EMBARK

2021
TRANSIT RIDER SURVEY
OKC & Norman Routes
Findings Report

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Presented To
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ETC INSTITUTE

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Executive Summary

2021 EMBARK Transit Survey
Overview & Methodology

Overview

EMBARK initiated this survey during fall 2021. The primary objective for conducting the transit survey is to gather information about riders, their transit needs, and level of satisfaction with services. The universe of the survey consisted of 23 fixed routes in the EMBARK system. The actual number of completed surveys was 1,432; a total of 1,279 surveys were completed in Oklahoma City and a total of 153 surveys were completed in Norman.

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

- Frequency of usage
- Purpose of the trip
- Transfers
- Customer satisfaction and importance ratings of transit services
- Accessing EMBARK information
- Household information (income, number of members, etc.)
- Demographic information (gender, employment, etc.)

ETC Institute developed a sampling plan to ensure the overall results of the survey would be statistically valid for the region. The sampling plan identified the number of completed surveys that were needed for each route and ensured the overall results of the survey would have a precision of at least +/-2.7% at the 95% level of confidence.

Methodology

Survey Administration/Quality Control Procedures

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

- Each interviewer was trained to understand the purpose of the survey so they could explain the importance of the survey to riders.
- One interviewer was assigned per bus and at least one bus was selected from each route.
- Interviewers conducted surveys on their assigned bus for the entire day that the route was in operation, in accordance with the hours shown in the sampling plan. Short breaks were allowed for interviewers in conjunction with breaks that were taken by the driver.

- The interviewer attempted to ask every rider who boarded the bus to complete the survey.

- The interviewer checked the survey to ensure that the "critical questions" were complete.

- ETC Institute's Team Leader and assistant reviewed all the completed surveys that were submitted by interviewers to ensure the usability, accuracy, and completeness of the data collected.

Additional COVID-19 Procedures

In addition to the survey administration and quality control procedures listed above, ETC Institute took additional precautions to ensure both rider and interviewer safety throughout the project.

- No ETC Institute staff flew to Oklahoma City: rather all staff drove to avoid unnecessary air travel.

- Interview staff was required to have their temperatures checked daily prior to their shift.

- If any interviewer staff felt sick or had a cough, they were not allowed to work until they were seen by a medical professional. No interviewer staff arrived to work sick, with a fever, or cough during the project.

- Interview staff was instructed to always maintain six feet of distance from riders. The only exception of this rule occurred when providing questionnaires to riders.

- When interview staff were on buses, they were asked to remove themselves if the bus reached limited capacity limits.

- Staff were required to wear masks at all times.

Data Entry & Editing Procedures

Following the administration of the survey, ETC Institute's Team Leader and the interviewing team conducted a secondary review of the completed surveys. Errors that were identified during the secondary review were corrected when possible. Specific procedures that were followed by ETC Institute are described below:

- ETC Institute personnel conducted a 100% review of all completed surveys.

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

EMBARK Transit Rider Profile
Oklahoma City Routes

53% are male

39% are female

44% use embarkok.com

47% use transit because they do not have a car

40% use transit to get to work

40% consider themselves Black/African American

37% consider themselves White/Caucasian

12% consider themselves Hispanic/Latino/ Spanish

8% consider themselves Native American

32% are employed full time

69% have been riding transit in OKC for 1 year or longer

35% live in a single-person household

86% walk from their home to the nearest bus stop

70% have one to two transfers to reach their destination

76% ride their route three days or more per week

61% were born between 1960-1989

86% do not speak another language in their home other than English

80% had an annual household income less than $19,999 in 2020

EMBARK Transit Rider Profile
Norman Routes

54% are male

35% are female

45% use embarknorman.com

51% use transit because they do not have a car

27% are a tech/college student

29% consider themselves Black/African American

40% consider themselves White/Caucasian

8% consider themselves Hispanic/Latino/Spanish

4% consider themselves Native American

27% use transit to get to work

21% live in a two-person household

32% live in a single-person household

30% use transit to get to school

64% usually ride their route five or more times per week

97% walk from their home to the nearest bus stop

58% were born between 1980-2009

52% have one to two transfers to reach their destination

77% had an annual household income less than $19,999 in 2020

EMBARK Streetcar Rider Profile
Oklahoma City, OK

48% are male

50% are female

68% are visitors in the downtown area

45% use the Streetcar to get groceries/necessities or dining out

17% consider themselves Black/African American

63% consider themselves White/Caucasian

12% consider themselves Hispanic/Latino/Spanish

10% consider themselves Native American

45% typically walk to travel around downtown

62% use the OKC Streetcar less than once per month

41% had an annual household income of $50k or more in 2020

30% of riders park their car on the street

46% pay for their Streetcar fare at the Ticket Kiosk using cash/credit card

28% typically travel around the downtown area by OKC Streetcar

65% were born between the years of 1970-2009

41% had an annual household income of $50k or more in 2020

97% are satisfied with OKC Streetcar services

40% pay for their Streetcar fare with a Paper Universal Pass

2021 EMBARK Transit Survey
Major Findings

Oklahoma City Routes

Overall Level of Satisfaction

- Riders are increasingly satisfied with EMBARK's fixed route service. Since 2016, an increase of 9.0% of riders, from 69.0% in 2016 to 78.0% in 2021, are very satisfied or satisfied with EMBARK's fixed route system.

- The transit services that had the highest percentage of riders, on Oklahoma City routes, indicate they are "very satisfied" or "satisfied" with the service are listed below.
  - Ease of paying the fare (79.3%)
  - Safe operation of the bus (77.5%)
  - Availability of accessible bus stops (76.6%)
    - *Satisfaction increased 4.6% since 2020*

- Satisfaction ratings, from Oklahoma City routes, significantly increased, from 2020 to 2021, in three items analyzed. These items are listed in the table below.

Transit Service Item (OKC Routes) *increases of 2.7% or higher are considered notable*	2021 %Very Sat/Sat	2020 %Very Sat/Sat	Difference
Information at the bus stop	71.9%	67.0%	4.9%
Availability of accessible bus stops	76.6%	72.0%	4.6%
Cleanliness of buses	71.8%	69.0%	2.8%

- The transit services that had the lowest percentage of riders that are very satisfied or satisfied with the service are listed below.
  - Cleanliness of bus shelters (65.0%)
    - *Satisfaction increased 2.8% since 2020*
  - Frequency of service (64.1%)
    - *Satisfaction decreased 5.9% since 2020*
  - Courtesy of drivers (63.1%)
    - *Satisfaction decreased 5.9% since 2020*

- Satisfaction ratings, from Oklahoma City routes, significantly decreased, from 2020 to 2021, in four items analyzed. These items are listed in the table below.

Transit Service Item (OKC Routes) *decreases of -2.7% or higher are considered notable*	2021 %Very Sat/Sat	2020 %Very Sat/Sat	Difference
COVID safety precautions/procedures while riding	73.7%	77.0%	-3.3%
How safe you feel riding this bus route	75.7%	79.0%	-3.3%
Frequency of service	64.1%	70.0%	-5.9%
Courtesy of drivers	63.1%	69.0%	-5.9%

2021 EMBARK Transit Survey
Major Findings

Transit Service Items Most Important to Riders

- The transit service items that are most important to the riders who ride Oklahoma City routes are listed below. (Percentages are based on the sum of riders top three choices.)
  - Buses arriving on time (33.9%)
  - Availability of accessible bus stops (29.8%)
  - Frequency of service (21.3%)
  - Courtesy of drivers (20.3%)

- Riders were asked to indicate one improvement they would like to see in the transit service in their area and 20.2% indicated they would like to see more hourly routes from 7pm to 12am.

Rider Transfers and Purpose of Trip

- Compared to 2020, an increase of 13.8% of riders have at one transfer or more to reach their destination (81.8% in 2021 versus 68.0% in 2020).

- 76.0% of riders on Oklahoma City routes usually ride their route three or more days a week (an increase of 3.0% since 2020)

- 69.3% of riders on Oklahoma City routes have been riding transit in the Oklahoma City area for one year or longer (a decrease of 5.7% since 2020)

- 86.0% of riders indicated they travel from their home to the nearest bus stop by walking (a decrease of 4.0% since 2020)

- Since 2020, an increase of 3.4% transit riders on Oklahoma City routes, indicated the main purpose of their trip was work related (40.4%).

Additional Findings

- An increase of riders (+14.8%), from 29.0% in 2020 to 43.6% in 2021, have used embarkok.com and a decrease of 12.5%, from 32.0% in 2020 to 19.5% in 2021, have used 235-RIDE. Compared to 2021, an increase of 3.1% of riders are using the EMBARK Connect App, from 13.0% in 2020 to 16.1% in 2021.

- Compared to 2020, a lower percentage of riders are walking from their home to the nearest bus stop (86.0% in 2021 versus 90.0% in 2020, a difference of 4.0%) and a higher percentage, of those that are walking, are walking for six to twenty minutes.

2021 EMBARK Transit Survey
Major Findings

- o 48.0% of riders walked zero to five minutes (a decrease of 10.0% since 2020)
- o 45.0% of riders walked six to twenty minutes (an increase of 8.0% since 2020)
- o 7.0% of riders walked 21-minutes or longer
- 41.4% of riders, on Oklahoma City routes, indicated their primary boarding stop does have sidewalks, a decrease of 11.6% since 2020.

Norman Routes

Overall Level of Satisfaction

- Most (89.9%) Norman route riders are very satisfied/satisfied with EMBARK fixed route service; 5.8% are neither satisfied or dissatisfied and 4.3% are dissatisfied/very dissatisfied.

- Riders, on Norman routes, were asked to rate their level of satisfaction with transit service items. The top three items that received the highest ratings of the sum of "very satisfied" and "satisfied" responses are listed below.
  - Safe operation of the buses (95.2%)
  - Cleanliness of the buses (93.2%)
  - Courtesy of the drivers (92.5%)
    - o *Satisfaction increased 2.5% since 2020*

- Satisfaction ratings, from Norman routes, significantly increased in nine of the fifteen items analyzed. These items are listed in the table below.

Transit Service Item (Norman Routes) *increases of 2.7% or higher are considered notable*	2021 %Very Sat/Sat	2020 %Very Sat/Sat	Difference
Ease of getting service information	86.9%	76.0%	10.9%
Availability of accessible bus stops	90.5%	82.0%	8.5%
COVID safety precautions/procedures while riding	89.7%	82.0%	7.7%
Safe operation of buses	95.2%	88.0%	7.2%
Ease of locating a bus stop	90.0%	83.0%	7.0%
Cleanliness of buses	93.2%	87.0%	6.2%
Cleanliness of Brooks St. Transit Center	86.9%	81.0%	5.9%
Cleanliness of bus shelters	85.7%	81.0%	4.7%
Buses arriving on time	81.3%	78.0%	3.3%

- Riders, on Norman routes, were asked to rate their level of satisfaction with transit service items. The bottom three items that received the lowest satisfaction ratings are listed below.
  - Information at the bus stop (80.6%)
  - Safety while waiting at a bus stop (83.7%)
  - Frequency of service (74.8%)

2021 EMBARK Transit Survey
Major Findings

- Satisfaction ratings, from Norman routes, significantly decreased, from 2020 to 2021, in two items analyzed. These items are listed in the table below.

Transit Service Item (Norman Routes) *decreases of -2.7% or higher are considered notable*	2021 %Very Sat/Sat	2020 %Very Sat/Sat	Difference
Safety while waiting at a bus stop	83.7%	88.0%	-4.3%
Frequency of service	74.8%	83.0%	-8.2%

Transit Service Items Most Important to Riders

- Riders, on Norman routes, were asked to rate the three service items that are most important to them. The four service items that had the highest ratings, based on the sum percentage of rider's top three choices, were:
  o Buses arriving on time (45.4%)
  o Availability of accessible bus stops (35.3%)
  o Frequency of service (26.7%)
  o How safe the rider feels riding their bus route (20.2%)

- When riders were asked what one improvement, they would like to see in transit service in the Norman area, 22.3% indicated more frequent service on weekends (increase of 15.3% since 2020) and 21.6% indicated later service on weekends (an increase of 3.6% since 2020).

Rider Transfers and Purpose of Trip

- An increase of 13.8% of riders, on Norman routes, indicated they had two or more transfers to reach their destination (29.8% in 2021 versus 16.0% in 2020).
  o 43.3% had zero transfers (decrease of 3.7% since 2020)
  o 27.0% had one transfer (decrease of 10.0% since 2020)

- Compared to 2020 results, an increase of 17.8% of riders indicated the main purpose of their trip was for school (29.8% in 2021 versus 12.0% in 2020) and a decrease of 7.0% of riders indicated the main purpose of their trip was for work (27.0% in 2021 versus 34.0% in 2020).

Additional Findings

- The primary reason that half (51.1%) of riders, on Norman routes, use transit is because they do not have a car available and 34.5% cannot drive (an increase of 6.5% since 2020).

- Since 2020 an increase of 12.8% of riders are riding their bus route five or more days per week (63.8% in 2021 versus 51.0% in 2020).

2021 EMBARK Transit Survey
Major Findings

- Riders were asked how long they have been riding transit in the Norman area and 47.6% indicated they have been riding for one year or less (an increase of 21.6% since 2020).
  - 74.0% of riders indicated they have been riding transit in the Norman area for at least one year or more (a decrease of 21.6% since 2020).

- 97.3% of riders, on Norman routes, an increase of 6.3% since 2020, indicated they walked from their home to the nearest bus stop.
  - Of those that walk, 61.0% walk 0-5 minutes (decrease of 12.0% since 2020), 27.0% walk 6-10 minutes (increase of 12.0% since 2020), 7.0% walk 11-20 minutes, and 5.0% walk at least 21 minutes, if not more.

- 76.5% of riders, on Norman routes, indicated their primary boarding stop has benches, 56.2% indicated their primary boarding stop has sidewalks, and 31.4% indicated their primary boarding stop has lighting.

- 44.7% of riders use embarknorman.com (an increase of 23.7% since 2020), 28.9% use Transit App (an increase of 18.9% since 2020), and 6.6% use 235-RIDE (a decrease of 7.4% since 2020).

2021 EMBARK Transit Survey
Investment Priorities

Overview

Recommended Priorities. To help EMBARK, identify investment priorities, 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 high importance and low satisfaction services, 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, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Overall Priorities for EMBARK by Transit Service Categories – Oklahoma City. This analysis reviewed the importance of and satisfaction with major categories of transit services. This analysis was conducted to help set overall priorities. Based on the results of this analysis, no services were found to be very high priorities for investment, however, one service did stand out and should be a focus of EMBARK over the next year, to raise overall satisfaction:

- Buses arriving on time (I-S Rating = 0.1153)

The table below shows four of the sixteen transit service items that were rated. The full table is in Section 4.

Importance-Satisfaction Analysis
EMBARK Transit Rider Survey (2021)
City of Oklahoma City, OK
Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Buses arriving on time	34%	1	66%	13	0.1153	1
Medium Priority (I-S < 0.10)						
Frequency of service	21%	3	64%	15	0.0765	2
Courtesy of drivers	20%	4	63%	16	0.0749	3
Availability of accessible bus stops	30%	2	77%	3	0.0697	4

2021 EMBARK Transit Survey
Investment Priorities

Overall Priorities for EMBARK by Transit Service Categories – Norman. This analysis reviewed the importance of and satisfaction with major categories of transit services on Norman routes. This analysis was conducted to help set overall priorities. Based on the results of this analysis, no services were found to be very high or high priorities for investment, however two services did stand out and should be a focus of EMBARK over the next year, to raise satisfaction:

- o Buses arriving on time (I-S Rating = 0.0849)
- o Frequency of service (I-S Rating=0.0673)

The table below shows four of the fifteen transit service items that were rated. The full table is in Section 4.

Importance-Satisfaction Analysis
EMBARK Transit Rider Survey (2021) - Norman Routes
City of Norman, OK
Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (I-S < 0.10)						
Buses arriving on time	45%	1	81%	13	0.0849	1
Frequency of service	27%	3	75%	15	0.0673	2
Availability of accessible bus stops	35%	2	91%	5	0.0335	3
How safe you feel riding this bus route	20%	4	91%	4	0.0188	4
Safety while waiting at a bus stop	12%	10	84%	12	0.0187	5

Section 2: Overall Results: 2021 EMBARK Transit Rider Survey

Q2. How often do you usually ride this route?

by percentage of riders (excluding "not provided" responses)

5+ days per week
51.9%

Less than once a month
4.4%

1-3 days a month
6.7%

1 or 2 days per week
12.9%

3-4 days per week
24.1%
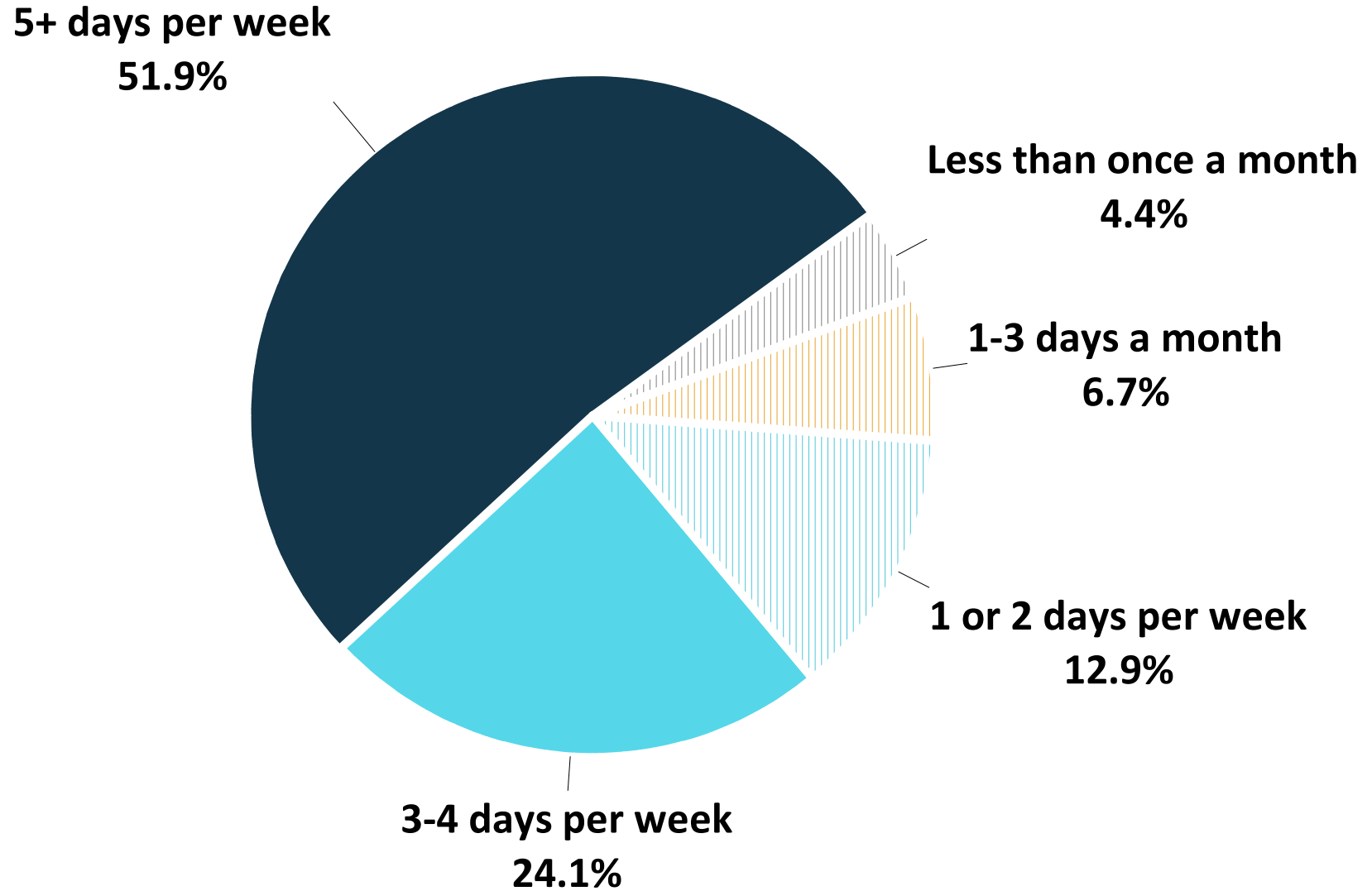
Trends 2021 v. 2020 & 2016

Q2. How often do you usually ride this route?

by percentage of riders (excluding "not provided" responses)

5+ days per week
- 52% (2021)
- 51% (2020)
- 54% (2016)

3-4 days per week
- 24% (2021)
- 22% (2020)
- 22% (2016)

1 or 2 days per week
- 13% (2021)
- 14% (2020)
- 10% (2016)

1-3 days a month
- 7% (2021)
- 8% (2020)
- 9% (2016)

Less than once a month
- 4% (2021)
- 5% (2020)
- 5% (2016)

Legend: 2021, 2020, 2016

X-axis: 0% 10% 20% 30% 40% 50% 60%

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

by percentage of riders (excluding "don't know" responses)

1-2 years
13.4%

6 months to a year
10.8%

More than 2 years
55.8%

6 months or less
20.0%
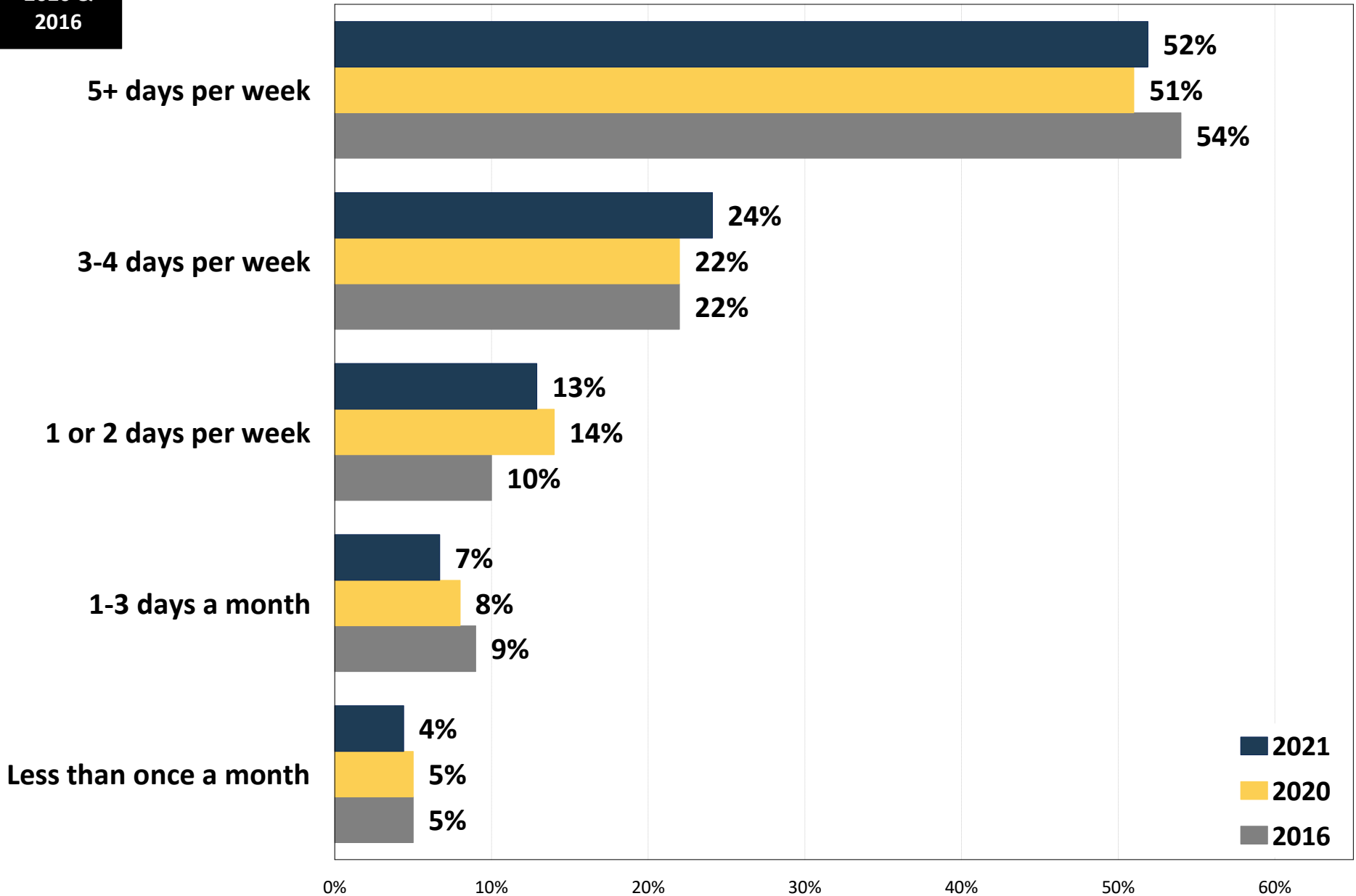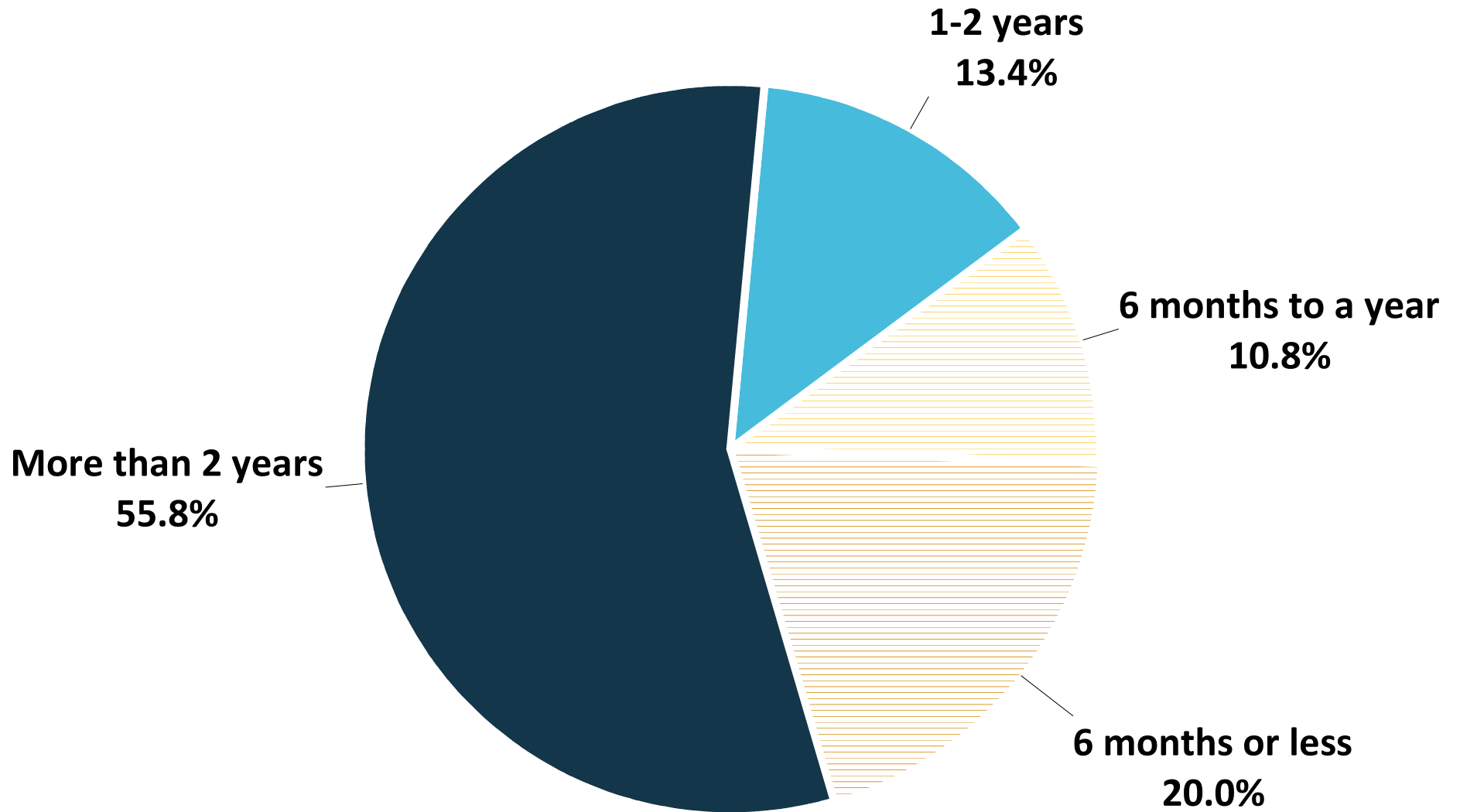
Trends 2021 v. 2020 & 2016

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

by percentage of riders (excluding "not provided" responses)

More than 2 years
- 56% (2021)
- 56% (2020)
- 51% (2016)

1-2 years
- 13% (2021)
- 19% (2020)
- 18% (2016)

6 months to a year
- 11% (2021)
- 7% (2020)
- 12% (2016)

6 months or less
- 20% (2021)
- 18% (2020)
- 19% (2016)

Legend:
- 2021
- 2020
- 2016

X-axis: 0% 10% 20% 30% 40% 50% 60%

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

by percentage of riders (excluding "not provided" responses)

Work — 40%
Shopping/errands — 21%
Medical — 9%
Groceries/getting necessities/dining out — 8%
Entertainment/social — 7%
Social service — 6%
School (tech, college, university) — 4%
School (K-12) — 1%
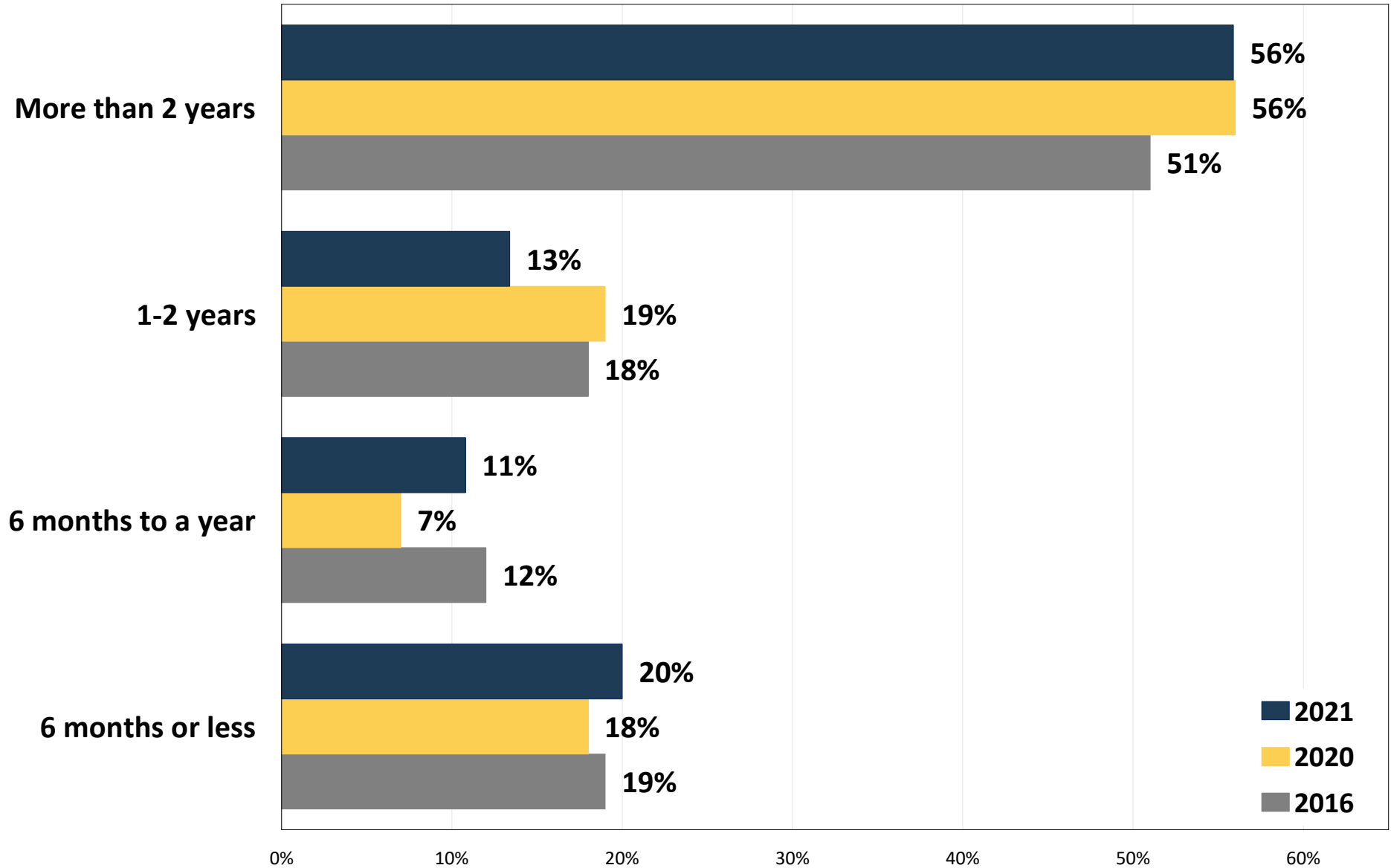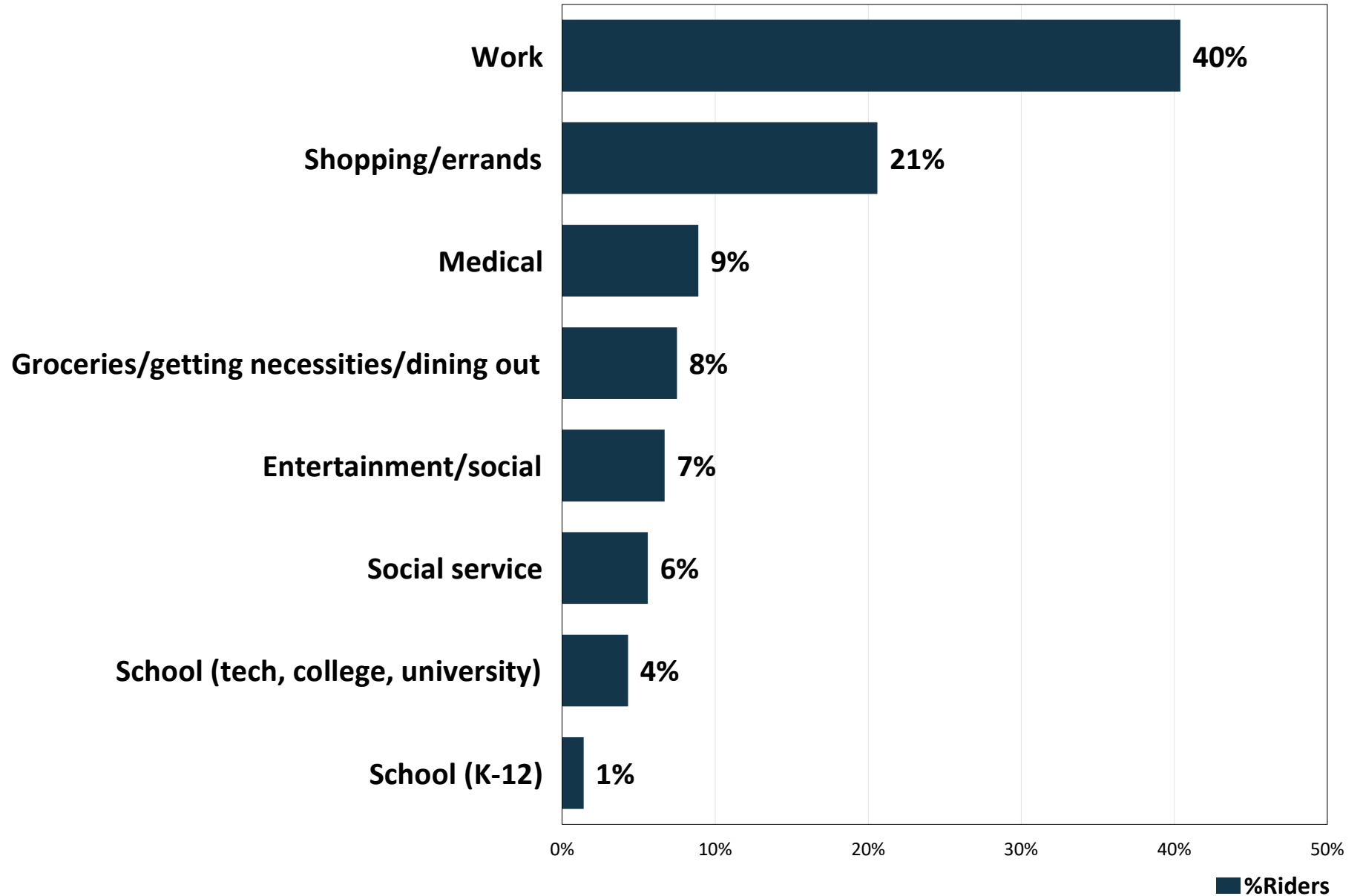
■%Riders

Trends 2021 v. 2020 & 2016

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

by percentage of riders (excluding "not provided" responses)

Work
- 40% (2021)
- 37% (2020)
- 42% (2016)

Shopping/errands
- 21% (2021)
- 19% (2020)
- 17% (2016)

Medical
- 9% (2021)
- 8% (2020)
- 10% (2016)

Groceries/getting necessities/dining out
- 8% (2021)
- 7% (2020)
- *Not asked before 2020*

Entertainment/social
- 7% (2021)
- 8% (2020)
- 6% (2016)

Social service
- 6% (2021)
- 5% (2020)
- 5% (2016)

School (tech, college, university)
- 4% (2021)
- 2% (2020)
- 4% (2016)

School (K-12)
- 1% (2021)
- 1% (2020)
- 4% (2016)

Legend:
- 2021
- 2020
- 2016

X-axis: 0% 10% 20% 30% 40% 50%

Q5. How did you get from your home to the nearest bus stop?

by percentage of riders (excluding "not provided" responses)

