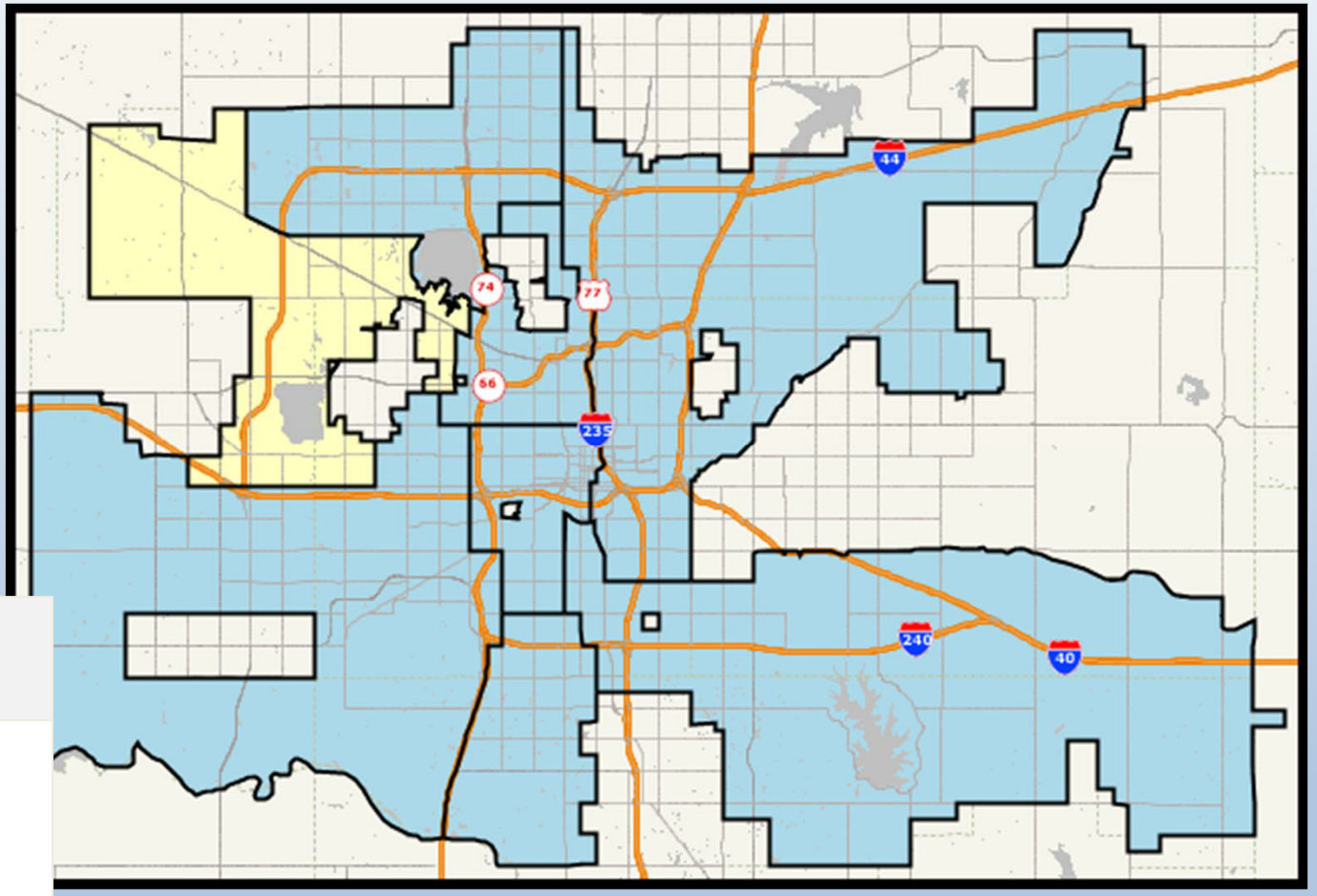
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-4. Level of Importance: Improving public transit



Importance

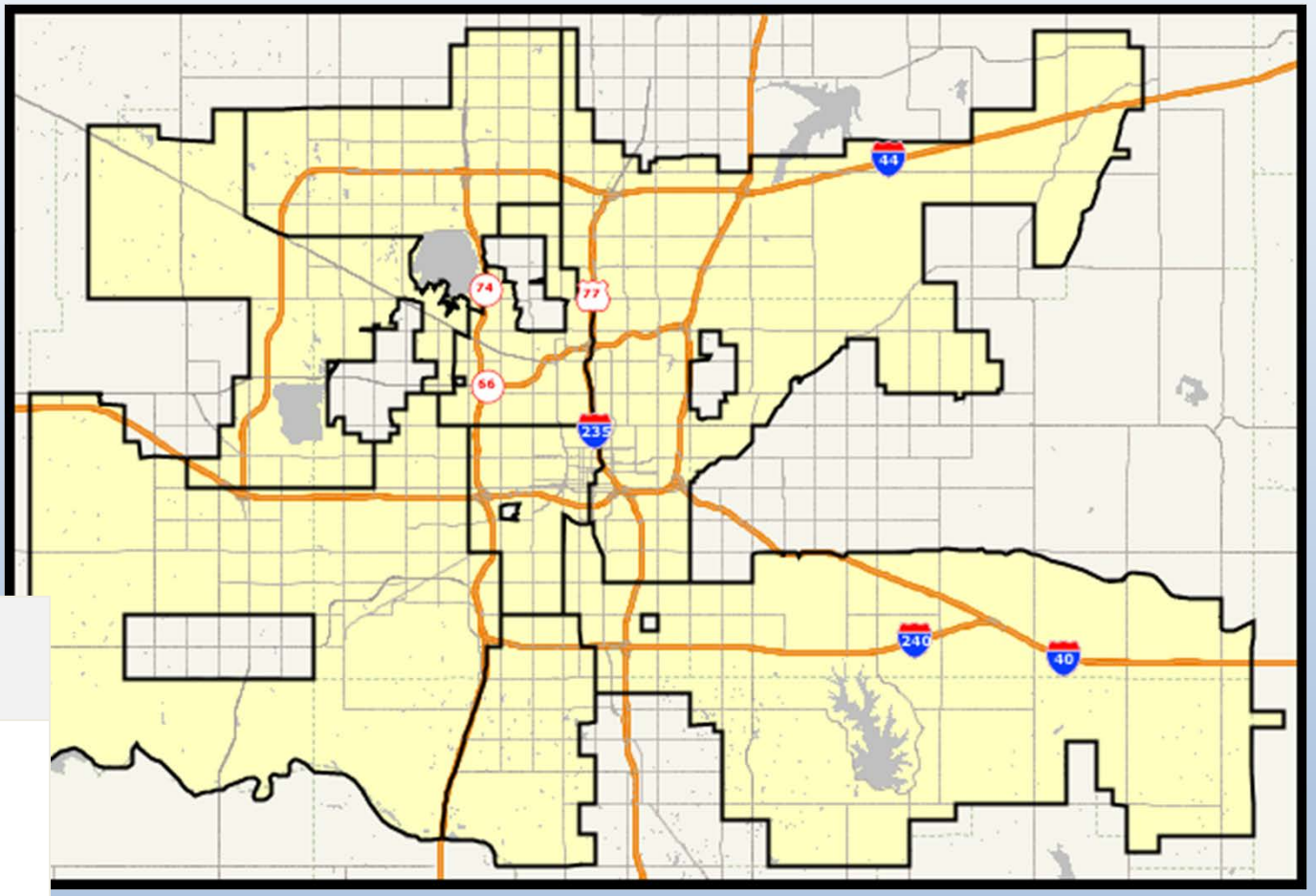
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-5. Level of Importance: Improving the bicycle network



Importance

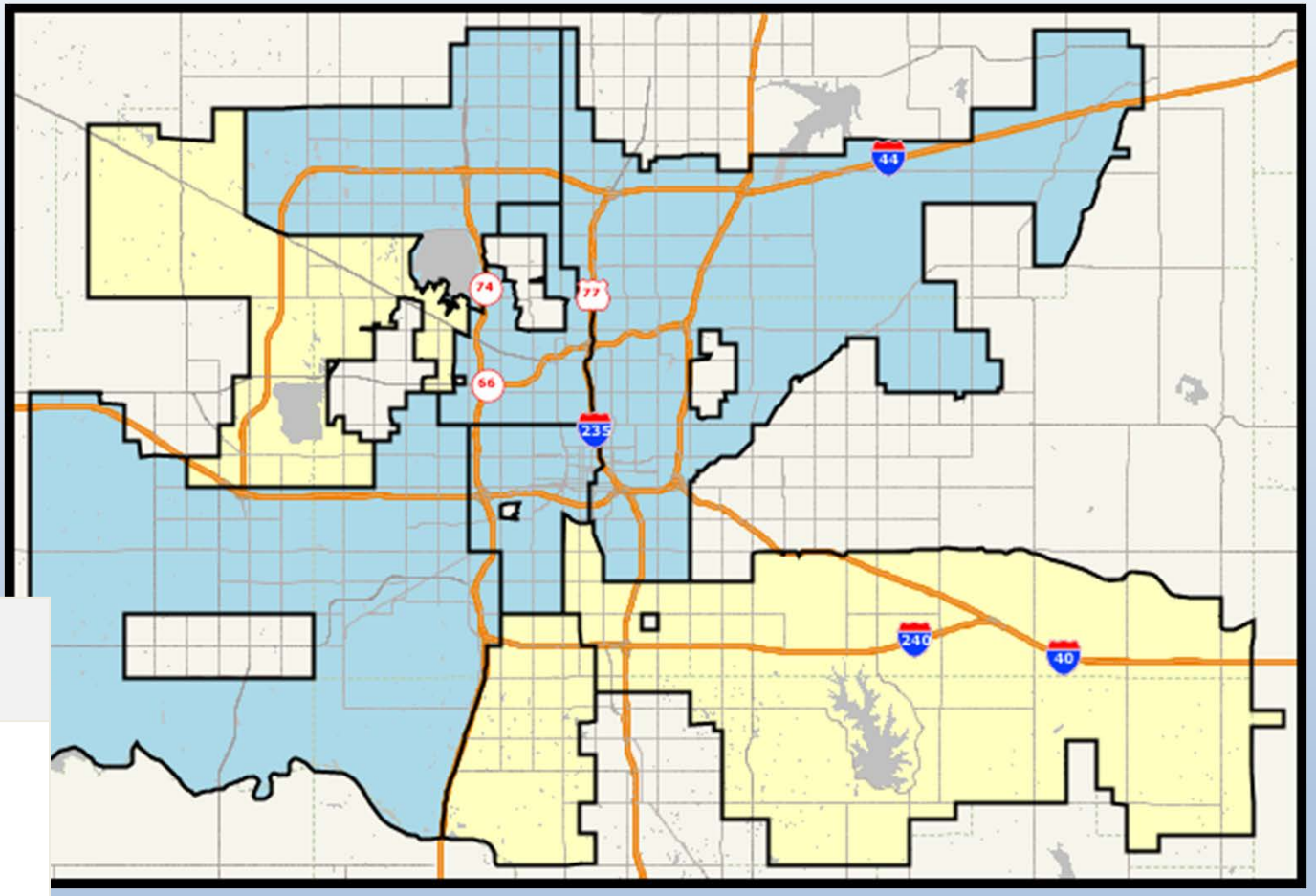
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-6. Level of Importance: Improving the bus network



Importance

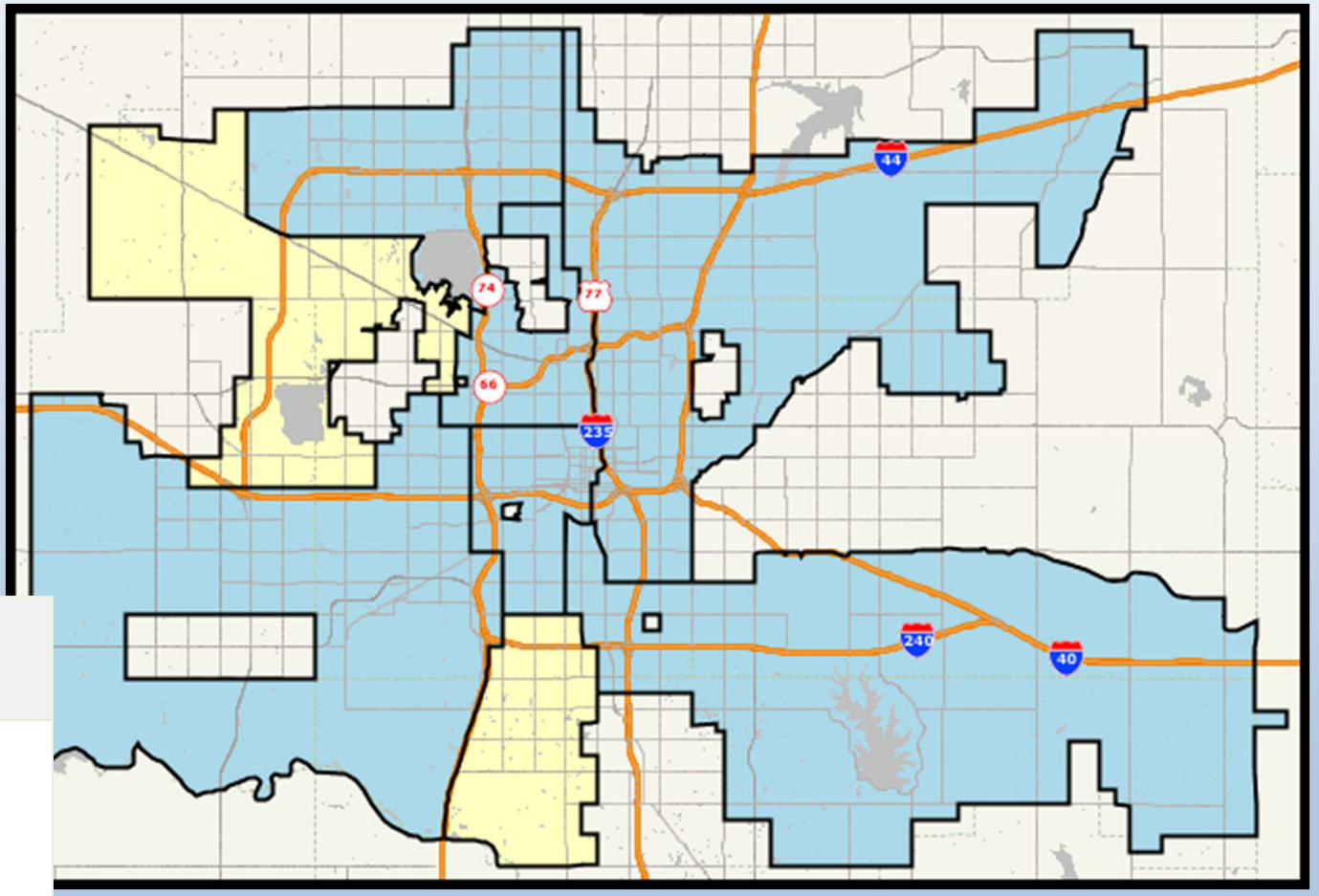
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-7. Level of Importance: Improving the sidewalk network



Importance

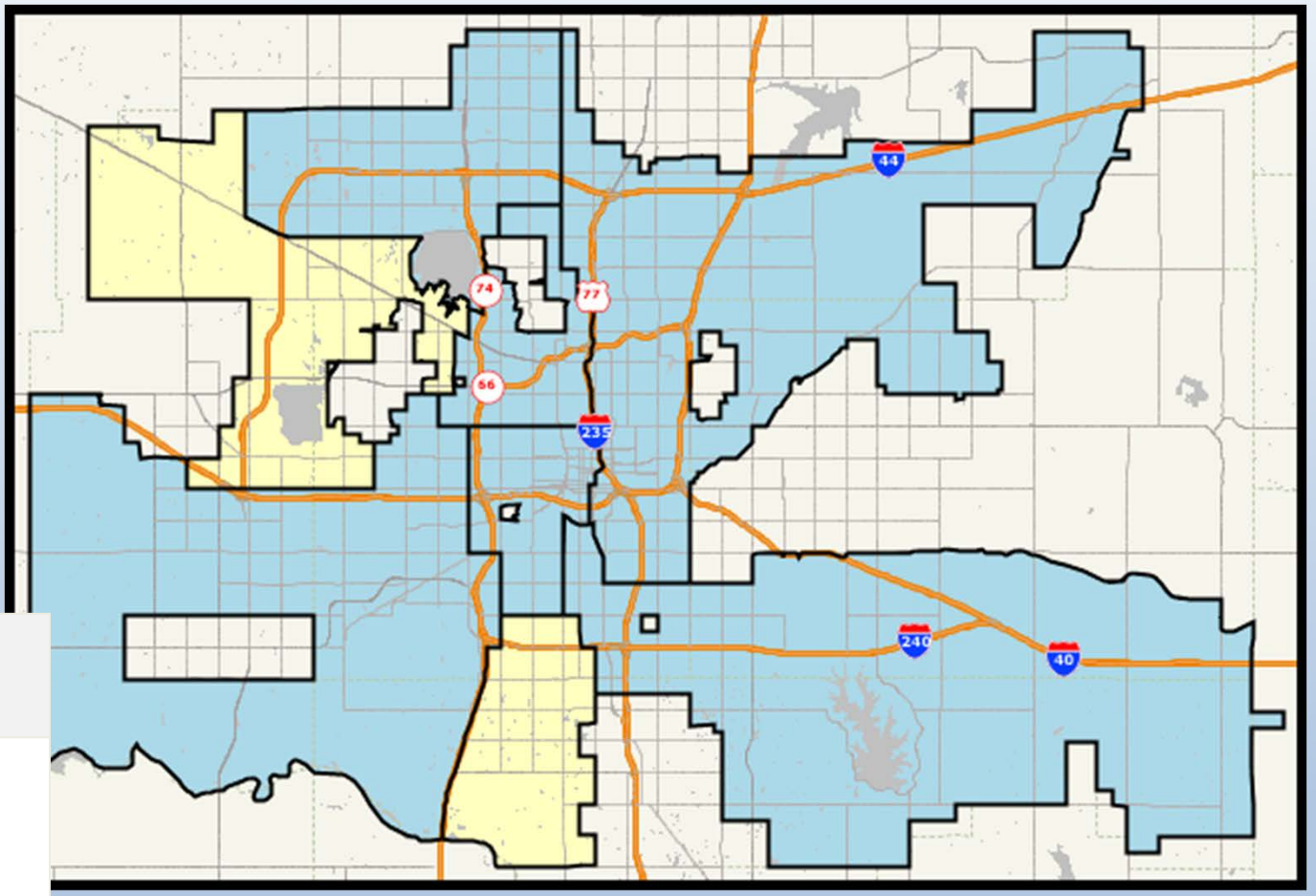
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-8. Level of Importance: Providing rapid transit bus



Importance

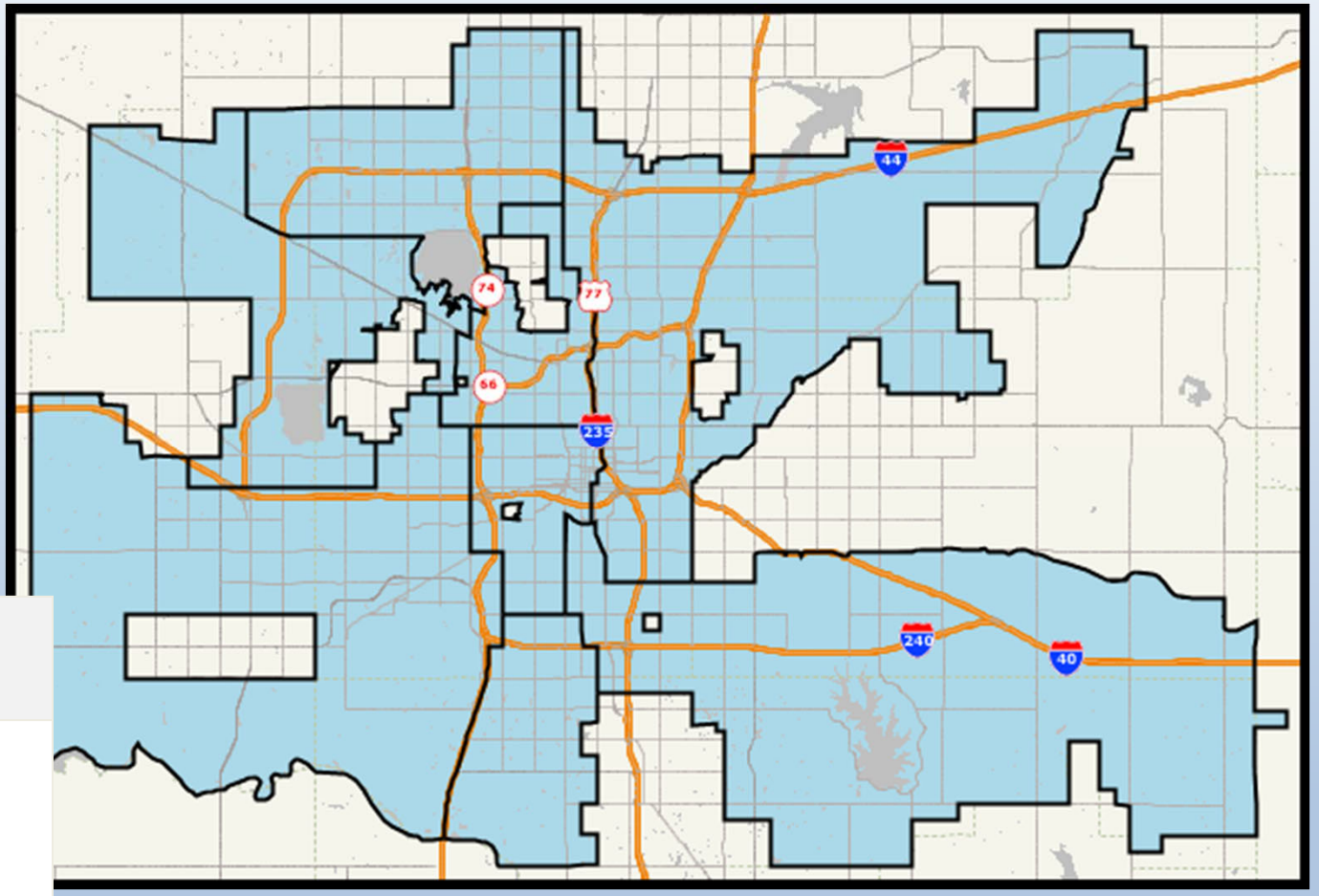
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-9. Level of Importance: Widening existing roads



Importance

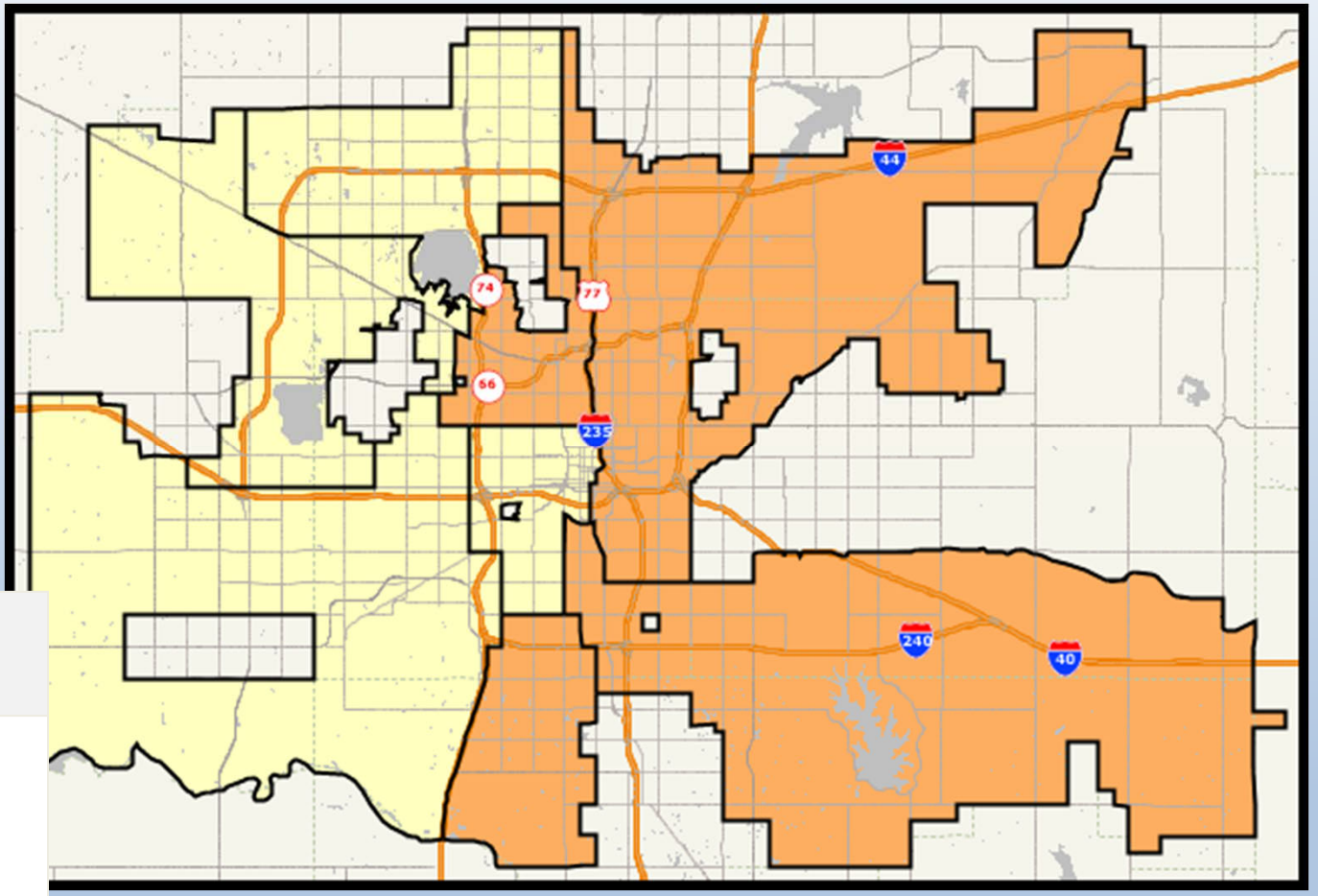
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q23-1. Level of Support:
Vehicle Registration Fee: Add a $20 annual fee to each car's registration fee in the EMBARK service area



Citizen Support

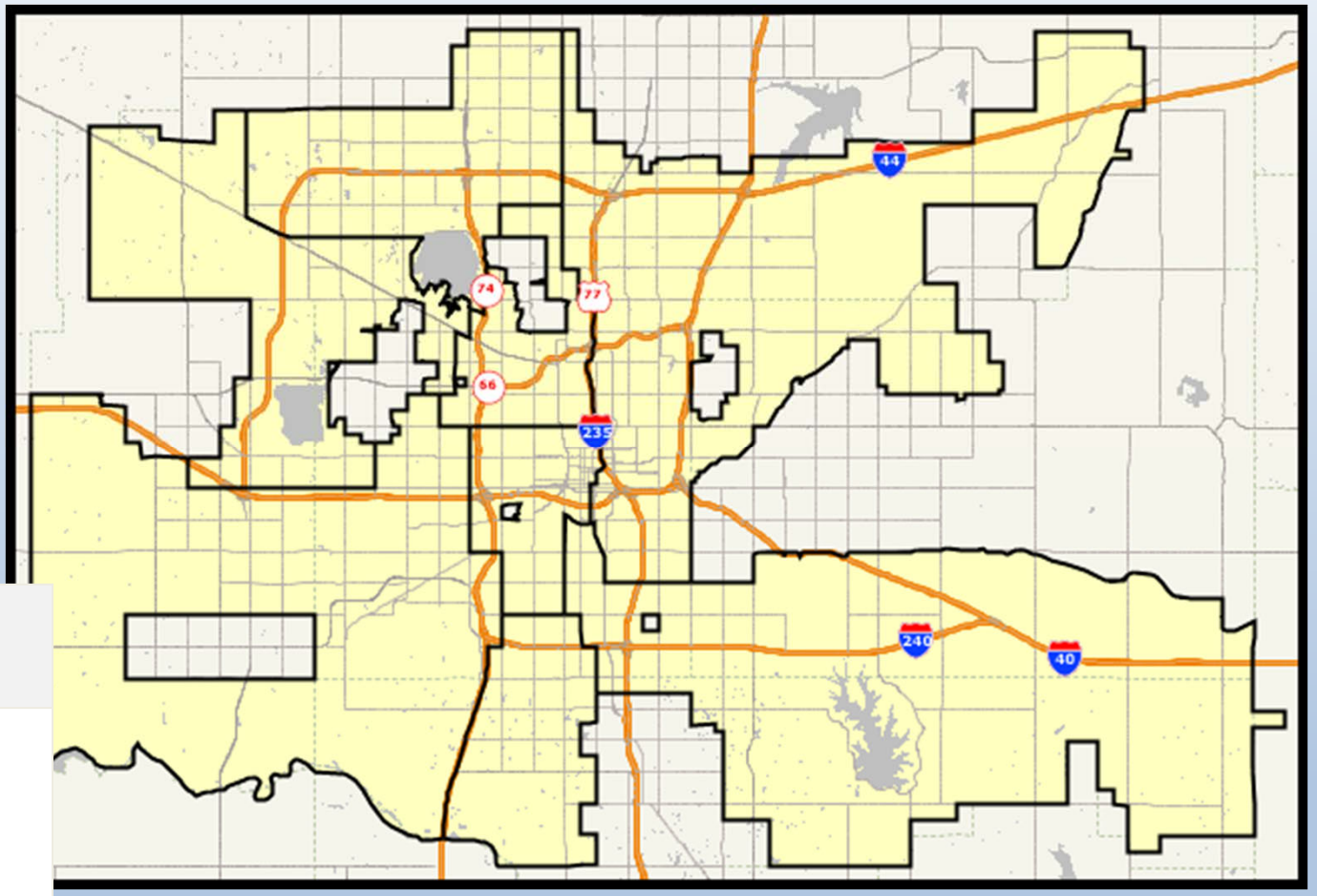
Mean rating on a 5-point scale

- Strongly Support
- Somewhat Support
- Neutral/Not Sure
- Somewhat Do Not Support
- Strongly Do Not Support
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q23-2. Level of Support:
Sales Tax: Add partial cent sales tax in Area Metro Counties



