EMBARK Non-Rider Survey

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Findings Report

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2017 OKC EMBARK Non-Rider Survey

Overview & Methodology

ETC Institute conducted a survey of residents in the Greater Oklahoma City area who were not currently using EMBARK services during the fall of 2017. EMBARK would like to further understand the opinions and attitudes towards public transportation the Greater Oklahoma City area. EMBARK is using the data to help identify public perception, pinpoint ways to better meet the evolving needs of their community, and build a road map for the future of transit in the Greater Oklahoma City area. This is the second Non-Rider Survey ETC Institute has administered, the first was administered in 2016. It should be noted that the study area for the 2016 survey was smaller and included zip codes closer to the center of the City of Oklahoma City. The 2017 survey included additional zip codes which are found on the periphery of the City. When analyzing the trend charts found in section 3 of this report readers should understand that the 2017 survey data contains results from respondents who do not live as near the City center as those in 2016.

Some of the topics that were addressed include:

- How non-riders view traffic and local transportation issues within the community;
- What benefits EMBARK provides to the Oklahoma City area;
- Overall non-rider perceptions of EMBARK;
- How important non-riders believe investment in public transit is for Oklahoma City's long-term future;
- Factors that would encourage non-riders to begin using public transportation services in the Oklahoma City area;
- If non-riders have considered riding EMBARK;
- Typical commute distances and times for work or school trips;
- Importance of different characteristics of EMBARK services are to commuters and noncommuters;
- Usefulness of various incentives that could be used to influence non-riders to begin using EMBARK services;

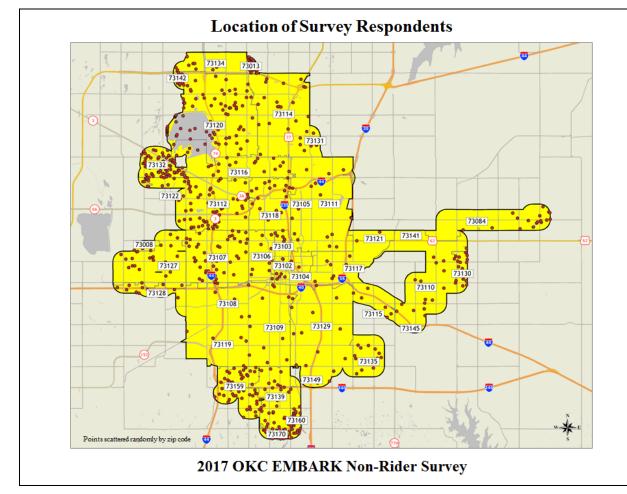
The survey was administered by email/mail to a random sample of 800 residents who indicated they had not used EMBARK services during the past six months. The sample covered the following zip codes; 73008, 73013, 73020, 73066, 73084, 73102, 73103, 73104, 73105, 73106, 73107, 73108, 73109, 73110, 73111, 73112, 73114, 73115, 73116, 73117, 73118, 73119, 73120, 73121, 73122, 73127, 73128, 73129, 73130, 73131, 73132, 73134, 73135, 73139, 73141, 73142, 73145, 73149, 73159, 73160, 73162, 73170, 73179, and 73190. The overall results of the survey have a precision of at least +/- 3.5% at the 95% level of confidence.



This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey
- trend charts showing how the 2017 survey results compare to the 2016 survey results
- tables that show the results of the random sample for each question on the survey,
- GIS Maps that how different areas of the City responded to some of the questions on the survey.

The map below shows the distribution of survey respondents by ZIP Code.



Major Findings

- Sixty-nine percent (69%) of respondents indicated they have either an "excellent" (3%), "good" (32%), or "average" (34%) opinion of EMBARK service. Nineteen percent (19%) of respondents have a "below average" opinion, and 13% have a "poor" opinion of EMBARK service.
- Sixty-two percent (62%) of respondents indicated that education was the most important issue facing Oklahoma City and the surrounding area in 2018, this is a 9% increase from the 2016 survey. Thirty percent (30% of respondents indicated road maintenance as the most



important issue facing Oklahoma City in 2018 and 24% indicated crime/violence/meth labs are the most important issue, these figures have not significantly changed since 2016.

- Eighty-four percent (84%) of respondents indicated the maintenance of local roads is a major transportation issue and 58% indicated mobility for seniors and the disabled is a major issue. Only 14% of respondents indicated traffic congestions at other times is a major issue in the area. These figures were in line with the 2016 data.
- Respondents were informed that several options are being studied to improve transportation in the area. Knowing this, they were asked to indicate the priority level for seven different options that are being considered to help improve transportation in the area. Based on the sum of "high priority" and "priority" responses the three items that respondents believe should be the highest priority for the area include: adding bus service for the elderly and the disabled (73%), adding new bus routes (62%), and widening existing roads and highways (60%). Only 44% of respondents believe building Park and Ride lots to encourage carpooling and bus riding should be a priority.
- The highest levels of agreement with statements related to transportation and development, based upon the combined percentage of "strongly agree" and "somewhat agree" responses were: If we don't manage growth properly, the quality of life in this area will decline (83%), money spent on public transit service in the Greater Oklahoma City area is a good investment (74%), and a regional transit authority with dedicated regional funding is necessary to create a better, more robust system (66%).
- Based on the sum of respondents' top three choices the three greatest benefits to having public transit service in the Oklahoma City area are: getting people to work and reducing congestion (63%), providing rides for people without cars (58%), and providing an option to save money and an affordable alternative to a car (46%). Seventy-seven percent (77%) of respondents indicated they feel investment in public transit is important to Oklahoma City's long-term future.

The EMBARK Brand

- Respondents were given five options (COTPA, OKride, EMBARK, GOtransit, and "something else") and asked to choose which one is the name of the public transit system in Oklahoma City. Seventy-one percent (71%) of respondents correctly indicated EMBARK is the name of the public transit system, this is a 20% increase from 2016. Respondents who did not select EMBARK were asked a follow up question explaining that the name of the public transit service in Oklahoma City is EMBARK and they were asked to indicate if they had heard of it. Thirty-six percent of respondents recognized the name EMBARK as the name of the public transit service in Oklahoma City after being given the name.
- Respondents were asked to indicate the way that they heard about EMBARK, 61% indicated they saw a bus stop in their neighborhood. This was the most selected method, only 6% of respondents indicated they have heard about EMBARK via social media or TV.



 In the past 12 months one-third (33%) of respondents have used a ride-share service such as Uber or Lyft in Oklahoma City. Of those who have used a ride-share service 81% used Uber and 15% used Lyft.

Familiarity with EMBARK Services

- Fifty-three percent (53%) of respondents live within 5 minutes of an EMBARK bus stop. Nineteen percent (19%) live within 5-10 minutes of a bus stop, 15% within 10-15 minutes, and only 14% of respondents live 15 minutes or more from an EMBARK bus stop.
- Although a majority (53%) of respondents live within 5 minutes of an EMBARK bus stop 52% of respondents indicated they are not at all familiar with EMBARK services near their home. Thirty-percent (30%) of respondents are somewhat familiar and 6% are very familiar with EMBARK services near their home. Only 12% of respondents indicated they have no EMBARK service near their home.
- Seventy-six percent (76%) of respondents indicated they have not considered using EMBARK for any reason during the past six months.
- Twenty-seven percent (27%) of respondents indicated they can recall seeing or reading any news or social media posts about EMBARK during the past few months.
- Fourteen percent (14%) of respondents have visited the EMBARK website during the past year.
 - Of those who have visited the website 100% were either "very satisfied" (31%) or "somewhat satisfied" (69%).

Commuters vs. Non-Commuters

Respondents were asked a series of questions that ultimately directed the questions they were asked towards questions for Commuters and questions for Non-Commuters. There were 390 respondents who were asked the Commuter questions and there were 237 respondents who were asked the Non-Commuter questions. The following is a summary of the Commuter and Non-Commuter line of questioning.

Commuters

- Most Commuters (56%) indicated they travel 10 or miles one way to work. Twenty-two percent (22%) of respondents each indicated they travel 5-9 miles one way or less than 5 miles one way.
- Fifteen percent (15%) of Commuters indicated their typical commute is under 10 minutes, 18% indicated it is between 10-14 minutes, 23% indicated it is between 15-19 minutes, 25% indicated it is between 20-29 minutes, and 17% indicated their commute is 30 minutes or longer.
- Only 14% of Commuters indicated they experience no traffic congestion on their way to work.



- Fifty-one percent (51%) of Commuters indicated that 100+ people are employed at the location where they work, 29% indicated less than 25 people are employed at the location where they work, and 20% indicated 50-99 people are employed at the location where they work.
- Eighty-three percent of Commuters indicated that parking is free at their place of employment, only 1% pay a meter to park at work.
- Thirty-four percent (34%) of Commuters indicated that the idea of taking public transit to work (or school) at some time in the future is either "somewhat unappealing" (9%) or "very unappealing" (25%), 16% indicated it "would depend/not sure". Fifty percent (50%) of Commuters indicated the idea is either "very appealing" (23%) or "somewhat appealing" (27%).
- Two-thirds (66%) of Commuters indicated they would consider riding the bus to go to work (or school) given the right circumstances, 26% would only ride if they had no other transportation available, and 8% wouldn't ride even if it was free.
- Commuters were asked to indicate how important 11 different characteristics of bus service are to them when deciding whether to ride the bus. Based on the sum of "very important" and "somewhat important" responses the most important characteristics to Commuters were: the frequency of service (97%), the comfort and cleanliness of the bus interior (97%), on time performance (96%), the ease of connecting from a primary route (96%), the safety while waiting or riding (96%), the time it takes to make a trip bus (96%), having protection from the weather at the stop (95%), and real time bus information (95%). Only 60% of Commuters indicated that Free WiFi on the bus was "very important" or "somewhat important to them.
 - Commuters were then asked to indicate how likely they would be to find out more about bus service and begin riding if improvements were made to the items they rated as "very important" or "somewhat important". Sixty-seven percent (67%) of Commuters indicated they would be "very likely" (28%) or "somewhat likely" (39%) to find out more.
- Commuters were also asked to indicate how useful eight different incentives would be in influencing them to begin riding the bus. The three most useful incentives were: the ability to pay for fare from a mobile app or credit card (90%), the ability to get a free taxi ride home in case of an emergency (90%), and offering mobile apps for trip planning and bus location (90%). The least useful incentive was coupons for a free dinner at a local restaurant.

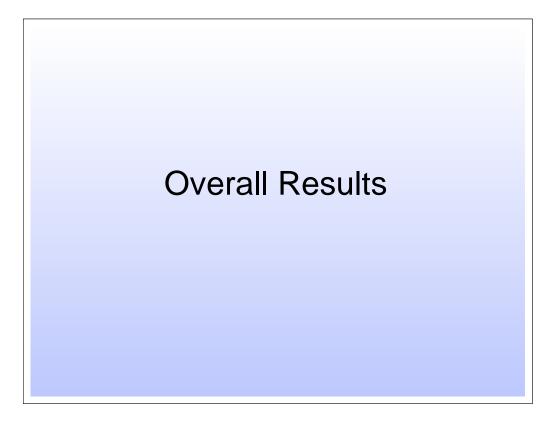
Non-Commuters

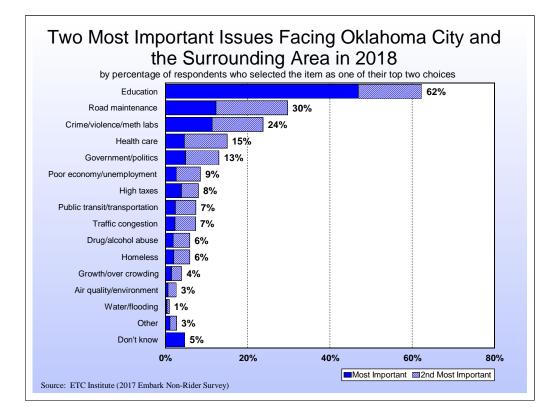
Thirty-one percent (31%) of Non-Commuters indicated that the idea of using EMBARK for a trip at some time in the future is either "somewhat unappealing" (12%) or "very unappealing" (19%), 25% indicated it "would depend/not sure". Forty-four percent (44%) of Non-Commuters indicated the idea is either "very appealing" (8%) or "somewhat appealing" (36%).



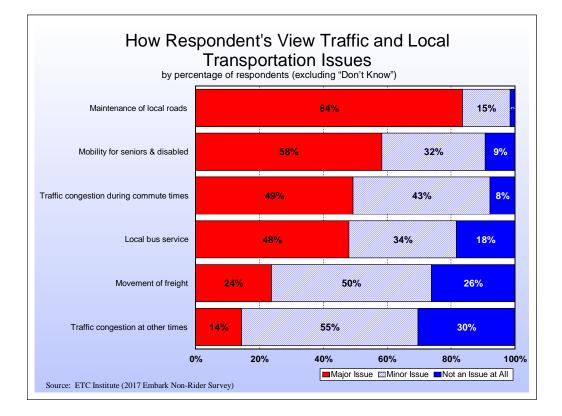
- Sixty-seven percent (67%) of Non-Commuters indicated they would consider riding the bust for some of the trips they make now by car given the right circumstances, 25% would only ride if they had no other options, and 8% would not ride even if it were free.
- Non-Commuters were asked to indicate how important 12 different characteristics of bus service are to them when deciding whether to ride the bus. Based on the sum of "very important" and "somewhat important" responses the most important characteristics to Non-Commuters were: the safety while waiting or riding (98%), the comfort and cleanliness of the bus interior (97%), the ease of connecting from a primary route (97%), the frequency of service (97%), having protection from the weather at the stop (96%), and on time performance (95%). Only 61% of Non-Commuters indicated that Free WiFi on the bus was "very important" or "somewhat important to them.
 - Non-Commuters were then asked to indicate how likely they would be to find out more about bus service and begin riding if improvements were made to the items they rated as "very important" or "somewhat important". Sixty-three percent (63%) of Commuters indicated they would be "very likely" (25%) or "somewhat likely" (38%) to find out more.
- Non-Commuters were also asked to indicate how useful eight different incentives would be in motivating them to begin riding the bus. The three most useful incentives were: the ability to pay for fare from a mobile app or credit card (88%), the ability to get a free taxi ride home in case of an emergency (86%), and offering mobile apps for trip planning and bus location (85%). The least useful incentive was having employers help pay for bus fare.

Section 1 Charts and Graphs







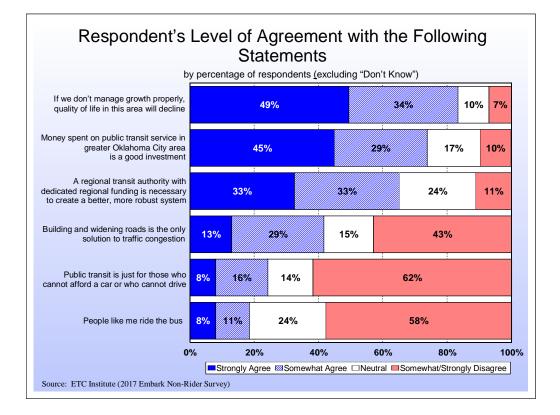


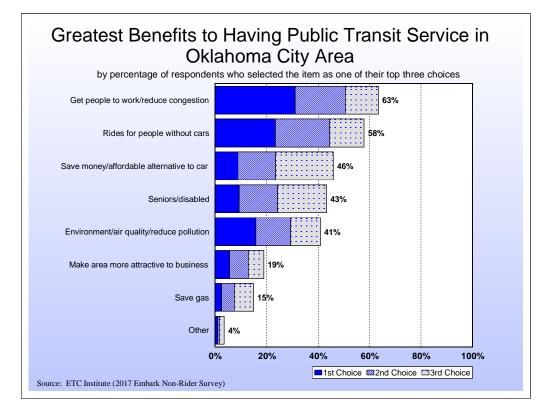
Priority Rating of Several Options Being Considered to Improve Transportation in the Area

Adding bus service for elderly & disabled	46%		27%	18% 10'
Adding new bus routes	38%	2	. 1	9% 20%
Widening existing roads & highways	34%	269	× 2	4% 17%
Increasing frequency of bus service	33%	24%	22%	22%
Adding bus rapid transit to connect places	28%	24%	23%	25%
Enhancing bus stop amenities	24%	22%	27%	27%
Building Park & Ride	21%	23%	27%	29%
0% Source: ETC Institute (2017 Embark Non-Rider 5		40% High Priority ⊠Prio	60% prity	80% ority Less/Low Prior