Category	%
Walk	86%
Bicycle	5%
Mobility device	4%
Dropped off	3%
Drove alone	1%
Drove with others	1%
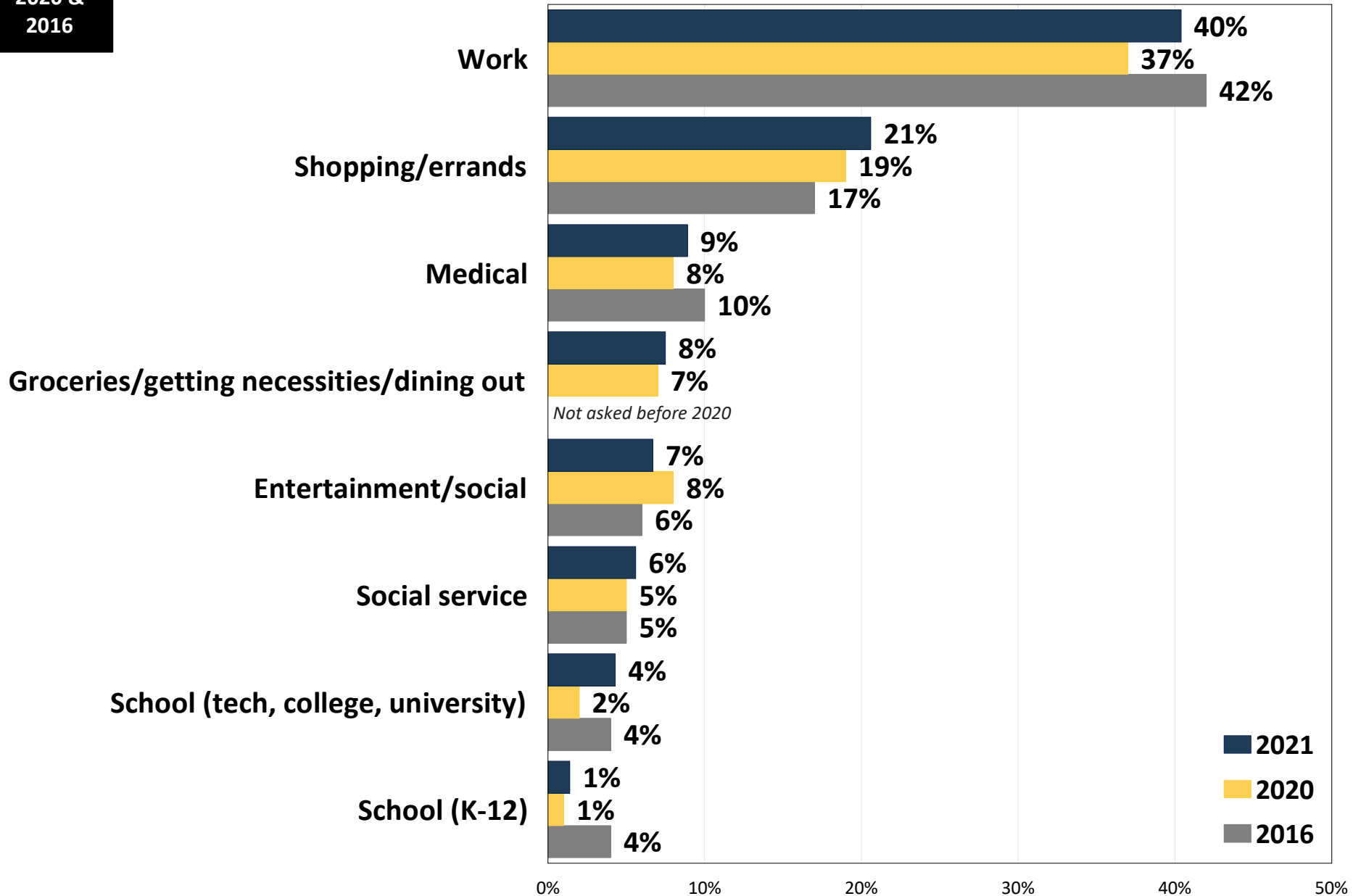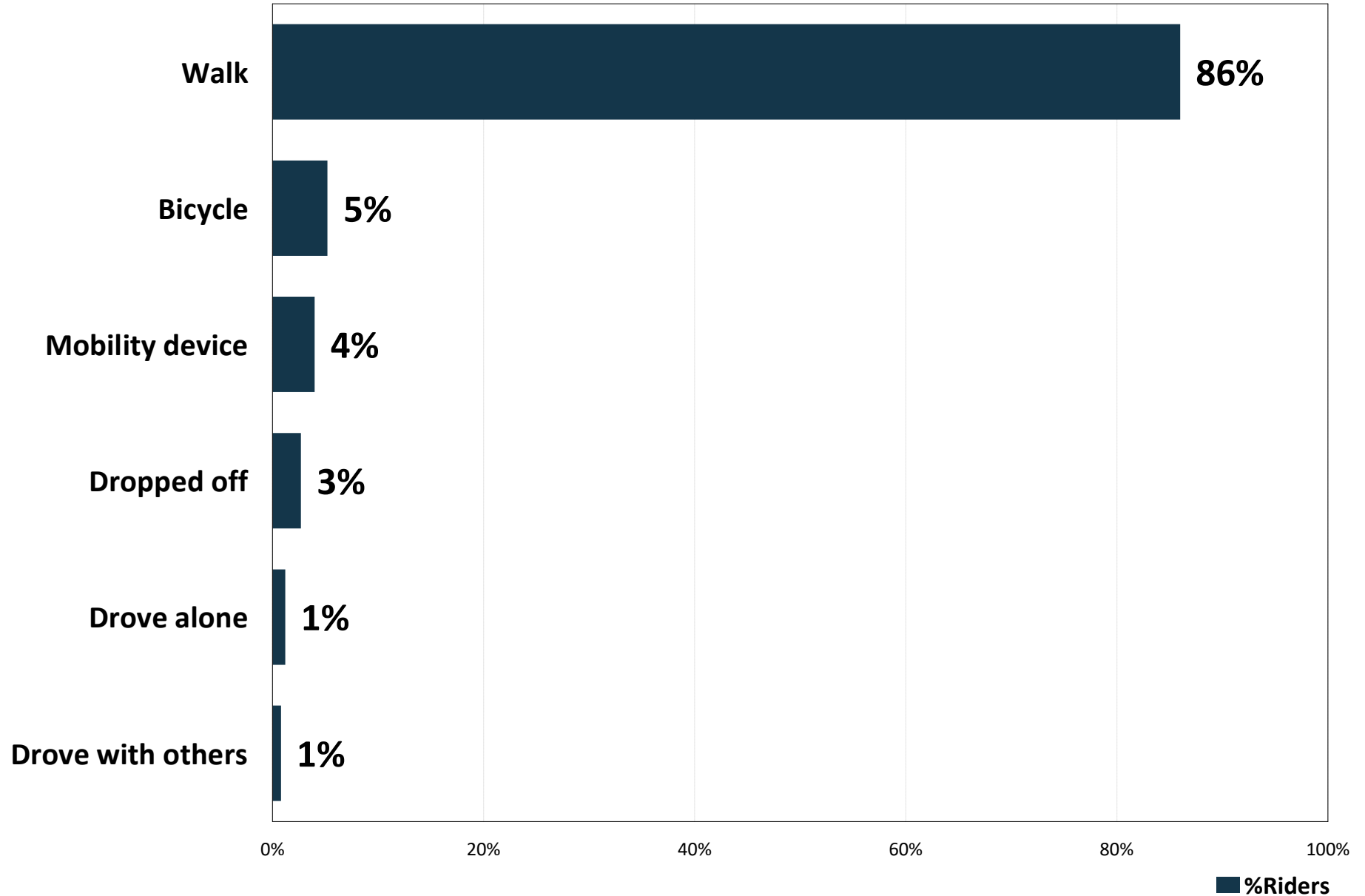
■ %Riders

**Trends
2021
v.
2020 &
2016**

Q5. How did you get from your home to the nearest bus stop?

by percentage of riders (excluding "not provided" responses)

Walk
86%
90%
91%

Bicycle
5%
Not asked before 2021

Mobility device
4%
Not asked before 2021

Dropped off
3%
4%
15%

Drove alone
1%
Not asked before 2021

Drove with others
1%
1%
1%

■ 2021
■ 2020
■ 2016

0%   20%   40%   60%   80%   100%

Q5-1. (If walked) How many minutes did you walk?

by percentage of riders (excluding "not provided" responses)

0-5 minutes
48.0%

31+ minutes
2.3%

21-30 minutes
4.7%

11-20 minutes
19.6%

6-10 minutes
25.4%

Trends 2021 v. 2020 & 2016

Q5-1. (If walked) How many minutes did you walk?

by percentage of riders (excluding "not provided" responses)

0-5 minutes
- 2021: 48%
- 2020: 58%
- 2016: 54%

6-10 minutes
- 2021: 25%
- 2020: 24%
- 2016: 24%

11-20 minutes
- 2021: 20%
- 2020: 13%
- 2016: 16%

21-30 minutes
- 2021: 5%
- 2020: 3%
- 2016: 5%
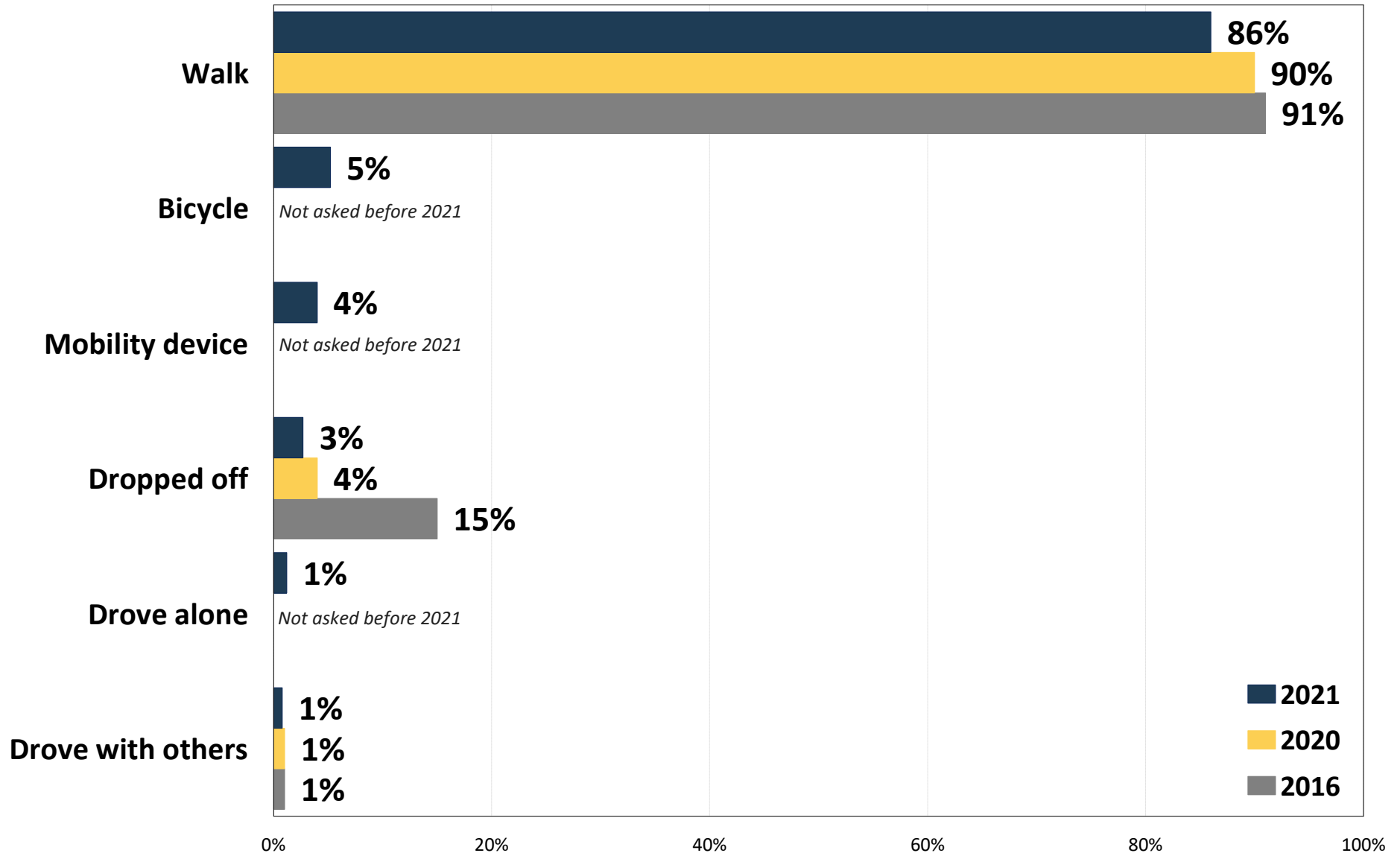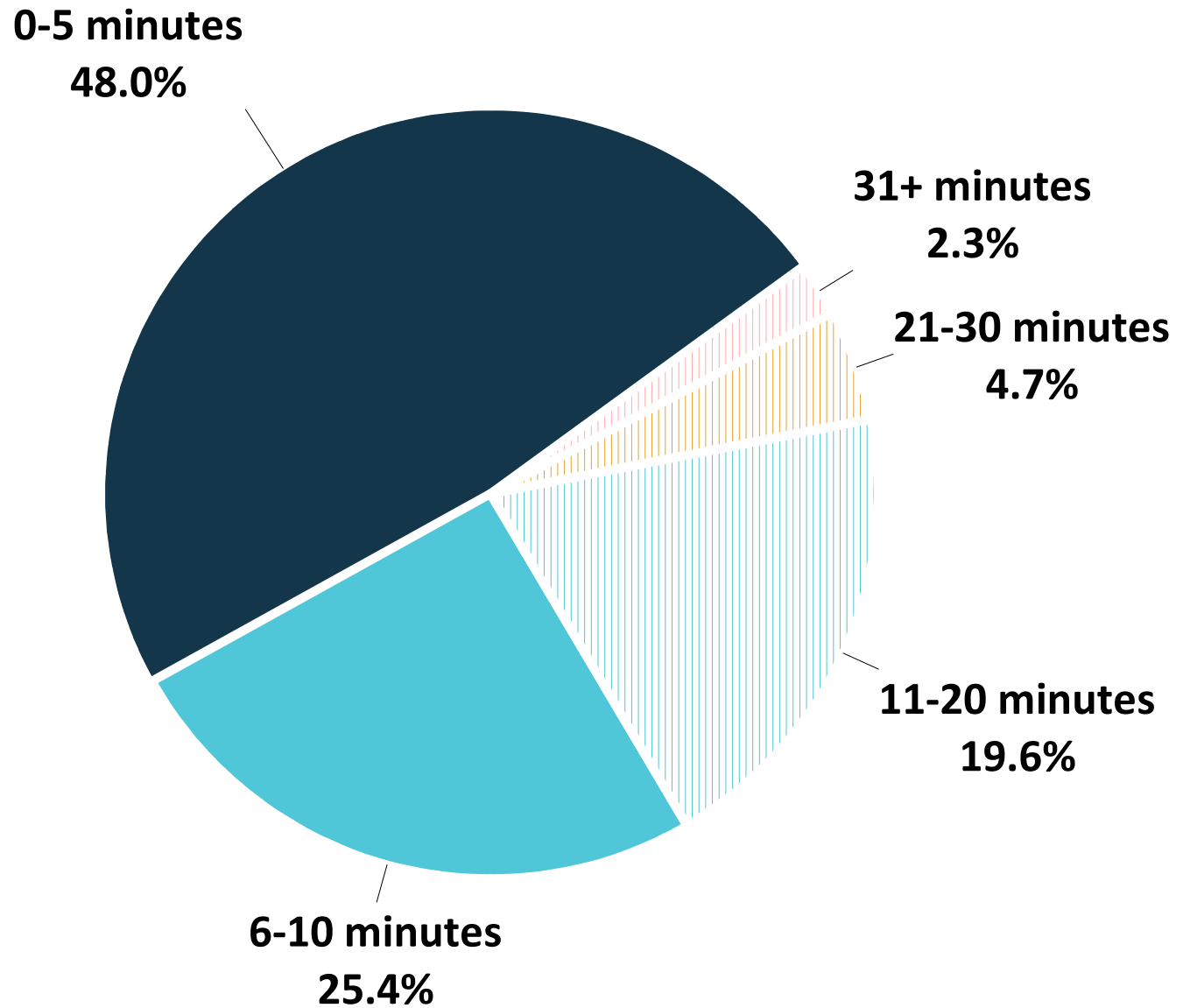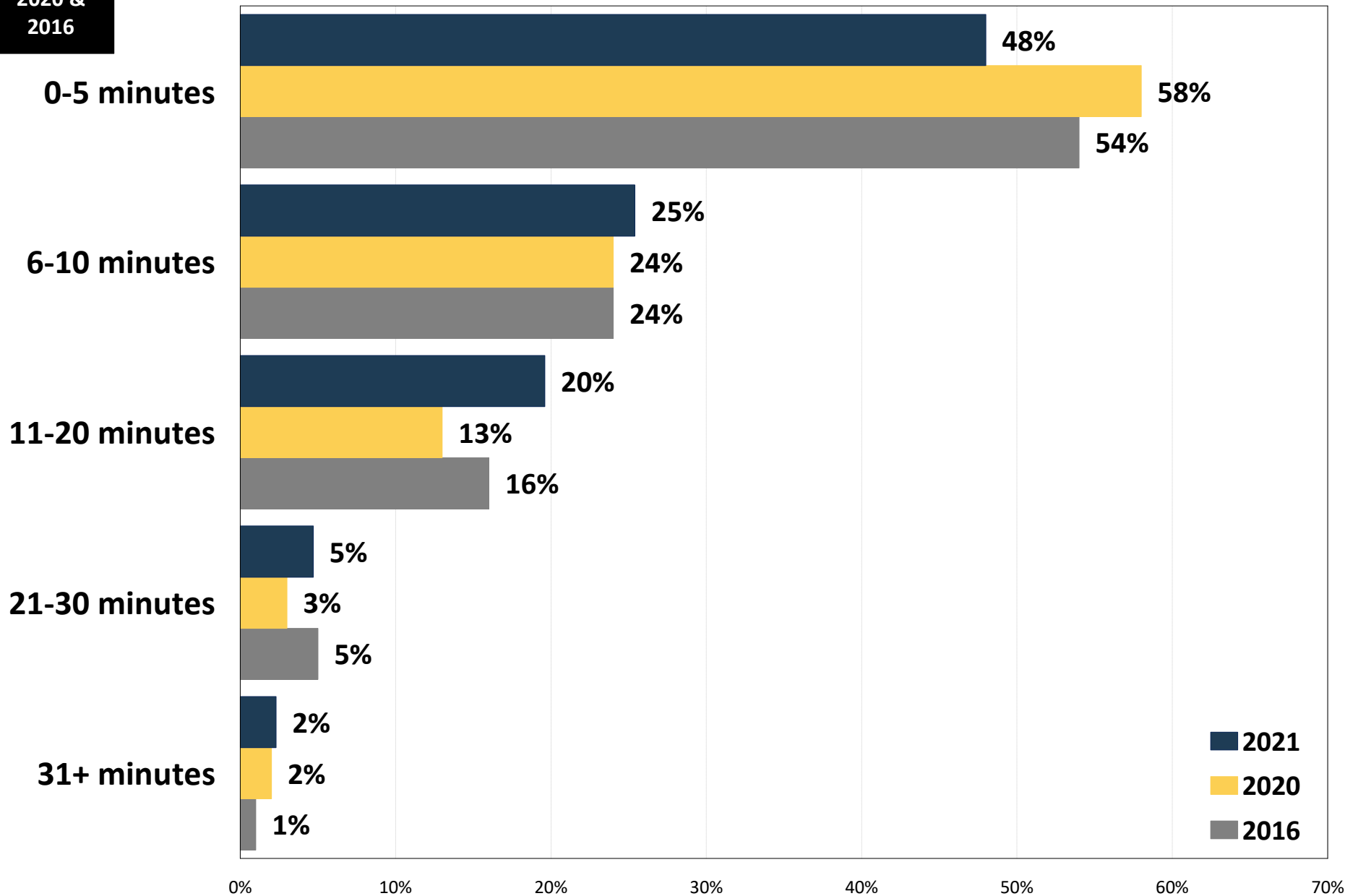
31+ minutes
- 2021: 2%
- 2020: 2%
- 2016: 1%
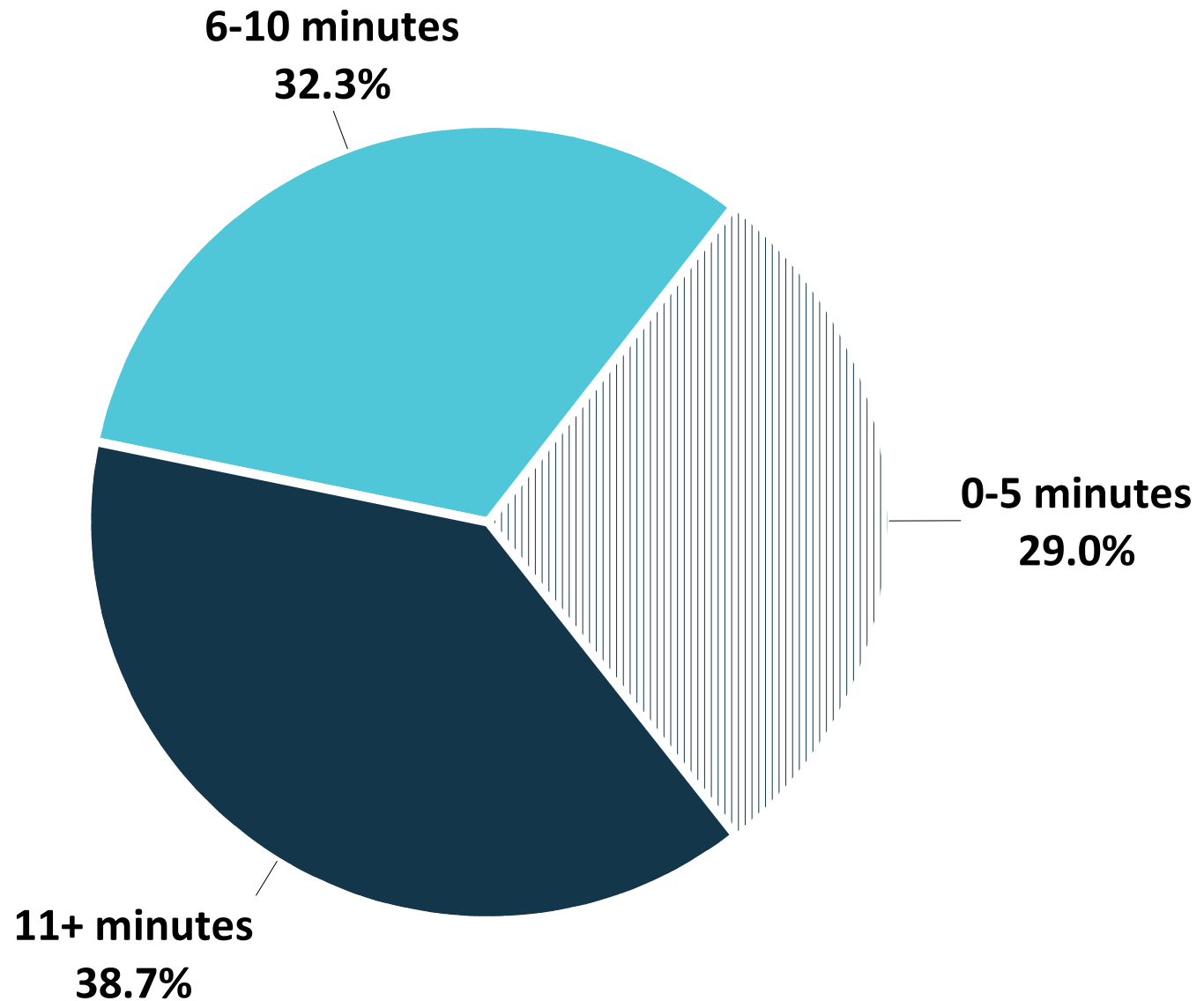
Legend: 2021, 2020, 2016

Q5-2. (If biked) How many minutes did you bike?

by percentage of riders (excluding "not provided" responses)

6-10 minutes
32.3%

0-5 minutes
29.0%

11+ minutes
38.7%

Q5-2. (If biked) How many minutes did you bike?

by percentage of riders (excluding "not provided" responses)

0-5 minutes
- 29%
- 69%
- 40%

6-10 minutes
- 32%
- 19%
- 36%

11+ minutes
- 39%
- 13%
- 24%

■ 2021
■ 2020
■ 2016

0%   20%   40%   60%

Q6. For the trip you are currently on, how many transfers will you make to reach your destination?

by percentage of riders (excluding "not provided" responses)

One Transfer
35.6%

Zero Transfers
18.2%

Three or More Transfers
12.3%
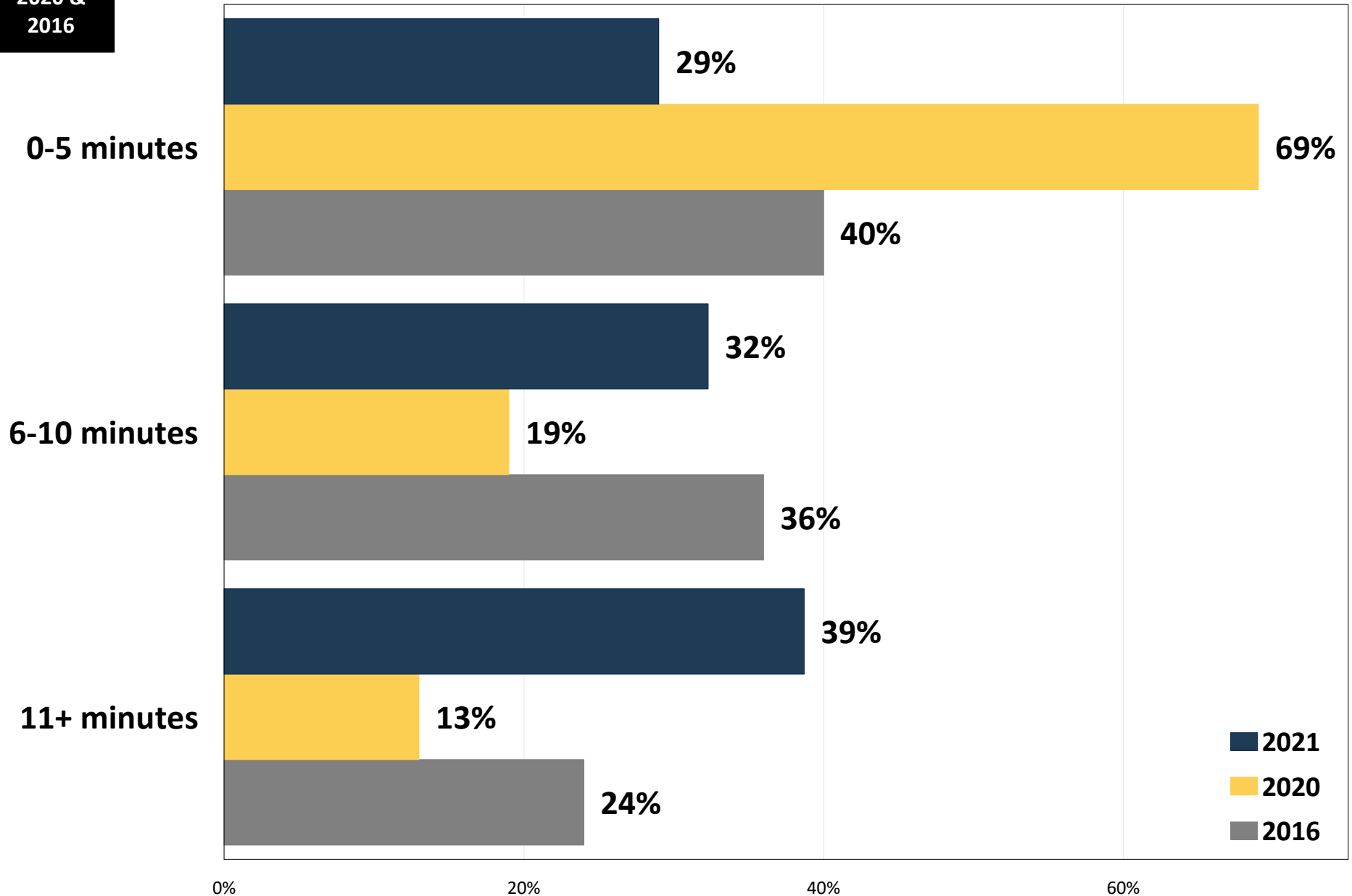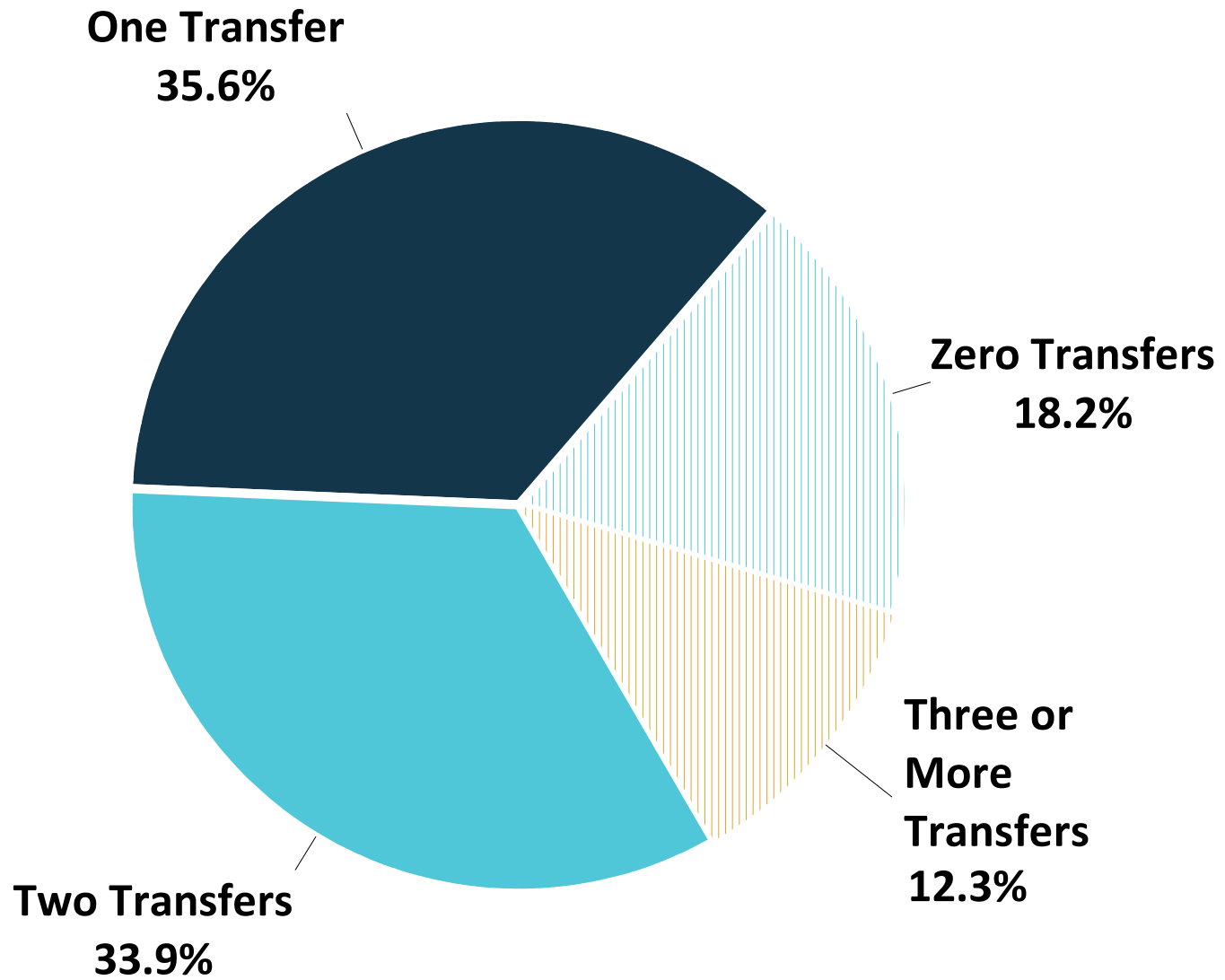
Two Transfers
33.9%

Trends 2021 v. 2020 & 2016

Q6. For the trip you are currently on, how many transfers will you make to reach your destination?

by percentage of riders (excluding "not provided" responses)

Zero Transfers
- 2021: 18%
- 2020: 32%
- 2016: 29%

One Transfer
- 2021: 36%
- 2020: 34%
- 2016: 25%

Two Transfers
- 2021: 34%
- 2020: 26%
- 2016: 32%

Three or More Transfers
- 2021: 12%
- 2020: 8%
- 2016: 14%

Legend:
- 2021
- 2020
- 2016

X-axis: 0%, 10%, 20%, 30%, 40%, 50%
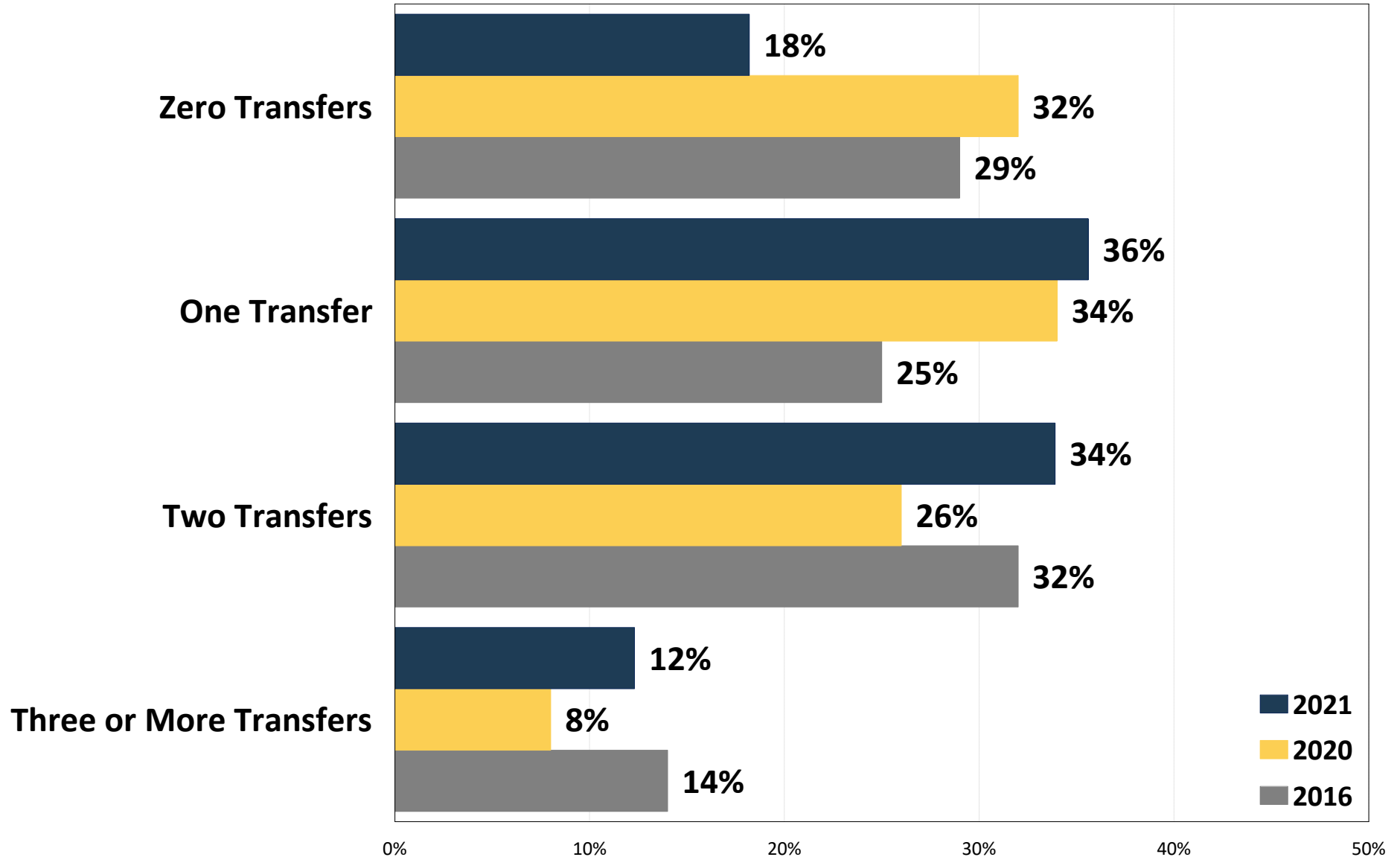
Q7. Does your primary boarding stop have any of the following amenities?

by percentage of riders (multiple choices could be selected)
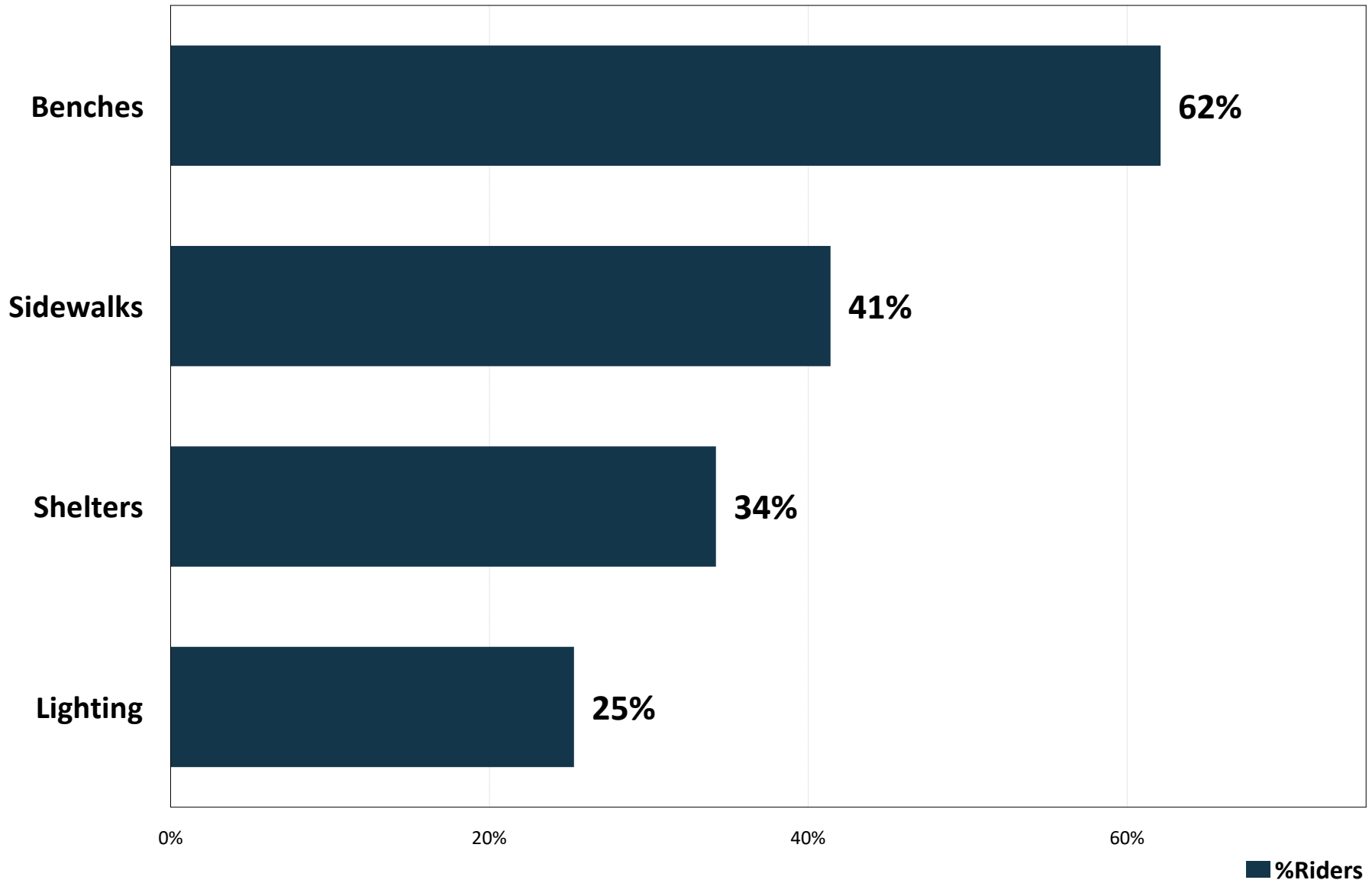
Trends 2021 v. 2020 & 2016

Q7. Does your primary boarding stop have any of the following amenities?

by percentage of riders (multiple choices could be selected)

Benches
- 62% (2021)
- 63% (2020)
- 76% (2016)

Sidewalks
- 41% (2021)
- 53% (2020)
- 48% (2016)

Shelters
- 34% (2021)
- 36% (2020)
- 27% (2016)

Lighting
- 25% (2021)
- 22% (2020)

Not asked before 2020

Legend:
- 2021
- 2020
- 2016

X-axis: 0%, 20%, 40%, 60%, 80%

Q8. Level of Satisfaction with Various Bus Services

by percentage of riders using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding "don't know" responses)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Ease of paying your fare	36%	43%	15%	5%	1%
Safe operation of buses	34%	43%	16%	5%	2%
Availability of accessible bus stops	34%	43%	14%	7%	3%
How safe you feel riding this bus route	32%	44%	16%	6%	2%
Cleanliness of transit center	33%	42%	16%	7%	2%
Ease of getting service information	32%	42%	17%	7%	1%
COVID safety precautions/procedures while riding	34%	40%	18%	6%	2%
Ease of locating a bus stop	33%	41%	18%	7%	1%
Information at the bus stop	30%	42%	16%	9%	3%
Cleanliness of buses	31%	41%	19%	8%	2%
Safety at transit center	32%	40%	17%	9%	2%
Safety while waiting at a bus stop	30%	41%	18%	9%	3%
Buses arriving on time	28%	38%	18%	12%	4%
Cleanliness of bus shelters	29%	36%	17%	12%	7%
Frequency of service	29%	35%	18%	13%	5%
Courtesy of drivers	29%	34%	17%	14%	6%

