

2021

EMBARK Streetcar Survey

Findings Report

Submitted to
EMBARK
Oklahoma City, OK

December 2021



ETC
INSTITUTE

Contents

1

Executive Summary

Overview & Methodology
Major Findings

Page i

2

Overall Results

Page 1

3

Importance-Satisfaction Analysis

Page 26

4

Tabular Data

Page 30

5

Survey Instrument

Page 50



Executive Summary

2021 EMBARK Streetcar Survey

Major Findings

Overview & Methodology

EMBARK initiated this survey during fall 2021. The primary objective for conducting the Streetcar Survey was to gather accurate travel data from Streetcar riders. The contract for the project was to obtain at least 250 surveys. The actual number of completed surveys was 252.

Major Findings

- 67.9% of Streetcars riders indicated that they were visiting the downtown area; an increase of 3.5% since 2020 and an increase of 6.4% since 2019
- 11.9% of Streetcar riders indicated they work in the downtown area (a decrease of 5.9% since 2019)
- 44.9% of Streetcar riders indicated the main purpose of their trip was for groceries, getting necessities, and/or dining out. This is an increase of 40.9% since 2020.
- 46.4% of Streetcar riders paid for their Streetcar fare at the Ticket Kiosk, using cash/credit card, this is a decrease of 11.1% since 2020. Since 2019, an increase of 34.4% paid for their Streetcar fare with a Paper Universal Pass (an increase of 15.8% since 2020).
- 45.2% of Streetcar riders indicated they typically travel around the downtown area by walking (a decrease of 14.0% since 2019). 28.2% typically travel around the downtown area by OKC Streetcar.
- What was interestingly higher, compared to 2020 results, 13.1% indicated they typically travel around the downtown area via Rideshare (Uber, taxi, Lyft). This is an increase of 10.2% since 2020.
- 39.1% of Streetcar riders indicated they did not park a vehicle. Those that did drive or rode with others parked on the street (30.0%), used a private parking garage/lot (18.5%), or used a public parking garage/lot (12.4%).
- 62.2% of Streetcar riders indicated they use the OKC Streetcar less than once per month, this is 12.2% higher than in 2020 and 19.9% higher than in 2019.
- Streetcar riders were asked if the Streetcar could be extended, which area would they like to see it extended to. 37.5% would like it to be extended to Uptown, 23.4% would like to see it

2021 EMBARK Streetcar Survey

Major Findings

extended to the Plaza District, 18.2% would like to see it extended to Capitol Hill, and 10.4% would like to see it extended to OUHSC.

- EMBARK has extremely high satisfaction ratings for its services it provides through the OKC Streetcar. The OKC Streetcar received satisfaction ratings (sum of very satisfied/satisfied responses) of 90.0% or higher in thirteen of the fourteen Streetcar service items analyzed. The top four items were:
 - Cleanliness of stop/platform (98.3%)
 - Cleanliness of the Streetcar (98.3%)
 - Safety while riding on the Streetcar (97.4%)
 - Streetcar arriving on time (97.0%)
- The service item that had a satisfaction rating less than 90.0% was the *ease of finding parking*, which had a satisfaction rating of 87.7%. However, when looking at how riders rated the importance of this item, 10.6% chose the *ease of finding parking* as one of their top three most important services.
- When Streetcar riders were asked the service items that are most important to them, the following had the highest ratings. *Ratings are based on the sum of rider's top three choices of which services are most important to them.* These services are as follows;
 - Streetcar arriving on time (44.9%)
 - Cleanliness of the stop/platform (44.6%)
 - Frequency of service (44.1%)
- 96.7% of Streetcar riders indicated they are, overall, very satisfied or satisfied with OKC Streetcar services; 1.7% are neither satisfied or dissatisfied and 1.7% are dissatisfied/very dissatisfied.

2021 EMBARK Streetcar 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 Streetcar Service Categories – Oklahoma City. This analysis reviewed the importance of and satisfaction with major categories of Streetcar services. This analysis was conducted to help set overall priorities. Based on the results of this analysis, no services were found to be very high priorities for investment and services had low Importance-Satisfaction Ratings. Therefore, it is important for EMBARK to maintain its Streetcar services they are providing and how they are providing them.

The table below shows four of the sixteen transit service items that were rated. The full table is in Section 3.

Importance-Satisfaction Analysis EMBARK Streetcar 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
Medium Priority (I-S < 0.10)						
Frequency of service	44%	3	94%	10	0.0282	1
Streetcar arriving on time	45%	1	97%	4	0.0135	2
Ease of finding parking	11%	8	88%	14	0.0130	3
Ease of using the ticketing kiosk	12%	7	93%	13	0.0084	4

EMBARK Streetcar Rider Profile

Oklahoma City, OK



68% are visitors in the downtown area

48% are male

50% are female

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



45% typically walk to travel around downtown

17% consider themselves Black/African American

63% consider themselves White/Caucasian

62% use the OKC Streetcar less than once per month



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

12% consider themselves Hispanic/Latino/Spanish

30% of riders park their car on the street



10% consider themselves Native American



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



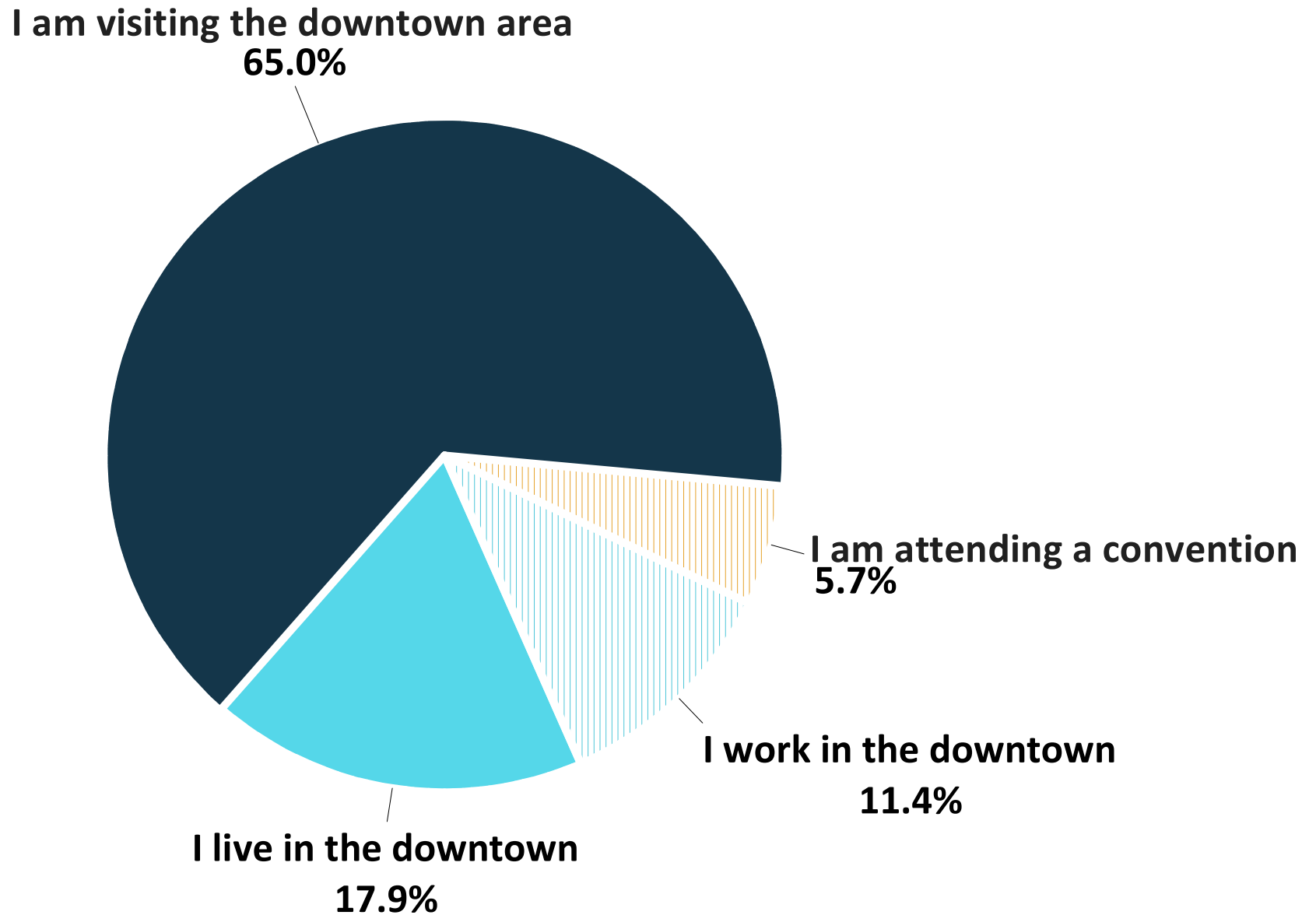


2

Overall Results

Q1. Which statement best describes you?

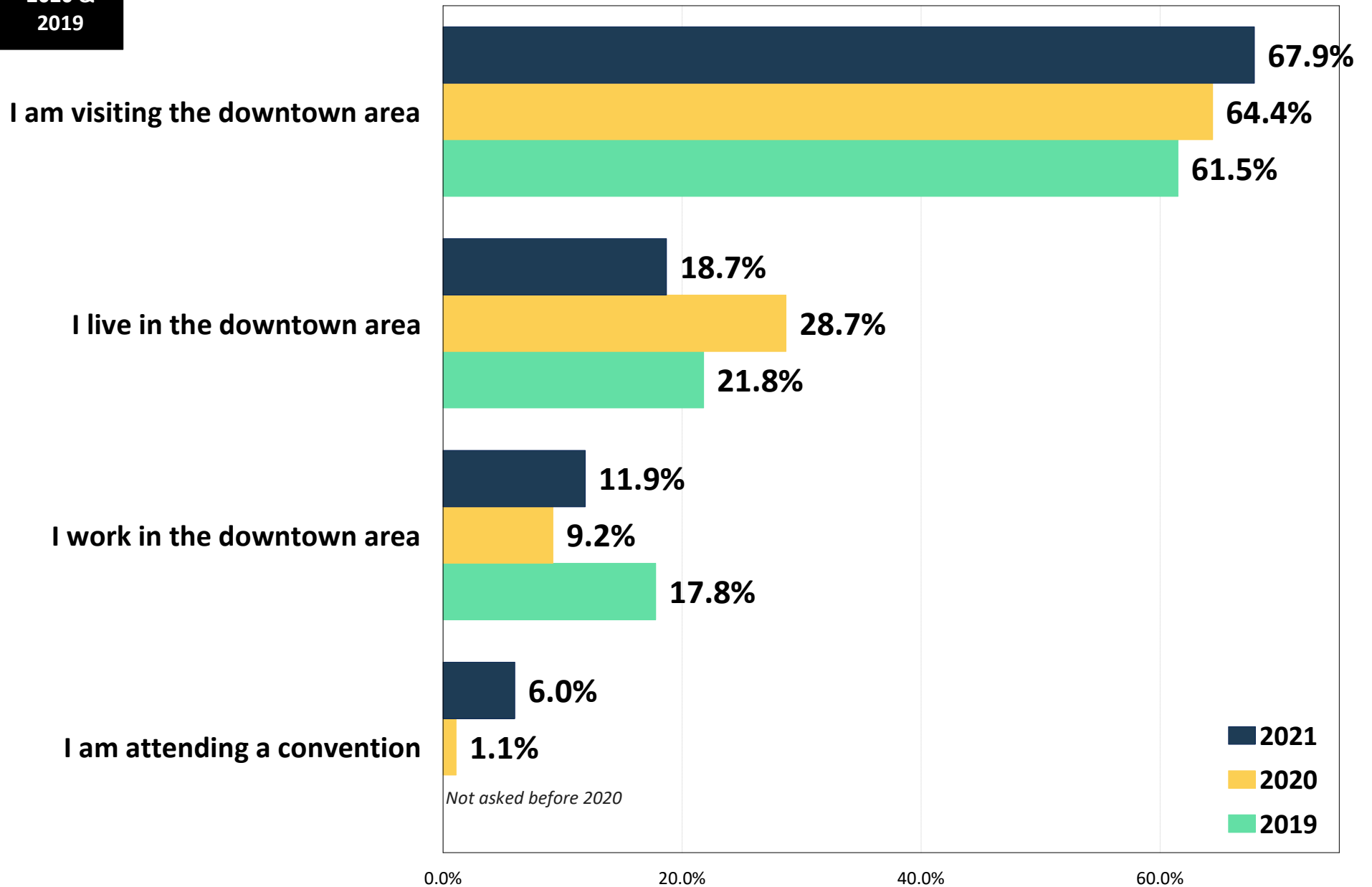
by percentage of riders



Trends
2021
v.
2020 &
2019

Q1. Which statement best describes you?

