

EMBARK

Streetcar Survey

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Findings
Report

Submitted to EMBARK:

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2020 EMBARK Streetcar Survey

Executive Summary Report

Overview and Methodology

EMBARK initiated this survey during the fall of 2020. The primary objective for conducting the Streetcar Survey was to gather accurate travel data from Streetcar riders.

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

This report contains the following:

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

Rider Profile

- Most respondents (64%) who were surveyed indicated they were visiting downtown while riding the Streetcar.
- Forty-one percent (41%) of all respondents indicated the main purpose of their trip was entertainment/social.
- Fifty-seven percent (57%) of respondents paid for their Streetcar fare at a ticket kiosk using cash (48%) or credit card (52%).
- When asked to indicate how they typically travel around the downtown area 48% of respondents indicated they typically walk and 26% indicated they use the OKC Streetcar. Fifty percent (50%) of respondents indicated they use the OKC Streetcar less than once per month, 13% use it daily, and 12% use it one to two times per week.

Service Ratings and Importance

Respondents were asked to provide an overall rating of the Streetcar services EMBARK provides using a five-point scale from Very Satisfied to Very Dissatisfied. Regarding the overall rating of the OKC Streetcar services, 96% of respondents, who had an opinion, indicated they were either Very Satisfied (71%) or Satisfied (25%), only 1% of respondents indicated they were dissatisfied.

The following three aspects of OKC Streetcar Service received the highest positive ratings (Very Satisfied or Satisfied) in 2020 among riders.

- Courtesy of operators (97%)
- Accuracy of arrival information at platforms (96%)

- Cleanliness of the streetcar (95%)

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

- Cleanliness of stop/platform (22%)
- Streetcar arriving on time (17%)
- Cleanliness of the streetcar (17%)

Investment Priorities

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

Overall Priorities for EMBARK by Major Category. This analysis reviewed the importance of and satisfaction with major categories of Streetcar services. This analysis was conducted to help set overall priorities. Based on the results of this analysis, no major services were found to be high priorities for investment, however three services did stand out and should be a focus of the agency over the next two years to raise overall satisfaction:

- Cleanliness of stop/platform (IS Rating=0.0104)
- COVID safety precautions/procedures while riding (IS Rating=0.0092)
- Streetcar arriving on time (IS Rating=0.0090)

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

2020 Importance-Satisfaction Rating EMBARK Streetcar Survey Major Categories of Service						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Cleanliness of stop/platform	22%	1	95%	4	0.0104	1
COVID safety precautions/procedures while riding	13%	6	93%	9	0.0092	2
Streetcar arriving on time	17%	2	95%	7	0.0090	3
Ease of using the ticketing kiosk	5%	10	83%	14	0.0088	4
Cleanliness of the streetcar	17%	3	95%	3	0.0080	5
Safety while riding on the streetcar	16%	4	95%	5	0.0077	6
Frequency of service	16%	5	95%	6	0.0075	7
Ease of getting service information	5%	11	90%	10	0.0047	8
Information at the stop/platform	6%	9	93%	8	0.0045	9
Ease of using the Mobile Fare App (Token Transit)	3%	13	85%	13	0.0045	10
Ease of finding parking	3%	12	85%	12	0.0043	11
Accuracy of arrival information at platforms	9%	7	96%	2	0.0037	12
Courtesy of fare inspectors	2%	14	88%	11	0.0029	13
Courtesy of operators	8%	8	97%	1	0.0024	14

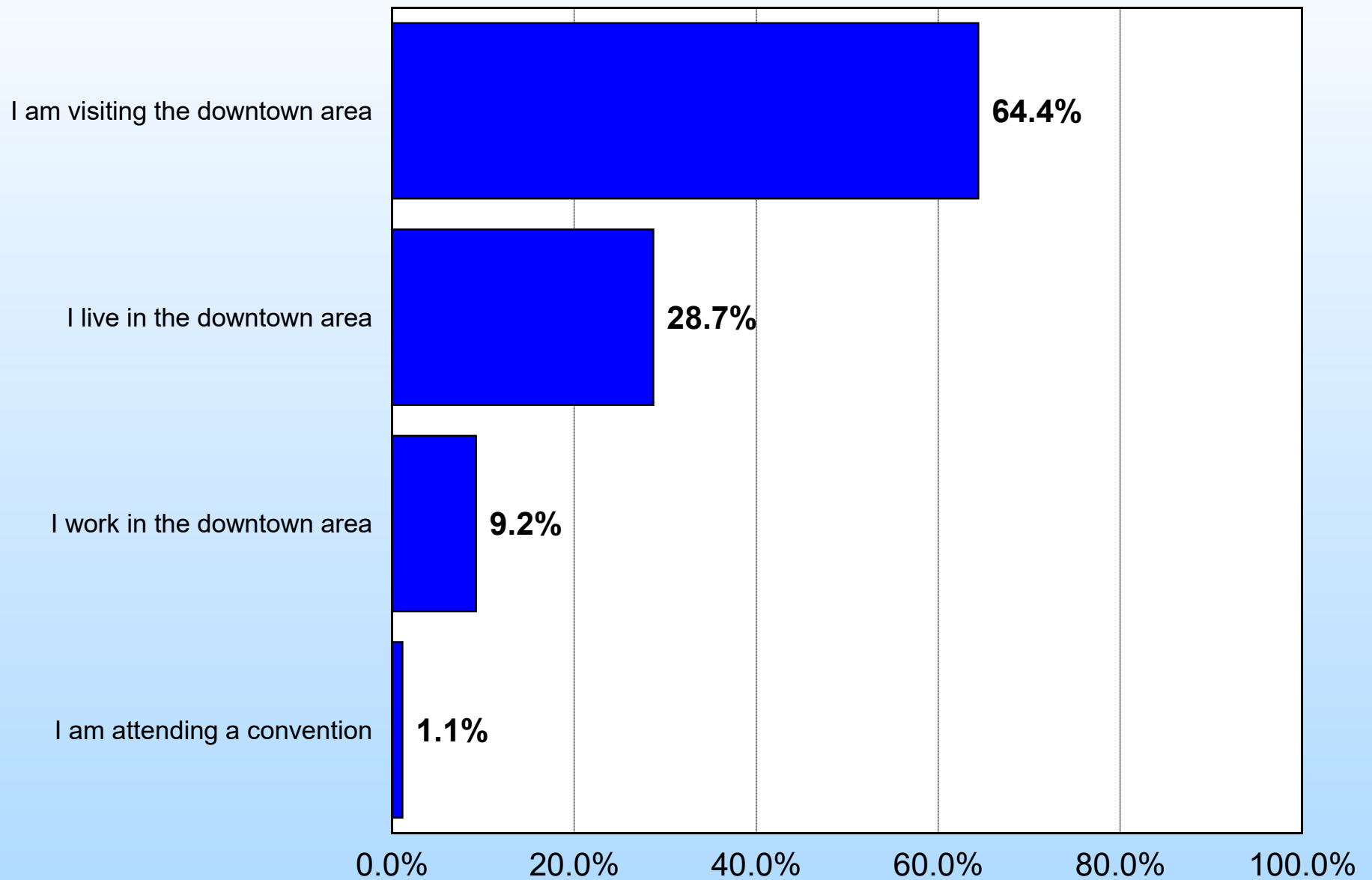
Section 1

Charts and Graphs

2020 EMBARK Transit Streetcar Survey

Q1. Which statement best describes you?

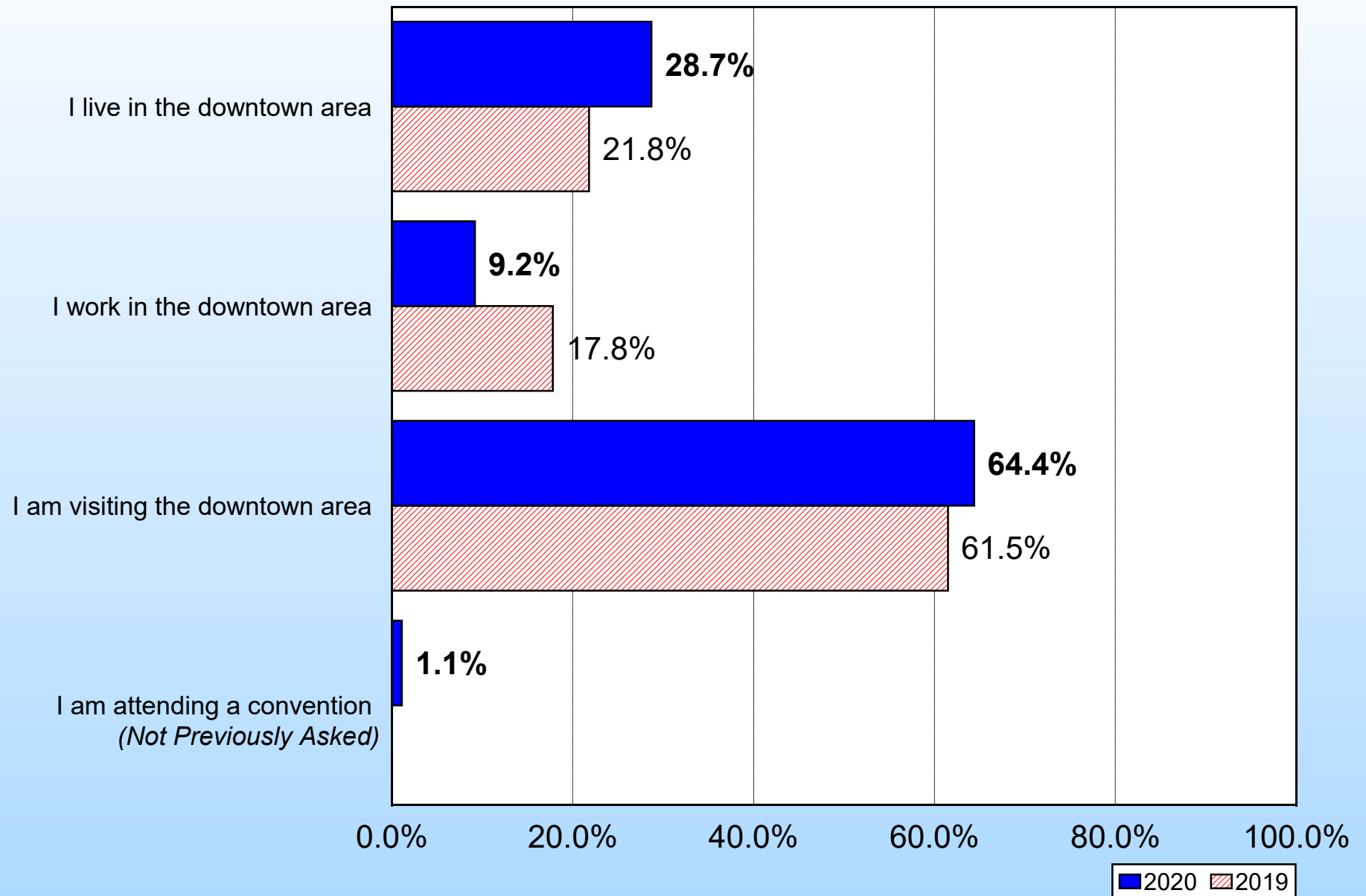
by percentage of respondents (multiple responses could be made)



Source: ETC Institute (2020)

Q1. Which statement best describes you?

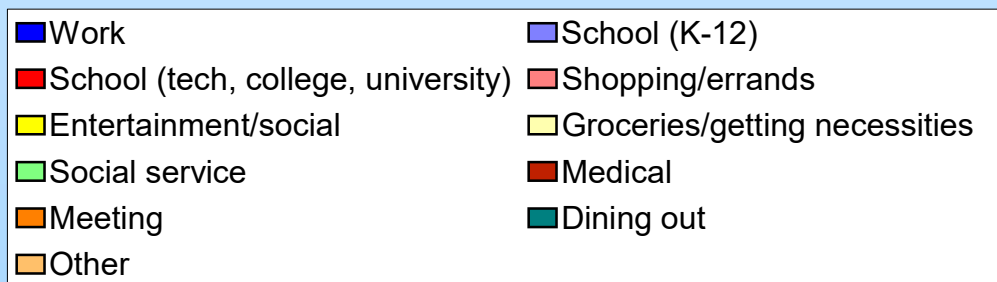
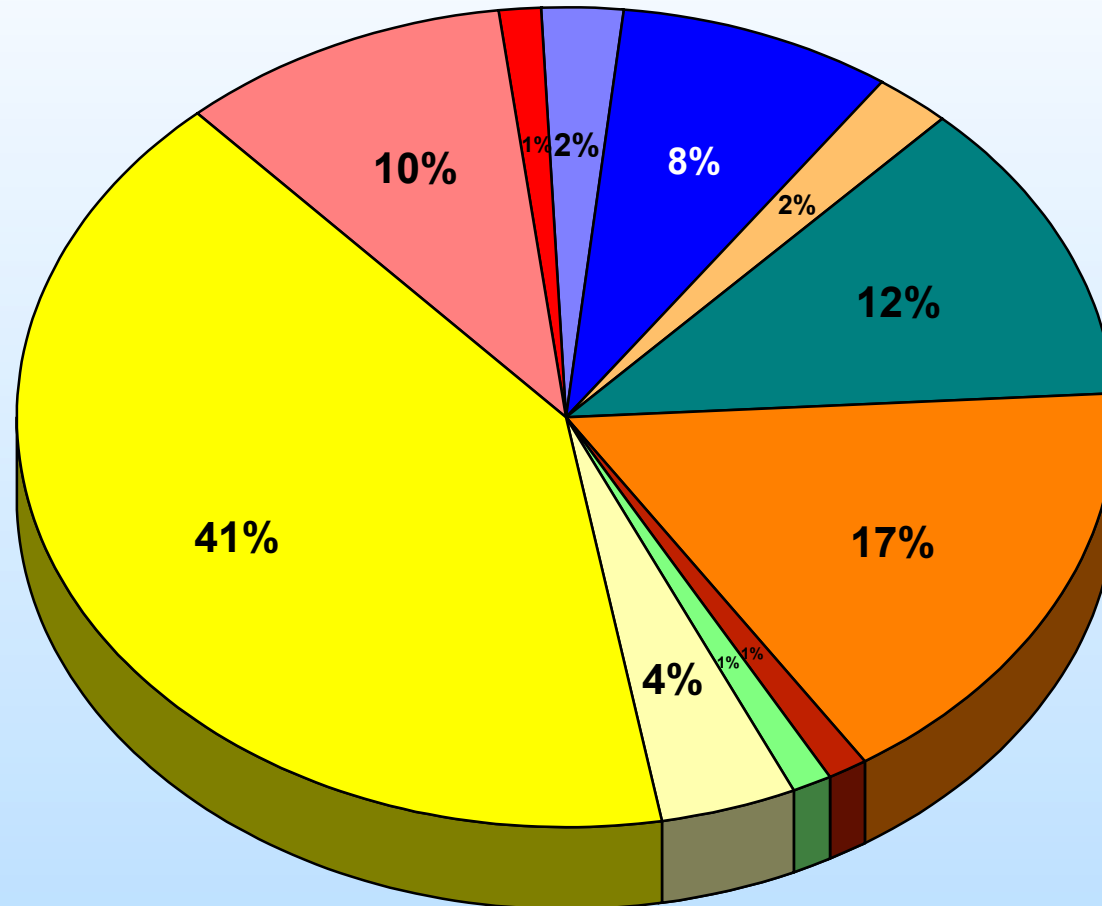
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2020)