■ **Very Satisfied** ■ **Satisfied** ■ **Neutral** ■ **Dissatisfied** ■ **Very Dissatisfied**

Trends 2021 v. 2020 & 2016

Q8. Level of Satisfaction with Various Bus Services

by sum percentage of riders who were either very satisfied or satisfied with the service
(excluding "don't know" responses)

Ease of paying your fare
- 79%
- 77%
- 77%

Safe operation of buses
- 78%
- 78%
- 79%

Availability of accessible bus stops
- 77%
- 72%
- *Not asked before 2020*

Haw safe you feel riding this bus route
- 76%
- 79%
- *Not asked before 2020*

Cleanliness of transit center
- 75%
- 73%
- 75%

Ease of getting service information
- 74%
- 72%
- 74%

COVID safety precautions/procedures while riding
- 74%
- 77%
- *Not asked before 2020*

Ease of locating a bus stop
- 74%
- 75%
- 73%

0%   20%   40%   60%   80%
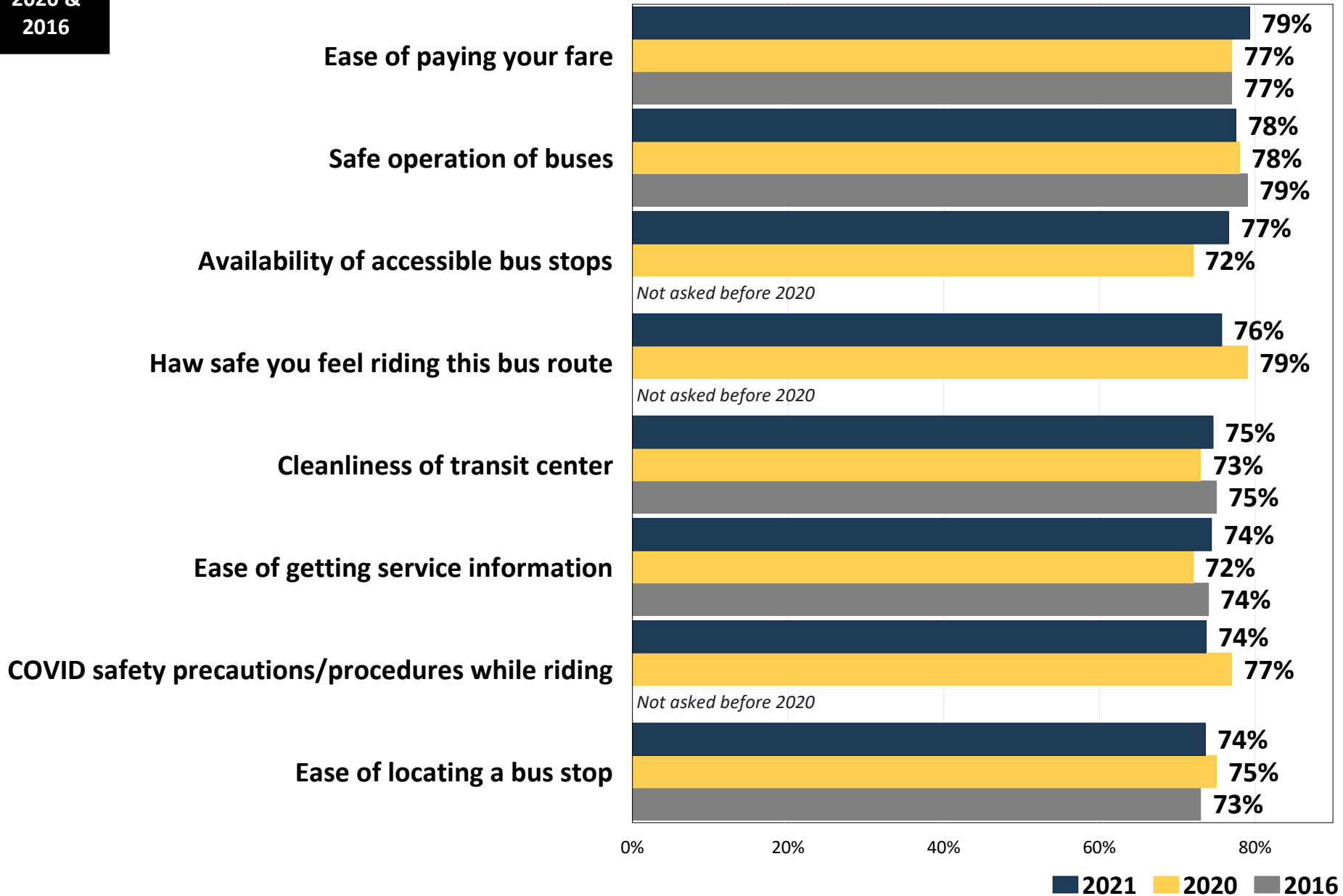
■ 2021 ■ 2020 ■ 2016

Trends 2021 v. 2020 & 2016

Cont'-Q8. Level of Satisfaction with Various Bus Services

by sum percentage of riders who were either very satisfied or satisfied with the service
(excluding "don't know" responses)

Information at the bus stop
- 72%
- 67%
- 62%

Cleanliness of buses
- 72%
- 69%
- 62%

Safety at transit center
- 72%
- 73%
- 74%

Safety while waiting at a bus stop
- 71%
- 70%
- *Not asked before 2020*

Buses arriving on time
- 66%
- 68%
- 66%

Cleanliness of bus shelters
- 65%
- 63%
- *Not asked before 2020*

Frequency of service
- 64%
- 70%
- 68%

Courtesy of drivers
- 63%
- 69%
- 73%

0%   20%   40%   60%   80%

■ **2021**   ■ **2020**   ■ **2016**

Trends 2021 v. 2020 & 2016

Q8. Level of Dissatisfaction with Various Bus Services

by sum percentage of riders who were either very dissatisfied or dissatisfied with the service
(excluding "don't know" responses)

Courtesy of drivers
- 20%
- 13%
- 9%

Cleanliness of bus shelters
- 18%
- 18%
- *Not asked before 2020*

Frequency of service
- 18%
- 13%
- 12%

Buses arriving on time
- 16%
- 12%
- 11%

Information at the bus stop
- 12%
- 13%
- 20%

Safety while waiting at a bus stop
- 12%
- 9%
- 8%

Safety at transit center
- 11%
- 8%
- 7%

Cleanliness of buses
- 10%
- 11%
- 13%

X-axis: 0% 5% 10% 15% 20% 25%

Legend: ■ 2021 ■ 2020 ■ 2016
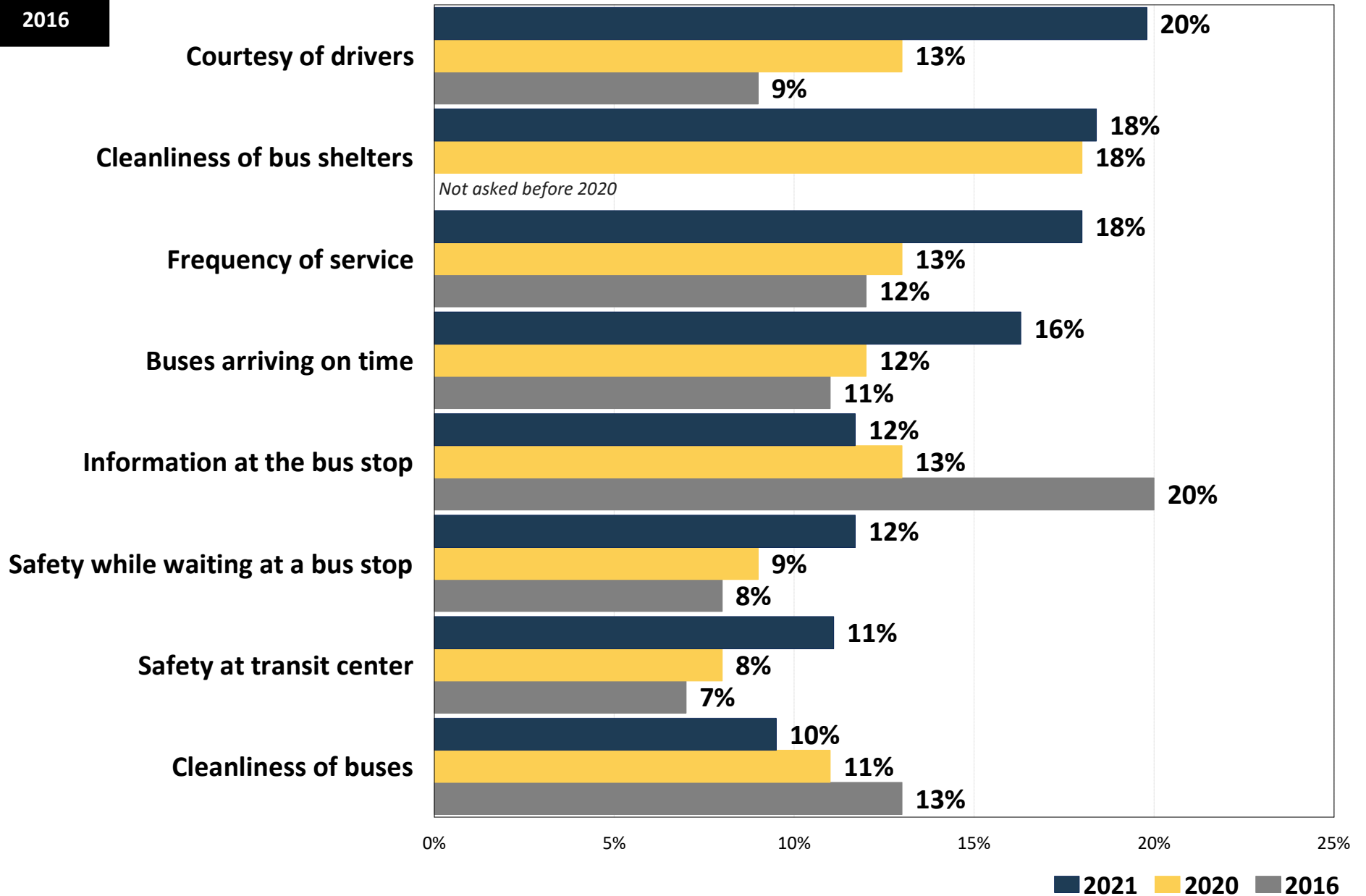
Trends 2021 v. 2020 & 2016
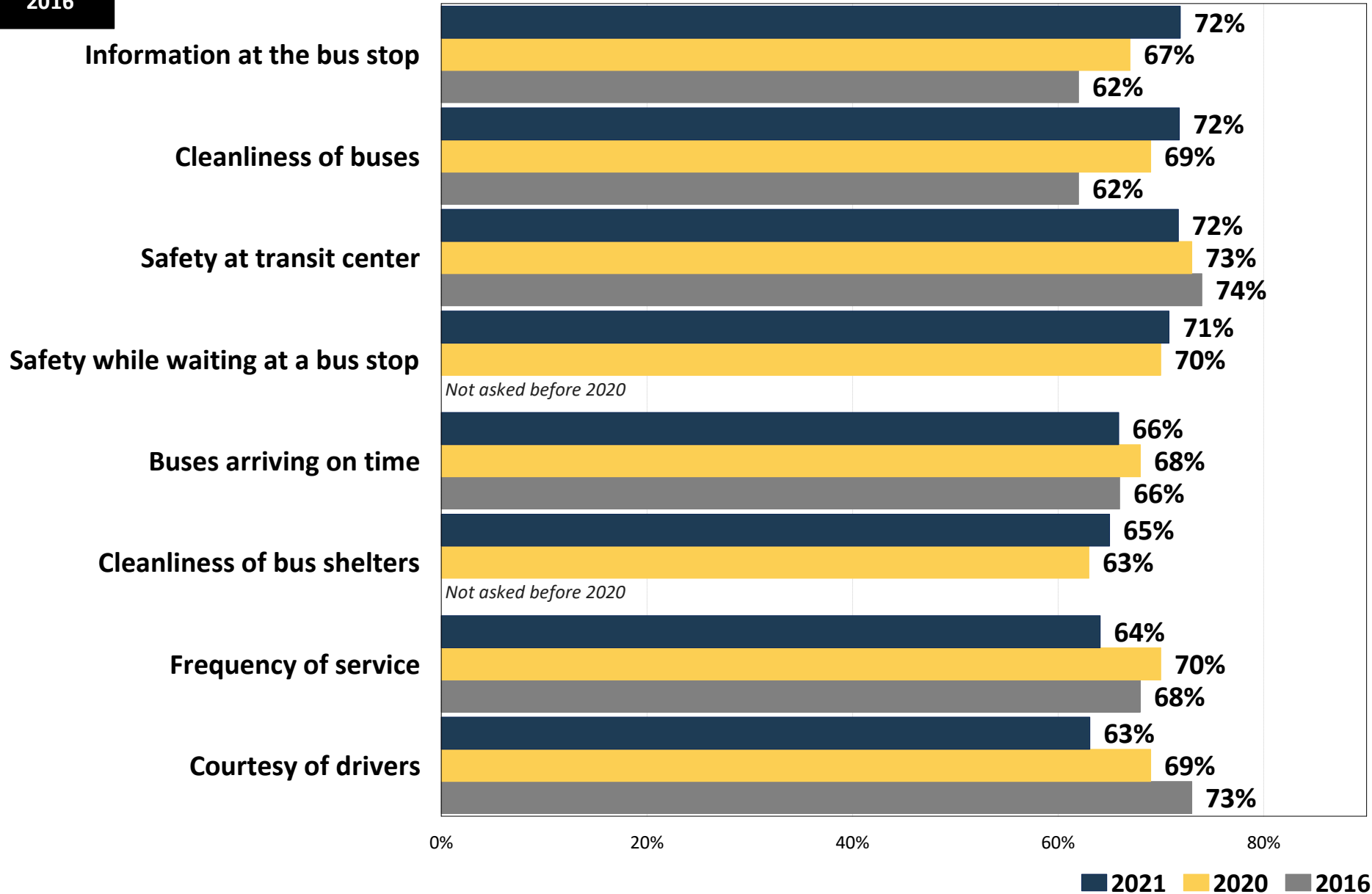
Cont'-Q8. Level of Dissatisfaction with Various Bus Services

by sum percentage of riders who were either very dissatisfied or dissatisfied with the service
(excluding "don't know" responses)

Availability of accessible bus stops
- 9%
- 14%
- *Not asked before 2020*

Cleanliness of transit center
- 9%
- 8%
- 8%

Ease of locating a bus stop
- 9%
- 9%
- 10%

Ease of getting service information
- 8%
- 10%
- 7%

Haw safe you feel riding this bus route
- 8%
- 5%
- *Not asked before 2020*

COVID safety precautions/procedures while riding
- 8%
- 9%
- *Not asked before 2020*

Safe operation of buses
- 7%
- 6%
- 6%

Ease of paying your fare
- 6%
- 8%
- 7%

0% 5% 10% 15% 20%

■ **2021** ■ **2020** ■ **2016**

Q8a. Bus Service Items That Are Most Important to Riders

by sum percentage of respondents top three choices

Service Item	Percentage
Buses arriving on time	34%
Availability of accessible bus stops	30%
Frequency of service	21%
Courtesy of drivers	20%
Cleanliness of bus shelters	15%
Cleanliness of buses	11%
COVID safety precautions/procedures while riding	10%
Safety while waiting at a bus stop	9%
Safety at transit center	8%
Safe operation of buses	8%
Ease of locating a bus stop	7%
Cleanliness of transit center	6%
Haw safe you feel riding this bus route	6%
Ease of paying your fare	5%
Ease of getting service information	4%
Information at the bus stop	3%

Legend:
- Most Important
- Second Most Important
- Third Most Important

X-axis: 0% 10% 20% 30% 40%

Q8b. Overall, how satisfied are you with EMBARK fixed route service?

by percentage of riders

Very satisfied
32.3%

Very dissatisfied
2.5%

Dissatisfied
3.6%

Neutral
15.9%

Satisfied
45.7%

Trends 2021 v. 2020 & 2016

Q8b. Overall, how satisfied are you with EMBARK fixed route service?
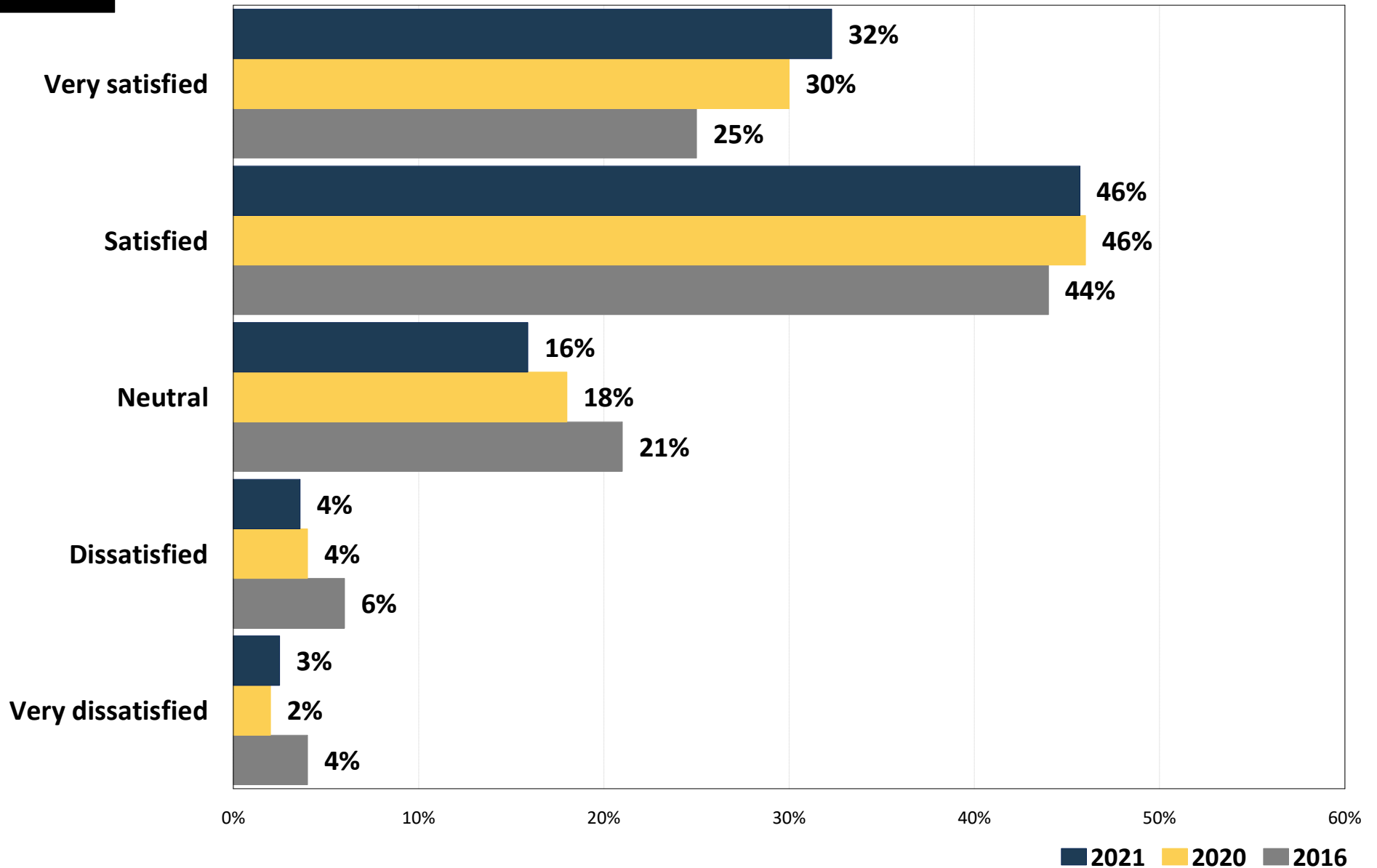
by percentage of riders

Very satisfied
- 2021: 32%
- 2020: 30%
- 2016: 25%

Satisfied
- 2021: 46%
- 2020: 46%
- 2016: 44%

Neutral
- 2021: 16%
- 2020: 18%
- 2016: 21%

Dissatisfied
- 2021: 4%
- 2020: 4%
- 2016: 6%

Very dissatisfied
- 2021: 3%
- 2020: 2%
- 2016: 4%

0%   10%   20%   30%   40%   50%   60%

■ **2021**   ■ **2020**   ■ **2016**

Q9. Have you used any of these rider tools?

by percentage of riders (multiple choices could be selected) (excluding "none selected" responses)

Tool	%
embarkok.com	44%
Transit App	21%
235-RIDE	20%
EMBARK Connect App	16%
Google Transit	14%
Token Transit App	10%
Moovit App	9%
Text Alerts	7%
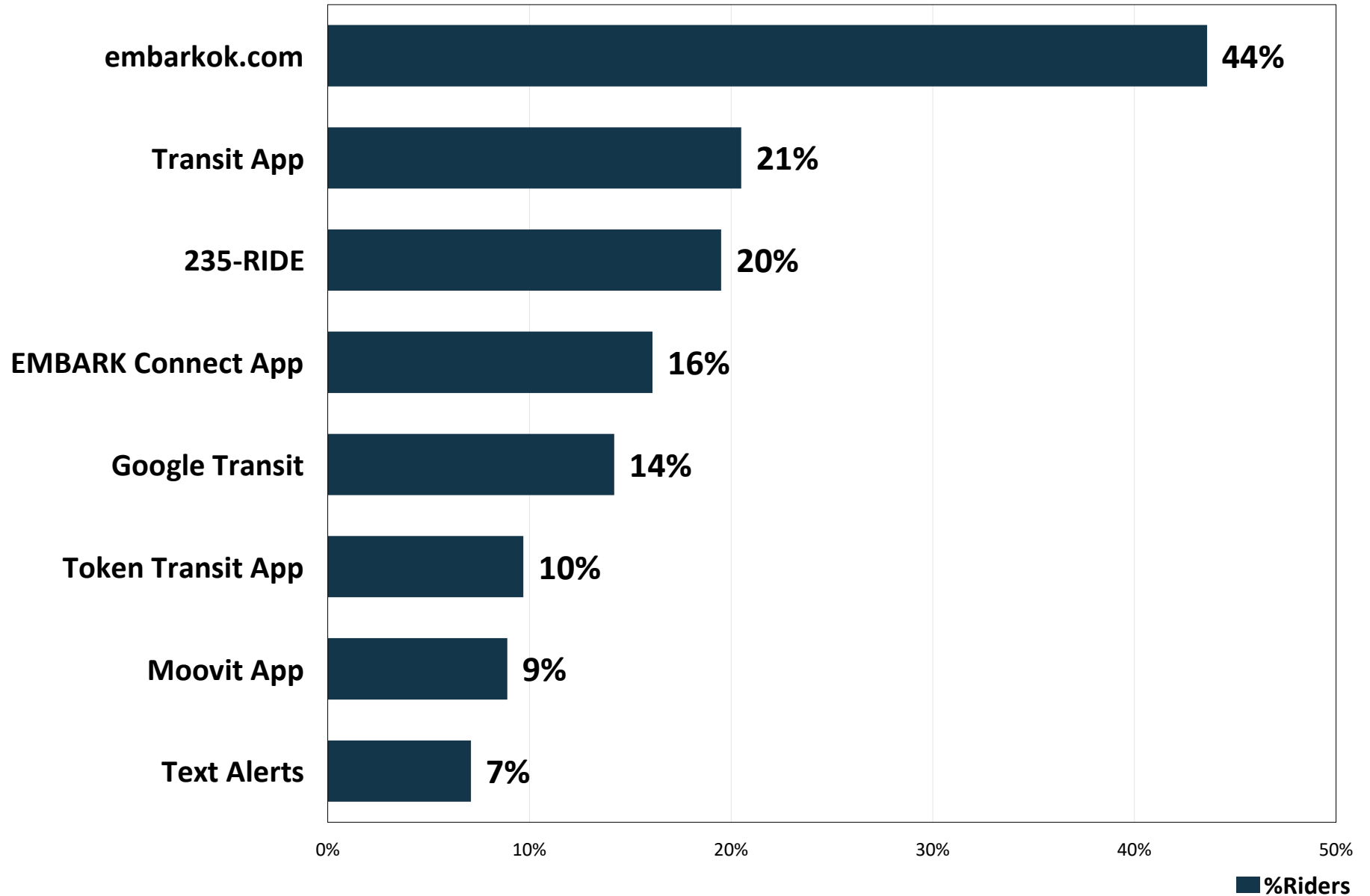
■ %Riders

Trends 2021 v. 2020 & 2016

Q9. Have you used any of these rider tools?

by percentage of riders (multiple choices could be selected) (excluding "none selected" responses)

embarkok.com
- 44%
- 29%
- 36%

Transit App
- 21%
- 13%
- *Not asked before 2020*

235-RIDE
- 20%
- 32%
- 61%

EMBARK Connect App
- 16%
- 13%
- 17%

Google Transit
- 14%
- 13%
- *Not asked before 2020*

Token Transit App
- 10%
- 10%
- *Not asked before 2020*

Moovit App
- 9%
- 2%
- *Not asked before 2020*

Text Alerts
- 7%
- 6%
- 8%

Legend:
- ■ 2021
- ■ 2020
- ■ 2016

0% 10% 20% 30% 40% 50% 60% 70%

Q10. What ONE improvement would you like to see in transit service here in the area?

by percentage of riders (excluding "don't know" responses)

Improvement	%Riders
More hourly routes from 7pm to 12am	20%
Weekend service until 10pm	19%
More crosstown routes	18%
Weekday service starting at 5am	15%
Weekday routes with 30 min service until 9 or 10pm	11%
15 min service on selected routes	10%
Shared-ride on demand service	2%

■ %Riders

Q11. What is the primary reason you use transit?

by percentage of riders (excluding "don't know" responses)

No car available
47.0%

Environment
1.3%

Avoid parking
3.3%

Save money
4.8%

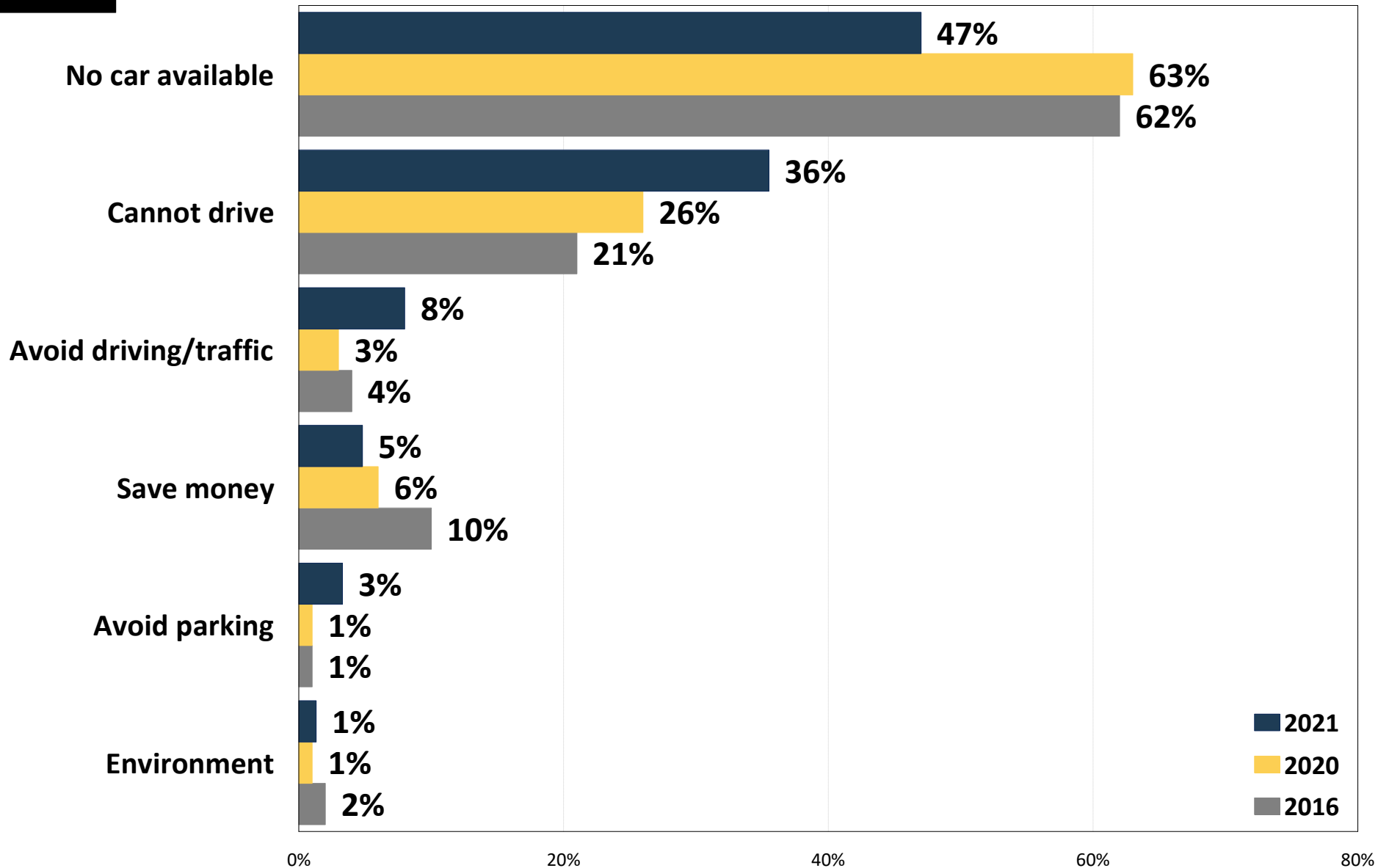**Avoid driving/traffic**
**8.0%**

Cannot drive
35.5%
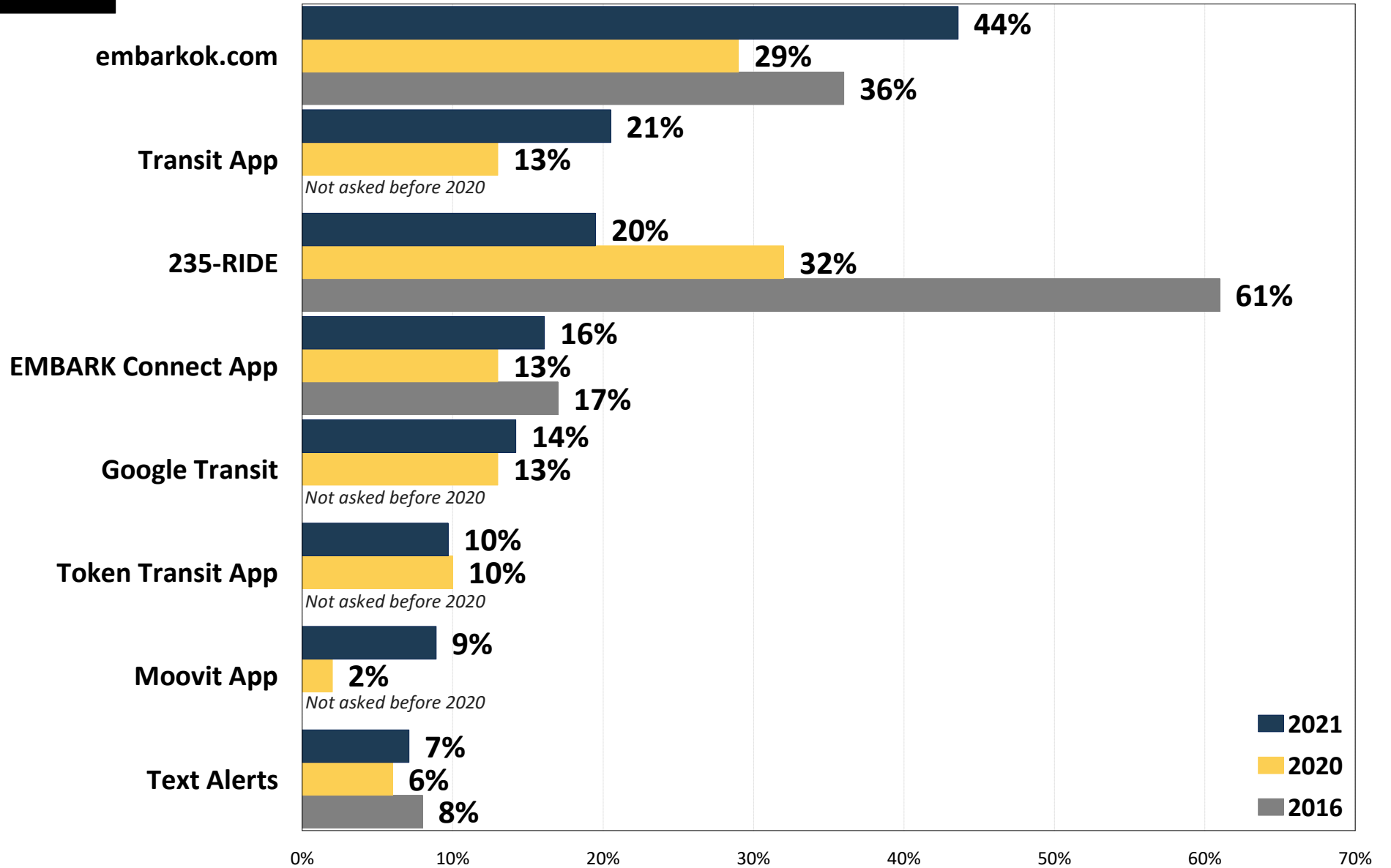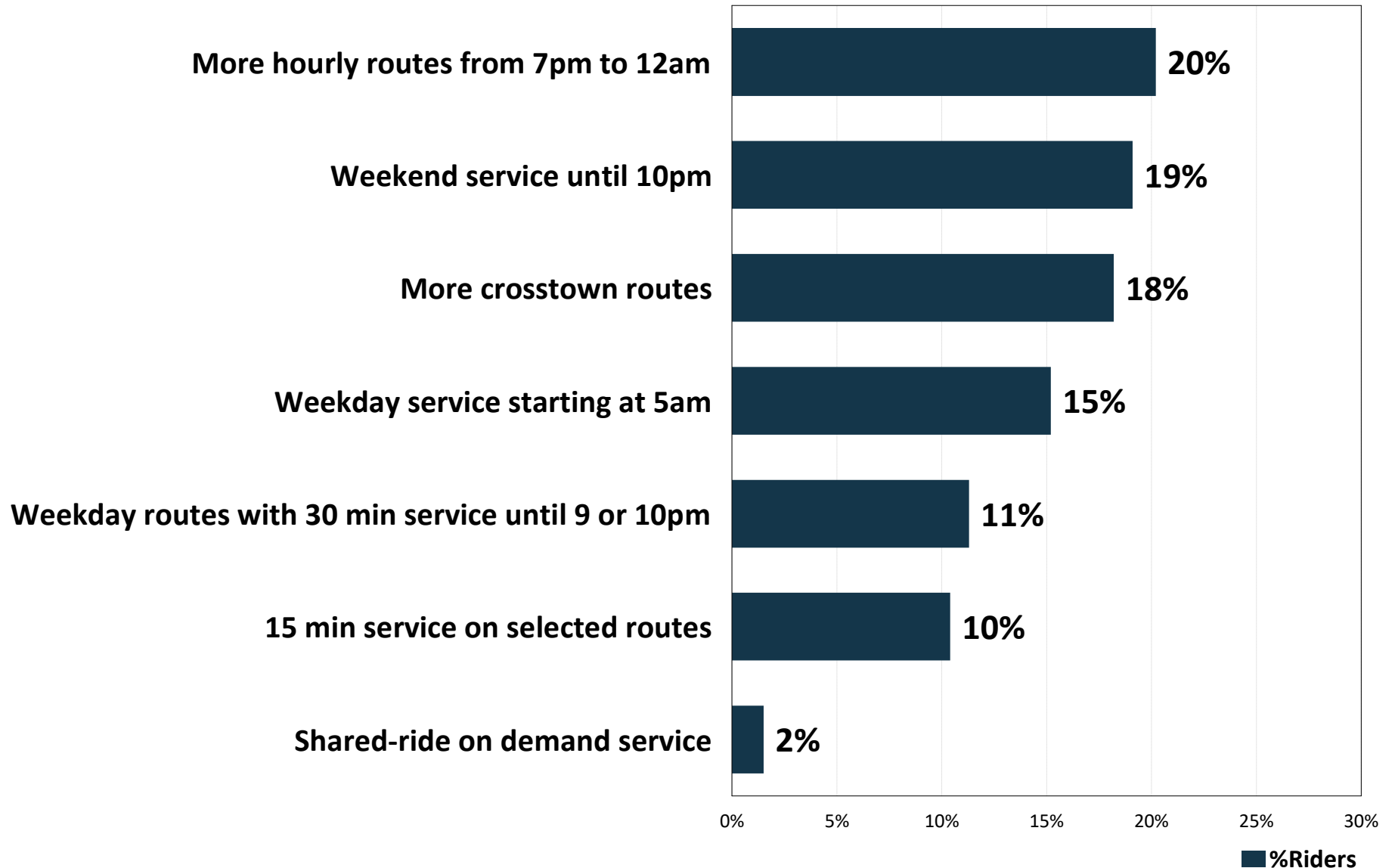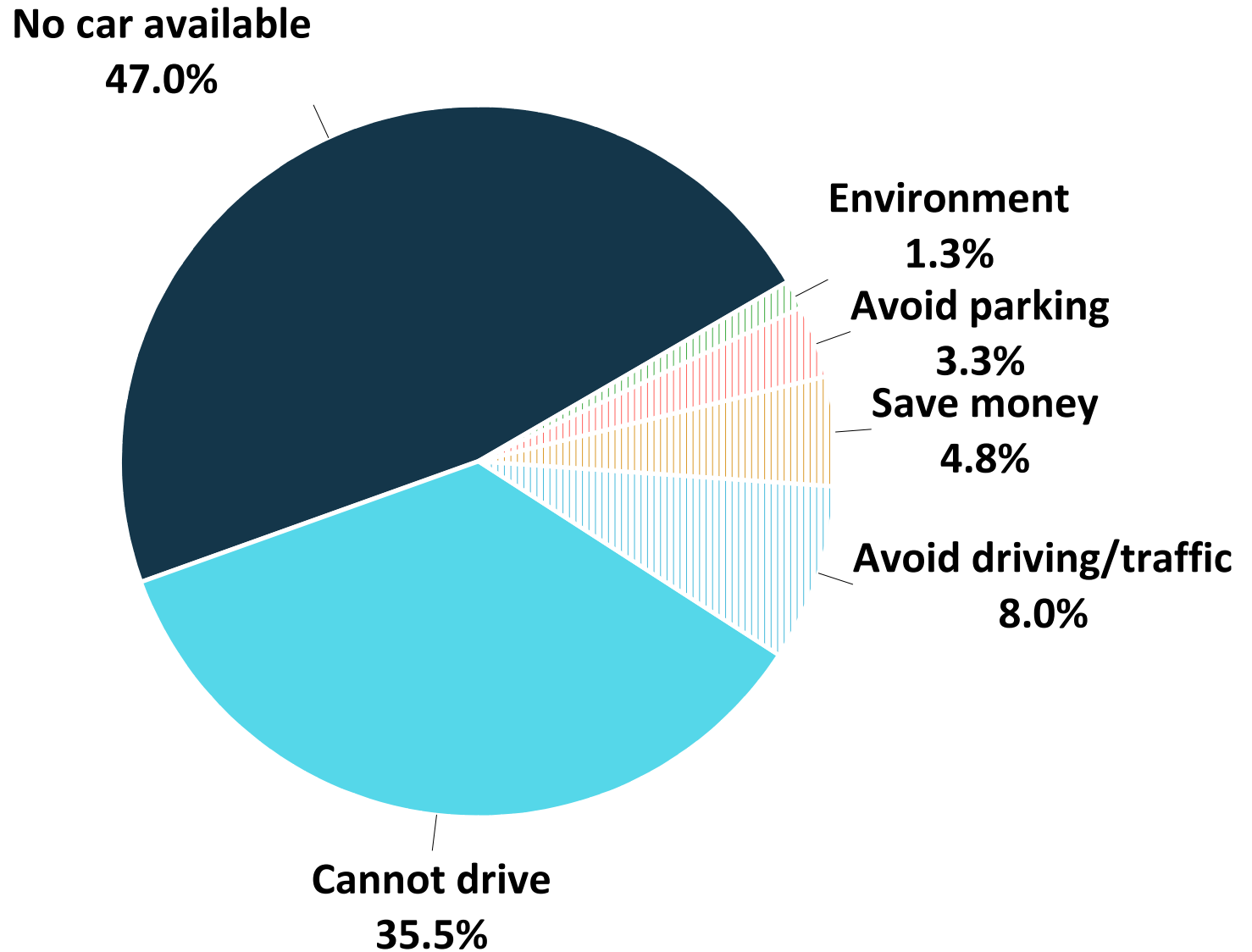
Trends 2021 v. 2020 & 2016