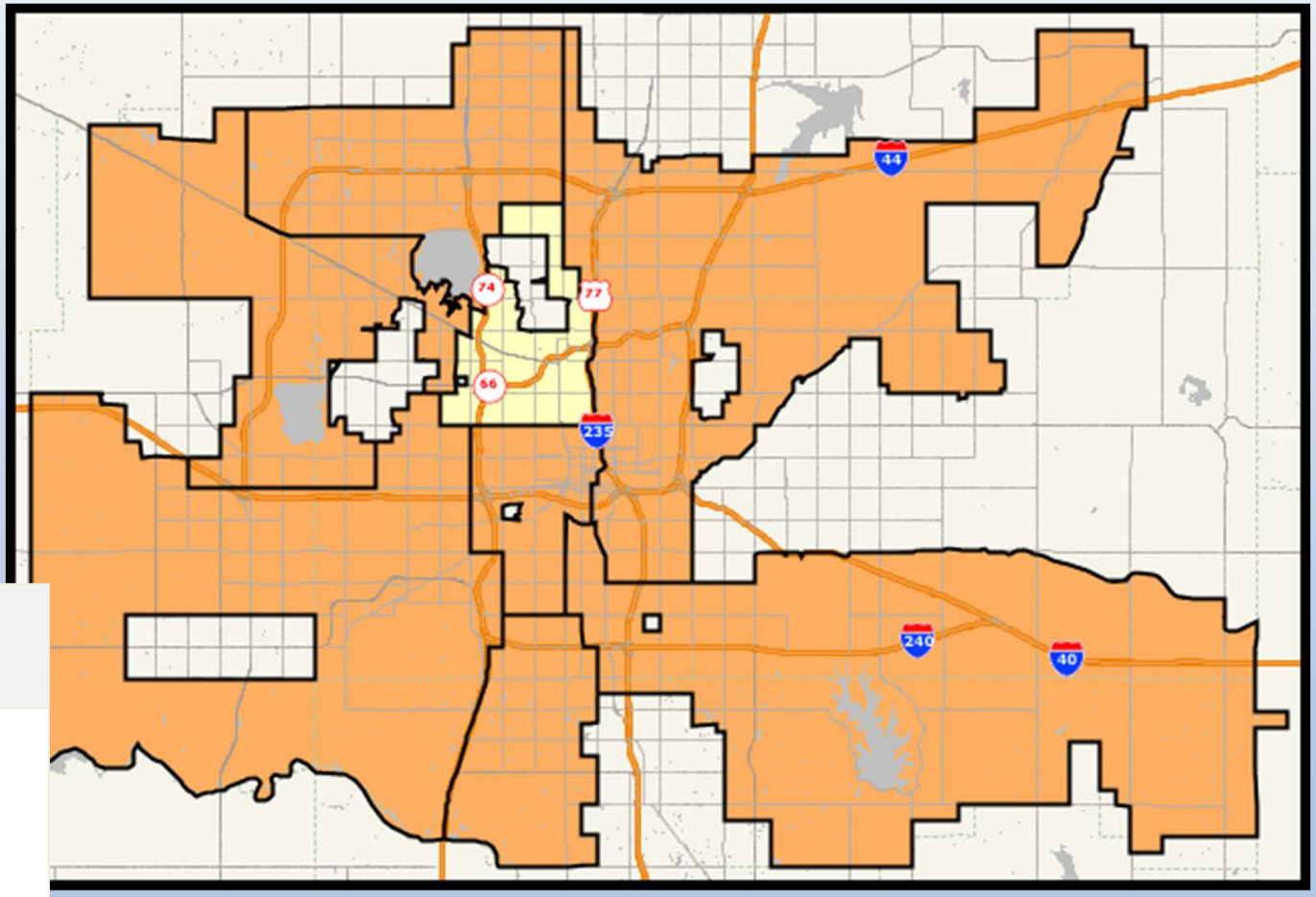
Citizen Support
Mean rating on a 5-point scale

- Strongly Support
- Somewhat Support
- Neutral/Not Sure
- Somewhat Do Not Support
- Strongly Do Not Support
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q23-3. Level of Support:
Property Tax: Add up to 85 cents/$1,000 of taxable valuation of houses in areas serviced by EMBARK



Citizen Support

Mean rating on a 5-point scale

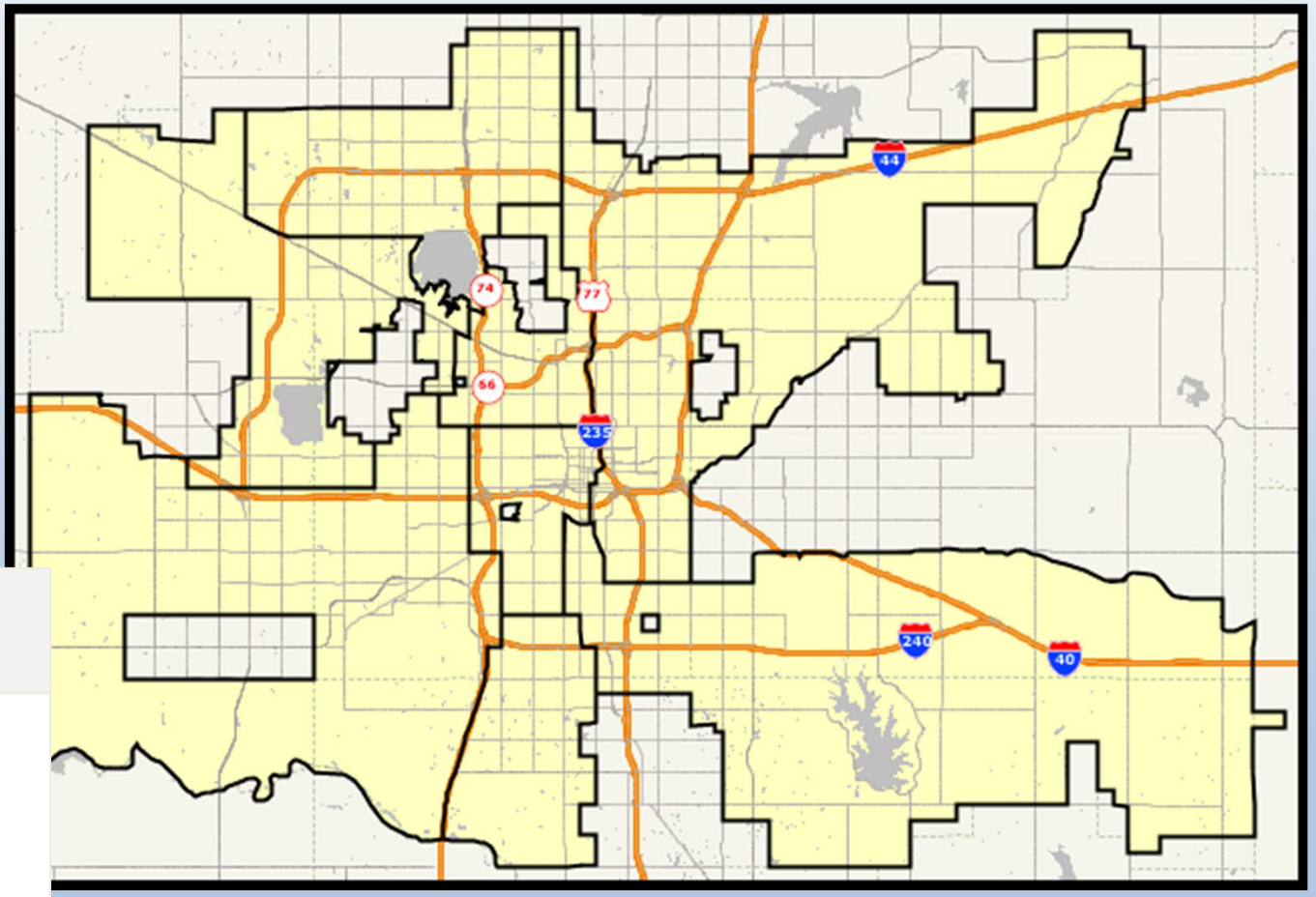
- Strongly Support
- Somewhat Support
- Neutral/Not Sure
- Somewhat Do Not Support
- Strongly Do Not Support
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q23-4. Level of Support:

Real Estate Transfer Fee: When properties are bought and sold a small fee associated with the sales transaction is passed to support public transit



Citizen Support

Mean rating on a 5-point scale

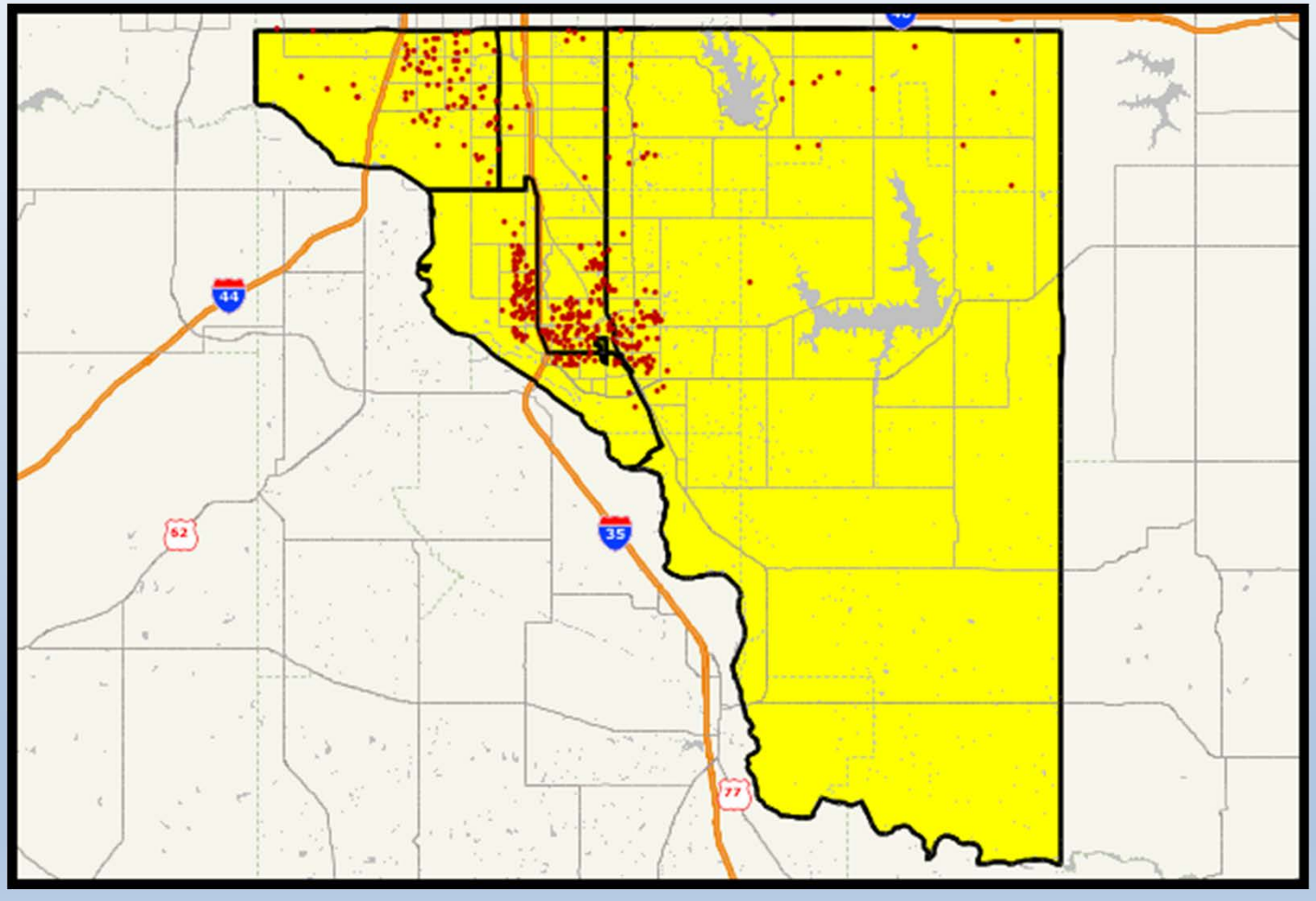
- Strongly Support
- Somewhat Support
- Neutral/Not Sure
- Somewhat Do Not Support
- Strongly Do Not Support
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

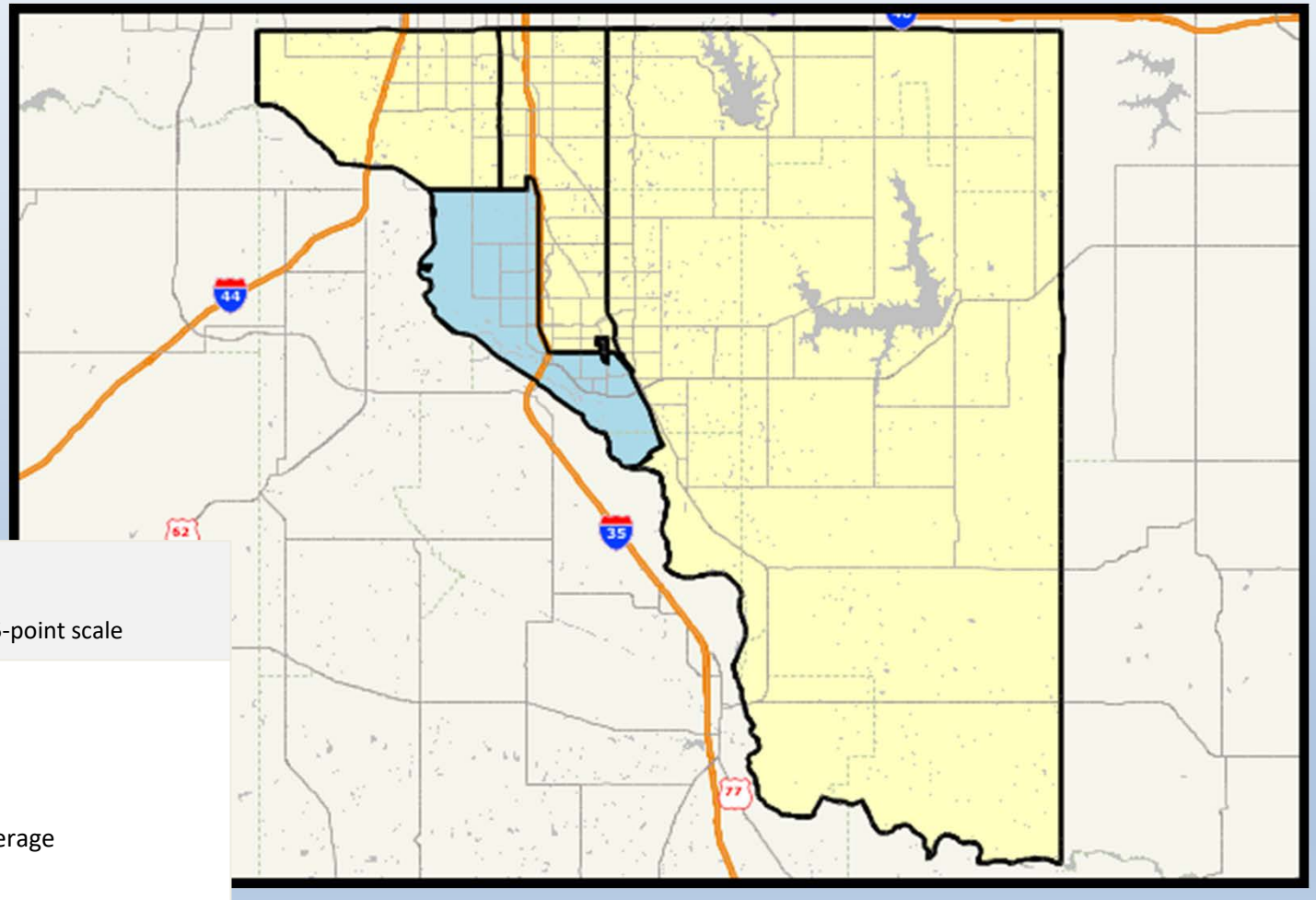
Location of Respondents (Cleveland County Only)

(Boundaries by Zip Code)



Source: ETC Institute (2020)

Q4. Overall, how would you rate EMBARK's services?



Ratings

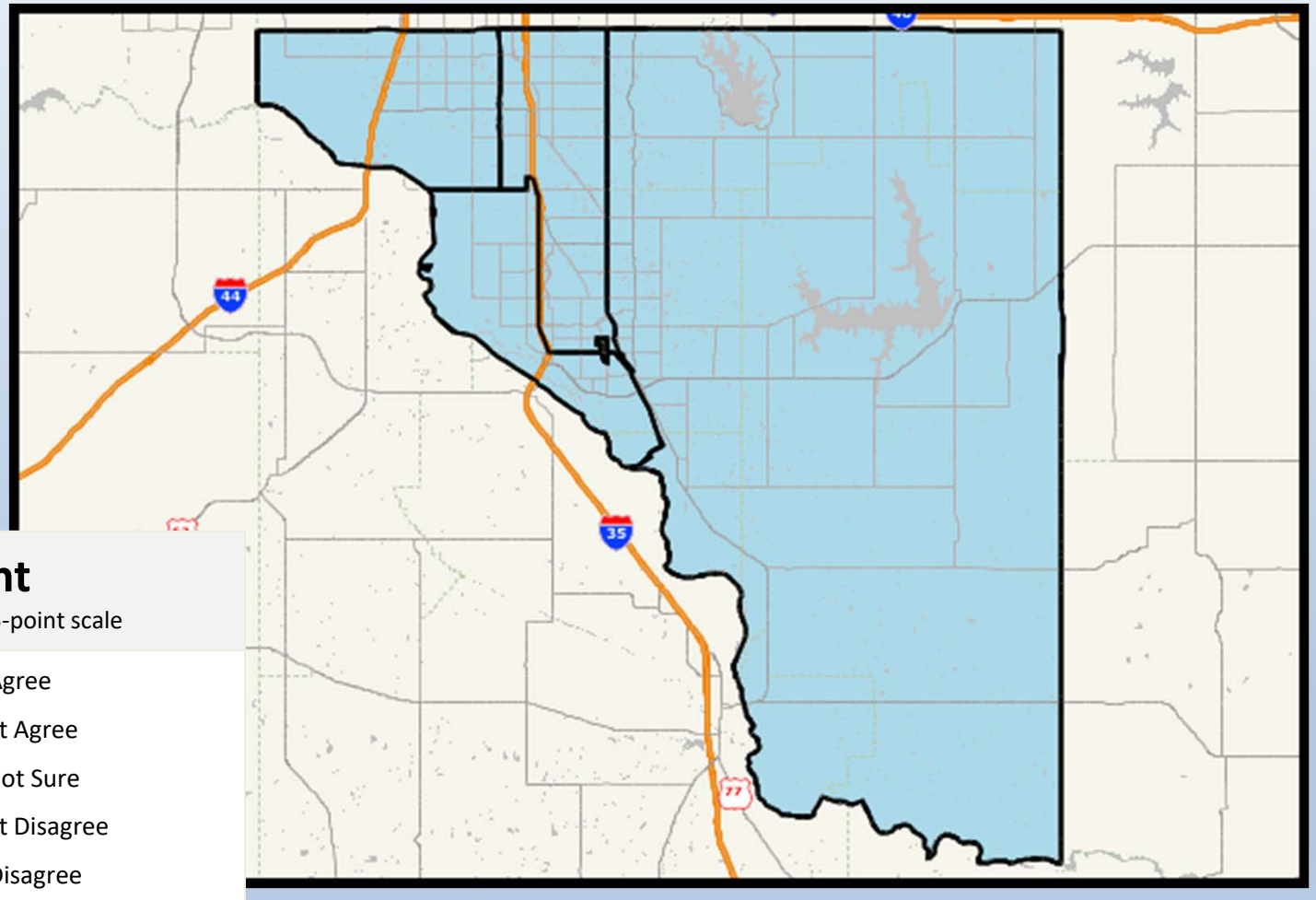
Mean rating on a 5-point scale

- Excellent
- Good
- Average
- Below Average
- Poor
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-5. Level of Agreement with the Statement: I have too many places I need to go during the day to use public transportation



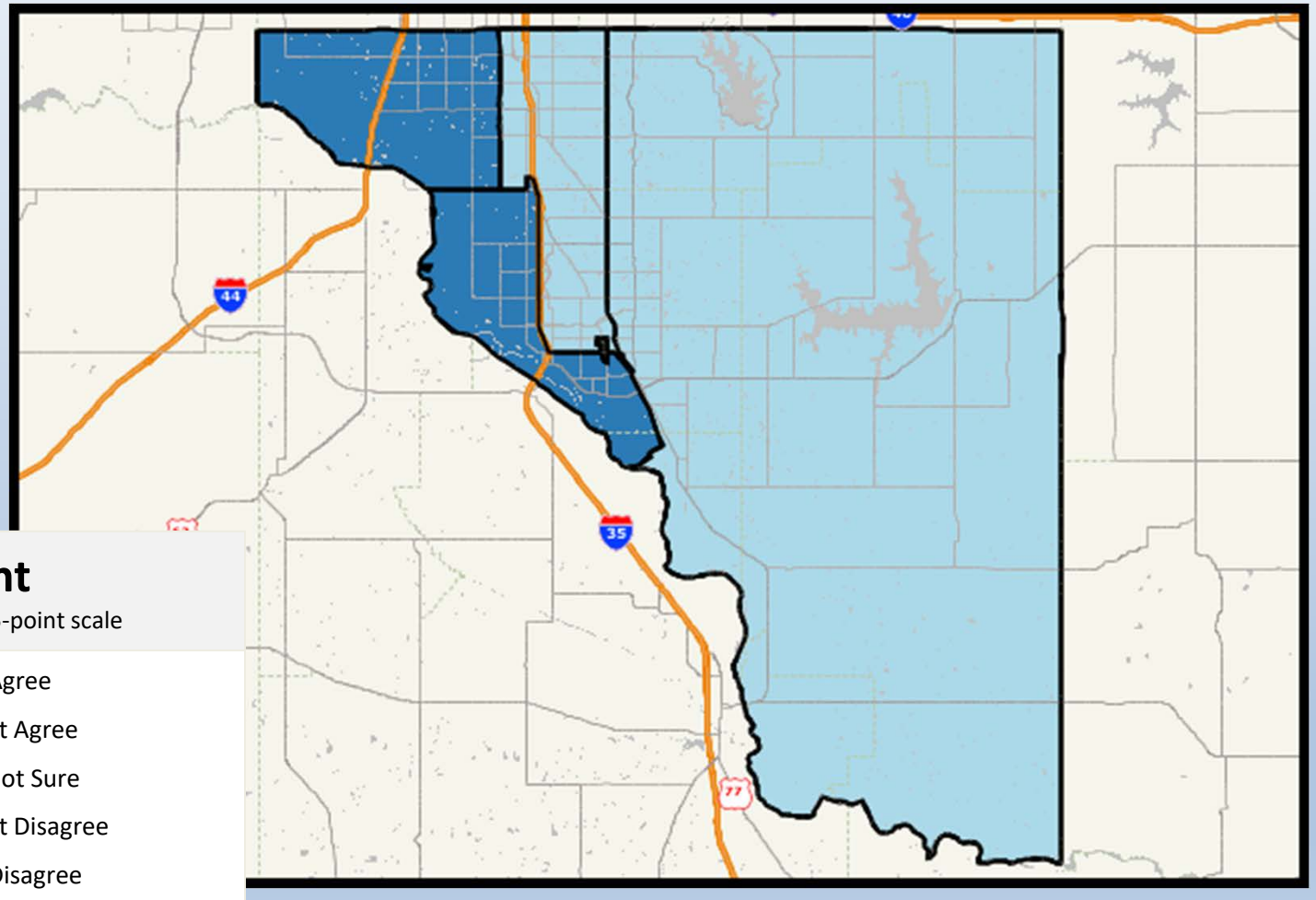
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-6. Level of Agreement with the Statement: I prefer to drive rather than use public transportation



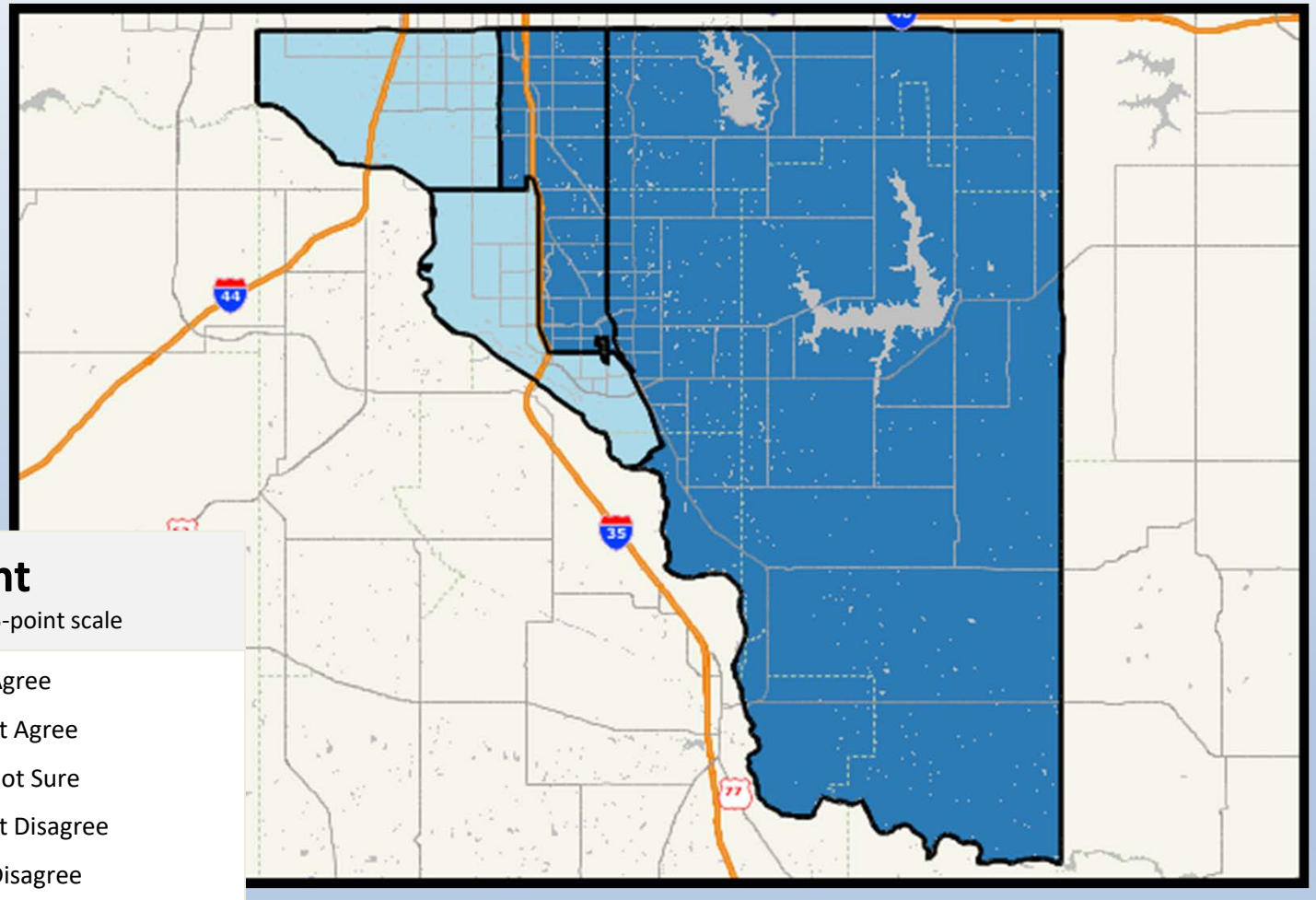
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-8. Level of Agreement with the Statement: Public transportation is important for a thriving community



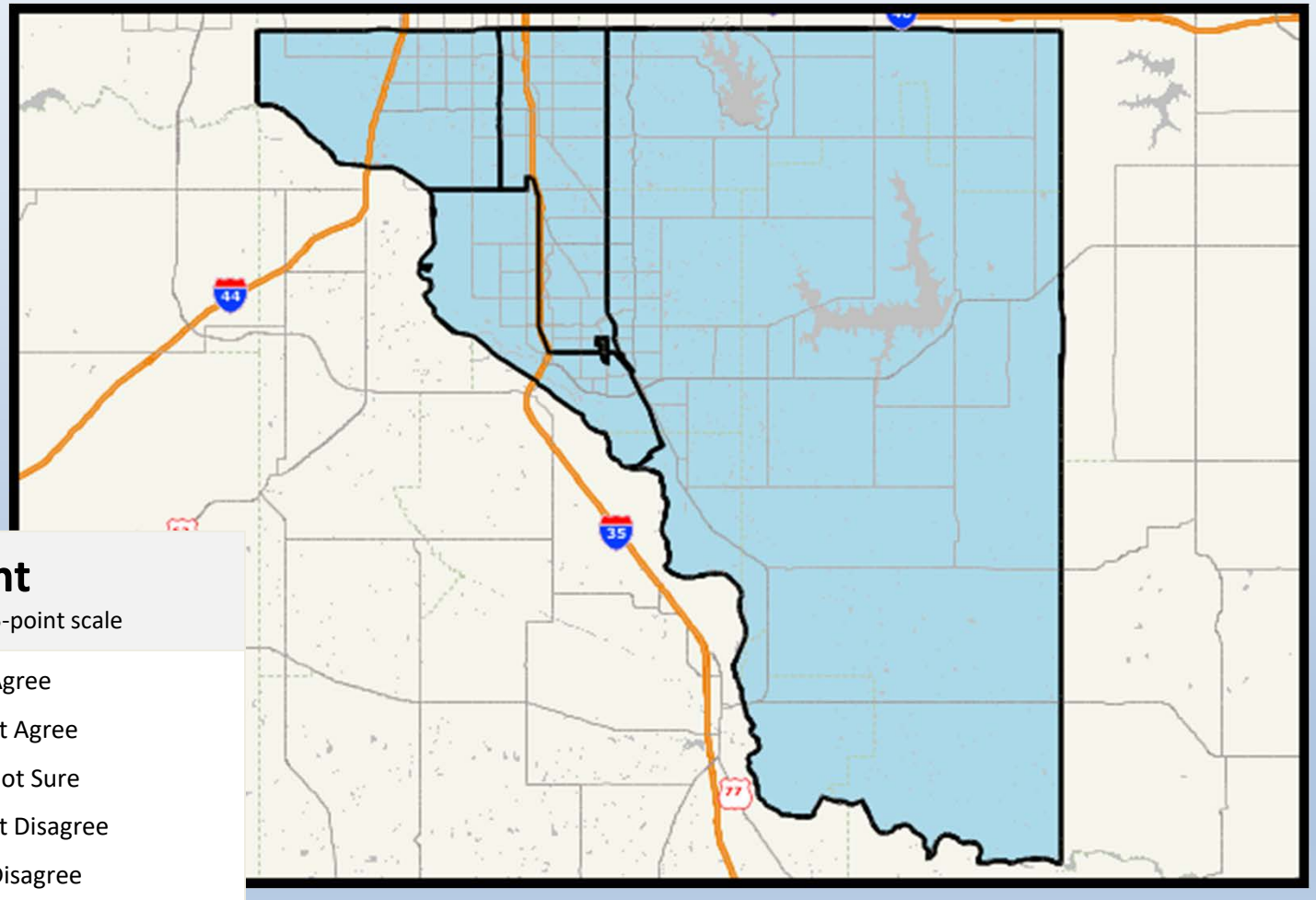
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-9. Level of Agreement with the Statement: Public transportation takes too long compared to travel by other mode