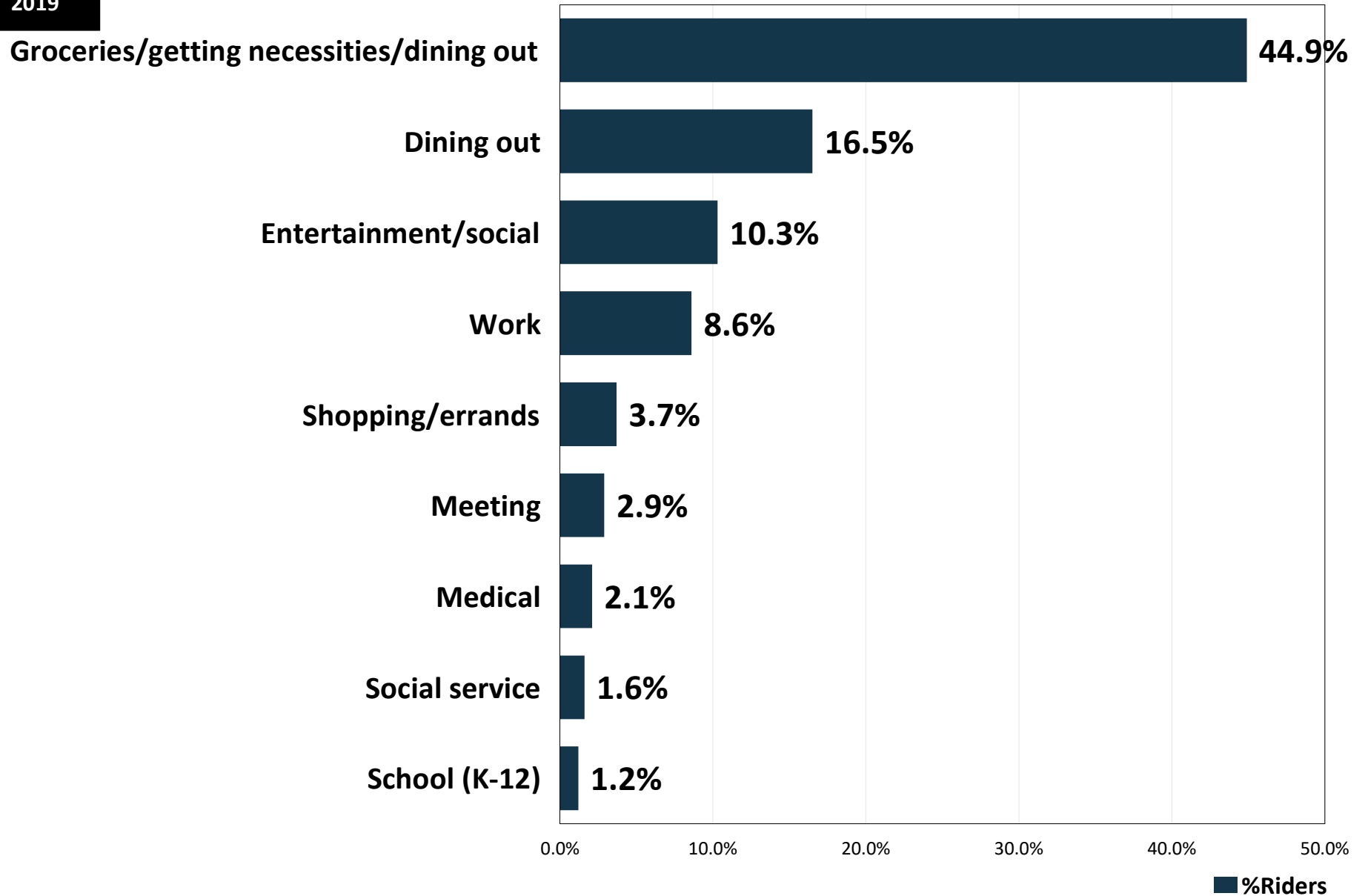
by percentage of riders



Trends
 2021
 v.
 2020 &
 2019

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

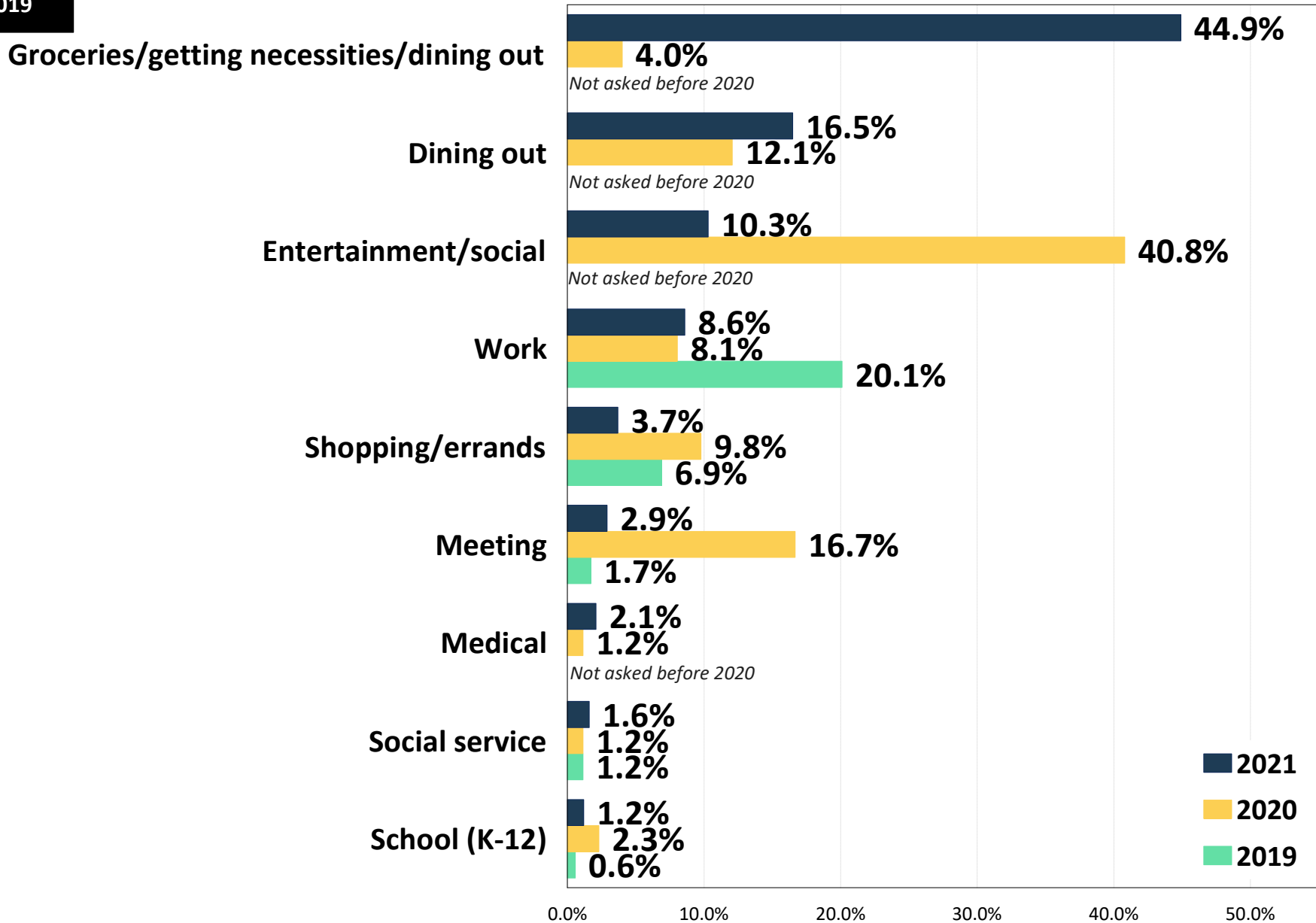
by percentage of riders (excluding "not provided" responses)



Trends
2021
v.
2020 &
2019

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

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

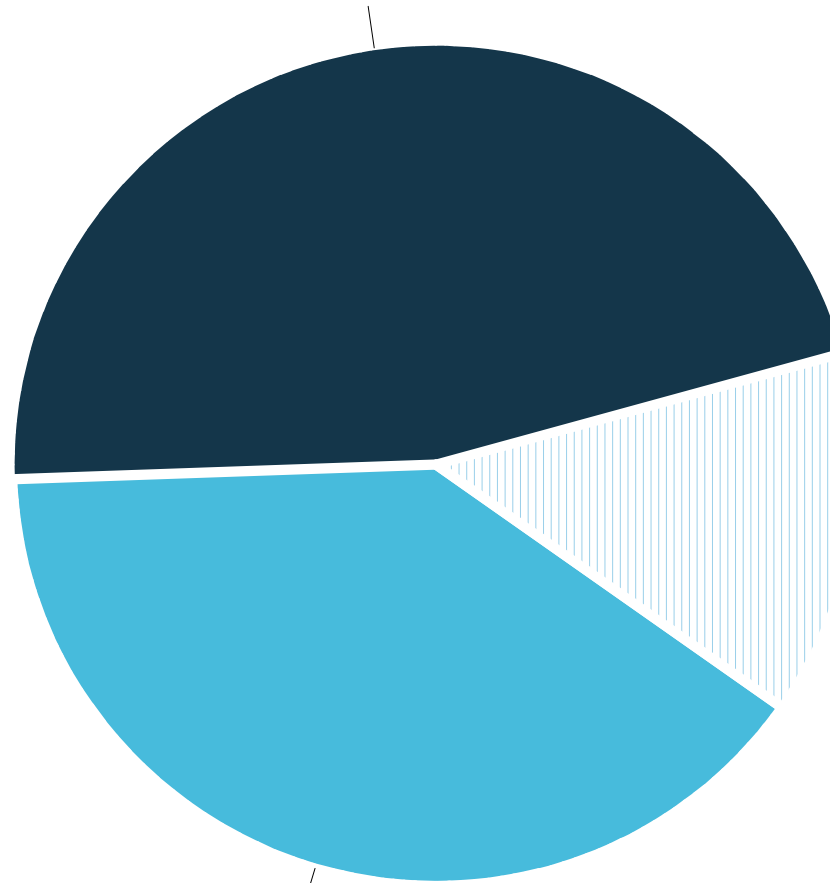


Q3. How did you pay your Streetcar fare today?