Q11. What is the primary reason you use transit?

by percentage of riders (excluding "don't know" responses)

No car available
- 47% (2021)
- 63% (2020)
- 62% (2016)

Cannot drive
- 36% (2021)
- 26% (2020)
- 21% (2016)

Avoid driving/traffic
- 8% (2021)
- 3% (2020)
- 4% (2016)

Save money
- 5% (2021)
- 6% (2020)
- 10% (2016)

Avoid parking
- 3% (2021)
- 1% (2020)
- 1% (2016)

Environment
- 1% (2021)
- 1% (2020)
- 2% (2016)

Legend: 2021, 2020, 2016

Q11a. Would you have made this trip if public transit was not available?

by percentage of respondents
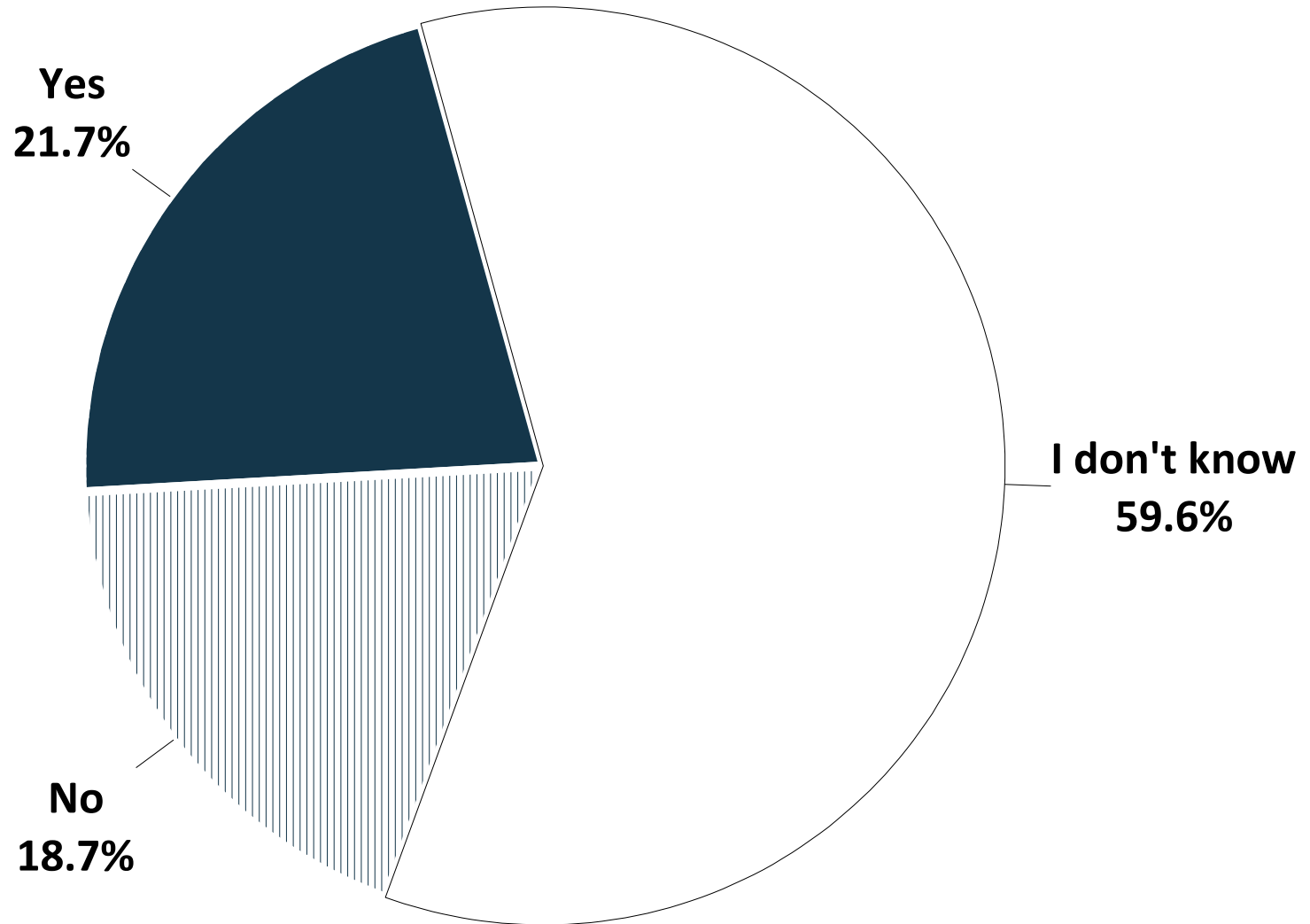
Yes
21.7%

I don't know
59.6%

No
18.7%

Q12. Do you speak a language other than English at home?

by percentage of respondents (excluding "not provided" responses)

No
85.9%

Yes
14.1%

Q12a. How well do you speak English?

by percentage of riders

Very well
58.5%

Refused
10.7%

Not well at all
1.8%

Less than well
6.5%

Well
22.5%

Q13. Will you still be using EMBARK one year from now?

by percentage of riders

No
5.7%

Yes
52.5%

Maybe
41.8%
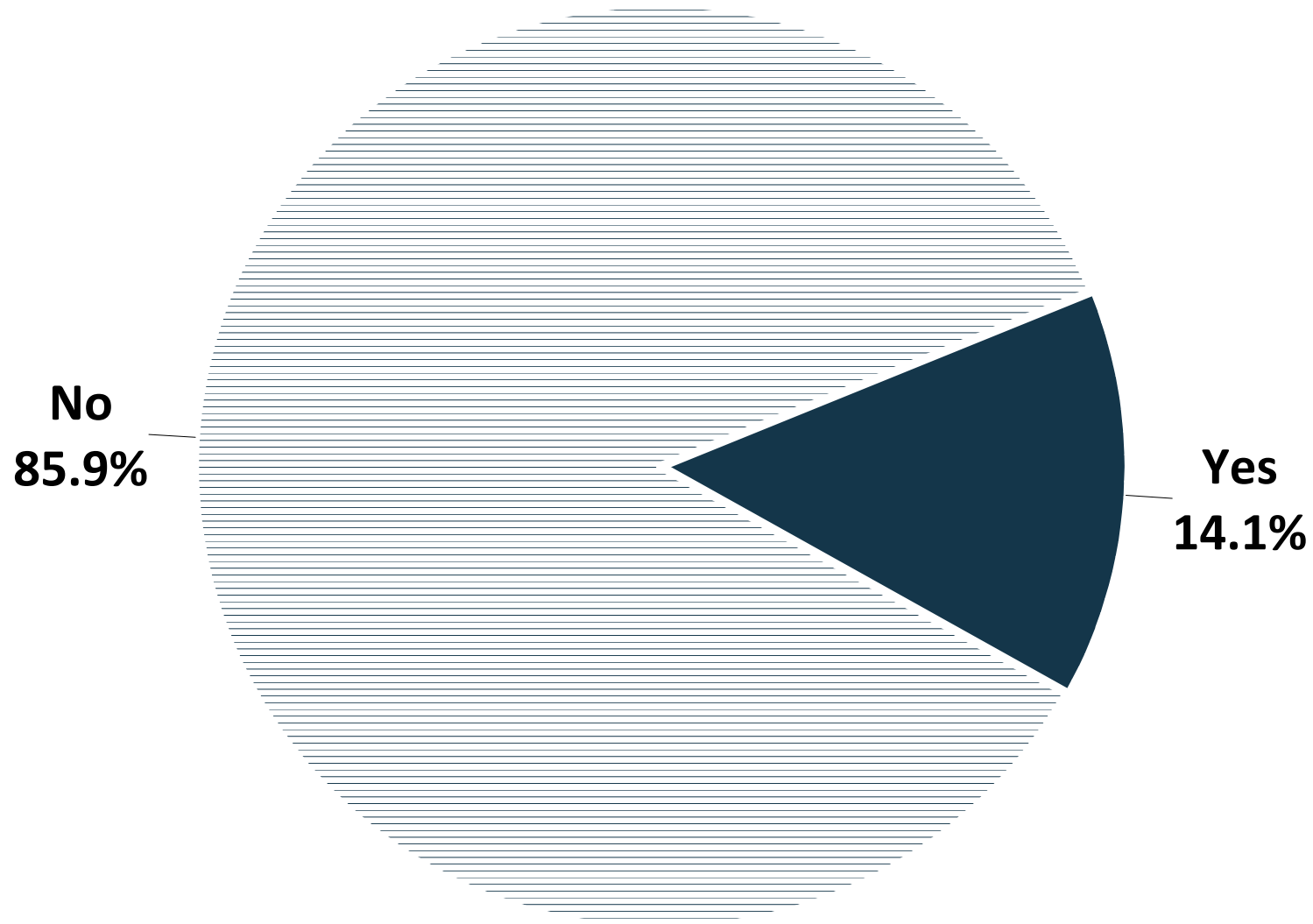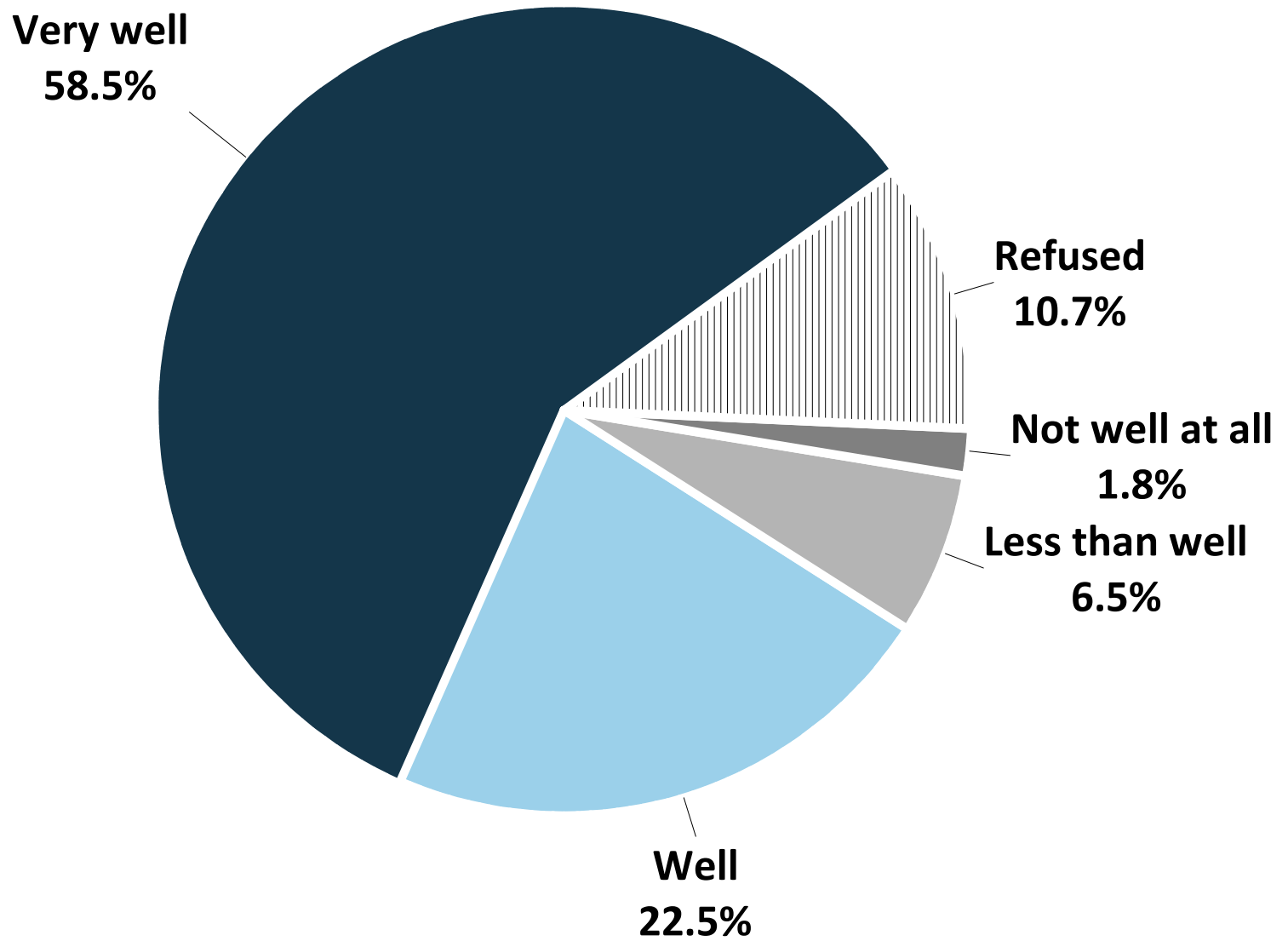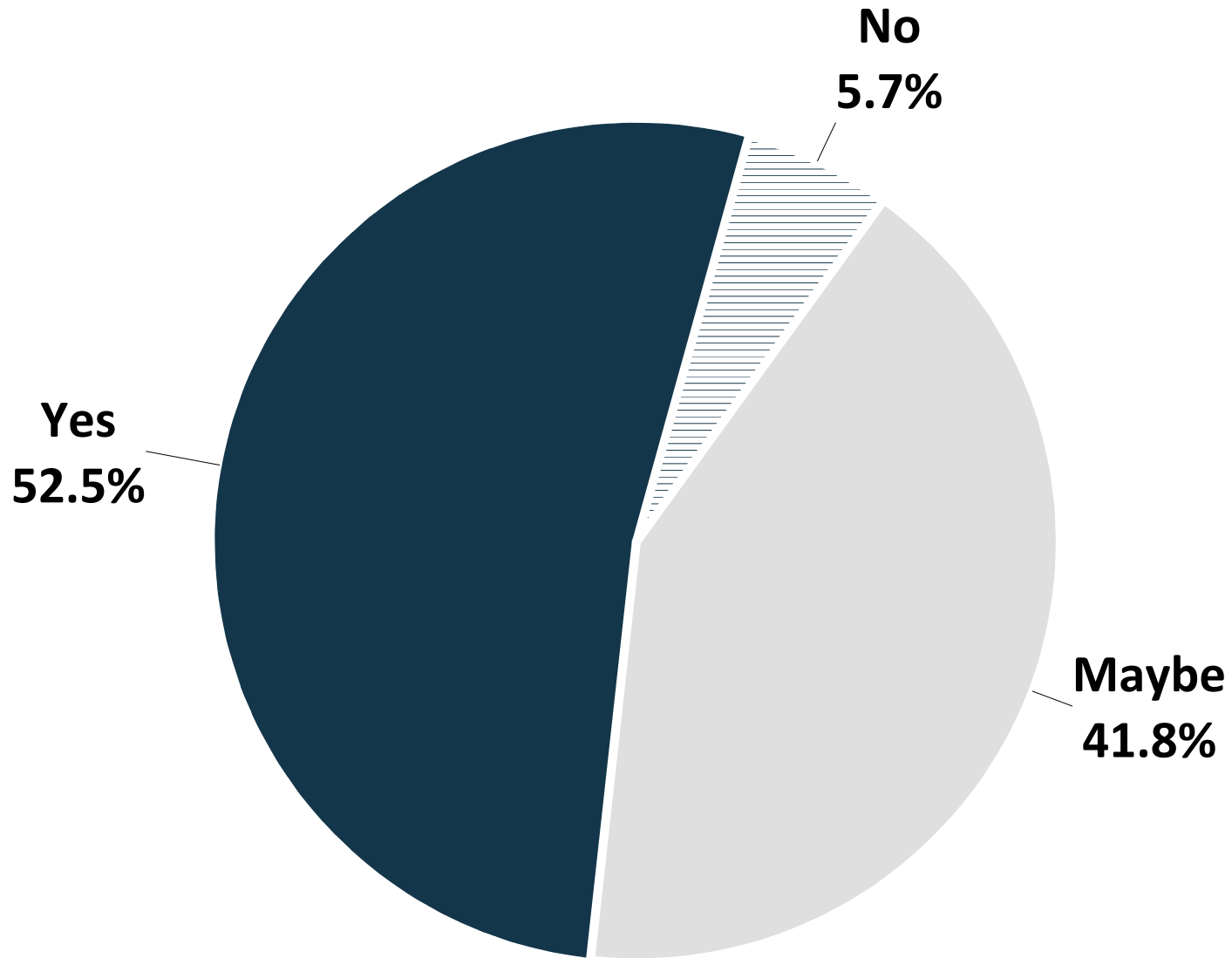
Trends 2021 v. 2020 & 2016

Q13. Will you still be using EMBARK one year from now?

by percentage of riders

Yes
- 53% (2021)
- 53% (2020)
- 51% (2016)

Maybe
- 42% (2021)
- 38% (2020)
- 40% (2016)

No
- 6% (2021)
- 9% (2020)
- 9% (2016)

Legend:
- ■ 2021
- ■ 2020
- ■ 2016

0% 10% 20% 30% 40% 50% 60%

Q14. Including yourself, how many people live in your home?

by percentage of riders (excluding "not provided" responses)

One
35.4%

Six or more
5.8%

Five
6.0%

Four
9.8%

Three
17.5%

Two
25.6%

Q15. What year were you born?

by percentage of riders

2000-2009
5.9%

1930-1939
0.4%

1940-1949
2.9%

1990-1999
14.2%

1980-1989
18.4%

1970-1979
24.3%

1960-1969
18.4%

1950-1959
15.7%

Q16. Do you have a valid driver's license?

by percentage of riders

Not provided
11.8%

Yes
30.2%

No
58.0%

Q18. What is your gender?

by percentage of riders

Male
52.8%

Prefer Not to Answer
7.3%

Another Gender
0.5%

Female
39.4%

Q19. Do you consider yourself?

by percentage of riders

Category	%
Black/African American	40%
White/Caucasian	37%
Hispanic/Latino/Spanish	12%
Native American	8%
Asian	2%
Hawaiian/Pacific Islander	0%
Other	1%

■%Riders

Q20. Are you:

by percentage of riders

Category	%Riders
Employed full time	32%
Employed part time	15%
Seeking work	11%
Not seeking work	9%
Retired	7%
Tech/college	4%
Veteran	3%
House Spouse	2%
Student (K-12)	1%
Other	12%

■%Riders

Q21. What was your annual household income in 2020?

by percentage of riders

$50K+
2.7%

$40K-$49,999
3.4%

$30K-$39,999
3.8%

Less than $10K
48.8%

$20K-$29,999
10.4%

$10K-$19,999
30.9%

Q22. Do you qualify for reduced bus fare based on a disability?

by percentage of riders (excluding "not provided" responses)

**Yes
25.6%**

**No
74.4%**
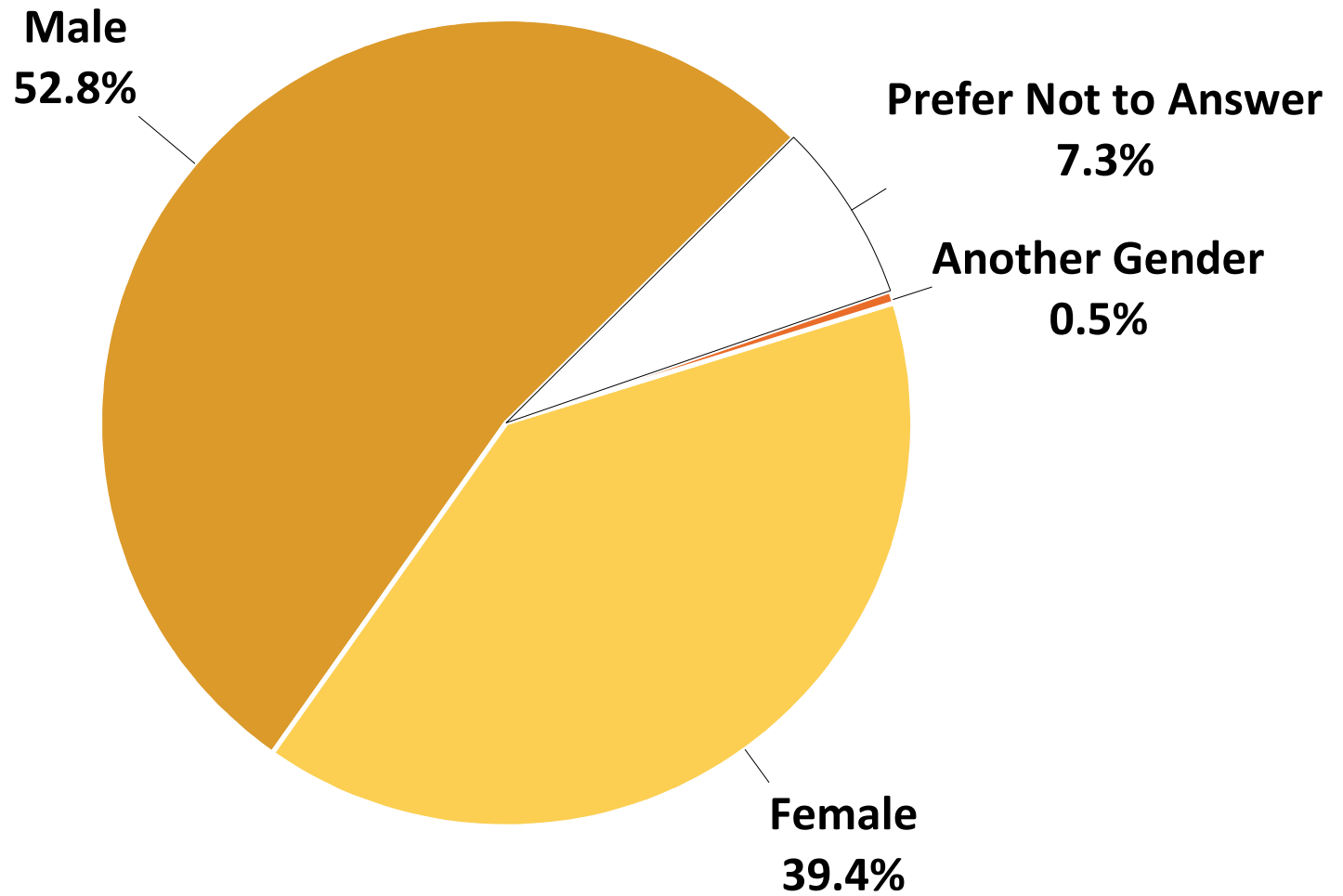
Q23. Have you utilized Plus ADA paratransit services in the last year?

by percentage of riders (excluding "not provided" responses)

Yes
11.4%

No
88.6%
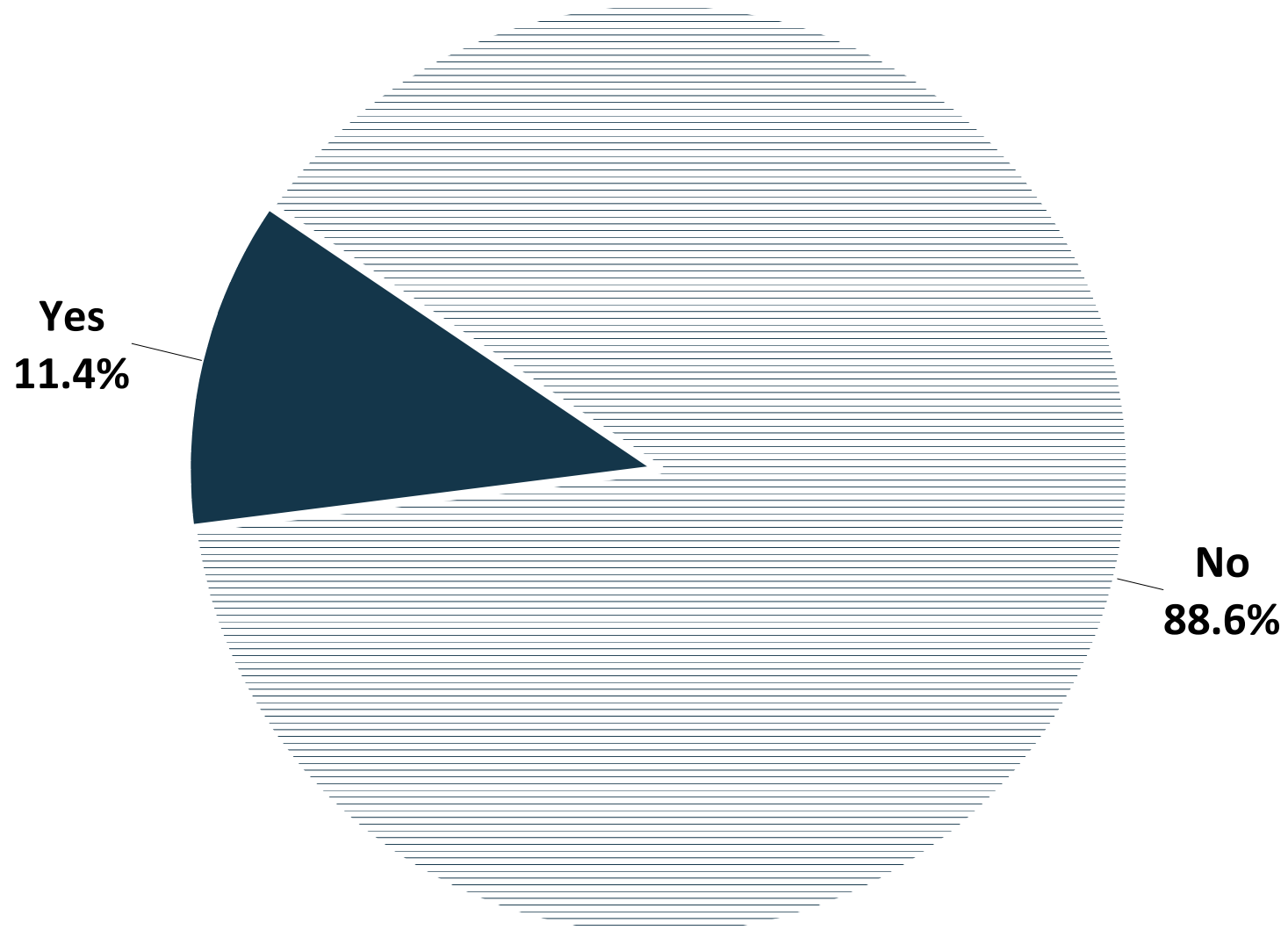
Q23a. If YES, how many times?

by percentage of riders
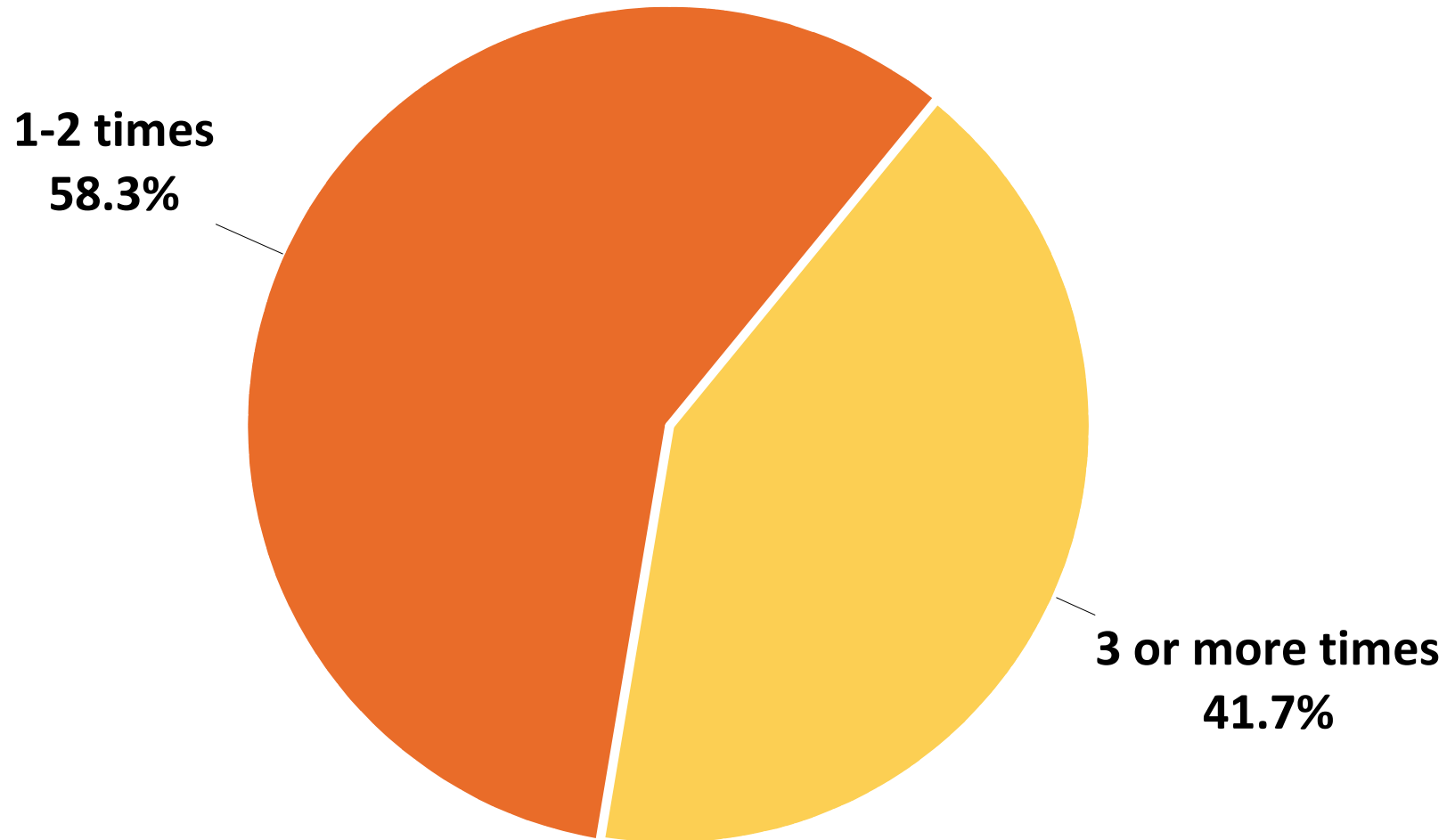
**1-2 times
58.3%**

**3 or more times
41.7%**

Q24. Are you aware that EMBARK offers other mobility services such as senior transportation?

by percentage of riders (excluding "not provided" responses)

Yes
33.7%

No
66.3%
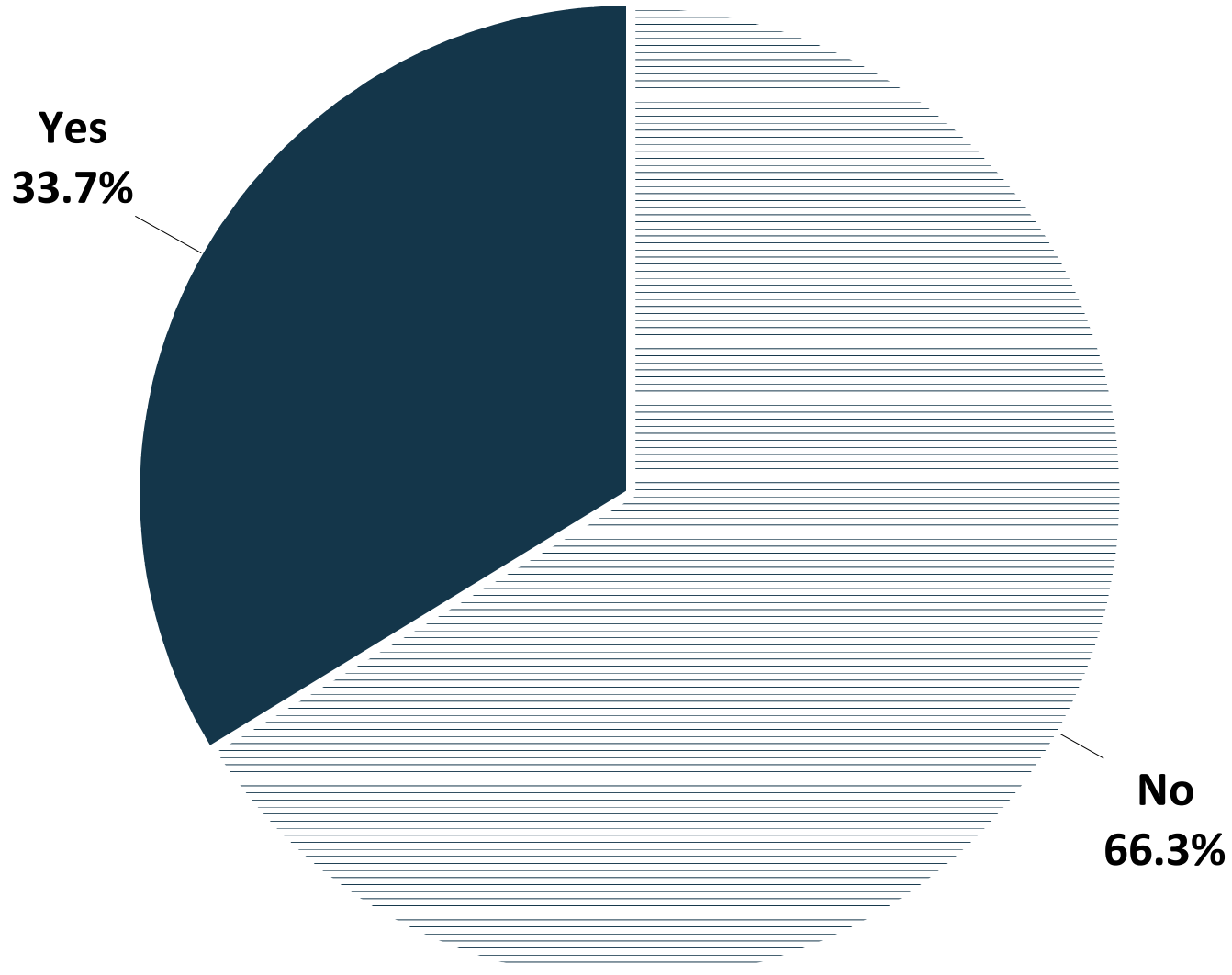
Section 3:
Overall Results:
2021 EMBARK Transit Rider Survey -
Norman Routes

Q2. How often do you usually ride this route?

by percentage of riders (excluding "not provided" responses)

5+ days per week
63.7%

Less than once a month
4.7%

1-3 days a month
0.7%

1 or 2 days per week
14.1%

3-4 days per week
16.8%
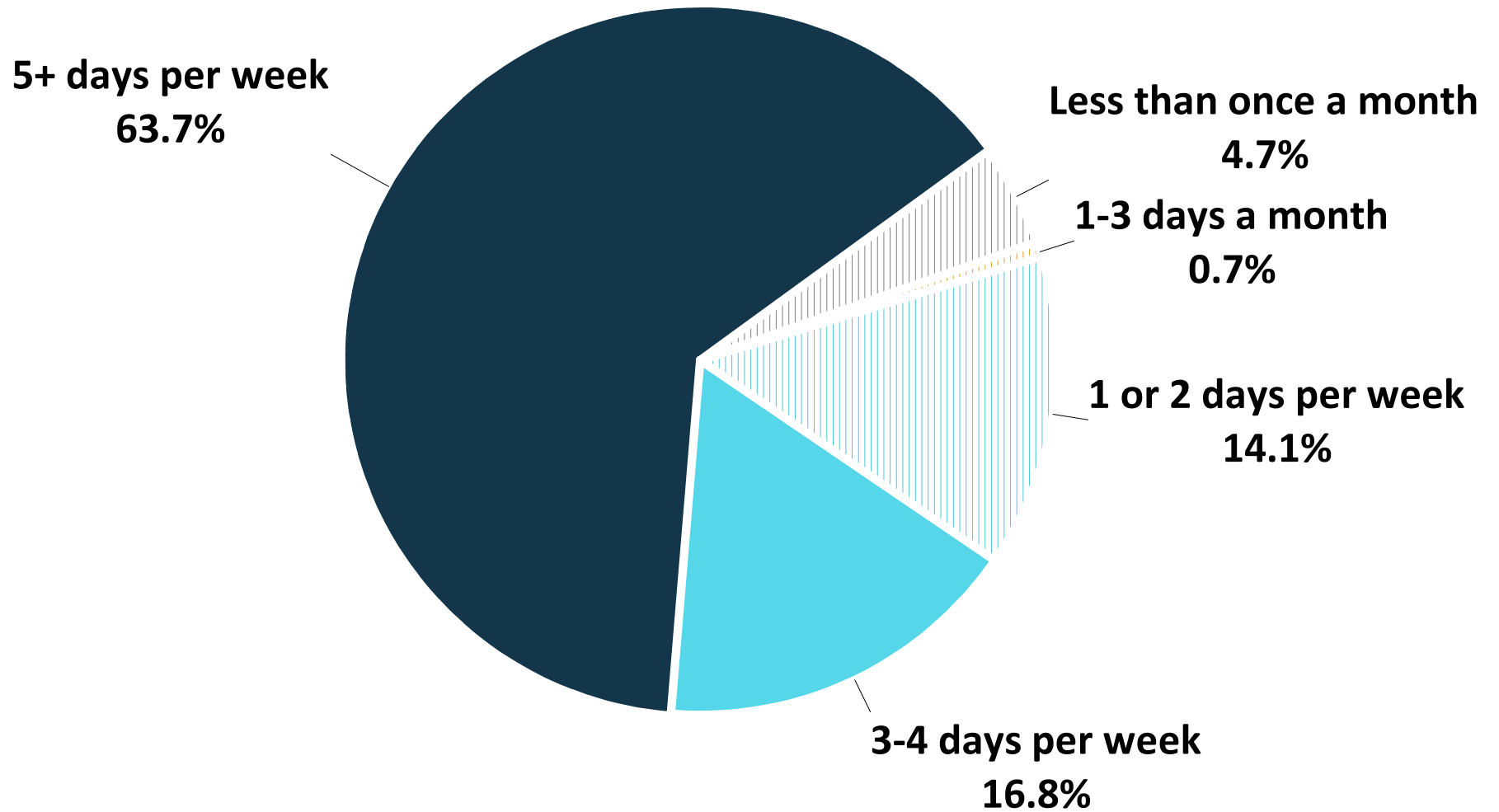
Trends 2021 v. 2020

Q2. How often do you usually ride this route?

by percentage of riders (excluding "not provided" responses)

- 5+ days per week: 64% (2021), 51% (2020)
- 3-4 days per week: 17% (2021), 27% (2020)
- 1 or 2 days per week: 14% (2021), 12% (2020)
- 1-3 days a month: 1% (2021), 5% (2020)
- Less than once a month: 5% (2021), 6% (2020)

Legend: 2021, 2020

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

by percentage of riders (excluding "don't know" responses)