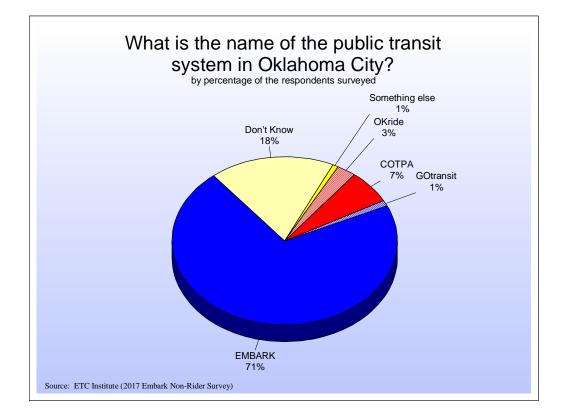


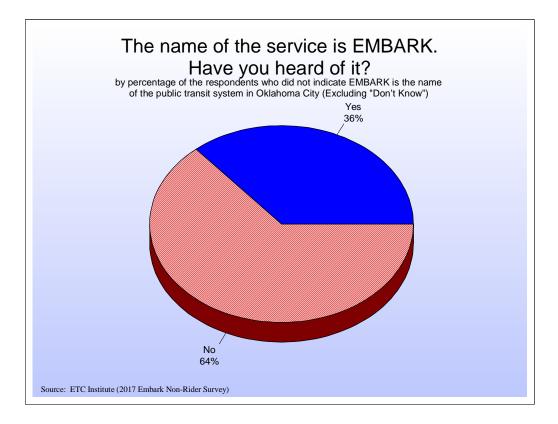
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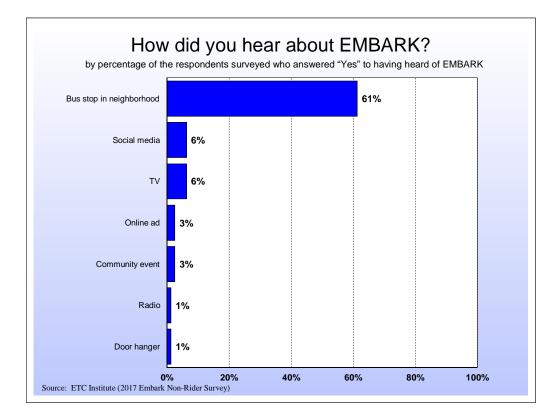