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

At the Ticket Kiosk using cash/credit card

46.4%

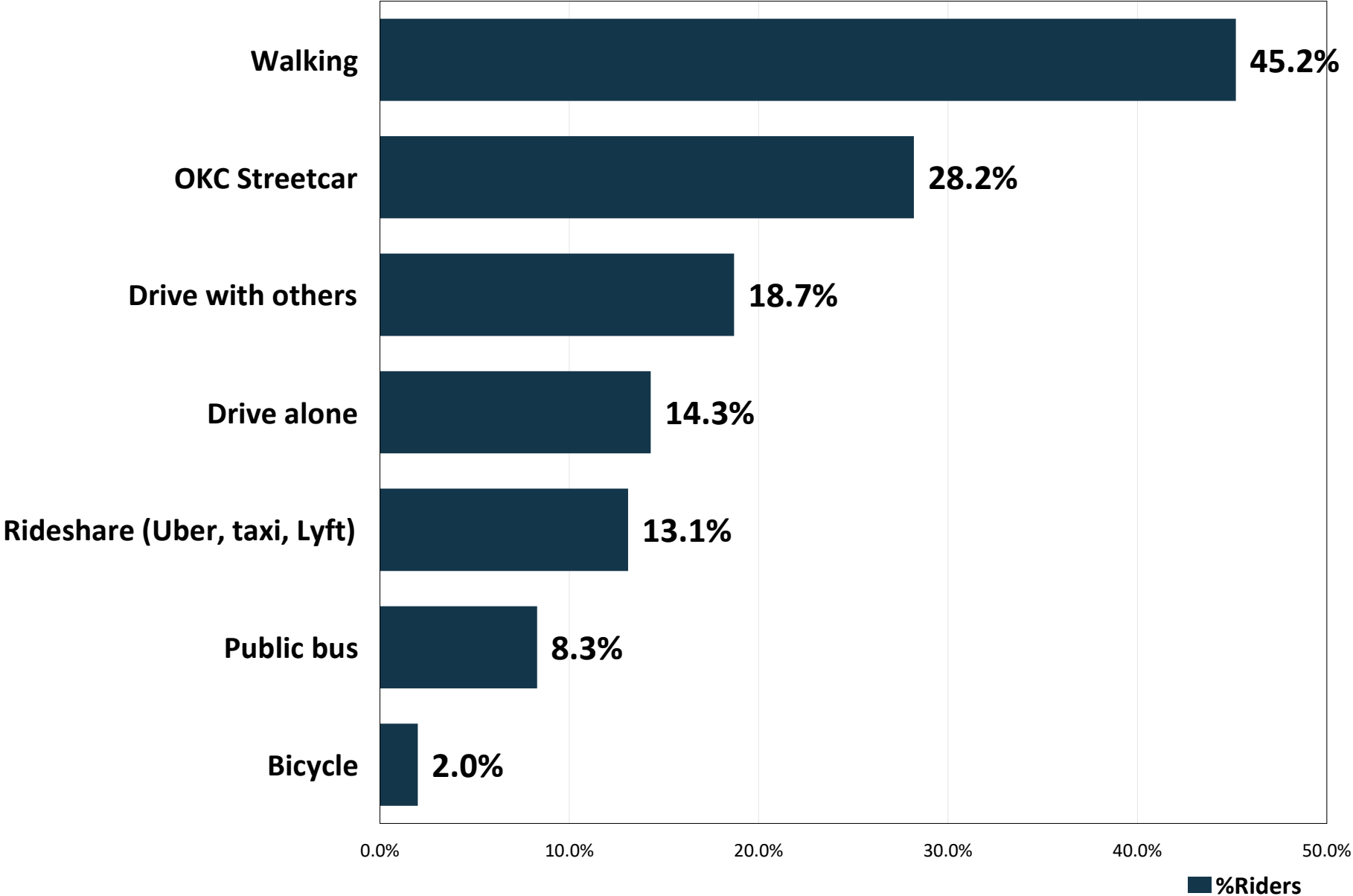


**With Paper
Universal Pass
13.9%**

**With Token Transit/Mobile Fare App
39.8%**

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

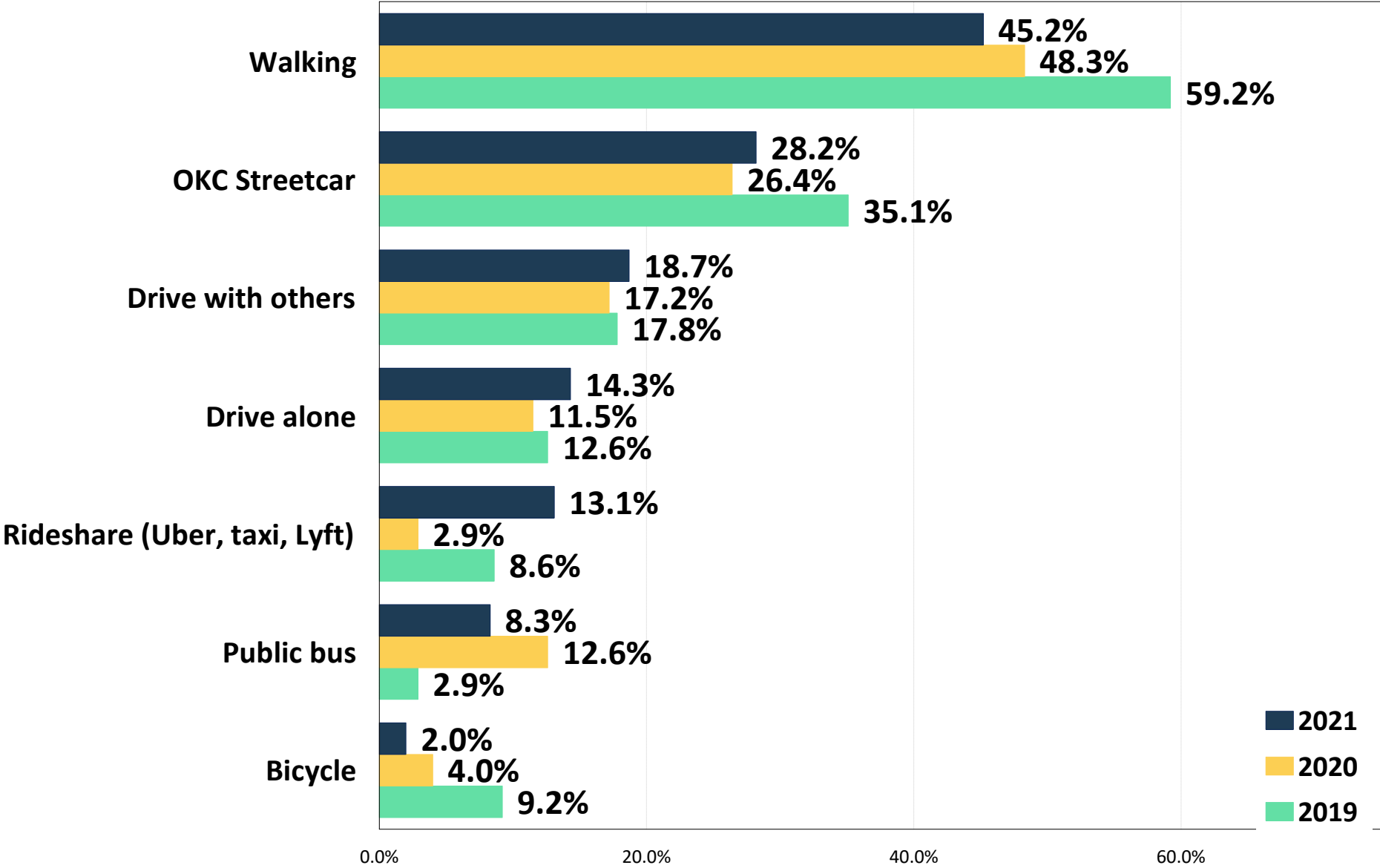
by percentage of riders



Trends
2021
v.
2020 &
2019

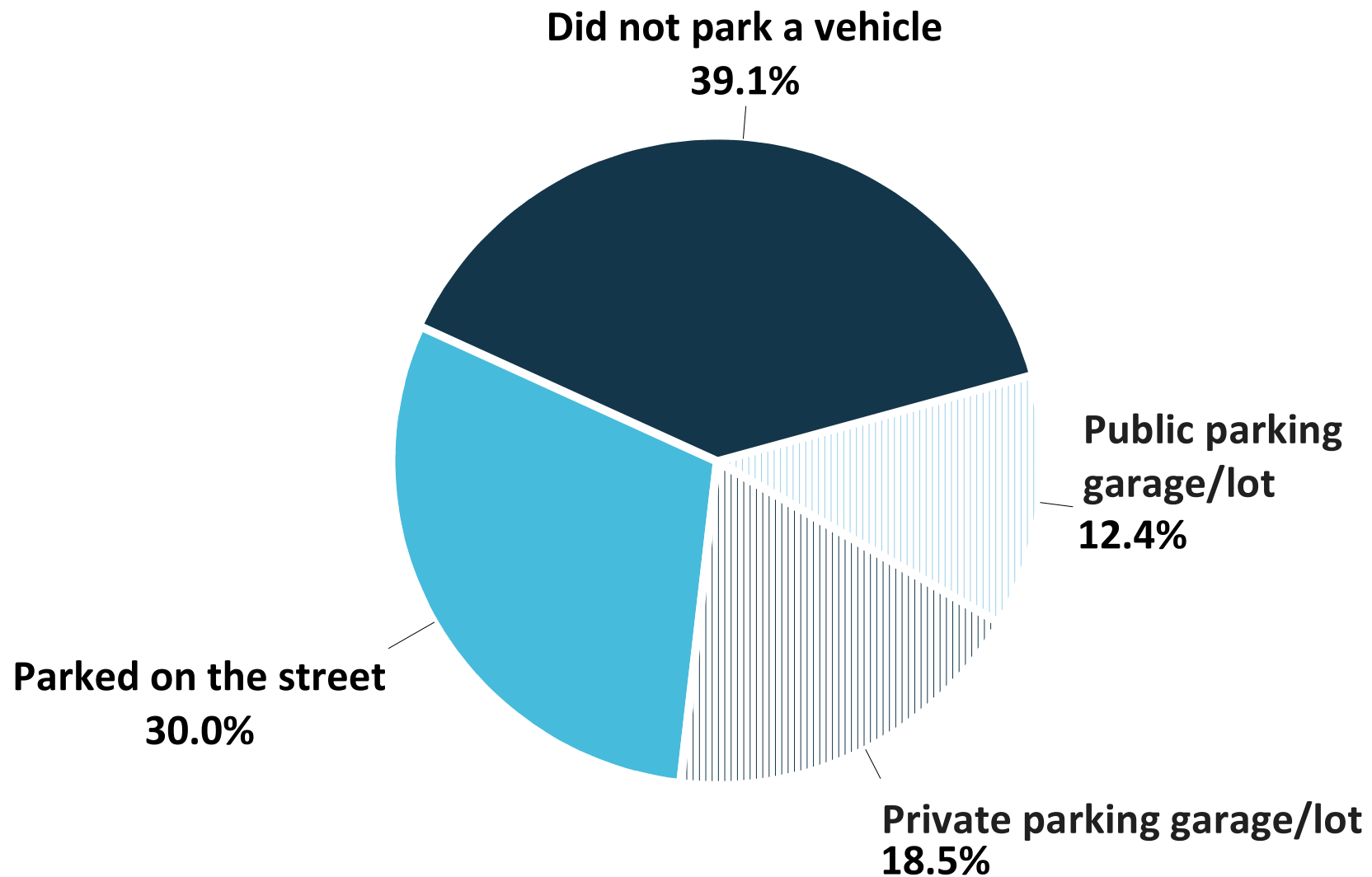
Q4. How do you typically travel around the downtown area?

by percentage of riders



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

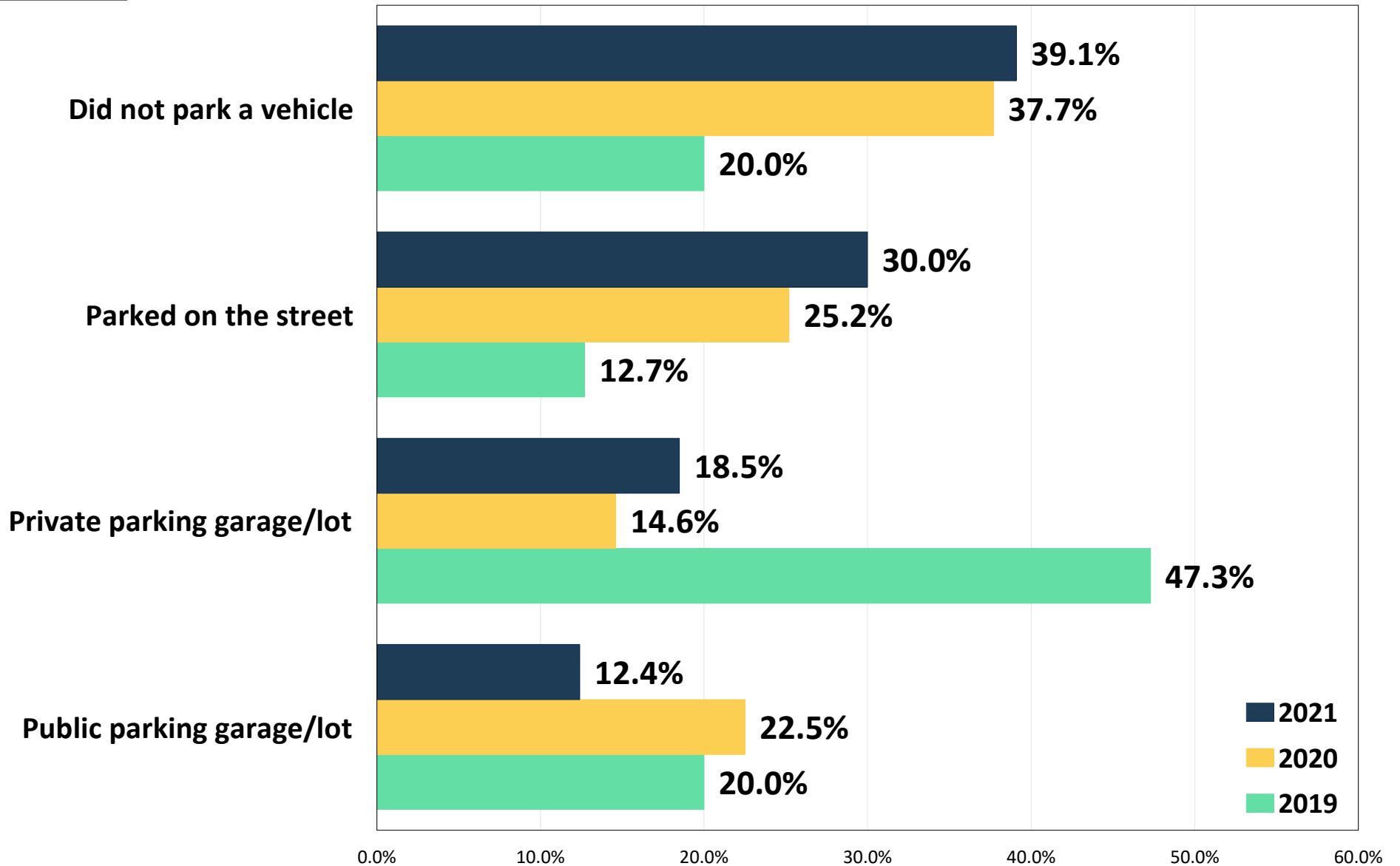
by percentage of riders (excluding "not provided" responses)



Trends
2021
v.
2020 &
2019

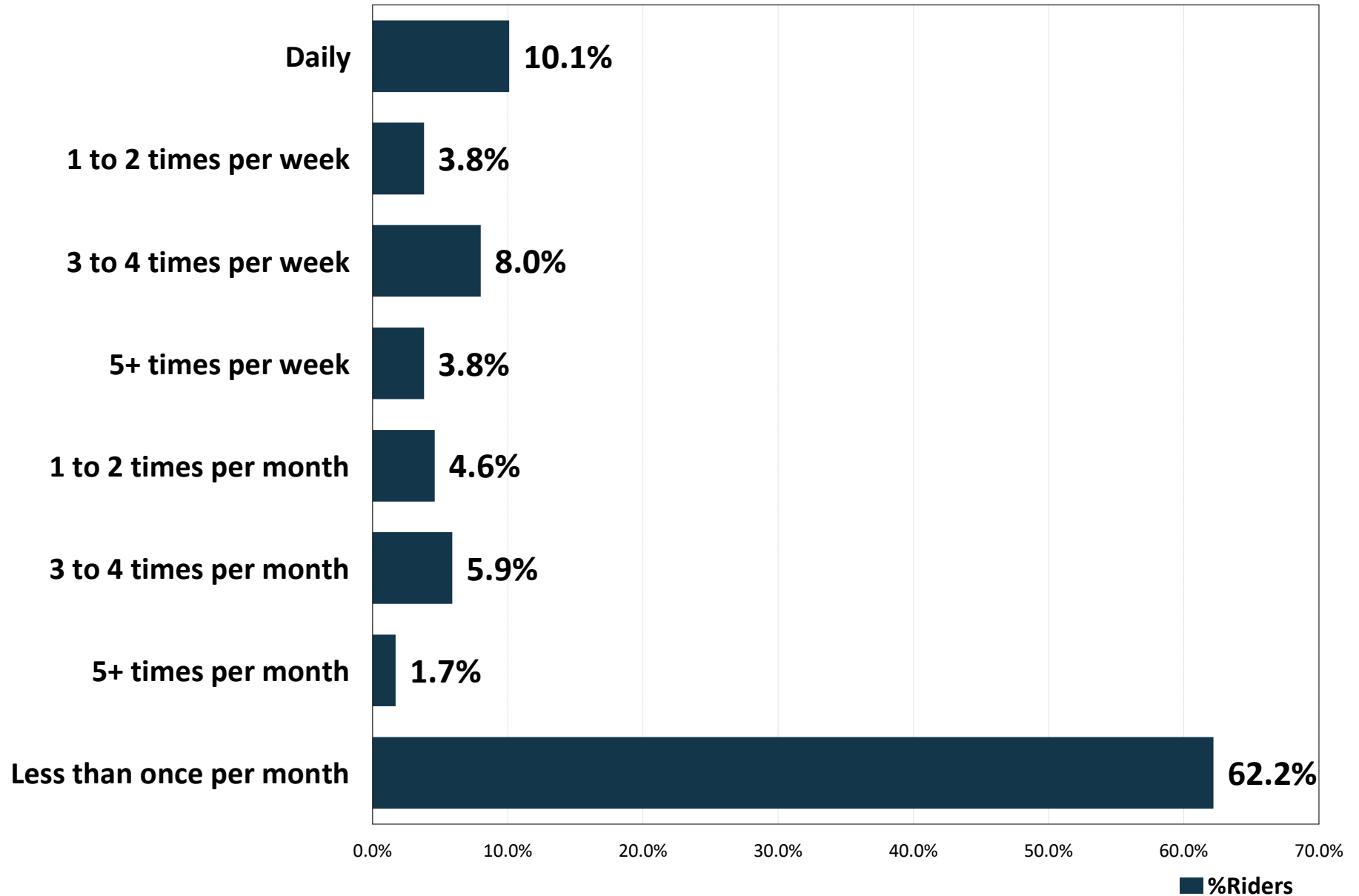
Q5. If you drove, or rode with others in a vehicle today, where did you park?

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



Q6. How often do you use the OKC Streetcar?

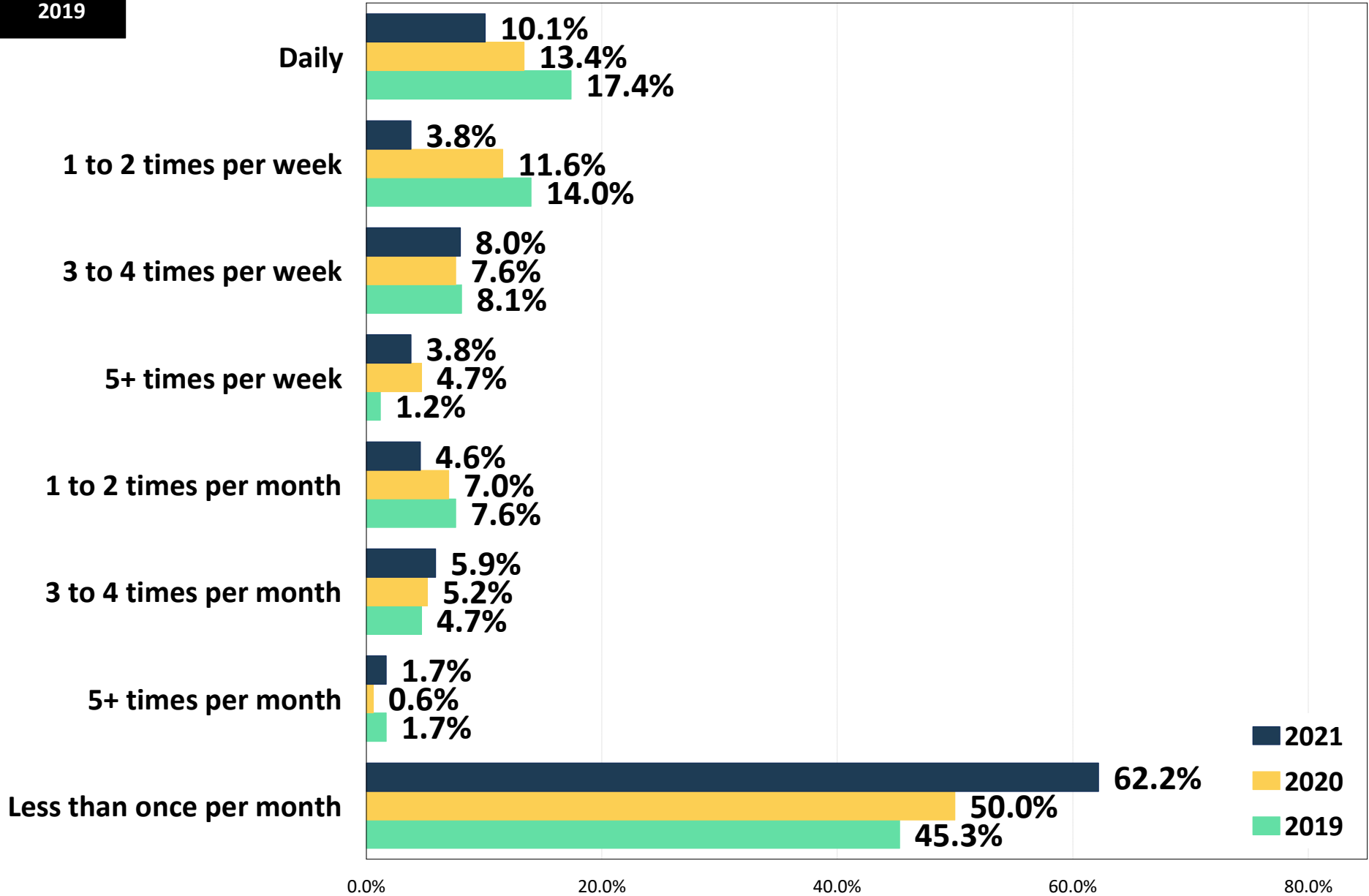
by percentage of riders (excluding “not provided” responses)