TRENDS

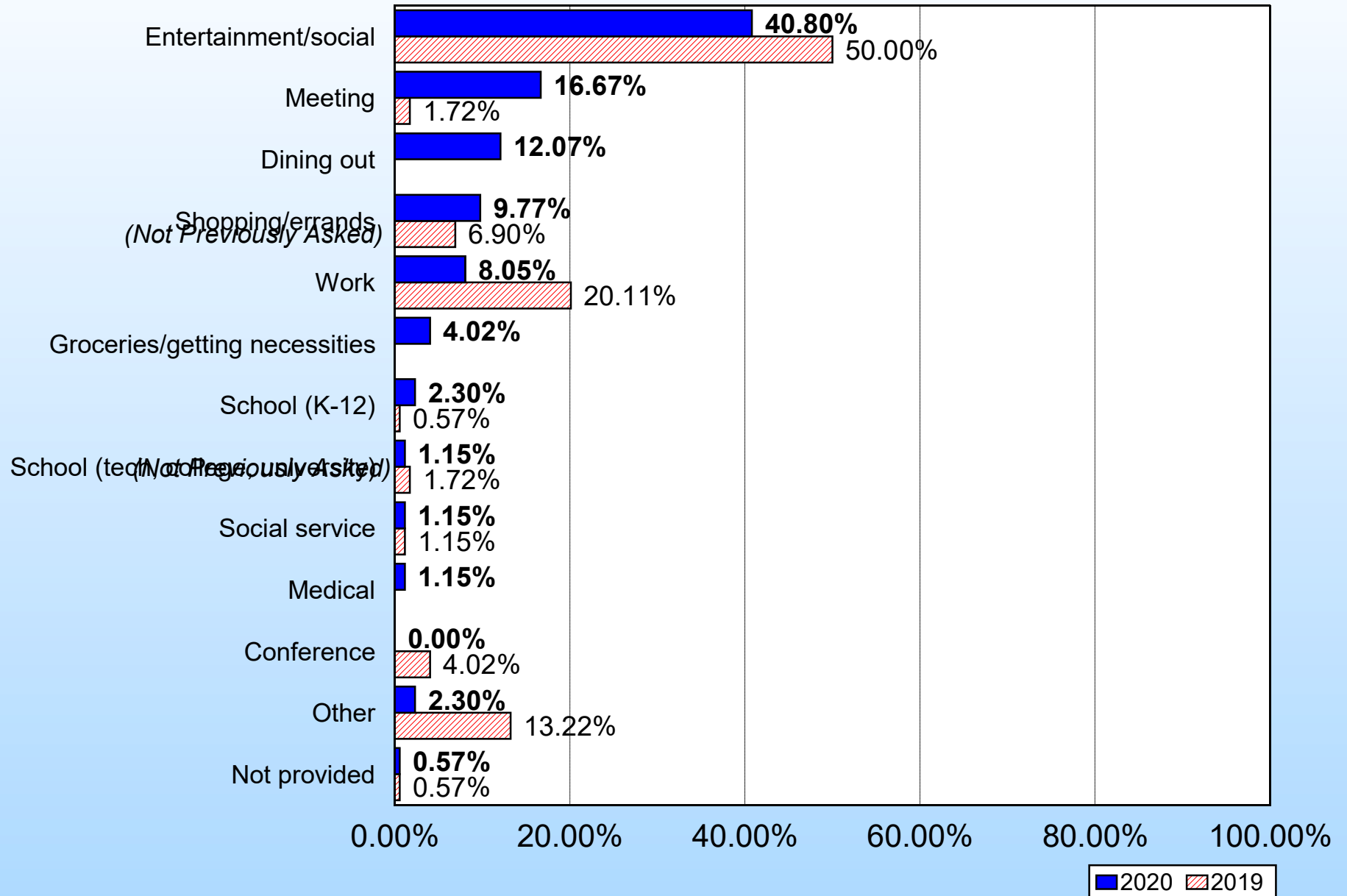
Q2. What was the main purpose of your trip today? by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

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

by percentage of respondents

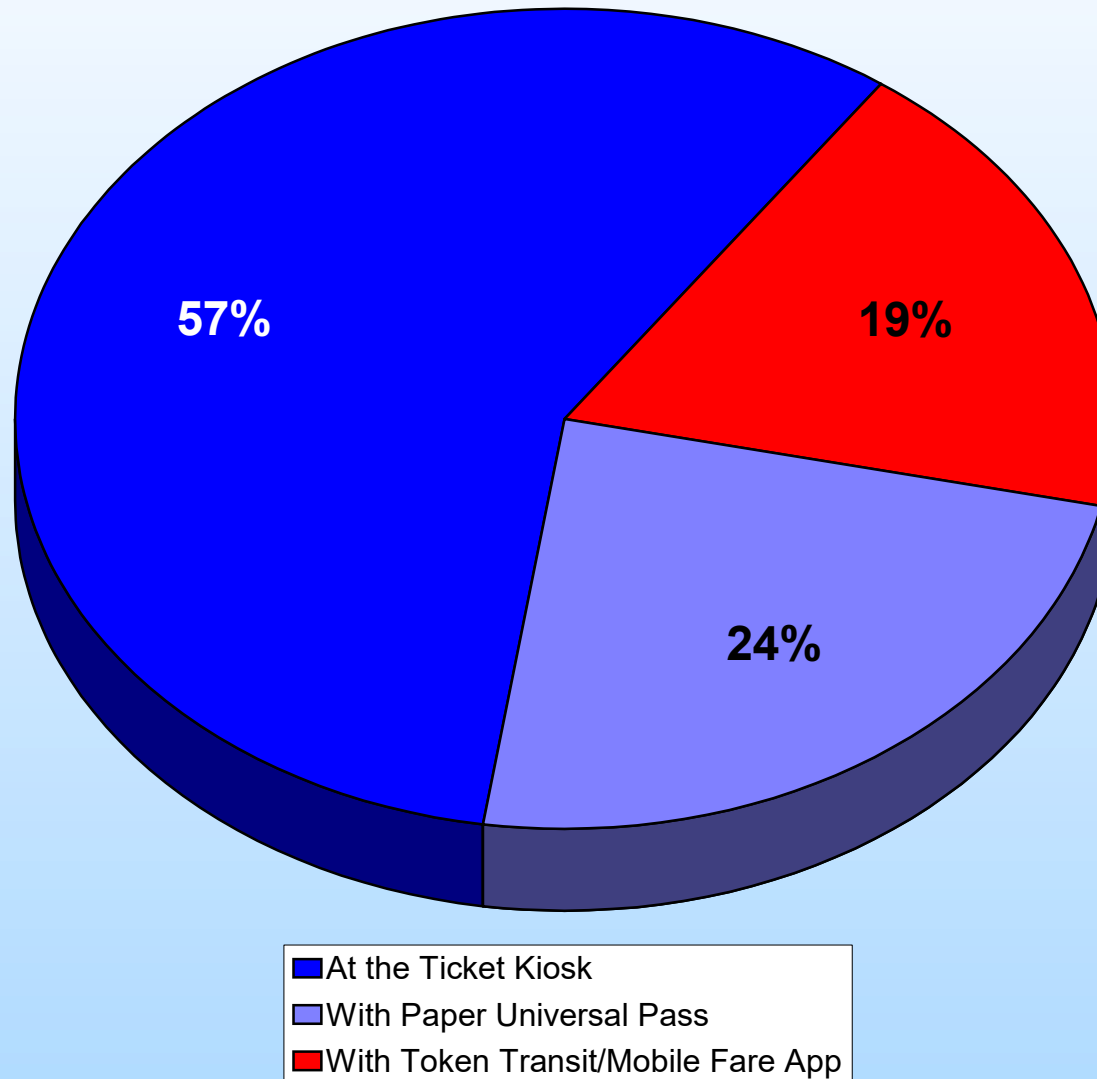


Source: ETC Institute (2020)

■ 2020 ■ 2019

TRENDS

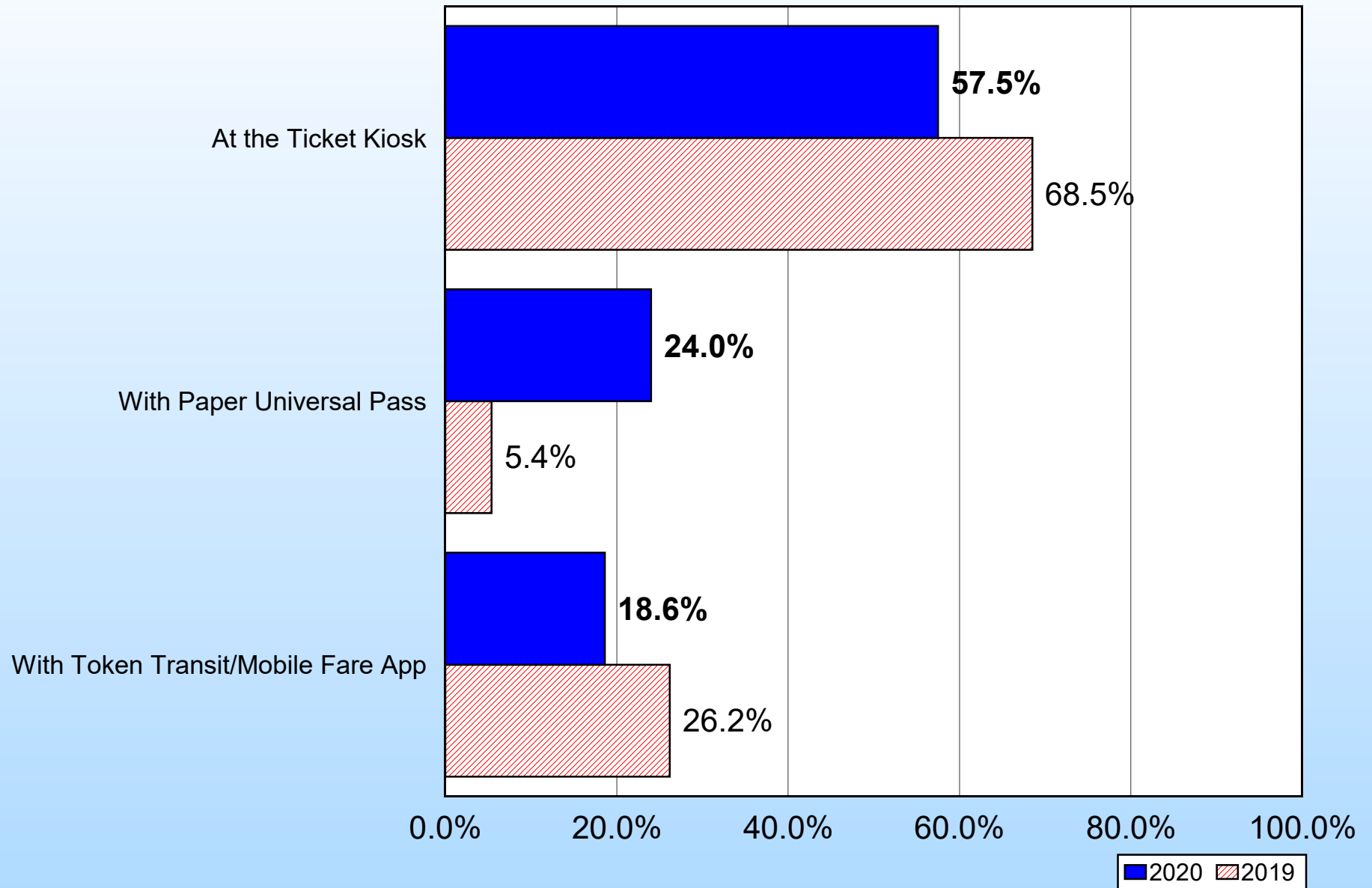
Q3. How did you pay your Streetcar fare today? by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q3. How did you pay your Streetcar fare today?

by percentage of respondents (without "not provided")

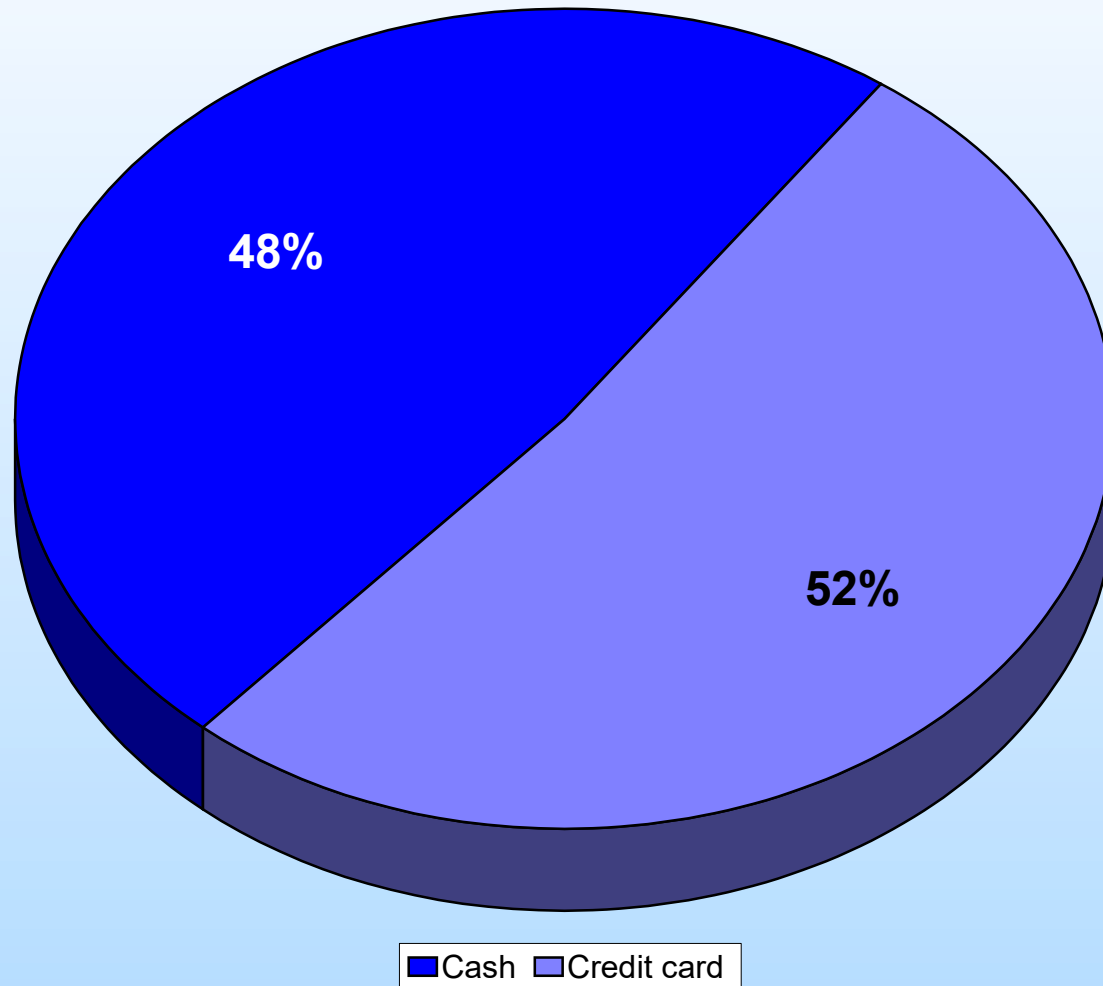


Source: ETC Institute (2020)

TRENDS

Q3a. How did you pay at the Ticket Kiosk?

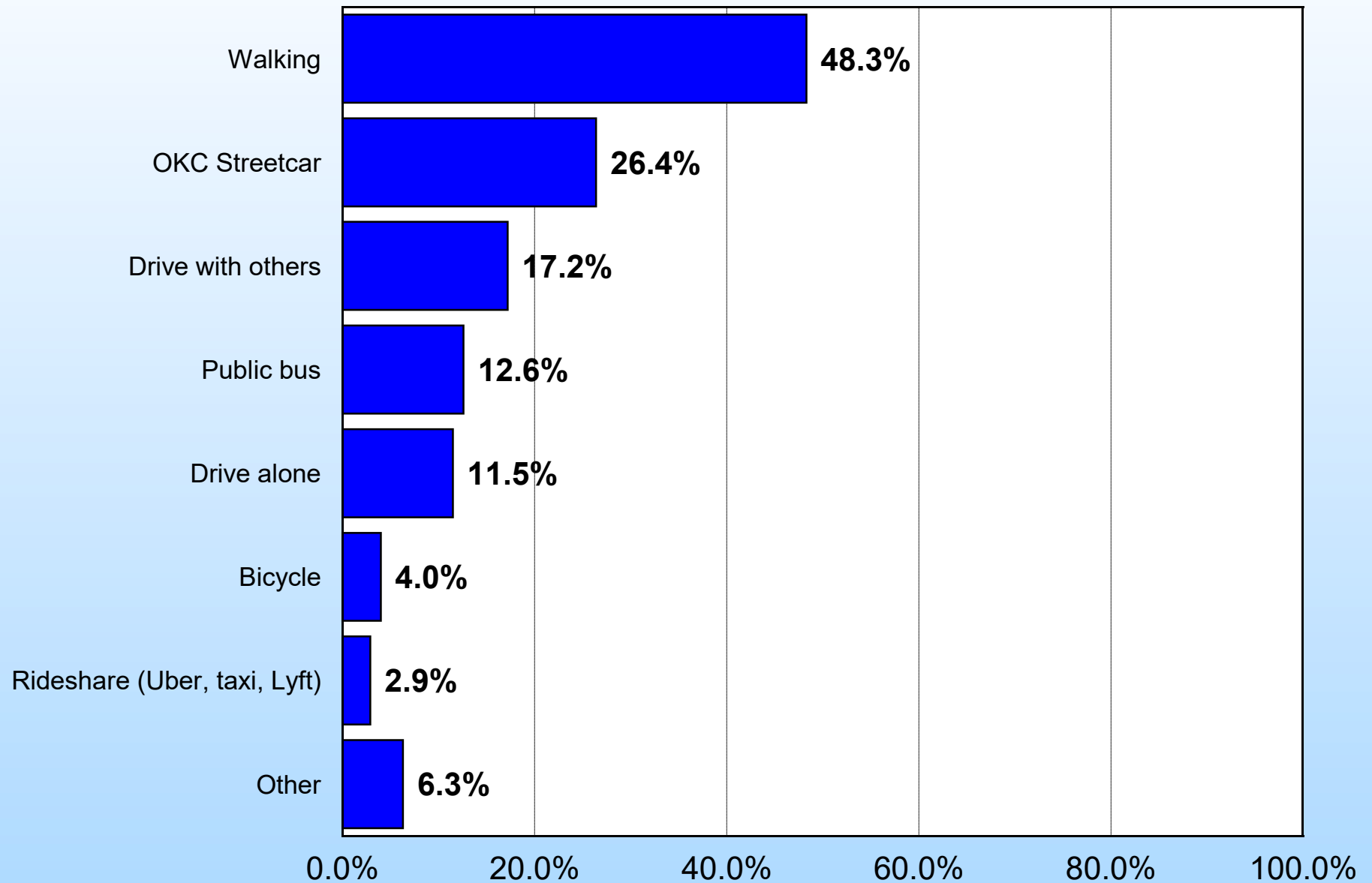
by percentage of respondents who used the Ticket Kiosk to pay for their Streetcar fare



Source: ETC Institute (2020)

Q4. How do you typically travel around the downtown area?