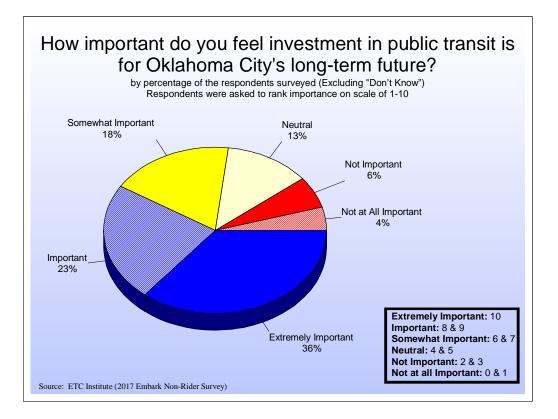




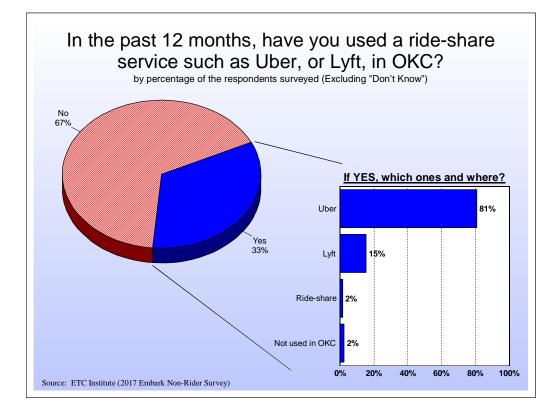


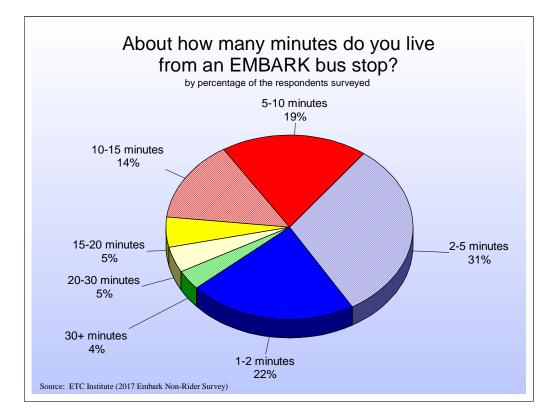




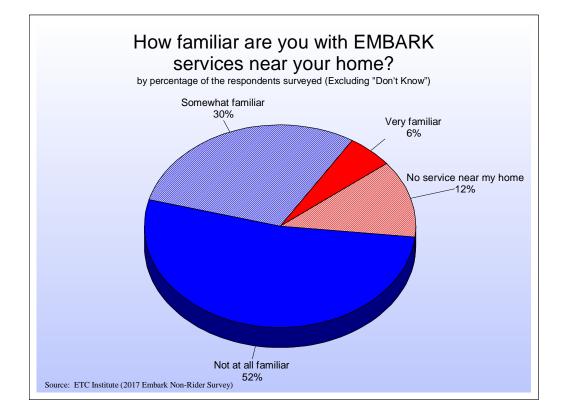


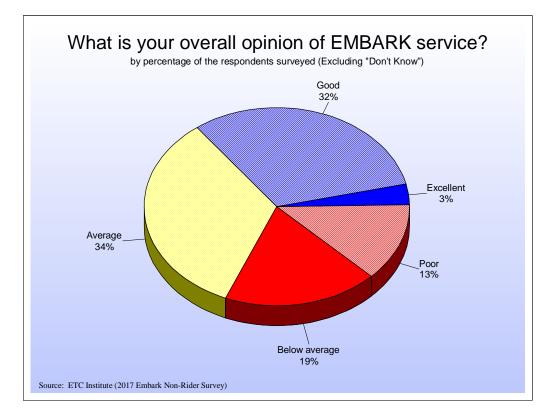




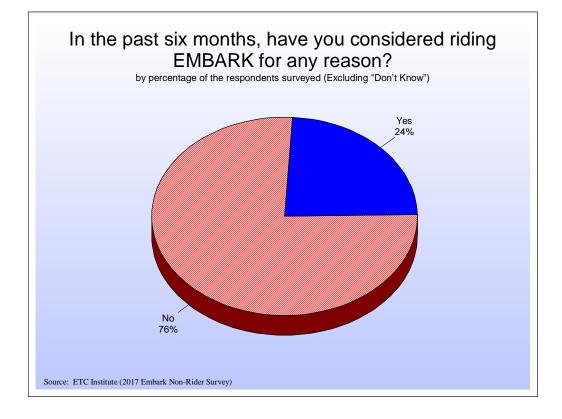


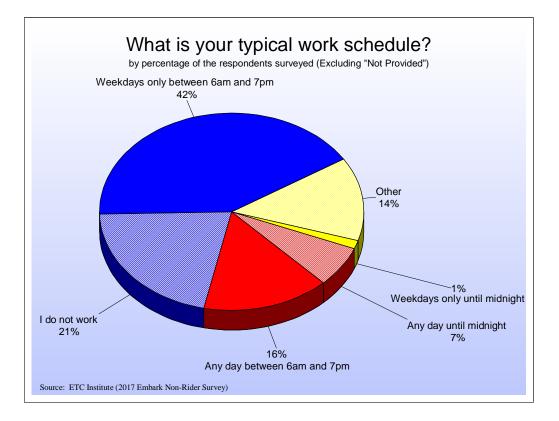




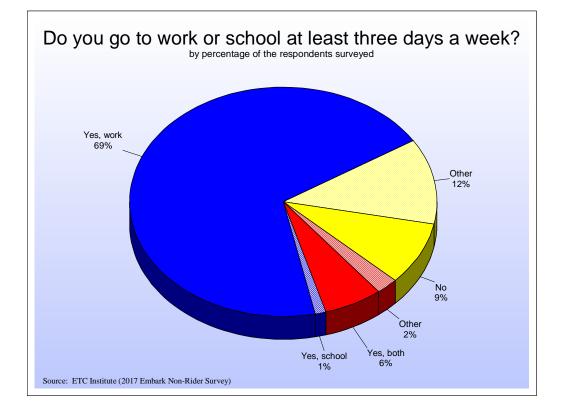








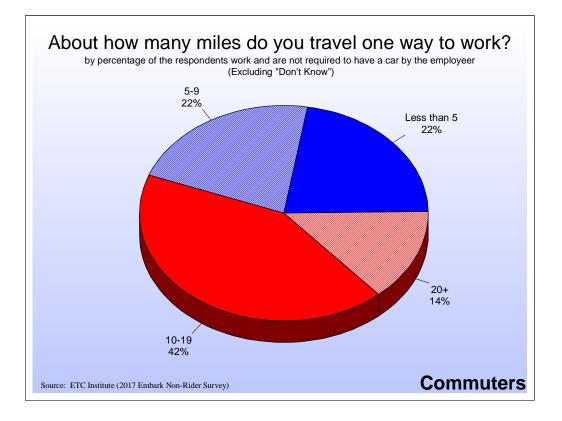




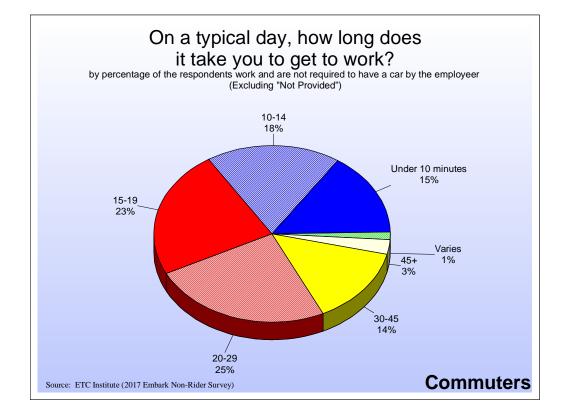


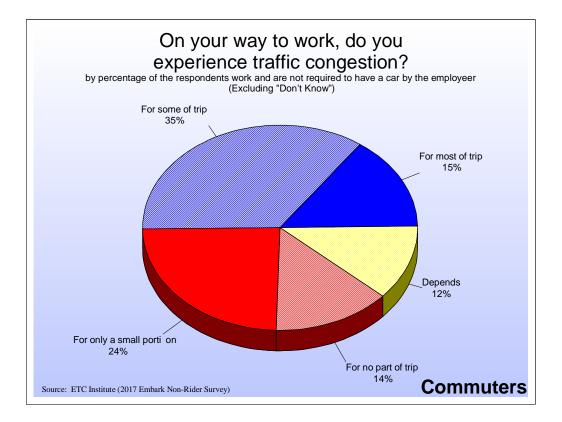




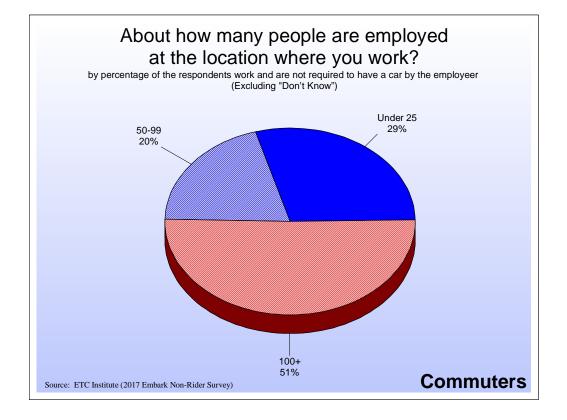






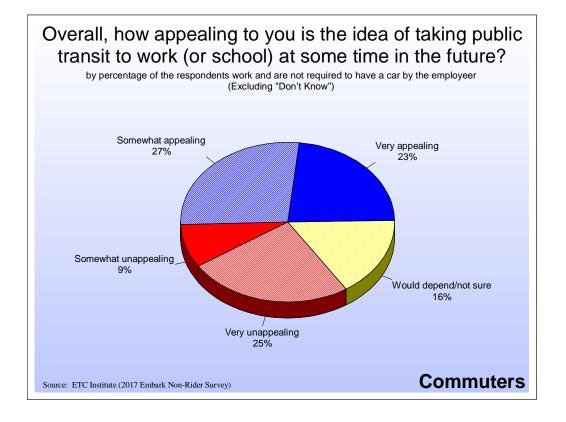


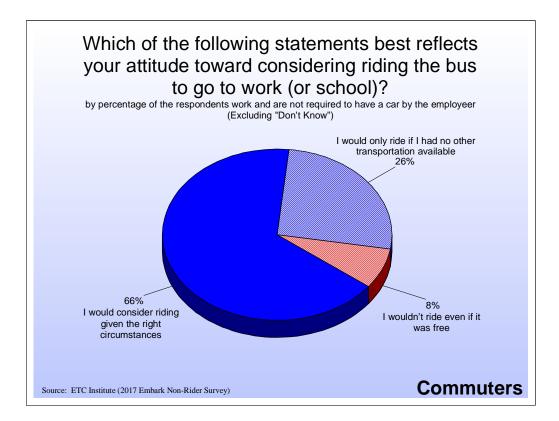




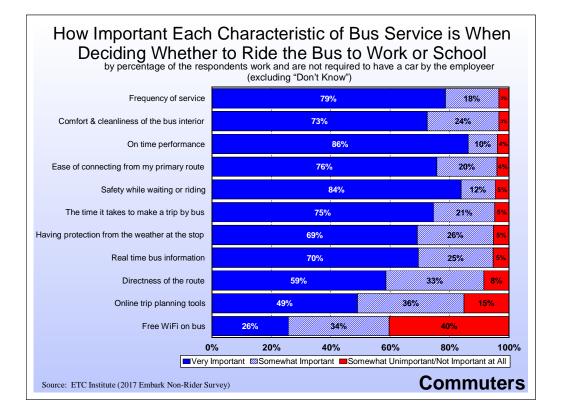


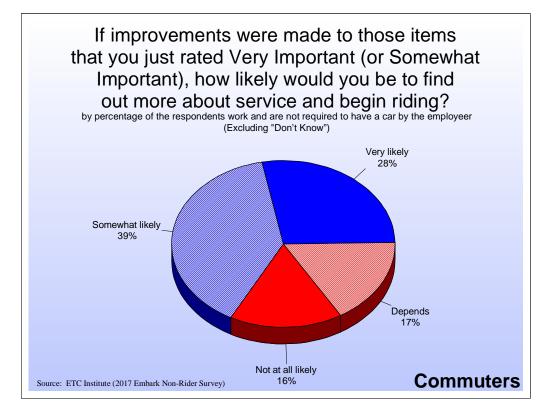




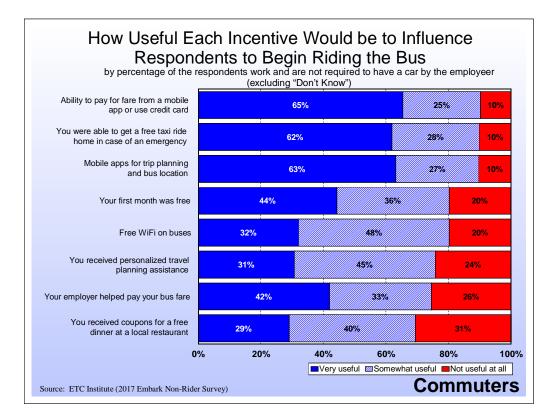


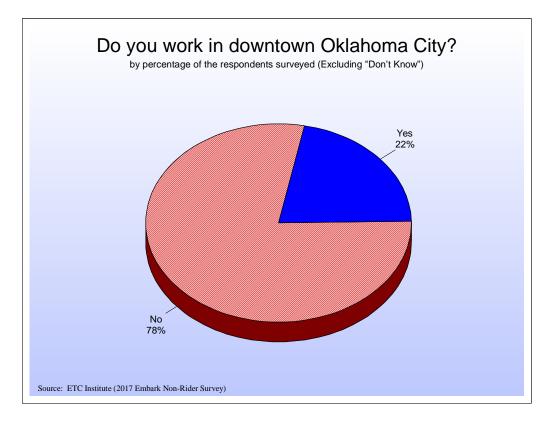






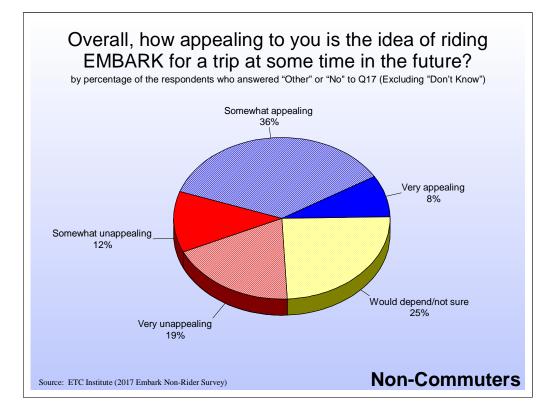




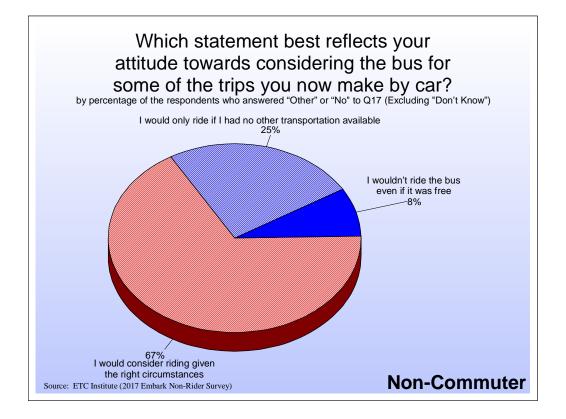


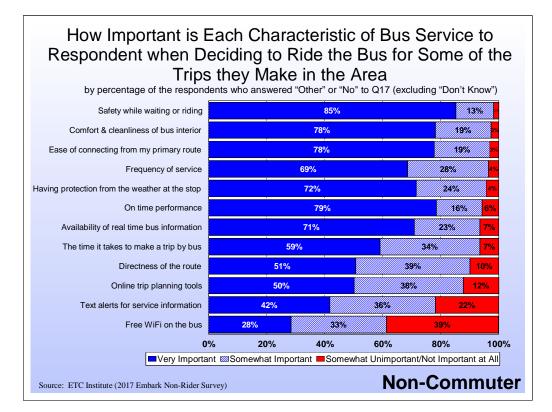




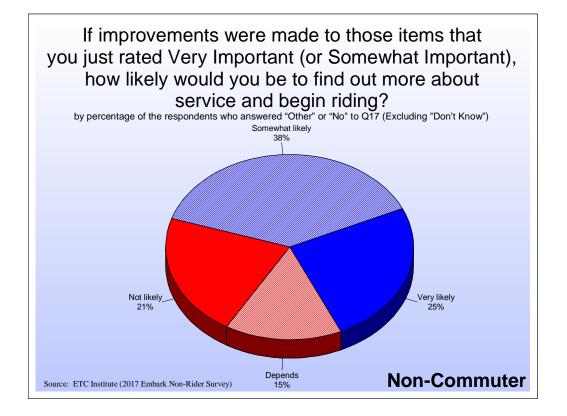


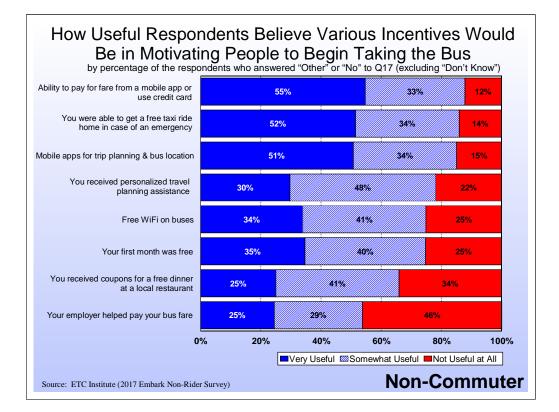
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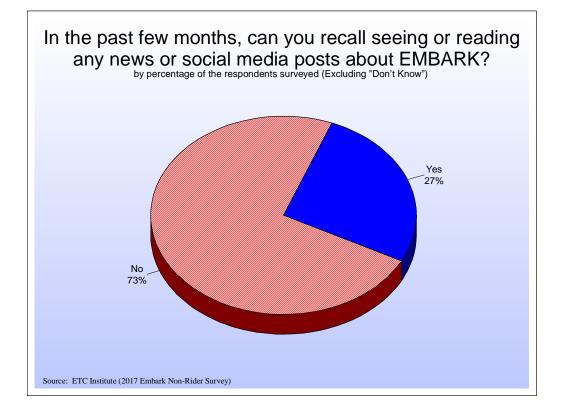