Trends
 2021
 v.
 2020 &
 2019

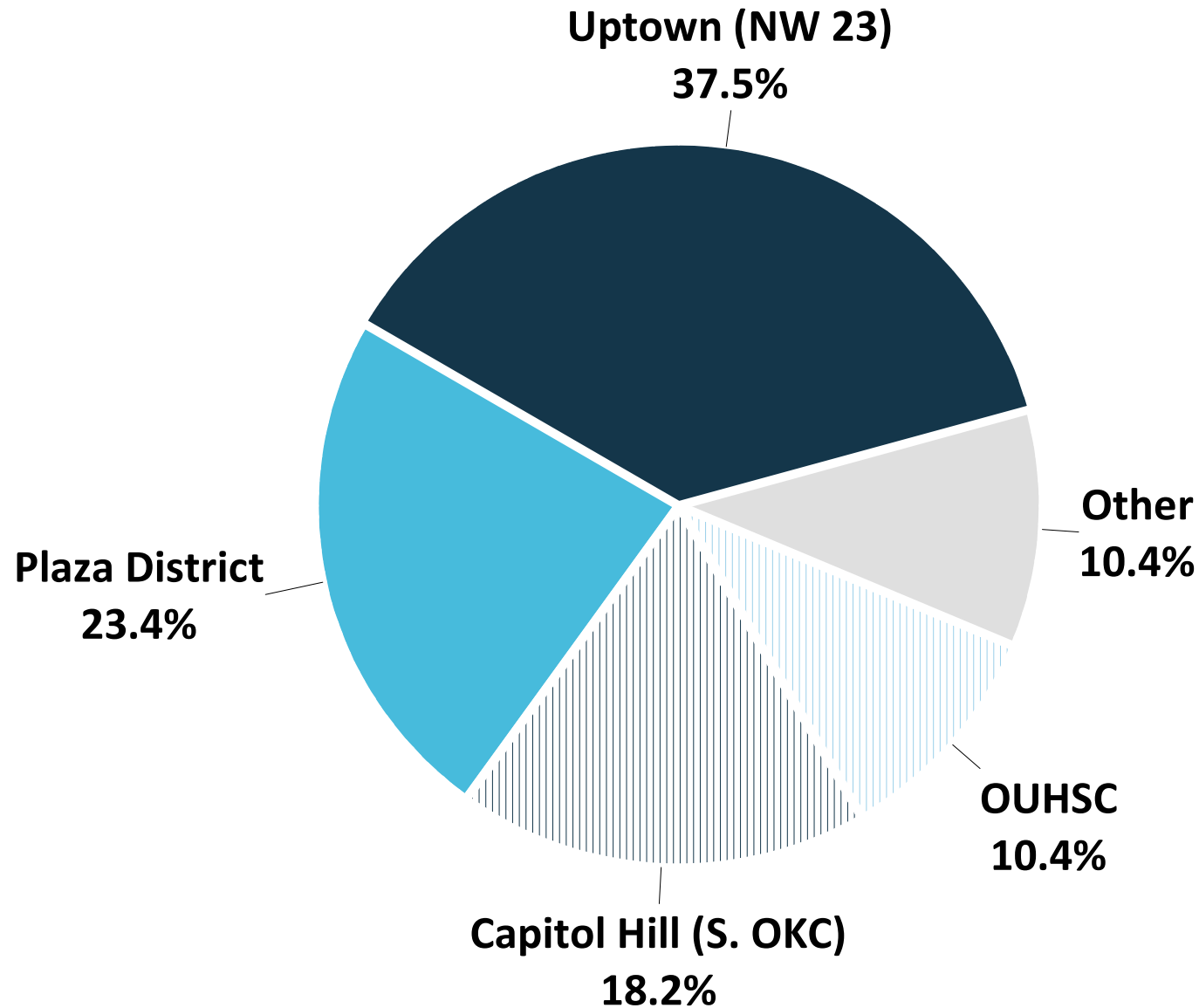
Q6. How often do you use the OKC Streetcar?

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



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

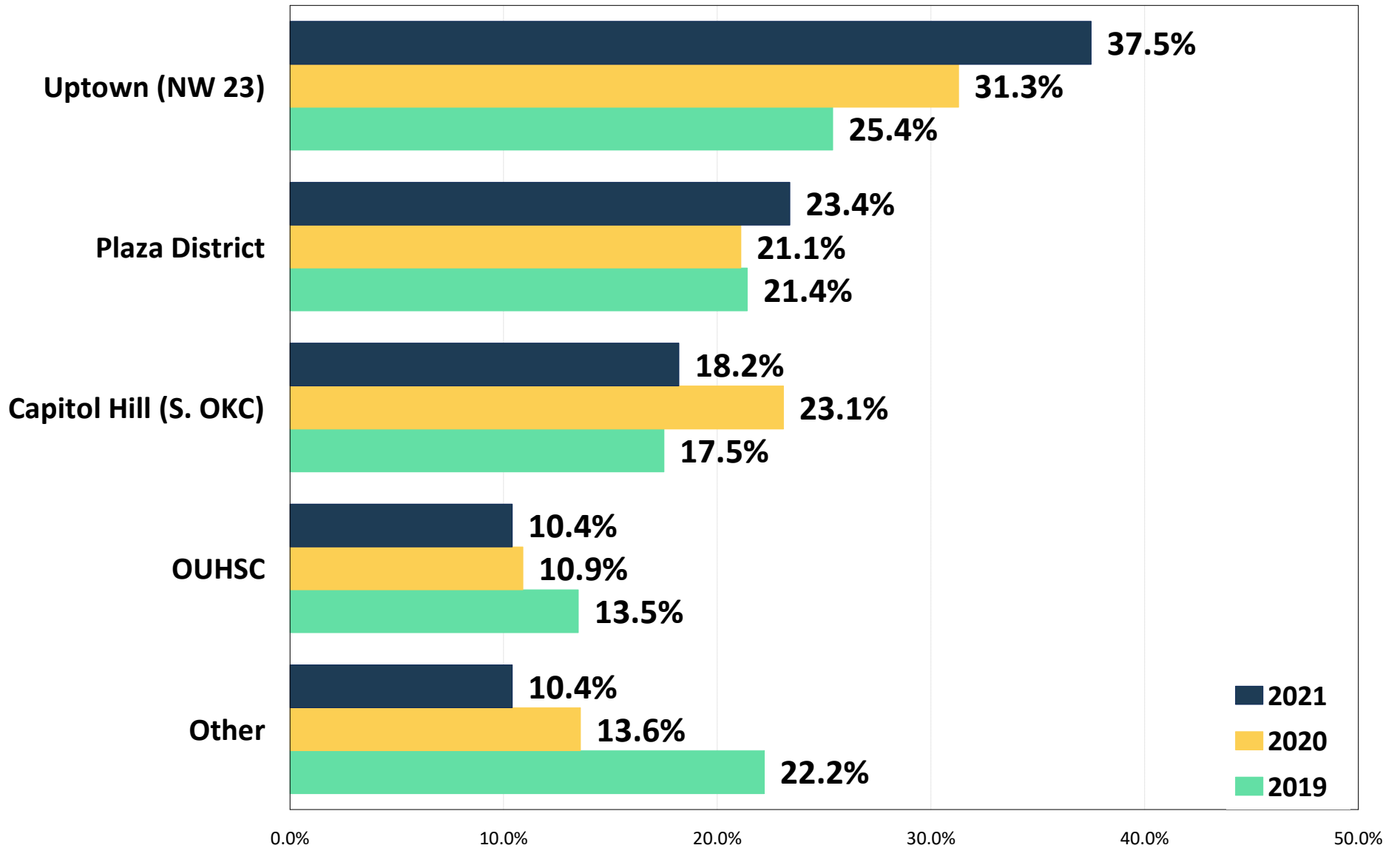
by percentage of riders (excluding "not provided" responses)



Trends
2021
v.
2020 &
2019

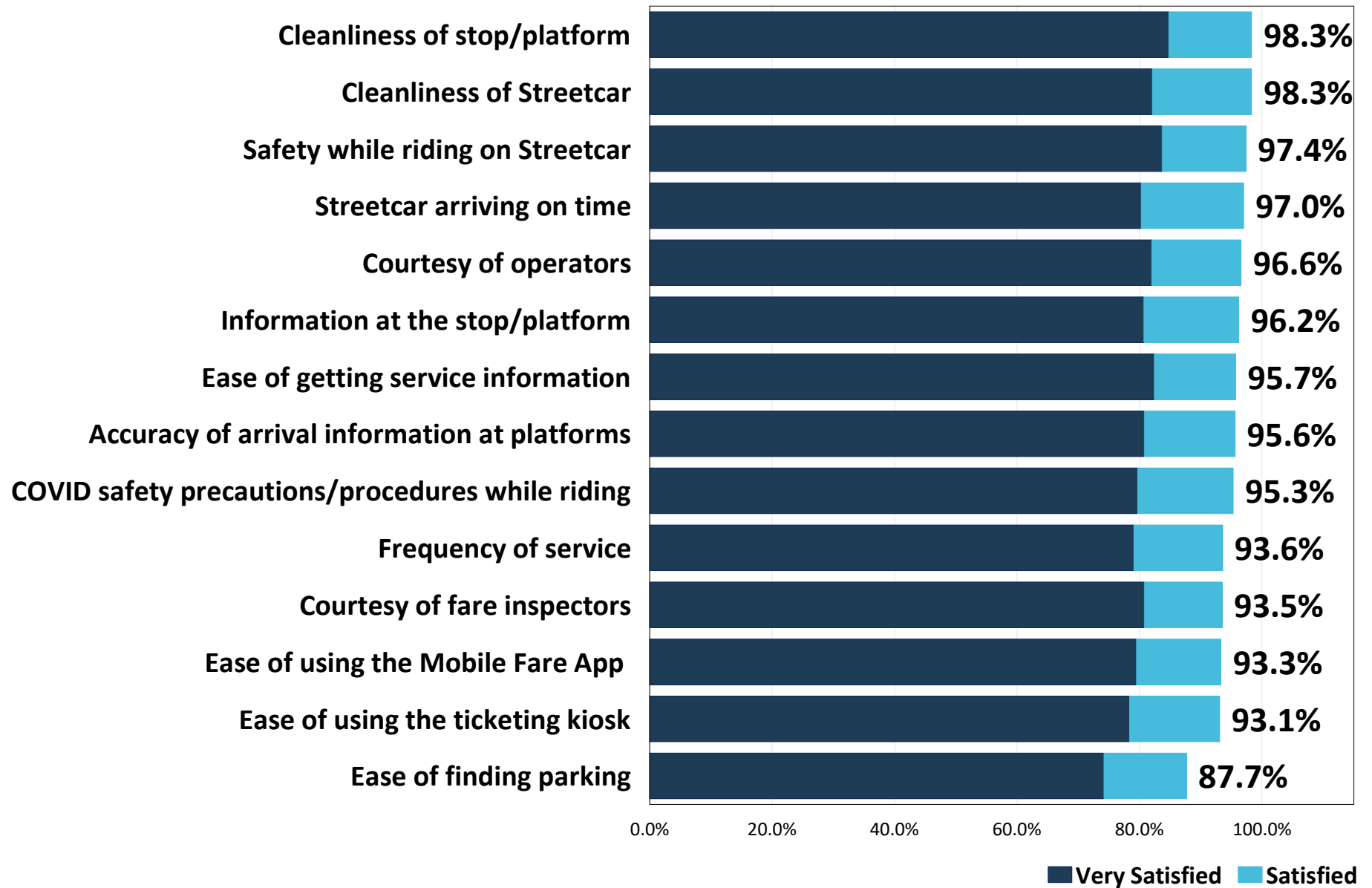
Q8. If the Streetcar could be extended to other areas, which area would you like to see it extended to?

by percentage of riders (excluding “not provided” responses)



Q9. Satisfaction with Various Streetcar Services

by sum percentage of riders using a 5-point scale, were *very satisfied* or *satisfied*
(excluding “don’t know” responses)