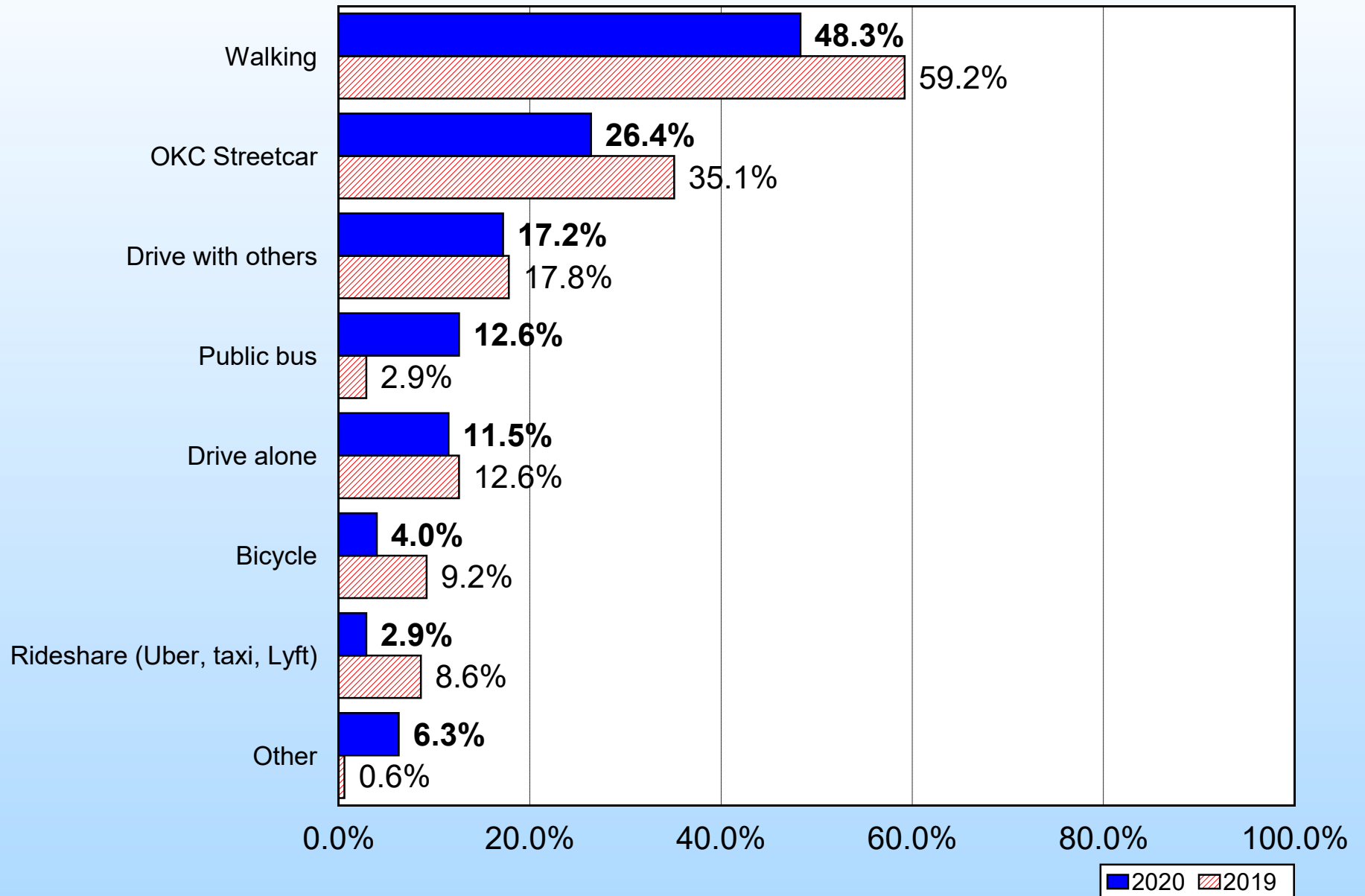
by percentage of respondents top two choices



Source: ETC Institute (2020)

Q4. How do you typically travel around the downtown area?

by percentage of respondents top two choices

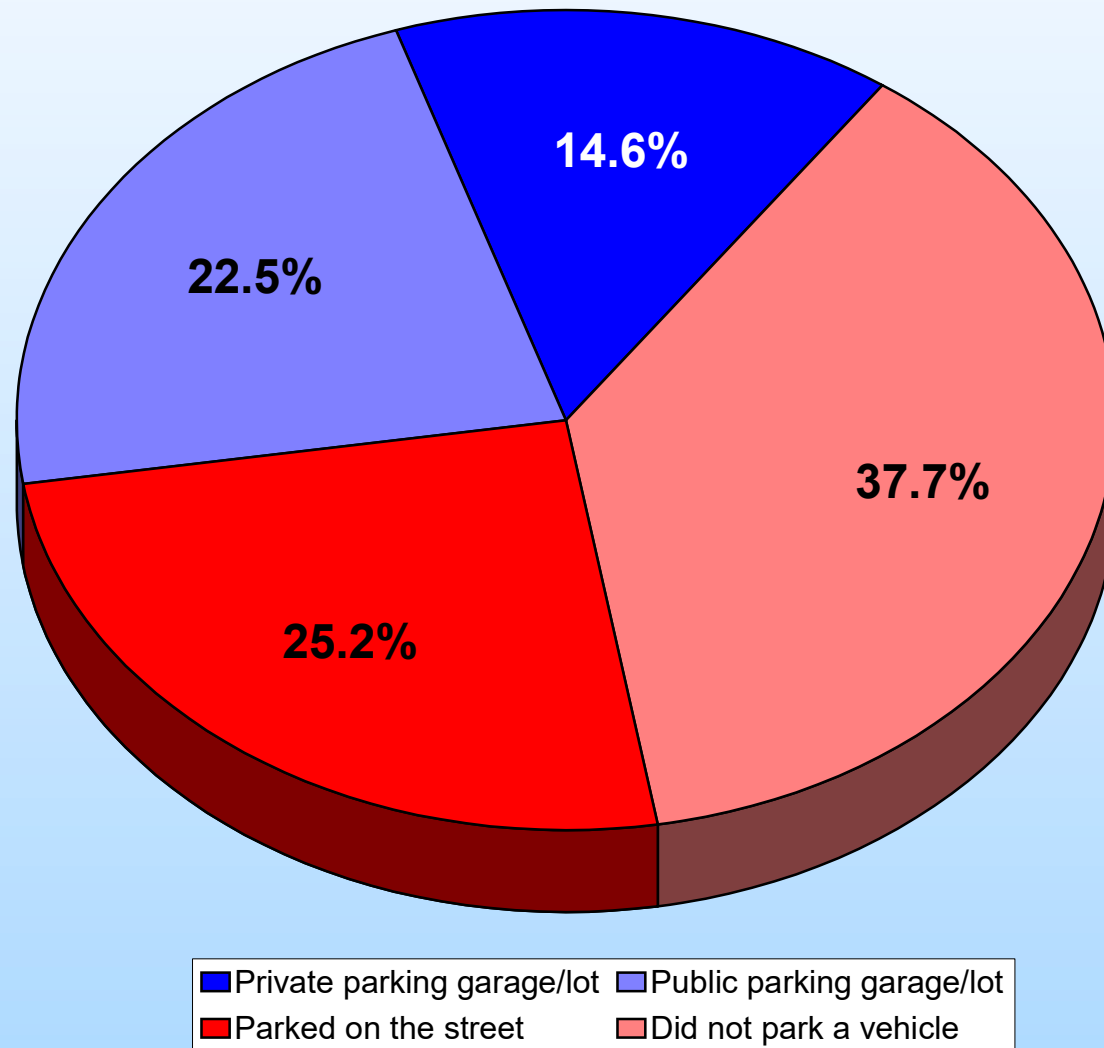


Source: ETC Institute (2020)

TRENDS

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

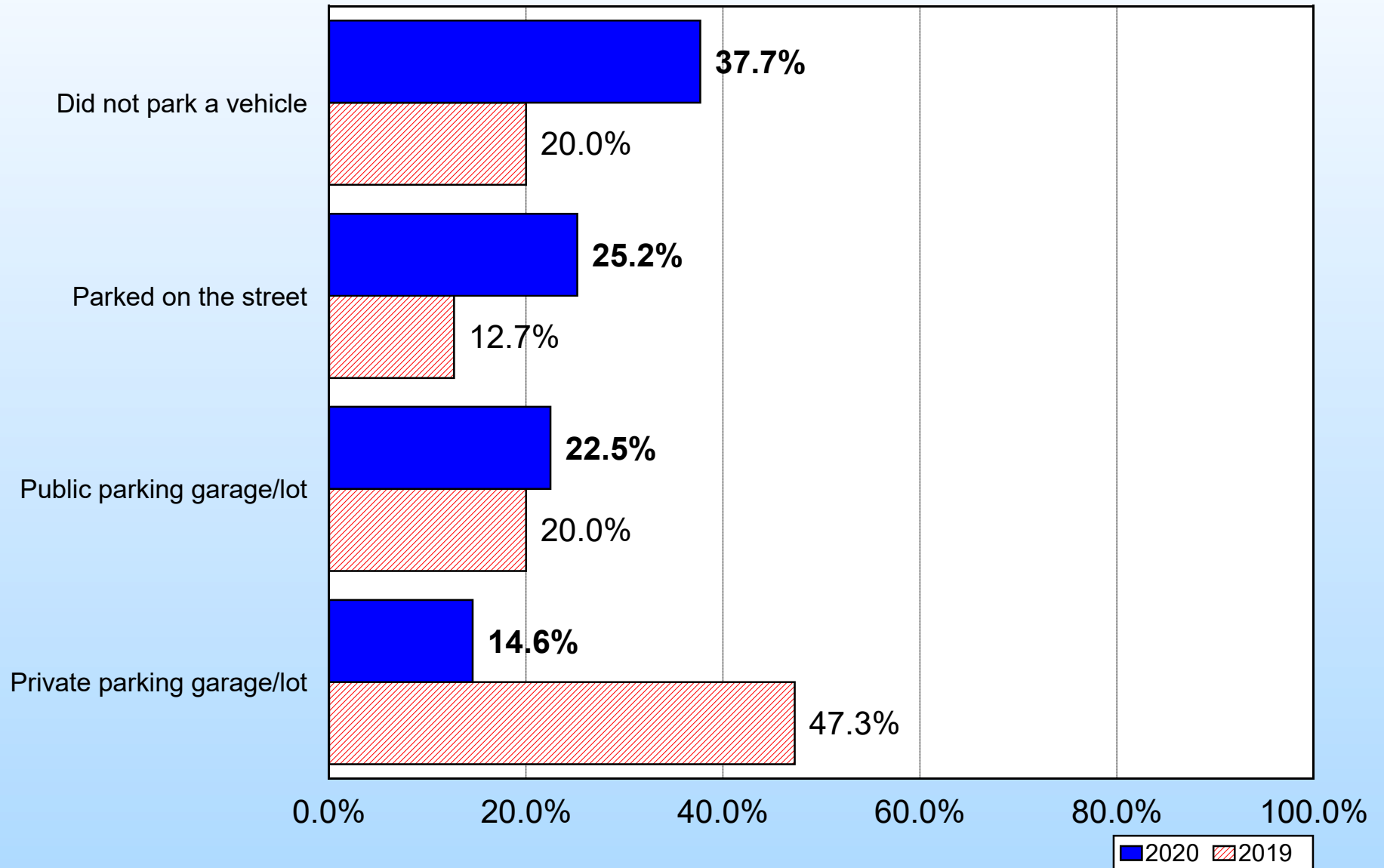
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

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

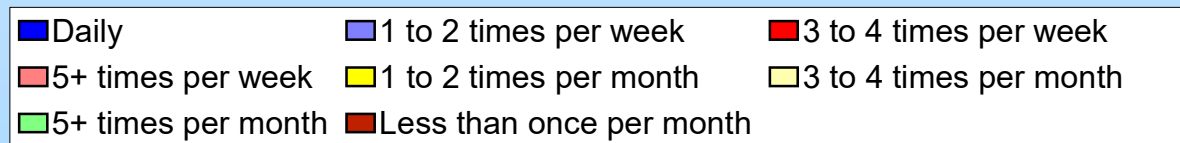
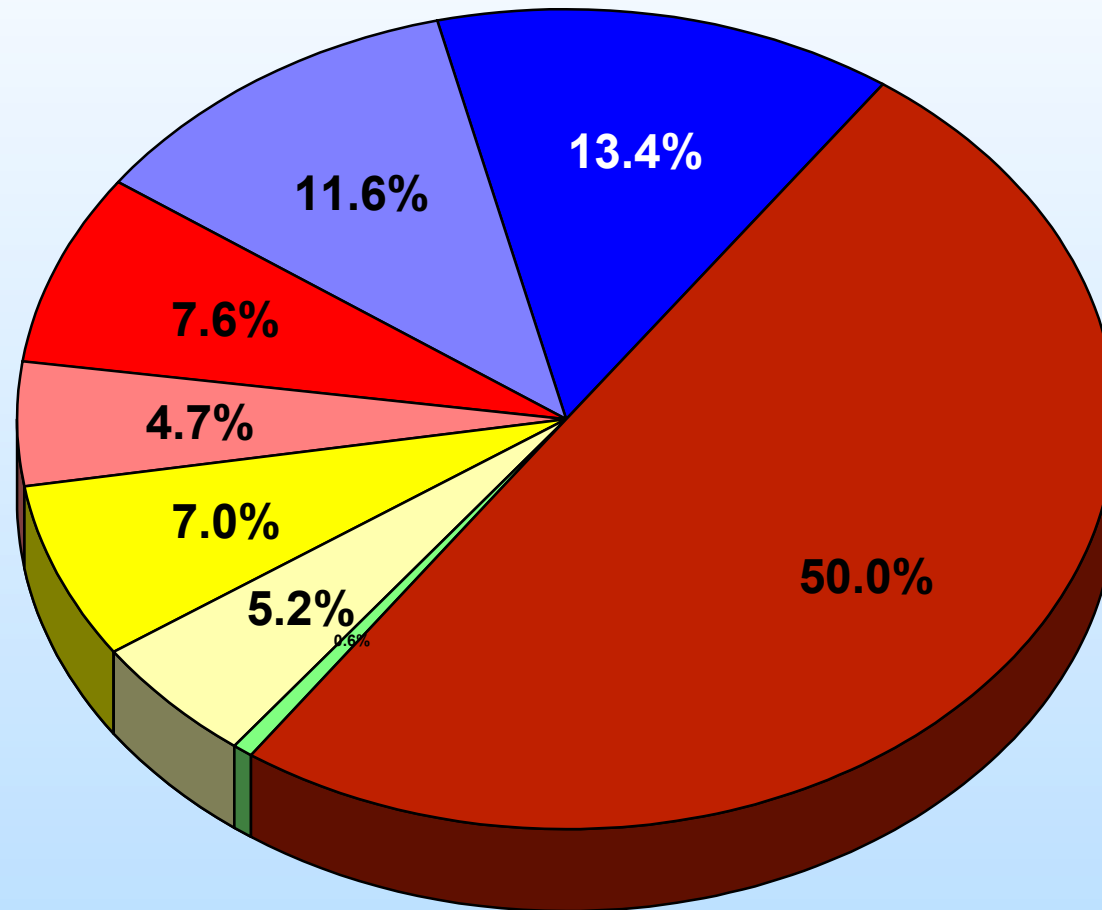
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