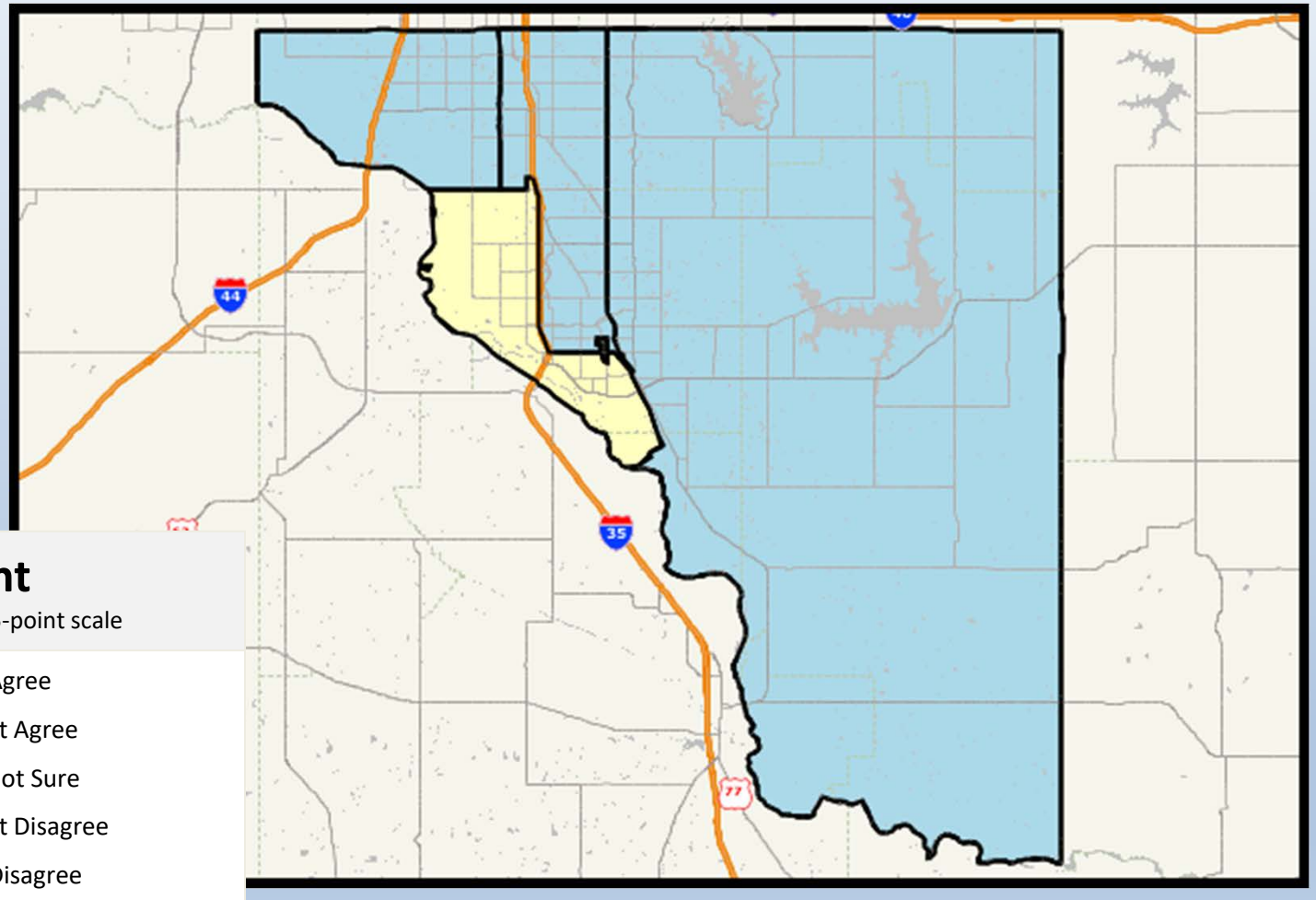
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-11. Level of Agreement with the Statement: Transit service does not take me to where I need to go



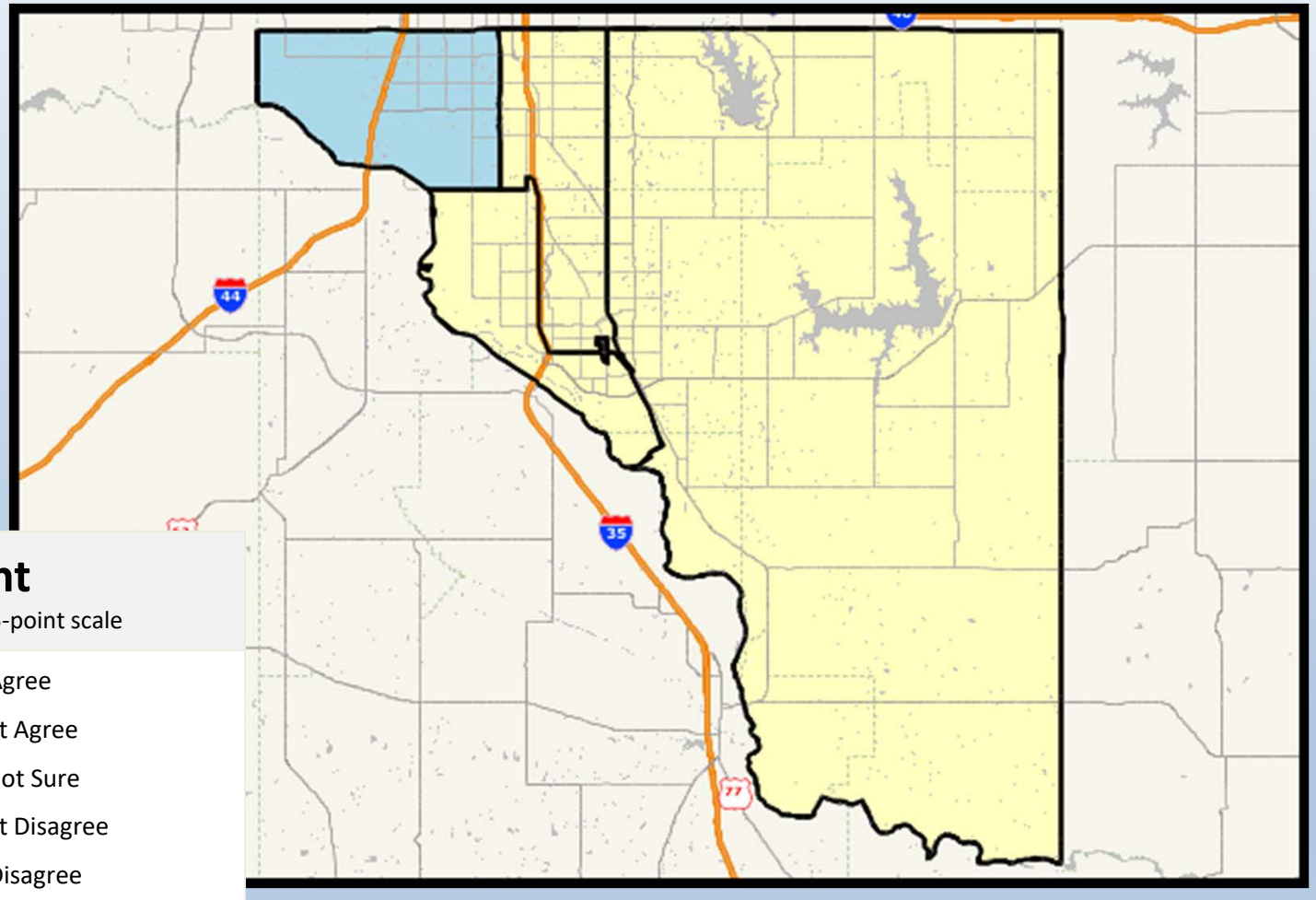
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-12. Level of Agreement with the Statement: Transit service is not offered near my home



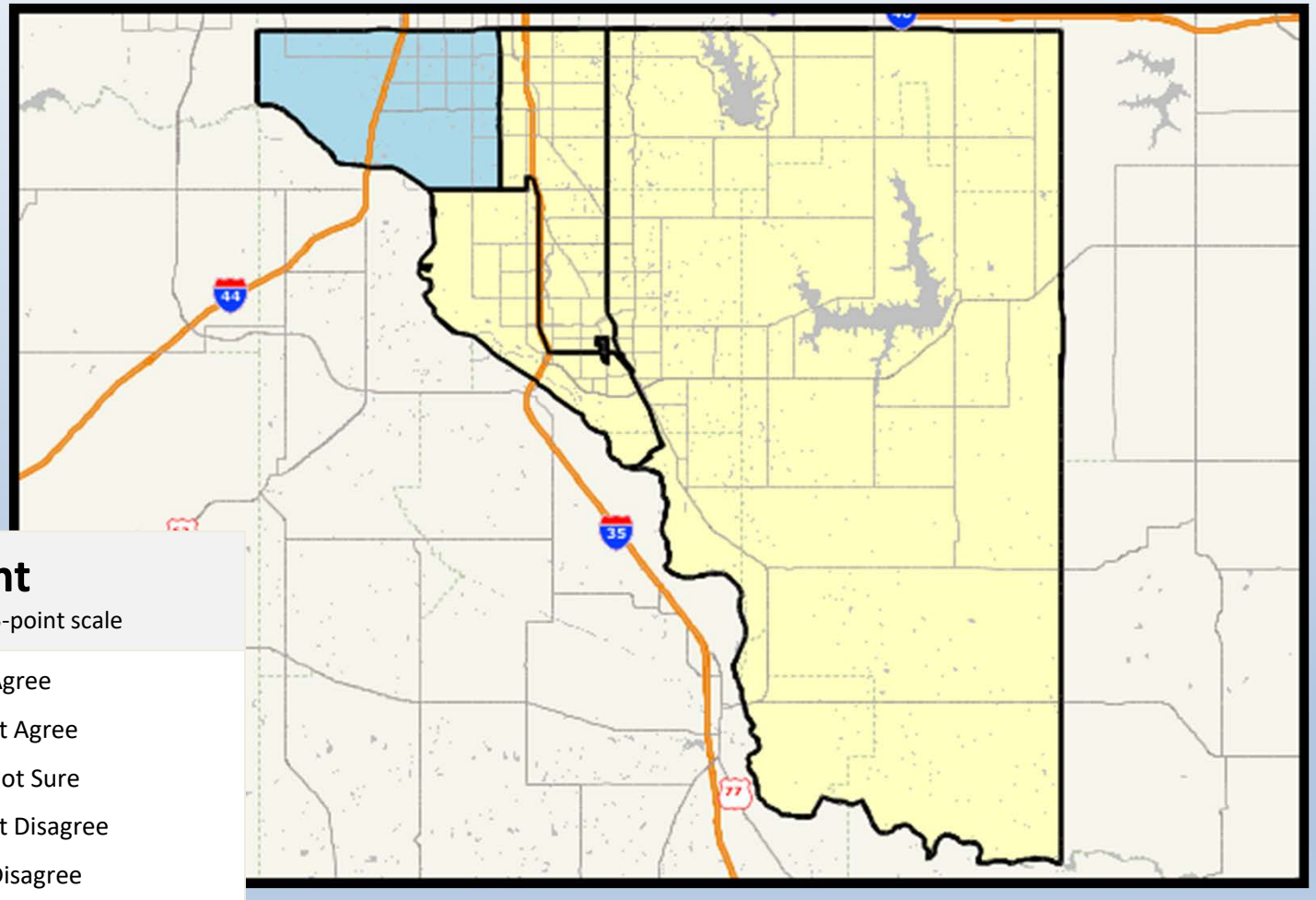
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q5-13. Level of Agreement with the Statement: Transit service is not offered when I need to use it



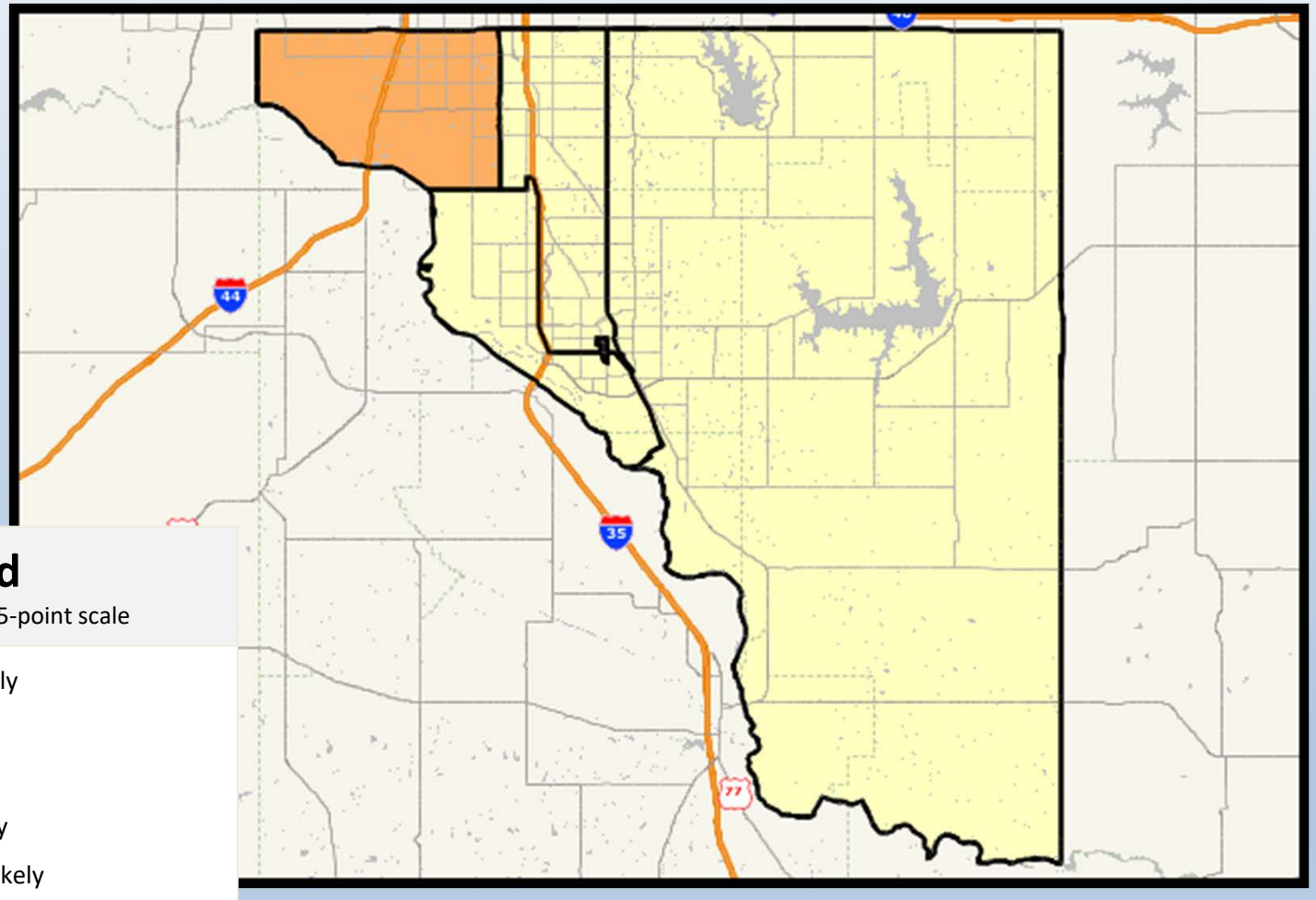
Agreement
Mean rating on a 5-point scale

- Strongly Agree
- Somewhat Agree
- Neutral/Not Sure
- Somewhat Disagree
- Strongly Disagree
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-1. Likelihood of Using Public Transportation with: Better timed transfers between services



Likelihood

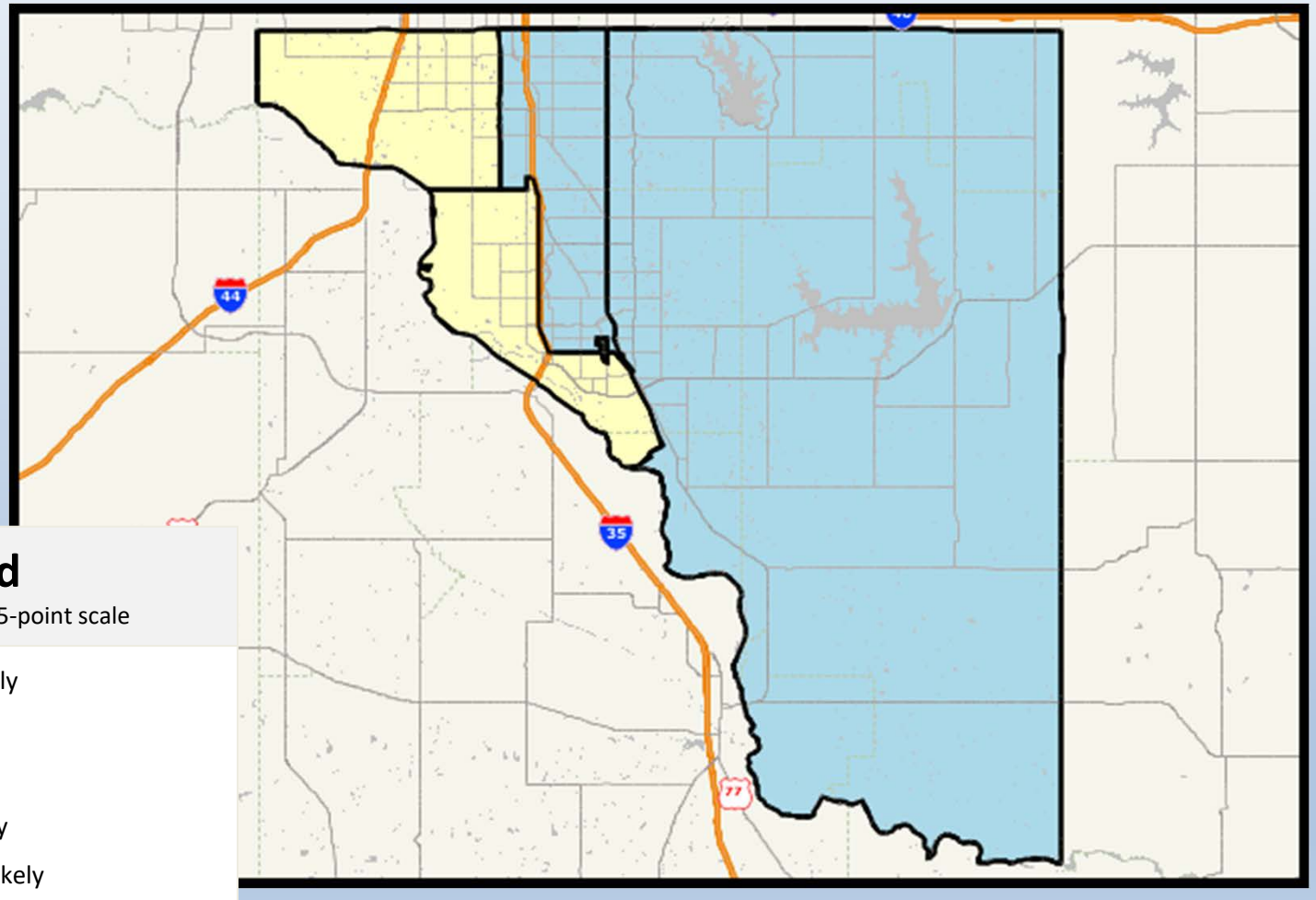
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-5. Likelihood of Using Public Transportation with: I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent



Likelihood

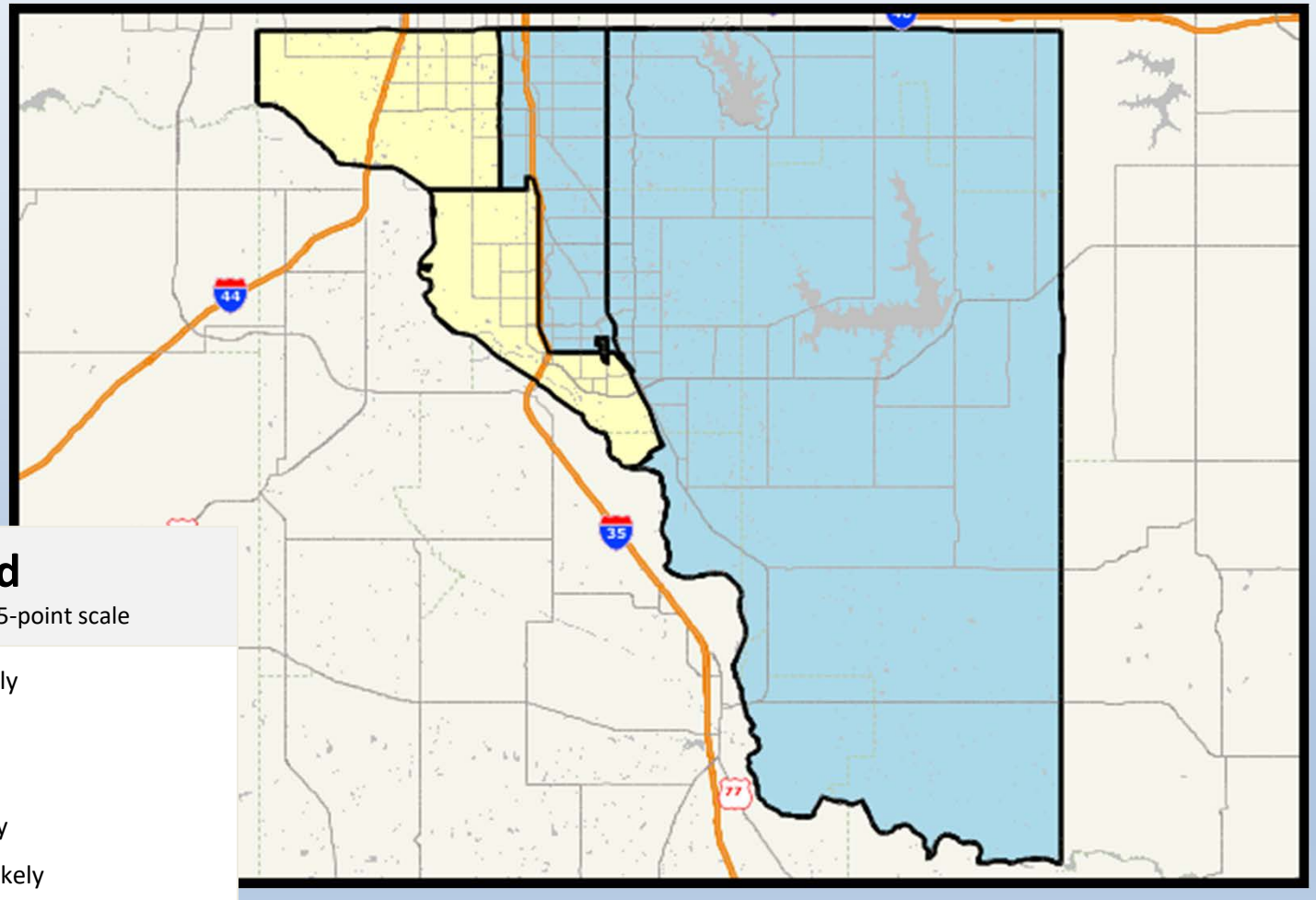
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-12. Likelihood of Using Public Transportation with:
Transit stops are located closer to the place you work or visit frequently



Likelihood

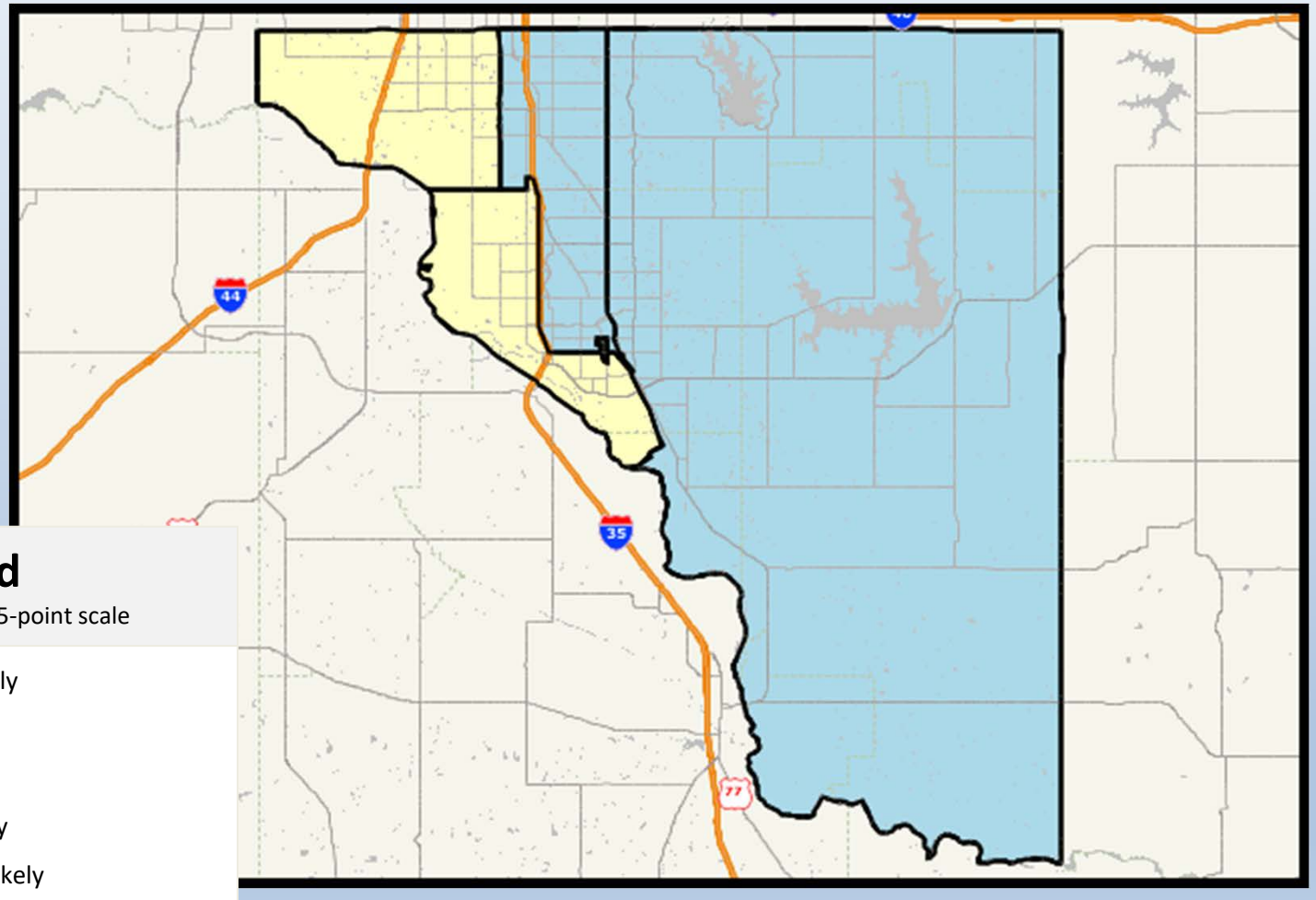
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q7-13. Likelihood of Using Public Transportation with: Transit stops are located closer to your home