1-2 years
11.0%

6 months to a year
9.7%

More than 2 years
41.4%

6 months or less
37.9%
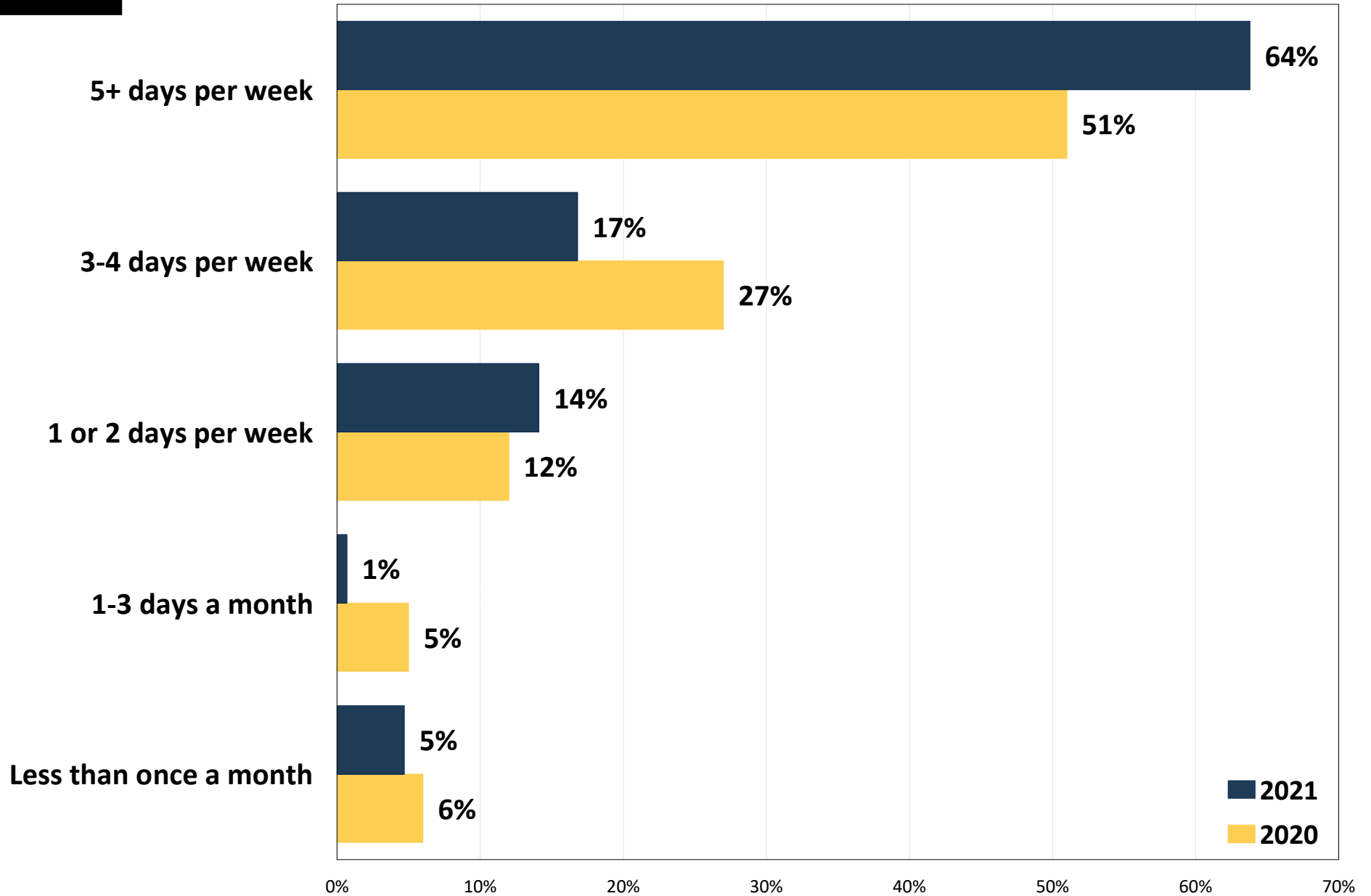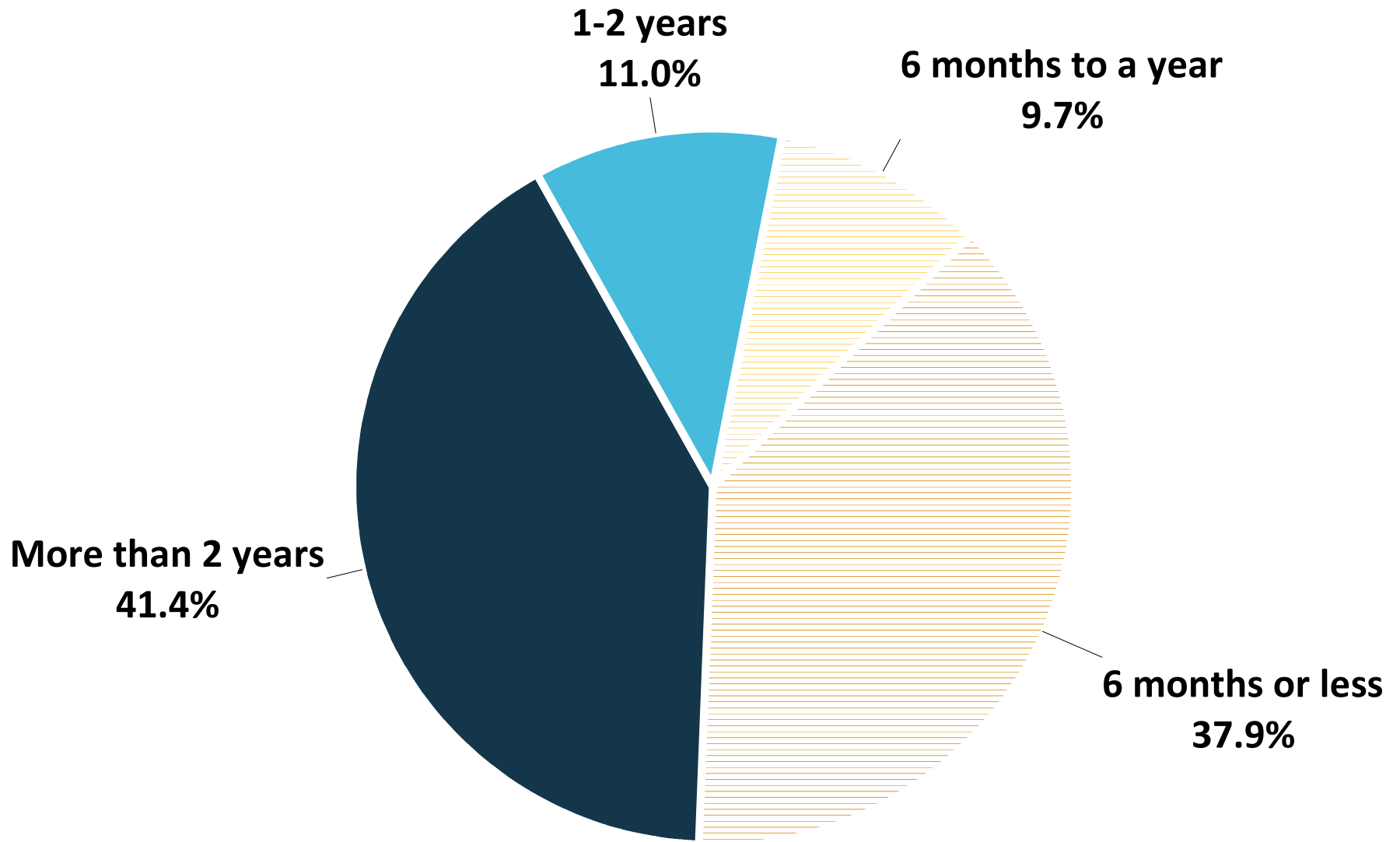
**Trends
2021
v.
2020**

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

by percentage of riders (excluding "don't know" responses)

More than 2 years
- 2021: 41%
- 2020: 54%

1-2 years
- 2021: 11%
- 2020: 20%

6 months to a year
- 2021: 10%
- 2020: 8%

6 months or less
- 2021: 38%
- 2020: 18%

■ 2021
■ 2020

0%   10%   20%   30%   40%   50%   60%

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

by percentage of riders (excluding "not provided" responses)

School (tech, college, university) — 30%
Work — 27%
Shopping/errands — 20%
Groceries/getting necessities/dining out — 7%
Entertainment/social — 6%
Medical — 4%
School (K-12) — 3%
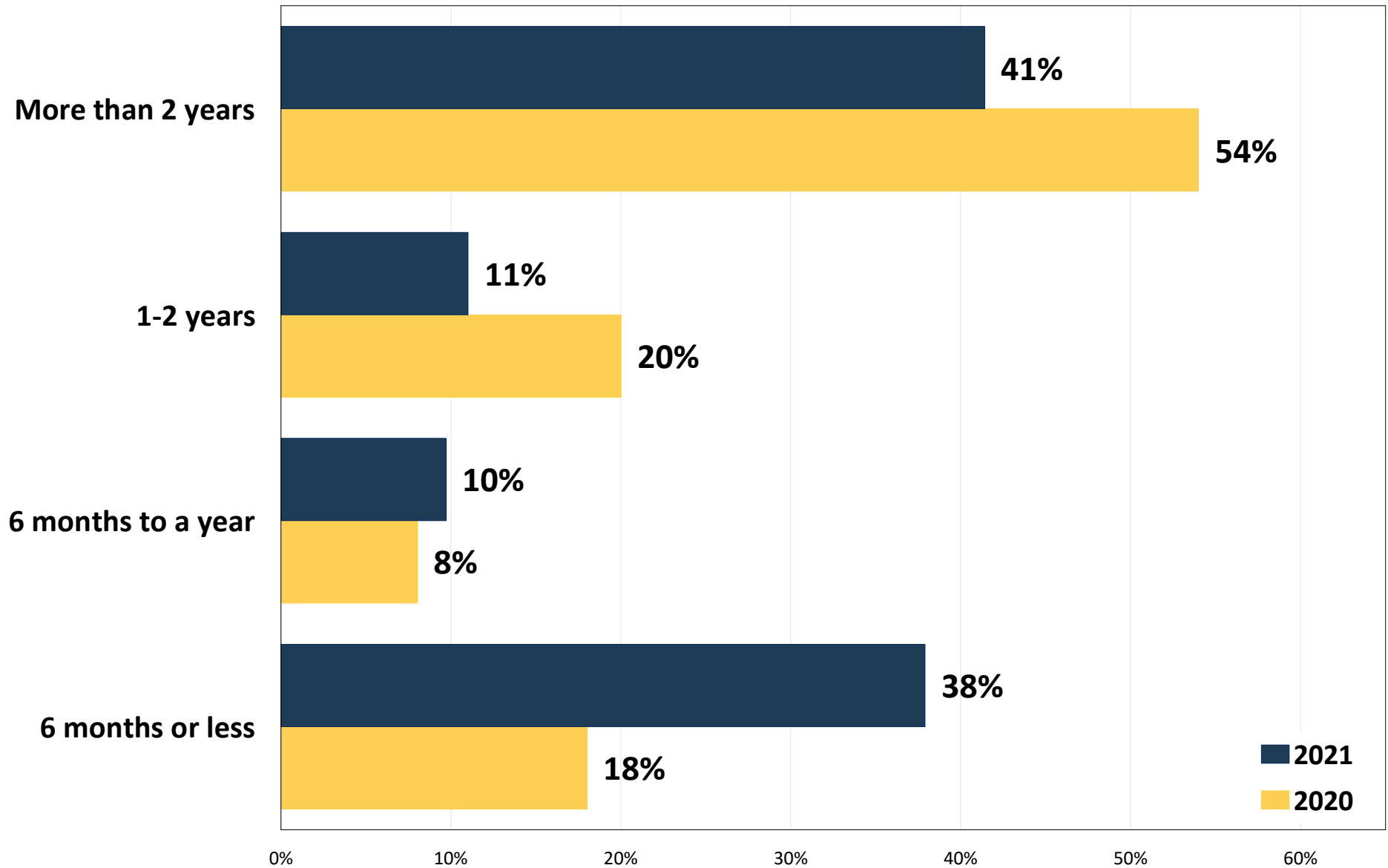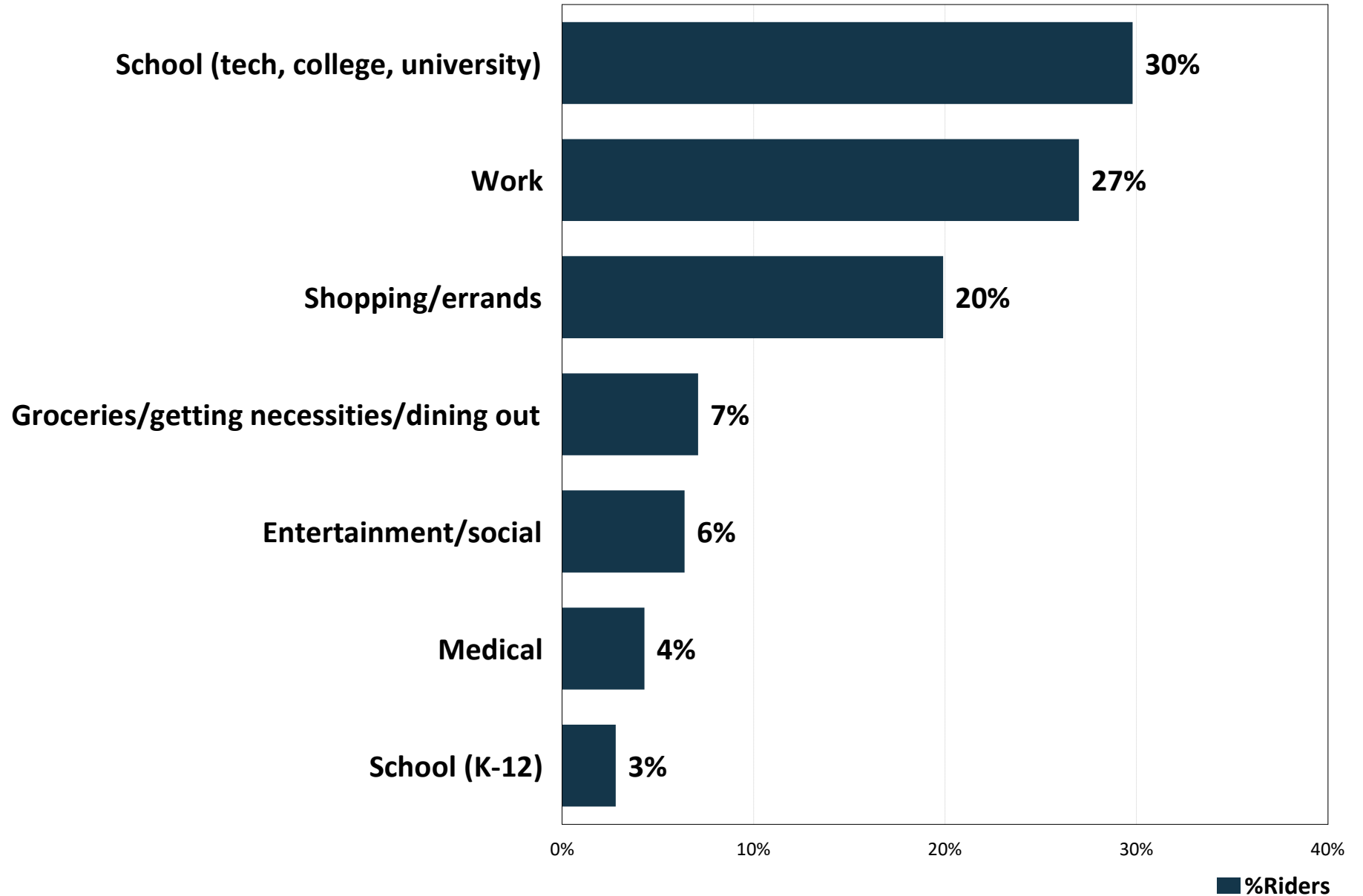
■%Riders

Trends 2021 v. 2020

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

by percentage of riders (excluding "not provided" responses)

Category	2021	2020
School (tech, college, university)	30%	12%
Work	27%	34%
Shopping/errands	20%	15%
Groceries/getting necessities/dining out	7%	11%
Entertainment/social	6%	5%
Medical	4%	6%
School (K-12)	3%	1%

■ 2021
■ 2020

Q5. How did you get from your home to the nearest bus stop?

by percentage of riders (excluding "not provided" responses)

Category	Value
Walk	92.2%
Drove alone	1.4%
Bicycle	0.7%
Mobility Device	0.7%
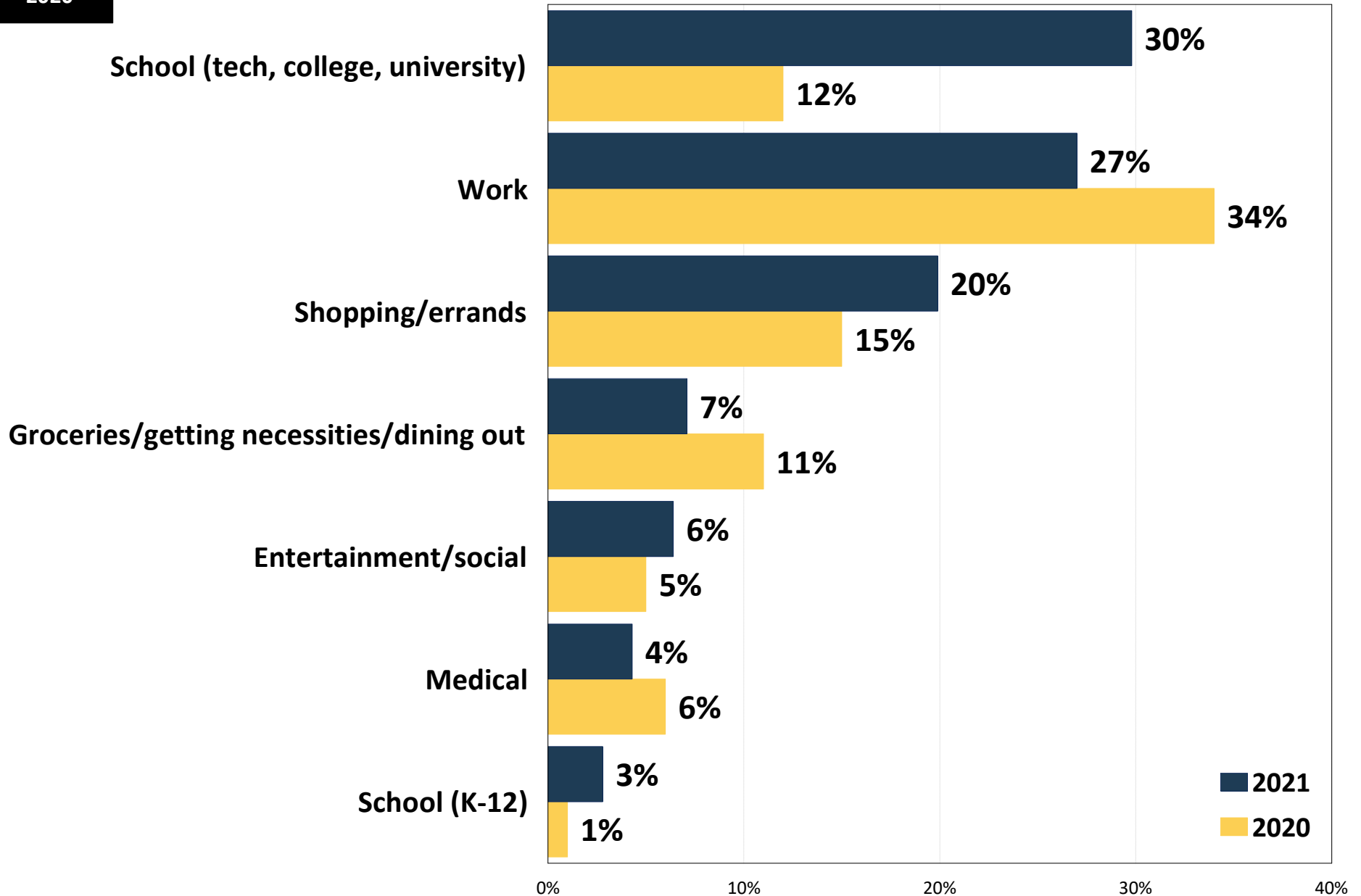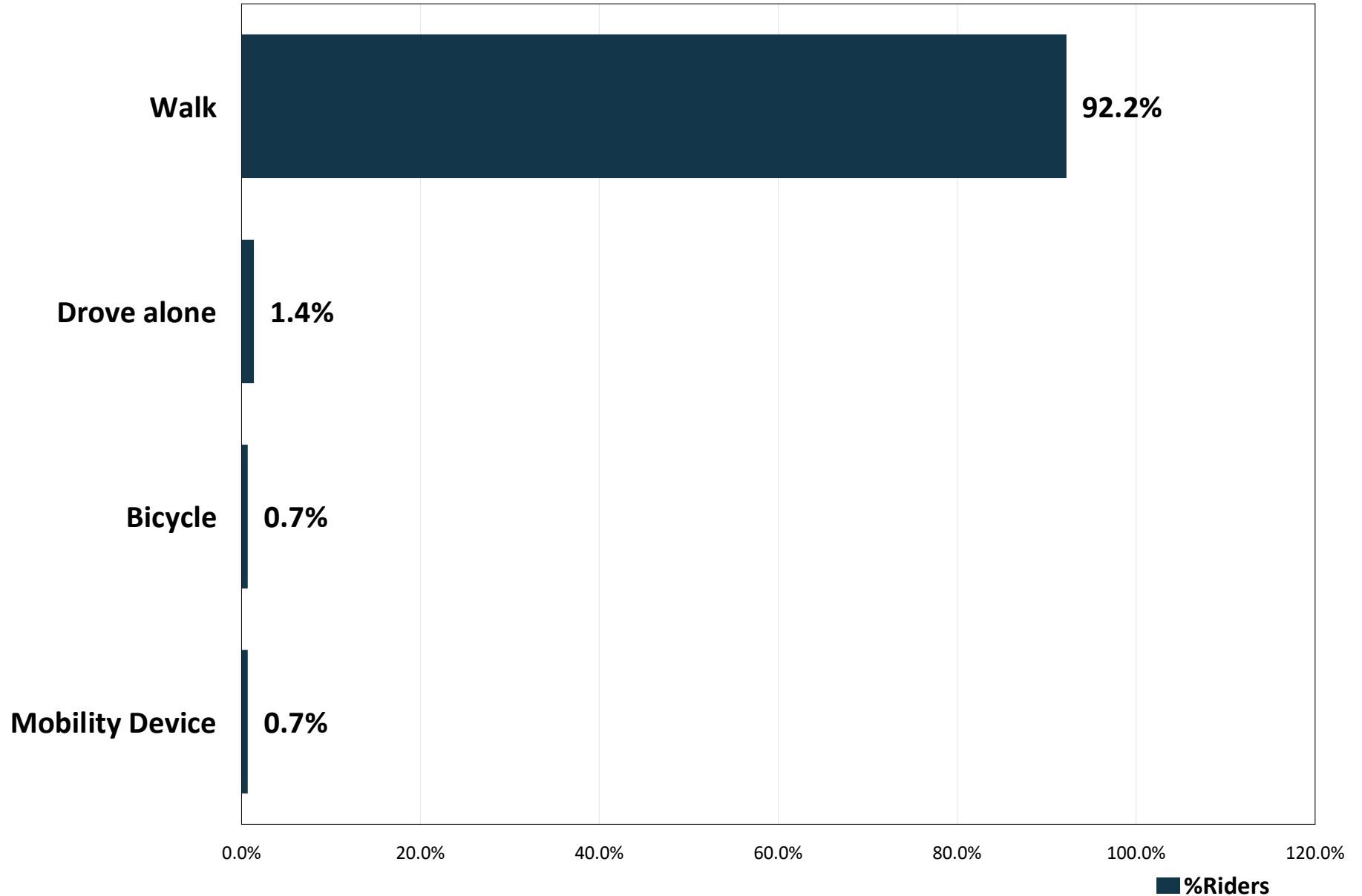
%Riders

**Trends
2021
v.
2020**

Q5. How did you get from your home to the nearest bus stop?

by percentage of riders (excluding "not provided" responses)

Walk
97%
91%

Drove alone
1%
1%

Bicycle
1%
3%

Mobility device
1%
4%

■ 2021
■ 2020

0%   20%   40%   60%   80%   100%

Q5-1. (If walked) How many minutes did you walk?

by percentage of riders (excluding "not provided" responses)

0-5 minutes
61.0%

21+ minutes
5.0%

11-20 minutes
7.0%

6-10 minutes
27.0%

Trends 2021 v. 2020 & 2016

Q5-1. (If walked) How many minutes did you walk?

by percentage of riders (excluding "not provided" responses)

- **0-5 minutes**: 61% (2021), 73% (2020)
- **6-10 minutes**: 27% (2021), 15% (2020)
- **11-20 minutes**: 7% (2021), 9% (2020)
- **21+ minutes**: 5% (2021), 3% (2020)

Legend:
- 2021
- 2020

0%   20%   40%   60%   80%

Q6. For the trip you are currently on, how many transfers will you make to reach your destination?

by percentage of riders (excluding "not provided" responses)

One
27.0%

None
43.3%

Two
24.8%

Three or More Transfers
5.0%
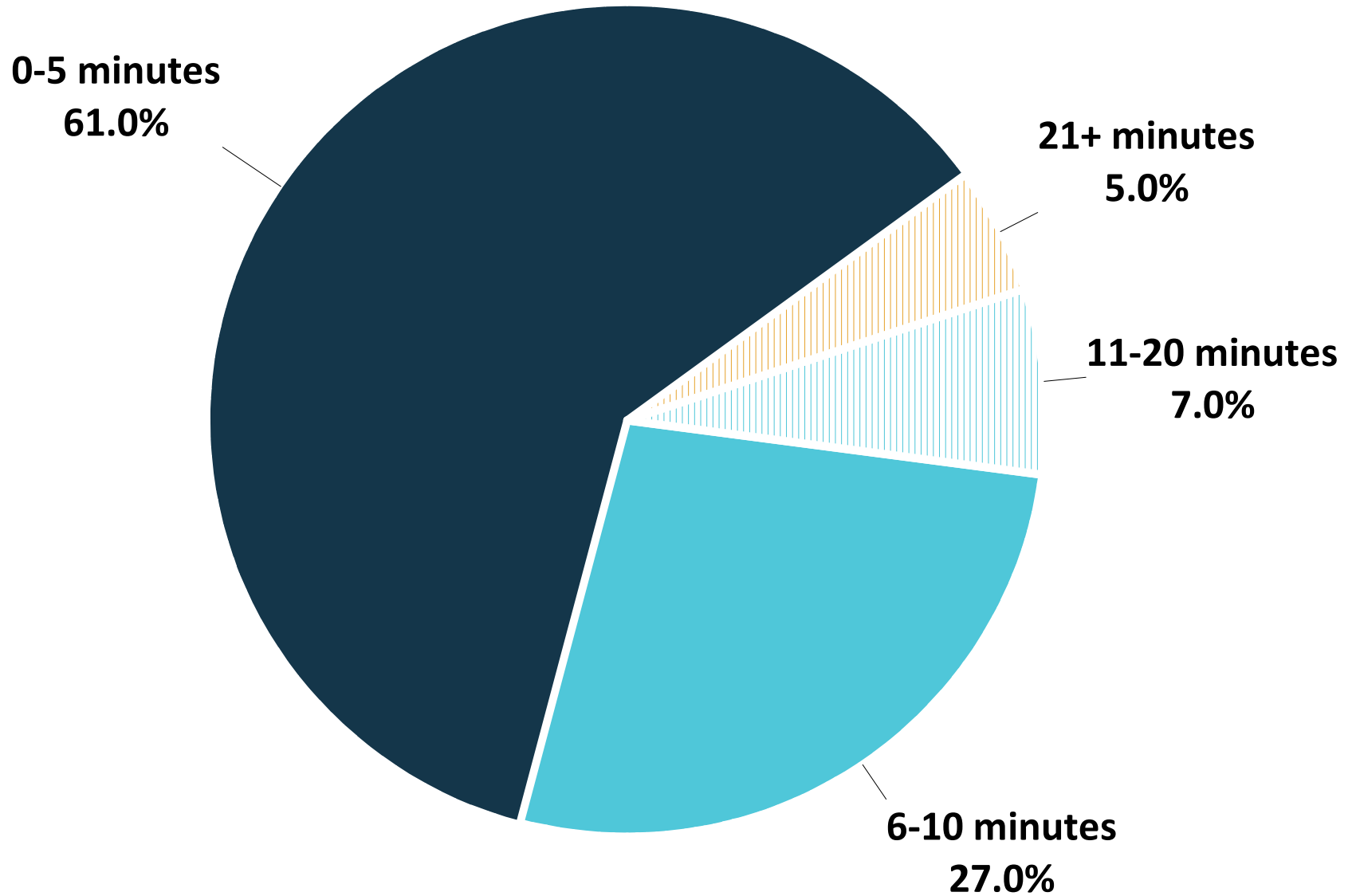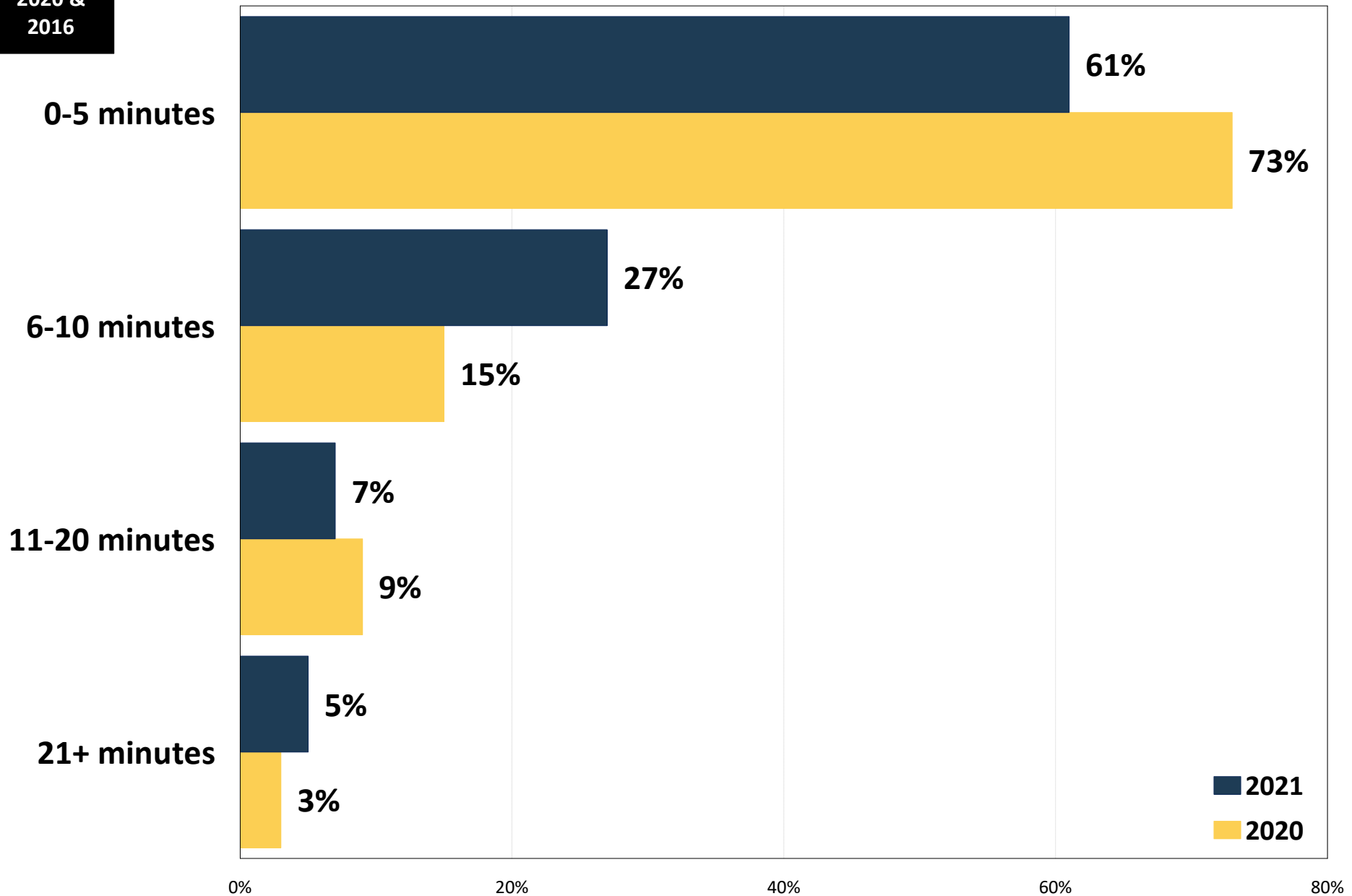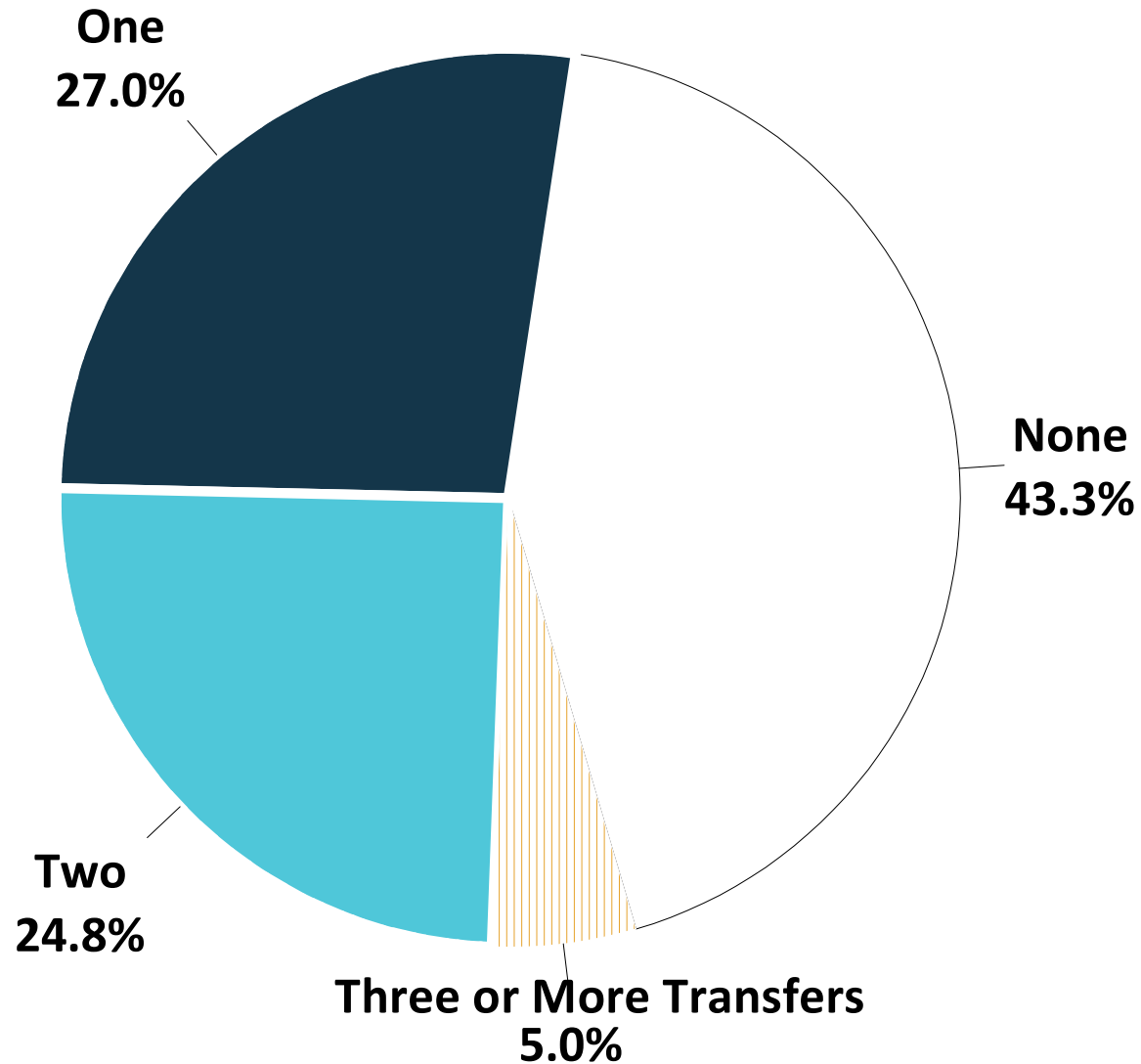
Trends 2021 v. 2020

Q6. For the trip you are currently on, how many transfers will you make to reach your destination?

by percentage of riders (excluding "not provided" responses)

None
43%
47%

One
27%
37%

Two
25%
13%

Three or more
5%
3%

■ 2021
■ 2020

0%   10%   20%   30%   40%   50%

Q7. Does your primary boarding stop have any of the following amenities?

by percentage of riders (multiple choices could be selected)

Amenity	%Riders
Benches	77%
Sidewalks	56%
Shelters	48%
Trashcan	45%
Lighting	31%
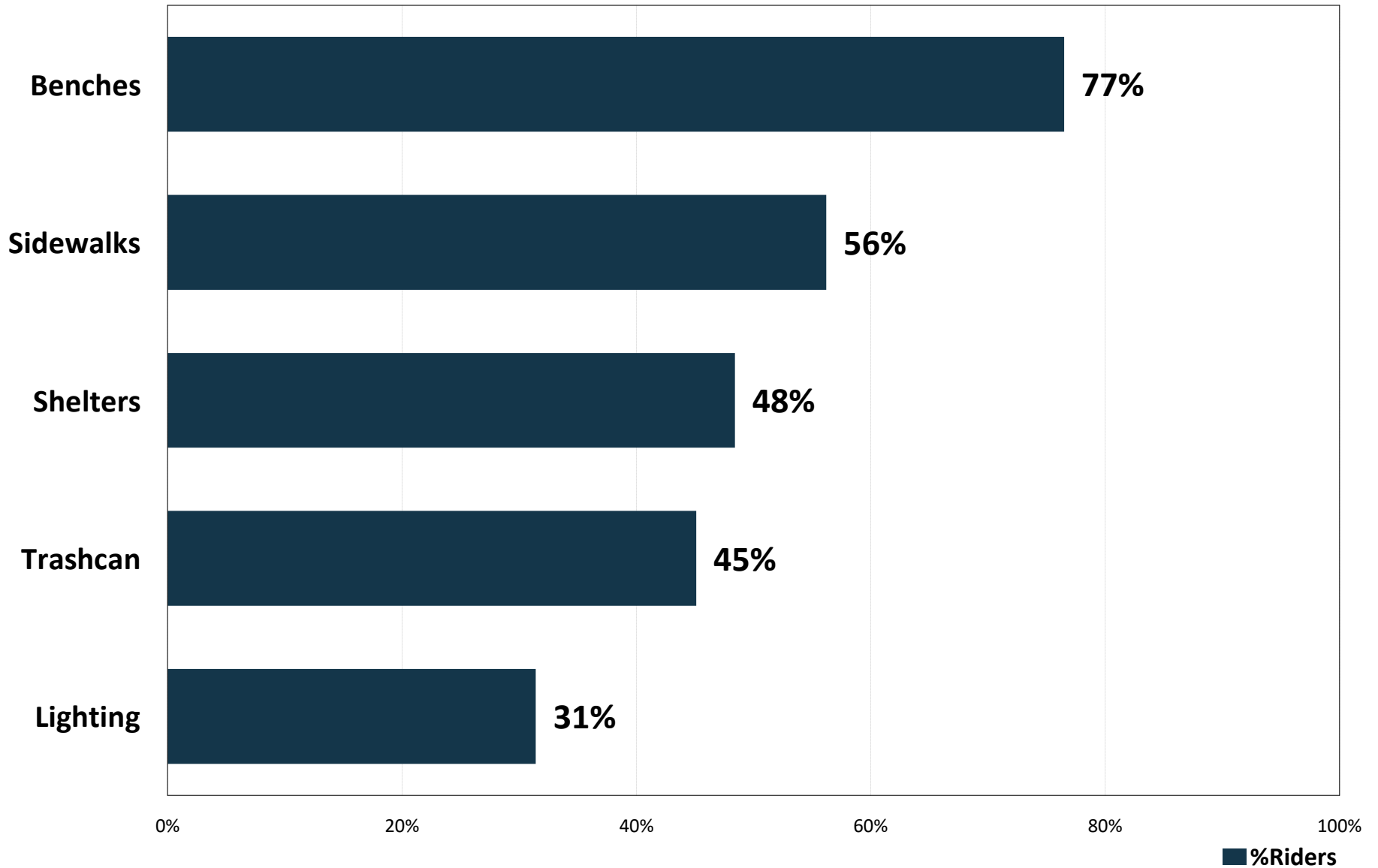
%Riders