TRENDS

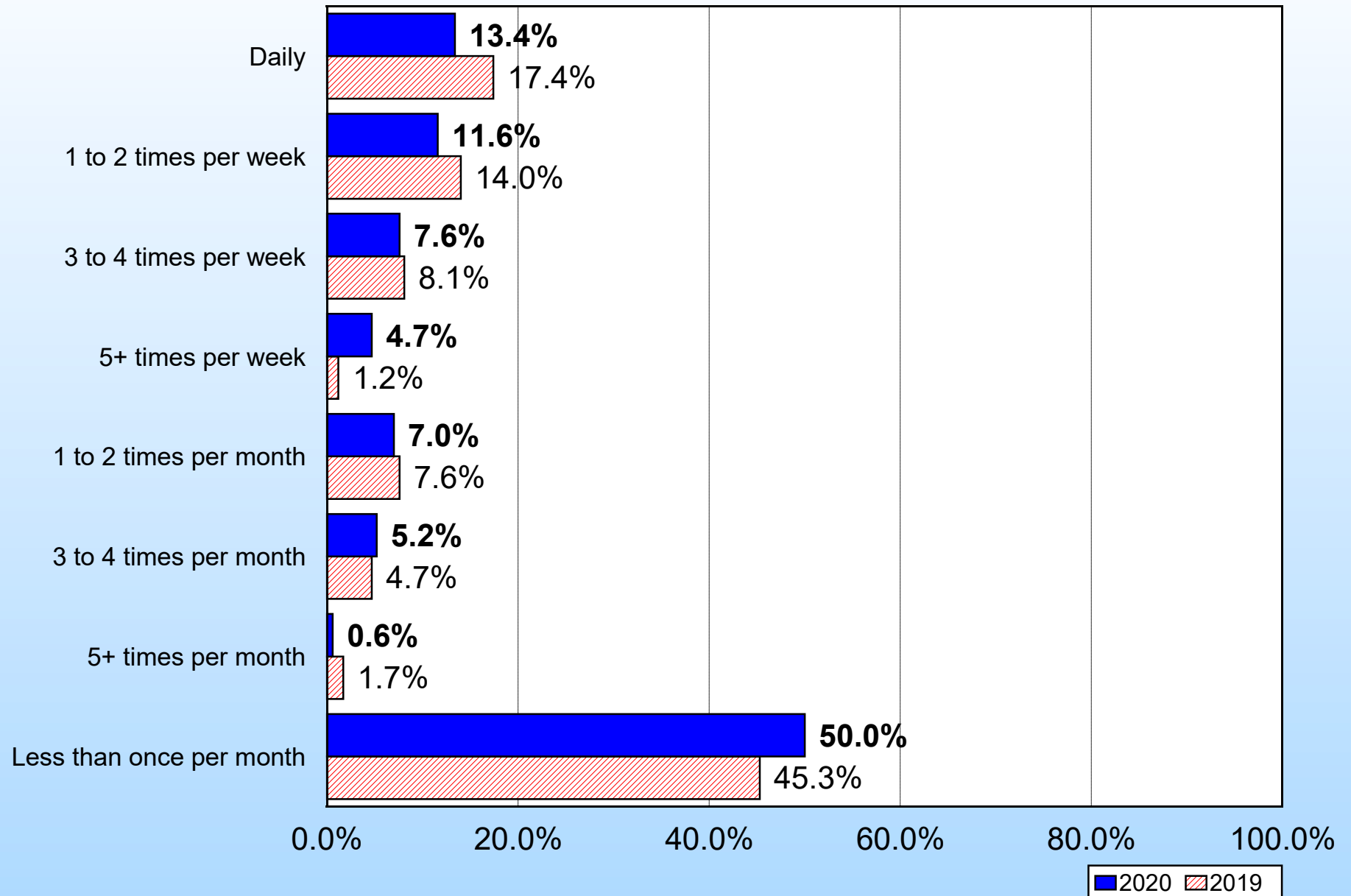
Q6. How often do you use the OKC Streetcar? by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q6. How often do you use the OKC Streetcar?

by percentage of respondents (without "not provided")

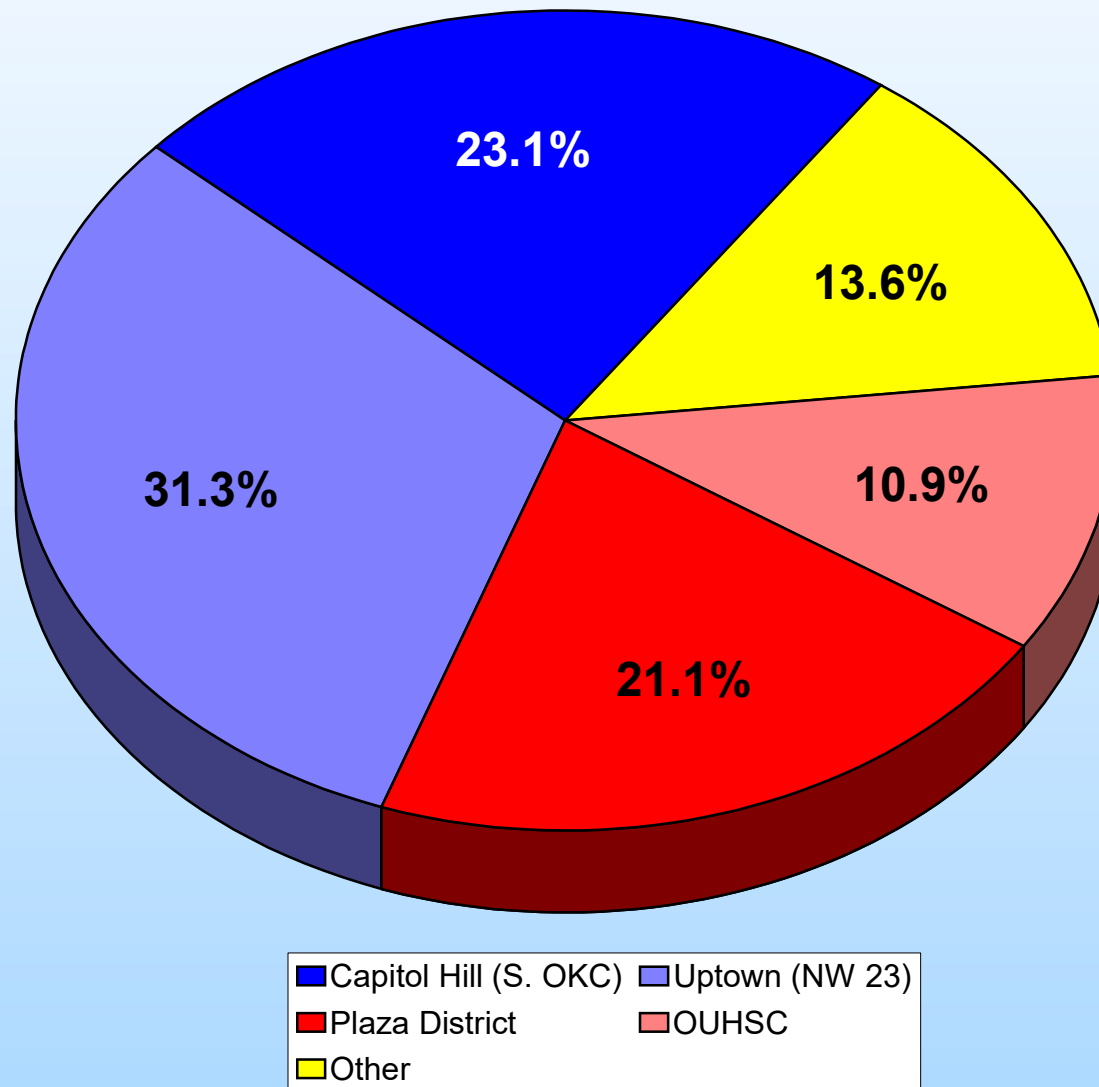


Source: ETC Institute (2020)

TRENDS

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

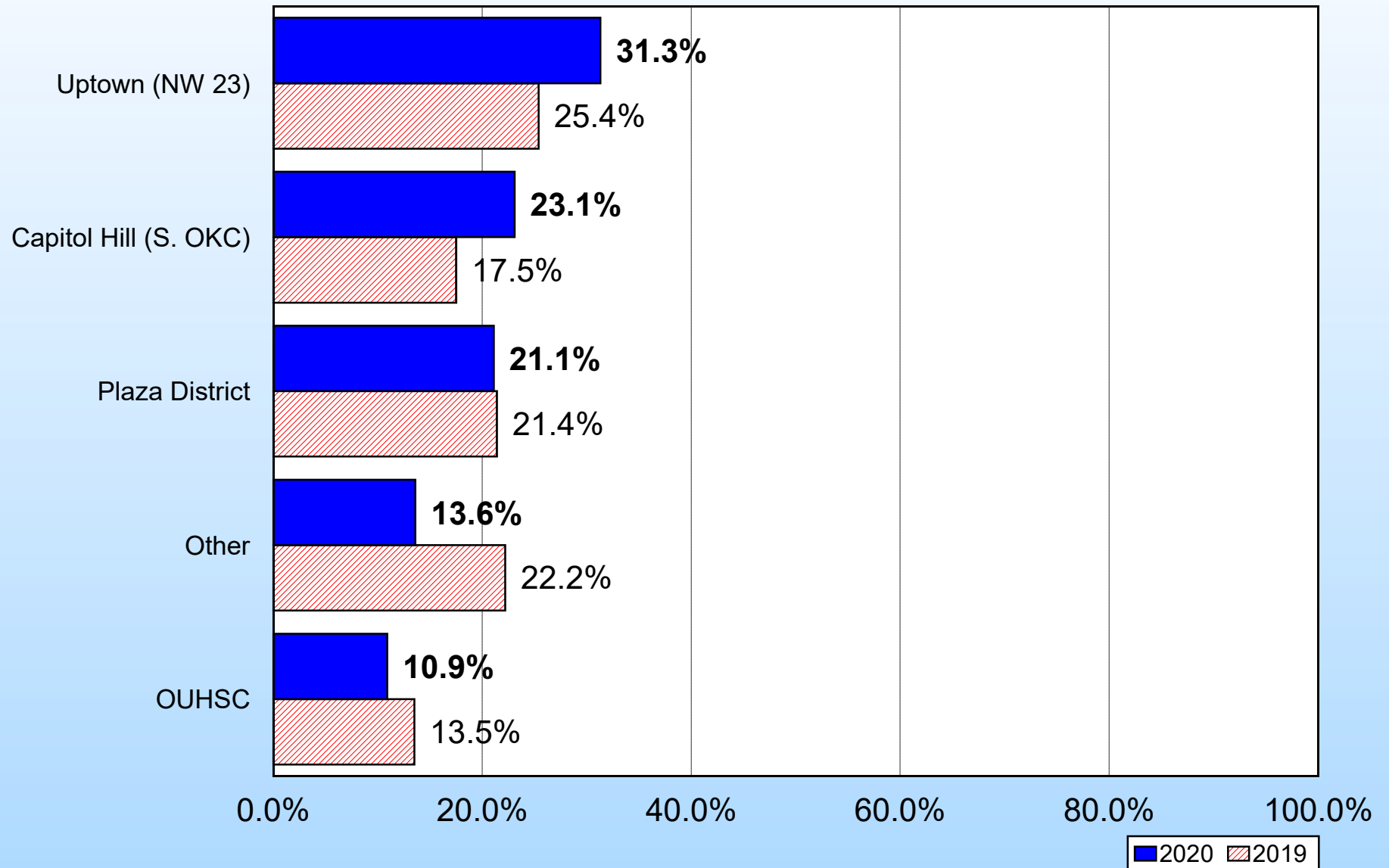
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

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

by percentage of respondents (without "not provided")

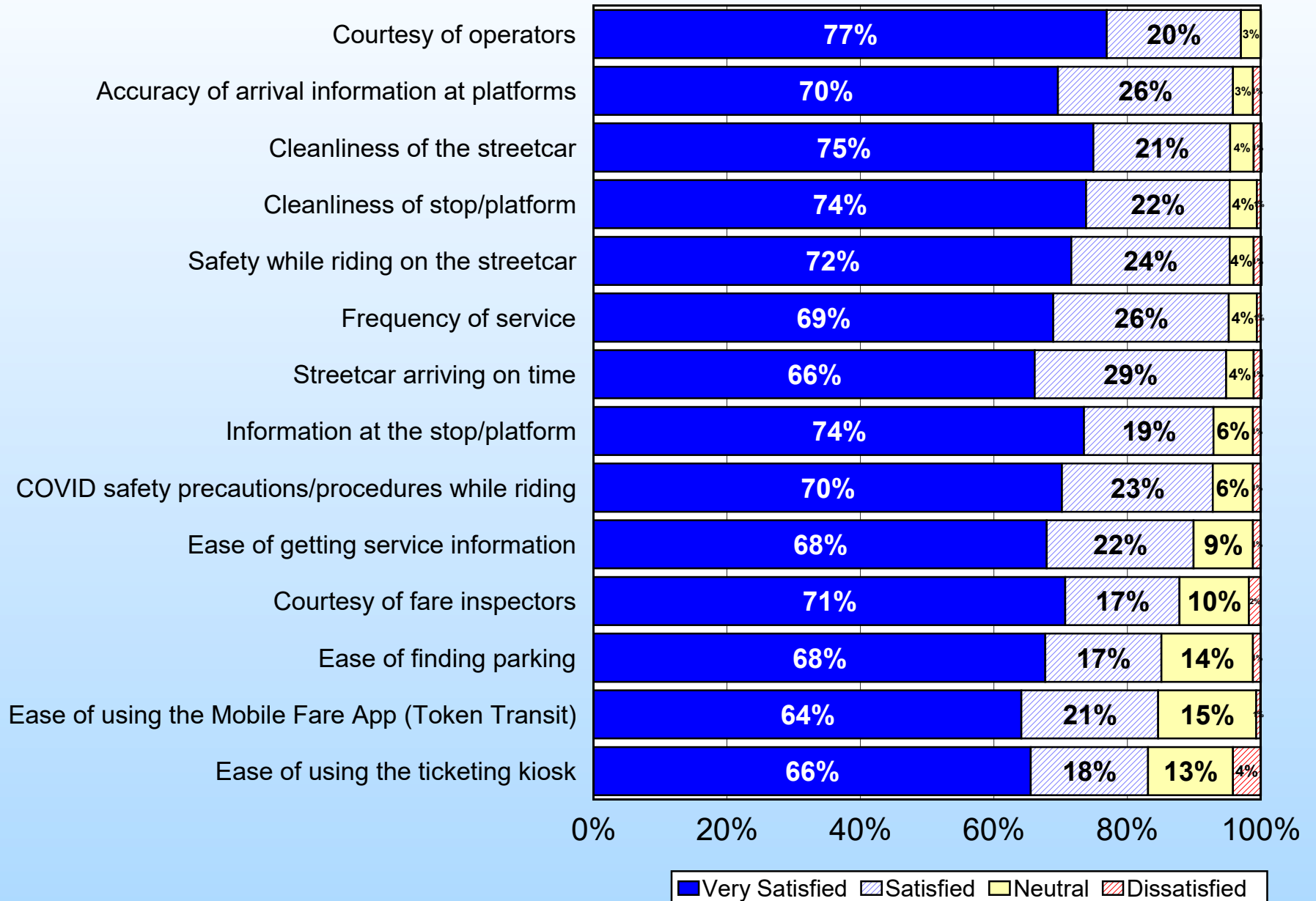


Source: ETC Institute (2020)

TRENDS

Q9. Service Ratings

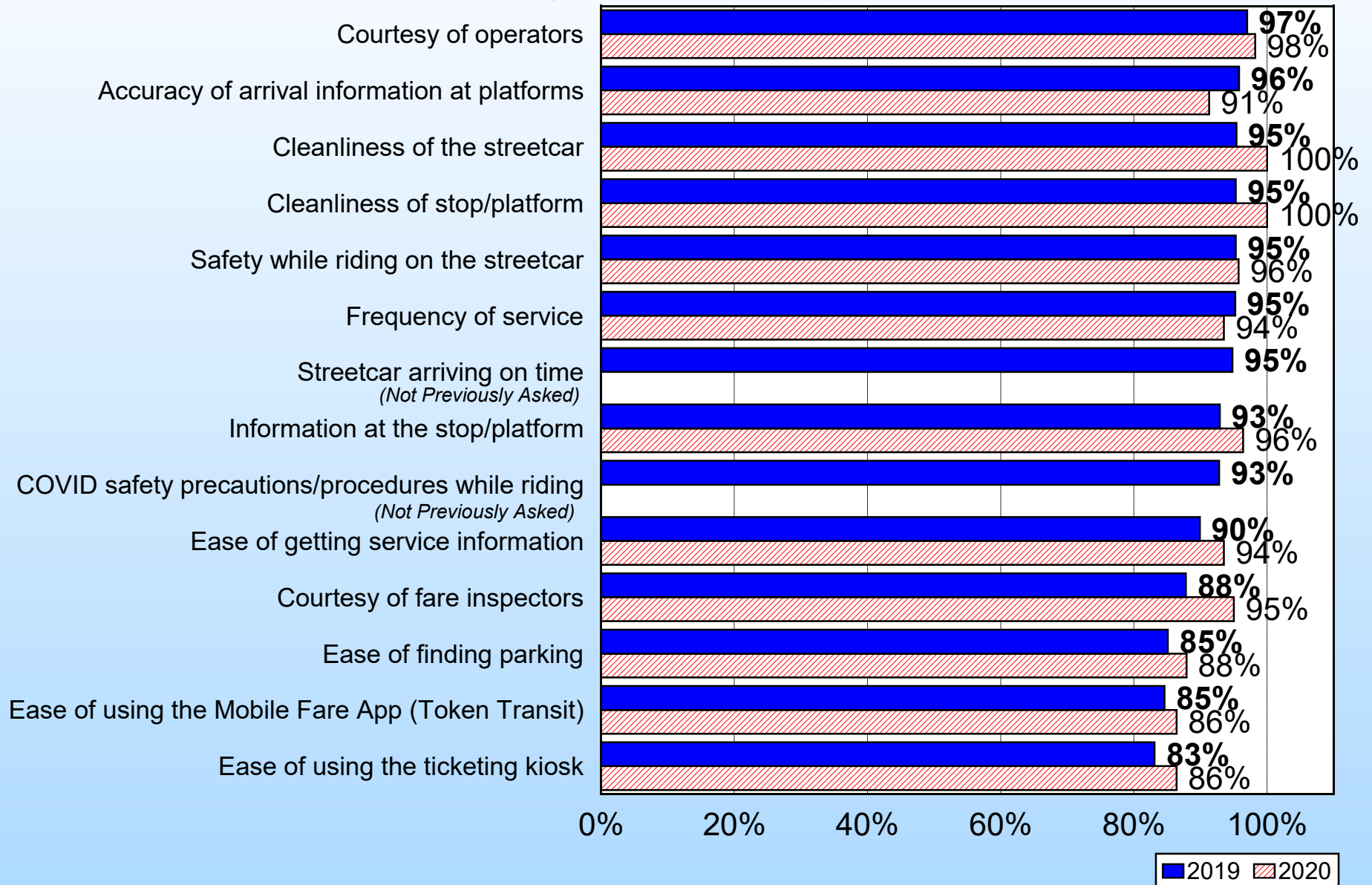
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Q9. Service Ratings

by percentage of respondents who rated the item a 5 or 4 on a 5-point scale where 5 means "very satisfied" (without "not provided")