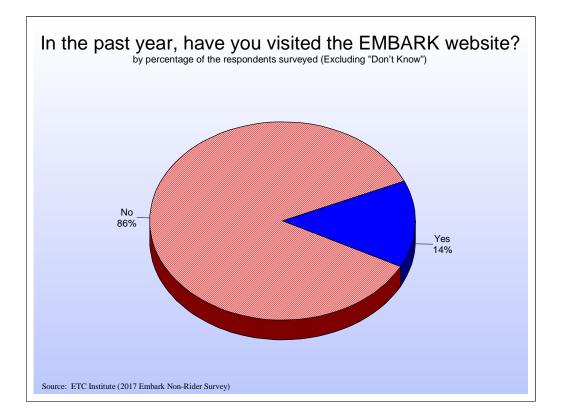




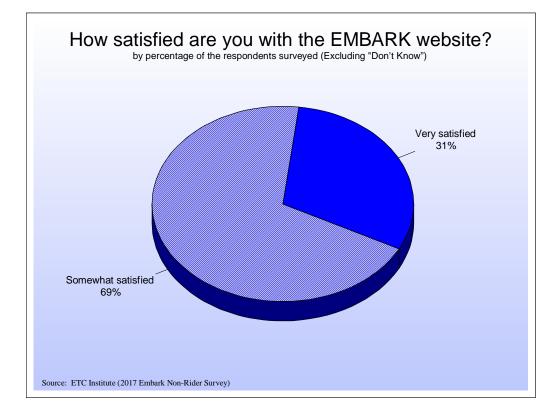


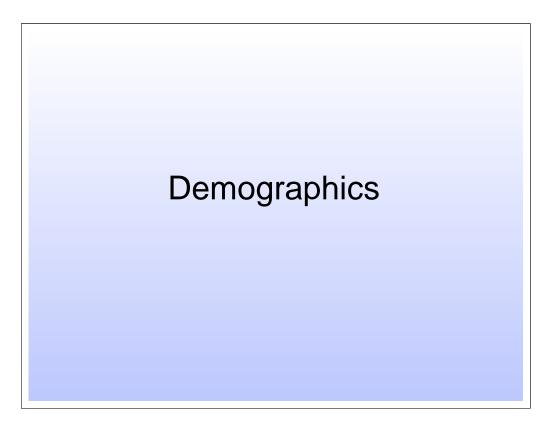




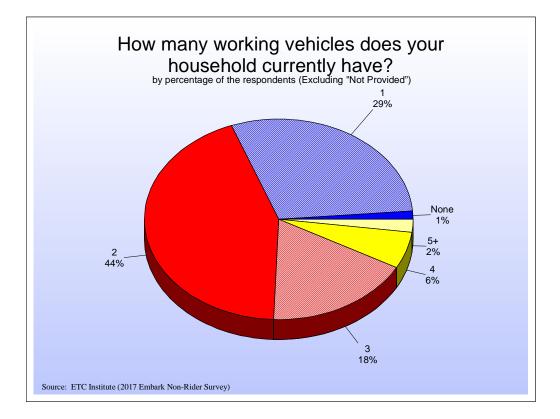


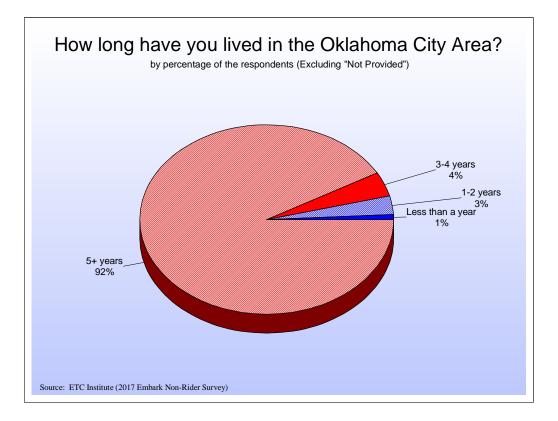




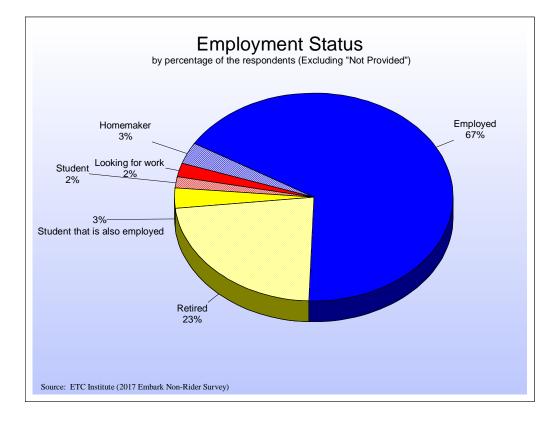


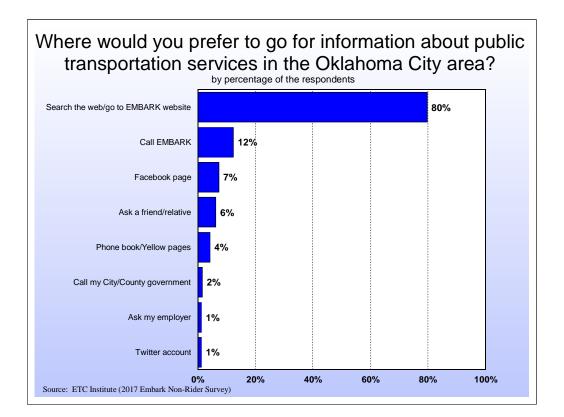




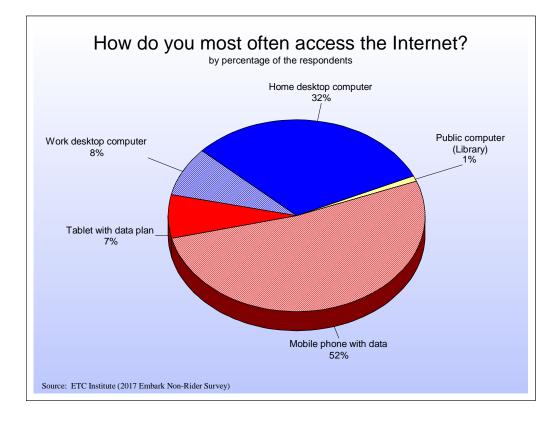


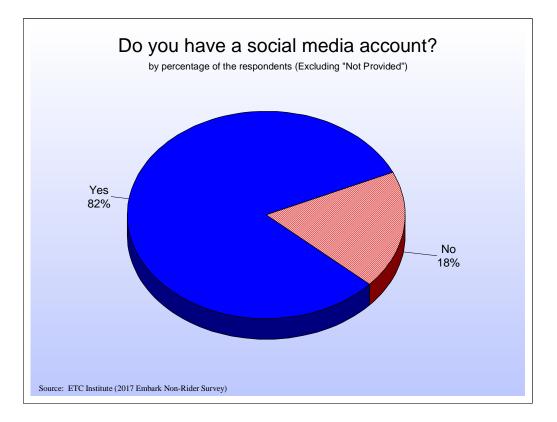




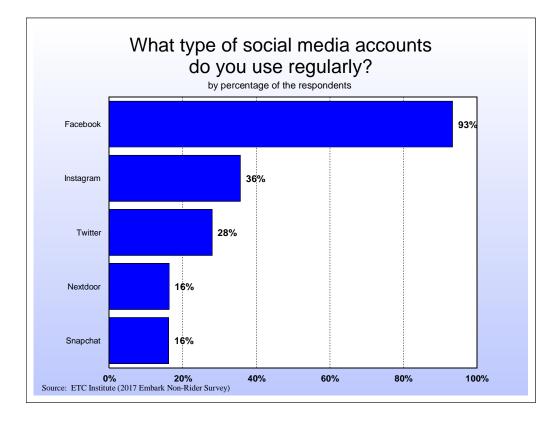


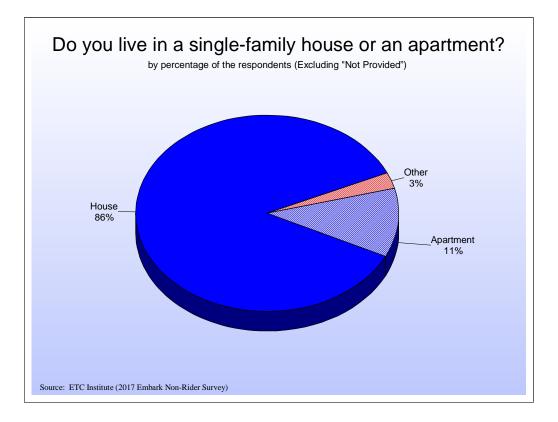




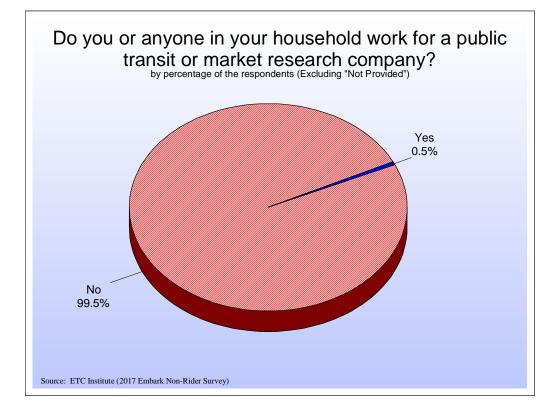


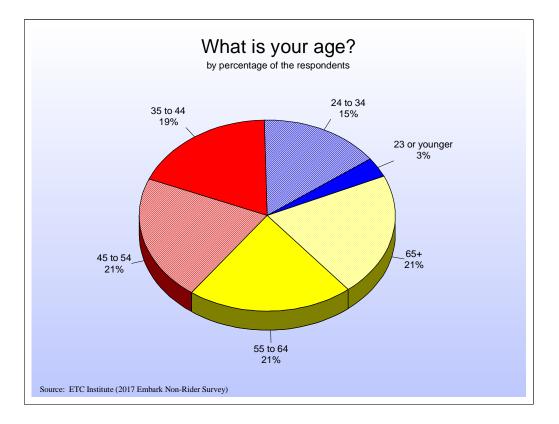




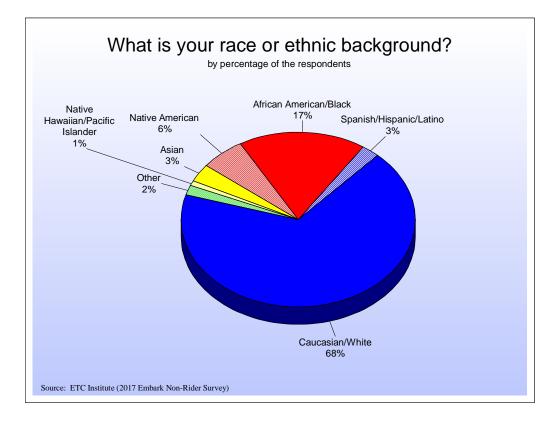


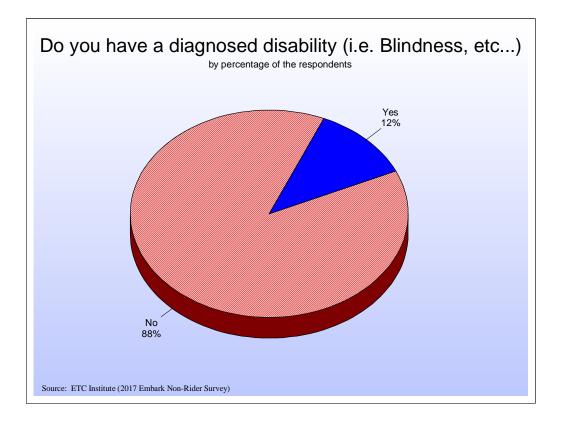




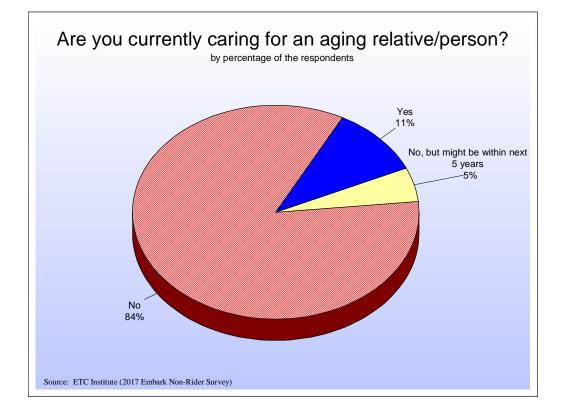


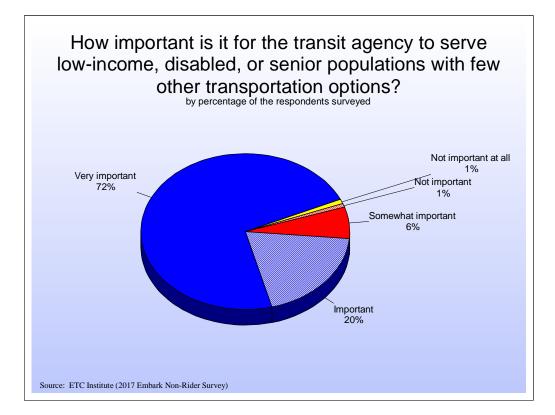




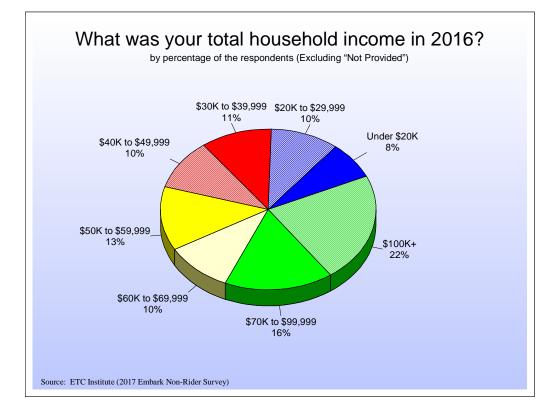


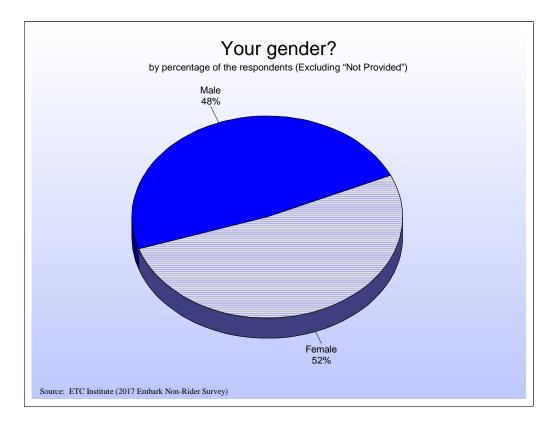






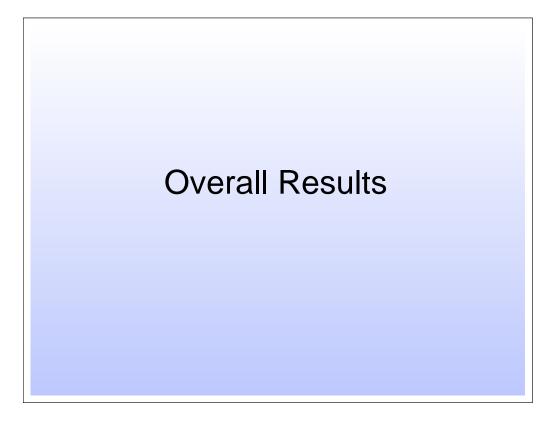


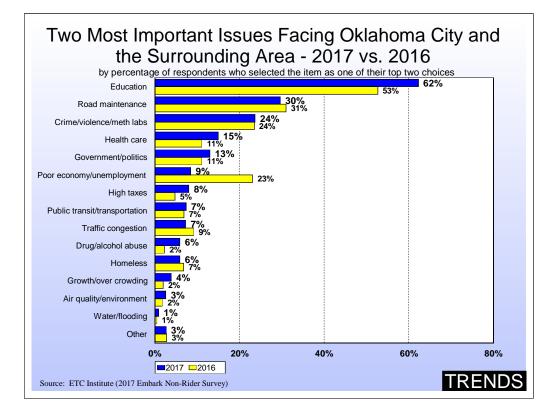




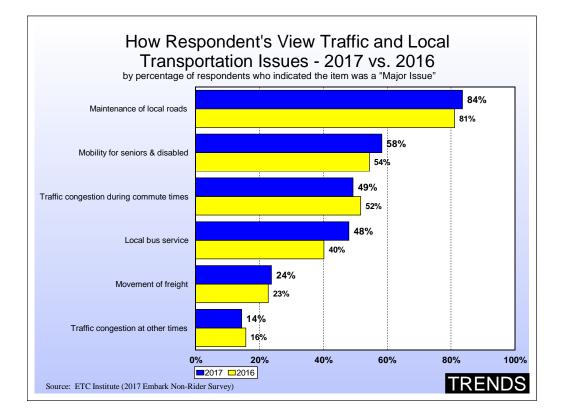


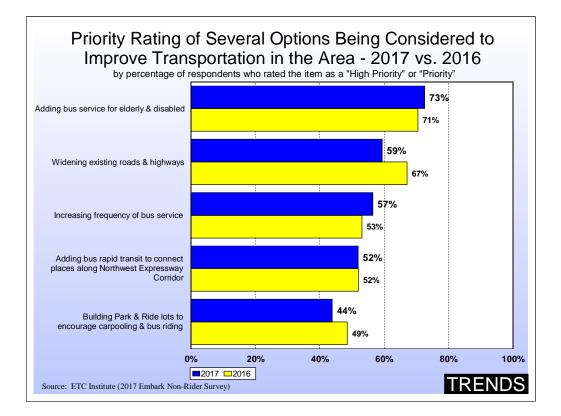
Section 2 Trend Charts



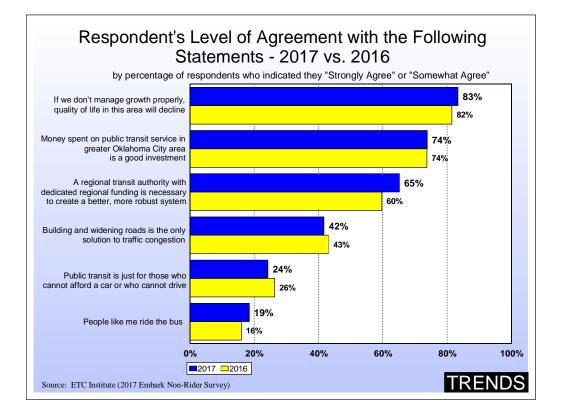


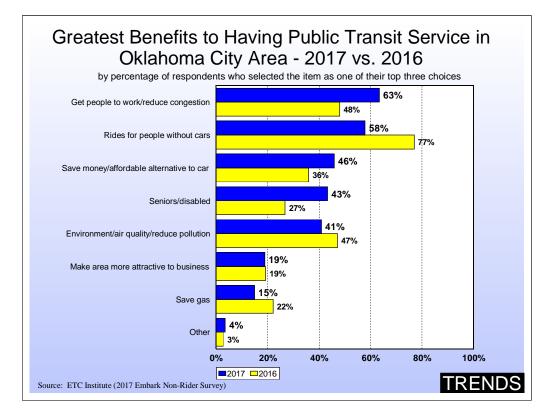




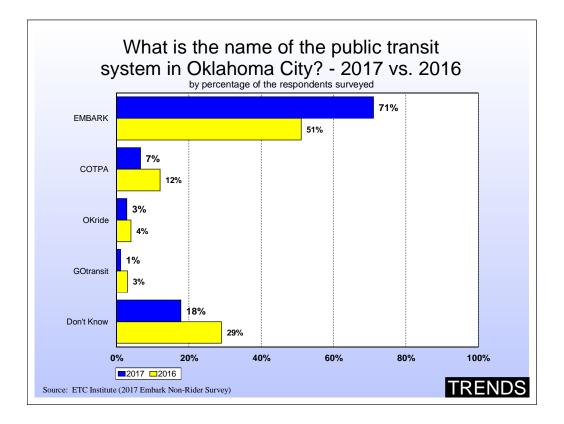


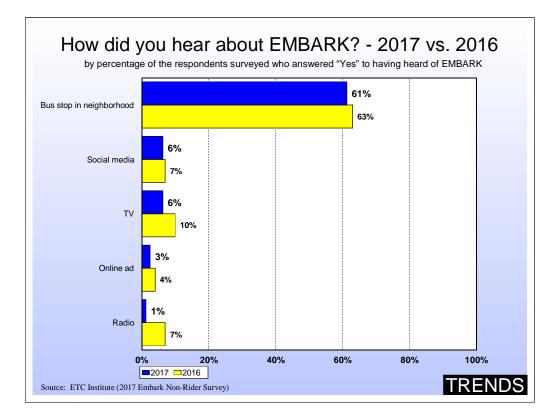




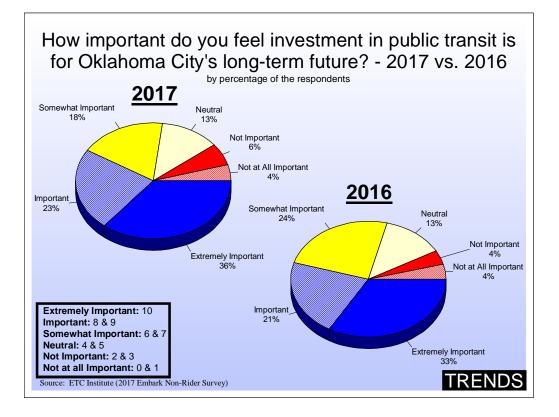


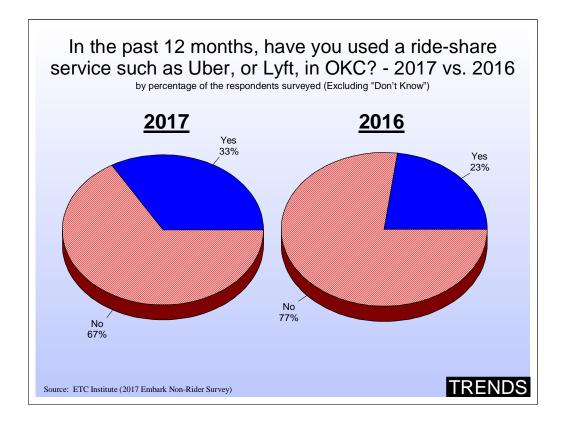




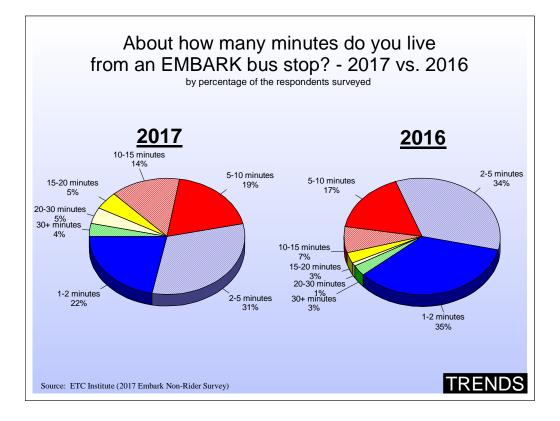


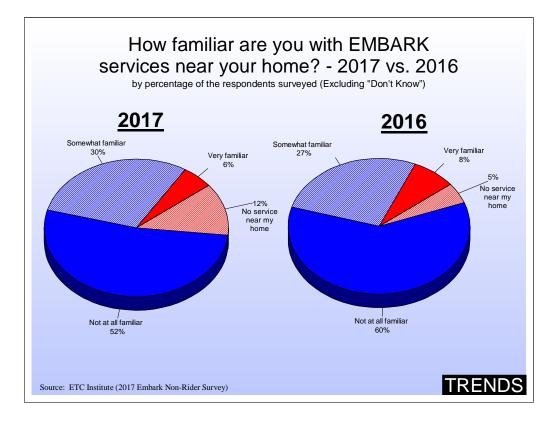




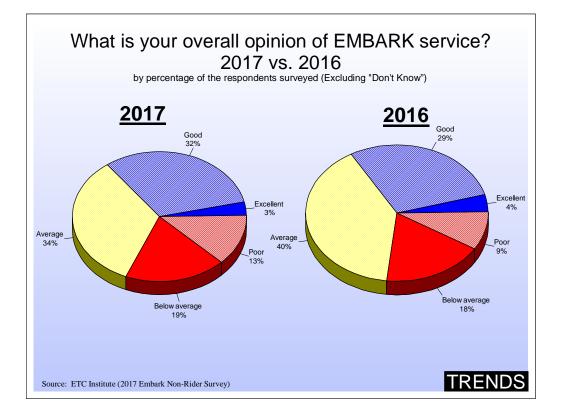


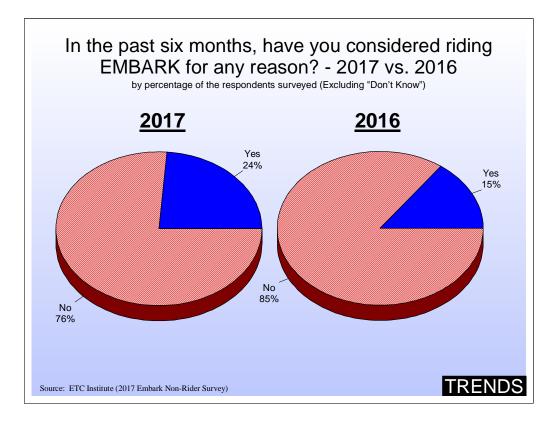


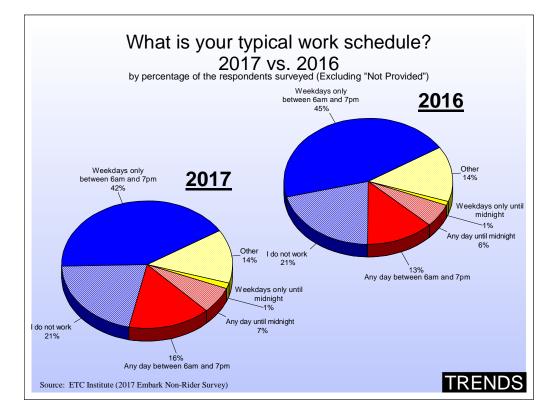


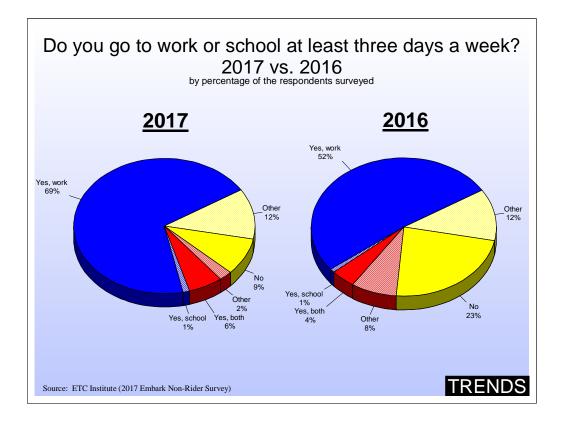




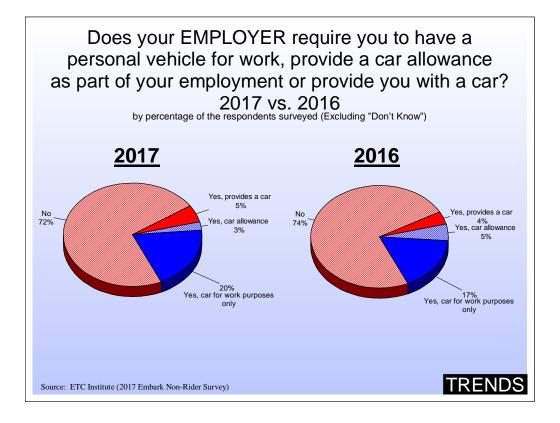






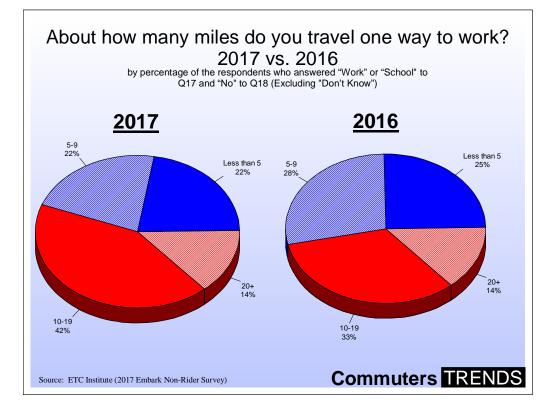


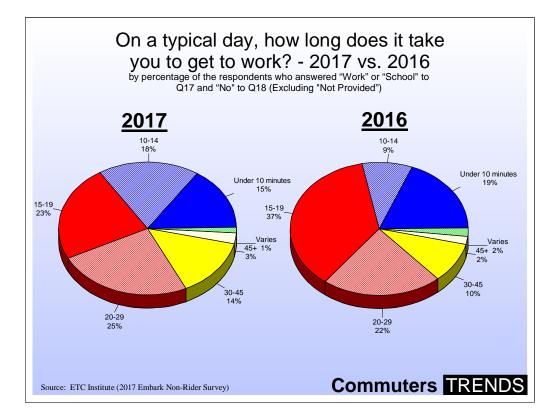




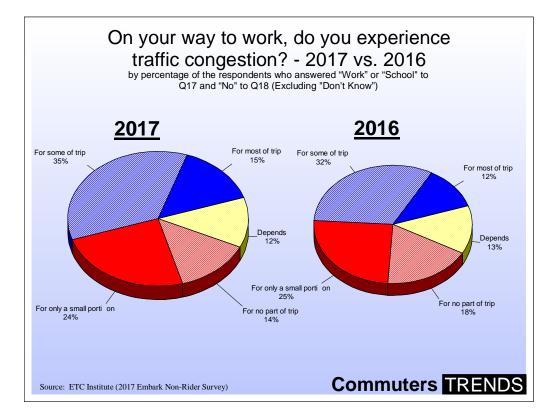


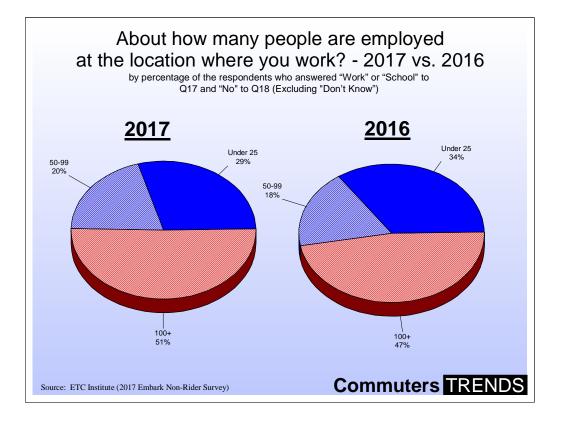




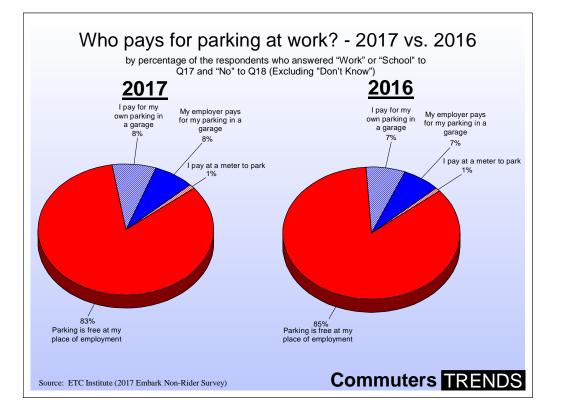


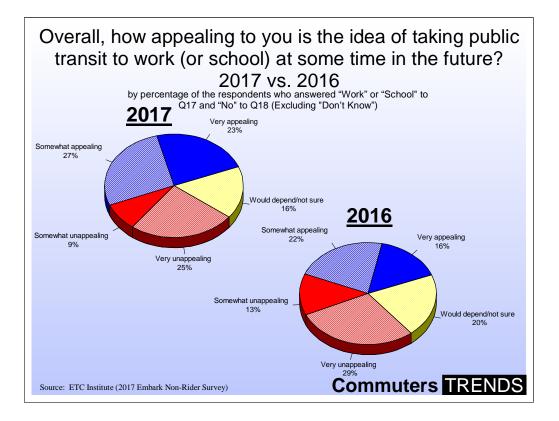




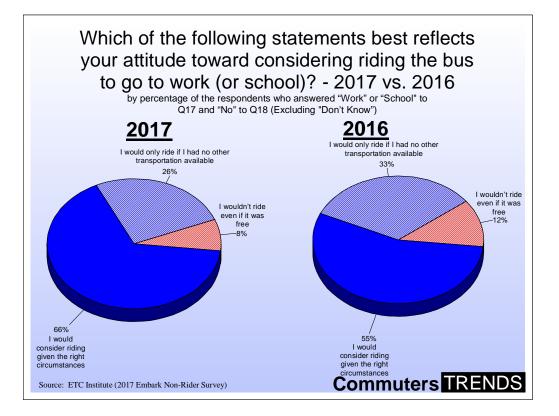


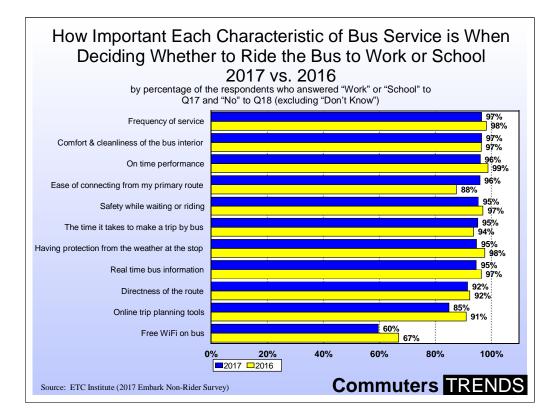




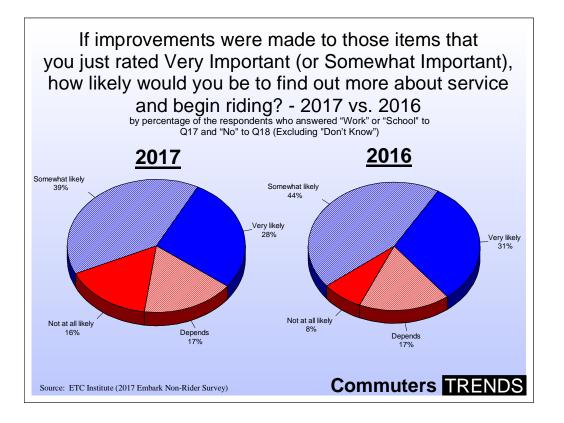






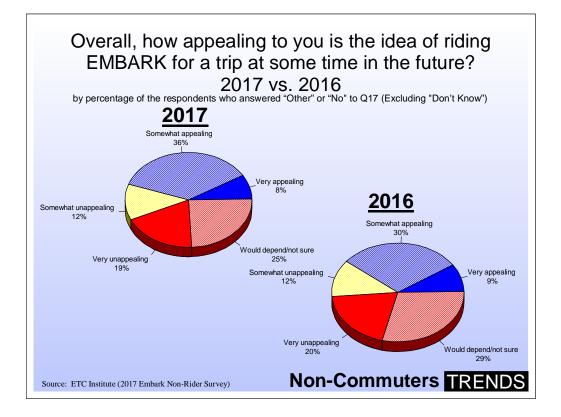


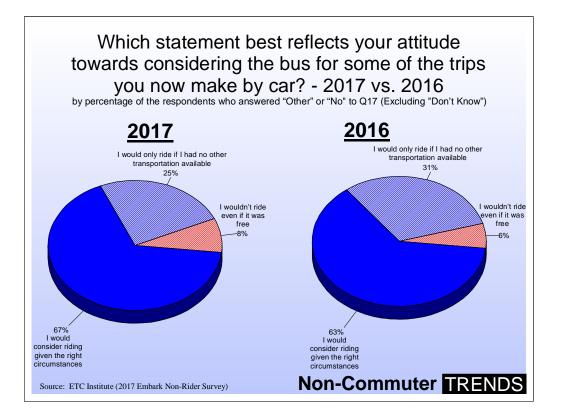




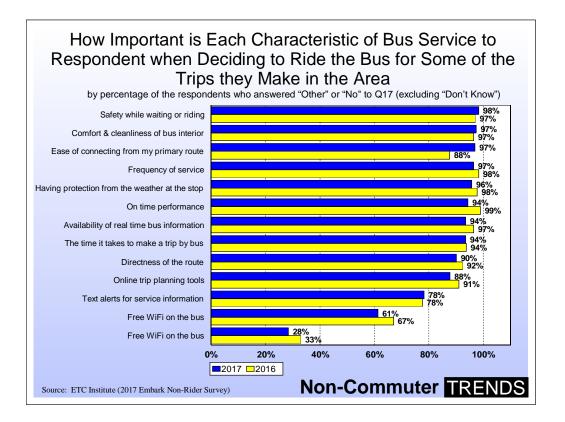


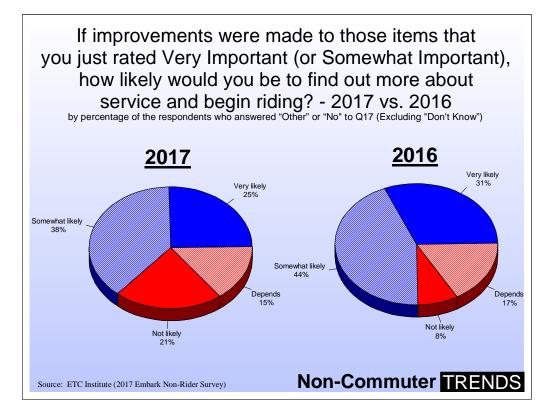




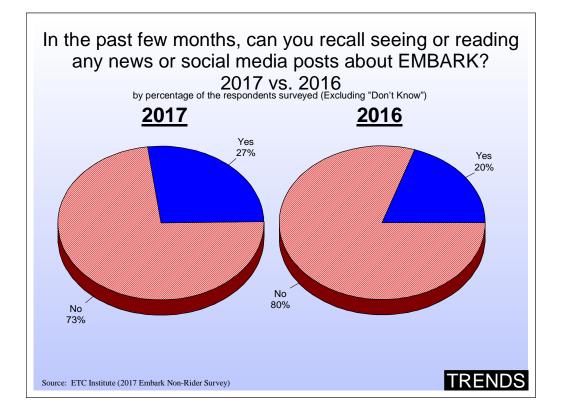


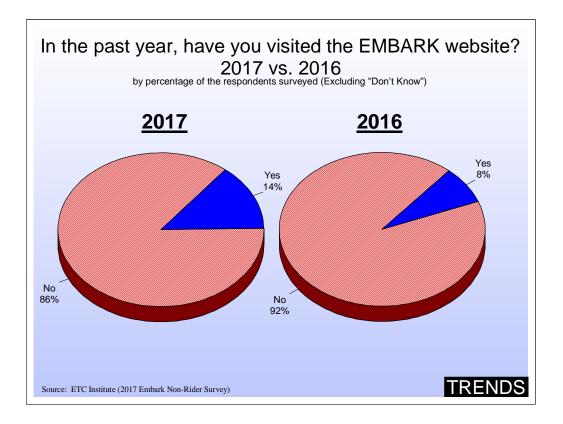




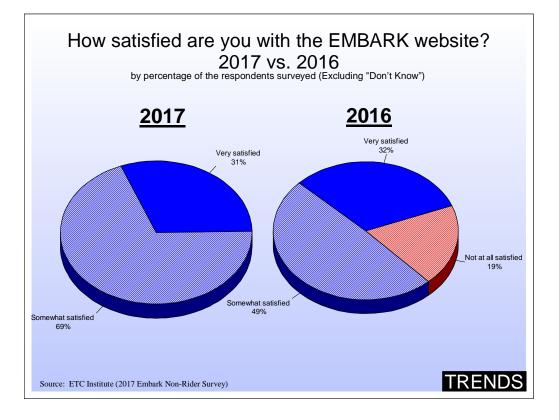


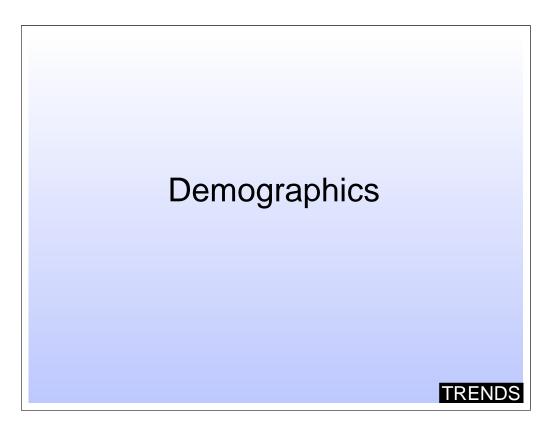




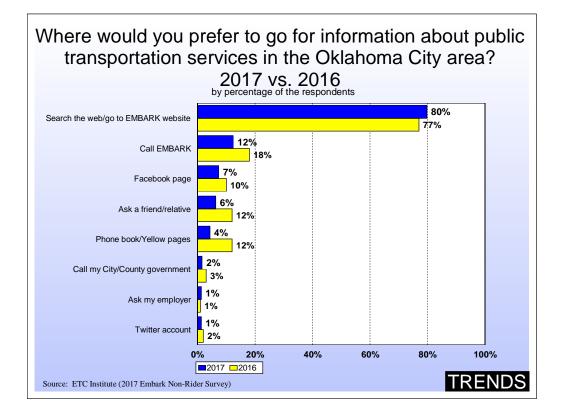


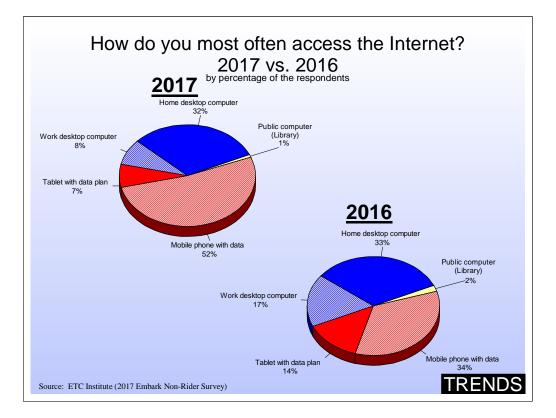




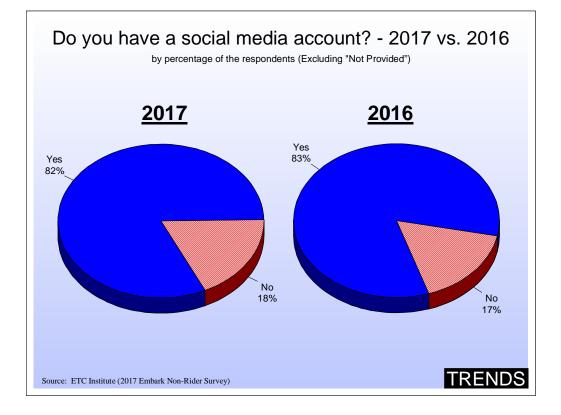


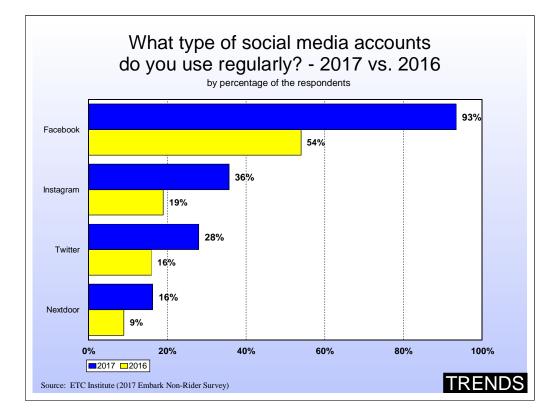














Section 3 Tabular Data

Q1. In the past 6 months, have you ridden an Oklahoma City transit bus?

Q1. Have you ridden an Oklahoma City transit bus		
in past 6 months	Number	Percent
No	800	100.0 %
Total	800	100.0 %



Q2. What are the two most important issues facing Oklahoma City and the surrounding area in 2018?

	NT 1	D
Q2. Top choice	Number	Percent
Air quality/environment	5	0.6 %
Crime/violence/meth labs	91	11.4 %
Drug/alcohol abuse	15	1.9 %