Trends 2021 v. 2020

Q7. Does your primary boarding stop have any of the following amenities?

by percentage of riders (multiple choices could be selected)

Benches
- 2021: 77%
- 2020: 31%

Sidewalks
- 2021: 56%
- 2020: 31%

Shelters
- 2021: 48%
- 2020: 23%

Trashcan
- 2021: 45%
- *Not asked before 2021*

Lighting
- 2021: 31%
- 2020: 15%

Legend:
- ■ 2021
- ■ 2020

X-axis: 0%, 20%, 40%, 60%, 80%

Q8. Level of Satisfaction with Various Bus Services

by percentage of riders using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding "don't know" responses)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Safe operation of buses	60%	35%	4%	1%	
Cleanliness of buses	62%	31%	3%	4%	
Courtesy of drivers	60%	32%	5%	1%	2%
Haw safe you feel riding this bus route	59%	32%	7%	2%	
Availability of accessible bus stops	59%	31%	8%	1%	1%
Ease of locating a bus stop	53%	37%	9%	1%	
COVID safety precautions/procedures while riding	60%	29%	6%	4%	
Safety at Brooks St. Transit Center	55%	33%	10%	2%	
Cleanliness of Brooks St. Transit Center	55%	32%	9%	4%	1%
Ease of getting service information	52%	35%	10%	2%	2%
Cleanliness of bus shelters	50%	36%	9%	5%	
Safety while waiting at a bus stop	55%	29%	12%	2%	2%
Buses arriving on time	49%	33%	14%	4%	1%
Information at the bus stop	49%	32%	14%	4%	2%
Frequency of service	47%	28%	12%	10%	4%

■ Very Satisfied   ■ Satisfied   ■ Neutral   ■ Dissatisfied   ■ Very Dissatisfied

Trends 2021 v. 2020

Q8. Level of Satisfaction with Various Bus Services

by sum percentage of riders who were either very satisfied or satisfied with the service
(excluding "don't know" responses)

Service	2021	2020
Safe operation of buses	95%	88%
Cleanliness of buses	93%	87%
Courtesy of drivers	93%	90%
Haw safe you feel riding this bus route	91%	89%
Availability of accessible bus stops	91%	82%
Ease of locating a bus stop	90%	83%
COVID safety precautions/procedures while riding	90%	82%
Safety at Brooks St. Transit Center	88%	86%
Cleanliness of Brooks St. Transit Center	87%	81%
Ease of getting service information	87%	76%
Cleanliness of bus shelters	86%	81%
Safety while waiting at a bus stop	84%	88%
Buses arriving on time	81%	78%
Information at the bus stop	81%	80%
Frequency of service	75%	83%

■ 2021   ■ 2020

Trends 2021 v. 2020

Q8. Level of Dissatisfaction with Various Bus Services

by sum percentage of riders who were either very dissatisfied or dissatisfied with the service
(excluding "don't know" responses)

Service	2021	2020
Frequency of service	14%	11%
Information at the bus stop	6%	9%
Cleanliness of bus shelters	5%	6%
Cleanliness of Brooks St. Transit Center	5%	6%
Buses arriving on time	4%	8%
COVID safety precautions/procedures while riding	4%	9%
Safety while waiting at a bus stop	4%	4%
Cleanliness of buses	4%	5%
Courtesy of drivers	3%	4%
Ease of getting service information	3%	11%
Safety at Brooks St. Transit Center	2%	4%
Haw safe you feel riding this bus route	2%	5%
Ease of locating a bus stop	2%	10%
Availability of accessible bus stops	1%	10%
Safe operation of buses	1%	6%

Q8a. Bus Service Items That Are Most Important to Riders

by sum percentage of respondents top three choices

Service Item	Percentage
Buses arriving on time	45%
Availability of accessible bus stops	35%
Frequency of service	27%
Haw safe you feel riding this bus route	20%
COVID safety precautions/procedures while riding	15%
Courtesy of drivers	14%
Ease of locating a bus stop	14%
Cleanliness of bus shelters	13%
Safe operation of buses	13%
Safety while waiting at a bus stop	12%
Cleanliness of buses	11%
Safety at Brooks St. Transit Center	9%
Information at the bus stop	9%
Ease of getting service information	4%
Cleanliness of Brooks St. Transit Center	3%

Legend:
- Most Important
- Second Most Important
- Third Most Important

0% 10% 20% 30% 40% 50%

Q8b. Overall, how satisfied are you with EMBARK fixed route service?

by percentage of riders

Very satisfied
51.8%

Very dissatisfied
1.4%

Dissatisfied
2.9%

Neutral
5.8%

Satisfied
38.1%
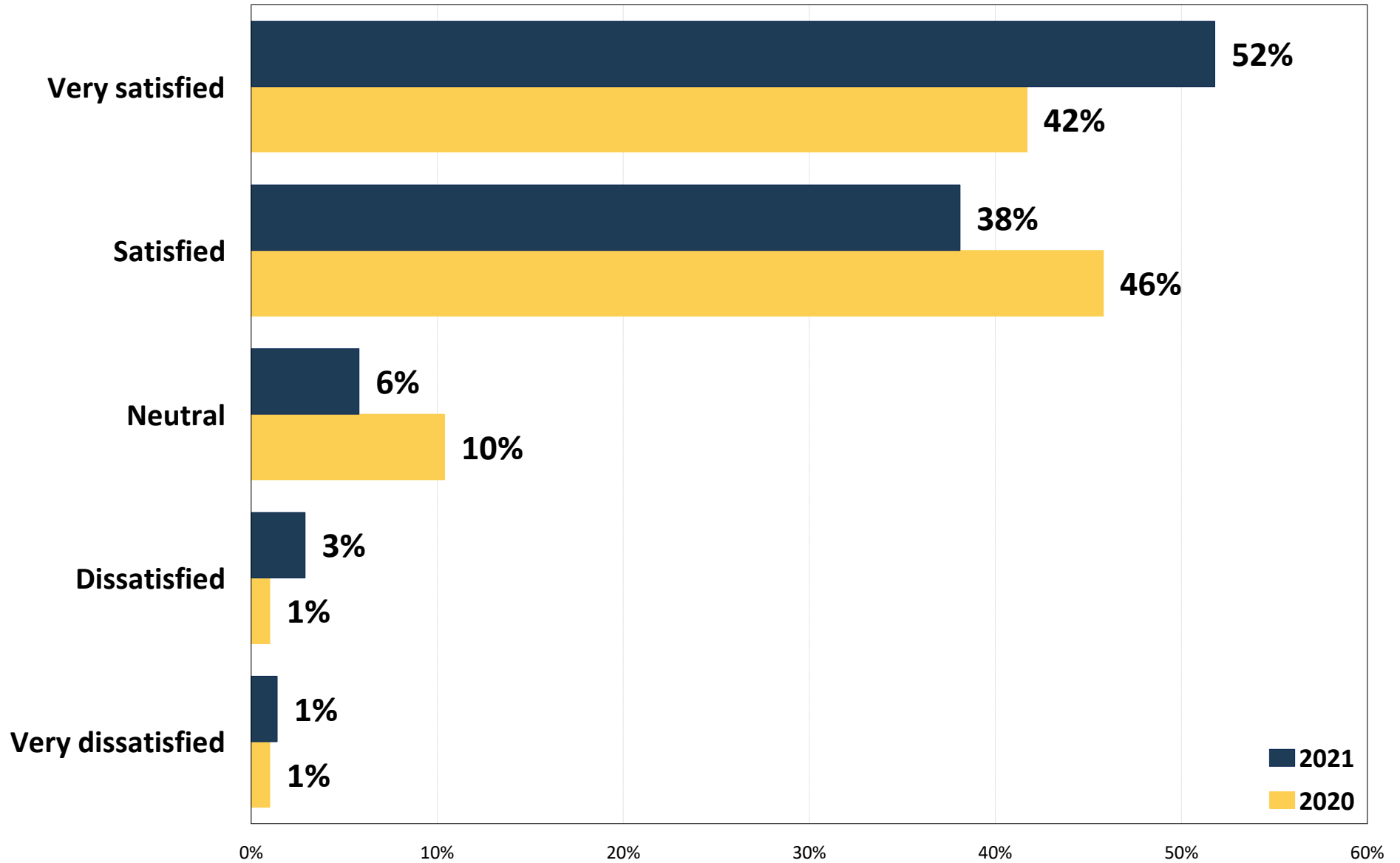
Trends 2021 v. 2020

Q8b. Overall, how satisfied are you with EMBARK fixed route service?

by percentage of riders

	2021	2020
Very satisfied	52%	42%
Satisfied	38%	46%
Neutral	6%	10%
Dissatisfied	3%	1%
Very dissatisfied	1%	1%

Q9. Have you used any of these rider tools?

by percentage of riders (multiple choices could be selected) (excluding "none selected" responses)

Tool	%
embarknorman.com	45%
Transit App	29%
embarkok.com/norman	18%
Google Transit	17%
EMBARK Connect App	12%
235-RIDE	7%
Moovit App	7%
NormanOK.gov	5%
Text Alerts	4%
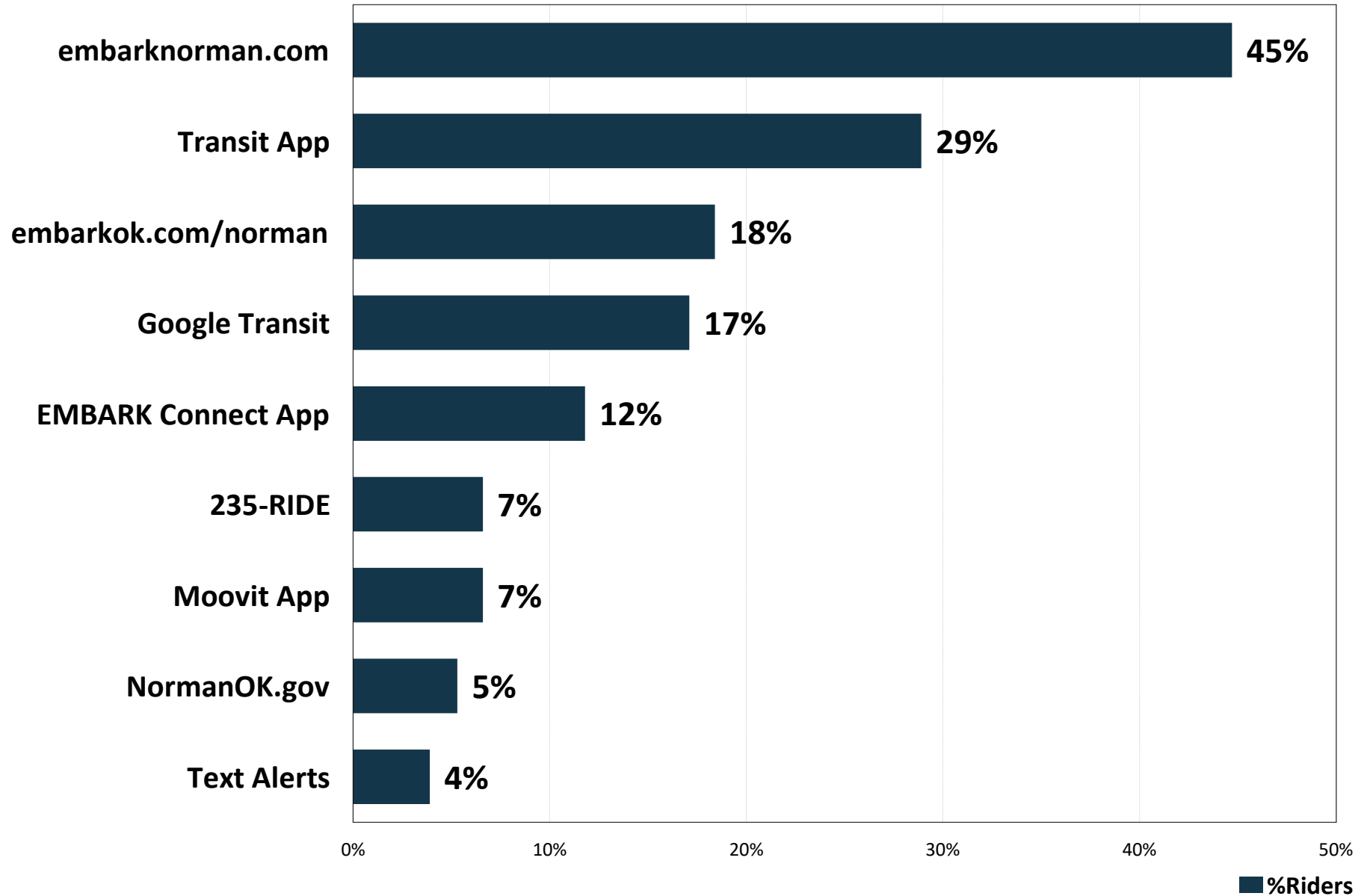
■%Riders

Trends 2021 v. 2020

Q9. Have you used any of these rider tools?

by percentage of riders (multiple choices could be selected) (excluding "none selected" responses)

embarknorman.com
- 2021: 45%
- 2020: 21%

Transit App
- 2021: 29%
- 2020: 10%

embarkok.com/norman
- 2021: 18%
- *Not asked before 2021*

Google Transit
- 2021: 17%
- 2020: 13%

EMBARK Connect App
- 2021: 12%
- 2020: 13%

235-RIDE
- 2021: 7%
- 2020: 14%

Moovit App
- 2021: 7%
- *Not asked before 2021*

NormanOK.gov
- 2021: 5%
- *Not asked before 2021*

Text Alerts
- 2021: 4%
- 2020: 4%

■ 2021
■ 2020

0%   10%   20%   30%   40%   50%

Q10. What ONE improvement would you like to see in transit service here in the area?

by percentage of riders (excluding "don't know" responses)

Improvement	%
More frequent service on weekends	22%
Later service on weekends	22%
More routes to more places	17%
Earlier morning service	15%
More shelters at stops	12%
Later evening service	4%
More frequent service on weekdays	4%

■ %Riders

Q11. What is the primary reason you use transit?

by percentage of riders (excluding "don't know" responses)

No car available
51.1%

Environment
2.9%

Avoid parking
2.9%

Avoid driving/traffic
3.6%

Save money
5.0%

Cannot drive
34.5%
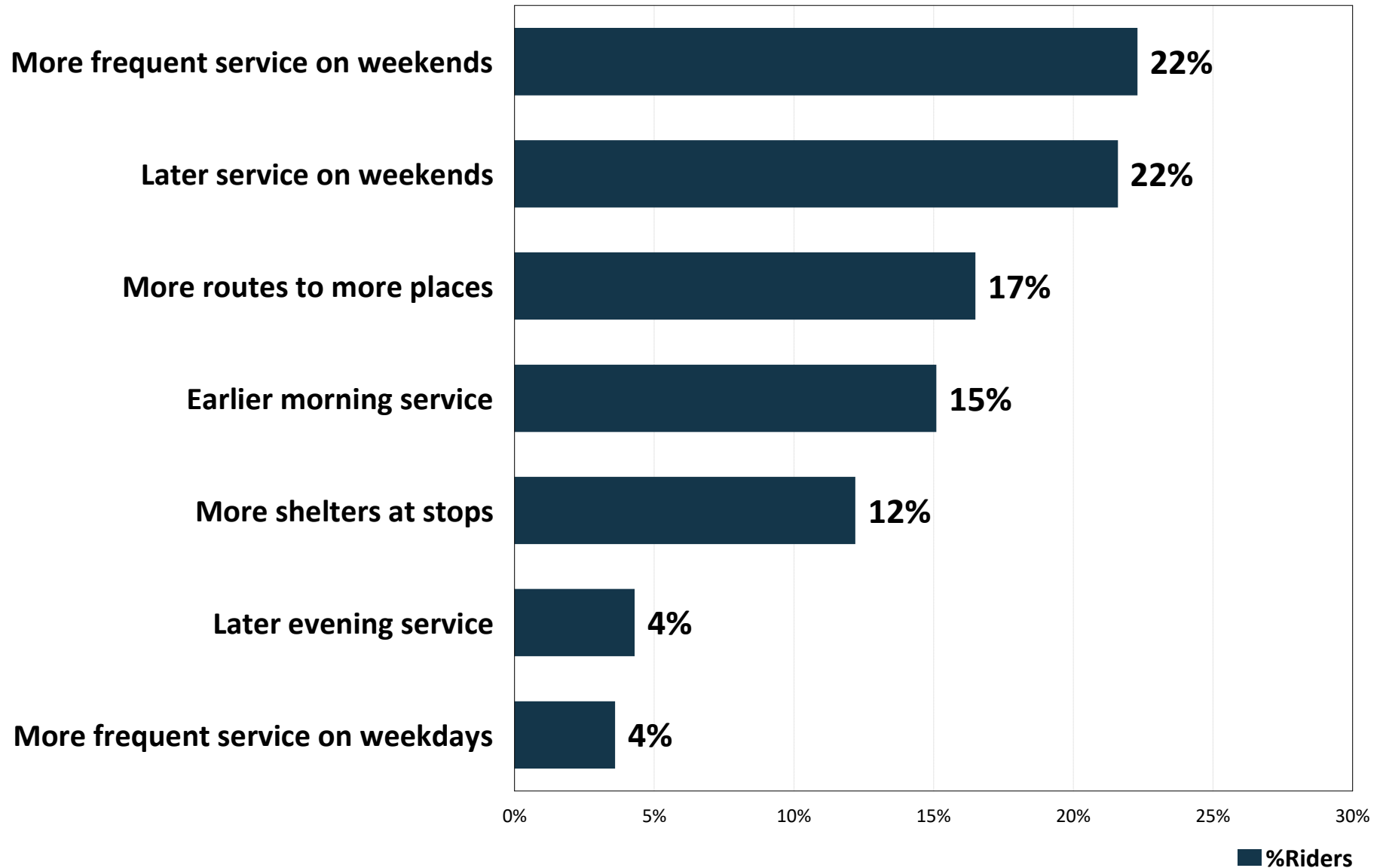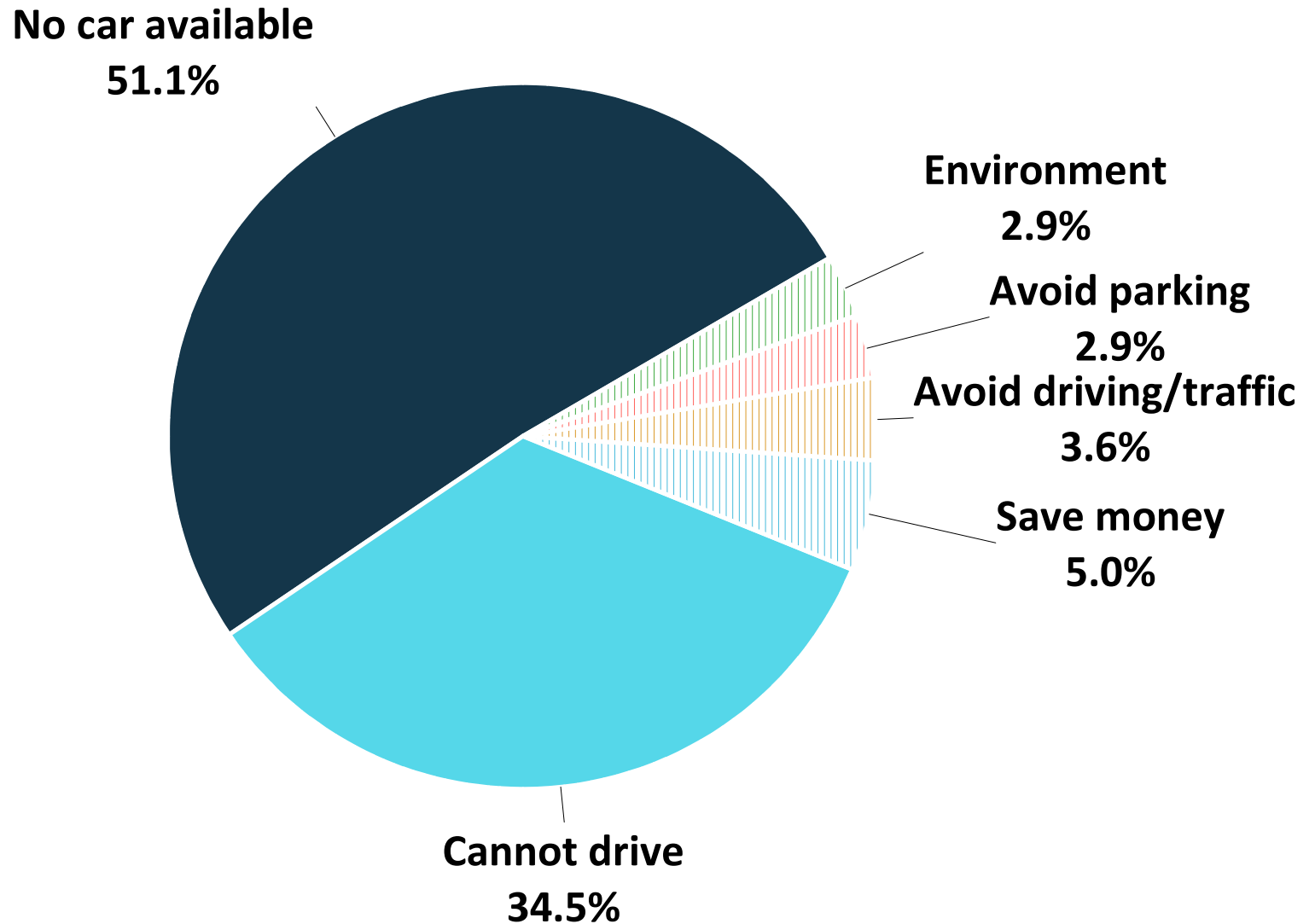
Trends 2021 v. 2020

Q11. What is the primary reason you use transit?

by percentage of riders (excluding "don't know" responses)

No car available
- 51% (2021)
- 54% (2020)

Cannot drive
- 35% (2021)
- 28% (2020)

Save money
- 5% (2021)
- 7% (2020)

Avoid driving/traffic
- 4% (2021)
- 7% (2020)

Avoid parking
- 3% (2021)
- 4% (2020)

Environment
- 3% (2021)
- 1% (2020)

Legend: ■ 2021 ■ 2020

X-axis: 0% 10% 20% 30% 40% 50% 60%

Q12. Do you speak a language other than English at home?

by percentage of respondents (excluding "not provided" responses)

Yes
25.9%

No
74.1%

Q12a. How well do you speak English?

by percentage of riders

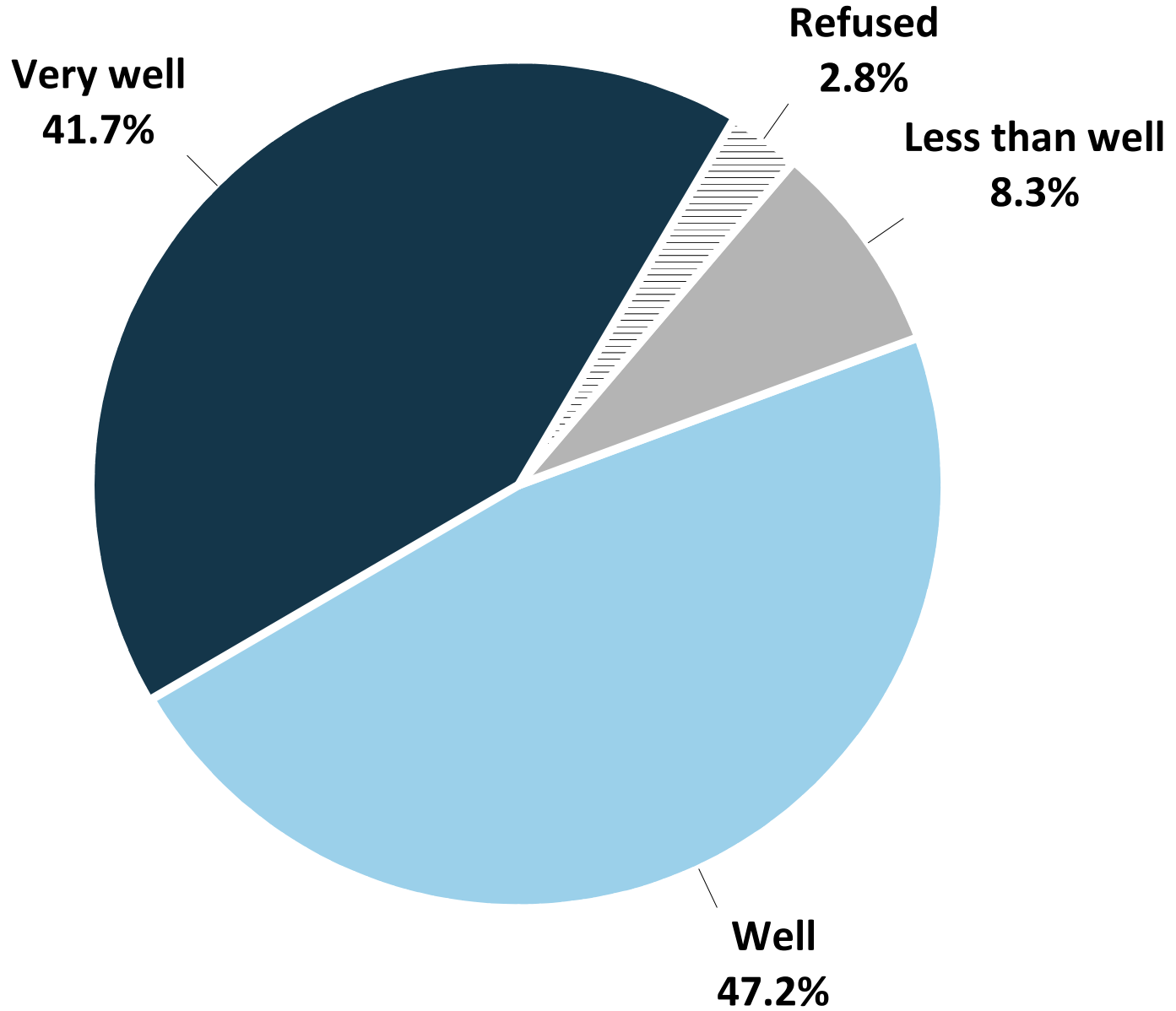Very well
41.7%

Refused
2.8%

Less than well
8.3%

Well
47.2%

Q13. Will you still be using EMBARK one year from now?

by percentage of riders

No
6.4%

Yes
60.0%

Maybe
33.6%
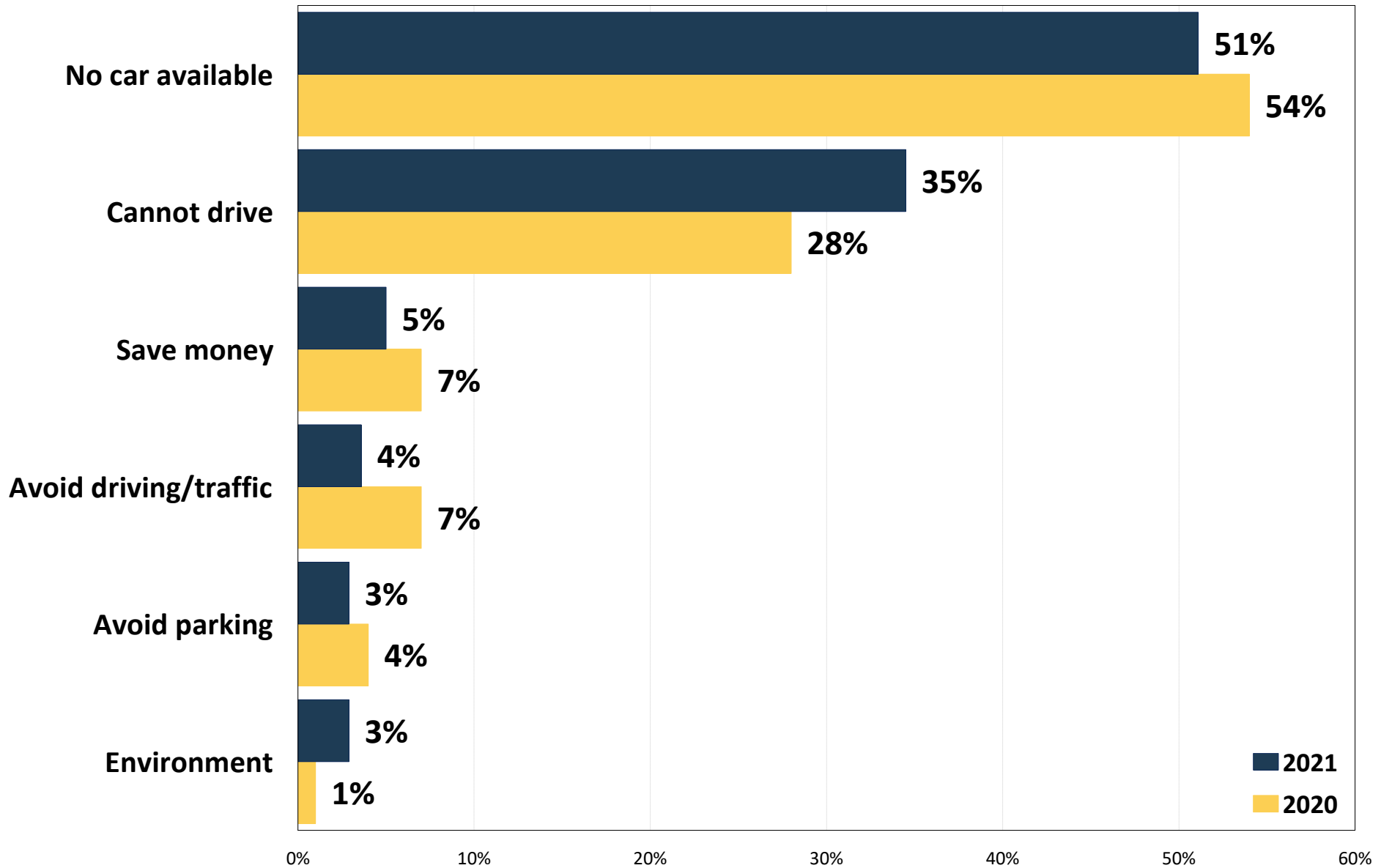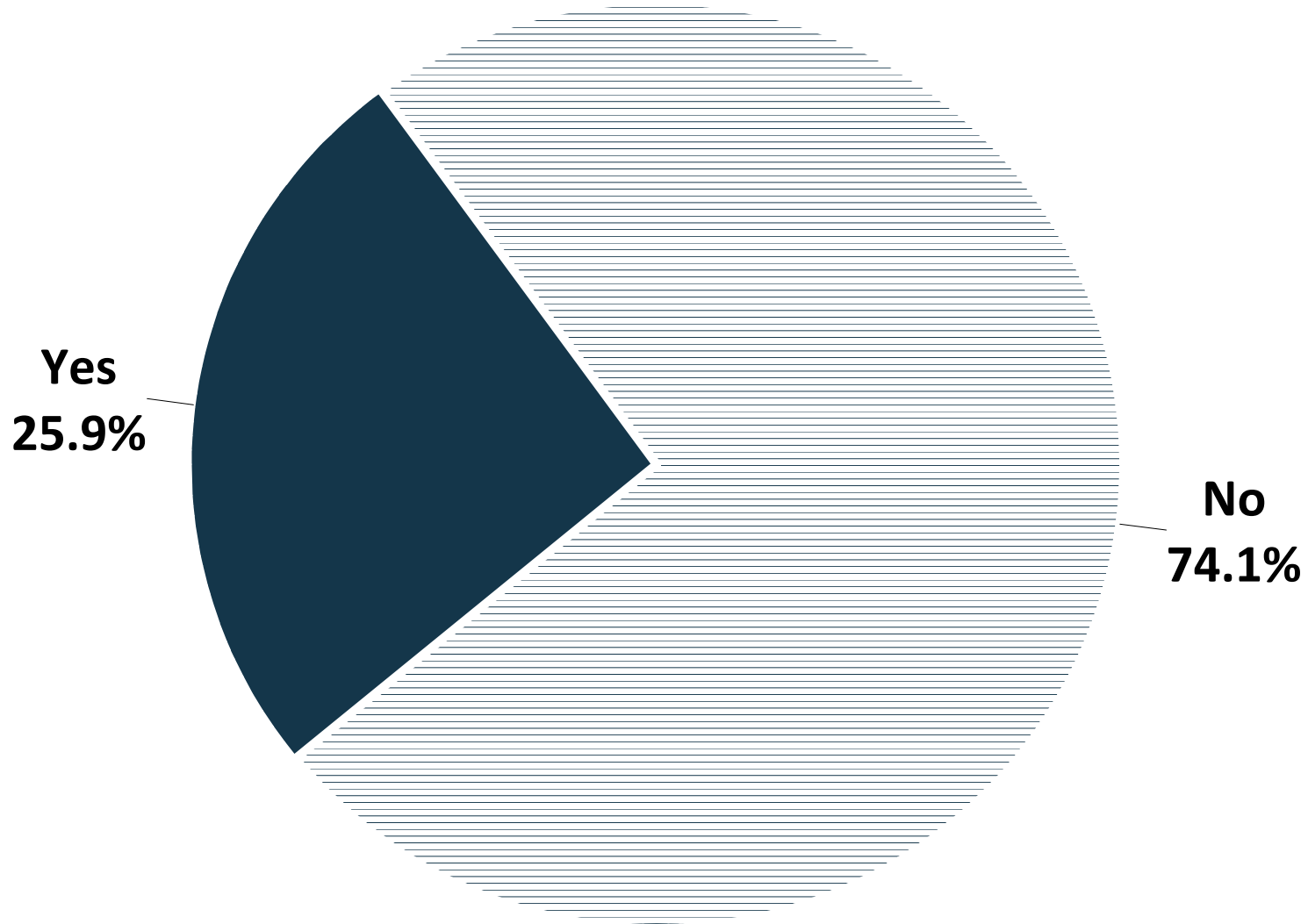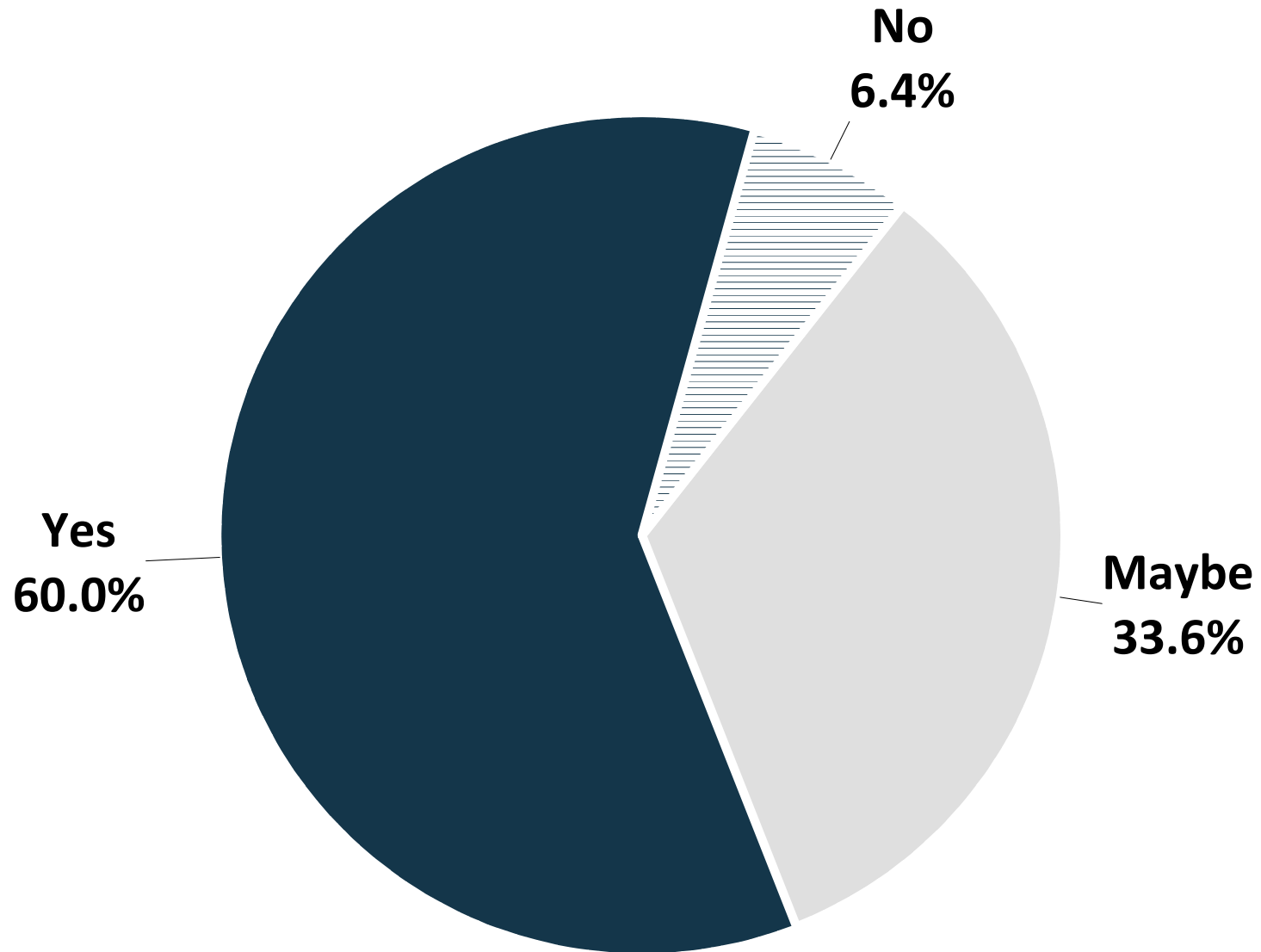
Trends 2021 v. 2020

Q13. Will you still be using EMBARK one year from now?

by percentage of riders

Yes
- 60% (2021)
- 57% (2020)

Maybe
- 34% (2021)
- 38% (2020)

No
- 6% (2021)
- 5% (2020)

■ 2021
■ 2020

0% 10% 20% 30% 40% 50% 60% 70%

Q14. Including yourself, how many people live in your home?

by percentage of riders (excluding "not provided" responses)

One
32.1%

Six or more
6.4%

Five
2.9%

Two
21.4%

Four
18.6%

Three
18.6%

Q15. What year were you born?

by percentage of riders

2000-2009
16.8%

1940-1949
2.9%

1950-1959
10.2%

1990-1999
26.3%

1960-1969
13.1%

1980-1989
14.6%

1970-1979
16.1%

Q16. Do you have a valid driver's license?

by percentage of riders

Not provided
15.7%

Yes
37.3%

No
47.1%

Q18. What is your gender?

by percentage of riders

Male
53.5%

Prefer Not to Say
10.5%

Another Gender
0.7%

Female
35.3%

Q19. Do you consider yourself?

by percentage of riders

■%Riders

Q20. Are you:

by percentage of riders

%Riders

Q21. What was your annual household income in 2020?