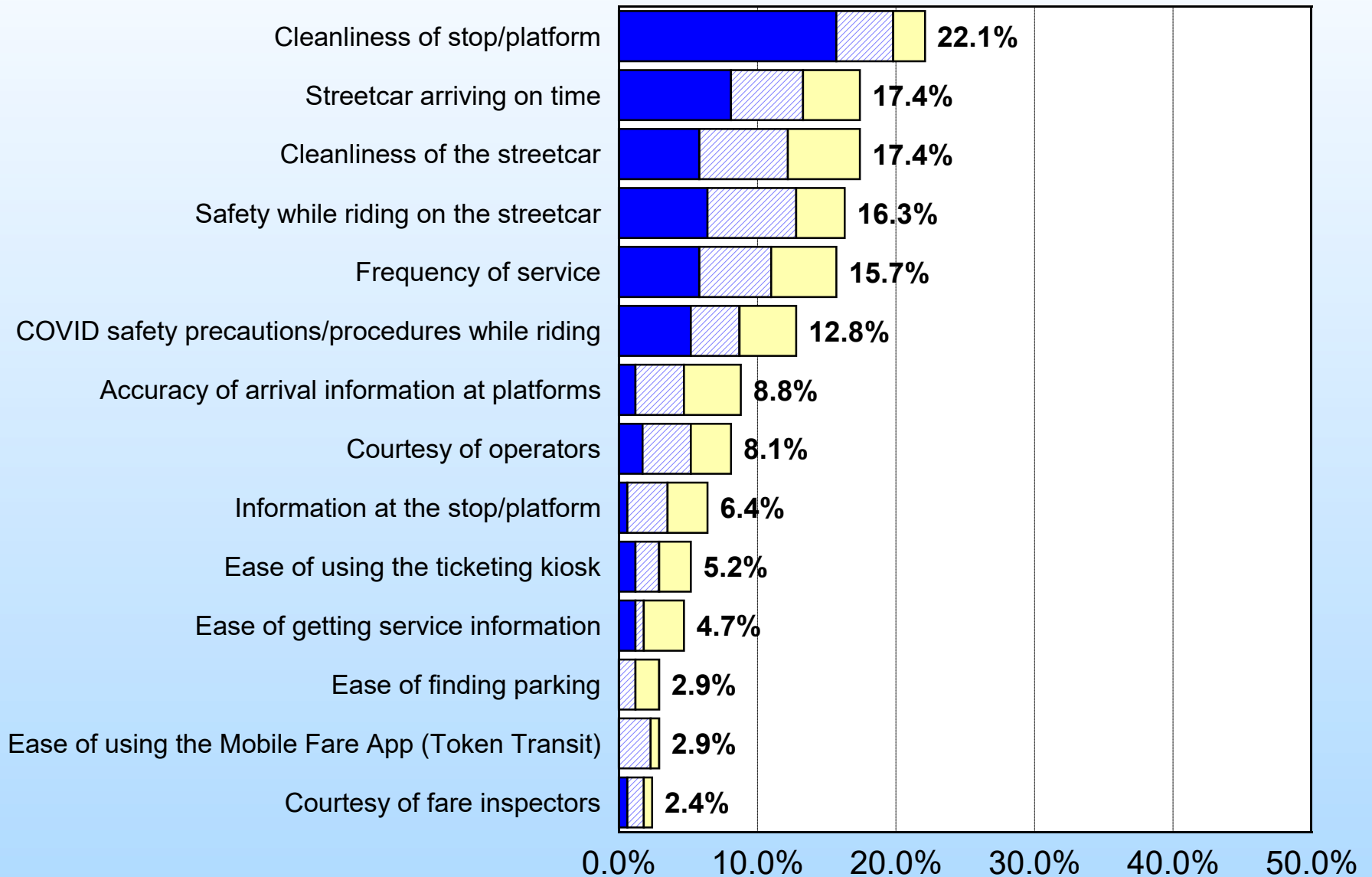


Source: ETC Institute (2020)

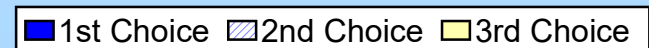
TRENDS

Q9a. Importance of Service Ratings

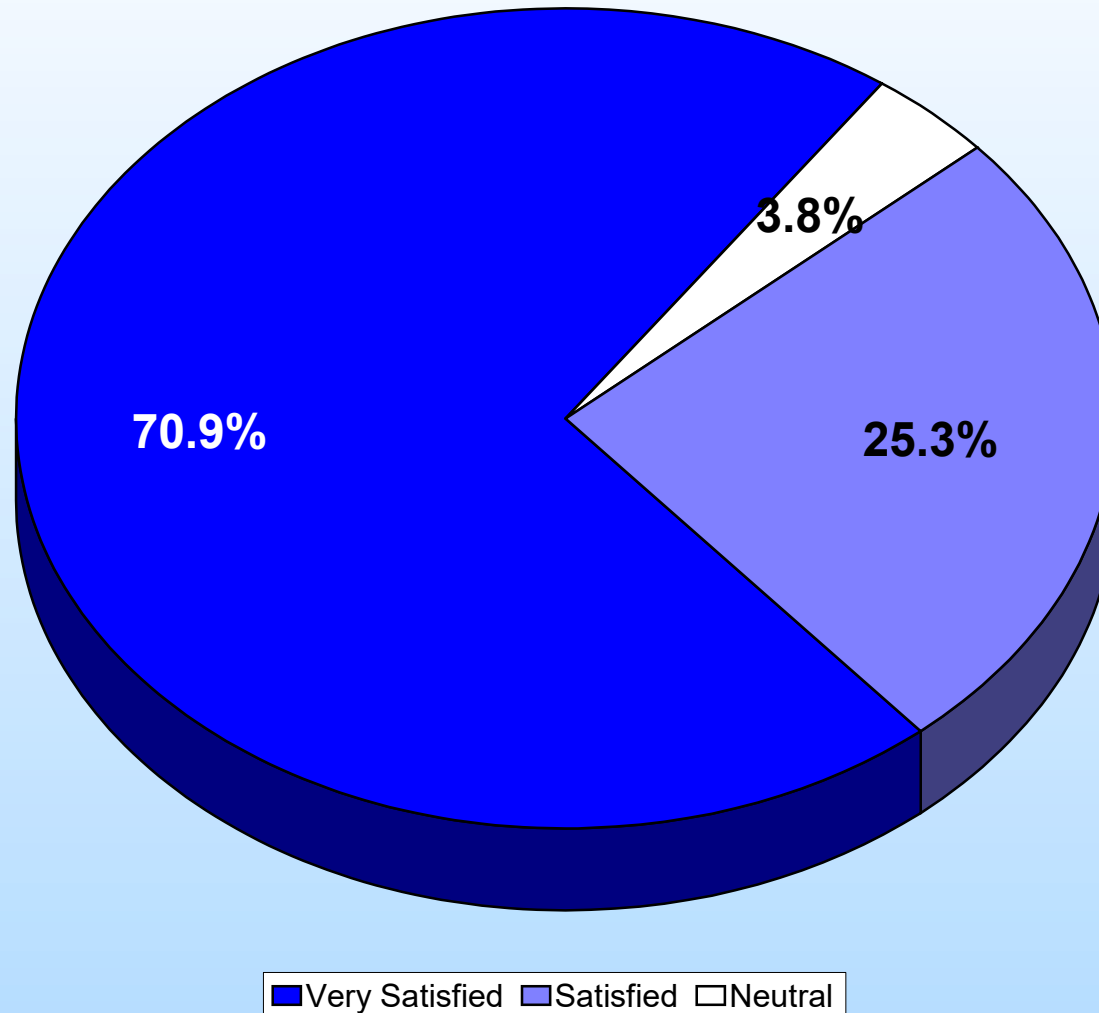
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)



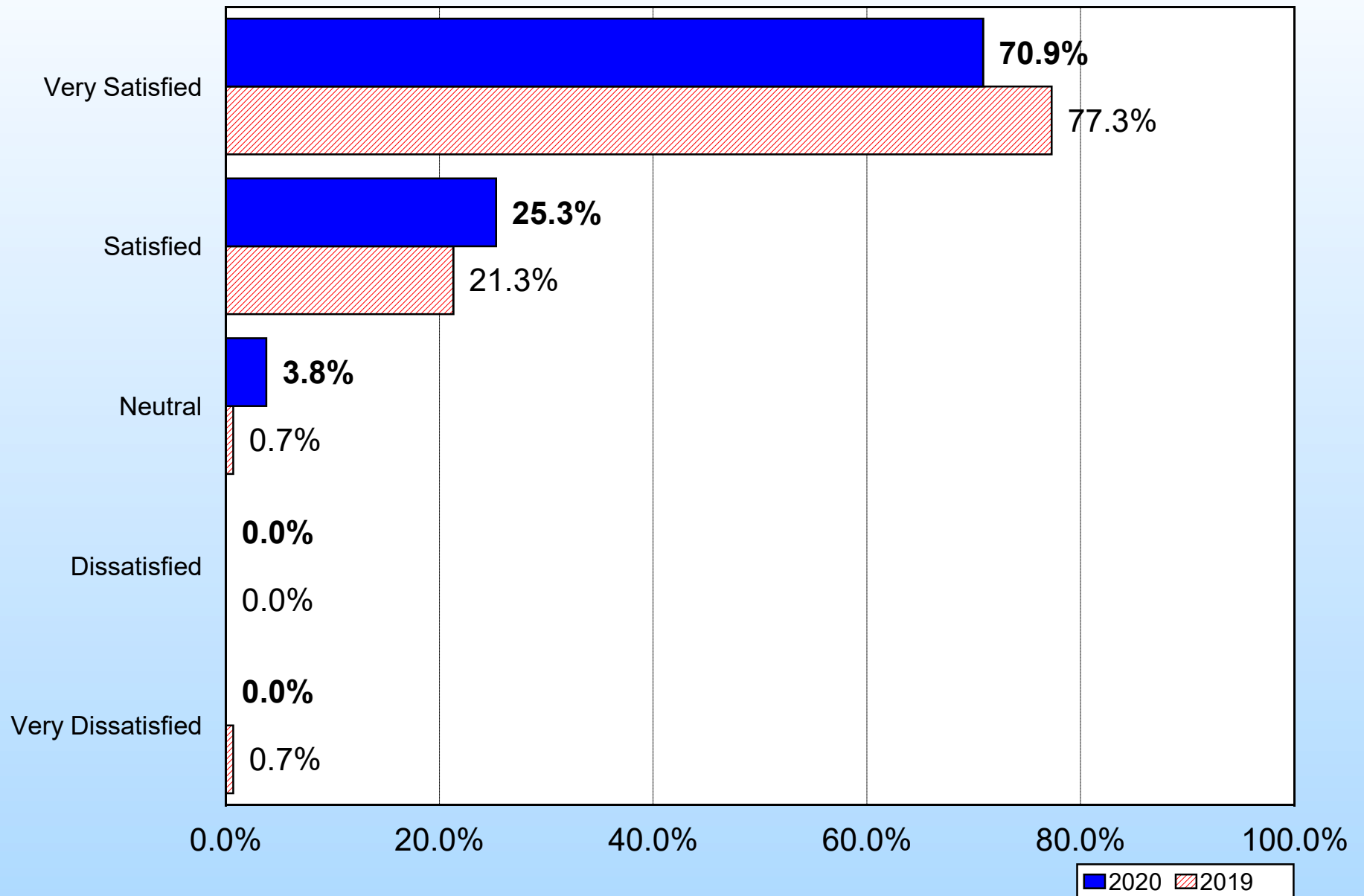
Q9b. Overall, how satisfied are you with OKC Streetcar services? by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

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

by percentage of respondents (without "not provided")



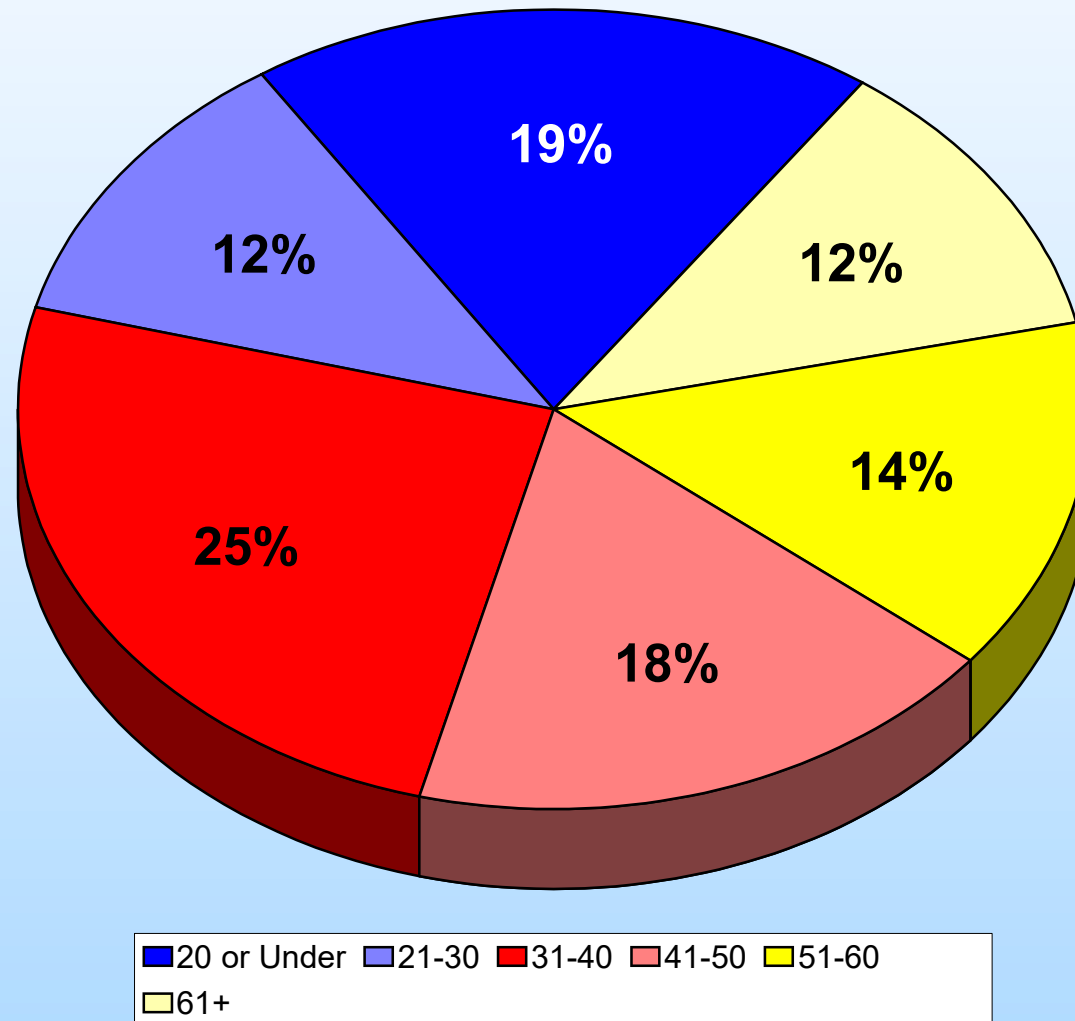
Source: ETC Institute (2020)