Education	375	46.9 %
Government/politics	39	4.9 %
Growth/over crowding	12	1.5 %
Health care	37	4.6 %
High taxes	31	3.9 %
Homeless	16	2.0 %
Poor economy/unemployment	21	2.6 %
Public transit/transportation	19	2.4 %
Road maintenance	98	12.3 %
Traffic congestion	18	2.3 %
Water/flooding	3	0.4 %
Other	9	1.1 %
None chosen	11	1.4 %
Total	800	100.0 %

Q2. What are the two most important issues facing Oklahoma City and the surrounding area in 2018?

Q2. 2nd choice	Number	Percent
Air quality/environment	16	2.0 %
Crime/violence/meth labs	98	12.3 %
Drug/alcohol abuse	32	4.0 %
Education	123	15.4 %
Government/politics	65	8.1 %
Growth/over crowding	19	2.4 %
Health care	83	10.4 %
High taxes	33	4.1 %
Homeless	31	3.9 %
Poor economy/unemployment	47	5.9 %
Public transit/transportation	40	5.0 %
Road maintenance	139	17.4 %
Traffic congestion	40	5.0 %
Water/flooding	4	0.5 %
Other	13	1.6 %
None chosen	17	2.1 %
Total	800	100.0 %

Q2. What are the two most important issues facing Oklahoma City and the surrounding area in 2018? (top 2)

Q2. Sum of top 2 choices	Number	Percent
Air quality/environment	21	2.6 %
Crime/violence/meth labs	189	23.6 %
Drug/alcohol abuse	47	5.9 %
Education	498	62.3 %
Government/politics	104	13.0 %
Growth/over crowding	31	3.9 %
Health care	120	15.0 %
High taxes	64	8.0 %
Homeless	47	5.9 %
Poor economy/unemployment	68	8.5 %
Public transit/transportation	59	7.4 %
Road maintenance	237	29.6 %
Traffic congestion	58	7.3 %
Water/flooding	7	0.9 %
Other	22	2.8 %
None chosen	11	1.4 %
Total	1583	

Q3. Some people believe traffic and local transportation is an important issue. There are several parts to local transportation and we would like your opinion if it is a major issue, minor issue or mot an issue at all to you.

		Not an issue at				
	Major issue	Minor issue	all	Don't know		
Q3a. Traffic congestion during commute times	48.1%	41.9%	7.6%	2.4%		
Q3b. Traffic congestion at other times	14.1%	54.0%	29.8%	2.1%		
Q3c. Mobility for seniors & disabled	47.3%	26.3%	7.5%	19.0%		
Q3d. Local bus service	36.4%	25.5%	13.9%	24.3%		
Q3e. Maintenance of local roads	82.8%	14.8%	1.5%	1.0%		
Q3f. Movement of freight	16.6%	35.1%	18.4%	29.9%		

WITHOUT "DON'T KNOW"

Q3. Some people believe traffic and local transportation is an important issue. There are several parts to local transportation and we would like your opinion if it is a major issue, minor issue or mot an issue at all to you. (without "don't know")

	Major issue	Minor issue	Not an issue at all
Q3a. Traffic congestion during commute times	49.3%	42.9%	7.8%
Q3b. Traffic congestion at other times	14.4%	55.2%	30.4%
Q3c. Mobility for seniors & disabled	58.3%	32.4%	9.3%
Q3d. Local bus service	48.0%	33.7%	18.3%
Q3e. Maintenance of local roads	83.6%	14.9%	1.5%
Q3f. Movement of freight	23.7%	50.1%	26.2%



Q4. There are several options being studied to improve transportation in the area. On a scale from 1 to 5 with 1 being a High Priority and 5 being a Low Priority, please rate the following suggestions.