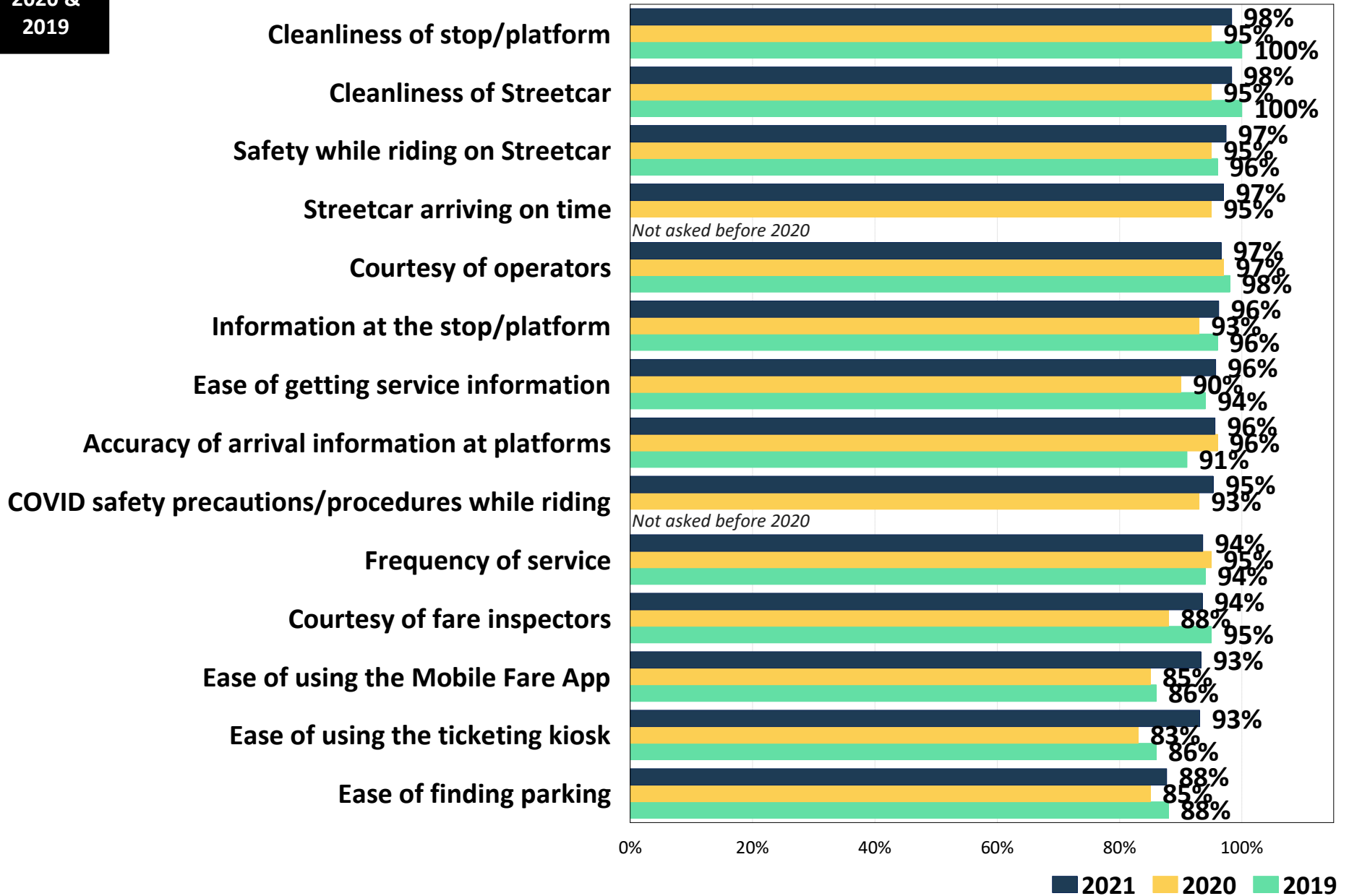


Trends

2021
v.
2020 &
2019

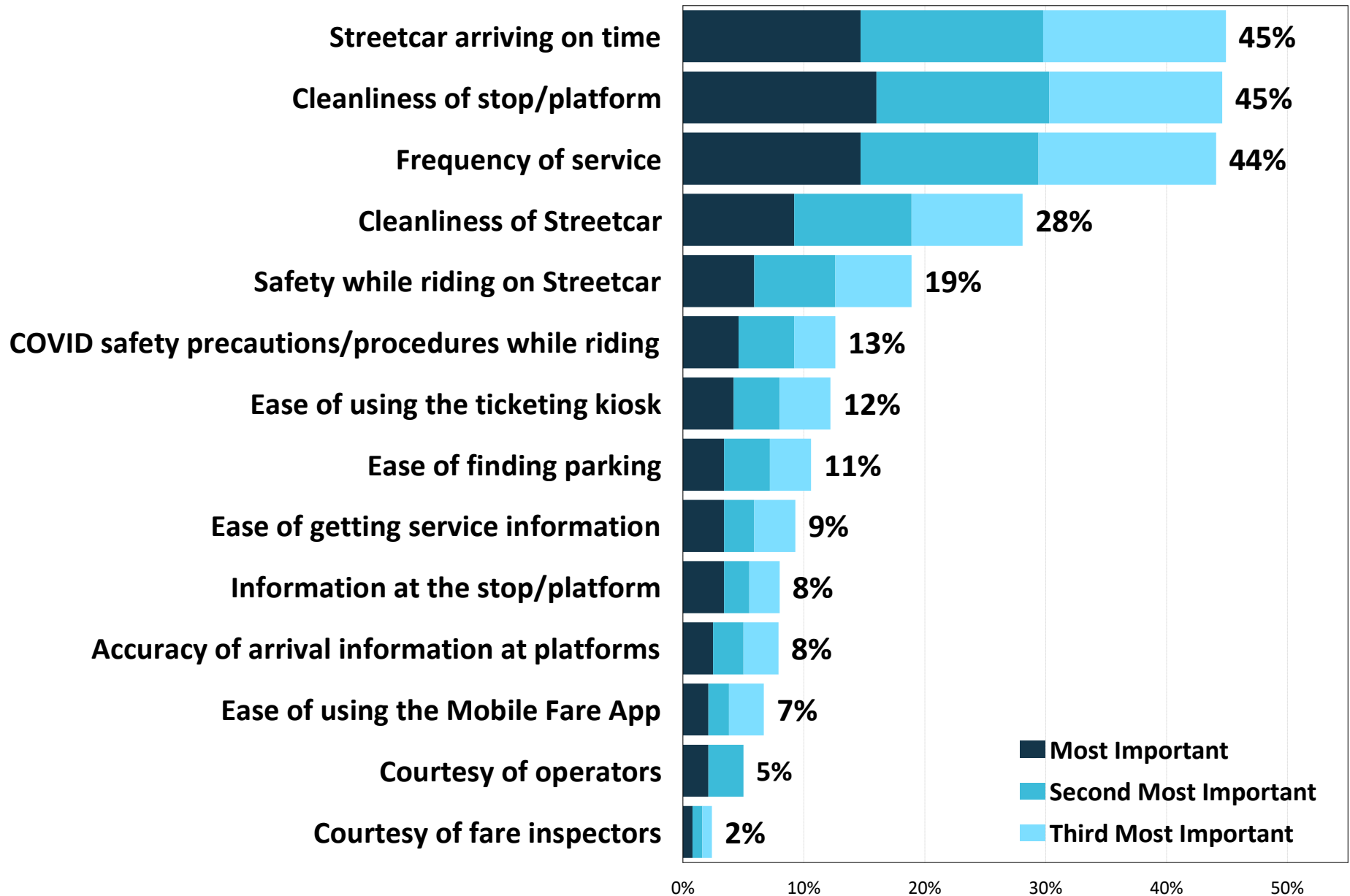
Q9. Satisfaction with Various Bus Services

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



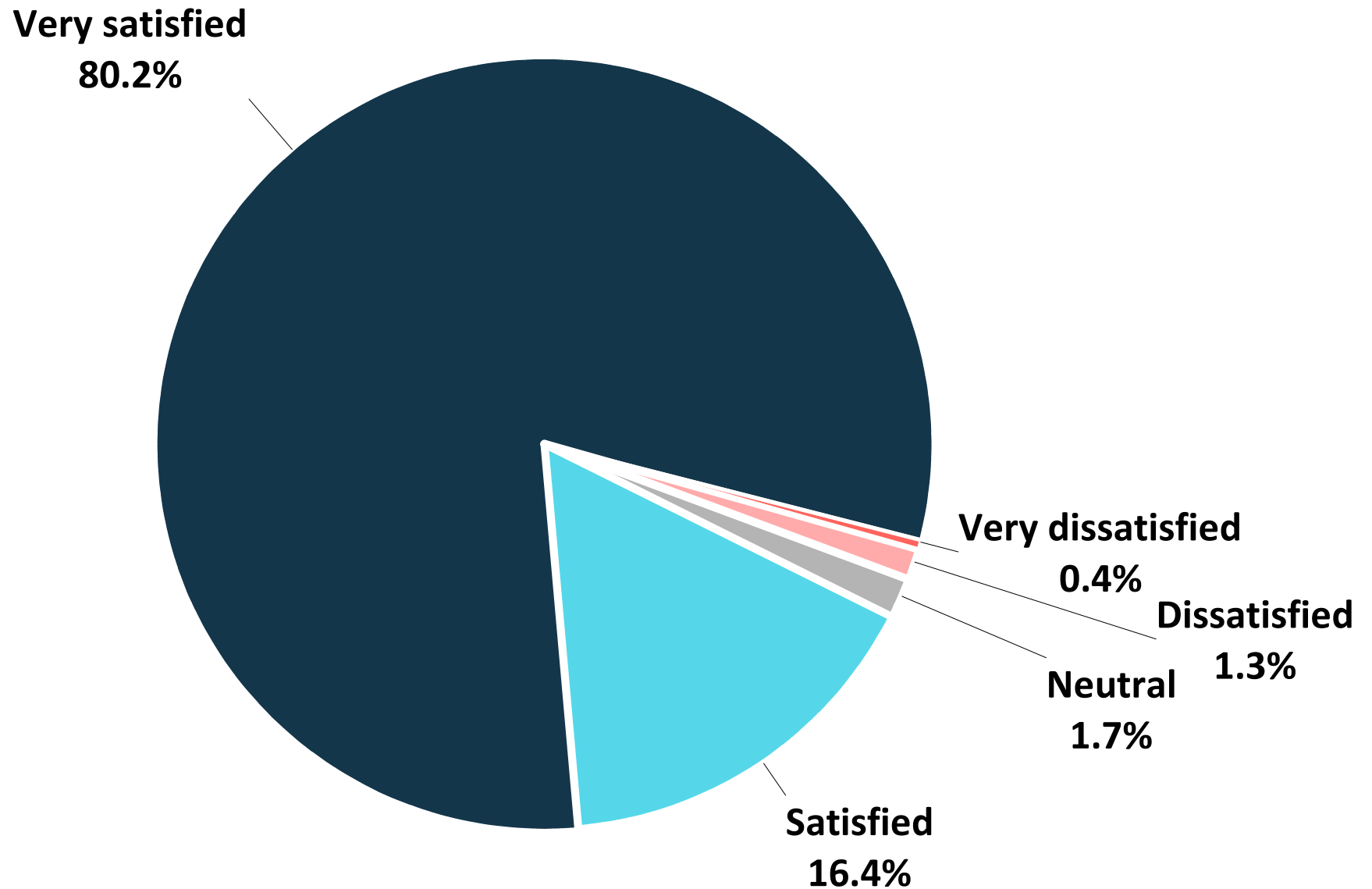
Q9a. Streetcar Service Items That Are Most Important to Riders