TRENDS

Demographics

Q10. Year Respondent Was Born

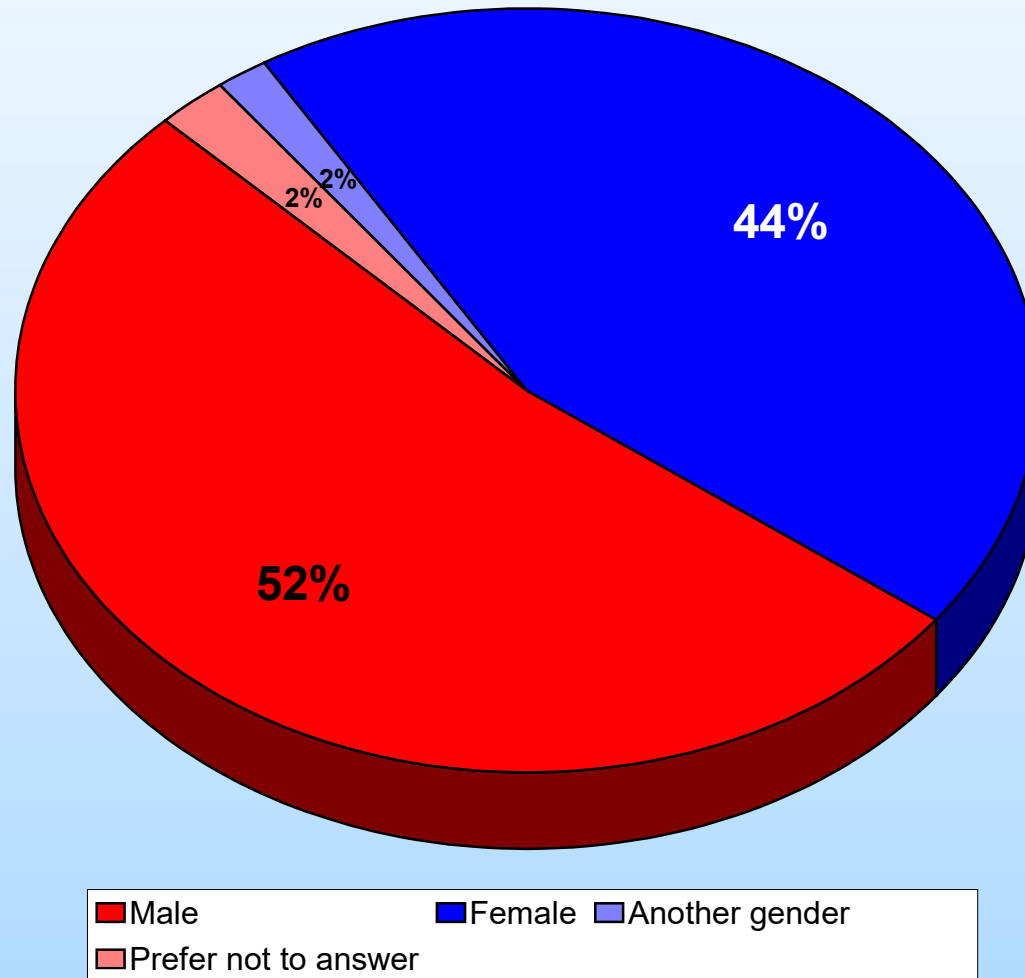
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

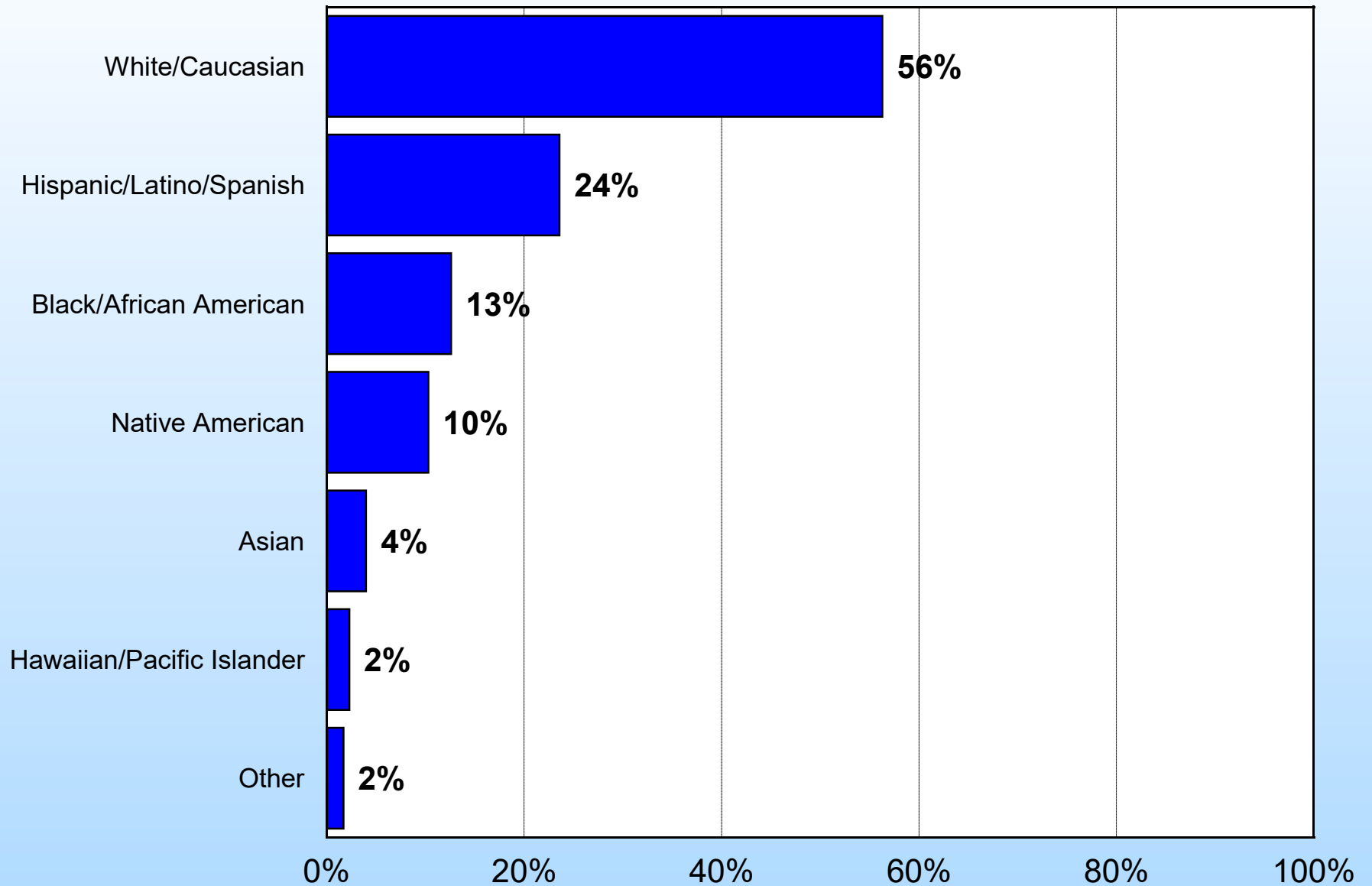
Q11. What is your gender?

by percentage of respondents



Source: ETC Institute (2020)

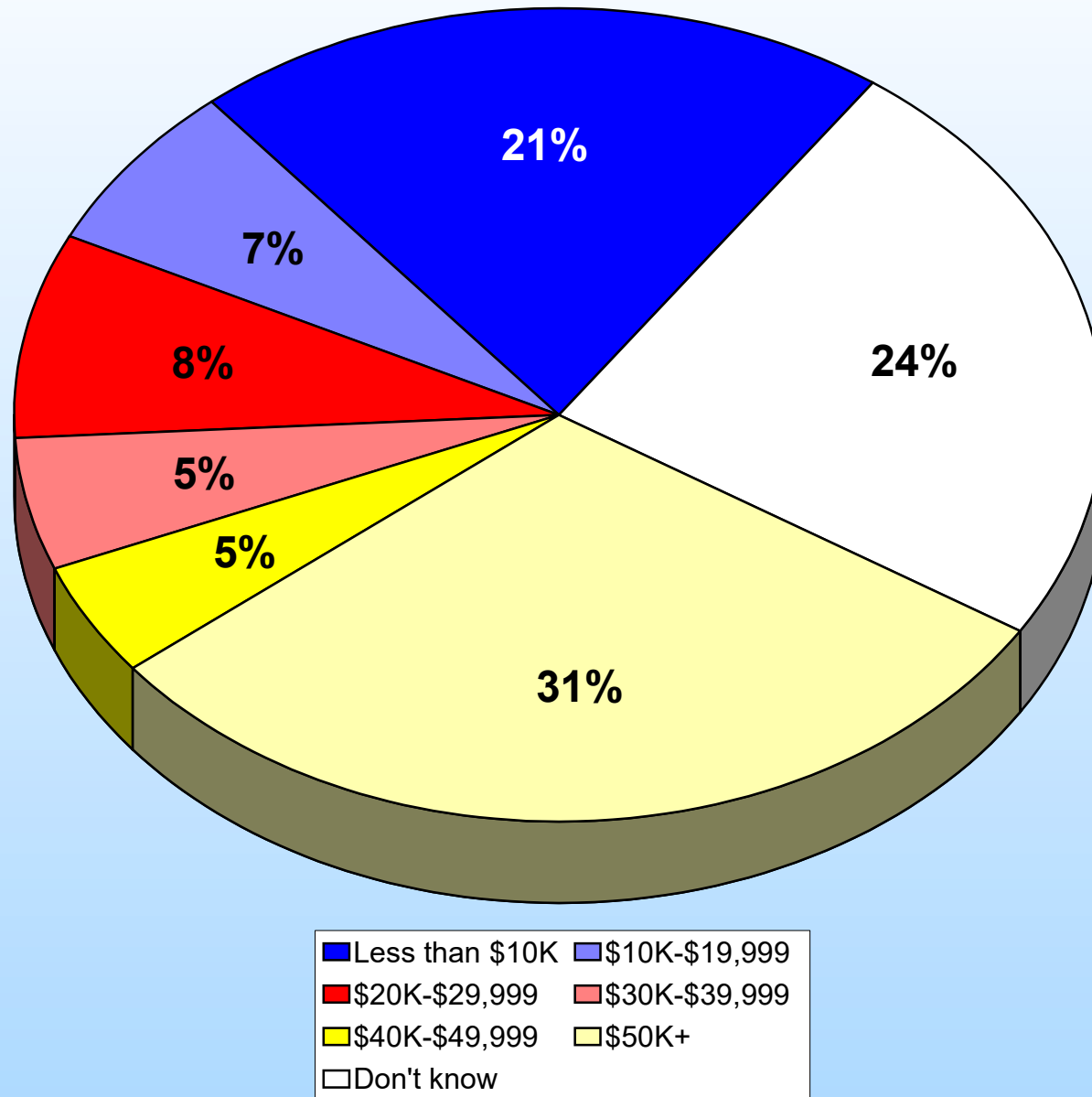
Q12. Do you consider yourself: by percentage of respondents



Source: ETC Institute (2020)

Q13. What was your annual household income in 2018?

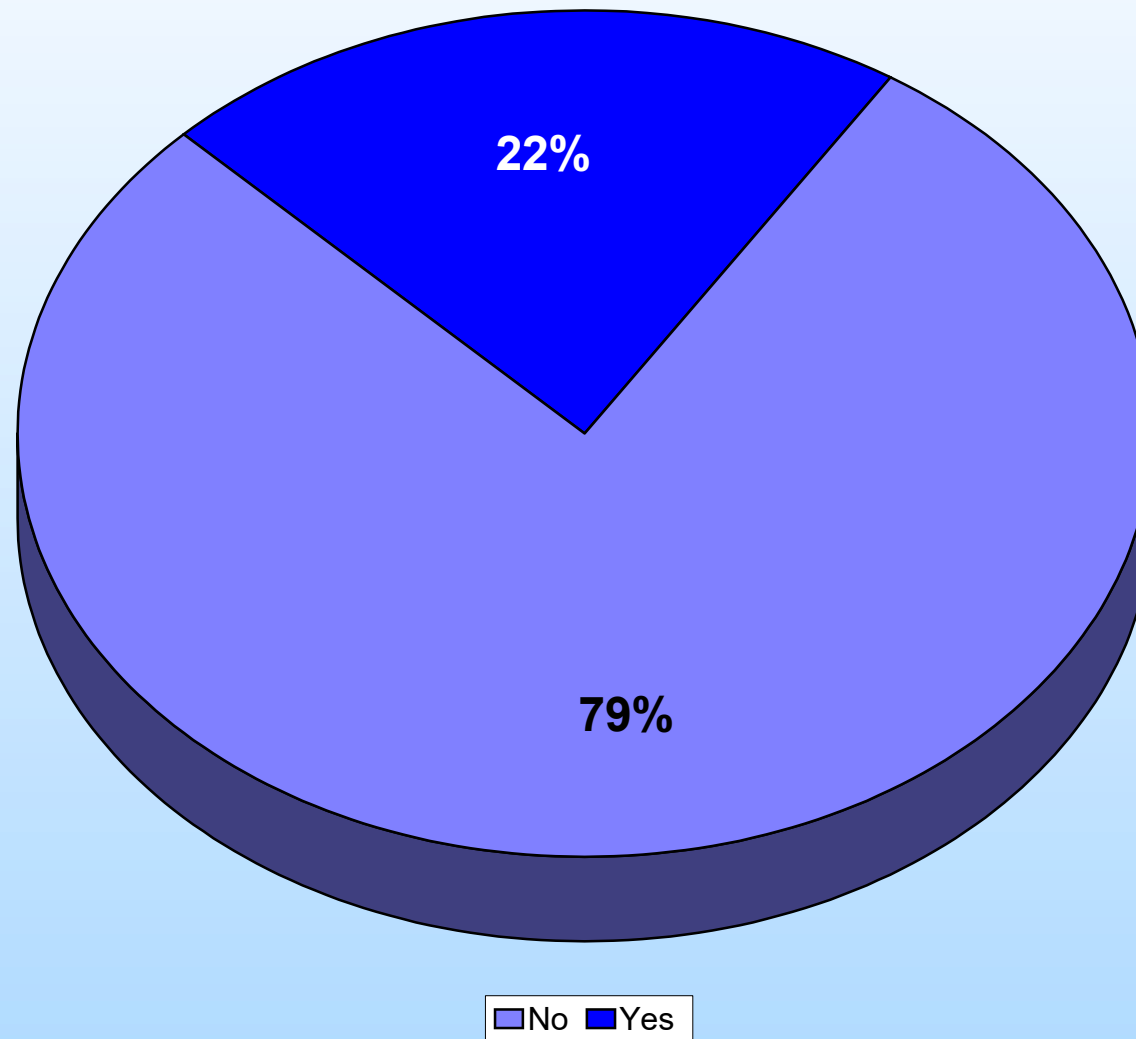
by percentage of respondents



Source: ETC Institute (2020)

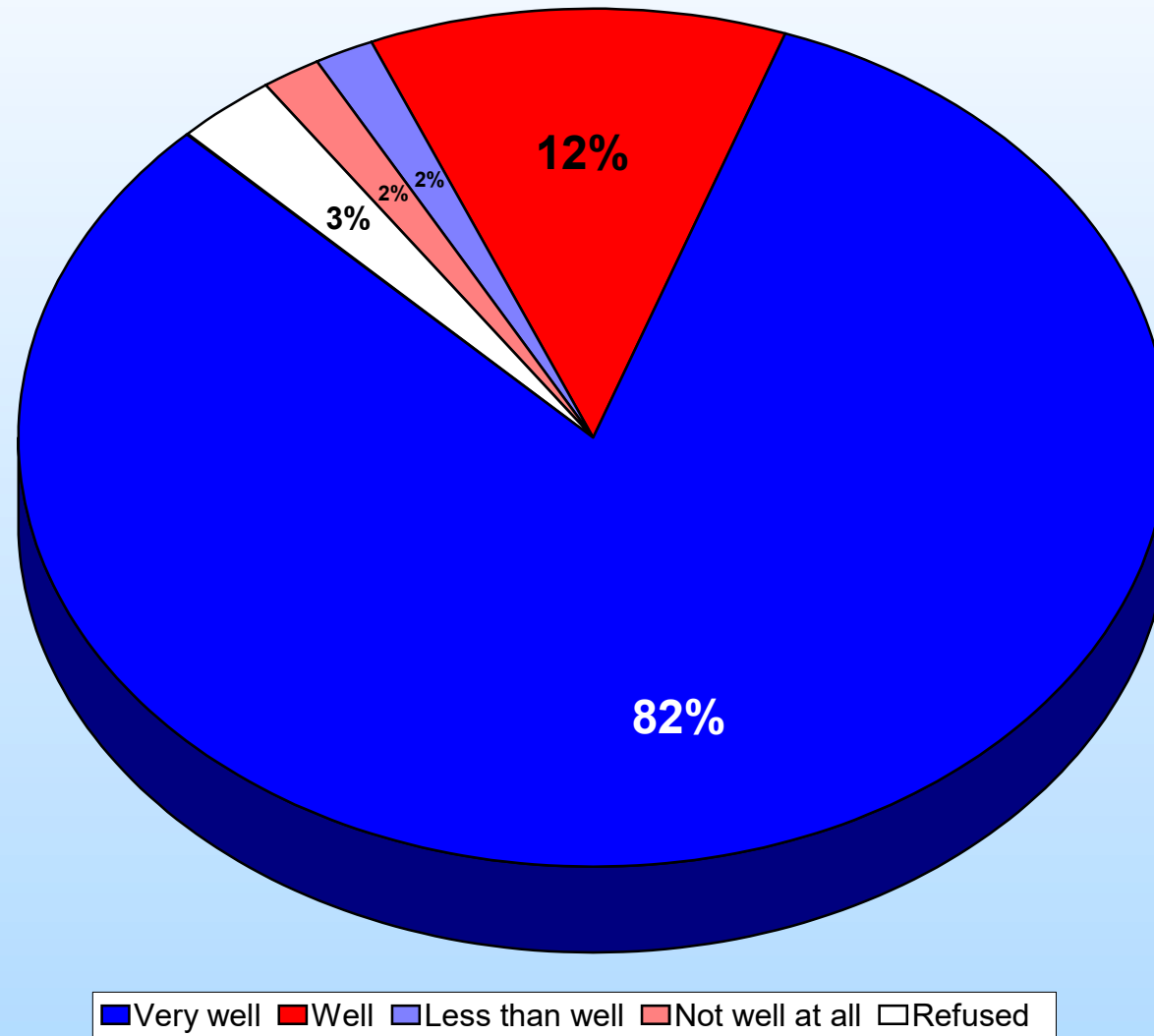
Q14. Do you speak a language other than English at home?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