Likelihood

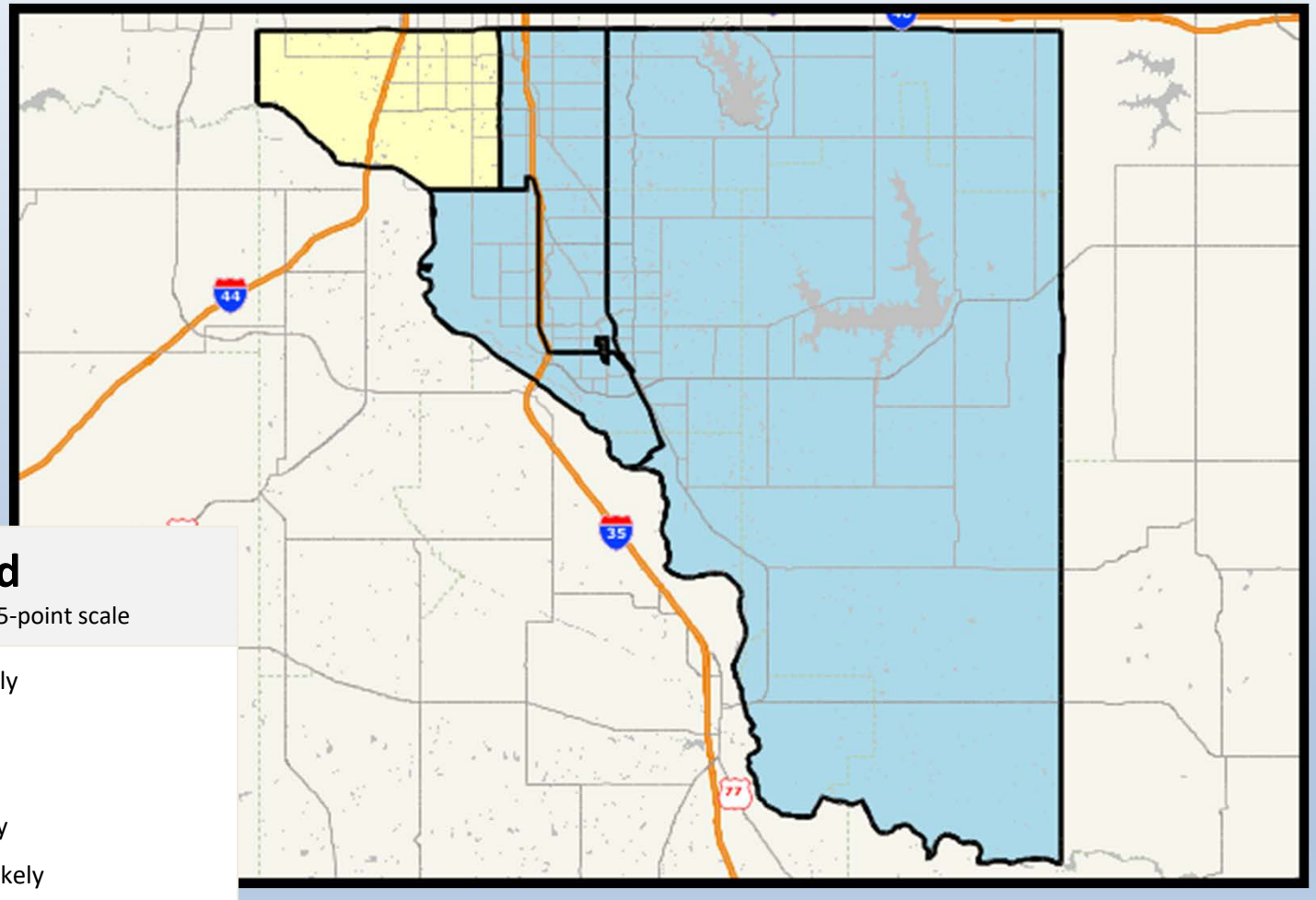
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q17-2. Likelihood of Using Transportation With: On-demand bus technology that operates in a similar manner to Uber and Lyft



Likelihood

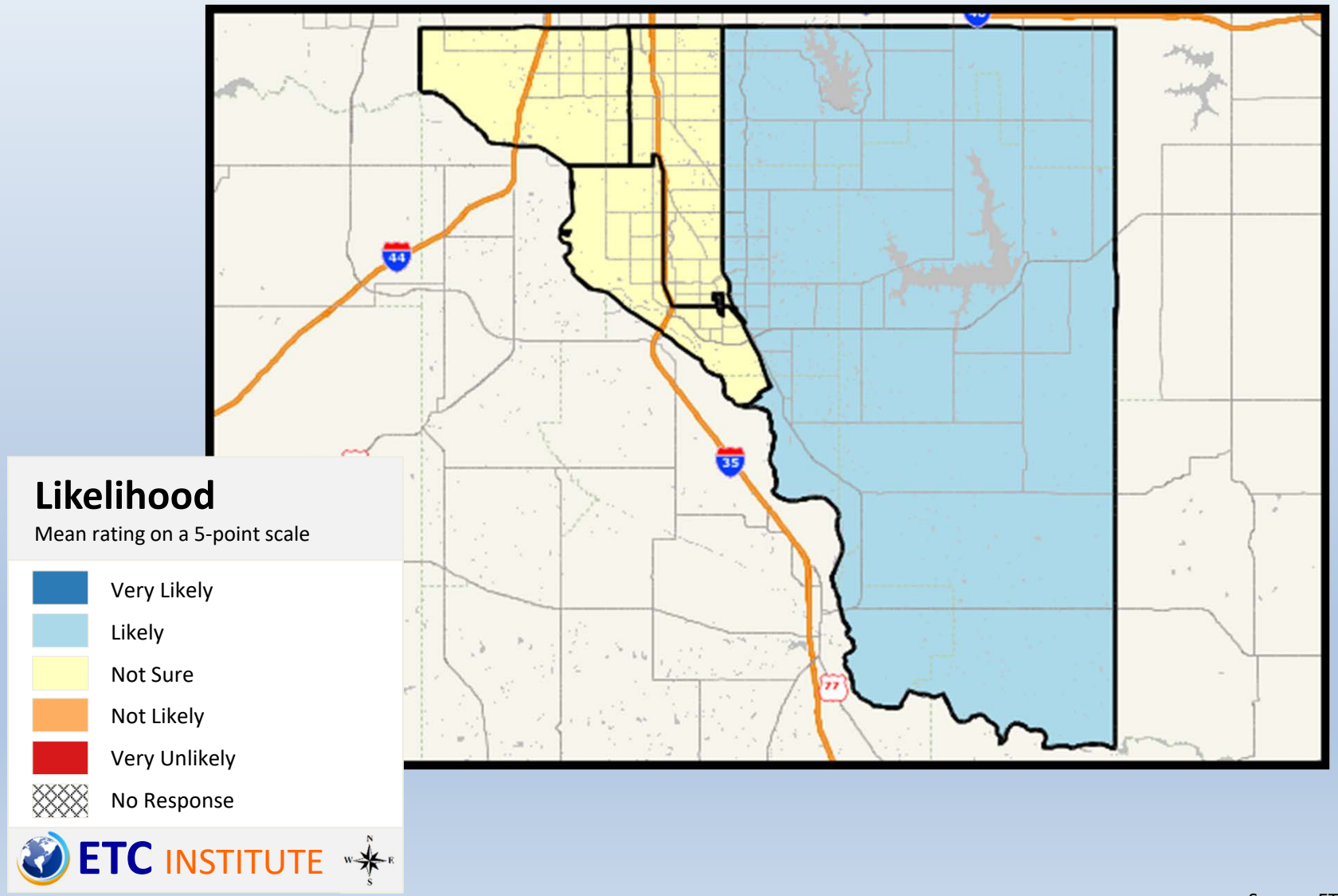
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

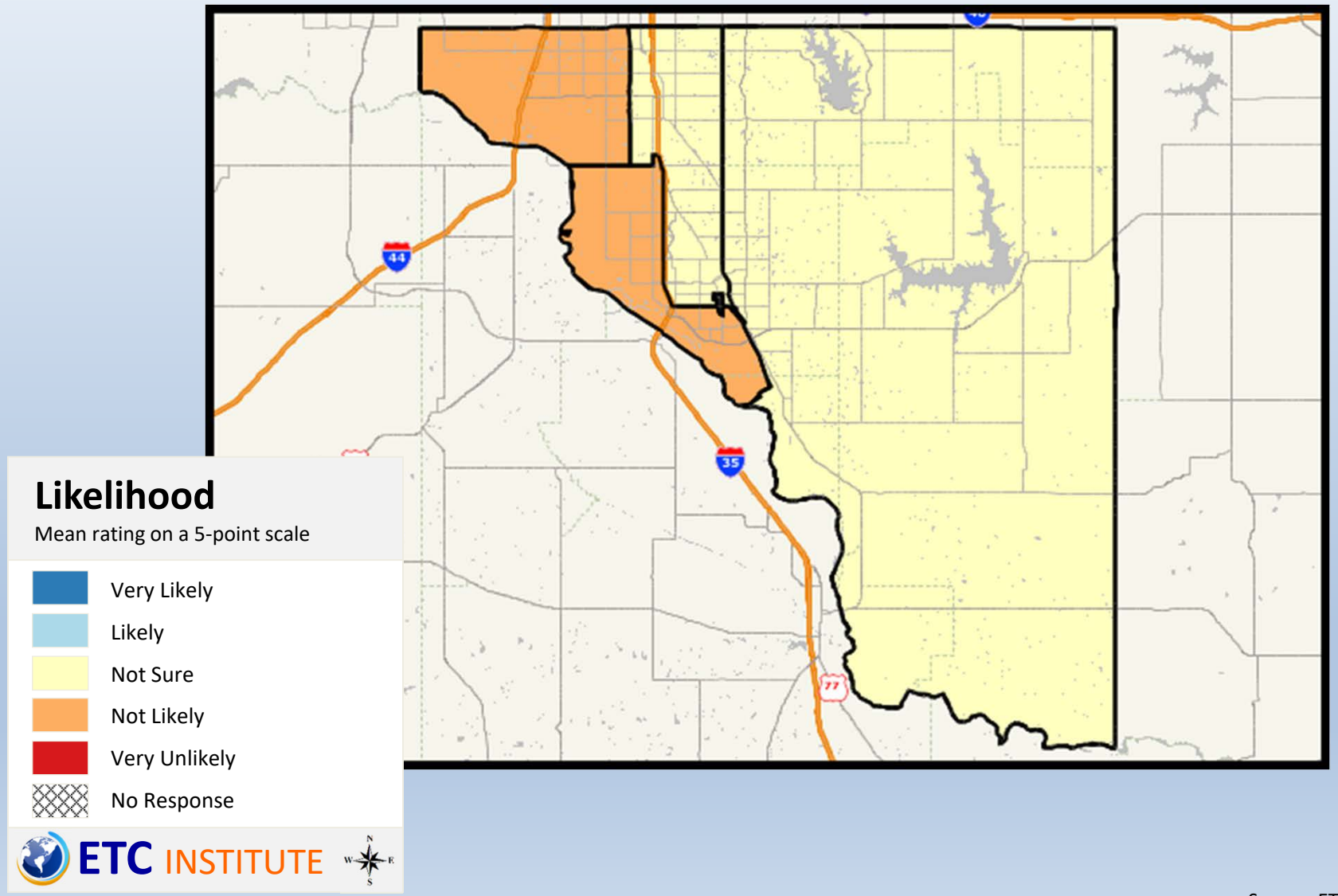
Source: ETC Institute (2020)

Q17-3. Likelihood of Using Transportation With: Door-to-door shuttle service for seniors or persons with disabilities



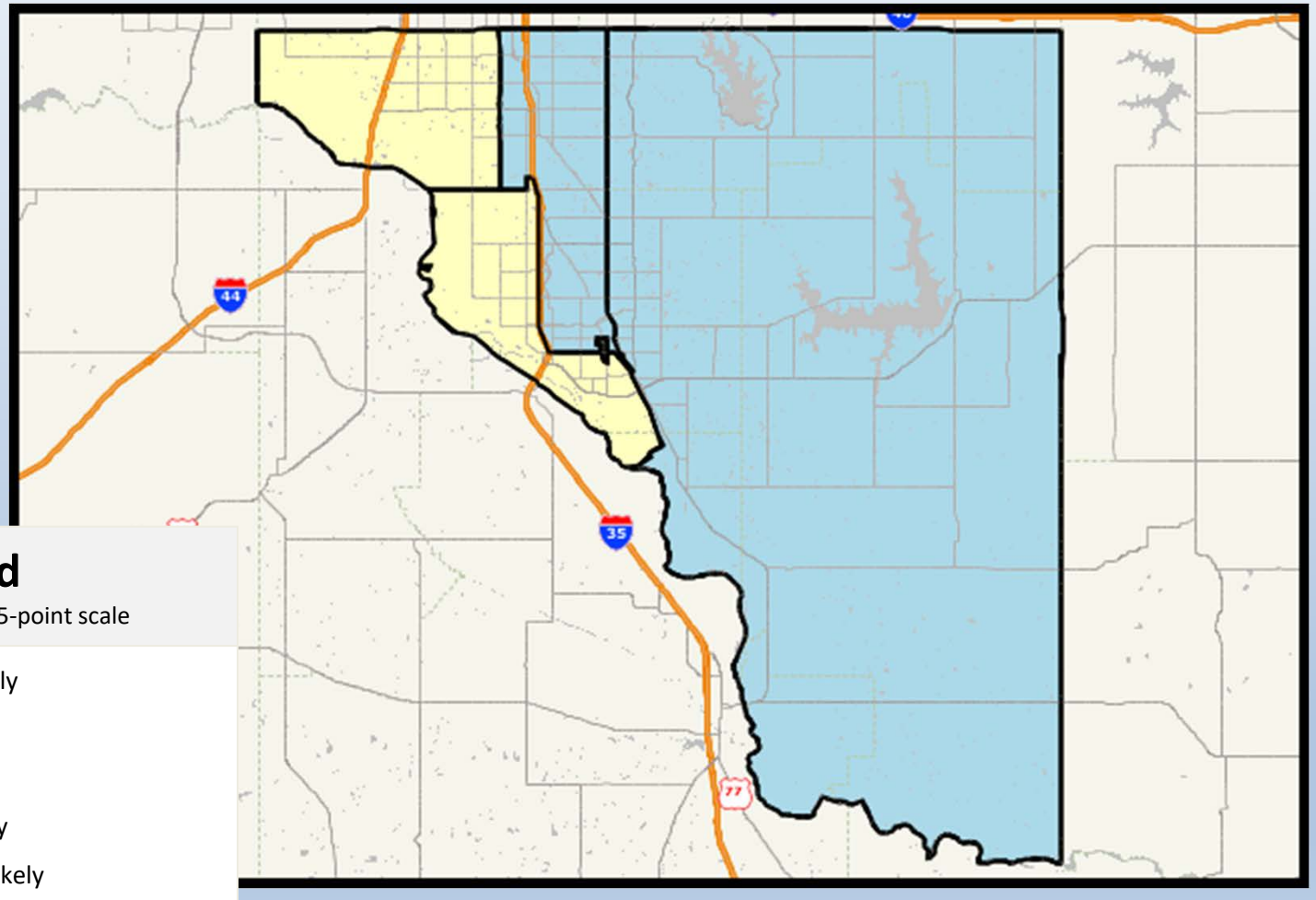
Source: ETC Institute (2020)

Q17-6. Likelihood of Using Transportation With: Van pool service, which would involve having people who work at the same place share a van provided by their employer



Source: ETC Institute (2020)

Q17-7. Likelihood of Using Transportation With: Light Rail Train Service/Commuter rail



Likelihood

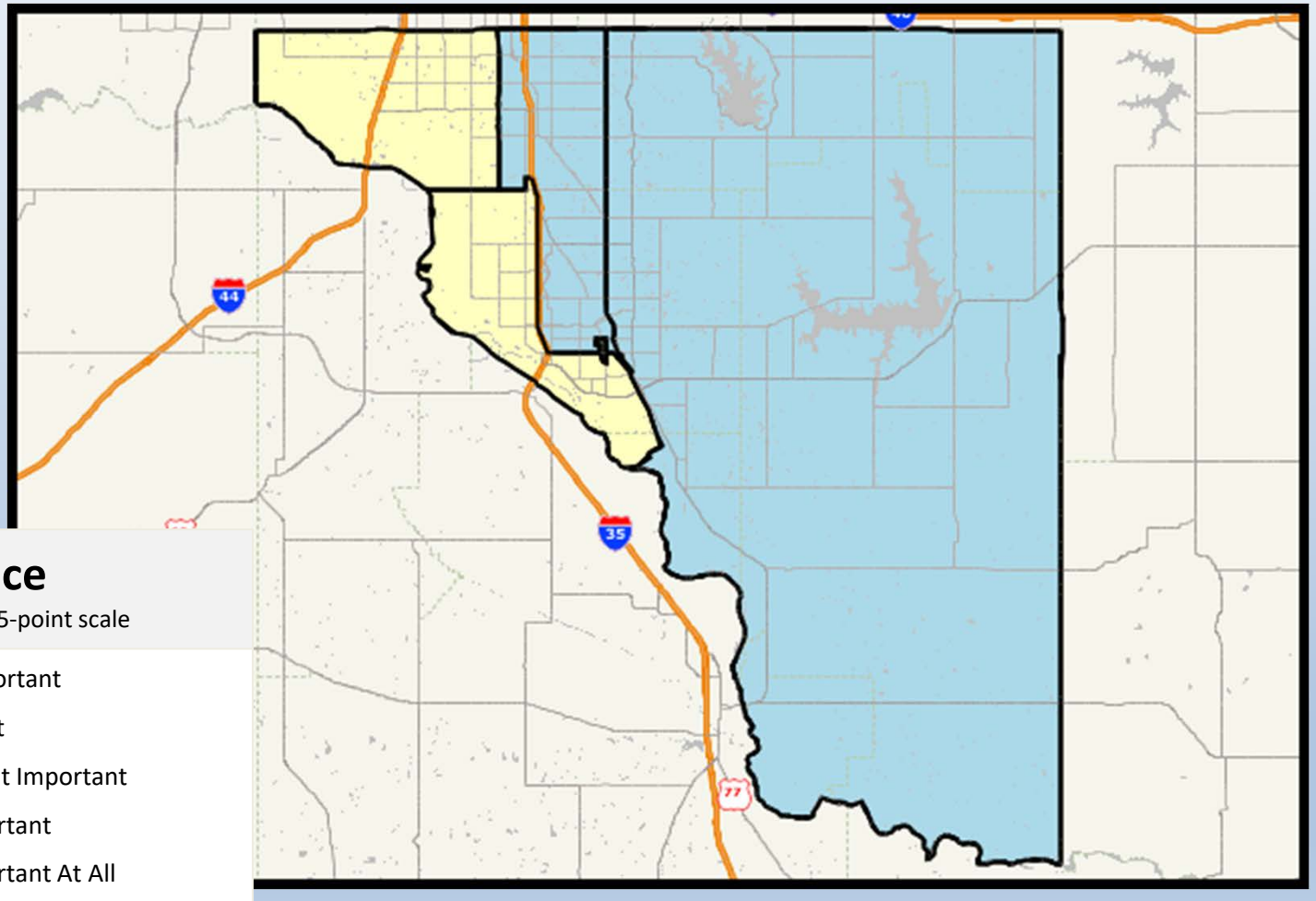
Mean rating on a 5-point scale

- Very Likely
- Likely
- Not Sure
- Not Likely
- Very Unlikely
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-1. Level of Importance: Building light rail



Importance

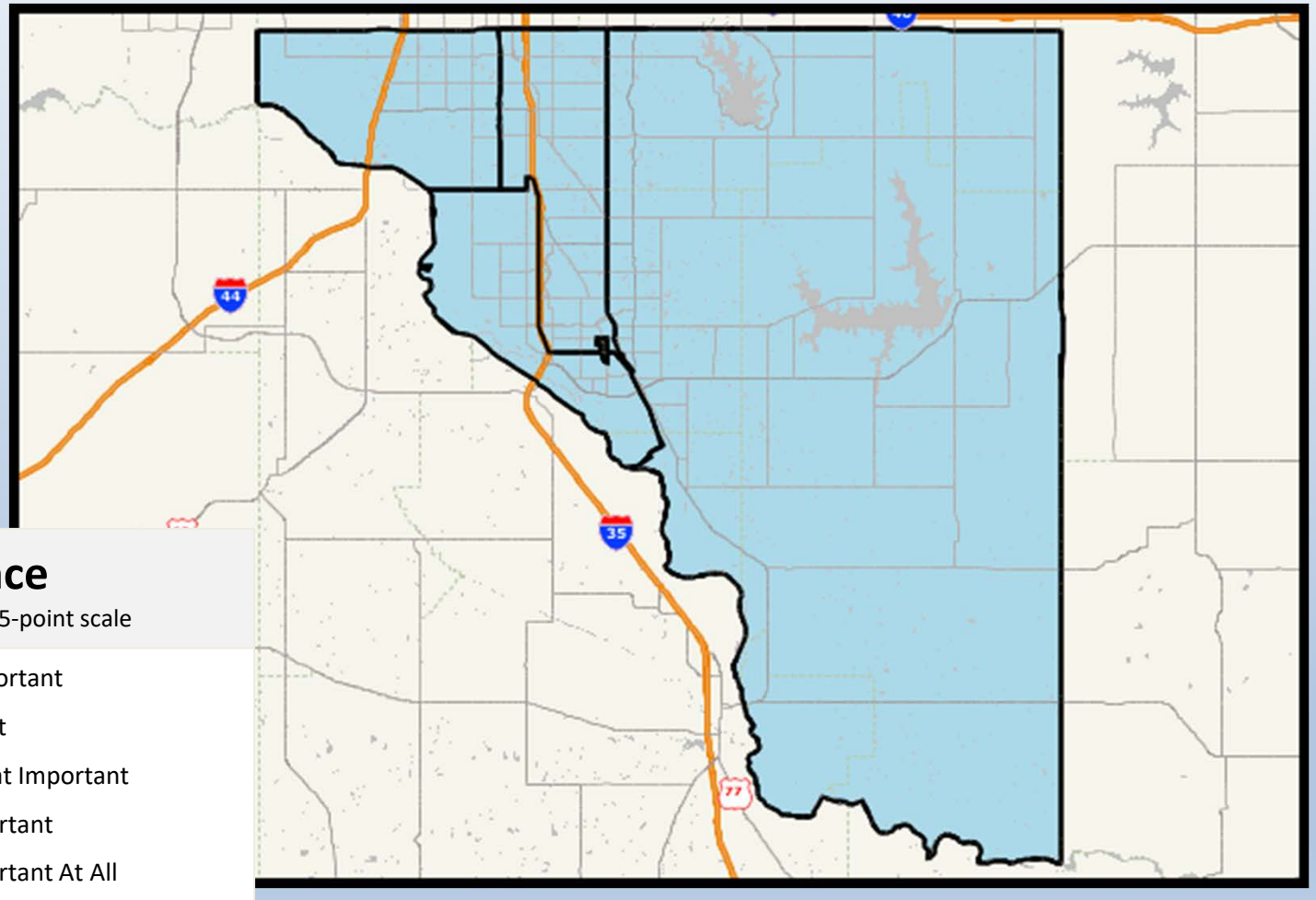
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q22-2. Level of Importance: Building new roads



Importance

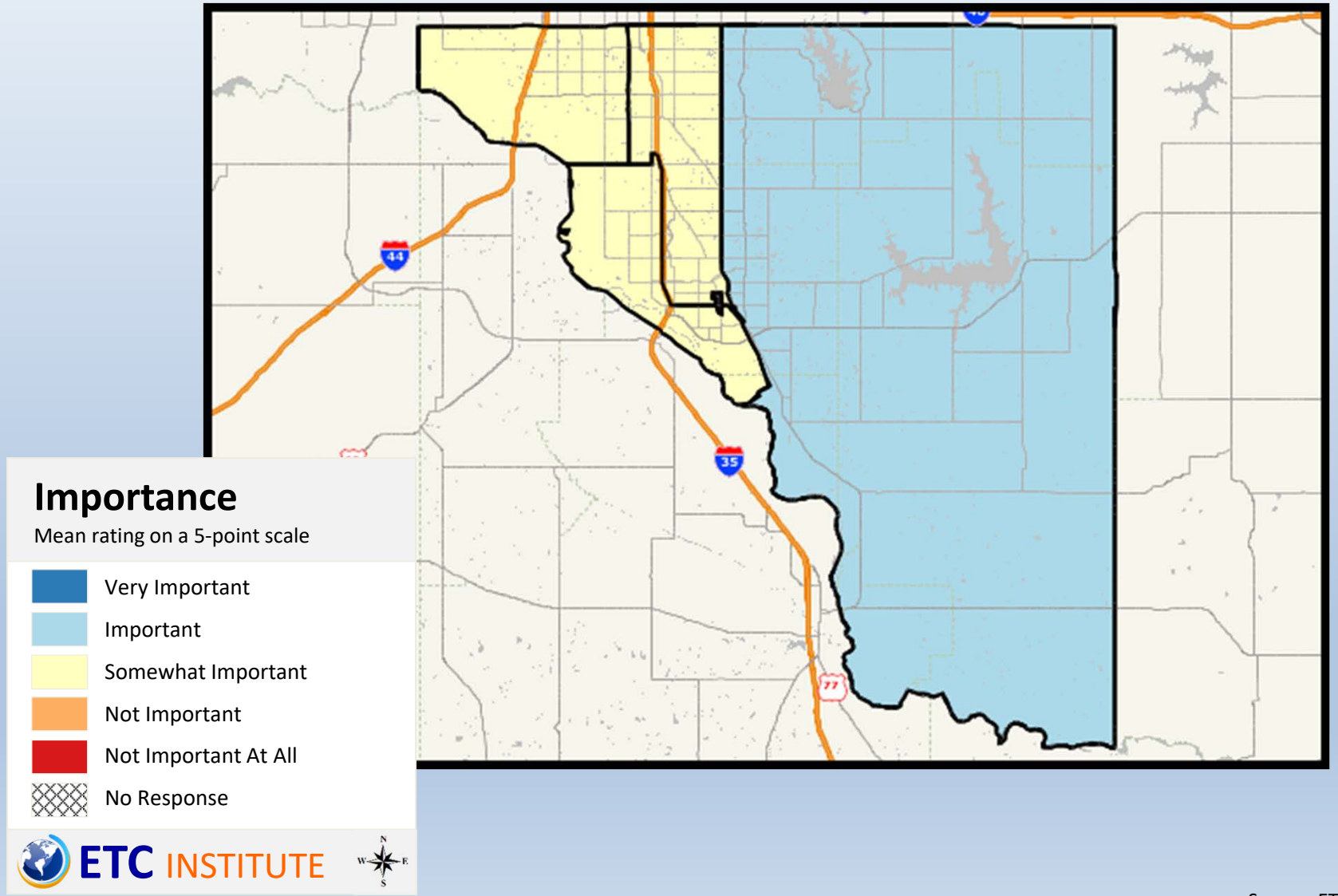
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

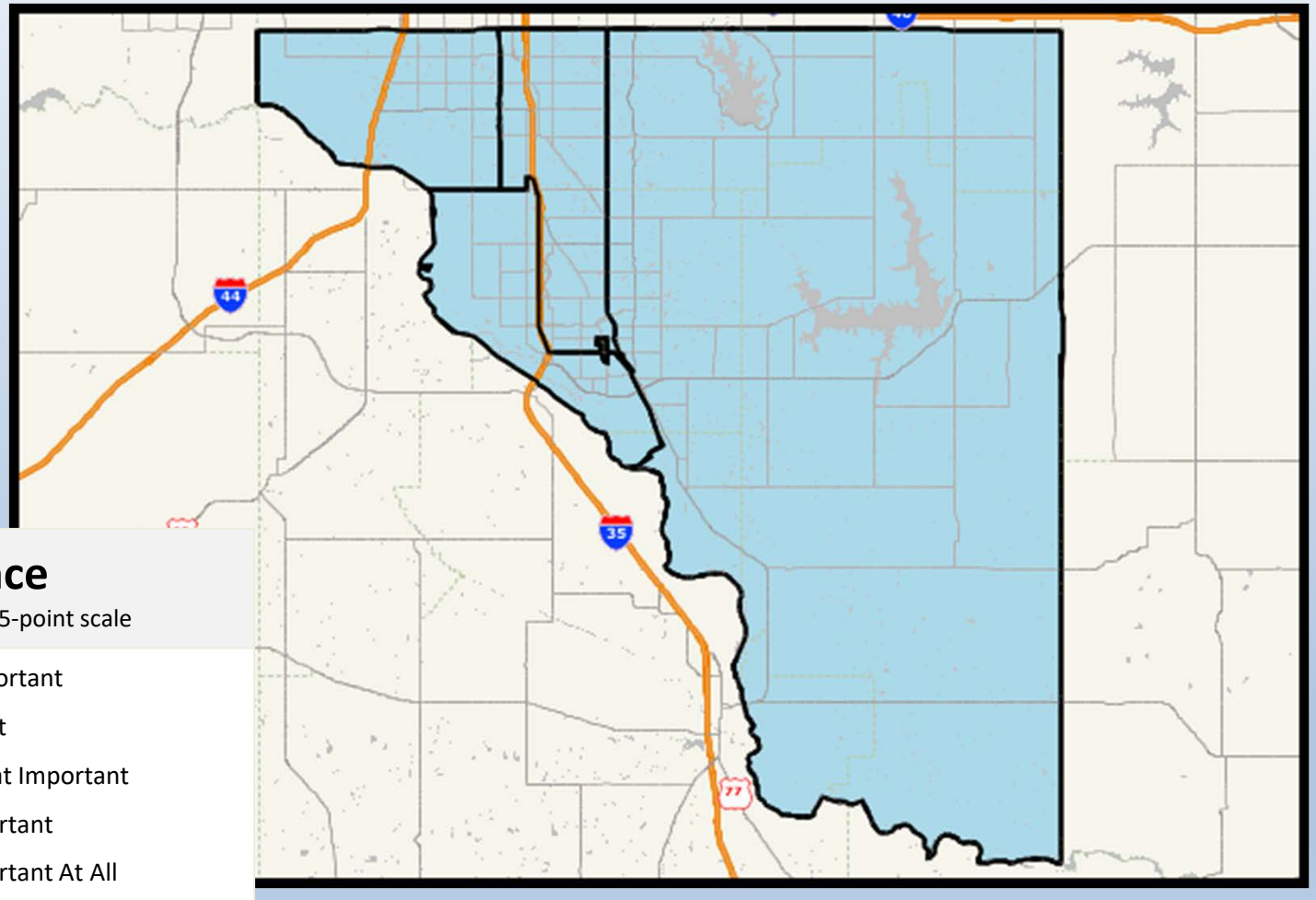
Source: ETC Institute (2020)

Q22-3. Level of Importance: Expanding the streetcar



Source: ETC Institute (2020)