by sum percentage of respondents top three choices



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

by percentage of riders

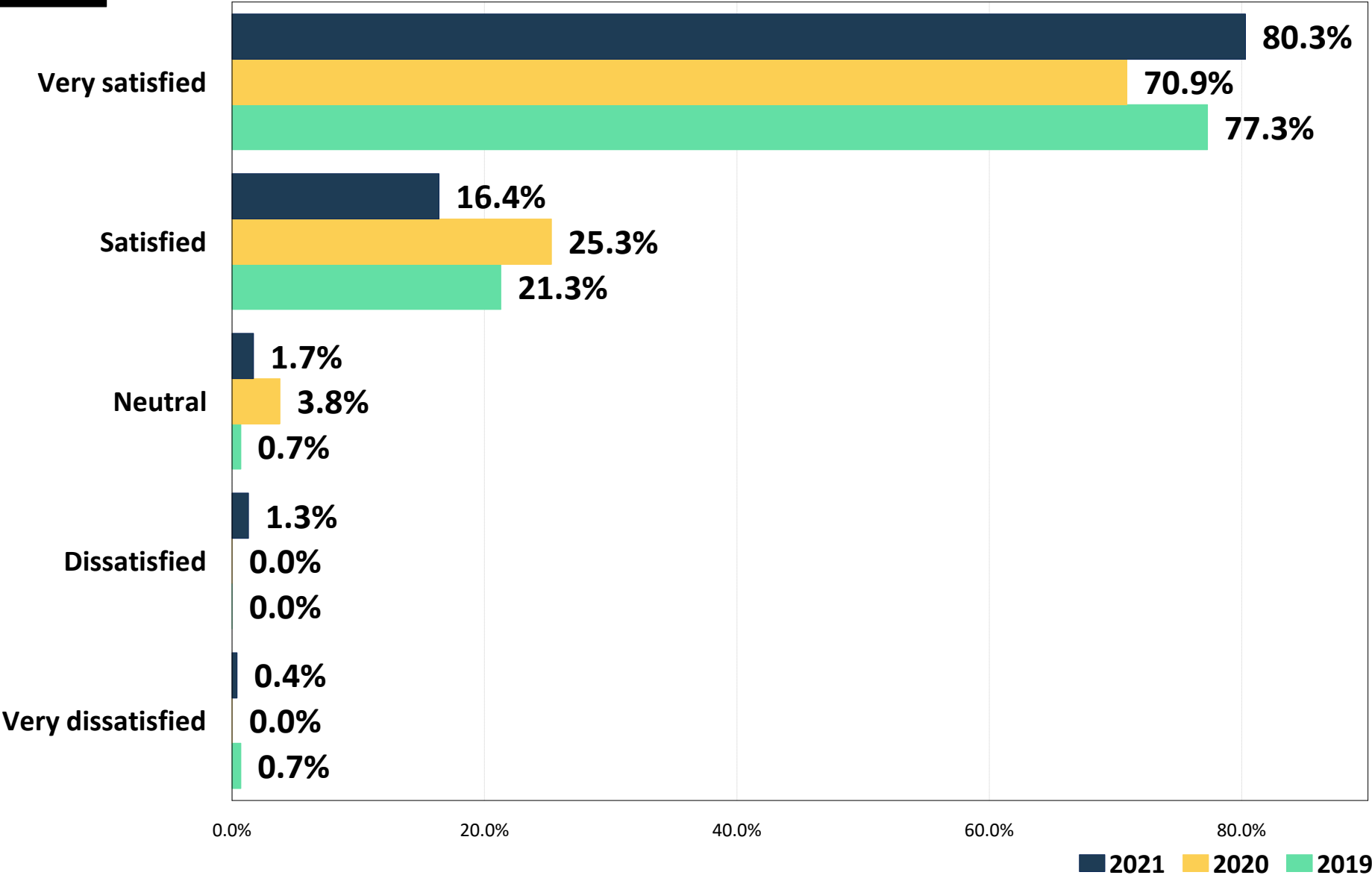


Trends

2021
v.
2020 &
2019

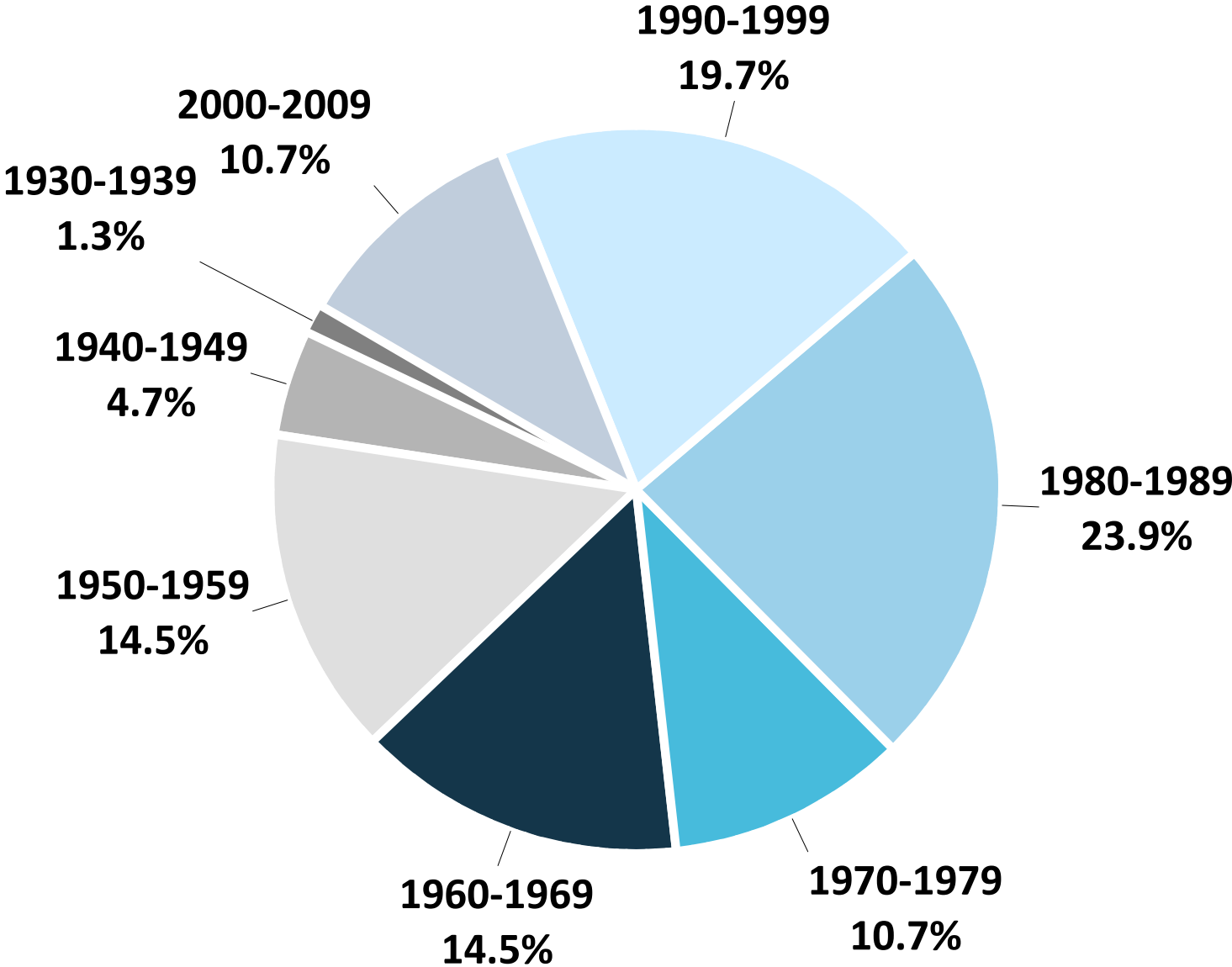
Q9b. Overall, how satisfied are you with OKC Streetcar services?

by percentage of riders



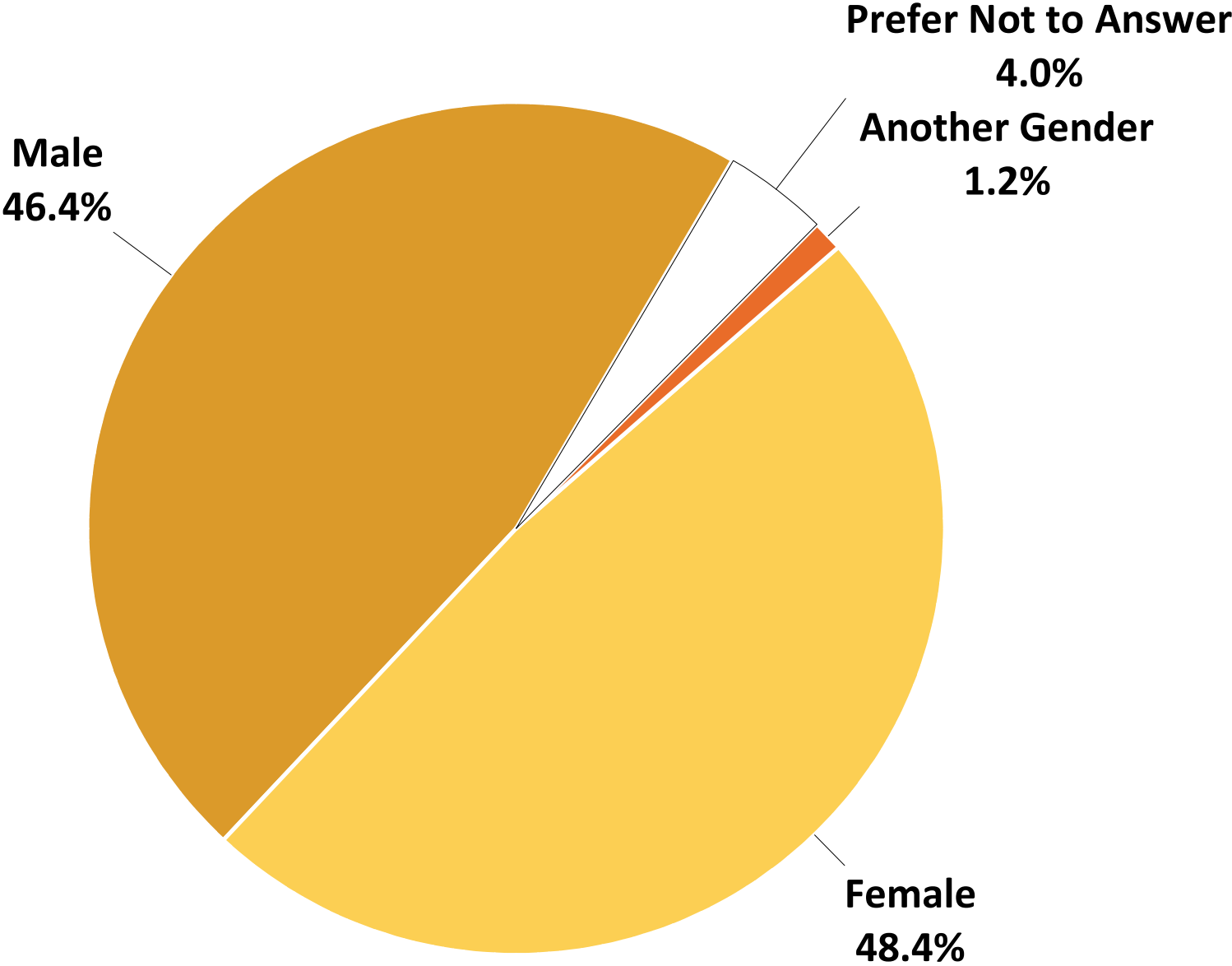
Q10. What year were you born?

by percentage of riders



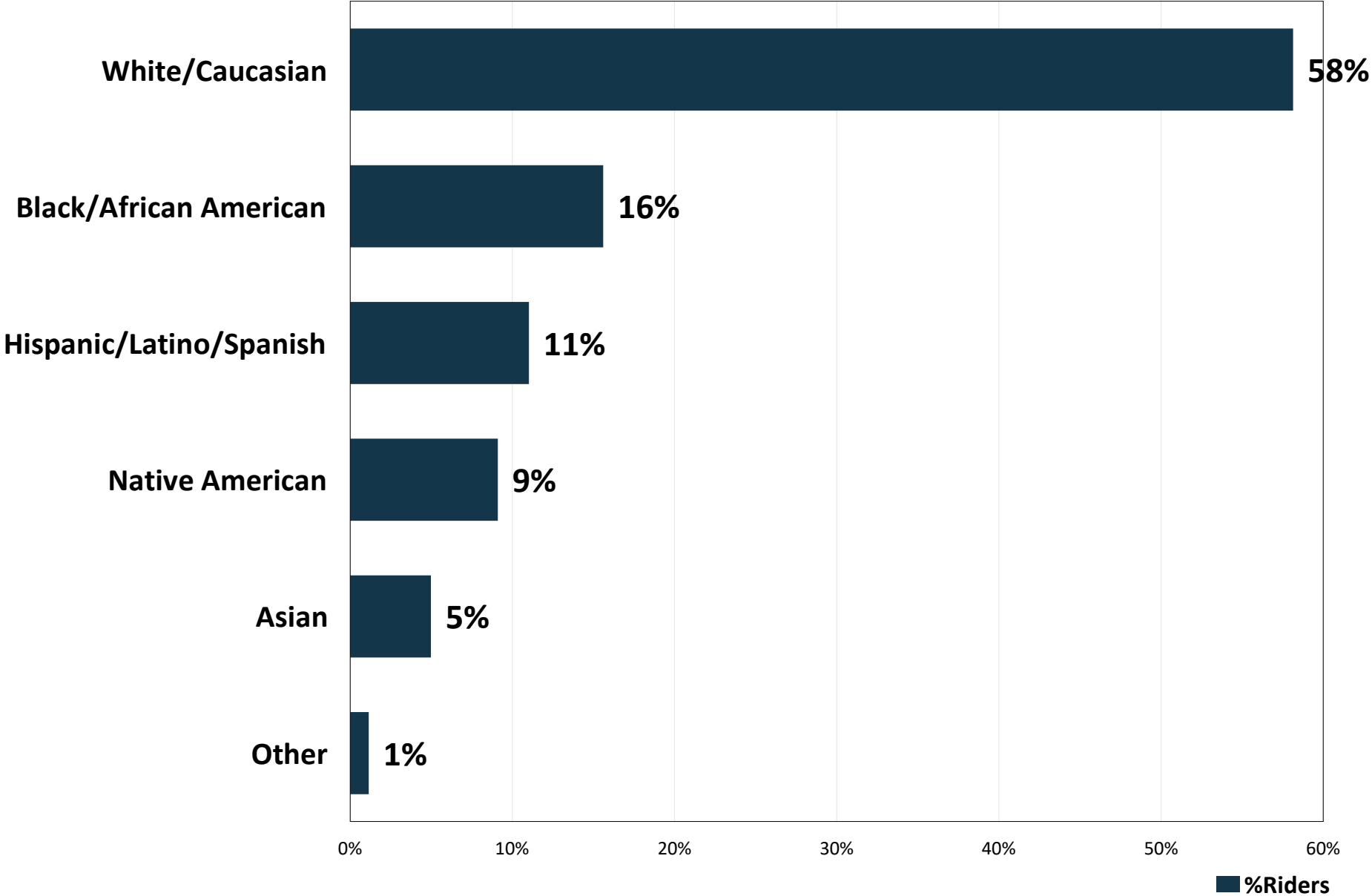
Q11. What is your gender?

by percentage of riders



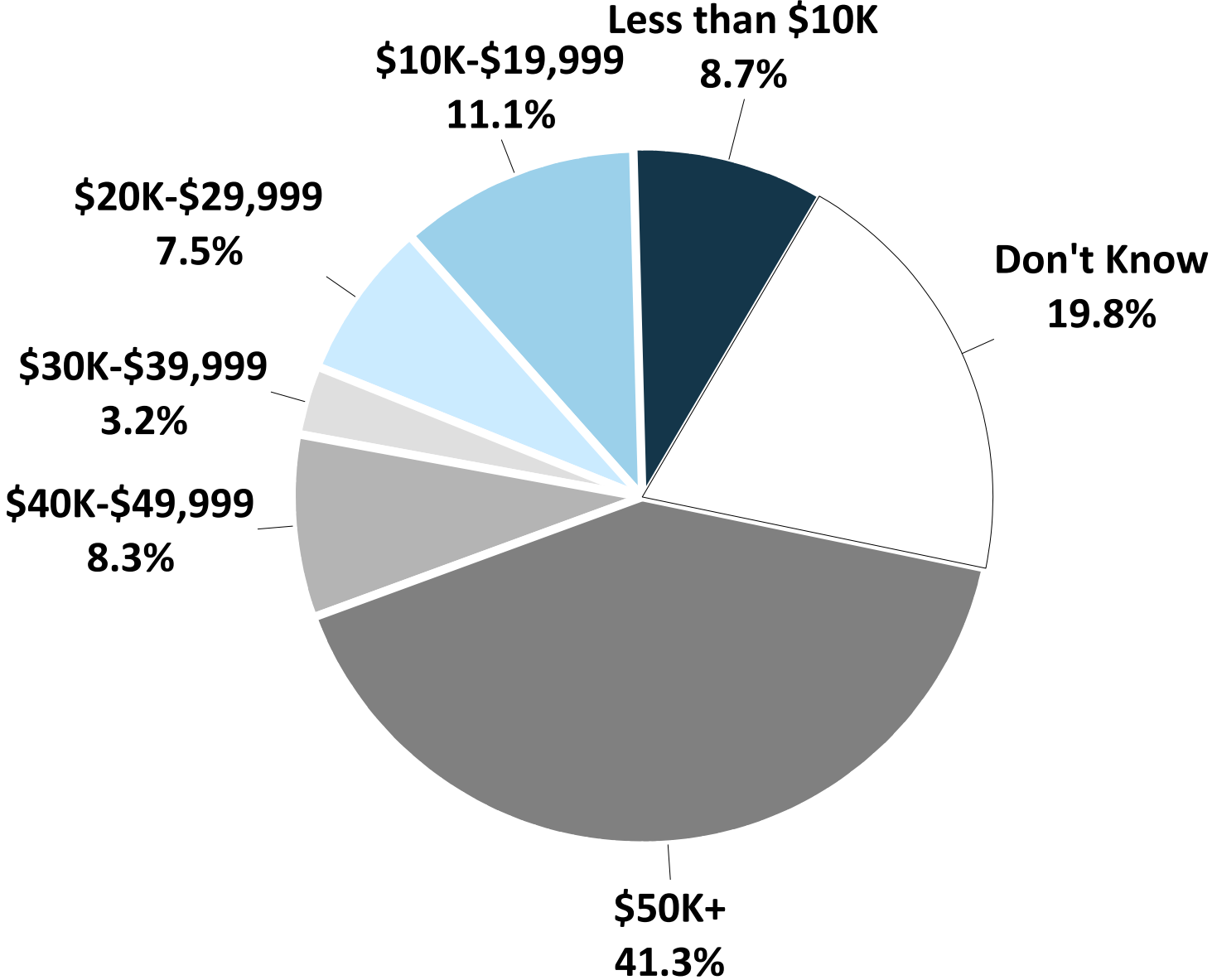
Q12. Do you consider yourself?