by percentage of riders

Less than $10K
47.4%

$30K-$39,999
2.1%

$40K-$49,999
4.1%

$50K+
6.2%

$20K-$29,999
10.3%

$10K-$19,999
29.9%

Q22. Do you qualify for reduced bus fare based on a disability?

by percentage of riders (excluding "not provided" responses)

Yes
2.9%

No
97.1%
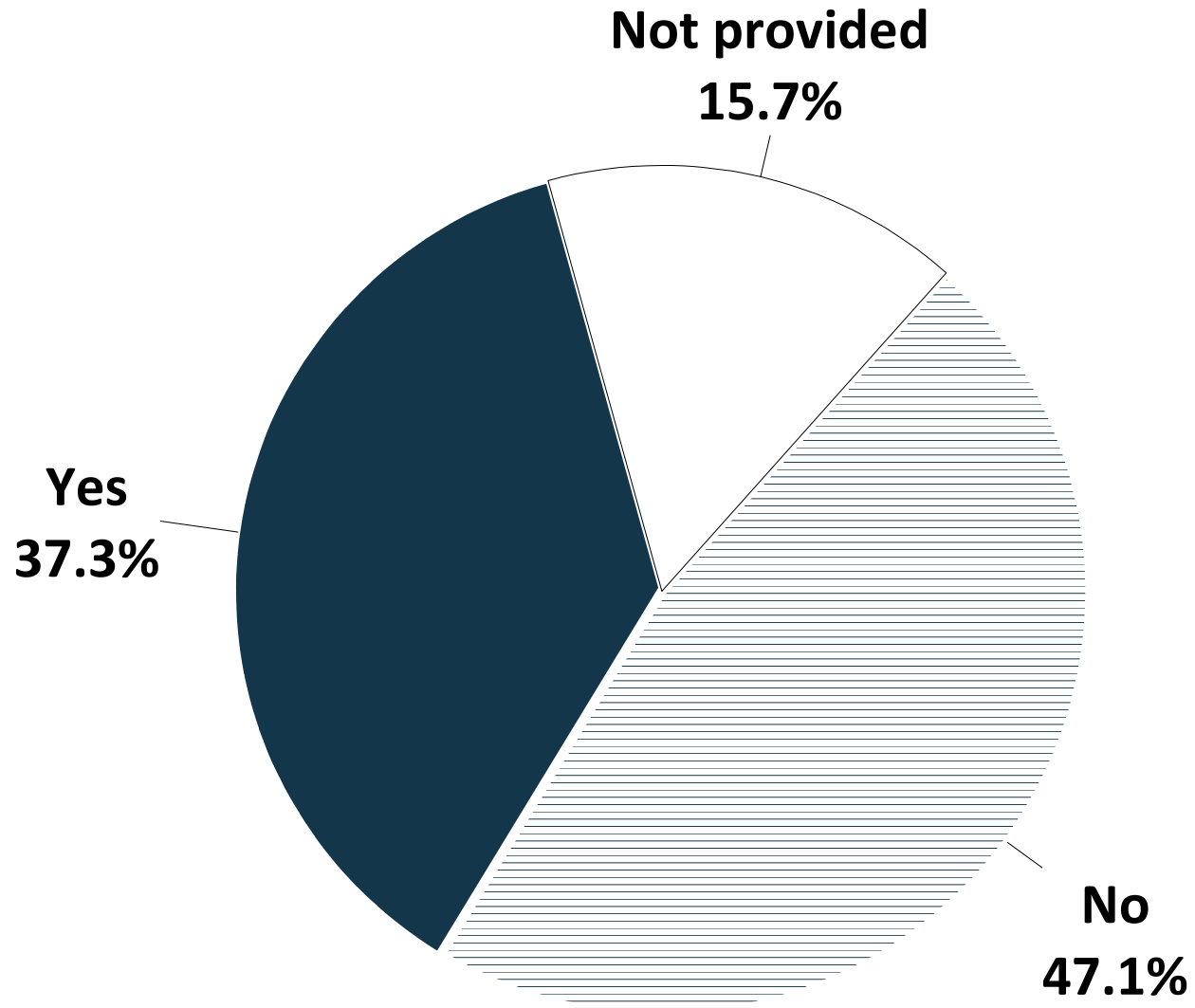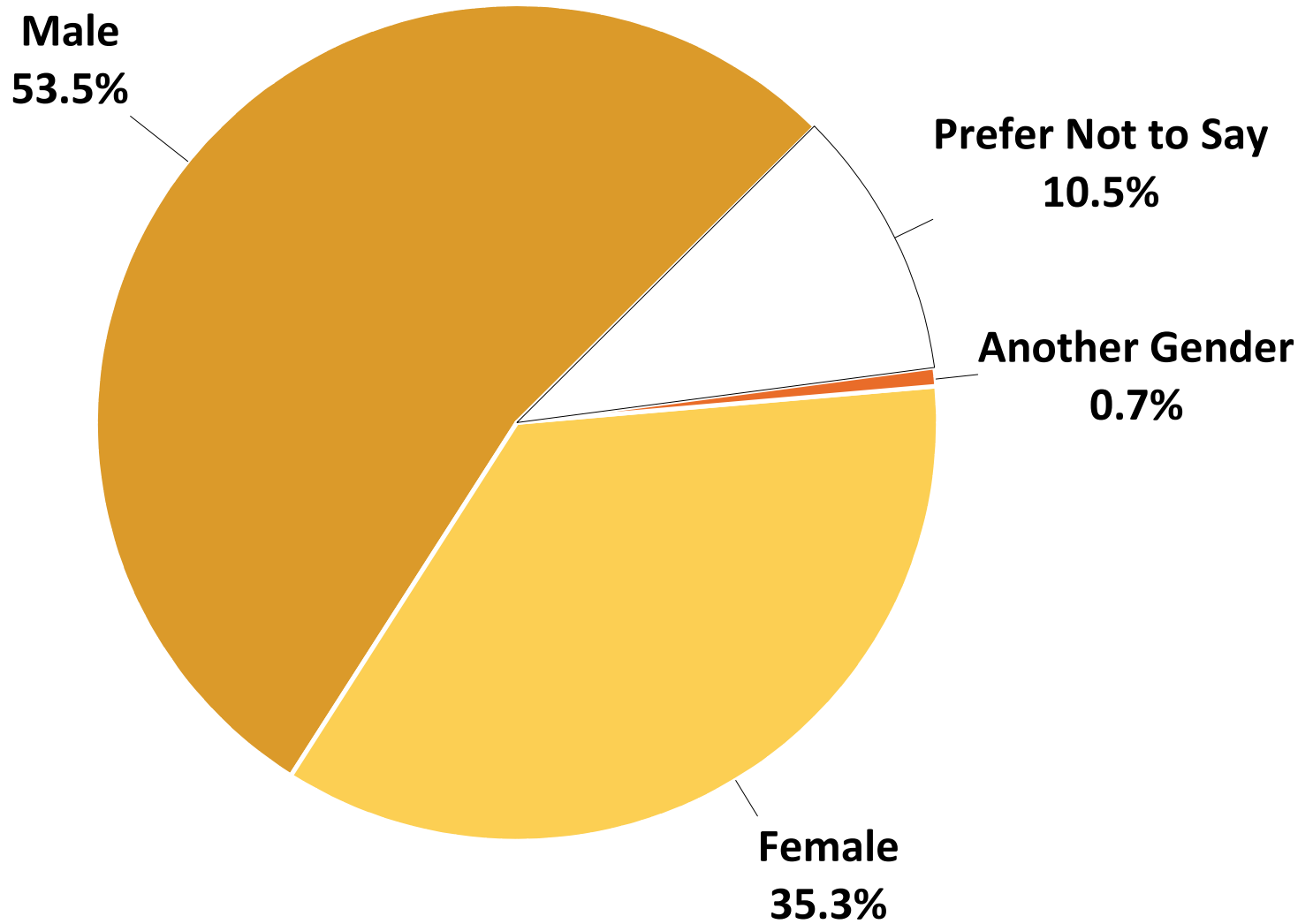
Section 4: Importance-Satisfaction Analysis

2021 EMBARK Transit Survey
Importance-Satisfaction Analysis

Overview

Leaders have limited resources which need to be targeted to services 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 customers are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows leaders to better understand both highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that 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 EMBARK (the agency) to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the 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.

Equation: I-S Rating = Importance x (1-Satisfaction)

Example of the Calculation

Customers were asked to identify services and initiatives provided by EMBARK that were most important to them and should receive the most emphasis from EMBARK leaders over the next year. Thirty-four percent (33.8%) of customers selected *buses arriving on time* as one of the most important services for EMBARK to provide.

Regarding satisfaction, 65.9% of customers rated EMBARK's overall performance regarding the *buses arriving on time,* 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 *buses arriving on time*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example 33.8% was multiplied by 34.1% (1-0.659). This calculation yielded an I-S rating of 0.1153 which ranked first out of the sixteen services and initiatives, provided by EMBARK, that were analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item

as one of their top three choices to emphasize over the year 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 customers were positively satisfied with the delivery of the service
- If none (0%) of the customers selected the service as one for the two or three most important services for EMBARK to emphasize over the next year

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next year. 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 >= 0.20)
- *Increase* Current Emphasis (0.10 <= IS<0.20)
- *Maintain* Current Emphasis (IS < 0.10)

The results for Oklahoma City and Norman routes are provided on the following pages.

Importance-Satisfaction Analysis
EMBARK Transit Rider Survey (2021)
City of Oklahoma City, OK
Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S = 0.10-0.20)						
Buses arriving on time	34%	1	66%	13	0.1153	1
Medium Priority (I-S < 0.10)						
Frequency of service	21%	3	64%	15	0.0765	2
Courtesy of drivers	20%	4	63%	16	0.0749	3
Availability of accessible bus stops	30%	2	77%	3	0.0697	4
Cleanliness of bus shelters	15%	5	65%	14	0.0536	5
Cleanliness of buses	11%	6	72%	10	0.0302	6
Safety while waiting at a bus stop	9%	8	71%	12	0.0272	7
COVID safety precautions/procedures while riding	10%	7	74%	7	0.0250	8
Safety at transit center	8%	9	72%	11	0.0226	9
Ease of locating a bus stop	7%	11	74%	8	0.0195	10
Safe operation of buses	8%	10	78%	2	0.0173	11
Cleanliness of transit center	6%	12	75%	5	0.0163	12
How safe you feel riding this bus route	6%	13	76%	4	0.0151	13
Ease of getting service information	4%	15	74%	6	0.0108	14
Ease of paying your fare	5%	14	79%	1	0.0104	15
Information at the bus stop	3%	16	72%	9	0.0084	16

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 three bus service items that are most important to them.

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

Importance-Satisfaction Analysis
EMBARK Transit Rider Survey (2021) - Norman Routes
City of Norman, OK
Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (I-S < 0.10)						
Buses arriving on time	45%	1	81%	13	0.0849	1
Frequency of service	27%	3	75%	15	0.0673	2
Availability of accessible bus stops	35%	2	91%	5	0.0335	3
How safe you feel riding this bus route	20%	4	91%	4	0.0188	4
Safety while waiting at a bus stop	12%	10	84%	12	0.0187	5
Cleanliness of bus shelters	13%	8	86%	11	0.0186	6
Information at the bus stop	9%	13	81%	14	0.0182	7
COVID safety precautions/procedures while riding	15%	5	90%	7	0.0157	8
Ease of locating a bus stop	14%	7	90%	6	0.0136	9
Safety at Brooks St. Transit Center	9%	12	88%	8	0.0118	10
Courtesy of drivers	14%	6	93%	3	0.0108	11
Cleanliness of buses	11%	11	93%	2	0.0073	12
Safe operation of buses	13%	9	95%	1	0.0062	13
Ease of getting service information	4%	14	87%	10	0.0056	14
Cleanliness of Brooks St. Transit Center	3%	15	87%	9	0.0037	15

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

Most Important %:

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

Satisfaction %:

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

Section 5:
Tabular Data

Day of the week

	Number	Percent
Monday	138	10.8 %
Tuesday	162	12.7 %
Wednesday	292	22.8 %
Thursday	283	22.1 %
Friday	190	14.9 %
Saturday	110	8.6 %
Sunday	104	8.1 %
Total	1279	100.0 %

Time of the day

	Number	Percent
6am-9am	301	23.5 %
9am-3pm	308	24.1 %
3pm-7pm	534	41.8 %
After 7pm	136	10.6 %
Total	1279	100.0 %

Q1. What bus route number are you riding now?

	Number	Percent
10	36	2.8 %
11	99	7.7 %
12	55	4.3 %
13	80	6.3 %
14	46	3.6 %
15	26	2.0 %
16	50	3.9 %
18	24	1.9 %
19	8	0.6 %
2	73	5.7 %
22	54	4.2 %
23	125	9.8 %
23N	1	0.1 %
24	10	0.8 %
3	38	3.0 %
38	102	8.0 %
40	55	4.3 %
5	119	9.3 %
7	71	5.6 %
8	118	9.2 %
9	89	7.0 %
Total	1279	100.0 %

Q2. How often do you usually ride?

	Number	Percent
5+ days per week	654	51.1 %
3-4 days per week	304	23.8 %
1 or 2 days per week	162	12.7 %
1-3 days a month	84	6.6 %
Less than once a month	55	4.3 %
Not provided	20	1.6 %
Total	1279	100.0 %

EXCLUDING DON'T KNOW RESPONSES
Q2. How often do you usually ride this route? (without "don't know")

	Number	Percent
5+ days per week	654	51.9 %
3-4 days per week	304	24.1 %
1 or 2 days per week	162	12.9 %
1-3 days a month	84	6.7 %
Less than once a month	55	4.4 %
Total	1259	100.0 %

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

	Number	Percent
6 months or less	245	19.2 %
6 months to a year	132	10.3 %
1-2 years	164	12.8 %
More than 2 years	686	53.6 %
Don't know	52	4.1 %
Total	1279	100.0 %

EXCLUDING DON'T KNOW RESPONSES
Q3. How long have you been riding transit in the OKC area? (without "don't know")

	Number	Percent
6 months or less	245	20.0 %
6 months to a year	132	10.8 %
1-2 years	164	13.4 %
More than 2 years	686	55.9 %
Total	1227	100.0 %

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

	Number	Percent
Work	460	36.0 %
School (K-12)	16	1.3 %
School (tech, college, university)	49	3.8 %
Shopping/errands	235	18.4 %
Entertainment/social	76	5.9 %
Groceries/getting necessities/dinig out	85	6.6 %
Social service	64	5.0 %
Medical	102	8.0 %
Other	53	4.1 %
Not provided	139	10.9 %
Total	1279	100.0 %

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

	Number	Percent
Work	460	40.4 %
School (K-12)	16	1.4 %
School (tech, college, university)	49	4.3 %
Shopping/errands	235	20.6 %
Entertainment/social	76	6.7 %
Groceries/getting necessities/dinig out	85	7.5 %
Social service	64	5.6 %
Medical	102	8.9 %
Other	53	4.6 %
Total	1140	100.0 %

Q4-1. Zip code of workplace:

	Number	Percent
73107	7	6.2 %
73112	6	5.3 %
73110	6	5.3 %
73127	6	5.3 %
73129	6	5.3 %
73159	6	5.3 %
73170	5	4.4 %
73106	5	4.4 %
73102	5	4.4 %
73111	5	4.4 %
73109	5	4.4 %
73119	4	3.5 %
73132	4	3.5 %
73115	3	2.7 %
73103	3	2.7 %
73120	3	2.7 %
73117	3	2.7 %
73128	3	2.7 %
73008	3	2.7 %
73135	2	1.8 %
73139	2	1.8 %
73118	2	1.8 %
73105	2	1.8 %
73108	1	0.9 %
73149	1	0.9 %
73104	1	0.9 %
73134	1	0.9 %
73122	1	0.9 %
73141	1	0.9 %
73116	1	0.9 %
73034	1	0.9 %
73481	1	0.9 %
73179	1	0.9 %
73210	1	0.9 %
73113	1	0.9 %
73004	1	0.9 %
73143	1	0.9 %
73130	1	0.9 %
73166	1	0.9 %
73619	1	0.9 %
Total	113	100.0 %

Q4-1. Name of workplace:

	Number	Percent
Walmart	7	6.1 %
Amazon	6	5.3 %
Goodwill	5	4.4 %
OCCC	2	1.8 %
Red Carpet	2	1.8 %
Homeland	2	1.8 %
Taco Bell	2	1.8 %
Paycom center	2	1.8 %
MALL	2	1.8 %
Toby Keith	1	0.9 %
Burlington	1	0.9 %
Sushineikc	1	0.9 %
Black Walnut	1	0.9 %
Tom & Chee	1	0.9 %
Dell	1	0.9 %
CBD Dispencary	1	0.9 %
BBQ	1	0.9 %
PSI	1	0.9 %
Salvation Army	1	0.9 %
Salvation Army DHQ	1	0.9 %
Lowe's	1	0.9 %
Quall Springs Mall	1	0.9 %
Pearls Crabtown	1	0.9 %
Target	1	0.9 %
FAIRGROUNDS	1	0.9 %
COSTCO	1	0.9 %
RELEAF LABS	1	0.9 %
MAZZIOS	1	0.9 %
NEW VIEW OKLAHOMA	1	0.9 %
FIVE GUYS	1	0.9 %
Lowe's on May Ave	1	0.9 %
Crisis Center	1	0.9 %
McDonalds	1	0.9 %
OTC CALL CENTER	1	0.9 %
UPS	1	0.9 %
MACY'S AT PENN MALL	1	0.9 %
CURBSIDE FLOWER SHOP	1	0.9 %
Hertz Corporation	1	0.9 %
Holiday Inn	1	0.9 %
Waffle House	1	0.9 %
FedEx	1	0.9 %
OCE, Norman	1	0.9 %
Crest	1	0.9 %
Cafe da Basil	1	0.9 %
Mall	1	0.9 %

Law office	1	0.9 %
Courtyard Marriott	1	0.9 %
Crabtown	1	0.9 %
CVS	1	0.9 %
Charleston's	1	0.9 %
Fairgrounds	1	0.9 %
Bank	1	0.9 %
Moving company	1	0.9 %
Bud Farms	1	0.9 %
Penn Square Mall	1	0.9 %
Eric Johnson	1	0.9 %
Core Slab	1	0.9 %
On campus	1	0.9 %
OUHSC	1	0.9 %
Pep Boys	1	0.9 %
Remington Park	1	0.9 %
Hotel	1	0.9 %
SSM BJH	1	0.9 %
Downtown	1	0.9 %
Sonic	1	0.9 %
Best Western	1	0.9 %
Pizza Hut	1	0.9 %
Destiny M	1	0.9 %
Schlotskys	1	0.9 %
Hope	1	0.9 %
Travel	1	0.9 %
Restaurant Depot	1	0.9 %
Fabric Center	1	0.9 %
Cinco	1	0.9 %
Unifiast	1	0.9 %
VA Hospital	1	0.9 %
23RD AND NW MERIDIEN	1	0.9 %
AFTER TECH	1	0.9 %
BIOLIFE	1	0.9 %
SKATE SHOP	1	0.9 %
CHEESECAKE FACTORY	1	0.9 %
SEARCH	1	0.9 %
TRAVIS	1	0.9 %
CAMON HUBBARD	1	0.9 %
DOLLAR TREE	1	0.9 %
SALVATION ARMY	1	0.9 %
COURTYARD MARRIOT	1	0.9 %
STATE CAPITOL	1	0.9 %
ALBERTSONS	1	0.9 %
HOBBY LOBBY	1	0.9 %
RICK HAMMON	1	0.9 %
CARDINAL POOL	1	0.9 %
Federal Building	1	0.9 %
Total	114	100.0 %

Q5. How did you get from your home to the nearest bus stop?

	Number	Percent
Walk	1072	83.8 %
Bicycle	65	5.1 %
Mobility device	50	3.9 %
Dropped off	34	2.7 %
Drove alone	15	1.2 %
Drove with others	10	0.8 %
Not provided	33	2.6 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES

Q5. How did you get from your home to the nearest bus stop? (without "not provided")

	Number	Percent
Walk	1072	86.0 %
Bicycle	65	5.2 %
Mobility device	50	4.0 %
Dropped off	34	2.7 %
Drove alone	15	1.2 %
Drove with others	10	0.8 %
Total	1246	100.0 %

Q5-1. (If walked) How many minutes did you walk?

	Number	Percent
0-5 minutes	289	48.0 %
6-10 minutes	153	25.4 %
11-20 minutes	118	19.6 %
21-30 minutes	28	4.7 %
31+ minutes	14	2.3 %
Total	602	100.0 %

Q5-2. (If biked) How many minutes did you bike?

	Number	Percent
0-5 minutes	9	29.0 %
6-10 minutes	10	32.3 %
11+ minutes	12	38.7 %
Total	31	100.0 %

Q5-4. (If dropped off) What is the method? (without "not provided")

	Number	Percent
Car	8	88.9 %
Uber	1	11.1 %
Total	9	100.0 %

Q5-5. (If drove alone) Where did you park?

	Number	Percent
89th & Penn	4	80.0 %
Lot	1	20.0 %
Total	5	100.0 %

Q6. For the trip you are currently on, how many transfers will you make to reach your destination?

	Number	Percent
None	220	17.2 %
One	430	33.6 %
Two	409	32.0 %
Three or more	149	11.6 %
Not provided	71	5.6 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES

Q6. For the trip you are currently on, how many transfers will you make to reach your destination? (without "not provided")

	Number	Percent
None	220	18.2 %
One	430	35.6 %
Two	409	33.9 %
Three or more	149	12.3 %
Total	1208	100.0 %

Q7. Does your primary boarding stop have any of the following amenities?

	Number	Percent
Shelters	438	34.2 %
Lighting	323	25.3 %
Sidewalks	530	41.4 %
Benches	794	62.1 %
Total	2085	

Q8. Please rate your satisfaction with each of the following items:

(N=1279)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Availability of accessible bus stops	32.5%	40.8%	13.4%	6.2%	2.8%	4.3%
Q8-2. Cleanliness of bus shelters	27.3%	33.7%	15.6%	11.0%	6.2%	6.3%
Q8-3. Buses arriving on time	26.4%	35.1%	16.7%	11.1%	4.1%	6.6%
Q8-4. Frequency of service	27.4%	32.6%	16.8%	11.9%	5.0%	6.3%
Q8-5. Courtesy of drivers	27.1%	32.1%	16.0%	13.0%	5.6%	6.1%
Q8-6. Cleanliness of buses	28.5%	37.5%	17.1%	7.3%	1.4%	8.2%
Q8-7. Cleanliness of transit center	29.7%	38.5%	15.0%	6.4%	1.7%	8.7%
Q8-8. Ease of getting service information	30.0%	39.2%	16.1%	6.6%	1.1%	7.0%
Q8-9. Ease of locating a bus stop	29.9%	37.8%	16.2%	6.8%	1.2%	8.2%
Q8-10. Ease of paying your fare	33.0%	39.2%	13.3%	4.4%	1.2%	9.0%
Q8-11. Safe operation of buses	31.4%	39.6%	14.3%	4.8%	1.5%	8.4%
Q8-12. Safety at transit center	29.3%	37.1%	15.9%	8.2%	2.0%	7.4%
Q8-13. Safety while waiting at a bus stop	28.1%	38.1%	16.3%	8.3%	2.7%	6.5%
Q8-14. How safe you feel riding this route	29.3%	40.5%	15.0%	5.8%	1.6%	7.8%
Q8-15. Information at the bus stop	27.4%	38.6%	15.0%	7.9%	2.9%	8.1%
Q8-16. COVID safety precautions/ procedures while riding	31.0%	37.2%	16.9%	5.9%	1.6%	7.5%

EXCLUDING DON'T KNOW RESPONSES
Q8. Please rate your satisfaction with each of the following items: (without "don't know")

(N=1279)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Availability of accessible bus stops	34.0%	42.6%	14.0%	6.5%	2.9%
Q8-2. Cleanliness of bus shelters	29.1%	35.9%	16.6%	11.8%	6.6%
Q8-3. Buses arriving on time	28.3%	37.6%	17.8%	11.9%	4.4%
Q8-4. Frequency of service	29.3%	34.8%	17.9%	12.7%	5.3%
Q8-5. Courtesy of drivers	28.9%	34.2%	17.1%	13.8%	6.0%
Q8-6. Cleanliness of buses	31.0%	40.8%	18.7%	8.0%	1.5%
Q8-7. Cleanliness of transit center	32.5%	42.1%	16.4%	7.0%	1.9%
Q8-8. Ease of getting service information	32.3%	42.1%	17.3%	7.1%	1.2%
Q8-9. Ease of locating a bus stop	32.5%	41.1%	17.6%	7.4%	1.3%
Q8-10. Ease of paying your fare	36.3%	43.0%	14.6%	4.8%	1.3%
Q8-11. Safe operation of buses	34.2%	43.3%	15.6%	5.2%	1.6%
Q8-12. Safety at transit center	31.7%	40.0%	17.2%	8.9%	2.2%
Q8-13. Safety while waiting at a bus stop	30.1%	40.7%	17.5%	8.9%	2.8%
Q8-14. How safe you feel riding this route	31.8%	43.9%	16.3%	6.3%	1.7%
Q8-15. Information at the bus stop	29.9%	42.0%	16.3%	8.6%	3.1%
Q8-16. COVID safety precautions/procedures while riding	33.5%	40.2%	18.3%	6.3%	1.7%

Q8a. Which THREE of the service items you rated in Question 8 are most important to you?

	Number	Percent
Availability of accessible bus stops	191	14.9 %
Cleanliness of bus shelters	89	7.0 %
Buses arriving on time	163	12.7 %
Frequency of service	117	9.1 %
Courtesy of drivers	114	8.9 %
Cleanliness of buses	50	3.9 %
Cleanliness of transit center	32	2.5 %
Ease of getting service information	21	1.6 %
Ease of locating a bus stop	32	2.5 %
Ease of paying your fare	25	2.0 %
Safe operation of buses	35	2.7 %
Safety at transit center	37	2.9 %
Safety while waiting at a bus stop	42	3.3 %
Haw safe you feel riding this bus route	28	2.2 %
Information at the bus stop	15	1.2 %
COVID safety precautions/procedures while riding	58	4.5 %
None chosen	230	18.0 %
Total	1279	100.0 %

Q8a. Which THREE of the service items you rated in Question 8 are most important to you?

	Number	Percent
Availability of accessible bus stops	112	8.8 %
Cleanliness of bus shelters	58	4.5 %
Buses arriving on time	152	11.9 %
Frequency of service	85	6.6 %
Courtesy of drivers	79	6.2 %
Cleanliness of buses	44	3.4 %
Cleanliness of transit center	26	2.0 %
Ease of getting service information	17	1.3 %
Ease of locating a bus stop	29	2.3 %
Ease of paying your fare	20	1.6 %
Safe operation of buses	33	2.6 %
Safety at transit center	37	2.9 %
Safety while waiting at a bus stop	40	3.1 %
Haw safe you feel riding this bus route	22	1.7 %
Information at the bus stop	12	0.9 %
COVID safety precautions/procedures while riding	33	2.6 %
None chosen	480	37.5 %
Total	1279	100.0 %

Missing Cases = 0

Q8a. Which THREE of the service items you rated in Question 8 are most important to you?

	Number	Percent
Availability of accessible bus stops	78	6.1 %
Cleanliness of bus shelters	49	3.8 %
Buses arriving on time	118	9.2 %
Frequency of service	71	5.6 %
Courtesy of drivers	67	5.2 %
Cleanliness of buses	43	3.4 %
Cleanliness of transit center	24	1.9 %
Ease of getting service information	17	1.3 %
Ease of locating a bus stop	33	2.6 %
Ease of paying your fare	18	1.4 %
Safe operation of buses	31	2.4 %
Safety at transit center	28	2.2 %
Safety while waiting at a bus stop	37	2.9 %
Haw safe you feel riding this bus route	29	2.3 %
Information at the bus stop	12	0.9 %
COVID safety precautions/procedures while riding	31	2.4 %
None chosen	593	46.4 %
Total	1279	100.0 %

SUM OF THE TOP THREE CHOICES
Q8a. Which THREE of the service items you rated in Question 8 are most important to you? (top 3)

Sum of the top three choices	Number	Percent
Availability of accessible bus stops	381	29.8 %
Cleanliness of bus shelters	196	15.3 %
Buses arriving on time	433	33.9 %
Frequency of service	273	21.3 %
Courtesy of drivers	260	20.3 %
Cleanliness of buses	137	10.7 %
Cleanliness of transit center	82	6.4 %
Ease of getting service information	55	4.3 %
Ease of locating a bus stop	94	7.3 %
Ease of paying your fare	63	4.9 %
Safe operation of buses	99	7.7 %
Safety at transit center	102	8.0 %
Safety while waiting at a bus stop	119	9.3 %
Haw safe you feel riding this bus route	79	6.2 %
Information at the bus stop	39	3.0 %
COVID safety precautions/procedures while riding	122	9.5 %
None chosen	230	18.0 %
Total	2764	

Q8b. Overall, how satisfied are you with EMBARK fixed route service?

	Number	Percent
Very satisfied	367	28.7 %
Satisfied	520	40.7 %
Neutral	181	14.2 %
Dissatisfied	41	3.2 %
Very dissatisfied	28	2.2 %
Not provided	142	11.1 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q8b. Overall, how satisfied are you with EMBARK fixed route service? (without "not provided")

	Number	Percent
Very satisfied	367	32.3 %
Satisfied	520	45.7 %
Neutral	181	15.9 %
Dissatisfied	41	3.6 %
Very dissatisfied	28	2.5 %
Total	1137	100.0 %

Q9. Have you used any of these rider tools?

	Number	Percent
Text Alerts	64	5.0 %
235-RIDE	176	13.8 %
Token Transit App	88	6.9 %
Google Transit	128	10.0 %
Transit App	185	14.5 %
Moovit App	80	6.3 %
embarkok.com	394	30.8 %
EMBARK Connect App	145	11.3 %
Other	81	6.3 %
None selected	376	29.4 %
Total	1717	

EXCLUDING NONE SELECTED RESPONSES
Q9. Have you used any of these rider tools? (without "none selected")

	Number	Percent
Text Alerts	64	7.1 %
235-RIDE	176	19.5 %
Token Transit App	88	9.7 %
Google Transit	128	14.2 %
Transit App	185	20.5 %
Moovit App	80	8.9 %
embarkok.com	394	43.6 %
EMBARK Connect App	145	16.1 %
Other	81	9.0 %
Total	1341	

Q9-9. Other

Q9-9. Other	Number	Percent
Memory	35	43.2 %
Ask	11	13.6 %
Pamphlets	5	6.2 %
Info at Transit Center	3	3.7 %
Ask Transit Center	2	2.5 %
EMBARK plus	1	1.2 %
Know it by heart	1	1.2 %
Signs	1	1.2 %
G PAY	1	1.2 %
YOUTH SHELTER PROVIDES INFORMATION	1	1.2 %
Schedule posted at the stop	1	1.2 %
Go to nearest stop and wait	1	1.2 %
Real time bus schedule	1	1.2 %
Called	1	1.2 %
Inside Transit Center	1	1.2 %
Facebook	1	1.2 %
Map	1	1.2 %
Real time GPS Embark	1	1.2 %
Pamphlets, memory	1	1.2 %
Downtown Transit Center	1	1.2 %
LISTING FOR ANSWERS	1	1.2 %
Instructed by mom	1	1.2 %
At the terminal for times	1	1.2 %
I ASK BUS DRIVER WHEN MY PHONE IS DEAD	1	1.2 %
Google maps	1	1.2 %
GUESSING	1	1.2 %
ASK DRIVER	1	1.2 %
SCHEDULE MEMORIZED	1	1.2 %
ASK BUS DRIVER OR OTHERS	1	1.2 %
ASK AND MEMORY	1	1.2 %
Total	81	100.0 %

Q10. What ONE improvement would you like to see in transit service here in the area?

	Number	Percent
Weekday service starting at 5am	174	13.6 %
More crosstown routes	209	16.3 %
Weekend service until 10pm	219	17.1 %
15 min service on selected routes	119	9.3 %
Weekday routes with 30 min service until 9 or 10pm	129	10.1 %
Shared-ride on demand service	17	1.3 %
More hourly routes from 7pm to 12am	231	18.1 %
Other	48	3.8 %
Not provided	133	10.4 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q10. What ONE improvement would you like to see in transit service here in the area? (without "not provided")

	Number	Percent
Weekday service starting at 5am	174	15.2 %
More crosstown routes	209	18.2 %
Weekend service until 10pm	219	19.1 %
15 min service on selected routes	119	10.4 %
Weekday routes with 30 min service until 9 or 10pm	129	11.3 %
Shared-ride on demand service	17	1.5 %
More hourly routes from 7pm to 12am	231	20.2 %
Other	48	4.2 %
Total	1146	100.0 %

Q10. Other

Q10-8. Other	Number	Percent
24-hour service	6	14.3 %
Overnight service	2	4.8 %
Wait longer	1	2.4 %
TV	1	2.4 %
Allow my electric scooter	1	2.4 %
Free transfers	1	2.4 %
PRICES TOO HIGH	1	2.4 %
More routes, routes 5 & 15	1	2.4 %
Shelter for all stops	1	2.4 %
24-hour, 7 days a week	1	2.4 %
NO FACE MASK	1	2.4 %
Weekend routes with 30 minutes, longer time also	1	2.4 %
Weekend and night restrooms, also indoor seating	1	2.4 %
BENCH AT SKYLINE	1	2.4 %
Midnight 12-4	1	2.4 %
More frequent stops later in the evening	1	2.4 %
Lobby open	1	2.4 %
Covid-19	1	2.4 %
Less wait time and information to check on app	1	2.4 %
Phone chargers	1	2.4 %
More hourly routes from 7pm-12am on weekends	1	2.4 %
City Link	1	2.4 %
On time	1	2.4 %
More services	1	2.4 %
More of everything	1	2.4 %
Need Saturday schedule to run same as weekly schedule	1	2.4 %
30-minute on Saturday & Sunday	1	2.4 %
Bus stop at Amazon on S Portland	1	2.4 %
Weekend service past 10pm	1	2.4 %
APP MOBILE	1	2.4 %
SATURDAY	1	2.4 %
MORE 30-MINUTE ROUTES FROM 7 PM TO 12 AM	1	2.4 %
MORE BUS STOPS	1	2.4 %
SOUTH ROUTES	1	2.4 %
PLEASE GO TO AMAZON	1	2.4 %
More Dell City stops	1	2.4 %
Total	42	100.0 %

Q11. What is the primary reason you use transit?

	Number	Percent
Cannot drive	425	33.2 %
Avoid driving/traffic	96	7.5 %
No car available	562	43.9 %
Avoid parking	39	3.0 %
Save money	58	4.5 %
Environment	16	1.3 %
Not provided	83	6.5 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q11. What is the primary reason you use transit? (without "not provided")

	Number	Percent
Cannot drive	425	35.5 %
Avoid driving/traffic	96	8.0 %
No car available	562	47.0 %
Avoid parking	39	3.3 %
Save money	58	4.8 %
Environment	16	1.3 %
Total	1196	100.0 %

Q11a. Would you have made this trip if public transit was not available?

	Number	Percent
Yes	259	21.7 %
No	224	18.7 %
Not provided	713	59.6 %
Total	1196	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q11a. Would you have made this trip if public transit was not available? (without "not provided")

	Number	Percent
Yes	259	53.6 %
No	224	46.4 %
Total	483	100.0 %

Q12. Do you speak a language other than English at home?

Q12. Do you speak a language other than English at home?	Number	Percent
No	1031	80.6 %
Yes	169	13.2 %
Not provided	79	6.2 %
Total	1279	100.0 %

Q12. Do you speak a language other than English at home? (without "not provided")

	Number	Percent
No	1031	85.9 %
Yes	169	14.1 %
Total	1200	100.0 %

Q12-2. (If YES) Which language?

	Number	Percent
Spanish	71	79.8 %
Japanese	3	3.4 %
French	3	3.4 %
American Sign Language	3	3.4 %
Phillipino	1	1.1 %
Spanish and Cheyenne	1	1.1 %
Cheyenne Native American	1	1.1 %
Choctaw	1	1.1 %
Bulgarian	1	1.1 %
PONCA	1	1.1 %
Pohnpeiian	1	1.1 %
Sudanese	1	1.1 %
Portuguese	1	1.1 %
Total	89	100.0 %

Q12a. How well do you speak English?

	Number	Percent
Very well	99	58.6 %
Well	38	22.5 %
Less than well	11	6.5 %
Not well at all	3	1.8 %
Not provided	18	10.7 %
Total	169	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q12a. How well do you speak English? (without "not provided")

	Number	Percent
Very well	99	65.6 %
Well	38	25.2 %
Less than well	11	7.3 %
Not well at all	3	2.0 %
Total	151	100.0 %

Q13. Will you still be using EMBARK 1 year from now?

	Number	Percent
Maybe	474	37.1 %
No	65	5.1 %
Yes	596	46.6 %
I don't know	144	11.3 %
Total	1279	100.0 %

EXCLUDING I DON'T KNOW RESPONSES
Q13. Will you still be using EMBARK 1 year from now? (without "I don't know")

	Number	Percent
Maybe	474	41.8 %
No	65	5.7 %
Yes	596	52.5 %
Total	1135	100.0 %

Q14. Including yourself, how many people live in your home?

	Number	Percent
One	399	31.2 %
Two	288	22.5 %
Three	197	15.4 %
Four	110	8.6 %
Five	67	5.2 %
Six or more	65	5.1 %
Not provided	153	12.0 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES

Q14. Including yourself, how many people live in your home? (without "not provided")

	Number	Percent
One	399	35.4 %
Two	288	25.6 %
Three	197	17.5 %
Four	110	9.8 %
Five	67	6.0 %
Six or more	65	5.8 %
Total	1126	100.0 %

Q15. What year were you born?

	Number	Percent
1933	1	0.1 %
1936	1	0.1 %
1937	1	0.1 %
1939	1	0.1 %
1940	2	0.2 %
1941	2	0.2 %
1942	1	0.1 %
1943	2	0.2 %
1944	4	0.4 %
1945	1	0.1 %
1946	1	0.1 %
1947	1	0.1 %
1948	8	0.7 %
1949	9	0.8 %
1950	7	0.6 %
1951	24	2.2 %
1952	10	0.9 %
1953	17	1.6 %
1954	10	0.9 %
1955	21	1.9 %
1956	20	1.9 %
1957	17	1.6 %
1958	21	1.9 %
1959	22	2.0 %
1960	22	2.0 %
1961	22	2.0 %
1962	19	1.8 %
1963	17	1.6 %
1964	26	2.4 %
1965	22	2.0 %
1966	15	1.4 %
1967	19	1.8 %
1968	17	1.6 %
1969	19	1.8 %
1970	21	1.9 %
1971	38	3.5 %
1972	30	2.8 %
1973	26	2.4 %
1974	28	2.6 %
1975	17	1.6 %
1976	15	1.4 %
1977	23	2.1 %
1978	29	2.7 %
1979	35	3.2 %
1980	20	1.9 %

1981	24	2.2 %
1982	19	1.8 %
1983	15	1.4 %
1984	21	1.9 %
1985	17	1.6 %
1986	22	2.0 %
1987	21	1.9 %
1988	23	2.1 %
1989	16	1.5 %
1990	12	1.1 %
1991	18	1.7 %
1992	13	1.2 %
1993	17	1.6 %
1994	22	2.0 %
1995	8	0.7 %
1996	8	0.7 %
1997	21	1.9 %
1998	14	1.3 %
1999	20	1.9 %
2000	14	1.3 %
2001	20	1.9 %
2002	8	0.7 %
2003	8	0.7 %
2004	5	0.5 %
2005	4	0.4 %
2006	1	0.1 %
2007	3	0.3 %
2009	1	0.1 %
Total	1079	100.0 %

Q16. Do you have a valid driver's license?