Q22-4. Level of Importance: Improving public transit



Importance

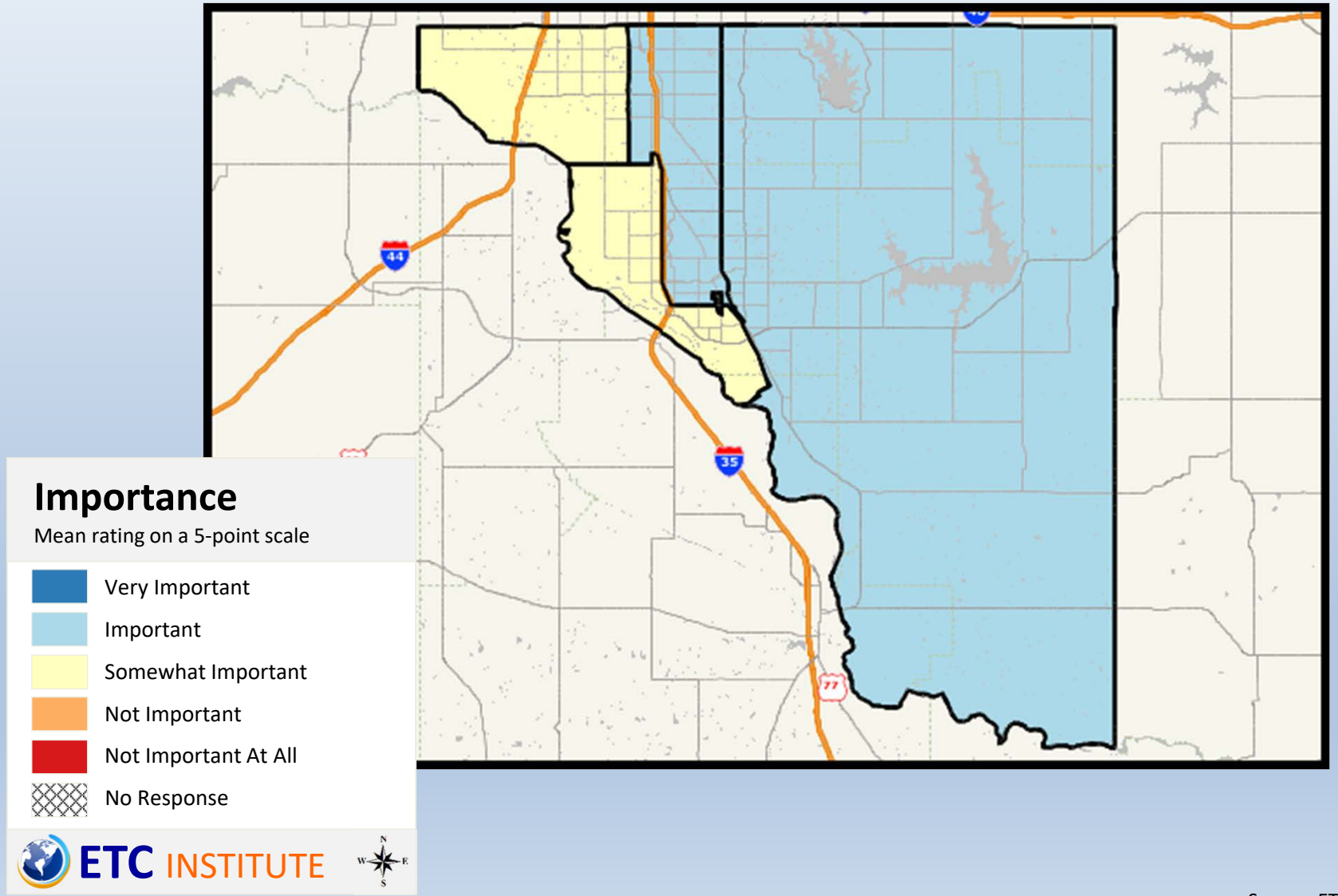
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

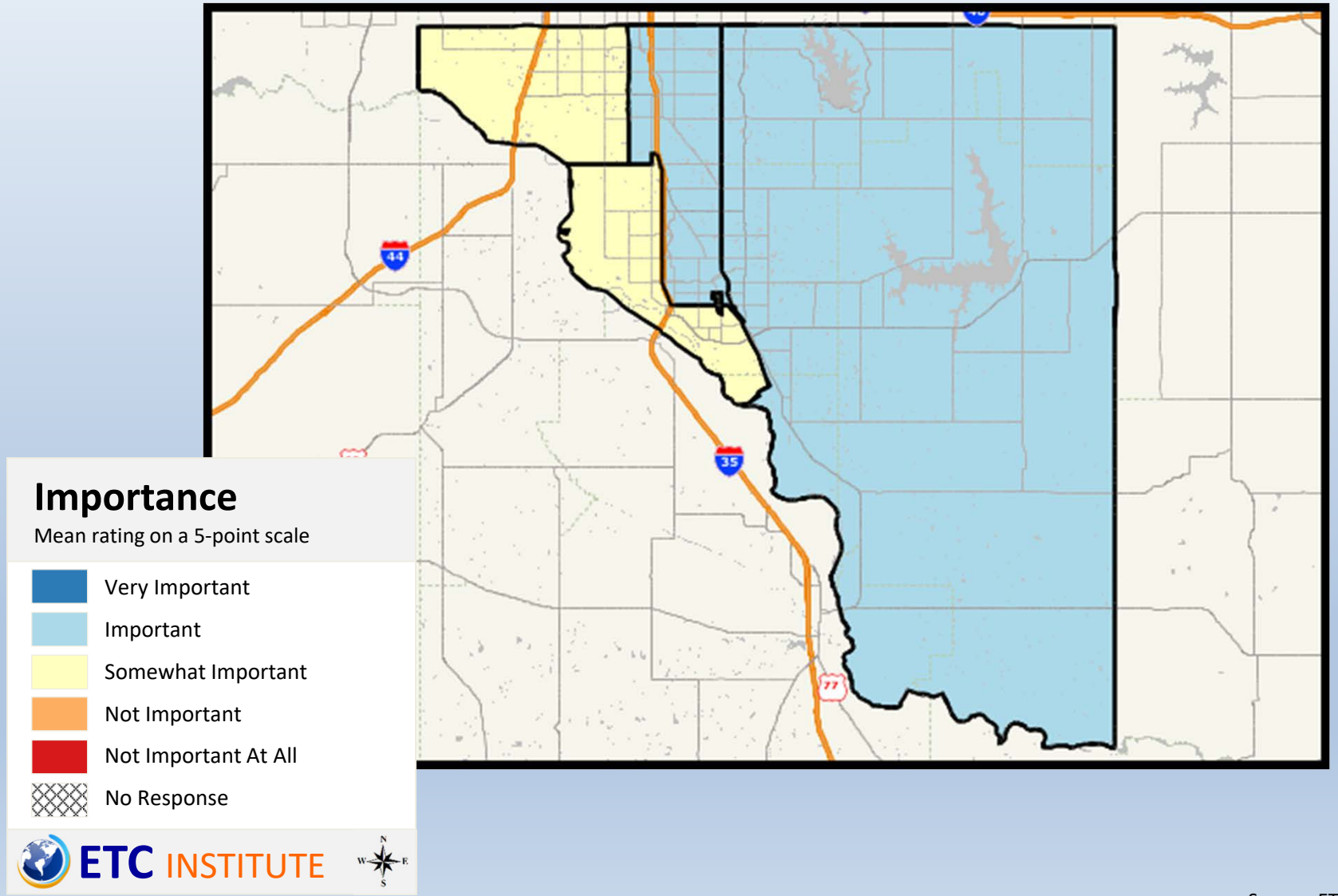
Source: ETC Institute (2020)

Q22-5. Level of Importance: Improving the bicycle network



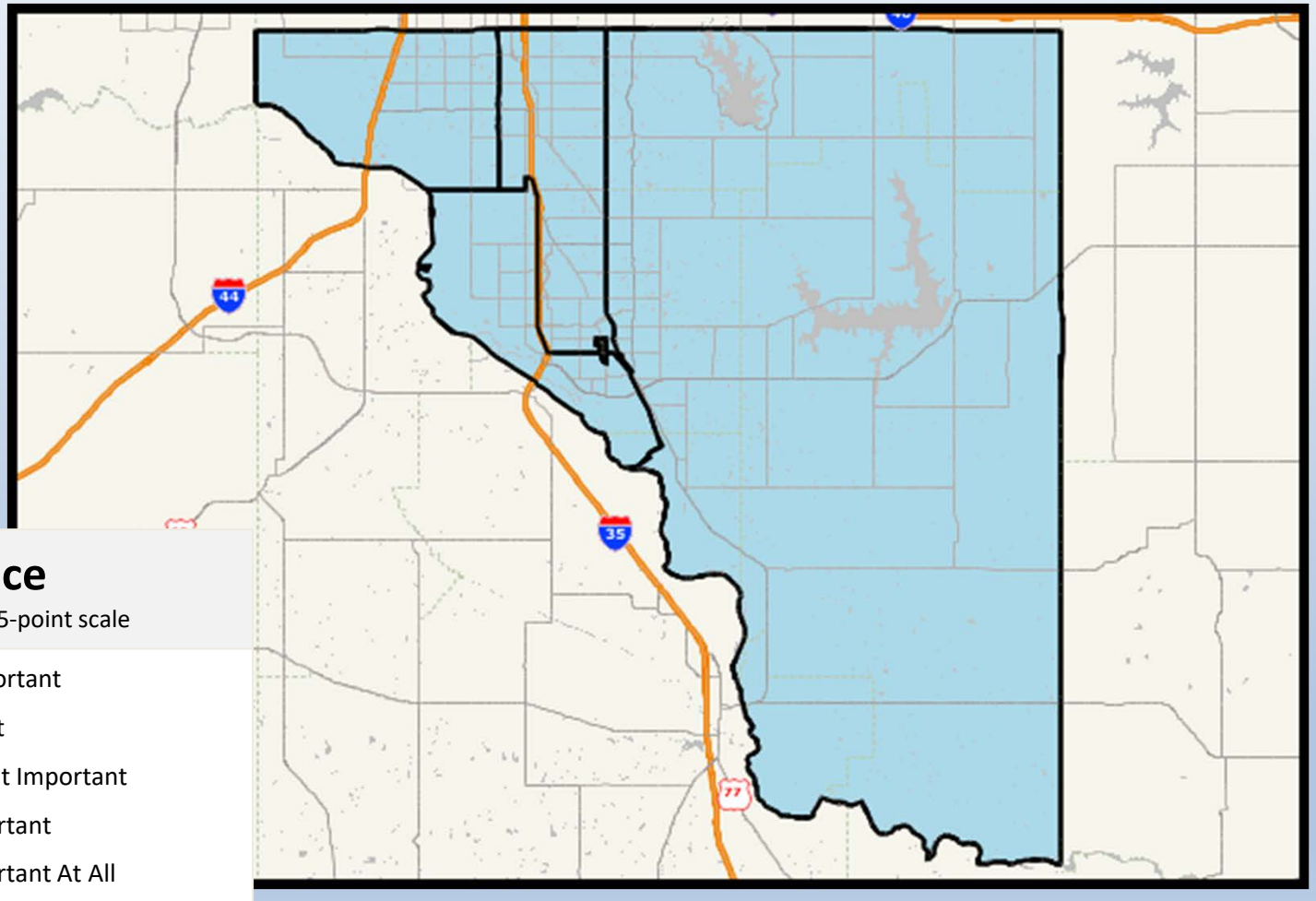
Source: ETC Institute (2020)

Q22-6. Level of Importance: Improving the bus network



Source: ETC Institute (2020)

Q22-7. Level of Importance: Improving the sidewalk network



Importance

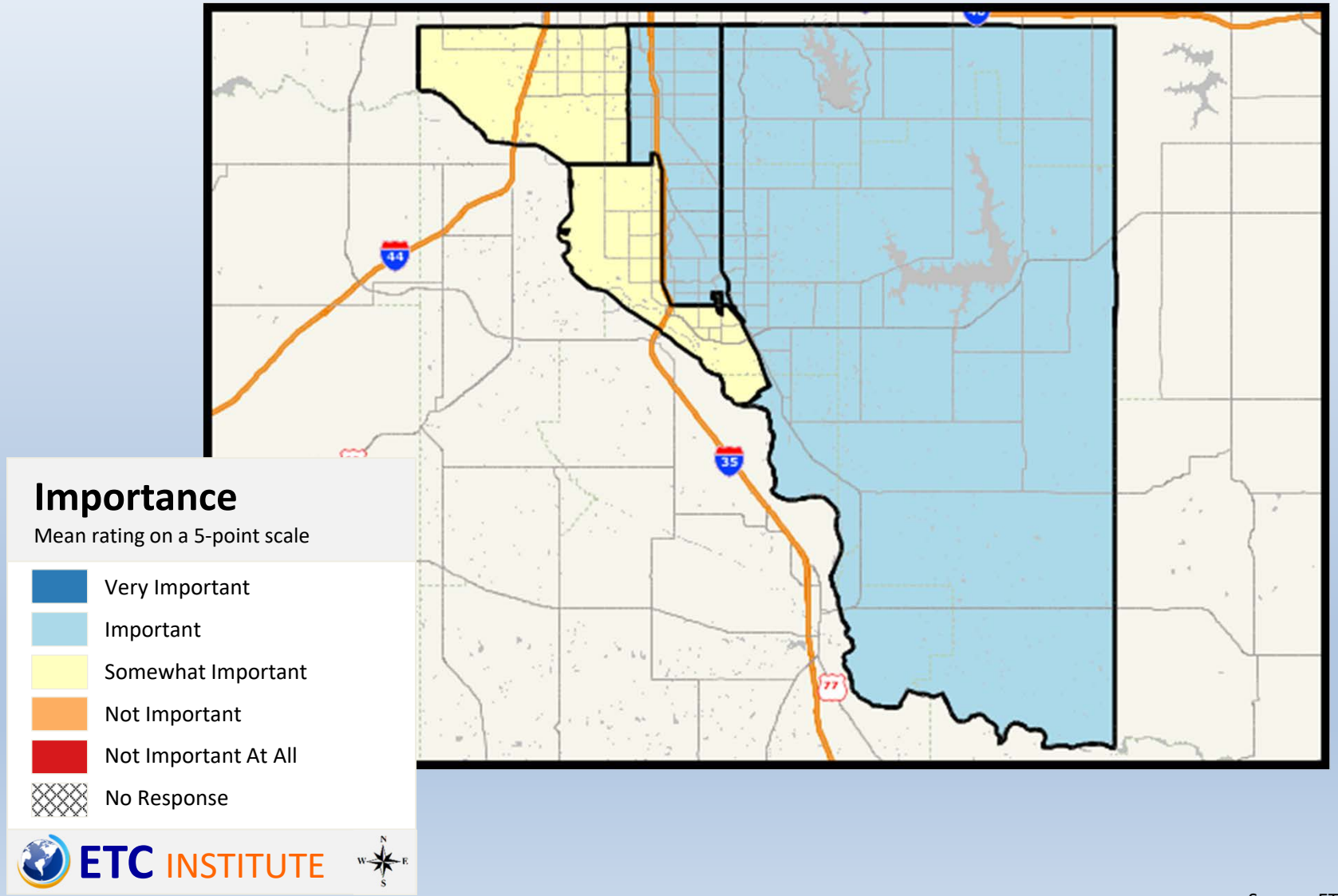
Mean rating on a 5-point scale

- Very Important
- Important
- Somewhat Important
- Not Important
- Not Important At All
- No Response

ETC INSTITUTE

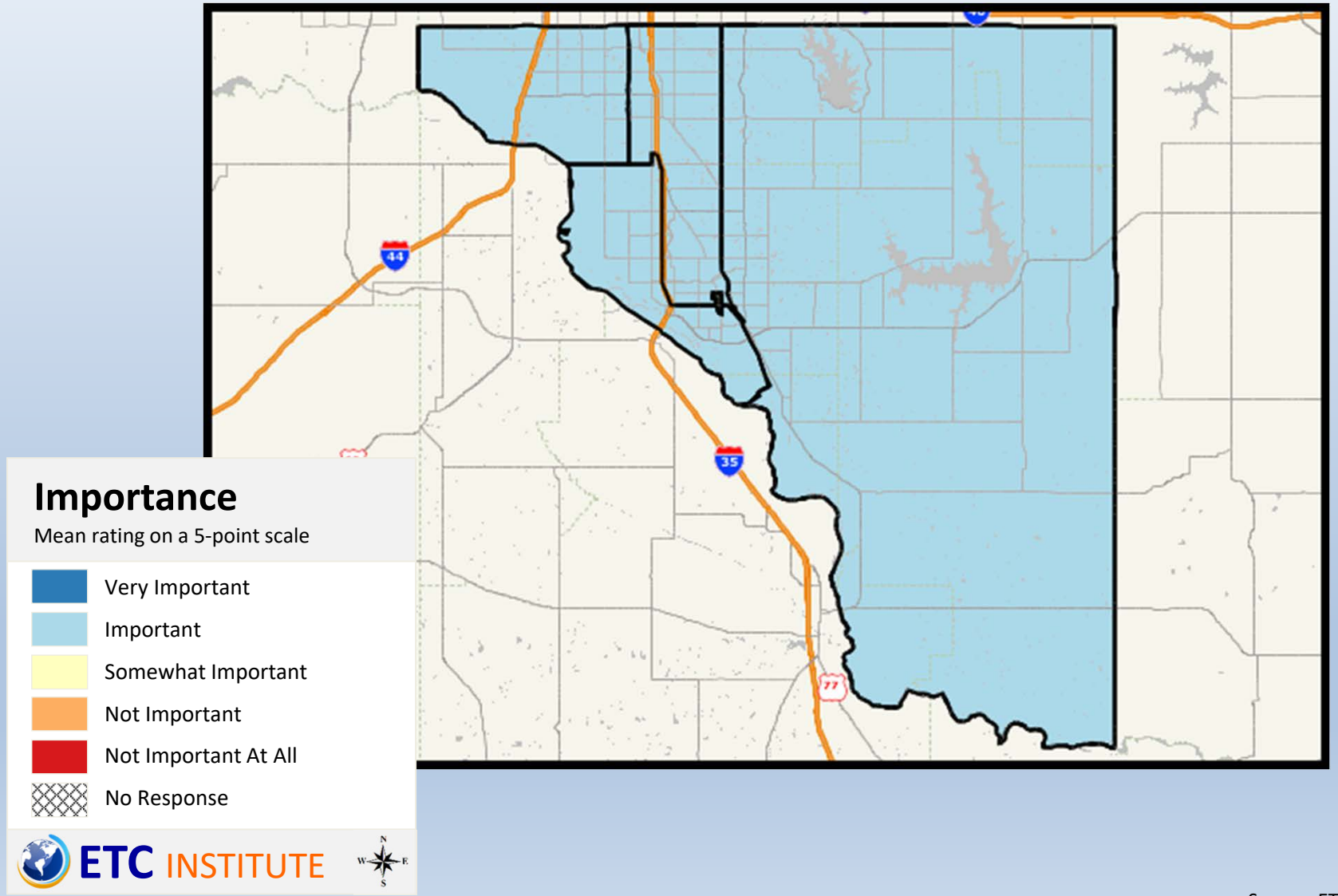
Source: ETC Institute (2020)

Q22-8. Level of Importance: Providing rapid transit bus



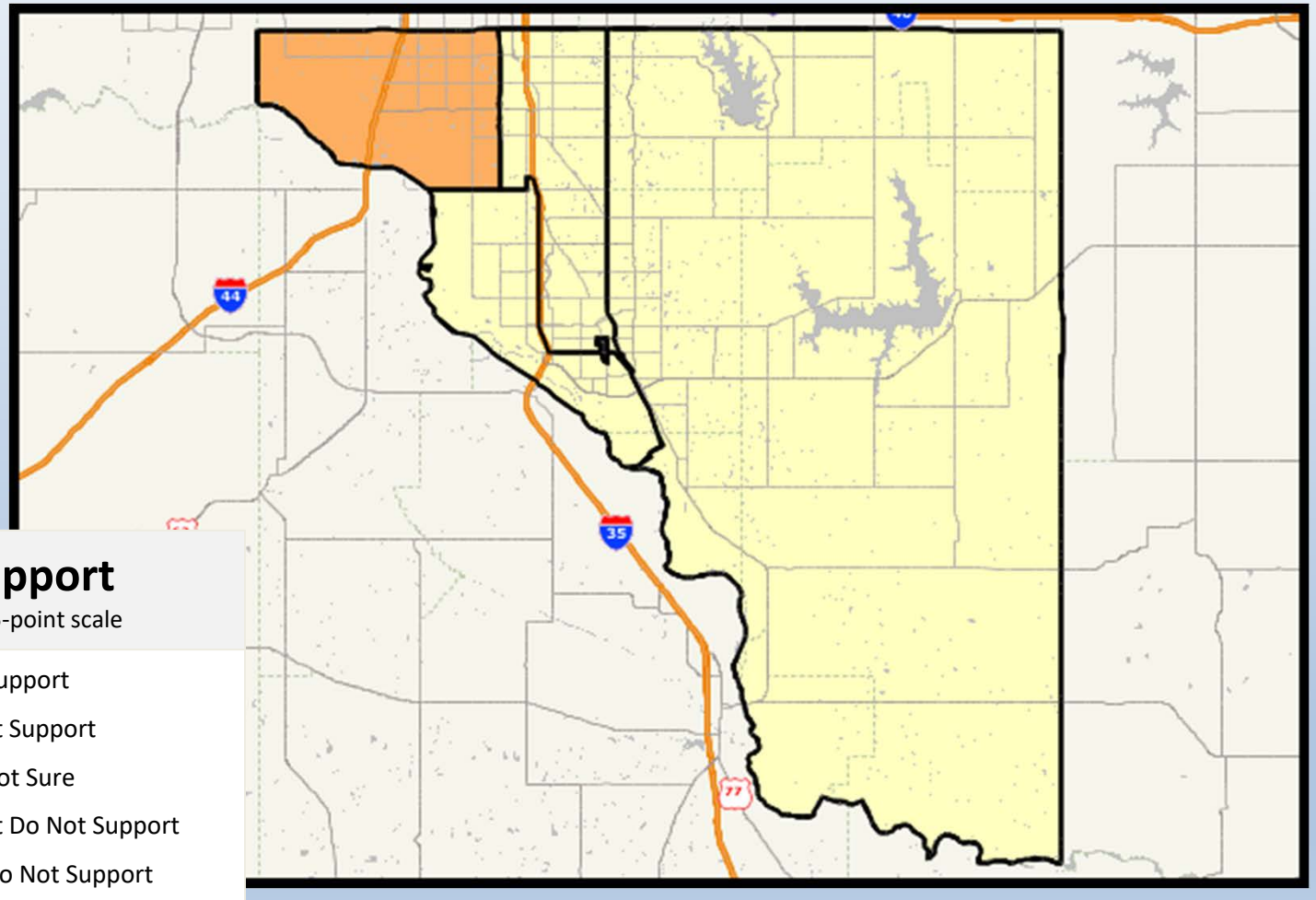
Source: ETC Institute (2020)

Q22-9. Level of Importance: Widening existing roads



Source: ETC Institute (2020)

Q23-1. Level of Support:
Vehicle Registration Fee: Add a $20 annual fee to each car's registration fee in the EMBARK service area



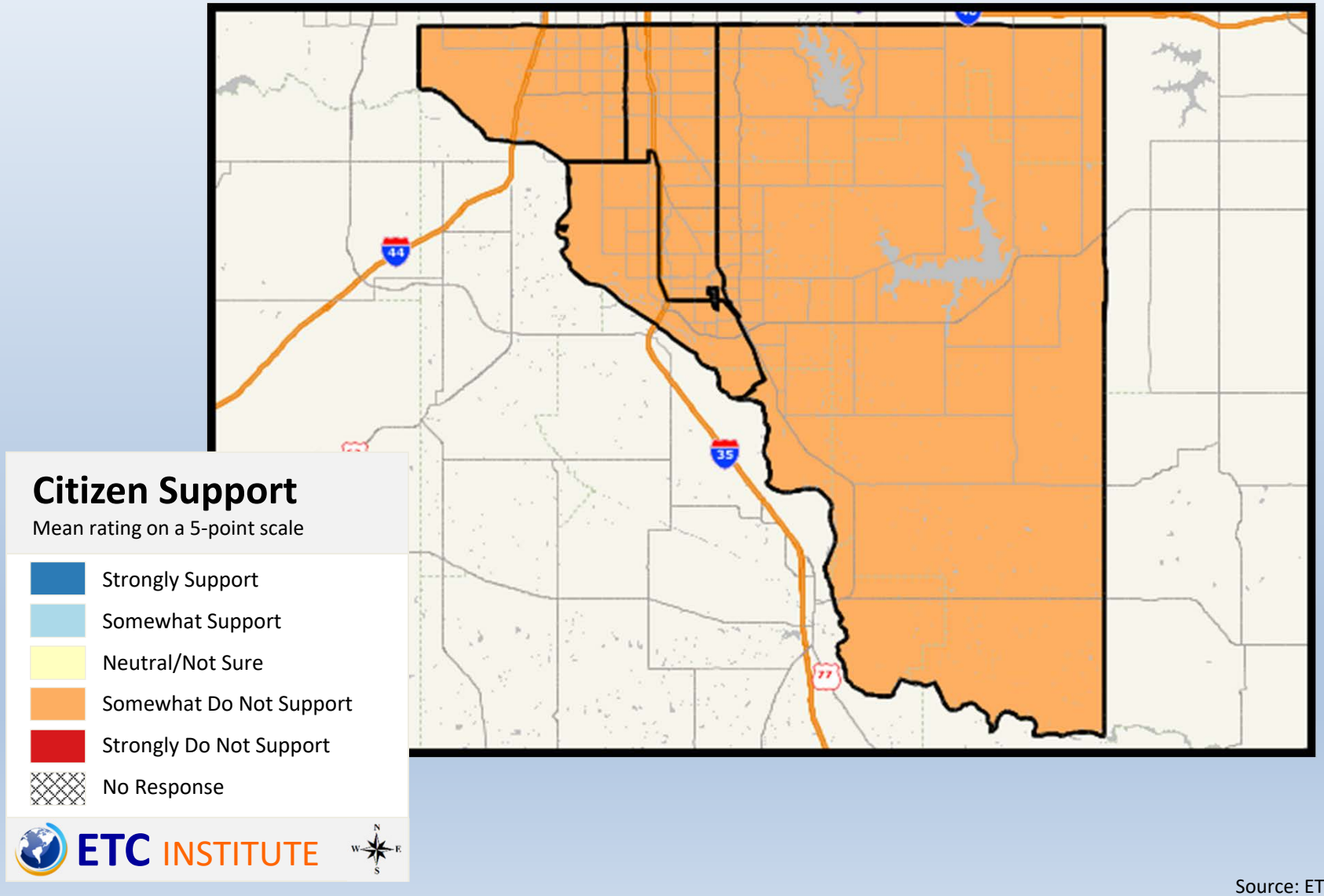
Citizen Support
Mean rating on a 5-point scale

- Strongly Support
- Somewhat Support
- Neutral/Not Sure
- Somewhat Do Not Support
- Strongly Do Not Support
- No Response

ETC INSTITUTE

Source: ETC Institute (2020)

Q23-3. Level of Support:
Property Tax: Add up to 85 cents/$1,000 of taxable valuation of houses in areas serviced by EMBARK



Source: ETC Institute (2020)

Section 4

Tabular Data of OKC Results

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

Have you used EMBARK bus service in the area during past year	Number	Percent
No	973	100.0 %
Total	973	100.0 %

Have you used the OKC Streetcar during the past year?

Have you used OKC Streetcar during past year	Number	Percent
Yes	113	11.6 %
No	860	88.4 %
Total	973	100.0 %

Q1. How likely are you to vote in the next municipal (Oklahoma City/Norman) election?

Q1. How likely are you to vote in next municipal (Oklahoma City/Norman) election	Number	Percent
Very likely	663	68.1 %
Somewhat likely	142	14.6 %
Somewhat unlikely	32	3.3 %
Very unlikely	75	7.7 %
Don’t know	61	6.3 %
Total	973	100.0 %

WITHOUT “DON’T KNOW”

Q1. How likely are you to vote in the next municipal (Oklahoma City/Norman) election? (without "don't know")

Q1. How likely are you to vote in next municipal (Oklahoma City/Norman) election	Number	Percent
Very likely	663	72.7 %
Somewhat likely	142	15.6 %
Somewhat unlikely	32	3.5 %
Very unlikely	75	8.2 %
Total	912	100.0 %

Q2. Are you registered to vote at your current address?

Q2. Are you registered to vote at your current address	Number	Percent
Yes	901	92.6 %
No	58	6.0 %
Don't know	14	1.4 %
Total	973	100.0 %

WITHOUT "DON'T KNOW"

Q2. Are you registered to vote at your current address? (without "don't know")

Q2. Are you registered to vote at your current address	Number	Percent
Yes	901	94.0 %
No	58	6.0 %
Total	959	100.0 %

Q3. Do you feel that EMBARK's public transit services are valuable to the community?

Q3. Do you feel that EMBARK's public transit services are valuable to the community	Number	Percent
Yes	748	76.9 %
No	92	9.5 %
Don't know	133	13.7 %
Total	973	100.0 %

WITHOUT "DON'T KNOW"

Q3. Do you feel that EMBARK's public transit services are valuable to the community? (without "don't know")

Q3. Do you feel that EMBARK's public transit services are valuable to the community	Number	Percent
Yes	748	89.0 %
No	92	11.0 %
Total	840	100.0 %

Q4. Overall, how would you rate EMBARK's services?

Q4. How would you rate overall EMBARK's services	Number	Percent
Excellent	44	4.5 %
Good	158	16.2 %
Average	102	10.5 %
Below average	69	7.1 %
Poor	48	4.9 %
Don't know	552	56.7 %
Total	973	100.0 %

WITHOUT "DON'T KNOW"

Q4. Overall, how would you rate EMBARK's services? (without "don't know")

Q4. How would you rate overall EMBARK's services	Number	Percent
Excellent	44	10.5 %
Good	158	37.5 %
Average	102	24.2 %
Below average	69	16.4 %
Poor	48	11.4 %
Total	421	100.0 %

Q5. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about public transportation in the region.