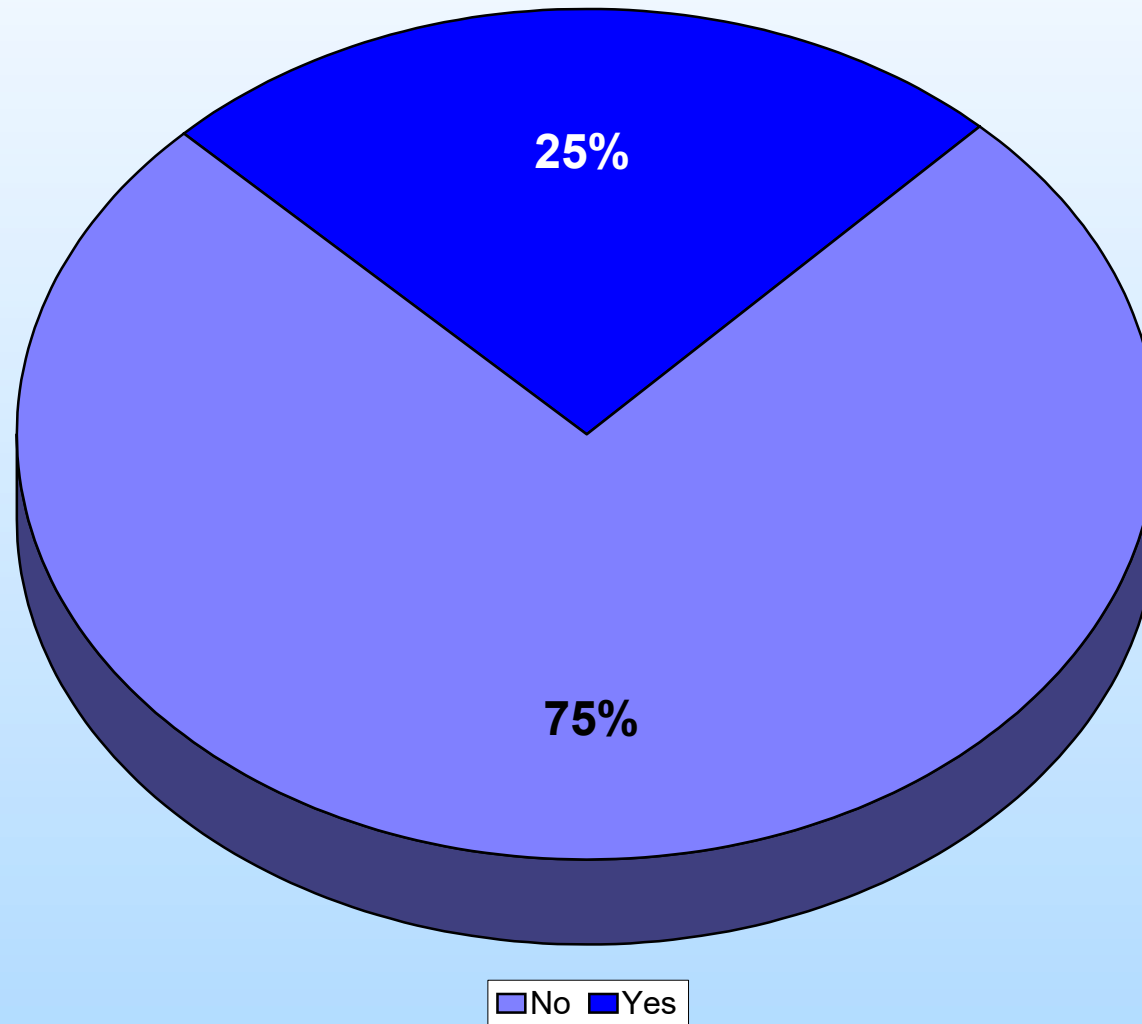
Q14a. How well do you speak English? by percentage of respondents



Source: ETC Institute (2020)

Q14. Do you qualify for reduced fare based on a disability?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

Section 2

Importance Satisfaction Analysis

Importance-Satisfaction Analysis

EMBARK Streetcar Survey

Overview

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

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

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

Example of the Calculation: Respondents were asked to identify the major categories of services they think were most important to them. Twenty-two percent (22%) of respondents selected *the cleanliness of the stop/platform* as one of the most important services for EMBARK to provide.

With regard to satisfaction, 95% of respondents surveyed rated the agency's overall performance in *the cleanliness of the stop/platform* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *the cleanliness of the stop/platform* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 22% was multiplied by 5% (1-0.95). This calculation yielded an I-S rating of 0.0104 which ranked first out of 14 major service categories.

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

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

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

Interpreting the Ratings

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

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

The results for EMBARK Streetcar are provided on the following pages.

2020 Importance-Satisfaction Rating

EMBARC Streetcar Survey

Major Categories of Service

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Cleanliness of stop/platform	22%	1	95%	4	0.0104	1
COVID safety precautions/procedures while riding	13%	6	93%	9	0.0092	2
Streetcar arriving on time	17%	2	95%	7	0.0090	3
Ease of using the ticketing kiosk	5%	10	83%	14	0.0088	4
Cleanliness of the streetcar	17%	3	95%	3	0.0080	5
Safety while riding on the streetcar	16%	4	95%	5	0.0077	6
Frequency of service	16%	5	95%	6	0.0075	7
Ease of getting service information	5%	11	90%	10	0.0047	8
Information at the stop/platform	6%	9	93%	8	0.0045	9
Ease of using the Mobile Fare App (Token Transit)	3%	13	85%	13	0.0045	10
Ease of finding parking	3%	12	85%	12	0.0043	11
Accuracy of arrival information at platforms	9%	7	96%	2	0.0037	12
Courtesy of fare inspectors	2%	14	88%	11	0.0029	13
Courtesy of operators	8%	8	97%	1	0.0024	14

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

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they think are most important to them.

Satisfaction %:

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

Section 3

Tabular Data

Day of the week

<u>Day of the week</u>	<u>Number</u>	<u>Percent</u>
Monday	20	11.5 %
Tuesday	28	16.1 %
Wednesday	4	2.3 %
Thursday	15	8.6 %
Friday	21	12.1 %
Saturday	75	43.1 %
Sunday	11	6.3 %
Total	174	100.0 %

Time of the day

<u>Time of the day</u>	<u>Number</u>	<u>Percent</u>
6am-9am	9	5.2 %
9am-3pm	57	32.8 %
3pm-7pm	54	31.0 %
After 7pm	54	31.0 %
Total	174	100.0 %

Q1. Which statement best describes you?

<u>Q1. Which statement best describes you</u>	<u>Number</u>	<u>Percent</u>
I live in the downtown area	50	28.7 %
I work in the downtown area	16	9.2 %
I am visiting the downtown area	112	64.4 %
I am attending a convention	2	1.1 %
Total	180	

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

<u>Q2. What was the main purpose of your trip today</u>	<u>Number</u>	<u>Percent</u>
Work	14	8.0 %
School (K-12)	4	2.3 %
School (tech, college, university)	2	1.1 %
Shopping/errands	17	9.8 %
Entertainment/social	71	40.8 %
Groceries/getting necessities	7	4.0 %
Social service	2	1.1 %
Medical	2	1.1 %
Meeting	29	16.7 %
Dining out	21	12.1 %
Other	4	2.3 %
Not provided	1	0.6 %
Total	174	100.0 %

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

<u>Q2. What was the main purpose of your trip today</u>	<u>Number</u>	<u>Percent</u>
Work	14	8.1 %
School (K-12)	4	2.3 %
School (tech, college, university)	2	1.2 %
Shopping/errands	17	9.8 %
Entertainment/social	71	41.0 %
Groceries/getting necessities	7	4.0 %
Social service	2	1.2 %
Medical	2	1.2 %
Meeting	29	16.8 %
Dining out	21	12.1 %
Other	4	2.3 %
Total	173	100.0 %

Q2-1. Name of workplace:

<u>Q2-1. Name of workplace</u>	<u>Number</u>	<u>Percent</u>
JUST RIDING	2	7.1 %
PARK	2	7.1 %
PICNIC & SCISSORTAIL	1	3.6 %
LIESURE/ TO OBSERVE DOWNTOWN	1	3.6 %
PORTLAND POINT BODY	1	3.6 %
FUN	1	3.6 %
VACATION SHOPPING	1	3.6 %
DOWNTOWN GYM	1	3.6 %
EXPLORING	1	3.6 %
TEMP AGENCY	1	3.6 %
HOME	1	3.6 %
APPOINTMENT	1	3.6 %
DATE	1	3.6 %
AFA	1	3.6 %
MOTEL	1	3.6 %
CHICK FIL A	1	3.6 %
BARRIOS	1	3.6 %
EMSA	1	3.6 %
SEE FRIEND	1	3.6 %
PERSONAL	1	3.6 %
MEETING	1	3.6 %
YMCA	1	3.6 %
PATHWAYS	1	3.6 %
SANTA FE SOUTH HIGHSCHOOL	1	3.6 %
SW 59 AND MAY	1	3.6 %
MYRIAD GARDENS	1	3.6 %
Total	28	100.0 %

Q3. How did you pay your Streetcar fare today?

<u>Q3. How did you pay your Streetcar fare today</u>	<u>Number</u>	<u>Percent</u>
At the Ticket Kiosk	96	55.2 %
With Paper Universal Pass	40	23.0 %
With Token Transit/Mobile Fare App	31	17.8 %
Not provided	7	4.0 %
Total	174	100.0 %

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

<u>Q3. How did you pay your Streetcar fare today</u>	<u>Number</u>	<u>Percent</u>
At the Ticket Kiosk	96	57.5 %
With Paper Universal Pass	40	24.0 %
With Token Transit/Mobile Fare App	31	18.6 %
Total	167	100.0 %

Q3-1. How did you pay at the Ticket Kiosk?

<u>Q3-1. How did you pay at the Ticket Kiosk</u>	<u>Number</u>	<u>Percent</u>
Cash	28	29.2 %
Credit card	30	31.3 %
Not provided	38	39.6 %
Total	96	100.0 %

WITHOUT "NOT PROVIDED"**Q3-1. How did you pay at the Ticket Kiosk? (without "not provided")**

<u>Q3-1. How did you pay at the Ticket Kiosk</u>	<u>Number</u>	<u>Percent</u>
Cash	28	48.3 %
Credit card	30	51.7 %
Total	58	100.0 %

Q4. How do you typically travel around the downtown area?

Q4. How do you typically travel around the downtown area	Number	Percent
Walking	84	48.3 %
Bicycle	7	4.0 %
Public bus	22	12.6 %
Rideshare (Uber, taxi, Lyft)	5	2.9 %
Drive alone	20	11.5 %
Drive with others	30	17.2 %
OKC Streetcar	46	26.4 %
Other	11	6.3 %
Total	225	

Q4-3. Route number:

Q4-3. Route number	Number	Percent
14	1	11.1 %
16	1	11.1 %
2	1	11.1 %
23, 38, 12, 11	1	11.1 %
38	1	11.1 %
38, 9	1	11.1 %
40, 3, 2, 38	1	11.1 %
7	1	11.1 %
ANY	1	11.1 %
Total	9	100.0 %

Q4-8. Other

Q4-8. Other	Number	Percent
LIME SCOOTER	2	18.2 %
I DON'T LIVE HERE	1	9.1 %
HAVE NEVER BEEN DOWNTOWN	1	9.1 %
FIRST TIME HERE	1	9.1 %
SHOPPING CART, WALKING	1	9.1 %
VISITING	1	9.1 %
SCOOTER	1	9.1 %
VISITING FROM LITTLE ROCK	1	9.1 %
50 PRIOR	1	9.1 %
NOT FROM THIS AREA	1	9.1 %
Total	11	100.0 %

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

Q5. Where did you park	Number	Percent
Private parking garage/lot	22	12.6 %
Public parking garage/lot	34	19.5 %
Parked on the street	38	21.8 %
Did not park a vehicle	57	32.8 %
Not provided	23	13.2 %
Total	174	100.0 %

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

Q5. Where did you park	Number	Percent
Private parking garage/lot	22	14.6 %
Public parking garage/lot	34	22.5 %
Parked on the street	38	25.2 %
Did not park a vehicle	57	37.7 %
Total	151	100.0 %

Q5-1. Which private parking garage/lot:

Q5-1. Which private parking garage/lot	Number	Percent
DOWELL	3	21.4 %
HILTON	2	14.3 %
HERITAGE	2	14.3 %
HILTON GARDEN	1	7.1 %
DEQ	1	7.1 %
HOLIDAY INN	1	7.1 %
SPRINGHILL HOTEL	1	7.1 %
HOTEL HAMPTON INN	1	7.1 %
IHOP	1	7.1 %
SONIC	1	7.1 %
Total	14	100.0 %

Q5-2. Which public parking garage/lot:

<u>Q5-2. Which public parking garage/lot</u>	<u>Number</u>	<u>Percent</u>
AMC	3	15.8 %
HOTEL	2	10.5 %
OKLAHOMA AVE	2	10.5 %
MOVIE THEATER	2	10.5 %
PLAZA	1	5.3 %
LOT	1	5.3 %
HOTEL, PUBLIC PARKING GARAGE BEHIND CHICKASAW PARK	1	5.3 %
SCISSORTAIL	1	5.3 %
BRICKTOWN, SULLIVAN	1	5.3 %
RIDDLES PARKING	1	5.3 %
TOBY KEITH	1	5.3 %
BASS PRO SHOP	1	5.3 %
OKC ARENA	1	5.3 %
BASS PRO	1	5.3 %
Total	19	100.0 %

Q6. How often do you use the OKC Streetcar?

<u>Q6. How often do you use the OKC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Daily	23	13.2 %
1 to 2 times per week	20	11.5 %
3 to 4 times per week	13	7.5 %
5+ times per week	8	4.6 %
1 to 2 times per month	12	6.9 %
3 to 4 times per month	9	5.2 %
5+ times per month	1	0.6 %
Less than once per month	86	49.4 %
Not provided	2	1.1 %
Total	174	100.0 %

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

<u>Q6. How often do you use the OKC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Daily	23	13.4 %
1 to 2 times per week	20	11.6 %
3 to 4 times per week	13	7.6 %
5+ times per week	8	4.7 %
1 to 2 times per month	12	7.0 %
3 to 4 times per month	9	5.2 %
5+ times per month	1	0.6 %
Less than once per month	86	50.0 %
Total	172	100.0 %

Q7. I would use the streetcar more if...

<u>Q7. I would use the streetcar more if</u>	<u>Number</u>	<u>Percent</u>
I LIVED HERE	8	12.5 %
I VISITED DOWNTOWN MORE	2	3.1 %
I WENT OUT MORE	2	3.1 %
I LIVED CLOSER	2	3.1 %
OUT OF TOWN	1	1.6 %
I DONT FIND MYSELF DOWNTOWN ANYMORE	1	1.6 %
NOTHING EVERYTHING IS GREAT	1	1.6 %
I HAVE NO TRANSIT TO GET TO WORK	1	1.6 %
MORE STOPS	1	1.6 %
I CAME DOWNTOWN FOR LEISURE MORE	1	1.6 %
I LIKE THE STREET CAR A LOT	1	1.6 %
IF I WORKED IN DT OR BT AREA	1	1.6 %
IT HAD SNACKS	1	1.6 %
IT CAME MORE OFTEN	1	1.6 %
I HAD MORE BUSINESS DOWNTOWN	1	1.6 %
I WORKED IN THE AREA	1	1.6 %
GREAT AS IS	1	1.6 %
IT WAS QUICKER DURING LUNCH TIME	1	1.6 %
MORE INTERVALS	1	1.6 %
WENT FURTHER TO MORE PLACES	1	1.6 %
I HAVE SCHOOL AND MY GRANDMA CAN'T TAKE ME ALL THE TIME	1	1.6 %
ROUTE WAS EXTENDED, GET OFF AT NORTH HUDSON AND WALKED TO PASEO	1	1.6 %
I WOULD USE IT ANYTIME, I LOVE THE STREETCAR	1	1.6 %
IT WERE CLOSER	1	1.6 %
I VISITED MORE OFTEN	1	1.6 %
LIVED IN OKC	1	1.6 %
HAD A LARGER COVERAGE AREA	1	1.6 %
IT HAD MORE FREQUENT STOPS	1	1.6 %
DON'T LIVE HERE	1	1.6 %
EXPANDED LINES	1	1.6 %
NEEDED	1	1.6 %
WENT MORE PLACES	1	1.6 %
I HAD OTHER THINGS TO DO	1	1.6 %
LIVED CLOSER	1	1.6 %
IT RAN MORE OFTEN	1	1.6 %
VISITING OKLAHOMA	1	1.6 %
IF IT WENT EVERYWHERE	1	1.6 %
EDUCATION	1	1.6 %
IF IT WAS FREE	1	1.6 %
THEY EXTENDED THE LINE.	1	1.6 %
RAN ALL NIGHT	1	1.6 %
TAKE BUS PASSES	1	1.6 %
FOR SIGHT SEEING	1	1.6 %
IF IT WAS COLDER	1	1.6 %

Q7. I would use the streetcar more if...