	High priority	Priority	Medium priority	Less priority	Low priority	Don't know
Q4a. Widening existing roads & highways	33.3%	25.1%	23.8%	8.9%	7.5%	1.5%
Q4b. Increasing frequency of bus service	27.8%	19.9%	18.1%	9.8%	8.9%	15.6%
Q4c. Building Park & Ride lots to encourage carpooling & bus riding	20.1%	21.5%	25.4%	14.0%	14.0%	5.0%
Q4d. Adding bus rapid transit to connect places along Northwest Expressway Corridor	23.8%	20.3%	19.5%	9.0%	12.3%	15.3%
Q4e. Adding new bus routes	31.8%	20.3%	15.8%	7.0%	9.8%	15.5%
Q4f. Adding bus service for elderly & disabled	41.4%	23.9%	15.8%	3.5%	5.4%	10.1%
Q4g. Enhancing bus stop amenities	20.9%	19.6%	23.8%	11.0%	12.4%	12.4%

WITHOUT "DON'T KNOW"

Q4. There are several options being studied to improve transportation in the area. On a scale from 1 to 5 with 1 being a High Priority and 5 being a Low Priority, please rate the following suggestions. (without "don't know")

	High priority	Priority	Medium priority	Less priority	Low priority
Q4a. Widening existing roads & highways	33.8%	25.5%	24.1%	9.0%	7.6%
Q4b. Increasing frequency of bus service	32.9%	23.6%	21.5%	11.6%	10.5%
Q4c. Building Park & Ride lots to encourage carpooling & bus riding	21.2%	22.6%	26.7%	14.7%	14.7%
Q4d. Adding bus rapid transit to connect places along Northwest Expressway Corridor	28.0%	23.9%	23.0%	10.6%	14.5%
Q4e. Adding new bus routes	37.6%	24.0%	18.6%	8.3%	11.5%
Q4f. Adding bus service for elderly & disabled	46.0%	26.6%	17.5%	3.9%	6.0%
Q4g. Enhancing bus stop amenities	23.8%	22.4%	27.1%	12.6%	14.1%

Q5. We would like to have your opinion on some issues related to transportation and development. Please indicate if you Strongly Agree, Somewhat Agree, Somewhat Disagree or Strongly Disagree with the following statements.

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	Don't know
Q5a. Money spent on public transit service in greater Oklahoma City area is a good investment	43.5%	28.0%	16.0%	5.4%	4.0%	3.1%
Q5b. People like me ride the bus	7.3%	9.5%	21.5%	14.6%	37.6%	9.5%
Q5c. If we don't manage growth properly the quality of life in this area will decline	47.8%	32.9%	9.3%	3.9%	2.9%	3.4%
Q5d. Public transit is just for those who cannot afford a car or who cannot drive	7.8%	15.8%	13.8%	20.6%	39.5%	2.6%
Q5e. A regional transit authority with dedicated regional funding is necessary to create a better, more robust system	28.5%	28.6%	20.8%	3.9%	5.9%	12.4%
Q5f. Building & widening roads is the only solution to traffic congestion	12.4%	27.4%	14.8%	22.8%	18.3%	4.5%



WITHOUT "DON'T KNOW"

Q5. We would like to have your opinion on some issues related to transportation and development. Please indicate if you Strongly Agree, Somewhat Agree, Somewhat Disagree or Strongly Disagree with the following statements. (without "don't know")

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
Q5a. Money spent on public transit service in greater Oklahoma City area is a good investment	44.9%	28.9%	16.5%	5.5%	4.1%
Q5b. People like me ride the bus	8.0%	10.5%	23.8%	16.2%	41.6%
Q5c. If we don't manage growth properly the quality of life in this area will decline	49.4%	34.0%	9.6%	4.0%	3.0%
Q5d. Public transit is just for those who cannot afford a car or who cannot drive	8.0%	16.2%	14.1%	21.2%	40.6%
Q5e. A regional transit authority with dedicated regional funding is necessary to create a better, more robust system	32.5%	32.7%	23.7%	4.4%	6.7%
Q5f. Building & widening roads is the only solution to traffic congestion	13.0%	28.7%	15.4%	23.8%	19.1%



the Oklahoma City area?		
Q6. Top choice	Number	Percent
Environment/air quality/reduce pollution	126	15.8 %
Get people to work/reduce congestion	249	31.1 %
Make area more attractive to business	45	5.6 %

Rides for people without cars

Save money/affordable alternative to car

Save gas

Other

Total

Seniors/disabled

None chosen

Q6. In your opinion, what are the three greatest benefits, if any at all, to having public transit service in the Oklahoma City area?

187

20

71

74

8

20

800

23.4 %

2.5 %

8.9 %

9.3 %

1.0 %

2.5 %

100.0 %

Q6. In your opinion, what are the three greatest benefits, if any at all, to having public transit service in the Oklahoma City area?

Q6. 2nd choice	Number	Percent
Environment/air quality/reduce pollution	109	13.6 %
Get people to work/reduce congestion	156	19.5 %
Make area more attractive to business	58	7.3 %
Rides for people without cars	169	21.1 %
Save gas	40	5.0 %
Save money/affordable alternative to car	117	14.6 %
Seniors/disabled	120	15.0 %
Other	5	0.6 %
None chosen	26	3.3 %
Total	800	100.0 %

Q6. 3rd choice	Number	Percen
Environment/air quality/reduce pollution	92	11.5 %
Get people to work/reduce congestion	102	12.8 %
Make area more attractive to business	48	6.0 %
Rides for people without cars	107	13.4 %
Save gas	59	7.4 %
Save money/affordable alternative to car	179	22.4 %
Seniors/disabled	152	19.0 %
Other	15	1.9 %
None chosen	46	5.8 %
Total	800	100.0 %

Q6. In your opinion, what are the three greatest benefits, if any at all, to having public transit service in the Oklahoma City area?

Q6. In your opinion, what are the three greatest benefits, if any at all, to having public transit service in the Oklahoma City area? (top 3)

Q6. Sum of top 3 choices	Number	Percent
Environment/air quality/reduce pollution	327	40.9 %
Get people to work/reduce congestion	507	63.4 %
Make area more attractive to business	151	18.9 %
Rides for people without cars	463	57.9 %
Save gas	119	14.9 %
Save money/affordable alternative to car	367	45.9 %
Seniors/disabled	346	43.3 %
Other	28	3.5 %
None chosen	20	2.5 %
Total	2328	

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Q7. What is the name of the public transit system in Oklahoma City?

Q7. What is the name of public transit system in		
Oklahoma City	Number	Percent
COTPA (Central Oklahoma Transportation & Parking		
Authority)	53	6.6 %
OKride	22	2.8 %
EMBARK	568	71.0 %
GOtransit	9	1.1 %
Something else	6	0.8 %
Don't know	142	17.8 %
Total	800	100.0 %

WITHOUT "DON'T KNOW"

Q7. What is the name of the public transit system in Oklahoma City? (without "don't know")

Q7. What is the name of public transit system in		
Oklahoma City	Number	Percent
COTPA (Central Oklahoma Transportation & Parking		
Authority)	53	8.1 %
OKride	22	3.3 %
EMBARK	568	86.3 %
GOtransit	9	1.4 %
Something else	6	0.9 %
Total	658	100.0 %

Q8. The name of the service is EMBARK. Have you heard of it?

Q8. Have you heard of EMBARK	Number	Percent
Yes	80	34.8 %
No	141	61.3 %
Don't know	9	3.9 %
Total	230	100.0 %

WITHOUT "DON'T KNOW"

Q8. The name of the service is EMBARK. Have you heard of it? (without "don't know")

Q8. Have you heard of EMBARK	Number	Percent
Yes	80	36.2 %
No	141	63.8 %
Total		



Q9. (If Yes to Question 8) How did you hear about EMBARK?

Q9. How did you hear about EMBARK	Number	Percent
Radio	1	1.3 %
Social media	5	6.3 %
TV	5	6.3 %
Bus stop in neighborhood	49	61.3 %
Online ad	2	2.5 %
Door hanger	1	1.3 %
Community event	2	2.5 %
Total	65	

Q9. Other

Q9. Other	Number	Percent
Seen on buses	9	64.3 %
We use it for students at Emerson	1	7.1 %
Saw around neighborhood	1	7.1 %
On the street	1	7.1 %
work	1	7.1 %
Neighbor uses it	1	7.1 %
Total	14	100.0 %



Q10. On a scale of 0 to 10 where 0 means "Not At All Important" and 10 means "Extremely Important," how important do you feel investment in public transit is for Oklahoma City's long-term future.

	Not										Ext-	
	at										rem-	Don-
	all										ely	't
	imp-										imp-	kn-
	ort	1	2	3	4	5	6	7	8	9	ort	ow
Q10. How important is investment in public	0.000				0010		40/11	00/1/	2 0 0 0	40//		
transitfor Oklahoma City's long term future	2.3%2	2.0%	2.4%3	3.8%2	.8%9	5%6.4	4%11	.3%1.	3.0%9	.4%.	34.9%2	2.5%

WITHOUT "DON'T KNOW"

Q10. On a scale of 0 to 10 where 0 means "Not At All Important" and 10 means "Extremely Important," how important do you feel investment in public transit is for Oklahoma City's long-term future. (without "don't know")

											Extr-
	Not										eme-
	at all										ly
	impo-										impo-
	rtant	1	2	3	4	5	6	7	8	9	rtant
Q10. How important is investment in public transit											
for Oklahoma City's long term future	2.3%	2.1%	2.4%	3.8%	2.8%	9.7%	6.5%	11.5%	13.3%	9.6%	635.8%

Q11. In the past 12 months, have you used a ride-share service such as Uber, or Lyft, etc in OKC?

Q11. Have you used a ride-share service in past		
<u>12 months</u>	Number	Percent
Yes	266	33.3 %
No	531	66.4 %
Don't know	3	0.4 %
Total	800	100.0 %

WITHOUT "DON'T KNOW"

Q11. In the past 12 months, have you used a ride-share service such as Uber, or Lyft, etc in OKC? (without ''don't know'')

Q11. Have you used a ride-share service in past

<u>12 months</u>	Number	Percent
Yes	266	33.4 %
No	531	66.6 %
Total	797	100.0 %

Q11a. If YES to Question 11, which ones and where?

Q11a. Which service	Number	Percent
Uber	215	80.8 %
Lyft	41	15.4 %
Ride-share	4	1.5 %
Have not used in OKC	6	2.3 %
Total	266	100.0 %

Percent 14.1 %

20.1 %

12.3 %

9.3 %

3.3 %

2.9 %

2.3 % 3<u>5.9 %</u>

100.0 %

74

26

23

18

287

800

Q12. About how many minutes do you live from an EMBARK bus stop?

Q12. About how many minutes do you live from	
an EMBARK bus stop	Number
1-2 minutes	113
2-5 minutes	161
5-10 minutes	98

WITHOUT "DON'T KNOW/NOT SURE"

10-15 minutes

15-20 minutes

20-30 minutes

Don't know/not sure

30+ minutes

Total

Q12. About how many minutes do you live from an EMBARK bus stop? (without "don't know/not sure")

010 11 11	•	1	1. 0
$(\mathbf{D} \mathbf{D}) = \mathbf{A} \mathbf{b} \mathbf{O} \mathbf{W}$	many minutes	do vou	live from
Q12. About how	many minutes	uo you	nve nom

an EMBARK bus stop	Number	Percent
1-2 minutes	113	22.0 %
2-5 minutes	161	31.4 %
5-10 minutes	98	19.1 %
10-15 minutes	74	14.4 %
15-20 minutes	26	5.1 %
20-30 minutes	23	4.5 %
<u>30+ minutes</u>	18	3.5 %
Total	513	100.0 %

Q13. How familiar are you with EMBARK services near your home?

Q13. How familiar are you with EMBARK

services near your home	Number	Percent
Very familiar	37	4.6 %
Somewhat familiar	195	24.4 %
Not at all familiar	344	43.0 %
No service near my home	80	10.0 %
Don't know	144	18.0 %
Total	800	100.0 %

WITHOUT "DON'T KNOW" Q13. How familiar are you with EMBARK services near your home? (without "don't know")

Q13. How familiar are you with EMBARK		
services near your home	Number	Percent
Very familiar	37	5.6 %
Somewhat familiar	195	29.7 %
Not at all familiar	344	52.4 %
No service near my home	80	12.2 %
Total	656	100.0 %



Q14. What is your overall opinion of EMBARK service?

Q14. What is your overall opinion of EMBARK

service	Number	Percent
Excellent	13	1.6 %
Good	124	15.5 %
Average	132	16.5 %
Below average	74	9.3 %
Poor	50	6.3 %
Don't know	407	50.9 %
Total	800	100.0 %

WITHOUT "DON'T KNOW" Q14. What is your overall opinion of EMBARK service? (without "don't know")

Q14. What is your overall opinion of EMBARK		
service	Number	Percent
Excellent	13	3.3 %
Good	124	31.6 %
Average	132	33.6 %
Below average	74	18.8 %
Poor	50	12.7 %
Total	393	100.0 %



Q15. In the past six months, have you considered riding EMBARK for any reason?

Q15. Have you considered riding EMBARK for		
any reason in past six months	Number	Percent
Yes	182	22.8 %
No	583	72.9 %
Don't know	35	4.4 %
Total	800	100.0 %

WITHOUT "DON'T KNOW"

Q15. In the past six months, have you considered riding EMBARK for any reason? (without "don't know")

Q15. Have you considered riding EMBARK for

any reason in past six months	Number	Percent
Yes	182	23.8 %
No	583	76.2 %
Total	765	100.0 %



Q16. What is your typical work schedule?

Q16. What is your typical work schedule	Number	Percent
Weekdays only between 6am & 7pm	322	40.3 %
Any day between 6am & 7pm	120	15.0 %
Weekdays only until midnight	11	1.4 %
Any day until midnight	53	6.6 %
I do not work	165	20.6 %
Not provided	24	3.0 %
Other	105	13.1 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED" Q16. What is your typical work schedule? (without "not provided")

Q16. What is your typical work schedule	Number	Percent
Weekdays only between 6am & 7pm	322	41.5 %
Any day between 6am & 7pm	120	15.5 %
Weekdays only until midnight	11	1.4 %
Any day until midnight	53	6.8 %
I do not work	165	21.3 %
Other	105	13.5 %
Total	776	100.0 %



Q16. Other

Q16. Other	Number	Percen
Retired	33	32.0 %
I work from home	4	3.9 %
Part-time	2	1.9 %
Disabled	2	1.9 %
Weekends 8-5	1	1.0 %
11pm to 7am	1	1.0 %
Schedule is different erery day	1	1.0 %
M/F 8-5; Tues/Thurs 6-9; Sat 8-5; Sun 12-6	1	1.0 %
Varies, 10 AM-4PM, 10AM-11PM, 8 AM-12PM	1	1.0 %
Some nights on weekdays and weekends	1	1.0 %
I work 6pm to 2:45am	1	1.0 %
Weekdays 4am-4pm	1	1.0 %
M, T, W, F, and S, 5-8pm	1	1.0 %
6pm to 800am 7days a week	1	1.0 %
5am till 2pm 7days a week	1	1.0 %
3am to 7pm	1	1.0 %
*	1	
I work nights between 7pm and 7am		1.0 %
weekdays between 9am and 9pm	1	1.0 %
School	1	1.0 %
Varies: weekdays 9am-5pm, weekends 6am-12am	1	1.0 9
7am to 3:30pm	1	1.0 9
3 days 8AM to 7PM	1	1.0 %
Anyday any shift rotates	1	1.0 9
Weekdays 8am-5pm; Weekends 10am-4pm	1	1.0 9
Everyday 4am-2pm	1	1.0 %
I'm too sick to work	1	1.0 %
I have my own business, own hours	1	1.0 %
M,W,F: 8am-8pm	1	1.0 9
12am to 8am	1	1.0 %
All kinds of hours	1	1.0 9
5pm -8am, 4 days a week	1	1.0 9
I recently became unemployed	1	1.0 9
7am-9:30pm weekdays, 9am-9:30pm weekends	1	1.0 9
3-10 scattered days	1	1.0 9
8:30am to 5:00pm weekdays	1	1.0 9
Self Employed: 11am-11pm	1	1.0 9
8am to whatever time I get off on weekdys	1	1.0 9
č	1	
Varies		1.0 9
Graveyard shift on weekdays	1	1.0 9
6am-7pm on weekdays	1	1.0 9
I am a temporary part timer and work irregular hours	1	1.0 9
Tuesdays and Thursdays	1	1.0 9
Mondays-Thursdays 9 pm-7 am	1	1.0 9
4am-12pm	1	1.0 %
100% DAY	1	1.0 %
24/7 on call 365	1	1.0 %



Q16. Other

Q16. Other	Number	Percent
7am to 4:30pm	1	1.0 %
I drive commercial trucks	1	1.0 %
Weekdays between 3 and 4 am	1	1.0 %
graveyard shift	1	1.0 %
8 am to 9 pm Sunday-Friday	1	1.0 %
6 days 5:30 am-4 pm	1	1.0 %
I'm on call 24/7	1	1.0 %
Two days a week	1	1.0 %
I travel for a living	1	1.0 %
overnights and days	1	1.0 %
I work in other states. I'm a catastrophe insurance		
adjuster	1	1.0 %
I am a musician with no set schedule	1	1.0 %
several part time jobs, so varies	1	1.0 %
in between jobs	1	1.0 %
12pm to 11pm 6 days	1	1.0 %
My schedule is flexible	1	1.0 %
Weekdays 4:00 pm to 4:00 am	1	1.0 %
Weeknights, overnight	1	1.0 %
Overnight	1	1.0 %
Take son to therapy appointments 3 times a week	1	1.0 %
Total	103	100.0 %

Q17. Do you go to work or school at least three days a week?