(N=973)

	Strongly Agree	Agree	Neutral/ Not Sure	Disagree	Strongly Disagree	Not Provided
Q5-1. Buses are not on time	2.8%	5.1%	53.9%	6.1%	2.8%	29.4%
Q5-2. Buses are not reliable	2.8%	4.5%	44.3%	13.7%	5.5%	29.2%
Q5-3. I do not feel safe on the bus	6.5%	10.3%	36.9%	14.5%	5.1%	26.7%
Q5-4. I do not feel safe waiting at bus stops	8.8%	16.6%	35.5%	11.2%	2.4%	25.5%
Q5-5. I have too many places I need to go during the day to use public transportation	26.1%	28.0%	19.1%	7.2%	1.4%	18.2%
Q5-6. I prefer to drive rather than use public transportation	43.5%	28.0%	9.5%	6.2%	2.1%	10.9%
Q5-7. Information about transit service is difficult to understand	7.7%	16.1%	39.3%	11.6%	2.6%	22.7%
Q5-8. Public transportation is important for a thriving community	47.4%	26.5%	10.0%	2.3%	2.7%	11.2%
Q5-9. Public transportation takes too long compared to travel by other mode	17.9%	29.9%	27.6%	7.2%	1.1%	16.2%
Q5-10. Riding the bus is too expensive	2.2%	4.5%	46.0%	17.9%	7.2%	22.2%
Q5-11. Transit service does not take me to where I need to go	19.3%	20.7%	35.8%	4.0%	0.9%	19.3%
Q5-12. Transit service is not offered near my home	25.6%	15.6%	20.0%	15.3%	8.5%	14.9%
Q5-13. Transit service is not offered when I need to use it	14.4%	12.0%	40.4%	8.0%	2.4%	22.8%

WITHOUT "NOT PROVIDED"

Q5. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about public transportation in the region. (without "not provided")

(N=973)

	Strongly Agree	Agree	Neutral/ Not Sure	Disagree	Strongly Disagree
Q5-1. Buses are not on time	3.9%	7.3%	76.3%	8.6%	3.9%
Q5-2. Buses are not reliable	3.9%	6.4%	62.6%	19.3%	7.8%
Q5-3. I do not feel safe on the bus	8.8%	14.0%	50.4%	19.8%	7.0%
Q5-4. I do not feel safe waiting at bus stops	11.9%	22.3%	47.6%	15.0%	3.2%
Q5-5. I have too many places I need to go during the day to use public transportation	31.9%	34.2%	23.4%	8.8%	1.8%
Q5-6. I prefer to drive rather than use public transportation	48.8%	31.4%	10.6%	6.9%	2.3%
Q5-7. Information about transit service is Difficult to understand	10.0%	20.9%	50.8%	15.0%	3.3%
Q5-8. Public transportation is important for a thriving community	53.4%	29.9%	11.2%	2.5%	3.0%
Q5-9. Public transportation takes too long compared to travel by other mode	21.3%	35.7%	33.0%	8.6%	1.3%
Q5-10. Riding the bus is too expensive	2.8%	5.8%	59.2%	23.0%	9.2%
Q5-11. Transit service does not take me to where I need to go	23.9%	25.6%	44.3%	5.0%	1.1%
Q5-12. Transit service is not offered near my home	30.1%	18.4%	23.6%	18.0%	10.0%
Q5-13. Transit service is not offered when I need to use it	18.6%	15.6%	52.3%	10.4%	3.1%

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. Top choice	Number	Percent
Buses are not on time	4	0.4 %
Buses are not reliable	8	0.8 %
I do not feel safe on the bus	47	4.8 %
I do not feel safe waiting at bus stops	22	2.3 %
I have too many places I need to go during the day to use public transportation	138	14.2 %
I prefer to drive rather than use public transportation	372	38.2 %
Information about transit service is difficult to understand	17	1.7 %
Public transportation is important for a thriving community	11	1.1 %
Public transportation takes too long compared to travel by other mode	44	4.5 %
Riding the bus is too expensive	4	0.4 %
Transit service does not take me to where I need to go	51	5.2 %
Transit service is not offered near my home	152	15.6 %
Transit service is not offered when I need to use it	22	2.3 %
None chosen	81	8.3 %
Total	973	100.0 %

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. 2nd choice	Number	Percent
Buses are not on time	4	0.4 %
Buses are not reliable	5	0.5 %
I do not feel safe on the bus	41	4.2 %
I do not feel safe waiting at bus stops	69	7.1 %
I have too many places I need to go during the day to use public transportation	171	17.6 %
I prefer to drive rather than use public transportation	106	10.9 %
Information about transit service is difficult to understand	31	3.2 %
Public transportation is important for a thriving community	27	2.8 %
Public transportation takes too long compared to travel by other mode	107	11.0 %
Riding the bus is too expensive	10	1.0 %
Transit service does not take me to where I need to go	119	12.2 %
Transit service is not offered near my home	92	9.5 %
Transit service is not offered when I need to use it	53	5.4 %
None chosen	138	14.2 %
Total	973	100.0 %

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. 3rd choice	Number	Percent
Buses are not on time	4	0.4 %
Buses are not reliable	13	1.3 %
I do not feel safe on the bus	27	2.8 %
I do not feel safe waiting at bus stops	60	6.2 %
I have too many places I need to go during the day to use public transportation	101	10.4 %
I prefer to drive rather than use public transportation	75	7.7 %
Information about transit service is difficult to understand	43	4.4 %
Public transportation is important for a thriving community	28	2.9 %
Public transportation takes too long compared to travel by other mode	126	12.9 %
Riding the bus is too expensive	15	1.5 %
Transit service does not take me to where I need to go	117	12.0 %
Transit service is not offered near my home	71	7.3 %
Transit service is not offered when I need to use it	89	9.1 %
None chosen	204	21.0 %
Total	973	100.0 %

SUM OF THE TOP THREE CHOICES

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region? (top 3)

Q6. Sum of the top three choices	Number	Percent
Buses are not on time	12	1.2 %
Buses are not reliable	26	2.7 %
I do not feel safe on the bus	115	11.8 %
I do not feel safe waiting at bus stops	151	15.5 %
I have too many places I need to go during the day to use public transportation	410	42.1 %
I prefer to drive rather than use public transportation	553	56.8 %
Information about transit service is difficult to understand	91	9.4 %
Public transportation is important for a thriving community	66	6.8 %
Public transportation takes too long compared to travel by other mode	277	28.5 %
Riding the bus is too expensive	29	3.0 %
Transit service does not take me to where I need to go	287	29.5 %
Transit service is not offered near my home	315	32.4 %
Transit service is not offered when I need to use it	164	16.9 %
None chosen	81	8.3 %
Total	2577	

Q7. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region.

(N=973)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All	Not Provided
Q7-1. Better timed transfers between services	6.4%	19.7%	29.0%	10.5%	15.9%	18.5%
Q7-2. Buses are scheduled to arrive at stops more frequently	10.2%	23.9%	22.7%	9.9%	14.9%	18.4%
Q7-3. I would use public transit if I saw more people like me using it	8.9%	18.9%	21.2%	15.0%	17.2%	18.8%
Q7-4. I would use public transit if I better understood how it worked	8.5%	21.5%	21.8%	12.5%	16.6%	19.0%
Q7-5. I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	19.2%	30.0%	14.7%	6.7%	14.3%	15.1%
Q7-6. I would use public transit if there were options other than the bus	14.5%	22.3%	25.6%	6.2%	13.9%	17.6%
Q7-7. If EMBARK provided faster service	13.3%	21.8%	24.8%	7.1%	14.3%	18.8%
Q7-8. If it cost less to ride transit	8.2%	12.5%	28.7%	12.3%	15.9%	22.3%
Q7-9. If shelters were located at bus stops where you would board/alight	14.6%	22.6%	21.3%	7.5%	14.9%	19.1%
Q7-10. Service were offered earlier or later on existing routes	11.5%	17.8%	26.4%	8.3%	15.0%	21.0%
Q7-11. The cost of parking increases at the place you work or at places you visit frequently	7.6%	19.0%	23.8%	11.5%	16.4%	21.6%
Q7-12. Transit stops are located closer to the place you work or visit frequently	18.8%	28.6%	14.7%	6.5%	13.9%	17.6%
Q7-13. Transit stops are located closer to your home	21.6%	25.4%	17.0%	7.0%	13.9%	15.2%

Q7. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region.

(N=973)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All	Not Provided
Q7-14. Your employer provided incentives to use public transportation services	15.5%	16.5%	15.5%	6.3%	13.9%	32.3%

WITHOUT "NOT PROVIDED"

Q7. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region. (without "not provided")

(N=973)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
Q7-1. Better timed transfers between services	7.8%	24.2%	35.6%	12.9%	19.5%
Q7-2. Buses are scheduled to arrive at stops more frequently	12.5%	29.3%	27.8%	12.1%	18.3%
Q7-3. I would use public transit if I saw more people like me using it	11.0%	23.3%	26.1%	18.5%	21.1%
Q7-4. I would use public transit if I better understood how it worked	10.5%	26.5%	26.9%	15.5%	20.6%
Q7-5. I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	22.6%	35.4%	17.3%	7.9%	16.8%
Q7-6. I would use public transit if there were options other than the bus	17.6%	27.1%	31.0%	7.5%	16.8%
Q7-7. If EMBARK provided faster service	16.3%	26.8%	30.5%	8.7%	17.6%
Q7-8. If it cost less to ride transit	10.6%	16.1%	36.9%	15.9%	20.5%
Q7-9. If shelters were located at bus stops where you would board/alight	18.0%	28.0%	26.3%	9.3%	18.4%
Q7-10. Service were offered earlier or later on existing routes	14.6%	22.5%	33.4%	10.5%	19.0%
Q7-11. The cost of parking increases at the place you work or at places you visit frequently	9.7%	24.2%	30.4%	14.7%	21.0%
Q7-12. Transit stops are located closer to the place you work or visit frequently	22.8%	34.7%	17.8%	7.9%	16.8%
Q7-13. Transit stops are located closer to your home	25.5%	29.9%	20.0%	8.2%	16.4%
Q7-14. Your employer provided incentives to use public transportation services	22.9%	24.4%	22.9%	9.3%	20.5%

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. Top choice	Number	Percent
Better timed transfers between services	47	4.8 %
Buses are scheduled to arrive at stops more frequently	58	6.0 %
I would use public transit if I saw more people like me using it	58	6.0 %
I would use public transit if I better understood how it worked	35	3.6 %
I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	75	7.7 %
I would use public transit if there were options other than the bus	49	5.0 %
If EMBARK provided faster service	32	3.3 %
If it cost less to ride transit	19	2.0 %
If shelters were located at bus stops where you would board/alight	30	3.1 %
Service were offered earlier or later on existing routes	10	1.0 %
The cost of parking increases at the place you work or at places you visit frequently	24	2.5 %
Transit stops are located closer to the place you work or visit frequently	64	6.6 %
Transit stops are located closer to your home	121	12.4 %
Your employer provided incentives to use public transportation services	89	9.1 %
None chosen	262	26.9 %
Total	973	100.0 %

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. 2nd choice	Number	Percent
Better timed transfers between services	29	3.0 %
Buses are scheduled to arrive at stops more frequently	39	4.0 %
I would use public transit if I saw more people like me using it	32	3.3 %
I would use public transit if I better understood how it worked	41	4.2 %
I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	72	7.4 %
I would use public transit if there were options other than the bus	35	3.6 %
If EMBARK provided faster service	47	4.8 %
If it cost less to ride transit	26	2.7 %
If shelters were located at bus stops where you would board/alight	35	3.6 %
Service were offered earlier or later on existing routes	24	2.5 %
The cost of parking increases at the place you work or at places you visit frequently	24	2.5 %
Transit stops are located closer to the place you work or visit frequently	120	12.3 %
Transit stops are located closer to your home	90	9.2 %
Your employer provided incentives to use public transportation services	44	4.5 %
None chosen	315	32.4 %
Total	973	100.0 %

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. 3rd choice	Number	Percent
Better timed transfers between services	26	2.7 %
Buses are scheduled to arrive at stops more frequently	22	2.3 %
I would use public transit if I saw more people like me using it	24	2.5 %
I would use public transit if I better understood how it worked	28	2.9 %
I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	57	5.9 %
I would use public transit if there were options other than the bus	41	4.2 %
If EMBARK provided faster service	40	4.1 %
If it cost less to ride transit	35	3.6 %
If shelters were located at bus stops where you would board/alight	60	6.2 %
Service were offered earlier or later on existing routes	42	4.3 %
The cost of parking increases at the place you work or at places you visit frequently	31	3.2 %
Transit stops are located closer to the place you work or visit frequently	62	6.4 %
Transit stops are located closer to your home	76	7.8 %
Your employer provided incentives to use public transportation services	76	7.8 %
None chosen	353	36.3 %
Total	973	100.0 %

SUM OF THE TOP THREE CHOICES

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region? (top 3)

Q8. Sum of the top three choices	Number	Percent
Better timed transfers between services	102	10.5 %
Buses are scheduled to arrive at stops more frequently	119	12.2 %
I would use public transit if I saw more people like me using it	114	11.7 %
I would use public transit if I better understood how it worked	104	10.7 %
I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	204	21.0 %
I would use public transit if there were options other than the bus	125	12.8 %
If EMBARK provided faster service	119	12.2 %
If it cost less to ride transit	80	8.2 %
If shelters were located at bus stops where you would board/alight	125	12.8 %
Service were offered earlier or later on existing routes	76	7.8 %
The cost of parking increases at the place you work or at places you visit frequently	79	8.1 %
Transit stops are located closer to the place you work or visit frequently	246	25.3 %
Transit stops are located closer to your home	287	29.5 %
Your employer provided incentives to use public transportation services	209	21.5 %
None chosen	262	26.9 %
Total	2251	

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation?

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	74	7.6 %
Between 10 & 15 minutes	227	23.3 %
Between 15 & 20 minutes	143	14.7 %
Between 20 & 30 minutes	109	11.2 %
Between 30 & 45 minutes	46	4.7 %
Between 45 & 60 minutes	22	2.3 %
Would not use bus service	250	25.7 %
Not provided	102	10.5 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation? (without "not provided")

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	74	8.5 %
Between 10 & 15 minutes	227	26.1 %
Between 15 & 20 minutes	143	16.4 %
Between 20 & 30 minutes	109	12.5 %
Between 30 & 45 minutes	46	5.3 %
Between 45 & 60 minutes	22	2.5 %
Would not use bus service	250	28.7 %
Total	871	100.0 %

Q10. For what trip purposes would you be interested in using EMBARK's bus service?

Q10. For what trip purposes would you be interested in using EMBARK's bus service	Number	Percent
Work related trip	313	50.4 %
School (K-12)	35	5.6 %
College/university	61	9.8 %
Medical	180	29.0 %
Grocery shopping	189	30.4 %
Other shopping related trips	236	38.0 %
Personal/recreational	349	56.2 %
Other	15	2.4 %
Total	1378	

Q10-9. Other

Q10-9. Other	Number	Percent
Church	2	13.3 %
Events	1	6.7 %
Entertainment	1	6.7 %
Travel to other transportation hubs (airport, greyhound station, train station)	1	6.7 %
Airport	1	6.7 %
Sport events (Energy)	1	6.7 %
Sightseeing	1	6.7 %
If I lost my drivers license	1	6.7 %
Exploring the city	1	6.7 %
Religious activities	1	6.7 %
If I didn't have a car or private transportation then I would ride	1	6.7 %
Healthy Living OKC Center-gym, pool and events	1	6.7 %
Visiting	1	6.7 %
To get to the outer city areas (Jones, Luther, Arcadia, etc, etc)	1	6.7 %
Total	15	100.0 %

Q11. During what times of day would you be most interested in using bus service?

Q11. During what times of day would you be most interested in using bus service	Number	Percent
5 AM–9 AM	316	50.9 %
9 AM–12 PM	245	39.5 %
12 PM–3 PM	236	38.0 %
3 PM–7 PM	393	63.3 %
7 PM–10 PM	208	33.5 %
10 PM–5 AM	107	17.2 %
Total	1505	

Q12. During what days of the week would you be most interested in using bus service?

Q12. During what days of week would you be most interested in using bus service	Number	Percent
Monday	404	65.1 %
Tuesday	417	67.1 %
Wednesday	423	68.1 %
Thursday	418	67.3 %
Friday	455	73.3 %
Saturday	350	56.4 %
Sunday	243	39.1 %
Total	2710	

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation?

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	104	10.7 %
Between 10 & 15 minutes	249	25.6 %
Between 15 & 20 minutes	125	12.8 %
Between 20 & 30 minutes	86	8.8 %
Between 30 & 45 minutes	35	3.6 %
Between 45 & 60 minutes	15	1.5 %
Would not use bus service	277	28.5 %
Not provided	82	8.4 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation? (without "not provided")

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	104	11.7 %
Between 10 & 15 minutes	249	27.9 %
Between 15 & 20 minutes	125	14.0 %
Between 20 & 30 minutes	86	9.7 %
Between 30 & 45 minutes	35	3.9 %
Between 45 & 60 minutes	15	1.7 %
Would not use bus service	277	31.1 %
Total	891	100.0 %

Q14. For what trip purposes would you be interested in using EMBARK's streetcar services?

Q14. For what trip purposes would you be interested in using EMBARK's streetcar service	Number	Percent
Work related trip	225	36.6 %
School (K-12)	36	5.9 %
College/university	47	7.7 %
Medical	139	22.6 %
Grocery shopping	159	25.9 %
Other shopping related trips	256	41.7 %
Personal/recreational	479	78.0 %
Other	8	1.3 %
Total	1349	

Q14-9. Other

Q14-9. Other	Number	Percent
Events	1	12.5 %
Travel to other transportation hubs (airport, greyhound station, train station)	1	12.5 %
If I lived in an area like downtown	1	12.5 %
Dining out	1	12.5 %
Airport	1	12.5 %
Siteseeing	1	12.5 %
Airport and downtown	1	12.5 %
Assuming I were working in an area the streetcar serviced	1	12.5 %
Total	8	100.0 %

Q15. During what times of day would you be most interested in using streetcar service?

Q15. During what times of day would you be most interested in using streetcar service	Number	Percent
5 AM-9 AM	187	30.5 %
9 AM-12 PM	274	44.6 %
12 PM-3 PM	323	52.6 %
3 PM-7 PM	391	63.7 %
7 PM-10 PM	311	50.7 %
10 PM-5 AM	136	22.1 %
Total	1622	

Q16. During what days of the week would you be most interested in using streetcar service?

Q16. During what days of week would you be most interested in using streetcar service	Number	Percent
Monday	293	47.7 %
Tuesday	290	47.2 %
Wednesday	304	49.5 %
Thursday	318	51.8 %
Friday	424	69.1 %
Saturday	470	76.5 %
Sunday	353	57.5 %
Total	2452	

Q17. Using a scale of 1 to 5, where 5 is 'Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation.

(N=973)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All	Not Provided
Q17-1. High speed, rapid bus service that has priority at traffic lights & makes minimal stops	18.6%	23.4%	16.8%	7.7%	14.3%	19.2%
Q17-2. On-demand bus technology that operates in a similar manner to Uber & Lyft	18.2%	25.8%	18.2%	6.9%	11.8%	19.1%
Q17-3. Door-to-door shuttle service for seniors or persons with disabilities	25.6%	22.5%	13.7%	4.6%	12.3%	21.3%
Q17-4. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	19.3%	26.2%	17.1%	7.9%	11.2%	18.3%
Q17-5. Bus service that operates on fixed routes in the area where you live	13.6%	22.9%	21.6%	8.4%	13.5%	20.0%
Q17-6. Van pool service, which would involve having people who work at the same place share a van provided by their employer	9.0%	11.6%	20.0%	12.6%	19.3%	27.3%
Q17-7. Light rail train service/ commuter rail	21.8%	23.2%	17.0%	5.1%	12.5%	20.3%

WITHOUT "NOT PROVIDED"

Q17. Using a scale of 1 to 5, where 5 is 'Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation. (without "not provided")

(N=973)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
Q17-1. High speed, rapid bus service that has priority at traffic lights & makes minimal stops	23.0%	29.0%	20.7%	9.5%	17.7%
Q17-2. On-demand bus technology that operates in a similar manner to Uber & Lyft	22.5%	31.9%	22.5%	8.5%	14.6%
Q17-3. Door-to-door shuttle service for seniors or persons with disabilities	32.5%	28.6%	17.4%	5.9%	15.7%
Q17-4. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	23.6%	32.1%	20.9%	9.7%	13.7%
Q17-5. Bus service that operates on fixed routes in the area where you live	17.0%	28.7%	27.0%	10.5%	16.8%
Q17-6. Van pool service, which would involve having people who work at the same place share a van provided by their employer	12.4%	16.0%	27.6%	17.4%	26.6%
Q17-7. Light rail train service/commuter rail	27.4%	29.2%	21.3%	6.5%	15.7%

Q18. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be Very Important, Somewhat Important, or Not Important in the design of transit services in the region.

(N=973)

	Very Important	Somewhat Important	Not Important	Not Provided
Q18-1. Expanding EMBARK's service area (routes to more places)	47.1%	23.5%	8.5%	20.9%
Q18-2. Helping to create an environmentally-friendly, sustainable city, not only dependent on car travel	47.2%	23.5%	10.3%	19.0%
Q18-3. Increasing flow of traffic & reducing congestion in the region	48.8%	24.7%	6.8%	19.7%
Q18-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	48.2%	25.4%	6.6%	19.8%
Q18-5. Providing an alternative to congested roadways	48.3%	25.2%	6.7%	19.8%
Q18-6. Providing fast, frequent, reliable service on city's main arterial streets	48.8%	25.3%	5.8%	20.1%
Q18-7. Serving low-income, disabled, or senior populations that have few transportation options	63.5%	13.3%	5.1%	18.1%
Q18-8. Supporting economic development & access to jobs	55.1%	19.0%	5.8%	20.1%

WITHOUT "NOT PROVIDED"

Q18. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be Very Important, Somewhat Important, or Not Important in the design of transit services in the region. (without "not provided")

(N=973)

	Very Important	Somewhat Important	Not Important
Q18-1. Expanding EMBARK's service area (routes to more places)	59.5%	29.7%	10.8%
Q18-2. Helping to create an environmentally-friendly, sustainable city, not only dependent on car travel	58.2%	29.1%	12.7%
Q18-3. Increasing flow of traffic & reducing congestion in the region	60.8%	30.7%	8.5%
Q18-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	60.1%	31.7%	8.2%
Q18-5. Providing an alternative to congested roadways	60.3%	31.4%	8.3%
Q18-6. Providing fast, frequent, reliable service On city's main arterial streets	61.1%	31.7%	7.2%
Q18-7. Serving low-income, disabled, or senior populations that have few transportation options	77.5%	16.2%	6.3%
Q18-8. Supporting economic development & access to jobs	69.0%	23.8%	7.2%

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

Q19. How would you rate overall impression you have of EMBARK	Number	Percent
Excellent	55	5.7 %
Good	269	27.6 %
Average	187	19.2 %
Below average	78	8.0 %
Poor	53	5.4 %
Don't know	331	34.0 %
Total	973	100.0 %

WITHOUT "DON'T KNOW"

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

Q19. How would you rate overall impression you have of EMBARK	Number	Percent
Excellent	55	8.6 %
Good	269	41.9 %
Average	187	29.1 %
Below average	78	12.1 %
Poor	53	8.3 %
Total	642	100.0 %

Q20. Overall, how important do you think it is for the region (Central Oklahoma Metro) to support and fund improved public transportation?

Q20. How important is it for the region (Central Oklahoma Metro) to support & fund improved public transportation overall	Number	Percent
Very important	496	51.0 %
Somewhat important	180	18.5 %
Not sure	239	24.6 %
Not important	58	6.0 %
Total	973	100.0 %

Q21. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

Q21. How should current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	67	6.9 %
Should stay the same	108	11.1 %
Should be somewhat greater than it is now	309	31.8 %
Should be much greater than it is now	244	25.1 %
Not provided	245	25.2 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q21. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years? (without "not provided")

Q21. How should current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	67	9.2 %
Should stay the same	108	14.8 %
Should be somewhat greater than it is now	309	42.4 %
Should be much greater than it is now	244	33.5 %
Total	728	100.0 %

Q22. Please rank the following transportation investments on a scale of 1 to 5, were 5 means "Very Important" and 1 being "Not at All Important."

(N=973)

	Very Important	Somewhat Important	Neutral/ Not Sure	Not Important	Not at All Important
Q22-1. Building light rail	21.7%	19.1%	39.2%	8.2%	11.8%
Q22-2. Building new roads	27.3%	21.2%	33.1%	10.6%	7.8%
Q22-3. Expanding the streetcar	16.4%	18.6%	40.1%	11.0%	13.9%
Q22-4. Improving public transit	33.2%	18.2%	30.0%	7.0%	11.6%
Q22-5. Improving bicycle network	18.4%	21.2%	39.8%	10.5%	10.2%
Q22-6. Improving the bus network	25.2%	21.8%	34.8%	7.7%	10.5%
Q22-7. Improving the sidewalk network	28.6%	20.3%	32.6%	8.1%	10.4%
Q22-8. Providing rapid transit bus	24.7%	20.1%	36.2%	8.7%	10.3%
Q22-9. Widening existing roads	26.9%	23.7%	32.5%	8.9%	7.9%

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q22a. Top choice	Number	Percent
Building light rail	135	13.9 %
Building new roads	165	17.0 %
Expanding the streetcar	28	2.9 %
Improving public transit	157	16.1 %
Improving bicycle network	33	3.4 %
Improving the bus network	32	3.3 %
Improving the sidewalk network	59	6.1 %
Providing rapid transit bus	18	1.8 %
Widening existing roads	105	10.8 %
None chosen	241	24.8 %
Total	973	100.0 %

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q22a. 2nd choice	Number	Percent
Building light rail	55	5.7 %
Building new roads	69	7.1 %
Expanding the streetcar	57	5.9 %
Improving public transit	133	13.7 %
Improving bicycle network	67	6.9 %
Improving the bus network	74	7.6 %
Improving the sidewalk network	84	8.6 %
Providing rapid transit bus	71	7.3 %
Widening existing roads	107	11.0 %
None chosen	256	26.3 %
Total	973	100.0 %

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q22a. 3rd choice	Number	Percent
Building light rail	70	7.2 %
Building new roads	35	3.6 %
Expanding the streetcar	39	4.0 %
Improving public transit	90	9.2 %
Improving bicycle network	67	6.9 %
Improving the bus network	83	8.5 %
Improving the sidewalk network	106	10.9 %
Providing rapid transit bus	95	9.8 %
Widening existing roads	90	9.2 %
None chosen	298	30.6 %
Total	973	100.0 %

SUM OF THE TOP THREE CHOICES

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region? (top 3)

Q22a. Sum of the top three choices	Number	Percent
Building light rail	260	26.7 %
Building new roads	269	27.6 %
Expanding the streetcar	124	12.7 %
Improving public transit	380	39.1 %
Improving bicycle network	167	17.2 %
Improving the bus network	189	19.4 %
Improving the sidewalk network	249	25.6 %
Providing rapid transit bus	184	18.9 %
Widening existing roads	302	31.0 %
None chosen	241	24.8 %
Total	2365	

Q23. Listed below are three potential funding sources that could be used to grow our public transit infrastructure. Using a scale of 1 to 5, where 5 means "Strongly Support" and 1 means "Strongly Do Not Support," please rate your level of support for the following funding source concepts.

(N=973)

	Strongly Support	Somewhat Support	Neutral/ Not Sure	Somewhat do not Support	Strongly do not Support
Q23-1. Vehicle Registration Fee: Add a $20 annual fee to each car's registration fee in EMBARK service area	10.6%	14.5%	29.5%	12.0%	33.4%
Q23-2. Sales Tax: Add partial cent sales tax in Area Metro Counties	12.0%	24.8%	30.3%	8.8%	24.0%
Q23-3. Property Tax: Add up to 85 cents/$1,000 of taxable valuation of houses in areas serviced by EMBARK	6.4%	14.9%	32.1%	10.1%	36.6%
Q23-4. Real Estate Transfer Fee: When properties are bought & sold a small fee associated with the sales transaction is passed to support public transit	11.2%	19.7%	32.3%	9.1%	27.6%

Q24. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

Q24. How many operating vehicles do you have in your household	Number	Percent
0	20	2.1 %
1	211	21.7 %
2	409	42.0 %
3	190	19.5 %
4	86	8.8 %
5	27	2.8 %
6	10	1.0 %
7+	3	0.3 %
Not provided	17	1.7 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q24. How many operating vehicles (cars, motorcycles, vans) do you have in your household? (without "not provided")

Q24. How many operating vehicles do you have in your household	Number	Percent
0	20	2.1 %
1	211	22.1 %
2	409	42.8 %
3	190	19.9 %
4	86	9.0 %
5	27	2.8 %
6	10	1.0 %
7+	3	0.3 %
Total	956	100.0 %

Q25. How many operating bicycles do you have in your household?

Q25. How many operating bicycles do you have in your household	Number	Percent
0	395	40.6 %
1	229	23.5 %
2	181	18.6 %
3	89	9.1 %
4	31	3.2 %
5	22	2.3 %
6	15	1.5 %
7+	3	0.3 %
Not provided	8	0.8 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q25. How many operating bicycles do you have in your household? (without "not provided")

Q25. How many operating bicycles do you have in your household	Number	Percent
0	395	40.9 %
1	229	23.7 %
2	181	18.8 %
3	89	9.2 %
4	31	3.2 %
5	22	2.3 %
6	15	1.6 %
7+	3	0.3 %
Total	965	100.0 %

Q26. Do you have a valid driver's license?

Q26. Do you have a valid driver's license	Number	Percent
Yes	952	97.8 %
No	11	1.1 %
Not provided	10	1.0 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q26. Do you have a valid driver's license? (without "not provided")

Q26. Do you have a valid driver's license	Number	Percent
Yes	952	98.9 %
No	11	1.1 %
Total	963	100.0 %

Q27. Including yourself, how many licensed drivers do you have in your household?

Q27. How many licensed drivers do you have in your household	Number	Percent
0	11	1.1 %
1	266	27.3 %
2	486	49.9 %
3	140	14.4 %
4	45	4.6 %
5+	14	1.4 %
Not provided	11	1.1 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q27. Including yourself, how many licensed drivers do you have in your household? (without "not provided")

Q27. How many licensed drivers do you have in your household	Number	Percent
0	11	1.1 %
1	266	27.7 %
2	486	50.5 %
3	140	14.6 %
4	45	4.7 %
5+	14	1.5 %
Total	962	100.0 %

Q28. What is your age?

Q28. Your age	Number	Percent
18-24 years	186	19.1 %
25-34 years	186	19.1 %
35-49 years	196	20.1 %
50-64 years	191	19.6 %
65+ year	188	19.3 %
Not provided	26	2.7 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q28. What is your age? (without "not provided")

Q28. Your age	Number	Percent
18-24 years	186	19.6 %
25-34 years	186	19.6 %
35-49 years	196	20.7 %
50-64 years	191	20.2 %
65+ year	188	19.9 %
Total	947	100.0 %

Q29. Which of the following BEST describes your race/ethnicity?