by percentage of riders



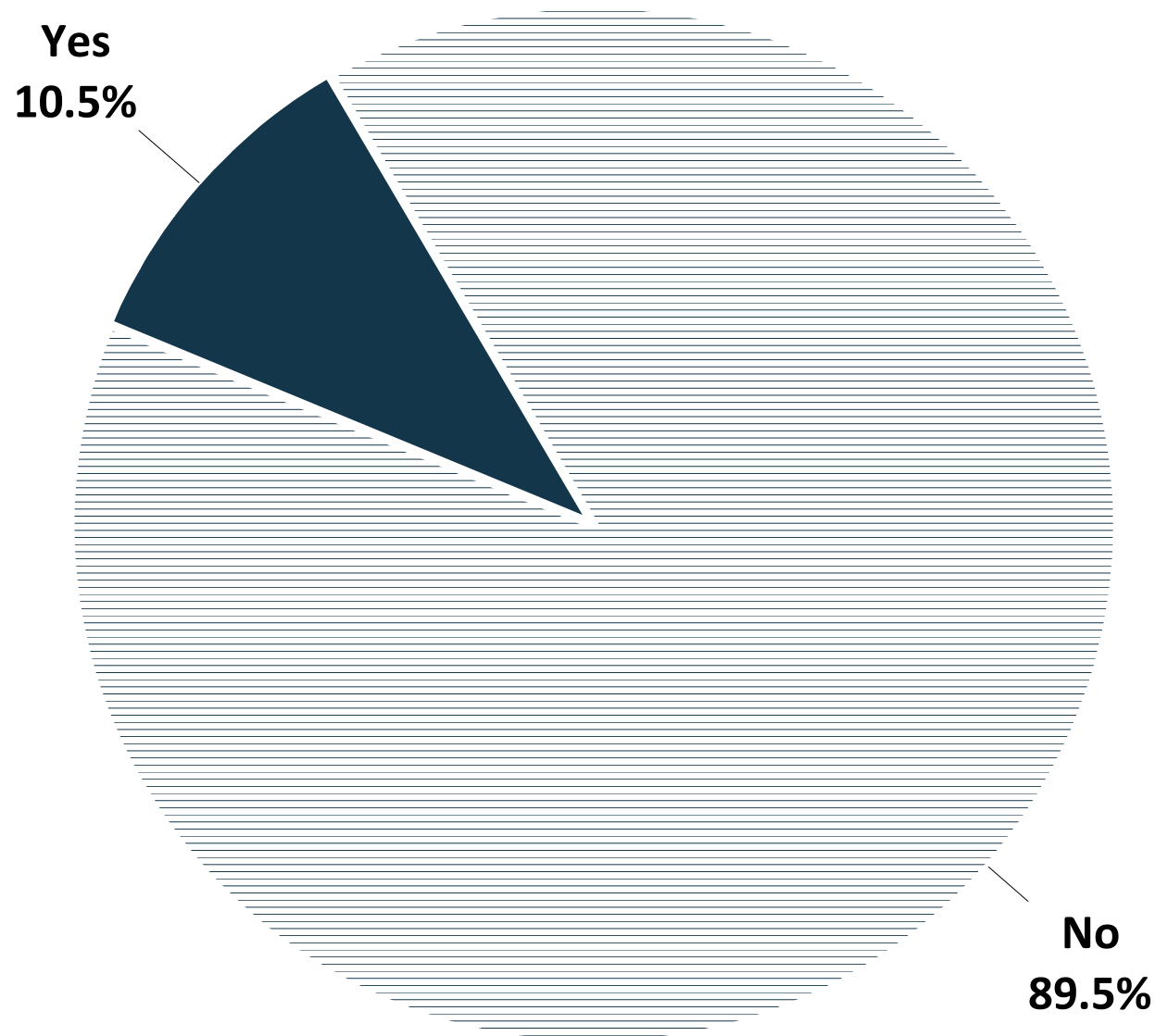
Q13. What was your annual household income in 2020?

by percentage of riders



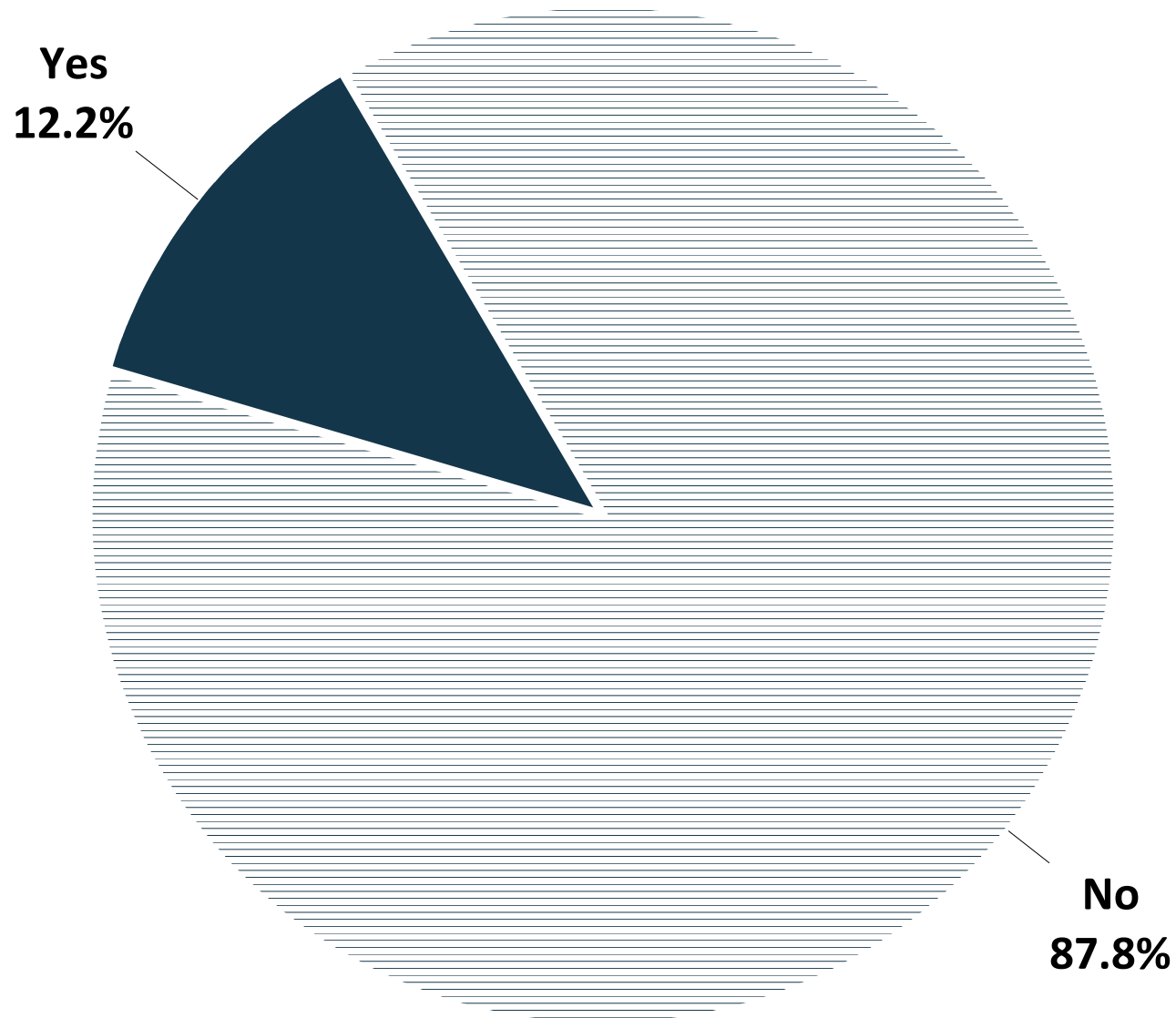
Q14. Do you qualify for reduced bus fare based on a disability?

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



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

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





3

Importance-Satisfaction Analysis

2021 EMBARK Streetcar 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.

$$\text{Equation: I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

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. Forty-four percent (44.1%) of customers selected the *Streetcar's frequency of service* as one of the most important services for EMBARK to provide.

Regarding satisfaction, 93.6% of customers rated EMBARK's overall performance regarding the *Streetcar's frequency of service*, as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for the *Streetcar's frequency of service*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example 44.1% was multiplied by 6.4% (1-0.936). This calculation yielded an I-S rating of 0.0282 which ranked first out of the fourteen 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 \geq 0.20)
- Increase Current Emphasis (0.10 \leq IS < 0.20)
- Maintain Current Emphasis (IS < 0.10)

The results for the 2021 EMBARK Streetcar Survey is provided on the following page.

Importance-Satisfaction Analysis

EMBARK Streetcar 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
Medium Priority (I-S < 0.10)						
Frequency of service	44%	3	94%	10	0.0282	1
Streetcar arriving on time	45%	1	97%	4	0.0135	2
Ease of finding parking	11%	8	88%	14	0.0130	3
Ease of using the ticketing kiosk	12%	7	93%	13	0.0084	4
Cleanliness of stop/platform	45%	2	98%	1	0.0076	5
COVID safety precautions/procedures while riding	13%	6	95%	9	0.0059	6
Safety while riding on Streetcar	19%	5	97%	3	0.0049	7
Cleanliness of Streetcar	28%	4	98%	2	0.0048	8
Ease of using the Mobile Fare App (Token Transit)	7%	12	93%	12	0.0045	9
Ease of getting service information	9%	9	96%	7	0.0040	10
Accuracy of arrival information at platforms	8%	11	96%	8	0.0035	11
Information at the stop/platform	8%	10	96%	6	0.0030	12
Courtesy of operators	5%	13	97%	5	0.0017	13
Courtesy of fare inspectors	2%	14	94%	11	0.0016	14

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

Most Important %:

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



4

Tabular Data

Day of the week

<u>Day of week</u>	<u>Number</u>	<u>Percent</u>
Monday	48	19.0 %
Tuesday	18	7.1 %
Wednesday	22	8.7 %
Thursday	9	3.6 %
Friday	13	5.2 %
Saturday	73	29.0 %
Sunday	69	27.4 %
Total	252	100.0 %

Time of the day

<u>Time of day</u>	<u>Number</u>	<u>Percent</u>
6am-9am	61	24.2 %
9am-3pm	64	25.4 %
3pm-7pm	64	25.4 %
After 7pm	63	25.0 %
Total	252	100.0 %

Q1. Which statement best describes you?

	<u>Number</u>	<u>Percent</u>
I live in the downtown area	47	18.7 %
I work in the downtown area	30	11.9 %
I am visiting the downtown area	171	67.9 %
I am attending a convention	15	6.0 %
Total	263	

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

	Number	Percent
Work	21	8.3 %
School (K-12)	3	1.2 %
Shopping/errands	9	3.6 %
Entertainment/social	25	9.9 %
Groceries/getting necessities/dinig out	109	43.3 %
Social service	4	1.6 %
Medical	5	2.0 %
Meeting	7	2.8 %
Dining out	40	15.9 %
Other	20	7.9 %
Not provided	9	3.6 %
Total	252	100.0 %

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

	Number	Percent
Work	21	8.6 %
School (K-12)	3	1.2 %
Shopping/errands	9	3.7 %
Entertainment/social	25	10.3 %
Groceries/getting necessities/dinig out	109	44.9 %
Social service	4	1.6 %
Medical	5	2.1 %
Meeting	7	2.9 %
Dining out	40	16.5 %
Other	20	8.2 %
Total	243	100.0 %

Q2-1. Name of workplace:

	Number	Percent
IHOP	3	30.0 %
OMNI HOTEL	2	20.0 %
Bricktown	1	10.0 %
Toby Keith	1	10.0 %
DEVON	1	10.0 %
Midtown	1	10.0 %
WHISKEY CHICKS	1	10.0 %
Total	10	100.0 %

Q3. How did you pay your Streetcar fare today?

	Number	Percent
At the Ticket Kiosk using cash/credit card	77	30.6 %
With Paper Universal Pass	66	26.2 %
With Token Transit/Mobile Fare App	23	9.1 %
Not provided	86	34.1 %
Total	252	100.0 %

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

	Number	Percent
At the Ticket Kiosk using cash/credit card	77	46.4 %
With Paper Universal Pass	66	39.8 %
With Token Transit/Mobile Fare App	23	13.9 %
Total	166	100.0 %

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

	Number	Percent
Walking	114	45.2 %
Bicycle	5	2.0 %
Public bus	21	8.3 %
Rideshare (Uber, taxi, Lyft)	33	13.1 %
Drive alone	36	14.3 %
Drive with others	47	18.7 %
OKC Streetcar	71	28.2 %
Other	6	2.4 %
Total	33	

Q4-3. Which bus route?

	Number	Percent
5	1	25.0 %
8	1	25.0 %
10	1	25.0 %
38	1	25.0 %
Total	4	100.0 %

Q4-8. Other

	Number	Percent
SCOOTER	2	40.0 %
Lime Scooter	1	20.0 %
VISITING	1	20.0 %
PASSENGER	1	20.0 %
Total	5	100.0 %

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

	Number	Percent
Private parking garage/lot	43	17.1 %
Public parking garage/lot	29	11.5 %
Parked on the street	70	27.8 %
Did not park a vehicle	91	36.1 %
Not provided	19	7.5 %
Total	252	100.0 %

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

	Number	Percent
Private parking garage/lot	43	18.5 %
Public parking garage/lot	29	12.4 %
Parked on the street	70	30.0 %
Did not park a vehicle	91	39.1 %
Total	233	100.0 %

Q5-1. Which private parking garage?

	Number	Percent
Skirvin	3	18.8 %
HOTEL	3	18.8 %
Hyatt	2	12.5 %
Police Dept	1	6.3 %
Private	1	6.3 %
HILTON	1	6.3 %
MONACHE	1	6.3 %
HACIENDA	1	6.3 %
PRIVATE	1	6.3 %
SONIC	1	6.3 %
STARBUCKS	1	6.3 %
Total	16	100.0 %

Q5-2. Which public parking garage?

	Number	Percent
TOBY KEITH	3	33.3 %
CDTPA Omni	1	11.1 %
BRICKTOWN	1	11.1 %
10th Street	1	11.1 %
BRICKTOWN SQUARE	1	11.1 %
STORE	1	11.1 %
SANTA FE	1	11.1 %
Total	9	100.0 %

Q6. How often do you use the OKC Streetcar?

	Number	Percent
Daily	24	9.5 %
1 to 2 times per week	9	3.6 %
3 to 4 times per week	19	7.5 %
5+ times per week	9	3.6 %
1 to 2 times per month	11	4.4 %
3 to 4 times per month	14	5.6 %
5+ times per month	4	1.6 %
Less than once per month	148	58.7 %
Not provided	14	5.6 %
Total	252	100.0 %

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

	Number	Percent
Daily	24	10.1 %
1 to 2 times per week	9	3.8 %
3 to 4 times per week	19	8.0 %
5+ times per week	9	3.8 %
1 to 2 times per month	11	4.6 %
3 to 4 times per month	14	5.9 %
5+ times per month	4	1.7 %
Less than once per month	148	62.2 %
Total	238	100.0 %

Q7. I would use the Streetcar more if... (Please provide any reason(s) you are not using the Streetcar more often.)