	Number	Percent
Yes	386	30.2 %
No	742	58.0 %
Not provided	151	11.8 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q16. Do you have a valid driver's license? (without "not provided")

	Number	Percent
Yes	386	34.2 %
No	742	65.8 %
Total	1128	100.0 %

Q17. What is your home zip code?

Q17. Your home zip code	Number	Percent
73106	92	9.2 %
73129	64	6.4 %
73109	64	6.4 %
73108	55	5.5 %
73111	43	4.3 %
73159	41	4.1 %
73112	40	4.0 %
73110	39	3.9 %
73120	38	3.8 %
73117	37	3.7 %
73127	36	3.6 %
73132	35	3.5 %
73119	29	2.9 %
73114	28	2.8 %
73107	26	2.6 %
73102	24	2.4 %
73162	23	2.3 %
73105	21	2.1 %
73139	20	2.0 %
73115	19	1.9 %
73135	17	1.7 %
73118	16	1.6 %
73069	14	1.4 %
73170	13	1.3 %
73160	12	1.2 %
73103	10	1.0 %
73116	8	0.8 %
73113	8	0.8 %
73101	7	0.7 %
73008	7	0.7 %
73149	7	0.7 %
73122	6	0.6 %
73104	6	0.6 %
73142	5	0.5 %
73128	5	0.5 %
73121	5	0.5 %
73130	4	0.4 %
73141	4	0.4 %
73034	3	0.3 %
73003	3	0.3 %
73012	3	0.3 %
73124	3	0.3 %
73166	3	0.3 %
73072	3	0.3 %
73044	2	0.2 %

73010	2	0.2 %
73901	2	0.2 %
73143	2	0.2 %
73084	2	0.2 %
78753	2	0.2 %
73137	2	0.2 %
74110	1	0.1 %
73004	1	0.1 %
73165	1	0.1 %
73071	1	0.1 %
73310	1	0.1 %
73154	1	0.1 %
33132	1	0.1 %
70103	1	0.1 %
73168	1	0.1 %
73651	1	0.1 %
74010	1	0.1 %
73610	1	0.1 %
73210	1	0.1 %
73601	1	0.1 %
73100	1	0.1 %
73405	1	0.1 %
73807	1	0.1 %
73192	1	0.1 %
73134	1	0.1 %
73150	1	0.1 %
37071	1	0.1 %
71319	1	0.1 %
74464	1	0.1 %
74130	1	0.1 %
61102	1	0.1 %
70315	1	0.1 %
73802	1	0.1 %
73123	1	0.1 %
73152	1	0.1 %
73145	1	0.1 %
37129	1	0.1 %
74881	1	0.1 %
73190	1	0.1 %
73156	1	0.1 %
73029	1	0.1 %
Total	995	100.0 %

Q18. What is your gender?

	Number	Percent
Male	675	52.8 %
Female	504	39.4 %
Another gender	7	0.5 %
Prefer not to answer	93	7.3 %
Total	1279	100.0 %

EXCLUDING PREFER NOT TO ANSWER RESPONSES
Q18. What is your gender? (without "prefer not to answer")

	Number	Percent
Male	675	56.9 %
Female	504	42.5 %
Another gender	7	0.6 %
Total	1186	100.0 %

Q19. Do you consider yourself?

	Number	Percent
White/Caucasian	469	36.7 %
Black/African American	513	40.1 %
Hispanic/Latino/Spanish	153	12.0 %
Hawaiin/Pacific Islander	5	0.4 %
Asian	19	1.5 %
Native American	106	8.3 %
Other	10	0.8 %
Total	1275	

Q19-7. Other

	Number	Percent
Mixed	4	40.0 %
Multiple	4	40.0 %
Cuban	1	10.0 %
CREOLE	1	10.0 %
Total	10	100.0 %

Q20. Are you:

	Number	Percent
Employed full time	410	32.1 %
Employed part time	193	15.1 %
Seeking work	143	11.2 %
Not seeking work	114	8.9 %
Tech/college	49	3.8 %
Student (K-12)	13	1.0 %
Other	158	12.4 %
Veteran	37	2.9 %
Retired	89	7.0 %
Housespouse	21	1.6 %
Total	1227	

Q20-7. Other

	Number	Percent
Disability	43	61.4 %
SSI	19	27.1 %
SSD	5	7.1 %
Homeless	3	4.3 %
Total	70	100.0 %

Q21. What was your annual household income in 2020?

	Number	Percent
Less than $10K	447	34.9 %
$10K-$19,999	283	22.1 %
$20K-$29,999	95	7.4 %
$30K-$39,999	35	2.7 %
$40K-$49,999	31	2.4 %
$50K+	24	1.9 %
Don't know	364	28.5 %
Total	1279	100.0 %

EXCLUDING DON'T KNOW RESPONSES
Q21. What was your annual household income in 2020? (without "don't know")

	Number	Percent
Less than $10K	447	48.9 %
$10K-$19,999	283	30.9 %
$20K-$29,999	95	10.4 %
$30K-$39,999	35	3.8 %
$40K-$49,999	31	3.4 %
$50K+	24	2.6 %
Total	915	100.0 %

Q22. Do you qualify for reduced bus fare based on a disability?

	Number	Percent
No	870	68.0 %
Yes	300	23.5 %
Not provided	109	8.5 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q22. Do you qualify for reduced bus fare based on a disability? (without "not provided")

	Number	Percent
No	870	74.4 %
Yes	300	25.6 %
Total	1170	100.0 %

Q23. Have you utilized Plus ADA paratransit services in the last year?

	Number	Percent
No	1060	82.9 %
Yes	137	10.7 %
Not provided	82	6.4 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q23. Have you utilized Plus ADA paratransit services in the last year? (without "not provided")

	Number	Percent
No	1060	88.6 %
Yes	137	11.4 %
Total	1197	100.0 %

Q23a. If YES, how many times?

	Number	Percent
1	5	41.7 %
2	2	16.7 %
3	1	8.3 %
4	3	25.0 %
6	1	8.3 %
Total	12	100.0 %

Q24. Are you aware that EMBARK offers other mobility services such as senior transportation?

	Number	Percent
Yes	167	13.1 %
No	328	25.6 %
Not provided	784	61.3 %
Total	1279	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q24. Are you aware that EMBARK offers other mobility services such as senior transportation? (without "not provided")

	Number	Percent
Yes	167	33.7 %
No	328	66.3 %
Total	495	100.0 %

Norman Routes

Day of the week

	Number	Percent
Monday	32	20.9 %
Tuesday	11	7.2 %
Wednesday	20	13.1 %
Thursday	37	24.2 %
Saturday	52	34.0 %
Sunday	1	0.7 %
Total	153	100.0 %

Time of the day

	Number	Percent
6am-9am	24	15.7 %
9am-3pm	52	34.0 %
3pm-7pm	50	32.7 %
After 7pm	27	17.6 %
Total	153	100.0 %

Q1. What bus route number are you riding now?

	Number	Percent
110	29	19.0 %
111	66	43.1 %
112	25	16.3 %
121	33	21.6 %
Total	153	100.0 %

Q2. How often do you usually ride?

	Number	Percent
5+ days per week	95	62.1 %
3-4 days per week	25	16.3 %
1 or 2 days per week	21	13.7 %
1-3 days a month	1	0.7 %
Less than once a month	7	4.6 %
Not provided	4	2.6 %
Total	153	100.0 %

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

	Number	Percent
5+ days per week	95	63.8 %
3-4 days per week	25	16.8 %
1 or 2 days per week	21	14.1 %
1-3 days a month	1	0.7 %
Less than once a month	7	4.7 %
Total	149	100.0 %

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

	Number	Percent
6 months or less	55	35.9 %
6 months to a year	14	9.2 %
1-2 years	16	10.5 %
More than 2 years	60	39.2 %
Not provided	8	5.2 %
Total	153	100.0 %

EXCLUDING NOT PROVIDED RESPONSES

Q3. How long have you been riding transit in the Norman area? (without "not provided")

	Number	Percent
6 months or less	55	37.9 %
6 months to a year	14	9.7 %
1-2 years	16	11.0 %
More than 2 years	60	41.4 %
Total	145	100.0 %

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

	Number	Percent
Work	38	24.8 %
School (K-12)	4	2.6 %
School (tech, college, university)	42	27.5 %
Shopping/errands	28	18.3 %
Entertainment/social	9	5.9 %
Groceries/getting necessities/dinig out	10	6.5 %
Medical	6	3.9 %
Other	4	2.6 %
Not provided	12	7.8 %
Total	153	100.0 %

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

	Number	Percent
Work	38	27.0 %
School (K-12)	4	2.8 %
School (tech, college, university)	42	29.8 %
Shopping/errands	28	19.9 %
Entertainment/social	9	6.4 %
Groceries/getting necessities/dinig out	10	7.1 %
Medical	6	4.3 %
Other	4	2.8 %
Total	141	100.0 %

Q4-1. Zip code of workplace:

	Number	Percent
73071	5	45.5 %
73072	2	18.2 %
73074	1	9.1 %
73671	1	9.1 %
73051	1	9.1 %
73034	1	9.1 %
Total	11	100.0 %

Q4-1. Name of workplace:

	Number	Percent
Oklahoma University	4	26.7 %
University North Park	1	6.7 %
Picklemans	1	6.7 %
SLSRC, OU, NORMAN	1	6.7 %
Walmart	1	6.7 %
SONIC	1	6.7 %
MCFARLIN CHURCH	1	6.7 %
N P SCHOOLS	1	6.7 %
Taco Bell	1	6.7 %
NORMAN	1	6.7 %
ROSS	1	6.7 %
Just Kids Pets	1	6.7 %
Total	15	100.0 %

Q5. How did you get from your home to the nearest bus stop?

	Number	Percent
Walk	142	92.8 %
Bicycle	1	0.7 %
Mobility device	1	0.7 %
Drove alone	2	1.3 %
Not provided	7	4.6 %
Total	153	100.0 %

EXCLUDING NOT PROVIDED RESPONSES

Q5. How did you get from your home to the nearest bus stop? (without "not provided")

	Number	Percent
Walk	142	97.3 %
Bicycle	1	0.7 %
Mobility device	1	0.7 %
Drove alone	2	1.4 %
Total	146	100.0 %

Q5-1. (If walked) How many minutes did you walk?

	Number	Percent
0-5 minutes	61	61.0 %
6-10 minutes	27	27.0 %
11-20 minutes	7	7.0 %
21+ minutes	5	5.0 %
Total	100	100.0 %

Q5-2. (If biked) How many minutes did you bike?

	Number	Percent
10	1	100.0 %
Total	1	100.0 %

Q6. For the trip you are currently on, how many transfers will you make to reach your destination?

	Number	Percent
None	61	39.9 %
One	38	24.8 %
Two	35	22.9 %
Three or more	7	4.6 %
Not provided	12	7.8 %
Total	153	100.0 %

EXCLUDING NOT PROVIDED RESPONSES
Q6. For the trip you are currently on, how many transfers will you make to reach your destination? (without "not provided")

	Number	Percent
None	61	43.3 %
One	38	27.0 %
Two	35	24.8 %
Three or more	7	5.0 %
Total	141	100.0 %

Q7. Does your primary boarding stop have any of the following ammenities?

	Number	Percent
Shelters	74	48.4 %
Lighting	48	31.4 %
Sidewalks	86	56.2 %
Benches	117	76.5 %
Trashcan	69	45.1 %
Total	394	

Q8. Please rate your satisfaction with each of the following items:

(N=153)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q8-1. Availability of accessible bus stops	52.9%	28.1%	7.2%	0.7%	0.7%	10.5%
Q8-2. Cleanliness of bus shelters	43.1%	31.4%	7.8%	4.6%	0.0%	13.1%
Q8-3. Buses arriving on time	42.5%	28.8%	12.4%	3.3%	0.7%	12.4%
Q8-4. Frequency of service	39.9%	24.2%	9.8%	8.5%	3.3%	14.4%
Q8-5. Courtesy of drivers	52.3%	28.1%	3.9%	0.7%	2.0%	13.1%
Q8-6. Cleanliness of buses	53.6%	26.8%	2.6%	3.3%	0.0%	13.7%
Q8-7. Cleanliness of Brooks St. Transit Center	46.4%	27.5%	7.2%	3.3%	0.7%	15.0%
Q8-8. Ease of getting service information	43.8%	30.1%	8.5%	1.3%	1.3%	15.0%
Q8-9. Ease of locating a bus stop	45.1%	31.4%	7.2%	0.7%	0.7%	15.0%
Q8-10. Safe operation of buses	49.7%	29.4%	3.3%	0.7%	0.0%	17.0%
Q8-11. Safety at Brooks St. Transit Center	45.8%	27.5%	8.5%	1.3%	0.7%	16.3%
Q8-12. Safety while waiting at a bus stop	46.4%	24.2%	10.5%	2.0%	1.3%	15.7%
Q8-13. How safe you feel riding this route	50.3%	26.8%	5.9%	1.3%	0.7%	15.0%
Q8-14. Information at the bus stop	41.2%	26.8%	11.8%	3.3%	1.3%	15.7%
Q8-15. COVID safety precautions/ procedures while riding	49.7%	24.2%	5.2%	3.3%	0.0%	17.6%

EXCLUDING DON'T KNOW RESPONSES
Q8. Please rate your satisfaction with each of the following items: (without "not provided")

(N=153)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Availability of accessible bus stops	59.1%	31.4%	8.0%	0.7%	0.7%
Q8-2. Cleanliness of bus shelters	49.6%	36.1%	9.0%	5.3%	0.0%
Q8-3. Buses arriving on time	48.5%	32.8%	14.2%	3.7%	0.7%
Q8-4. Frequency of service	46.6%	28.2%	11.5%	9.9%	3.8%
Q8-5. Courtesy of drivers	60.2%	32.3%	4.5%	0.8%	2.3%
Q8-6. Cleanliness of buses	62.1%	31.1%	3.0%	3.8%	0.0%
Q8-7. Cleanliness of Brooks St. Transit Center	54.6%	32.3%	8.5%	3.8%	0.8%
Q8-8. Ease of getting service information	51.5%	35.4%	10.0%	1.5%	1.5%
Q8-9. Ease of locating a bus stop	53.1%	36.9%	8.5%	0.8%	0.8%
Q8-10. Safe operation of buses	59.8%	35.4%	3.9%	0.8%	0.0%
Q8-11. Safety at Brooks St. Transit Center	54.7%	32.8%	10.2%	1.6%	0.8%
Q8-12. Safety while waiting at a bus stop	55.0%	28.7%	12.4%	2.3%	1.6%
Q8-13. How safe you feel riding this route	59.2%	31.5%	6.9%	1.5%	0.8%
Q8-14. Information at the bus stop	48.8%	31.8%	14.0%	3.9%	1.6%
Q8-15. COVID safety precautions/procedures while riding	60.3%	29.4%	6.3%	4.0%	0.0%

Q8a. Which THREE of the service items you rated in Question 8 are most important to you?

	Number	Percent
Availability of accessible bus stops	19	13.7 %
Cleanliness of bus shelters	3	2.2 %
Buses arriving on time	24	17.3 %
Frequency of service	13	9.4 %
Courtesy of drivers	6	4.3 %
Cleanliness of buses	6	4.3 %
Cleanliness of Brooks St. Transit Center	1	0.7 %
Ease of getting service information	1	0.7 %
Ease of locating a bus stop	6	4.3 %
Safe operation of buses	6	4.3 %
Safety at Brooks St. Transit Center	5	3.6 %
Safety while waiting at a bus stop	4	2.9 %
Haw safe you feel riding this bus route	9	6.5 %
Information at the bus stop	4	2.9 %
COVID safety precautions/procedures while riding	8	5.8 %
None chosen	24	17.3 %
Total	139	100.0 %

Q8a. Which THREE of the service items you rated in Question 8 are most important to you?

	Number	Percent
Availability of accessible bus stops	16	11.5 %
Cleanliness of bus shelters	8	5.8 %
Buses arriving on time	19	13.7 %
Frequency of service	13	9.4 %
Courtesy of drivers	6	4.3 %
Cleanliness of buses	4	2.9 %
Cleanliness of Brooks St. Transit Center	2	1.4 %
Ease of getting service information	3	2.2 %
Ease of locating a bus stop	6	4.3 %
Safe operation of buses	5	3.6 %
Safety at Brooks St. Transit Center	3	2.2 %
Safety while waiting at a bus stop	7	5.0 %
Haw safe you feel riding this bus route	9	6.5 %
Information at the bus stop	4	2.9 %
COVID safety precautions/procedures while riding	8	5.8 %
None chosen	26	18.7 %
Total	139	100.0 %

Q8a. Which THREE of the service items you rated in Question 8 are most important to you?

	Number	Percent
Availability of accessible bus stops	14	10.1 %
Cleanliness of bus shelters	7	5.0 %
Buses arriving on time	20	14.4 %
Frequency of service	11	7.9 %
Courtesy of drivers	8	5.8 %
Cleanliness of buses	5	3.6 %
Cleanliness of Brooks St. Transit Center	1	0.7 %
Ease of getting service information	2	1.4 %
Ease of locating a bus stop	7	5.0 %
Safe operation of buses	7	5.0 %
Safety at Brooks St. Transit Center	5	3.6 %
Safety while waiting at a bus stop	5	3.6 %
Haw safe you feel riding this bus route	10	7.2 %
Information at the bus stop	5	3.6 %
COVID safety precautions/procedures while riding	5	3.6 %
None chosen	27	19.4 %
Total	139	100.0 %

SUM OF THE TOP THREE CHOICES
Q8a. Which THREE of the service items you rated in Question 8 are most important to you? (top 3)

Sum of the top three choices	Number	Percent
Availability of accessible bus stops	49	35.3 %
Cleanliness of bus shelters	18	12.9 %
Buses arriving on time	63	45.3 %
Frequency of service	37	26.6 %
Courtesy of drivers	20	14.4 %
Cleanliness of buses	15	10.8 %
Cleanliness of Brooks St. Transit Center	4	2.9 %
Ease of getting service information	6	4.3 %
Ease of locating a bus stop	19	13.7 %
Safe operation of buses	18	12.9 %
Safety at Brooks St. Transit Center	13	9.4 %
Safety while waiting at a bus stop	16	11.5 %
Haw safe you feel riding this bus route	28	20.1 %
Information at the bus stop	13	9.4 %
COVID safety precautions/procedures while riding	21	15.1 %
None chosen	24	17.3 %
Total	364	

Q8b. Overall, how satisfied are you with EMBARK fixed route service?

	Number	Percent
Very satisfied	72	51.8 %
Satisfied	53	38.1 %
Neutral	8	5.8 %
Dissatisfied	4	2.9 %
Very dissatisfied	2	1.4 %
Total	139	100.0 %

Q9. Have you used any of these rider tools?

	Number	Percent
Text Alerts	3	2.0 %
235-RIDE	5	3.3 %
NormanOK.gov	4	2.6 %
Google Transit	13	8.5 %
Transit App	22	14.4 %
Moovit App	5	3.3 %
embarkok.com/norman	14	9.2 %
embarknorman.com	34	22.2 %
EMBARK Connect App	9	5.9 %
None selected	77	50.3 %
Total	186	

WITHOUT NONE SELECTED RESPONSES
Q9. Have you used any of these rider tools? (without "none selected")

	Number	Percent
Text Alerts	3	3.9 %
235-RIDE	5	6.6 %
NormanOK.gov	4	5.3 %
Google Transit	13	17.1 %
Transit App	22	28.9 %
Moovit App	5	6.6 %
embarkok.com/norman	14	18.4 %
embarknorman.com	34	44.7 %
EMBARK Connect App	9	11.8 %
Total	109	

Q10. What ONE improvement would you like to see in transit service here in the area?

	Number	Percent
Earlier morning service	21	13.7 %
More shelters at stops	17	11.1 %
More routes to more places	23	15.0 %
Later service on weekends	30	19.6 %
More frequent service on weekdays	5	3.3 %
More frequent service on weekends	31	20.3 %
Later evening service	6	3.9 %
Other	6	3.9 %
Not provided	14	9.2 %
Total	153	100.0 %

WITHOUT NOT PROVIDED RESPONSES

Q10. What ONE improvement would you like to see in transit service here in the area? (without "not provided")

	Number	Percent
Earlier morning service	21	15.1 %
More shelters at stops	17	12.2 %
More routes to more places	23	16.5 %
Later service on weekends	30	21.6 %
More frequent service on weekdays	5	3.6 %
More frequent service on weekends	31	22.3 %
Later evening service	6	4.3 %
Other	6	4.3 %
Total	139	100.0 %

Q10-3. Where would you like to have more routes to?

	Number	Percent
Moore	3	21.4 %
WALMART	2	14.3 %
West of Sooner Mall	1	7.1 %
Stop at Porter and Rock Creek	1	7.1 %
NATURAL GROCERS	1	7.1 %
SALKEYS FITNESS CENTER	1	7.1 %
ANY WALMART SUPERCENTERS	1	7.1 %
ONE ROUTE FROM EAST TO WEST	1	7.1 %
ALIGHT NORMAN	1	7.1 %
EVERYWHERE	1	7.1 %
Edmond	1	7.1 %
Total	14	100.0 %

Q10-8. Other

	Number	Percent
Sunday service	3	50.0 %
More info on website	1	16.7 %
Run 7 days a week	1	16.7 %
MORE STOPS	1	16.7 %
Total	6	100.0 %

Q11. What is the primary reason you use transit?

	Number	Percent
Cannot drive	48	31.4 %
Avoid driving/traffic	5	3.3 %
No car available	71	46.4 %
Avoid parking	4	2.6 %
Save money	7	4.6 %
Environment	4	2.6 %
Not provided	14	9.2 %
Total	153	100.0 %

WITHOUT NOT PROVIDED RESPONSES
Q11. What is the primary reason you use transit? (without "not provided")

	Number	Percent
Cannot drive	48	34.5 %
Avoid driving/traffic	5	3.6 %
No car available	71	51.1 %
Avoid parking	4	2.9 %
Save money	7	5.0 %
Environment	4	2.9 %
Total	139	100.0 %

Q12. Do you speak a language other than English at home?

	Number	Percent
No	103	67.3 %
Yes	36	23.5 %
Not provided	14	9.2 %
Total	153	100.0 %

WITHOUT NOT PROVIDED RESPONSES
Q12. Do you speak a language other than English at home? (without "not provided")

	Number	Percent
No	103	74.1 %
Yes	36	25.9 %
Total	139	100.0 %

Q12-2. (If YES) Which language?

	Number	Percent
HINDI	6	20.7 %
BENGALI	5	17.2 %
TELUGU	4	13.8 %
Spanish	3	10.3 %
VIETNAMESE	2	6.9 %
NEPALI	2	6.9 %
TURKISH	1	3.4 %
BULGARIAN	1	3.4 %
YORUBA	1	3.4 %
FRENCH	1	3.4 %
ASSAMESE	1	3.4 %
MALAYALAM	1	3.4 %
Persian	1	3.4 %
Total	29	100.0 %

Q12a. How well do you speak English?

	Number	Percent
Very well	15	41.7 %
Well	17	47.2 %
Less than well	3	8.3 %
Refused	1	2.8 %
Total	36	100.0 %

WITHOUT REFUSED RESPONSES
Q12a. How well do you speak English? (without "refused")

	Number	Percent
Very well	15	42.9 %
Well	17	48.6 %
Less than well	3	8.6 %
Total	35	100.0 %

Q13. Will you still be using EMBARK 1 year from now?

	Number	Percent
Maybe	47	30.7 %
No	9	5.9 %
Yes	84	54.9 %
Not provided	13	8.5 %
Total	153	100.0 %

WITHOUT NOT PROVIDED RESPONSES
Q13. Will you still be using EMBARK 1 year from now? (without "not provided")

	Number	Percent
Maybe	47	33.6 %
No	9	6.4 %
Yes	84	60.0 %
Total	140	100.0 %

Q14. Including yourself, how many people live in your home?

	Number	Percent
One	45	29.4 %
Two	30	19.6 %
Three	26	17.0 %
Four	26	17.0 %
Five	4	2.6 %
Six or more	9	5.9 %
Not provided	13	8.5 %
Total	153	100.0 %

WITHOUT NOT PROVIDED RESPONSES
Q14. Including yourself, how many people live in your home? (without "not provided")

	Number	Percent
One	45	32.1 %
Two	30	21.4 %
Three	26	18.6 %
Four	26	18.6 %
Five	4	2.9 %
Six or more	9	6.4 %
Total	140	100.0 %

Q15. What year were you born?

	Number	Percent
1941	1	0.7 %
1942	1	0.7 %
1947	1	0.7 %
1949	1	0.7 %
1950	1	0.7 %
1951	3	2.2 %
1952	1	0.7 %
1953	1	0.7 %
1954	2	1.5 %
1955	2	1.5 %
1956	1	0.7 %
1957	1	0.7 %
1958	1	0.7 %
1959	1	0.7 %
1960	2	1.5 %
1961	2	1.5 %
1962	1	0.7 %
1964	2	1.5 %
1966	1	0.7 %
1967	2	1.5 %
1968	4	2.9 %
1969	4	2.9 %
1970	2	1.5 %
1971	3	2.2 %
1972	3	2.2 %
1973	7	5.1 %
1977	1	0.7 %
1978	1	0.7 %
1979	5	3.6 %
1980	1	0.7 %
1981	6	4.4 %
1984	3	2.2 %
1985	2	1.5 %
1986	3	2.2 %
1987	3	2.2 %
1988	1	0.7 %
1989	1	0.7 %
1990	2	1.5 %
1991	1	0.7 %
1992	5	3.6 %
1993	1	0.7 %
1994	5	3.6 %
1995	5	3.6 %
1996	4	2.9 %
1997	6	4.4 %
1998	4	2.9 %
1999	3	2.2 %
2000	6	4.4 %
2001	8	5.8 %
2002	5	3.6 %
2003	3	2.2 %
2005	1	0.7 %
Total	137	100.0 %

Q16. Do you have a valid driver's license?

	Number	Percent
Yes	57	37.3 %
No	72	47.1 %
Not provided	24	15.7 %
Total	153	100.0 %

WITHOUT NOT PROVIDED RESPONSES
Q16. Do you have a valid driver's license? (without "not provided")

	Number	Percent
Yes	57	44.2 %
No	72	55.8 %
Total	129	100.0 %

Q17. What is your home zip code?

	Number	Percent
73071	91	69.5 %
73069	17	13.0 %
73072	6	4.6 %
73162	3	2.3 %
73021	2	1.5 %
73149	1	0.8 %
73017	1	0.8 %
34241	1	0.8 %
23071	1	0.8 %
73671	1	0.8 %
73012	1	0.8 %
76057	1	0.8 %
74136	1	0.8 %
75036	1	0.8 %
73117	1	0.8 %
73034	1	0.8 %
73109	1	0.8 %
Total	131	100.0 %

Q18. What is your gender?

	Number	Percent
Male	82	53.6 %
Female	54	35.3 %
Another gender	1	0.7 %
Prefer not to answer	16	10.5 %
Total	153	100.0 %

WITHOUT PREFER NOT TO ANSWER RESPONSES
Q18. What is your gender? (without "prefer not to answer")

	Number	Percent
Male	82	59.9 %
Female	54	39.4 %
Another gender	1	0.7 %
Total	137	100.0 %

Q19. Do you consider yourself?

	Number	Percent
White/Caucasian	57	37.3 %
Black/African American	41	26.8 %
Hispanic/Latino/Spanish	11	7.2 %
Asian	34	22.2 %
Native American	5	3.3 %
Not provided	12	7.8 %
Total	160	

WITHOUT NOT PROVIDED RESPONSES
Q19. Do you consider yourself? (without "not provided")

	Number	Percent
White/Caucasian	57	40.4 %
Black/African American	41	29.1 %
Hispanic/Latino/Spanish	11	7.8 %
Asian	34	24.1 %
Native American	5	3.5 %
Total	148	

Q20. Are you:

	Number	Percent
Employed full time	41	26.8 %
Employed part time	22	14.4 %
Seeking work	14	9.2 %
Not seeking work	5	3.3 %
Tech/college	36	23.5 %
Student (K-12)	6	3.9 %
Other	9	5.9 %
Veteran	5	3.3 %
Retired	13	8.5 %
None of these	17	11.1 %
Total	168	

WITHOUT NONE OF THESE RESPONSES
Q20. Are you: (without "none of these")

	Number	Percent
Employed full time	41	30.1 %
Employed part time	22	16.2 %
Seeking work	14	10.3 %
Not seeking work	5	3.7 %
Tech/college	36	26.5 %
Student (K-12)	6	4.4 %
Other	9	6.6 %
Veteran	5	3.7 %
Retired	13	9.6 %
Total	151	

Q20-7. Other

	Number	Percent
Disabled	3	75.0 %
WORKERS COMP	1	25.0 %
Total	4	100.0 %

Q21. What was your annual household income in 2020?

	Number	Percent
Less than $10K	46	30.1 %
$10K-$19,999	29	19.0 %
$20K-$29,999	10	6.5 %
$30K-$39,999	2	1.3 %
$40K-$49,999	4	2.6 %
$50K+	6	3.9 %
Don't know	56	36.6 %
Total	153	100.0 %

WITHOUT DON'T KNOW RESPONSES
Q21. What was your annual household income in 2020? (without "don't know")

	Number	Percent
Less than $10K	46	47.4 %
$10K-$19,999	29	29.9 %
$20K-$29,999	10	10.3 %
$30K-$39,999	2	2.1 %
$40K-$49,999	4	4.1 %
$50K+	6	6.2 %
Total	97	100.0 %

Q22. Have you utilized Plus ADA paratransit services in the last year?

	Number	Percent
No	132	86.3 %
Yes	4	2.6 %
Not provided	17	11.1 %
Total	153	100.0 %

WITHOUT NOT PROVIDED RESPONSES
Q22. Have you utilized Plus ADA paratransit services in the last year? (without "not provided")

	Number	Percent
No	132	97.1 %
Yes	4	2.9 %
Total	136	100.0 %

Section 6:
Survey Instrument

2021 EMBARK Transit Rider Survey

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

1. What bus route number are you riding now?_____

2. How often do you usually ride?

☐ 5+ days per week   ☐ 1-3 days a <u>month</u>

☐ 3-4 days per week   ☐ Less than once a <u>month</u>

☐ 1 or 2 days per week

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

☐ 6 months or less   ☐ 6 months to a year   ☐ 1-2 years

☐ More than 2 years

4. What was the main purpose of your trip today? **(Insert name and zip code if applicable. Choose only 1.)**

☐ Work → Zip code:_____ Place Name:_____

☐ School (K-12) → School Name:_____

☐ School (Tech, College, University) → School Name:_____

☐ Shopping/Errands   ☐ Groceries/Getting Necessities/Dining out

☐ Entertainment/Social

☐ Social Service → Place Name:_____

☐ Medical

☐ Other:_____

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

☐ Walk → How many minutes did you walk?_____

☐ Bicycle → How many minutes did you bike?_____

☐ Mobility Device

☐ Dropped off – Circle which 1 (car, uber, taxi, lyft)

☐ Drove alone → Where did you park? _____

☐ Drove with others

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

☐ None   ☐ Two

☐ One   ☐ Three or more

7. Does your primary boarding stop have any of the following amenities? **(Check all that apply.)**

☐ Shelters   ☐ Lighting   ☐ Sidewalks   ☐ Benches

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1. Availability of accessible bus stops	☐	☐	☐	☐	☐
2. Cleanliness of bus shelters	☐	☐	☐	☐	☐
3. Buses arriving on time	☐	☐	☐	☐	☐
4. Frequency of service	☐	☐	☐	☐	☐
5. Courtesy of drivers	☐	☐	☐	☐	☐
6. Cleanliness of buses	☐	☐	☐	☐	☐
7. Cleanliness of transit center	☐	☐	☐	☐	☐
8. Ease of getting service information	☐	☐	☐	☐	☐
9. Ease of locating a bus stop	☐	☐	☐	☐	☐
10. Ease of paying your fare	☐	☐	☐	☐	☐
11. Safe operation of buses	☐	☐	☐	☐	☐
12. Safety at the transit center	☐	☐	☐	☐	☐
13. Safety while waiting at a bus stop	☐	☐	☐	☐	☐
14. How safe you feel riding this route	☐	☐	☐	☐	☐
15. Information at the bus stop	☐	☐	☐	☐	☐
16. COVID safety precautions/procedures while riding	☐	☐	☐	☐	☐

8a. Which THREE of the SERVICE ITEMS YOU RATED ABOVE in Question #8, are most important to you? (write the numbers that correspond to your top three choices in the spaces provided.) 1st:_____ 2nd:_____ 3rd:_____

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
8b. Overall, how satisfied are you with EMBARK fixed route service	☐	☐	☐	☐	☐

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

First Name:_____ Email:_____ Cell:_____

Participate in Future Surveys for Cash! We want your input and have many planned future surveys in the works. Participating in these studies will earn you a cash incentive. 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 studies

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

☐ Text Alerts   ☐ Transit App   ☐ embarkok.com

☐ 235-RIDE   ☐ Moovit App   ☐ EMBARK Connect App

☐ Token Transit App   ☐ Other:_____

☐ Google Transit

10. What ONE improvement would you like to see in transit service here in the area? (choose only one)

☐ Weekday service starting at 5am

☐ More crosstown routes

☐ Weekend service until 10pm

☐ 15 min service on selected routes   ☐ Other:_____

☐ Weekday routes with 30 min service until 9 or 10pm

☐ Shared-ride on demand service

☐ More hourly routes from 7pm to 12am

11. What is the primary reason you use transit?

☐ Cannot drive   ☐ No car available   ☐ Save money

☐ Avoid driving/traffic   ☐ Avoid parking   ☐ Environment

11a. Would you have made this trip if public transit was not available?   ☐ Yes ☐ No

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

☐ No   ☐ Yes, Which language?_____

12a. How well do you speak English?

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

13. Will you still be using EMBARK 1 year from now?
☐ Maybe   ☐ No   ☐ Yes

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

☐ One   ☐ Two   ☐ Three   ☐ Four   ☐ Five   ☐ Six or more

15. What year were you born?

_____

16. Valid driver's license?   ☐ Yes ☐ No

17. What is your home Zip code?

_____

18. What is your gender?

☐ Male   ☐ Female   ☐ Another gender   ☐ Prefer not to answer

19. Do you consider yourself: (Check all that apply.)

☐ White/Caucasian   ☐ Black/African American

☐ Hispanic/Latino/Spanish   ☐ Hawaiin/Pacific Islander

☐ Asian   ☐ Native American   ☐ Other:_____

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

☐ Employed full time   ☐ Employed part time   ☐ Seeking work

☐ Not seeking work   ☐ Tech/College   ☐ Student (K-12)

☐ Other:_____   ☐ Veteran   ☐ Retired   ☐ Housespouse

21. What was your annual household income in 2020?

☐ Less than $10,000   ☐ $10k-$19,999   ☐ $20k-$29,999   ☐ $30k-$39,999

☐ $40k-$49,999   ☐ $50,000 or more   ☐ Don't know

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

☐ No   ☐ Yes

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

☐ No   ☐ Yes 23a. If yes, how many times? _____

24. Are you aware that EMBARK offers other mobility services such as senior transportation? ☐ Yes   ☐ No

2021 EMBARK Transit Rider Survey – Norman Routes

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

1. What bus route number are you riding now? _____

2. How often do you usually ride?

☐ 5+ days per week   ☐ 1-3 days a <u>month</u>

☐ 3-4 days per week   ☐ Less than once a <u>month</u>

☐ 1 or 2 days per week

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

☐ 6 months or less   ☐ 6 months to a year   ☐ 1-2 years

☐ More than 2 years

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

☐ Work → Zip code:_____ Place Name:_____

☐ School (K-12) →   School Name:_____

☐ School (Tech, College, → University) School Name:_____

☐ Shopping/Errands   ☐ Groceries/Getting Necessities/Dining out

☐ Entertainment/Social

☐ Social Service → Place Name:_____

☐ Medical

☐ Other:_____

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

☐ Walk → How many minutes did you walk?_____

☐ Bicycle → How many minutes did you bike?_____

☐ Mobility Device

☐ Dropped off – Circle which 1 (car, uber, taxi, lyft)

☐ Drove alone → Where did you park? _____

☐ Drove with others

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

☐ None   ☐ Two

☐ One   ☐ Three or more

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

☐ Shelters   ☐ Lighting   ☐ Sidewalks   ☐ Benches   ☐ Trashcan

8. Please rate you Satisfaction with each of the following items

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1. Availability of accessible bus stops	☐	☐	☐	☐	☐
2. Cleanliness of bus shelters	☐	☐	☐	☐	☐
3. Buses arriving on time	☐	☐	☐	☐	☐
4. Frequency of service	☐	☐	☐	☐	☐
5. Courtesy of drivers	☐	☐	☐	☐	☐
6. Cleanliness of buses	☐	☐	☐	☐	☐
7. Cleanliness of Brooks St Transit Center	☐	☐	☐	☐	☐
8. Ease of getting service information	☐	☐	☐	☐	☐
9. Ease of locating a bus stop	☐	☐	☐	☐	☐
10. Safe operation of buses	☐	☐	☐	☐	☐
11. Safety at the Brooks St Transfer Center	☐	☐	☐	☐	☐
12. Safety while waiting at a bus stop	☐	☐	☐	☐	☐
13. How safe do you feel riding this route	☐	☐	☐	☐	☐
14. Information at the bus stop	☐	☐	☐	☐	☐
15. COVID safety precautions/procedures while riding	☐	☐	☐	☐	☐

8a. Which THREE of the SERVICE ITEMS YOU RATED ABOVE in Question #8, are most important to you? (write the numbers that correspond to your top three choices in the spaces provided.) 1st:_____   2nd:_____   3rd:_____

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
8b. Overall, how satisfied are you with EMBARK's fixed route service	☐	☐	☐	☐	☐

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

☐ Text Alerts   ☐ Transit App   ☐ embarknorman.com

☐ 235-RIDE App   ☐ Moovit App   ☐ EMBARK Connect

☐ NormanOK.gov   ☐ embarkok.com/norman

☐ Google Transit   ☐ Other:_____

10. What ONE improvement would you like to see in transit service here in the area?

☐ Earlier morning service

☐ More shelters at stops

☐ More routes to more places, WHERE? _____

☐ Later service on weekends   ☐ Other:_____

☐ More frequent service on weekdays

☐ More frequent service on weekends

☐ Later evening service

11. What is the primary reason you use transit?

☐ Cannot drive   ☐ No car available   ☐ Save money

☐ Avoid driving/traffic   ☐ Avoid parking   ☐ Environment

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

☐ No   ☐ Yes, Which language?_____

12a. How well do you speak English?

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

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

☐ Maybe   ☐ No   ☐ Yes

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

☐ One   ☐ Two   ☐ Three   ☐ Four   ☐ Five   ☐ Six or more

15. What year were you born? _____

16. Valid driver's license?   ☐ Yes   ☐ No

17. What is your home Zip code? _____

18. What is your gender?

☐ Male   ☐ Female   ☐ Another gender   ☐ Prefer not to answer

19. Do you consider yourself: (Check all that apply.)

☐ White/Caucasian   ☐ Black/African American

☐ Hispanic/Latino/Spanish   ☐ Hawaiian/Pacific Islander

☐ Asian   ☐ Native American   ☐ Other:_____

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

☐ Employed full time   ☐ Employed part time   ☐ Seeking work

☐ Not seeking work   ☐ Tech/College   ☐ Student (K-12)

☐ Other:_____   ☐ Veteran   ☐ Retired   ☐ Housespouse

21. What was your annual household income in 2020?

☐ Less than $10,000   ☐ $10k-$19,999   ☐ $20k-$29,999   ☐ $30k-$39,999

☐ $40k-$49,999   ☐ $50,000 or more   ☐ Don't know

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

☐ No   ☐ Yes
22a. If yes, how many times?_____

Participate in Future Surveys for Cash! We want your input and have many planned future surveys in the works. Participating in these studies will earn you a cash incentive.

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

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

First Name:_____   Email:_____   Cell (include area code):_____