Q29. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	43	4.4 %
Black/African American	135	13.9 %
Caucasian/White	659	67.7 %
American Indian/Alaska Native	32	3.3 %
Hispanic/Latino	183	18.8 %
Native Hawaiian/Pacific Islander	1	0.1 %
Other	8	0.8 %
Total	1061	

Q29-7. Other

Q29-7. Other	Number	Percent
Multiple	2	25.0 %
European American	2	25.0 %
Mixed	1	12.5 %
Scandinavian, not English	1	12.5 %
South Asian, Persian	1	12.5 %
More than one	1	12.5 %
Total	8	100.0 %

Q30. Do you have a physical disability that causes you to be dependent on others for transportation?

Q30. Do you have a physical disability that causes you to be dependent on others for transportation	Number	Percent
Yes	57	5.9 %
No	894	91.9 %
Not provided	22	2.3 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q30. Do you have a physical disability that causes you to be dependent on others for transportation? (without "not provided")

Q30. Do you have a physical disability that causes you to be dependent on others for transportation	Number	Percent
Yes	57	6.0 %
No	894	94.0 %
Total	951	100.0 %

Q31. Are you employed?

Q31. Are you employed	Number	Percent
Yes	641	65.9 %
No	331	34.0 %
Not provided	1	0.1 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Are you employed? (without "not provided")

Q31. Are you employed	Number	Percent
Yes	641	65.9 %
No	331	34.1 %
Total	972	100.0 %

Q32. Would you say your total annual household income is…

Q32. Your total annual household income	Number	Percent
Under $30K	117	12.0 %
$30K to $59,999	214	22.0 %
$60K to $99,999	202	20.8 %
$100K+	248	25.5 %
Not provided	192	19.7 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Would you say your total annual household income is… (without "not provided")

Q32. Your total annual household income	Number	Percent
Under $30K	117	15.0 %
$30K to $59,999	214	27.4 %
$60K to $99,999	202	25.9 %
$100K+	248	31.8 %
Total	781	100.0 %

Q33. What is your home zip code?

Q33. Your home zip code	Number	Percent
73162	61	6.3 %
73099	61	6.3 %
73013	60	6.2 %
73112	56	5.8 %
73170	55	5.7 %
73107	55	5.7 %
73012	49	5.0 %
73132	44	4.5 %
73120	33	3.4 %
73159	30	3.1 %
73135	30	3.1 %
73119	30	3.1 %
73118	28	2.9 %
73111	25	2.6 %
73114	24	2.5 %
73127	22	2.3 %
73142	20	2.1 %
73165	18	1.8 %
73109	15	1.5 %
73108	15	1.5 %
73179	14	1.4 %
73139	14	1.4 %
73105	14	1.4 %
73129	13	1.3 %
73116	12	1.2 %
73106	12	1.2 %
73122	12	1.2 %
74857	10	1.0 %
73117	10	1.0 %
73121	9	0.9 %
73064	9	0.9 %
73160	8	0.8 %
73110	8	0.8 %
73008	7	0.7 %
73131	7	0.7 %
73103	7	0.7 %
73078	6	0.6 %
73020	6	0.6 %
73128	6	0.6 %
73173	5	0.5 %
73130	5	0.5 %
73149	5	0.5 %
73150	5	0.5 %
73151	5	0.5 %
73084	4	0.4 %
73034	3	0.3 %
73104	3	0.3 %
73115	3	0.3 %
73169	3	0.3 %

Q33. What is your home zip code?

Q33. Your home zip code	Number	Percent
73141	2	0.2 %
73003	2	0.2 %
73102	2	0.2 %
73113	2	0.2 %
73143	1	0.1 %
73146	1	0.1 %
73137	1	0.1 %
73172	1	0.1 %
73189	1	0.1 %
73134	1	0.1 %
73101	1	0.1 %
73025	1	0.1 %
73049	1	0.1 %
Total	973	100.0 %

Q34. Your gender:

Q34. Your gender	Number	Percent
Male	486	49.9 %
Female	478	49.1 %
Prefer to self-describe	4	0.4 %
Not provided	5	0.5 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q34. Your gender: (without "not provided")

Q34. Your gender	Number	Percent
Male	486	50.2 %
Female	478	49.4 %
Prefer to self-describe	4	0.4 %
Total	968	100.0 %

Q34-3. How do you self-describe your gender?

Q34-3. How do you self-describe your gender	Number	Percent
Non-binary	1	100.0 %
Total	1	100.0 %

Q35. Have you ever used the Oklahoma River Cruises on the Oklahoma River (Not Bricktown canal)?

Q35. Have you ever used Oklahoma River Cruises on Oklahoma River	Number	Percent
Yes	216	22.2 %
No	757	77.8 %
Total	973	100.0 %

Q36. Have you ever used the Spokies Bike Share system in Downtown Oklahoma City?

Q36. Have you ever used Spokies Bike Share system in Downtown Oklahoma City	Number	Percent
Yes	39	4.0 %
No	934	96.0 %
Total	973	100.0 %

Q37. Have you ever used mass transit in other cities (LA, New York, Chicago, etc.)?

Q37. Have you ever used mass transit in other cities	Number	Percent
Yes	730	75.0 %
No	243	25.0 %
Total	973	100.0 %

Q37a. What types of transit did you use?

Q37a. What types of transit did you use	Number	Percent
Light Rail	432	59.2 %
Subway	532	72.9 %
Bus	493	67.5 %
Streetcar/Trolley	397	54.4 %
Other	37	5.1 %
Total	1891	

Q37a-5. Other

Q37a-5. Other	Number	Percent
Taxi	6	16.2 %
Ferry	5	13.5 %
Uber/taxi	3	8.1 %
Cycling	1	2.7 %
Huge system of microbuses locally in Mexico	1	2.7 %
Train to close by cities in Germany to shop for the day	1	2.7 %
Water taxi	1	2.7 %
The metro in DC	1	2.7 %
Bay area rapid transit	1	2.7 %
Cable Car, Train, Electronic unmanned rail from airport to downtown	1	2.7 %
EL TRAIN	1	2.7 %
Uber/Lyft/walk	1	2.7 %
Train	1	2.7 %
CAR	1	2.7 %
Bullet Train Japan	1	2.7 %
Train to Denver	1	2.7 %
Scooters	1	2.7 %
Elevated rail in Chicago	1	2.7 %
Bike share system	1	2.7 %
Ferries and water taxis	1	2.7 %
Roosevelt Island Tramway (aerial tramway)	1	2.7 %
Passenger train	1	2.7 %
Uber	1	2.7 %
Rapid transit buses from Santa Clarita to downtown LA via monthly pass	1	2.7 %
Tram, and other public transit	1	2.7 %
Lyft, Uber, taxi	1	2.7 %
Total	37	100.0 %

Q38. Prior to this receiving this survey, were you familiar with the public transit services offered by EMBARK?

Q38. Were you familiar with public transit services offered by EMBARK prior to receiving this survey	Number	Percent
Yes	743	76.4 %
No	221	22.7 %
Not provided	9	0.9 %
Total	973	100.0 %

WITHOUT "NOT PROVIDED"

Q38. Prior to this receiving this survey, were you familiar with the public transit services offered by EMBARK? (without "not provided")

Q38. Were you familiar with public transit services offered by EMBARK prior to receiving this survey	Number	Percent
Yes	743	77.1 %
No	221	22.9 %
Total	964	100.0 %

Q39. Would you be interested in participating in virtual or in-person focus groups for EMBARK in the future?

Q39. Would you be interested in participating in virtual or in-person focus groups for EMBARK in the future	Number	Percent
Yes	152	15.6 %
No	821	84.4 %
Total	973	100.0 %

Section 5
Tabular Data of Norman Results

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

Have you used EMBARK bus service in the area during past year	Number	Percent
No	302	100.0 %
Total	302	100.0 %

Have you used the OKC Streetcar during the past year?

Have you used OKC Streetcar during past year	Number	Percent
Yes	40	13.2 %
No	262	86.8 %
Total	302	100.0 %

Q1. How likely are you to vote in the next municipal (Oklahoma City/Norman) election?

Q1. How likely are you to vote in next municipal (Oklahoma City/Norman) election	Number	Percent
Very likely	252	83.4 %
Somewhat likely	29	9.6 %
Somewhat unlikely	5	1.7 %
Very unlikely	9	3.0 %
Don’t know	7	2.3 %
Total	302	100.0 %

WITHOUT “DON’T KNOW”

Q1. How likely are you to vote in the next municipal (Oklahoma City/Norman) election? (without "don't know")

Q1. How likely are you to vote in next municipal (Oklahoma City/Norman) election	Number	Percent
Very likely	252	85.4 %
Somewhat likely	29	9.8 %
Somewhat unlikely	5	1.7 %
Very unlikely	9	3.1 %
Total	295	100.0 %

Q2. Are you registered to vote at your current address?

Q2. Are you registered to vote at your current address	Number	Percent
Yes	282	93.4 %
No	16	5.3 %
Don't know	4	1.3 %
Total	302	100.0 %

WITHOUT "DON'T KNOW"

Q2. Are you registered to vote at your current address? (without "don't know")

Q2. Are you registered to vote at your current address	Number	Percent
Yes	282	94.6 %
No	16	5.4 %
Total	298	100.0 %

Q3. Do you feel that EMBARK's public transit services are valuable to the community?

Q3. Do you feel that EMBARK's public transit services are valuable to the community	Number	Percent
Yes	242	80.1 %
No	20	6.6 %
Don't know	40	13.2 %
Total	302	100.0 %

WITHOUT "DON'T KNOW"

Q3. Do you feel that EMBARK's public transit services are valuable to the community? (without "don't know")

Q3. Do you feel that EMBARK's public transit services are valuable to the community	Number	Percent
Yes	242	92.4 %
No	20	7.6 %
Total	262	100.0 %

Q4. Overall, how would you rate EMBARK's services?

Q4. How would you rate overall EMBARK's services	Number	Percent
Excellent	16	5.3 %
Good	44	14.6 %
Average	34	11.3 %
Below average	18	6.0 %
Poor	8	2.6 %
Don't know	182	60.3 %
Total	302	100.0 %

WITHOUT "DON'T KNOW"

Q4. Overall, how would you rate EMBARK's services? (without "don't know")

Q4. How would you rate overall EMBARK's services	Number	Percent
Excellent	16	13.3 %
Good	44	36.7 %
Average	34	28.3 %
Below average	18	15.0 %
Poor	8	6.7 %
Total	120	100.0 %

Q5. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about public transportation in the region.

(N=302)

	Strongly Agree	Agree	Neutral/ Not Sure	Disagree	Strongly Disagree	Not Provided
Q5-1. Buses are not on time	2.3%	5.0%	63.9%	8.9%	5.0%	14.9%
Q5-2. Buses are not reliable	2.3%	4.6%	52.0%	17.5%	8.3%	15.2%
Q5-3. I do not feel safe on the bus	3.3%	7.9%	42.1%	21.5%	9.9%	15.2%
Q5-4. I do not feel safe waiting at bus stops	4.0%	10.3%	41.7%	21.2%	8.9%	13.9%
Q5-5. I have too many places I need to go during the day to use public transportation	20.5%	30.1%	24.5%	11.9%	3.3%	9.6%
Q5-6. I prefer to drive rather than use public transportation	39.1%	32.1%	15.6%	4.6%	2.3%	6.3%
Q5-7. Information about transit service is difficult to understand	8.3%	15.9%	43.4%	15.6%	5.3%	11.6%
Q5-8. Public transportation is important for a thriving community	57.3%	19.2%	10.9%	2.3%	4.0%	6.3%
Q5-9. Public transportation takes too long compared to travel by other mode	11.9%	34.1%	32.8%	11.3%	1.0%	8.9%
Q5-10. Riding the bus is too expensive	0.7%	4.6%	51.3%	20.2%	9.9%	13.2%
Q5-11. Transit service does not take me to where I need to go	14.6%	20.9%	47.7%	6.0%	1.0%	9.9%
Q5-12. Transit service is not offered near my home	14.6%	15.6%	32.8%	16.9%	11.6%	8.6%
Q5-13. Transit service is not offered when I need to use it	9.6%	11.6%	53.0%	10.3%	2.0%	13.6%

WITHOUT "NOT PROVIDED"

Q5. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about public transportation in the region. (without "not provided")

(N=302)

	Strongly Agree	Agree	Neutral/ Not Sure	Disagree	Strongly Disagree
Q5-1. Buses are not on time	2.7%	5.8%	75.1%	10.5%	5.8%
Q5-2. Buses are not reliable	2.7%	5.5%	61.3%	20.7%	9.8%
Q5-3. I do not feel safe on the bus	3.9%	9.4%	49.6%	25.4%	11.7%
Q5-4. I do not feel safe waiting at bus stops	4.6%	11.9%	48.5%	24.6%	10.4%
Q5-5. I have too many places I need to go during the day to use public transportation	22.7%	33.3%	27.1%	13.2%	3.7%
Q5-6. I prefer to drive rather than use public transportation	41.7%	34.3%	16.6%	4.9%	2.5%
Q5-7. Information about transit service is difficult to understand	9.4%	18.0%	49.1%	17.6%	6.0%
Q5-8. Public transportation is important for a thriving community	61.1%	20.5%	11.7%	2.5%	4.2%
Q5-9. Public transportation takes too long compared to travel by other mode	13.1%	37.5%	36.0%	12.4%	1.1%
Q5-10. Riding the bus is too expensive	0.8%	5.3%	59.2%	23.3%	11.5%
Q5-11. Transit service does not take me to where I need to go	16.2%	23.2%	52.9%	6.6%	1.1%
Q5-12. Transit service is not offered near my home	15.9%	17.0%	35.9%	18.5%	12.7%
Q5-13. Transit service is not offered when I need to use it	11.1%	13.4%	61.3%	11.9%	2.3%

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. Top choice	Number	Percent
Buses are not on time	1	0.3 %
Buses are not reliable	1	0.3 %
I do not feel safe on the bus	10	3.3 %
I do not feel safe waiting at bus stops	3	1.0 %
I have too many places I need to go during the day to use public transportation	50	16.6 %
I prefer to drive rather than use public transportation	133	44.0 %
Information about transit service is difficult to understand	7	2.3 %
Public transportation is important for a thriving community	4	1.3 %
Public transportation takes too long compared to travel by other mode	16	5.3 %
Transit service does not take me to where I need to go	26	8.6 %
Transit service is not offered near my home	23	7.6 %
Transit service is not offered when I need to use it	8	2.6 %
None chosen	20	6.6 %
Total	302	100.0 %

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. 2nd choice	Number	Percent
Buses are not on time	5	1.7 %
Buses are not reliable	4	1.3 %
I do not feel safe on the bus	5	1.7 %
I do not feel safe waiting at bus stops	12	4.0 %
I have too many places I need to go during the day to use public transportation	61	20.2 %
I prefer to drive rather than use public transportation	42	13.9 %
Information about transit service is difficult to understand	5	1.7 %
Public transportation is important for a thriving community	3	1.0 %
Public transportation takes too long compared to travel by other mode	36	11.9 %
Riding the bus is too expensive	1	0.3 %
Transit service does not take me to where I need to go	45	14.9 %
Transit service is not offered near my home	23	7.6 %
Transit service is not offered when I need to use it	20	6.6 %
None chosen	40	13.2 %
Total	302	100.0 %

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. 3rd choice	Number	Percent
Buses are not on time	4	1.3 %
Buses are not reliable	2	0.7 %
I do not feel safe on the bus	5	1.7 %
I do not feel safe waiting at bus stops	8	2.6 %
I have too many places I need to go during the day to use public transportation	37	12.3 %
I prefer to drive rather than use public transportation	17	5.6 %
Information about transit service is difficult to understand	18	6.0 %
Public transportation is important for a thriving community	6	2.0 %
Public transportation takes too long compared to travel by other mode	50	16.6 %
Riding the bus is too expensive	2	0.7 %
Transit service does not take me to where I need to go	40	13.2 %
Transit service is not offered near my home	22	7.3 %
Transit service is not offered when I need to use it	25	8.3 %
None chosen	66	21.9 %
Total	302	100.0 %

SUM OF THE TOP THREE CHOICES

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region? (top 3)

Q6. Top choice	Number	Percent
Buses are not on time	10	3.3 %
Buses are not reliable	7	2.3 %
I do not feel safe on the bus	20	6.6 %
I do not feel safe waiting at bus stops	23	7.6 %
I have too many places I need to go during the day to use public transportation	148	49.0 %
I prefer to drive rather than use public transportation	192	63.6 %
Information about transit service is difficult to understand	30	9.9 %
Public transportation is important for a thriving community	13	4.3 %
Public transportation takes too long compared to travel by other mode	102	33.8 %
Riding the bus is too expensive	3	1.0 %
Transit service does not take me to where I need to go	111	36.8 %
Transit service is not offered near my home	68	22.5 %
Transit service is not offered when I need to use it	53	17.5 %
None chosen	20	6.6 %
Total	800	

Q7. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region.

(N=302)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All	Not Provided
Q7-1. Better timed transfers between services	8.9%	26.2%	32.5%	8.9%	13.9%	9.6%
Q7-2. Buses are scheduled to arrive at stops more frequently	13.2%	28.8%	28.8%	7.0%	13.2%	8.9%
Q7-3. I would use public transit if I saw more people like me using it	9.3%	18.2%	25.2%	15.6%	19.2%	12.6%
Q7-4. I would use public transit if I better understood how it worked	10.3%	29.1%	22.2%	12.3%	15.9%	10.3%
Q7-5. I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	21.5%	33.1%	19.2%	4.6%	11.6%	9.9%
Q7-6. I would use public transit if there were options other than the bus	14.2%	18.5%	33.1%	10.3%	13.6%	10.3%
Q7-7. If EMBARK provided faster service	11.9%	21.5%	35.1%	8.6%	11.9%	10.9%
Q7-8. If it cost less to ride transit	7.9%	12.6%	38.1%	14.6%	15.6%	11.3%
Q7-9. If shelters were located at bus stops where you would board/alight	13.9%	22.2%	28.5%	9.9%	14.6%	10.9%
Q7-10. Service were offered earlier or later on existing routes	10.3%	20.2%	36.8%	8.6%	13.6%	10.6%
Q7-11. The cost of parking increases at the place you work or at places you visit frequently	9.6%	23.8%	30.1%	8.6%	15.2%	12.6%
Q7-12. Transit stops are located closer to the place you work or visit frequently	21.9%	30.8%	20.9%	5.6%	11.9%	8.9%
Q7-13. Transit stops are located closer to your home	22.8%	24.8%	22.2%	7.3%	12.9%	9.9%

Q7. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region.

(N=302)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All	Not Provided
Q7-14. Your employer provided incentives to use public transportation services	14.9%	18.2%	20.2%	6.3%	13.6%	26.8%

WITHOUT "NOT PROVIDED"

Q7. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region. (without "not provided")

(N=302)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
Q7-1. Better timed transfers between services	9.9%	28.9%	35.9%	9.9%	15.4%
Q7-2. Buses are scheduled to arrive at stops more frequently	14.5%	31.6%	31.6%	7.6%	14.5%
Q7-3. I would use public transit if I saw more people like me using it	10.6%	20.8%	28.8%	17.8%	22.0%
Q7-4. I would use public transit if I better understood how it worked	11.4%	32.5%	24.7%	13.7%	17.7%
Q7-5. I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	23.9%	36.8%	21.3%	5.1%	12.9%
Q7-6. I would use public transit if there were options other than the bus	15.9%	20.7%	36.9%	11.4%	15.1%
Q7-7. If EMBARK provided faster service	13.4%	24.2%	39.4%	9.7%	13.4%
Q7-8. If it cost less to ride transit	9.0%	14.2%	42.9%	16.4%	17.5%
Q7-9. If shelters were located at bus stops where you would board/alight	15.6%	24.9%	32.0%	11.2%	16.4%
Q7-10. Service were offered earlier or later on existing routes	11.5%	22.6%	41.1%	9.6%	15.2%
Q7-11. The cost of parking increases at the place you work or at places you visit frequently	11.0%	27.3%	34.5%	9.8%	17.4%
Q7-12. Transit stops are located closer to the place you work or visit frequently	24.0%	33.8%	22.9%	6.2%	13.1%
Q7-13. Transit stops are located closer to your home	25.4%	27.6%	24.6%	8.1%	14.3%
Q7-14. Your employer provided incentives to use public transportation services	20.4%	24.9%	27.6%	8.6%	18.6%

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. Top choice	Number	Percent
Better timed transfers between services	12	4.0 %
Buses are scheduled to arrive at stops more frequently	16	5.3 %
I would use public transit if I saw more people like me using it	13	4.3 %
I would use public transit if I better understood how it worked	24	7.9 %
I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	41	13.6 %
I would use public transit if there were options other than the bus	16	5.3 %
If EMBARK provided faster service	7	2.3 %
If it cost less to ride transit	5	1.7 %
If shelters were located at bus stops where you would board/alight	6	2.0 %
Service were offered earlier or later on existing routes	8	2.6 %
The cost of parking increases at the place you work or at places you visit frequently	11	3.6 %
Transit stops are located closer to the place you work or visit frequently	25	8.3 %
Transit stops are located closer to your home	34	11.3 %
Your employer provided incentives to use public transportation services	22	7.3 %
None chosen	62	20.5 %
Total	302	100.0 %

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. 2nd choice	Number	Percent
Better timed transfers between services	7	2.3 %
Buses are scheduled to arrive at stops more frequently	18	6.0 %
I would use public transit if I saw more people like me using it	8	2.6 %
I would use public transit if I better understood how it worked	13	4.3 %
I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	24	7.9 %
I would use public transit if there were options other than the bus	16	5.3 %
If EMBARK provided faster service	10	3.3 %
If it cost less to ride transit	8	2.6 %
If shelters were located at bus stops where you would board/alight	12	4.0 %
Service were offered earlier or later on existing routes	19	6.3 %
The cost of parking increases at the place you work or at places you visit frequently	10	3.3 %
Transit stops are located closer to the place you work or visit frequently	36	11.9 %
Transit stops are located closer to your home	28	9.3 %
Your employer provided incentives to use public transportation services	12	4.0 %
None chosen	81	26.8 %
Total	302	100.0 %

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. 3rd choice	Number	Percent
Better timed transfers between services	12	4.0 %
Buses are scheduled to arrive at stops more frequently	17	5.6 %
I would use public transit if I saw more people like me using it	5	1.7 %
I would use public transit if I better understood how it worked	15	5.0 %
I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	26	8.6 %
I would use public transit if there were options other than the bus	16	5.3 %
If EMBARK provided faster service	14	4.6 %
If it cost less to ride transit	5	1.7 %
If shelters were located at bus stops where you would board/alight	15	5.0 %
Service were offered earlier or later on existing routes	11	3.6 %
The cost of parking increases at the place you work or at places you visit frequently	14	4.6 %
Transit stops are located closer to the place you work or visit frequently	27	8.9 %
Transit stops are located closer to your home	23	7.6 %
Your employer provided incentives to use public transportation services	12	4.0 %
None chosen	90	29.8 %
Total	302	100.0 %

SUM OF THE TOP THREE CHOICES

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region? (top 3)

Q8. Top choice	Number	Percent
Better timed transfers between services	31	10.3 %
Buses are scheduled to arrive at stops more frequently	51	16.9 %
I would use public transit if I saw more people like me using it	26	8.6 %
I would use public transit if I better understood how it worked	52	17.2 %
I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	91	30.1 %
I would use public transit if there were options other than the bus	48	15.9 %
If EMBARK provided faster service	31	10.3 %
If it cost less to ride transit	18	6.0 %
If shelters were located at bus stops where you would board/alight	33	10.9 %
Service were offered earlier or later on existing routes	38	12.6 %
The cost of parking increases at the place you work or at places you visit frequently	35	11.6 %
Transit stops are located closer to the place you work or visit frequently	88	29.1 %
Transit stops are located closer to your home	85	28.1 %
Your employer provided incentives to use public transportation services	46	15.2 %
None chosen	62	20.5 %
Total	735	

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation?

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	19	6.3 %
Between 10 & 15 minutes	74	24.5 %
Between 15 & 20 minutes	57	18.9 %
Between 20 & 30 minutes	34	11.3 %
Between 30 & 45 minutes	12	4.0 %
Between 45 & 60 minutes	4	1.3 %
Would not use bus service	89	29.5 %
Not provided	13	4.3 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation? (without "not provided")

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	19	6.6 %
Between 10 & 15 minutes	74	25.6 %
Between 15 & 20 minutes	57	19.7 %
Between 20 & 30 minutes	34	11.8 %
Between 30 & 45 minutes	12	4.2 %
Between 45 & 60 minutes	4	1.4 %
Would not use bus service	89	30.8 %
Total	289	100.0 %

Q10. For what trip purposes would you be interested in using EMBARK's bus service?

Q10. For what trip purposes would you be interested in using EMBARK's bus service	Number	Percent
Work related trip	91	45.5 %
School (K-12)	15	7.5 %
College/university	45	22.5 %
Medical	73	36.5 %
Grocery shopping	76	38.0 %
Other shopping related trips	101	50.5 %
Personal/recreational	116	58.0 %
Other	12	6.0 %
Total	529	

Q10-9. Other

Q10-9. Other	Number	Percent
Sightseeing	2	16.7 %
Vehicle in repair shop	1	8.3 %
Bars/drinking	1	8.3 %
ATTEND CHURCH	1	8.3 %
DINING	1	8.3 %
BANKING, POST OFFICE	1	8.3 %
Paying bills	1	8.3 %
Dining and entertainment	1	8.3 %
When I am unable to drive and I would use public transportation	1	8.3 %
Church, entertainment/going out to dinner	1	8.3 %
Restaurants/bars	1	8.3 %
Total	12	100.0 %

Q11. During what times of day would you be most interested in using bus service?

Q11. During what times of day would you be most interested in using bus service	Number	Percent
5 AM–9 AM	79	39.5 %
9 AM–12 PM	121	60.5 %
12 PM–3 PM	105	52.5 %
3 PM–7 PM	134	67.0 %
7 PM–10 PM	65	32.5 %
10 PM–5 AM	31	15.5 %
Total	535	

Q12. During what days of the week would you be most interested in using bus service?

Q12. During what days of week would you be most interested in using bus service	Number	Percent
Monday	139	69.5 %
Tuesday	135	67.5 %
Wednesday	140	70.0 %
Thursday	139	69.5 %
Friday	155	77.5 %
Saturday	116	58.0 %
Sunday	83	41.5 %
Total	907	

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation?

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	22	7.3 %
Between 10 & 15 minutes	72	23.8 %
Between 15 & 20 minutes	49	16.2 %
Between 20 & 30 minutes	27	8.9 %
Between 30 & 45 minutes	14	4.6 %
Between 45 & 60 minutes	5	1.7 %
Would not use bus service	89	29.5 %
Not provided	24	7.9 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation? (without "not provided")

Q13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	22	7.9 %
Between 10 & 15 minutes	72	25.9 %
Between 15 & 20 minutes	49	17.6 %
Between 20 & 30 minutes	27	9.7 %
Between 30 & 45 minutes	14	5.0 %
Between 45 & 60 minutes	5	1.8 %
Would not use bus service	89	32.0 %
Total	278	100.0 %

Q14. For what trip purposes would you be interested in using EMBARK's streetcar services?

Q14. For what trip purposes would you be interested in using EMBARK's streetcar service	Number	Percent
Work related trip	75	39.7 %
School (K-12)	15	7.9 %
College/university	44	23.3 %
Medical	59	31.2 %
Grocery shopping	59	31.2 %
Other shopping related trips	93	49.2 %
Personal/recreational	134	70.9 %
Other	7	3.7 %
Total	486	

Q14-9. Other

Q14-9. Other	Number	Percent
OU GAMES	2	28.6 %
Joy riding	1	14.3 %
Football games	1	14.3 %
DINING	1	14.3 %
BANKING, POST OFFICE	1	14.3 %
Bars and restaurants	1	14.3 %
Total	7	100.0 %

Q15. During what times of day would you be most interested in using streetcar service?

Q15. During what times of day would you be most interested in using streetcar service	Number	Percent
5 AM-9 AM	60	31.7 %
9 AM-12 PM	111	58.7 %
12 PM-3 PM	106	56.1 %
3 PM-7 PM	136	72.0 %
7 PM-10 PM	93	49.2 %
10 PM-5 AM	43	22.8 %
Total	549	

Q16. During what days of the week would you be most interested in using streetcar service?

Q16. During what days of week would you be most interested in using streetcar service	Number	Percent
Monday	110	58.2 %
Tuesday	106	56.1 %
Wednesday	112	59.3 %
Thursday	114	60.3 %
Friday	142	75.1 %
Saturday	135	71.4 %
Sunday	104	55.0 %
Total	823	

Q17. Using a scale of 1 to 5, where 5 is 'Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation.

(N=302)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All	Not Provided
Q17-1. High speed, rapid bus service that has priority at traffic lights & makes minimal stops	23.8%	22.8%	19.2%	9.6%	15.9%	8.6%
Q17-2. On-demand bus technology that operates in a similar manner to Uber & Lyft	24.5%	28.8%	19.2%	7.3%	12.9%	7.3%
Q17-3. Door-to-door shuttle service for seniors or persons with disabilities	22.8%	23.5%	18.5%	9.9%	14.2%	10.9%
Q17-4. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	17.2%	25.8%	20.2%	10.9%	18.2%	7.6%
Q17-5. Bus service that operates on fixed routes in the area where you live	15.9%	27.5%	26.2%	7.9%	14.2%	8.3%
Q17-6. Van pool service, which would involve having people who work at the same place share a van provided by their employer	8.6%	14.9%	20.2%	14.2%	29.8%	12.3%
Q17-7. Light rail train service/ commuter rail	30.5%	19.9%	21.5%	3.6%	17.5%	7.0%

WITHOUT "NOT PROVIDED"

Q17. Using a scale of 1 to 5, where 5 is 'Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation. (without "not provided")

(N=302)

	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
Q17-1. High speed, rapid bus service that has priority at traffic lights & makes minimal stops	26.1%	25.0%	21.0%	10.5%	17.4%
Q17-2. On-demand bus technology that operates in a similar manner to Uber & Lyft	26.4%	31.1%	20.7%	7.9%	13.9%
Q17-3. Door-to-door shuttle service for seniors or persons with disabilities	25.7%	26.4%	20.8%	11.2%	16.0%
Q17-4. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	18.6%	28.0%	21.9%	11.8%	19.7%
Q17-5. Bus service that operates on fixed routes in the area where you live	17.3%	30.0%	28.5%	8.7%	15.5%
Q17-6. Van pool service, which would involve having people who work at the same place share a van provided by their employer	9.8%	17.0%	23.0%	16.2%	34.0%
Q17-7. Light rail train service/commuter rail	32.7%	21.4%	23.1%	3.9%	18.9%

Q18. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be Very Important, Somewhat Important, or Not Important in the design of transit services in the region.