<u>Q7. I would use the streetcar more if</u>	<u>Number</u>	<u>Percent</u>
IF I WAS IN DOWNTOWN OFTEN	1	1.6 %
I HAVE A CAR	1	1.6 %
IF IT GOES IN THE OPPOSITE DIRECTION. BRING BACK ROUTE 50	1	1.6 %
I COULD PURCHASE WEEKLY PASSES AT A COMPETITIVE RATE	1	1.6 %
IT CAME OUT TO SUNNY LANES AND SE 44TH	1	1.6 %
I DIDN'T DRIVE	1	1.6 %
LIVED DOWNTOWN	1	1.6 %
I HAD ENOUGH MONEY ON ME	1	1.6 %
TO GET TO MY APPOINTMENT FOR WORK	1	1.6 %
WIDER AREA	1	1.6 %
Total	64	100.0 %

Q8. If the streetcar could be extended to other areas, which area would you like to see it extended to?

Q8. Which area would you like to see Streetcar extended to	Number	Percent
Capitol Hill (S. OKC)	34	19.5 %
Uptown (NW 23)	46	26.4 %
Plaza District	31	17.8 %
OUHSC	16	9.2 %
Other	20	11.5 %
Not provided	27	15.5 %
Total	174	100.0 %

WITHOUT "NOT PROVIDED"**Q8. If the streetcar could be extended to other areas, which area would you like to see it extended to? (without "not provided")**

Q8. Which area would you like to see Streetcar extended to	Number	Percent
Capitol Hill (S. OKC)	34	23.1 %
Uptown (NW 23)	46	31.3 %
Plaza District	31	21.1 %
OUHSC	16	10.9 %
Other	20	13.6 %
Total	147	100.0 %

Q8-5. Other

Q8-5. Other	Number	Percent
MIDWEST CITY	2	16.7 %
Reno McArthur	1	8.3 %
MOORE OR NORMAN	1	8.3 %
ALL	1	8.3 %
CHICAGO	1	8.3 %
WESTLAWN	1	8.3 %
BOAT HOUSE DISTRICT	1	8.3 %
WARR ACRES	1	8.3 %
SOUTHSIDE	1	8.3 %
EDMOND	1	8.3 %
AUTOMOBILE ALLEY	1	8.3 %
Total	12	100.0 %

Q9. Please rate your satisfaction with each of the following items.

(N=174)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not provided
Q9-1. Cleanliness of stop/ platform	73.0%	21.3%	4.0%	0.6%	0.0%	1.1%
Q9-2. Streetcar arriving on time	64.9%	28.2%	4.0%	0.6%	0.6%	1.7%
Q9-3. Frequency of service	66.1%	25.3%	4.0%	0.0%	0.6%	4.0%
Q9-4. Courtesy of operators	74.7%	19.5%	2.9%	0.0%	0.0%	2.9%
Q9-5. Cleanliness of the streetcar	73.6%	20.1%	3.4%	1.1%	0.0%	1.7%
Q9-6. Ease of getting service information	65.5%	21.3%	8.6%	1.1%	0.0%	3.4%
Q9-7. Information at the stop/ platform	71.8%	19.0%	5.7%	0.6%	0.6%	2.3%
Q9-8. Ease of finding parking	62.6%	16.1%	12.6%	0.6%	0.6%	7.5%
Q9-9. Courtesy of fare inspectors	66.7%	16.1%	9.8%	1.7%	0.0%	5.7%
Q9-10. Accuracy of arrival information at platforms	67.2%	25.3%	2.9%	0.6%	0.6%	3.4%
Q9-11. Ease of using the ticketing kiosk	62.1%	16.7%	12.1%	2.3%	1.7%	5.2%
Q9-12. Ease of using the Mobile Fare App (Token Transit)	57.5%	18.4%	13.2%	0.0%	0.6%	10.3%
Q9-13. Safety while riding on the streetcar	69.5%	23.0%	3.4%	0.6%	0.6%	2.9%
Q9-14. COVID safety precautions/procedures while riding	67.8%	21.8%	5.7%	0.6%	0.6%	3.4%

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

(N=174)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Cleanliness of stop/platform	73.8%	21.5%	4.1%	0.6%	0.0%
Q9-2. Streetcar arriving on time	66.1%	28.7%	4.1%	0.6%	0.6%
Q9-3. Frequency of service	68.9%	26.3%	4.2%	0.0%	0.6%
Q9-4. Courtesy of operators	76.9%	20.1%	3.0%	0.0%	0.0%
Q9-5. Cleanliness of the streetcar	74.9%	20.5%	3.5%	1.2%	0.0%
Q9-6. Ease of getting service information	67.9%	22.0%	8.9%	1.2%	0.0%
Q9-7. Information at the stop/platform	73.5%	19.4%	5.9%	0.6%	0.6%
Q9-8. Ease of finding parking	67.7%	17.4%	13.7%	0.6%	0.6%
Q9-9. Courtesy of fare inspectors	70.7%	17.1%	10.4%	1.8%	0.0%
Q9-10. Accuracy of arrival information at platforms	69.6%	26.2%	3.0%	0.6%	0.6%
Q9-11. Ease of using the ticketing kiosk	65.5%	17.6%	12.7%	2.4%	1.8%
Q9-12. Ease of using the Mobile Fare App (Token Transit)	64.1%	20.5%	14.7%	0.0%	0.6%
Q9-13. Safety while riding on the streetcar	71.6%	23.7%	3.6%	0.6%	0.6%
Q9-14. COVID safety precautions/procedures while riding	70.2%	22.6%	6.0%	0.6%	0.6%

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

<u>Q9a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of stop/platform	27	15.7 %
Streetcar arriving on time	14	8.1 %
Frequency of service	10	5.8 %
Courtesy of operators	3	1.7 %
Cleanliness of the streetcar	10	5.8 %
Ease of getting service information	2	1.2 %
Information at the stop/platform	1	0.6 %
Courtesy of fare inspectors	1	0.6 %
Accuracy of arrival information at platforms	2	1.2 %
Ease of using the ticketing kiosk	2	1.2 %
Safety while riding on the streetcar	11	6.4 %
COVID safety precautions/procedures while riding	9	5.2 %
<u>None chosen</u>	<u>80</u>	<u>46.5 %</u>
Total	172	100.0 %

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

<u>Q9a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of stop/platform	7	4.1 %
Streetcar arriving on time	9	5.2 %
Frequency of service	9	5.2 %
Courtesy of operators	6	3.5 %
Cleanliness of the streetcar	11	6.4 %
Ease of getting service information	1	0.6 %
Information at the stop/platform	5	2.9 %
Ease of finding parking	2	1.2 %
Courtesy of fare inspectors	2	1.2 %
Accuracy of arrival information at platforms	6	3.5 %
Ease of using the ticketing kiosk	3	1.7 %
Ease of using the Mobile Fare App (Token Transit)	4	2.3 %
Safety while riding on the streetcar	11	6.4 %
COVID safety precautions/procedures while riding	6	3.5 %
<u>None chosen</u>	<u>90</u>	<u>52.3 %</u>
Total	172	100.0 %

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

<u>Q9a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of stop/platform	4	2.3 %
Streetcar arriving on time	7	4.1 %
Frequency of service	8	4.7 %
Courtesy of operators	5	2.9 %
Cleanliness of the streetcar	9	5.2 %
Ease of getting service information	5	2.9 %
Information at the stop/platform	5	2.9 %
Ease of finding parking	3	1.7 %
Courtesy of fare inspectors	1	0.6 %
Accuracy of arrival information at platforms	7	4.1 %
Ease of using the ticketing kiosk	4	2.3 %
Ease of using the Mobile Fare App (Token Transit)	1	0.6 %
Safety while riding on the streetcar	6	3.5 %
COVID safety precautions/procedures while riding	7	4.1 %
<u>None chosen</u>	<u>100</u>	<u>58.1 %</u>
Total	172	100.0 %

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

<u>Q9a. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of stop/platform	38	22.1 %
Streetcar arriving on time	30	17.4 %
Frequency of service	27	15.7 %
Courtesy of operators	14	8.1 %
Cleanliness of the streetcar	30	17.4 %
Ease of getting service information	8	4.7 %
Information at the stop/platform	11	6.4 %
Ease of finding parking	5	2.9 %
Courtesy of fare inspectors	4	2.3 %
Accuracy of arrival information at platforms	15	8.7 %
Ease of using the ticketing kiosk	9	5.2 %
Ease of using the Mobile Fare App (Token Transit)	5	2.9 %
Safety while riding on the streetcar	28	16.3 %
COVID safety precautions/procedures while riding	22	12.8 %
<u>None chosen</u>	<u>80</u>	<u>46.5 %</u>
Total	326	

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

Q9b. How satisfied are you with OKC Streetcar services overall		
	Number	Percent
Very satisfied	112	65.1 %
Satisfied	40	23.3 %
Neutral	6	3.5 %
Not provided	14	8.1 %
Total	172	100.0 %

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

Q9b. How satisfied are you with OKC Streetcar services overall		
	Number	Percent
Very satisfied	112	70.9 %
Satisfied	40	25.3 %
Neutral	6	3.8 %
Total	158	100.0 %

Q10. What year were you born?

<u>Q10. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1988	8	4.7 %
2004	7	4.1 %
1981	7	4.1 %
1972	6	3.5 %
1989	6	3.5 %
1982	5	2.9 %
1978	5	2.9 %
2005	5	2.9 %
1961	5	2.9 %
1983	5	2.9 %
1974	5	2.9 %
1986	4	2.4 %
1957	4	2.4 %
2003	4	2.4 %
1973	4	2.4 %
1998	4	2.4 %
1969	3	1.8 %
2008	3	1.8 %
1963	3	1.8 %
2000	3	1.8 %
1976	3	1.8 %
1975	3	1.8 %
1997	3	1.8 %
2002	3	1.8 %
1964	3	1.8 %
1987	3	1.8 %
1960	3	1.8 %
1990	2	1.2 %
1979	2	1.2 %
1995	2	1.2 %
1962	2	1.2 %
1991	2	1.2 %
1967	2	1.2 %
1945	2	1.2 %
2001	2	1.2 %
1980	2	1.2 %
1971	2	1.2 %
1956	2	1.2 %
1959	2	1.2 %
1984	2	1.2 %
1993	2	1.2 %
1966	2	1.2 %
1992	2	1.2 %
1952	2	1.2 %
1994	1	0.6 %
2012	1	0.6 %
1939	1	0.6 %

Q10. What year were you born?

<u>Q10. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1977	1	0.6 %
1996	1	0.6 %
1946	1	0.6 %
2007	1	0.6 %
2006	1	0.6 %
1936	1	0.6 %
1943	1	0.6 %
1968	1	0.6 %
1999	1	0.6 %
1985	1	0.6 %
2010	1	0.6 %
1953	1	0.6 %
2011	1	0.6 %
1951	1	0.6 %
1947	1	0.6 %
1955	1	0.6 %
Total	170	100.0 %

Q11. What is your gender?

<u>Q11. What is your gender</u>	<u>Number</u>	<u>Percent</u>
Male	91	52.3 %
Female	76	43.7 %
Another gender	3	1.7 %
Prefer not to answer	4	2.3 %
Total	174	100.0 %

Q12. Do you consider yourself...

<u>Q12. Your race</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	98	56.3 %
Black/African American	22	12.6 %
Hispanic/Latino/Spanish	41	23.6 %
Hawaiian/Pacific Islander	4	2.3 %
Asian	7	4.0 %
Native American	18	10.3 %
Other	3	1.7 %
Total	193	

Q12-7. Other

<u>Q12-7. Other</u>	<u>Number</u>	<u>Percent</u>
More than one	1	33.3 %
Multi	1	33.3 %
Mixed	1	33.3 %
Total	3	100.0 %

Q13. What was your annual household income in 2019?

Q13. What was your annual household income in 2019	Number	Percent
Less than \$10K	36	20.7 %
\$10K-\$19,999	12	6.9 %
\$20K-\$29,999	14	8.0 %
\$30K-\$39,999	9	5.2 %
\$40K-\$49,999	8	4.6 %
\$50K+	53	30.5 %
Don't know	42	24.1 %
Total	174	100.0 %

WITHOUT "DON'T KNOW"**Q13. What was your annual household income in 2019? (without "don't know")**

Q13. What was your annual household income in 2019	Number	Percent
Less than \$10K	36	27.3 %
\$10K-\$19,999	12	9.1 %
\$20K-\$29,999	14	10.6 %
\$30K-\$39,999	9	6.8 %
\$40K-\$49,999	8	6.1 %
\$50K+	53	40.2 %
Total	132	100.0 %

Q14. Do you qualify for reduced bus fare based on a disability?

Q14. Do you qualify for reduced bus fare based on a disability	Number	Percent
No	128	73.6 %
Yes	35	20.1 %
Not provided	11	6.3 %
Total	174	100.0 %

WITHOUT "NOT PROVIDED"**Q14. Do you qualify for reduced bus fare based on a disability? (without "not provided")**

Q14. Do you qualify for reduced bus fare based on a disability	Number	Percent
No	128	78.5 %
Yes	35	21.5 %
Total	163	100.0 %

Q15. Do you speak a language other than English at home?

Q15. Do you speak a language other than English at home	Number	Percent
No	129	74.1 %
Yes	42	24.1 %
Not provided	3	1.7 %
Total	174	100.0 %

WITHOUT "NOT PROVIDED"**Q15. Do you speak a language other than English at home? (without "not provided")**

Q15. Do you speak a language other than English at home	Number	Percent
No	129	75.4 %
Yes	42	24.6 %
Total	171	100.0 %

Q15-2. Which language?

Q15-2. Which language	Number	Percent
SPANISH	25	78.1 %
DANISH	1	3.1 %
TAGALOG	1	3.1 %
FARSI	1	3.1 %
HINDI	1	3.1 %
GERMAN	1	3.1 %
TRIBAL	1	3.1 %
CHOCTAW	1	3.1 %
Total	32	100.0 %

Q15a. How well do you speak English?

<u>Q15a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	143	82.2 %
Well	20	11.5 %
Less than well	3	1.7 %
Not well at all	3	1.7 %
Refused	5	2.9 %
Total	174	100.0 %

WITHOUT "REFUSED"**Q15a. How well do you speak English? (without "refused")**

<u>Q15a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	143	84.6 %
Well	20	11.8 %
Less than well	3	1.8 %
Not well at all	3	1.8 %
Total	169	100.0 %

Section 4

Survey Instrument

2020 EMBARK Streetcar Survey

OKC EMBARK Streetcar:
Interviewer's initials: _____
Day of the Week: _____
Time of Day: 6am – 9am 9am – 3pm
 3pm – 7pm After 7pm

EMBARK wants your input in order to serve you better.
Please take a few minutes to complete this important transit survey.

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

- I live in the downtown area
- I work in the downtown area
- I am visiting the downtown area
- I am attending a convention

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

- Work → Place Name: _____
- School (K-12) → School Name: _____
- School (Tech, College, University) → School Name: _____
- Shopping/Errands Groceries/Getting Necessities
- Entertainment/Social
- Social Service → Place Name: _____
- Medical Meeting
- Dining out
- Other: _____

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

- at the Ticket Kiosk using cash credit card
- with Paper Universal Pass
- with Token Transit/Mobile Fare App

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

- Walking
- Bicycle
- Public Bus; Route# ? _____
- Rideshare (Uber, taxi, Lyft)
- Drive alone
- Drive with others
- OKC Streetcar
- Other: _____

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

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

6. How often do you use the OKC Streetcar?

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

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

8. If the streetcar could be extended to other areas, which area would you like to see it extended to? (choose only 1 area)

- Capitol Hill (S. OKC)
- Uptown (NW 23)
- Plaza District
- OUHSC
- Other: _____

9. Please rate your Satisfaction with each of the following items

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

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

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

10. What year were you born?

11. What is your gender?

- Male Female Another gender Prefer not to answer

12. Do you consider yourself: (check all that apply)

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

13. What was your annual household income in 2019?

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

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

- No Yes

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

- No Yes, Which language? _____

15a. How well do you speak English?

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

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Email: _____

Cell (include area code): _____

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If you agree to participating in future studies, please select "Yes" below and make sure your contact details are provided above.

- Yes, I am willing to participate in future EMBARK studies