	Number	Percent
I lived here	11	18.3 %
It went further	4	6.7 %
I lived closer	3	5.0 %
If I come downtown more often	2	3.3 %
I lived downtown	2	3.3 %
We are tourists	1	1.7 %
More information	1	1.7 %
Walk more	1	1.7 %
It was expanded	1	1.7 %
I need to go to other places	1	1.7 %
They didn't stop at every stop when no one is there	1	1.7 %
I HAD THE TIME	1	1.7 %
IT COVERED MORE AREA	1	1.7 %
LIVE IN EDMOND	1	1.7 %
IT WENT FURTHER INTO TOWN AND LATER SCHEDULE	1	1.7 %
MORE CARS OR SLIGHTLY FASTER	1	1.7 %
WENT TO NORMAN	1	1.7 %
More service areas	1	1.7 %
I COME TO DOWNTOWN MORE OFTEN	1	1.7 %
HAD A NEED FOR IT	1	1.7 %
Tired	1	1.7 %
Visit tourist attractions	1	1.7 %
The range was widened	1	1.7 %
MORE FREE PARKING	1	1.7 %
KIDS FRIENDLY	1	1.7 %
I DON'T WORK AT THE OFFICE ANYMORE	1	1.7 %
ADVERTISE BREWERY ROUTE	1	1.7 %
IF I LIVED NEARBY	1	1.7 %
IT'S A GREAT	1	1.7 %
CAR EASIER	1	1.7 %
WE DON'T LIVE IN THIS STATE	1	1.7 %
WILL BE UTILIZED MORE OFTEN	1	1.7 %
THERE WERE STOPS NEAR MY HOUSE	1	1.7 %
IT EXTENDED TO MORE AREAS AROUND TOWN	1	1.7 %
RELATIVELY COOL AIR, QUIETER	1	1.7 %
IT WAS IN OTHER COMMUNITIES	1	1.7 %
IT WENT FURTHER INTO TOWN	1	1.7 %
WILL USE MORE	1	1.7 %
I VISITED BRICKTOWN MORE OFTEN	1	1.7 %
WE LOVE THE STREETCAR	1	1.7 %
I WORKED IN A SERVICE AREA	1	1.7 %
NOT EXCITING ACTION	1	1.7 %
I WILL USE IT MORE, SO MUCH FUN	1	1.7 %
Total	60	100.0 %

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

	Number	Percent
Capitol Hill (S. OKC)	35	13.9 %
Uptown (NW 23)	72	28.6 %
Plaza District	45	17.9 %
OUHSC	20	7.9 %
Other	20	7.9 %
Not provided	60	23.8 %
Total	252	100.0 %

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

	Number	Percent
Capitol Hill (S. OKC)	35	18.2 %
Uptown (NW 23)	72	37.5 %
Plaza District	45	23.4 %
OUHSC	20	10.4 %
Other	20	10.4 %
Total	192	100.0 %

Q8-5. Other

Q8. Other	Number	Percent
AIRPORT	7	41.2 %
TINKER AFB	2	11.8 %
MWC, malls	1	5.9 %
BELLE ISLE	1	5.9 %
YUKON	1	5.9 %
LAKE HEFNER	1	5.9 %
NORTHSIDE	1	5.9 %
ANY AREAS WOULD BE BENEFICIAL	1	5.9 %
CASINO ALLEY	1	5.9 %
DEL CITY	1	5.9 %
Total	17	100.0 %

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

(N=252)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Cleanliness of stop/platform	79.8%	12.7%	0.4%	1.2%	0.0%	6.0%
Q9-2. Streetcar arriving on time	74.6%	15.5%	1.6%	1.2%	0.0%	7.1%
Q9-3. Frequency of service	73.8%	13.5%	2.0%	2.8%	1.2%	6.7%
Q9-4. Courtesy of operators	75.8%	13.5%	2.4%	0.8%	0.0%	7.5%
Q9-5. Cleanliness of Streetcar	76.6%	15.1%	1.2%	0.4%	0.0%	6.7%
Q9-6. Ease of getting service information	76.2%	12.3%	2.8%	1.2%	0.0%	7.5%
Q9-7. Information at the stop/platform	74.6%	14.3%	3.2%	0.4%	0.0%	7.5%
Q9-8. Ease of finding parking	67.5%	12.3%	7.9%	2.4%	0.8%	9.1%
Q9-9. Courtesy of fare inspectors	73.4%	11.5%	4.4%	1.6%	0.0%	9.1%
Q9-10. Accuracy of arrival information at platforms	73.4%	13.5%	2.4%	1.6%	0.0%	9.1%
Q9-11. Ease of using the ticketing kiosk	72.2%	13.5%	4.0%	2.0%	0.4%	7.9%
Q9-12. Ease of using the Mobile Fare App (Token Transit)	70.6%	12.3%	4.4%	1.6%	0.0%	11.1%
Q9-13. Safety while riding on Streetcar	77.4%	12.7%	1.6%	0.8%	0.0%	7.5%
Q9-14. COVID safety precautions/procedures while riding	73.0%	14.3%	3.6%	0.8%	0.0%	8.3%

EXCLUDING DON'T KNOW RESPONSES**Q9. Please rate your Satisfaction with each of the following items. (without "don't know")**

(N=252)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Cleanliness of stop/platform	84.8%	13.5%	0.4%	1.3%	0.0%
Q9-2. Streetcar arriving on time	80.3%	16.7%	1.7%	1.3%	0.0%
Q9-3. Frequency of service	79.1%	14.5%	2.1%	3.0%	1.3%
Q9-4. Courtesy of operators	82.0%	14.6%	2.6%	0.9%	0.0%
Q9-5. Cleanliness of Streetcar	82.1%	16.2%	1.3%	0.4%	0.0%
Q9-6. Ease of getting service information	82.4%	13.3%	3.0%	1.3%	0.0%
Q9-7. Information at the stop/platform	80.7%	15.5%	3.4%	0.4%	0.0%
Q9-8. Ease of finding parking	74.2%	13.5%	8.7%	2.6%	0.9%
Q9-9. Courtesy of fare inspectors	80.8%	12.7%	4.8%	1.7%	0.0%
Q9-10. Accuracy of arrival information at platforms	80.8%	14.8%	2.6%	1.7%	0.0%
Q9-11. Ease of using the ticketing kiosk	78.4%	14.7%	4.3%	2.2%	0.4%
Q9-12. Ease of using the Mobile Fare App (Token Transit)	79.5%	13.8%	4.9%	1.8%	0.0%
Q9-13. Safety while riding on Streetcar	83.7%	13.7%	1.7%	0.9%	0.0%
Q9-14. COVID safety precautions/procedures while riding	79.7%	15.6%	3.9%	0.9%	0.0%

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

<u>Most Important (first choice)</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of stop/platform	38	16.0 %
Streetcar arriving on time	35	14.7 %
Frequency of service	35	14.7 %
Courtesy of operators	5	2.1 %
Cleanliness of Streetcar	22	9.2 %
Ease of getting service information	8	3.4 %
Information at the stop/platform	8	3.4 %
Ease of finding parking	8	3.4 %
Courtesy of fare inspectors	2	0.8 %
Accuracy of arrival information at platforms	6	2.5 %
Ease of using the ticketing kiosk	10	4.2 %
Ease of using the Mobile Fare App (Token Transit)	5	2.1 %
Safety while riding on Streetcar	14	5.9 %
COVID safety precautions/procedures while riding	11	4.6 %
<u>None chosen</u>	<u>31</u>	<u>13.0 %</u>
Total	238	100.0 %

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

<u>Third Choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of stop/platform	34	14.3 %
Streetcar arriving on time	36	15.1 %
Frequency of service	35	14.7 %
Courtesy of operators	7	2.9 %
Cleanliness of Streetcar	23	9.7 %
Ease of getting service information	6	2.5 %
Information at the stop/platform	5	2.1 %
Ease of finding parking	9	3.8 %
Courtesy of fare inspectors	2	0.8 %
Accuracy of arrival information at platforms	6	2.5 %
Ease of using the ticketing kiosk	9	3.8 %
Ease of using the Mobile Fare App (Token Transit)	4	1.7 %
Safety while riding on Streetcar	16	6.7 %
COVID safety precautions/procedures while riding	11	4.6 %
<u>None chosen</u>	<u>35</u>	<u>14.7 %</u>
Total	238	100.0 %

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

<u>Second Choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of stop/platform	34	14.3 %
Streetcar arriving on time	36	15.1 %
Frequency of service	35	14.7 %
Cleanliness of Streetcar	22	9.2 %
Ease of getting service information	8	3.4 %
Information at the stop/platform	6	2.5 %
Ease of finding parking	8	3.4 %
Courtesy of fare inspectors	2	0.8 %
Accuracy of arrival information at platforms	7	2.9 %
Ease of using the ticketing kiosk	10	4.2 %
Ease of using the Mobile Fare App (Token Transit)	7	2.9 %
Safety while riding on Streetcar	15	6.3 %
COVID safety precautions/procedures while riding	8	3.4 %
None chosen	40	16.8 %
Total	238	100.0 %

SUM OF THE TOP THREE CHOICES**Q9a. Which THREE of the service items you rated in Question 9 are most important to you? (top 3)**

<u>Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of stop/platform	106	44.5 %
Streetcar arriving on time	107	45.0 %
Frequency of service	105	44.1 %
Courtesy of operators	12	5.0 %
Cleanliness of Streetcar	67	28.2 %
Ease of getting service information	22	9.2 %
Information at the stop/platform	19	8.0 %
Ease of finding parking	25	10.5 %
Courtesy of fare inspectors	6	2.5 %
Accuracy of arrival information at platforms	19	8.0 %
Ease of using the ticketing kiosk	29	12.2 %
Ease of using the Mobile Fare App (Token Transit)	16	6.7 %
Safety while riding on Streetcar	45	18.9 %
COVID safety precautions/procedures while riding	30	12.6 %
None chosen	31	13.0 %
Total	639	

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

	Number	Percent
Very satisfied	191	80.3 %
Satisfied	39	16.4 %
Neutral	4	1.7 %
Dissatisfied	3	1.3 %
Very dissatisfied	1	0.4 %
Total	238	100.0 %

Q10. What year were you born?

	Number	Percent
1930	1	0.4 %
1933	1	0.4 %
1937	1	0.4 %
1942	1	0.4 %
1943	3	1.3 %
1944	2	0.9 %
1945	1	0.4 %
1946	1	0.4 %
1948	1	0.4 %
1949	2	0.9 %
1950	3	1.3 %
1951	7	3.0 %
1952	1	0.4 %
1953	5	2.1 %
1955	3	1.3 %
1956	5	2.1 %
1957	1	0.4 %
1958	3	1.3 %
1959	6	2.6 %
1960	3	1.3 %
1961	4	1.7 %
1962	3	1.3 %
1963	5	2.1 %
1964	2	0.9 %
1965	5	2.1 %
1966	3	1.3 %
1967	5	2.1 %
1968	1	0.4 %
1969	3	1.3 %
1970	1	0.4 %
1971	2	0.9 %
1973	8	3.4 %
1974	3	1.3 %
1975	1	0.4 %
1976	1	0.4 %
1978	5	2.1 %
1979	4	1.7 %
1980	3	1.3 %
1981	3	1.3 %
1982	8	3.4 %
1983	7	3.0 %
1984	7	3.0 %
1985	4	1.7 %
1986	8	3.4 %
1987	5	2.1 %
1988	3	1.3 %

1989	8	3.4 %
1990	3	1.3 %
1991	6	2.6 %
1992	4	1.7 %
1993	6	2.6 %
1994	7	3.0 %
1995	3	1.3 %
1996	5	2.1 %
1997	3	1.3 %
1998	3	1.3 %
1999	6	2.6 %
2000	8	3.4 %
2001	6	2.6 %
2002	4	1.7 %
2003	4	1.7 %
2005	2	0.9 %
2006	1	0.4 %
Total	234	100.0 %

Q11. What is your gender?

	Number	Percent
Male	117	46.4 %
Female	122	48.4 %
Another gender	3	1.2 %
Prefer not to answer	10	4.0 %
Total	252	100.0 %

EXCLUDING PREFER NOT TO ANSWER RESPONSES**Q11. What is your gender? (without "prefer not to answer")**

	Number	Percent
Male	117	48.3 %
Female	122	50.4 %
Another gender	3	1.2 %
Total	242	100.0 %

Q12. Do you consider yourself?

	Number	Percent
White/Caucasian	153	60.7 %
Black/African American	41	16.3 %
Hispanic/Latino/Spanish	29	11.5 %
Asian	13	5.2 %
Native American	24	9.5 %
Other	3	1.2 %
<u>Not provided</u>	<u>9</u>	<u>3.6 %</u>
Total	272	

EXCLUDING NOT PROVIDED RESPONSES**Q12. Do you consider yourself? (without "not provided")**

	Number	Percent
White/Caucasian	153	63.0 %
Black/African American	41	16.9 %
Hispanic/Latino/Spanish	29	11.9 %
Asian	13	5.3 %
Native American	24	9.9 %
Other	3	1.2 %
Total	263	

Q12-7. Other

	Number	Percent
Multi-racial	2	66.7 %
Arabic	1	33.3 %
Total	3	100.0 %

Q13. What was your annual household income in 2020?

	Number	Percent
Less than \$10K	22	8.7 %
\$10K-\$19,999	28	11.1 %
\$20K-\$29,999	19	7.5 %
\$30K-\$39,999	8	3.2 %
\$40K-\$49,999	21	8.3 %
\$50K+	104	41.3 %
Don't know	50	19.8 %
Total	252	100.0 %

EXCLUDING DON'T KNOW RESPONSES**Q13. What was your annual household income in 2020? (without "don't know")**

	Number	Percent
Less than \$10K	22	10.9 %
\$10K-\$19,999	28	13.9 %
\$20K-\$29,999	19	9.4 %
\$30K-\$39,999	8	4.0 %
\$40K-\$49,999	21	10.4 %
\$50K+	104	51.5 %
Total	202	100.0 %

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

	Number	Percent
No	212	84.1 %
Yes	25	9.9 %
Not provided	15	6.0 %
Total	252	100.0 %

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

	Number	Percent
No	212	89.5 %
Yes	25	10.5 %
Total	237	100.0 %

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

	Number	Percent
No	215	85.3 %
Yes	30	11.9 %
Not provided	7	2.8 %
Total	252	100.0 %

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

	Number	Percent
No	215	87.8 %
Yes	30	12.2 %
Total	245	100.0 %

Q15-2. (If YES) Which language?

	Number	Percent
Spanish	17	68.0 %
Chinese	4	16.0 %
FRENCH	1	4.0 %
CHOCTAW	1	4.0 %
YUCHI	1	4.0 %
KOREAN	1	4.0 %
Total	25	100.0 %

Q15a. How well do you speak English?

	Number	Percent
Very well	25	83.3 %
Well	5	16.7 %
Total	30	100.0 %



5

Survey Instrument

2021 EMBARK Streetcar Survey

EMBARC wants your input in order to serve you better.

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

Office use only

Interviewer's initials: _____

Day of the Week: _____

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

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

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

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

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

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

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

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

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

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

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

6. How often do you use the OKC Streetcar?

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

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

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

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

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

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

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

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

10. What year were you born?

11. What is your gender?

- Male Female Another gender Prefer not to answer

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

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

13. What was your annual household income in 2020?

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

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

- No Yes

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

- No Yes, Which language? _____

15a. How well do you speak English?

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

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 (include area code): _____

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 EMBARK studies