Q17. Do you go to	work or school	at least three
1		

days a week	Number	Percent
Yes, work	500	78.7 %
Yes, school	8	1.3 %
Yes, both work & school	45	7.1 %
Other	17	2.7 %
No	65	10.2 %
Total	635	100.0 %

Q17a. If answered "School" or "Both," please provide school name:

Q17a. School name	Number	Percent
University of Central Oklahoma	9	18.0 %
University of Oklahoma	8	16.0 %
Oklahoma State University	4	8.0 %
Oklahoma City Community College	4	8.0 %
Oklahoma City University	3	6.0 %
Rose State College	3	6.0 %
Platt College	2	4.0 %
Online schooling, SNHU	1	2.0 %
Rose State and OU	1	2.0 %
Mid-America Christian University	1	2.0 %
Adams Elementary School	1	2.0 %
MNTC	1	2.0 %
Pay/okc	1	2.0 %
Cleveland Elementary School	1	2.0 %
Heritage Hall	1	2.0 %
St John Bosco	1	2.0 %
Classen School of Advanced Studies	1	2.0 %
Fairview Elementary	1	2.0 %
Remedi	1	2.0 %
Embry-Riddle Aeronautical University	1	2.0 %
Broadmoore	1	2.0 %
Pratt College	1	2.0 %
Oklahoma Baptist Univeristy	1	2.0 %
Christian Heritage Academy	1	2.0 %
Total	50	100.0 %

Q18. Does your EMPLOYER require you to have a personal vehicle for work, provide a car allowance as part of your employment or provide you with a car?

Q18. Does your employer require you to have a		
personal vehicle for work, provide a car allowance		
as part of your employment or provide you with a		
car	Number	Percent
Yes, they require me to use my personal car for work		
only	106	16.7 %
Yes, they provide a car allowance	14	2.2 %
Yes, they provide me with a company car	29	4.6 %
No	390	61.4 %
I am not employed	1	0.2 %
Don't know	95	15.0 %
Total	635	100.0 %

WITHOUT "DON'T KNOW"

Q18. Does your EMPLOYER require you to have a personal vehicle for work, provide a car allowance as part of your employment or provide you with a car? (without "don't know")

Q18. Does your employer require you to have a

personal vehicle for work, provide a car allowance

· C 1	· · · · · · · · · · · · · · · · · · ·
as part of your employmen	t or provide you with a
as part of your employment	i or provide you with a

car	Number	Percent
Yes, they require me to use my personal car for work		
only	106	19.6 %
Yes, they provide a car allowance	14	2.6 %
Yes, they provide me with a company car	29	5.4 %
No	390	72.2 %
I am not employed	1	0.2 %
Total	540	100.0 %

Q19. About how many miles do you travel one way to work?

way to work	Number	Percent
Less than 5	86	22.1 %
5-9	85	21.8 %
10-19	163	41.8 %
20+	54	13.8 %
Don't know	2	0.5 %
Total	390	100.0 %

WITHOUT "DON'T KNOW" Q19. About how many miles do you travel one way to work? (without "don't know")

Q19. About how many miles do you travel one

way to work	Number	Percent
Less than 5	86	22.2 %
5-9	85	21.9 %
10-19	163	42.0 %
20+	54	13.9 %
Total	388	100.0 %



Q20. On a typical day, how long does it take you to get to work?

Q20. How long does it take you to get to work on

Number	Percent
60	15.4 %
71	18.2 %
91	23.3 %
96	24.6 %
56	14.4 %
7	1.8 %
3	0.8 %
5	1.3 %
1	0.3 %
390	100.0 %
_	60 71 91 96 56 7 3 5 1

WITHOUT "NOT PROVIDED"

Q20. On a typical day, how long does it take you to get to work? (without "not provided")

Q20. How long does it take you to get to wor	rk on
--	-------

a typical day	Number	Percent
Under 10 minutes	60	15.4 %
10-14	71	18.3 %
15-19	91	23.4 %
20-29	96	24.7 %
30-45	56	14.4 %
45-59	7	1.8 %
60+	3	0.8 %
Varies too much to determine	5	1.3 %
Total	389	100.0 %

Q20a. If Varies, please specify:

Q20a. How does it vary	Number	Percent
depends on amount of traffic and stoplights	1	20.0 %
Depends on where job is located and what roads have to		
be traveled	1	20.0 %
Traffic	1	20.0 %
I work at multiple hospitals throughout the day	1	20.0 %
I own a cleaning service, drive all over the city	1	20.0 %
Total	5	100.0 %



Q21. On your way to work, do you experience traffic congestion?

Q21. Do you experience traffic congestion on

rcent
.9 %
.9 %
4.4 %
8.8 %
.8 %
).3 %
0.0 %

WITHOUT "DON'T KNOW" Q21. On your way to work, do you experience traffic congestion? (without "don't know")

Q21. Do you experience traffic congestion on		
your way to work	Number	Percent
For most of trip	58	14.9 %
For some of trip	136	35.0 %
For only a small portion of trip	95	24.4 %
For no part of trip	54	13.9 %
Depends	46	11.8 %
Total	389	100.0 %



Q22. About how many people are employed at the location where you work?

Q22. About how many people are employed at the		
location where you work	Number	Percent
Under 25	109	27.9 %
50-99	76	19.5 %
100+	190	48.7 %
Don't know	15	3.8 %
Total	390	100.0 %

WITHOUT "DON'T KNOW"

Q22. About how many people are employed at the location where you work? (without "don't know")

Q22. About how many people are employed at the

location where you work	Number	Percent
Under 25	109	29.1 %
50-99	76	20.3 %
100+	190	50.7 %
Total	375	100.0 %



Q23. Who pays for your parking at work?

Q23. Who pays for your parking at work	Number	Percent
I pay for my own parking in a garage	29	7.4 %
My employer pays for my parking in a garage	30	7.7 %
Parking is free at my place of employment	317	81.3 %
I pay at a meter to park	4	1.0 %
Don't know	10	2.6 %
Total	390	100.0 %

WITHOUT "DON'T KNOW"

Q23. Who pays for your parking at work? (without "don't know")

Q23. Who pays for your parking at work	Number	Percent
I pay for my own parking in a garage	29	7.6 %
My employer pays for my parking in a garage	30	7.9 %
Parking is free at my place of employment	317	83.4 %
I pay at a meter to park	4	1.1 %
Total	380	100.0 %



Q24. Overall, how appealing to you is the idea of taking public transit to work (or school) at some time in the future?

Q24. How appealing to you is the idea of taking		
public transit to work (or school) at some time in		
the future	Number	Percent
Very appealing	87	22.3 %
Somewhat appealing	102	26.2 %
Somewhat unappealing	33	8.5 %
Very unappealing	94	24.1 %
Would depend/not sure	61	15.6 %
Don't know	13	3.3 %
Total	390	100.0 %

WITHOUT "DON'T KNOW"

Q24. Overall, how appealing to you is the idea of taking public transit to work (or school) at some time in the future? (without "don't know")

Q24. How appealing to you is the idea of taking public transit to work (or school) at some time in		
the future	Number	Percent
Very appealing	87	23.1 %
Somewhat appealing	102	27.1 %
Somewhat unappealing	33	8.8 %
Very unappealing	94	24.9 %
Would depend/not sure	61	16.2 %
Total	377	100.0 %

Percent

7.2 %

24.1 %

61.5 %

7.2 %

100.0 %

390

COMMUTERS

Total

Q25. A number of improvements have been made to make public transit more convenient. Such improvements include frequency of service, free WiFi, and real-time service information. Given these improvements, which of the following statements best reflects your attitude toward considering riding the bus to go to work (or school).

Q25. Your attitude toward considering riding theNumberbus to go to work (or school)NumberI wouldn't ride even it was free28I would only ride if I had no other transportation available94I would consider riding given the right circumstances240Don't know28

WITHOUT "DON'T KNOW"

Q25. A number of improvements have been made to make public transit more convenient. Such improvements include frequency of service, free WiFi, and real-time service information. Given these improvements, which of the following statements best reflects your attitude toward considering riding the bus to go to work (or school). (without "don't know")

Q25. Your attitude toward considering riding the

bus to go to work (or school)	Number	Percent
I wouldn't ride even it was free	28	7.7 %
I would only ride if I had no other transportation available	94	26.0 %
I would consider riding given the right circumstances	240	66.3 %
Total	362	100.0 %

Q26. From the following characteristics of bus service, how important is each to you when deciding whether to ride the bus. Please indicate if it is very important, somewhat important, somewhat unimportant or not at all important to you if you were deciding to ride the bus.

	Very important	Somewhat important	Somewhat unimportant	Not important at all	Don't know
Q26a. On time performance	82.8%	9.4%	1.5%	2.3%	4.1%
Q26b. Frequency of service	74.2%	17.0%	1.3%	2.0%	5.6%
Q26c. The time it takes to make a trip by bus	71.1%	19.5%	3.0%	1.5%	4.8%
Q26d. Directness of the route	56.2%	31.6%	6.1%	2.0%	4.1%
Q26e. Comfort & cleanliness of the bus interior	70.1%	23.3%	2.0%	1.3%	3.3%
Q26f. Having protection from the weather at the stop	67.1%	24.8%	3.3%	1.8%	3.0%
Q26g. Ease of connecting from my primary route to other routes to reach destination	71.9%	19.2%	3.0%	0.8%	5.1%
Q26h. Safety while waiting or riding	81.5%	11.1%	2.8%	1.8%	2.8%
Q26i. Real time bus information	66.3%	24.1%	3.8%	1.3%	4.6%
Q26j. Online trip planning tools, Text Alerts for service info	47.3%	34.7%	11.6%	3.0%	3.3%
Q26k. Free WiFi on bus	25.1%	32.9%	22.0%	17.2%	2.8%

WITHOUT "DON'T KNOW"

Q26. From the following characteristics of bus service, how important is each to you when deciding whether to ride the bus. Please indicate if it is very important, somewhat important, somewhat unimportant or not at all important to you if you were deciding to ride the bus. (without "don't know")

			Somewhat	
	Very important	Somewhat important	unimportant	Not important at all
Q26a. On time performance	86.3%	9.8%	1.6%	2.4%
Q26b. Frequency of service	78.6%	18.0%	1.3%	2.1%
Q26c. The time it takes to	74.7%	20.5%	2.201	1 (0)
make a trip by bus	74.7%	20.5%	3.2%	1.6%
Q26d. Directness of the route	58.6%	33.0%	6.3%	2.1%
Q26e. Comfort & cleanliness of the bus interior	72.5%	24.1%	2.1%	1.3%
	12.370	24.170	2.170	1.570
Q26f. Having protection from the weather at the stop	69.2%	25.6%	3.4%	1.8%
Q26g. Ease of connecting from my primary route to other routes to reach				
destination	75.7%	20.3%	3.2%	0.8%
Q26h. Safety while waiting or riding	83.9%	11.5%	2.9%	1.8%
	05.770	11.570	2.970	1.070
Q26i. Real time bus information	69.5%	25.2%	4.0%	1.3%
Q26j. Online trip planning tools, Text Alerts for service				
info	49.0%	35.9%	12.0%	3.1%
Q26k. Free WiFi on bus	25.8%	33.9%	22.7%	17.7%

Q27. If improvements were made to those items that you just rated very important (or somewhat important), how likely would you be to find out more about service and begin riding?

Q27. How likely would you be to find out more		
about service & begin riding if improvements were		
made	Number	Percent
Very likely	104	27.0 %
Somewhat likely	148	38.4 %
Not at all likely	61	15.8 %
Depends	63	16.4 %
Don't know	9	2.3 %
Total	385	100.0 %

WITHOUT "DON'T KNOW"

Q27. If improvements were made to those items that you just rated very important (or somewhat important), how likely would you be to find out more about service and begin riding? (without "don't know")

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р

Q27. How likely would you be to find out more about service & begin riding if improvements were

made	Number	Percent
Very likely	104	27.7 %
Somewhat likely	148	39.4 %
Not at all likely	61	16.2 %
Depends	63	16.8 %
Total	376	100.0 %

Q28. There are several incentives that are being considered to motivate people to begin taking the bus. For each incentive, please indicate if it would be very useful, somewhat useful or not at all useful to get you begin riding the bus.

	Very useful	Somewhat useful	Not useful at all	Don't know
Q28a. You received personalized travel planning assistance	28.6%	42.0%	22.5%	6.8%
Q28b. Your first month was free	41.5%	33.7%	18.5%	6.3%
Q28c. You received coupons for a free dinner at a local restaurant	27.6%	38.2%	29.1%	5.1%
Q28d. You were able to get a free taxi ride home in case of an emergency	59.2%	26.8%	9.6%	4.3%
Q28e. Your employer helped pay your bus fare	39.2%	30.4%	23.8%	6.6%
Q28f. Ability to pay for fare from a mobile app or use credit card	63.0%	24.1%	9.4%	3.5%
Q28g. Mobile apps for trip planning & bus location	60.5%	25.3%	9.9%	4.3%
Q28h. Free WiFi on buses	30.4%	45.6%	18.7%	5.3%

WITHOUT "DON'T KNOW"

Q28. There are several incentives that are being considered to motivate people to begin taking the bus. For each incentive, please indicate if it would be very useful, somewhat useful or not at all useful to get you begin riding the bus. (without "don't know")

	Very useful	Somewhat useful	Not useful at all
Q28a. You received personalized travel planning assistance	30.7%	45.1%	24.2%
Q28b. Your first month was free	44.3%	35.9%	19.7%
Q28c. You received coupons for a free dinner at a local restaurant	29.1%	40.3%	30.7%
Q28d. You were able to get a free taxi ride home in case of an emergency	61.9%	28.0%	10.1%
Q28e. Your employer helped pay your bus fare	42.0%	32.5%	25.5%
Q28f. Ability to pay for fare from a mobile app or use credit card	65.4%	24.9%	9.7%
Q28g. Mobile apps for trip planning & bus location	63.2%	26.5%	10.3%
Q28h. Free WiFi on buses	32.1%	48.1%	19.8%

Do you work in downtown Oklahoma City?

Do you work downtown Oklahoma City	Number	Percent
Yes	84	13.2 %
No	303	47.7 %
Not provided	248	39.1 %
Total	635	100.0 %

WITHOUT "NOT PROVIDED" Do you work in downtown Oklahoma City? (without "not provided")

Do you work downtown Oklahoma City	Number	Percent
Yes	84	21.7 %
No	303	78.3 %
Total	387	100.0 %



Q29. Overall, how appealing to you is the idea of riding EMBARK for a trip at some time in the future?

Q29. How appealing to you is the idea of riding		
EMBARK for a trip at some time in the future	Number	Percent
Very appealing	18	7.6 %
Somewhat appealing	78	32.9 %
Somewhat unappealing	26	11.0 %
Very unappealing	41	17.3 %
Would depend/not sure	53	22.4 %
Don't know	21	<u>8.9 %</u>
Total	237	100.0 %

WITHOUT "DON'T KNOW"

Q29. Overall, how appealing to you is the idea of riding EMBARK for a trip at some time in the future? (without ''don't know'')

Q29. How appealing to you is the idea of riding		
EMBARK for a trip at some time in the future	Number	Percent
Very appealing	18	8.3 %
Somewhat appealing	78	36.1 %
Somewhat unappealing	26	12.0 %
Very unappealing	41	19.0 %
Would depend/not sure	53	24.5 %
Total	216	100.0 %



Q30. A number of improvements are now being considered to make bus service easier and much more convenient. Which of the following statements best reflects your attitude toward considering the bus for some of the trips you now make by car.

Q30. What best reflects your attitude toward		
considering the bus for some of the trips you now		
make by car	Number	Percent
I wouldn't ride the bus even it was free	18	7.6 %
I would only ride if I had no other transportation available	54	22.8 %
I would consider riding given the right circumstances	146	61.6 %
Don't know	19	8.0 %
Total	237	100.0 %

WITHOUT "DON'T KNOW"

Q30. A number of improvements are now being considered to make bus service easier and much more convenient. Which of the following statements best reflects your attitude toward considering the bus for some of the trips you now make by car. (without ''don't know'')

Q30. What best reflects your attitude toward

considering the bus for some of the trips you now

make by car	Number	Percent
I wouldn't ride the bus even it was free	18	8.3 %
I would only ride if I had no other transportation available	54	24.8 %
I would consider riding given the right circumstances	146	67.0 %
Total	218	100.0 %

Q31. From the following characteristics of bus service, how important is each to you when deciding whether to ride the bus. Please indicate if it is very important, somewhat important, somewhat unimportant or not at all important to you if you were deciding to ride the bus.