(N=302)

	Very Important	Somewhat Important	Not Important	Not Provided
Q18-1. Expanding EMBARK's service area (routes to more places)	51.3%	32.1%	9.3%	7.3%
Q18-2. Helping to create an environmentally-friendly, sustainable city, not only dependent on car travel	56.3%	26.8%	11.3%	5.6%
Q18-3. Increasing flow of traffic & reducing congestion in the region	54.0%	30.1%	9.9%	6.0%
Q18-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	53.3%	32.5%	7.9%	6.3%
Q18-5. Providing an alternative to congested roadways	52.0%	31.1%	10.9%	6.0%
Q18-6. Providing fast, frequent, reliable service on city's main arterial streets	59.6%	27.5%	7.3%	5.6%
Q18-7. Serving low-income, disabled, or senior populations that have few transportation options	78.1%	11.6%	5.6%	4.6%
Q18-8. Supporting economic development & access to jobs	64.6%	22.5%	7.3%	5.6%

WITHOUT "NOT PROVIDED"

Q18. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be Very Important, Somewhat Important, or Not Important in the design of transit services in the region. (without "not provided")

(N=302)

	Very Important	Somewhat Important	Not Important
Q18-1. Expanding EMBARK's service area (routes to more places)	55.4%	34.6%	10.0%
Q18-2. Helping to create an environmentally-friendly, sustainable city, not only dependent on car travel	59.6%	28.4%	11.9%
Q18-3. Increasing flow of traffic & reducing congestion in the region	57.4%	32.0%	10.6%
Q18-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	56.9%	34.6%	8.5%
Q18-5. Providing an alternative to congested roadways	55.3%	33.1%	11.6%
Q18-6. Providing fast, frequent, reliable service on city's main arterial streets	63.2%	29.1%	7.7%
Q18-7. Serving low-income, disabled, or senior populations that have few transportation options	81.9%	12.2%	5.9%
Q18-8. Supporting economic development & access to jobs	68.4%	23.9%	7.7%

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

Q19. How would you rate overall impression you have of EMBARK	Number	Percent
Excellent	23	7.6 %
Good	81	26.8 %
Average	72	23.8 %
Below average	23	7.6 %
Poor	12	4.0 %
Don't know	91	30.1 %
Total	302	100.0 %

WITHOUT "DON'T KNOW"

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

Q19. How would you rate overall impression you have of EMBARK	Number	Percent
Excellent	23	10.9 %
Good	81	38.4 %
Average	72	34.1 %
Below average	23	10.9 %
Poor	12	5.7 %
Total	211	100.0 %

Q20. Overall, how important do you think it is for the region (Central Oklahoma Metro) to support and fund improved public transportation?

Q20. How important is it for the region (Central Oklahoma Metro) to support & fund improved public transportation overall	Number	Percent
Very important	197	65.2 %
Somewhat important	56	18.5 %
Not sure	31	10.3 %
Not important	18	6.0 %
Total	302	100.0 %

Q21. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

Q21. How should current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	23	7.6 %
Should stay the same	36	11.9 %
Should be somewhat greater than it is now	111	36.8 %
Should be much greater than it is now	103	34.1 %
Not provided	29	9.6 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q21. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years? (without "not provided")

Q21. How should current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	23	8.4 %
Should stay the same	36	13.2 %
Should be somewhat greater than it is now	111	40.7 %
Should be much greater than it is now	103	37.7 %
Total	273	100.0 %

Q22. Please rank the following transportation investments on a scale of 1 to 5, were 5 means "Very Important" and 1 being "Not at All Important."

(N=302)

	Very Important	Somewhat Important	Neutral/ Not Sure	Not Important	Not at All Important
Q22-1. Building light rail	27.8%	19.5%	28.5%	8.6%	15.6%
Q22-2. Building new roads	23.5%	25.8%	29.5%	13.2%	7.9%
Q22-3. Expanding the streetcar	17.5%	24.8%	31.5%	12.9%	13.2%
Q22-4. Improving public transit	35.4%	30.1%	14.2%	4.6%	15.6%
Q22-5. Improving bicycle network	30.5%	27.8%	21.9%	8.3%	11.6%
Q22-6. Improving the bus network	28.8%	30.1%	21.2%	8.3%	11.6%
Q22-7. Improving the sidewalk network	34.4%	29.1%	19.5%	6.0%	10.9%
Q22-8. Providing rapid transit bus	27.2%	27.8%	22.8%	9.9%	12.3%
Q22-9. Widening existing roads	23.2%	29.5%	33.8%	7.9%	5.6%

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q22a. Top choice	Number	Percent
Building light rail	69	22.8 %
Building new roads	38	12.6 %
Expanding the streetcar	8	2.6 %
Improving public transit	63	20.9 %
Improving bicycle network	30	9.9 %
Improving the bus network	18	6.0 %
Improving the sidewalk network	21	7.0 %
Providing rapid transit bus	9	3.0 %
Widening existing roads	21	7.0 %
None chosen	25	8.3 %
Total	302	100.0 %

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q22a. 2nd choice	Number	Percent
Building light rail	17	5.6 %
Building new roads	20	6.6 %
Expanding the streetcar	28	9.3 %
Improving public transit	54	17.9 %
Improving bicycle network	41	13.6 %
Improving the bus network	39	12.9 %
Improving the sidewalk network	37	12.3 %
Providing rapid transit bus	16	5.3 %
Widening existing roads	16	5.3 %
None chosen	34	11.3 %
Total	302	100.0 %

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q22a. 3rd choice	Number	Percent
Building light rail	22	7.3 %
Building new roads	12	4.0 %
Expanding the streetcar	12	4.0 %
Improving public transit	31	10.3 %
Improving bicycle network	34	11.3 %
Improving the bus network	26	8.6 %
Improving the sidewalk network	55	18.2 %
Providing rapid transit bus	30	9.9 %
Widening existing roads	31	10.3 %
None chosen	49	16.2 %
Total	302	100.0 %

SUM OF THE TOP THREE CHOICES

Q22a. Of the items listed in Question 22, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region? (top 3)

Q22a. Sum of the top three choices	Number	Percent
Building light rail	108	35.8 %
Building new roads	70	23.2 %
Expanding the streetcar	48	15.9 %
Improving public transit	148	49.0 %
Improving bicycle network	105	34.8 %
Improving the bus network	83	27.5 %
Improving the sidewalk network	113	37.4 %
Providing rapid transit bus	55	18.2 %
Widening existing roads	68	22.5 %
None chosen	25	8.3 %
Total	823	

Q23. Listed below are three potential funding sources that could be used to grow our public transit infrastructure. Using a scale of 1 to 5, where 5 means "Strongly Support" and 1 means "Strongly Do Not Support," please rate your level of support for the following funding source concepts.

(N=302)

	Strongly Support	Somewhat Support	Neutral/ Not Sure	Somewhat do not Support	Strongly do not Support
Q23-1. Vehicle Registration Fee: Add a $20 annual fee to each car's registration fee in EMBARK service area	19.2%	20.5%	19.9%	11.9%	28.5%
Q23-2. Sales Tax: Add partial cent sales tax in Area Metro Counties	16.2%	33.1%	16.6%	12.3%	21.9%
Q23-3. Property Tax: Add up to 85 cents/$1,000 of taxable valuation of houses in areas serviced by EMBARK	10.9%	17.9%	19.5%	15.9%	35.8%
Q23-4. Real Estate Transfer Fee: When properties are bought & sold a small fee associated with the sales transaction is passed to support public transit	21.2%	25.5%	18.5%	12.3%	22.5%

Q24. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

Q24. How many operating vehicles do you have in your household	Number	Percent
0	2	0.7 %
1	81	26.8 %
2	139	46.0 %
3	52	17.2 %
4	16	5.3 %
5	7	2.3 %
7+	3	1.0 %
Not provided	2	0.7 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q24. How many operating vehicles (cars, motorcycles, vans) do you have in your household? (without "not provided")

Q24. How many operating vehicles do you have in your household	Number	Percent
0	2	0.7 %
1	81	27.0 %
2	139	46.3 %
3	52	17.3 %
4	16	5.3 %
5	7	2.3 %
7+	3	1.0 %
Total	300	100.0 %

Q25. How many operating bicycles do you have in your household?

Q25. How many operating bicycles do you have in your household	Number	Percent
0	130	43.0 %
1	66	21.9 %
2	48	15.9 %
3	26	8.6 %
4	14	4.6 %
5	7	2.3 %
6	4	1.3 %
7+	4	1.3 %
Not provided	3	1.0 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q25. How many operating bicycles do you have in your household? (without "not provided")

Q25. How many operating bicycles do you have in your household	Number	Percent
0	130	43.5 %
1	66	22.1 %
2	48	16.1 %
3	26	8.7 %
4	14	4.7 %
5	7	2.3 %
6	4	1.3 %
7+	4	1.3 %
Total	299	100.0 %

Q26. Do you have a valid driver's license?

Q26. Do you have a valid driver's license	Number	Percent
Yes	292	96.7 %
No	8	2.6 %
Not provided	2	0.7 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q26. Do you have a valid driver's license? (without "not provided")

Q26. Do you have a valid driver's license	Number	Percent
Yes	292	97.3 %
No	8	2.7 %
Total	300	100.0 %

Q27. Including yourself, how many licensed drivers do you have in your household?

Q27. How many licensed drivers do you have in your household	Number	Percent
0	2	0.7 %
1	85	28.1 %
2	155	51.3 %
3	36	11.9 %
4	12	4.0 %
5+	6	2.0 %
Not provided	6	2.0 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q27. Including yourself, how many licensed drivers do you have in your household? (without "not provided")

Q27. How many licensed drivers do you have in your household	Number	Percent
0	2	0.7 %
1	85	28.7 %
2	155	52.4 %
3	36	12.2 %
4	12	4.1 %
5+	6	2.0 %
Total	296	100.0 %

Q28. What is your age?

Q28. Your age	Number	Percent
18-24 years	58	19.2 %
25-34 years	57	18.9 %
35-49 years	55	18.2 %
50-64 years	57	18.9 %
65+ year	58	19.2 %
Not provided	17	5.6 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q28. What is your age? (without "not provided")

Q28. Your age	Number	Percent
18-24 years	58	20.4 %
25-34 years	57	20.0 %
35-49 years	55	19.3 %
50-64 years	57	20.0 %
65+ year	58	20.4 %
Total	285	100.0 %

Q29. Which of the following BEST describes your race/ethnicity?

Q29. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	16	5.3 %
Black/African American	17	5.6 %
Caucasian/White	227	75.2 %
American Indian/Alaska Native	17	5.6 %
Hispanic/Latino	25	8.3 %
Other	2	0.7 %
Total	304	

Q29-7. Other

Q29-7. Other	Number	Percent
MEXICAN AMERICAN	1	100.0 %
Total	1	100.0 %

Q30. Do you have a physical disability that causes you to be dependent on others for transportation?

Q30. Do you have a physical disability that causes you to be dependent on others for transportation	Number	Percent
Yes	16	5.3 %
No	285	94.4 %
Not provided	1	0.3 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q30. Do you have a physical disability that causes you to be dependent on others for transportation? (without "not provided")

Q30. Do you have a physical disability that causes you to be dependent on others for transportation	Number	Percent
Yes	16	5.3 %
No	285	94.7 %
Total	301	100.0 %

Q31. Are you employed?

Q31. Are you employed	Number	Percent
Yes	196	64.9 %
No	103	34.1 %
Not provided	3	1.0 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q31. Are you employed? (without "not provided")

Q31. Are you employed	Number	Percent
Yes	196	65.6 %
No	103	34.4 %
Total	299	100.0 %

Q32. Would you say your total annual household income is…

Q32. Your total annual household income	Number	Percent
Under $30K	34	11.3 %
$30K to $59,999	58	19.2 %
$60K to $99,999	75	24.8 %
$100K+	79	26.2 %
Not provided	56	18.5 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q32. Would you say your total annual household income is… (without "not provided")

Q32. Your total annual household income	Number	Percent
Under $30K	34	13.8 %
$30K to $59,999	58	23.6 %
$60K to $99,999	75	30.5 %
$100K+	79	32.1 %
Total	246	100.0 %

Q33. What is your home zip code?

Q33. Your home zip code	Number	Percent
73072	119	39.4 %
73069	106	35.1 %
73071	72	23.8 %
73070	4	1.3 %
73026	1	0.3 %
Total	302	100.0 %

Q34. Your gender:

Q34. Your gender	Number	Percent
Male	141	46.7 %
Female	159	52.6 %
Not provided	2	0.7 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q34. Your gender: (without "not provided")

Q34. Your gender	Number	Percent
Male	141	47.0 %
Female	159	53.0 %
Total	300	100.0 %

Q34-3. How do you self-describe your gender?

--- No Response ---

Q35. Have you ever used the Oklahoma River Cruises on the Oklahoma River (Not Bricktown canal)?

Q35. Have you ever used Oklahoma River Cruises on Oklahoma River	Number	Percent
Yes	39	12.9 %
No	263	87.1 %
Total	302	100.0 %

Q36. Have you ever used the Spokies Bike Share system in Downtown Oklahoma City?

Q36. Have you ever used Spokies Bike Share system in Downtown Oklahoma City	Number	Percent
Yes	14	4.6 %
No	288	95.4 %
Total	302	100.0 %

Q37. Have you ever used mass transit in other cities (LA, New York, Chicago, etc.)?

Q37. Have you ever used mass transit in other cities	Number	Percent
Yes	252	83.4 %
No	50	16.6 %
Total	302	100.0 %

Q37a. What types of transit did you use?

Q37a. What types of transit did you use	Number	Percent
Light Rail	167	66.3 %
Subway	197	78.2 %
Bus	187	74.2 %
Streetcar/Trolley	141	56.0 %
Other	19	7.5 %
Total	711	

Q37a-5. Other

Q37a-5. Other	Number	Percent
Train	4	21.1 %
Ferry	2	10.5 %
Taxi	1	5.3 %
Water taxi	1	5.3 %
Auto	1	5.3 %
Monorail	1	5.3 %
Uber, Lyft	1	5.3 %
Uber	1	5.3 %
PARK AND RIDE	1	5.3 %
BIKE SHARING	1	5.3 %
BOAT TAXI	1	5.3 %
TRAM, FERRY	1	5.3 %
Pedicab	1	5.3 %
Uber/Lyft	1	5.3 %
Boat	1	5.3 %
Total	19	100.0 %

Q38. Prior to this receiving this survey, were you familiar with the public transit services offered by EMBARK?

Q38. Were you familiar with public transit services offered by EMBARK prior to receiving this survey	Number	Percent
Yes	191	63.2 %
No	103	34.1 %
Not provided	8	2.6 %
Total	302	100.0 %

WITHOUT "NOT PROVIDED"

Q38. Prior to this receiving this survey, were you familiar with the public transit services offered by EMBARK? (without "not provided")

Q38. Were you familiar with public transit services offered by EMBARK prior to receiving this survey	Number	Percent
Yes	191	65.0 %
No	103	35.0 %
Total	294	100.0 %

Q39. Would you be interested in participating in virtual or in-person focus groups for EMBARK in the future?

Q39. Would you be interested in participating in virtual or in-person focus groups for EMBARK in the future	Number	Percent
Yes	22	7.3 %
No	280	92.7 %
Total	302	100.0 %

Section 6
Survey Instrument

2000 S MAY AVENUE
OKLAHOMA CITY, OK 73108

customer relations
405.235.7433 (RIDE)

administration
405.297.1331

embarkok.com

EMBARK

Dear Greater Oklahoma City Resident:

The City of Oklahoma City is interested in learning your opinion on public transportation issues in our region. **Even if you do not currently use public transit, your opinions are extremely valuable.** Your household was one of a limited number selected at random to receive this survey; therefore, it is very important that you participate.

The survey takes about ten minutes to complete, and responses will be kept strictly confidential. They will be used for transportation planning purposes only. The time you invest in completing this survey will help identify public perception, pinpoint ways to meet our community's evolving needs, and build a road map for the future of transit in the Greater Oklahoma City area.

Please complete and return the enclosed survey, using the provided postage-paid envelope, within the next two weeks. The survey can also be completed online at www.**ok**transit**survey**.com. If you require the survey in another language, please call (405) 235-7433.

We have selected ETC Institute, an independent consulting company specializing in community and transit research, as our partner to administer this survey. They will compile the data received and present the results to the Public Transportation and Parking Department.

If you have any questions, please feel free to contact the department at (405) 297-1331.

Thank you in advance for your help.

Sincerely,

Jason Ferbrache, Director
Public Transportation & Parking
City of Oklahoma City

Si desea obtener copias o versiones accesibles de estos documentos, comuníquese con 235-7433.

Nếu quý vị cần thông tin bằng ngôn ngữ khác, xin liên lạc 235-7433.

如需上述文件的副本或易读版本，请联系；235-7433.

The City of
NORMAN

PUBLIC WORKS DEPARTMENT

201 West Gray, Bldg. A
Norman, Oklahoma 73069

Phone: (405) 366-5453
Fax: (405) 366-5418

Dear Norman Resident:

The City of Norman and EMBARK are interested in learning your opinion on public transportation issues in our region. **Even if you do not currently use public transit, your opinions are extremely valuable.** Your household was one of a limited number selected at random to receive this survey; therefore, it is very important that you participate.

The survey takes about ten minutes to complete, and responses will be kept strictly confidential. They will be used for transportation planning purposes only. The time you invest in completing this survey will help identify public perception, pinpoint ways to meet the evolving needs of our community better and build a road map for the future of transit in the Greater Norman area.

Please complete and return the enclosed survey, using the provided postage-paid envelope, within the next two weeks. The survey can also be completed online at www.**ok**transit**survey**.com. If you require the survey in another language, please call (405) 235-7433.

EMBARK has selected ETC Institute, an independent consulting company specializing in community and transit research, as our partner to administer this survey. They will compile the data received and present the results to City of Norman and EMBARK staff.

If you have any questions, please feel free to contact EMBARK at (405) 297-1331.

Thank you in advance for your help.

Sincerely,

Shawn O'Leary, P.E., CFM
Director of Public Works

Si desea obtener copias o versiones accesibles de estos documentos, comuníquese con 235-7433.

Nếu quý vị cần thông tin bằng ngôn ngữ khác, xin liên lạc 235-7433.

如需上述文件的副本或易读版本，请联系；235-7433.

EMBARK Public Transit Non-Rider Survey

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

____(1) Yes *(This survey is intended for persons who have not used EMBARK services during the past year. Please disregard this survey.)*
____(2) No *(Please continue to fill out questionnaire.)*

Have you used the OKC Streetcar during the past year? ____(1) Yes ____(2) No

---

1. How likely are you to vote in the next municipal (Oklahoma City/Norman) election?

____(1) Very likely ____(3) Somewhat unlikely ____(9) Don't know
____(2) Somewhat likely ____(4) Very unlikely

2. Are you registered to vote at your current address?

____(1) Yes ____(2) No ____(9) Don't know

3. Do you feel that EMBARK's public transit services are valuable to the community?

____(1) Yes ____(2) No ____(9) Don't know

4. Overall, how would you rate EMBARK's services?

____(1) Excellent ____(3) Average ____(5) Poor
____(2) Good ____(4) Below average ____(9) Don't know

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

		Strongly Agree	Agree	Neutral/Not Sure	Disagree	Strongly Disagree
01.	Buses are not on-time	5	4	3	2	1
02.	Buses are not reliable	5	4	3	2	1
03.	I do not feel safe on the bus	5	4	3	2	1
04.	I do not feel safe waiting at bus stops	5	4	3	2	1
05.	I have too many places I need to go during the day to use public transportation	5	4	3	2	1
06.	I prefer to drive rather than use public transportation	5	4	3	2	1
07.	Information about transit service is difficult to understand	5	4	3	2	1
08.	Public transportation is important for a thriving community	5	4	3	2	1
09.	Public transportation takes too long compared to travel by other mode	5	4	3	2	1
10.	Riding the bus is too expensive	5	4	3	2	1
11.	Transit service does not take me to where I need to go	5	4	3	2	1
12.	Transit service is not offered near my home	5	4	3	2	1
13.	Transit service is not offered when I need to use it	5	4	3	2	1

6. Of the statements listed above, which THREE MOST DESCRIBE why you are not using public transportation services in the region? *[Write in your answers below using the numbers from the list in Question 5.]*

1st: ____ 2nd: ____ 3rd: ____

7. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region.

	How likely would you be to begin using public transportation if…	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
01.	Better timed transfers between services	5	4	3	2	1
02.	Buses are scheduled to arrive at stops more frequently	5	4	3	2	1
03.	I would use public transit if I saw more people like me using it	5	4	3	2	1
04.	I would use public transit if I better understood how it worked	5	4	3	2	1
05.	I would use public transit if the time it takes to get to my destination by public transit was faster/more frequent	5	4	3	2	1
06.	I would use public transit if there were options other than the bus	5	4	3	2	1
07.	If EMBARK provided faster service	5	4	3	2	1
08.	If it cost less to ride transit	5	4	3	2	1
09.	If shelters were located at bus stops where you get on/get off	5	4	3	2	1
10.	Service were offered earlier or later on existing routes	5	4	3	2	1
11.	The cost of parking increases at the place you work or at places you visit frequently	5	4	3	2	1
12.	Transit stops are located closer to the place you work or visit frequently	5	4	3	2	1
13.	Transit stops are located closer to your home	5	4	3	2	1
14.	Your employer provided incentives to use public transportation services (leave blank if not employed)	5	4	3	2	1

8. Of the items listed above, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region? *[Write in your answers below using the numbers from the list in Question 7.]*

1st: ____ 2nd: ____ 3rd: ____

9. How often would a bus need to come by your preferred stop location for you to begin using public transportation?

____(1) Less than 10 minutes
____(2) Between 10 and 15 minutes
____(3) Between 15 and 20 minutes
____(4) Between 20 and 30 minutes
____(5) Between 30 and 45 minutes
____(6) Between 45 and 60 minutes
____(7) Would not use bus service *[Skip to Q13.]*

10. For what trip purposes would you be interested in using EMBARK's bus service? *[Check all that apply.]*

____(1) Work related trip
____(2) School (K-12)
____(3) College/University
____(4) Medical
____(5) Grocery shopping
____(6) Other shopping related trips
____(7) Personal/recreational
____(8) Would not use bus service
____(9) Other: _____

11. During what times of day would you be most interested in using bus service? *[Check all that apply.]*

____(1) 5:00 AM – 9:00 AM
____(2) 9:00 AM – 12:00 PM
____(3) 12:00 PM – 3:00 PM
____(4) 3:00 PM – 7:00 PM
____(5) 7:00 PM – 10:00 PM
____(6) 10:00 PM – 5:00 AM

12. During what days of the week would you be most interested in using bus service? *[Check all that apply.]*

____(1) Monday
____(2) Tuesday
____(3) Wednesday
____(4) Thursday
____(5) Friday
____(6) Saturday
____(7) Sunday

13. How often would a streetcar need to come by your preferred stop location for you to begin using public transportation?

____(1) Less than 10 minutes
____(2) Between 10 and 15 minutes
____(3) Between 15 and 20 minutes
____(4) Between 20 and 30 minutes
____(5) Between 30 and 45 minutes
____(6) Between 45 and 60 minutes
____(7) Would not use bus service *[Skip to Q17.]*

14. For what trip purposes would you be interested in using EMBARK's streetcar services? *[Check all that apply.]*

____(1) Work related trip
____(2) School (K-12)
____(3) College/University
____(4) Medical
____(5) Grocery shopping
____(6) Other shopping related trips
____(7) Personal/recreational
____(8) Would not use bus service
____(9) Other: _____

15. During what times of day would you be most interested in using streetcar service? *[Check all that apply.]*

____(1) 5:00 AM – 9:00 AM
____(2) 9:00 AM – 12:00 PM
____(3) 12:00 PM – 3:00 PM
____(4) 3:00 PM – 7:00 PM
____(5) 7:00 PM – 10:00 PM
____(6) 10:00 PM – 5:00 AM

16. During what days of the week would you be most interested in using streetcar service? *[Check all that apply.]*

____(1) Monday
____(2) Tuesday
____(3) Wednesday
____(4) Thursday
____(5) Friday
____(6) Saturday
____(7) Sunday

17. Using a scale of 1 to 5, where 5 is 'Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation.

	How likely would you be to use…	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
1.	High speed, rapid bus service that has priority at traffic lights and makes minimal stops	5	4	3	2	1
2.	On-demand bus technology that operates in a similar manner to Uber and Lyft	5	4	3	2	1
3.	Door-to-door shuttle service for seniors or persons with disabilities	5	4	3	2	1
4.	Park and ride services where you park your car and then take an express bus (with limited stops) to your destination	5	4	3	2	1
5.	Bus service that operates on fixed routes in the area where you live	5	4	3	2	1
6.	Van pool service, which would involve having people who work at the same place share a van provided by their employer	5	4	3	2	1
7.	Light Rail Train Service/Commuter rail	5	4	3	2	1

18. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be Very Important, Somewhat Important, or Not Important in the design of transit services in the region.

	How important are the following?	Very Important	Somewhat Important	Not Important
1.	Expanding EMBARK's service area (routes to more places)	3	2	1
2.	Helping to create an environmentally-friendly, sustainable city, not only dependent on car travel	3	2	1
3.	Increasing the flow of traffic and reducing congestion in the region	3	2	1
4.	Making it easier to get to/from transit (better sidewalks, stops, park and ride facilities, etc.)	3	2	1
5.	Providing an alternative to congested roadways	3	2	1
6.	Providing fast, frequent, reliable service on the city's main arterial streets	3	2	1
7.	Serving low-income, disabled, or senior populations that have few transportation options	3	2	1
8.	Supporting economic development and access to jobs	3	2	1

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

____(1) Excellent ____(3) Average ____(5) Poor
____(2) Good ____(4) Below average ____(9) Don't know

20. Overall, how important do you think it is for the region (Central Oklahoma Metro) to support and fund improved public transportation?

____(1) Very important ____(2) Somewhat important ____(3) Not sure ____(4) Not important

21. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

____(1) Should be reduced ____(3) Should be somewhat greater than it is now
____(2) Should stay the same ____(4) Should be much greater than it is now

22. Please rank the following transportation investments on a scale of 1 to 5, were 5 means "Very Important" and 1 being "Not at All Important."

	Transportation Investments	Very Important	Somewhat Important	Neutral/Not sure	Not Important	Not at All Important
1.	Building light rail	5	4	3	2	1
2.	Building new roads	5	4	3	2	1
3.	Expanding the streetcar	5	4	3	2	1
4.	Improving public transit	5	4	3	2	1
5.	Improving the bicycle network	5	4	3	2	1
6.	Improving the bus network	5	4	3	2	1
7.	Improving the sidewalk network	5	4	3	2	1
8.	Providing rapid transit bus	5	4	3	2	1
9.	Widening existing roads	5	4	3	2	1

22a. Of the items listed above, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region? *[Write in your answers below using the numbers from the list in Question 22.]*

1st: ____ 2nd: ____ 3rd: ____

23. Listed below are three potential funding sources that could be used to grow our public transit infrastructure. Using a scale of 1 to 5, where 5 means "Strongly Support" and 1 means "Strongly Do Not Support," please rate your level of support for the following funding source concepts.

	Funding Sources	Strongly Support	Somewhat Support	Neutral/Not Sure	Somewhat Do NOT Support	Strongly Do NOT Support
1.	Vehicle Registration Fee: Add a $20 annual fee to each car's registration fee in the EMBARK service area	5	4	3	2	1
2.	Sales Tax: Add partial cent sales tax in Area Metro Counties	5	4	3	2	1
3.	Property Tax: Add up to 85 cents/$1,000 of taxable valuation of houses in areas serviced by EMBARK	5	4	3	2	1
4.	Real Estate Transfer Fee: When properties are bought and sold a small fee associated with the sales transaction is passed to support public transit	5	4	3	2	1

Demographics

24. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

_____ vehicles

25. How many operating bicycles do you have in your household? _____ bicycles

26. Do you have a valid driver's license? ____(1) Yes ____(2) No

27. Including yourself, how many licensed drivers do you have in your household?

_____ licensed drivers

28. What is your age?

____(1) 18-24 years ____(2) 25-34 years ____(3) 35-49 years ____(4) 50-64 years ____(5) 65+ year

29. Which of the following BEST describes your race/ethnicity? *[Check all that apply.]*

____(1) Asian/Pacific Islander
____(2) Black/African American
____(3) Caucasian/White
____(4) American Indian/Alaska Native
____(5) Hispanic/Latino
____(6) Native Hawaiian/Pacific Islander
____(7) Other: _____

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

____(1) Yes ____(2) No

31. Are you employed? ____(1) Yes ____(2) No

32. Would you say your total annual household income is…

____(1) Under $30,000
____(2) $30,000 to $59,999
____(3) $60,000 to $99,999
____(4) $100,000 or more
____(5) Not provided

33. What is your home address?

Street Address: _____ Zip Code: _____

City: _____

34. Your gender: ____(1) Male ____(2) Female ____(3) Prefer to Self-Describe: _____

35. Have you ever used the Oklahoma River Cruises on the Oklahoma River (Not Bricktown canal)?

____(1) Yes ____(2) No

36. Have you ever used the Spokies Bike Share system in Downtown Oklahoma City?

____(1) Yes ____(2) No

37. Have you ever used mass transit in other cities? (LA, New York, Chicago, etc.)

____(1) Yes *[Answer Q37a.]* ____(2) No *[Skip to Q38.]*

37a. What types of transit did you use? *[Check all that apply.]*

____(1) Light Rail
____(2) Subway
____(3) Bus
____(4) Streetcar/Trolley
____(5) Other: _____

38. Prior to this receiving this survey, were you familiar with the public transit services offered by EMBARK?

____(1) Yes ____(2) No

39. Would you be interested in participating in virtual or in-person focus groups for EMBARK in the future?

____(1) Yes *[Answer Q39a.]* ____(2) No

39a. Please provide your name, email address, and phone number below.

Name: _____ Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your questionnaire using the postage-paid envelope you received with this survey to:
ETC Institute: 725 W. Frontier Ln., Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.