	Very important	Somewhat important	Somewhat unimportant	Not at all important	Don't know
Q31a. On time performance	75.5%	15.2%	3.0%	2.5%	3.8%
Q31b. Frequency of service	65.4%	26.6%	1.3%	2.1%	4.6%
Q31c. The time it takes to make a trip by bus	55.7%	32.9%	5.5%	1.7%	4.2%
Q31d. Directness of the route	47.3%	36.7%	7.6%	1.7%	6.8%
Q31e. Comfort & cleanliness of bus interior	75.5%	18.6%	1.3%	1.3%	3.4%
Q31f. Having protection from the weather at the stop	70.0%	23.6%	3.0%	1.3%	2.1%
Q31g. Ease of connecting from my primary route to other routes to reach destination	74.3%	18.1%	1.7%	1.3%	4.6%
Q31h. Safety while waiting or riding	83.1%	12.7%	0.8%	0.8%	2.5%
Q31i. Availability of real time bus information	68.8%	21.9%	5.1%	1.3%	3.0%
Q31j. Online trip planning tools	48.5%	36.3%	8.9%	3.0%	3.4%
Q31k. Text alerts for service information	39.7%	34.6%	13.9%	6.8%	5.1%
Q311. Free WiFi on the bus	27.0%	31.2%	19.4%	17.3%	5.1%

WITHOUT "DON'T KNOW"

Q31. From the following characteristics of bus service, how important is each to you when deciding whether to ride the bus. Please indicate if it is very important, somewhat important, somewhat unimportant or not at all important to you if you were deciding to ride the bus. (without "don't know")

	Very important	Somewhat important	Somewhat unimportant	Not at all important
Q31a. On time performance	78.5%	15.8%	3.1%	2.6%
Q31b. Frequency of service	68.6%	27.9%	1.3%	2.2%
Q31c. The time it takes to make a trip by bus	58.1%	34.4%	5.7%	1.8%
Q31d. Directness of the route	50.7%	39.4%	8.1%	1.8%
Q31e. Comfort & cleanliness of bus interior	78.2%	19.2%	1.3%	1.3%
Q31f. Having protection from the weather at the stop	71.6%	24.1%	3.0%	1.3%
Q31g. Ease of connecting from my primary route to other routes to reach destination	77.9%	19.0%	1.8%	1.3%
Q31h. Safety while waiting or riding	85.3%	13.0%	0.9%	0.9%
Q31i. Availability of real time bus information	70.9%	22.6%	5.2%	1.3%
Q31j. Online trip planning tools	50.2%	37.6%	9.2%	3.1%
Q31k. Text alerts for service information	41.8%	36.4%	14.7%	7.1%
Q311. Free WiFi on the bus	28.4%	32.9%	20.4%	18.2%

Q32. If improvements were made to those items that you just rated very important (somewhat important), how likely would you be to find out more about service and begin riding?

Q32. How likely would you be to find out more		
about service & begin riding if improvements were		
made	Number	Percent
Very likely	55	23.7 %
Somewhat likely	84	36.2 %
Not likely	47	20.3 %
Depends	33	14.2 %
Don't know	13	5.6 %
Total	232	100.0 %

WITHOUT "DON'T KNOW"

Q32. If improvements were made to those items that you just rated very important (somewhat important), how likely would you be to find out more about service and begin riding? (without "don't know")

Q32. How likely would you be to find out more about service & begin riding if improvements were made Number Percent Very likely 55 25.1 % Somewhat likely 84 38.4 % Not likely 47 21.5 % Depends 33 15.1 % Total 219 100.0 %



Q33. Several incentives that are being considered to motivate people to begin taking the bus (or to get riders to use it more often). For each incentive, please indicate if it would be very useful, somewhat useful or not at all useful to get you begin riding the bus.

	Very useful	Somewhat useful	Not useful at all	Don't know
Q33a. You received personalized travel planning assistance	27.4%	44.7%	20.3%	7.6%
Q33b. Your first month was free	32.5%	37.6%	23.6%	6.3%
Q33c. You received coupons for a free dinner at a local restaurant	23.2%	38.0%	31.6%	7.2%
Q33d. You were able to get a free taxi ride home in case of an emergency	49.4%	32.9%	13.5%	4.2%
Q33e. Your employer helped pay your bus fare	19.4%	23.2%	36.7%	20.7%
Q33f. Ability to pay for fare from a mobile app or use credit card	51.1%	30.8%	11.4%	6.8%
Q33g. Mobile apps for trip planning & bus location	47.3%	32.1%	13.9%	6.8%
Q33h. Free WiFi on buses	30.8%	37.1%	22.8%	9.3%



WITHOUT "DON'T KNOW"

Q33. Several incentives that are being considered to motivate people to begin taking the bus (or to get riders to use it more often). For each incentive, please indicate if it would be very useful, somewhat useful or not at all useful to get you begin riding the bus. (without "don't know")

	Very useful	Somewhat useful	Not useful at all
Q33a. You received personalized travel planning assistance	29.7%	48.4%	21.9%
Q33b. Your first month was free	34.7%	40.1%	25.2%
Q33c. You received coupons for a free dinner at a local restaurant	25.0%	40.9%	34.1%
Q33d. You were able to get a free taxi ride home in case of an emergency	51.5%	34.4%	14.1%
Q33e. Your employer helped pay your bus fare	24.5%	29.3%	46.3%
Q33f. Ability to pay for fare from a mobile app or use credit card	54.8%	33.0%	12.2%
Q33g. Mobile apps for trip planning & bus location	50.7%	34.4%	14.9%
Q33h. Free WiFi on buses	34.0%	40.9%	25.1%



Q34. In the past few months, can you recall seeing or reading any news or social media posts about **EMBARK**?

Q34. Can you recall seeing or reading any news or social media posts about EMBARK in past few months Number Percent Yes 196 24.5 % No 537 67.1 % Don't know 67 8.<u>4 %</u> Total 800 100.0 %

WITHOUT "DON'T KNOW"

Q34. In the past few months, can you recall seeing or reading any news or social media posts about EMBARK? (without "don't know")

Q34. Can you recall seeing or reading any news

or social media posts about EMBARK in past few

months	Number	Percent
Yes	196	26.7 %
No	537	73.3 %
Total	733	100.0 %

Q35. In the past year, have you visited the EMBARK website?

Q35. Have you visited EMBARK website in past

year	Number	Percent
Yes	109	13.6 %
No	670	83.8 %
Don't know	21	2.6 %
Total	800	100.0 %

WITHOUT "DON'T KNOW"

Q35. In the past year, have you visited the EMBARK website? (without "don't know")

Q35. Have you visited EMBARK website in past

year	Number	Percent
Yes	109	14.0 %
No	670	86.0 %
Total	779	100.0 %



Q36. (If Yes to Question 35) Were you very satisfied, somewhat satisfied or not at all satisfied with your website experience?

Q36. What was your website experience	Number	Percent
Very satisfied	26	23.9 %
Somewhat satisfied	59	54.1 %
Don't know	24	22.0 %
Total	109	100.0 %

WITHOUT "DON'T KNOW"

Q36. (If Yes to Question 35) Were you very satisfied, somewhat satisfied or not at all satisfied with your website experience? (without "don't know")

Q36. What was your website experience	Number	Percent
Very satisfied	26	30.6 %
Somewhat satisfied	59	69.4 %
Total	85	100.0 %



Q37. How many working vehicles does your household currently have?

Q57. How many working venicles does your		
household currently have	Number	Percent
None	10	1.3 %
1	232	29.0 %
2	347	43.4 %
3	140	17.5 %
4	47	5.9 %
5+	16	2.0 %
Not provided	8	1.0 %
Total	800	100.0 %

Q37. How many working vehicles does your

WITHOUT "NON PROVIDED"

Q37. How many working vehicles does your household currently have? (without "not provided")

Q37. How many working vehicles does your		
household currently have	Number	Percent
None	10	1.3 %
1	232	29.3 %
2	347	43.8 %
3	140	17.7 %
4	47	5.9 %
5+	16	2.0 %
Total	792	100.0 %

Q38. How long have you lived in the Oklahoma City area?

Q38. How long have you lived in Oklahoma City

area	Number	Percent
Less than a year	6	0.8 %
1-2 years	24	3.0 %
3-4 years	32	4.0 %
5+ years	707	88.4 %
Not provided	31	3.9 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED" Q38. How long have you lived in the Oklahoma City area? (without "not provided")

Q38. How long have you lived in Oklahoma City

area	Number	Percent
Less than a year	6	0.8 %
1-2 years	24	3.1 %
3-4 years	32	4.2 %
5+ years	707	91.9 %
Total	769	100.0 %



Q39. Are you:

Q39. What is your employment status	Number	Percent
Employed	517	64.6 %
Homemaker	26	3.3 %
Looking for work	16	2.0 %
Student	13	1.6 %
Student that is also employed	23	2.9 %
Retired	176	22.0 %
Not provided	29	3.6 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED" Q39. Are you: (without "not provided")

Q39. What is your employment status	Number	Percent
Employed	517	67.1 %
Homemaker	26	3.4 %
Looking for work	16	2.1 %
Student	13	1.7 %
Student that is also employed	23	3.0 %
Retired	176	22.8 %
Total	771	100.0 %



Q41. If you needed information about public transportation services in the Oklahoma City area, where would you prefer to go for information?

Q41. Where would you prefer to go for information	Number	Percent
Phone book/Yellow pages	34	4.3 %
Call EMBARK	99	12.4 %
Call my City/County government	13	1.6 %
Ask my employer	10	1.3 %
Search the web/go to EMBARK website	638	79.8 %
Ask a friend/relative	50	6.3 %
Facebook page	59	7.4 %
Twitter account	10	1.3 %
Total	913	

Q41. Other

Q41. Other	Number	Percent
Google	16	38.1 %
Internet	8	19.0 %
Web page	2	4.8 %
Do you have an app	1	2.4 %
Post routes and schedules at each stop	1	2.4 %
OKC online	1	2.4 %
have an app if I were going to ride daily	1	2.4 %
Go to nearest library	1	2.4 %
Cell phone	1	2.4 %
Look for maps of routes at stops and online	1	2.4 %
A printed schedule	1	2.4 %
I wouldn't use public transportation	1	2.4 %
Local news media	1	2.4 %
Online search for public transportation	1	2.4 %
Signs on buses and at bus stops	1	2.4 %
Metro Library has bus route/schedules available	1	2.4 %
Phone app	1	2.4 %
Dedicated phone service	1	2.4 %
Instagram	1	2.4 %
Total	42	100.0 %

Q42. How do you most often access the internet?

Q42. How do you most often access the internet	Number	Percent
Home desktop computer	250	31.3 %
Work desktop computer	67	8.4 %
Tablet with data plan	56	7.0 %
Mobile phone with data plan	414	51.8 %
Public computer (library)	7	0.9 %
Not provided	6	0.8 %
Total	800	100.0 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED" Q42. How do you most often access the internet? (without "not provided")

Q42. How do you most often access the internet	Number	Percent
Home desktop computer	250	31.5 %
Work desktop computer	67	8.4 %
Tablet with data plan	56	7.1 %
Mobile phone with data plan	414	52.1 %
Public computer (library)	7	0.9 %
Total	794	100.0 %



Q43. Do you have a social media account?

Q43. Do you have a social media account	Number	Percent
Yes	625	78.1 %
No	140	17.5 %
Not provided	35	4.4 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED" 043 Do you have a social modia account?

Q43. Do you have a social media account? (without "not provided")

Q43. Do you have a social media account	Number	Percent
Yes	625	81.7 %
No	140	18.3 %
Total	765	100.0 %

Q44. (If YES to Question 43) What type of social media accounts do you use regularly?

Q44. What type of social media accounts do you		
use regularly	Number	Percent
Twitter	175	28.0 %
Facebook	584	93.4 %
Instagram	223	35.7 %
Nextdoor	102	16.3 %
Snapchat	101	16.2 %
Total	1185	

Q44. Other

Q44. Other	Number	Percent
LinkedIn	5	38.5 %
Google	2	15.4 %
Pinterest	1	7.7 %
Internet	1	7.7 %
Listserv	1	7.7 %
Twitch	1	7.7 %
Imgur, Reddit	1	7.7 %
Yahoo	1	7.7 %
Total	13	100.0 %



Q45. Do you live in a single-family house or an apartment?

Q45. Do you live in a single-family house or an

apartment	Number	Percent
House	674	84.3 %
Apartment	87	10.9 %
Not provided	18	2.3 %
Other	21	2.6 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q45. Do you live in a single-family house or an apartment? (without "not provided")

Q45. Do you live in a single-family house or an

apartment	Number	Percent
House	674	86.2 %
Apartment	87	11.1 %
Other	21	2.7 %
Total	782	100.0 %

Q45. Other

Q45. Other	Number	Percent
Townhouse	6	30.0 %
Condo	6	30.0 %
Duplex	5	25.0 %
Motel	1	5.0 %
Mobile home	1	5.0 %
Homeless/car	1	5.0 %
Total	20	100.0 %

Q46. Do you or anyone in your household work for a public transit or market research company?

Q46. Do you or anyone in your household work		
for a public transit or market research company	Number	Percent
Yes	4	0.5 %
No	784	98.0 %
Not provided	12	1.5 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q46. Do you or anyone in your household work for a public transit or market research company? (without "not provided")

Q46. Do you or anyone in your household work

for a public transit or market research company	Number	Percent
Yes	4	0.5 %
No	784	99.5 %
Total	788	100.0 %



Q47. What is your age?

Q47. What is your age	Number	Percent
23 or younger	27	3.4 %
24 to 34	121	15.1 %
35 to 44	146	18.3 %
45 to 54	167	20.9 %
55 to 64	165	20.6 %
65+	164	20.5 %
Not provided	10	1.3 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED" Q47. What is your age? (without "not provided")

Q47. What is your age	Number	Percent
23 or younger	27	3.4 %
24 to 34	121	15.3 %
35 to 44	146	18.5 %
45 to 54	167	21.1 %
55 to 64	165	20.9 %
<u>65+</u>	164	20.8 %
Total	790	100.0 %



Q48. What is your race or ethnic background?

Q48. Your race or ethnic background	Number	Percent
Caucasian/White	542	67.8 %
Spanish/Hispanic/Latino	21	2.6 %
African American/Black	140	17.5 %
Native American	50	6.3 %
Asian	27	3.4 %
Native Hawaiian/Pacific Islander	7	0.9 %
Total	787	

Q48. Other

Q48. Other	Number	Percent
Mixed	3	42.9 %
Middle Eastern	2	28.6 %
Half Japanese	1	14.3 %
White & Native American	1	14.3 %
Total	7	100.0 %



Q49. Do you have a diagnosed disability (i.e. blindness, etc...)

Q49. Do you have a diagnosed disability	Number	Percent
Yes	93	11.6 %
No	679	84.9 %
Not provided	28	3.5 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED" Q49. Do you have a diagnosed disability (i.e. blindness, etc...) (without "not provided")

Q49. Do you have a diagnosed disability	Number	Percent
Yes	93	12.0 %
No	679	88.0 %
Total	772	100.0 %



Q50. Are you currently caring for an aging relative/person?

Q50. Are you currently caring for an aging		
relative/person	Number	Percent
Yes	85	10.6 %
No	667	83.4 %
No, but might be within next 5 years	40	5.0 %
Not provided	8	1.0 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q50. Are you currently caring for an aging relative/person? (without "not provided")

Q50. Are you currently caring for an aging

relative/person	Number	Percent
Yes	85	10.7 %
No	667	84.2 %
No, but might be within next 5 years	40	5.1 %
Total	792	100.0 %



Q51. How important is it for the transit agency to serve low-income, disabled, or senior populations with few other transportation?

Q51. How important is it for the transit agency		
to serve low-income, disabled, or senior		
populations with few other transportation	Number	Percent
Very important	575	71.9 %
Important	156	19.5 %
Somewhat important	51	6.4 %
Not important	6	0.8 %
Not important at all	7	0.9 %
Not provided	5	0.6 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q51. How important is it for the transit agency to serve low-income, disabled, or senior populations with few other transportation? (without "not provided")

Q51. How important is it for the transit agency to serve low-income, disabled, or senior		
populations with few other transportation	Number	Percent
Very important	575	72.3 %
Important	156	19.6 %
Somewhat important	51	6.4 %
Not important	6	0.8 %
Not important at all	7	0.9 %
Total	795	100.0 %



Q52. What was your total household income in 2016?

Q52. What was your total household income in

2016	Number	Percent
Under \$20K	49	6.1 %
\$20K to \$29,999	66	8.3 %
\$30K to \$39,999	68	8.5 %
\$40K to \$49,999	67	8.4 %
\$50K to \$59,999	81	10.1 %
\$60K to \$69,999	67	8.4 %
\$70K to \$99,999	104	13.0 %
\$100K+	141	17.6 %
Not provided	157	19.6 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED"

Q52. What was your total household income in 2016? (without "not provided")

Q52. What was your total household income in

2016	Number	Percent
Under \$20K	49	7.6 %
\$20K to \$29,999	66	10.3 %
\$30K to \$39,999	68	10.6 %
\$40K to \$49,999	67	10.4 %
\$50K to \$59,999	81	12.6 %
\$60K to \$69,999	67	10.4 %
\$70K to \$99,999	104	16.2 %
\$100K+	141	21.9 %
Total	643	100.0 %

Q54. Your gender:

Q54. Your gender	Number	Percent
Male	385	48.1 %
Female	412	51.5 %
Not provided	3	0.4 %
Total	800	100.0 %

WITHOUT "NOT PROVIDED" Q54. Your gender: (without "not provided")

Q54. Your gender	Number	Percent
Male	385	48.3 %
Female	412	51.7 %
Total	797	100.0 %



Section 4 GIS Maps

